

2009 RKG Summit- Top Marketing Tips from Attendees

1. Do it wrong quickly. Particularly with web copy, it's easy to test and change.
2. Follow competitors in your vertical on Twitter. You'll not only follow what they do, but you'll meet followers who are potentially interested in what you do.
3. Test granular display URLs in search to find potential boosts in quality and conversion.
4. Listen to what people are saying about your site and brand across the web. (Even as simple as searching "[yourbrand] reviews" or "[yoursite.com] reviews".) Respond to the customers you can. Be honest, transparent and remember what you say will be public.
5. Free tools like Twitter Search (search.twitter.com) and Google Alerts (google.com/alerts) can help to continually monitor comments about your site and brand. Free tools like twilert.com or tweetbeep.com help manage Twitter searches.
6. Try multivariate testing for evaluating offers.
7. Learn the impact of your channel spillover. Track across channels, if possible.
8. Consider looking at micro-conversions. It's not just about sales, but interactions with your customers. (Clicking deeper in the site, providing an email address, etc).
9. Customize emails based on recent interactions with your customers.
10. Test email headlines with a partial rollout in the morning, before sending to your entire list that afternoon.
11. Ask your customers: How did you hear about us?
12. Ask your customers: How do you prefer to hear from us (email, catalog, etc)?
13. Come to the RKG Summit & read RKGblog.com to learn search and internet marketing.
14. Consider how tools for blind users would describe your site. This process helps remove visual elements from the navigation process. Steps that optimize your site for these programs will help make your site more readable for the search engine spiders.
15. Test sweepstakes. They're a great way to capture email addresses.
16. Have YouTube host the videos for your site. It saves you storage costs and it can help improve SEO results.
17. Try a placebo test to validate the effectiveness of display advertising. Serve up a nonprofit ad in place of yours to see if it impacts conversions.
18. Try roboform.com to manage multiple passwords and web form info.
19. Find PR opportunities by subscribing to HARO (helpareporter.com).