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# FOUR RULES BEFORE WE START

## Rule #1

Ready – Fire – Aim: In marketing, everything is an experiment. Even the experts never know what will work or not. Theory is not reality, so you must always test. Do split tests, visit customers, watch, listen, ask. Everything is an experiment.

## Rule #2

Think “campaign” – Marketing mix (campaign, not random elements). Don’t put all your money on a single number. Marketing is a process. Even once they come to you or buy your product, think what is the “process” to bring and keep them.

## Rule #3

Allow for seasonality and cyclicity (Halloween, Christmas, Trade Show Season);  
- Build the high and low months into your Sales Plan (forecasting).

## Rule #4

Trust your gut – but verify. The experts often get it wrong. But remember Rule #1 above. The greatest ideas were shot down by someone first.

# The Media and Methods Grid



On the following two pages is the Media and Methods Grid. It contains everything from guerrilla marketing to no-cost tools to major media all in one simple chart.

For decades people have been asking me to create an easy-to-use shopping list of every major tool and method for marketing, and finally, here it is!

This comprehensive, easy-to-use checklist with loads of examples, identifies all the major tools and techniques for attracting and retaining customers for your product or business.

On the pages that follow the Checklist are details on how to use and apply the various elements listed in the chart.

Although it contains comprehensive information on most of the topics listed, it is only meant as a starting point.

With creativity and ever-emerging new tools and platforms, hopefully you will become inspired enough by the content in this guide to find the MEDIA and METHODS that will help your business reach the levels of success that you desire.

Enjoy!

## MEDIA AND METHODS GRID

<b>Identification</b>	<input type="checkbox"/> Name <input type="checkbox"/> Logo <input type="checkbox"/> Trademark <input type="checkbox"/> Image / Positioning <input type="checkbox"/> Slogan <input type="checkbox"/> Letterhead	<input type="checkbox"/> Mascot / Spokesperson <input type="checkbox"/> Packaging & Labeling <input type="checkbox"/> Uniforms & Costumes <input type="checkbox"/> Name Badges <input type="checkbox"/> How the Phone is Answered
<b>Location</b>	<input type="checkbox"/> Strategic Neighbors <input type="checkbox"/> Frontage/ Windows/ Building <input type="checkbox"/> Street Access <input type="checkbox"/> Parking <input type="checkbox"/> Layout (Aisle Widths / Flow) <input type="checkbox"/> Inviting Entrance <input type="checkbox"/> Signage / Marquee	<input type="checkbox"/> Hours / Days <input type="checkbox"/> Balloons / Banners <input type="checkbox"/> Stroller / Wheelchair Access <input type="checkbox"/> Smell / Temperature <input type="checkbox"/> Self Help / Service <input type="checkbox"/> Cigar-store Indian <input type="checkbox"/> Sandwich Board
<b>In-Store</b>	<input type="checkbox"/> Posters <input type="checkbox"/> Displays <input type="checkbox"/> End caps <input type="checkbox"/> Demonstrations	<input type="checkbox"/> Companion Accommodation <input type="checkbox"/> Visible Pricing <input type="checkbox"/> Easy Checkout <input type="checkbox"/> Impulse Displays
<b>Printed Items</b>	<input type="checkbox"/> Business Cards <input type="checkbox"/> Flyers / Brochures <input type="checkbox"/> Price Lists <input type="checkbox"/> Newsletter	<input type="checkbox"/> Catalogs / Menus <input type="checkbox"/> Posters <input type="checkbox"/> Tent Cards <input type="checkbox"/> Magnets
<b>Direct Marketing</b>	<input type="checkbox"/> Telemarketing (In-House, Outsourced) <input type="checkbox"/> List Acquisition / List Building <input type="checkbox"/> Door Hanger	<input type="checkbox"/> Post Card <input type="checkbox"/> Letter <input type="checkbox"/> Package <input type="checkbox"/> Flyer
<b>Broadcast</b>	<input type="checkbox"/> TV (Network, Cable) <input type="checkbox"/> Radio	<input type="checkbox"/> Infomercials /QVC <input type="checkbox"/> School TV / Radio Stations
<b>Internet</b>	<input type="checkbox"/> Website <input type="checkbox"/> Email Marketing <input type="checkbox"/> Landing Pages <input type="checkbox"/> Blogs <input type="checkbox"/> Online Banners <input type="checkbox"/> Paid Search (PPC / PPA) <input type="checkbox"/> Social Media	<input type="checkbox"/> SEO / SEM <input type="checkbox"/> Mobile Marketing <input type="checkbox"/> Email Newsletter <input type="checkbox"/> Viral Media (Video, Games) <input type="checkbox"/> Webinars <input type="checkbox"/> Download eBook <input type="checkbox"/> List Building <input type="checkbox"/> Podcast <input type="checkbox"/> Affiliate Marketing
<b>Outdoor</b>	<input type="checkbox"/> Window Signs <input type="checkbox"/> Billboard <input type="checkbox"/> Vehicle	<input type="checkbox"/> Transit <input type="checkbox"/> Buildings
<b>Print</b>	<input type="checkbox"/> Newspapers <input type="checkbox"/> Periodicals / Magazines	<input type="checkbox"/> Inserts <input type="checkbox"/> Coupon Books
<b>Directories</b>	<input type="checkbox"/> Yellow Pages <input type="checkbox"/> Industry Directories <input type="checkbox"/> Industrial / Specialized Director- ies (Thomas Register, 1800- Dentist, ServiceMagic)	<input type="checkbox"/> Regional Directories <input type="checkbox"/> Chamber Directories <input type="checkbox"/> Coupon Books & Mailer Packs
<b>Exhibits</b>	<input type="checkbox"/> Trade Shows <input type="checkbox"/> Showrooms	<input type="checkbox"/> Trade / Buying Marts <input type="checkbox"/> Live Demos

<b>Distribution Channels</b>  (besides Internet)	___ Personal Networking ___ Salespeople ___ Distributors & Independent Reps / Affiliates ___ Retailers (Independent, Chains, Franchises) ___ Wholesalers / Jobbers ___ Catalog Houses	___ Large Organization's Members (Religious, Fortune 500 Firm, AARP, Girl Scouts, Trade Assoc) ___ Large Organization's Employees ___ Multi-Level/Network Market Orgs ___ Piggyback On Other Products ___ International
<b>PR / Publicity</b>	___ News Releases ___ Press Contacts ___ Events / Stunts ___ Sponsorships / Fundraisers ___ Media Appearances ___ Media Column	___ Talks / Seminars ___ Viral Video ___ Conducting Tours ___ Media Columns / Shows ___ Newsletters ___ White Papers
<b>Sales Promo</b>	___ Attention Getting Product / Hot or Unusual Item ___ Spokesperson ___ Add Familiarity ___ Add Convenience	___ Free Sample ___ Bonus ___ Satisfaction Guarantee ___ Event / Celebration ___ Coupon / Discount ___ Gift ___ Contest / Sweepstakes
<b>ADDITIONAL METHODS for BOOSTING REVENUES</b>		
<b>Presentation</b>	___ Professional Materials ___ Clothing / Uniforms ___ Name Tags	___ Hang Tags / Labels / Packaging ___ Rep Training / Communication ___ Professional / Distinct Vehicles
<b>Database / List Building</b>	___ Website Sign-Up (Opt-In) ___ Acquire Lists ___ Viral Videos, Events ___ Email Newsletter	___ Market Thru Other Lists ___ Tell-A-Friend ___ Offline Media Invites Visitors (Go To Our Website...)
<b>Buying Appeals</b>	___ Why buy It / Us / Now ___ 4 Reasons to Buy ___ 2 in 1 (offering two benefits) ___ Become <i>The</i> Alternative	___ Feature / Benefit / Proof ___ Tie Breaker ___ Eliminate the Main Obstacle ___ Call To Action
<b>Increasing Revenues</b>	___ Expand / Change How It's Used ___ Expand/ Change Who Uses It ___ Add Features / Accessories ___ Expand Territory ___ Increase Purchase Frequency ___ Change Core Product	___ Add Distribution Channels ___ Partner With Others (Applebees w/ Weight Watchers) ___ Seize an Important Point of View (Body Shop – saves rainforests Newman's Own Salad Dressing)
<b>Additional Sales Methods</b>	___ Over-the-Counter ___ Field Selling ___ Missionary Selling (educating) ___ Order Taker vs Solution Selling ___ Centers of Influence / Opinion Leaders ___ OEMs / Co-Op / Joint Marketing ___ 24-Hour Buying	___ On-Hold Telephone Selling ___ Team Selling ___ Telemarketing ___ B2C vs B2B vs B2G ___ Sell people in Groups ___ Franchisees / Chains ___ Organization's Employees

## **MEDIA AND METHODS GRID - INSTRUCTIONS**

Using the chart on the previous pages is simple. Go through all the categories and put check marks beside each item that could be valuable for you. Then, create an action plan and schedule to implement the elements that are most useful.

### **THE PAGES THAT FOLLOW**

The remainder of this guide contains details on many of the items on the MEDIA AND METHODS GRID. Although it does not cover every single item, it has proven to be a valuable starting point for identifying and applying the most valuable marketing media and methods for hundreds of entrepreneurs and small business owners.

Remember, this is simply an addendum to the chart itself, which is the most valuable element.

I hope it is as helpful to you as it has been to so many marketing experts and marketers who I have coached over the decades.

Enjoy!

