



SEARCHRESULT

ONLINE MARKETING.ONLINE RENDEMENT.

Online Marketing: Circle or Funnel?

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Please consult me before using or spreading anything from this presentation.

Usually I'm more than happy to approve any use that helps you.

1. Introduction

Inside Out: Your Organization

2. The process

3. The translation

Outside In: Your Website Users

4. The circle of life

5. Filling the funnel

All Around: You!

6. Questions, Discussion, Ideas

Ruben Timmerman

=

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@

SearchResult Online Marketing

www.SearchResult.nl

Blog @ www.Usarchy.com



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Word Abonneer! → Dé internetsite voor de Automotive Professional



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- + Equipment
- + Onderhoud
- + Opleidingen
- + Agenda
- + Links
- + Webshop

Home > Equipment > Aircoservice > Zoekresultaat

Gevonden pagina's

1. [Nieuwsoverzicht met laatste nieuws over aircoservice](#)
2. [Valeo digitaliseert motorcooling en aircoservice](#)
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4. [Expert content over aircoservice-apparatuur](#)
5. [Vakrondje services van aircosysteem](#)
6. [Whitepapers over aircoservice apparatuur](#)
7. [Merken en leveranciers overzicht](#)
8. [De mogelijkheden in aircoservice-apparatuur](#)
9. [Tips voor aanschaf van aircoservice-apparatuur](#)
10. [Brochure's van aircoservice-apparatuur](#)
11. [Veelgestelde vragen over aircoservice](#)
12. [Overzicht met referenties van aircoservice-apparatuur](#)
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06.00 - 03.45



Before we begin

I **might** be an expert...

... but **You** are the expert in your field...

Ask questions

Correct errors

Fill-in the blanks

Share your
opinion & expertise!

1. Introduction

Inside Out: Your Organization

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Online Marketing

=

**What you do online to meet
your organizational goals.**

Goal: Create value for partners?

So: Create value for users?

So: Get users to use product?

So: Get users to website?

So: Make goals concrete & measurable!

Concrete goals = Conversions

What are your conversions?
(How) do you measure them?

So: Translate organizational goals

To: Online Goals

To: Conversions

To: Conversion funnels

Wait: Conversion funnels?

Conversion funnel

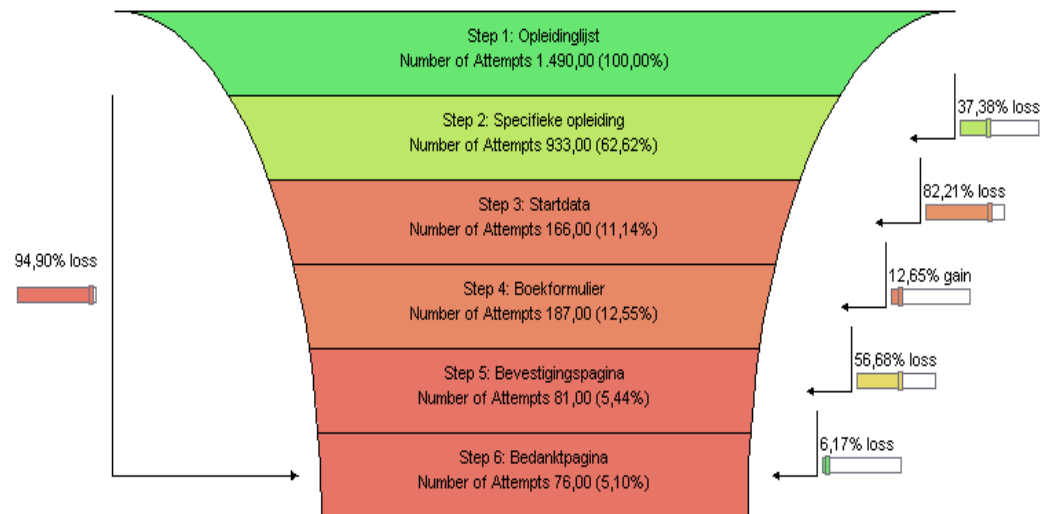
What does your funnel look like?

