

Online Marketing Primer

**Understanding Online Marketing –
What works, what doesn't, and how to
multiply the effectiveness of your
Internet marketing dollars!**

By WordsmithBob.com



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First Printing

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Introduction to ONLINE MARKETING PRIMER: Understanding Online Marketing - What works, what doesn't, and how to multiply the effectiveness of your Internet marketing dollars!

Thank you for buying this book. It was written for the sole purpose of condensing all my knowledge about web site promotion into a simple and informative format. There aren't a whole lot of books or ebooks on Online Marketing. But most of them are either out of date or just useless advertisements for the creator.

Online marketing is an act of seduction. That's why so much advertising is money down the drain. You are hammering people over the head with "buy my service" or "buy my product". You tell them all kinds of information about your products, your services or your firm. But you don't give them any real reason to buy.

Truly successful marketing including online marketing is more like fishing. You have to offer something tempting if you want them to "get hooked". Marketing requires bait. And "10% off today" sales rarely get people's emotions popping.



Now, online promotion is not all that difficult. However, it does require a plan. Just like (I hope) you have a marketing plan for your business, you should have a marketing plan for promoting your website.

Take a weekend and put the website marketing plan together using the fast action tips and useful information in this report. Then follow it ruthlessly or at least put someone at your company in charge of implementing your website promotion plan. The results will be worth it.

The following list will get you well on your way to creating an online monster that really sells your products or services.

I hope this book is helpful to you and leads to greater prosperity for your business.

Good luck!

Bob McClain
WordsmithBob.com

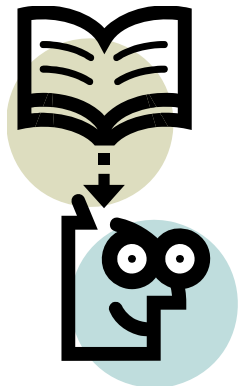
Author's Introduction

Bob McClain is a Twin Cities-based author, [SEO expert](#), and [Online Marketing specialist](#) who helps small to mid-sized businesses make their websites and their online marketing campaigns more focused, more results-oriented, and track-able.

He is a shameless adherent to the teachings of copywriting and marketing luminaries such as Jay Abraham, Dan Kennedy, Jeffrey Dobkin and Mark Joyner. What's more, he has no problem with the idea of looking beyond what's "standard practice" in copywriting and marketing to find solutions that go beyond expectations. And God help the marketer McClain works with who's more focused on winning awards than helping their client.

McClain received a BA in Technical Communication with a Minor in Creative Writing from Metropolitan State University in St. Paul, Minnesota. He lives in Minneapolis, MN, with his lovely wife and classical singer, [Lisa Drew](#). He is proud to claim two talented and beautiful daughters who are developing into fine citizens and contributors to the betterment of society.





First, you must seduce people into visiting your website...

I give away a copy of my ***Web Site Promotion - An Easy Step-by-Step Guide to Seduce Targeted Traffic to Your Web Site*** to attract people interested in, you guessed it, website promotion. If giving away ebooks didn't work, you wouldn't be reading this ebook right now. I also give away a [free newsletter](#) on online marketing, writing website copy, web site marketing and search engine optimization.

For you, it could be a ***White Paper***, or a ***Product Guide*** to whatever you sell, or a ***How to Minimize Your Costs When Buying (blank) Service***. And, of course, there are always ***Case Studies***. Google will eat it up and so will visitors looking for your product or service.

Give away a newsletter people will actually want

Let me ask you a question. How many times have you visited a website and somewhere off to the side it said something like, “Sign up for our newsletter.” How tempted were you by that? My guess is, not at all.

Today, it takes a lot more than just having a newsletter to seduce people into getting yours. People already get tons of newsletters. Why should they get yours?

Don't just offer them a newsletter. Offer them a free report with a powerful title and have a graphic designer create a picture that looks like a real book to show people.

Even though your report is digital, (and logically, people know it's digital and not a “real” book), people still have a perception that printed books are more valuable than digital ones. So show them the book. It sounds crazy but it's true. It will multiply the number of people who sign up for your newsletter.



And don't put it off to the side somewhere like an afterthought. If you treat the newsletter like it's not important, why would your visitors think it's important?

Put the signup somewhere prominent on your home page. Give it a nice big box and put it right in the copy, not buried off to the side.

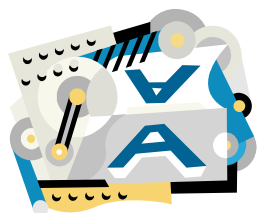
Why is this newsletter so blasted important? BECAUSE: Every one of those people signing up is interested in your product or service or they wouldn't be there! A good newsletter that gets read every month will eventually seduce people into realizing that you really are the expert on your subject and that you are the person they should turn to when they need your product or service.

What's more, every time you're in front of them with your newsletter, it's another opportunity to soft sell them. Get them to click a link to visit your web site again; offer to give them a free quote if they contact you right now; tell them you have a 40% off sale going on for the next two days on select products...