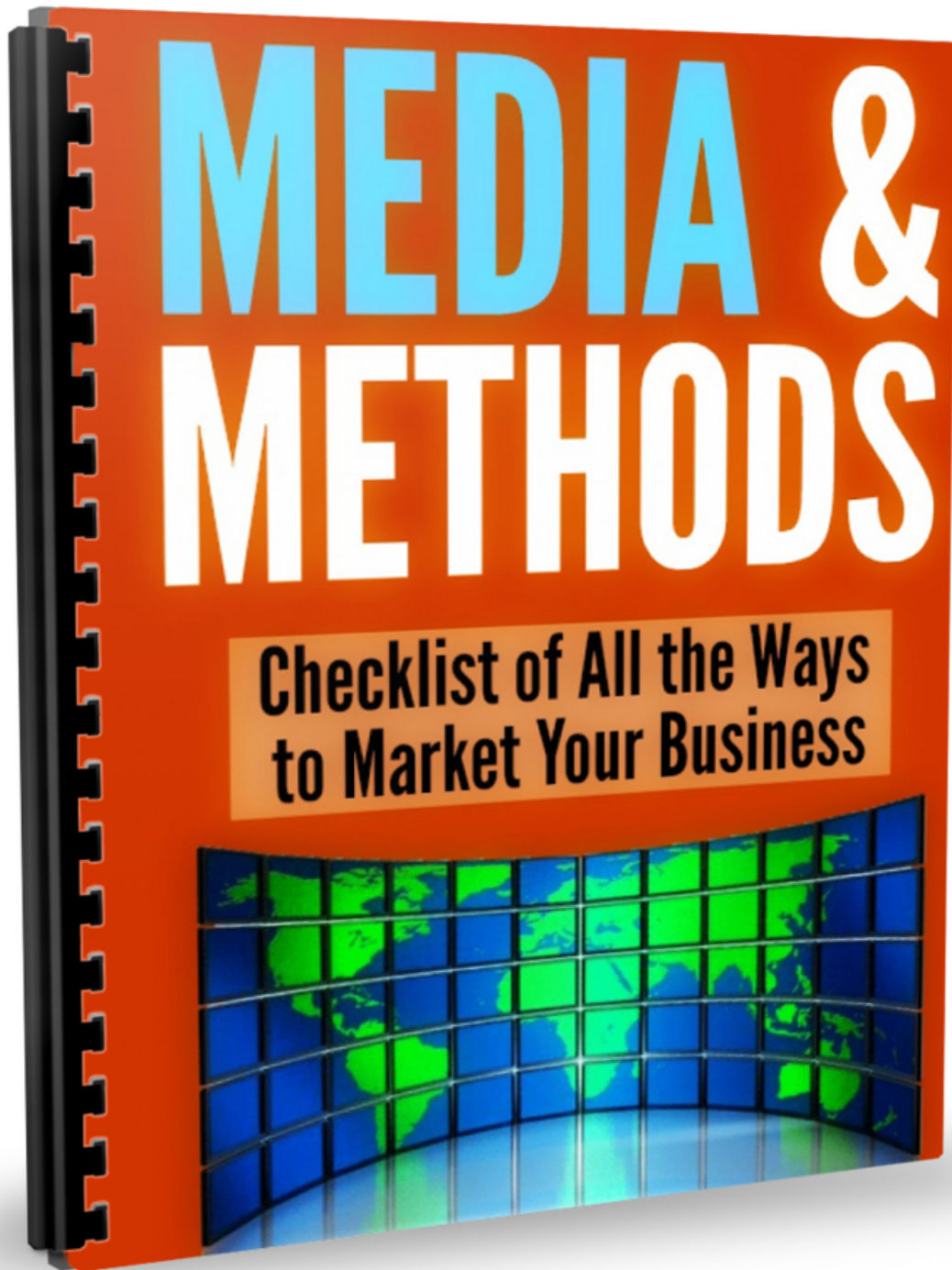


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# **IDENTIFICATION**

## **Name**

NAME – The name of your product or company.

Your product or business name can be an essential element of its success. The sound and meaning of a name will trigger impressions in the buyer's mind, so make sure you are selecting a name that elicits the right impressions.

Late Night Talk Show host Johnnie Carson used to joke at how the law firm that represented him was 'Dewey Cheatham & Howe' (do we cheat them and how).

Chevrolet discovered that the name Chevy Nova in Spanish translates to "Chevy Doesn't Go," not the best name for a car company.

## **WAR OF THE WORDS**

By contrast, when the Reagan presidency wanted to gain acceptance for its new missile defense system, they strategically nicknamed it "The Star Wars Defense System," eliciting endearing images of the popular Star Wars movies. If opponents created their own moniker of something like, Reagan's Baby Killer Missile System," they may have implanted a very different image in people's minds.

To counter the bad publicity and negative health claims "high fructose corn syrup" has gotten over the years, the Corn-Refiners Association has petitioned the U.S. Food and Drug Administration to allow "high fructose corn syrup" to be renamed "corn sugar" – as a way to confuse consumers and help reverse the decline in sales.

The manufacturers of AIDSLIM diet drink needed to change their name when the AIDS epidemic altered the meaning of the word "AIDS" to the deadly disease.

## **A FEW QUESTIONS**

So, to create an effective name for your product or business, here are a few questions you may want to consider:

Is the name appropriate for your specific industry?

Is the name easy to say?

(Arnold Schwarzenegger proved that even this rule can be broken);

Is the name easy to remember?

(ET — Spielberg's blockbuster movie about an 'extra-terrestrial');

Does it stand out from the crowd?

(Fudruckers and Hooters Restaurants);

Does the name convey the right positive or negative image to your audience?

Is the name associated with something your audience might already know?

(Sesame Street Licensed Products, The George Foreman Grill, Jimmy Dean Sausages (James Dean the actor), Holiday Inns (after the then popular Bing Crosby Holiday Inn movie))

Does the name explain what your product or company is or does? (The Clapper — clap your lights on and off).

Is an Internet URL available for this name?

Is the name unique and distinctive?

Is the name protectable as a trademark (if so desired)?

# Logo

LOGO — The visual image that represents your product or business.

When AT&T upgraded their logo, they spent more than a quarter-million dollars to make sure it was effective.

For a company like AT&T an upgraded logo means changing their trucks, their buildings, every piece of printed material from business cards for hundreds of thousands of employees to stationery and letterhead, product packaging and much more.

So companies like these generally spend a fortune on sociologists and testing to make sure people would find the logo consistent with the image they are trying to project for their company.

## Evolution of the AT&T Logo



Although most of us don't have the kind of resources of an AT&T, with a little ingenuity and resourcefulness we can still create lasting and memorable images for our companies and products.

# The Elements of an Effective Logo

For most logos the primary elements include images, colors and text.

Businesses that use broadcast media (radio, TV, Internet, video, games) may also have audio and motion elements. Prime examples are the iconic logos for Microsoft and Apple which are triggered whenever a device is turned on, and the opening logos for major motion pictures.

Your own logo should be:

- Distinctive enough to differentiate you in the marketplace,
- Easy to remember,
- Easy to understand,
- Stand out from the clutter,
- Printable on business cards, letterhead and other media,
- Looks good even in black & white photocopies, and
- Appropriate for your type of product or company.

Here are a few iconic and distinctive logos to get your creative juices flowing:



accenture

CATERPILLAR

Coca-Cola

IBM

John Lewis



★ macy's



Mercedes-Benz



# Trademark

TRADEMARK — A legally protected word, phrase or image.

Once the Patent and Trademark Office has granted you a trademark, you may put the ® symbol following the trademarked phrase or image. If you intend to trademark a phrase, name or image, you may use the ™ symbol following it, but this does not give you the same protection as an actual registered trademark.

The term Trademark pertains to products while Service Mark (SM) pertains to services, although the ® symbol applies to both products and services.

A legally protectable phrase must be unique and must not merely be a descriptive phrase. For example, the descriptive term “Face Cream” cannot be protected whereas phrases like “Le Face Cream” and “Face Kreme” may be protectable because they use unconventional elements.

Images tend to be easier to protect under the trademark laws than phrases.

The primary legal justification for granting a trademark is to avoid confusion among the general public.

Trademarks can be maintained indefinitely into the future by renewing them. The Walt Disney Company turned Mickey Mouse into a trademark so they could continue to protect it beyond the copyright period, which used to be life of the author plus fifty years but has recently been extended to life plus seventy years.

Besides paying to file the trademark, a trademark search is needed, typically costing \$500 – \$600 by such firms as Thompson & Thompson – [http://compumark.thomson.com/do/thomson\\_compumark](http://compumark.thomson.com/do/thomson_compumark).

More information is available at The U.S. Patent & Trademark Office: <http://www.uspto.gov/>

...and at legal sites such as Legalzoom: <http://www.legalzoom.com/trademarks-patents-copyrights/trademarks-patents-copyrights.html>

It's important to note that despite the extra protection afforded by trademark, many companies do not trademark the name of their product or company.

So, does it make sense to trademark your product or business name?

# **Image / Positioning**

POSITIONING – Establishing the image you want for your product or business.

Your product's image doesn't appear from thin air. An image is molded by cues and perception. If you do not define the image yourself, your competitors and customers will do it for you—and you may not like what they come up with.

## **Perception Is Not Necessarily Reality**

Here's an interesting example of how perception can be out of sync with reality.

For decades California wines were considered inferior to French wines. That was the perception. However the reality was, in blind taste tests, people actually preferred California wines.



More surprisingly, when people were not shown the label, the majority preferred California wines. But when they were shown the label first, the majority preferred the French wines.

Think about it. The perception that California wines were inferior to French wines was so strong that it made little difference of the reality.

## **Selecting the Positioning For Your Product**

This highlights one of the most essential elements of marketing, called “positioning.” Before you start selling your product, define what image or positioning you want it to have, because you may not get a second chance to create a first impression.

Then, once you have established a specific image or positioning for your product or business, do everything you can to explain and reinforce that positioning.

The term “positioning” refers to the place or position in your customer's mind that your product represents.



It generally applies to two dimensions:

1. **Product Traits** — is it high-priced, overpriced, exclusive, well-made, falls apart easily, broad or narrow selection, etc.. What are the differentiating traits of your product or business?
2. **Competitive Position** — where McDonald's is number one ahead of Burger King and Wendy's in fast food, but Wendy's may be number one in premium fast food.

To identify and establish positioning, decide where you want to fit in, or where you believe you fit compared to competitors, and then identify the main traits that define your product or business.

