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Audience Building

Audience Building and Marketing share activities but they both have separate objectives. The Marketing Stage is about actively engaging with defined lead lists with the objective of getting the customers and opt-in prospects to buy, buy more and more often. The Audience Building Stage is about lead generation through a variety of lead generation opportunities such as messaging, Email campaigns and more that offer an opt-in to specific niche lists that service niche interests. You can also leverage/grow your audience via affiliate marketing, network marketing and other lead generation activities. In the latter examples third parties do the sales of your products or services. When an affiliate marketer sells your product you get the contact details to supply and hence your audience grows.

CHAPTER 10: THE DTHT ROADMAP AUDIENCE BUILDING PHASE 3 STEP 9

10.1 KICKSTART CHECKLISTS

Kickstart building your audience with a checklist.



Advisors: Advisors write reviews, which grow your brand's reputation and they share them with friends and business connections on their preferred social networks because it is easy and it is relevantly rewarded.

Advocates: Advocates share reviews, coupon deals, specials, featured products and services, competition entries, quizzes and event tickets on their preferred social networks with friends and business connections because it's easy & rewarded.

Ambassadors: Ambassadors e-mail, print and deliver by various means coupon or voucher benefits to friends and business connections and they earn the identical benefit when the friend redeems the coupon or voucher.

1. Market Research: Profitability, Solutions, Appetite & Dominance potential.

2. Avatar Research: Demographics, Psychographics, Influencers and followers

3. Channels: Sites, Blogs, Apps eg (FB Groups, Twitter, WhatsApp etc) & Social media integration (Image harvesting, #hashtagging, etc.)

4. Communicators / Apps: Automate Lead Generation with WhatsGood, Link & List, LPM, Meeting Rooms with chat, private messaging and video conferencing plugins.

5. Attract: Promote Awareness & Interest with Lead Magnets & Offers

6. Engage: Cold eg email, adverts etc & Warm: referrals

7. Sell: Online, Off-line: Fixed Price or Auction Sales

8. Delight: Confirm with on and off line Surveys and Polls

9. Convert: From visitors and bargain hunters to customer

10. Keep: Identify needs by segment, engage and reward loyalty

11. Fans: Grow Turnover & Reward buying more and more often

12. Advisors: Reward writing reviews and sharing which grows reputations

13. Advocates: Reward sharing and commenting which grows awareness

14. Ambassadors: Reward referral effectiveness in growing turnover

15. Build: Build your Brand & Community Relationships

Checklist of Ideas for growing your email list include:

- Including a refer a friend button on your email that opens a pre-populated e-mail with a recommendation and say, an attached coupon, that if the friend buys the customer also gets the reward.
- Including a social share button on the email that also offers both a coupon discount.
- Hosting a contest for subscribers that offers a relevant prize such as the product itself as this will attract people that desire and value your product.
- Segment your email list so as to increase the potential for relevancy of the lead magnet offered.
- Emailing customers who are on lists that relate to other products with a two-way coupon offer that provides them with a coupon discount in their niche if a friend purchases a product in a different niche.
- Host a webinar on a matter that will interest your targeted niche market.
- Offering Webo Pocket Advisors; neighbourhood lists and lists on other matters such as pets, the arts, getaways, leisure activities, etc.
- Run a social media campaign that offers incentives for sharing a coupon benefit.
- Instead of Mailing your customer list create WhatsApp groups for segmented niche lists and send messages with calls to action that include incentives to share and subscribe.
- Hyperlink offers on your LinkedIn page to sign up forms.
- Create a Pinterest board that is interestingly visual by creating handy infographics that detail the benefits of/uses for the product and which offer subscribers a reward.
- Demonstrate the use of your product on YouTube. Note that some 80% of all current internet traffic is video related.
- Start sharing social/entertaining content on Tik Tok with a subscribe CTA..
- Run a campaign with a business that you collaborate with where the recipient of the message/ email gets rewarded by the other business. in this way you get access to their customer list.

AUDIENCE BUILDING BLOCKS

Every audience building activity that you undertake will nudge your audience's size towards your goal. You are likely to have to plan multiple activities, as are depicted on the next page, which add to the overall progress that you make. The concept of Give to Get is a foundation stone to lead generation and the conversion of a customer's friends to being loyal customers. Each of the "SLIDERS" on the above infographic has a role to play in building your audience. What is different is the synergy that arises when you give your customers coupon benefits that relate to deals, competitions, events and more and then invite them to share their rewards with a friend. This stitches together the power of coupon marketing, loyalty programmes and referral campaigns in a way that each option builds on the option before

The Webo Mantra: "We offer Affordably Brilliant Marketing"

AUDIENCE BUILDING BLOCKS cont.

As you work through your Audience Building checklist you will see that each step will nudge the size of your audience along your ROADMAP to success. Every step is a building block that adds to the outcome.



10.2 GO LOCAL WITH NEIGHBOURHOOD MARKETING





10.2.1 Neighbourhood Marketers (An Independent Business Opportunity)

Webo appoints accredited non-exclusive Neighbourhood Marketers in defined areas that enjoy local community recognition on the Webo Directory. Within these areas neighbourhood marketers offer a number of marketing programmes to get local businesses found on the Webo Directory including:

- Online on phone local Pocket Advisor Apps that list businesses within the local neighbourhood and which link listed businesses to their directory listings, deals, classified ads, coupon deals, loyalty programmes and referral rewards.
- Online and Printed Deals Finder Flyers that link to Webo Directory Deals & Classifieds.
- Online and Printed SME/Micro Business flyers that link to sites on the Webo Directory.

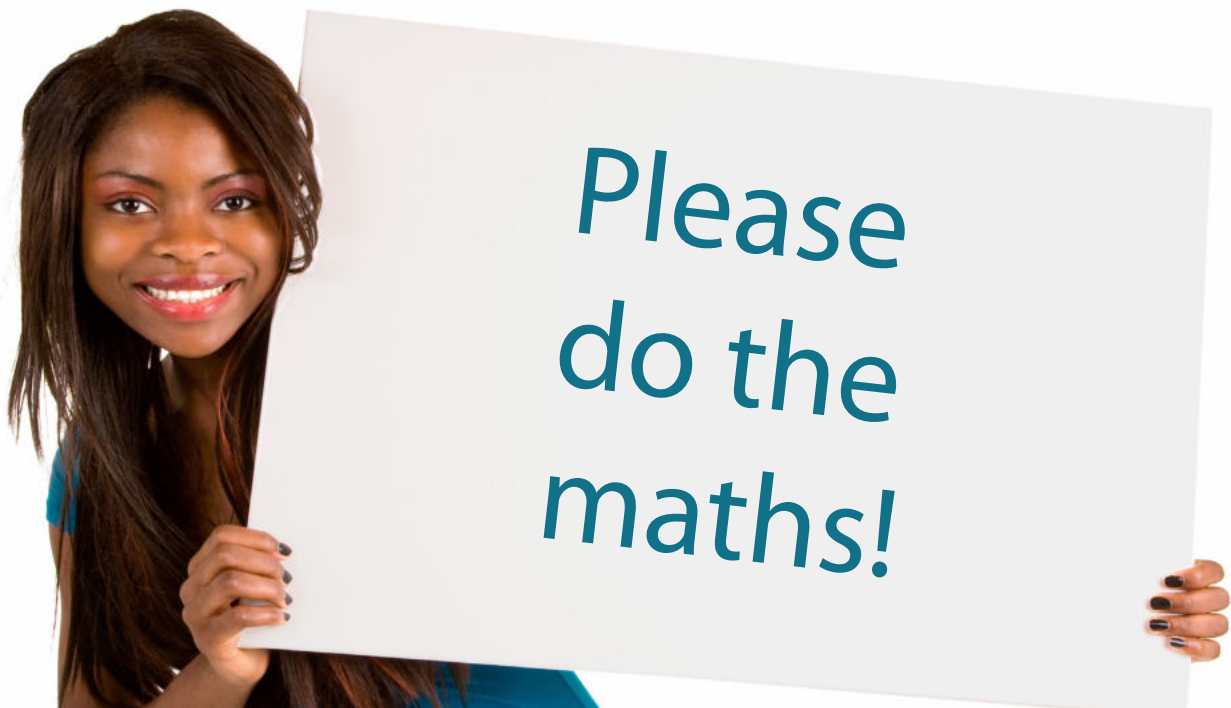
In addition, Webo Neighbourhood Marketers and their Agents offer Site Building & eMarketing services. Getting listed, adding Deals and Classifieds will grow your audience.

10.2.2 Group Flyer Marketing

Start an online marketplace for local Micro/SME Groups that offer micro businesses a free webpage in the Webo Directory online marketplace. Typically a Micro/SME Group consists of one SME who sponsors 50+ micro business marketers e.g., farmers' market stall holders, tradesmen who market outside hardware and other home improvement centres. Neighbourhood Marketers, or in areas that do not have an accredited Neighbourhood Marketer, SMEs recruit selected local micro businesses who are prepared to distribute flyers that are provided to them which promote your business on one side of the flyer and their business on the other side.

There is no cost to the micro business who submits pictures and contact details by WhatsApp. Adding micro business webpages to online neighbourhood or niche marketplaces will only take a few minutes per person. The DIY cost is that of an online store only as well as say 200 flyers for 50 micro SMEs that distribute the flyers. The benefit is that you do not pay for the cost of flyer distribution. Do the maths, it is hugely beneficial to all parties. Neighbourhood Marketers offer Flyer Marketing as a service.

Using your local labour rates do the maths: In your neighbourhood, what is the cost of hiring casual labour to distribute flyers? Note that when a micro business distributes flyers promoting their own online webpages and your business they will take more care, than that which you are likely to get from hired casual staff. Multiply the daily cost of say 50 flyer distributors for 20 days a month. With this number in hand you will agree that teaming up with micro businesses in your area is a win-win for both parties.



HANDYMAN PRO TEAM Web Directory Marketplace Explore More In Classifieds: TRADES Anti-Scam Guidelines
Terms & Conditions Of Use

PRO TEAM MEMBERS - PRO STATUS IS BASED ON CUSTOMER DELIGHT AND PANEL ASSESSMENT Login

PRO TEAM MEMBERS

- SYDNEY KANTENGILE**
PRO HOME RENOVATOR
063 109 4653
Sydney Kantengile: PRO HOME RENOVATOR
PRO HOME RENOVATOR: WC West Coast Suburbs (Midwifery), Tel: 063 109 4653
- GIVEMORE DUDE**
PRO CARPENTER
079 396 1825
GIVEMORE DUDE
Carpenter: Johannesburg Northern Suburbs, Tel: 079 396 1825
- THEMBA NDOUVU**
PRO PAINTER
082 599 6696
THEMBA NDOUVU
Painter: Jhb Northern Suburbs, Tel: 082 599 6696

TEAM MEMBERS - SELECT VIEW TO SEE PICTURES & REVIEWS OF BRIEF LIST VIEW

WORK COMPLETED

CATEGORIES

GP JHB East(1) GP JHB North(3) WC OPT West Coast Suburbs(1)

<p>MALVERN SHONWA ELECTRICIAN 062 328 7743 Classified best product Classified number 1</p>	<p>SHAWN MACHONA BUILDER 078 111 6089 SHAWN MACHONA Builder: Johannesburg Northern Suburbs 078 111 6089</p>	<p>EMANUEL CHINODA CARPENTER 061 848 1078 EMANUEL CHINODA Carpenter: Johannesburg Northern Suburbs, Tel: 061 848 1078</p>	<p>BRAIN ZHOU CARPENTER 071 923 1556 BRAIN ZHOU Carpenter: Johannesburg Northern Suburbs, Tel: 071 923 1556</p>
<p>CLETO MHLANGA CARPENTER 083 563 7646 CLETO MHLANGA Carpenter: Johannesburg Northern Suburbs, Tel: 083 563 7646</p>	<p>LEWIS GWENZI HANDYMAN 078 275 8558 LEWIS GWENZI Carpenter: Johannesburg Northern Suburbs, Tel: 072 712 4530</p>	<p>FELIX CHAUKE FLOORING 079 461 9954 FELIX CHAUKE Flooring- Tiling, Decking, Wooden Flooring, Underfloor Heating: Jhb Northern Suburbs ; Tel: 079 461 9954</p>	<p>MALVERN SHONWA ELECTRICIAN 062 328 7743 MALVERN SHONWA Electrician: Johannesburg Northern Suburbs, Tel: 062 328 7743</p>
<p>NATHAN MAHANGU ELECTRICIAN 061 999 1648 NATHAN MAHANGU Electrician: Johannesburg Northern Suburbs, Tel: 061 999 1648</p>	<p>PAUL MADOMBA ELECTRICIAN 078 252 6915 PAUL MADOMBA ELECTRICIAN: Johannesburg Northern Suburbs, Tel: 078 252 6915</p>	<p>TRYMORE MBOFANA ELECTRICIAN 084 636 5387 TRYMORE MBOFANA Electrician: Johannesburg Northern Suburbs, Tel: 084 636 5387</p>	<p>PASSMORE CHIKOMO ELECTRICIAN 074 374 1132 PASSMORE CHIKOMO ELECTRICIAN, JHB NS TEL: 074 374 1132</p>

Find this group of micro businesses on the Webo Directory at www.handymanproteam.co.za

On a Marketing Group Site that is sponsored by Webo or by a Big Business/SME the 50+ microbusinesses get a webpage that is also a Webo Home Page Classified Ad.

The SMEs site is promoted on one side of a flyer and the micro business is promoted on the other side of the flyer.

In addition to the SME being featured on the Neighbourhood Flyer the Neighbourhood Marketer will be featured as the contact person for this promotion.

Typically Flyers are A6 Flyers where the one side features the SME and the Micro Business that hands out the flyer on the other side. Alternatively the Flyers are A5, which are folded to A6 for distribution.

See flyer e.g. overleaf.

A6 FLYER - SIDE ONE > e.g., Of a Micro Business that distributes flyers. Scan the QR code, go to his webpage URL or find his Classified Listing on the Webo Directory Home Page.



Find me in the
Webo
CLASSIFIEDS

My Category is

TRADES
Browse this Category at
<https://webo.mobi/TRADES>



My Sub-Category Is

**PRO HOME
RENOVATOR**

And My Name Is

SYDNEY KANTENGULE
<https://webo.mobi/SK>
063 109 4653

**FIND MY
PRODUCTS, SERVICES,
CUSTOMER REVIEWS
at www.webo.directory
"I'm in the **Classifieds**"**

Micro Businesses that distribute flyers have other promotional material to promote their online web-pages including A3 Posters, Branded "Ponchos," 1.8 m "pull up" banners & 1m square signs eg see below.

Webbo

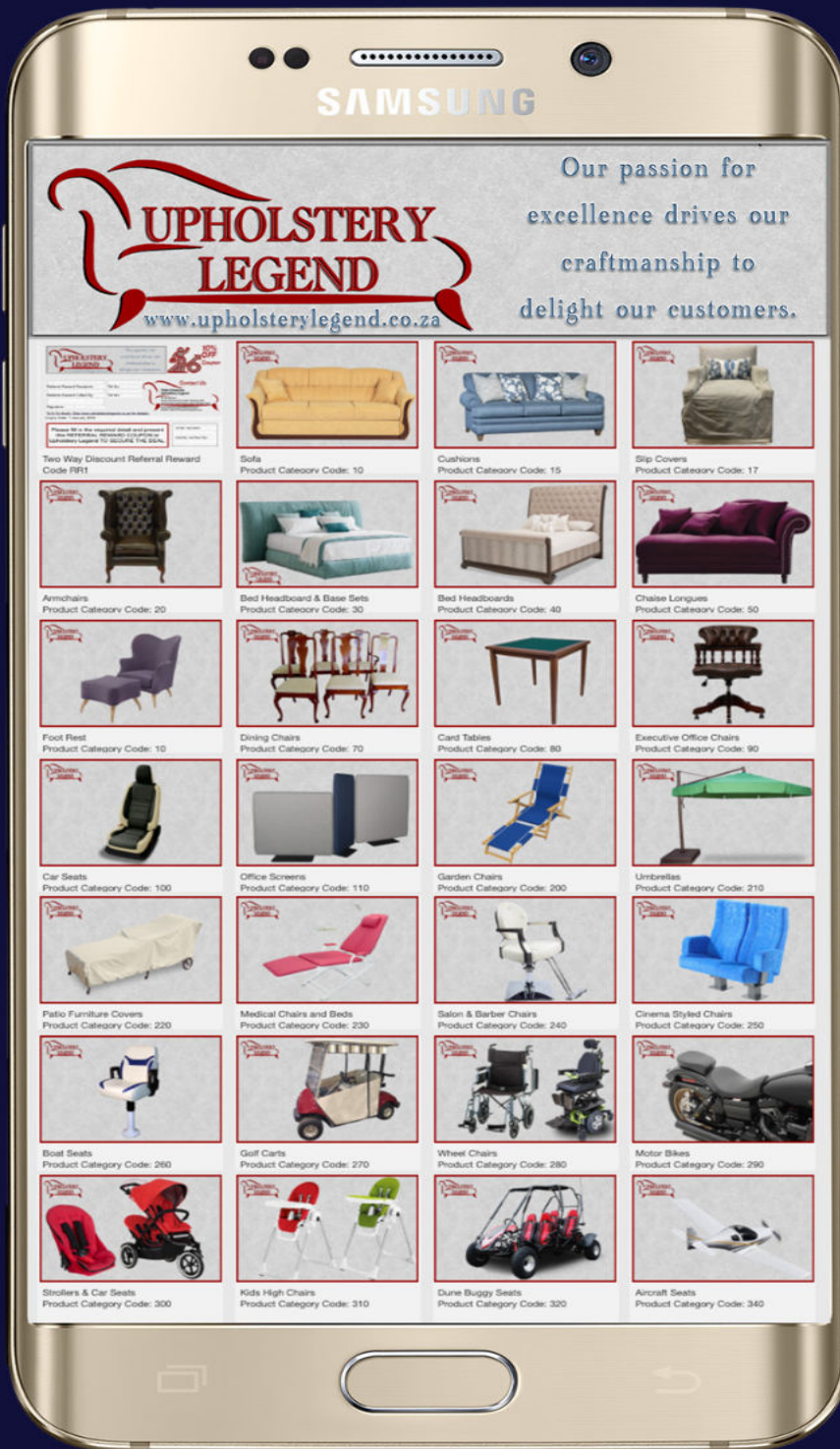
www.webo.directory

We're under TRADES then Select:
Builders, Carpenters, Cartage, DSTV,
Electricians, Painters, Plumbers, Tilers, etc
Get my Flyer & Browse Pictures & Reviews



We're in the Classifieds

A6 FLYER - SIDE TWO > e.g., Of an SME who sponsors the Flyers for Distribution. This panel is on one side of the flyer and the Micro Business is featured on the reverse side.



**Find us at
www.
upholstery
legend.co.za**

**88 Oxford St,
Ferndale,
Randburg
2160**

**Tel
082 685 9244**

**Open
8am to 5pm
Close Sat 2pm**

**We offer
upholstery
services
nationwide.**

**Find our Deals
in the**

Webo

CLASSIFIEDS

**See www.
webo.directory**

**Trades
Upholstery**



We're a Marketplace: Listings, Deals & Classifieds.
 We're a Sitebuilder: Websites, Stores & Marketing.
 Together It's Collective Marketing that Just Works!

Search Result Stats

1.5 Billion Websites are Never Found by Anyone!

We are the most Comprehensive Collective Marketing Site Builder in the World.

We make it easy and rewarded for customers to grow businesses.

We Integrate eBusiness, eCommerce & eMarketing. DIY or D4U.

Website Benefits:

Unlimited Pages, Picture & Video Galleries, Viral Blog / Follower Mgt,
 Online Meeting Rooms, D4U Online Appointment / Service Booking Pages,
 Agile Satisfaction/Needs Surveys, Work from Home Desktops, Mobi Apps

Store Benefits:

Showcase Products/Services/Staff CVs, Digital & Physical Product Mgt,
 Ticket Sales, Variation Mgt, Payment Gateways, Stock Mgt, Delivery Mgt,
 Priced and Managed Auction Sales.

Marketing Benefits:

Coupon Mktg to Attract, Loyalty Points Admin to Retain, Referral Mktg &
 Social Media Integration to Grow, FREE Directory Deals & Classifieds to Attract,
 On PC/Phone Loyalty Accounts for EVERY Customer, & Much More...

To Get Found Tel: 066 307 1888 & Let's Chat!

Read More At: www.webo.co.za



Find me in the
Webo
 Marketplace
CLASSIFIEDS

My Category is

SEWING



My Sub-Category Is

Sewing & Needlework
 Find my website at:
<https://webo.mobi/JK>

And My Name Is

**JULIET: Custom and
 Off The Shelf: Phone
 078 864 5037**

FIND MY

**PRODUCTS, SERVICES,
 CUSTOMER REVIEWS
 & CONTACT DETAILS**

at www.webo.directory
"I'm in the Classifieds"

Above: Side One of an A5 Flyer distributed by a micro business. In this example the Micro Business; "The Crafty Stitch" has an online store that showcases multiple products.

Right: Side Two of this A5 flyer which features multiple businesses that sponsor this flyer.

Local Webo hosted webpages linked to online Classifieds that, in addition, are promoted in local neighbours on flyers is affordably brilliant!



10.2.3 Local Deal Finder & Neighbourhood "Pocket Advisor Apps & Lists"



Above Left: A Local On Phone Deal Finder App.

Below Left: A Printed Local Deal Finder Z Card.

Below Right: An On Phone Neighbourhood List an on PC version is on the next page.

Web eMarketing Package Subscribers enjoy not only coupon, loyalty & Referral campaign automation but they also enjoy Deal and Classifieds inclusion on the Web Home Page. These businesses are also listed on the On Phone App or PC Neighbourhood Lists





Neighbourhood Marketing on Pocket Advisors (aka WhatsGood LPM Communicator Pocket Advisors)

For the video on LPM Marketing

Click here > <https://webo.dotcompal.co/video/y2lbnfqt9>

The WhatsGood Pocket Advisors are Niche Lists designed to offer tap-to-dial convenience to users that can easily add a tap-to-open button on the home screen of their phones. Each time a button is tapped the latest version of the page will open.

As stated, when the Pocket Advisor page is open, users that select a social sharing option will be directed to their preferred social media account so that they can add a comment before sharing.

Browsers on PCs or Phones are offered link buttons to the following when they are available:

- SP: Info Listing Pages
- RI: Reviews and Info
- DP: Deals and Promotions,
- LR: Loyalty Rewards,
- RR: Referral Rewards,
- CD: Coupon Deals and
- VIP Listings.

The link buttons are presented on Neighbourhood Lists that display names and contact telephone numbers with Link Buttons to further information that is owned by and supplied by local businesses on free listings, listing upgrades or on eBusiness, eCommerce or eMarketing Sites. Find examples at:

www.fourways.webo.directory

www.westville.webo.directory





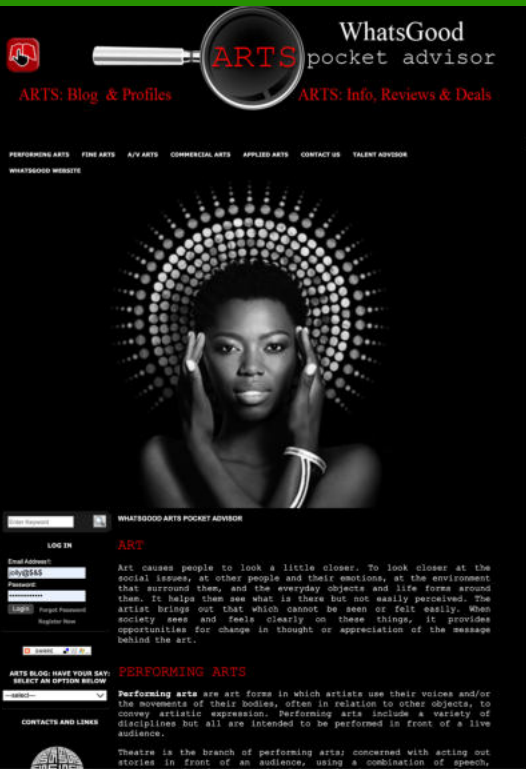
The journey from stranger to active community member lies at the core of audience building. The process begins before a desired and profitable audience is discovered and continues thereafter. To optimise the value available to all, sound relationships need to consistently and effectively deliver value to the community.