Funnel drop-off

Visitor paths

Forms & applications

ROI on campaigns



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Outside In: Your Website Users

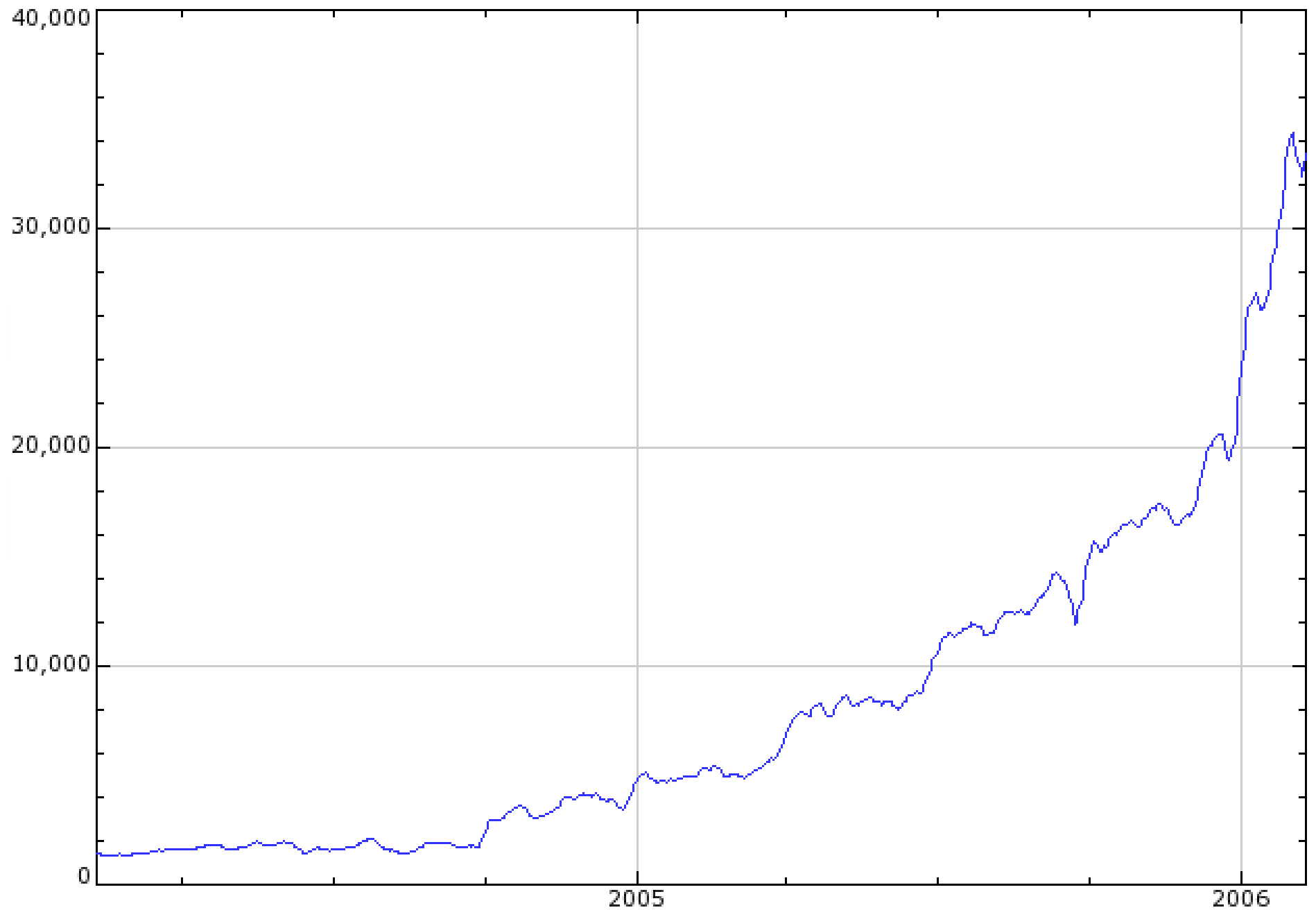
4. The circle of life

5. Filling the funnel

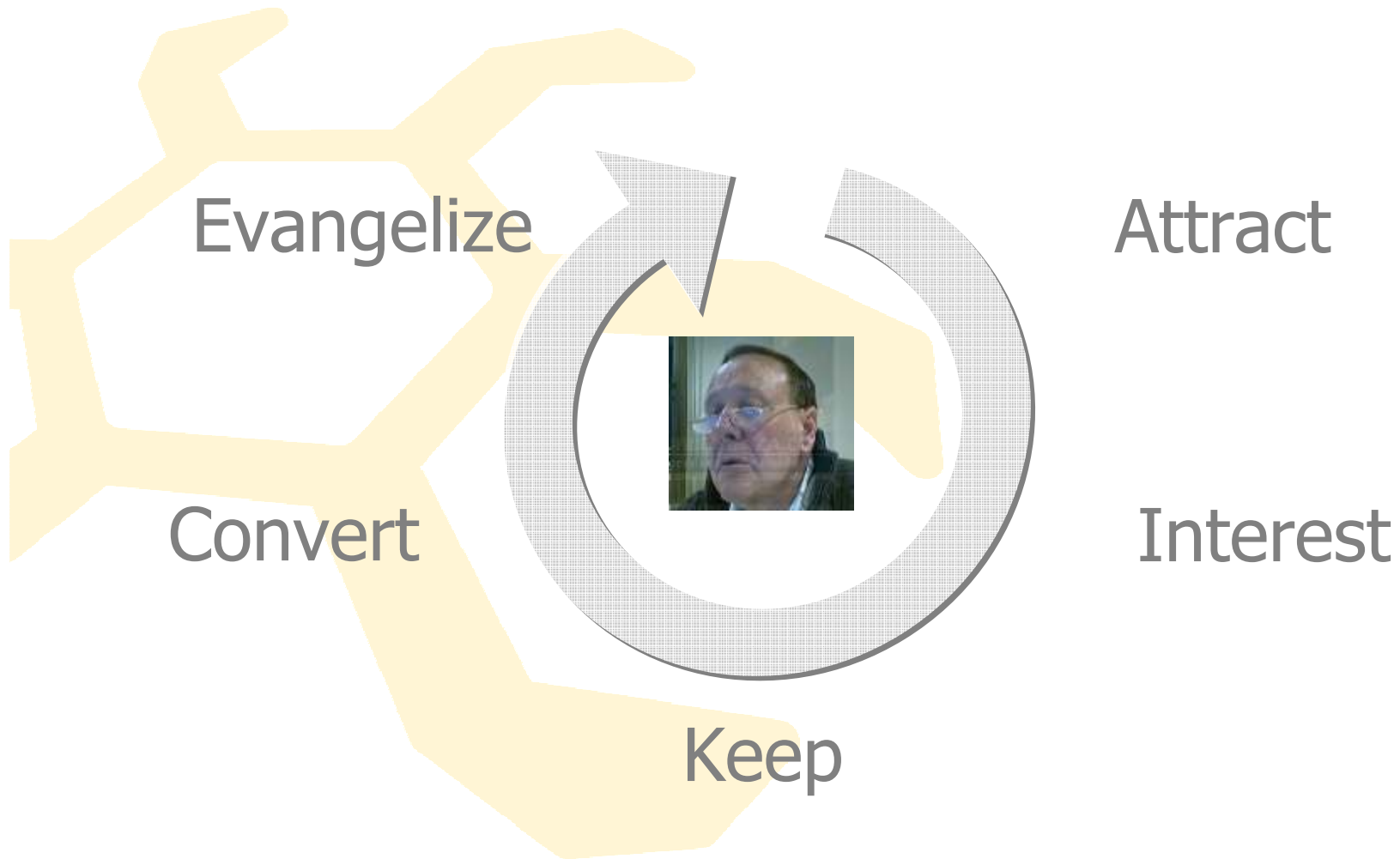
All Around: You!