## Becoming THE Alternative

One positioning strategy that has worked for many businesses is the “alternative” strategy, where you define your product or business as THE alternative to something people already know.

In 1962 advertising guru Bill Bernbach launched the now-famous “We’re number two so we try harder,” advertising campaign for Avis Rent-A-Car.

At the time Avis was an unprofitable tiny alternative to giant Hertz Rent-A Car with 11% of the rental car market.

Within a year of launching this campaign, Avis had achieved major profitability, and within four years they had tripled their market share to 35%.

This campaign allowed Avis to benefit from two elements of human perception.

First, by claiming “We’re number two so we try harder,” Avis defined itself as the underdog and thus endeared itself to the American public.



Second, by defining itself as the alternative to Hertz, people assumed it was a neck-and-neck race when in fact Avis was tiny compared to Hertz. But reality didn't much matter once the positioning was established in the minds of the American consumer.

Similarly, in the mid-1970's the ad agency for 7-Up defined the soft drink as "The UnCola", thus establishing its positioning as THE alternative to colas, which then dominated carbonated beverages. By presenting 7-Up as THE alternative to colas, their sales almost tripled in just a few years.

In another classic example, rather than positioning itself as the alternative to a competitor, McDonald's initially positioned its restaurants as THE alternative to home cooking. It's "You deserve a break today" ad campaign cemented fast food as THE alternative to preparing meals for yourself and established McDonald's as the leader in the fast food revolution.

So consider what your product or business may be THE alternative to.

## Overcoming Your Own Fears

Of course, even if a positioning strategy looks good on paper, there's still the fact that many marketers are flat out scared to try a dramatic strategy if it conflicts with their own self-image.

Take the case of the Swartz brothers. A few years after they took over their dad's shoe business, they decided to make a radical positioning change. It was so radical that they experienced extensive debate and cries of caution from virtually all family members, particularly their dad.

Up to that point the business had specialized in making and selling low cost footwear. But due to an innovative method for waterproofing a shoe, they decided to alter the company's direction, and start offering "premium" footwear.

Despite their fears, they went forward with their new product and it's a good thing they did.

First, their higher-priced Timberland "boot" quickly became a fashion statement on college campuses, and cemented Timberland as one of the premiere footwear brands in the nation. But more importantly, within a few years of the launch of the Timberland boot, the U.S. footwear market became



flooded with low cost Chinese imports that pushed virtually all their previous competitors out of business.

The point here is, although defining a strategic position for your product or business may look great on paper, it may still require a degree of courage to implement.

In my early years when we ran an advertising studio, we made a strategic decision to increase our photography prices from \$150 to \$1,500 a day. Our quality was at the high end so we theorized that few people were hiring us because our quality and our prices were too far out of sync with what the market expected. So we raised our prices by a factor of ten.

Although it made strategic sense, it scared us almost into paralysis. But soon revenues started flowing in at a higher rate than we could ever have predicted and we realized that we had made the right decision.

We also realized that our fear of making such a radical change could have ultimately deprived us of what became a great success.

Most notably, here was an example where people didn't buy us because our price was actually too LOW. This was a real eye opener to us.

## **Creating Your Positioning Statement**

The idea of creating an actual "positioning statement" to define your product or your business is not complicated and can be a vital part of your marketing program.

A salesperson I know defines herself as a "road warrior," and this, in essence is a positioning statement. This simple phrase embeds a distinct image in the mind of her employer and others, that she is a hard-core outside field salesperson. It also reminds her of the image she has established for herself.

I've heard others describe themselves as "pit bulls," which cements the image that they are tenacious into the mind of their listeners.

Whatever you use, determining the positioning of your product or business may be one of the most important elements of your marketing.

The following questionnaire may help clarify your positioning and image:

To your prime customers, how important are the following?

IMPORTANCE

not					very	
[1	2	3	4	5]		Price
[1	2	3	4	5]		Look of Merchandise
[1	2	3	4	5]		Wide Selection
[1	2	3	4	5]		Stock Available Now
[1	2	3	4	5]		Access
[1	2	3	4	5]		Catalog / Menu
[1	2	3	4	5]		Staff Know Customer's Name
[1	2	3	4	5]		Staff Expertise
[1	2	3	4	5]		Service Speed
[1	2	3	4	5]		Incentives/Coupons
[1	2	3	4	5]		Accessories/Add-Ons
[1	2	3	4	5]		Quality
[1	2	3	4	5]		Image
[1	2	3	4	5]		New Offerings
[1	2	3	4	5]		Delivery
[1	2	3	4	5]		Phone Support
[1	2	3	4	5]		Self Serve
[1	2	3	4	5]		Full Serve
[1	2	3	4	5]		After-Purchase Service
[1	2	3	4	5]		Fast Checkout
[1	2	3	4	5]		Try Before Buy
[1	2	3	4	5]		Discounts
[1	2	3	4	5]		Hours Open

Note: For each element above, expand the item to be as specific as possible. For example, if you say “quality” is important, define what quality means. If you say it means, “fresh ingredients, never frozen,” your positioning statement could be something like, “We’re the only Chinese restaurant on the East side of Cleveland that only uses fresh ingredients, never frozen.”

# Slogan

SLOGAN – a memorable motto or phrase.

Creating and repeating an effective slogan can be highly effective in establishing and reinforcing your purpose, positioning or competitive edge.

## **Examples of Memorable Slogans**

To inspire you to create or modify your own effective slogan, here are a few of the most notable and successful slogans from present and past.

### CLOTHING / LUXURY

- “Just do it” – Nike, Inc. (foot wear)
- “Lifts and separates” – Playtex Cross-Your-Heart bra
- “A diamond is forever” – De Beers Consolidated Mines
- “Between love and madness lies Obsession” – Calvin Klein

### PACKAGE DELIVERY

- “When it absolutely positively has to be there overnight” – FedEx
- “See What Brown Can Do For You” – UPS

### TECHNOLOGY

- “Intel inside” – Intel
- “Certified QuickBooks Pro Advisor” – Intuit QuickBooks
- “Think different” – Apple Computer
- “Think outside the box” – Apple Computer
- “So easy to use, no wonder it’s number one” – AOL
- “Wikipedia, the Free Encyclopedia” – Wikipedia
- “Is it live, or is it Memorex?”- Memorex video cassettes
- “Keeps going and going and going” – Energizer Batteries
- “It takes a licking and keeps on ticking” – Timex Corporation
- “Kills Bugs Dead” – Raid insecticide

### MEDIA

- “The first network for men” – Spike TV
- “All the news that’s fit to print – The New York Times
- “Fair and balanced” – FOX News

“If you don’t get it, you don’t get it” – The Washington Post  
“It’s not TV, it’s HBO” – HBO  
“Let your fingers do the walking” – Yellow Pages  
“The most trusted name in news” – CNN  
“You give us 22 minutes, we’ll give you the world” – WINS Radio,  
New York / KFWB Radio, Los Angeles

### FINANCIAL

“Don’t leave home without it” – American Express  
“The bank that likes to say Yes” – Trustee Savings Bank  
“There are some things money can’t buy. For everything else,  
there’s MasterCard” – MasterCard  
“VISA – It’s everywhere you want to be” – VISA (credit card)  
“When E. F. Hutton Talks, People Listen” – E.F. Hutton Financial  
Services

### FOOD / SNACKS

“Betcha can’t eat just one” – Lay’s potato chips  
“Give me a break – Give me a break – break me off a piece of that  
Kit Kat bar” – Kit Kat candy  
“What would you do for a Klondike Bar?” – Klondike Bar  
“Breakfast of Champions” – Wheaties  
“Just like a chocolate milkshake, only crunchy” – Coco Pops  
breakfast cereal  
“Kid tested. Mother approved” – Kix breakfast cereal  
“Shot from Guns” – Quaker Puffed Rice  
“Sometimes you feel like a nut, sometimes you don’t” – Peter Paul  
Mounds

### DRINKS

“It’s the real thing” – Coke  
“Take the Pepsi challenge” – Pepsi Cola  
“The UnCola” – 7-Up  
“It’s not just for breakfast anymore” – Florida Orange Juice  
Growers Association  
“The king of beers” – Budweiser  
“The Champagne of Bottled Beer” – Miller Beer

### FAST FOOD

“You deserve a break today” – McDonalds  
“Have it your way” – Burger King  
“Think outside the bun” – Taco Bell  
“Where’s the beef?” – Wendy’s Restaurants

“If it doesn’t get all over the place, it doesn’t belong in your face”  
- Carl’s Jr.

### PERSONAL CARE

“Because you’re worth it” – L’Oreal  
“Does She or Doesn’t She? ...Only her Hairdresser Knows for Sure”  
- Clairol hair coloring  
“I liked it so much I bought the company” – Remington shavers  
“I never knew you had dandruff” – Head & Shoulders shampoo  
“It Floats!” – Ivory Soap  
“You’ll wonder where the yellow went when you brush your  
teeth with Pepsodent”  
“Maybe she’s born with it – maybe it’s Maybelline” – Maybelline

### TRAVEL

“... another shrimp on the barbie ...” – Australian Tourist  
Commission  
“The happiest place on Earth” – Disneyland  
“Don’t just book it. Thomas Cook it” – Thomas Cook Travel  
“Getting There Is Half The Fun” – Cunard Line  
“Fly the friendly skies” – United Airlines  
“We love to fly and it shows” – Delta Airlines  
“Let Hertz pt you in the driver’s seat” – Hertz rent-a-car  
“At Avis we’re number two so we try harder” – Avis rent-a-car  
“At Enterprise we’ll pick you up” – Enterprise rent-a-car

### TOBACCO

“I’d Walk a Mile for A Camel” — Camel cigarettes  
“You’ve Come a Long Way, Baby” — Virginia Slims Cigarettes

### CARS / GAS

“The ultimate driving machine” – BMW  
“Think Small” – Volkswagen  
“You Can Trust Your Car to the Man Who Wears The Star”  
– Texaco Service Stations  
“Put a tiger in your tank” — Esso

### GOVERNMENT / PUBLIC SERVICE

“An army of one” – United States Army  
“Be all you can be” – US Army  
“Give a hoot, don’t pollute” – United States Forest Service  
“I want YOU for the US Army” – World War I and World War II  
“Only you can prevent forest fires” – United States Forest Service  
“Take a bite out of crime” – National Crime Prevention Council



“The toughest job you’ll ever love” – Peace Corps  
“I love New York” – New York City  
“A mind is a terrible thing to waste” – United Negro College Fund  
“This is your brain. This is your brain on drugs. Any questions?”  
- The Partnership for a Drug-Free America

### HOME IMPROVEMENT

‘Lowe’s – Improving home improvement’ – Lowe’s  
“We’ll beat anyone’s advertised price or your mattress is freeeee!”  
- Sit-N-Sleep  
“Screw yourself”. – IKEA (Norway)

## Defining Your Own Slogan

Now, define your own slogan by:

- Listing all the elements that define your product or business,
- Listing all competitors and alternatives,
- Listing everything that makes your product or business unique,
- Listing all benefits your product or business deliver,
- Listing anything you want your product or business associated with,
- Listing how you want your customers to feel once they own your product, and
- Listing any action you want your customer to take.

