

Online Promotions Manager and Webmaster

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Offline marketing—such as trade shows, direct mail and print advertising—is really only a small part of your total marketing approach. The larger portion is *online marketing*.

Today, the Internet has become a very complicated place. In fact, just the overwhelming number of marketing and advertising options can be daunting. Add to that the fact that so many online marketers specialize in different types of strategies, and it's easy to see that if you haven't determined yet which types of promotions you'll be running, you'll have a difficult time hiring the right person for the Internet Promotions Manager position.

What's more, unless you have *some* presence on the Internet, you won't have any traffic and conversion statistics from which to establish benchmarks that could be used to pay someone compensation based upon growth or improved conversion.

One way to get around these difficulties is to make a start using at least the Three-Page Website Formula (offering a lead magnet) found in *Module 6* of the *Resources Portal* where you found the document you're reading now. Once you have a website that generates high-quality leads for your certification program, you can begin looking for someone who can manage at least traffic generation for you. That's a start.

If you prefer to have your Internet Promotions Manager launch everything for you on the Internet, be prepared to pay more money up-front since the amount of work involved to start-up a web presence is extraordinary (though only for a short, concentrated period of time).

Defining the Job Duties of an Online Promotions Manager

In addition to everything else they might do on the job, your Internet Promotions Manager should ideally be able to act as a webmaster, making simple copy changes to webpages, programming new products or affiliate commissions into the CRM, and overseeing any outside contractors who do more extensive website development work for you. Basic webmastering should always be a primary skill in a good Internet Promotions Manager.

What other job duties might an Internet Promotions Manager perform?

The list below will give you some idea of the realm of possibility. But, as I said earlier, so many online marketers specialize that matching their skills to your promotional calendar is key.

Be aware that some candidates will specialize in *several* of the categories on the next page:

Specialized Skill

Good for These Types of Online Marketing Initiatives

Search engine optimization	Boosting your non-paid “natural search” rankings in search engines by adding keywords to your webpage(s).
Paid search; pay-per-click	Increasing search-engine rankings for those consumers typing search keywords for your type of methodology, products or services. Also good for profitably using paid traffic generation.
Online article writing & placement	Driving traffic to your Opt-in Page to opt-in for your lead magnet (visitors then click through your Three-Page Website Formula). Improving site credibility.
Email marketing	Sending customized promotions to your own list of email addresses. Preparing emails for affiliates to send to their list(s).
Blogging	Posturing you as a leading authority in your industry.
Podcasting	Either producing, distributing and managing your own podcast or securing guest interviews on other, targeted podcasts.
Direct-response copywriting	Launching all web promotions. Improving opt-in rates at Opt-in Pages. Improving click-through rates at sales pages. Decreasing order abandonment at the shopping cart. Improving upsell rates after initial purchase. Improving sales from autoresponder drips.
Membership site management	Launching and updating certification training resources at your website, as well as upselling to post-certification merchandise, events, or further training.
Product launch campaigns	Building an interest list for your certification program. Developing actual sales leads. Attracting affiliates and super-affiliates. (For details on conducting a product launch campaign, see Module 7 of the <i>Resources Portal</i> where you found the document you’re reading now.)
Promotional webinars	Setting up registration pages. Writing and emailing announcements of the webinar. Assisting you with webinar outline and pitch scripting, Programming reminder emails and SMS/texts. Developing a follow-up campaign to attendees and no-shows.
Site optimization & compatibility	Improving click-throughs and purchases by analyzing and changing webpage copy and design elements. Analyzing and correcting browser problems visitors might experience.
Web metrics analysis	Increasing both click-throughs and purchases by analyzing opt-ins and click-through rates, by conducting A/B split testing of headlines/offers/prices, and by analyzing other variables. Decreasing pay-per-click fraud. Improving profitability of pay-per-click activity.

Once you’ve determined which type of online marketing you’ll do—from email marketing to podcasting to product launch campaigns—you can begin to make a list of the job duties your Internet Promotions Manager will need to perform. At the very least, here are the basic duties that

I would require of any top candidate (whether they do the work themselves or coordinate with outside contractors to do it):

- Launch new websites or new webpages using proven direct-response copywriting techniques
- Program the CRM and shopping cart including product codes, affiliate registration area and autoresponder drip sequences
- Optimize site design and keyword placement on pages to boost natural search rankings
- Plan, coordinate and implement all scheduled promotions such as product launch campaigns and affiliate promotions
- Schedule, write and implement all email promotions to company's list of email addresses (or oversee copywriters to write them)
- Analyze opt-in rates, click-through rates, order abandonment rates, and other web metrics
- Plan and implement ongoing communication with your list via autoresponders, blog posts, newsletters, and individual email offers
- Regularly back-up all data including webpages, graphics and other files on cloud server and external hard drive. Back-up all autoresponder copy. Back-up list segments.
- Maintain accurate listing of all login and passcode information providing access to CRM, domain registration, and web hosting.