Audience Building is about growing your potential for growth. It is about lead generation through social interaction at a local level.



TIME TO GO ONLINE

e-Business, e-Commerce and e-Marketing. The 3 e's to making money online.



Find 2,000+ Businesses in 40+ARTS "App Categories"

1. Open a "Niche Website" eg webdirectory.com/arts/ & select the Arts Mobi Communicator on a PC or phone.

2. On a phone Select "Add to Home Screen" to Add an App button

3. Tap the App button to see the Communicator App



View on PC --->

or

View on phone <---

The LPM Communicator App is used to create Neighbourhood Pocket Advisors as well as Niche Topic Pocket Advisors. All LPM Apps are created on a Website to communicate and as rewards for sharing. Above is the brilliant National Arts Pocket Advisor created by Johan Engelbrecht.

e-Business, e-Commerce and e-Marketing. The 3 e's to making money online.

Crafts: Pottery	0	8	0
Crafts: Quilting	0	2	0
Crafts: Scrap Booking & Card Making	0	6	0
Crafts: Sewing & Needle Work	0	10	24

HOW TO FIND LISTINGS, DEALS AND CLASSIFIEDS ON THE WEBDO DIRECTORY HOME PAGE

On the left on the Webdo Directory Home Page

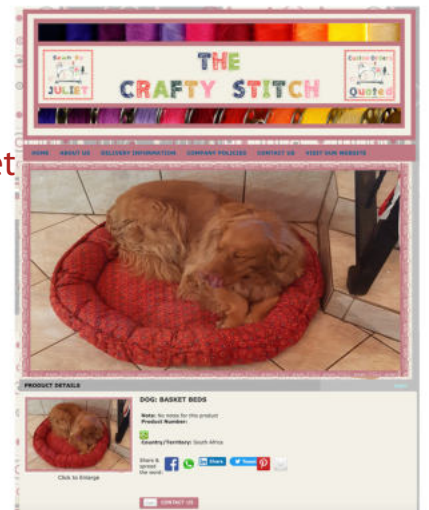
<-- SELECT A CATEGORY
<-- See the RED ARROWS and click on it to open the Sub-category options eg See the table above for Crafts: Sewing & Needlework



Column 1: Number of Listings
Column 2: Number of Deals
Column 3: Number of Classifieds

Select "24" in the Classifieds Column (bottom right)
The Niche Webpage for this Sub-category opens
SEE ABOVE RIGHT

On this Niche Website
Select a Classifieds Option
eg the Dog on Bed/Basket
and this product page
Opens on the sellers site.
Products can be sold
by managed Auction,
or at Fixed Prices via a
"Checkout" page or they
can be showcased with
or without pricing for
In-store purchasing with delivery notification.



Comprehensive LISTINGS are Free with paid Listing Upgrades, unlimited DEALS are Free to eMarketers and every product or service in an online Shop can be "one click" listed as a Directory CLASSIFIED at no charge.

10.2.4 Directory Marketing

Web Directory Listing Options

Directory Search

All Listings



Mobi List Apps

All Free + VIP Listings



Search, Mobi Apps and
Printed DEAL FINDERS
all point to Directory
Listings & Sites

VIP MARKETING

VIP MARKETERS



All online webpages can be added as a bookmarklet App Button to a home screen.

Apple phones offer a Button image of the page Button Bookmarked on the Home Screen. Android Phones offer a Button Titled with a "W." I think that Android technology will catch up soon as phone bookmark "App" buttons are popular.

There are a variety of advanced listing upgrades that permit SMEs to present their value proposition to the Web Directory Browsers.

Free Listings are accessed by way of a category/sub-category selection process.

Calls to Action on a Directory Listing page should include an offer to sign-up for a newsletter, deals notification, etc.

Emergency numbers on Neighbourhood Lists have button links to Websites when available.

Get Your Business Listed on the Webo Directory and on other directories as they are an excellent way to grow your audience. A listing can be included on a Neighbourhood Pocket Advisor AND on a Niche Pocket Advisor eg an Artist could be on this Pocket Advisor & on the ARTS Pocket Advisor PLUS get promoted on the Webo Directory Home Page (see next pages).

Websites, Stores, Deals and Product/Services Classifieds Directory Promotion

The Webo Directory enjoys millions of hits which include hundreds of thousands of attempts to hack the site. The site has full SSL encryption and in addition it has an advanced firewall that keeps hacking in check. This protection is extended to every site, deal and listing on the Webo Directory.

All online store products and deals on all stores have the option of being listed as a "Classified" on the Home page where they are individually classified by category and sub-category. It requires a single click to activate the inclusion of the product on the Webo Directory Home Page Classifieds. Tips on Directory Marketing include:

We believe that the provision of an info product and the product itself that are relevant to a customer are powerful lead magnets that will attract subscribers to a niche. Again, this depends on the relevancy of the info product.

Where products are seasonal e.g., Valentine's, Xmas etc maintain contact with these subscribers throughout the year. This will maintain the relationship so that you are top of mind when the season approaches.

Use Reddit to find a Niche Community that is a good fit to your business. Join it and promote your offers. Note: Reddit is a popular online forum for thousands of topics. You can find communities built around every conceivable subject from entrepreneurship to dog training to jokes. Using Reddit to find a niche is easy. You can click on the "Random" button and browse through the page that you land on and

find communities that you might not otherwise know about. The objective is to add content to group chat that shows your knowledge and experience.

Offering the product at a discount on a coupon that is shared by current customers in a way that both benefit is likely to be a success as both the customer and the friend benefit. The customer is unlikely to send the coupon to a person that will not be delighted with it. Offering a coupon discount above the cost of the product does not require a budget.

Discounting is often used to grow audiences. Done on a regular basis customers loyal to a product may just stock up and wait for the next discounted product. Top of the range highly priced products, such as premium coffee blends, are an example of a product that is routinely offered at a deep discount. Not only can this practice lead to the brand being under valued but it can skew market perceptions.

It's a given, bargains attract bargain hunters. It's also a given, that bargain hunting is a sport enjoyed by bargain hunters who are loyal to the sport and not to their prey! Suppliers see the game as offering a few opportunities. Firstly, it can clear end-of-range, end-of-season stocks and stocks needed to be moved to make way for new designs, etc.

When the focus is on the hospitality industry a popular question asked by restaurant owners is "How can I get more people to dine at my restaurant?" For years restaurant owners have wrestled with the pros and cons of coupons. In a restaurant, there is no need to clear stocks as there is in the retail industry. In restaurants, specials are a norm.

Coupon vendors have been at the door of restaurants for years. Many have learnt that deep discounts attract but do not buy loyalty nor profitability. Many coupon vendors require a 50% discount and they charge 25% leaving the restaurant with 25%, that often, is only paid some months later.

The challenge for restaurants has been to restrict coupons so as to leave the opportunity to upsell with starters, desserts and beverages. The thinking around restaurant coupon vending is that diners will try the cuisine and return. Most have found this to be wishful thinking.

Observations:

- Audiences targeted by customers follow up the offers received and engage with the businesses if they have a credible expectation of being delighted.
- Businesses segment customer lists to ensure that each segment represents a like minded group of people/businesses so that they can be make relevant offers that suit their specific needs.
- After three to four purchases buyers who perhaps arrived as "bargain hunters" are likely to become loyal customers as a result of a businesses consistently good service and because they enjoy the benefits of the loyalty programme.

- New customers will write reviews, share and make referrals because it is easy and rewarded thus joining a highly engaged community of customers who have opted in to the push/pull communication channels available to them.
- Webo Loyalty Status Levels can be customised/re branded i.e., rename Fan Levels 1, 2, and 3
- Levels can be further split on the basis of specific rewards that are available to loyalty members with a specific no. of points.
- Points duration & Status duration can be independently set.
- Referral Status has three categories: Advisors who write reviews, Advocates who share & Ambassadors who refer.

Coupons have been in the marketplace since the late 1800s when Coca-Cola hand wrote millions of coupons and in the process grew the business from tiny to national in the USA. This fact embodies the desire that restaurants have which is to get diners to try the menu, get hooked and return. It can happen but really does. See the illustrative examples in the Chapter on Marketing for more info.

The challenge with coupons is that today they are digital and controlling the distribution is difficult but it can be done by advanced management systems.

There are “Cons of Restaurant Coupons” The first is profitability or the lack of it. When you sell at a loss no amount of volume will fix it. Waitrons earn less in tips and may leave and if you do not have an advanced management system you could flood the market with more coupons than you wanted to.

When a clothing store has a sale or when it offers deals and discounts there is no expectation that the sale pricing will endure. In the restaurant business consistently discounting by way of coupons or specials can alter the perception that diners have of your brand. They could come to expect deeply discounted specials as the discount will not be seen as a reward but as a norm!

There are alternatives to “Conventional Retail & Restaurant Coupons” which are the Webo Loyalty & Referral Marketing Programmes. When an established customer is rewarded with a coupon for doing something or for reaching a set milestone it is seen as a benefit and it does not negatively impact the perception of the brand. When this customer enjoys the right to share the benefit with a friend/s or business connection/s they will boost their reputation/popularity and they will feel good. The recipient of the gifted coupon will not have brand perceptions as they will attribute their “luck” to the generosity of the friend or connection.

The same thinking applies to referral programmes designed to boost reputations and referrals which have always grown businesses. Writing reviews/testimonials and making it easy to do and rewarding is the key to growing reputations. Making social sharing easy and rewarding will grow referrals.

Giving people something to share is the key. It rewards them for spreading the word.

It should be noted that niche-specific, coupons relevant to loyal customers that are shareable are a completely different story. They brilliantly give customers something that is easily sharable and easily understood. Understanding who your customers are, what your products mean to them and what they want from you is key to customer retention/loyalty.

In short, delighted customers are likely to be loyal.

Customer demographics are likely to play a huge role in finding what they need and desire. Examples include; age, gender, marital status, children (if any), occupation, income, education, disabilities, etc. Customer psychographics too plays a role in defining desired target markets. Matters such as habits, hobbies, values, interests and behaviours. Preferred activities (dancing, parachuting), entertainment (eg movie lovers vs sports addicts), food (e.g. vegetarian, healthy, convenience), drink (only non-alcoholic drinks, no fizzy drinks) and politics. Sources of joy, pleasure, delight, happiness, excitement, hope, affection, amusement, interest and surprise.

Generally, people buy to solve problems, to meet aspirations, to feed emotional drivers and more. Understanding the demographics and psychographics are key to defining target markets but as importantly they are key to customer segmentation, retention and segmentation.

Loyalty programmes are often based on sales volume. This is likely as it has been the foundation for loyalty programmes for decades. Consider using demographics and psychographics to segment customers to enable targeted reward relevancy and use milestone rewards to rank and reward customers for purchases in each segment.

The seamless integration of coupon, loyalty and referral marketing creates the synergy that underlies the success of the strategy. It makes referral rewards an integrated part of the customer experience as it enables it to be seen to reward customers for their support rather than it being seen as a "beneficial evil!"

10.2.5 Videos and eBooks About Deals, Coupon, Loyalty & Referral Marketing

"Lets Get Your Online Business Started and Growing"

In short, the integration of Coupon, Loyalty, and Referral marketing as engineered by Webo is like no other. We call it Hamburger Marketing! It is designed to grow your business.

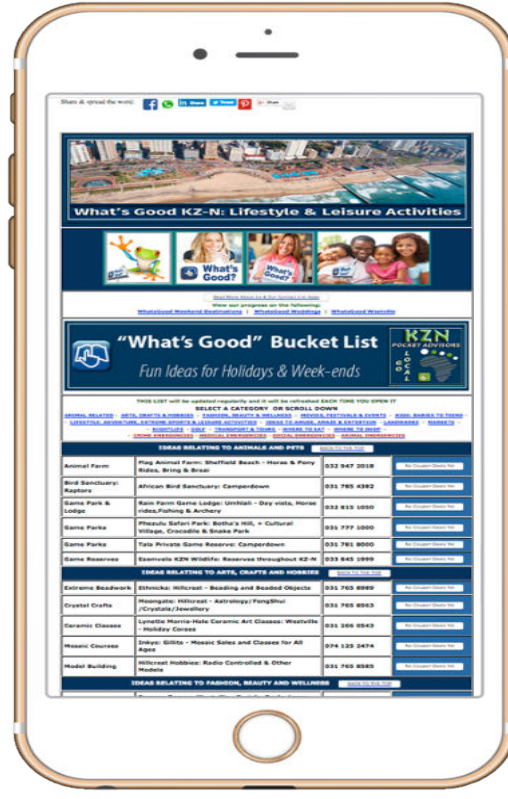
10.2.6 Web Communicator App Sharing



Lead Generation With Webo's Communicator Apps

Above Left: Waterfall Kennels reward customers with a range of Webo Activity and Info Apps. Customers who share this App with Friends grow WK's audience.

Above Right: Grow your network with Buddy Deals. As an example you could host a local Restaurant's Menu on your Website in a reciprocal marketing arrangement. You could also arrange to consolidate points between your businesses where customers utilise their loyalty points at either business.



Below Left: Offer a "What's Good " Local Activities Pocket Advisor as a sharing reward which carries your contact button on it.

Below Right: Host the agenda and full meet pack documentation as a phone App for a local NGO, School, church gathering. Sharing the App among these communities will grow your audience.

[Click here > Webinar Intro Video Replay - 12 Minutes](#)

Introduction to Hamburger Marketing

The Integration of Coupon, Loyalty & Referral Marketing designed to Get Your Business Growing.

[Click here> Webinar Intro Video Replay - 17 Minutes](#)

Coupon Marketing - Level 1: Get Them - > Attract new and existing buyers

Our Apps make it easy to Reward Them

[Click here> Webinar Intro Video Replay - 12 Minutes](#)

Loyalty Marketing - Level 2: Keep Them -> Engage and Convert New Customers

Our Apps make it easy to Reward Them

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Referral Marketing - Level 3: Get Growing -> Get your customers to grow your business

Our Apps make it easy to Reward Them

Videos on the Webo Communicator Apps & on why Neighbourhood & Referral Marketing works

Click here > <https://webo.dotcompal.co/video/y2lbnfqtf9>

Let Listed > Get Found .> Get Growing -> Let us show you how

Read More: What's in it for SMEs? : Click here > <https://webo.dotcompal.co/SMEoffer>

Read More: What's in it for B2B Corporates? > <https://webo.dotcompal.co/HUBSoffer>

10.3 About and How To Use Agile Quiz Pages with the Web SaaS

Prospecting “green fields” will have a higher rate of success if the Lead Magnets offered are relevant and desired by the prospects. Use an existing list to mine micro desires to the point of you being able to exactly match solutions to problems that perhaps your customers have. Armed with solutions prospect lookalike audiences to grow your audience. This strategy is explored further in the step by step plan below. Once done, I will present sales funnels to execute the use of the information established.

Problems and Solutions

Often people have a good idea of what they do not want but they are uncertain of what they want as they have not been exposed to available solutions. Solutions can be engineered where a detailed understanding of the problem is available. Henry Ford said, “If I had asked people what they wanted, they would have told me, ‘Faster horses.’” Steve Jobs said, “People don’t know what they want until you show it to them.”

Another way of assessing your needs is to try different options. Each will allow you to formulate opinions on what works and what does not. Each will have an impact on your pains and frustrations and in this way, you will build a deeper understanding of what you want.

Agile Quiz pages

If you were asked to complete a survey that consisted of 100 questions the chances are that you would decline the opportunity. If however you were asked to complete a 10-question multiple choice survey the chances of you completing the survey would skyrocket. We define an agile quiz to be one that asks a question where your answer informs the selection of the following question. There may be 100 questions in the question database, but the survey will dig deep into your specific circumstances in a way that will hopefully get you to better understand the cause and effects of your situation.

In short agile quizzes segment participants and drive question relevancy.

Another strategy may be to host a “Flash Sale” that offers deep discounts to bargain hunters who are then leveraged to refer their friends who pay regular prices based on recommendations.

Baby Steps to Success

Step 1

Conduct a survey to explore the challenges, pains and frustrations of each niche market that you want to address. These segments may be existing or potential customer bases.

Potential markets may, as discussed above, be “Green fields” that you want to explore and about which you know little. Your objective will likely be to assess the potential of this niche which will be guided by an assessment of demand and supply.

You can ask your customers to complete your survey or if it is a relatively new niche, you could use Google AdWords or Facebook Ads to explore look-alike audiences for subscribers. Response rates will indicate the degree of demand for a solution based on the level of pain or frustration caused by the problem covered by your agile quiz page.

Step 2

Define your Sales process (aka Sales Funnel)

Given that you have a customer base it means that you would have established a process of:

- Lead generation: acquiring new prospects and leads e.g., You may have opened your doors in a busy mall to passing shoppers who you attract with promotions or you may have developed an online sales funnel with Google AdWords, etc.
- Lead magnets: You could be offering a lead magnet to boost your cold lead list or you could get current buyers to share rewards and so generate warm leads.
- Converting & Keeping: Converting prospects, leads and visitors into being customers may have been driven by offering free delivery, better service, etc.
- Buying: This process will include getting customers to buy more and buy more often. You could have introduced volume or pricing discounts, etc.
- Growing e.g., network marketing by self-promotion and by getting your customers to introduce their friends and business connections.

Keys to success include delighting customers who write reviews to build your reputation, who share comments on social networks that grow awareness and who make a one-on-one introduction to friends and business connections. Networking is a warm traffic funnel that done right can generate leads and customers consistently, on autopilot, every single day.

Each of the above sales processes has a defined objective and it cannot meet the objectives of the others. Together they can progress people along a funnel.

Step 3

Establish the obstacles to "Getting to Yes" and find a way in which this friction can be addressed.

Not all sales are impulse buys based on snap decisions. There may be obstacles to "Getting to Yes" that need to be established and addressed by a defined sales process or funnel. This may entail offering a webinar, a free trial, a demonstration etc.

Step 4

Lead Generation; attracting new prospects. Analyse the results to determine what they want

Step 5

Formulate a solution and an offer and establish what you can do and offer to fix it. Gather testimonials that attest to the effectiveness of your solution. Write a success story and market it with a service delivery promise.

Consider:

- Offering high-value impulse buys designed to get people on board to build the relationship that will drive larger sales (aka Tripwire sales).
- Offer relevant information downloads that address their problems e.g. Book (aka Lead magnet). A gated offer refers to offers where contact information is exchanged for the lead magnet. This may deter many and where this is likely the free offer opens the way to future engagement as a result of the value gained from the lead magnet or by way of retargeting (1) those that select the free download option.
- Reducing the risk by creating a smaller deal that has upgrade options.
- Increasing the value by bundling options together.
- Reducing the risk by offering free trials.
- Educating by running webinars to unpack the value.

Summary:

Take Action: It only works if you do it! Take Action

Problem: Research the challenges, pains and frustrations caused by a problem. E.g. Not being found on the internet.

Obstacles: Establish the obstacles to "Getting to Yes." What will be the outcome if no action is taken to fix the problem.

Demand: Determine the extent of the problem by asking questions and engage (one on one) and/or launch an agile quiz webpage to determine problems, solutions and demand.

Supply: What is the solution?

Execute a plan: Market testimonials and success stories.

Agile Quizzes can explore Answers to Questions such as:

- We all would love a one-size-fits-all solution to business growth. The problem is that it does not exist.
- What is the single biggest marketing challenge you're struggling with right now?
- I wish I had more:
 - Time?
 - Leads?
 - Website Traffic?

- Which of the following best describes you:
 - Are you a brand new start-up?
 - Do you need help to find a market?
 - Do you need new cold traffic?
 - Do you need warm traffic?
- Which of the following traffic management matters best describes your needs?
 - Do you need to turn cold prospects into leads?
 - Do you need to turn existing leads into customers?
 - Do you need to get buyers to buy more and buy more often?
 - Do you need more leads?
- Which of the following conversion matters best describes your needs:
 - You have leads but not enough buyers?
 - You do not have a highly engaged audience?
 - You do not have a high converting sales funnel?
- Engage & Grow with:
 - Webinars
 - Online Meeting Rooms
 - Group Chat
 - Blogs
 - Offers to help
- Make it easy and reward people for:
 - Reviews that grow reputation
 - Sharing that grows awareness and
 - Referrals that generate leads.

Notes

1. Retargeting is a process of digitally monitoring triggers such as downloads, page or site visits by browsers on the internet who are then tracked and presented with adverts that e.g., reinforce the benefits of your product. I'm sure you have experienced the process where, after having visited a Website, you find yourself being presented with adverts for the goods and services supplied by the Website visited.
2. Lead Magnets are attractive offers (aka small bribes?). To be attractive they must be relevant. To be relevant you need to establish who and where the audience is plus what they are likely to buy and why. The best lead magnets offer value within minutes of opting in.
3. Help: Get the social media tools, sites & Apps needed to engage audiences & leads.
4. Sales Funnel: Lead generation Sales Funnel: Get > Keep > Grow
5. Success: Delight & Convert. Find out what they want with agile quiz pages. Met their needs and exceed expectations

10.4 Sales Funnels

The dissatisfaction of small businesses with not being found on the Internet is widespread.

Should you ask these businesses about their online sales funnel and the promotion thereof you will find that most do not have one. The need for actively working a sales funnel is key to success. The following illustration is an example of a customised sales funnel.

Phase	Sub-Phase	Description
Identifying	Marketing	Traffic Generation; Finding possible prospects; Solo Ads, Direct Mail, bulk-e-mail, PPC, Facebook post promotion, etc.
	Presenting	Host prospects/site visitors on Websites, blogs, online stores, sales pages, Facebook, LinkedIn, Pinterest, etc and present content in a way that offers an awesome user experience.
	Enticing	Entice prospects with online and off-line calls to action; coupons, giveaways, specials, newsletters, blog participation, invites to Facebook conversations, etc.
Confirming	Capturing	Add Opt-in subscribers to your Hot Leads List; These are visitors who have expressed an interest in your offerings.
	Prospecting	Responding & Following up to Identify customer needs and problems.
	Cultivating	Building relationships and exploring business opportunities.
	Pursuing	Exploring solutions: Identifying & innovating solutions that offer benefits and value to the customer.
Closing	Converting	Delivering and closing a win-win compelling proposal or quote.
Selling	Delivering	Delivering and ensuring the harvesting of benefits and value.

Phase	Sub-Phase	Description
Networking	Advocating	Seeking testimonials and encouraging the customer to advocate/promote your goods and services to their network.
	Referring	Obtaining referrals from customers.
	Follow-up	Following up on customer generated leads.

10.4.1 Identifying;

Marketing, presenting and enticing are steps that fall under the identification banner. These are the initial steps taken to get prospects into the sales funnel. Before people can opt-in to your website or other online sales pages, these destinations must exist. However, you can get lost in content creation. Building more and more content without promoting the content is, at best, a self-indulgence. As an example, create content and then use it to take it to your Facebook fan page. When it is on the Facebook fan page, use 80% of your time to promote the content. Get accustomed to asking yourself to report, to yourself, on what revenue producing activities you have undertaken.

Success is delivered by sticking to a simple three-step daily routine. Create popular niche content, and then spend four times the effort in promoting it so as to sit back and track the effectiveness of what you did, by counting the money in the bank that it generated. Every day try something different until you find the formula that works for you.

10.4.2 Marketing

The most powerful promotional tool that you have at your disposal is you. In a small business, no matter the type, you need to network. A network building activity may be joining a Facebook group and building a reputation for adding relevant comments. Instead of trying to get them to your site go to theirs. On the group, forge relationships via comment. Your aim is to socialise to create curiosity, and they will then link to your site. It is not enough for you to play the game; you need to be genuine, or your guise will be uncovered in a flash! It is a two-step approach rather than a direct approach. Done right and with honesty, the link to your site after you have built a relationship will be a "rich connection."