From this list, select the single element or phrase that resonates strongest and is the most memorable. From this your best slogan may evolve.

# Letterhead

LETTERHEAD — The heading and contact information at the top and bottom of letter paper.

Functionally letterhead is used to announce the source and contact information of the sender of a letter, usually in a business communication.

It generally contains the business name, address and other contact information of the sender along with a logo or corporate design.

## Promotional Function of Letterhead

With the high cost of advertising, letterhead has become much more than just the holder of business communications. For many marketers it provides yet another opportunity to make a statement, and to sell.

Astute marketers recognize that letterhead can play an important role in the marketing mix. The promotional value can be heightened by such elements as:

- ~ a strategic slogan,
- ~ a product definition,
- ~ photos and illustrations,
- ~ a list of features and
- ~ a list of benefits.

Beyond graphics, the tactile impact of the paper stock itself can also affect the perceptions of people who receive the letterhead.

Price Club (acquired by Costco) famously used plain white stationery to convey an image of austerity whereas high end law firms and major investment houses often opt for paper stock with heavily weighted weaves and textures to convey an image of prestige.

So, how does your letterhead help sell your product?



# Mascot / Spokesman

MASCOT / SPOKESPERSON – a face that becomes the iconic image of your brand.

People generally find it easier to remember a face than a name. That's why many successful marketers use or develop a familiar face to help promote their brand.

There are four basic ways to use a face:

- Use a Celebrity
- Create a Mascot
- Invent a Fictional Spokesperson
- Use Yourself as a Spokesperson

## Method 1 – Use a Celebrity

There can be tremendous value in using a real person as the spokesperson for your brand. However, there can also be a risk in tying the image of your product or business to a living person.

In 1913 the head of R.J. Reynolds Tobacco was considering using the image of Kaiser Wilhelm, the Chancellor of Germany, to promote his new cigarette brand. At the last minute he changed his mind, saying, “You never know what the damn fool might do.”

Instead, as the brand's mascot he chose Ol' Joe, the hugely popular camel in the Barnum and Bailey Circus... and the rest, as they say, is history. Camel went on to become a dominant cigarette brand for most of the twentieth century.

As for Kaiser Wilhelm...

Shortly after the launch of the Camel brand, the good Kaiser went on to start World War I.

So the lesson here is, if you use a real person to represent your brand, there is always a risk.



# Celebrity Success Stories

Still, if you can afford it, tying a celebrity to your product or business could be hugely lucrative.

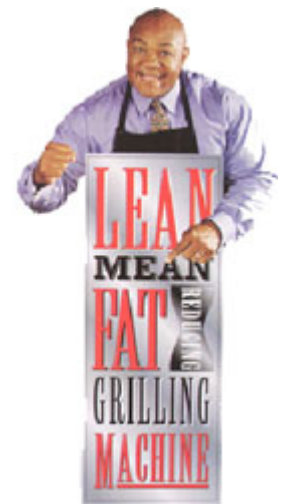
Famed basketball player Michael Jordan is credited with helping turn Nike into a multi-billion dollar business. His Air-Jordan line of shoes was alone responsible for generating more than a billion dollars of revenues for the company.

Tiger Woods is responsible for singlehandedly boosting the ratings and ultimate value of the sport of golf.

And then there's George Foreman...

In 1994 the Salton Company, maker of yogurt makers, tried launching what it believed was a terrific product—a fat-reducing electric hamburger-grill with a tilted surface and a tray to catch the juices, that cooked both sides simultaneously. Unfortunately retail stores were not successful in selling the product.

In a flash of genius, the company's founder made a deal with George Foreman, the world heavyweight boxer, to become the product's spokesman. In exchange for George's endorsement Salton agreed to pay him 40% of all profits. (It's believed George didn't get any money up front).



After a shaky start, QVC the Home Shopping Network sold more than one million of the grills priced at \$100 each, and a revolution was born.

The George Foreman Grill went on to be so successful, five years later Salton bought George out of his contract for \$137 million, the largest single payout to an athlete ever. Ultimately the company sold more than a hundred million George Foreman Grills, making it one of the most successful products of its time.

So, if you have access to a celebrity, although there can be risks involved, in some cases there may also be tremendous rewards.

# Creating and Finding a Celebrity

This concept of using a celebrity can even work for a small local business.

Who's to say you couldn't take the local Spelling Bee champ and use him or her to promote your alphabet soup or tutoring services or even a local hotel or toy store:

("I might be a champion but I'm still a kid, and I love toys...")

With a creative mind there are many opportunities to find celebrities to help market your product or business.

## Method 2 – Create a Mascot

Beyond using a real person, you may consider creating a mascot.

Every major sports team has a mascot, as do most high schools and colleges. A mascot puts a face on an otherwise faceless enterprise.

In the business world, the Michelin Man, the Pillsbury Dough Boy, Mrs. Butterworths (syrup), Mickey Mouse—these are examples of mascots that went on to launch hugely successful brands.

*The Michelin Man*

So, is there some mascot you could create for your product or business?



## Method 3 - Invent a Fictional Spokesperson

Many brands have successfully invented fictional spokespeople.

In 1921 as a way to give a personalized response to consumer questions, the fictional Betty Crocker was created by the Washburn Crosby Company, which later became General Mills. The Betty Crocker name and image became the face of one of the most enduring and successful brands in both the baking industry and in media, as a cookbook publisher.

*The Betty Crocker image has changed many times over the decades*

Other successful fictional spokespeople included Mr. Whipple for Charmin Bathroom Tissue (“Please don’t squeeze the Charmin”), Aunt Jemima (pancakes), Uncle Ben (rice) and Mr. Clean for household cleaning products. Each of these spokespeople were created to put a face on an otherwise faceless product, turning it into dominant successes in their respective markets.



In fact, putting a face on Mr. Clean helped it become the best-selling household cleaner in America within six months of its introduction.



*IBM used Charlie Chaplin's Tramp to sell its computers*

When IBM launched the personal computer revolution, they used Charlie Chaplin’s iconic “tramp” as the image for their brand. The warm and affable tramp helped personalize the image of a company that was considered cold and faceless, and the campaign transformed their business and our society in ways that today’s generations may not be able to comprehend.

So, is there a fictional spokesperson you could create for your product or business?

## **Method 4 – Use Yourself as the Spokesperson**

Lastly, you may consider using yourself as the spokesperson for your product or business.

Lee Iacocca became the legendary spokesman for Chrysler during the period when he was turning the company around. He became a familiar face with the slogan, “If you can find a better car, buy it!”

Richard Branson has used his celebrity to promote his Virgin Airlines, Virgin Records and now, Virgin Galactic, the first airline to fly you into space.

*Richard Branson uses his own celebrity to promote Virgin Atlantic Airlines and his other brands*



Donald Trump has similarly used his face to promote hotels, television shows and more.

Orville Redenbacher used his face to promote pop corn, Colonel Harland Sanders for KFC, Debbie Fields for Mrs. Fields Cookies and Mary Kay Ash for the company she founded, Mary Kay Cosmetics.

The advantages of using yourself as spokesperson include low cost, predictability (you don't have to worry that the person may want more money or may do something that puts your brand in jeopardy), and it may ultimately improve your personal value as well. After he sold his company, Colonel Sanders continued to be paid a half-million dollars a year as their spokesman, until his death.

So, do you want to use your own image to help promote your product or business?

## **Mascot and Spokesperson**

The point of all this is simple. People generally prefer to buy from a face they can recognize, whether that face is real or fiction.

Although some risks may be involved when using a real person, the rewards may also be considerable.

So, is there a mascot or spokesperson that could help promote your product or business?



# Packaging & Labeling

LABELING – A piece of paper, polymer, cloth, metal or other material for product identification, advertising, and warning

Labels generally perform the following functions:

- Selling the product,
- Presenting a distinctive look and display of the product,
- Providing scanner information for inventory management,
- Meeting government requirements including ingredients and warnings,
- Providing instructions for storage and use,
- Theft resistance.



PACKAGING – The full or partial enclosure of a product for protection, distribution, storage, sale, and use

Packaging generally performs the following functions:

- Enclosing the product,
- Protecting the product from damage in shipping,
- Protecting the product from the elements (from mold, humidity, air, etc),
- Protecting the consumer from product tampering,
- Stacking the product (as many as possible during shipping and on a shelf),
- Displaying the product for sale and purchase (and decoration),
- Presenting a distinctive look and display of the product,
- Green issues (environmentally friendly packaging),
- Theft resistance.



Labeling and packaging can be crucial marketing elements. They constitute part of what's called "point-of-purchase," meaning, at the moment the customer is ready to buy, the label and packaging may be the last opportunity you have to sell the customer.

