



# *Big Time Marketing on Little Money*

**Albuquerque SCORE**

**June 23, 2016**

Jan Zimmerman, Author

Web Marketing for Dummies

Social Media Marketing All-in-One for Dummies

Facebook Marketing All-in-One for Dummies

Watermelon Mountain Web Marketing

[info@watermelonweb.com](mailto:info@watermelonweb.com) 505-344-4230



# PART A: THE MARKETING PLAN

## Traditional vs. Digital

**Offline**

**Old-school**

**Direct Mail**

**Sales**

**Advertising**

**TV**

**Radio**

**Brochure**

**Online**

**New-school**

**Email**

**Social Media**

**SEO & PPC**

**Video**

**Podcast**

**Website**





# Let's Take Our Own Poll

## How Many Already Have...

- Web site/blog
- Mobile-friendly site
- Press releases
- E-newsletter
- PPC ads
- Paid Banners
- Video & Images
- Marketing collateral (print)
- Direct mail
- Flyers
- Classified ads
- Print display ads
- Radio, TV, other



# A Quick Review of Similarities: *Marketing Goals & Objectives*

- **What are you trying to achieve?**
  - leads, repeat customers, sales, visitors offline?
- **What objectives can you specify?**
- **How will you measure success?**
- **What is your budget?**
- **How long will it take you to recover your investment?**



# Marketing Plan Implementation

- **Who will do the work?**
- **When will they do it?**
  - Use [google.com/calendar](http://google.com/calendar) or [calendar.yahoo.com](http://calendar.yahoo.com)
- **What tools will you deploy?**
- **What performance metrics will you gather and when?**



# Strategy & Tactics

- **Who is your target market (demographics)?**
- **What media do they use?**
- **What skills, staff, and other resources do you have available?**
- **How much time will you allocate to marketing - estimate 2 hours/tactic/week!**
- **What channels will you use? Try to do only 1-2 major channels at a time.**



# New Tools, Old Rules

## Know Your Target Market

<http://www.junctionsolutions.com>

How well do you know your customers?





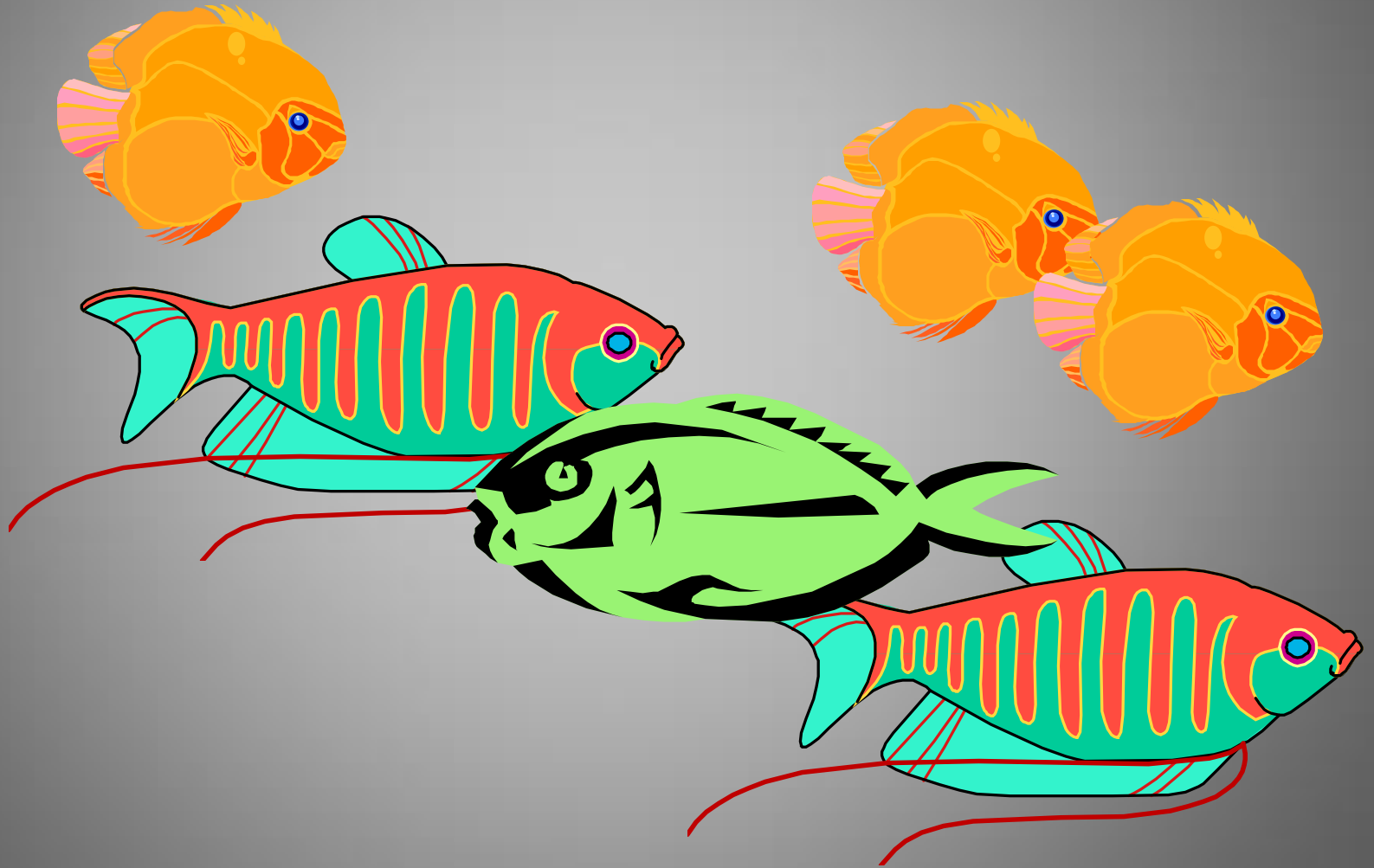
# Target Your Audience

- **by interest area**
- **by geographical region**
- **by demographics**
- **by contextual reference**
- **by behavior**





