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**BY Jichél Stewart**  
Author and CEO,  
DigiStream Media



**Aaron Ganz**  
Contributing Author &  
CEO, GANZ Media

**Welcome!** Are you ready to take charge of your business' online success? You've taken a step in the right direction by deciding to learn how to do online marketing the right way, learn how to build your online assets, learn how to grow your community of customers and most of all learn how you can engage and convert them into buyers like never before! As long time marketers ourselves, we have helped many companies just like yours to navigate through the myriad of marketing choices using both traditional (offline) and new (online) media to drive sales and keep customers. We know there's a whole new generation of marketing out there and business owners need a guide. This eBook is built to help inspire you to put your business in a strategic position that will increase your sales right away. Once you've gathered up all the tips, you can make solid decisions about how your business should operate in a digital environment. We're here to answer any questions along the way, whether you decide to 'go it' alone or need our help.

In preparation for this eBook, DigiStream Media, LLC analyzed aggregate social media platform, profile, and comment data from businesses of all sizes from multiple industries as well as information from marketing industry reports. The 2011 data used for this eBook was obtained for the purpose of analyzing trends, identifying best practices, and establishing benchmarks related to the use of online marketing for businesses.

We hope you enjoy the findings and suggestions in the eBook and we want to hear your feedback, comments, insights and especially your success stories. Please be sure to tell us what you think on Twitter, Facebook, or by email: [justintimeebook@digistreammedia.com](mailto:justintimeebook@digistreammedia.com).

From *Online* to **your bottom line**...Happy learning!

# 1

## online marketing - new generation marketing



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## Online Marketing – New Generation Marketing

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Online marketing, also known as Internet marketing, digital marketing and web marketing, refers to using the power of Internet advertising to generate a response from an audience. Online marketing is useful for companies selling goods and services directly to consumers (B2C) as well as those who operate from a business-to-business model (B2B). Though relatively new, online marketing has come a long way since its rudimentary beginnings in the 1990's. Improved technology, lower cost and an ever-growing audience base are the catalysts for making Search Engine Optimization (SEO), Social Media Marketing (SMM) and Mobile Marketing all “standard” business practices for just about every industry and trade, and every business size — from mom and pop to major corporations. No matter what method(s) a company chooses to use, online marketing offers several benefits. It's convenient, affordable, and provides an advantage for companies to track results as a campaign progresses.

The opportunities for growth available today for small and mid-sized companies are unprecedented. Online marketing allows even the smallest of companies to compete in a global marketplace. The downside of online marketing is that your virtual audience has an ever-expanding list of options from which to choose. In contrast to



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traditional marketing, new marketing brings distinct categories of organic benefit: reduced costs, increased capability, refined communications, enhanced control, improved customer service and a competitive advantage. Because you're doing business in a digital environment, you can respond immediately to your competition's marketing strategy, and maintain that advantage.

Online marketing processes include not only digital marketing and sales, but supply chain and channel management, manufacturing and inventory control, financial operations and employee's workflow procedures across an entire organization. This e-business technology empowers customers, employees, suppliers, distributors, vendors, and partners by giving them powerful tools for information management, communications and relationship building. Online marketing and digital marketing should not be confused with e-commerce. Any business marketing that uses digital or online media is known as e-marketing, while a financial transaction using Internet technologies, is called e-commerce.

A web presence is essential for businesses to grow. Building your online portfolio of digital assets and publishing quality content that will **attract your target audience**, utilizing digital best practices in publishing to further **engage your customers, measuring the success** of your online campaigns and most importantly, converting your efforts into **top line revenue** is key to your online marketing success.



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The digital landscape has changed. When websites first came on the scene in the 1990's, they were simply designed to be online brochures for companies and organizations. They provided online readers with content that matched their written product literature (or offline marketing efforts), doing little to interact with their viewers. Readers found websites mostly by word of mouth.

Today, websites are a communication tool used to engage your customers. With powerful search engines such as Google and Yahoo, users can gain laser-precise results when searching for niche products, services, and business goods. These tools allow consumers to make sense of the billions of pages on the web and to make informed choices. Still, this powerful search engine technology is only as useful as those who wield it properly. Without accurate analysis, your business website can get lost in the ocean of competitors.

## Digital Analysis

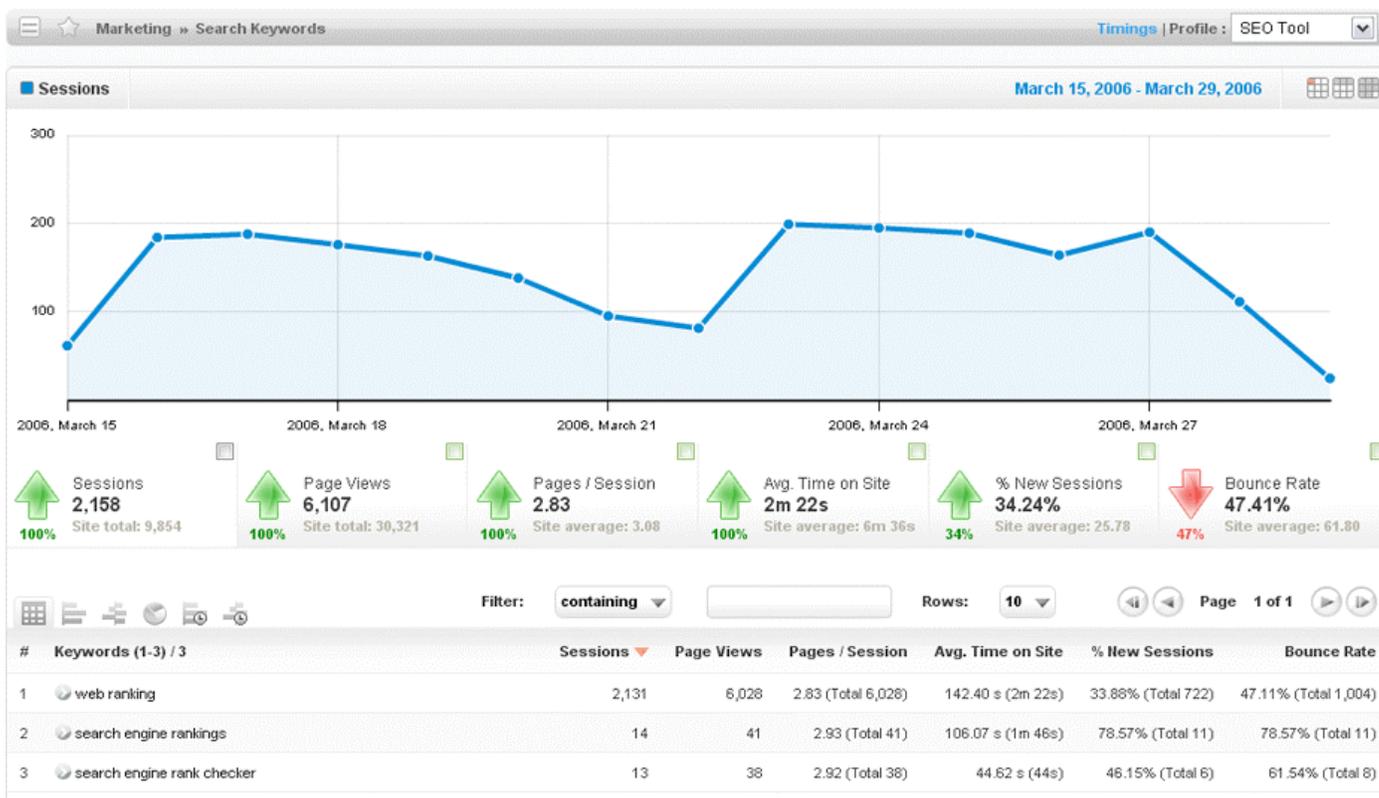
The digital ocean is a vibrant evolving ecosystem. Web pages are not static pages of a book. Businesses are continually updating the content they provide, and so should you. Yahoo and Google send out automated scouts or **crawlers** using complex algorithms to index all the pages that exist on the Internet. The keywords contained in these pages allow users to optimize their search results and find your product.