6. Questions, Discussion, Ideas

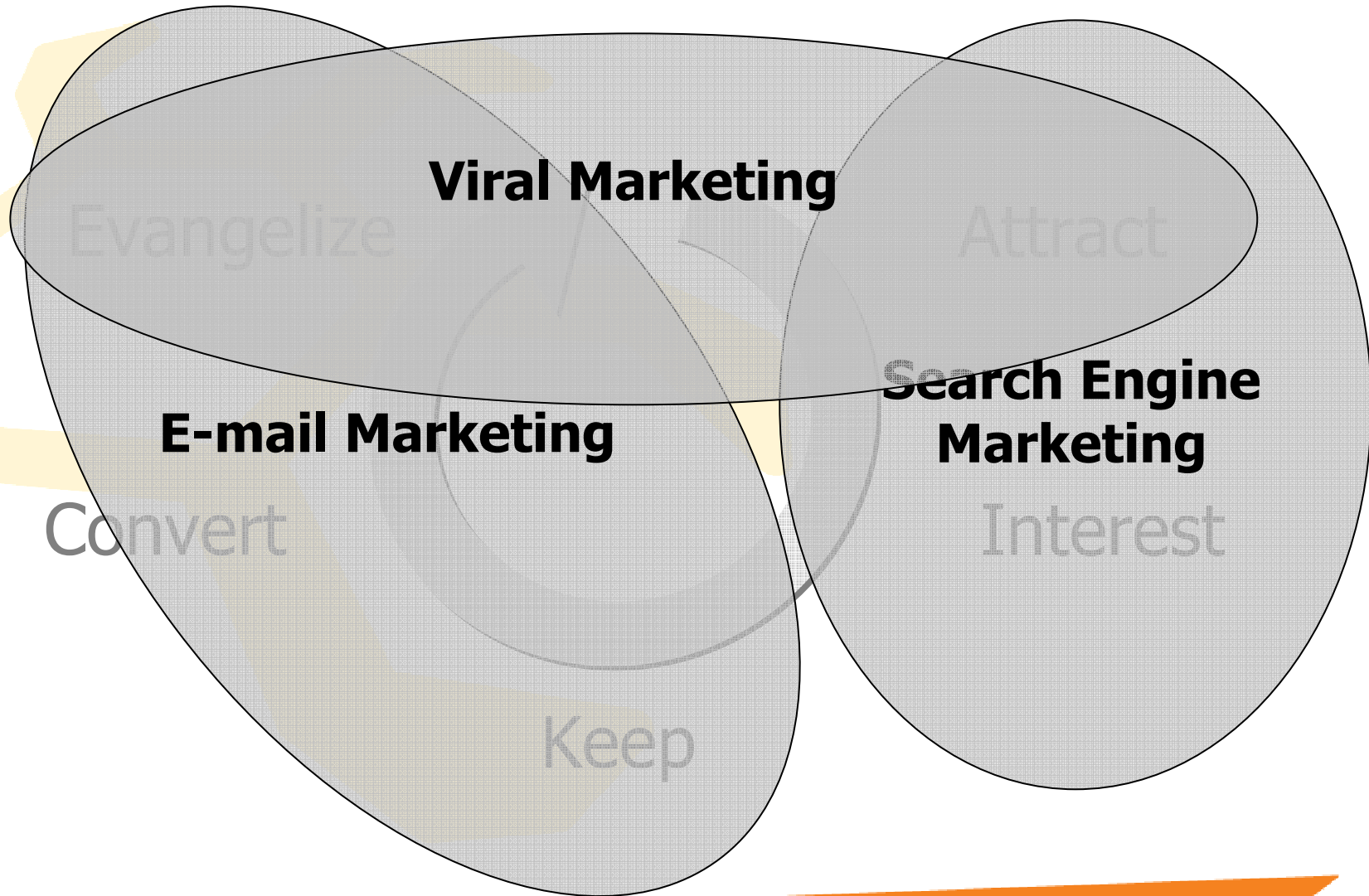
Daily Reach (per million)