Strategic and creative thought leads to strategically creative marketing campaigns. QED. Ok, but for many of us you need to make the conscious effort to be strategic and creative. You need to standardise the way in which you share knowledge, help and build relationships; it's about structuring the marketing engagement process. If you are weak in this area, then you need to link with someone who has the skills needed.

Many see advertising as the direct presentation of an offer or brand in a way that entices commercial activity. Marketing, on the other hand, is often viewed as the promotion of a variety of initiatives that promote the building of relationships or the understanding needed to realise and appreciate the benefits or solutions that your offer. Thus, the goal is to share knowledge and to build relationships.

If you beat up the path to the door of your initial list of tolerant friends and family and try to get them to buy, all that you are likely to do, is to get them to avoid you. If however, you visit with the intention of helping them to understand what it is that you do you are more likely to spark curiosity and be invited back. Given their interest they will be more likely to promote your business to their contacts.

Here we look to two major categories of securing traffic; paid traffic and free traffic. No matter the source of the traffic; free or paid, you need to track the traffic origins and the conversion statistics. Doing this will build your knowledge base on what does and what does not work. This will allow you to maintain a suite of measurably profitable marketing initiatives.

One of the destinations that can attract traffic is blogging. It falls into the above definition of marketing as it seeks to engage, educate, inform, debate, solicit opinion, etc. It is not a direct offer to buy.

You will learn that you have to take action; you must invite people to a variety of destinations where you entice them to opt-in to your list. A powerful tool is a webinar. A webinar is an internet web based audio or video conference call where a number of people can lead a discussion with many group members that participate by way of typing comments. It brings technology to marketing and peer pressure to decision-making. It can become a hype forum and maintaining a balance is important.

10.4.3 Presenting

Next, you have to present your products effectively. The marketing and presentation of content should take 20% of your time, and it must be analysed to ensure that it offers an awesome user experience.

Go to popular Twitter sites and add their followers as your followers. Tweet content that is relevant to their niche and make sure that you have a listed image of you so that they can see that you are a real person. Do this, and they are more likely to follow you back. Build your brand with the photo that you use and with a branded #hashtag.

Presenting content without a call to action should be carefully considered to find the value in the strategy. Where possible, offer more information in a nonthreatening way, e.g., linking to a video or audio message.

10.4.4 Enticing

Enticing entails offering answers to questions that are being posed by the internet search engines.

Research what is sought and supply the answers.

Enticing is about executing income producing activities. These activities should take 80% of your time and need not be direct selling activities. These activities can be helping and encouraging rather than selling.

Enticing can be done on paid and on free platforms. Set out below are a number of free platforms for your consideration.

Pinterest is the third most popular site searched for content. Pinterest is dominated by women who are looking for information on what to buy. On your blog take the trouble to build an infographic or a customised image with a quote on it. Remember that images on Pinterest do not have short-term obsolescence as do posts on Facebook and Twitter.

TikTok is seen to be a search result ranking enhancer because Google is behind TikTok.

Linkedin is dominated by professionals and headhunters. Your rich B2B blog content should be shared in LinkedIn groups. Join about 20 groups and use the same strategy to build credibility by adding relevant comment. Once a LinkedIn group admin is aware of your profile via the relationships that you have built by your comments you will enjoy follow through visits to your sites..

YouTube is the second biggest search engine. If you are not there, you will not be found! This is logical but uncommonly acted upon. When you post a YouTube video, be sure to share it on your blog, on Facebook, on LinkedIn, etc. In the YouTube description place your links (Your blog, website and #hashtag, etc.) as these will build you credible backlinks.

Slideshare is a destination that is connected to LinkedIn. When you have spent the time to research content, then you can activate a multiplier by making a Power Point version of your blog post. Again, build a button link on the Power Point presentation back to your sites.

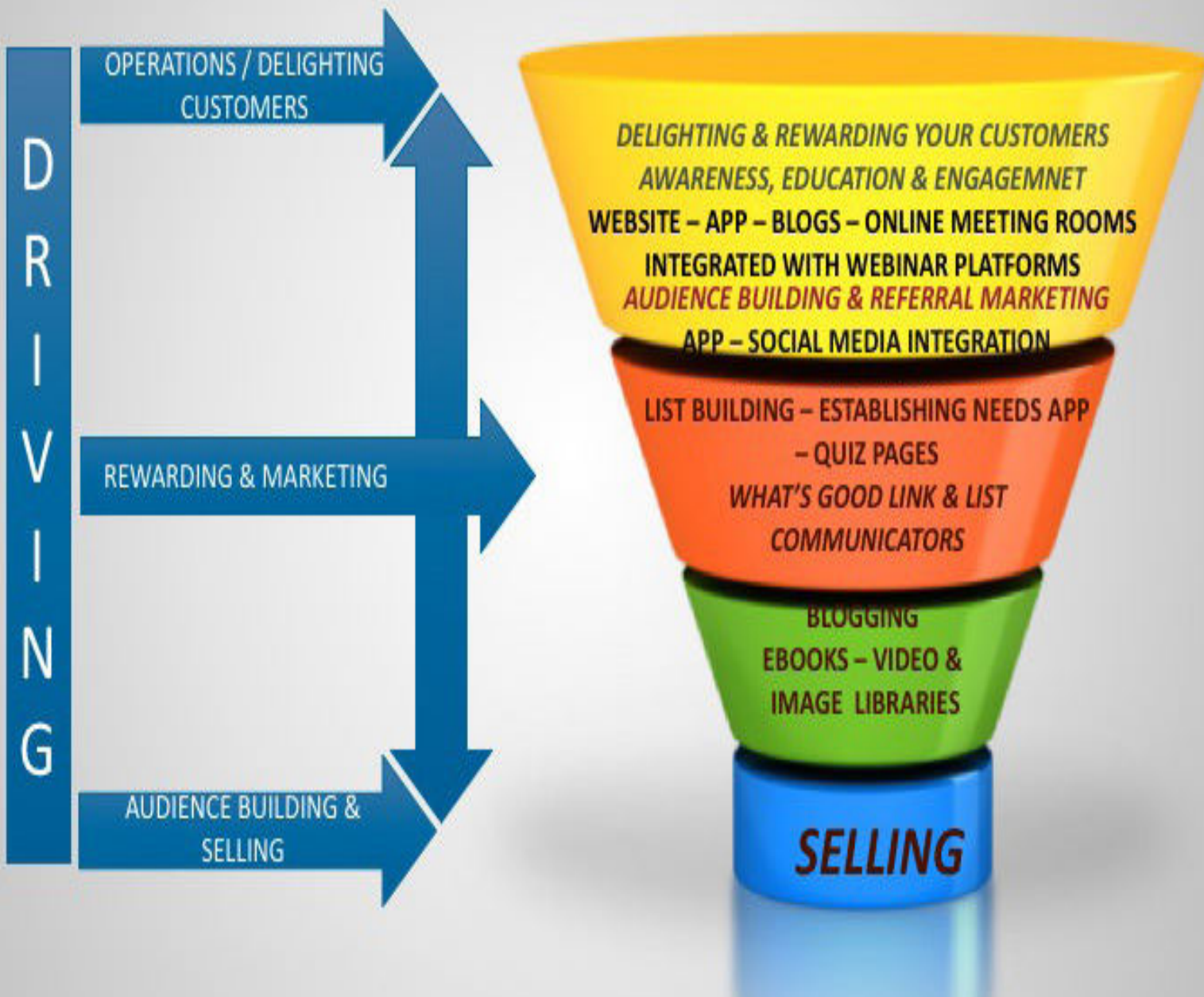
Quora aims to be the easiest place to write new content and share content from the web. Quora organizes people and their interests so you can find, collect and share the information most valuable to you.

Reddit is an entertainment, social networking service and news website where registered community members can submit content, such as text posts or direct links. Registered users can then vote

submissions “up” or “down” to organize the posts and determine their position on the site’s pages. Content entries are organized by areas of interest called “sub Reddits”.

In all your content: Educate. Keep it positive. Keep it passionate and inspire. Help, Innovate and Promote understanding. Seek success, share it and celebrate.

10.4.5 Confirming



Prospects are often confirmed in the following stages or phases; Capturing, Prospecting, Cultivating, and Pursuing.

10.4.6 Capturing

Capturing relates to adding opt-in subscribers to your Hot Leads List; These are visitors who have expressed an interest in your offerings.

10.4.7 Prospecting

Prospecting is about responding and following up to identify customer needs and problems. Adopt a bold mind-set. Cold calling customers requires a mind-set that does not take rejection personally. Follow up with, conference calls, webinars, Skype conversations, and events. Promoting by way of the inclusion of people that have succeeded builds credibility, peaks interest, effectively promotes and converts people to being customers.

10.4.8 Cultivating

Cultivate relationships by exploring, listening and responding to prospective stakeholders. First listen to stakeholder aspirations and needs. What kind of involvement do they seek and why. Build relationships and explore business opportunities by listening and then by promoting the prospects for earning income by promoting your products.

People seeking a second income are drawn from all walks of life; students, employed people, unemployed people and retired people. Running an online e-commerce store can be set up without a large investment. The key skill required is knowing how to drive traffic to your site. The great thing is that anybody can do it, and you can earn while you learn.

When seeking to attract affiliate or network marketers to promote your site consider presenting it as a dream lifestyle opportunity. Earning big will allow the choice of many lifestyles, e.g. as parents, you could both work from home; as retirees, you could travel and attend to your business from anywhere. Alternatively, when seeking marketers to market your business at their own risk, you could present your offering as a life changing opportunity. People with disabilities, people seeking to bounce back from financial difficulties, people living in areas with few income opportunities could be attracted to your offerings. remember that people whose interest you peak will be seeking income, and your offer is the solution to this need.

10.4.9 Pursuing

Explore solutions: Identify & innovate solutions that offer benefits and value to the customer.

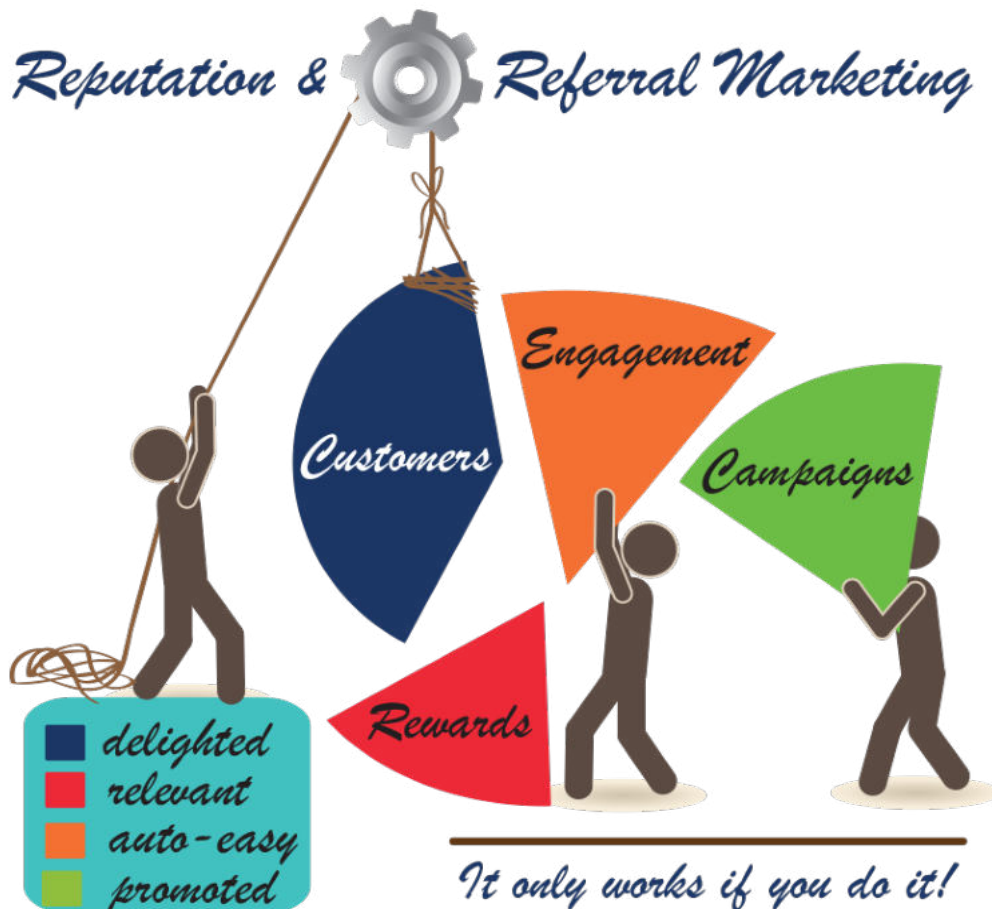
10.4.10 Closing, Selling and Networking

Whilst closing and selling are common practices to most businesses a focus on after sales networking is uncommon. Encouraging satisfied customers to provide you with testimonials that you use to build credibility is highly beneficial as customers derive comfort from knowing that customer satisfaction is the norm. Showing an after sales interest in establishing that the customer harvests the value that you promised builds customer loyalty which will result in the customer being happy to promote your business to their network. Getting referrals and following up on them will often result in you visiting presold prospects who will be aware of the benefits to your existing customer base.

10.4.11 Understand the "The Playing Field" to optimise your sales funnel

There was a time when consensus reigned on the fact that the Internet levelled the playing field between big and small businesses. Start-up entrepreneurs were seen to have an opportunity to compete like never before. In the world of "bricks" vs. "clicks" the online business opportunity open to all was at a relatively low cost. All that you needed was to be in the market to be in business, you needed to get started, then refine and redirect along the path of continuous improvement. With the growth of the Internet the above still applies however far more planning, research and cost is involved in ensuring that your website is found and that your online business grows. Focus on finding markets for products that have sustainable

demand for products that can be created and supplied. It is about "Product Market Fit." It's about matching the product to the playing field! This guideline unpacks the major elements of the online business playing field. One's attitude and enthusiasm for online business will be as important to your success as will be the knowledge and ability to effectively trade in the online marketplace.



10.5 Growth Hacks

Audience building can be leveraged with growth hacks. When you appoint an affiliate marketer or say, a network marketer and you pay them 100% of the selling price. It could be a bad idea but there may be method in the madness. Each sale is a new lead. Each new lead offers the opportunity to mine the new leads for solutions to the pains and desires of the niche that you are exploring. Given budget, alternative approaches to getting a foothold in a niche can be explored. These growth hacks and more can be explored including:

10.5.1 Leverage Your Business with Keywords and #Hashtags

“Users search for keywords and phrases and in the same way users search for #Hashtags”



At the outset it should be noted that the best keywords are often not individual words but a keyword string. Using keyword strings offers the opportunity to be specific and being specific means that a search query is likely to result in a conversion.

The use of keywords in SEO is, at best, a moving target in the pitch dark. With dedicated persistence the user community has established via trial and error what may possibly work and what will not. Keywords are a case in point.

There was a time when keyword optimization had a direct impact upon page ranking. Optimization referred to the use of keywords on a page and on its page headings. This was further strengthened by having keywords in the site's Meta Title (the title sent to search engines) and in the site's URL.

It is common knowledge that search engines diluted or removed keywords as a factor in their page ranking algorithms but evidence pops up every now and again that supports the view that keywords are demonstrating that they have a positive influence upon page ranking. Thus whilst the truth, to what may be a moving target, is that we are asked to believe that keywords to search engines, are like green light to animals in the dark; they see it not.

The use of keywords in search dynamics is stable and is critically important. Users search for keywords and when a variety of descriptive keywords will equally describe what you do or have to offer the search result ranking will be of no consequence if your choice of keyword is not associated with the keyword that the user is searching for.

Your choice of keywords will transfer your fish from the sea to a rock pool and it is the page ranking that will transfer your fish from the rock pool to the user's plate!

Be aware that users that use the Internet with the aid of their favourite search engines will migrate from broad keyword phrases when they begin to more narrow keywords as they progress. This is a trend that holds good to the norm that when users begin they are not sure of the specifics of what they want. As they establish the specifics of what they desire so they will compare one type of product to another. Website traffic that is desired is that of buyers who know what they want.

Broad phrase keyword browsers are not generally buyers; they may be future buyers in the making but as yet they are not. For this reason keyword research is suggested to be directed at narrow niches that generate enough traffic so as to offer the opportunity for a sustainable business.

How do you ensure that you attract a steady stream of users who have reached the stage of being buyers? The answer is by ensuring that your site is found. There are a variety of ways of achieving this, including:

- Firstly by generic free positioning on search results pages,
- secondly by paying for PPC positioning,
- thirdly by paying for traffic from affiliate marketers and fourthly by referral (links) from directories, articles, offline direct marketing, blogs, sites with a special interest in your site etc.

You need to do the maths:

- Affiliate marketing can cost you a minimum of some 10 to 25% and a maximum of about 75% of the sale price. It is your choice of what to offer to attract affiliate marketers.
- Say a product costs 100 cents and that the conversion rate on Adwords traffic is 5%. The sales revenue from 5 sales is 500 cents. To match the cost of affiliate marketing at 50% commission the cost of the PPC adverts would need to amount to no more than 250 cents being 50% of 5×100 cents. This means that you can bid on the keywords of choice to generate the traffic of up to 2.5 cents each on 100 clicks on PPC Adwords to establish whether or not you face a positive cost benefit scenario or not.

A wealth of information is available on the opportunities for online and offline social and business networking. Breakfast clubs, society lunches, association events and functions together with a variety of online conversations dominate the networking arena around us.

You are urged to "Google" these matters from time to time to enable you to be up to date with the latest trends. I have touched on two matters below whose significance is all too often not appreciated. The first is "hashtagging" and the second is "listening!"

#whatisahashtag #whyusehashtags #arehashtagsuseful



Hashtags help users share and find content and join conversations about topics that interest them. The hashtag is a # symbol that gained popularity on Twitter and was used to denote the use of a search keyword or phrase. Americans refer to it as a "pound sign", but it's known as a "hash" almost everywhere else. Using the hashtag without a space before the word or without spaces between words in the phrase increases the likelihood that your tweet or other social media content will be indexed by the search engines for display as a search engine result when that keyword is searched. Hashtags are supported by; Twitter, Instagram, Facebook, Tik Tok, Pinterest, YouTube and by others. Selecting a hashtag topic/keyword by clicking on one in Twitter and on Facebook will display the trends for this topic. Hashtags used in YouTube comments allow users the option of selecting a hashtag to view other videos with the same hashtags.

On Pinterest you can add hashtags in the descriptions however you need to search the keywords without the #. Tik Tok adds hashtags to content and you can opt-out of the practice if you so desire. Tumblr offers the option of adding hashtags also - you type the topic and Tumblr will add the #.

#hashtag topics should not be about airing dirty laundry - keep it clean, keep it fresh, keep it entertaining, keep it educational , keep it fun. These attributes are shared with the suggested guidelines for blog topics and we will revisit the guideline when discussing blogs.

In the main the use of hashtags creates the opportunity to drive traffic to your site. A "viral" hashtag may not be fiercely competitive and thus your tagged content will have a realistic chance of being found by way of this link. Marketing a hashtag across all media allows users the opportunity to find and to participate in conversations on a variety of social network platforms. Think about what is currently topical and create a curious #hashtag that you market to your audience and watch as the conversation grows.

Social marketing is akin to offline word of mouth marketing. Whilst you can fund a advertising campaign social marketing dominance is not as easily bought. There are many enablers and tools that need to be funded, the most expensive of which is time, that will enhance the success of a social media campaign. It is common knowledge that listening is an important part, if not the most important part of holding a conversation, when it comes to social media many small businesses rush to add content without researching what's trending, what keywords (hashtags) are popular etc. It's a conversation so the objective is to elicit comment and to encourage content sharing. Whilst harvesting leads for the purpose of converting these to sales is important you will get there faster if you listen first followed by encouraging content sharing so as to build an audience.

Many an advertising campaign is tasked to build awareness so as to get the audience to build a

preference for the products so that they will ask for and buy it when needed. The ultimate goal is to obtain testimonials from customers who are not only loyal to the brand but who advocate its use to friends and neighbours. In this way you are able to build mutually beneficial relationships with your customer base.

What might you listen for? Generally you will be attempting to gauge your relative popularity versus that of competitors and you will be looking to gain commercial intelligence concerning product pricing, deals and coupon offerings plus customer satisfaction and keyword dominance.

Tracking benefit marketing too will enable you to understand your positioning in the market place. As a small business you will also best be monitoring what customers are saying about the products that dominate the market. On what social media channels are customers having product related conversations. This intelligence will enable you to target audiences for your product and to capitalise upon real or perceived competitor weaknesses.

How does a small business compete with big business social media campaigns? The answer probably lies in knowing your product and its market place. Creatively creating relevant hashtags. Making a keyword tool to explore keyword popularity and to "coat tail" big budget social media campaigns. As always, it is another decision for outsourcing. Having an online presence opens your business to far reaching market places, increased turnovers, higher profitability but it also requires greater investment as it requires an investment in online tools and marketing people with specialist skills. As a small business breaking even on a specialist social media marketing person or persons is unlikely and outsourcing should be seriously considered. Establishing where you are in the race for attention is not complex. Simply monitor your "likes," "retweets" and "shares."

Building your online presence will, as a start, probably entail you working towards building your profile on Facebook, Twitter, Pinterest, LinkedIn and TikTok. At the outset it is recommended that you start with a couple of channels that you use for defined purposes until those have been established and are active. Having less on more channels will not outperform more on less!

Whilst a multi-channel approach is recommended, consumers without commercial businesses are likely to be active on only one channel. There will be those that participate across a broad front of options but they will be in the minority.

Over 80% of the about 35% who use only one channel use Facebook. If using Facebook for business marketing be yourself - a real person and if it is a company page then be a real person that represents the company. Attract attention with images, videos, best of lists, secrets to lists etc and give attention to headlines as was the case with e-Mail subject lines. Join groups and help others. It will get you noticed.

Build your Twitter audience with “Click-to-Tweet” links on your website and stay focussed. Twitter followers will be loyal to the subject matter that they are interested in rather than be loyal to you on any matter.

Over 90% of the content on Pinterest is of interest to women. Be sure to offer relevant information to address this audience or you are likely to not have one. Season variations are important as is the time of day (evenings) and in addition pins with priced products get about a third more likes.

LinkedIn is largely a B2B channel. Keep it professional, add articles, build followings and bridge them to your website. Write pictorial content of around 2,000 words with infographics (where relevant), be mindful of the LinkedIn top 10 topics and keep it, business school professional, factual and visually easy to read (short sentences and short paragraphs). Add calls to action and promote the stories on your website and blog.

#Hashtag Tip

“TAKE THE TIME TO PLAN YOUR HASHTAG STRATEGY

ESPECIALLY IN RELATION TO TIKTOK and TWITTER

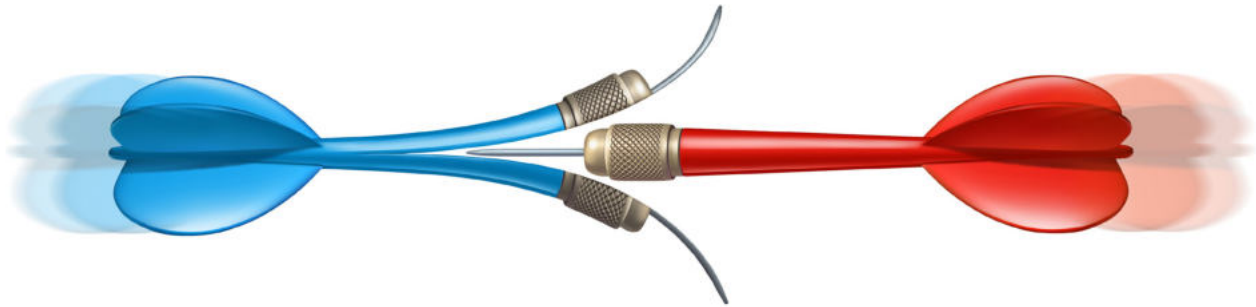
TIKTOK CATEGORISES COMMUNITIES (NICHE) AROUND #HASHTAGS.