Creating an enewsletter isn't as tough as you think

In fact, with the help of one of the eNewsletter marketing services like Constant Contact, Vertical Response or Grapevine Marketing, you could be email marketing tomorrow. First, there are a few questions to answer...

HTML or plain text



The first decision you have to make is **whether you want to send out an HTML newsletter or a plain text email**. My newsletter used to be strictly plain text. Here's the reasons why I didn't use an HTML newsletter:

- They can be very slow loading because of graphics
- Not all computers will support HTML newsletters
- Many people have the security level on their email set to block graphics (I do) so your newsletter comes in looking like a mess
- Not everyone has the bandwidth to download HTML emails

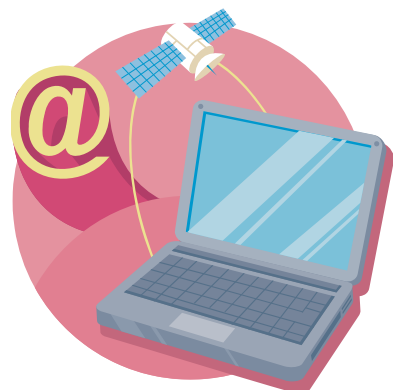
However, I had **much bigger reasons for not sending HTML newsletters**. My newsletter came in as a plain text message with a teaser paragraph and a link to “more”. Why?

- It doesn't violate any of the above
- When people clicked on the “more” link, it took them to the article **on my website!** If you send the whole newsletter to them in the email, you are then forced to come up with some way to get them to come to your website. And what's the point of sending a newsletter if not to get people to your site?
- Once they were on my site, I had advertisements, products, seminars and links to other articles to keep people on my site. And the longer they were on my site, the more likely they were to purchase a product, order something, or contact me for services.

Now, you may have read that HTML newsletters get a better click-through rate than plain text newsletters. ***It's not that simple.*** People don't click on your newsletter because of the pretty graphics. They click on it because **you've offered valuable information to your subscribers.**

My current newsletter is HTML. I was getting complaints that my newsletter was visually boring and sending in plain text limits you a great deal. Lastly, more and more people now have broadband. Pretty much the only people left with dial up are in the lower income brackets or not computer savvy at all.

So, essentially, it's all up to your preference based on what you can do and what you think your clients or customers would like. HTML newsletters take a heck of a lot more work than plain text. But they present a much more expensive and professional image.



Using an email marketing service

So, again, I highly recommend that you use VerticalResponse, Constant Contact, Grapevine Marketing or a similar service to create your enewsletters.

For one, if you want an HTML newsletter, **they have templates you can use** so all you have to do is upload your content and **they do the rest**. Or, you can customize your HTML newsletter with your own logo and/or graphics.

If you want a plain text newsletter, it is very simple. You follow their “wizard”, upload your text, upload the email addresses you want to send to, pay for the emails, and then set the date you want the newsletters to go out.

eNewsletter marketing is all about the content

Now, **what do you write in your newsletter?** That really isn't difficult. Who are you sending the newsletter to and why? If you're a professional or service firm, **what do you have to offer in the way of expertise?** What kind of advice do you have?

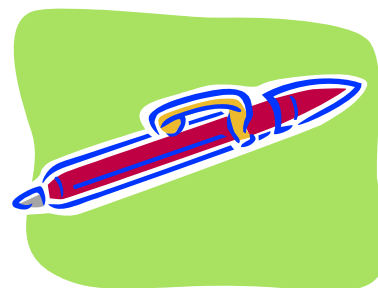
Where to get article ideas

To find article ideas, just ***type in your profession or service with the word articles*** in your favorite search engine and you'll find hundreds of articles to choose from. Simply re-write them in your own words or from the slant of your USP (Unique Selling Proposition).

Or if you're a retailer, do you offer holiday sales? Monthly sales? Weekly sales? Aldi's has a great retail newsletter. It's simple, has lots of colorful product pictures with descriptions, and it's easy to scan quickly. Any small retailer could imitate Aldi's newsletter and be a winner.

Or better yet, **what can you teach customers about choosing the right product for the right purpose?** If you sell plasma TVs, what is the right size TV for a certain size room or wall space? What's the best wall color for a background? Or if it's tools, when is it better to use a 12 point versus a 6 point socket? You sell plants? What are the best varieties for sandy soils?

And in each of these cases, you can *recommend your product that's best suited for the situation* and provide a link to more information about that product with easy purchase arrangements right on the page.



Advertising versus newsletter marketing

Advertising is about trying to “push” people to your products or service. Always a difficult and expensive proposition. With your newsletter, you can *guide them to your product or service*. Or as we are calling it in this report: ***Seduction...*** And when they get there feeling informed and helped, **they are going to be ready to buy.**

Newsletters are a great, inexpensive way to keep in front of your clients or customers. It also lets them know that **you are an expert in your field** and that your first and foremost concern is **keeping your clients informed**. That's good PR in any field

Regularly update your website content

If people come to your website and find the same old thing every time, they won't be back. [Google feels the same way](#). If there's never anything new on your website, why would they recommend anyone go there?