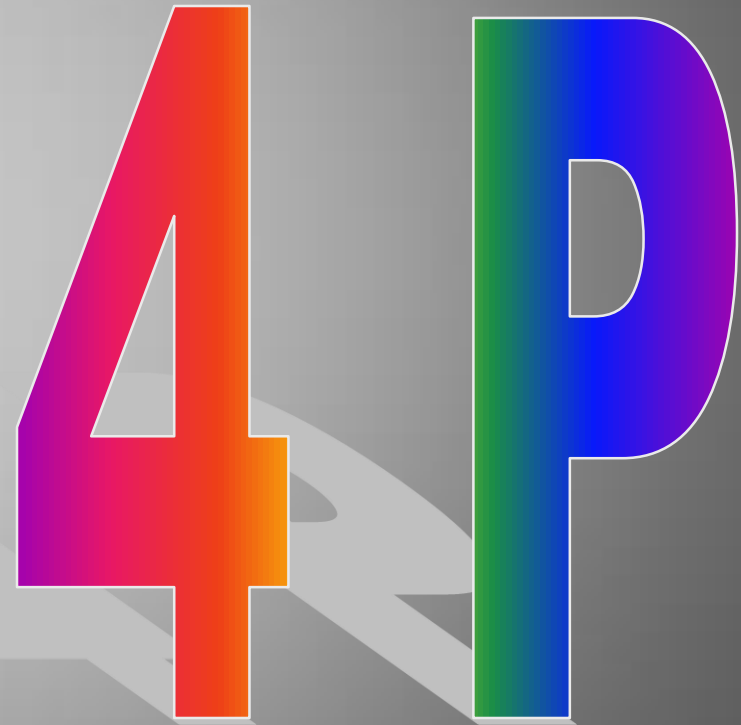
# New Tools, Old Rules: Fish Where Your Fish Are...





# The 4 P's of Marketing

- **Product or Service**
- **Price**
- **Position or Place (distribution)**
- **Promotion**





# Product or Service



- Physical product(s) or service(s) being sold
- Includes packaging, associated services, e.g., tech support
- Use surveys



# Price



- **Price point for product or service**
- **Includes discounts, special offers, warranties**
- **Compare to competitors**



# Position or Place



- Where distributed
- When distributed
- B2B vs. B2C
- How customers buy
  - Where
  - When
  - How (catalog, phone, online, in-store)



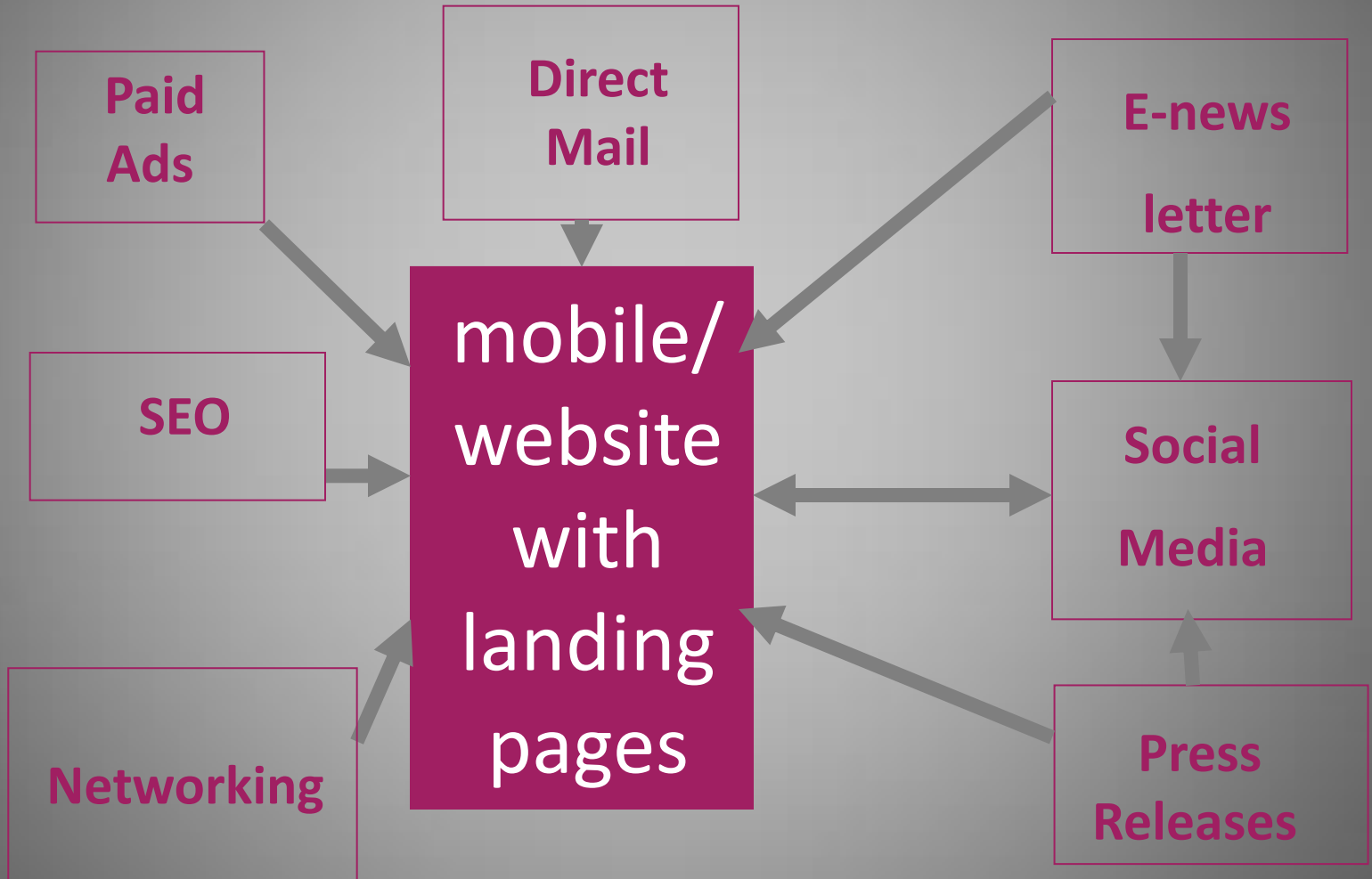
# Promotion

- Advertising
- Promotion
- Publicity
- Marketing collateral





# What an Integrated Marketing Mix Might Look Like





# Making Integration Work

- **Have an overall strategy**
- **Strong calls-to-action and relevant offer**
- **Drive prospects to respond online (e.g. QR codes)**
- **Tie offline to specific landing pages that fulfill the promise of the promotion**
- **Maintain clear visual connection between channels**
- **Measure activity to specific landing pages**
- **Use shortened links or tracking links to see offline results in online analytics**





# What to Expect for Costs

- Expect to invest as much for each new customer as they will spend in the first year
- Costs 7X as much to get a new customer as to sell to an existing one
- Compare using CPM (cost per thousand impressions) or cost per sale

