

***Making
Money
Online
Explained***

About the Author

Lewis Philips – the pen name for Phil Lewis, started writing his first novel in earnest in 2008. Since then has continued to add more titles to his online business – lewisphilips.com. His vision of the future has delivered more than he expected.

With his extensive knowledge in direct market advertising and promotion spanning 29 years, he delivers rare insights into the future success of businesses operating in the 21st century. Simply put, if individuals or businesses ignore the potential of marketing online, in conjunction with offline advertising,

they are likely to miss a fantastic opportunity to grow phenomenally in their business and exponentially in personal wealth!

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Introduction

To be a good marketing person you have to understand all the tactics, and then you choose the tactics that will allow you to win the battle

The very presence of internet markets has completely overhauled the way we conduct business and marketing today. The Internet has become a great enabler for small businesses to reach out to hundreds of new customers each day. The medium has reshaped and recast the relationship between businesses and consumers, and shifted the balance of power in favor of the customer.

On the other side, a small business can virtually serve customers across the globe through the internet, a

Lessons from Life

Wang is a start-up addict. In college, Wang founded Hotal.es.net, an online marketing site. After six years at Microsoft, he struck out on his own. In 2005 he launched Kijiji, eBay's classified-advertising business in China, now with listings in more than 300 cities. Three years later Wang spun off Baixing.com, an online community with listings for houses, jobs and second-hand goods.

feat that was inconceivable just a few years ago. What's more the cost of advertising and marketing your products/ services and serving your customers on a 24/7 platform is reasonable and the potential of doing so unlimited. Shoppers can visit your e-store

and order straight off the shelf at the click of a mouse, sitting in the comfort of their homes, millions of miles away. The middleman is completely eliminated in this scenario.

Meanwhile, you can use any number of channels to advertise your business, ranging from building websites, starting a blog network, social marketing, i.e. Facebook, Twitter, Google +, YouTube, and Instagram, email marketing etc. In this domain, you are limited only by your ideas!

Search Engines can be used to promote the business via innovative marketing concepts, such as SEO (Search Engine Optimization) and SEM (Search Engine Marketing).

So what are you waiting for?

Get set and go.

This book will explain the 101 of how to make money online!

Chapter 1: Facebook

“People share, read and generally engage more with any type of content when it’s surfaced through friends and people they know and trust.”

- Malorie Lucich, Facebook Spokesperson

Circa 1995 was a watershed year. It was the year when for the first time in world history, the internet was thrown open to commercial use. Before that, it was a secret US military project, kept under wraps.

But opening the World Wide Web (www) to public use let the Frankenstein monster out of

the lab. It opened a Pandora's Box and thereafter there was no looking back. From a set of machines "talking" to each other, it quickly led several disruptive changes and transformed itself into the most powerful medium of people-to-people contact – it completely changed the way we make friends, conduct business, work and connect with each other. It melted all geographic barriers and cultural divides and the world shrank into our laptops, personal computing devices and mobile sets with internet connectivity.

With an exponential growth in the number of internet users, it became difficult to keep tabs on the number of users that are connected to the World Wide Web at any given point in time.

Realizing
the
tremendous
reach and
the
powerful
impact of
this
cheapest
possible

Soar With Your Dreams

Deep Kalra chose to do
something 'crazy'.

He realized internet is going to
change the way we book for
travel, and select our holiday
destinations, so he launched
www.makemytrip.com, that's
today emerged as India's most
successful travel portal. He
says, "Once you have tasted
blood, working on your own,
you just don't want to work for
anyone. For me, that would be
the hardest thing to do."

medium, companies began to see the potential
and quickly jumped on the bandwagon to
establish a strong web presence to attract
customers from far and wide and explore vast
untapped markets. It soon led to a gold rush.

Bolstered by the growth in e-commerce, companies are investing significant resources into figuring out the most effective ways of buying and selling through the internet a variety of products ranging from groceries to clothing to movies, books and songs.

Today brand presence on social media sites is about active consumer engagement. Over 25 million local businesses now have active pages on Facebook. The world's bigger aggregator of personal contacts that has offloaded its equity at the New York Stock Exchange for an \$5 billion initial public offering (IPO) has quietly been striking "strategic" deals with world's top brands for application downloads and content delivery, new product launches, recruitments

ads, live sports and movie telecasts, election results, public awareness drives, you name it.

The Facebook IPO filing also revealed that the site earned \$1 billion on sales of \$3.7 billion in 2011 and now has over 1 billion active users.

Companies on their part, post everything from product descriptions to new campaigns, promotions, fundraising drives and even recruitment processes online, several hours before this information is disseminated in print handouts.

Since the introduction of the new feature called Facebook Timeline, businesses now share their brand story in a highly interactive manner. From unilateral communication

platform (websites) the media has transformed itself into a multi-lateral medium that facilitates not just B2C (business to consumer), or C2C (customer to customer) communication, but also C2B and back, chain of never-ending, active dialogue.

Wonder of wonders, social network platforms have all the middlemen. It's put people in PR and the market into marketing.

In this brave, new social-media led, circular world, where information dissemination has become asymmetrical and has broken all conventional hierarchies, the trends to watch out for are:

- ✓ From tech companies, the use of social media has moved to FMCG (fast moving consumer goods), banking, automotive and even a few old economy companies
- ✓ The industry has responded by studying consumer buyer behavior to implement branding strategies
- ✓ A comparison of traditional channels with contemporary indicate the shifting gears of power sharing between brands and consumers
- ✓ There is a new-felt need for better media integration and balance of a credible and relevant social media presence

- ✓ Lack of engagement is going to be a key differentiator and focal point with various platforms
- ✓ Physical touch is becoming less important factor in purchase decisions
- ✓ Brands are engaging users in different, fresh ways to sustain interest in their offerings
- ✓ There is no universal social strategy for multiple platforms that will serve a core marketing purpose
- ✓ Transparency is emerging a core theme and consumers as well as company representatives are becoming more comfortable sharing opinions, likes and

information about their products and services

Today, Facebook can be used not just for bringing in leads, opportunities and sales to your small business, but also as a powerful brand-building tool that's far more cost-effective than other conventional marketing outlets, such as print and the electronic media (TV).

Large and growing segments of customers are spending their time on Facebook and comparatively less on other media channels.

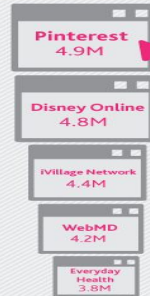
THE DIGITAL LIVES OF AMERICAN MOMS

MOMS ARE

- 61%** more likely to visit Pinterest than the average American
- 38%** more likely to become a fan of or follow a brand online.
- 27%** more likely to visit Blogger than the US average



Top 5 Family & Lifestyle sites for Moms*

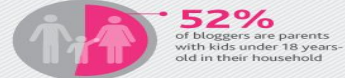


Top 5 Social Networks and Blogs among Moms*



Read as: 27.9 million American Moms visited Facebook in March 2012, about 72.5% of Moms who went online from Home computers in the US

More Facts



* Unique Audience from Home computers only during March 2012. Moms included women, aged 18+, with children in household

Source: Nielsen

nielsen

Market Research Company Nielsen wanted to see what American mums do on Facebook.

Their survey revealed that they not just look up the latest product reviews or connect with friends, families, and check on brands, they also influence their friends and family into buying similar products.

Meanwhile, an eMarketer survey found that the highest number of social network users is not in the US, or the European Union, but in Asia-Pacific. By one conservative estimate, over one billion internet users here were registered users of social networking sites by the end of 2012. Globally, over 67% of the world's population is using social sites, visiting at least once a month. That represents staggering growth that any business minded entrepreneur would want to tap into.

Facebook timeline for businesses is like having a website without paying for it, and delivers the potential to tap into one in nine people registered with Facebook!

Social Network Users Worldwide, by Region and Country, 2011-2014

millions

	2011	2012	2013	2014
Asia-Pacific	493.5	615.9	745.6	853.7
—China *	256.5	307.5	366.2	414.5
—India	50.2	76.1	105.0	129.3
—Indonesia	34.4	52.1	67.1	79.2
—Japan	39.5	44.7	47.8	50.7
—South Korea	20.7	22.7	24.6	25.9
—Australia	8.8	9.8	10.7	11.6
—Other	83.4	102.9	124.1	142.4
Latin America	164.9	191.8	215.9	236.9
—Brazil	66.2	75.7	84.0	90.7
—Mexico	23.7	27.9	32.6	37.2
—Argentina	14.1	15.9	17.0	17.9
—Other	60.9	72.3	82.4	91.1
North America	163.9	174.7	181.9	189.2
—US	147.8	157.8	164.2	170.7
—Canada	16.1	16.9	17.7	18.5
Eastern Europe	139.0	157.4	176.5	192.7
—Russia	52.1	57.9	64.2	69.3
—Other	87.0	99.5	112.3	123.4
Middle East & Africa	111.1	148.5	183.0	211.6
Western Europe	129.8	145.3	159.4	170.8
—Germany	25.7	29.2	32.4	34.7
—UK	23.9	25.9	27.7	29.4
—France	19.9	21.9	23.6	25.0
—Italy	15.8	17.8	19.7	21.3
—Spain	15.5	17.5	19.5	21.2
—Other	29.0	32.9	36.5	39.3
Worldwide	1,202.2	1,433.5	1,662.4	1,854.7

Note: internet users who use a social network site via any device at least once per month; numbers may not add up to total due to rounding;

*excludes Hong Kong

Source: eMarketer, Feb 2012

137001

www.eMarketer.com

Even in the Middle East, where freedom of speak is severely restricted the use of Facebook and other social media sites has witnessed tremendous growth as the following statistics would testify:

Middle East Internet Users, Population and Facebook Statistics						
<u>MIDDLE EAST</u>	Population (2011 Est.)	Users, in Dec/2000	Internet Usage 31-Dec-2011	% Population (Penetration)	Users % Region	Facebook 31-Mar-2012
<u>Bahrain</u>	1,214,705	40,000	694,009	57.1 %	0.9 %	346,220
<u>Iran</u>	77,891,220	250,000	36,500,000	46.9 %	47.4 %	n/a
<u>Iraq</u>	30,399,572	12,500	1,303,760	4.3 %	1.7 %	1,550,840
<u>Israel</u>	7,473,052	1,270,000	5,263,146	70.4 %	6.8 %	3,469,020
<u>Jordan</u>	6,508,271	127,300	1,987,400	30.5 %	2.6 %	2,226,220
<u>Kuwait</u>	2,595,628	150,000	1,100,000	42.4 %	1.4 %	898,560
<u>Lebanon</u>	4,143,101	300,000	1,367,220	33.0 %	1.8 %	1,444,200
<u>Oman</u>	3,027,959	90,000	1,741,804	57.5 %	2.3 %	422,180
<u>Palestine (West Bk.)</u>	2,568,555	35,000	1,512,273	58.9 %	2.0 %	914,660
<u>Qatar</u>	848,016	30,000	563,800	66.5 %	0.8 %	481,400
<u>Saudi Arabia</u>	26,131,703	200,000	11,400,000	43.6 %	14.8 %	5,148,240
<u>Syria</u>	22,517,750	30,000	4,469,000	19.8 %	5.8 %	n/a
<u>United Arab Emirates</u>	5,148,664	735,000	3,555,100	69.0 %	4.9 %	2,909,860
<u>Yemen</u>	24,133,492	15,000	2,609,698	10.8 %	3.4 %	436,500
<u>Gaza Strip</u>	1,657,155	n/a	n/a	n/a	n/a	n/a

TOTAL Middle East	216,258,843	3,284,800	77,020,995	35.6 %	100.0 %	20,247,900
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NOTES: (1) The Middle East Statistics were updated as of December 31, 2011 and Facebook subscribers as of March 31, 2012

According to one estimate, despite users' privacy concerns, Facebook now has over half a billion users in this region. What's more, customers no longer search for services - instead, services find them via social media sites like Facebook! Nine out of ten consumers trust their peers more than marketers, according to a July 2009 survey of more than 25,000 internet consumers in 50 countries conducted by The Nielsen Company.

Indeed, social media interaction has overtaken porn as the No # 1 activity on the web, according to Bill Tancer, a self-confessed "data

geek" who analyzed the search habits of over 10 million internet users, recent.

Just compare the growth of this medium to other, conventional mediums:

It took radio 38 years, television 13 years and the internet just four years to reach 50 million users. Apple's iPod, it's said will take only three years to reach those many customers!

This begs the question how to do Facebook Marketing?

There are three concrete ways of doing that:

Through Your Profile Page

You can create a business profile separate from (or instead of) a personal profile and it

can include your website, office address, phone number, and list of services. Putting this information on Facebook gives you plenty of searchable keywords within the system- which importantly, because many people now do

The List of Things Apps Are Not Allowed To Do

- Generate any notification, request, invitation, News Feed story, Mini-Feed story, profile box content, or message on behalf of a user that misrepresents that user's activity in any way.
- Express or imply any affiliation or relationship with or endorsement by Facebook.
- Contain anything designed to mislead, confuse, or defraud the user in any way.
- Include JavaScript actions pretending to be user actions.
- Track visits to a user's profile, whether aggregated anonymously or identified individually.
- Contain functionality that exceeds the dimensions of the canvas page.
- Put links into feed stories and notifications that trick users into installing another application.
- Tag images, nor encourage users to tag images, when the tag does not accurately label what is depicted in the image.

all their Internet searches from within Facebook, not from a search engine. And a well-constructed profile will show up in an ordinary Google search also.