I can hear you grumbling right now. "I'm not a writer. And I don't have time to write new content for my web site every week. My kids already think I'm a renter."

Not to worry. I'm going to give you some great tricks right now that will have you whipping out new targeted content in no time.



Interview the experts

A great way to create content for your site that has a ton of useful information for your readers is by interviewing experts on topics related to your product or service.

Say you sell home theater equipment. You could contact some of the manufacturers you represent and interview their designers or engineers about what's important to watch for in speaker systems. Or you could interview furniture manufacturers about the best spacing for different types of chairs in a home theater.

Insurance sales? Interview a government tester on what those five star crash ratings really mean. Or interview a roofing repair person about the tell-tale signs of hail damage

You can interview anyone over the phone

If you are in a business, you know who the experts are. And most of them will be happy to take ten minutes to be interviewed for an article. If they own a business, offer to put their name and contact info after the article.



Or pick someone who is so far away they won't be the least bit threatened by you. I have a client who is an attorney. He interviews attorneys that are out of state on matters related to trusts and wills. And he has actually developed relationships with some of them and they communicate back and forth on a regular basis.

And to make the process even easier, if you pre-schedule the interview, you can get an inexpensive tele-seminar service to record the interview and send you an mp3 of it. It shouldn't cost you more than 20-30 dollars. (Don't forget to let the person you are interviewing know that you are recording the interview. It's the law.)



Then simply get someone to transcribe the interview for you. You now have something you can post as an article. Or, if the interview was a long one, cut it up into several articles by using the questions as headlines and each reply as the article.



Even Shakespeare Never Wrote an Original Play

It's true. Most of Shakespeare's plays were either a rewrite of an older play, fictionalization of a historical story or based on someone else's ideas. He just wrote them better than anyone else so the other versions were forgotten.

But you don't have to be Shakespeare. You just have to look for articles and stories online or in newspapers or magazines or books and rewrite them in your own words.

I keep a stack of marketing and business books and magazines in my office for inspiration.

Got any memorable clients or customers?

Tell a story about the problem a client or customer had and then explain how you solved or fixed the problem. It doesn't have to be a sales pitch. In fact, it's better if you just tell the story. When people read how you solved someone else's problem, they'll sell themselves.

Don't pay some shmo to register your web site with search engines...

Not to worry. The search engines make their money by giving people the best results for their searches. That means they are constantly searching for new content. They will find you.

If your web site has been professionally search engine optimized and contains professionally written copy designed to work with the search engine optimization, they will find you quickly and you'll probably be sitting on the first page of Google for your keyword phrases within a month or less.

If you wrote your own copy and didn't get your web site professionally SEO'd, the search engines will still find you. They just won't give you very good placement. And if you don't care if people find your web site, that's just fine.

Do pay some shmo to register your web site with Directories...

There are hundreds of Directories online that list websites. You don't want or need to be listed with them all.

First, some of them are "bad neighborhoods." In other words, you could find your website listed with some pretty unsavory characters like adult sites or online gambling or worse, one of those phony Viagra® selling sites from the Russian mob!

Have a professional submit your website to search engine friendly directories that are reputable. They will give you quality links back to your website and also give your website some "Google juice."

Put your website URL on everything – tattoos anyone?

I don't just have the name of my firm at the top of my web pages. I have WordsmithBob.com. Why? To reinforce the idea that WordsmithBob.com is an integral part of my company.

My business cards feature my URL prominently. Because my web site isn't just some brochure that you can drop by if you're interested. It is fully integrated into my business and all my marketing and promotion. It should be the same for you.

Stop thinking of your web site as a separate "thing" just because you really don't understand the Internet and the technology involved. Who cares if you understand the technology? There are plenty of people who do understand it and you can pay them to do what you want with your web site.

Our website URL is also on three sides of our staff car in big, bold (but tasteful) letters. Never miss an opportunity to put your URL on everything that goes out your door. (Including the door.)



Find a way to participate online

That could be a newsletter like [Small Business Marketing Secrets](#), or it could be a blog like [WordsmithBlog](#) (you can either post to a blog at least three times a week with small paragraph or two posts or once a week with articles. Keep adding to it regularly.)

Another option is to post articles on all the online websites that collect them. I know of one company that has a full time person who does nothing but write and post articles relevant to the company's business. She posts up to fifty articles a week. It's the only advertising the company does and they are swamped with work. Makes you think, doesn't it? What kind of return are you getting from your advertising?

How to do Article Marketing

Below are the top five places to submit articles for links and traffic. If you are wondering how I determined this list, I merely narrowed down the most popular sites that allow bylines and backlinks by checking each article directory's Google PageRank and Alexa rating.



1. [EzineArticles](#) (PR: 6, Alexa: 426)

EzineArticles is widely regarded as the best free article submission site. Content on this site is ranked well in Google, as you've probably already discovered just through casual use of the search engine. EzineArticles currently has over 50,000 RSS feeds, as well, which means you can get some massive exposure through the site.