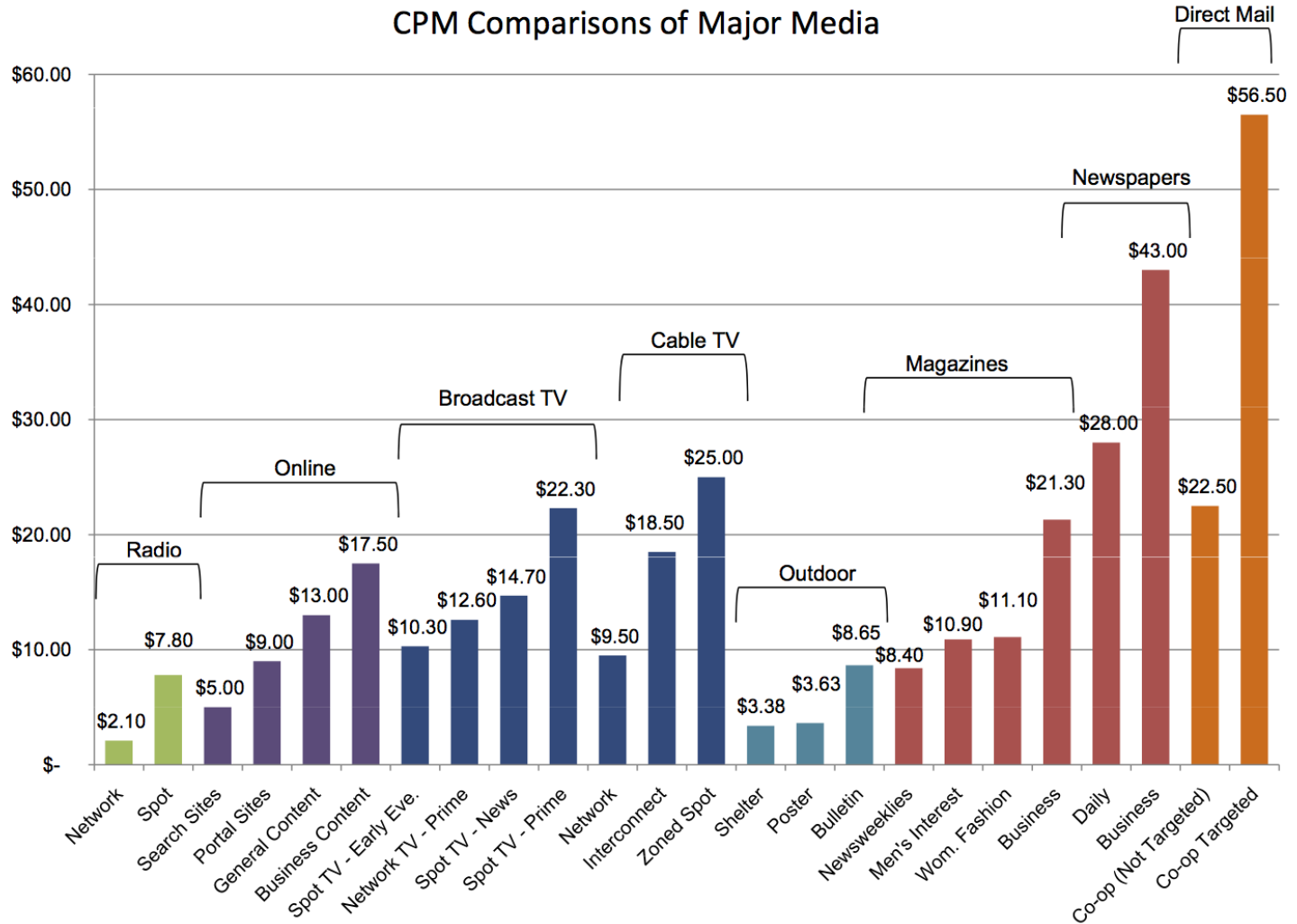


# CPM Lets You Compare All Media

- Cost Per Thousand Impressions
- e.g., ad costs \$500 for 10,000 impressions;  $CPM = \$500/10 = \$50$
- Allows you to compare costs of different media
- The narrower the target market, the higher the CPM



