



Guide to Online Advertising

In order to effectively advertise your business online, we use the following methods:

- Business Directories
- Facebook
- Twitter
- Google

If you are searching for any product or service nowadays, you turn to Google or some other resource on the Internet to find it. If your business is not visible, you don't get the business. Finding a presence online has become more difficult for small business owners.

Business Directories

At Business Direct Media we have been developing Online Business Directory system for the past ten years and we currently have 1200+ Local Business Directories for towns in South Africa, with thousands of pages indexed with Google.

The purpose of a business directory is to create pages which can rank on Google and other search engines, display your advert, and send the visitors back to your website or get them to interact with you.

The way that we do this is by creating pages with keywords related to your business as well as the areas where you operate. If for example your business is construction, we will create pages like

Construction Johannesburg
Builders Springs
Building Materials Fourways

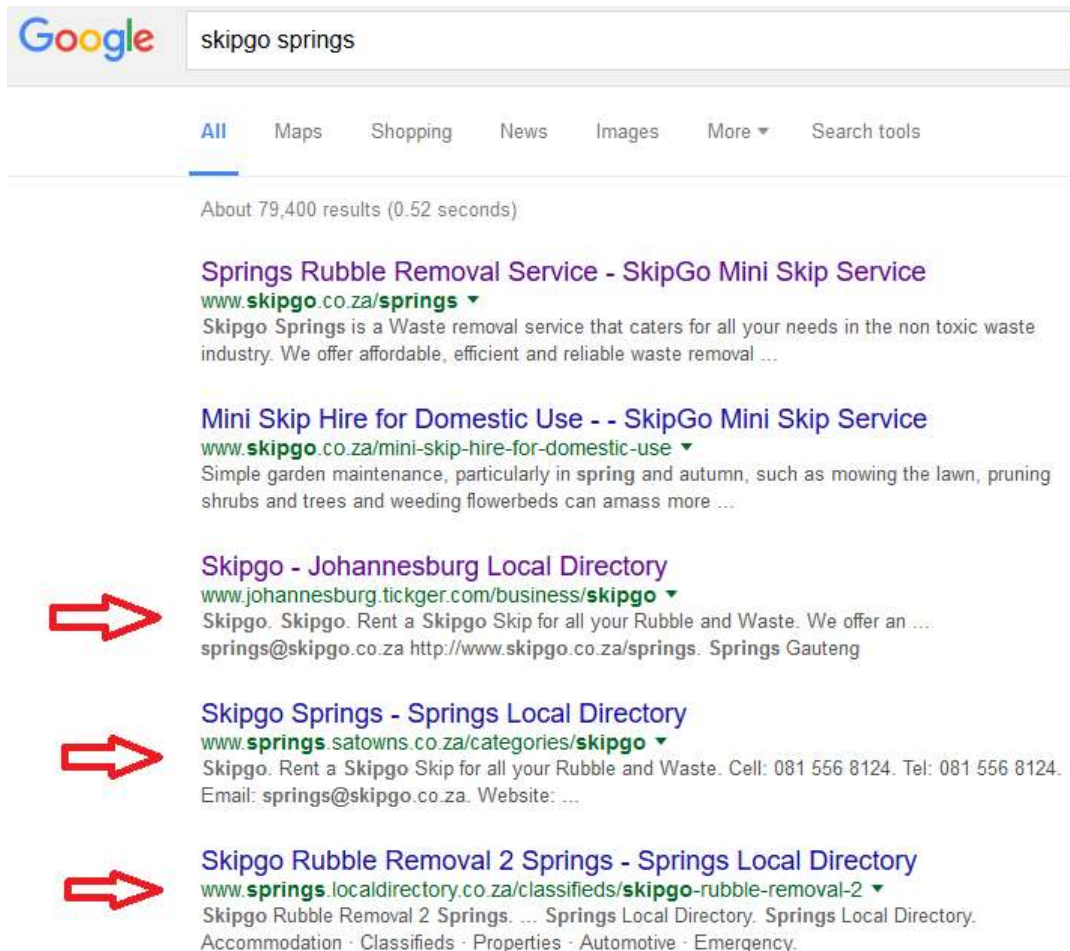
If you have 25 keywords in 10 different areas, we will create 250 optimized pages for you.

