

Flex4 Online Marketing Services

Our Approach

To ensure your online print store is successful, a comprehensive online marketing strategy is needed. Such a campaign will typically include some or all of the following elements:

- Search engine marketing
- Paid advertising
- Content marketing
- Social media marketing
- Email marketing

Our team has over 10 years of experience in the creation of successful digital campaigns in the print marketplace. We adopt a flexible approach, depending on the needs of your business and the section below provides a brief description of the main services available and our approach to campaign management.

We use a consultative approach, and this includes an initial research and analysis period to establish your business goals and set deliverable targets.

We believe that any Online marketing campaign should focus on the achievement of business objectives, which usually means more enquiries or orders. To achieve this, we follow the process depicted below:



The first stage in the process is to achieve improved visibility online, which usually means high ranking positions in Google, although visibility in other places online (e.g., social media, online directories etc.) is also important.

Today to be successful in achieving good ranking positions in Google means your website needs to contain high quality and regularly updated content, based on the vocabulary that Google would expect to see in the print marketplace.

Google judges the extent to which your content engages your audience by looking at factors such as:

- How long a visitor stays on your page / site
- The bounce rate (the % of people that click straight way without exploring further)
- How many citations / shares your page(s) gets from social media platforms like Twitter, Facebook and especially Google Plus.

High visibility allows us to drive high volumes of targeted traffic to your website and, once we start achieving this, our focus changes to maximizing the conversion of these visitors into enquiries and orders.

To achieve the objective of maximizing conversions, we employ a range of techniques and approaches that are often referred to as "conversion rate optimisation."

Search Engine Marketing

There are three main areas covered by search engine marketing, namely on-page optimisation, local search marketing and paid advertising. The latter uses systems like Google Ads and Google Shopping. Our approach with each one of these is outlined below:

On-Page Optimisation

We use a range of tools and resources to supplement our existing knowledge of the print marketplace. Based on this we then build a profile of your business and make data-led decisions as to which keyword vocabulary your website content should target.

Using the resulting data our aim is to identify a 'basket' of keyword search terms that are relevant to the range of print products and services being sold on your website. These keywords are then used to populate various META tags and the descriptions used for individual products and content pages.

Many print products attract a wide range of different keyword searches (e.g., business cards, for which there are over 100 different search terms regularly used by people searching in Google) and where appropriate landing pages are also created to target search terms that cannot be targeted effectively on the existing products pages.

Local Search Marketing

Search engines like Google provide great opportunities to target your local geographical area using their Google My Business initiative. As part of a campaign, we ensure that your Google My Business account is setup properly and we provide guidance on how you can use this to maximum benefit.

Allied to this is the use of geographical landing pages to gradually spread the geographical area where high ranking positions are achieved to boost online visibility further.

Paid Advertising

Flex4 also provides a range of paid advertising services including the setup and management of the Google Ads and Google Shopping channels. Our objective is to provide clients with excellent customer service and generate a great return-on-investment.

Our first step is to fully understand your business objectives and customer profiles and we will then make recommendations on which paid advertising channels is most appropriate for your business.

We specialise in providing the following paid advertising services:

Paid Search

Achieving good organic rankings using SEO techniques can take months to achieve, whereas with paid search (e.g., Google Ads) your website can appear on the first page of Google very quickly.

Display Advertising

By using banner advertisement placed on targeted websites you can reach a wide-ranging online audience.

Social Media

With the huge number of social media users around the world, services like Facebook Advertising and Self-Service Ads on LinkedIn are an increasingly popular and successful way to promote your products and services.

Remarketing

Remarketing provides any business with a way to encourage repeat visits to your website and offers a great way to maximise your online revenues.

Running a successful paid advertising campaign requires a combination of skills and experience. As a leading provider of Online marketing services in the print sector, our team have the technical experience and analytical expertise to develop highly targeted and cost-effective campaigns.

With over 10 years of experience in the setup and management of paid advertising campaigns, we provide great customer service aimed at generating your business an excellent return on investment.

Content Marketing

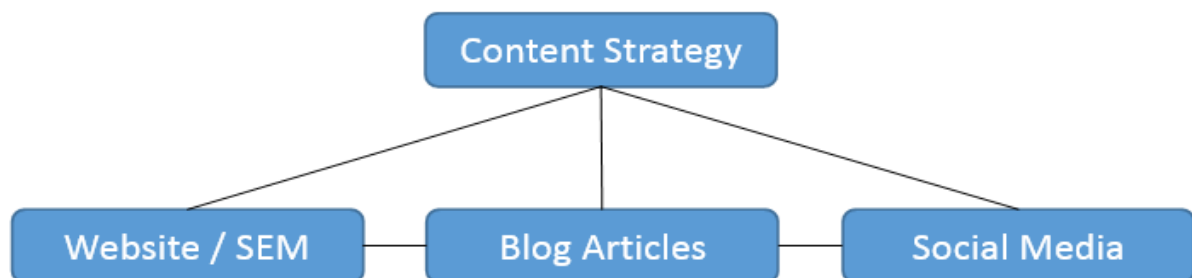
Content marketing is the art of providing relevant, useful content to your customers without selling to or interrupting them. Instead of pitching your products or services, you are delivering information that makes your customers more informed before they buy. If you deliver consistent, ongoing, valuable information to your customers, they will ultimately reward you with their business and loyalty.