# Cost of Customer Acquisition



Source: Wells Fargo Securities, 2007-2008, Nielsen Out of Home Figures, 2011



# The Conversion Funnel



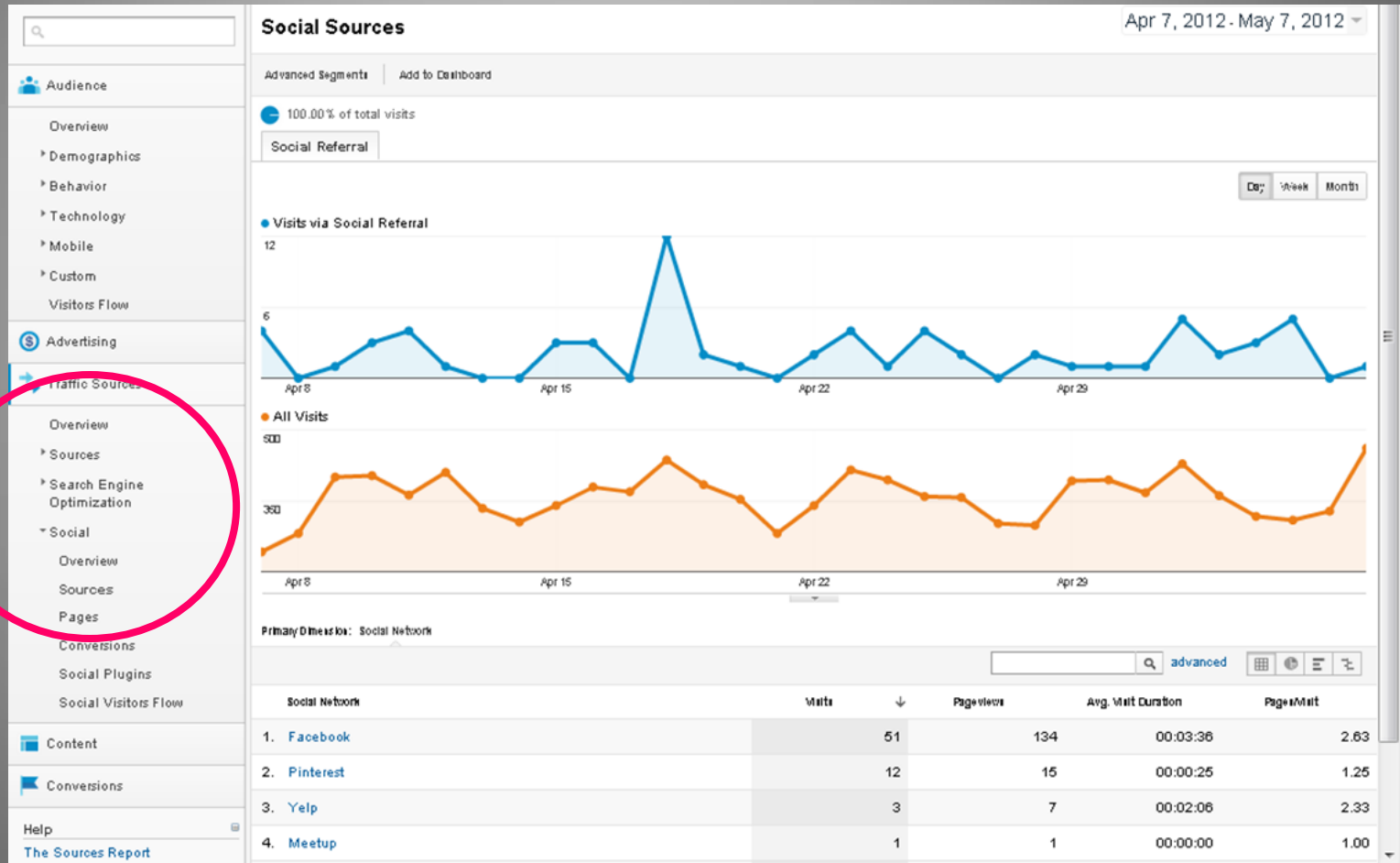


# Tracking Results

- **Differentiate**
  - **department numbers**
  - **phone extensions**
  - **who to call**
  - **URLs**
- **Ask how customers heard of you**
- **Track coupons and sales**



# Assessing Success: Google Analytics





# Part B: Online Marketing Tactics





# Cost of Customer Acquisition Online







# No Matter What Tactic: Benefits vs. Features



## *Features*

Stack 4 cartons

Holds up to 300 lb

6' x 2'

Heavy duty wheels

## *Benefits*

Save Time!

Save Your  
Back!



# The Biggest 3-Letter Word in Marketing

**YOU**



# The Offer: A 4-Letter Word That Begins with

# FREE



**FREE**

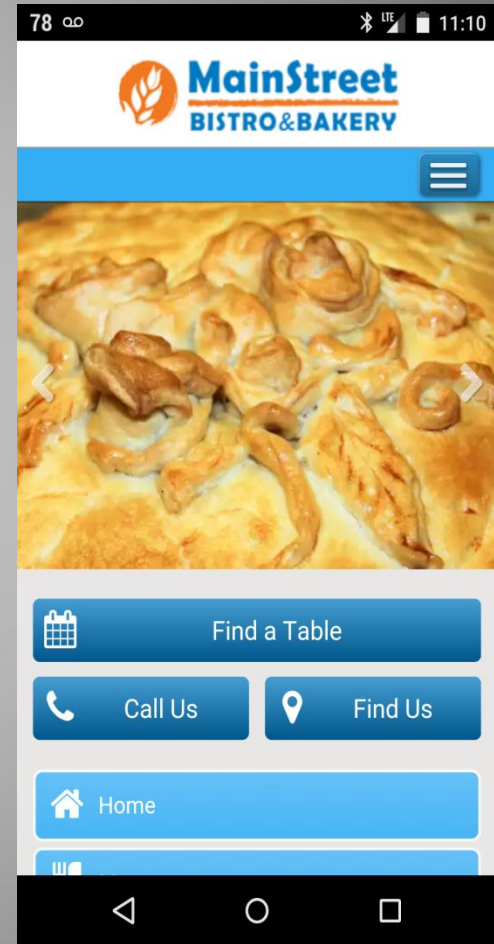
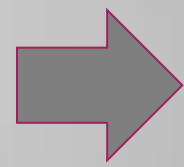
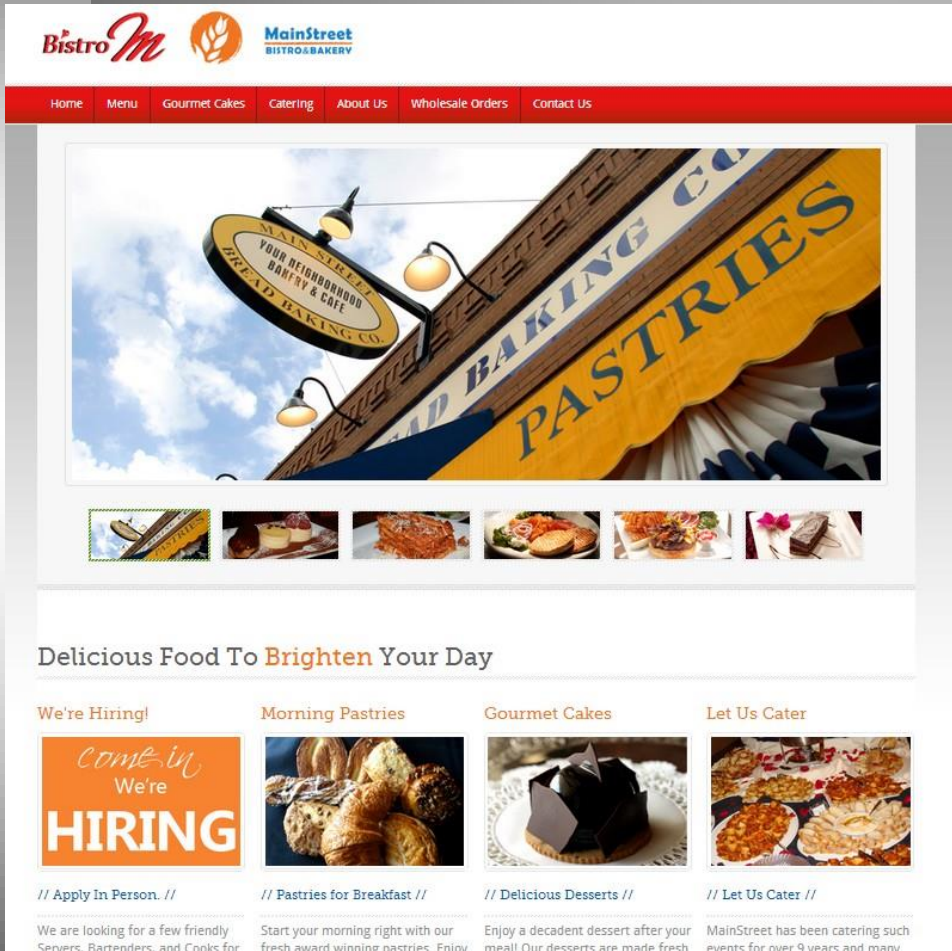
**technical shirt with  
your first shoe order**