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With **digital analysis** you can get detailed research on the keywords and phrases your competition embeds into the code of their websites.

This keyword data will be incorporated into your companies' website, providing a life preserver to your customers, and directing them to the exact section of your website that is appropriate.



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Keyword: melbourne dog kennels  Track Rank

**Keyword Research**

**Organic:**  Total Searches  SEO Traffic (SEOT)  Phrase-to-Broad (PBR)  Trends  
 **Adwords:**  Adwords Traffic (AWT)  Adwords CTR (AWCTR)  Adwords CPC (AWCPC)  
 **Competition:**  SEO Comp (SEOC)  Title Comp (SEOTC)  Title/Comp (SEOTCR)  Adwords Advertisers (AWA)  Adwords Comp (AWC)  
 **Commerciality:**  OCI  Adwords Value (AWV)  SEO Value (SEOV)

Match Type: Broad Refresh Filters Analyze Keywords Hide Column Filters

<input type="checkbox"/>	Keyword (89 active, 99 removed, 3 filtered)	Searches	SEOT	PBR	SEOC	SEOTC	SEOTCR	Trends	AWT	AWA	AWC	AWCPC	AWCTR	OCI	AWV	SEOV
<input type="checkbox"/>	melbourne dog kennels	79	33	3%					1	27%	\$0.77	1.27%		\$0.77	\$	
<input type="checkbox"/>	dog kennels in melbourne	7	2	57%					0	20%	\$0.00	0.00%		\$0.00		
<input type="checkbox"/>	melbourne dog boarding kennels	24	10	4%					0	13%	\$0.70	0.00%		\$0.00		
<input type="checkbox"/>	dog boarding kennels in melbourne	2	0	100%					0	0%	\$0.00	0.00%		\$0.00		
<input type="checkbox"/>	dog kennels melbourne fl	1	0	0%					0	0%	\$0.00	0.00%		\$0.00		
<input type="checkbox"/>	dog kennels melbourne west	1	0	0%					0	0%	\$0.00	0.00%		\$0.00		
<input type="checkbox"/>	dog kennel	18,082	7,594	82%					200	100%	\$1.14	1.11%		\$228.00	\$86	
<input type="checkbox"/>	dog kennels	14,795	6,213	82%					236	100%	\$1.34	1.60%		\$316.24	\$83	
<input type="checkbox"/>	dog boarding	9,896	4,156	82%					147	100%	\$1.20	1.49%		\$176.40	\$49	
<input type="checkbox"/>	dog boarding kennels	1,000	826	46%					18	100%	\$1.07	0.00%		\$10.26	\$8	

Show removed

Beyond the areas of online marketing discussed in this eBook, a few additional common areas of interest within the field of online marketing include:

- **Affiliate Marketing:** In affiliate marketing, a business recruits associates to promote the company's products or services. The



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associates receive a commission or other similar rewards for every sale, visitor, subscriber, or customer they bring to the company. Amazon.com Associates Central is an example of an affiliate marketing program that Amazon.com uses to encourage private website owners to bring traffic to its site.

- **Display Advertising:** Display advertising involves the use of web banners or banner ads placed on a third-party website to drive traffic to a company's own website and increase product awareness.
- **Interactive Advertising:** Interactive advertising involves the use of animation and other graphic techniques to create ads that engage the viewer and invite participation.



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# 2

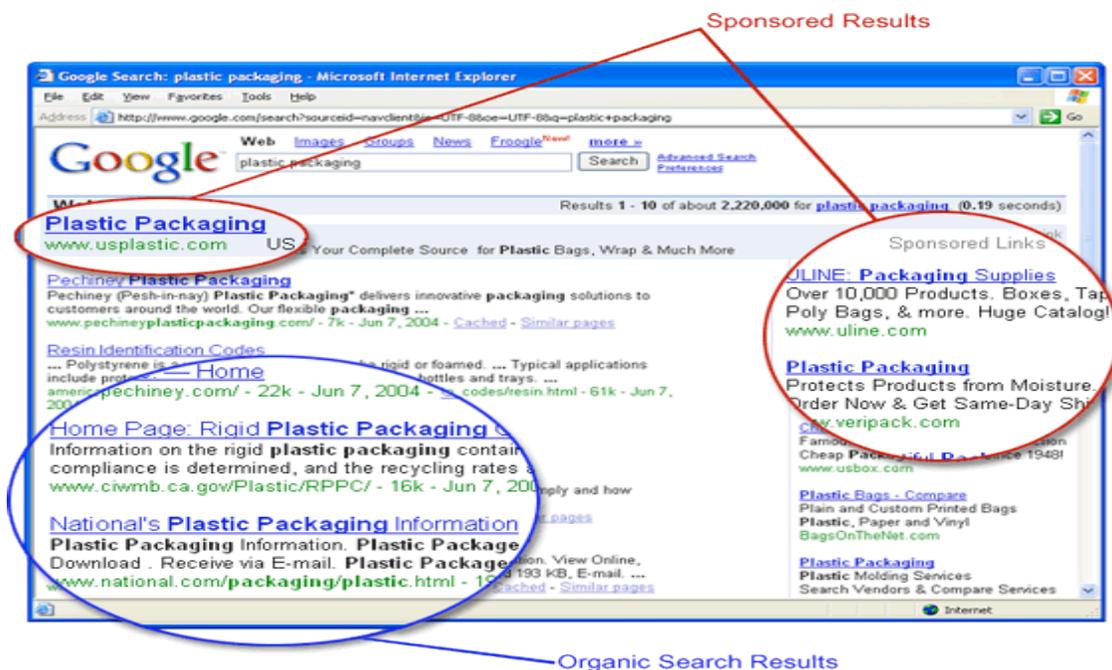
## search engine optimization



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## Search Engine Optimization

Fortune 500 and Fortune 100 companies such as Ticketmaster have dedicated in-house teams helping them determine the most precise keywords that their website viewers type into search engines like Google, Yahoo! and MSN so that they will come to their company's pages. Identifying these keywords is the first step in the optimization process. This is known as Search Engine Optimization (SEO). These results are incorporated into the codes of a website, and blended into



online advertising and marketing, to direct the digital masses to a business' products and services. Faced with today's complex search engine algorithms and fierce web competition, you need leading edge SEO in order to keep you ahead of the competition. If the big boys are doing it, so should you!

