

Citywide

- Landing Page
 - Keep all relevant information at the top of the landing page, not many people will scroll down.
 - Add visual directional tools; maybe change the color behind side bar, gray or translucent green, or change the color of the call to action.
 - Removing some of the information from your landing page will reduce bounce rate and encourage visitors to explore the rest of your site.
 - Reconsider the order of the side bar; perhaps have the testimonies and the application for the newsletter on top.
 - Also use more brevity tools in the writing of the sidebar dialogue
 - More tips of landing page improvement
<http://blog.hubspot.com/blog/tabid/6307/bid/20570/10-Easy-Ways-to-Improve-Landing-Page-Conversions.aspx>
- Customer Content is effective, makes customers think that you are trying to make a personal connection
- Consider listing a price range.
- Title below the call to action box is lengthy consider shortening it or the use of a subtitle in small font.
- Include stats about improvement?
 - Graphics can be created using Pitcochart (could look similar to graphic on second page)
 - <https://magic.piktochart.com/>

Social Media.

Posts can include:

- Lesson plans
- Facts about STEM
- Success stories
- Testimonials
- Promotions

Twitter Audience:

- @PhillyEducation
- @PhiladelphiaGov
- @Eagels (about there education initiatives)
 - <http://www.philadelphiaeagles.com/community/education-initiatives.html>
- @PhillyInquirer
- @PhillyWeekly

Twitter Promotions:

- Promote an individual tweet
 - Reach more people with an individual tweet
- Promote your handle
 - Get more followers

YouTube:

- How to Videos

Pandora:

- Advertisements on Pandora Radio can be visual, audio, or video
- Many alternatives and variations for Pandora Radio ad's
- Pandora allows you to target geographically.

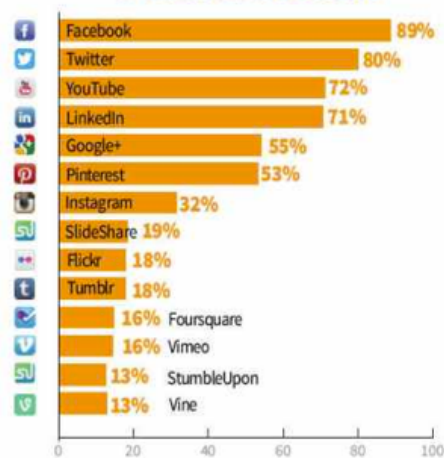
LinkedIn:

- Teachers and organizations in the area.

Email:

- Email is the online source that is most likely to lead to a sale.
- Direct email campaign, flyer about your services
- To increase expansion, provides a discount to your students who can encourage 15 of their students (or parents of students) to sign up for your newsletter.

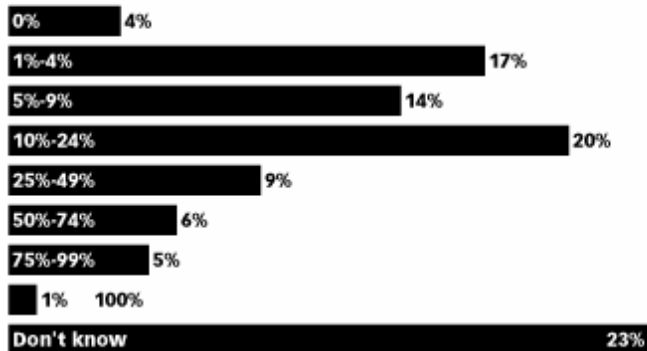
Percentage of B2C Marketers Who Use Various Social Media Platforms to Distribute Content



2014 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Percent of Marketing Budget Allocated to Content Marketing According to B2C Content Marketers in North America, Aug 2013

% of respondents



Note: average spending on content marketing accounts for 24% of marketing budget; numbers may not add up to 100% due to rounding
 Source: Content Marketing Institute (CMI) and MarketingProfs, "B2C Content Marketing: 2014 Benchmarks, Budgets and Trends - North America" sponsored by Imagination, Oct 15, 2013

Content Marketing Tactics Used by B2C Content Marketers in North America, 2012 & 2013
% of respondents

	2012	2013
Social media*	84%	88%
Articles on your website	84%	78%
E-newsletters	78%	76%
Videos	70%	72%
Blogs	69%	72%
In-person events	63%	65%
Articles on other websites	61%	61%
Mobile content	43%	46%
Microsites	41%	43%
Case studies	38%	41%
Infographics	33%	40%
Mobile apps	42%	39%
Online presentations	-	39%
Print magazines	42%	37%
Branded content tools	40%	37%
White papers	28%	31%
Digital magazines	29%	30%
Webinars/webcasts	32%	30%
Annual reports	28%	30%
Print newsletters	37%	29%
Research reports	33%	28%
Licensed/syndicated content	33%	25%
Books	32%	24%
Ebooks	28%	23%
Podcasts	26%	19%
Virtual conferences	21%	18%
Games/gamification	17%	17%

Note: *excludes blogs
Source: Content Marketing Institute (CMI) and MarketingProfs, "B2C Content Marketing: 2014 Benchmarks, Budgets and Trends - North America" sponsored by Imagination, Oct 15, 2013.
142497 www.emarketer.com