Create a Fan

Page

Another,

important thing you can do is create a fan

What Can Facebook Do For You?

Simplicity — it's quick and easy to create a social ad in Facebook. Just write your creative text, tell Facebook who you want to reach, and decide where you want the traffic to be driven. Elementary, isn't it?

Reach the right audience — When you create your social ad for Facebook, you can target it precisely to your chosen audience, instead of creating a general ad and hoping it might reach the right customers.

Advanced targeting — Facebook lets you target your audience by interests, location, gender and age.

Top of mind awareness — Facebook social ads give you the right business opportunity to become a part of your target customers' daily conversations.

Trusted referrals — Associating your ads with friend-to-friend interaction allows you to take advantage of powerful word of mouth and referrals.

Content integration — Facebook allows relevant content to appear next to your ads. This is called contextual marketing.

page on Facebook. This would produce better outcomes than that can be gained from Google search engine marketing, as there is (still) less competition on Facebook than on Google.

Place Pay-Per-Click Ads

The third and most direct way to market your on Facebook is through pay-per-click ads. These are far easier to set up, allow a precise targeting of potential buyers, and are less expensive than Google AdWords. For example, let's assume that you sell fashion jewelry and your target clientele is a married woman between the ages of 25 to 50, with a college degree who lives within 10 miles of Melbourne. Facebook would tell you (hypothetical) there

are 60,000 women on Facebook who fit this profile. You can then create an ad pushing your product to this demographic and it will show up only on those women's homepages. Clever, isn't it?

However there are certain Facebook dos and don'ts that you must follow

- ✓ Keep your comments fresh and interesting and update your status often, but not very often. If you post too often or make posts that no one is interested in, you'll soon be "hidden" by your friends. Once hidden, it's difficult to become unhidden.

- ✓ Be very careful when embedding marketing in your comments and pushing these at your Facebook friends (the list must include clients and prospects) that they won't mind receiving once in a while. Put up wall posts perhaps once every few days and/or when important news comes trickling in.
- ✓ Ask your friends to "share" anything you post. Remember that social media are all about you - not your brand or the service/product that you hawk. That comes secondary. The primary element is you.

- ✓ Encourage others to become active members of Facebook and to continue to use it for forging strong personal and business relationships with your targets.

To understand why and how Facebook marketing works consider the following example:

Imagine you have 500 fans and they each in turn have 130 friends (that's the average claims Facebook). This would add up to 65,000 prospects with which you could have business dealings.

Mind you, never has internet advertising been so targeted, so effective, so easy and of course, so economical!

Get started –

Build your Facebook timeline page.

Sell your products or sell someone else's products, via Amazon and ClickBank for starters. Think about drop shipping, or incorporate all of the above. It's your call, you are the General-in-charge, go for it and get traffic. Generate traffic, as without traffic very little sales will happen.

Chapter 2: eBay

“The thing that people seem to miss about not just Google, but also our competitors, Yahoo, eBay and so forth, is that there are an awful lot of communities that have never been served by traditional media.”

- Eric Schmidt

Can you imagine you or your business profiting without using eBay?

Where else would you find a business model that costs zero to set up, and have countless customers wanting to buy your products, with a proven track record of success?

No prizes for guessing, but of course its eBay. This online platform is one of the best places to start making a great profit, with no set up cost and ready to purchase customers, waiting to see what you have to offer.

Well, after you read this chapter you'll know how to achieve the above!

Meg Whitman, EBay writes, *"People ask me, how is managing in the New Economy different from managing in the Old Economy? Actually, it's a lot the same. It's about the financial discipline of the bottom line, understanding your customers, segmenting your customers by their needs, and building a world-class management team."*

There are a lot of people who think they are masters of eBay, and that making a consistent profit is easy. However, it's harder than many imagine,

especially if they haven't taken the necessary steps to ensure they are being consistent and honest in their dealings

Success Mantra

Cheo Ming Shen, the founder of blog advertising community Nuffnang.com, loves challenges. It's what keeps him going. Speaking about being an entrepreneur, he revealed that he's motivated by the knowledge that he himself owns the successes as well as the failures.

His success mantra: "Being a boss, a salesman, and a client all at once is a challenge you do not get anywhere else but in business."

with potential customers and clients.

This module will demystify eBay marketing. It will help you understand this online marketing platform, and provide you with some great tips for maximizing long term sustainable profit using eBay.

EBay is so customer driven, that unless you provide first class service to your prospective customers, you will find your closing rate not what you expected. What this means is your time could be better spent elsewhere that would make money online.

Get it right first time – Read up on eBay rules and policies, otherwise you may soon find your start up business suspended or closed down.

Describe your product accurately and it's condition – (new or used) better still provide a photo.

Titles – Write in a manner that's inclusive of the buyer and how it will benefit them. (That's good ad copy) Use no more than eighty characters including letters and spaces.

Pricing – Start low and allow your bidders to determine its value.

First things first – you've got to understand how your new business venture ticks (refer eBay policies).

Know how your products work that you want to sell (product knowledge) and always give

your potential customers outstanding service that rebounds as positive feedback.

It's not just about selling; if you are an individual seller, not a traditional business, looking at other ways to sell product online, than you must search out products to sell. Start going through your home looking for unwanted items to sell; this is the easiest way to start building your points to PowerSeller. Other places to find low cost products are garage sales, auctions, and bookfests – fill a bag for a \$1, dump markets, and department store like Kmart, Big W, Wal-Mart etc. that mark down seasons end items or products that are deleted from their range, and want to clear them out quickly. For example I bought

five pair of Ugg boots and ten Retro external handsets suitable for smart phones for \$1 each from Kmart, recently and will place them on eBay for auction. This is just one example of how simple it is to make money online. **This proverb is appropriate for this business model;** “A journey of a thousand miles starts with one step.” Well then start today gathering together things to sell from around the home, like jewellery and clothing not worn anymore, and you’re on the way to being a PowerSeller. In time you may find yourself saying goodbye to your 9 to 5 job, and say to yourself, “I run an online business that allows me the opportunity to do the things I want to do, not what the boss wants me to do. You will have

the freedom to follow your dreams. That's what this online medium offers, if you follow the rules and provide outstanding service.

You could say this sales outlet is now the largest department store online in the world, and you can be part of the action right now making online sales.

No longer is eBay about selling your old household items like Ugg boots, thongs, CD's, books etc, but new stuff at "Buy it Now" prices (seventy-eight percent of products sold on eBay are new and the trend is increasing). Another option promoted by eBay is **FREE postage & handling** (Look for the orange **Free P&H Logo** with items for sale).

Major eBay Trends: Be part of the statistics:

Did you know one in six purchases is done online through eBay in Australia?

Laptops are sold every two minutes.

Sunglasses are bought online through eBay every thirty-six seconds.

Shoes walk off the shelf selling every eight seconds via eBay.

In India –

Jewellery is sold every seven minutes on eBay.

A coin or note sells every 16 minutes.

A stamp sells every 19 minutes.

Apparel sells every 22minutes.

A book is sold every 27 minutes.

Age demographic?

Electronic items are popular with men.

Women are buyers of jewellery, clothing and books.

Statistics tell us that although a huge number of sellers earn part or all of their living selling products on eBay, not all will achieve PowerSeller status by selling at least \$1,000 worth of goods each month and maintaining at no less than ninety-eight percent positive feedback rating! PowerSellers are masters of their trade. They have made and learnt from their mistakes. They do a lot of hard being savvy buyers and sellers on the world's biggest

auction site. Note: eBay has morphed into the world's largest online retailer where you find discounts of up to seventy percent off retail pricing.

Matt & Amanda Clarkson – World's Leading eBay Educators - authors on ***eBay Success Secrets***, outline ten steps for becoming a successful PowerSeller –

- Focus on one niche product category to start with.
- Buy low, sell high.
- Creditability is the x factor to succeed in making money online.
- List in volume.

- Get organized. Order is the foundation for success. Be efficient and have organizational systems in place for your business to run smoothly.
- Write ad copy that sells/ be creative.
- Use auction management tools and get more work done.
- Accept credit card/ PayPal payments.
- Provide value and a great service, and your customers will become repeat clients.

Have the mindset that you are building an online business, not a hobby to make a small amount of cash. Whether you are an individual (sole trader) or a company, focus on the goal to have a profitable online business

with little or no set up costs. All it takes is commitment and time. Allocate one hour a day every day and you will pass all expectations, and simply surprise yourself how easy it was to become a PowerSeller.

Getting Started

It costs nothing to become a member of eBay (www.ebay.com). If you have nothing to bid, you can search for in-demand stuff without registering. If you do decide to bid, though you must register; you'll need to provide your email address and of course, choose a password. To start the hunt, type in the name of what you're looking for in the search box on eBay's home page.

Be Specific:

If you simply type in “Chocolates,” you’ll get stonewalled with a laundry list of options. To narrow the hunt qualifies your search with “Chocolates + CD or Lamingtons + home delivery”, and the outcome will be much better. To further refine your search, you have the option of choosing “Advance Search.”

Once you have a list of items you’re interested in, that is currently being auctioned on the site. Click on the item itself to retrieve photos and a detailed description of its condition. You can sort out by price, or the closing date for the bidding. You’ll also see the current highest bid. If you click on the “bid history,” you’ll see

how many bidders are competing for the item, although there may be more out there “lurking” until the last few minutes.

You’ll also learn what payment methods the seller accepts. Some will take personal checks; others will accept only certified checks or money orders, but you will find the vast majority of sellers allow payment via PayPal, MasterCard or Visa, in doing so gives the buyer protection against the goods not been delivered and recourse for a refund.

To check a sellers background click on the “Feedback profile.” You’ll see a list of comments from previous customers over the past six months. If you don’t see a high

percentage of eleven positives: be wary. If there are a few “negatives,” scroll through them to see how the seller responded.

Back to the fun bit, click back to the list of items for sale in your category search and scroll down. You may find a dozen products with a wide range of prices. Look at the ones near closing time, and check the bidding on them. Some sellers set a minimum or reserve price; others let the bidding begin at 99 cents, hoping a low starting price will attract more bidders.

At this point I should mention “arbitraging” from eBay sellers who are clueless on how to sell through this medium. Look for sellers with

little feedback and poor photo reproductions of items for sale. This is where you'll pick up a bargain and resell the item yourself on eBay, better presented with an ad copy that captures a potential bidder's attention to watch and bid. Consider this option another way to source products to sell and make a profit. How easy that!

Beware of buying frenzies; if potential buyers get in a bidding war, it can quickly drive up the price well above a reserve, and often far above a reasonable price expectation.

Don't forget to check the item weight, even with light items it pays to be careful, and consider the seller's location, since you'll

usually have to pay for freight/ postage,
unless your item has the **Free P&H Logo**.

Improve your performance:

Be more descriptive of your items. This will
result in ad copy that sells.

Make clear - terms & conditions.

Offer reasonable freight/postage fees.

If possible have the same items available, and
offer unsuccessful bidders the opportunity to
buy, at their final bid price.

Making the most of eBay:

There are a few marketing tips that would
take you a long way on eBay.

First of all, attaching a video along with the item demonstrating how it works or can be worn would make your item stand out from other similar products. Make sure when shooting a video indoors or out, there is enough light to highlight the product and demonstrate its use.

Keep the video short; maybe a minute or so. This will help if you plan on uploading to your YouTube account. (If you have one). Make sure when you take pictures of products to sell, there is no background clutter that distracts from what you want to sell.

Another Tip: Layout a clean white sheet and lay down one or more items for sale, it's as

simple as that, now take the shoot, save it in documents and upload to eBay **FOR SALE.**

If you have a Website, Facebook Timeline page, YouTube or Twitter accounts then you should make a brief mention that you can find your social media sites on your - **“About me” profile page on eBay.**

About eBay Shop Marketing Tools:

Opening an eBay Shop doesn't just enable you to list items more cheaply for longer, it also provides a number of easy- to- use marketing tools such as:

- E-mail marketing.
- Promotional flyers.
- Cross promotion.

- Search Engine Keyword management.
- Brand marketing material.

Promoting your eBay operation on other sites to mention a few – **your** Twitter, Facebook, Google+, Website, Blog pages and forums will multiply and drive **FREE** traffic to your eBay site; how simple that!

Some effective methods of eBay advertising as follows:

Start with your own website (but if you don't have one, no drama, Facebook and Twitter are free to set up if you don't already have accounts with them, you can achieve similar cross promotion when opened). This is the

first and obvious place to kick- start eBay marketing at no cost.

Simply make sure you promote what you have for sale on your website, and other social media sites; sounds simple doesn't it.

Use Feeds:

You can use feeds in a number of ways. The first is to direct them to your website, Twitter, Facebook, Google+ etc. Next instead of sending the list of items down to prospective customers, you can send it to shopping websites that use feeds such as yours to build their product databases.

Note: Build your own data base of customers separate to eBay just in case your site gets

closed down for some unexpected reason. Build your own separate email list and in time your list may well be the most valuable part of your online business.

Comparison shopping sites and search engines, such as Shopping.com, Bing, Google, Froogle, Yahoo! and others use product data feeds to build their search results. By registering your feed with these services, you can instantly publish your eBay inventory to millions of internet users and potential buyers.

Hunt down as many shopping and search engine feed submission sites that you can. It never hurts to expose your items to as wide an audience as possible. For a few hours of extra

work, and no financial investment, you can increase the visibility of your products by several million of online shoppers.

Each of these sites would contribute to your overall marketing plan and build your business profile. Don't limit yourself to any one form of marketing. You need to develop a well thought out marketing plan and work your way through each step in order to reach ultimate success with your eBay store.