Any business of any size can benefit from SEO. Beneath the hidden code of a website lie data tags which provide detailed keyword information to allow the search engines to index them, using **bots**, **crawlers**, and **spiders**. By analyzing your competitors' keywords and the frequency they are used in your specific product niche, you can reverse engineer in hours the research that took them months or years to develop. Using the latest SEO tools such as Google Adwords, you can develop a technology strategy to maximize your online audience.

Beyond your web pages, there are off-site factors that influence how search engines rank your website. **Link popularity** is a key factor in search rankings. To a search engine, a link is like a vote. The more votes you receive the more important your site must be. But not all votes (links) carry the same weight. Getting the right links is far more important than getting the most links. Thus, a link building strategy is at the heart of any organic SEO plan.



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## Can localized search optimization help my business?

Geo-targeted optimization, targeting local Internet users, can make a small investment go a long way. As the Internet evolves and web users become more sophisticated, people are turning more and more to the Internet to find local services and products. This is true for businesses that sell directly online, and for those that use the Internet to promote their brick-and-mortar businesses.

The problem for a locally based business is the sheer size of the Internet. A locally based website often gets buried deep in search engines, if they are even there at all. Larger national and international sites dominate the best broad search terms. Localized search marketing requires a very different approach. For example, “Medi Spa in California” or “Offices in Vancouver” will be less competitive than simply “medispa” or “office hire.” Therefore, if you provide services to a specific area, then here are some strategies for drawing customers:

1. **Get involved.** Get your business participating on local websites and forums, so you are bringing the relevance of your business to a specific area and to Google (include links to your website).



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2. **Optimize your Google Places.** Getting listed on Google Places allows people searching both Google and Google Maps see the details of your organization. Besides viewing your contact information, users can leave reviews of your services. Provide incentives for reviews and respond to them. Aim to develop plenty of links pointing at your site, using your location in the hyperlink if possible. It's also good to encourage other local websites to link with yours.
  
3. **Complete your search engine profiles.** Yahoo Local and Bing Maps also feed customers to local businesses, so make sure you dedicate some time to your profile in these listings.
  
4. **Contribute to your offline community.** Be active in your local area, by participating in community campaigns and supporting local charitable endeavors. You're more likely to get local press coverage and these stories will go on the newspaper's website, further highlighting your relevance to the local area.
  
5. **Incentivize positive reviews.** Browsers using the web to find local services are also likely to read reviews when making buying decisions. In addition to review sites, Google includes reviews on their **Google Places** listings. This makes it hard



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for you to hide from unhappy customers, and will affect how much traffic lands on your pages via your Places listing. Do what you can to encourage happy customers to review your local services — this can make a big difference in your revenues.

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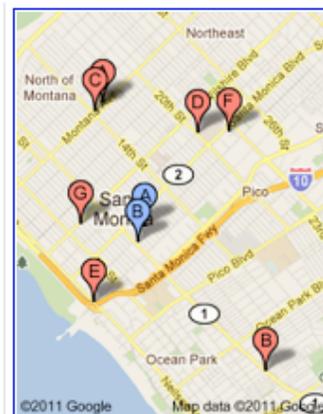
**Premiere MediSpa - Holiday Specials on All Procedures**   
www.dermatiqueskispa.com  
(805)230-1111 or (818)728-0778

**Beauty Park Medical Spa - Santa Monica - Santa Monica, CA**   
www.yelp.com › Beauty and Spas › Medical Spas - [Cached](#)  
★★★★★ 23 reviews - Price range: \$\$\$  
23 Reviews of **Beauty Park Medical Spa** "Have I never updated? Really?!?! Wow. Since my first visit, I've been back twice and now I'm proud to report that the ...

**Medi spa Santa Monica**   
www.yelp.com/search?find\_desc=Medi+Spa...Santa+Monica%2C... - [Cached](#)  
Reviews on **Medi spa** in **Santa Monica** - Medi Spa, Skin Remedies, Beauty Park ...  
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**Celebrity Skin Care, Laser Treatments, Non-surgical Anti-Aging ...**   
www.beautyparkspa.com/ - [Cached](#)  
Beauty Park in **Santa Monica**, is a skin haven - offering **med spa** services, skin perfecting cosmetic laser services, and luxurious spa treatments. ...  
 1511 Montana Ave, Santa Monica  
(310) 587-3502  
citysearch.com (6) - yelp.com (4) -groupon.com (3) - insiderpages.com (1)

**Santa Monica Botox | Santa Monica Med Spa**   
www.pierlaser.com/ - [Cached](#)  
**Santa Monica Botox Med Spa | Pier Laser Medical Spa**, A Local Leader in Non-Surgical Aesthetics.  
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Without surgery or downtime. Performed by experienced Physician. 8920 Wilshire Blvd, Beverly Hills  
[Directions](#)

**Medi Spa**   
www.laskinmd.com  
Board Certified Dermatologist. State-of-the-art Laser. Studio City

**Total Woman Day Spa**   
www.totalwomanspa.com/Spa-Services  
Sign up to receive special offers & discounts. Los Angeles & San Diego.

4 reviews  
[Place page](#)

[Place page](#)



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6. **Update your business listings profile.** Many people looking for local products and services will automatically turn to Yelp.com or other business-listings websites, so make sure your business has a presence beyond the “traditional” search engines of Google and Yahoo. These larger sites are the first port of call for most people, but not all of them.

Applying SEO strategies to your website will place your site front and center as local web surfers seeking your goods and services.

**Attracting search engine traffic is the most important and beneficial strategy to consider when developing your website.** Search traffic will bring the most desirable — and therefore lucrative — type of visitor to your site: visitors who are **SEARCHING FOR YOU**. They are motivated to buy, making search traffic easy to convert into customers, and turning browsers into *buyers*.