Once the pages are created, we then link them to all our Business Directories in the specific areas.

Just to give you an idea of how effective this method is, we have created an ad for one of our customers on the 20th June. Twenty days later, three of our websites ranked on one of his keywords. (see the image below).

Although this is not guaranteed, and it does not always happen, it is important to constantly put out content on the Internet which has the ability to rank somewhere.

By using this method, you create multiple pages which will help you with your business branding.



The screenshot shows a Google search for "skipgo springs". The search results include:

- Springs Rubble Removal Service - SkipGo Mini Skip Service**
www.skipgo.co.za/springs
Skipgo Springs is a Waste removal service that caters for all your needs in the non toxic waste industry. We offer affordable, efficient and reliable waste removal ...
- Mini Skip Hire for Domestic Use - - SkipGo Mini Skip Service**
www.skipgo.co.za/mini-skip-hire-for-domestic-use
Simple garden maintenance, particularly in spring and autumn, such as mowing the lawn, pruning shrubs and trees and weeding flowerbeds can amass more ...
- Skipgo - Johannesburg Local Directory**
www.johannesburg.tickger.com/business/skipgo
Skipgo. Skipgo. Rent a Skipgo Skip for all your Rubble and Waste. We offer an ...
springs@skipgo.co.za http://www.skipgo.co.za/springs. Springs Gauteng
- Skipgo Springs - Springs Local Directory**
www.springs.satowns.co.za/categories/skipgo
Skipgo. Rent a Skipgo Skip for all your Rubble and Waste. Cell: 081 556 8124. Tel: 081 556 8124.
Email: springs@skipgo.co.za. Website: ...
- Skipgo Rubble Removal 2 Springs - Springs Local Directory**
www.springs.localdirectory.co.za/classifieds/skipgo-rubble-removal-2
Skipgo Rubble Removal 2 Springs. ... Springs Local Directory. Springs Local Directory.
Accommodation · Classifieds · Properties · Automotive · Emergency.

Three red arrows point to the three directory listings.

Some of our Directories are

<http://www.satowns.co.za>

<http://www.localdirectory.co.za>

<http://www.sabusinessdirect.co.za>

<http://www.tickger.com>

The cost for advertising in our Business Directory System is R 2.00 per month per keyword combination with a minimum of R 800.00 per month (you will get up to 250 “keyword – town” combinations).

20 Keywords in 20 areas will therefore be 20 x 20 x R2.00 = R 800 per month

We only accept debit order payments.

To activate your account, we need a signed debit order, which you can download at

<http://www.businessdirectmedia.com/debit-order.pdf>

As well as the following

- A List of the keywords that you want to use
- A description of your business
- An Image of your business or product At least 250 x 250 pixels
- A list of the towns that you would like your business ads to appear
- Contact Person Details
- Your Business Website
- Email address and cell number to display on the ad
- Facebook, Twitter, LinkedIn and Google+ Links (If you have it available)

The setup will be done within 7 days of receipt of the above, and the debit order will be deducted from your account on the first day of the following month.

Facebook Advertising



Facebook is a very effective tool to advertise your business. We get the bulk of our business from using this exact same method that we use to advertise your business.

With Facebook you can post adverts to groups (depending on the group rules) via your Facebook Profile. The major problem with this for business owners is that this takes up a lot of time. Posting only a few ads has no effect, and should you post too much, you risk being banned by Facebook from using this service.

We have developed software that can post your ad to multiple Facebook Groups. By using this software, the ads are being posted randomly and more ads can be posted without being blocked by Facebook. Although it is not impossible that Facebook might block you using this system, not one of our customers have been blocked while posting this way.

It is possible that Facebook may restrict users from using this method in the future, but at the moment it is still allowed.

We post 5 or more different ads randomly to the groups and can post 100 or more ads per day.

The cost for this service is R 750 per month (minimum) for a maximum of 100 groups per day. There is a setup fee of R 1500 which also includes the preparation of the images, joining of groups if needed.

Our software will detect and import all the groups to which you currently belong and we can import new groups as we go along.

The ads are posted via your Personal Profile to the groups and we need your Facebook Login Details to setup our software with your profile.