**A \$20  
VALUE!**





# Website > Mobile Site





# Website > Mobile Site

*google.com/webmasters/tools/mobilefriendly*

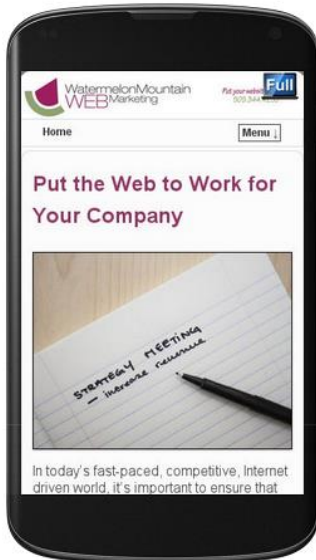
## Mobile-Friendly Test g+

http://www.watermelonweb.com/

**ANALYZE**

**Awesome! This page is mobile-friendly.**

### How Googlebot sees this page



### Learn more about mobile-friendly pages

If you're interested in learning more about mobile sites, check out our [Webmaster's Mobile Guide](#) or the [Principles of Site Design](#) on Web Fundamentals.

### Do you use Google Webmaster Tools?

See how many of your pages are mobile-friendly by signing into your [Webmaster Tools account](#).

### Give feedback

Encountered an issue with the test? Comments or questions about the results? Post to our [discussion group](#).



# Must Have: Google.com/mybusiness

The screenshot shows the Google My Business website homepage. At the top left is the Google My Business logo. Below it is a navigation menu with links for Home, Benefits, How It Works, Success Stories, and Resources & FAQs. The main content area features a large heading: "Show people you're open for business." Below this heading is a sub-headline: "Get your business hours, phone number, and directions on Google Search and Maps — with Google My Business." A prominent green button labeled "START NOW" is positioned below the sub-headline. On the right side of the page, there is a teal-colored section containing a preview of a Google My Business listing for "Jackalope Brewing Company". This listing includes a photo of an "OPEN" sign, a map snippet, the company name, a 4.7-star rating with 15 reviews, the address (701 8th Ave S, Nashville, TN 37203), phone number ((615) 873-4313), and hours (Open today 4:00 – 10:00pm). It also shows two customer reviews with profile pictures and text.




# Word of Mouth > Word of Web




- **Testimonials > Product Review**
- **Events > Calendars**
- **Business Networks > Social Media**



# Testimonials: Yelp Review Site





**yelp** Find snow ski Near Santa Fe, NM Sign Up  
Home About Me Write a Review Find Friends Messages Talk Events Log In


**THERE'S NO PLACE LIKE HOME.** [FIND A STATION >](#)  **PROUD TO BE HERE®**


**Best snow ski in Santa Fe, NM** Showing 1-10 of 22


**Filters**  
\$ \$\$ \$\$\$ \$\$\$\$ Open Now All Filters

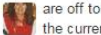
 **Ad** Look What the Cat Dragged In 2 541 W Cordova St Santa Fe, NM 87505 (505) 395-0291 1 review  
Thrift Stores, Used, Vintage & Consignment


 Our resale stores feature fine, gently used housewares, quality clothes, furniture, décor, artwork, jewelry and more - and all proceeds benefit the Santa Fe Animal Shelter and the homeless...


 **1. Ski Santa Fe** 2209 Brothers Rd Santa Fe, NM 87505 (505) 983-9155 41 reviews  
Ski Resorts

 Santa Fe. The snow was great, perfect conditions actually with a good base. The snow was just perfect. The mountain's vertical isn't too great, so runs are a little short. Not too crowded...


 **2. Alpine Sports** 127 Sandoval St Santa Fe, NM 87501 (505) 983-5155 14 reviews  
\$\$\$ · Shoe Stores, Outdoor Gear, Sports Wear

 are off to the slopes! Santa Fe Ski Basin is just 20 minutes up the mountain! Their website has all the current ski conditions - snow reports, 10-day weather reports for all your favorite...

 **3. BODY** 333 W Cordova Rd Santa Fe, NM 87505 (505) 986-0362 59 reviews  
\$\$ · Yoga, Massage, Cafes

 perhaps I wasn't ready for the "challenging vinyasa" course. I've been practicing yoga for over 14

**Mo' Map** Redo search when map moved



Chupadero Tesuque Santa Fe Agua Fria Gloriet Cienega Eldorado at Santa Fe

Google Map Data Terms of Use Report a map error

Ads by Google

[visitcalifornia.com](#)  
**ski travel**  
Discover the stars in California's observatories. See trip ideas here!

[santafe.com](#)  
**Find Out About Santa Fe**  
Hotels Restaurants Nightspots Find It Here Have Fun in Santa Fe


[lithiasantafe.com](#)  
**Jeep Santa Fe**  
Your Santa Fe Jeep Dealer Jeep Deals Ending Soon. Call Us



# Events > Online Calendars

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### Featured Events

View only Albuquerque Business First Events




**Top CEOs Networking Reception & Awards Luncheon**

October 22, 2015  
10:30am-1:30pm

Come celebrate and recognize the contributions and importance of the Top CEOs in New Mexico at our networking reception & awards luncheon.

[Register](#)




**New Mexico Energy Outlook Summit**

November 12, 2015  
7:30am-9:30am

Join Albuquerque Business First for the 2nd Annual New Mexico Energy Outlook Summit. This Summit will offer business leaders unique access to energy insights that will affect your company in the year to come.

[Register](#)



**Best Places to Work Awards & Holiday Luncheon**

December 10, 2015  
10:30am-1:30pm

This high energy awards luncheon celebrates the tenth annual Best Places to Work in New Mexico. Top Ten Awards will be given in each category.

[Register](#)


### Add Your Event To Our Calendar

Have an event coming up? Get the word out and target thousands of influential leaders in the local business community.

List all of your upcoming events on our Business Events Calendar starting for \$99 each.