A well-optimized site should be both optimized for search, so visitors can find you, and optimized for conversion to turn the increased traffic into customers.



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# 3

## social media marketing



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## Social Media Marketing

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Social Media is not just a fad for today's youth to keep up with the daily on goings of their favorite celebrities such as Justin Beiber or Lady Gaga. 85% of small businesses surveyed recently indicated they have benefited positively from Social Media. If Social Media were a train, it would be a powerful high-speed rail, designed for businesses to communicate online with their customers. Social Media is mainstream and your



customers are very active on the social channels. You can either meet your customers and prospects in this space or let your competitors board the digital train in your place. The effectiveness of your Social Media Marketing campaigns can be measured, having a direct impact on your bottom line. Social Media Marketing tracking and reporting eliminates the question of whether or not a Social Media Marketing strategy is good for your business.

In the days before the Internet, unless you had a budget big enough for expensive mainstream ad vehicles such as TV, print or radio, it



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was hard to reach a significant audience with your message. Big businesses had a built-in advantage, getting larger at the expense of smaller businesses, by reaping the benefits of a mainstream advertising vehicle. The emergence of the web, especially Social Media Marketing, now means the highway to success has been re-engineered with many more "on ramps" for smaller companies.

The accessibility of social media is worldwide, and technologies such as Facebook and Twitter have been used in countries such as Tunisia, Egypt, and Bahrain to unite and connect people around a single cause, providing instantaneous feedback, which led to collective collaboration and mobilization.

Recently, a French subway went offline, stranding passengers, and the automated corporate Twitter message stated they would get back to their customers within 24 hours. This enraged subway riders who were desperate to get updates, and created a media nightmare. Passengers sent their frustrated messages to loved ones and friends in the outside world, which the news agencies immediately picked up.

A simple "Tweet" by a live person, stating that teams have been deployed to address the issue would have calmed the thousands of stranded passengers, reassured concerned families and built trust.



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## Is a Social Media Marketing strategy good for your business?

Having a Social Media Marketing strategy means having objectives for reaching out to your customers and prospects and keeping them engaged. The key is to jump-start, engage, and drive word-of-mouth by sharing quality, meaningful content and rapidly monitor conversations as they are happening — and to transform your website into a social experience.

You can monitor online communities, blogs, and advocacy forums where people share their ideas about issues (politics, the environment, etc.) on the web. Your business can engage directly with your customers, delivering relevant messages that enhance their online experience with you. This can include announcing product recalls, CEO changes, new product releases, and special offers. You can even build your own social network just for your customers (this is called, **Micro-Social Media Marketing**). To tie your customers' social marketing experience with you into a neat bow, you can take the conversation off-line and back to an in-person, one-to-one marketing experience.

Social Media Marketing is a mandate for small to mid-sized businesses today, and requires proof that their investments are working. When you can tie your business' Social Media Marketing



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metrics to your bottom line, then you are creating and shaping your digital PR and realizing your Return on Investment (ROI).

In the 2011 Social Media Marketing Industry Report: How Marketers Are Using Social Media to Grow Their Businesses<sup>1</sup>, Social Media Examiner noted that among experienced social media marketers, 72% reported closing more business as a result of social media efforts and 52% reported lead generation benefits with social media. Investing in a marketing system will give your company the advantage of effectively identifying demand and managing brand reputation by responding to comments and feedback from customers, prospects and others.

72% of marketers reported closing more business as a result of social media efforts and 52% reported lead generation benefits with social media

<sup>1</sup> <http://www.socialmediaexaminer.com/social-media-marketing-industry-report-2011/>



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## **SOCIAL MEDIA NETWORKS (just to name a few)**

**facebook**

**750M**  
users

As of July 2011, **Facebook** has over 750 million active users around the globe — twice the population of the United States — more than half of which use the site daily. Seven billion content interactions (status updates, pictures uploaded, etc.) are shared on the site weekly. The average Facebook user has 130 friends and spends 55 minutes per day on Facebook. That constitutes the highest participation on any social networking site.

Facebook launched a new suite of improvements recently, and now promotes what is called, **social e-commerce**. Your e-commerce site can benefit from tying your services into the Facebook platform. 18 of the top 25 e-commerce sites are using Facebook features like “Facebook Connect” or the “Like” button. One shopping site for outdoor gear, saw a doubling in revenue, generated from Facebook within two weeks of adding the “Like” button. Similarly, American Eagle saw a 57% increase in sales based on Facebook users liking their Page.



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By creating a business Facebook Page for your business, with branded graphics that emulate your website, you construct additional real estate to market your goods and services. You can also engage your users/fans in a two-way conversation, and generate buzz through referrals. You and your online readers can post messages and updates, schedule events, and post videos to promote your company. Facebook also gives users the opportunity to ask questions, so you can tailor an online survey to reflect your business interest.

What's good for commerce sites that embrace social features is also good for Facebook, even if the company doesn't charge sites for using those features. That's because sites that use Facebook heavily also tend to advertise on Facebook. Facebook can literally be one of your top resources for traffic and sales.



**175M**  
users

**Twitter** is great medium for businesses. With Twitter you can send instant alerts about product updates and newsworthy items, respond immediately to crisis, launch customer surveys, and encouraging discussions. There are more



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than 175 million registered Twitter accounts today, posting over 95 million Tweets per day – a 250% increase since 2010. All of the usernames on Twitter have a “@” sign, called a mention, in front of them, which alerts another Twitter user that they have just been tweeted about. When someone likes your content, they can ‘re-tweet’ it and you are notified, which gives you instant credibility amongst all who follow that person. You are limited to 140 characters, so Twitter cleverly stripped down some of the complexities of the other social networks. These “tweets” can be directed to PCs, Laptops, or mobile devices such as the iPhone and Blackberry. Tweets are similar in nature to text messages sent from a cell phone.

There are four different ways that your company can use Twitter today: directly, indirectly, internally, and by **signaling**. Here’s what we mean: With the first method your business can use Twitter *directly* as a marketing or public relations channel, much like an extension of your business’ blog. You can post about corporate accomplishments and distribute links that take people back to your corporate web pages, press releases, and other promotional sites. Be cautioned, though: While this direct method probably seems to be the easiest way to get started, using Twitter like this can actually hinder your image in the Twitter community. A whole bunch of self-serving, self-promotional tweets can actually damage your reputation - Twitter folks like a personal touch.



The second method is where you let your employees tweet instead of you. As your employees *indirectly* use Twitter to enhance their own personal reputations, your company's reputation can often also be by proxy, indirectly enhanced. Employees tweeting excitement about their work, developments in their industry, or new products, or other tidbits, even if unrelated to the company itself, can promote positive feelings for the business they (indirectly) represent. Employee tweets can also affect your company negatively, so you may want to monitor these. Another good reason for having employees tweet instead of the company itself is if the company wants to be seen as employing influential leaders.