Consistency will win the day!

Your journey to financial freedom as an individual starts here, and for those already in business wanting to make money online, then eBay has a lot to offer.

Although eBay businesses are one of the most common enterprises that e-entrepreneurs choose to run along with their main jobs, it's a very different ball game altogether.

Statistics tell us that although over 430,000 sellers earn part or all of their living selling products on eBay, only 90,000 could achieve PowerSeller status by selling at least \$1,000 worth of goods each month and maintaining at least a high 98% positive feedback rating! PowerSellers are masters of their trade. They have made and learnt from their mistakes. They do a lot of hard work and savvy buying and selling on the world's biggest auction site.

You'll also learn what payment methods the seller accepts. Some will take personal checks; others will accept only certified checks or money orders. Many now also use PayPal and eBay Payments (formerly Billpoint), which let you charge purchases to your Visa, MasterCard, or Discover Card at no extra cost.

To check a seller's background, click on his "Feedback Profile." You'll see a list of comments from previous customers over the past six months. If you don't see a high percentage of 11 positives,' be wary. If there are a few "negatives," scroll through them to see how the seller responded.

Don't forget to consider the item's weight, and the seller's location, since you'll usually have to pay for shipping. Even with light items, however, it pays to be careful.

Here's wishing you all the luck to make money online through eBay!

Chapter 3: YouTube

“Social Media sites like Twitter, Facebook, LinkedIn and YouTube are changing the way the world does business. I think this is in response to our desire to connect with others.”

- Terry Brock, Marketing Coach & Syndicated
Columnist, terrybrock.com

YouTube is the most popular video-exchanging platform that gives an outlet to user-generated content.

Traditionally, media creators worked in splendid isolation. In the 1990s, even web 1.0 was little more than a bunch of static web

pages. However web 2.0 is built around new “architectures of participation,” with interesting technology-led features such as:

- **Many-to-many interactivity.** While traditional media allowed for either
- one-to-one interactivity (The most common is a phone conversation between two people) or in other cases one-to-many, non-interactivity (a broadcast radio or television program), the internet allow “many to many” interactivity where a group of people can at once communicate with several others in a process described as "narrowcasting" or "multicasting". The

marketing terms for this are “viral communication.”

- **Information can easily be manipulated.** Information stored in digital form is far easier to access and manipulate than that available in analog format. This has given birth to the digital medium’s “rip, mix, and burn” practices that facilitates the rearranging of art, music, and video content in a seamless manner and even permits the addition of new creative elements along the way.
- **End-to-end architecture.** Today’s digital landscape represents a shift away from popular media with top-down

control to what can only be described as "end-to-end architecture." Internet users can now not just receive but also create and exchange content in various rich formats fostering a kind of content sharing democracy that was unimaginable a few years ago.

- **Digital hardware.** Many video cameras are now being marketed to consumers as "YouTube-Friendly" devices that are ready to work with the video-sharing web site right out of the box. An ABI Research¹ found that 16.2% of US Internet households now own a digital camcorder. It's further found that user-

¹ <http://www.abiresearch.com/home.jsp>

generated video viewers far outnumber their creators. The number of content creators is likely to grow, judging by a Penn, Schoen & Berland Associates study commissioned by Hill Knowlton, which found that 41% of adult consumers would like to use a personal computer for creating or editing video or audio². This may very well fulfill our dream where, “power derives from the ability to shape and influence culture.”

- **The ability to author software.**

Consider Apple's iMovie, which the company distributes free-of-cost with

² YouTube-Friendly Cams for Video Nation, Marketing to user-generated content creators, eMarketer, September 19, 2007

every Macintosh. Apple music software GarageBand lets users, depending on their preferences, feel sound like a rock star or conduct a full orchestra. Both iMovie and GarageBand come free with the purchase of an Apple computer. The web itself comes with authoring software. "Mod" software, such as Machinima, enables users to not merely watch a movie or play a videogame, but also to turn the games into film and to "modify" or "re-skin" existing characters to look like themselves. Increasingly, software is allowing users to exist in virtual worlds, which may bear no semblance to their real words.

- **Peer-to-peer networks.** Bandwidth access is becoming expensive, but peer-to-peer services reduce the need for anyone to purchase large amounts of bandwidth by making files available for download from a variety of distribution platforms on the internet. Even very large files--typically video--can be rapidly distributed using software such as BitTorrent. The more popular a file, the more readily it can become available via these peer-to-peer services.
- **Blogs, wikis, podcasting, video-sharing.** The task of writing a major encyclopedia (Wikipedia) is also no longer, a single author's or publishing

house's

prerogative.

With nothing

more

sophisticated

than digital

camcorders/

smart

phones/

cameras/

editing

Four Reasons for YouTube Promotions

- ✓ An average YouTube user watches 12.2 hours of video each month
- ✓ It is the fourth most visited site on the internet
- ✓ It is the No. #2 search engine on the web, surpassed only by Google
- ✓ Over 50% of all internet activity is streaming video, most of which happens on YouTube

software, and just a home computer,

internet users can now and very cost-

effectively create and distribute

television clips, music videos and

political commentary on sites such as

YouTube without requiring the
intermediation of large studio houses.

The result?

Greater engagement in social, political and
marketing processes.

All this exemplifies a social environment in which
everyone has the potential to be both a consumer
and the creator of content.

Why Use YouTube Video?

For the simple reason that they are a cheap,
fun, and effective way to market your business.
“They offer you a lot of potential bang for your
(pretty small) buck,” writes Michael Miller,
author of *YouTube For Business*.” You can
reach tens of millions of people with online

videos, and it costs absolutely nothing to put them up," he explains.

All that it takes is a camcorder (even a webcam would suffice, although the quality may be a little grainy) and a marketing plan and you are ready to rock and roll.

"YouTube is a robust product for any business, big or small," says Jamie Grenney, senior director of Social Media at salesforce.com. "It's the same platform for all, so you know it's going to be good -- small businesses are going to get the same benefits as large companies," he adds.

YouTube was created in 2005 and 15 months later, the site was delivering 100 million videos per day, accounting for 60% of all videos watched online in 2006. Today, one billion people visit YouTube every month to view some of

YouTube Traffic

- ✓ 60 hours of video are uploaded every minute, or one hour of video is uploaded to YouTube every second.
- ✓ Over 4 billion videos are viewed a day
- ✓ Over 1 billion unique users visit YouTube each month
- ✓ Over 6 billion hours of video are watched each month on YouTube
- ✓ More video is uploaded to YouTube in one month than the three major US networks created in 60 years
- ✓ 70% of YouTube traffic comes from outside the US
- ✓ YouTube is localized in 39 countries and across 54 languages
- ✓ In 2011, YouTube had more than 1 trillion views
- ✓ In 2011 there were almost 140 views for every person on Earth

the most popular video clips. That coupled with six billion hours of video content being watched each month on YouTube, provides a new form of entrainment - one that is built around the personal calendars of individual users and not rigid network program schedules. The audience is now an integral part of the media distribution chain and is actively used for brand building by corporate, across the globe.

In addition, visitors get to comment on the content posted and rate it, download it or mail it to family and friends, anywhere on the planet in a few seconds. It promises both - traditional mass media consumption and

social

interaction in

sharing that

content with

others.

In a world where

marketing

opportunities

abound, savvy

entrepreneurs

Amazing Facts

- Saudi Arabia has the highest number of YouTube views in the world per Internet user.
- The Middle East and Northern Africa more generally holds the number two spot for most views by region, coming in second behind the U.S. and ahead of Brazil.
- Middle Eastern countries are watching entertainment from around the world as well as their own homegrown local YouTube creators.

are always looking for newer ways of promoting their business. Choosing between television, newspaper, magazine, and online marketing can be a difficult and expensive decision. At present, digital is the cheapest and the most measurable medium that in

addition, also yields a lot of data on customer demographics. YouTube videos are not just free, easy to use, and have the potential to reach 20 million customers

Did You Know?

The five sites that bring the most traffic to YouTube receive a link back from the site. This probably won't help with your Google rankings, but it may help your rankings in the other engines.

each month, it also helps you build and establish a strong online video community among your brand loyalists.

You can encourage your customers to use YouTube to upload quirky videos of their brand experience and share it with their friends and colleagues. Acquired by Google for \$1.65 billion, YouTube currently streams 100

million videos per day and more than 65,000 videos are uploaded daily. The site accounts for 60% of all videos viewed online. According to Nielsen/NetRatings, YouTube has nearly 20 million unique users each month and that's a huge number for any marketer to look at!

You can also use YouTube to upload your advertising campaigns. Also think in terms of optimizing your videos by delivering all content types on one screen – as a single-shot capture.

In the recession-hit market, with more companies shifting their advertising budgets from traditional TV advertising to the online video market, YouTube offers significant

advantages to small businesses as a free-to-broadcast medium.

Back to Basics: How to Publish Videos

Anyone can easily publish their videos on YouTube. However you need to comply with the regulations of YouTube. This could be a child's play.

For starters, the YouTube videos are in the format of flash. For the potential YouTube user, experts suggest five ways to promote your business:

- ✓ **Create educational videos on your product use.** Using videos to educate customers is a good way to attract new prospects. Instructional videos

explaining the 'how to' of everything from planning your next car buy to baking a cake with a new dough mix. Use this medium intelligently to create interest in your business vertical.

- ✓ **Associate with other YouTube publishers.** Contact popular YouTube video makers and ask them to integrate your video into theirs; link exchange and if they have a product line that aligns with yours, or you target the same demographic, more the merrier for both the businesses.
- ✓ **Get good press.** Business owners that use YouTube must exchange links with local newspaper or TV station and

inform web media managers and bloggers to get extra mileage from the medium.

- ✓ **Launch your own channel.** These are small communities sharing interests in common. Joining a category that fits your business will make it easier for potential customers to find your videos.
- ✓ Convert your existing video library into YouTube videos. It's possible that you already have educational or promotional content that can be converted into flash and put on YouTube. Typically, YouTube videos are of 4 to 10 minute duration, so if you

have longer versions, chop and condense before bunging it on YouTube.

More Tips on Using YouTube For Brand

Building & Promotion

- ✓ Set up a channel to reflect your brand and engage with others.
- ✓ Choose a user name that reflects your brand for your channel URL.
- ✓ Add your channel URL to marketing collateral and social network profiles.
- ✓ Post customer video testimonials to add to your credibility.
- ✓ Put together a creative video explaining your product or service.

- ✓ Show your product in action using movie trailer-style: fast, creative and catchy.
- ✓ Show the results of someone using your services.
- ✓ Promote your events using recordings of previous events.
- ✓ Introduce your staff to add authenticity.
- ✓ Take viewers on a tour of your offices and city to help them feel connected with you.
- ✓ Ask others to use your product in their videos and cross-promote each other.
- ✓ Post links to your videos on various social networks.

- ✓ Look into YouTube Promoted Videos to reach your target through contextually-relevant search results.
- ✓ Use Google AdWords on Google Content Network, which includes sites like YouTube. These use text-based ads and don't require a video from your business. Research the Placement Tool to identify the best placements for your ads.
- ✓ Earn money from your videos by entering into a partnership with YouTube.

Here Are a Few Tried and Tested Ways of Marketing Through YouTube:

Any business vertical can benefit from YouTube videos, be they B2B, B2C or C2C.

Earn

Directly

From Ads

YouTube has a great feature for

Quotable Quote

“When I am talking to entrepreneurs, I always say base your business on deep customer insights, the way *naukri*, my job portal was formed.”

Sanjeev Bikchandani, an internet entrepreneur in India.

integrating Google AdSense into your videos. A good number of people earn good money from placing ads in their videos. However, you would have to have several interesting, eyeball grabbing videos in order for people to want to insert their ads in your videos. The best way of doing this would be to create a YouTube

channel that you can regularly update with new videos, post reviews on old ones and discuss breaking news events through your videos that would keep the interest level in your video content high.

Increase Your Search Engines Rankings

When you create a YouTube channel you can post links to your internet business. YouTube has very high page rank of 9 and when search engines scan pages from there and “see” back links to your site it will tremendously scale up your rankings.

You can create videos to introduce your products and have those reviewed. In addition, home-based business owners can start their

own YouTube channel with a link back to their website. They can also post reviews about their products and integrate Google Ad sense with their videos. It won't cost much and bring rich returns.

In Summary:

Four points to remember –

The ideal length for video commercials on YouTube is 4 minutes and 11 seconds, based on the top ten video ads. Although, a little over 2 minute video comes a strong second.

Consumer's attitudes have changed about commercials. Instead of being interrupted by a brand ad, they want to be engaged by one. Experts contend that ninety percent of all web

traffic will be video in the not too distant future. Be part of the action to make money online.

With the world's population surpassing 7 billion, with two billion + connected to the internet, and five billion having mobile phones speaks for itself. Get connected and be part of this incredible growth and make money online.

Chapter 4: Blogs

“The key with blogging is to lay it all out there because sooner or later people are going to know what you know, so might as well be the first one to share the information and get credit for it.”

- Neil Patel

The term blog is a shortened form of weblog. Maintaining a blog or adding an article to an existing blog is called “blogging”. Individual articles on a blog are called “blog posts,” “posts” or “entries”. A person who posts these entries is called a “blogger”.

