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SUCCESS PR: *How to Maximize the Internet*

Search engine marketing has evolved as a cost-effective advertising tactic for connecting with business communities around the world. Success PR can assist you to expand your customer base quickly while offering new opportunities that continue to evolve as more and more consumers use the Internet for information, entertainment, and shopping.

The establishment of an effective tactic for SEM services allows small businesses to compete with large companies. Entrepreneurs must examine the different ways consumers search for a product and service information. By doing this, you establish a profitable marketing campaign, while developing a web presence that will ultimately generate more traffic, more leads, and increase sales. Promoting your business online is essential to connect with more customers and reduce advertising costs. Success PR can efficiently develop the image and create a brand for your company. The recipe of making your website search-friendly is incomplete without the integration of PR. The need is to attain high search visibility under the scanner of search engine giants. You need to produce authentic content in order to get a tick mark by spider bots in the midst of SEO.

I have noticed most of my entrepreneur friends who planned to make their official website search-friendly were carried away by the myths related to SEO. It is imperative that entrepreneurs seek PR pros to assist them. The trick will be for small businesses to find their ideal audience and market strategically. Small businesses by definition have small budgets and must watch their dollars more closely than larger companies who pay per click to generate new business. Entrepreneurs will have to continue using new networks as mouthpieces for their brands and as platforms to build customer relationships — the development will be better-targeted ads and more effective outreach. For many companies, getting the word out about their product/service is the

starting point. That positive exposure can lead to strategic alliances and increased awareness.

Making a social impact is an important part of an entrepreneur's overall strategy. Success in social media doesn't only come via quantitative metrics but also through quality engagement. Social advertising, done correctly, has become an important driver that leverages the viral power of social media to create a positive word of mouth on a big scale. One key to success is to understand and use the unique rules of



engagement that each social network has developed. Launching a social advertising campaign may be easy, however, creating a great social advertising campaign that actually pays off can be a real challenge. Plus, the rules for success change from Facebook to Twitter to LinkedIn. When considering advertising on the different social networks, you should be aware of the dynamics specific to that network to ensure you receive the most bang for your advertising buck.

Some PR pros are still finding it difficult to obtain client buy-in for investment in social media. Currently, a large part of a PR pro's job involving social media is educating clients on its use and benefits. The solution here is data. As Success PR measurements continue to improve, the case for social media will become much clearer. For entrepreneurs, social media also saves time and money by yielding higher response rates to pitches.

Branded messages paired with a social context result in a sixty-eight percent higher ad recall and four times greater likelihood that a viewer will purchase. Sponsored stories are an opportunity for unprecedented brand advocacy. If you want to try sponsored stories for your brand, you have to do something crucial first: you must generate conversations and content on your brand page so you have organic stories to use for a sponsored stories campaign. Sponsored stories ad units received a forty-six percent higher click through rate, a twenty percent lower cost per click, and an eighteen percent lower cost per fan than Facebook's standard ad units. At Success PR we specialized in branded messages and sponsored stories in Success Magazine before it became the creative norm in the industry. The future of PR is all about a one-stop social dashboard for easy social media management.

Success PR can:

- Increase your site's productivity
- Amplify your ROI
- Convert clicks to sales
- Improve your online visibility
- Reach the targeted audience
- Create branded messages and sponsored stories to increase brand advocacy

