

8 Effective Online Marketing Tactics

That Have Generated Up To

1,545%+ ROI



Online marketing literature

There's a lot out there.

But how do you separate signal from all the noise?

What actually has proven to be effective?

In this piece, we at **Single Grain** are opening up the kimono for tactics that have actually generated millions of dollars for our clients. Some of these you might have heard of, some you might not have.

But one thing you'll know for sure is that these have our stamp of approval and have worked for us time and time again.



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Tactic #1

Skyscraper link building technique

This technique comes from our good friend Brian Dean of Backlinko. If you're looking to build rock solid links and traffic, this is a very effective SEO/content marketing tactic.

The basic premise is very simple: look for content that you'd like to rank well for and create something significantly better.

After that, look for the people that linked to the previous post and reach out to them to see if they'd link to it/promote it. The process itself can be swiped from Brian's site right [here](#).

Brian personally has reported acquiring 17 links for everyone 100 reach outs for an astounding 17% conversion rate!

The post includes:

- A template to be used when doing outreach
- How do find content to 'skyscraper'
- How to find e-mails for people to reach out to

Timeline:

You can expect to see traction in the first month. Bear in mind this is something that will need lots of tender loving care to get the process flowing smoothly. Real results will come in 3-6 months.

Costs:

Expect to pay anywhere from \$10-20 an hour to have someone dedicated to prospecting and outreach. Content can range from \$.10 a word to to \$.30 a word. We recommend spending more on content to avoid quality control issues.

Targeting:

To find the right content to skyscape, using tools like [Topsy](#), [Buzzsumo](#) or [Open Site Explorer](#) will give you insight the most shared content. We suggest making a spreadsheet of the top 10 content you'd like to skyscape and build content for those first.

After you are finished making your content, it's time to find the right people to reach out to. Refer back to the link above for Brian's process to get started. Beyond that, we recommend using tools like [The Contact Finder from Citation Labs](#) or [Salesloft](#) to get accurate e-mail information - be aware that both of these are paid tools but will save you a lot of time.

Common Pitfalls:

We can't stress this enough - if you're going to try to 'skyscape' a piece of content, it needs to be the best of its class. Creating world class content is just one half of it.

Another mistake we see is people not tracking their promotion efforts. If you don't track your efforts, you won't know where to improve. What gets managed, gets measured.

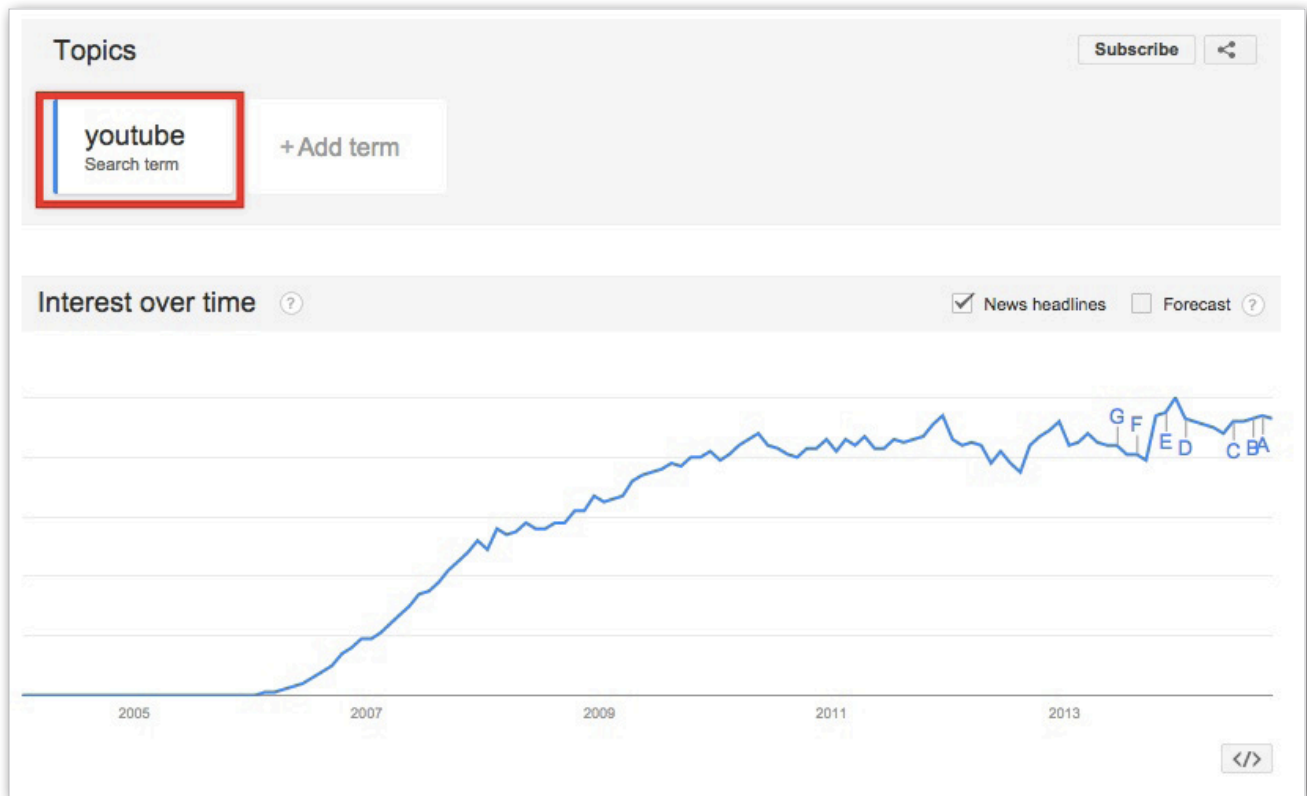
For us, this tactic alone gave us a 10% conversion rate on link acquisition and increased traffic by 5 times in a span of 7 months for one of our clients.