WITHOUT CAREFULLY PLANNED #HASHTAGS YOU WILL MOST LIKELY NOT BE FOUND ON TIKTOK”

Twitter is a great place to build your lead list by attracting followers.

Attract Twitter followers as follows:

- Tweet predictably, consistently and frequently
- Post images and videos content
- Plan your #hashtag strategy so as to create a #hashtag generated segmented list of followers
- Comment, retweet and tag on Twitter Threads as this will increase your exposure & Awareness the communities that you have joined
- Make sure that your profile establishes you as the goto person in your niche
- Contribute, in person to chats (do not use robots)



10.5.2 Leverage Your Business with Affiliate Marketing

What is Affiliate Marketing ?

Affiliates take the form of a variety of arrangements. They may be:

- Formal partnership agreements.
- Agency agreements.
- Loosely structured success fee arrangements.
- Formal or informal referral arrangements.
- Cross-selling arrangements and other similar arrangements by which there is a sharing of the profitability generated from a sale that is the result of a referral by an affiliate to a vendor/merchant.

The vendor/merchant does the selling and the affiliate markets or promotes the vendor/merchant's business and products.

There are two sides to affiliate marketing. You can sign-up with a vendor such as Clickbank, JVZoo or Warrior Plus and apply to sell 3rd Party products for a commissions with bonuses or prizes. This will enable you to make money online without having to create your own product/s. You will find digital products, systems, services as well as physical products across a very broad range. The top selling categories (in alphabetical order) are often cited to be:

- Food & Beverage including: Baking, Cooking & Wines, Liquors, Recipes, Home Brewery,
- Gaming & eSports including Gambling, Poker, Combat, PC, Casino,
- Health and Beauty including: Personal Care, Fashion, CBD/Marijuana, Yoga, Make-up, Organic, Vegan, Nutrition, Skin Care, Hair, Meditation, Diabetes, Medical , Dental, Mental Health, Nails, Alternative Medication, Anti-aging, Medication, Stop Smoking
- Hobbies including: Woodwork, Drones, Art, Arts & Crafts, Hunting, Photography, Electronics, Brewing,

Candle Making, DIY, Gadgets, Videography, Writing

- Home & Garden including: Coffee, Décor, Solar, Gardening, Kids, Education, Careers, Parenting, Babies, Psychics and Astrology, Home Schooling, Legal, Learning a Language
- Lifestyle, Outdoor & Travel including: Cruises, Auto, Fishing, Books, Weddings, Motor Bikes, Pregnancy, Tiny Houses
- Making Money Online including: Email Marketing, eMarketing, eBusiness, eBusiness, Cyber Security, Social Media, Blogging
- Learn to Play an Instrument including: The Performing Arts, All types of Instruments
- Pets & Animals including: Training, Nutrition & Grooming
- Software Solutions & Apps including: Technology, Computers, Phones, Tablets
- Sports including: Golf, Tennis, Aviation, Soccer, Rugby, Cricket, Show Jumping, Wrestling, Boxing, Body Building, Cycling, Weight lifting, Jogging, Hiking,
- Wealth Building including: Debt Settlement, Crypto, Investing, Real Estate, Insurance, Mortgage, Personal Loans, Seed Funding, Venture Capital, Tax, Stock Markets, Retirement, Personal Finance
- Weight Loss & Exercise including: Diets, Exercise, Keto, Supplements

You may also like to consider the dating, relationships, religion and survival categories.

You can outsource your e-marketing to an affiliate marketer who will take on the task at risk for a success fee. Attracting affiliate marketers will, however, generally require a marketing budget to get an initial group of affiliate marketers appointed and they will require a high return to offset their risk.

To get them appointed will require a high “gravity score” on an affiliate marketing site. Gravity is a term used in affiliate marketing that measures a sales track record. The gravity score is a count of the number of affiliates that have earned a commission on the sale of a merchant’s product. To list your products for affiliates to market will require a sales page and a page detailing the delivery mechanism (known as a thank you page) to be created and they must be hosted online. The sales page will detail the offer and it will present a button that is linked to a checkout routine where payment will be made.

Where the product is a physical object the buyer will receive a notification (on a thank you page) that will advise on the delivery process. Where the product is a digital product the buyer will, after payment is effected, be directed to the thank you page where the buyer will be able to select a button, from the available options, to download the product purchased. For many small businesses setting up the online sales and thank you pages this will require a budget for expert assistance. The Webo suite of directories, on the other hand, offer the option of “click building” independent webpages that make this task as simple as drafting an e-mail.

As a part of the establishment of Webo, back in 2004 our core team, all of whom were graduate professionals with marketing expertise, decided to enrol for a site building course at a prestigious local graphic arts college. The idea was that we were going to appoint and outsource development and that

doing the course would better enable us to manage a team of developers. It turned out to be a valuable exercise. I thought that I was going to learn the art of site creation and instead I learnt the art of finding a vision for a site, page by page. You can search the internet for a page that has the look and feel that you desire, simply copy and paste it into a WYSIWYG (What You See Is What You Get) page editor (which Webo offers) and then go about using it as a kick-start to edit and add your content to make it your own. The process ends with a different product. We do not advocate plagiarism but a process of using an established page as a foundation (or lookalike vision) to what will become your unique presentation of your value proposition.

In summary, 3rd party affiliate marketing relates to earning a commission on actual sales that the affiliate marketer introduces to the merchant or to the Affiliate Marketing company that manages the sale on behalf of the merchant. The affiliates are appointed by the merchant or by an affiliate marketing company and there is not a multilevel hierarchy of affiliates.

Alternatively, you can create your own product and list it on an affiliate vendor's site where successful marketers can be enticed into marketing your product. There is a massive benefit to doing this, even if you want to sell your own products. The affiliates will use their lists to market your product/s. Some product owners are happy to offer affiliate marketers a 100% commission just to secure this benefit. The benefit is the list of buyers. These are people that have an interest in your niche and you can add them to a list of yours. It is an effective form of lead generation.

What are the charges, how does it work and who does it suit?

Affiliate commissions range in extent but average at about 50% of the selling price. The affiliate network administration fee averages about 8%.

The affiliate marketer captures a coded link to the vendor's site that tracks the source of the referral. The exact source may be:

- Text in a story.
- A banner advert on the affiliate's website.
- A link from a marketed electronic document, etc. that results in a commission based on a fixed or variable "pay per click" fee or percentage.

Commissions are based on actual paid for sales. However, some affiliate management organizations will link an affiliate's revenue to referrals. Some affiliate programs are multi-level programs with sub-affiliates being appointed in a hierarchical structure. Vendors set up a sales/pytch (sic) web page per product that directs the buyer to a payment page and then back to a thank you page that offers electronic product downloads and more. There are many affiliate organisations. Popular affiliate

networks include www.clickbank.com and www.jvzoo.com.

Digital information products such as e-Books that you download from the internet is perfectly suited to affiliate marketing. The marginal cost of e-Books is negligible and thus relatively high affiliate marketing percentages are affordable. The user purchase process will be professionally managed, and the e-tailer will not have to pay fixed monthly fees for online credit card facilities.

Why start an affiliate business?

Once you have acquired Internet marketing skills, perhaps by way of joining a network marketing team, an affiliate business may be a great way for you to test your new found skills. In this way, you can test the market for successful product lines without having to focus on admin, stock holding cash flow dynamics, warehousing and distribution, delivery and payment terms and conditions, etc. Often having some house lines and augmenting them with noncompetitive affiliate lines will be a way of growing a new Internet-based e-commerce store.

Other matters

Investigate the nature of selling aids that are available. Does the merchant offer e-Book support or bonus buys? Is there a marketing pack with advertorials, logos, adverts and online chat or other support? Having affiliate product lines that logically fit into your product range is recommended. Maintaining a theme for the website operated by the affiliate will help to ensure that the clients that the affiliate attracts are a good fit to the products on the website. When shopping for products, ensure that you test the user experience and the testimonials offered by their customers.

At the core is the commission. Will it be a once off commission or will it be for a defined period on repeat or new sales? Who "owns" the customer? Will you make a referral and after that the customer belongs to the affiliate network? In other words is the customer to remain that of the affiliate or do they become customers of the merchant? Reputable affiliate networks track and keep statistics on referrals. You need access to this data to ensure that your revenue stream is well managed and is reliable. Where up-front joining fees or other payments are required the chances all too often are that the merchant is a scam. Alternatives exist and taking a chance is not necessary. Ensure that you protect the intellectual property of your site by formalising affiliate agreements and ensure that you own your identity and website URL.

- In the end, there are those that establish successful businesses as an affiliate marketer, selling products on behalf of others, and many make a sustainable income doing so. However, this said it is not a universal truth. Affiliate marketing may add a revenue stream to a new business, but you need to decide if it is the main or an ancillary product. When you have your products you can turbo your reach into new markets by appointing affiliates to sell for you. You could set up a network of distributors, dealers and agents. The trick will be to ensure that your product can feed the income expectations

of each level in the network. Network marketing in this way can expand your market reach like few other systems can. I recommend that you explore this opportunity if you can provide value and margin to each layer in the network. To better understand how to set up a network marketing distribution network search for [“Eric Worre GoPro” on YouTube.](#)

[The Rich Dad Poor Dad book of Robert Kiyosaki that was published in 2000 has now sold some 26 million copies and it promotes self employment in a network marketing team. Certainly network marketing is a distribution model that is gaining rapid popularity.](#)

There is a risk associated with employing affiliate marketers, and it relates to the fact that affiliate commissions are high. Network marketing too has risks but these are more related to people not understanding the concept of Multi-Level-Marketing (M-L-M) or network marketing. The extent of the problem will depend upon the product that is marketed. The more tangible the product is the less will be the problem. Selling resale rights to digital products is often misunderstood and providing adequate evidence of client satisfaction by way of testimonials will be required to counter this risk. Big businesses set up multi-level distribution supply chains and doing so is normal. My suggested approach of setting up a multi-level affiliate-network enables small business to level the supply chain playing field with that of big business by them setting up an identical supply chain with the difference being that they do not own each level in the network. The problems with affiliate marketing are different. If your customers get to know that an affiliate is earning a 75% commission will this have an effect on customer loyalty and their perception of product value? Will your customers link to an alternative option or will they for example seek and link via an AdSense advert to another merchant's website. The trick will be to place your website within a busy flow of relevant traffic that ensures a balanced revenue for all. Once your site loses balance, your affiliates will dry up and so will your sales.

10.5.3 Network Marketing

The idea of affiliate-network marketing does not require a huge leap in innovation. In its pure form network marketing revolves around the sale of resale rights to sell products. Multiple levels of marketers are supported by the fact that the product provides value at a high price whilst having a negligible variable cost of production. Affiliate marketing is a one level system in which the marketer earns a success fee upon introducing a buyer to a seller.

Take a group of products such as health and wellness products and create an online destination for say fifty products (it may be more or less) and have the site marketed by a multi- level group of marketers within an MLM hierarchy. In this way an individual can create a sustainable income from a multi- product affiliate site that others promote and earn residual commissions from their successful lead conversions.

10.5.4 Multi Level Marketing (MLM)

The concept of multi-level distribution hierarchies is not new. Classically, the idea originator & owner of the intellectual property may focus on research and development and they may outsource manufacture. This approach is common for big international brand names that focus on design and marketing rather than on the manufacture of their products. Distribution may be by international distributors who distribute to manufacturers or to wholesale distributors around the globe who service defined regions. The wholesale distributors may deliver to retailers who may sell to the public.

Each level in the above hierarchy may be owned by one company. Some international companies distribute by way of granting rights to the use of a patented "how to" system or recipe by way of a multi-level franchise system.

Instead of ending in the retail sale of goods companies may elect to distribute by way of direct sales through a multi-level hierarchy of agents. In considering a multi-level approach to distribution or marketing you need to ensure that your product has sufficient margin to afford multi-level commissions or royalties whilst offering value to the end user.

Often the variable cost of the contents of a bottle of perfume, the variable cost of the tablets in a bottle, the variable cost of a greeting card and the variable cost of an online training course are negligible and this opens the way to a variety of owned and out sourced marketing and distribution methodologies.

In addition, the evaluation of retail and direct sales methodologies are options, that may be viable and finding consensus on a definition for the word "marketing" is about as elusive as finding one for the word "asset" - the more the professional experts know the more they differ.



What is universally agreed is that 'COLLECTIVE MARKETING WORKS! IT GROWS BUSINESSES! Do you belong to a Marketing Community that jointly markets a collective MARKETPLACE? Amazon & Webo are collective marketplaces.

Allow me to define effective marketing for the purposes at hand to be: The process of communicating a story to an audience who appreciate it, take action as a result of it and who share it with others.



e-Marketing is a wide field that interfaces with offline marketing channels. Often synergy is created by bridging eyeballs from offline channels to online channels. The cost of printing and distributing flyers, brochures, reports and more is significantly more expensive than online distribution provided an online audience exists. If there is no established online audience then online channel creation could take time and a large budget to create. In overview, an e-marketing plan would include websites, pay per click advertising, e-mail marketing, webinars, social media campaigns, online banner advertising, article syndication, backlinking and other SEO requirements. Offline advertising and marketing would integrate with the e-marketing plans.

10.5.5 Interfacing Needs, Options and Opportunities

(This section on the interfacing of user needs, communications needs, technology options & marketing opportunities has largely been excerpted from my book titled: [People Centred Performance Enhancement](#))

In an e-commerce environment users need to be able to locate what they want, know where to get it and they need to be able to follow a simple, easy to follow checkout routine to buy it online. Payment options, delivery options, returns options and guarantees will add to user comfort and to the overall user experience, as will the positive testimonials of others.

However, simplicity alone is not enough. Customers seek a seamless buying experience that is fast and which offers competitive pricing. Yes, we are back to the goal of good, fast and cheap! Notwithstanding the fact that some have not achieved the mass market goals of good, fast and cheap, e-commerce opportunities can be targeted to defined audiences by way of the analysis of harvested data from customers and users. e-Commerce is a part of the modern market place and the user experience will be impacted by the nature of the product or service as well as by the marketing approach adopted. The popularity of e-commerce lies in the ability of an enterprise to extend its market reach and if it does not compete in the broader market place it will find its competitors competing in its own "back yard." There were times when only big business could coordinate and integrate the flow of information from sales ordering to dispatch and customer feedback. Today lightweight systems abound that offer

advanced information tracking and analysis. Clearly the playing field for building psychographics (see below) is no longer the preserve of big business.

Mobile phones increasingly redefine the idea of what a computer is. By no stretch of the imagination a smart phone is a computer in the pocket of current and potential customers. It allows customers to be spontaneous and it is a communication channel, like no other, to customers and staff alike. The use of social media for work-based communication is taking hold. Opening the door to live conversations via smart phone connectivity happened some time ago. Why should employees not be handing out business cards with the invitation for direct contact instead of leaving the customer to do battle with a robotic switch board and a call centre help desk? Social media is no longer the domain of student after class communication. Why, as an example should sales or service technicians not have a corporate Twitter following for daily tweets on product related tips, et cetera? Company Apps, communication platforms and the data harvesting tools in use today, that are designed to gather consumer opinion, must be intelligent enough to be user friendly and they must give comfort by being transparent and easy to use. Customers must be happy about you using the phone in their pocket to gather data and they must feel confident that they command the flow of data to any automated collection database for marketing data. In short, customers and users must feel that they have an opt-in option to the provision of demographic and other data. They too need to be secure in the knowledge that their data will not be used for anything other than disclosed and approved purposes.

Clearly, business performance enhancement directed by people that are self-directed and who give their own considered opinion on merited company performance will add the edge to consumer information



needs. Information is a key to success that is powered by its collection analysis and use. Customers prefer human interaction and one-on-one connectivity rather than “canned bling” brochure material. The power of employees legitimately asserting that the organization is not “ho-hum” is as strong as customers offering positive testimonials of their user experiences.

Where going online is a tactic to produce turnover growth in an entity facing closure, what will be on the minds of the staff? Consider the publication of the following monthly service delivery robot report to the mobile phones of all employees. Definitely it will signal, at the very least, hope for the future.



Given that all know what the standard resource, performance and profitability standards are, the robot chart will crisply deliver the message via an MMS to a mobile phone. It's an example of technology simplifying reporting.

What's the secret to e-commerce and showcasing services online? Firstly, harnessing technology will enhance corporate performance in most markets. The secret is to keep it simple, deliver an awesome user experience and ensure that your connections maintain a human touch. Automated robotic telephone operator styled communication as an example is bad and it delivers nothing more than an awful user experience. Follow-up communication with buyers and users is critical to success. Many will tell you that the secret is in gathering data about purchase behaviour and psychographics.

Psychographics relates to market research that studies psychological variables such as attitudes, values and fears. It also deals with consumer trends in opinions, aspirations, values, interests, lifestyles and more. Taken as a whole these matters are referred to as IAO variables (Interests, Activities and Opinions) and they are used to build profiles of your customer or user base. With a better understanding of your customers as well as of your market you will be able to enhance your marketing needs as between mass, niche, precision and target marketing campaigns.

Mass marketing via bulk e-Mail campaigns, TV, radio and newspapers is often used for building brand awareness and for broadcasting price competitiveness to mass markets. The audience is not differentiated and the products or services are likely to be used by everyone. On the other hand marketing to veterinary surgeons by way of an opt-in SMS campaign run by the national association of veterinary surgeons might be termed niche marketing however this audience may be further classified so as to be relevant to a small segment of veterinary surgeons that use a particular piece of diagnostic equipment in an attempt to get them to upgrade their equipment with a new add on in what would be termed a precision marketing campaign.



Market segmentation may be effected in terms of a variety of criteria such as geographic filtering to target farmers, income filtering to target high end expensive product promotions, gender filtering to target cosmetic promotions, Etc. Segmentation is also appropriate for certain goods and services in cases where a a community is geographically isolated. *For what goods and services would you leave your 'Hood to get by travelling to the other side of the mountain and for what would you shop local?*

The relevance of touching on marketing matters has been to draw attention to the fact that the modern world consistently and regularly invades the privacy of individuals. Service delivery needs to be marketed and success will depend upon finding a balance between gathering psychographic data and

privacy so as to maintain a positive user experience.

Achieving turnover growth in this arena will depend on transparency, values and the degree to which you maintain a reputation for a workplace Ubuntu. You need to demonstrate that your organization is people centred and that its values dictate its humanity in its dealings with employees, users and customers. The day when consumers revolt against an invasion of their privacy is fast approaching and in many respects it is well under way.

It is stressed that successfully interfacing communication, technology options and marketing for business performance enhancement is a function of really understanding your audiences. You need to understand their likes and dislikes in relation to their user experiences and in particular you need a deep understanding of their views on the direct or indirect collection of data from and about them. Above all else, keep connections “human” and communication people centred.

10.5.6 Bridge Building

Bridge building relates to building online and offline bridges to your site. There are many possibilities including ; direct mail marketing, e-Mail marketing, social network bridges, blogging and more. The idea may be to encourage established target market audiences with whom you have sound relationships to say, follow a suggestion from a blog to your site. Success will be a function of the relevancy of the suggestion to the person in the other audience.

10.5.7 List Building

At the core, one of the primary purposes of list building is to create and retain sound customer relationships. Before you commence with using a list of e-Mail addresses that have opted in to receive information, you need to build a list. This can be done in a number of ways including:

- Asking browsers on your website to subscribe. People that read your website pages are likely to be interested in your content. Place opt in options at the foot of website pages and in website side panels.
- Offer a newsletter sign-up option. Give thought to the newsletter title as it will impact upon audience attraction. Use your keyword research to assist you to find popular keywords and hence popular content within your area of focus.
- Add opt-in forms to your Facebook pages.
- Offer an e-book containing useful information or offer a useful gift to those that subscribe and

promote these on your letterheads and business cards..

- Offer the option to subscribe on your blog and highlight popular blog topics on your home page with a sign-up option.
- Promote your site with hyper linked subscription options on e-zine articles, other article directories and on [YouTube, Instagram, Twitter, Pinterest](#) etc sites.
- Include testimonials in your e-Mails or link to sites where comments can be found. Examples include websites, YouTube, Amazon for published books, LinkedIn for profile credibility as to being a real person, blogs etc..
- List building is often not regarded as a specialist skill. Spreadsheet lists, customer list downloads and other sources of e-Mail addresses from accounting records are all too often seen to be sufficient to manage an e-Mail campaign. Using a professional list building enabler and management system is highly recommended. I recommended the use of [GetResponse - if you Click Here](#) you will get a 30 day free trial plus a \$30 credit (as will I). This will give you another couple of months free use for over a thousand contacts. If you find their service outstanding, as have I, then you can recommended their services, as do I, and you can then earn an affiliate commission of \$30 per person that takes up the offer.
- Having a professional auto responder will assist you to build your list as it will enable you to respond instantly to most queries it can automate follow ups and give you back the time taken on tedious administrative tasks that can drive you crazy! Ever found yourself smiling whilst burning up inside?





Blogging offers those that provide services with the opportunity to showcase their wisdom. By advising and by engaging in conversations they will establish their brand in a positive way.

10.5.8 Direct Mail Marketing

- Many of the principles that relate to direct mail marketing are equally relevant to e-Mail marketing, website content generation and presentation. A potential customer that receives a flyer or a coupon in the post will take a couple of seconds to scrutinise the content before taking the decision to retain and absorb the detail versus trashing it. In much the same way a user that opens an e-Mail or a website page will scan and decide in an instant on the relevancy of the page for personal use.
- Consider the possible variations in usability as relates to printing z-cards, post cards, infographics, brochures, coupons, flyers, letters, newsletters, calendars, bookmarks, note pads, stickers, vehicle licence disk holders/stickers etc

10.5.9 e-Mail Marketing

- If their content expectation is what you intend then run with it.
- It need not be creative nor clever - it must just convey the expectation of what to expect and if it does - it will work for you.
- If you use a catchy subject line that does not convey a reasonable expectation of what the content is about the recipient will feel that their attention has been "hijacked" and they are unlikely to become buyers and advocates of your products.
- Try to ensure that the subject line is relevant - if the e-Mail is not going to opt-in buyers for this specific product line but to your general customer list, where some may not themselves be interested then try to broaden the relevancy. Consider the following in your mail Inbox.

Next, is what is termed preheader text. This is the introductory text that one sees below the subject line on mail in your Inbox. Depending upon your phone the preheader text will vary in length. As you will not know what phone the recipient has nor whether they will view their incoming mail on a PC, Mac or on a phone it is best to keep it short. Phones will generally accommodate the first 100 to 150 characters and desktops about 250 characters. Depending on your mail package you should be able to specify the preheader text by looking for an option in the dropdown menu on the Message tab. The default text will be the first text in the message. This process is similar to the text that Google Displays for a Search Result. The Meta Title and Description is the text that is equivalent to the Subject Line and the Preheader Text. If you specify the Meta criteria for a webpage your browser will show the Title and Description as a search result otherwise it will default to text from your webpage.

The subject line and the preheader text is important, even if only fleetingly scrutinised by recipients who may only take a split second to take a decision to read, delete or hold the e-Mail. Use characters

such as > - / | + between bullet points and not full stops (periods) as it will allow you to shorten phrases versus offering longer complete sentences. You will need to work at it but try to start with a call to action such as **Download a free e-Book** that is hyper linked to a website page, read more page, free e-Book download etc. **The following example is 160 characters long.** It has a call to action and it has broad relevancy. It does not try to sell, it gives something away. Selling needs to be motivated by problems, needs, risk aversion opportunities, benefits and more. The subject line is not the place to sell - use it to tell the recipient what is inside. If it's a newsletter say so. If it's a special offer - say so. If it's an information give-away say so. The eg is:

100 Million+ 2nd Incomes? - Share a FREE "How To" Book
 Need a New Lifestyle? Forward to Mums, Retirees & Students
 > Get the www 2 work 4 U & live life anywhere!