It may come as a surprise, but in less than a decade, online media has grown to be one of the No#1 media channels. Users use the web for:

- **News & Information** - Only 50% now read a newspaper every day. Blogs have started incorporating user-generated news.
- **Ecommerce** – Holidays, music, books, and groceries are all purchased across the web. Tesco, for example, are seeing their fastest growth in their online channel.
- **Communications** – Email aside, consumers are online engaging with other like-minded people in social networks and

websites

such as

Facebook;

MySpace;

LinkedIn.

Quotable Quote

“The blog has become a real conversation tool and forum to have a conversation with our customers.”

Brian Lusk, Southwest Airlines

Blogs are like a personal online publishing system to quickly create, and distribute your opinion via the internet and project yourself as an authority on a subject. Generally, blogs appear in chronological order as online diaries, but can cleverly be used for marketing purposes as well.

In general, a blog differs from a commercial web page in two significant ways:

- ✓ Blogs are mainly text interwoven with a few graphics.
- ✓ It presents a commentary from a single author with links to other web sites, other blogger s, or other online resour ces.

A Blogger Deserves Special Attention

“PR people are doing themselves a disservice when they just treat journalists and bloggers like cattle. Every time I get an email pitch it reminds me that I’m being treated like cattle. Especially when I get together with Arrington and Malik and Lacy and other bloggers and we see that we got the same pitch. Moooooo!”
Robert Scoble, an avid blogger

**What Are
Business
Blogs?**

Business
blogs are
more

Have a Clear Agenda

“Corporations must answer questions about why they are in the blogosphere.

Small businesses need to answer questions about why they shouldn’t.”

Paul Gillin, author of *The New Influencers*

narrowly targeted (in terms of subject matter and focus) and are often focused on a particular niche. In fact, successful bloggers will fit their spiel to address specific audiences because that helps establish the author as an expert in that particular domain.

If for nothing else, a blog can effectively be used as a powerful marketing and communication tool to stay connected to other

stakeholders in your business, be they consumers, supplier, or even internal staff for keeping them informed. The advantage with a blog is that you can use it in various creative ways, as a personal branding tool according to your specific requirements.

The benefits could be multiplied if you also use search engines tools to keep your blog visible. Last but not the least; blogs are an excellent source for links that can be pitched with content.

The Various Kinds of Blogs

The following section explains the various kinds of blogs that you can use to strengthen your external or internal communication

The Link Post

A link post can be as short as a sentence that points to a great post elsewhere. You could of course add some value to it by adding a commentary from your side in order to

What a Boom!

We're in the midst of a boom in home-based businesses, and it shows no sign of slowing."

Paul Zane Pilzer, Nobel Prize
Winning Economist and
Author

position yourself as an expert in your domain rather than as an aggregator.

The Link Dump Post

A whole load of interesting links, summarising the most interesting stuff from around the net captured over a 24-hour timeframe, often

supplemented with crisp bits of commentary. These are often auto-generated from services like del.icio.us

The Quote'n' Link Post

Here you link to something posted elsewhere on the web, and quote a chunk of it to illustrate what's so interesting about that comment. However do credit the author you are quoting from, and he/she might return the compliment some day, when you turn into an established author.

The Photo / Video Post

Use photos or video that your target market would be interested in and throw in your own

caption! You can find several stock sites that deal in royalty-free media.

The Reaction Post

React without being hyper critical of someone's views. Be rational, balanced and tempered in your treatment of another person's view point. Try and bring a different perspective to the table in a manner that enriches a discussion point.

The Original Writing Post

This is the kind of posting that most scribes gravitate towards or at least aim for. It's an original piece of writing, which can be anything from a review of something to your

strong personal opinion on the latest socio-political developments.

This kind of post is not triggered by anything in particular on another site, but is instead an attempt to start a new thread of conversation, or at least stir other people's interest in your way of thinking.

Don't start this kind of a blog however unless you have an active commenter community and great writing skills that engage audiences.

The List Post

People like lists and all sorts. List the top 10 of something or the 5 worst of something and they will quickly generate interest, attract

attention and depending upon your subject line may be thought-provoking as well. It can be fun compiling them as well.

Building a Blog

To get started with a simple business blog you can sign up with a blog publisher such as Blogger or TypePad (see "Starting a Blog," below). Blogger, owned by Google, is a free service that allows you to set up a blog quickly using its design templates. Type Pad is a fee-based blog publisher that offers more features for modest prices starting at \$4.95 per month.

However if you are scouting for more sophisticated enterprise-level tools, turn to companies like Traction Software (www.trac

tionsoftware.com) that offer a special suit of collaborative and knowledge management tool to business owners, project teams and intelligence units. Once you select a publisher, you can customize your blog with the tools it provides and start adding content.

As you begin, keep in mind these tips from blog consultant Debbie Weil for creating an effective blog:

- ✓ Start with a topic you're passionate about.
- ✓ Concentrate on short, frequent entries in your blog.
- ✓ Let yourself go as a writer and allow your authentic "voice" to emerge.

- ✓ Use correct grammar and syntax.
- ✓ Purposefully organize the content of your blog.
- ✓ Post a new entry at least once a week, preferably two or three times a week.
- ✓ Include your key contact information on your blog.

Software professionals, journalists, lawyers, accountants, consultants all maintain a personal blog.

How to Popularize Your Blog?

If you plan to monetize your blog, try some of the following tricks:

- Articles – Write about something that's a hobby, or your power well, it will be a

source of traffic for the blog, who will eventually bring in revenue.

- Link it to your other social media platforms, especially YouTube
- By all means use SEO, but don't go overboard with it.

Finally, a blog can be particularly beneficial in:

- ✓ Differentiating your business, products and services
- ✓ Attracting more prospects and developing and creating new business relationships
- ✓ Promoting your business through online medium
- ✓ Using it as a public relation tool

- ✓ Using it for Search Engine marketing
- ✓ Tapping new markets, products or niches
- ✓ Developing newer communication channels for your niche
- ✓ Helping to enhance and build your visibility and personal brand
- ✓ Positioning Yourself as the expert in a domain
- ✓ Strengthening internal chat

All said and done, business blogs are effective and cost-effective not just in building traffic but also in building your personal brand. Blogs can help you personalize your company, products and services for your customers.

This will build high level of trust and bonding with your target customers and help - making money online easy.

Chapter 5: Email Marketing

“Human nature has a tendency to admire complexity but reward simplicity.”

- Ben Huh, CEO, Cheezburger Network

With the growing popularity of social media platforms such as Twitter, Facebook, Google Plus and LinkedIn, there is a huge thought churn in the marketplace. Through these platforms, people are discovering new ways of connecting with others and sharing information at the speed of light.

An intelligent
business
owner can
use these
features to
market his
products and
services

What Makes A Good E-mail?

- ✓ Make it personal ('Dear 'First name')
- ✓ Make it short
- ✓ Do not add an attachment
- ✓ Put a strawberry in the e-mail –anything to make the recipient take note and respond

efficiently, smartly and quickly.

You may wonder that with the popularity of these new mediums of information sharing, will email marketing remain relevant and will it survive the constant technological advances that are taking place around us?

The answer is yes. Email is still the KING.

For starters, email is more popular than Facebook and Twitter combined. You may ask how, so here is the answer...

Daily activity on Facebook is 60 million updates. For Twitter the statistics are 140 million tweets per day.

And for email?

Nearly, 188 billion messages per day!

Isn't that astounding?

And why not, when email continues to be used by 93% of consumers, every day!

This implies that with email, a little bit of effort can go a long way. Here are five ways of making the most from this medium:

1. Manage Your List

Use a company like iContact and

What Makes A Dud E-mail?

- ✓ Blatant 'mailers'
- ✓ Boring subject lines
- ✓ Those that sound spammy
- ✓ Slow to load

a plug in like Formstack to feed new signups directly into the appropriate list so that you don't have to do much sorting and sifting each time you want to send out an email. And this doesn't just apply to sales emails, iContact's list management software can also be used for fundraising purposes, dispatching direct mailers, e-zines and e-newsletters, besides running other promotions and executing other kind of outreach functions.

2. **Use email templates** – Spent a little time and effort on branding your marketing material, which includes email design templates. Either seek the help of an HTML designer or put your own creative skills to work and create some basic templates that are quick and easy to update with each campaign.
3. **Grab attention with your subject line** – The subject line is most crucial in deciding the fate of your email campaign. Run an A/B test to a small percentage of your list before freezing the winning line.
4. **Track live results** – track what works and what doesn't with each email campaign by studying the traffic inflow that lands into

your inbox. The more you know about each email on the go, the less time you would have to spend remembering that info you will need to create your next campaign.

5. **Automate dispatch** –Most sender program allow you to select a period for dispatch at some point in the future. Once the program is set, you just have to sit back and forget about it until the next email promotion.

To Do List:

- ✓ Follow government enacted CAN-SPAM guidelines to the letter and spirit.
- ✓ Carry 'op out/unsubscribe' option with the mail, obtain permission from consumers and keep records.

- ✓ Allow easy mechanisms for anyone to unsubscribe from your e-mailing list.
- ✓ Routinely updating your list.
- ✓ Keep increasing the length of your list.
- ✓ Voice clear call-to-action.
- ✓ Keep your list secure.
- ✓ Track and measure success.

Should You Use Email Software?

The answer is yes. Professionally-designed software allows you to personally create professional looking emails, send them to a larger list than you could with a regular email provider and track the response rates.

Most of these programs are fairly easy to use and allow you to choose and apply designs to ready-made templates by uploading images from your personal collection or an image stock site.

Some bit of HTML knowledge can help you experiment with these programs, though this is not absolutely necessary. Not all software come with the same feature set, so be sure to research which software best fits your needs.

How Much Does It Cost?

Not the moon. Different companies charge in different ways. Some charge per e-mail address. If you do not have the list, you would have to purchase that as well from another

data provider, which is a separate cost head. This is based on a cost per record - the more you buy, the cheaper they get.

Most e-marketing companies charge a set cost per record (which varies but tends to be under \$0.10) or a monthly charge for sending within a certain number (this could be 100,000 e-mails or 200,000 e-mails).

Some e-marketing companies provide a system that you can control. For this, they will charge a set-up cost. Compare the cost and services on offer before you decide to go with one.

Tips on Effective Email Campaigning:

- ✓ Emails should be issued in your company name.
- ✓ Collect email addresses on your website or during purchases.
- ✓ Reassure subscribers that you have strict policy relating to privacy and that their personal information would not be shared.
- ✓ Send no more than one email a week.
- ✓ Avoid email rush hour (overnight, beginning/end of work day).
- ✓ Give readers content, not just a sales pitch.
- ✓ Ideally, your subject line should inform, rather than sell.

- ✓ The email's should match your website and provide links back to it.
- ✓ Target emails with several smaller lists (e.g. List A bought X type of product, List B bought Z type).
- ✓ Get through spam filters by avoiding using such items as:
 - All capital letters.
 - Several exclamation points.
 - Colored fonts.
 - Spam language like "Buy Now," "Once in a lifetime opportunity" and "Money back guarantee."

It's a cut-throat world out there. If you can't cut through the clutter, avoid spam filers or get customers past the subject line, your

efforts would be futile. The trick to being successful, no matter what your product or service is avoiding spam filters, giving customers useful information and staying on top of their send box. They should like to circulate your mails to their friends.

All said
and done,
people
still use
emails as
a
somewhat
personal
way to
keep in
touch.
While
social
media
platforms
also help

Spreading Your Reach

- ✓ Email is less costly and labour intensive than traditional forms of direct marketing
- ✓ Email allows you to monitor responses and click-throughs to accurately track the success of your campaigns.
- ✓ Emails reach your target audience almost as soon as they're sent so you can carefully plan around events and promotions, instantly reaping the rewards of your marketing spend.
- ✓ Most people check their emails everyday and a significant portion check several times a day.
- ✓ Email lists are easier to collect and manage than direct mail lists and open up a vast number of potential new customers.

in selling a product through their respective branding pages, email marketing is the channel that actually closes a deal and brings in revenue. Even today, most marketers sell more through the email marketing channel. All revenue channels like Paypal, online banking and shopping carts have their email addresses. People feel more secure sharing important bit of information over email than any other media in vogue today.

Have You Tried MailChimp?

Despite an odd mascot that's looks like an anime take on Curious George, MailChimp means serious business for marketing. A cloud service, MailChimp provides service

that's similar to some CRM systems, such as Salesforce. It could be ideal for small business owners who may not need all bundled CRM components, and just want to run a few well-targeted email campaigns.

What Does It Do?

With MailChimp you can create email lists, track who's viewed your message, plus there's a host of integration options with third party apps like Google Docs and Zoho. The services makes it easy to dispatch email newsletters to your customers, manage your subscriber lists, track campaign performance, and sync your email marketing with social networks, such as Twitter, Facebook, and LinkedIn. And

because their platform uses an open API, it's easy to integrate MailChimp with other systems in the Google Apps marketplace, namely, Rapportive, Batchbook CRM, Zendesk and Freshbooks, as well as e-commerce systems, such as Shopify, Magento and Zendesk.

The site claims over 650,000 users, ranging from boot strap operations and non-profits to a few Fortune 500 companies.

The Pros of Using MailChimp

It offers one of the lowest priced email lists. It easily integrates with Google Analytics and has several other useful resources and web tools to customize your email campaigns.

Their pricing is also attractive - a free account is offered with a 500 subscriber limit with a limit of 3000 sends. There are various pricing models above 500 subscribers: a pay-as-you-go for infrequent mass e-mailers with prices ranging from 3 cents per email to 1 cent per email (depending on the number of recipients), plus monthly plans. Prices for monthly service scale from \$10.00 per month for between 501 to 2,500 subscribers, up to \$240.00 per month for as many as 50,000, with various tiers in-between.