[Add Your Event](#)
[FAQs](#)

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### All Events

View only Albuquerque Business First Events

Date	Event Name	Time	Description
Oct 1	Coffee Talk Thursday with Albuquerque Business First	8:30am-10:00am	Attend this seminar at Albuquerque Business First and learn how to minimize cold calling and stay ahead of your competition by using ABF's lead generation and publicity resources in the Book of Lists, Weekly Edition, Executive Profile, Giving Back, and more.
Oct 1	Supercharge Marketing Workshop: How to Combine Online and Offline Marketing	8:30am-11:30am	Learn how to combine offline and online marketing for a synergistic effect that will generate more leads, build brand recognition, expand markets and increase customer loyalty.
Oct 1	Unemployment Insurance 101	10:00am-12:00pm	Local area businesses will have an opportunity to better understand NM

### Events & Nominations

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**Featured Event**

**OCT 01**

**Coffee Talk Thursday with Albuquerque Business First**  
October 01, 2015, 8:30am to 10:00am  
Albuquerque Business First

**Featured Nomination**

**2016 Women of Influence** [Nominate](#)

Deadline: **November 02, 2015**

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# Biz Networks: LinkedIn

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**SantaFe.com**  
Online Media  
1-10 employees  
86 followers [Follow](#)

**How You're Connected**

- 2 first-degree connections
- 9 second-degree connections
- 13 Employees on LinkedIn

**People Also Viewed**

- SANTA FE RELOCATION SERVICES
- BBN

**SantaFe.com**  
*live, work, play*

Santafe.com offers timely news and features for both visitors and locals about Santa Fe, New Mexico, the most vibrant city and travel destination in the United States. The site is a valuable insider's resource to Santa Fe's dynamic offerings, including travel, entertainment, the arts, real estate, dining, shopping, lodging, cultural attractions and more. The site also includes one of the most comprehensive events calendars available for Santa Fe. We hope you find Santafe.com informative and entertaining.

<b>Website</b> http://www.santafe.com/	<b>Industry</b> Online Media	<b>Type</b> Public Company
<b>Headquarters</b> Hutton Broadcasting Santa Fe, NM 87507 United States	<b>Company Size</b> 1-10 employees	<b>Founded</b> 2011

[Read the eBook](#)

www.linkedin.com/company/home?trk=nav\_responsive\_sub\_nav\_companies



# Biz Networks: MeetUp

**Find**  
a Meetup Group

**Start**  
a Meetup Group

[Sign up](#)

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English ▾

⋮

## Mochas & Marketing - Local Business Meetup

[Home](#) [Members](#) [Photos](#) [Discussions](#) [More](#) [Join us!](#)



**Albuquerque, NM**  
Founded Apr 6, 2015

- Local Business Owners 139
- Group reviews 3
- Upcoming Meetups 2
- Past Meetups 10
- Our calendar

Help support your Meetup  
[Chip in](#)

**Organizer:**  
Staci

Calling all Albuquerque local business owners! Join the Mochas & Marketing - Local Business Meetup to connect with other small business owners while learning the latest marketing strategies to get more customers through your doors.

We'll meet twice per month - the second Tuesday we will meet for coffee to discover the best marketing strategies for local businesses. The fourth Tuesday of the month we will meet at a local business for informal networking. We're always looking for local businesses to host our networking events. If you're interested in the extra visibility within the group, please reach out to me ASAP.

Just check out what a few of our members have said about our group:

" I am so glad I found this group. I didn't realize how easy it could be to meet like minded individuals with drive and motivation! Thanks Staci!!! "

— Ashley Sarazin on Aug 28, 2015.

**Monica SB**  
This was a great group and we came up with some great ideas to help each other grow our businesses! I can't wait to see you guys again and see how things went with the ideas.

**Stephanie**  
What a great group! Lots of ideas to help kick business in to gear! Looking forward to the next event!

Will YOU be our next rockstar member?

[Join us](#)

Join us and be the first to know when new Meetups are scheduled





# Direct Mail... A Few Stats



- 78% of ONLINE consumers have provided a company with mailing address information to receive direct mail messages
- 75% of 25 to 34-year-olds have made a purchase resulting from direct mail.
- 42% of direct mail recipients prefer to respond online
- 25% of direct mail recipients will only respond online



# Direct Mail > Email

**John**, your future's so bright...  
you're gonna need shades!



Answer a few short  
and get a FREE pair of  
**JohnSample.GonnaNeedShades.com**

**John Sample, Don't let the economy darken your day!**  
Visit your personalized website to learn about our innovative  
direct marketing program that can help your business shine.

*Fill out a short survey  
about your marketing  
and we'll send you  
a FREE pair of shades!*



**JohnSample.GonnaNeedShades.com**

MARKETPATH

1257 North Wexlan Road  
Saint Louis, Missouri 63132  
(314) 432-7774

**John Sample**  
President  
Amazing Company  
1234 Right Way Drive  
Saint Louis, MO 63210





# Direct Mail > E-Newsletters



## Mountain Springs Lake

A Premier Poconos Resort & Lodge

### Goodbye Winter, Hello Spring!

We're celebrating spring's long-awaited debut with a special offer to getaway and rejuvenate. Mountain Springs Lake resort is the perfect setting to breathe in the fresh air and enjoy the warmer, longer days.



### Weekday Fishing at the Mountain Springs Lake

Our sparkling, clear waters are teeming with trout and bass,

### Springtime Special

Stay two nights at MSL from April 1st through May 26th and get the 3rd night for **FREE!**

OR

Stay two nights from April 1st through May 26th and receive **15% Off** our already low mid-season rates.

Offer good for new reservations only.

Book you cabin now. Call 866-629-0251 and mention the promo code **Springtime Special**.

\*Subject to availability  
Certain restrictions apply.

For more info visit [www.mslresort.com](http://www.mslresort.com)

### Quick Links

- [Resort Map](#)
- [Gift Certificates](#)



# Press Releases > Online

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**RELEVANT LINKS**

- [Webpage](#)
- [Company Blog](#)

**ARCHIVE BY DATE**

- [July 2014](#)
- [June 2014](#)

### LATEST NEWS

SENDLY

PRESS RELEASE - APR 22 2014

**Rebtel's Sendly App Passes \$1 Million in Transfers in 90 Days**

Mobile money transfer app rockets to the top of the free app charts in India surpassing LinkedIn and Twitter, as company expands...

