

TECniques #106 March 2009

Five Online Marketing Tools All Companies Should Be Using

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▶ Search Engine Optimisation

- ▶ Ensuring your website is found by search engines (ie Google)
- ▶ Keyword matches required for your advert to be served

▶ Google Analytics

- ▶ Free, sophisticated analytics software package
- ▶ Tracks website traffic
- ▶ Allows calculation of return on investment

▶ Goggle Alerts

- ▶ Free service that tracks keywords and advises you of reference when located
- ▶ Track your competitors and what is being said about your brand online
- ▶ Competitive advantage tool

▶ Goggle Business Maps

- ▶ Product or service search focused around geography
- ▶ Clickable place tags allow additional information to be added, beyond just contact details,
- ▶ Free branding tool

▶ YouTube

- ▶ Online video platform
- ▶ Video content is delivered through keywords
- ▶ Ability to stream video from YouTube into your website
- ▶ Free sales and marketing platform

For more information visit www.2sticksdigital.com.au or email tim@2sticksdigital.com.au