That's quite a deal compared to competition. VerticalResponse gives you only up to 500 subscribers for \$10.00 per month and

iContact only allows for 250 subscribers for \$9.95 per month.

After walking you through a few simple steps, MailChimp creates a fully managed subscriber database. The interface is intuitive to wade through and should not be a problem for anyone used to working with any of the major social networking sites.

The Cons of Using MailChimp

Built-in reporting lacks intuitive workflow. Reports do not give real-time data and it takes some time to refresh.

Another emailing service worth looking at is Redcappi.com. This platform allows you to quickly create impressive emails and

newsletters without any technical skills. Simply drag and drop images and content blocks where you want and design the newsletter to your liking and business needs.

Chapter 6: Twitter & LinkedIn

*“Content is NOT king – seeding and promotion
tactics of said content is king.”*

- Brian Chappell, via Twitter

That’s exactly what mini-blogging site, Twitter does. It helps users share simple ideas, thoughts and news amongst virtual connections.

It’s one of the cheapest and easiest means of building lists. You followers could be your prospects in reverse – that’s how simple it can get!

How Does it Work?

Twitter works on a simple concept of social chatter. You write something that is short and crisp and instantly it grabs attention! In today's time poor world, you get other people on your network to read your crisp message. And, if they find it interesting, they will instantly respond or pass it on to others in their contact.

Why is it Important?

It's important because it can easily disseminate information about a product, news or event in a fast and cost-effective manner.

Who is Using Twitter – as @ July 2013?³

- Active Twitter users – 555.75 million
- New sign ups daily – 135,000
- Average Tweets per day – 5.8 million
- Monthly visits 1.9 million
- Daily search engine enquiry for Twitter – 2.1 billion
- User phone tweet percentage – 43%
- Twitters that don't tweet, but watch – 40%
- Every five days delivers 1 billion tweets.
- 9,100 tweets occur every second.

Advertising revenue annualized

2013 (projected) – \$399.5 million

³ Statistics shared by – Statistics Brain – follow @StatisticBrain

2012 - \$259 million

2011 - \$139 million

2010 - \$45 million

The recent announcement that Twitter will offload it's stock in the market will only accelerate future growth of Twitter and expand its revenue base, accordingly.

How to promote your Twitter Profile?

Add your Twitter profile on your website and blogs. Link your Twitter profile with Facebook and other social networking sites.

Add your Twitter profile in your email/forum signature. Don't be shy to run contests on Twitter. With this vast audience it would seem

that any small businesses can include Twitter in their vast media plan and benefit from it with this huge audience it

What is Your Twitter Objective?

Is it to...

- Shape your company/product brand?
- Polish you PR strategy?
- Enhance lead generation/driving up sales?
- Reading news/events/hot topics?
- Publishing news/events/hot topics?
- Engaging/socializing with customers?
- Offering customer service?
- Keeping a daily record of your activities and thoughts via tweets

would seem that any small business can include Twitter in their social media plan and benefit from it. One research group, Pear Analytics tried to study the 'Twitter impact' to find out what motivated people to use Twitter.

The sample consisted of 2,000 tweets from the public timeline every 30 minutes for two weeks. The resulting tweets were broken into six areas: news, spam, self-promotion, pointless babble, conversational, and pass-along value. The findings were:

Self-promotion usage was less than expected at 5.85% of all tweets. In other words, tweets are generally used by small businesses to push and promote their products and services.

Recently, PepsiCo India started “Tweetmobs” (aka the offline world’s flashmobs) to announce two new flavors of its orange drink Mirinda - Orange Mango and Orange Masala. Later, the cola drink company claimed via a

release that on Feb 14, the activity invited 2,220 tweets from Tweeples (Twitter-people) in nine hours resulting in 200 new followers for @MirindaIndia

How to Promote Your Twitter Profile?

- Add your Twitter profile on your website and blogs.
- Link your Twitter profile with LinkedIn, Facebook and other social networking sites.
- Add your twitter profile in your email/forum signatures.
- Don't be shy to run contests on Twitter

Now, that's certainly a subject for another Tweet. Is a Tweeple, listening?

Oops...I just received a tweet!

Social Media: Fee or for Free?

It didn't take long for this new start up internet venture to start generating the kind of

revenue described by Statistic Brain. Already, the site is inking deals with a slew of media companies in evolving economies, and as stated recently, Twitter will become a public company and attract a huge amount of attention from potential investors aspiring to bite into the pie.

Large businesses, like Starbucks claimed to have over 409,000 followers (July 2009) as @Sept. 2013 now 4.3million followers, and Apple over 77,000 followers (July 2009) now 627,812 (Sept 2013) on Twitter and the communities are growing faster than it takes to tweet!

Small businesses were initially attracted to Twitter as a free advertising platform. However, as it has happened with Facebook and LinkedIn, at some point, they can also look at generating a steady revenue stream from their Twitter profile. This might be accomplished through fee charged for providing a certain number of followers or through user opt-in charges to access specific information tied to twitter search features. Twitter can indeed be a rich resource for mining lists.

Using Twitter for Commerce

Whatever your reasons, Twitter has a lot to offer to business and individuals. One warning

though: Be careful not to be suspended or

your account

cancelled by

flouting

Twitter rules.

Read up

Twitter user

policy posted

on the site.

You can

however log

on to

Tips and Tricks

✓ Update as often as possible, without going overboard. The more active the account the more valuable it is - but don't make irrelevant tweets that no one cares about.

✓ Use Twitter mobile apps to make updates when you attend a trade show/conference.

✓ Use the ReTweet feature. It helps converse with your network.

✓ Send a welcome note to any new followers. There are tools that will automate this for you.

✓ Add new followers who are relevant to your industry, business and geographic location on a weekly basis.

www.twiends.

com offers people with similar interests the

ability to buy what called “seeds” and that will

help grow your followers faster, without you

having to break any rules. Developing a brand following on Twitter may appear daunting at first for some small businesses, but the good news is that it comes for free. All you need to invest in is time.

Tweeples post links to other websites, news articles, and blogs. Twitter allows its users to search locally, so small businesses can easily find other associates to connect with in a particular area, view their tweet activity, determine if they can be potential business connections and follow them.

Managing a Twitter-based online marketing programme can be effective, only if you know your constituency well. As a small business,

you should visit as many websites and blogs of successful business Tweeples. Investigate their Twitter profile and pick up their trade secrets on how to make money online.

However before building your business account on Twitter, ask yourself:

- ✓ What is the current market lacking
- ✓ What do customers want?
- ✓ Can you build a niche in the market for your idea?

Twitter tools like Internet surveys and search features allow ideas to be exchanged, followers to be acknowledged, and questions to be asked and answered.

Twitter can be used as a company account, where employees can play advocates and brand ambassadors and tweet about the business to their followers.

The shifting lever of power between companies and customers in today's technology-driven market has resulted in creating new marketing dynamics.

Social networking allows customers to interact with each other, share their brand experiences and create a positive perception about the company. Old school marketer's might say that businesses need to wrest back control of their branding, monitor Twitter activity and get involved with the social media themselves,

but this may not be an intelligent use of the medium.

Instead, it would be far more mature to use Twitter as a tool to manage a brand's online identity through observation, introspection and reflection of what customers expect from the brand. You as a business owner must listen and pay heed!

That is the only, rewarding way to master the medium.

Is LinkedIn Really Social Media?

Most businesses that promote social media on their websites usually include links to their Facebook, Twitter and a few even to LinkedIn. This begs the question - Should LinkedIn be

used in the same context, as Facebook and Twitter?

Fact is that while most posts on Facebook and Twitter are personal in nature, LinkedIn is a purely business or professional platform. Therefore, if you are planning to build a LinkedIn profile for your business, keep it separate from the other two profiles. Don't club it with your Facebook and Twitter profile, as that may prove to be counterproductive.

How to Get Started With LinkedIn?

It's actually very easy. You have to register on the site and begin to seek references from your business/career associates. The more connections you have to flaunt, the more

opportunity you will have to promote yourself and your business. LinkedIn also offers tools for building your own community of like-minded professionals with whom you can brainstorm, network and seek business from.

If you are self-employed, you should create a company page and link yourself to it along with some information to promote your company. If you are employed with another company, link your personal with your employer profile.

Here is list of other options available with LinkedIn. You can:

- ✓ Post news and information about events about your business

- ✓ Post links to Blog articles you or someone in your company has written
- ✓ Post personal opinions about business that invoke credibility to you as a professional
- ✓ Join groups to post all of the above so others that don't know you or your business take notice
- ✓ Use LinkedIn as a directory to find prospects for business or information about what your competition is doing
- ✓ Promote your business with an ad campaign directed towards the industries of your choice

- ✓ Stay current by reading postings within the groups you join.
- ✓ Reach out to your connections for a warm introduction to someone that they are connected to

The best news is that LinkedIn pages are very highly ranked on Google and other search engines so your changes of lead generation get enhanced with a LinkedIn profile.

Chapter 7: Websites

Having a website is the starting point of building your online presence.

One of the best ways of moving your business forward, especially if you are a local service is to start a website.

Know Your Code

Many small business owners don't have too much control over the code used to create their web site - but it is still important to know how important it may be.

Ensure your web designer is writing standard compliant code that is validated for errors.

You can also check your own website using free online tools from the W3C (The World Wide Web Consortium), the standards body that administers internet technologies.

It doesn't cost much to build your own site but

it can be the start of a passive income that guarantees rich returns to smart net entrepreneur.

An increasing

Why is Structure Important?

Both the search engines and your web visitors prefer a web site that is well structured. Search engines break down all web sites into elements based on the structure of the pages. Time-starved customers often only flip through the content rarely read and scan headings and bulleted lists to find sections of interest. In both cases a well structured site will be far better received than one that is a mish-mash of information haphazardly lumped together.

numbers of people continue to surf the internet for information. Phone calls to small and medium enterprises (SMEs) will dwindle off to an occasional ring in the not too distant future. Don't get left out in the cold. Get up to speed on conducting business in the Digital Age with a good-looking website that can go a

long way in creating sales beyond your local demography. (Case study: One business owner I've known for a long time described how his website now accounts for 85% of all new business leads.) That's food for thought!

Six Ways of Getting More Business From Your Website

- ✓ Use your website as a 24 hour marketing tool. It's fast, easy, and doesn't require you to spare an employee to sit and answer phone calls.
- ✓ Use your website to tell people who you are, and what you do.
- ✓ Show off. Whether you sell a product or a service, no one is going to pay you

money without first seeing what you are capable of. A well-designed website will give them an idea.

- ✓ Hire professionals. Having an attractive website helps to convey to customers that you are a professional business, and not some Mum and Pop outfit.
- ✓ You remain in touch with your prospects 24 hours a day, 7 days a week. You can get as descriptive as you want with a contact us form.

Design & Layout

A clean well organized design is the key to any functional website. People come to your site to get information and they don't want to work

too hard to find it. The quicker you address their problems, the better, or they will leave your site and more on probably to your competition's site.

On navigation, the two thumb rules to follow are:

- ✓ Don't give your visitor too many choices.
You will only end up confusing his/her.
- ✓ Don't expect them to click more than thrice to get to the page they're looking for.

Ignore these rules at your own peril.

Content Management

A content management system now makes it possible for you to edit your own site content.

If you are a big business, outsource the CMS function to an external professional, else handle it in-house.

If you are setting up an e-commerce site, you can look at the following options:

Zen cart

A free-of-charge, open source shopping cart that is customizable. Use Zen Cart if you want a full featured store with an admin area that keeps track of orders and customer information.

PayPal

PayPal is an online payment processor, if you're just selling a few items, you may not need to use a cart, a more cost effective way to accept payments may be to just add PayPal buy now buttons to items on your site.

Google Checkout

Google checkout is very similar to PayPal. Both services provide you with code to insert into your web pages to make buying a few products very easy for your users. The difference is that with Google checkout the user will need to create an account, whereas with PayPal you can pay directly with your credit card. No need to register.

Making Your Website Work

The surest way to drive away customers is to have a badly designed website filled with poorly written content. Experts contend that your website is like a digital business card. It's the first online look at your company. Ensure that it's not the last.

A site must have addictive content to make for what is known in industry circles as a 'sticky' site. At the same time it must make for simple reading. According to Jakob Nielsen, a web site consultant and author of the book *Prioritizing Web Usability*, it is essential that a web page get a company's message across quickly, because visitors are a fickle bunch. Most people do not go beyond what is in front of their faces. A Nielsen research indicates

that only 50 percent of web visitors scroll down the screen to see what lies below the visible part on their PC monitor. The study also found that visitors spend less than 30 seconds reviewing a home page and that's a really short time to pitch your service. Put yourself in the customer's shoes to figure out what information they are seeking and then provide it upfront, without beating about the bush!

Visitors must immediately find out "who you are, what you do and how they can reach you. Besides good grammar, you must give out your physical address. If you are selling a product, use thumbnail photos that can be enlarged when clicked on.

The most important rule in web design is to go easy and avoid unnecessary design that takes ages to download. No one has that much time to spare. So avoid all kind of flash and heavy embellishments that needlessly clutter your page. Heavy video or animation is also a strict 'no,' 'no.'

You may not know it but graphics don't get reflected on search engines, and instead clog a search, so why use them at all?

And don't make the mistake of putting hidden tags on your page because modern-day search engines can easily locate and reject your website. Above all, use SEO. This book has an

entire chapter devoted to a discussion of this technique.