IMAGE - MAR 10 2014

**Sendly - 10,000 US donated to the Phil**

NEWS - JAN 23 2014

**Sendly Launch on TechCrunch**

VoIP provider Rebtel has steadily growing ever since in 2006, with over 20 million and an increasingly popular

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Get your press release published on 7000+ News and Media Outlets. Your story is

**Measured Results**  
Our easy to use analytics puts the data at your fingertips

[Online - Click here for help or Call \(800\) 713-7278](#)

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39



# Pros of Using Social Media

- **Cast a wider net**
- **Branding & Loyalty**
- **Build relationships**
- **Improve business processes**
- **Improve search engine ranking**
- **Sell when opportunity arises**
- **Mostly free (except for labor)**
- **Now offer targeted advertising**







# Cons of Using Social Media

- Requires time (2 hr/wk/channel)
- Difficult to gain visibility
- Not as good for sales yet
- Advertising on social media has lower CTR than other online ads

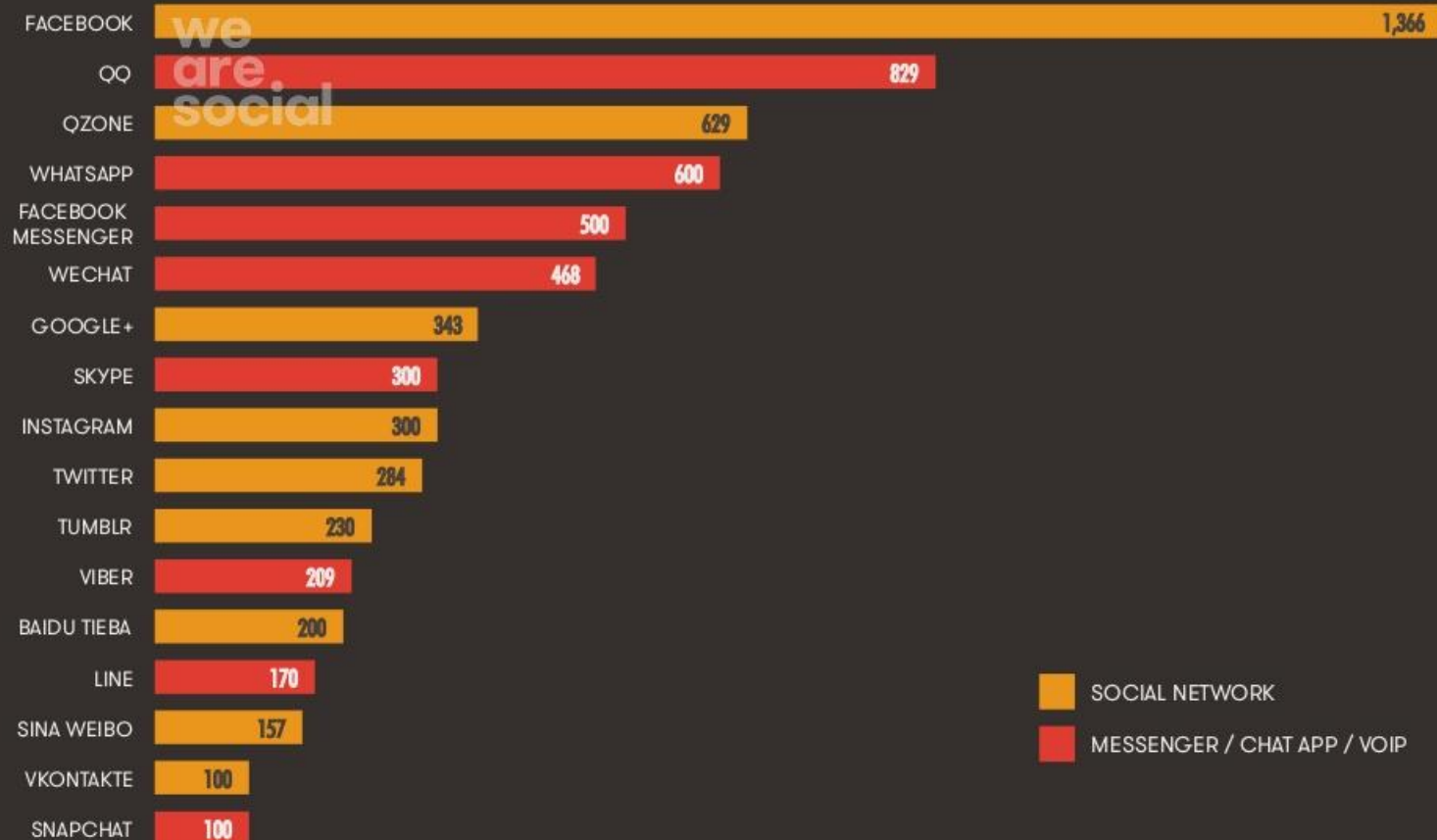


# Usage of Social Media

JAN  
2015

## ACTIVE USERS BY SOCIAL PLATFORM

MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS BY PLATFORM, IN MILLIONS





# Facebook

f SantaFe.com  Search

Shawna Home Find Friends

**SANTA FE** **SantaFe.com**  
Community Page about Santa Fe, New Mexico

Timeline About Photos Likes More

4,622 people like this  
Esme Sanchez

Invite friends to like this Page

ABOUT

- Live. Work. Play. Stay. Santa Fe.
- <http://www.SantaFe.com/>

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Get our Weekly Newsletter

PHOTOS

Post Photo / Video

Write something...

Post

**SantaFe.com** 1 hr ·

Santa Femous Gourmet Girl talks new eateries in Santa Fe, including Infierno, Cava, and La Fogata. <http://ow.ly/SzYOB>

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Albuquerque's Iconic, Vibrant Boutique Hotel. Book Now!

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statefarm.com  
Accidents happen, but my team will help you get back quickly. Get to a better State®.

Recent

- 2015
- 2014
- 2013



# Instagram (mobile)

The screenshot shows the Instagram profile for 'limitless.marketing'. At the top left is the Instagram logo. In the center is a search bar with a magnifying glass icon and the word 'Search'. At the top right is the username 'stormie575'. Below the search bar is the profile picture, a circular logo with the letters 'LM' in a cursive font. To the right of the profile picture is the username 'limitless.marketing' and a 'FOLLOW' button with a dropdown arrow. Below the username is the bio: 'Marketing.Solutions' with a location pin icon, 'Follow Link' with a link icon, and 'j.mp/IGblueprint'. Below the bio are statistics: '2 posts', '1,243 followers', and '10 following'. The main content area shows two posts. The first is a framed quote: "THE MAN WHO STOPS ADVERTISING TO SAVE MONEY IS LIKE THE MAN WHO STOPS THE CLOCK TO SAVE TIME." THOMAS JEFFERSON. The second is a photo of a car's center console with a notepad and pen, overlaid with the text: "WRITE 5 GOALS BEFORE GOING TO SLEEP". At the bottom of the page is a navigation bar with links: ABOUT US, SUPPORT, BLOG, PRESS, API, JOBS, PRIVACY, TERMS, LANGUAGE. In the bottom right corner of the page is the copyright notice: © 2015 INSTAGRAM.