2. [SelfGrowth.com](#) (PR: 6, Alexa: 7,699)

This is a unique place to make yourself known. Touting itself as a "self improvement encyclopedia," SelfGrowth.com currently receives over 1 million visitors a month and accepts articles from the public. If you have an article that encourages any kind of self-improvement, then this is a great place to submit it.

3. [Buzzle](#) (PR: 5, Alexa: 4,914)

Buzzle once had a higher PageRank, but its traffic is still steadily growing. Articles on Buzzle are fast competing with the search engine ranking of EzineArticles, so keep this site high on your list. Buzzle authors also receive added exposure when they are randomly featured throughout the directory.

4. [ArticleCity](#) (PR: 6, Alexa: 34, 723)

Offering free articles for reprint, this a great place to both submit your work and acquire free content for your site or newsletter. There are many niche categories on this site to fit your various needs.

5. [ArticleBiz](#) (PR: 6, Alexa: 61, 404)

This growing site also offers both exposure for writers, and reprint-able content for Web developers. If you are smart, you will take advantage of both opportunities. While ArticleBiz may not have the clout of other sites on this list, it is steadily growing in popularity and is definitely worth your time.

Article Marketing campaign

There is a much more extensive Article Marketing method that can bring much faster and more powerful results. However, it needs to be part of a full-blown [Strategic Linking Campaign](#) and implemented by an [Online Marketing professional](#).

Social networking web sites – the ultimate form of online seduction...

Social networking sites are all the rage right now. And rightfully so. People love them. They are signing up in droves. But can they really drive target traffic to your web site?

First, you have to ask the right questions...

1. Do I really understand what social marketing is?

2. Is the return on investment in time and money worth it?

Sometimes I look at the definitions of social marketing that people give on blogs and websites and I wonder if they are business owners or social psychologists. Because from a business owner's standpoint, I couldn't care less about "social engineering through Maslow's Hierarchy of Needs" or "the interactivity leading to social connectivity".

I don't know about you but as a business owner, I want to move targeted people to my website and get leads and sales.

Here's my general definition of social marketing:

"Creating relationships with your customers, clients, potential customers and potential clients through online conversations, web and Internet connections, and participating in interactive communities."

Now, there's also a **much more hard-core definition of social marketing** you need to be aware of:

"The monitoring and manipulation of online communities, bookmarking sites and news and content aggregators."

The first definition is more appropriate to mid to large sized firms who need to establish themselves across the online and offline spectrum through branding. For small business, it's definition number two because we need to be a bit more mercenary.

It's all about the Return On Investment...



Small businesses don't have the time or resources to run a true social marketing campaign. That said, you're reading part of my social marketing right now. I publish a regular [WordsmithBob blog](#) and [newsletter](#) as part of my social marketing campaign.

I also do a lot of networking and every time someone gives me their business card, my attorney told me that's an open invitation to legally add them to my newsletter list. That's how a lot of you got on this list.

This keeps me "front of mind" for a lot of people who meet me, and it keeps me fresh in their minds concerning what I do and how I can benefit them.

I also write my own articles and regular blog so people feel a connection to me and learn a little more about me in the process. This establishes trust.

My blog is good social marketing for me...

My blog, [WordsmithBlog](#), regularly adds content to my web site which the search engines love. It tells them that my site has fresh content for people to read and that my web site is a useful resource for people.

I also put plenty of links to associated and additional content and articles on my site to draw people deeper in and convince them I'm the person they want writing their web site content or doing their search engine optimization.

I also have a "bookmarking" link at the end of each blog entry so that if people find my blog post useful or interesting, they can add it to their favorite bookmarking site for others to find. You can find a free service to add "bookmarking" to your blog posts or articles at [AddThis.com](#).

In other words, you need to think about what kind of social marketing works with your current style of marketing and how to integrate it into your current marketing plan (assuming you have one). Don't do it just because it's the "hot ticket" right now.

Blogging Tip: If you choose to blog, don't blog in a vacuum. Bookmark a list of other blogs related to your industry and start reading and commenting on them regularly. Most of them will allow you to link back to your website.

Make your comments insightful and helpful, adding a new perspective or information to the discussion. Then when people come across your comment, they are going to follow your link back to your blog or website. Voila! A potential new client or customer discovers you.

Blogging and newsletters are “old school”. Let's talk about Flickr, You Tube, Linked In, Facebook, Twitter, blah, blah, blah...

If it sounds like I'm not all that enamored with some of these sites, you're right. This is where the “rose-colored glasses” need to come off and we get down and dirty.

Flickr and You Tube are what I call “garages”. Great places to “park” your videos and pictures rather than on your website. Then you can simple "embed" the videos in your website so you don't have to host them.

If you've chosen to add videos to your website, don't just do it because it's cool. Know why you're doing it. Make certain there's a legitimate desire from your visitors to sit and watch an informative video.

If you're in the coaching business, have short videos on your website so people can see you in action and get a taste of what your lectures and classes are like. That is a great use of video.

If you're a manufacturer or repair shop and you want to show potential customers your facilities, some of your processes or machinery, that's another great use of video. And of course, educating clients is another excellent way to use video.

