



# Digital Marketing *for Recyclers*

*Digital marketing involves leveraging digital media to promote a product, service or brand. Although it extends beyond online channels to mobile, television and digital billboards, this article focuses on the online aspects of digital marketing.*

By Jay Granofsky

**V**irtually all businesses and especially used auto parts businesses can benefit from digital marketing. In the automotive recycling business we always need to sell more parts and acquire more vehicles. We have to compete against NAPA, Advance Auto, CARQUEST, new car dealerships and a myriad of other automotive retailers.

The basic requirement for digital marketing online is having a website to promote and promote with. The online marketing initiatives outlined below will help you promote your website, drive more traffic, and grow your business.

## Search Engine Optimization

Search Engine Optimization (SEO) in its simplest definition means improving the ranking of a website in organic search engine results. Websites that appear higher in a list of search engine results typically receive more visitors.

One way to optimize your website is by identifying keywords that your prospects are most likely to type into search engines to find your website. Build links around those keywords by publishing listings and articles on relevant sites that link back to your site.

## Pay-Per-Click Advertising

Pay-Per-Click (PPC) is a form of online advertising where the advertiser pays when their ad is clicked. The ads are short, keyword rich, text ads that appear alongside search engine results. Many marketers start with Google AdWords and Yahoo's PPC platform.

## Social Media

Social media channels are becoming more and more popular for businesses, especially Facebook, Twitter and LinkedIn. Do some research and figure out which channels make the most sense for you and building your profiles. Spend 30

minutes to one hour per day posting updates. 80% of your updates should be resources, tips, referrals, suggestions, etc. and 20% self-promotion.

## Blogging

Start blogging. Setting up a blog is relatively easy. Many web hosting companies offer simple installation of blogging platforms like WordPress so check with your hosting provider. Blogging on a regular basis is recommended. It will help improve your search engine ranking and drive more traffic to your site. One or two posts each week is a good rule of thumb.

Not sure what to blog about? It doesn't have to be big news. Post about anything from commentary on an article that relates to your product or industry to tips and tricks of the trade. If you can't commit to regular blogging on your own blog, get to know other bloggers in your industry. See if they will have you as a guest blogger. This means, you write a blog post on a topic that is of interest to their audience and link back to your website.

## Press Releases

Press releases are an excellent way to promote your website. They can be about anything from new products or services, partnerships, or growth of your business. First, post your press releases on your own website, blog or social media channels. Then use a press release distribution service to get it out across the web. PRWeb.com offers the best value for paid press release distribution services. But an online search will reveal a number of affordable and reputable press release distribution sites that you can also submit to.

## Monitor Your Success

Google Alerts is a great way to keep track of when your webpages, blog posts, and articles are visited. You can set up alerts to send you emails when content

containing your keywords is indexed by Google; all you need is a Google account. Start by setting up alerts for your business name, your name, your products, your website address, your keywords, your competitors and anything else to do with your business and industry that you need to be aware of.

Keeping track of where your website traffic is coming from, who your visitors are and what they're searching for. This will identify how well your digital marketing is working. Google Analytics is a great, free tool that is very easily to implement by adding tracking scripts to your website and blog.

## Summary

If you are not taking advantage of digital marketing it is not too late. There are many avenues to pursue and many companies can help you navigate through this type of media. Our next generation of customers are all wired, so now is the time to address this area of your business.

We will drill down in more detail on each of these areas in future issues as we try to help prepare you for the digital age. Please send in your questions and or comments and we will try to address them in future articles.



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Jay has been at the cutting edge of online marketing and search engine optimization for the past decade. Jay is an active and well-respected member/contributor to many online communities including DigitalPoint, NamePros, Webmaster-talk and

SitePoint. Currently Jay is the Search Marketing & Social Media Manager for [www.greenvehicledisposal.com](http://www.greenvehicledisposal.com) and oversees approximately twenty web properties within this portfolio.