Content. e-Mails that seek a response are likely to be receptively received by those seeking the goods or services offered. Make it conversational; pose frequently asked questions (FAQ's) and answer them. Seek to think on behalf of the audience and address the possible obstacles that they may raise to purchasing. Try to keep the e-Mail short and if you need to offer more then hyperlink to dedicated FAQ pages that address these matters.

"Hi there Sally, Got a minute?

- *Please help me help you Make Money Online by completing my Quiz.*

or

- *Please Sign up and follow a topic of interest to you on my Blog in return for a FREE book."*

What would you ask?

Many readers will take comfort from the offer without following up on it. Marketing to targeted audiences will best be done to audiences that you know. These will be opt-in people who have subscribed to receive information. For these people it is suggested that you "get to the candy fast" make the offer and reduce the risk of purchase by promising matters such as a no questions asked/satisfaction guarantees, delivery time line, back-up support, money-back guarantees, free trials, free samples, free demonstrations etc.

If the e-Mail is to a broad audience then you need to offer more detail; what does it look like (use more pictures), what are the benefits of acquisition (use pictures), offer referrals and testimonials, detail trial periods if applicable, and offer evidence of success. Evidence will include read more links to scientific studies, operations manuals, maintenance manuals, usage case studies etc. Plus, let them know who you are - get personal > offer links to LinkedIn, YouTube, Facebook etc.

If you are offering goods and services then you are selling. Selling solutions rather than products and services is effective however the effectiveness can be increased by clearly establishing the problem that exists as well as by detailing the risk that your audience has of being subjected to the risk. Once you have explained the problem and the risk plus the solution you need to move from providing information to closing with a call to action. Again, I recommend you - study your e-Mail inbox and find e-Mails that tempted you to buy. Analyse these and over time create and improve upon a framework that works for your product and service offerings.

Do not send unimportant e-Mails - have a purpose for all correspondence + do not write and send critical e-Mail in a hurry. Save it and review it later until you cannot find better descriptive expressions, better calls to action, think about using bullet points and ask yourself if you can use more pictures and if you can make it shorter?

- Keep it about the customers and not the competition.
- Keep it about problems, solutions and about avoiding risks.
- Keep it about measurable benefits and calls to action.

As a guide for a 600 by 600 pixel (16 cm) e-mail devote 100 (2.5 cm) pixels to the Preheader, 150 pixels (4 cm) to the Header, 250 pixels (7cm) to the content and 100 pixels to the footer.

The biggest obstacle to a successful e-mail marketing campaign relates to the deliverability of the e-mails that you send.

The world is not prepared to be spammed and the industry understands that it can lead to the end of e-mail marketing if the channel is used inappropriately. Matters that impact upon e-mails being delivered include:

- Your address being whitelisted or being added to the address book of the recipient. If added to their address book the mail will generally not be filtered to spam.
- The reputation of the senders domain and IP in respect of sending spam.
- Sending mail to lists that contain inactive or nonexistent e-mail addresses.
- Sending mail from senders that have bad reputations and including links to sites with bad reputations..
- Content issues such as using words frequently used by spammers (such as free, prize, act now, free offer, free quote and many more) to an excessive extent. Content is filtered for spam words by receiving servers. These words change and are added to constantly.
- If you are to send bulk e-mail then the use of a reputable e-mail service is recommended that will run spam checks for you.

10.5.10 Digital & Printed Coupon Marketing

Coupons have become a part of the shopping experience in first world countries. Consumer surveys report that seventy to eighty percent of USA consumers use coupons. This means that they know what they are and that they will look out for them to effect savings. To a lesser but significant degree coupons are used and marketed in other countries around the world. Because they have a reputation to offer instant savings they can influence buying patterns and enhance brand awareness.

The use of coupons is popular with new products, product upsells, as a loyalty reward, to cross sell or bundle sell a group of products etc. The consensus is that coupons reduce buyer hesitation re price barriers or new product uncertainties etc. Taken as a whole coupons are used to attract customers during a defined coupon period. Print and digital duplication needs to be considered. Is it to be encouraged or is it to be prohibited. The answer lies in the promotion budget as is extrapolated against expected sales volumes at normal prices and the predicted promotion break-even or investment.

The most cost effective coupon channel is the distribution of digital vouchers by customers to friends with a personal recommendation that can be e-mailed, shown on mobile phones, download from websites, downloaded from Facebook etc by a suitably sized target market audience.

Demo Lodge
LMD: Last Minute Deal Coupons.
 Save 50% on your accommodation rate when checking in within two days of reservation availability confirmation. Take a break and do it for less.

Thorn Hill
 If Gifted: Recipient's Name Telephone Number
 Thorn Hill
 Purchaser's Name Telephone Number
 Redeemed by: Date of Reservation

CLICK HERE TO VIEW THE T's & C's. Redemption Process: 1: Make a Reservation & Quote the Order No. 2. Print Coupon & Upon Arrival, Present it for verification. 3. Enjoy
 CLICK the QR code to read more about us.

This Coupon excludes VAT and is valid for reservations (phone 071 50 71 400) made before 31/11/2017

CLOSE DOWNLOAD IT PRINT IT MY ACCOUNT
 ADD TO MY ACCOUNT FOR LATER USE EMAIL IT

Inserts in magazines, newspapers, shopping bags and more are used to distribute printed coupons that are used to encourage brand switching, new product testing and for product line clearance sales.

Hands down, the most effective coupon is one that is valued, is used and which is received from a friend who is delighted with the product.

Clearly, coupons can be used to bridge "eyeballs" to online websites and stores and they can be used to drive sales in a directed way to specific products at defined times for defined periods of time.

Find me in the

Webo

CLASSIFIEDS

www.Webo.
Directory



10.5.11 Market on e-Commerce Sites, Local Directories and on Testimonial Sites

The world over e-Commerce Marketplace sites have huge marketing budgets and they have a ready audience of shoppers looking to satisfy an established appetite to buy. Examples include Webo, Amazon, eBay, OLX and Craigslist. Testimonial sites include Yelp and Webo. Local directories bring relevancy to local search. For consumers tired of getting hundreds of thousands of search results on their phones when they seek a local supplier or service the answer is to search a local directory. It's about local customers supporting local businesses. Communities supporting their own lies behind GO LOCAL campaigns the world over.

Once you have these new customers focus on keeping them by establishing their needs and problems and then by marketing solutions to them that delight them. You will do this if you:

- Refresh your site content so that users have a great user experience each time that they visit your site.
- Remember that users are visiting your site to browse and buy products or services and they are looking for deals.
- Where your team did their schooling and adult education etc is secondary content. Key to user content needs is deals and products or service packages that keep pace with their needs.
- Make the checkout easy and smooth. The minute a user gets stuck in your checkout they will go elsewhere. Review the information that you want when asking customers to register.

NB - Make buyer registration easy and seamless.

10.5.12 Leverage Your Business with Adwords

Adwords relate to the sale of keywords. Keyword economics are a question of supply and demand within a scenario where keyword demand drives up the price of any given keyword. Value is what you get for the price that you pay. Value then is a function of conversion rates and profit margins on the sales generated.

In addition, one needs to ensure that conversion rates are not diluted by offering misdirected adwords advertises which have very little chance of meeting the expectation of conversion; for conversion read sale. All too often this happens when merchants do not group keywords and associate a group to defined and relevant advertises. A farmers market for instance would group specific keywords relating to vegetables in season to an advert about sliced and diced vegetables. If they did not then the local hotel may click on a broad advert for the farmers market and end up being offered scarves knitted by Gran-nies for a church fund raiser. Ask yourself what the user's expectation is from searching the Internet, will your keyword advert specifically be the solution to the need and when clicked will the product that is presented be the solution that is desired?

Adwords are specified as applicable to defined categories; broad match, phrase match and exact match. Broadmatch means that your ad is applicable to users searching for a result that has your keywords included in their search phrase but in any order and with or without other words. Broadmatch keywords are entered without punctuation e.g. diced mixed veg. Thus > diced mixed veg < as a broadmatch keyword string will generate an advert in all circumstances where the search phrase contains these three words in any order and with or without other words e.g. 10 kg bags of mixed diced vegetables. A phrase match needs to meet a search for all of these three words in the exact order specified but which can be within a keyword string containing further words. A phrase match requirement is identified as a keyword string in inverted commas e.g. "diced mixed veg" Finally an exact match is a search for the three words entered in the exact order and without any other words. This is identified as a keyword string in brackets e.g. [diced mixed veg] In addition to these keyword string specifications one can filter searches with the use of a + or - In these cases specific keywords can be specified to include or exclude a result. One may exclude the word -frozen if you only wanted users looking for fresh veg. Merchants are recommended to study the Google guidelines on offer at <https://support.google.com> and in particular to the table that offers the above keyword string specification requirements.

Great adwords campaigns are those that work and deliver the desired expectations. You should start with exact phrases and move backwards to find a balance between traffic and conversion results. Testing different wording and keyword phrases is critically important for what may seem to do the job to you may not deliver the best results. Often questionable specifications trigger surprising results. You need to keep score and take decisions based on the numbers, maths and trends. When doing the maths you need to also include the lifetime value of a new customer. If your initial sums show that you should not pay more than 2.5 cents for a click what would you say if the lifetime value of this client is hugely more as he will, on average, stay for years and he will buy other high margin goods. In these circumstances you could happily pay far more than the 2.5 cents which would generate a short-term loss but a significant

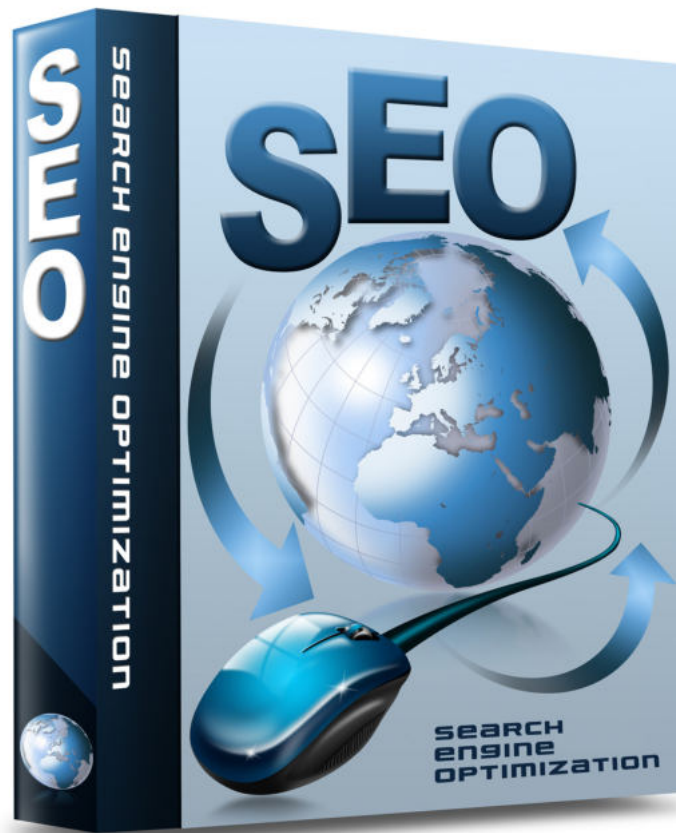
lifetime profit. Another dynamic is testing to assess the return on investment of adwords bids (cost) that result in ads ranked at various positions on the top page. What is the cost benefit return on being the number four ad versus the number one ad? If you are not the manufacturer and the manufacturer does not sell to the public do you need to outbid them for the number one ranked paid advert? You should also study the competitor adverts in whose company you find yourself. It is possible that they need not be considered a threat if your product is not a direct competitor. In this case they may be using broadly based keyword strings which will not deliver to them the optimal results that you seek.

10.5.13 Buying Traffic and Then What?

e-Marketing has a focus upon securing "eyeball traffic" to your chosen internet addresses on the internet. These addresses may be sales pages, websites, lead capture pages and more. Online traffic to your sites can be bought. The practice is known as buying Solo Ads. Solo Ad companies build campaigns to get people to click on an invitation to go to your selected destination. In short they create Pay Per Click e-mail campaigns. Prices range depending on whether the traffic is what is called "Tier 1" traffic or not. Tier 1 traffic is traffic from countries that are deemed to be mature in so far as online buying is concerned. The Tier 1 countries are the USA, Canada, the UK, Australia and New Zealand. The pricing of Solo Ads generally ranges from about 40 USA cents to a USA Dollar per click. You can also purchase clicks from people that have a history of buying online.

You should double check that Solo Ad clicks that you receive are from clients that have opted in to receive the offers from the Solo Ad company. Solo Ad companies bulk e-mail their client lists until you receive the purchased number of clicks. If they spam e-mail recipients it is your reputation and that of your brand that will be at risk. It is suggested that you use an advanced tracking package to analyse the clicks that you receive. Packages from companies such as <http://www.clickmagick.com> will give you the comfort that you need to ensure that you receive the value promised by the Solo Ad company.

10.5.14 Leverage Your Business with SEO- Search Engine Optimization



Yip, it's as the Irishman said to the lost traveller; t'be sure I'd not be starting from hier t'be getting thir!

SEO is for those that thrive in a cloud of mist and vagueness without rule books but who live for measurable results to show whose ingenuity has won the day. It takes but time, dedication and experience to feed the unknown and many an eager merchant will skip to article marketing, backlink building and local directories, direct mail advertising and other means to achieve a desired traffic result. It is here that the relevance of the section on focus and work will have meaning to many. Much of SEO is doable by small business but achieving a backlink tally that approaches and exceeds the 10,000 mark is a huge ask for average budgets. These backlink tallies are achieved by teams of people working full time at article, video and audio syndication.

Users on the Internet may find you as a search result if your site is optimised so as to be a good answer to the user's search question. Users are unlikely to page through the thousands, if not hundreds of thousands of search results especially if they are searching on their mobile phones. This then is the trump card of local directories and neighbourhood lists that offer tap to dial or link ease of use.

Google use overall importance with query-specific relevance to be able to put the most relevant and reliable results first. To determine page importance they use what they call Page Rank to examine the entire link structure of the web. What this means is that they use a formula. A formula that is uncompromising by attempts to enable it to be dictated to. What is known is that links are analysed to assess the number of relevant sites that link to your site. The more sites that link to yours the better will be the ranking that you are accorded. All too often the process of optimization will replace the common CLICK HERE link terminology with a more keyword specific link. By incorporating keywords in the link the quality of the link is improved as the query for this keyword is more likely to have relevance. The reality is that big business has the edge.

Next Google analyses what they call Hypertext-Matching Analysis. Here they analyse a page and the surrounding pages to assess the overall theme as being relevant to the queried keyword search. To score well here you will have to test the optimization of related keyword themes on surrounding pages to be able to validate the impact of each chosen related but different keyword theme on a surrounding page. The end result is that you need to think of groups of pages with common and supporting themes to achieve high page ranking. Individually themed webpages are easily assessed; they will not on their own offer a high page ranking opportunity.

Another useful tactic, for those that do not have search engine description and title enablers (Meta Tag builders) embedded in their websites, is to use a plug-in such as Platinum SEO Pack or Yoast SEO. These plug-ins will create Search Engine friendly titles and descriptions with the added advantage that you will be able to "craft" the wording for the Search Engine's search result. If you do have an enabler it is not a bad idea to get the plug-in anyway as it opens the opportunity for a variant description and title to be submitted that targets a similar but different keyword or keyword phrase. We have discussed the importance of using H1,H2 etc headings that are keyword rich. The search engines draw relative keyword importance from the fact that the keywords appear in the defined article headings. Another matter that draws attention is the use of anchor text. Anchor text are the words or phrase that are highlighted so as to indicate that these words are a link to content elsewhere on the page. Given that keywords are linked to content it adds credibility to the fact that the keywords are meaningfully covered in the content.

As a part of the SEO work done page tactics should be audited/reviewed. Page tactics used may have legitimate intent but they should be reviewed for relevance and acceptability.

- Cloaking; when one URL is used to disguise the true identity of a destination URL. The cloaked domain displays instead of the true URL identity of the site. Cloaking should be discouraged.
- Hiding text. Here text is set to be the same colour as the page background. Often it is for a very legitimate purpose that text is hidden however as it is subject to abuse it should be removed as a part of the optimization process.

- Check and ensure that there are no malicious misleading redirections to say fake websites that mirror legitimate destinations for phishing or other purposes. These may have been added by a hacker and an audit of your site is encouraged.
- Websites should have enough pages so as to establish a theme. To do this six or seven webpages with at least a couple of hundred words on each are needed to be assessed as relevant by search engines. In so doing ensure that there is no duplication as this may result in an SEO down rating.
- Check the use of doorway pages; these redirect users often without them knowing to alternative destinations for, at best, dubious reasons.
- The use of what are termed Black Hat SEO versus White-Hat SEO. In summary Black-Hat techniques are classified as cheating and the use thereof is likely to result in being banned or blacklisted.
- Limit or avoid the use of Flash on pages. The search engines cannot analyse it and they may down rank your site because of it.
- Do not use welcome pages that then link to follow-on pages but do offer a link directory or link lists to other relevant websites such as it offered in the Webo Directory site builder.
- The hosting company that you use and its reliability and credibility for not hosting spammers and others that utilise dubious methods and engage in illegitimate pursuits.
- Use site builders that allow you to view source code. In doing this you will be able to determine if there are huge quantities of hidden and irrelevant code that is frowned upon by search engines.
- The loading of large quantities of keywords in HTML Meta Tags will also result in your site being down ranked. Optimise the site to a small number of relevant keywords.
- Search engines cannot read images but they can read text descriptions. Often these descriptions are not provided which results in a site not being optimised.
- Search engines have difficulty in reading certain special characters. Special characters should be avoided in headings, page names and in page URLs. The following should be avoided in most of these circumstances: ampersand (&), dollar sign (\$), equals sign (=), percent sign (%) and question mark (?).
- Being listed in relevant categories in Internet directories will be taken to be relevant links that will enhance page ranking. Links to these sites can be inbound and outbound.
- Websites should be submitted to relevant search engines once optimization is complete and submission should not be done too frequently.
- The reality is that for most neighbourhood websites the likelihood of generating the hundreds of in and outbound links to boost page ranking in a meaningful manner makes this endeavour somewhat futile. For those that want to persist the investment in a SEO software package or the use of a specialist consultant may be a sound idea. Many merchants in this category rely on alternative methods of deriving website traffic such as from affiliate marketers, local directories and direct marketing to target markets. The strength of the Webo Directory is an example of an alternative approach to deriving website traffic.

Given the time, you will be able to find many more guidelines to enhancing SEO. My view is that it is not actually that complex. Once you gain an understanding of what the goals are you will be able to achieve the desired results without becoming harassed by detail. One more time; sink or swim. Reduced to a micro series of steps, how to swim, may just sink you! Understand the concept and you will do it without being aware of the complexity of "the how" at a micro level. Search engines thrive on text; text that contains searchable keywords within relevant, quality stories that have an interest value. For the small local business my suggestion is that you focus on a few manageable things.

- Creating valuable keyword rich content that is relevant to popular keywords for your subject matter.
- Adhere to Internet/Web standards (e.g. W3C) and ensure that you do not embark on undesirable practices. Use coded headings, sub headings and describe images.
- Build inbound links by appointing affiliates, networking with relevant other sites such as directories where you list in relevant categories and by affordably running PPC advertising campaigns that offer sustainable profitability.

Should you do the above, the crawlers that the search engines send out, will find your site and when there they will find what they need to offer relevant search results to answer user search queries. It is difficult to compete with big business SEO budgets but done right small business can dramatically improve their ranking. Small business have a big advantage that they can use which is their reach into local markets.

10.5.15 Google AdSense

Strictly speaking AdSense is not a growth hack however it may top up your budget to be used on other lead generation activities.

Google AdSense is a marketing opportunity whereby you host Google adverts (Google Adwords) on your website. Visitors to your site that click through to linked destinations from the adverts on display generate revenue for you in the form of Pay-per-Click fees paid by the merchants placing the Adwords adverts. Google's technology senses the nature of your websites and they place adverts in the defined spaces relevant to the nature of your website. Generally the website owner and Google share on a 50:50 basis the revenue that the advertiser is billed.

Building sites to benefit from AdSense revenue should involve researching profitable AdWords. Building a sustainable revenue from AdSense adverts will depend upon keyword choice and the benefit that users gain from visiting your website. Why will users keep returning to your website? Will you be updating a newsletter? Will you be offering specials? Will users subscribe to an information service? Note that you can select the format of AdSense adverts so as to tone down big bold adverts that may reduce visitor return dynamics.

10.6 Social Media Marketing

(Social media is a fast moving subject that begs input from subject matter specialists. Source disclosure & note. Certain parts of this section on Social Media Marketing was purchased with resale and giveaway rights from a specialist subject matter "Ghost Writer" who writes & curates current content on social media.. The original eBook purchased, from which some of the content below is drawn, is available on www.webo.bargains as a free giveaway)

10.6.1 What is Social Media?

The first thing to understand is that the social media playing field is on the move. New platforms are launched continuously to service niche audiences and some, like TiKTok have captured the interest of users and have gone viral, internationally.

Broadly speaking Social Media encompasses the following types of platforms: Networking Platforms in which family and friends connect, Image Sharing, Video Sharing, Messaging & Blogs

Social media is certainly the buzz of today, but what is it, how can it benefit you, and why do you really care? Glad you asked. First, let's stress that if you think social media is a fad that's going to disappear you couldn't be further from the truth. Social media is a phenomenon and it's taking the internet by storm.

Those who were quick to jump on the bandwagon and take the time to understand social media marketing have already taken their businesses miles ahead of the competition. Over the next decade, we can expect social media's role in marketing and business to grow by leaps and bounds.

So what is social media? By definition (Wikipedia), social media refers to the use of web-based and mobile technologies to turn communication into interactive dialogue.

It is also defined to be:

"Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. The Office of Communications and Marketing manages the main Facebook, Twitter, Instagram, LinkedIn and YouTube accounts."

So how big is social media? It's huge! As a rough estimates the reported stats a year ago were: (Older stats seem to have consensus, current stats vary significantly and so I've used older stats)

- There are more than 156 million+ blogs.
- There are more than 490 million+ YouTube videos.
- There are billions of monthly active users on social networks including the following:

Platform	Monthly Active Users	Year/ Country	Type
1. Facebook	2.9 billion***	2004 USA	Connect, Look & Chat +Groups
2. YouTube	2.56 billion	2005 USA	Video Sharing, User Channels
3. WhatsApp	2 billion*	2009 USA	Messaging, File sharing
4. Instagram	1.47 billion	2010 USA	Images, Story, Reels, TV, Live Video
5. WeChat	1.26 billion	2011 China	Messaging, Shop, Send Money+
6. TikTok	1 billion	2016 China	Video, Duet Video, Communities
7. Facebook Messenger	988 million*	2011 USA	Messaging
8. Douyin	600 million**	2016 China	China only & TikTok or Douyin
9. QQ	574 million	1999 China	Chat, Games, Music, Shop, Blog
10. Weibo	573 million	2009 China	Microblog, Message, Post, Follow
11. Kuaishou	573 million	2011 China	Video Sharing, TokTok lookalike
12. Snapchat	557 million	2011 USA	Messages/Pics with Max shelf life
13. Qzone	553.5 million*	2005 China	Blog/Diary/Pics/Vids/Games +
14. Telegram	550 million	2013 Dubai	Secret Messaging, Bulk Broadcast
15. Pinterest	444 million	2009 USA	Sharing + Curated Images
16. Twitter	436 million	2006 USA	Max 280 Char. Messaging,
17. Reddit	430 million*	2005 USA	Communities, Content Rating
18. LinkedIn	310 million	2003 USA	Bus/Prof networking & Job forum
19. Quora	300 million*	2009 USA	Q&A style
20. Viber	250 million	2001 Japan	Messaging
21. imo	200 million	2005 USA	Messaging/Chat Rooms
22. LINE	178 million	2011 South Korea	Messaging
23. Picsart	150 million	2011 USA	Photo/Video Editing & Sharing
24. Likee	150 million	2017 China	Video: TikTok Lookalike
25. Discord	150 million	2015 USA	Text/Voice/Video Group Sharing
26. Twitch	140 million	2011 USA	Video Gaming, Music & Vlog style
27. Stack Exchange	100 million	2009 USA	Q&A style

*Platforms haven't published updated statistics in the past 12 months

These figures may be out of date/less reliable but they do give an indication

**Platform reports on daily active users, so monthly active user number is likely to be higher

*** 1.93 billion users visit Facebook daily Facebook has 7 million active advertisers

Data is courtesy of Statista from January 2022 unless otherwise specified.