Say you're a roofer and you're trying to convince people there's a difference in products which is why you cost more than low-ball roofers. Create a video graphically demonstrating the difference between the products you use and “they” use.

Remember the mattress commercial with the guy jumping up and down on the mattresses with a glass of wine on the bed? That's a graphic demonstration.

Remember, video is a graphic form. I don't know how many bad videos I've seen on YouTube with some guy sitting in front of his web cam talking to the screen. I have yet to make it through one of those. Make sure there are graphics, visual demonstrations, and movement to keep your visitor entertained and educated.

Let's Talk About MySpace...

I think the best example I've seen of someone utilizing MySpace for promotional purposes is LogoMotives. This is how CEO Jeff Fisher of LogoMotives explained his use of MySpace for promotion on his blog:

“MySpace drives more traffic to my web presence and blogs than any other social networking site I've used. It allows a detailed profile, image storage, blogs - which I use to post my blog headlines with links back to my own blog sites - forums and actual social networking.

MySpace is much more than simply social networking for teenagers. I have eliminated most interaction not directly related to my book and my work with the posted statement: The primary purpose of this MySpace page is to discuss and promote various aspects of graphic design.”

Here's a look at LogoMotives MySpace page...



You'll notice this is not Jeff Fisher's MySpace page. It is LogoMotives' MySpace page.

FaceBook should also be part of your Social Marketing plan...

But Jeff hasn't stopped there. Not only does he have links to his blogs and website from his MySpace site, but he also has this page linked to his FaceBook page.

You may have heard that FaceBook is just for college kids. Not anymore. The average age of people listed on FaceBook is 41. That pretty much opens it to everyone.

Here's what Jeff has to say about his FaceBook page...

"Facebook is probably my favorite social networking site. For me it's actually fun, in addition to providing a great opportunity for posting a detailed profile - with links back to whatever sites you wish to post, networking, image galleries, article posting capabilities, blog auto-feeds, and much more. Again, it's very effective in driving web traffic my way.

A design industry editor once asked, "Isn't Facebook just for college kids?. My response was: "Have you visited Facebook lately?" It's amazing who in the design industry is making use of the resource as a marketing and promotion tool."

Here's a look at LogoMotives FaceBook page...



LinkedIn – another business networking site you shouldn't ignore...

Jeff also talked about using LinkedIn. This is a business networking site so ignore it at your peril. While it's a bit clunky to use, it's still important to have a complete profile there and link as often as possible.

I have a Bob McClain LinkedIn page and it's completely filled out. However, I need to join more groups. There's also a page for asking questions and it's a great way to get attention on LinkedIn.

I've only turned down one link offer on LinkedIn. It was from someone who obviously was just collecting links and I couldn't even tell what business he was in. My next plan is to create a WordsmithBob page on LinkedIn.

Here's Jeff Fisher's LinkedIn page:

The screenshot shows a LinkedIn profile for Jeff Fisher. The header includes his name, title 'Engineer of Creative Identity, Jeff Fisher LogoMotives', and location 'Portland, Oregon Area'. Below this are sections for 'Current' (Engineer of Creative Identity at Jeff Fisher LogoMotives), 'Past' (Creative Director at International News, Art Director at Osborne & Associates, Art Director at Multnomah County Medical Society), 'Education' (University of Oregon, McNary Senior High School), 'Connections' (294 connections), 'Industry' (Graphic Design), and 'Websites' (Jeff Fisher LogoMotives, bLog-oMotives, Identity Crisis!). To the right, there are options to 'Contact Directly' or 'Get introduced through a connection'. Below the profile summary is a 'Name Search' box with fields for 'First Name' and 'Last Name' and a 'Search' button. At the bottom, there are two ads: 'IMAGEHAUS' and 'Brand Design'.

Biznik is a business networking site I'd never heard of...

I will have to add a page for WordsmithBob.com on [Biznik](#). It's another opportunity to network with other business people online and also create more links that lead back to my business website, blog and newsletter articles.

Here's what Jeff had to say about Biznik:

“Business networking that doesn't suck - is one of the most user-friendly social networking/media sites. It's easy to connect with other members and to create an actual dialog with them.

The detailed profile, ability to post articles and other aspects make it a value resource for the independent business person. Local "real world" networking events are an added benefit. As in many of the examples, there are additional benefits with paid memberships.”

Here are a list of other networking sites you should join and post a profile on. Remember to try to keep a consistent image across all of the sites including using the same picture of yourself. Start linking with other people, commenting on their blogs and establishing dialogs with them. If this isn't something you have the time for or don't want to pay your employees to do, I have [Social Media Marketing Service](#) that can do it for you.

- [Naymz](#)
- [JumpUp](#)
- [StartUpNation](#)
- [FastPitch](#)
- [Fast Company](#)
- [Ziki](#)
- [Ning](#)
- [Frappr](#)
- [Wetpaint](#)
- [43 Things](#)



You have to do more than just "post a page" ...

Remember...the more of these sites you have a page on, the more Google will notice you and the more other people will notice you. Also, the more you comment on other people's blog posts on these sites, the more notice you will get. The more articles you post on your sites, the more notice they will get.