Your and your employees can use Twitter *internally* to share ideas or communicate about what projects you are working on. This internal method, though, is only recommended if the information is non-confidential in nature.

Finally, by using the *signaling* method, can help you by taking what information is already being shared into consideration. Some companies aren't Twitter participants, but they are Twitter "listeners." You should spend time "listening" no matter how active you decide your company will be on Twitter. You need to monitor conversations, and keep track of what's being said about your company, your product names, or even your industry as a whole. "Listen" for your name, your competitor's names, and words that



relate to your space. *Listening always comes first.* Smart companies are tuning in to these micro-conversations to get early warnings of problems, and to collect feedback on product issues or ideas.



**100M**  
users

With **LinkedIn**, leveraging and managing your business contacts has never been easier. This social media channel with over 100 million member-users across the globe, LinkedIn has grown by 100% since 2010. It is similar to Facebook, though the look and feel is different. LinkedIn technology is the technology of choice, used by business professionals to leverage their personal networking objectives.

You have the ability to post a company profile, share messages and pictures as part of a general discussion board (viewable to the general



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public), and display website links. You can also send messages to your Twitter followers from LinkedIn. As a business owner, you can develop your industry reputation by way of your personal and business profiles which can be linked to each other. Recruiting, joining **Groups** to become a part of professional conversations about changes and updates in your industry, and seeing what ‘content’ is available from industry colleagues, are all benefits of using LinkedIn. A number of Groups within LinkedIn are very powerful and are great way to build your reputation, grow your practice area, and build your referral base. Also, any LinkedIn member can follow a company that has set up a Company Page, to get updates on key developments.



One of the most popular vehicles to post videos of new product demos, or **YouTube**. There are many video (and picture sharing sites)

**2B**  
views / day

popular vehicles to releases, corporate training items is are many video (and from which to choose



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online, but the key principle here is that video is by far one of the fastest ways for your brand to go **viral** (meaning that large numbers of viewers are attracted to and then share the video). There are two billion views on YouTube per day. More video is uploaded in 60 days than networks can create in 60 years – an astounding amount of video! Here’s another interesting fact: YouTube is rated second to Google as a search engine. You can quickly rise through the search engine ranks, because now that Google owns YouTube, there’s the added benefit that a video on YouTube automatically goes into Google’s search engine.

Videos tend to catapult to the head of the line. It’s a great way to increase your site visibility in the rankings. By creating a log of videos, also known as a YouTube profile channel, viewers can subscribe to that channel and you can grow your customer base. Even a small company can create mini-ads (up to 15 minutes long) that provide the same impact as a television advertisement. You can then send out emails to those subscribers. Plus, YouTube videos can be displayed on websites, mobile phones, and on sites such as Facebook.

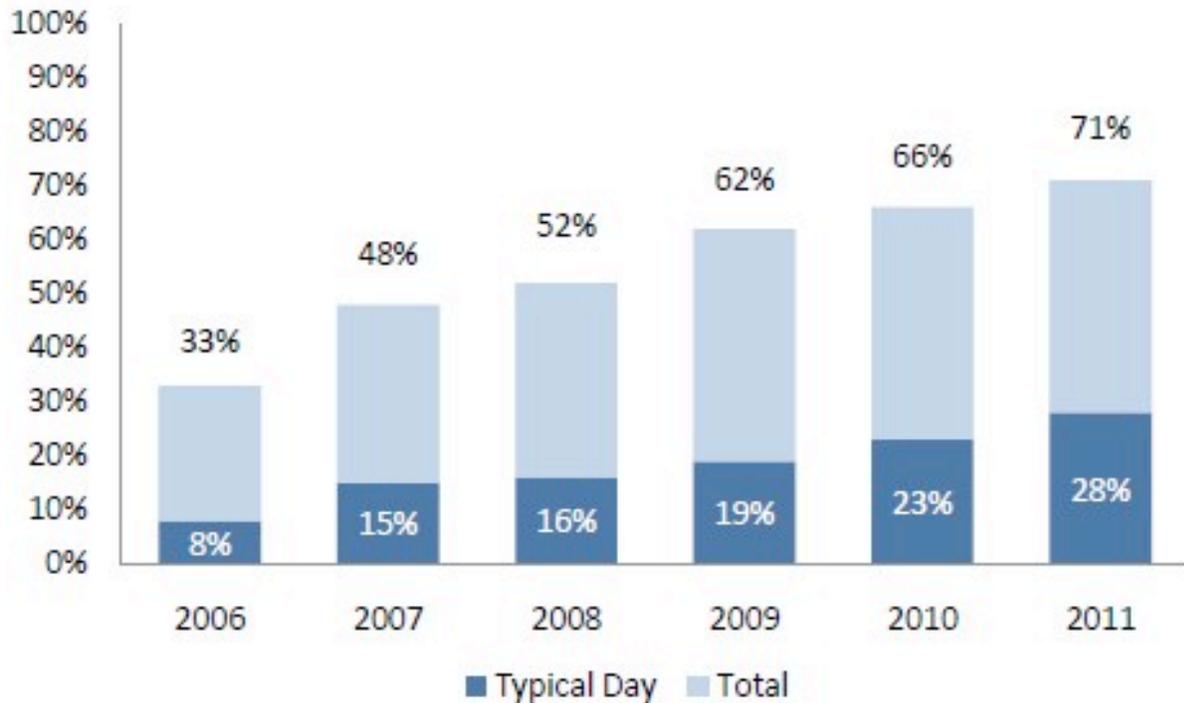
As a small business owner or entrepreneur, you can hit it big on YouTube. YouTube gets 20 million viewers a month. That’s a really big market to tap into and there are no placement costs. It’s low cost and high potential.



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### Video-sharing site usage over time: 2006 - 2011

*% of internet users who visit video sharing sites (total and on a typical day)*



Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish.

Kathleen Moore of the [Pew Internet Project](#) has just written a report that says 71 percent of Americans who are online now use video-sharing sites such as YouTube and Vimeo, up from 33 percent 4.5 years ago. The use of video-sharing sites on any given day has also



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risen, from 8 percent in December 2006 to 28 percent in May 2011.

Pew also found that Internet users in rural areas are now just as likely as users urban and suburban areas to have visited these sites. In addition, 81 percent of parents in the survey reported visiting video-sharing sites, compared with 61 percent of the non-parents.