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Learn about our [Content Marketing Services](#).

Tactic #2

YouTube pre-roll ad (display keywords)



YouTube is the #2 search engine in the world with over 6 billion hours viewed a month. We took to YouTube advertising not knowing what kind of returns we'd get and the results we got were surprising.

We initially burned about \$30,000 in the first month of a campaign and saw disappointing results. However, the last 2 weeks of the month showed traction so we decided to stick with it.

Boy are we ever glad we did.

This campaign alone brought a 1,545% ROI and continues to be the most effective channel for that particular campaign. To be more specific YouTube ads focused on display keyword targeting and retargeting worked the best.

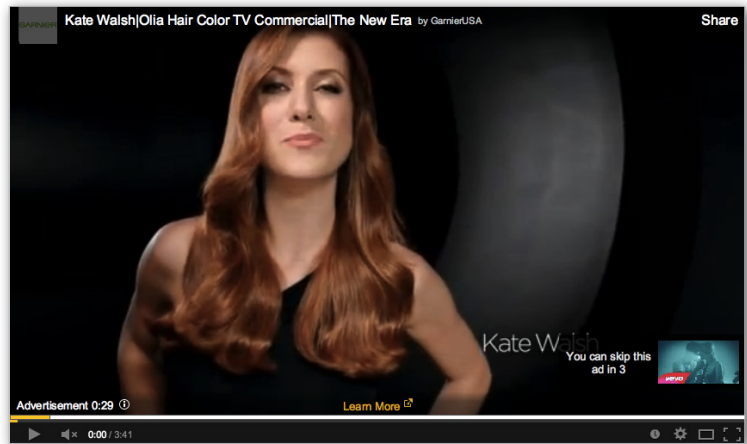
If there's anything you need to know about YouTube ads, it's this:

Focus on the pre-roll ads.

These are the skippable ads you see in the beginning of a video.

Here's why it's a good deal: you are only charged for the view if the viewer watches 30 seconds of the video or finishes the video (whichever comes first).

Let's also not forget about the fact that these convert incredibly well and are not just used for branding purposes.



We won't lie, getting YouTube ads to work for you can take time and has more upfront costs than other channels but once you have it working, it can be a direct response machine for you.

Here's a post to look at with a complete checklist on [how to get started with YouTube ads](#) If you need another resource, [here's](#) a post on how to create your first YouTube ads.

These resources include:

- Checklist for YouTube ads
- How to bid on YouTube ads
- How to build the right target groupings
- What to watch out for

Timeline:

You can expect to see traction for YouTube ads within the first two months. Bear in mind that this isn't a PPC channel and you can expect to spend more money in terms of getting a video creative up plus testing and optimizing targeting groups.

Costs: \$5,000 - \$100,000 for video creative. \$25,000 minimum for a test budget.

Audience Size: More than 1 billion users

Targeting Recommendations:

We recommend targeting display keywords and building 'themes' like you would when executing a Google AdWords display campaign. For example, if you were trying to target people interesting in html, you would create a separate campaign called 'HTML' and target approximately 10-15 keywords (no more than 20):

- learn html
- html tips
- html guide
- learn html online
- html lessons
- html tutorial
- html tip
- html for dummies
- html video
- study html

Tip: make sure you're making use of **negative keywords** as well. If I'm building on the example above, I want to add in negative keywords like:

- free
- cheap
- discount
- coupon

Common Pitfalls:

By far the most common error we see is people giving up too early. For YouTube, specify what type of small wins/milestones you're aiming for because it's the same as other paid advertising campaigns. Once you have traction, you can double down. Don't write YouTube off early - we almost did and it would've been a costly mistake.