It's all about getting more links, getting more connections, getting more content up on the web, and creating an interconnecting "web" of attention. And every time you make

another one of these moves, people take notice and you get more attention and more targeted traffic.

TIP: Quick suggestion. If you have a website, hopefully you have a list of keyword phrases that you believe people are typing into Google to find you (or your competitors). Set up a [Google Alerts](#) for each of your keyword phrases and when Google will tell you where they are popping up. Go there and see what all the fuss is about.

Use that information to better target your marketing campaigns (or to imitate the people who are really successful at marketing for those keyword phrases).

One More TIP: Also set up a Google Alerts for the name of your company. See where you are popping up on the web. I use this to keep track of mentions outside of what I do. It also pops up every time I put up a new article or blog post with my company name in it.

Oh heck. Here's a bunch more tips:

Yahoo Answers is a great way to make a social marketing play. If like me, you're a service-based small business, you already know that your expertise is your No. 1 marketing tool. People intentionally go to [Yahoo Answers](#) looking for information. If you answer their questions utilizing your expertise in your product or service, these people are going to recognize you as an expert and a resource.



I often send them to my blog for more answers or information or to my articles page. (Of course, if you don't have a blog or articles page, perhaps your newsletter or a page on your website with FAQs. If you have no resources at all to help people, [or you just have a static 'buy my stuff' website] this probably won't work for you.)

Make and Share "How-To" videos. People are really getting into videos these days. While I'm not real big on them because I don't have the patience to watch most of them (they often tend to be just sales pitches), once in a great while someone puts together a really valuable and helpful video and I'll sit through it and take notes.

Video cameras are cheap, the software to edit the videos is cheap too and placing short videos on [YouTube](#) will get you some traffic. You can also embed them in your website, your blog entries, or your newsletters. Or do an email marketing campaign and send people to your YouTube videos.

Share photos on Flickr. Have you seen how many [photo groups there are on Flickr](#)? There's one for almost everything you can think of.

Remodel homes in [Lake Calhoun Minneapolis](#)? Create a Flickr file of remodeling projects you've done and post it in the Lake Calhoun Minneapolis group.

Lastly, I suggest you try StumbleUpon. While there are plenty of social bookmarking sites such as [Digg](#), [Reddit](#), [del.icio.us](#), etc., [StumbleUpon](#) is probably the easiest for a neophyte to start getting some traction.

Join groups related to your industry and add friends from those groups. Once you do that, as you add pages to StumbleUpon—including any content you are generating—other users will "stumble upon" what you've added. As those visitors give it the "thumbs up", your content is then shown to even more users.

This can happen pretty quickly and you don't have to invest months on a promotional campaign like you would with [del.icio.us](#) or [Digg](#). Again, however, if you don't have any helpful content or articles on your website or don't have a blog, this is all a moot point.



Get some quality links to your website

Quality links are links from important or very popular websites that are very relevant to your business. I know of another firm that sells a limited selection of medical products. And they have only ten incoming links to their website.

However, they are at the top of Google's listings because the websites that link to them are huge information websites like the Centers for Disease Control or major medical centers. The quality of the links coming to your website is way more important than the quantity.

In other words, don't listen to marketing firms that want to do a linking campaign getting you "lots of links" from web sites that have no connection to what you do or are so low in search engine rankings that their link would drag you down.

Swapping links with another web site is almost useless. Google really only counts incoming links from web sites that aren't getting one back. They consider it a vote of confidence. But they look hard at the size, quality, relevance, and ranking of the site linking to your site. If you are being linked to by a "nobody" or low ranking web site or a site that has no relevance to your web site's content, don't expect any boost from it.

If you want a quote on an effective [strategic linking campaign](#), (or want it to be a part of your online marketing campaign) you know who to contact...

Fill your website with "Calls-to-Action."

This is one of the most important things you can do. I don't know how many websites I have come across that have all kinds of information on the website but not one word about "call us right now" with a phone number or "email us now for more information" with a link right in the copy.

Never rely on your links at the top of the page or along the side to get people to contact you. It's just too easy for someone to pop over to your competitor's site, see a call to action right in the text as they are reading it, and act on the impulse to call or email because the phone number or email link is right there in the copy.



There should be several [calls to action](#) on every page of your website. And just to reiterate, the best place for a call to action is within the text, not at the end of the page or off to the side. Need a perfect example...?

In other words, if you'd like to **have all these improvements on your site**, you should **call me right now** at 612-226-7667 or [email WordsmithBob](#) to get a free consultation on turning your website into a 24/7 sales machine. You've got nothing to lose and a whole lot of business to gain.



Seducing The Press...

Reporters are some of the busiest, hardest working people on the planet. I know. I had a journalism minor in college my first time through. Sheesh! You couldn't pay me enough to work that hard.

However, my point is, they can't afford to take the time to dig hard for the information on a particular subject. That's why they have a list of resources they can contact when they need an expert on something.

Here's what you need to know about reporters:

1. Reporters don't care about helping you.
2. Reporters are hassled all day by PR people and they're pretty much sick of it.
3. Reporters don't care about your website, your book, your products or your life story, unless.....