There is, however, a community aspect of YouTube or what attracts viewers that must be considered, first. YouTube or video marketing is not as simple as uploading a commercial spot or corporate video and waiting for the e-mails to pour in demanding your products or services. Informational videos, educational videos, and entertainment videos are categorically, three ways to attract viewer attention. Producing an engaging video for YouTube is just the first step in launching a successful marketing campaign on YouTube. It's easy to get lost in the crowd of 20 million viewers a month, so tips for making your company's videos rise to the top and leveraging them to help your business:

- use the right keywords that best fit your subject area and niche so you are picked up on YouTube's search engine
- use the right video production techniques and technology (a \$300 camera will do you just fine)



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- attract visitors to your site by creating a special “landing page” for viewers on YouTube, so they find your business through your website
- join the community and comment on existing topic-oriented groups
- create a group if there isn’t one in your niche area;
- park video clips using YouTube’s bandwidth with a simple link from your business’ site

## **Blogs**

Blogging is the original social medium, and not blogging is one of the biggest mistakes you can make today on the Social Web. Blogging is the glue that holds your Social Media strategy together. The Social Web is driven by fresh content, and if your business doesn’t regularly publish new content to the Web, you’ll struggle with getting “shared” and “retweeted” and thus will not do well on the Social Web.

Blogs provide a two-way discussion board with your online audience and can include tips, resources, and specialized content not found on your website. Blogs are a foundational element and one of the best means of establishing thought leadership. Presidential campaigns are now started and discussed in blog postings that get picked up by the mainstream media. Professional service providers, like doctors, lawyers, real estate agents, and their staff can benefit from turning their blogs into a great platform to meet their end goal of selling their



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services, by showcasing their expertise. The blog then becomes a resource that ultimately sells the service.

Building that influence into your business, wherein you have people who follow you, who regard you as a thought leader, and where you have established credibility is usually achieved through a blog. This consistent readership by people who read what you post on your blog makes it easy to move into more complex social networking.

Setting the proper voice/personality of your blog will help determine its success. Blog messages can include text, photos, videos, and website links to further spread your marketing content. The keywords embedded in a blog differ from those of a regular website and are indexed a different way. This means you may get a different audience finding your blog through the search engines compared to those that may find your website. All of the information in your blog is stored in a database and can be exchanged in a number of different ways. For example, people can subscribe to what are called RSS feeds (a digital distribution channel). Blogs are extremely search engine friendly; they are written with coding on the back-end specifically for search engines. Specialized topics and site-specific incentives can generate loyalty and trust for your personalized online community. Blogs are an easy publication platform and you can publish right away.



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By commenting on other relevant industry blogs you will promote your own blog. Can you guest blog? Can you add a few more relevant comments to other blogs each day? This is a great way to increase your blog's traffic. What value can you add? In addition to what you currently offer on your blog, you might offer a free report or a webinar. Finding guest bloggers to round out your content and providing new information and a mix of content (videos, must-have lists, .pdf reference documents, etc.) are all great ways to increase your blog's value. Contests drive traffic to your blog and when the word is spread on your social media sites, your traffic will soar because everybody wants to win your prize!

Networking with others in your industry can make a huge difference in your blogs success if you make the right connections, so meet people, offer value and connect. How can your blog make you money? Consider placing affiliate ads in the sidebar or footer, or join the Google AdSense program. If strategically designed, your blog will grow your e-newsletter list and communities on social-networking sites faster than any other tool available today.

Businesses are saturating the social channels and have more opportunities than ever before to expand and develop their personal brands on relevant social medial sites. So now it's up to you to create your objectives, integrate tactics into your marketing strategy and join the conversations that your customers and prospects are having!



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# 4

## email marketing



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## Email Marketing

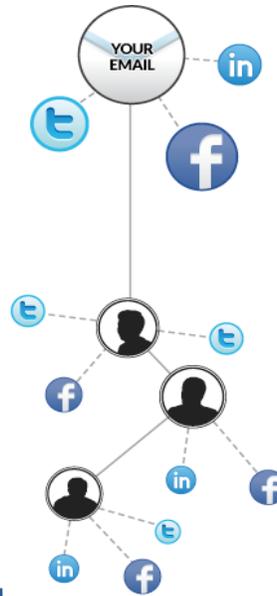
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Just as radio didn't replace television, Social Media has not replaced email marketing. In fact, email marketing has actually become more relevant by integrating with Social Media campaigns, providing highly-targeted and enriched customer data to your company. Before you begin sending out emails, they should become familiar with some of the intricacies involved. There aren't too many, but understanding how email marketing works is the key to success. Being familiar with statistics, metrics and analytics involved with email marketing is a good start. Therefore, a business doesn't have to fall prey to tactics and strategies that have failed for others.

Businesses should know whom they're trying to target in order to know the correct way to connect to their customers. Without the proper knowledge of the types of customers interested in a business's products and/or services, marketing tactics fail, no matter the medium. Big businesses, small businesses and major corporations succeed because they understand to whom they are trying to market.



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## THE VALUE of EMAIL MARKETING

From e-commerce sites to brick and mortar stores, large or small, businesses all around can and are engaging in email marketing to increase sales. Statistics say, 88% of B2C firms currently use email marketing and another 10% are planning to use it before December 2011. This is great for businesses as 72% of responding companies reported ‘excellent’ or ‘good’ ROI for email marketing plans.

88% of B2C firms currently use email marketing and another 10% are planning to use it by December 2010...72% of responding companies reported ‘excellent’ or ‘good’ return on investments for email marketing plans.



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One way to edge out competition in intensely competitive industries, such as the automotive industry for example, is to effectively use email marketing to increase customer service, encourage repeat business and expand your target market. By using this incredibly powerful marketing tool, you can anticipate a huge return on investment without putting undue stress on your staff, or breaking your marketing budget with high priced advertising campaigns. By setting up a database with information about the client and vehicle, your auto shop could automatically send out customized reminders to your clients without adding to your office staff's workload. Is it time for an oil change? Should the car get a tune-up? Whatever the reason, you can create emails that are sent based on the information you put into the database, and personally let your clients know you care about them. Effortless and yet extremely effective, these automatic emails will have clients coming back time and again.

Each email sent is an opportunity to share your content and increase your followers on your Social Media networks such as Facebook, LinkedIn and Twitter. By incorporating links and logos of these other digital technologies into the emails, online surveys and direct response postcards you send, you increase your subscriber base and build loyalty and trust. If you coordinate your emails with simultaneous social media campaigns, you get the word out on all your distribution channels and your customers can use the power of the collective to



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spread the word for you. Early adopters of this technology such as Intel and Cisco got in on the ground floor of email marketing over ten years ago, and their success stories are legendary.

*Trust* is key in building and maintaining all economic transactions, and your business is no different. Whether you are sending out online newsletters, product announcements, or managing your public relations efforts, email subscribers must give their permission to receive information (opt-in). In fact, you might consider using a double opt-in strategy, by sending users an email confirmation that they have signed up to an email list, then asking them to confirm their acceptance again by clicking on a link. Your goal is to start your email list — and keep it growing. If a customer signs up to your website to get special offers, discounts, or product content, they don't expect to receive an email every day. Over-sending to your email subscribers can result in high rates of people asking to be removed from the list (unsubscribe rates). In fact, 54% of people who unsubscribe from permission emails said the reason was due to emails coming too frequently.