# Twitter

The screenshot shows the Twitter profile for SantaFe.com. The profile header includes the SF logo, 4,121 tweets, 383 following, 4,055 followers, and 8 favorites. The bio identifies it as the source for Santa Fe entertainment and arts. The main content area features three tweets: one about a happy hour secret at the Secreto Lounge, one about award-winning drinks at 315, and one about the beauty of Zappa. The right sidebar shows 'Who to follow' with accounts like EPICENTER and Peri Pakroo, and a 'Trends' section with hashtags like #SeeYourRetirement and #CorrieLive.

Home Notifications Messages Search Twitter Tweet

**SantaFe.com**  
@santafecom FOLLOWS YOU  
Your source for Santa Fe entertainment, arts, culture, food, family and outdoors events. Web umbrella for Hutton Broadcasting stations.  
Santa Fe, NM, USA  
santafe.com  
Joined June 2009

Tweet to Message

2 Followers you know

52 Photos and videos

**Tweets** Tweets & replies Photos & videos

**SantaFe.com** @santafecom · 3h  
Santa Fe's Best Kept Happy Hour Secret - The Secreto Lounge, St. Francis Hotel 4 - 7 p.m.  
Award Winning Drinks [ow.ly/Su2Hp](http://ow.ly/Su2Hp)

**SantaFe.com** @santafecom · 3h  
Tonight at 315 in Santa Fe, 2010 Brunello di Montalcino Wine and Dinner. Smiling... [ow.ly/SA2pH](http://ow.ly/SA2pH)

**SantaFe.com** @santafecom · 5h  
Consider for a moment the beauty in the name Zappa. New win, fix to Zappa Plays

**Who to follow** · Refresh · View all

- EPICENTER** @epicenterABQ  
Followed by AED and others
- Kesselman-Jones, Inc** @K...
- Peri Pakroo** @PeriPakroo

**Trends** · Change

- #SeeYourRetirement**  
Share your vision of retirement & let us help you bring it to life.  
Promoted by The Principal
- #CorrieLive**  
Was #CorrieLive a hit or flop? Here's what Twitter thought  
63.3K Tweets about this trend
- #GBBO**  
43.8K Tweets about this trend
- Flamini**  
Flamini: I had a point to prove to Arsenal  
175K Tweets about this trend
- #SELFIEFORSEB**  
12.1K Tweets about this trend
- Yogi Berra**  
Social media reacts to death of Yankees Hall of Famer Yogi Berra



# Yellow Pages > Directories

The screenshot shows the thrive!ABQ website interface. At the top, there is a navigation bar with links for 'Browse Categories', 'Jobs', 'FAQ's', 'Useful Links', 'Contact Us', and a 'Login or Sign Up' button. Below this is a search bar with 'thrive!ABQ' and 'film!ABQ' tabs, and an 'Advanced Search' button. A search input field contains the text 'Click Here to Search thrive!ABQ' and a 'Search' button. The search results are for 'web marketing', showing 'Results 1 to 3 of 3' and '# of results per page: 10' with '1 of 1 Pages'.

**Search: web marketing**

Results 1 to 3 of 3 # of results per page: 10 1 of 1 Pages

**W3PR INC**  
W3PR is a Digital Marketing and Advertising Agency and Google Certified Adwords Partner. We help businesses succeed online through ethical Search Engine Marketing, Search Engine Optimization, Pay-Per-...

5901 J WYOMING BLVD NE # 233  
ALBUQUERQUE, NM 87109

(p) - (505) 821-9970

<http://www.w3pr.com>

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Put Your Web Site To Work. Since 1998, Watermelon Mountain Web Marketing offers strategic web marketing, search engine optimization SEO, social media marketing, and management services.

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Albuquerque, NM 87107

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<http://www.watermelonweb.com>

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- real time solutions**

# Yellow Pages > Maps

The image is a screenshot of a Google Maps browser window. The address bar shows the URL: <https://www.google.com/maps/place/La+Fonda+on+the+Plaza/@35.6866579,-105.9379258,16z/data=!4m2!3m1!1s0x87185046f909c017:0x29a242f6f39>. The search bar contains "La Fonda Hotel santa fe".

The left sidebar displays search results for "La Fonda on the Plaza" at 100 E San Francisco St, Santa Fe, NM 87501. It includes a "Book a room" section with a table of booking options:

Provider	Price / night	Book
Orbitz	\$247 / night	Book
Booking.com	\$209 / night	Book

Below the table, it says "View 4 more booking options from \$209". There are also "See inside", "Street View", and "58 Photos" options. The hotel has a 3.5-star rating from 43 reviews and is described as a "Luxury Hotel" with "Historic Southwest-style hotel offering art-filled rooms, plus courtyard dining & rooftop views." There is a "Write a review" and "Add a photo" link.

The map shows the hotel location in Santa Fe, NM, with a red pin and a price tag of "\$209". Other nearby hotels like "Hotel St. Francis \$189" and "Hotel Santa Fe, Hacienda & Spa \$209" are also visible. The map includes street names like Paseo De Peralta, E Alameda St, and E Santa Fe Ave. The Google logo is at the bottom center, and the footer contains "Map data ©2015 Google Terms Privacy Send feedback 500 ft".





# TV > YouTube

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# What You Can Accomplish With Low-Cost Promotion

- Reach a targeted audience
- Integrate with and enhance other promotion
  - offline: use your domain name and landing pages on radio, print, tv, packaging
  - online: drive traffic to your website, blog, or social media presence with SEO, links
- Achieve synergy with other activities (web, social media, blog, newsletters, flyers)



# Exercise

- Break into teams of four
- Review the marketing problem
- Define your target audience
- Select 4 offline and 4 online tactics for your marketing mix
- 15" for discussion with your team
- Report results to group 15" total



# Downloads

**Jan Zimmerman**

**Watermelon Mountain Web Marketing**

**info@watermelonweb.com**

**(505) 344-4230**

**[watermelonweb.com/resources](http://watermelonweb.com/resources)**