.....you are providing something that helps make their job easier -- that is, a really good story that's of ***real interest to their readers, viewers or listeners!***

Sending out marketing "fluff" or a sales pitch for your latest product or service will get you absolutely nothing, nada, no attention. It will just land your press release in the trash.

So what are reporters looking for?

When you design your public relations campaign, develop your angles, develop your media materials, and begin contacting the press or sending out online press releases, always think:

"What can I do at this step that will make this more useful to a journalist?"

That means:

- developing story angles from a reporter's perspective, not a business owner's
- conducting yourself in a manner free of hype, clichés and puffery
- Using proper etiquette when contacting a reporter or editor

What does it mean to "develop a story angle from a reporter's perspective"?

Have you ever met someone who has gotten way too absorbed by his hobby? He can go on for hours about his model trains or his coin collection. He can't possibly imagine why you, or anyone else, wouldn't be riveted by his in-depth discussion of Slovakian 19th century coinage.



He's far too close to his hobby to be objective. As it turns out, most business owners are the same way about their company. If you spend all day absorbed in the world of vitamins -- or golf clubs, or health insurance, or any other field -- you can lose sight of the realization that most of the rest of the world doesn't really care.

First, you need to think like a reporter.

- What's important to their readers?
- What's the tie in with the latest big news stories?

If it ain't news to their readers, if it ain't gonna be intriguing to their readers, and if it has nothing to do with what's going on in the big wide world right now, no reporter is going to touch it. It's not news and it's not an interesting story.

In other words, the person who came up with the term "press release" should be shot. The only things reporters are going to look at and use are interesting stories. Especially if all they have to do is modify it a little for their readers.



How to make interesting stories

Keep an eye on what's happening in the world, your country, your state or province or in your community. That's news and that's what you have to capitalize on.

Say you're an insurance agency. And you just saw that a new hurricane is headed for New Orleans. **DO NOT** put out a press release on your flood insurance. Put out a press release on ***How To Tell If Your Home and Car Insurance Covers Flood Damage Because Odds Are, It Doesn't.***

That's a relevant story. That's something reporters and editors and publishers can scoop up and print. Include all your contact information including your name, phone number, email address and your web site Press Page. And make sure that:

- the press release is posted on your press page
- a downloadable copy of your picture is on your press page (in 72dpi for online use and 300dpi for print use)
- and a list of interview questions are posted so if a TV or radio reporter contacts you, they have a simple list of questions they can ask so they don't have to dream some up and you'll know what questions you'll have to answer. Everybody wins.

What's a Press Page?

I was afraid you were going to ask that. It's simple, really. It's a page designed just for reporters so they can get all the background information for a story, they can find other press releases you've put out, and they can find everything I listed above.

Remember, anything you can do to make their job easier will make them more likely to use your story and when they need more information on a similar subject, guess who they'll call or email?

Here's an example of a simple [press page](#)...

And here's a list of highly recommended press release firms with links to their web sites:



24-7 pressrelease.com – Located in Canada, they offer three different levels of online press release including highly search engine optimized, and are probably one of the least expensive press release firms.

Business Wire – Located in New York in the United States, Business Wire has been in operation since 1996 and also offers a selection of different options for sending out press releases depending on your needs.

Market Wire – Market Wire is also out of Canada and has an interesting selection of clients including Tiomin Resources, Credence Systems, and Paolina Milana.

PR Web – PR Web is out of Washington in the US and is comparable to the other three press release firms listed.

I recommend that you visit the web sites of each and decide which firm you are most comfortable with. Want a [press release campaign](#) but not sure how?



Create an effective “Contact Us” page

To return to our report, there are only two reasons to have a contact us page. One, to give people every opportunity to contact you and, two, to get people to contact you.

There’s nothing people hate more than going to a contact us page and finding there's just a phone number and address on the page. That's not selling. The sales person who never asks for the sale is the one who goes home empty-handed.

Here’s what should be on your contact us page:

- **A physical address or at least a snail mail address.** I don’t care if you’re a home operation or strictly online or if your office or plant is somewhere that you don’t want clients or customers going to. It gives you a level of “legitimacy” that a strictly online presence can’t.

Not to mention there may be vendors or service providers who need to be able to look up your physical address. And they are likely to check your web site contact us page first. Don’t disappoint them.

- Make sure you have every form of contact imaginable on the page. It’s amazing how many companies just have a single email address and that’s it. I sometimes wonder if they think they don’t want to be bothered by customers.

Never assume that everyone prefers email. Many people don’t like email. Make it easy for those who prefer phones or fax or, I don’t know, semaphore.

Make certain that whatever email you give, it is checked regularly several times a day. Give land lines and cell phone numbers to anyone in appropriate fields like sales, marketing and HR.

- Have a contact form in addition to your email. I actually get more people contacting me through my form than I do by email. Most people have questions and my simple form both gives them a place to ask questions and (I believe), people expect that anything sent by “form” will more likely get answered.

- List a link to your blog or any social networking pages you have up. Contact us is about more than making calls or emails. That's what the whole social networking and Web 2.0 is all about. Take advantage of it.

