

The Essentials of Online Marketing

Online marketing, an essential tool for any business today, should complement traditional marketing rather than replace it. Here are some pointers to help you make the most of your online marketing efforts.

Develop a strategy

Before making any investments in this area, you'll need a strategy. A flow chart or action map can help determine which steps come first. You'll need to be clear on your purpose. Is your goal to sell online, generate leads for offline sales or establish relationships for a service business? Each objective implies different steps. It can be helpful at this stage to think about what your business will look like in 2 or 3 years.

Once you have set out a vision of where you want your online marketing to take you, work backward to the beginning. The result should be a series of sequential steps with timelines that drive you toward your goal.

Take baby steps first. You can't do it all at once. Start with the easiest steps, then add more complex ones as you develop expertise. Along the way, set up milestones, or measurement systems, so you know whether your tactics are working.

The nature of your business will determine whether advertising or promotional marketing is best for your online marketing efforts. If you sell products online, advertising will probably meet your needs. If you are selling a service, promotion may be preferable.

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Chamber Events

Annual General Meeting

Wednesday, June 5

6:30 pm

Pine Lodge, Bristol

Topic: Amalgamation – Pros and Cons for Business

A light meal will be served.

RSVP by May 31: 819-647-2312 or bizdev@pontiacchamberofcommerce.ca



Business Seminar

Answers to your most common legal questions!

May 28, 2013

6 pm to 8 pm

131A Victoria Street, Shawville

Presenter: Me Mireille Alary, Notaire

Light meal will be served; included in the price. (Caterer: Café 349)

Cost: \$12 for Chamber members and \$15 for non-members

RSVP by May 24th: 819-647-2312 or bizdev@pontiacchamberofcommerce.ca



Business Breakfast

Competition & Innovation... Work together and both succeed!

Wednesday, June 12

7-8 am

Spruceholme, Fort-Coulonge

Presenters / Présenté par : Martin

Bertrand, Horizon X & Jim Coffey,

Esprit Rafting

\$7 - Chamber members; \$10 - non-members

RSVP by June 7: 819-647-2312 or bizdev@pontiacchamberofcommerce.ca



Business Language Training

Fall 2013

The Chamber is organizing business language training for both English and French. Contact the Chamber for further details if you are interested.

819-647-2312 or bizdev@pontiacchamberofcommerce.ca

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If you have a business or Pontiac event you would like advertised, please contact the Chamber.

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Advertising

There are four main types of online ads. Which one you choose will depend on your business and objectives.

- Banner ads
- Button ads
- Interstitial ads
- Search engine ads

The cost of publishing an online ad can be calculated in a variety of ways. Sometimes, the cost is based on impressions or displays - the number of times an online ad appears on a computer screen. Often this will be expressed as a cost-per-thousand impressions (or CPM). A \$10 CPM, for example, means each impression costs you \$0.01 (or \$10 divided by 1000.)

A pay-per-click (PPC) formula works differently: it charges a predetermined price each time a visitor actually clicks your ad, as opposed to simply viewing it. Likewise, a cost-per-action (CPA) pricing formula charges you only if the visitor takes some predefined action on your website.

In a pay-per-lead (PPL) arrangement, the charge is tied to a sign-up of some nature. This can be as simple as providing an email address or as complex as filling out detailed forms. Finally, a pay-per-sale (PPS) arrangement bases charges on actual orders or purchases.

Promotional marketing

Promotional marketing is another way businesses try to attract customers online, especially in the business-to-business sector, where the goal is usually to generate sales leads rather than transactions. Online promotional marketing comes in a variety of forms.

- Content

- Linking
- Search engine optimization (SEO)
- Article writing

Email marketing

Email has become one of the most commonly used marketing tools. When done right, this is an effective method of marketing; when done badly, it becomes unwanted spam, or junk email - a nuisance that authorities are trying to eliminate.

Direct email techniques

Email circles occur when entrepreneurs send emails to people they've been in touch with or whose business card they have obtained. These emails provide a way of deepening personal contacts. Typically they offer a service or point to useful information like a news story. This technique works best for service businesses with small customer bases.

Bulk emails can also be sent to targeted groups - to advertise sales or special offers, for example. Ensure only blind copies are sent so recipients' email addresses are not visible. This prevents spammers from harvesting the addresses.

In designing such campaigns, keep in mind how people read email. A person will typically spend 3 seconds reading an email through a preview pane. That gives you a space measuring about 2 inches by 6 inches to catch their attention. If you add a visual they may linger slightly longer, but the message also has a greater chance of being blocked by a spam filter.

Content tips:

- The subject line should say it all, feature your main selling

point ("Low-cost computer gear") and prompt people to read the email

- Feature a single benefit in the headline. The 3-second scan means your headline must communicate one benefit quickly and succinctly
- Emphasize quick problem solving. Your main headline should tell the reader that the article will help solve a problem they have. (For example: "How to save money when buying office products")
- Keep it short. People have little time to read emails, especially when they get 50 a day. So keep your message brief and to the point
- Make it about the reader, not the company. The WIFM (what's in it for me) factor is crucial in email marketing. The email should focus on benefits to the customer, not just the product or service

E-newsletters

E-newsletters help create and sustain customer communities and sometimes even attract advertising. The main way of measuring an e-newsletter's success is the open rate - the proportion of recipients who actually read them. An open rate of 25% is considered very good.