10.6.1.1 Social Media by Characteristics

The best way to understand social media is by grouping by characteristic.

- Openness: The majority of social media venues promote leaving comments, voting, sharing information, and removing barriers making content open to everyone.
- Connectedness: Social media thrives on being connected with other people, resources, sites, blogs, etc.
- Conversation: Traditional media is one way communication whereas social media is more of a two-way conversation.
- Participation: Social media promotes everyone to contribute and provide feedback. Media and audience blur together.
- Community: Social media sees communities quickly sprout up based on common interests.

10.6.1.2 Five Basic Forms of Social Media

If you're wondering when we are going to get to the meat and potatoes of social media marketing, we are already on our way. To get the most out of this e-book and concepts we'll discuss, you need to understand social media and its components. If this is all rather boring to you we encourage you to skip forward.

There are five basic forms of social media. Let's have a look at them.

1. Social Networks

These are sites where people build personal and business web pages and then connect with their friends and/or family to communicate, share content and share photos. There are a many social networks although most of us think of Facebook right away.

2. Forums

Forums came before social media and were an important predecessor that remains important today. These are sites where online discussion are around a specific hobby, topic, or interest. Information is shared and exchanged and online communities are built.

3. Blogs

Blogs are a well known and popular form of social media. A blog is like an online journal. It can be personal or business. They can be based on a specific topic such as fashion or real estate, or they can be more like a diary discussing daily events or news. Blogs

4. Content Communities

Content communities organize and share based on a specific type of content such as videos or photos. YouTube is the biggest content community. There are others such as Flickr or del.icio.us.

5. Microblogging

Microblogging combines social networking and micro blogs, which are the equivalent of little sound bites. It's the perfect way of sharing information for mobile devices. Twitter is an excellent example of microblogging and they are considered the leader in the microblogging arena.

10.6.1.3 Social Media and the Distribution of Information

Social media has grown at a phenomenal rate, faster than any other area of the internet. It wasn't that many decades ago that the ability to create content and then distribute it to the masses was limited to those with access to television, radio, and print.

If you wanted a video, you would call a television station, which would have employed thousands of professionals who would create, compose, and bring to air your video. If you wanted print material, you would call up a newspaper or magazine that also had teams of writers and editors who would put together your copy and bring it to print.

The internet opened the door to creating one's own content and distributing that content. But still even a decade ago, it was still beyond the technical skills of most. However, today anyone can create their own content and easily distribute it to the masses. Anyone can take advantage of social media and the powerful marketing tool it presents, whether that's using a blog, Facebook, Twitter, or any number of other social media avenues.

10.6.1.4 How Social Media Networks Work

Social networks grow and prosper when web surfers find a social media network they want to join, so they sign up, create their profile, and begin to connect with friends, family, coworkers, and contacts. They invite others to join the social network, and those people invite more people and suddenly the social media network has exploded in popularity. For example:

MySpace

A great deal of MySpace popularity is because of its music services, and with more than three million musicians/bands registered, it should be no surprise that there are more than 200 million registered users.

Facebook

With more than 750 million users Facebook has quickly sky rocketed to the position of #1 in the social media world. Whether you want to play a game of Scrabble with friends, send a virtual gift, or wish someone a happy birthday, it's as easy as 1,2,3. The business side of Facebook is quickly growing as more and more companies recognize it for the powerful marketing tool it is.

LinkedIn

Of the many social network sites LinkedIn is the one most use to build professional contacts and grow a business. It has received some disapproval for being too closed to the public and for the fees it charges for some of its services, but it is also the second most popular social network site, next to Facebook.

10.6.2 Social Media Marketing

Social media marketing, is often referred to as SMM. It is a type of internet marketing that focuses on branding to create product and brand recognition, and creating marketing strategies using the various social media networks that are available. Social media describes the activities that occur including photos, videos, content, and social interaction.

It's easy to get so excited over the technology and the internet that sometimes we fail to plan or create the necessary roadmap for your online business to be successful. Social media is a powerful tool that can aid your business in reaching their highest goals.

- Increased traffic to your page
- Conversion to a sale
- Sales tracking
- Page exposure
- Increasing brand awareness
- Business development

10.6.2.1 How to Create Activity With Social Media

The internet lets you interact with web surfers and you can create and promote your content by using the right strategy. You can reach targeted traffic and key influencers with social media. Let's look at some important tips that can help you get a better understanding of social media marketing.

1. Process

Don't become a follower trying to keep up with every idea that comes along. Instead set your goals and establish your own processes, such as keyword research or content analysis, then map

out your plan. Far too many companies will move too fast before they've ever put a plan in place. If you don't put a plan into place you are not going to see any good results.

2. Assistance

When it comes to social media helping others is key to success. People fail with their social media marketing because they are too about "me," and not enough about "them." Always remember that this should be about those who are visiting your social media marketing page not about you.

3. Connect

You can reach out to those who are influencers in the marketplace. You'll be surprised how brand advocates can help you in your niche. Remember to always be polite and sincere.

4. Contribute

You need to create content that is of the highest quality. As important as social media is, content remains the most important aspect of your online business and marketing campaign. There are a number of opportunities waiting for you.

5. Position Yourself

To create a powerful connection to your brand and your company, learn how to position yourself amongst consumer passion.

Suggested Modus Operandi

"Social media offers an awesome opportunity to get leads, to engage with customers and to create awareness with an expanded audience. Messaging history and comments remain on most platforms. Engage socially, do not drive ads and sales. After establishing a social relationship follow-up with questions on their user experience with recent purchases and ask for reviews in return for relevant coupons. Note that these reviews are shared with the community in group chat (eg WhatsApp) or open comment forums (eg Facebook/YouTube). Note also that some 65% of users say that they are more likely to purchase from a business that they can engage with on a social media platform. Is your WhatsApp/other Social Media links on your email signature?"

6. Blog

A blog is so easy to set up and it is one of the most powerful social media tools out there. As more and more people discover their value they a beginning to grow at an astronomical rate.

7. Links

Don't be afraid of linking. Linking to other websites and blogs can be a powerful tool for you to build a targeted audience. Search engines are built on links. Learn how to use them to your advantage to drive traffic to your website.

8. Videos

Video is one of the fastest growing sectors of the internet. You have the potential to reach millions when you use video correctly. For a wider distribution there are other tools that you can use such as vidmetrix.com to aid in automating distribution of your videos. You'll draw the most viewers with videos that are funny, weird, and controversial in nature.

9. RSS Feeds

RSS feeds are an excellent way to spread the word. You can easily distribute update notices, headlines, and content change. People like to be kept in the loop and know what's going on. Subscribing to an RSS feed allows them to do that.

There are all kinds of RSS feeds that people subscribe to including My Yahoo Web and iGoogle, as well as many others. Make sure you take advantage of what an RSS feed can do for you.

10. Micro Communities

There are all kinds of micro communities that pertain to your business. In fact, there's a micro community for almost every interest. For example, gardenweb.com, education.com, shoetube.com, etc.

If you want to have your voice heard micro communities are a much better option than trying to get noticed on one of the large communities such as Digg.com. Create relevant remarks that are link worthy and don't forget to connect with the top influencers online.

10.6.3 Selected Social Media Platforms (To Get Started With)

The principles discussed are universally applicable. As examples "Be consistent as being predictable enablers relevancy to user communities and this will build your following." I have thus not discussed all possible social media platforms as the game plan can be gleaned from

those presented. So as not to be repetitive, I have selected the following platforms to review:

10.6.3.1 Facebook

Facebook owns Instagram, Messenger, WhatsApp and Oculus VR. On 5 August 2020 Instagram launched a TikTok lookalike "Reels."

"Reels invites you to create fun videos to share with your friends or anyone on Instagram. Record and edit 15-second multi-clip videos with audio, effects, and new creative tools. You can share reels with your followers on Feed, and, if you have a public account, make them available to the wider Instagram community through a new space in Explore. Reels in Explore offers anyone the chance to become a creator on Instagram and reach new audiences on a global stage."

Sharing with friends on Facebook offers a massive opportunity to grow your audience. You guessed, " Give your segmented customers that have shared emotive triggers and interests something that is relevant and valued and they will share if you delight them and you make it easy to share."

DO YOUR FRIENDS GROW YOUR BUSINESS?

- **YOUR NETWORK REACH COULD BE 338 X 338 WHICH EQUALS 114 244 PEOPLE.**
- **EVEN AFTER THE PROBABLE DUPLICATION YOU HAVE A HUGE AUDIENCE OF PEOPLE THAT YOU**



Facebook offers the opportunity to:

- Reach Your Target Market
 - Connect with more than 500 million potential customers
 - Choose your audience by location, age and interests
 - Test simple image and text-based ads and use what works

- Strengthen Relationships
 - Promote your Facebook Page or website
 - Use our Like button to increase your ad's influence
 - Build a community around your business

- Control Your Budget
 - Set the daily budget you are comfortable with
 - Adjust your daily budget at anytime
 - Choose to pay only when people click (CPC) or see your ad (CPM)

Step by Step Guide to Marketing Using Facebook Ads

You can enjoy success by learning how to mix online advertising with Facebook ads and content marketing. You can measure the effectiveness of your Facebook ads using Google Analytics and number of other tools. If you properly place your ads, viewers will not find them as annoying. Targeted ads will enjoy a much higher click through and conversion rate.

Follow this step by step guide to setting up your Facebook ads:

1. Choose your offer and set up your landing page on your website

Before you ever start to run Facebook ads you need to develop a landing page that promotes what you are offering. Your landing page is where both what you are offering and your hook can be found. The visitor clicks the ad and the landing page says "hey glad you came – this is what we are offering you."

1. Here is how to set up your landing page:

1. Set up the page on your website and provide it with an identifiable sub-directory URL (yoursite.com/contentname)
2. If at all possible remove site navigation. Having no site navigation is proven to increase your conversion rate because your visitor stays focused on what it is you are offering.

3. Your copy needs to be clear and concise with a strong call to action.
4. Use the language your customer speaks. Detail the benefits using bullet list.
5. Use the same picture on your landing page and Facebook ad to create familiarity.

2. Set up your tracking URL

You can set up a tracking URL with Google Analytics or a number of other analytical providers.

3. Decide Your Budget

We'd be amiss if we didn't mention that any type of ad campaign including Facebook ads comes with a risk, so if you should only partake if you feel the risk can justify the return. Of course, we should also mention that in order to maximize your ROI you need to take some risk. You can run an ad campaign of \$50 a day or \$500 a day – it's entirely up to you to determine what you will spend on your Facebook ad campaigns. You can experiment starting with a small amount of money. It works by shutting off your ads once you reach your daily budget.

4. Setting Up Your Facebook Ad

Once you have decided on your budget, you will need to complete the following information:

- Destination: Your external URL
- URL: Paste your tracking link
- Title: The most important part of your Facebook ad. Give it the appropriate attention.
- Body: Make sure you use audience's language in your Facebook ad. "Find out how," or "Click here to do this," are a couple of lines that work well in the majority of cases, but you need to determine what will make your targeted audience respond in the way you want.
- Picture: They say a picture is worth a thousand words, and that's so true. Your Facebook ad gives you only enough space for a call to action headline and a two-line description. Make sure your picture says it all.

5. Target Your Ad

Facebook lets you target users' likes and interests. You can have your ad reach an area as large as the number of people living within a specific radius of your business. This could be in the millions, or it could be as low a few thousand. Such is the case when looking to reach those between the ages of 18-19 who like white chocolate chip cookies, and live within 5 miles of your business. You can also change your target settings on the fly. So, if you aren't experiencing the click through you hoped to see, you can quickly change your settings to improve your target audience.

6. Check and Adjust

While you need to check and adjust as needed you don't want to become obsessed with check-

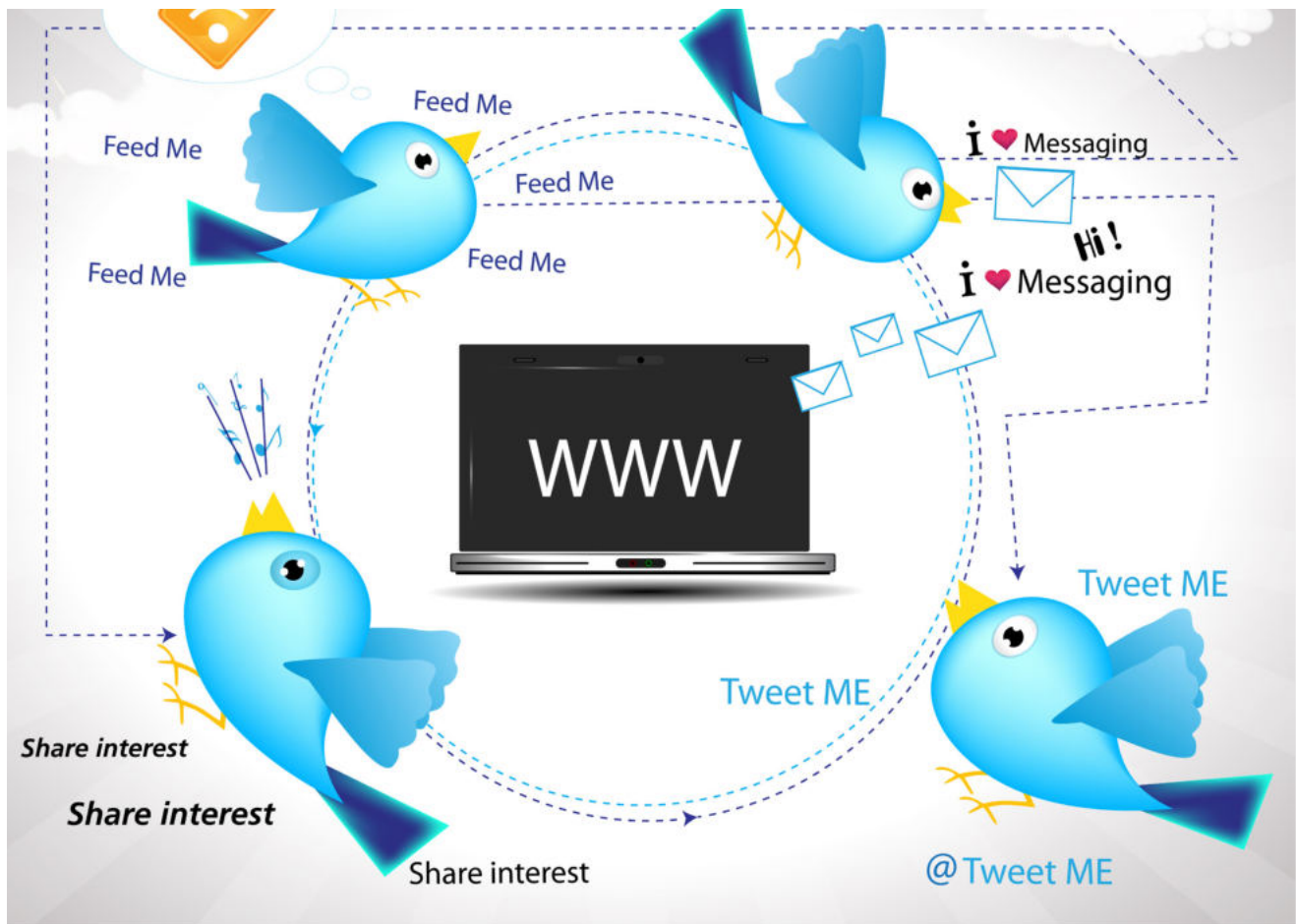
ing the analytics. Be patient.

The Facebook Toolbar

Lets you share with your friends while browsing anywhere on the web - get notified, share content, upload photos, and update your status no matter where you are!

10.6.3.2 Twitter

Twitter is a tool for micro-blogging. Twitter was actually designed to be compatible with cell phones through text messages, which is why each Twitter post was limited to 140 characters.



Suggestions for Using Twitter for Marketing

Engage your CEO in social media. Social media is an excellent way to have a conversation with your market, make connections, and manage those connections with customers, prospects, bloggers, etc. However, for a CEO, the characteristic routes to social media can be tough, especially

with larger companies. Generally, a CEO doesn't have time to write a blog, answer a bunch of messages, or deal with tons of friend requests on Facebook.

Twitter is a method that eliminates all those hassles. It's quick and easy. Twitter is limited to 140 characters per update, so it is all about short thoughts and comments. If you can send a text message, you can use Twitter from anywhere in the world as a marketing tool.

Keep in touch with bloggers/media. It is easy to follow someone on Twitter, and how often they decide to follow you as well.

Monitor your company or brand on Twitter. By monitoring you'll be able to tell what's working and what's not and make the necessary changes.

Announce specials, sales, or deals. If you often have special offers, you can use Twitter to instantly broadcast these deals.

Live updates on events. Whether you have corporate events or trade shows you participate in you can use Twitter to announce the event, last minute changes, and more. It is an excellent last minute marketing tool.

Promote webinars, blog articles, news etc. It's really easy to post a link in Twitter. A Step-by-

Step Guide to Using Twitter for Marketing

1. Signup and post a profile. Visit www.twitter.com and click on the "Get Started - Join" button. Follow the signup prompts.
2. Write updates. Twitter's maximum 140 character limit is the great equalizer. No one post can outdo another, so just write something.
3. Make friends. It's pretty easy to make friends on Twitter. Just surf Facebook profiles, favorite blogs, etc, and when you see a Twitter box click on it, which will take you to their profile. Now click on the "Follow" button and you are now following them
4. How to post URLs. With a maximum of 140 characters if you have a really long URL, it may not be enough room. In that case you can use www.TinyURL.com, which will turn a long URL into a short URL.
5. Monitor conversations about your company. Even if without joining Twitter it's easy to monitor what people are saying about a company, brand, or person. This is very useful for marketing.
6. Chat using the @ symbol before someone's Twitter username. This makes the username

a link to their profile, which allows others to follow the conversation. For example, if you wrote, “@namehere thanks for fab info on Twitter today” that would allow you to tell the person you liked what they wrote.

Twitter Tools

There are all kinds of valuable Twitter tools you should know about to make the most out of your Twitter social media marketing experience. Let's have a look at the top 20.

1. FriendOrFollow - Who are you following that's not following you back? Who's following you that you're not following back? Find out!
2. WeFollow - Find new followers based on your inputted keyword.
3. Twitterless - Tells you who stops following you, and graphs the history of your follower over time. The info is available in a variety of useful views.
4. Just Tweet It - Makes easier for people using Twitter to find other “Tweeters” with similar interests.
5. Twimailer - If you are tired of shallow e-mails from Twitter when someone follows you, or you want more information right in your inbox Twimailer is just what you need.
6. Less friends - Find out if the people you follow on Twitter, follow you.
7. MyCleenr - Lets you sort your friends by their last tweets. Lets you get rid of all the useless or inactive accounts that you are following.
8. Who Should I follow - Helps you find interesting people to follow on Twitter. It can suggest people who are similar those you already follow.
9. Twubble - It can help expand your Twitter bubble by searching your friend graphs and picking out people you might be interested in following.
10. Mr.Tweet - An excellent tool to find most significant individuals, get useful statistics and much more.
11. Nearby Tweets - Extends Twitter's capabilities to its full potential: a geography-centric social tool for networking and a business tool for building customer relationships.
12. UseQwitter - E-mails you when anyone stops following you on Twitter.
13. Your Twitter Karma - This is a very handy tool. Get a completely manageable page with all friends, and followers with avatars. You can do quite a few bulk actions such as bulk follow, bulk un-follow, or bulk block.
14. My Tweeple - This is an excellent way to manage all of your Twitter people in one place. You can quickly see who's following you and who you're following.
15. Twitblocker - If you have friends that just don't stop twittering, you can install this script, so when you double click these chatterers tweets will be temporarily removed. When you restart your browser they'll be back.

16. SocialToo - This tool can assist you in becoming a social networking power user. Keep your follower lists in sync across networks, and get daily updates. Send surveys to your followers and more!

17. Twellow - This tool aids in cutting through the clutter to find other Twitter users based on a specific industry. 18. Tweepsearch - Was created to permit people on Twitter to search their follower's bio and location information.

19. TwitterCounter - This is a WordPress plugin and includes stats. You can also add the Twitter Remote to your blog, which displays the twitter users who have recently visited your blog or website.

20. TwitterMass - TwitterMass is a hyper networking toolset for Twitter on steroids. Site suite of tools aim to help relieve some of the mundane processes you would go through when trying to build your Twitter network.

10.6.3.3 Secondlife (3D)

Second Life is a free 3D virtual world online where users can socialize, connect, and create using free voice and text chat. There are nearly 20 million users. Big companies like Proctor & Gamble, Giorgio Armani, Dell Computer, and others use Second Life to reach their audiences and increase sales. Here's how Secondlife can work for you.

Fostering Community

The Second Life "community" is currently made up of over 550,000 people who go "in-world" an average of 40 hours a month. There are a number of smaller communities, formed around personal interests and activities. Because of this the best entry point for outside companies is generally through brands and products that Second Life users are already attracted to.

The first relatively successful corporate-funded presence in Second Life was built for Showtime's popular series The L Word. The site featured recreated locations from the show where fans could gather and socialize. Using the capacity to stream QuickTime video into Second Life, "L Word" hosted regular episode viewing sessions in a virtual living room. The CW show Gossip Girl took that a step further, creating a role-playing game where fans of the series become characters inspired by the show.

Embracing the Fantastic

The most common mistake (and the worst) made by virtual world marketers is trying to mirror the real world in their Second Life. Some of the most successful grassroots locales incorporate spectrum of possibility a bit like a 3D dreamscape.

Among Second Life's most popular locales is "Greenies," a giant living room where avatars appear as tiny as ants. Here is where a British agency launched a campaign L'Oreal Paris, with custom-made virtual products discretely placed inside a lady's SUV-size purse. After 3 months, Second Life residents had grabbed 34,000 copies of L'Oreal- branded objects. The click-through rate of these virtual products was an amazing 3% of the active user base.

Leveraging Metaverse Brands

This user-created world has its own currency, and it's packed with established brands that only exist in Second Life. The wide selection of virtual companies launched by content creators includes, landscaping, fashion, tattoos, aerospace, architecture, choreography, and that's just a few. Instead of superimposing real products into the virtual world, everyday brands should hire top notch content creators to merge real and virtual brands into a product that exists only in Second Life

10.6.3.4 YouTube

YouTube isn't just a video platform, it is also a social network. Because of the easy to use YouTube's format, messages can efficiently spread across a many mediums such as Twitter and Facebook. You can quickly and easily add a YouTube video to your site, your Facebook account, your Twitter account, etc., and there is no need for a special viewer to watch.

More than 500 tweets per minute contain a link to a YouTube video, and the YouTube's search bar is the second most common search bar on the Internet, second only to Google. In a month 3 billion hours are collectively spent on YouTube, so you can see as a social media marketing tool, YouTube has the potential to be a powerful tool.

So as a marketer with a media division here's how to maximize YouTube.

Customize Your Channel

YouTube allows you to customize your channel to compliment your branding, and it also lets you highlight the content you want to focus around. You can pick which video will display first and how your content will be displayed. When you sign up to YouTube, you are instantly given a channel. You can customize your channel and add a content description. When you log in, you have access to a menu and you can customize your channel here.

Curate Content

You can use YouTube to administer content from all your channels without ever uploading an original video. You can do keyword searches to search by duration, category, features, upload date, and more. To get started choose a few videos you want to add to your channel. You can create a playlist or favorite list, then use your playlist settings to arrange the videos.

Original Content

You don't have to have a dedicated media team to create good content. All you need is a digital camera, or a cell phone with video capabilities, to create a basic video. Create how to videos, interview important people, create tips for products, etc. to increase targeted traffic.