In the grocery store, because there are so many products competing on the shelf, a rule of thumb is that 60% of people who pick up your product will buy your product. Therefore, anything you can do to get people to pick up your product, the better.

## Industrial Products

For industrial products, the labeling and packaging can add the kind of emotional appeal that gets people to want to repurchase from you. Industrial gauges wrapped in prestige packaging and crystal blue boxes go beyond product protection to send a message that this is the industry's state-of-the-art.

On a more basic level, a company without its name on the corrugated shipping boxes sends a signal that they are not a very large company.



*Dell clamshell enables them to ship fragile products over long distances*

We have often used exterior packaging as mini-posters used to show off and sell what's inside the box. For certain companies this is a problem because it invites shipping and warehouse theft, when people see what's inside the box. However, if this is not a concern, boxes stacked one on top of the other can make an impressive display when graphics are strategically printed on shipping boxes.

## Packaging Success Stories

Packaging can be a powerful element of the marketing mix.

Sales of Liquid Softsoap exploded to \$100 million in a single year because a packaging supplier introduced them to a heavy duty pump capable of pushing soap through a tiny nozzle.

French's Mustard and then Heinz Ketchup saw sales skyrocket when they converted to squeeze bottles. Ketchup consumption increased even more when Heinz widened the mouths and inverted their bottles of ketchup they were selling — the easier the product is to use, the more of it will be used.

Such innovations as individual packets (ketchup, mustard, coffee, industrial oil, paints, etc), plastic, microwavable containers, plastic bottles (reducing shipping and breakage), oversize DVD containers (reducing theft), Jiffy-Pop cook-in containers—these are just a few examples of where packaging dramatically expanded a market.

Even dry-ice shipping containers that enables frozen or refrigerated food to be transported across country—all these highlight ways packaging innovations are the key ingredient to generating huge revenues for businesses.



## Think Beyond—Expand Your Mind

If you consider the concept of what a package is, you can expand your mind even further, even to truck containers.

Schneider Trucking painted their trucks with distinctive orange as a way of “packaging” their product. You cannot drive a major highway without noticing one of their distinctive orange trucks.



And the idea of packaging went even further when Malcolm McLean developed the modern intermodal container, a “package” that can be transferred from a truck to a train to a ship. Once McLean saw the back of a tractor trailer as a package, suddenly the capabilities expanded dramatically.

Today the concept of the intermodal container has expanded even further to storage containers, competing with storage lockers available from Public Storage and like companies. The container gets parked in your driveway. Once you’ve filled it, they pick it up and store it piggyback in a large yard.



## What Really is a Package

So, all this invites the question, what is a package?

If you can explore beyond conventional definitions, or if you can investigate new uses and functions for how you use packaging, you may uncover some valuable opportunities for significantly expanded growth and profits.



# Uniforms & Costumes

UNIFORMS AND COSTUMES – clothing to establish an image

Many businesses do not ever consider dress code or even costumes for themselves and their employees. However, some of the world's most successful companies and some powerful people have established their image in part, by their clothing or some feature.

Talk show host Larry King's suspenders qualifies as his "uniform," and they are a key part of his persona.

*Talk show host Larry King wearing his classic suspenders*



I've seen famous economists and scientists who distinguish themselves by wearing a bow tie. This also is a crucial part of their "uniform."

I consulted and trained executives at biotech giant Amgen. For a company that prides itself in maintaining a casual dress code, my showing up in a conservative suit and tie was at first a cause for humor, but over time it solidified my image and stature.

The issue here is, whether you are a one-person business or a large organization, dress code could be a powerful tool in your marketing arsenal.

## **What's Black and White and Wears a Tie?**

IBM originally built its image of business professionalism by requiring all its male employees to wear white shirts and ties. A dark (or gray) suit, white shirt, and a "sincere" tie was the public uniform for IBM employees for most of the 20th century and a key element in molding the impression customers had of them.

Lew Wasserman built MCA, the precursor (and parent) to Universal Studios, into one of the largest studios in Hollywood. But in the beginning MCA was a talent booking agency, eventually calling on the movie studios for jobs for their clients. Like IBM, mandatory dress code for MCA agents was suit and tie.

Which meant, in Hollywood you could spot an MCA agent a mile away because they were the only one in the waiting room thusly dressed. This unusual dress code for Hollywood helped establish MCA as a leader in their highly competitive industry.



In its early days, Xerox required its repairmen to show up at a client's location with a white shirt and tie, again, to establish an image of professionalism and industry leadership.

Although today's dress code is significantly more lax than the early 20<sup>th</sup> century (not requiring a white shirt and tie), numerous businesses still require some type of dress code to establish a degree of uniformity and professionalism for image.

## Uniforms for Uniformity of Image

Uniforms can be such a simple way to establish an image for your business. From custom t-shirts with your business name to specific colors that establish a standardized look, such as a distinctive apron or green colored shirt, a uniform can establish and reinforce an image for even the smallest of businesses.

Starbucks classic black shirt and green apron worn by its 'baristas' provide an important reinforcement of its premium wholesome image.

*A Starbucks barista wearing their classic black shirt and green apron*



Southern California's Mike Diamond Plumbing, after extensive consumer research, determined that customers have found many plumbers to be messy and sometimes 'smelly.' So it requires its plumbers to dress in clean uniforms. This simple ingredient is one of several features responsible for their dramatic growth.

## Costumes Can Also Be Useful

Disneyland, with a reputation as 'The Happiest Place On Earth,' requires its employees to dress in costumes, or at least to dress distinctively enough that visitors to their theme parks can spot a Disney employee with little difficulty.

You'd expect theme park employees to wear costumes, right? But how about grocery store employees?

Stew Leonard's Dairy in Norwalk, Connecticut has employees in cow costumes touring their store handing out food samples. Corny or not, this is one of the many features that has helped a small dairy generate more than \$100 million of revenues per location.

*Alice In Wonderland characters at Disneyland playing musical chairs with a guest*



## **To Wear Or Not To Wear... That Is The Question**

Whatever you choose, clothing yourself and your people in uniforms and costumes could be helpful in establishing your business and you with a specific, memorable and beneficial image.

Uniforms and costumes may be one of the lowest cost marketing tools available to you, and one with the most enduring impact on how people perceive you.

Does it make sense for you to use some uniform or costume?



# Name Badges

NAME BADGES — paper, metal or vinyl surface or sleeve indicating a person's name and possibly the name of a sponsoring company.

Most people tend to forget all but the most distinctive of names, and it's often a source of embarrassment for them. So, if you often find yourself in networking situations, you may consider using some name badge or other name identifier (like having your name on a shirt or jacket).

Distinctive name badges can also help establish an image of friendliness and professionalism for your business, and for retail businesses or at conventions and trade shows, can help customers identify employees, especially if they are seeking assistance.



*Name badge courtesy*

[www.mynamebadges.com](http://www.mynamebadges.com)

People conducting seminars or events will generally use either peel-and-stick paper badges or more formal name badges, hanging from a lanyard or attachable with a pin or magnet, or on a pocket.

Does it make sense for you to use name badges?

# **How the Phone is Answered**

PHONE ANSWERING – when people call you, what do they hear?

When I first moved my family from Montreal to Los Angeles more than twenty-five years ago, I worked from my home. As a business consultant for larger companies I was often competing with large consulting firms.

So I came up with a way to create the impression my firm was larger than it actually was.

I had my wife record office sounds from the headquarters of a Fortune 500 company where she worked. Then, whenever someone would call, we would turn on the tape recorder so the caller could hear office sounds in the background. My assistant would answer the phone with, “Bond and Associates... Let me see if he’s in,” push a hold button, and then I’d pick it up and talk to the client.

Maybe I watched too much Mission Impossible as a kid, but I won numerous contracts against some pretty large companies, and no one ever questioned the small size of my firm.

A simple reality is this – what people hear when they call you is one important piece of the impression that sticks in people’s minds.

## **Hello... Is Anyone There**

Whether it’s on-hold advertisements, a professional voice mail or answering service, or simply polite rapid response, how your phone is answered is one of the most important marketing tools that many people forget to consider.

The good news today is, many companies are now used to speaking directly to business principals on a cell phone. Still, if you are trying to project an image of great service, you’ll probably want to be sure your phone gets answered quickly and professionally.



Try this. Call your business and listen to how the phone is answered.

So, is how your phone gets answered important to your business?

# LOCATION

## Strategic Neighbors

STRATEGIC NEIGHBORS — are you in a location that attracts your target customer?

For many businesses, the three most important indicators of success are... location, location, location. And it doesn't just apply to retail. From Silicon Valley to Wall Street to Main Street, from around the corner to across the globe, most types of business can benefit from strategic locations and neighbors.



## The Food Court Phenomenon

When Burger King launched, they didn't have enough money for the advanced market research or the advertising of McDonald's. So they stood outside every McDonald's restaurant at lunchtime and counted the number of customers. Whichever McDonald's had the highest traffic, nearby is where they opened a Burger King.

Their thinking was, McDonald's is already bringing the traffic. If we open nearby people may periodically try us, at least when they get bored of eating at the same place every day. And that strategy was at the heart of how Burger King grew so fast.

It's the food-court phenomenon. People like eating at a food court or cluster of food restaurants because they have greater choice with less traveling. Furniture marts, jewelery marts, trade marts, industrial trade shows — these all benefit from this same phenomenon.

So what do we learn from this?

Who you are located near can be a crucial factor to your success.

I'm working with the owner of a math franchise, providing math tutoring to elementary, middle school and high school children. Where a single location in a metropolitan city can generate about sixty kids per month, with a great location that number can double. Although the rent is higher at a better location, the dramatic increase in traffic more than makes up for it.

## **Anchors Away**

Shopping center developers depend on large retailers called “anchors.” A retail anchor is someone who typically advertises heavily and draws many locals to their location. Grocery stores, pharmacies, discount superstores (Wal-Mart), pet stores, home stores (Home Depot, Lowe's), and office supplies superstores are typically hot anchors.