As with all our other services the only mode of payment is by debit order which you can download at <http://www.businessdirectmedia.com/debit-order.pdf>

Email the debit order with the following information to info@businessdirectmedia.com

- Your Facebook Login Details (Username and Password)
- 5 different ads
- Images of your business
- Your Business Website
- Contact Details
- Mobile number, website and email to display on the advertisements

Google Advertising

Many people are familiar with the Google AdWords program. If you are not, let me give you a brief introduction:

Google uses their search engine to generate huge amounts of traffic online. People are searching for specific keywords (Search Terms) and are then given results based on a certain algorithm. You have two ways of getting onto the first page of Google for a certain keyword:

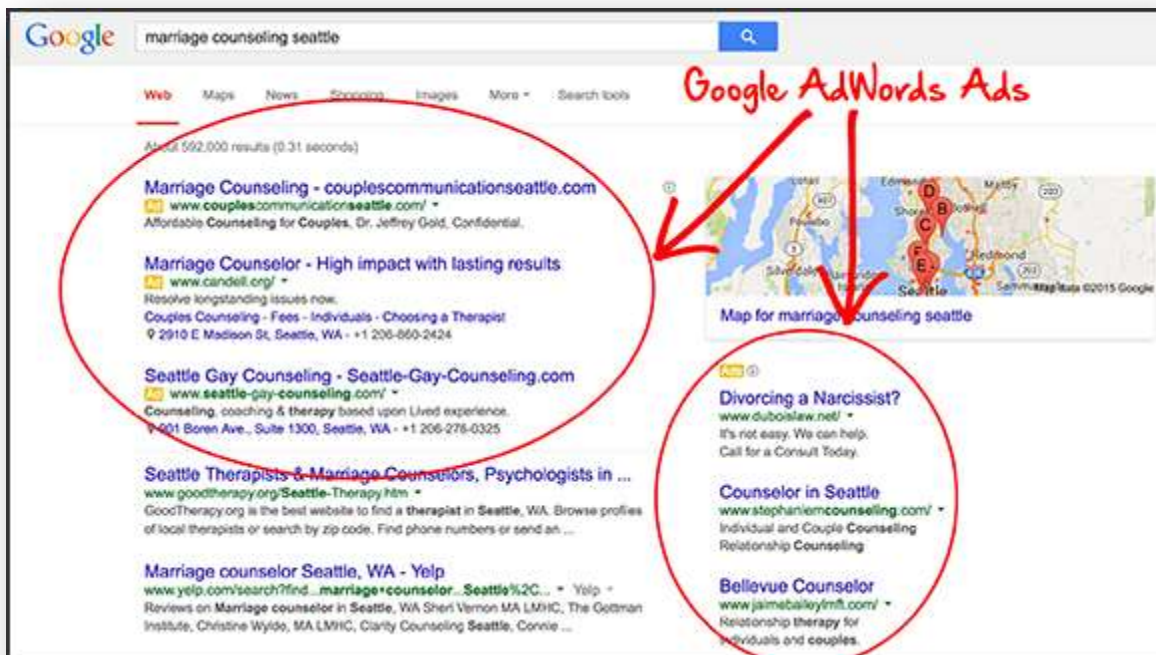
- Natural Ranking
- Paid Advertising

Natural ranking depends on your website Search Engine Optimization. This is a long and costly process with which we can assist if you are interested.

Paid Advertising is the adverts that appears on any Google page either at the top or on the side.

It is important to know that 90% of all business generated on the Internet through search is generated from the first page of Google. If you are not on the first page, you will not get the business.

We will setup an account at Google on your behalf, do a keyword research, and place and manage your ads.



Our fee for managing your Google AdWords campaign is as follows:

Monthly Management Fee of 20% of ad Spend with a Minimum of R 500.00

The one-time setup fee for Google AdWords is R 1 800.00

You can spend any amount you want on the ads itself.

Each click on an advertisement costs an amount. We will bid on your behalf to get the best value for money in the campaign and get the most clicks for your budget.

We set a daily budget, depending on what you want to spend. Each morning, your ads will start showing. Every time someone clicks on an ad, a certain amount is deducted. When your daily budget runs out, the ads will stop showing until the next morning.