Chapter 8: Texting

"We are rapidly getting to the point where the single most important medium that people have is their wireless device. It's with them every single moment of the day. It's genuinely the convergence box that everyone has been talking about for so many years."

- Andrew Robertson, chief executive of BBDO, the third-largest ad agency in the world

Businesses are always seeking innovative ways to communicate efficiently and effectively with customers in order to maintain good customer service and to increase sales.

While postal mailing, phoning, and most recently emailing are tried and tested methods of communication, a new communication medium has emerged, called “text messaging” or short message system (“SMS”) that promises more value in terms of RoI to small businesses.

Benefits of Texting

- ✓ **It’s personal.** Text connects with your customer directly.
- ✓ **There is no intermediary.** Your message goes right to their phone, where ever they are.
- ✓ **You won the data.** Your customer data is your own.

- ✓ **No ad clutter.** Text messages are sent to your customers without any competing ads. They see your message alone.
- ✓ **It's inexpensive.** Utilizing text messages can lower your marketing expenses.
- ✓ **It is immediate.** Text messaging is designed to add immediacy to your marketing and bring in customers NOW. Not next week, next month or next year but now.
- ✓ **It has tremendous reach.** SMS reaches 98% of consumers. No other medium can compare with that. Almost every single customer that walks through your

door will have
a cell phone,
or would be
upgrading to
a smart
phone in the
near future.
This will
prompt more

Lessons From Other Countries

In Kenya, mobile subscribers to Safaricom can send cash to other mobile phone users with text. With more than 80% of the population excluded from formal banking, the system is expected to change people's lives significantly.

app downloads, such as, QR codes, allowing the ability of your brand to be on hand, when your product or services are required – when you're not texting.

- ✓ **It's super simple.** Running a text message campaign can be a child's play.

Texting is by far unobtrusive. Text is the number one communication among the under thirties crowd, and a full 73% of consumers say they want texts from businesses and services that they use regularly.

Statspeak

- 18-29 year old consumers use text more often than voice messages.
- On average 94% of text messages are read.
- 80% of consumers keep their mobile with them all day.
- Given a choice 39% of US consumers — 76 million people — prefer text messages to radio or TV advertising.

The little hand-held devices are so close to the customer, your messages immediately reach the target audience.

New services such as Multimedia Messaging Service (MMS), an upgraded version of

A Case Study

Voice and data networking infrastructure company VeriSin uses text messaging as a powerful internal communications tool. In corporate meetings, SMS powers text-to-vote polls. Using real time charts and graphs, VeriSign is able to quickly gather the opinions of its employees.

the SMS can send and receive valuable media messages such as video/ audio clips,

pictures texts,
better than any
other
compatible
device.

There are two
primary ways
that marketers
are using SMS.

The first is:

1. Bulk
sending:

You have a database of opt-in mobile
subscribers that you can dispatch those
messages to.

Quick Tips

- With business associates, avoid youth texting slang. Texting isn't just for kids anymore.
- Pick a service provider that fits your budget and time frame.
- Combine it intelligently with other marketing channels.
- Link your message with coupons, special offers and invitations.
- Wait for the impact. Give your program time.

2. Using short codes: Or mobile generated requests that text “get more info” to 22345.
3. Using both these modes in various combinations can provide a small business owner the greatest flexibility in his/her text message campaign.

Texting as Dialogue, Not Separate

Commands

Before you start using text messaging, you must realize it has to be treated as a singular conversation with a customer. In other words, there has to be a contextual link between various text messages. Here are some

examples of how different kinds of businesses use texting strategically:

Advertising Advertising agencies, businesses, and marketers use SMS to build opt-in databases to send promotions and announcements to subscriber's cell phones.

Education Schools use SMS to send alerts to parents about important reminders, truancy, or emergencies. Communicate with your entire student body in a matter of minutes. Or do surveys in the classroom to make it more interactive.

Real Estate Texting gives house hunters instant access to property listings, and easily communicates with them to setup an

appointment or request more information.

Related, you can send text messages to tenants the 1st of every month to remind them of rent being due.

Another Case Study

HSBC uses text for product promotions, sending text messages asking for a customer's email address to send more detailed information on their offerings. The bank also uses mobile short codes within their offline advertising, encouraging those who read ads in newspapers about a product for example, to follow-up on them immediately.

Retail Online

Online retailers and mail order houses use Texting to notify customers about their order status and when their merchandise is shipped.

Services Doctors, dentists, salons, and other service companies use Texting to send appointment reminders and confirmations.

CaseStack, a logistics outsourcing company needed to promote a biodiesel-fueled transport service. The company introduced a Green Rebate Program, whereby truckers could fill up with biodiesel and get cash by turning in the receipt along with the CaseStack load number. Participating truckers and carriers could haul the details of the program with them in their mobile phones by texting in, thereby, instantly receiving all details on how to participate.

In addition, one marketer, points out the following benefits of texting:

- ✓ **It's the most intimate medium.** While people stray from their laptops and desktops during the day, they almost always carry their mobile phone with them.
- ✓ **It's ubiquitous.** In 2011, there were six billion mobile phone subscribers or as the Americans like to say – “cell phone users.” Now it's projected that there will be more mobile phones, surpassing the world's population of more than seven billion by 2014. What a great

opportunity this is to make money online.

- ✓ It is effective in targeting the Millennials and Gen Xers. Younger workers are comfortable with texting and are apt to use it in multiple ways.
- ✓ **It's green.** It does not leave any paper trail. Text-based marketing campaigns cut down on costly mailers and reduce paper and fuel consumption.

Text Abbreviation

Private and Business

Texting is evolving a new language in the 21st century, similar to "pigeon" English taught

and spoken in Papua New Guinea, north of Australia. To communicate with the indigenous population a language was developed known as broken English and the purpose of our new text Language is almost the same - to write briefly and be understood. Here are the common abbreviations used in texting:

- AKF Away From Keyboard
- AFAIK As Far As I Know
- CID Consider It Done
- CM Call Me
- CU See You
- EM? Excuse Me?
- EOD End Of Discussion
- G2G Got 2 Go

- GAL Get A Life
- GBH Great Big Hug
- GBTW Get Back To Work
- GF Girl Friend
- GFC Going For Coffee
- GFETE Grinning From Ear To Ear
- GL Good Luck
- IAC In Any Case
- IBTG I Beg To Differ
- IC I See
- ICBW I Could Be Wrong
- IDC I Don't Care
- IMCO In My Considered Opinion
- IMHO In My Humble Opinion
- IMI I Mean It
- IRL In Real Life

- L8R Later
- LMAO Laugh My Ass Off
- LOL Laugh Out Loud
- N1 Nice One
- N2M Not to Mention
- NALOPKT Not A Lot Of People Know
That
- NAP Not A Problem
- NBD No Big Deal
- NBIF No Basis In Fact
- NC No Comment
- NE1 Anyone
- NM Never Mind
- NRN No Reply Necessary
- NSFW Not Safe For Work
- NTK Nice To Know

- NTYMI Now That You Mention That
- NW No Way
- RBAY Right Back At Ya
- RLF Real Life Friend
- ROLF Rolling On Floor Laughing
- HB Hurry Back
- Jm2C Just My 2 Cents
- JAS Just A Second
- JK Joke
- JT Just Teasing
- KWIM Know What I Mean
- M8 Mate
- MKOP My Kind Of Place
- MYOB Mind Your Own Business
- MSG Message
- MMS Multimedia Messaging System

- OOC Out Of Character
- OTOH On The Other Hand
- OMG Oh My God
- OIC Oh, I See
- PCM Please Call Me
- PLS Please
- PM Private Message
- PPL People
- QT Cutie
- QQ Crying
- SMEM Send Me E-Mail
- SMAIM Send Me An Instant Message
- SH Stuff Happens
- SRY Sorry
- SYS See You Soon
- URW You Are Welcome

- UR You Are
- TXK Text
- TM Trust Me
- TYVM Thank You Very Much
- TTYL Talk To You Later
- TIC Tongue In Cheek
- THX Thanks
- TB Text Back
- TAFN That's All For Now
- TFN Thanks For Nothing
- ROTFL Rolling On The Floor Laughing
- ROFLOL Rolling On Floor Laughing
Out Loud
- WFM Works For Me
- W8 Wait
- WRK Work

- WKND Weekend
- WTB Want To Buy
- WTG Want To Go
- WYWH Wish You Were Here
- WYT Whatever You Think
- WYS Whatever You Say
- WFM Works For Me
- WYP What's Your Problem
- SRY Sorry
- SYS See You Soon
- UR You Are
- URW You Are Welcome
- VM Voice Mail
- VFM Value For Money
- VBG Very Big Grin
- X Kiss

- XOXO Hugs And Kisses
- XME Excuse Me
- YNK You Never Know
- YW You're Welcome
- YPI Your Point Is
- YKW? You Know What?
- ZZZ Sleeping, Bored, Tired

Chapter 9: SEO

“SEO isn’t an entitlement program. It’s an ongoing investment that must be resourced properly. It’s not a one-hit, one-phrase paradigm. It’s not built on quick wins for trophy phrases. There are hard costs and soft costs associated with building a successful SEO strategy that deserve proper budget allocations.”

-

P

.J. Fusco, the Click Z Network

SEO is an abbreviation for Search Engine Optimization, a technique used to try to have your website index and display your website

as close to the number one position on the first page as possible.

SEO involves designing or redesigning websites so that they are ranked more highly by the software programs that search engines use to index the internet.

What is SEO?

SEO is a set of methods aimed at improving the ranking of a website in ordinary search engine listings. Unethical methods are called black hating or spamming. Google uses algorithm and will sooner or later penalise heavily those that use a variety of deceptive techniques in an attempt to manipulate search engine rankings. In contrast, legitimate or white hat SEO focuses on strategies, techniques and tactics that are designed to improve the human experience rather than improve search engine rankings. Of course improving the users experience but tricks designed only for search purposes are not recommended. Always look at building your website using good relevant content and only honest methods of promotion and you're on the way to page one ranking and number 1.

Remember that search engines are like libraries. When you are looking for a particular bit of information online, you feed your query into a search bar, a search engine like Google or Yahoo or Bing will search billions of bits of information to do two things:

- Return results that are most relevant or useful to your query, and
- Rank those results in the order of perceived importance.

In other words, both “relevance” and “importance” are part of a process that is influenced by SEO techniques.

Online best practice marketing strategies to consider -

Always include good relevant content in your site. Start a blog and backlink it or set it up in your web page. Put useful comments on other peoples blogs sites (no spamming or selling).

Drive traffic to
your site
through social
and offline
techniques.

Seed your

website with a few of your targeted key words

Internet Marketing

“Network marketing gives people the opportunity, with very low risk and very low financial commitment, to build their own income-generating asset and acquire great wealth.”

Robert T. Kiyosaki,
Entrepreneur and Author

(do not key word stuff). Think outside the square; look at webinars, video for YouTube or podcast, all

will not only help sales and services but also rankings.

Google analytics is a must for

Things to Do

- ✓ You need a website or Blog
- ✓ You need a Google Ad sense Account
- ✓ Understanding of SEO process
- ✓ Add Google Adsense code in your website
- ✓ Promote your website
- ✓ Get paid if someone clicks on your ads.

today's online business; learn to understand it.

Consider Google AdWords or Pay per click and learn and understand the options. Develop an email marketing program that links back to your website front page or landing page.

Promote your website wherever you can both online or offline Be creative to maximize brand exposure.

Popular Search Engines - At present, there are three - Google, Bing, and Yahoo—and all three come with their own tool kit that small businesses can use to optimize their websites, advertising campaigns and promotional drives.

How Search

Engines

Work

Business

owners

create text-

based ads

that appear

on the

results page

when an

online user

searches for

certain

terms or

keywords.

Tips on SEO

Keywords Align your ad to include keywords that connect your product offer to a specific market.

Targeting Each click on your ad chews up another piece of your advertising budget, so if you're limited to a certain geographic area, localize your ad strategy.

Qualify. Since each click will cost you, be as specific as possible with your ad. More important than traffic to your URL is traffic that has the potential to become a sale.

Quantify. Different features are offered within the available marketing tool sets to help determine if the product is right for you before you launch an ad.

The ads are
pay-per-click
or PPC,
meaning the
search engines

About Keywords

It is up to you to choose the best keywords and phrases for your website needs, but in the end, it all boils down to how you transform them. – Matt Web,

SEO Honolulu

charge business owners only when someone clicks on their advertisement. After an initial account registration fee (ranging between \$5 and \$30), business owners bid on the price they are willing to pay for each click on their ad.

Rates vary from five cents to as much as \$100. In contrast to a fixed yellow page ad, a Yahoo PPC account holders, for example, can employ an ad testing component to see which ad from their account receives the most clicks.

This gives more control to the marketer. Entrepreneurs who sign up for an MSN PPC account can use free components to create a digital portrait surveying items such as customer intent, conversion rates, and site traffic. The key to choosing Web-based tools to promote your business is gauging your specific marketing needs and then choosing something that suits your marketing budget and also gauging its exact impact.

However choose with care, as some search engines might be reaching your target audience more effectively than others depending on, for example, their respective partnerships with different websites.

Search engines have crawlers (software codes, actually) that scan almost every website. They do searches and then report the results to the search engine that finally evaluates a match and assigns a rank order to the web page or website.

The Relevance of Keywords

From the above you would have gauged that you cannot underestimate the importance of inserting appropriate keywords throughout your content - in your heading, body text, URLs, and even in the image names. Think about your keywords as the indexing tool used to differentiate between various book sections in a library.