That's the main reason high traffic shopping centers or shopping districts can have such astronomical rents. They realize they are magnets for buyers, and they charge accordingly.



The problem with some of these “attractive” locations is the rent is so high, there is often no room for error. If you cannot strike it successfully right from the start, that high rent quickly becomes a ball and chain for you. So you need to be careful and do an extensive analysis prior to signing one of these leases.

Surprisingly, certain retailers that draw high numbers of people are less than ideal to be located next to.

Costco may be one of those. Although they draw huge numbers of lucrative consumers, a typical Costco customer spends so much time shopping in a Costco, once they're finished shopping, they are typically not in the mood to shop anywhere else. It would be like putting a gift shop next to Disneyland. If the customer spends too much time inside a retailer, they will suffer from purchase fatigue and thus, may not be ideal.

This Also Applies to Industrial

Locating near a strategic business or activity center doesn't just apply to retail-type businesses. Here are a few examples to get your mind going:

- Lawyers and accountants located near heavily trafficked Fedex Kinkos and UPS stores;
- Manufacturers located near rail or shipping terminals;
- Doctors and tutoring centers located near schools;
- Machine shops located in industrial parks near clients and synergistic businesses;
- Interior designers located near furniture stores;
- Computer repair and IT service providers located in office buildings;
- Photographers located near Screen Actor's Guild offices;
- Clothing manufacturer located near busy soccer fields;
- Legal and government preparers located near government centers;
- Shipping and import-export services located near airports;

I remember an AppleOne Temporary-Help Employment Agency located in an office building facing the busy exit to the massive Glendale Galleria in Glendale California. This was an ideal location for attracting both customers and temp employees.

Headquarters offices can also be useful for certain smaller businesses. A headquarters office rents small, somewhat low-cost offices to their tenants while also providing a mailbox, a professional answering service, a common shared receptionist and one or several available conference rooms. These groupings of businesses can be ideal for certain types of businesses by providing a ready supply of potential customers (for attorneys, accountants, computer repair, etc), and by offering synergistic services clustered together.

## **The Power of a Prestige Address**



For certain companies, having a prestige address may be crucial to their success. Here are a few examples:

- Having a prestige Wall Street address is essential to many financial firms wanting to be taken seriously;
- Having a store in New York's Times Square is essential for such high profile brands as Toys-R-Us and Apple Computer, which recently opened its flagship Apple Store there;
- Ripley's Believe It Or Not and Madame Tussaud's Wax Museum have flagship stores at Los Angeles' Hollywood and Vine;
- The growth of Mark Zuckerberg's Facebook exploded when he relocated to Silicon Valley, California;
- Major department stores such as Macy's and Saks Fifth Avenue have their flagship stores on New York's Fifth Avenue;
- Rodeo Drive in Beverly Hills is home to many of the most prestige brands in fashion;
- Having offices in Zurich, London, Paris, Beijing, and Hong Kong add cachet and power to many businesses.



I have a friend with a somewhat small tech company, but with small offices in Paris and Hong Kong. The fact that he can legitimately put, "...with offices in Paris and Hong Kong," on his company's letterhead helps set him apart from competitors.

So, could a strategic location help your business?

## **Frontage / Windows / Building**

FRONTAGE / WINDOWS / BUILDING – first impression created by your location.

What is the first impression people get of your business when they visit your location? Does your building stand out from the crowd? Does it get noticed? Is it inviting?

## A Building That Attracts Attention

Let's start with the largest element, your building itself.

If you are wealthy enough, you can have a distinctive building created that will become iconic and noteworthy enough to gain publicity, and perhaps even become a tourist attraction.

Such are the Chrysler building in New York, the Transamerica building in San Francisco, and the Sears Tower in Chicago.

Each of these buildings was created to make a lasting impression on the skyline of their respective cities. Each stands as a testament of great architecture, but also of great marketing, by ensuring their company name is mentioned repeatedly by visitors and admirers of these great cities.

When S.C. Johnson Wax commissioned one of the world's foremost architects, Frank Lloyd Wright, to create their office building, they knew photos of the building's revolutionary open interior would be reproduced in books and publications of all type for decades, and would establish S.C. Johnson as an innovative company.

*S.C. Johnson Wax headquarters designed by famed architect Frank Lloyd Wright*



When The Walt Disney Company commissioned famed architect Frank Gehry to construct their Disney Concert Hall in Los Angeles, they knew it would become a



masterpiece that would define their company as one of the greatest artistic enterprises of our time. And it has.

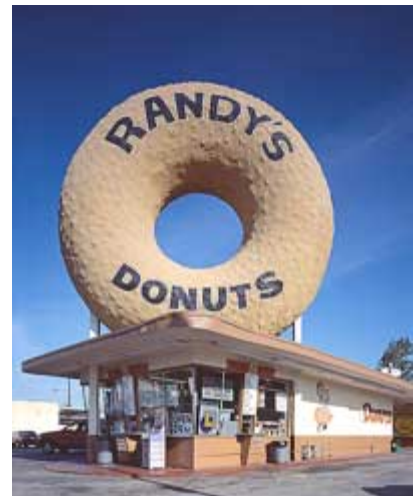


*Disney Concert Hall designed by Frank Gehry*

But creating an iconic building is not out of the reach of everyone. Of course everyone won't have the resources of a Fortune 500 Company, to throw at the world's greatest architects. So you'll have to use some creativity.

Take Los Angeles based Randy's Donuts. Although not in the same class as some of these other buildings, it has nonetheless become a landmark in Los Angeles, even attracting tourists from as far away as New Zealand to marvel at the epitome of kitsch that it represents.

Whatever it takes. If it does not demean your brand, there are creative ways to use architecture to establish a local, regional or even international icon from a single building.



# Windows and Frontage

Next, there is the overall presentation of your business location. Is it inviting? Does it entice people to enter and explore?

There are many ways to make your entrance more inviting. From permanent structures and sculptures to simple accoutrements like park benches and flowers, or even simply colorful displays inside your windows.

If you consider how inviting your entrance and frontage are to passers by, especially if walk-by or drive-by traffic is important, you may consider strategically designing your entrance for the greatest attractiveness.



Zoning and local requirements may need to be accommodated for some locations, but with a creative mind you may be able to turn your location into a conversation piece, or at least something people feel attracted enough by that they come and visit.

Do people driving or walking by notice your business? Is this something that would be helpful?



## **Street Access**

STREET ACCESS — customer vehicle and pedestrian access to your location.

From a marketing standpoint, whether pedestrians, motorists, employees and suppliers have access to your property may be important for certain businesses.

Major retailers and shopping center developers include street access as a crucial part of their plans.

Some businesses arrange for shuttle service from a nearby parking structure to their location, whether by pedicab, golf cart or full blown van or related vehicle.

To get employees for their remote restaurants on the road between Los Angeles and Las Vegas, McDonald's shuttles employees from nearby cities all the way to the remote locations, a practice also employed by many large employers.

## **Sight Distance**

Driveways are generally positioned to provide maximum sight distance and safety, assuming no obstruction by trees. The American Association of State Highway Transportation Officials (AASHTO) guidelines define safe distance as follows:

### **Speed Recommended Sight Distance**

***25 mph — 150 ft***

***30 mph — 200 ft***

***35 mph — 250 ft***

***40 mph — 300 ft***

***Source: AASHTO***

## **Number of Driveways**

At least one driveway per abutting street is generally allowed, with additional driveways for every 300 feet of continuous frontage. Variations may be permitted where a traffic analysis justifies a departure from the guidelines.

So, do customers have street access to your business? Is there some zoning variance you could get that would assist and improve access to your business? Perhaps it might simply need the installation of a u-turn sign.

# Parking

PARKING ACCESS — accommodation for incoming traffic and customers.

Parking may restrict the business your business may be able to do. Even if your location does not accommodate the amount of parking needed for your business, there are creative ways to overcome this.

Small parking lots will often control traffic flow with signage and arrows, forcing traffic to enter and leave traveling in one direction.

The Santa Barbara Bowl, providing musical entertainment for thousands of people at a time, pedicabs guests from remote parking lots to the actual venue. This is something adaptable by many businesses.



*Sculpture titled Free Parking highlighting the complexities sometimes involved in dealing with parked cars*

Is access to parking important to your business? If parking is limited, are there ways to increase your capacity?



# Layout (Aisle Widths, Flow)

LAYOUT / AISLE WIDTHS / FLOW — how customers make their way through your floor plan.

Swedish furniture manufacturer and retailer Ikea has a line on the floor, so when customers enter one of their massive stores there is a clear path and flow through the store. This 'line-on-the-floor' approach helps Ikea control traffic through the store while ensuring almost everyone sees almost everything in their sprawling stores. This simple technique has helped Ikea become the world's largest furniture retailer.



*Ikea retail layout*

## **Crammed or Open Aisles**

There are two schools of thought regarding aisle width. First is you cram as much stuff as possible in the available space, creating a bazaar-type ambiance.

*Packaged foods aisles at Fred Meyer store in Portland, Oregon*



The other philosophy is to give people plenty of room to shop in, without feeling rushed or cramped.

*Bird's eye view of Loblaw grocery store, Toronto*



Over the decades several major retailers have had great success by widening their store aisles. Their results included increased revenues and improved customer retention, mostly by giving people a more relaxed shopping experience.

However, there are numerous retailers doing well with aisles crammed as tight as possible.



Therefore, the short answer to whether you should have wide or narrow aisles is, it's a matter of style for your particularly business image.

There should be enough aisle width to accommodate two shopping carts passing. Yet in retail we are sometimes confounded by that one retailer who crosses this rule yet enjoys tremendous success.

As with everything in marketing, perhaps the best advice of all is, experiment, experiment, experiment. In this way you will discover what works best for you.

# Trapping Customers

In the 1970's the Hudson's Bay Company's flagship department store in Montreal Canada tried an experiment. What would happen if they changed the aisles enough that people would get lost when they entered the huge department store. The reasoning was, if they trapped customers so they were forced to spend more time in the store, they would probably buy more.