Some people may not contact you right now but they may visit your social networking pages and bookmark you for another time. Or the information on your social networking page may be the tipping point that convinces them to contact you. And, of course, it's a link for the search engines to follow to find your social networking pages...

- And don't forget to put calls to action on your contact us page. Things like "Please call us or e-mail us to order handmade chocolates, or visit our store to taste free samples." Or perhaps "Call us for a free quote or visit our office for a free consultation."

Don't get carried away. No big sales pitches that will turn people off. Just some simple instructions on how they might use the contact information.

Conclusion

We hope you've found the information and advice in this report valuable and useful. Please take it and create a one or two page marketing plan over the next weekend. Write down what you plan to do daily, what you plan to do weekly, what you plan to do monthly, and what you plan to do yearly.

Breaking up the plan this way makes it feel doable and less overwhelming. For more information and help with marketing your web site, please contact:

WordsmithBob.com

Thank you so much for buying and reading:

ONLINE MARKETING PRIMER – Understanding Online Marketing - What works, what doesn't, and how to multiply the effectiveness of your Internet marketing dollars!

I hope you found it both valuable and useful.

If you have any questions...

If you have any comments...

If you have any feedback...



Don't hesitate to [contact me](#).

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(Care to visit my website?) <http://www.wordsmithbob.com>

If you [subscribe to my blog](#), you'll get several entries every week on small business marketing including all kinds of online and offline tips. Unlike so many blogs, this one is not "about me" and it's not conversational. Every entry is something new and truly useful I've learned about business marketing either online or offline. And I'm sharing it with you because I believe it's important for you to know it. When you get there, just click on the RSS feed button to subscribe or just add it to your favorites and visit it regularly.

<http://www.wordsmithbob.com/blog>

My newsletter [Small Business Marketing Secrets](#) comes out once a month, not (seemingly daily) like a lot of other so-called newsletters. It's also full of well researched articles that I write myself, not "generic boilerplate" from some newsletter "service".

And lastly, it's not a faintly disguised sales pitch. I figure if I give really good information in my newsletter and blog, sooner or later you're going to ask me for help when you're tired of playing "also ran" and are ready to take your business for an end run around your competitors.

More...

WordsmithBob.com eBooks

[SMALL BUSINESS MARKETING: How to dominate your competition both online and offline!](#) is the same price as this one. I wrote it to help small business owners create their own marketing plan that uses the best of both online and offline marketing to shove your marketing and sales into overdrive. If you're looking for a powerful, multi-channel business and sales growth plan, *this ebook is for you.*

[TRUST BUT VERIFY- How to Keep Your Search Engine Optimization Firm From Taking You to the Cleaners!](#) is also the same price as this one. I wrote it to help small business owners, marketing directors and human resources people understand what search engine optimization is, how it works, and what they should expect from someone they are either contracting with or hiring to do SEO.

More...

WordsmithBob.com Training Courses

Lastly, I've developed a number of do-it-yourself training courses:

4 WEEK DO-IT-YOURSELF SEARCH ENGINE OPTIMIZATION E-COURSE

This course is for either “do-it-yourselfers” who want to optimize their website the way the big dollar pros (like me) would do it or for people who want to sell their services doing search engine optimization.

You might be asking why I'm selling a course that will create competitors. There are so many websites that need SEO and so few competent people out there doing it that creating competitors is the least of my worries. There's plenty of work for all of us!

12 WEEK DO-IT-YOURSELF COPYWRITING & SEARCH ENGINE OPTIMIZATION E-COURSE

This is the above course but with the added dimension of teaching you all the tricks that copywriters like me use to get people to buy or sign up or contact you. There's a whole bag of psychological tricks we use, special language we employ, and research tools we utilize to figure out what will appeal to the emotions of potential customers or clients.

There's a very good reason my firm offers Search Engine Optimization *and* Copywriting. They dovetail perfectly and complement each other. Each is strong on its own but together, they multiply the effects ten times over. That's why I offer a course that combines the two. The SEO brings 'em in and the copywriting converts them into buyers or leads.

TIP: We all like to think we're logical beings but it's not true. We all make emotional decisions and justify them with logic. If you think I'm dead wrong about you, that's great. It just makes you easier to sell.

SEE NEXT PAGE...

12 WEEK DO-IT-YOURSELF ONLINE MARKETING E-COURSE

This is my most recent ecourse. This course goes way beyond this book and gives you hundreds of tools and insider marketing secrets that the “online marketing gurus” would charge you thousands of dollars to implement for you. And that’s if they aren’t “one horse wonders” as I discovered when I bought their ecourses.

Many of them really are wizards at one aspect of Internet marketing but I’m a big believer that there is no such thing as one size fits all. You have to tailor your methods to the type of business you have and the type of customer you are going after. And I also believe that a marketing plan needs several plans of attack so they work in synchronicity to multiply each other’s effects.

If you agree with me and want to create a truly aggressive Internet and web site marketing plan, this course is for you. As with the other courses, it will pay for itself many, many times over.

Finis