By analyzing your offline business and determining your customers' behavior, you can develop appropriate benchmarks for email frequency, and relevant content. Each email sent is an opportunity to increase your online followers to your other social media programs such as Facebook and Twitter. By incorporating links and logos of these other digital technologies into the email, you develop your



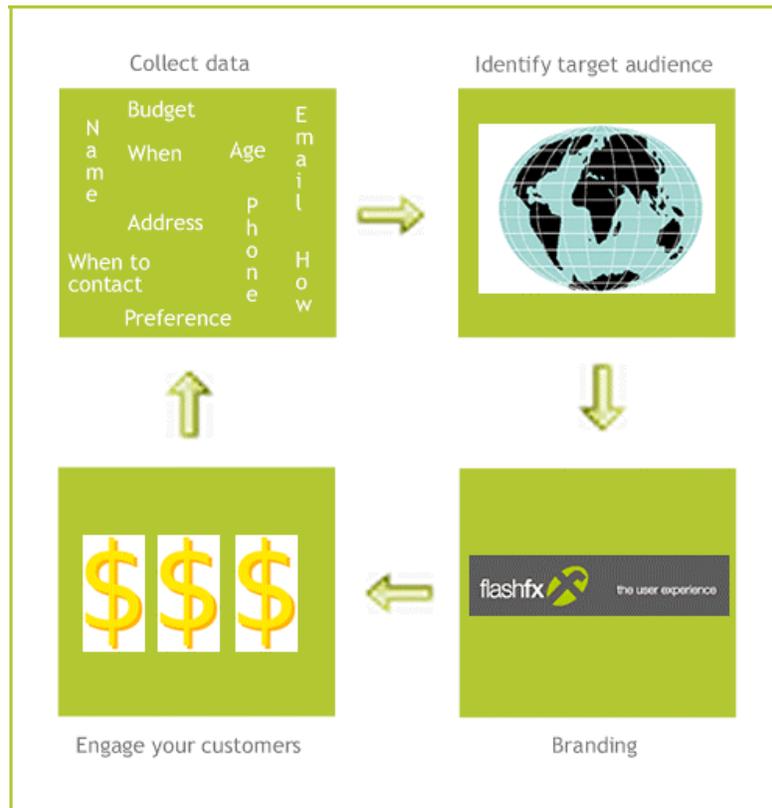
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subscriber base and build loyalty and trust. You'll want to track who **opened** your emails, who **forwarded** them to friends, who **unsubscribed** and why, and even to whom you need to resend them. You should also know who **clicked** on which links in your emails, allowing you to understand what people are interested in reading about, and tailor your content to get the best response and most business.

As the business owner, you should be tracking your monthly list growth by source — through website traffic, forwarded emails, in-store signups, etc. You should create attractive, professional-looking, photo-rich, high impact email communications to help you stay in regular touch with your audience, build relationships and drive your success.



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While most businesses focus their attention on gaining more subscribers, not enough attention is focused on the actual content of the email. Well-developed content, when integrated with Social Media providers such as Facebook, Twitter should deliver a powerful, relevant, engaging, timely and influential message.

# 5

## mobile marketing



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## Mobile Marketing

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You've heard the buzz about mobile marketing, and surely your customers carry a mobile phone...perhaps even a smart phone. But how do you go from *buzz* to *business*?

With 200 million mobile users in the US and nearly 5 billion people worldwide using mobile phones it is clear that mobile marketing is quickly becoming something that businesses of all sizes need to learn



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and participate in. More than half of all smartphone users are more likely to buy from a website that offers a mobile-friendly version.

And it's really important to pay attention to what's going on in Mobile if you own a business. Most of the Facebook users we mentioned earlier are not using a computer to interact online. Alternatively, they are using their cell phones. Phones transform everything online by providing portability, and immediate access.

Mobile Marketing offers people *what* they want, *when* they want it. Mobile isn't a just a technology platform, it's a way of life, and a mobile marketing strategy is what your business needs to get started. Figure out how to use mobile — the most powerful new media of our lifetime — well and intelligently and you will achieve your business goals.

The New York Times called mobile marketing, “the most powerful medium ever invented.” Understand this, embrace this, and you will crush the competition. Despite the excitement about Mobile Marketing, the players who make up the advertising “ecosystem” would be wise to change their ways, in order to help business owners to capitalize on the lucrative opportunities that Mobile Marketing has to offer, and to meet the ever-so-powerful consumer demand. By 2013, more people will access the Internet via Mobile than on desktops. According to Neilson Research and Cisco Systems, consumers spend significantly more time reading advertising



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campaigns on their mobile devices, compared with other online sources. Online developers are evolving from creating apps and games for users, to enhancing the day-to-day life experiences using **location-based** Mobile Marketing techniques. Using GPS technology, these location-based mobile ads provide immediate and relevant information about local deals — for example, a discount at a nearby dry cleaner, restaurant or salon.

Thus, Mobile Marketing provides instant traffic and is a viable new way to create customer loyalty, increase awareness and boost sales. No other form of advertising today can provide this, and compared to traditional kinds of advertising such as print, radio, television, Mobile Marketing is inexpensive, immediate and personal. It is no wonder that Mobile Marketing is currently one of the fastest growing marketing channels with predicted four-fold growth over the next four years and you need practical methods for creating compelling campaigns in this challenging environment.

## Text Message Marketing

Dentists and doctors can save time and money by texting their patients to remind them about their upcoming appointments, just as mechanic can let customers know when it is time for a tune-up or an oil change. An annual convention or tradeshow marketer can text attendees about last minute hotel openings, or special deals that local restaurants are offering. The possibilities with text marketing are



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endless.

## How does mobile marketing work?

When a person leaves the house, they take with them three things – their purse or wallet, their keys and their mobile phone. As with email marketing, there is a greater connection between your business and your customers when they read a text message rather than a billboard ad. You can set up subscription texting to prospective customers who have signed up to receive updates. You give each prospect a special keyword to text to a number, much like a telephone number. When they do so, they receive a text message back asking them to confirm that they wish to subscribe. Then, when you wish to send a promotion out to your customers, you can do so. If, for example, you run a yoga studio and are having a slow Saturday, you can instantly text your subscribers that anyone who books a yoga class before 2:00 p.m. gets a free yoga mat. Before you know it, you may find people lined up outside the door to book future sessions.