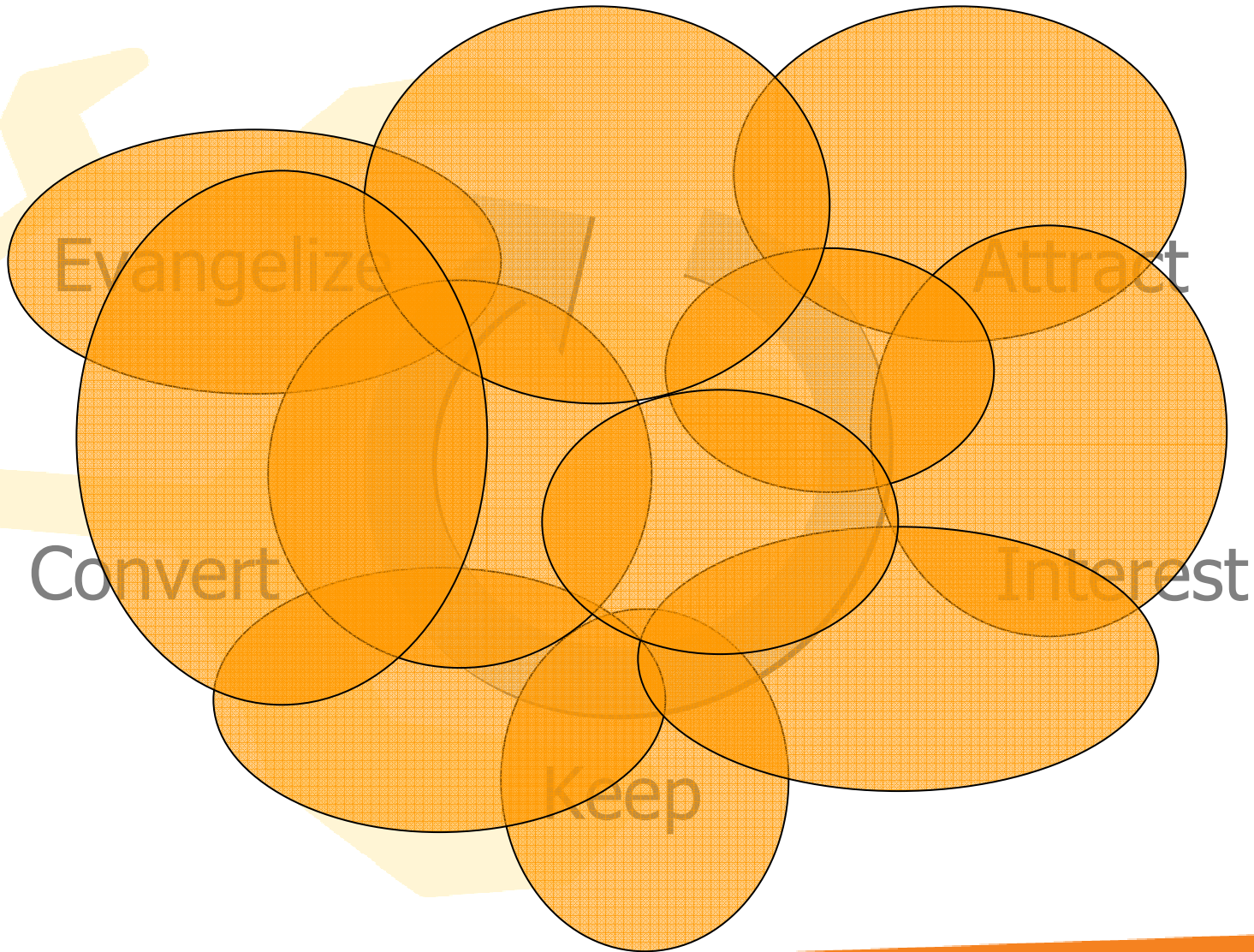
The Circle of Life



The Circle of Life



The Circle of Life



What does your circle look like?