Although a daring experiment, it was one of the dumbest ideas ever implemented in retail layout. The reaction from irate customers was fast and specific—Change the store back or we will never buy from you again.

The experience here was not favorable, but the experimenting continues here as with other of the world's most successful retailers.

So, is aisle width and shopping experience important to your customers?



# Inviting Entrance

INVITING ENTRANCE — does your entrance encourage people to come in?

A simple concept. Is the entranceway to your business inviting enough that it attracts people to walk inside? If not, you may want to photograph it and those of other businesses to better understand how to better entice people inside your business.



# Signage / Marquee

## SIGNAGE / MARQUEE -

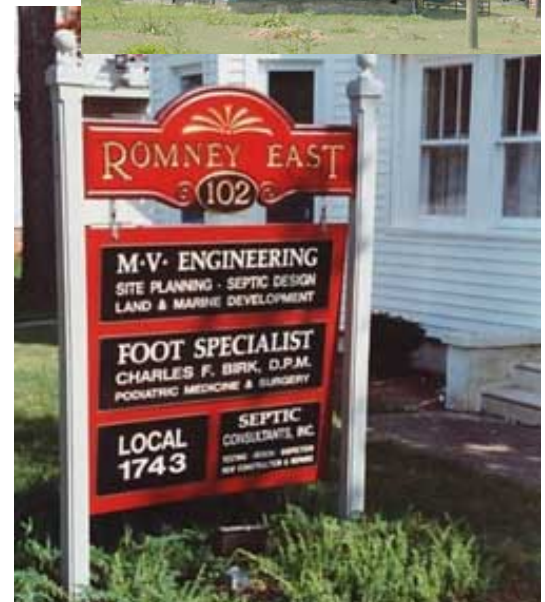
When Kemmons Wilson launched Holiday Inns, he recognized the critical role that signage could play to attract attention and help create an image for his hotels.

Because of his early experience working at a movie theater, he reasoned that a movie theater-type marquee added to a distinctive sign would help establish the personal friendly touch that would make his hotels stand out from the crowd. And it did.

Signage in all its forms can attract attention and create an image for your business, all at the same time. Whether it's a hand-painted sign on the side of a building or a sophisticated marquee on Times Square in New York, signage could be an invaluable part of your marketing mix.

Below is a diverse range of signage that may inspire your imagination for what is possible.

How could signage be used to help your business?







## Hours / Days

HOURS / DAYS OF OPERATION — strategic availability when customers are most ready.

Strategically increasing, limiting or otherwise modifying your business hours and days of operation can be extremely valuable in improving the traffic and revenues your business does.



## When Are You Open

The obvious place to start is with — the idea of operating your business 24-hours-a-day seven-days-a-week.

It first started with ready-tellers at banks. I'm old enough to remember that whenever you wanted to deposit or withdraw money, you had to show up at your specific bank branch during the limited hours and days they were open.

Then the ready-tellers began appearing and our lives changed forever. Suddenly, any time of the day or night we could do our banking (mostly withdrawing cash, of course). Now we could do our banking whenever WE wanted, not whenever the bank wanted. Suddenly we were in control, and we liked that feeling.

Then the Internet revolution happened, and it introduced us to 24/7 access to information, to buying, to help desks and much more. Suddenly 24/7 access became a competitive necessity for many businesses. Not only did we expect it, we started demanding 24/7 access to a wide variety of tools and resources, including buying.

With such sites as eBay, Amazon and industrial auction sites, today we could transact business at 4 am in our underwear, and no one thinks anything of it.

So, for almost all businesses, you should at least have an online component where people can peruse, examine, evaluate, get help and support, and perhaps even buy your products and services.

But this goes beyond the Internet world and well into the real world.

Understand that by operating 24/7 Kinkos Photocopy and Business Centers (now Fedex-Kinkos) was able to go from a single 10' x 10' location to a \$2 billion enterprise. Paul Orfalia, the founder, realized that students wanted copy services into the night, but no copy store was opened after about 7 pm.

His somewhat simple solution, opening round the clock, locating near college campuses (initially), and keeping the lights on so kids at night could see he was open, was brilliant in its simplicity.

What a simple idea... that almost no one has copied.

The lesson here is, could being accessible 24/7 help your business?

## **24/7 – Not the Only Option**

Of course, 24/7 is not the only option. Simply expanding or altering your hours, days or months to when your service is most needed may be a secret to unlimited or expanded growth. Here are a few examples:

**Daycare** — I recently came across a seven-day-until-nine-pm daycare in Santa Barbara. Their only advertising is a large sign on a main street, but that alone is responsible for a massive and ever-expanding customer base.

**Plumber** — I recently consulted with a plumber who had health problems. He was unable to work Fridays and weekends, but to compensate was willing to work some nights for the same rate as during the day.

I developed a “night time plumber” program for him, where he was available Monday through Thursday evenings up to 11:00 pm for no extra charge.

Think of the power of this. Now customers don't need to take time off work to have plumbing work done. Although he did not implement this program (for whatever reason), another plumber did and his business has skyrocketed during a period when many of his competitors are struggling for their next contract.

**Tutor** - A lady I'm working with owns a math-tutoring franchise for young children. As a standard practice for their industry they operate Monday through Thursday from 3:00 to 7:30 pm, Saturday from 10:00 am to 2:00 pm. Keeping their doors open for these limited hours helps maximize their profits while providing availability exactly when their students need it most, after their school day ends at 3:00 pm.

Of course, if we can come up with a business that can use the space during those off hours, that would be even better — but is not necessary if the business is lucrative enough.

**TV and Radio** – Anyone who buys broadcast advertising knows the rates are significantly higher during prime time for television and drive time for radio than during other times in the day.

**Infomercials** – The infomercial industry came into existence because so many radio and TV stations had no advertisers and often no programming late at night. Enterprising entrepreneurs approached many of these stations with a proposal: 'How about you let me run a 30- or 60-minute advertisement during your dead hours, and we split the profits for everything that gets sold?' Almost overnight stations and advertisers were earning revenues for what previously had been dead time.

**Movie Theaters** - Standard for the movie industry is filling movie theaters during the hours when most people are at work, with elderly people wanting to do something during the day. By offering matinee pricing and senior discounts, suddenly they are making some money during a time when income is otherwise nonexistent.

**Men's Suits** – Three Day Suit Broker has carved out a niche for himself by recognizing that most men's shopping for suits happens Thursday through Sunday. By staying open for limited days they keep costs low enough to offer competitive pricing.

## Seasonal Marketing

Seasonality is an issue where many businesses can benefit from strategic availability.

**Tax preparers** like H&R Block are open for only a few months in tax season.



**Dairy Queen's** smaller outlets are only open during the spring and summer months in colder climates, like the Northeastern U.S.

**Toys-R-Us** has enjoyed tremendous profitability by opening a large number of temporary mini-outlets around Christmas time. These outlets give them access to a significantly expanded number of customers during their hottest sales months, without having to pay overhead once the season is over.

Also, the idea of having **extended hours** during your business months is another important tactic. Retailers extend their hours during prime buying days prior to Christmas just as tax preparers and mailing services remain open around tax time, to better accommodate customers.

## Hours, Days and Months

So, have you considered the hours, days and seasons your business is available to buyers?

Can you capitalize more effectively on your buyer's behaviors, by extending or changing your hours of availability?

Could you reduce your availability during certain times and still provide a competitive offering?

The answers to these questions can provide significant opportunity to many businesses.



## **Balloons / Banners**

BALLOONS / BANNERS / SEARCH LIGHTS — temporary attention-getters to bring awareness to your location.

Car dealerships have traditionally used balloons, banners, giant Godzillas and whatever else they could use to attract attention to their location. They know that if no one notices them, the chances are virtually nil that someone will by from them.

These are tools that can easily be used by many other types of businesses, perhaps even yours.

Balloons and banners, especially temporary ones celebrating some event, move with the wind and draw the eye, hopefully to a message that will make them want to enter your location.

Search lights can also be powerful attention getters, particularly for major events, grand openings and launches.

(Note that major items like huge balloons and search lights may require local permits.)

Here are a few classic examples that may get your ideas flowing.



*Attention-getting balloons outside a grand opening*



*Searchlights announcing a grand opening*



*Summer Camp banner outside a middle-school*



*Giant Eveready Bunny at the Macy's parade*

# **Stroller / Wheelchair Access**

STROLLER / WHEELCHAIR ACCESS — making it easy for wheelchairs and strollers to navigate your location.

Besides the legal requirements, logistically when you create easy accessibility for people who are disabled and mothers with young children, depending on your type of business, this could increase traffic by these groups to your business. Or conversely, the more difficult it is for these people, the less likely they will become customers.

For parents with children, providing easy entry for strollers, highchairs and a changing table in the bathroom — these are low cost items that can make your business significantly more inviting.

By adding these amenities, a local restaurant increased its daytime traffic—meaning they increased the number of customers during off-hours. So suddenly, in the middle of the day when it's usually quiet, they now have customers.