A Caveat

However too much of a good thing can also be bad.

Inserting

ridiculous amounts of keywords into your content (called keyword density) will not just put off your prospects; the search engines would also label you as a spammer, hold you guilty of "keyword-stuffing" and push you to the bottom of the search pile.

Therefore, use key words judiciously and intelligently. Sometimes it suffices to insert

About Optimization

Basically, optimizing your website for search engines is a collection of techniques that simplifies a search engine's task of searching, including, classifying and determining the position of the information posted on your website. – Lee Odden,

Online Marketing Blog

the key words in the first few paragraphs of the sites. This process of using SEO techniques is called Search Engine Marketing (SEM) and there are consultants who specialize in this business and can advise you on it.

About Search Marketing

“Search marketing, and most internet marketing in fact, can be very threatening because there are no rules. There’s no safe haven. To do it right, you need to be willing to be wrong.

But search marketing done right is all about being wrong.

Experimentation is the only way. No one really knows whether that page will rank #1 in Google; no one really knows which paid search copy will get the highest click rate. Even experts can’t tell you which content will attract the most links. You just have to try it and see.”

Mike Moran, IBM

SEO - Would Work For You, If:

- ✓ You want to spend some time on search engine marketing and use it with not just one, but a few search engines, around the world.
- ✓ You have a budget to do some work now to save money later on.
- ✓ Your site is fairly simple, without a lot of complicated bells and whistles.
- ✓ You don't want to have to manage or maintain anything on a daily, weekly or monthly basis.

Five Top Reasons Why You Should Use SEO

Brand awareness – A web site having a high ranking means more people see the name of

the company and become familiar with the company and its products, even if they haven't made a purchase. In that sense, SEO is a powerful brand-building tool.

Targeted traffic – SEO delivers motivated targets straight to your door step – those who were looking for a specific product or service.

Long-term cost benefit – unlike PPC, the RoI from SEO may take some time to build.

Brand credibility – There is a higher level of brand trust when a visitor finds you organically. They are more likely to bookmark your site, spend time going through the stuff posted there, browsing through your product line, and reading up on the service etc. This

would be starkly different from PPC where a visitor often does impulse buying. If you don't satisfy him/her on this one buy, he/she would be gone for good.

Your competitors – Coming up top on search results, will consolidate your position as a strong brand in the marketplace.

Thus the main goal of SEO is to get your website indexed and then to achieve a Top# 3 ranking. Organic results are a bit like PR – i.e., you get FREE editorial coverage. But for that you need to use some creativity to influence an editor. It can take between six and nine months before you begin to see a dramatic

improvement in your Google rankings for major key words.

In the interim, to keep yourself busy, you can structure your web page so well that it is easily found, read and indexed by search engines, across the world. If you use these tips as suggested, SEO can provide one of the highest possible ROIs of all marketing activities.

DYI – you may wish to consider doing your own SEO or internet marketing only if:

- ✓ You have the time and willingness to learn search engine marketing including organic **SEO** techniques.

- ✓ You do not have the budget to employ a professional internet marketing company to assist you. Remember your mate's friend that knows a little about **SEO** may be worse than doing nothing.
- ✓ Your site is fairly simple, without a lot of complicated bells and whistles.
- ✓ You don't want to have to manage or maintain anything on a daily, weekly or monthly basis.

In summary, investing in SEO activity can achieve:

- ✓ Search engine saturation (i.e. number of pages indexed) will

increase dramatically on major search engines

- ✓ Optimised content will attract traffic for a wide variety of industry search term.
- ✓ Organic search traffic will grow massively
- ✓ Effective monetisation of organic search traffic

SEO - actions

- Brainstorm keyword selection you're your team for optimum results. Test and retest.
- Use keyword tools such as Key Word Discovery to find out who else is using

those key words, how many times and for what purpose! You will gradually begin to understand your market better.

- Optimise images for image search
- Tweak your keywords/phrases before you finalize a list of 20-30 smart phrases.
- Use the key words in tags, body text, static pages; links etc.
- Use less than 65 characters in the title tag.
- Use 150-200 characters in the 'call to action' section
- Audit and examine all URL's on your root domain using any number of tools and identify and fix all major issues.

- Always have a “call to action” whenever you want someone to do something.
- *Making Money Online* doles out a lot of practical advice. Focus and target how and where you want to grow your business, before you put this advice into practice.

Chapter 10: Google Ad Words

“Google is a global Rorschach test. We see in it what we want to see. Google has built an infrastructure that makes a lot of dreams closer to reality.”

John Battelle

Google Ad words are one of the biggest tools in the cyber world if you want to deliver voluminous traffic to your website.

There is no other way to drive a highly motivated traffic to your website.

What Are Google Ad Words?

When you insert
a query in the
Google search
bar, you would
have noticed
service listings
in the right
hand corner
and on. Since

Google Is Magical

Our ultimate ambition is to transform the overall Google experience, making it beautifully simple, almost auto-magical, because we understand what you want and can deliver it instantly ... This means baking identity and sharing into all of our products so that we build a real relationship with our users. Sharing on the Web will be like sharing in real life across all your stuff.

www.Networkworld

Google can arguably be dubbed the Father of all Search Engines, there is no way you can avoid Google Search Ads and hope to stay in the business.

Google receives approximately 250,000,000 queries every day. The struggle for eyeballs is therefore acute. Google launched its ad words

service several
years ago and
since then it
has
revolutionized
online

A Simple Mantra

We have a mantra, "Don't be evil" which is to do the best things we know how for our users, for our customers, for everyone. So I think if we were known for that, it would be a wonderful thing.

Larry Page

advertising.

Based on the Pay Per Click (PPC) model, a business owner only needs to pay for the clicks he received and not for the impressions. In one word Google ad words guarantees instant targeted traffic.

The service is so simple to operate, you just have to open an account, write an ad, choose a few keywords, select your demographic

where you want to have it distributed and you can begin to receive visitors to your web site within 15 minutes.

What's more, Google lets you change your key words, ad copy, headlines area of distribution

Google Is Like God

"If I can operate Google, I can find anything... Google, combined with Wi-Fi, is a little bit like God. God is wireless, God is everywhere and God sees and knows everything. Throughout history, people connected to God without wires. Now, for many questions in the world, you ask Google, and increasingly, you can do it without wires, too."

Alan Cohen

and URL's as many times as you want.

The challenge lies in writing a small catchy ad with an attention-grabbing headline with 25 characters or less. The wording has to be crisp

and tight -
two lines of
body text,
each with a
maximum of
35 characters,
then a line for
a display URL
and a line for
the actual
web site URL
that you are
sending traffic
to. Everything
packaged in a
neat packet.

Amazing Facts

- It will take Google 300 years to put the entire world's information online.
- Google reckons only 10% of the world's information is online.
- Google believes up to 20% of the online content changes every month.
- Google uses over 300 factors to rank websites which includes Page Rank.
- According to Google, 20-25% of the search queries are unique.
- The index of Google is 3 times larger than Yahoo's index or MSN's index.
- At Google, thousands of computers are involved in processing a single search query.
- 70% of Google engineers work on search-related problems.
- Google uses over 200

Period!

Google teaches you the art of brevity – saying the maximum in measured words. You have to zoom right in on the USP of your product or service in just a few catchy words.

Google AdWords Features

Google AdWords boasts of several A- grade account management, advertising campaign deployment and impact measurement features. For example, you can set up separate ad campaigns for each grouping of key words and track their individual results.

How to Get Started

This information is culled straight from Google corporate website...

1. **Start your campaign by using the minimum bid of \$.05.** Since Google rewards an ad that is getting a high Click Through Rate (CTR) by moving it higher in the search

About Search

Every day Google answers more than one billion questions from people around the globe in 181 countries and 146 languages.

15% of the searches we see everyday we've never seen before. Technology makes this possible because we can create computing programs, called "algorithms" that can handle the immense volume and breadth of search requests. We're just at the beginning of what's possible, and we are constantly looking to find better solutions. We have more engineers working on search today than at any time in the past.

page results listings a great ad may get more traffic at the \$.05 rate than a poor ad at \$.50. Try the lower amount first and see what you

can do. It is easy to increase your bid if need be.

2. Always write at least two ads for each campaign. Google will show you the CTR rate for each ad. Review your ads results frequently. Delete or revise the poorer performing ad, write fresh copy, headline, etc. and again measure results. Always try to keep improving using the better performing ad as the control. The goal is to beat once again the performance of your best ad and to start the process all over again. You should always be trying to improve performance. A great ad promoting a great product is a real way to making money online.

3. Google rewards relevance. There must be strong links between your keywords, ad copy, and web page for your marketing plan to fall in place neatly. For instance, if you are selling pink silk pajamas, the headline could read, “pink silk pajamas” and your ad copy should also have a mention of "pink silk pajamas in it, so that a customer scouting for "pink silk pajamas” can immediately zero in on your website and place his/her order.

4. If your own web page is subpar send customers directly to your affiliate page. In that case, you won't even need your own web page with Google Ad words. If your affiliate site is a steal, don't hesitate in sending your traffic directly to the affiliate site [to make money](#)

online.

5. Test, Test,

Test. When

done nicely,

with Google Ad

words you will

get immediate

results on your

ad headlines,

Did You Know?

One of the biggest leaps in search usage came about when Google introduced their much improved spell checker giving birth to the “*Did you mean...*” feature. This instantly doubled their traffic, but they had some interesting discussions on how best to place that information, as most people simply tuned that out.

But they discovered the placement at the bottom of the results was the most effective area.

copy, keywords, and sign-ups. You can test your ideas fast and without paying a princely sum for it. If they work, fantastic, if they don't, don't panic, you can quickly rewrite your campaign. However do give every campaign a 24 to 48 hour window period to work its magic, before you decide to pull it off.

**6. Be ruthless
in pulling out
dud ads and
key words.**

Google is driven
by excellence. A
great ad can
move right to
the top of the

Once It Happened...

Due to the sparseness of the homepage, in early user tests they noted people just sitting looking at the screen. After a minute of nothingness, the tester intervened and asked 'Whats up?' to which they replied "*We are waiting for the rest of it*". To solve that particular problem the Google Copyright message was inserted to act as a crude end of page marker.

list and deliver tons of traffic for you at an unbelievable price, only \$.05 a visitor!

7. Pay close attention to your URL display.

This is important. Try capitalizing a word or two and the "c" in com. For example, if your URL is something like <http://mydesign.com> try <http://MyDesign.Com>. It works. And it will

make a big difference in your CTR for that ad.

8. Choose your own budget. And be realistic and reasonable in doing so. Don't go under \$5.00 or you will severely be limiting your traffic. If your budget is too low Google will not fully serve your ad. Less exposure will likely mean less traffic and that is certainly not good for a business to make money online.

9. Use a good key word tool, like Word tracker, to help you make good key word selections. It doesn't matter how good your headline and ad copy, if your key words don't work. It is equally disastrous to target keywords that are too general in nature.

For example, if you are in the car business and target "car" you may get a lot of traffic but

no sales. However if you are in the second hand car business and target "resold cars" you would have better changes of hitting the bull's eye!

Get as narrow as you possibly can. For help, log on to Wordtracker.com. All said and done, Google AdWords is a proven, professional program on which a glut of information is also available on the Google website.

Have you noticed how I've seeded throughout this book – making money online? Of course, this is part of the eBook title and will help in the ranking, when people type in that key phrase into a search bar.

Pay Per Click Model Explained

When a marketer signs up with Google Ad Words to push a product or a service, they have the choice to produce both an image or text advertisement of the product or service they

Helping People Find the Best Answers

We believe users come first. Search is about giving people the answers they're looking for – whether it's a news article, sports score, stock quote, a video or a map.

We believe in choice. When it comes to search, competition is always just a click away. We innovate rapidly to make sure people keep choosing Google, and in the end that's great for consumers.

We believe in transparency. We strive to be as open as possible – whether it's clearly labeling advertisements, or sharing best practices to help websites succeed.

We believe there is always room to improve. We understand that with success comes scrutiny and we welcome ideas and suggestions on how we can do better.

are advertising. Promoters additionally must include a related list of key words.

You may wonder how Google can evaluate where to place what ad, but the answer to that is fairly simple. It's a simple demand and supply game. The higher a person bid on any key word, the more inclined your ad might be shown in Google. Elementary, isn't it?

Google's bidding program offers small business owners the choice to bid and compete for top ad placement on keywords. Bidding on keywords in the past started at five cents, but now a key word could cost you \$120 or more depending on bidding.

Chapter 11: Webinars & E-Zines

“We have created a media room and plan to create many different types of video in the coming year. This will include recording webinars, video interviews, how-to videos, and so on. The costs have come down to a point where it is no longer a reason not to do video.”

Arnie Kuenn in *What is Your Content Marketing Priority for 2012?*

Adults spend four hours every day online which means your customers are on the Internet, and it's your job to figure out how to entice them to visit your e-store. One creative way of doing that is through webinars.

The word Webinar has evolved from ‘web’ and ‘seminar’, i.e., a seminar conducted over a web platform. The term generally refers to a presentation, lecture or workshop that is broadcasted over the web.

Webinars are a great way to grab customers’ attention. You can do paid webinars or free webinars, depending on

How They Work

In order to grow your business with webinars, the first thing to do is to set a goal, know the important facts and details that every future clientele should know about the particular product that you promote and the services that you offer. Another thing to be considered is the goal and the main topic of the webinar to be conducted, making the future attendees know the end result and benefits that the webinar will provide them.

your budget, your marketing plan and what

you want to achieve. It's one of the easiest way to announce your product or service to the world, without stepping out of your home or office.