<http://www.emarketer.com/Article/B2C-Marketers-Social-Media-Tops-Content-Marketing-Efforts/1010326>

SALES GENERATING

STRONG	LinkedIn LinkedIn is a key asset to any sales professional looking to schedule demos or calls to discuss their product. It's a match made in heaven for any B2B professional.	Email Every year, million dollar deals are agreed to over email. It's a tool that most professionals use to share relevant documents, proposals and agreements. It's an important part of sales that isn't going anywhere.	Phone The only thing better than a sales engagement happening over the phone is a sales engagement happening in person. Phone conversations are still one of the most powerful ways to close a deal in B2B industries.
MODERATE	Facebook It's very challenging to close a deal on Facebook in the B2B space. As professionals continue to view Facebook as a tool for their personal life, Facebook is rarely used as a tool for closing a deal.	YouTube Videos can help strengthen your pitch and get the prospect in the door but will rarely be able to sell the prospect in full. YouTube can play a role in the early stages of the funnel but rarely drives the actual sale.	SlideShare Slideshare can be used as a tool to deliver demos and help facilitate the actual sales process. It's rare that the transaction process will happen on Slideshare but it can play a key role in your sales tool kit.
POOR	Twitter It's challenging to close a deal on Twitter in the B2B space due to limited engagement opportunities. Twitter can act as a starting point in the funnel but is rarely a place for B2B sales.	Content Content rarely drives the direct sale of a product in B2B but can play a role in the sales process.	

38% LinkedIn's user base now stands at more than 259 million people and counting, up 38 percent year over year. - LinkedIn Annual Report

60% 60% of marketers believe email marketing produces positive ROI - Marketing Sherpa.

Wondering how you can leverage these B2B marketing and sales insights to take your social selling practices to the next level?

Find out more at: www.introhive.com

Google Analytics

Bounce Rate:

- Bounce rate: Percentage people who left your site before going to a different page.
 - City Wide's Bounce Rate is 63.75%, which is high, but also can be explained by the amount of content is on the landing page.
 - Ideally below 50%, >60 is concerning, >80 is a major problem.
- Page/visits: number of pages viewed on average during someone's visit. Avg 3-5

Develop a Better Web Design to Lower Bounce Rate

Sometimes a few design tweaks can make all the difference. Here are some quick tips to help lower your bounce rate:

- Have clear navigation — if a user can't find what they're looking for, they are more likely to leave.
- Have a clear purpose or call to action on the landing page — one of the biggest causes of a high bounce rate is visitor confusion.
- Be wary of third-party content and widgets — they weigh down the site and increase load time.
- Make sure your content is easy to read — be wary of font size and contrast, especially because a lot of browsing occurs on the small screens of mobile devices.
- Invest in a responsive design, which will adapt to any screen size and optimize the user experience for everyone.
- <http://mashable.com/2013/11/22/bounce-rate-metrics/>

Traffic Sources:

- Direct Traffic- people typing your URL or bookmark.
- Referring sites- visits from banner ads on other sites.
- Search engine- people using Google to find your site, whether organically or by using a pay-per-click campaign
- Others- can be links from emails or newsletters.
 - Traffic is coming from can help you target your marketing.

http://www.youtube.com/watch?v=Hdsb_uH2yPU

Keywords:

- See what keywords are getting people to your site.
- Key words is any word or short phrase that describes a website topic or page, The more a key word is used by searchers and websites the more attraction power it has
- <http://www.googlekeywordtool.com/>
- Below is a word jumble that represents the words uses on your website the bigger the word the frequently it is used

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From our blog:

Popular Recent Comments

is Unschooling a Good Idea
1 Comment
As our children are growing up, we don't have too much choice in their education. We can choose which public Read the full article...

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Be the first to comment
Resource: New York Times Learning blog Age Group: 5-12th Grade Students and Adult Ed Students Goal: Free Time Needed: Flexible Location: www.learning.blogs.nytimes.com: Free Time Needed: Flexible Description: When I Read the full article...

ELIS - The Russian Meteorite
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Just like everything else in the world...

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Tutor Delphia is a small private tutoring company in Philadelphia specializing in high quality one on one tutoring for test prep, academic subjects and computer assistance.

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Adam Levin, Owner and Founder
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Age:
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Tues 3:00pm to 8:00pm
Wed 3:00pm to 8:00pm
Thurs 3:00pm to 8:00pm
Fri 3:00pm to 6:00pm
Sat 10:00am to 4:00pm

For more details about our schedule, including OFFICE HOURS, please [click here](#).

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Featured Work

Joe's Story

What clients said

"I was satisfied with the services. I noticed a difference in Saleem's reading habits. Lately, Saleem stays up for hours reading. I was really impressed. Thanks One On One!"
- Tamara from Philadelphia

Featured Workbooks

Singapore Math Level 4

Price: \$12.99
In stock: 100

K-12 Workbooks

Workbooks are great tools for keeping children current during the school year or preparing them for the next grade level. A variety of fun and challenging activities

Summer Tutoring Programs

Studies show that the best time to help your child catch up in school is during the summer months. Students who use this time to receive