Evangelize

Attract

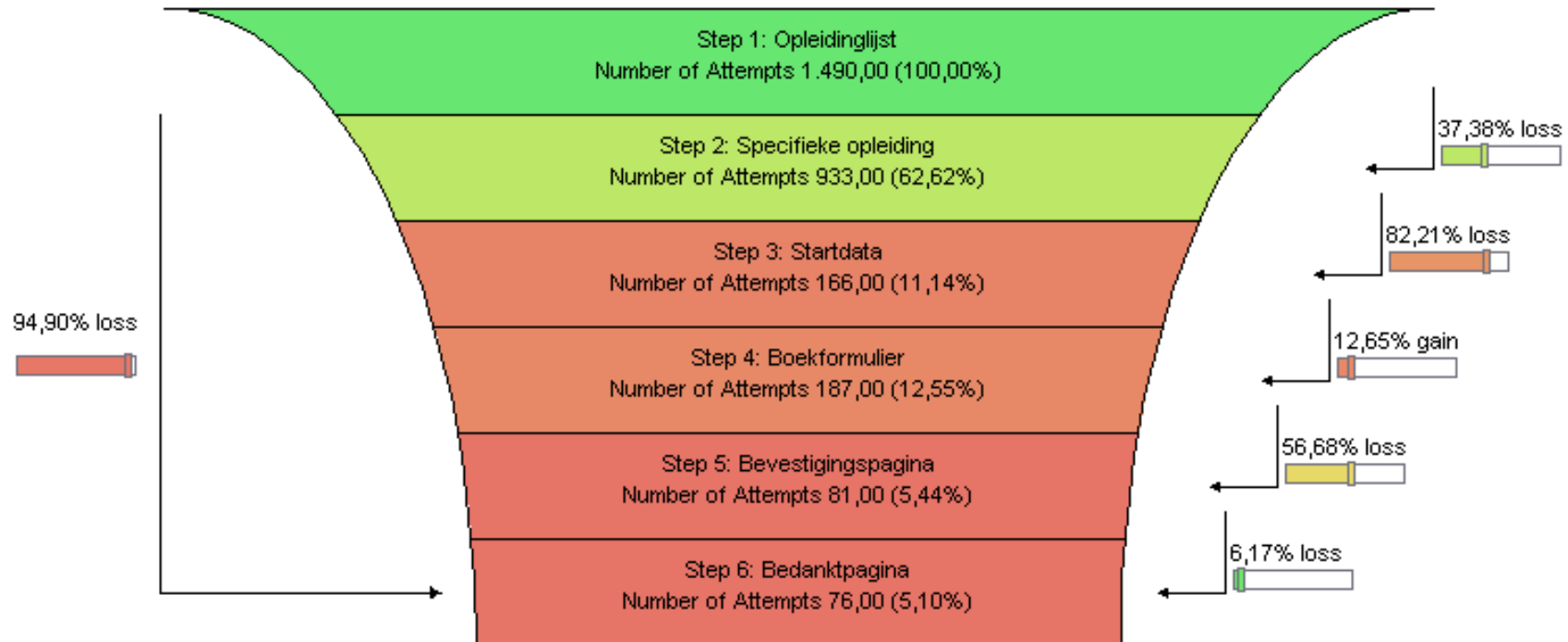
Convert

Interest

Keep



So, back to the funnel...



To fill your funnel...

To keep leakage to a minimum...

You need 2 things:

Clarity

Trust

Clarity

What is this site about?

What do I have to do?

What happens when I do...

Where do I click?

Do I have to read all this text?



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LOGIN**

POST A JOB

Products & Services

 **Search Jobs**

 **POST YOUR
RESUME**

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Home

Te is segíthetsz kérdőívünk kitöltésével!

Ha kevés az idő, töltsd ki a rövid kérdőívet!

Bemutakozás

BérBarométer cikkek

Adatok, statisztikák

Kalkulátorok egyéb forrásokból

Állást keresel? Klikk ide!