Let's imagine you are in the accounting business. Conducting a webinar for your close circuit of LinkedIn associates on an accounting topic of common interest, would be a great way of establishing yourself as a serious practitioner.

Webinars Can be Fun and Easy Thing to Do

You can record them and then post them online, on your company's website and on your social media networks, and then encourage users to continue sharing them

among themselves. This will help you not only promote your brand, but also remain in touch with your target client/customer base.

Besides, there

are plenty of

thoughtful

opportunities in

using webinars

in your own

sales and

marketing

efforts as well

in a one-to-

many model.

Why Webinars Work?

- ✓ Easy setup
- ✓ Access to participant email and contact information for follow up
- ✓ Questions can be answered during or after the event
- ✓ Choice of slide show, audio, video, or a combination are available Relatively low cost compared to other types of marketing events

It's far easier to sell with this one-to-many model than make an individual sales call.

Webinars save time, save effort and are so efficient.

Organising events is a popular

marketing tactic, particularly with b2b marketers. Event presence range from

Features and Benefits

Webinars, as an interactive online training tool, allow:

- ✓ Worldwide access, wherever you are, simply by using your computer with internet connection and audio function
- ✓ Audio presentation synchronized with respective power point slides
- ✓ Interactions with speakers by submitting questions and receiving answers throughout the webinar
- ✓ Printing of power point slides for your reference
- ✓ Better utilization of your lunch time
- ✓ Time saving after work
- ✓ Learning in a convenient and comfortable manner

organising a stand and series of events around a major trade show to organising a smaller seminar and capturing and recording all this and broadcasting it as a webinar to demonstrate your thought leadership to your constituents.

Here's what else you can do with webinars:

- ✓ Demonstrate how your product or service works.
- ✓ Showcase your culture or what it's like to work at your company.
- ✓ Do you have a passion around something business-focused, such as leadership, finances, or human

resources?

Create a

webinar

around

your

passion.

✓ Host a

webinar

that

showcases

your

technical expertise.

Define Your Goal

- ✓ Do you want to make a sales presentation to a large group of potential clients or perhaps just focus on gaining one big account?
- ✓ Do you want to host a live presentation or record it for download availability?
- ✓ Is the event going to be free or will it be offered as an educational product for sale or a bonus for subscribers?

Keep in mind, though, that webinars are about the customer, not about you or your business. So when you demonstrate the benefits of your service/product it creates far

more interest in your customers than simply showcasing a string of awards that your company may have won, recently at an industry forum.

Top 10 points to consider when using webinar as a marketing tool

1. **Define value.** For starters, tell your customers what they stand to benefit from attending the webinar. What's in it for them? What would be the specific 'take home' for them?
2. **Sign up.** Create a line in your e-mail announcement, where visitors can easily sign up for the webinar, there and then, without much ado.

3. **Club your offer with a newsletter.** Attach an attractive newsletter to your e-mail database when you announce your webinar.

4. **Promote via social networks.** Post the announcement on your LinkedIn or Facebook profile, add it to your Facebook fan page, tweet or blog about it to friends and family.

5. **Brand it.** Announce your upcoming webinars on your outgoing invoices.

6. **Use flyers.** If you have a retail location or can tie-up with one, post flyers at various points of sale.

7. **Use your website.** Post the announcement on the home page of your web site.

8. **Set reminders.** Send a one-click Outlook reminder that people can add to their calendars as they register. In fact, send reminders once-a-week, one day or one hour in advance to the webinar.

9. **Seek queries.** Ask for questions in advance of the webinar in order to engage people easily.

10. **Early bird offers.** Offer fee discounts to those who register early.

Here are a few more tips on how to conduct a successful webinar; narrow in on a particular subject and be the expert.

1. Choose a captivating title within your niche.

The title of the webinar is extremely important,

because it
would intrigue
potential
attendees. In
contrast, vague
titles would
have just the
opposite impact
for attendees.

**2. Choose a
controversial
subject that**

has the power to engage your audience.

Look for active discussion points. Something
that will animate, engage or even agitate
attendees. The topic should not just be

The Myths

- Webinars require IT support.
- It requires special training to do a webinar.
- It's hard for people to access a webinar
- Most webinars work with only certain types of PC's.
- You can't record a webinar meeting.
- You have to commit to a contract.
- Webinars are expensive.
- Webinars are hard to manage.

relevant, but must also reflect a burning issue. Do some ground research to discover what your target audience wants to know and see what competition is offering to satisfy that need? The webinar should ideally be used to teach people new skills, provide them useful information. And show them how a product or service can be used - resulting in sales now!

3. Make it enticing but also easy to understand

The webinar should not seek to impress but also inform. Make sure you circulate useful information that your audience will appreciate; something of value that they couldn't have found anywhere else. Take time to promote your webinar using all available mediums, in

order to reach out to as many potential customers as possible.

How E-zines Can Drive Traffic to Your Website

Ezines is an online format of newsletters, with which you can stay in touch with your customers, build a relationship, share news, updates, and website promotions.

Just about every ezine accepts advertising from third parties. By mixing a few paid ads, you can actually offset the cost of operating an ezine and open up a new stream of revenue for your business. You can likewise insert your ad in other ezines and earn revenue from them

(the process is called affiliate marketing) if a prospect were to click on your ad.

How to Effectively Use Other Ezines

First, you need to find an ezine that narrowly targets the market you're looking to reach. Browse sites in your niche and take note of which ones run ezines. You can find more prospects by going to Google and searching for:"your keyword" + "ezine" and "your keyword" + "newsletter."

Once you have a short list you can narrow it down to find the most highly-targeted ezines to advertise in. Compare prices and the number of subscribers that each one has.

Before you place an ad, you should subscribe to an ezine and flip through at least a few issues. You need to get the feel of the issue and determine if there is a business match. Next spend some time in crafting your ezine ad. Choose your words carefully. Test it with your friends and colleagues. Play around with your copy and see what kind of feedback you get.

Concluding Thoughts

“To be a good marketing person you have to know all these tactics, and then you’ve got to select the right tactic to win your particular battle.”

Anonymous

Undoubtedly, the growing presence of internet marketers has changed the landscape forever.

As a business enabling tool, the internet now allows small and medium businesses to reach out to literally millions of new customers each month, at a fraction of what it cost them earlier. This levels the

playing field making SMEs equal in might with the big sharks of the business. Take on board this knowledge and it will turn it into David locked in the battle against Goliath, and even the odds in your competition against big business. This shift in balance of power, facilitated by the Digital Age is now favoring small businesses and redefining the relationship between businesses and consumers. For the first time, small and medium businesses can reach out and serve customers sitting in any part of the globe; share information about its products and services, and if they have the logistics in place, even deliver to them.

What's more, internet has made it possible for business owners to serve their customers on a 24/7 platform. Shoppers can visit a site and place their orders at their convenience from the comfort of their homes, at the click of the mouse.

Even as you are reading these words, there are millions of people making full-time income on the internet or working part-time from the comfort of their own home. They set their own working hours, live wherever they choose to and can virtually design and define their working hours and reserve their spare time for family and friends, or simply doing things they love to do!

Bonus Chapter 12: iTunes

“It will go down in history as a turning point for the music industry. This is landmark stuff. I can't overestimate it!”

Steve Jobs, on the iTunes Music Store

The idea of selling music via the internet isn't new, and the ingredients required - the right software and a PC with a CD burner connected to the Internet - have been around for years.

What's new is a business model that would be acceptable to most consumers. That's where i-

Tune slipped
in to fill a
niche. Living
it to its
corporate
mantra,
"Think
different,"

Making Music Affordable

The rollout of Apple's iTunes Store in 12 countries and territories has spurred local digital music and video content market to grow 20%, according to various industry sources.

In the process, it has helped reduce digital piracy and the prices of music and movie downloads in every country.

Apple has made marketing music on the internet a revolutionary, new experience and how!

Four billion songs have been sold over the past four years!

Creating applications or apps for i-phones is the newest trend. With just a great idea for an

app, youngsters are overcoming the income and age divide to reap great rewards for themselves.

Creating Podcasts

A podcast is a series of audio or video files that is released for public consumption via web syndication. These don't have to be elaborate productions – just a simple audio clip. When iTunes began supporting podcasting in 2005, one million users subscribed for the service in just two days upon its release and that was nearly four years ago.

Just imagine how MANY subscribers would be buying and listening to iTunes today!

Here is how to get started...

- Log on to Apple's iTunes Store
- If you don't have an account, click on the "Sign In" button on top right
- After you create your account and are logged in, scroll down to the bottom of the page and under "Learn More" click on "Submit a Podcast"
- Enter podcast RSS feed into field and click "Continue"
- Select "Category" for podcast. The screen then displays metadata found in your feed.

- Verify that ALL information is filled out correctly – make sure feed is generated properly before submitting
- Submit and wait for approval.
- Once approved by iTunes (it usually takes a few days), they show up under the podcasts directory
- You won't be charged for podcast submissions – FREE to submit

What Do You Gain From iTunes Podcast Marketing?

Actually, quite a bit, such as....

- Audio and video podcasts capture users' attention in a jiffy. It's more powerful a

medium to convey your message than plain text

- Downloads are easily accessible on a 24/7 platform.
- Podcasts are portable – users download podcasts and listen to them while “on the go”
- Use podcasts to start “personal conversation” between customers and your service
- With podcasts, you can set yourself up as an expert in your field!
- You can reach out to a huge audience, cutting across all geographical, regional barriers

- You can try viral marketing and instantly have your market communication flashed in every part of the globe!
- You can notify existing and potential about your new offers via podcasts
- Wonder of wonders, it doesn't cost the moon to upload or download podcasts on iTunes
- It's a child's play to publish podcasts and save both time and money that you otherwise spend on traditional media channels.

Five Ways By Which Podcasts Can Help Your Business:

1. Little to no Investment – Imagine, a free marketing channel for your business.

2. 160-million users –That may not be huge, but a neat number and still growing.

3. Finding prospects you might not otherwise reach – A niche audience, who may be your target for a special product/service.

4. Building your brand. Apple is a blue-chip brand and you can benefit from any association with that brand.

5. Bonding. The voice dimension added to a podcast enriches a customer's interaction with your brand.

Second Bonus Chapter 13

Transitional Marketing

Transitional marketing is the phrase I've coined to describe the process of switching gears from traditional marketing to internet marketing. If you think it's a passing fad that may fizzle out fast, think again. You can't be more mistaken. To ignore internet marketing will enable your competitors to take on your customers, and like Encyclopedia and Kodak go the way of the once-mighty Dinosaurs. Those household names in business for decades got destroyed almost overnight by their leaner-meaner

competitors doing business through the web and delivering a bulk of their services for free. The route to survival for many companies will now be through transitional marketing. They will have to learn to connect with the new crop of consumers who choose the internet to search and know more about products and services before purchasing them online or offline. You simply gotta work the internet, not ignore it or think it's too hard!

Let's examine traditional channel of advertising/ marketing -

Newspapers/ Magazines

Radio

TV

Billboards

Phone Directories

Promotional marketing –

Diaries, calendars, key rings, stubby coolers,
mint cards, mugs etc.

Direct mail

Telephone canvas

You would agree, all of the above are under threat from internet marketing. Social networking sites have begun to attract a huge percentage of advertising \$\$\$\$\$\$ that was previously been allocated to traditional media channels, mentioned above.

2012 was the year when advertisers spent 34 billion dollars on the net. This will not abate and with mobile advertising accelerating at a pace higher than ever imagined before, the use of traditional media is going to plummet further. Smart phone sales in Australia are projected to capture 78% of the mobile market in 2014. With over nine million smart phones already in use in Australia, there will soon be more sales taking place from a consumer's palm than his PC. Make sure your business is ready to make the most of this trend and is not caught napping, when everyone around you is getting the maximum bang from their marketing buck!

With time, you'd need a two-fold strategy to stay ahead of competition and stay in touch with your customer base. My advice comes from the 29 years I spent in traditional marketing and the past five years of learning the new ropes of the trade, such as:

1 - Make a **FREE** offer of a small gift for taking part in a survey from your website. This will instantly generate an opt-in email list for future marketing purposes and create oodles of goodwill that your start-up business can use.

2 - Create a - Quick Response code (QR code).
SMEs transitioning from traditional advertising/marketing to internet Marketing

should consider using **QR codes that will deliver your brand to targeted consumers in your niche market.**

For example: Calendars have been used since the late 1800s to create brand recognition. Couple this form of advertising with your own QR code and link this form of traditional advertising to cyberspace. Alternatively, utilize diaries, mugs, mint cards, etc. for embedding your QR code.

Remember **that repetition** is the key to successful branding, and promotional marketing is very effective for any small, medium or large-scale businesses.

Display your QR code everywhere possible –

- Shop front/ business premises
- Newspaper/ magazine ads
- Vehicle/ truck signage
- Stationery

QR coding has been around since the early nineties, when it was first used in the auto manufacturing industry in Japan. Today, statistics reveal that 50% of decision makers are using QR codes, and 11 out 50 Fortune companies use QR coding in their marketing strategy. If the big end of town is using it, then there is no reason why SME's can't get on board with very little outlay and total control knowing where their advertising/marketing dollars are being allocated. In this context, the most popular App for Smartphones is –

i-nigma and it is free to download.

To create a **free** QR code visit this website - www.qrstuff.com. If you require coding say for Google maps – V-card – Facebook, then there is a small fee charged.

Whatever you do, don't forget that it's all about....

Making Money Online.