One More Thing:

We recommend YouTube ads as something to do when you have other channels like Google AdWords and Facebook advertising figured out.

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Tactic #3

Podcast Advertising

Podcasts are a newer way to advertise. We saw a 400% return when we decided to advertise an educational product on a business podcast. Podcasting advertisements typically will start in the beginning, middle or end of a podcast.

Your advertisement is usually a 30 second slot. Make your segment short and to the point and include a strong call to action to maximize your ad.

We recommend using **Midroll** to test out podcast advertising.



Timeline:

You can expect to see traction within the first two months.

Costs:

We recommend starting with a \$5,000 test budget.

Targeting:

Podcasting advertising networks like Midroll **show which sites you can target**. We recommend talking to one of their sales reps and listening to the podcasts you're actually interested in to see if it's a fit for you.

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Tactic #4

BuySellAds

For one of our clients, we found that using the **BuySellAds** network **yielded cost per acquisition numbers 50% lower than the target goal**. We tried different formats such as buying spots on e-mail lists. Running test campaigns on BuySellAds isn't too expensive and you might just find what you're looking for if you want to try a new channel.

Costs:



















We recommend a \$3,000 to \$5,000 test budget.

Timeline:

You can expect to see traction in the first month.

Audience Size:

Over 1 billion monthly ad impressions.

 Booooooom 1.25M monthly Impressions	 SitePoint 17.63M monthly Impressions	 The Next Web 4.03M monthly Impressions
 Webdesigner Depot 926k monthly Impressions	 Hongkiat 4.85M monthly Impressions	 Logopond 6.83M monthly Impressions
 Codrops 2.93M monthly Impressions	 DaniWeb 3.09M monthly Impressions	 Java Code Geeks 1.32M monthly Impressions
 Ad Packs 14.74M monthly Impressions	 Vandelay Design Blog 459k monthly Impressions	 RapidWeaver Addons 163k monthly Impressions
 Web Design Ledger 446k monthly Impressions	 Carbon Ads 23.82M monthly Impressions	 COLOURlovers 2.64M monthly Impressions
 FreeWebTemplates.com 551k monthly Impressions	 Colossal 5.00M monthly Impressions	 Blog.SpoonGraphics 879k monthly Impressions

Targeting:

Targeting will involve doing research on sites that are most relevant to your business. BSA is great for web design/development related businesses but they also have a variety of other sites in their network.

Common Pitfalls:

Not testing different websites enough. BSA has a big network and we're not afraid to admit that it sometimes takes a few tries on different sites to make it happen. Even if a site is completely relevant, it still might be a flop. We also recommend tailoring your messaging to each site based on the audience.

Some examples of publishers on the BSA network:

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Learn about our **World Class Google AdWords Management.**

Tactic #5

Outbrain

If you're doing a solid job with content marketing, **Outbrain** can be an interesting user acquisition channel. We created a blog post on another domain talking about solutions to a particular problem; one of the solutions being our client's product.



Since then, we've seen reports of an overall lift in conversions by as much as 250% with Outbrain on. When it's off, however, the numbers dip down again.

Costs:

We recommend spending \$500 to test on one or two content pieces. Once you see traction, we recommend optimizing more for that specific piece before moving onto more pieces. Spending can quickly get out of control if you aren't managing it.

Timeline: You can expect to see traction within the first month.

Audience Size: Over 500 million people

Common Pitfalls:

Leaving Outbrain to run unchecked. Consider Outbrain as just another paid advertising channel - it can suck away your capital quickly if you aren't taking it seriously. Set specific goals and monitor on a daily basis or don't run it at all.

Note: Another alternative is **Taboola**.

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Tactic #6

Facebook Lookalike Audiences

Facebook Lookalike Audiences allow you to create lists of people with similar interests to lists that you already have. For example, you might have a list of people that have purchased from your website. Let's say your list is 1,000 people and you'd love to target more people like them - not a problem.

Facebook can build lookalike audiences with over 1 million+ people and it has proven to be an effective way to bring in more sales for us. **We've seen lookalike campaigns bring us \$3 CPAs for e-mails and \$1-2 app installs.**

Costs:

We recommend a \$3,000 to \$5,000 test budget.

Timeline:

You can expect to see traction within the first month.