Get Found

The search engines will pickup YouTube videos; however, they are not able to determine content. To ensure surfers can find your channel you need to properly tag your videos and your channel. Describe your channel, and pay close attention to the video titles you choose.

Thirty + ways to use YouTube for Your Business

Marketing and Advertising

1. Set up a channel to reflect your brand and connect with others.
2. Show your product in action using a movie trailer style that's catchy.
3. Choose a user name for your channel URL that reflects your brand.
4. Create a video explaining your product/service.
5. Add your channel URL to marketing and social network profiles.
6. Build credibility by posting customer video testimonials.
7. Show the outcome of others using your product/service.
8. Use recordings of previous events to promote your events.
9. Take viewers on a tour of your offices to help them feel connected.
10. Ask others to use your product in their videos
11. Run a contest.
12. Don't be afraid to cross-promote products.
13. To add authenticity introduce your staff.
14. Post links to your videos on various social networks.
15. Look into YouTube promoted videos for your target market.
16. Use Google AdWords. They use text-based ads and do not require a video from your business.
17. Earn money from your videos by partnering with YouTube.
18. Study your channel's performance with the GoogleAnalytics.
19. Display information in every video including name, URL, email address, and phone number.

Expertise and Leadership

20. Share slides from presentations.
21. To demonstrate authority upload recordings of presentations you've given.
22. Conduct an interview with an expert in your niche.
23. To show expertise create short videos of valuable tips your client can use.
24. Expand your reach by turning your podcasts into videos.
25. Engage with the YouTube community by leaving comments.
26. Record an important meeting to share with employees.

Customer Service

27. Post solutions to common product/service problems.
28. Create "how to" videos to help your customers use your product/service.
29. Embed videos on your web site.
30. Answer customer-specific questions using videos.
31. Post a blog entry discussing a problem and create visual support by including a video.
32. Go the extra mile by adding closed-captions to your videos.

Webo offers over a hundred and fifty "About" and "How To" videos - To see a selection click below
<https://webo.dotcompal.co/video/y2lbnfqtf9>

10.6.3.5 StumbleUpon

StumbleUpon helps you discover and share great websites. StumbleUpon delivers pages based on the user's personal preferences. These pages have been recommended by your friends or one of over 15 million other web surfers with interests similar to you.

How to Market for Free on StumbleUpon

1. You must inform and entertain with a high Wow factor, often called link bait. The goal is to convert visitors to buyers, subscribers, or linkers.
2. Never just submit content. You should join the community, & spend time learning what your target community likes. StumbleUpon recently added profiles & community networks.
3. Pictures are key.

Tips for Paid Advertising on StumbleUpon

- You must inform and entertain with a high Wow factor, often called link bait. The goal is to convert visitors to buyers, subscribers, or linkers.
- Never just submit content. You should join the community, and spend time learning what your target community likes.

- StumbleUpon recently added profiles and community networks.
- Pictures are key.
- If you're investing time on your content spend the money to send it through StumbleUpon.
- Pay for stumbles on content that's quality but that surfers aren't necessarily searching for.
- If you're launching a website and you have invested in branded content to convert viewers make sure StumbleUpon is where you are advertising.

StumbleUpon Facts

- It can send an notable number of visitors to your page
- People coming from refer.php page are usually random surfers .
- Benefits you can gain using StumbleUpon:
 - o build relationships within your niche
 - o develop your brand
 - o get targeted visitors.

StumbleUpon Approaches That Work

1. Get-Noticed Approach

You need to grab the attention of at least one niche and others will come. StumbleUpon's strong point is that each niche has many fans who also have fans of their own; so if you appeal to one, you will connect to others at an exponential rate. Be an early bird: be the first to stumble interesting posts by your favorite bloggers. They will appreciate your efforts. Add bloggers you daily read to your friends and also follow them.

2. Brand-Your-Image Approach

Don't neglect the power of imaginary. Eye catching photos stick in a visitor's memory. When an image is seen several times, people begin to recognizing it and make the association with your company. Make sure to add the same photo to your StumbleUpon profile, to your blog, to you website's home page and anywhere else where you are participating online.

3. Brand-Your Name Approach

If your company shows up regularly, it will soon be recognized. Make sure you interweave networks you are actively participating in.

4. Build a Fan Club Approach.

Each time you stumble an article, your fans may read it but you shouldn't waste your friends' time. Stumble only posts that have value, which will promote people add you to their friends and follow stumbles.

5. Build-Social-Friendship Approach

Never focus solely on niche influencers. Remember everyone is important. Thank your stumblers by dropping them a short message.

6. Do-Your-Homework Approach

Your goal is to get to know the person behind the stumble: his/her interests, website(s), social networks, etc. When you are at ease in the community and have lots of friends, improve your connection by replying to every message and comment, mention their posts, etc.

10.6.3.6 . LinkedIn

LinkedIn connects you with the right audience and it offers hundreds of ways to help you ensure your message makes it to the right person(s). Over 100 million professionals follow more than 1.9 million companies, recommend more than 150,000 products, and join more than 850,000. LinkedIn connects you with the right audience, and offers you hundreds of ways to target your message to the right person at the right time.

Yet LinkedIn remains an under utilized social media network. Many believe it's difficult to make connections and so therefore use it more to post their resume rather than a social media marketing tool. LinkedIn has the potential to be a powerful professional social media network.

How LinkedIn Can Help You Market

Boost Your Search Engine Optimization

There are three areas where you can add website links to your LinkedIn profile. Rather than displaying "My Website" and "My Blog" click on the Edit button, then click on Other. Next type in a keyword phrase describing how people would search for your business.

For example, let's say your promoting mortgage products/services. You could change your website to read Mortgage Options, and your blog to read Foreclosure Options.

Promote Your Blog Feed

You can import your blog feed to your profile by, which is a quick way for others to be able to scan your blog content. LinkedIn also has a blog application, "Blog Link."

Your blog is your best tool for developing your brand. Now you can promote your blog and develop your brand by sharing insights and thoughts on your LinkedIn home page.

Create LinkedIn Ad Campaigns

LinkedIn has its own Direct Ads Campaign that targets professionals. You can quickly reach a rapidly growing community of over 57 million professionals with an average household income of \$110,000 US, and you can select your ad audience by industry, seniority, company size, job function, etc. In just minutes, you can write, target, and run your ad. You can get started just US \$50. Be sure to leverage the power of LinkedIn by using your professional brand to put a face to your business.

Utilize Events to Engage Clients

Creating an event in LinkedIn is really easy. You can send invitations through your LinkedIn network, which creates an opportunity for you to meet those who decide to attend. At a glance you can see all of your network's upcoming events. It's a terrific marketing tool to be able to promote business events online in the same manner you would offline.

Using Groups to Connect With People

While starting a group takes some effort to grow your group it's worth all the effort. A great place to begin is to invite your current network. As the people from your network join your group, it's observable in their network news feed, which can generate new interest and new group members.

Get Recommendations to Attract More Clients

Recommendations are one of the features that makes LinkedIn unique from other social media networks. What could be better than by having your colleagues and clients share your expertise. The best way to get recommendations is to give recommendations.

10.6.3.7 Del.icio.us

Del.icio.us is an excellent source of inbound links, exposure, and traffic, yet it remains an under utilized social media marketing tool. Let's have a look at 3 ways to effectively use Del.icio.us.

Networking

It's easy to miss the fact that you can network with other users with deli.icio.us. Compared to other social media sites, del.icio.us doesn't have a bunch of fancy features, but you can easily add others to your network, share links, and view bookmarks with those in your network. When you want to get something to the front page, each and every bookmark counts. Pickup some extra bookmarks by sharing with your friends.

There are a few things you can do to grow your network. Start by including a link to your del.icio.

us page from your website so others can add you. You can use one of the official badges provided by del.icio.us for this purpose. You can also ask your friends who are del.icio.us users for their id and add them to your network.

Brand Yourself With Del.icio.us

Many del.icio.us users stop by the front page often to see what is popular. Keep your content focused on your primary topic, which can help you to effectively brand yourself.

Create Focused Content

The best way to get to the front page of del.icio.us is to create a resource that del.icio.us users will likely bookmark. If you have been optimizing for del.icio.us, you will know what types of resources and articles do well.

The del.icio.us pages that become popular usually have plenty inbound links. Pages that have lots of inbound links usually rank well in the search engines. Consider key words and phrases that you would like to rank well in the search engines. Think about what content will help you target your keywords, do well with del.icio.us, and draw links using those words resulting in a ranking boost.

10.6.3.8 TikTok and the rise of Video Based Engagement

TikTok

- TikTok is a good example for presenting the advice offered on other social media platforms so as to understand that the basics of social media marketing remain applicable to most platforms. On TikTok ensure the following:
- Follow: Follow Influencers and participate on their platforms to establish yourself as a fund destination or an authority on a topic.
- Establish: a brand that can be followed: Create a branded channel that can attract followers and which can be advertised. In addition you can use TikTok analytics to establish a huge range of stats for a 7 day or 28 day period like sources of traffic, audience territories, total views, total play time, sources of traffic, total likes, comments and shares, Etc.
- Inspire: Inspire responses by allowing followers to be creative rather than dictate response requirements
- Keep It Consistent: Post regularly at predictable times and intervals to create expectation and to maximise your following. If you are interested in a niche (found by keyword or #hashtag search) you are likely to follow the channel if you know when to expect a new video.
- Keep It Social: Entertain eg use the DUET feature which enables your video to play side by side with a another linked video that a follower may upload and share. Essentially you

respond to a video by making your own take on what is presented and feature the two videos side by side.

Keep it Fun:

- gamify by asking for a video in response.
 - Followers could be asked to sing to your video in which you present a fun activity
 - Ask for a high five
 - You could start a conversation eg with your girlfriend and then challenge followers to complete the conversation while you roll on the floor in laughter.
- gamify by challenging your followers to respond. e.g., A very popular example is a challenge set by Jimmy Fallon, the host of the Tonight Show. On 8 November 2018 Jimmy asked people to roll on the floor like a tumbleweed in a public place. By the end of the month some 8,000+ videos were posted that generated over ten million engagements.
- gamify with music. TikTok acquired musical.ly for the technology to present lip-syncing videos of popular songs.
 - Plan: In the same way that keyword usage has been planned to attract generic search you must plan the deployment of #hashtags which are the primary search driver on TikTok.
 - Structure: #Hashtags have no spaces but be sure to increase readability by capitalising the first Lett of each word in a #Hastag phrase.
 - Analyse: Use the following sites among others to monitor @twitter and #hashtag performance
 - <http://search.twitter.com>
 - <http://socialmention.com>
 - <https://seekmetrics.com>
 - <https://www.all-hashtag.com>

TikTok reached a billion monthly active users in 2021 during which year it was the most downloaded App in the world. Founded in 2016 it reached the 1 billion MAU target faster than any other social media platform. TikTok started by attracting people under thirty years of age, but today, video has established mass appeal. Ask yourself; are you more likely to get a video shared by your Gran or by your daughter?

In part, it is responsible for establishing the trend to video streaming and sharing. Currently more than 80% of online traffic is video traffic. Content preferences and content search has shifted to video viewing and to livestream.

Video

- Social video sharing is twelve times greater than text and image sharing. Consensus exists on the following:
- Video Message Retention is about 95% compared with 10% for Text Message Reading.
- Some 96% of buyers watch "Explainer Videos" on products and services.
- The trend is to the CEOs of big to small businesses VLOGGING (presenting short video clips)
- Most success stories have a foundation based on an 80/20 rule of 80% social engagement to educate, entertain, solve (how to solution) with 20% explicitly presenting your products or services.
- Other success cases report adhering to a "411 rule." This rule calls for four social posts to one soft sell post to 1 hard sell post."
- The movement is to self made video clips and to "no skills needed" video creation tools such as the free



YOUR SITES - YOUR BRAND

option at Invideo who offer over 5,000 templates , Over 8 million images and an intuitive based editor. Vimeo.com is another example. Video deploys a hands-off AI powered interactive video creation tools that is amazing.

- Those that do not post video content cite a lack of time, cost and a lack of knowledge as there reasons. All of these matters were relevant a decade ago when corporate videos were big budget productions. Today free video creation in minutes at no cost is not hard to find.

Webo offers over a hundred and fifty "About" and "How To" videos - To see a selection click below <https://webo.dotcompal.co/video/y2lbnfqtf9>

10.6.3.9 WhatsApp / Message based Marketing Snapshot

Spread the Word :

- Add a WhatsApp No/QR Code to Email Signatures, Website, Facebook and other social media pages.
- Automate with an AI Chatbot eg Konverse (see www.konverse.ai for a bot to manage WhatsApp, Instagram, Facebook, Live chat, Google My Business & more. It is easy to deployed in 30 minutes.
- Buk message opt-in's with CTAs rather than bulk mail; they get opened faster and more often.

10.6.4 Five Social Media Tips for Ecommerce Marketing

If you run an ecommerce business, chances are your customers are active on social networks regardless of their gender, age, or economic status. In fact, according to the statistics from social media monitoring site Pingdom:

- 47% males and 53% females use social network sites
- 61% of Facebook users are middle aged or older
- The average age of social networking users is 37
- 18- to 24-year-olds don't dominate any particular social networking site

If you aren't learning which social networking channels your customers spend their time at, you're probably missing out on increasing your customer base through online word of mouth. Leverage these 5 social media marketing tips to get the most out of your ecommerce marketing.

1. Go Where You'll Find Your Customers

Digital and social media marketing offer endless options. From Facebook to LinkedIn to Twitter

to YouTube, there are an endless number social networking channels available that your business can leverage. The key to winning social media ecommerce marketing is to choose the right channels so you reach customers.

You can learn where your customers gather by:

- Asking them. While it sounds simple, it's often overlooked. Just send out a formal survey to customers or do an informal polling on your website, which can provide a wealth of knowledge.
- Monitoring social sites. There are a number of free tools such as Trackur to learn how and where customers are talking about your competitors, your brand, or your target keywords. For There are also paid programs that are more robust.
- Leveraging the stats. When it comes to stats some sites like Facebook are transparent or you can leverage third-party research.
- Review job postings, backlinks, keyword rankings of competitors, and news announcements regularly to get a quick look into your online marketing health.

2. Use Social Media to Promote Exclusive Offers

In order for your ecommerce business to build followers on the social channel you choose, you must entice customers with something they aren't able to get anywhere else. Offer an exclusive item to social media followers or fans, such as a weekly coupon. You might also offer "breaking news" that they can't find somewhere else.

3. Monitor What Your Competitors Are Doing

Whether your ecommerce business is new to social media marketing, or you just want to take it up a notch, competitive intelligence can be very helpful. Conduct a competitive audit of your top five competitors on the social web and then answer the following questions.

- What social sites are they active on?
- What type of content do they publish?
- How many followers/views/fans do they have on their site?
- How do they promote their products, events, or programs using social media?

4. Don't Just Promote Products/Services

The main focus of your ecommerce site is to sell products, but your social media marketing strategy should include a wide range of strategies that go beyond promotional offerings. Here are a few ideas to try incorporation into your social media marketing.

- Share news stories or messages from external sources
- Create a blog on your site then feed your blog content to your social media accounts

- Ask questions, poll your customers, or participate in discussions via social media
- Post pictures from company events or videos especially when the CEO speaks

5. Sell Products Through Social Networks

Many ecommerce sites use social channels to make it easier for customers to purchase their products. For example, 1-800-Flowers was the first ecommerce site to launch a Facebook store, which allowed customers to browse, and purchase its products directly through Facebook.

The five ideas are a good start when it comes to successful ecommerce social media marketing.



10.6.5 Understanding the Playing Field of Social Media Marketing

Designing and building a social media campaign that's successful is a bit like designing and building a high-rise. First, you need to research your material, then you need to put down a solid foundation, and then you need to continue with regular maintenance to ensure your social media promotion is a success.

10.6.5.1 The Proper Building Blocks

The proper building blocks are key to successful social media marketing. The strongest social media plan needs to include the following building blocks:

Democratized Social News Sites

These tools permit online marketers to network with a community by both voting on content and by submitting your own content for others to vote on. Examples include Reddit and Mixx.

Social Sites

These sites offer a fantastic opportunity to build and interact with a network, and to publish your original content in a number of forms such as videos, photos, links, news, and more. Examples include Facebook and LinkedIn.

Editor Controlled News Sites

When content the user submits fits the editorial guidelines it is accepted and distributed. These high profile websites can produce enormous results. Yahoo is a great example of a news site.

Micro-Blogging Sites

These include sites like Twitter and Friendfeed, where your comments are limited to 140 characters or less. Keep your comments interesting. A great way to broadcast to a large audience.

Social Bookmarking Sites

A great tool for marketers are social bookmarking sites where you can submit URLs of interest to sites like Delicious and StumbleUpon, which will drive targeted traffic to specific page. These sites are great for doing research pertaining to the type of content that your audience is interested in.

Wiki Sites

If you want to dominate search results, Wikis are a great tool, because they frequently rank high. Use wikis to reach new audiences by posting original content and editing existing content.

Social Question & Answer Sites

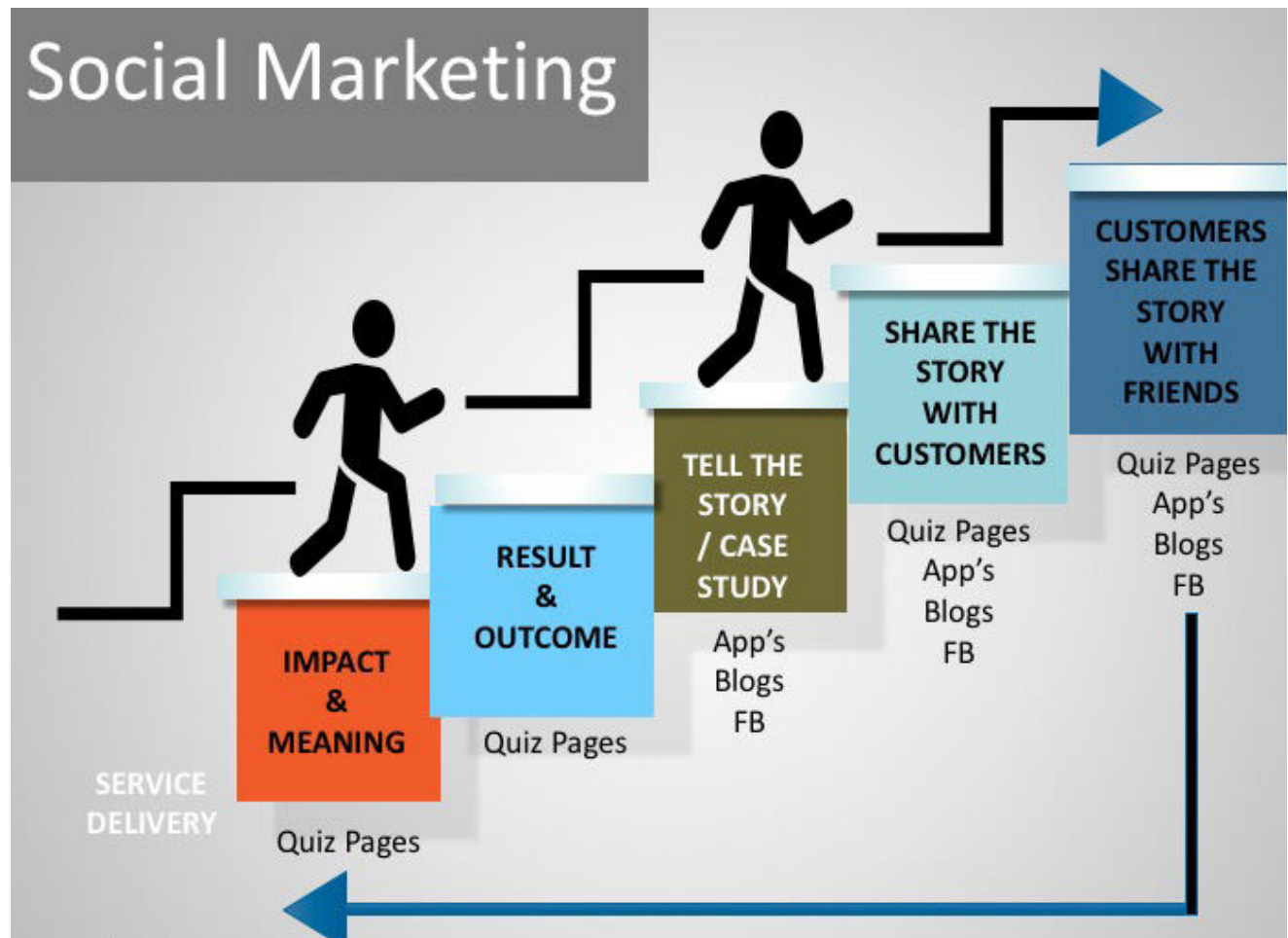
Marketers can answer existing questions and post new questions on sites such as Wiki Answers and Yahoo! Answers. This is a great way to develop and grow brand reputation and become an authority. It's also an excellent way to do audience research.

Social Content Sharing Sites

Flickr and YouTube, are just a couple of the sites that let you post specific content types, from photos to video to reviews. These sites can aid marketers to build brand recognition and to target relevant audiences.

Niche Sites

These sites target a specific niche, such as Chihuahuas, Italian wine, or blogging. As a marketer these are excellent because you are able to target a extremely relevant audience.



10.6.5.2 Blueprints

In order to create a social media campaign that will be successful you must have a detailed plan. These steps will ensure your campaign is solid.

Background Research

Learn where your online audience is located. Examine the type of content they submit to social media sites for ideas of what interests them. Also, identify thought leaders to target in order to spread your message to a broad audience.

Brainstorming

The purpose of brainstorming is to generate tons of ideas that you can use for promotions. Have a look at what has worked in the past and then build upon that. Look at what has worked for other similar companies or products and then see how that could be integrated into your platform. Take the time to filter out the good, the bad, and the really good, so that you can find a workable solution.

Idea Research

You will need to follow up on the ideas you implemented to see if they actually worked (and how well they worked) based on what currently happening in the targeted social media. Flexibility is really important, as is the ability to adapt and change if something isn't working. After all, there's no point in continuing down a path that isn't working.

Story Production

Work hard to avoid a message that is an obvious sales pitch, and what's referred to as marketing speak. Use videos and photos to enrich your stories.

Schedule and Launch

You need to be aware of the days and the times you targeted audience is on the social network sites. Make sure you link your promotions to relevant events to generate timely interest.

10.6.5.3 Build a Foundation

For your social media marketing campaign to be a success it's key to interact with a social community and build a strong foundation. There's a reason it's called social. Make sure you are socializing with an appropriate community and use these guidelines to get the most out of your campaign.

Network and be Social

You should continuously join and participate in groups, make new friends and interact with existing friends, and in general participate in the community.

Be Genuine and On Target

Provide your audience with what it wants.

Provide Value

Provide users with something of value – expert advice, tips, something entertaining, etc.

Allow People to Act Naturally

Allow users to have fun with your content and interact in a natural way. Don't force them to interact in a specific manner.

Listen and Respond

Watch for positive and negative reactions to your content once it goes live. Respond to your users and always work to improve content.

10.6.5.4 The Wrong Way to Use Social Media Marketing

When it comes to generating results in their social media marketing campaigns, some social media marketers choose to cross over to the dark side and we're not talking about Darth Vader's dark side. Avoid creating a social media ring so members can vote your content up, messing with the reputation of a competitor, using social media applications that automate processes, or hacking blogs to include your link. Avoid these unscrupulous tactics because they will not benefit you over the long haul and can actually jeopardize your long term success.

Create a comprehensive social media campaign by putting focusing on the three major stages we talked about:

1. Proper building blocks
2. Blueprint
3. Building a foundation

Social media marketing is a powerful tool so make sure you get the most out of it.

10.6.5.5 The Five S's of Social Media Marketing For Your Business

It's important for you to understand the social aspect of how users utilize social media sites to adapt and be a success at their business. Social media revolves around the social networking sites. Let's look at the 5 S's of social media marketing your business should utilize.