It is important to know that visitors that will actually click on your ad, are people that were searching for exactly what you have to offer. There is no shooting in the dark. You get very targeted leads.

You may spend anything you want on this campaign and you can even pause your campaign at certain periods. You can also target certain areas, towns or countries.

Most of our clients spend between R 1 000 (minimum) and R 10 000 per month on the ads (Excluding the Management Fee).

Payment for a Google Campaign can be made by debit order or by EFT. The ads will however only start showing once we have received the money in our bank account and paid it over to Google.

To activate your Google advertising campaign, we need:

- A signed debit order or proof of payment
- Suggested Keywords (we do a keyword analysis)
- Area where you would like to advertise
- 5 different Ad samples
- Contact Details
- Website where your visitors must be redirected to

Search Engine Optimization

We have an option that will help you with a more permanent solution to website traffic.

As you know might know, Google AdWords is very expensive, and the only way to get more traffic and business from your website is to optimize your website to rank naturally. 90% of all website traffic comes from the first page on Google. We have done lots of search engine optimization in the past, but due to the continuous changes in Google policies and algorithms, we have found it to be too time consuming and expensive to keep up with all the changes.

We now have the latest software tools that helps us overcome this problem, and give you a better chance for ranking higher in all the search engines.

The tool analyses your website for errors that might prevent you from ranking. It then identifies and report the errors that needs to be corrected and auto correct some of them.

After doing a proper keyword research, it suggests the keywords that you need to concentrate on to rank with the highest traffic and the least possible resistance (the fewest competitors), and the steps we need to take to rank those keywords.

The progress reports are updated daily and it notifies us of changes in ranking on all active keywords. It monitors all rank positions on the keywords on Google, Yahoo and Bing which are the major search engines.

The tool can also be used to find other expired domains which are already ranking on those keywords and similar functions.

Unfortunately, the tool is very expensive.

If you are interested in taking advantage of this tool, we will optimize your website for you for a fee of R 18 000 per year payable in advance. (this is about 50% of the normal SEO Fee) or R 3000.00 per month for a minimum of six months. The fee includes your portion of the licensing fee and our labor costs for the year.

We believe that this is one of your best options for continuous traffic generation to your website.

Twitter Advertising

Twitter has become a great business tool and if you are not using it at the moment to promote your business, you should.

There are three things that you need to do on Twitter to get business leads, and build your brand

1. Create and post content regularly
2. Get people to follow you
3. Communicate with your followers.

This can all be very time consuming, but once again, we have developed the perfect set of tools which you can use to easily build your business via Twitter.

We will setup and post content to your followers every 30 minutes via our automated system. This content is normally a mix of information from your business, business ads, leadership quotes etc..

When people see information and pictures that they like, they will engage and become followers. They will even take action and call your business or go to your business website.

We will also get people to start following you. Depending on the size of your current Twitter account, we will follow between 100 and 1000 people every day. Some of those people will start following you. After 15 - 30 days we will check to see who did not follow you, and will unfollow them again. This way you build up an active follower list.

We also constantly check for inactive followers. If someone has not been active on Twitter in the past month, we will unfollow them, leaving you with an active list of followers.

The third very important aspect is that we will send every person that starts following you, a direct message, thanking them for the follow and introduce them to your opportunity. This may be your website, your Facebook page, a downloadable gift or something else. This is where most of your business comes from on Twitter.

Our minimum fee for setting up and managing Twitter is R 750 per month. For this amount we will get 500 followers per month. Should you wish to get more followers, the fee is R 1.00 per follower. For example if you want 1000 followers per month, the fee is R 1000.00 per month.

We only accept debit orders for this service and you can download a debit order at <http://www.businessdirectmedia.com/debit-order.pdf>

We also require the following:

- Your Twitter Account username and password
- Adverts that you want to display
- Special messages that you want to display
- Contact details
- Your Business Website
- Details of where you want to send new followers
- A signed debit order

Other Services

In Online Advertising it is necessary to ensure that you capture information and present your business in a professional way.

We have excellent graphic designers and web developers on our team that can help you create a range of different tools like websites, online shops, capture pages, blogs, advertising images, logos etc..

Should you need any information on any of these products, please do not hesitate to contact me.

Kind Regards

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