Here is the definition produced by the Content marketing Institute:

“Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.”

The role of content strategy is to focus on the planning, creation, delivery, and management of content. By content we don't just mean the words on the page but also the images and other forms of media (e.g., video) that are used.

Ensuring that you have useful and usable content, which is well structured and easily found, is vital to improving your visibility online. As the diagram below shows your content strategy is aimed at ensuring a good user-experience for visitors to your website, blog articles and social media pages.



We can help you to plan and implement your content strategy by carrying out research, helping generate content ideas and by using our talented team of writers to create engaging articles, posts and other forms of online content.

Flex4 has been successfully using a content strategy for a number of years and one of the techniques we have employed is known as the “hub and spoke” model. This concept is illustrated in the diagram below:



The “hub” is a piece of high-quality content that potential clients will find both interesting and useful. There are many forms that this “hub” content can take including:

- How to guides
- Whitepapers
- Videos
- Case studies
- Infographics

The “hub” content could be made freely available or could sit behind a registration form requiring a visitor to submit their details before being able to access and download the content.

The “spokes” are used to promote and distribute the “hub” content and again can take various forms including:

- Series of blog posts or videos
- SlideShare presentation
- Infographic
- Articles
- Guest posts
- Social media posts or tweets
- Email shots

A recent successful example of a “hub” and “spoke” initiative was a catalogue design guide created for a print business. The design guide formed the hub and a combination of blog articles, social media posts and Google Ads were used as “spokes” to promote the content.

The initiative was highly successful and resulted in both improved rankings and conversions (3 enquiries in the whole of 2016 compared to an average of 2.5 enquiries per month in 2017).

This is a “win, win” approach because Google favours websites with high quality content, so you will enjoy both improved rankings and higher conversions.

Depending on your business objectives and budget Flex4 offers a number of different approaches to content marketing:

Blog Article Creation

Apart from the content used on the static and product pages of the website, we also carry out research to guide the creation of regular blog articles.

This research is aimed at identifying either keywords where ranking improvements are needed, or the most popular topics being discussed online within the print sector and in your local area.

A schedule of blog and / or news articles is then based on the topics that will both assist with improving rankings and that are likely to be of interest to your target audience.

“Hub & Spoke” Content Creation

This option extends the content strategy creation by using Flex4 to deliver a content strategy based around the “hub & spoke” model outlined above.

The types of content that could be included in a print market content strategy include:

- Blog articles
- Social media posts
- Design examples
- Press releases
- Pricing and costs
- Comparison & reviews
- Resource pages
- Infographics
- Videos
- Product pages
- Case studies and testimonials
- Whitepapers
- “How to” guides

The objective of the content creation work is to attract visitors and encourage the sharing of content and the creation of inbound links.

Social Media Marketing

Social media has seen phenomenal growth in the recent years and social media activity is now a critically important part of the overall Online marketing mix. Social media platforms allow print businesses to interact and engage with existing and potential customers in places where they spend time online. Furthermore, social media activity is becoming an important ranking factor used by Google.

Social media is also an important area for content marketing with platforms like Facebook, LinkedIn and Instagram for example being used to distribute the content being created.

Our social media marketing services include campaign strategy consultancy, account setup and branding, plus content generation via integration with the website blog and scheduled posts.

Paid advertising campaigns using social media platforms are also a proven method of generating both enquiries and orders in the print marketplace.

Email Marketing

The final component of an Online marketing campaign is email marketing.

Your OPS Online Print Store helps with the development of an email distribution list. This is achieved by encouraging newsletter subscriptions and combining subscriber details with the email addresses of paying customers.

The lists generated by OPS can be merged with an existing mailing list and the resulting combined list can then be uploaded to our eCampaigner Pro platform to create and send out a campaign. These campaigns can include special offer voucher codes generated by your OPS store (e.g., 10% off your first order).

Improving Conversions

So far, the description of the Flex4 range of Online marketing services has been focused on maximizing visibility in order to drive visitor traffic to your website. However, it is also vitally important that steps are taken to ensure conversions (i.e., the % of visitors that go on to place an enquiry or order online) are also being maximised.

To achieve this Flex4 uses a technique called 'Conversion Rate Optimisation' which uses a scientific A/B testing process. The objective of this process is to identify, create, test and, if successful, implement design, layout or content changes that have been proven to contribute towards % conversion improvements.

Flex4 has a track record of success in this area with one project achieving an increase in conversions of over 35%.

Analysis and Reporting

We believe it is important that you have full visibility of the Online marketing work we are carrying out on your behalf.

A typical campaign runs for a minimum period of 12 months. However, we believe the campaign should be seen as an on-going process with monthly reporting and reviews every 6 months to compare results against the campaign objectives. At this stage we agree with you the activities and objectives for the next campaign period.

This approach ensures that you have full visibility of the work being carried out and the results being achieved on your behalf. Our objective here is to give you the confidence that the budget you invest in search engine marketing is money well spent.