1. Share

Social media is all about sharing. Individuals write blogs for the world to read, upload videos to sites like YouTube for the world to see, share bookmarks with sites like Digg, and post links to points of interest on Twitter. If your goal is to explore social media marketing and venture out, it's important to recognize the conversations can't be all about you or your company. Share information about your company with the rest of the world through social media and show your audience your company has the necessary expertise.

For example, with Twitter, the recommended formula is 10% sharing to 20% self advertising. Of course the formula isn't set in stone so experiment and see what works best.

2. Support

When you think about it, social media is pretty fantastic because users are having real-time conversations about everything and anything you can think of. PR agencies are beginning to strongly recommend that companies keep a social media presence. Social media sites like Twitter allow an avenue for customer support.

3. Social

Social media is about socializing with existing friends and making new friends. For your social media marketing to be successful you need to be interacting with your followers who are your potential customers. Socializing and growing your fan base increases your presence. Think of social media as virtual socialization and for your business it is a virtual marketing Mecca. Engage – communicate – socialize = successful social media marketing.

4. Strategy

Make sure you have a social media marketing strategy in place, otherwise you could be wasting a great deal of time and money. Each social media type has a different environment, functionality, and demographic base. Determine what it is you want to achieve using social media, then analyze the different social media types and the various channels each offers. Create your online profile, brand your products/services, and then execute your plan. Make sure you analyze the effectiveness of your marketing strategy and make any needed changes. Social media is fluid, constantly changing, so you may have to fine tune your strategy as things change.

5. Sales

All the social media marketing campaigns are of no value to you and your business if they don't generate sales for you. You need to be creative. Set up a landing page, unique product campaigns, make pages trackable so you have access to data, and do anything else you can to track how effective your social media campaign is.

There you have it, the 5 S's that can make your social media marketing campaign a success.

10.6.5.6 Understanding Your Audience

If you want to get the most out of your social media marketing you must understand your audience. Social media has evolved into far more than just an interesting site that people use to chat about their day to day lives. Many social media sites, like Facebook, have become virtual communities where friends interact, new friends are made, awareness campaigns occur, games are played, and much much more. Business has been slow to recognize just how powerful social media is.

Just recently have more businesses recognized there is a huge untapped market here with the potential to skyrocket their sales to a new level. By developing solid marketing strategies to use with social media you can also enjoy the benefits.

Don't make the mistake of thinking if you build it they will come. That's simply not the way it is. Too many businesses quickly throw up a website, start a blog, sign up to Twitter and start tweeting, and create a business page at Facebook, then they sit back in anticipation and are distraught when they reap no benefits, wondering what they did wrong.

Here's what you need to do to enjoy successful social media marketing.

Create a Profile

Don't create a profile for a single person. What you want to do is create a profile that is a representative character for thousands even millions of individuals that will connect to your business using social media channels.

What to Look For

If you want to understand your social media persona look to those who are already connected

to you. To build a strong ask these three key questions.

- What are the content preferences of your customers?
- How do they discover content and then consume, and/or share that content?
- What are they looking to discuss on the social web?

Once you have the answers to these questions you can make smart decisions about what your content should be, and how to best present it.

How to Build Your Social Media Profile

There are all kinds of sites popping up who offer services to build your customer profile. If you want to undertake this project on your own, you need to keep these three powerful yet simple tools in mind when you want to find and develop your social media profile.

- Surveys – The main reason a business is unable to profile the visitors to their site is because they don't take the time to interact with their visitors. The easiest way to interact with your visitors is to ask questions. Surveys are a great way to ask questions and get answers that can help.
- Web Analytics – Google analytics is one of the most popular analytical tools and best of all its completely free. It's set up in a manner that makes it easy even for beginners. Any business that wants to be successful with their social media understands the profile and uses some type of web analytics.
- Rapter – There are other sites like this but Rapter is one of the popular choices. Its purpose is to see that every person that uses the internet have a meaningful experience. Here's how it works. You send Rapter a list of all your email addresses for your users. Rapter then searches its database for that particular email address and then provides you with information about the person associated with that email address including age, gender, and location.

10.6.6 Ten Social Media Principles To Master

1. Blog like crazy.
2. Create profiles everywhere
3. Upload lots of photos
4. Podcast often.
5. Upload all the videos you can find.
6. Immediately set alerts.
7. Get connected with everyone.
8. Comment on a multitude of blogs.
9. Explore social media for a minimum of 30 minutes per week.
- 10.. Be creative.

#1. Blog Like Crazy

Blogging should be a priority. Set up a blog, a personal blog, a business blog. It's easier than you think. Use an existing blogging site such as Blogger.com or GOingOn.com or install your own branded blogging site right on your own server by using WordPress. And, WordPress is free.

#2. Create Profiles Everywhere

Create your profiles sooner rather than later because if someone else takes them, they are gone forever. This is referred to as cyber squatting. So get busy – get out there now and start creating your profiles. You can use Open Social to make the filling out of each profile as easy as 1,2,3 and a click of a button.

#3. Upload Lots of Photos/Videos

Upload as many good photographs and videos as you have. Now this doesn't mean you should be uploading pictures of you dancing on a table top wearing a lampshade, as these types of photographs will hurt you not help you. Customers and potential customers want to see photographs of you participating and your company in action. Your audience want to put a face with your company.

#4. Podcast Often

You can use the free audio software on your computer or invest in a relatively cheap camera. Podcasts can run 24 hours a day. Once you've created your podcasts there's no cost associated with providing them to your customers and potential customers and they offer a great deal of value in building your business. Do interviews, training lessons, and any other type of podcast that is interesting, entertaining, and relevant.

#5. Upload all the Videos You Can Find.

Post videos, more videos, and then some more videos. They can be customer videos, training videos, or entertaining videos. So grab the video camera and get out there and start interviewing customers and anyone else that can provide valued information. Pictures are worth a thousand words and a happy customer smiling is just that.

#6. Immediately Set Alerts

Alerts are a must. When people are talking about you and your business you want to be alerted as to what they are saying and when they are saying. This information can be useful in creating powerful social media campaigns.

#7. Get Connected With Everyone.

Get connected by signing up to LinkedIn, Facebook, Twitter, and other social media sites. On your email signature put that you have a LinkedIn, Facebook, and Twitter account. Also include it on your business cards, on your letterhead, and anywhere else where there is an opportunity to promote your social media presence.

#8. Comment on a Multitude of Blogs.

Commenting on blogs is a bit like having a chat at a cocktail party, or other type of event. Just as you would not walk into a cocktail party or event walk up to a group that's chatting and tell them your name and your business, you shouldn't do it on a blog. Posting a comment on a blog is fine but you don't want to come across as rude. So first listen by reading the posts and then make a comment post. It's okay to be controversial or voice your opinion even if it doesn't agree with the posters opinion, but you must do it in a manner that's respectful. There's a great opportunity here to promote your business so don't miss out on it.

#9. Explore Social Media For a Minimum Of 30 Minutes Per Week

Every week you should explore social media for at least 30 minutes. Of course, longer is better. So why not grab a cup of java and park yourself in front of your computer for 30 minutes and start searching. Using Google search engine is an effective way to search for and find social media sites. This is also a good way to look at expanding into other social media sites.

#10. Be Creative.

Of all the Principles, this is by far the most important. Have some fun and let your creativity flow. Know what your customers want and expect and then provide that to them in a manner that catches their attention. Remember your audience wants transparency, authenticity, to be able to communicate openly, and to have a little fun.

These ten commandments will guide you in your quest for maximizing social media marketing.

10.6.11 Conclusion

Social media has take the world by storm. Businesses that recognize this and the power of this virtual world are taking advantage of the opportunity to grow and prosper using social media marketing. Don't be afraid to reach out to many different social media channels and venues. We've discussed many in this e-book, but there are plenty of others. We've pointed you in the right direction now get busy and expand on the information we've provided.

Social media makes it easy for you to target the appropriate audience. There's little value in targeting the wrong audience. For example, if you are selling adult entertainment you wouldn't want to target a family audience. Be patient, take the necessary time to determine which chan-

nels will best benefit your business.

Join groups, like pages, and interact as much as possible. The more you interact and engage in discussion the more your following will grow and the more your business will prosper. Your comments and discussions should offer information that's relevant, and interesting. Posting just to post will annoy your audience, which is not what you want to do.

You can start slowly so that you don't become overwhelmed. Facebook is a good place to start followed by Twitter, and YouTube. Once you've created your profiles, set up your page(s), you are ready to begin to enjoy all that social media has to offer. It won't take you long at all to put your plan into play, especially if you make use of the valuable information we've provided you.

Marketing is key to the success of any business. Those businesses that recognize the power of social media marketing will be miles ahead of the competition. So are you ready to take your business to new levels? Are you ready to jump start your client base? And are you ready to share with others just how you were able to become so successful because they are going to be asking. The secret is yours to keep for as long as you like.

10.7 THE SECRETS TO SUCCESS

At the Core

At the heart of your audience building success story will lie the principle of give to get. Give your customers something to talk about or give them something to share and, you guessed, they will. We have repeated this message over and over as it cannot be stressed enough.

In summary: Customers that have found your value will have friends and connections who too will find the value that they have found. One more time: Make it easy and rewarding for customers to network and generate leads for you and they will.

Feed Desires / Market to Demand

If you can determine exactly what a prospect desires then all you need do is offer them exactly what they want! It seems too simple but actually it is a fundamental secret to success that Webo's Agile Quizzes are able to define. An Agile Quiz may have hundreds of questions but a survey responder may only answer a few questions because the next question depends on the answer to the last question. In this way, you are able to drill down to establish exact detail on the desire.

Lead Generation

Lead lists should be segmented lists that are relevant to specific niche promotions. To be on a list the listed entity needs to have expressed an interest or should have been found to have an interest in a given niche list.

Big Budgets

Big Ad Spend Budgets work. Many businesses focus their spend on SEO, Content Marketing, and more. Driving traffic to a website with a large ad spend budget works as does a war chest full of valuable free gifts.

Bootstrapping

Most SMEs however do not have huge budgets. The Webo eMarketing functionality is affordably brilliant in that it allows one to grow an audience on a shoestring budget. Many SMEs feel that do not have the budget for large scale giveaways however offering relevant information products require a one time commitment of resources to research and create a relevant giveaway info product. Should you have limited time available, Ghost writers will happily do the research for you. In addition, Webo have a variety of ready made info lists that marketers may use as there own. Ts and Cs apply to this non-exclusive use offer..

Keep it Simple

In theory, the process of list building is simple and it is the perceived simplicity that masks the achievement of the objectives which include inspiring your current email subscribers to share and forward recommendations and comments on social networks.

Make it Easy to Share

Success will depend on the ease of sharing and on the offering of a relevant reward for doing so.

Keep it Social & Make It Fun

Gamification: Running contests with a significant prize will also attract subscribers provided the contest and prize are relevant to the niche that you are targeting. To start you need to work on creating your email "sales page" or it may be an info page or info page series that includes a subscription offer. These pages should entertain rather than sell. Build the relationship via social engagement and introduce your audience to your value proposition at a later stage when a relationship exists.

This type of campaign is normally reciprocal.

- Secrets to success include NOT GIVING UP.
- Email/message marketing works but you need to keep segmenting your lists to maintain relevancy and then you need to make subscribing easy and rewarded.
- Actively promote newsletter and notification subscriptions with hyper links and QR codes on documentation like invoices, etc.
- Unless you ask people to subscribe they will not!
- Send new customers a thank you mail with a coupon to share.



CHAPTER 11: TAKE A TEST



Take Test 1

What could I do with the time that I spend in the traffic?

My child is young and I want to work from home.

I want to spend more time at home.

I live far from the commercial centre.

I want a second income.

I want to build up a passive income stream.

Because I can, I want to!





Take Test 2

- Close your eyes and go shop any shopping mall in any city. When you step out take the test. What did you do? The chances are that you looked at products and you kept an eye open for deals and specials. Will you return. The chances are that you will.
- Now repeat the exercise, but this time do it in the comfort of your home. Browse the websites of the SME stores in the mall. When done what did you look at? The chances are that you looked at one "ABOUT US" page after another. Will you return? The chances are that you will not.
- What's the SME challenge? To offer products and service packages online that can be browsed with "Calls to Action Deals" to excite and get browsers to convert to being buyers.



Take Test 3

Are you perhaps expecting a child and are likely to be facing the prospect of being a “Stay at Home Mum?” If so, have you considered opening an online shop that you can run from home? No traffic, no boss, schedule your working hours to suit other commitments, what are your passions apart from tea and cake? If you can find something that you are passionate about and which passes the tests as outlined in this e-Book, congrats! Be cautioned that creating demand is a tough job that often will require much more than a meagre budget to establish.

It’s time to start researching for a few related keywords that are in demand but which are not competitively traded.

Start touring local industrial parks for wholesale showrooms. Research trends in other countries. Decide upon a marketplace that you would like to trade in. Gone are the days when you could moan about marketplace limitations in small towns. The internet offers choice. Work from anywhere and trade in any marketplace.



Take Test 4

- Read on to establish if your existing business is ready for online trading.
- Given that you have an established business that provides goods or services, you could take it online.
- e-Commerce is a part of the modern market place and the user experience will be impacted by the nature of the product or service as well as by the marketing approach adopted.
- The popularity of e-commerce lies in the ability of an enterprise to extend it's market reach and if it does not compete in the broader online market place it will find its competitors competing in its own "back yard."
- In fact, this may already be happening and for this reason the matters discussed here are equally as relevant to the merchant with an established business as it is to those without one.

CHAPTER 12: AFFIRMATIONS

- We have a distinct identity tied to measurable service delivery that both staff and customers can identify with.
- New performance based rewards and recognition awards are in place that are tied to 'new defined behaviour.'
- Pay scales, bonuses and awards are tied to meeting defined customer expectations.
- We have raised the bar on professionalism by mentoring competency and relationship development.
- We have sufficient staff to meet the declared levels of service delivery that are in line with our resources.
- Our 'War room / Notice Board' displays problems solved and measured service delivery.
- We hold a minimum of a monthly innovation workshop for internal staff.
- We hold a quarterly stakeholder conference to discuss needs, expectations and our service delivery promise.
- Humanity - I'm appreciated as a person.
- We are adequately rewarded for our contributions.
- Staff retention is not a problem.
- At work individuals are:
 - Alive - I use my talents well
 - Self-directed - I'm not coerced and I'm responsible for myself
 - Self-aware - I don't deceive myself and I tell it like it is
 - Significant - I'm important and I know why
 - Competent - I'm presented with opportunities to improve my competence
 - Likable - I'm at peace with myself at work
 - Empowered - I'm empowered to do my job which I do with a free spirit. I participate in decision making that affects me.

CHAPTER 13: EXECUTIVE SUMMARY

It's common knowledge; without action nothing will happen. Focus on the user experience. Make sure that users can easily find and pay for what they seek. Highlight benefits and solutions and be the answer to their keyword search.

1. Your online business venture is likely to start with you wanting to make money online and
 - 1.1. You have an existing business or
 - 1.2. You do not have an existing business

2. Research the market
 - 2.1. Find viable niches that are relatively less competitive
 - 2.2. Find popular products to meet the demand in the niches identified

3. Test the market
 - 3.1. Sell product on e-commerce sites
 - 3.2. Build a website and online shop and stock it with agency and or affiliate products
 - 3.3. Monitor the duration that Adwords run for and the cost thereof
 - 3.4. Evaluate the competitor marketplace for affiliate marketing
 - 3.5. Establish the likely market size and optimal pricing for the products identified
 - 3.6. Offer rewards for sharing and for referrals
 - 3.7. Allow customers to share loyalty status benefits

4. Open your website, online shop or product showcase
 - 4.1. Decide on what is to be your focus and outsource the rest
 - 4.2. Market products, information or both
 - 4.3. Expand your online range with complimentary affiliate products
 - 4.4. Offer Loyalty Points for purchases to retain customers

5. Run your business well
 - 5.1. Make a service delivery promise and keep it
 - 5.2. Be admirably predictable and delight your customers

6. Market your business to attract traffic
 - 6.1. Deploy offline direct marketing campaigns; flyers, posters, telemarketing etc
 - 6.2. Promote managed online coupon/deal sales
 - 6.3. Write articles that refer readers to your site
 - 6.4. Attract affiliate marketers to promote your products
 - 6.5. Run viable Adwords campaigns

If you follow the basics outlined in the above beginners guide, it is highly probable that you will make money online. Research and plan your keyword usage and relevance, test the market, provide a great user experience, build your traffic and count on repeat business with word of mouth referrals to grow your business. To fast track - join a network marketing team to learn from others vs from your mistakes!

I have discussed the fact that you can build an audience by blogging consistently every day. I stand by this advice but what is your retention rate? Getting eyeballs is about driving traffic to your site.

The next step has to be converting them into being subscribers. It's back to the idea of push vs pull. It is far easier to push content to subscribers than it is to pull eyeballs to your site. Revisit the sales funnel that we discussed earlier. You will recall that success entailed getting leads to become advocates and distributors. Offering rewards for sharing and rewards for referrals works if you delight customers.

The process of conversion has a lot to do with your brand. Have you got one? When people discuss who you are what will they say? What will you say about me and this book? Here's what I hope you will have gathered.

Your comments to a friend may be, "Mackenzie is the TIME TO GO ONLINE guy. He believes that African SME's have a problem. He believes that it is that they are not found on the internet. He explains how together, we can fix this problem. He says that offering 'About Us' information is boring.

Shoppers want to 'window shop' products and they want to find deals or specials. Finally, he says that having great content managers will ensure a good user experience however the trump card lies in collective marketing. The collective marketing of supplier groups to user groups with blogs leading the charge on establishing what's good and what's not.

So, there you have it my e-Book Mantra and how to fix the problem.

Mantra: TIME TO GO ONLINE

Problem: SME's are not found.

Why: Because they offer no products, boring content and no online deals.

Solution: Offer products, deals, blogs, YouTube video, Pinterest, etc., and get listed on a local directory.

Method: Learn, share, promote.

Next: Understand the theory but take action.

Focus: Work out who you want your audience to be and find them.

How often have you heard the tale that common sense is surprisingly uncommon. I have heard it often and I'm sure, so have you. This point springs to mind because the question; what should we sell? Is the most frequently asked by all.

Let me recap before addressing this question. We have discussed:

- How to research product or service demand.
- How to assess competition.
- How to research and select a short and catchy or a memorable long domain name.
- How product retailers attract traffic to their sites by offering browsers product ranges to browse online.
- How professional and other services can attract browsers to their sites by subtly using their wisdom to help answer user needs and curiosity on blogs.
- e-Mail Marketing.
- Blog Marketing.
- Social Media Marketing.
- Search Engine Optimization.
- Buying traffic.
- The importance of Content Structuring and Design was discussed because many browsers scan stories for a few quick ideas and some useful bullet points that can be quoted without reading the story.
- Getting your customers to grow your business.

Content Marketing

In the the future, when the local small business arena is serviced by international listing directories there will be benefit in submitting listings to neustar, factual, Best of the Web, foursquare, superpages.com and others. In addition, doing so via paid services such as www.moz.com/local will have merit. The free listings available on the www.webo.directory offers the equivalent opportunity in the local market place. The ability to setup search engine meta data helps with both directory and Google search. Some feel that submitting Meta data (titles, keywords & descriptions) to Google is not necessary. I believe that it helps you structure your content and it gives you, if not Google, comfort.

Consumers go shopping to browse products and when doing so they keep an eye out for deals. SME's however have built "about us" websites that, in the main, do not offer the opportunity to browse products and they also do not offer deals. Without products and calls to action SME websites do not service the needs of users and hence they do not rank highly in search results.

CHAPTER 14: JOIN US

This Book offers a guideline on how to make money online. The book presumes that you either are or you intend to go online shortly.

The following options are available:

17.1 For those with time and site building skills.

Go to www.webo.directory and sign up for a site and get growing with the hosting package that suits your requirements and build your site. More importantly GET MARKETING ASAP.

Once registered and logged in you will be presented with the ADMIN PANEL in the Member's Portal. At the foot of every option is a "HOW TO TIPS" chapter that covers the option selected.

Summary

I hope that this book excites you to take action.



17.2 For those that want to have their site built and or managed for them.

Please contact us at:

www.webo.directory

www.webo.co.za

www.webo.bargains

We run weekly webinars for sitebuilders.
Attendance is by invitation.

17.3 Webo Business Opportunities

Globally, Webo International Offers the following Business Opportunities:

- National (Country)/State/Provincial or Regional Webo Distributorships.
 - Distributors trade as independent businesses licenced by Webo.
 - Distributors appoint independent businesses as licenced Neighbourhood Marketers.
 - Neighbourhood Marketers appoint Sales Agents and Site Builders.
- Webo sponsors the appointment of Distributors, Neighbourhood Marketers and their Agents who

trade as independent businesses. Given approved business plans and accreditation Webo does not charge for appointment.

If you would like to discuss the above opportunities please contact us by Skype on "yebowebo."

Webo does not charge for the above appointments as it prefers "sweat equity" spent on driving your own business while Webo Nav's your journey to success.



*Hi, I'm a working Mom.
I run my Webo Neighbourhood
Marketing Business from home.
Contact me for websites, stores
& eMarketing to get found.*



*I've added
the
button
to my
phone*



Thank You For Your Time



At Webo, we run weekly Q&A Webinars, by invitation, on site building. Getting your business growing is easier with a well researched ROADMAP. I hope that this book will enable you to build yours and that you enjoy the ride on your journey to success.

If you enjoy site building we offer an independent business opportunity, accreditation and hosting on the Webo Directory. You can work from any location, at home on an Island if you like, and keep office hours that suit you and your customers. You can target customers locally or internationally, and whom, you charge fees in any currency you prefer. If you join us we carry the full cost of going online. All we require is your commitment to learn and delight your customers. We do not require any royalty fees. 100% of your income is yours. We charge your customers our standard hosting fees.

Our DTHT (Double Turnover in Half the Time) programme works for businesses that are not seasonal and which have an established list of delighted customers.

Alan Mackenzie

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Skype: yebowebo Find me on Facebook and on LinkedIn

Find a wide range of Digital Product Bargains at www.webo.bargains

INCREASE YOUR GOOGLE SEARCH QUERY EFFECTIVENESS

There are a few useful tips that I have found are not common knowledge and which can help you to assess competitors and to quickly gather information about your and other sites. Note that you can combine the search terms detailed below.

Use site:URL If a site does not have a search option. Enter the words site: and the URL to search within the specified Website. Exclude the URL prefix i.e., http:// or www e.g., site:webo.directory kennels You can restrict the search to a defined country by adding the country code e.g., site:UK or site:US or site:ZA Find the codes here: <http://www.web-l.com/country-codes/#R>

Use filetype: Enter the words filetype: and the file type suffix to find documents that you are searching for. Perhaps you seek DOC, PDF, PPT, XLS or other files. See https://www.googleguide.com/file_type.html for more. Place the search phrase before filetype: e.g., .pdf > e.g., **Webbo.directory filetype:pdf**

Use .. or AFTER: or BEFORE: Between a lower and higher number enter two full stops to search for a range of results between the two numbers. These could be the price range of a vehicle that you seek e.g., **Bike \$50..\$200 BEFORE:2000**

Use - To exclude results that you do not seek enter a minus sign immediately before the text to be excluded e.g., **Cars for sale -Mercedes-Benz**

Use " " Use quotations to search for an exact match phrase with the words in the exact order e.g., **Cars for sale "Yellow Mercedes-Benz"**

Use [city] Use a city name between square brackets prefixed by the words time in to get the time in that city e.g., **time in [Singapore]**

Use [city] Use the word city between square brackets followed by the word events to search for events in the named city e.g., **[Singapore] events**

Find an Android phone. Search the words **find my phone** You will be required to log into your Google account that has your phone number specified. You will be able to activate the phone to ring for 5 minutes. You can lock the phone or erase all content on the phone.

**Try asking Microsoft's "new BING" Search Engine a question.
It is powered by an AI search capability that is remarkable.**

DRAFT

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