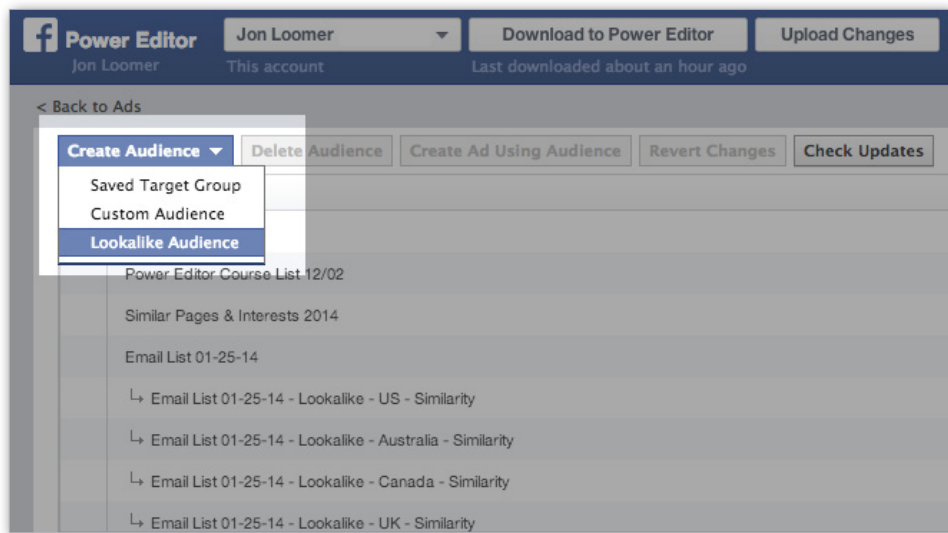
Audience Size:

From our experience, lookalike audiences are typically 1-2 million people.

Common Pitfalls:

creating too many lists at once. Focus on what you think will convert the best for you first and once you get that campaign working, branch out into other possible lists.

To learn more about lookalike audiences, go [here](#).



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Learn about our **World Class Facebook Marketing.**

Tactic #7

Retargeting

In the past year or two, most people have talked about using Adroll or Retargeter for retargeting. A lot of different options are available to you today. Here's a small list (by no means comprehensive):

- Facebook (known as custom audiences)
- YouTube
- Google AdWords
- Twitter
- Perfect Audience (also allows you to retarget on specific publishers in their network)

What's good about this now is that you no longer need to use a middleman to run your retargeting - you can pour those dollars right back into advertising and have a lot more control/transparency.

Costs: We recommend starting with a \$1,000 test budget.

Timeline: Retargeting is like a typical PPC campaign where you can expect to see some form of traction within the first month.

Audience Size: Over 2.5 billion people

Targeting: Retargeting lists are usually built on your own.

Common Pitfalls:

Not setting a frequency cap. A frequency cap allows you to set a limit to the amount of times your ad shows. If you don't have a frequency cap, you are not only burning more money, but you're making people angry. And you don't want that. We recommend a frequency of cap of 1 impression per day.

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Tactic #8

Technical SEO Audit

Technical SEO audits are nothing new today, but doing them well is fast becoming a lost art. SEO has changed quite a bit with the **last 3 updates** and there's a shortage of good SEOs learning the craft today.

Understanding the site architecture of a website, internal link flow and doing a thorough analysis of a website require significant upfront work with little results to see initially. But if you're patient enough, you can see **returns of up to 10x organic traffic** that we've seen.

Costs:

If you don't have an in-house SEO, we recommend going outside for help. A typical audit can start at \$5,000 and go up depending on the number of pages on a website.

Timeline: Thorough SEO audits usually take up to one month (depending on the size and complexity of a website). Be aware that even if the audit is done, you'll still need to be monitoring changes and making adjustments as necessary. Google is constantly tweaking their algorithms.

Audience Size: Over 2.5 billion people

Common Pitfalls:

Not being detailed oriented enough. There's a wide spectrum in terms of quality when it comes to SEO audits. You need to have a site architecture audit, a full crawl, keyword analysis, competitive analysis, important page analysis and more. Detailed audits will be concise and include actionable recommendations that will move the needle.

Here are some must use tools to use when doing an audit:

- [Screaming Frog SEO Spider](#)
- [SEMrush](#)
- [Ahrefs](#)
- [Buzzsumo](#)
- [Google Webmaster Tools](#)

If you want to learn how to do it on your own, go [here](#).

Want Us To Do This For You?

Learn about our [**SEO Services**](#).

Want to see an example of one of our SEO audits? [**Click Here**](#).

Conclusion

We know that it's frustrating to have to sift through the mountains of information on the net when all you want to know is what will actually help you make more money.

Our suggestion is to take one of these tactics above and run with it for one quarter and see what happens. But make sure if you do, go all in on it. Don't go 50% or 75% - that's not going to get you impressive results. Go 110%.

And if you need any help or have any questions, feel free to reach out to us at sales@singlegrain.com or call us at (800) 701-0793.

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425 2nd St Suite 401
San Francisco, California 91407