E-newsletters can be sent as:

- Simple text
- HTML
- Emailed web links

For more information:

http://www.bdc.ca/EN/advice_centre/articles/Pages/marketing_online.aspx

DATE CHANGE

Annual General Meeting

Wednesday, June 5 – 6:30 pm

Pine Lodge, Bristol

Topic: Amalgamation - Pros and Cons for Business

Meeting to start at 7:00 pm.

Report on Chamber business, election of executive and board members and information on upcoming Chamber events.

A light meal will be provided.

RSVP by May 31

All Pontiac Businesses Welcome!

Business Seminar

“Did you know that?”

Answers to your most common legal questions!

Wills, Mandates, Estates

Corporate matters

Cottages and rural properties

(septic systems, wells, rights of passage to the lake)

Agriculture

May 28, 2013

6 pm to 8 pm

131A Victoria Street, Shawville

Presented by: Me Mireille Alary, Notaire

A light meal will be served and is included in the price.

Caterer: Café 349

Cost: \$12 for Chamber members and \$15 for non-members

RSVP by May 24th by phone 819-647-2312 or email bizdev@
pontiacchamberofcommerce.ca

Space is limited so reserve early to ensure availability.

Business Seminars

The Chamber is planning many business workshops, seminars and breakfasts in the coming year. If you would like to be a presenter or host – to share your expertise and business knowledge to other business people, assisting other local businesses to be more successful in their own business – please contact Ginger at 819-6472312 or bizdev@pontiacchamberofcommerce.ca

It could be a business breakfast, luncheon, 5-7 event, an open house or evening event. It can also be held anywhere throughout the Pontiac – you could host an event at your own business! There are many local restaurants who can cater these events.

This is the perfect opportunity for you to introduce yourself and your business to other local business entrepreneurs.

Member Business Profiles on the Chamber Web Site

The Chamber would like to spotlight your business on the web site. If you would like to have the ‘spotlight’ on your business, please send a write-up of 250 to 500 words with a photo of you and/or your business. You can submit it in either English or French, we will provide the translation required. The chamber would like to have a different member business profiled each month. **We need your assistance to complete this goal.**

Send your profile to info@
pontiacchamberofcommerce.ca

**Think Global ... Buy Local
Support Those Who Support You
Small Businesses Make Small Towns Work!**

Consider this when you're buying ...

As business operators, our actions shape our communities.

Chamber Business Sponsors

**C'EST TOUT DESJARDINS QUI APPUIE
LES ENTREPRENEURS AGRICOLES**
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819 683-2451 desjardins.com

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Caisse populaire
de Fort Coulonge

Welcome to the Chamber!

Businesses who have joined the chamber since the last newsletter.
International School for Earth Studies
Le P'tit Bar Salon
Ottawa Valley Business Group
Shawville Curling Club
Ten Mile Lodge

Check the chamber web site for links to these businesses.

Support your local businesses!

News, article suggestions and letters to the editor are welcomed and encouraged. Content will be edited to fit the space available. We welcome press releases and news from our local business community.

Chamber Benefits

Being a member of the Pontiac Chamber of Commerce means that you are also affiliated with the Canadian Chamber of Commerce (CCC) — www.chamber.ca and the Quebec Chamber of Commerce (FCCQ) — www.fccq.ca

You and your business can take advantage of benefits listed on their web sites.



Group Insurance Benefits

Visit the new web site / view the video!
<http://www.chambers.ca>

Would Like to Join the Chamber?

Membership fee of \$100 entitles you to all chamber benefits. Membership valid from April 1st to March 31st.
Contact info:
Pontiac Chamber of Commerce
PO Box 119
Campbell's Bay, Quebec, J0X 1K0
1-866-861-0509 or 819-647-2312
www.pontiacchamberofcommerce.ca
info@pontiacchamberofcommerce.ca

If you received this newsletter via regular mail and would like to receive it via email, please let us know a valid email address. We do not share our lists.

Avant que ça ne devienne trop gros, consultez votre avocate.

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Campbell's Bay Ciment
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1210 Route 148 East, Campbell's Bay, QC

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viacapitale

Via Capitale Outaouais
Mark James Ryan
613-614-7150

Pontiac Chiropractic Clinic
Dr. Isabelle Gagnon,
Chiropractor
www.chiropontiac.ca
chiropontiac@gmail.com

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Mansfield, QC
819-683-3690

379 Route 148
Shawville, QC
819-647-5155



384 7th Concession
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877-647-2670

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www.tomorrcartage.com

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Exposure for your Business

Support the Chamber through an enhanced membership and receive benefits for your business.

If you are interested in taking advantage of these enhanced memberships, contact the Chamber for more information.