Finding a Good Online Promotions Manager

Too many small businesses ask their friends, colleagues, or kids for referrals to web designers and Internet marketers. Not only is this a bad idea (unless that family member is a *seasoned* veteran currently generating millions a year on the Internet), it's completely unnecessary when good online promotions professionals abound on the Internet.

Finding them often requires a somewhat unorthodox approach, however.

Additionally, you should approach hiring differently depending on whether you need to find someone local or are willing to work virtually with your top candidate. A vast majority today are remote workers.

If a local employee is essential, try Indeed.com for recruiting top people (companies from 60+ countries already list their jobs there).

If you're willing to work virtually with an Internet Promotions Manager—as many multi-million-dollar companies do—then the world is your job market. Today, everyone from LinkedIn.com to thousands of niche markets worldwide have job boards. Simply do a Google search for “_____ jobs”—filling in the blank with your niche market or industry of choice.

One further point about hiring: You should ideally seek someone who has a marketing “voice”—that is, a friendly, conversational way of talking one-on-one with website visitors. One

of the best places to find marketers with this kind of voice (which they can infuse into website copy and promotional offers) is to research blogs in your industry that you like.

Often times, blog owners—and those who post at blogs—have the exact “voice” you’re looking for, and many of them are job hunting! The reality is that bloggers and blog owners post because they are passionate about that industry or hobby. If you encounter a blog owner who really “gets it” about your industry and the kind of marketing that’s needed (and why your certification program is a fantastic idea), send a private message complimenting them and mentioning you’re looking for someone with that exact viewpoint and voice to be your next Internet Promotions Manager.

Other ways to find good Internet promotions professionals is to click through sites you like until you find the name of the person doing the work on that site (often an agency with their logo featured in the bottom right corner). Alternatively, you can check out your competitors’ websites. It’s possible their marketing person or independent contractor is identified on the site and is looking to make a change.

Interviewing Online Promotions Professionals

Once you receive replies to your job posts or other inquiries, review the responses and then use email to set up Zoom interviews a few days later. Tell the respondent who you are, where your website can be found (if you have one), or how to otherwise access information about you.

When you begin the interview, ask the most important question first: *Have you been to my website?* If they haven’t, immediately conclude the interview. They are not a marketing person.

If they have been to your site, proceed to Question 2: *What would you do to improve the site?* Here’s where you’ll find out whether the candidate is the right person for you. Did they read your Opt-in Page and notice your opt-in form? Did they opt-in to read your autoresponders? Do they have an opinion of whether or not you successfully presented the benefits in your copy? Are they telling you about the things you might have done differently or need to add to your site? Have they hit all the points about your site that *you know you need to change?* Let them talk about what they would do for you. Then listen and take notes.

Conducting your interviews in this way will help you narrow your list to the top three candidates. When you’ve identified those three, ask them to take the stunningly accurate personality test from Kolbe Corp (www.kolbe.com) to find out what type of personality, work ethic and attitude they have. For about \$100, you can also take the employer’s version of the test to help you determine which characteristics you think are ideal in that job position. Once your top candidates take their test, the system will match up your benchmarks with their answers and determine how well they fit your criteria. The results may surprise you.

Hiring and Negotiating Pay for the Online Promotions Manager

If you live near one of the major cities that are expensive to live in, expect to pay top wages for a local employee. But if you’re able to work virtually with someone elsewhere, you can easily pay just fraction of that salary. One way to get an idea of what professionals in your city are earning is to log onto Monster.com and scan the job postings for Internet promotions managers or marketing professionals to see what pay and benefits are being offered. That’s probably the standard rate in your town.

Of course, there are many different ways to pay your Internet Promotions Manager. You could pay them a small monthly stipend—with additional compensation based on the actual results they create for you as long as they are still employed (all payments should stop if they are ever fired or leave your employ). This formula tends to motivate promotions managers to continually work hard planning and executing promotions. You could also:

- Pay them a fixed fee for random projects—but only pay upon completion.
- Pay them by the hour for certain duties you define—such as writing blog posts, sending email offers to your list, and so on. Be sure to define how many hours will be authorized for each duty—either weekly or monthly.

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