Tesztek egyéb forrásokból

Hasznos linkek

Ingyenes jogsegély

BérBarométer Hírlevél Hírek, események

Kérdezz! E-mail

Bérbarométerek más országokban

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WageIndicator.org



equalhungary.hu

Magyarország célba ér



Hogyan segíthetsz? Töltsd ki az on-line kérdőívet!



Az adatbázis adatokkal történő feltöltése egyrészt a honlapunkon lévő **kérdőív kitöltésével** történik. Minél többen töltik ki a kérdőívünket, annál inkább tudunk neked mi is segíteni!

Köszöntünk honlapunkon!

Az EQUAL Programot az Európai Szociális Alap és a Magyar Kormány finanszírozza.

Mi a Bérbarométer program?



Magyarországon az **EQUAL** program keretében kerül

kialakításra egy olyan béradatbázis, amelynek célja a nők és férfiak közötti esélyegyenlőség erősítése a munkaerőpiacon.

Más országban mennyt keresnél végzettségeddel és tapasztalatoddal?



A Bérbarométer projekt a Hollandiában 2001-ben elindított "Wageindicator"

(Loonwijzer) alapján épül fel, és betagozódik az immár 10 európai országot, továbbá az Egyesült Államokat, Braziliát, Dél-Koreát és

Mi hogyan tudunk Neked segíteni?



A **Bérelenőrző** segítségével megállapíthatod, hogy béred és munkakörülményeid megfelelőek-e. Vagy azt, hogy milyen bérré számíthatsz, ha leendő munkaadóddal tárgyalasz.

Munkaerőpiaci- és bérinformációk más országokból



Ha úgy döntesz, hogy külföldön kezded vagy folytatod munkádat, segítünk abban, hogy tájékozódj! A

Wageindicator programhoz csatlakozott országok honlapján szereplő Bérelenőrzők segítségével közvetlenül ellenőrizheted a várható kereseted! Már elérheted a következő országokat a **www.wageindicator.org** oldalon: Belgium, Brazília, Dánia,

em
ma
Google™



jobplot.hu

Lendület portál



[origo]

Utolsó módosítás:
2006.április 18.

Trust

Show your trustworthy partners

Explain why you do what you do

Explain what is happening

Don't make me feel guilty!

Don't make me read text!



Home

Pay survey IT & finance

About the pay survey

Pay survey for you

VIP Paycheck

Minimum wage check

My work place

IT or BPO

About us

Contact

PayCheck in other countries

Browse the questionnaire

Next

Introduction

Why complete this questionnaire?

It takes you between 10-20 minutes

As an employee you can use your latest pay information, or if you are self-employed you can use your own information.

All the information you submit will be held anonymously and we will not contact you unless you ask us to.

Your information will be used to generate more accurate pay or income indicators. The person after you will benefit since he/she will get a more exact picture of pay level. Your completed questionnaire will also be used for worldwide scientific research. Would you like to know how we do it? Check WageIndicator.org. WageIndicator is a non-profit - empowerment - initiative.

On top: you can win a prize.

Browse the questionnaire

Next

*Check Out
ITPF
An
Association*

Browse the questionnaire

Next

Introduction

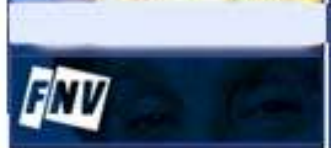
Why complete this questionnaire?

- It only takes about 15 minutes
- We are a non profit organization
- So, help us create better income estimates
- And you can win a prize!



Go! >

Powered by
WageIndicator.org



A background of deep red, vertically pleated curtains, typical of a theater stage. The lighting is slightly darker towards the right side.

One more thing...

Flip the funnel!



Flip the funnel!

Evangelize!



Flip the funnel!

Let people evangelize:

Mail a friend form

Easy to e-mail

Compare famous people to you

Ask for feedback

Show testimonials on website



So, what's next?

Thank you for participating!

So, what's next?

Do you have ideas to:

Put more people in the funnel (more traffic)?

To leak less in the funnel (less drop-off)?

To get people to evangelize?

Feel free to contact me with any questions: r.timmerman@searchresult.nl

Compliments and improvement suggestions are very welcome!