

"Search marketing is a vehicle used for attitude change; SERP is the stage; Businesses are the persuaders and customers are the audiences",
Thincr, LLC, 2012

Integrated Search Marketing Solution & Organic Search
Search Engine Optimization, Social Media, and Email Marketing

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Winning Formula for SERP Dominance

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Figure 1. Integrated Search Marketing Solution & Organic Search: Search Engine Optimization, Social Media and Email Marketing

SEO (Search Engine Optimization) book, [Integrated Search Marketing Solution & Organic Search: Search Engine Optimization, Social Media, and Email Marketing](#), offers so much more! Additional highlights are listed as follows:

- SEO techniques for flash-based content plus the methods to extend positive content reach through content syndication and the participation in vertical directory and Dmoz.
- Tips for search reputation optimization, tactics for the evaluation of a SEO campaign based on defined indexes, and tips for the practice of a hybrid SEO model.
- Techniques for using social media to rank for non-branded term, tips for the implementation of editorial link building campaign with trusted and authoritative domains to enhance SEO strength on under-performing target keywords, tactics for the development of a digital WOM (Word Of Mouth) social media campaign plus the techniques for developing a social bookmarking campaign while using social bookmarking to leverage SEO.
- Techniques for social media tagging, effective link bait creation, the application of UGC (user generated content) content and its management.
- The illustration of five major metric categories to watch for in a social media campaign and the introduction of its tracking tools as well.
- Analysis of the nature of Facebook (FB), featuring: (1). the do's and don'ts; (2). its impact on organic search; (3). four effective content sources; (4). four effective types of FB fan groups; (5). seven popular post types; (6). five effective ways to grow FB fan base; (7) tactics for building initial friend list while growing the fan base; (8). the illustration of the entities that are able to use FB as a marketing vehicle.

- The role of Facebook campaign administrator, featuring: (1). the do's and don'ts; (2). the strategy of “friends” management; (3). the SEO (Search Engine Optimization) of FB fan page; (4). seven effective post tones to draw friends’ attention.
- FB campaign performance monitoring, featuring: (1). key indexes to monitor in a FB campaign; (2) the adoption of Facebook Insights to monitor site engagement, content sharing and distribution, organic shares, the CTR (Click-Through Rate) of Comment Story and the performance of Like Button.
- Facebook fan group construction tactics, featuring: (1). Facebook fan group naming tips to create a pulling effect while enhancing SEO performance and page PR (PageRank); (2). posting tactic to increase intended product exposure while mitigating resistance and facilitating a positive attitude toward the target product; (3). the best practices of managing official fan groups; (4). tips for tactical redirection for final conversion process; (5). strategies for using Facebook fan group to set up the agenda for future product release while piquing the interests of target population; (6). tips for the allocation of FB campaign management resource; (7). tactics for effective posting style and timing; (8). tips for event hosting on Facebook and participant screening; (9). FB avatar real estate optimization; (10). strategic integration of Facebook events with the main and micro site; (11). tips for business localization on Facebook.
- Strategic development of a Foursquare (4Square) campaign and tips for the construction of an appealing reward offer plus the optimization of Google Place listing.
- Social media campaign tactics on Twitter, featuring: (1). campaign tactics on Tweet Handle, Tweet optimization, and Tweet distribution and timing; (2). strategic Tweet with Hash Tag as well as by Topic Trend and Interactive Content; (3). four major tips to construct a distinguished tweet; (4). tactics for building a quality follower base; (5). the introduction of effective tools to expand follower base and manage followers; (6). action steps for niche tweeting by setting up a public agenda through Journalist Tweets and Muck Rank.
- Experiment design of an email campaign, featuring: (1). tips for writing a successful “From” address and subject line; (2). tactics for managing delivery frequency and hours; (3) the adoption of strategic placement of offer link; (4). tips for constructing appealing content for an offer and the tactics for its deployment on the landing page for a better CTR, and response rate or opt-in rate; (5). the tactics for conducting a survey.
- Organic email list campaign, featuring tips for email list generation by opt-in, confirmed opt-in and double opt-in plus the tactics for email list expansion.
- Improve email campaign by monitoring key metrics, featuring open rate and CTR (Click-Through Rate), conversion rate, capture rate, subscribe rate, unsubscribe rate, subscription form response rate, complaint rate, sales and traffic.

Search Engine Marketing Professionals are able benefit substantially from the Tactics presented in [Integrated Search Marketing Solution & Organic Search: Search Engine Optimization, Social Media, and Email Marketing](#). Check it out now and start dominating the SERP Today!