

# **Online marketing**

# Display marketing of your business

Target your audience - who are they and where they are, be very specific

Create banners - logo, brand, business message, short and bold

Call to action - what you want me to do, what is your benefit and value

Create landing page, make sure it makes sense - content and design with your display ad

Track your campaigns - impressions and clicks, leads and conversions

# Campaign Optimisation

Testing of banners, landing pages, call to actions

Have several options - A,B testing, run both version for the same time in the same conditions, for 1-2 weeks and choose the one with better CTR (clicks/ impressions)

BANNER  
JAZZ BOAT  
EVENTS



LANDING PAGE  
  
JAZZ BOAT EVENTS  
SIGN UP NOW AND GET A  
DISCOUNT  
YOUR TELEPHONE:

# Google AdSense on your website

Free program how to make money on the ads on your web

Strong copyright policy, pictures, music etc

Not so good for Jazz - looks like spam, don't sell your readers to Ads

Google doesnt approve music videos - copyright

Not very profitable - might takes years to make 100 USD

# Google and FB adwords

Choose your message, choose your audience,  
choose your budget, choose your locations

Get a SEM expert.

Run campaign with landing pages to connect to  
your leads for Jazz guide tours and Jazz boat  
events, email, telephone numbers, or e-  
commerce - T-shirts, tickets

# AFFILIATE MARKETING

\*Partnership programs - Pay per action

Many bloggers start with Amazon Associates since Amazon sells millions of diverse products that are likely to be a fit for most bloggers. Amazon pays commissions of 4% to 15%, depending on volume and product type.

To find other targeted affiliate programs, check out popular affiliate clearing house sites such as Commission Junction, LinkShare, andShareASale. All three offer access to thousands of affiliate programs, but you must apply separately to each one.

Search for partnerships with jazz clubs, musicians, events, trades, shops,

<http://howtorunaband.com/fk-sponsorships-affiliate-marketing-for-musicians/>

# EMAIL MARKETING

Set up a goal - campaigns for business, newsletter and reports, community - build community

How to collect more emails - exchange for something - download, text, book, reports, songs, updates, events

Occasionally, create a special report, video, or audio file for your blog readers. Post a teaser of it as a regular blog post, but require readers to submit their email addresses to read/watch/listen to the rest of it.

Email: Take the opportunity to say welcome and thank you to the user for signing up to email alerts.

Mailchimp gives you all the tool to have good practise email, as it has footer.

First campaign