Text message marketing is ‘real time marketing’ and access to potential customers makes the advertising meaningful. Text message marketing is destined for rapid growth, and is being adopted by consumers who use their mobile devices 24/7. It provides a means to



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connect to customers when they are most likely to buy. Interested audiences can react spontaneously and immediately when they receive your instant promotion. Unlike other forms of advertising or even email, 90% of text messages get opened, and most get responded to within five minutes.

### **Mobile marketing is ‘real time’ and it is highly effective.**

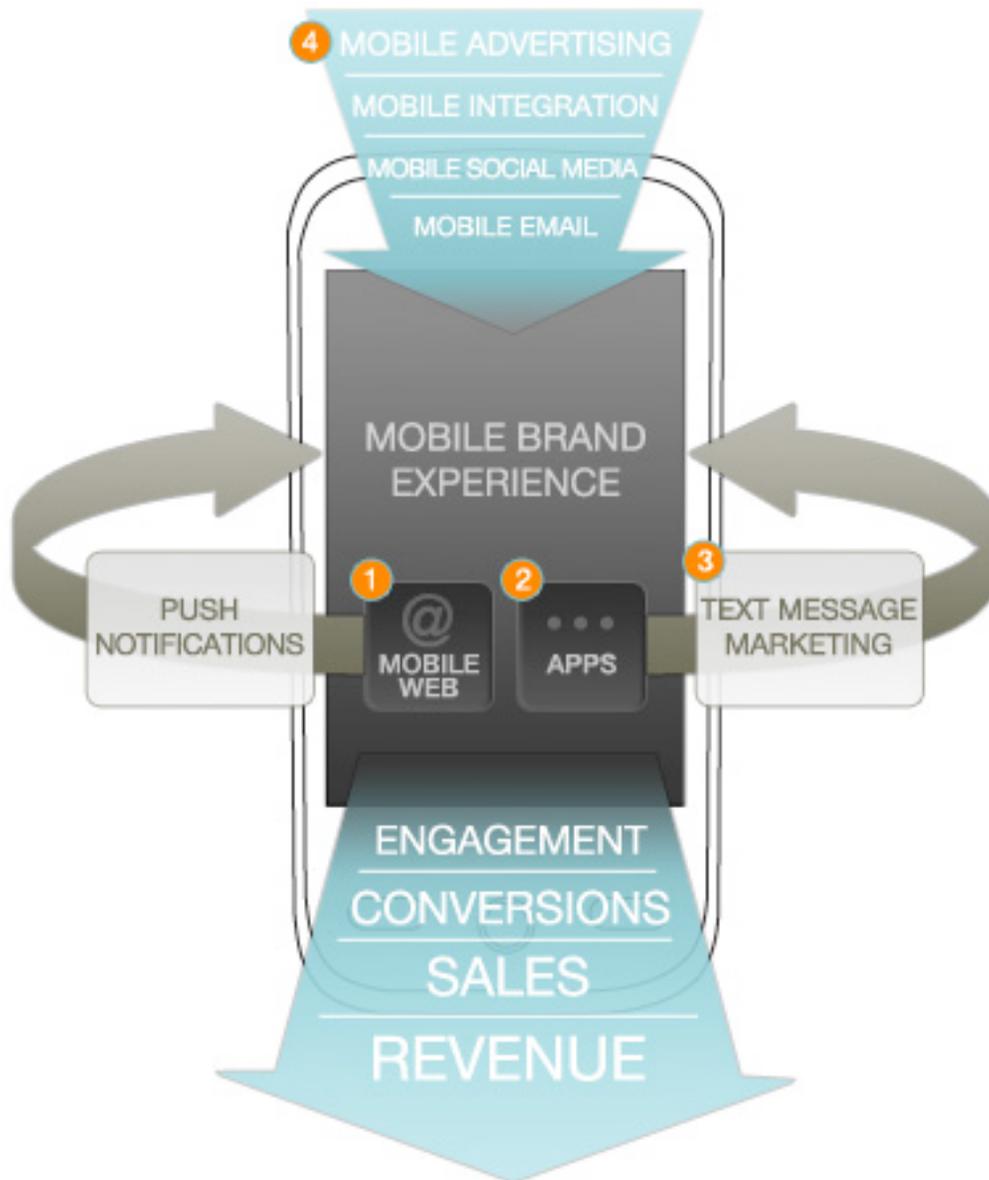
Mobile coupons have a redemption rate of 15% to 40%. Compare this to traditional print coupons, which are redeemed at less than 2%, and you can see the effectiveness of text message marketing. One reason for this is that proper Mobile Marketing is opt-in, meaning that customers must choose to subscribe to your company or organization’s messages. Because of this, it is often less intrusive than other methods of advertising. Your customers are asking for the message, which improves the response.

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Mobile marketing is poised to explode into a \$50 billion dollar industry by 2015. Are you ready to catch the Mobile Marketing wave to propel your business to a brand new level?



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# 6

## closing thoughts



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## Closing Thoughts

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There are literally hundreds of options and online media marketing solutions that your company can use, but before you implement any one tactic, it is critical that you evaluate it. We don't suggest you evaluate to the point of analysis paralysis, but you will need to make sure that the business you are conducting online is indeed enhancing your user's online experience while supporting the goals of your overall online marketing plan and your business growth goals. To directly impact your bottom line, and convert browsers into *buyers*, you must figure out how to monetize all of your online marketing, so that each month you can compare how your marketing budget is impacting your revenue. Thinking in terms of your annual sales goals, ask yourself, "What advertising and marketing tactics are right for my business as a whole?" Of those tactics, prioritize which online marketing tactics your business should implement, so that you keep your advertising expenses as low as possible.

You need to tie your company's online and social profiles to your customer retention management system (CRM). This will help you to seamlessly combine data from multiple systems, by implementing a marketing system that supports the integration of your website, blog and social media. If you have not already done so, then create ways to organically grow your customer base by funneling them to your



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website, and which in turn will create a viral loop that includes all of your online marketing.

Follow the steps we've outlined for you in this eBook. Analyze, plan, implement and control your online marketing. Optimize this system so that you are continuously improving as technology advances, and as more opportunities become available in SEO, Social Media Marketing and mobile marketing.

Since a web presence is essential for a business to grow in all dimensions, a dynamic website, Social Media activity, blogging, and Mobile Marketing represent the best practices for selling your products and services to prospective local and international customers in this New Generation of Marketing.



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# 7

## about DigiStream Media



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## About DigiStream Media

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Our Designers, Writers, Web Architects and Strategists help bring brands to life through **Digital Publishing | Digital Media and Search Marketing | Digital CRM | Social Media & Marketing | Mobile Marketing Solutions | Promotional Marketing | Strategic Planning** and can help you to grow your customer base and keep them for the long-term.

**For help with your Online Marketing, visit us:  
[www.digistreammedia.com](http://www.digistreammedia.com)**



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