Following are a few examples of public transit to local establishments that accommodate wheelchairs and strollers:



*Wheelchair and stroller access on a train*



*Public transit equipped for stroller access*



*Bumps on ground alert people with strollers and wheelchairs of danger*



*Japanese restaurant equipped with intercom for impaired guests*



# Smell / Temperature

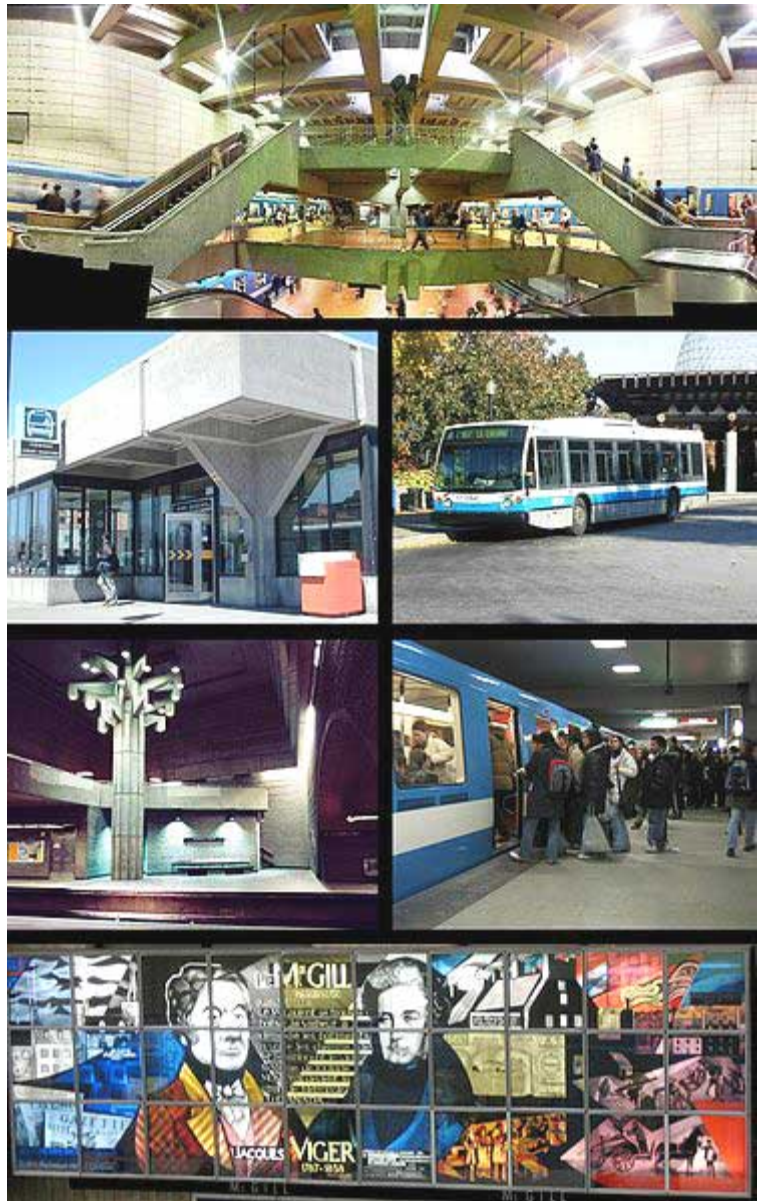
SMELL / TEMPERATURE – Does your location attract or repel the senses.

Many people head to nicely air conditioned theaters and indoor shopping malls on scorching hot days, just to get out of the heat.

Montreal has one of the world's largest underground cities. Where seven months of winter might otherwise hinder people from venturing outside, having a massive maze of indoor shopping centers, cultural districts and office buildings connected by a hundred miles of subways has helped Montreal remain vibrant.

*Montreal's subway connects one of the world's largest underground cities*

Training centers that are too warm tend to cause attendees to lose attention and fall asleep — a trick known by major television talk shows. The Ed Sullivan Theater, home of the David Letterman Show, is notoriously cold, even on the hottest of days. This cold-room effect, whether by design or by accident, helps keep guest chatter lively and interesting.



## Smell... The Other Sense

We've heard of a major chain of thrift shops where the musty smell has been a turn-off to visitors. Similarly, people sitting too close to a restaurant's kitchen will sometimes complain of the smell as turning them off.



My wife tells of a high school boyfriend who suddenly started smelling of burnt rubber because the dryer had a worn out belt. Her smelling this so repulsed her that she could no longer bear to go out with him, and they eventually broke up.

On the opposite side, such retail chains as Mrs. Field's Cookies vent exhaust from their cookie ovens out onto the mall so people can experience that sumptuous smell of cookies baking.



## The Smell of Toys...

In a secret experiment, one of the world's largest toy manufacturers mixed chocolate scent from International Flavors & Fragrances, into the plastic of a toy truck they were selling. The introduction of chocolate scent was not printed on any packaging and was not otherwise announced.

They experimented regionally, with some regions getting the chocolate-scented trucks and others getting neutral trucks that were otherwise exactly the same.

The troubling result was that purchases of the scented truck were dramatically higher than the non scented trucks, although adults and children could not explain why other than the fact that they liked the truck.

I say "troubling result" because, with so many more people buying the chocolate-scented trucks, they suddenly feared being accused of manipulating children to buy their toys. So despite the tremendously positive results, they quietly halted the experiment and refused to pursue a program of embedding favorable scents into the products they sell.

++++  
-- FUN FACT --

Throughout history the French have been famous for their preoccupation with smell, as indicated by the many major French perfumeries. Prior to going into a major battle, Napoleon Bonaparte is reported to have sent a note to his beloved Josephine, "Back in three days. Don't wash."

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# Smells Smells Everywhere

Here are a few additional examples of the use of “scent” in marketing.

**Clothing** – Similarly, experiments in “neuromarketing” have discovered that people thought more favorably of Nike sneakers when in an environment rich with the smell of flowers than in a neutral environment.

**Cars** – Rolls Royce added the leathery scent of the 1965 Silver Cloud to new Rolls Royce cars and suddenly perception dramatically improved.

**Cinnamon** – Studies have indicated that certain scents are highly attractive, such as cinnamon, particularly to women shoppers.

**Language** – Although the idea of using a specific smell in your marketing may appear too subtle to consider seriously, consider the use of smell in such common phrases as, “The sweet smell of success,” and “You could smell their fear.”

**Gender** - Women tend to have a keener sense of smell than men, and can detect certain odors that men are unconscious to.

**Realtors** – Around Christmas some realtors put Christmas trees in homes they are selling, or bake cookies, in an effort to stimulate positive emotions in buyers.

**Grocers** – Many grocery chains add color and scent to their stores by introducing flowers near the entrance. Even if people are not purchasing the flowers, many retailers have found the ambient revenues generated as a result of creating a happy ambiance that flowers generate (visually and smell-wise), to be well worth the expense, even if the flowers themselves don’t sell.



So, could smell help or hurt your business?

## Self-Help / Service

SELF-HELP / SELF-SERVICE — customers can browse, purchase and/or use products and services without assistance.

In 1917 the U.S. Patent Office awarded Clarence Thomas a patent for a “self-serving store.” This innovation was possible because, unlike the early days of the general store where products were shipped in bulk and needed a clerk to individually package them for customers, manufacturers were now shipping products already packaged in sizes for individual customers.

Sanders licensed the business method to independent grocery stores under the name, Piggly Wiggly.

*Piggly Wiggly, the first self-serve retailer*

Today self-serve is common in many industries, from banking (with Automated Teller Machines) to gas stations (although full service is required by law in New Jersey and Oregon).



## The Internet Revolution

The Internet has further revolutionized shopping by bringing self-serve to industries that previously would never have considered it possible.

Take clothing retailing. Zappos proved shoe retailing could be highly lucrative, generating more than \$1 billion in an industry previously thought to be immune to the Internet.

Clothing retailers now use virtual models, where you type in your measurements and a model appears on the screen to show you what clothes will look like on you.

Car and other manufacturers show you what different color combinations of their products look like, at the click of a button.

Vistaprint dominates online printing services, Legalzoom dominates online legal services, eBay dominates online auctions, Amazon dominates online (and offline)

bookselling, iTunes dominates online (and offline) music retailing, Dell dominates online computer sales...

Each of these businesses demonstrates the tremendous value of online self-serve, especially when the most important elements involved with a purchase can be provided.

In some ways, the consumer gets better service online for certain products and services. A salesperson or even a doctor may not be educated in the most recent innovations, technologies or developments. But online, it may be easy to maintain state-of-the-art service beyond what's available when the consumer is confronted with a real person.

Of course there is still a market for full service. Consumers still crave the retail experience, with the "tangible" experience where they can touch, smell, taste, and otherwise experience the tactile element and put their hands on an item.

However, in a world where people can now buy corporate jets and office furniture online at eBay and direct from the manufacturer, you would be well served to investigate the opportunity to provide part or all of your purchasing experience online.

## **The Real World Also**

Of course, beyond the Internet, self serve is popular in a world where consumers have become accustomed to being in control.

Grocery stores such as Fresh and Easy, that launched with a self-serve model, have recaptured the public's imagination as they have customers scan and bag their own items.

Technical software such as QuickBooks have demonstrated that consumers like being enabled to take charge (and perhaps lower the prices) of doing complex activities, from bookkeeping to tax filings to industrial purchasing and more.

Even high-level consulting and high-end seminars can be supplemented with teleseminars, webinars and web-based coaching models.

So, could self-serve be valuable to your customers?

Can you implement self-serve in ways that can be beneficial to customers and lucrative for you?

# Cigar-Store Indian

CIGAR-STORE INDIAN / SANDWICH BOARD — placing an attention-getting structure outside your location.

How do you get your business to stand out from the others?

In the early days of retailing, the Cigar-Store Indian was a valuable device,. It attracted attention and thus, drew people into a retailer's establishment.

Today, the concept has expanded to simple Sandwich Board Signs. These come in all shapes and sizes, and can contain a pre-printed poster or a handwritten blackboard or white board where you write today's message.



*Storefront Indian and Sandwich Sign*

I visited an aerospace company that used a welcome board in their lobby, saying something like, "Welcome Lockheed – Today's guest," and "Welcome Anderson Johnson Toolworks."

Although this could be perceived as hokey, in this case it was pretty impressive. Even if it doesn't get

changed every day, this type of device could be helpful in welcoming guests while creating an image in your customer's mind.

Regardless of the type of business you have, could a sandwich board, a cigar-store Indian or any similar physical attention getter be used to help increase your business?



# Sandwich Board

SANDWICH BOARD — An attention-getting sign generally designed to sit on the ground outside a retail location to bring attention to your business or to certain products and services you offer.

A sandwich board is often a temporary sign used only during business hours to attract walk-in and passer-by traffic.



*A Chalk Sandwich Board and a Small Floor-Poster to Attract Customers to a Local Sports Restaurant*

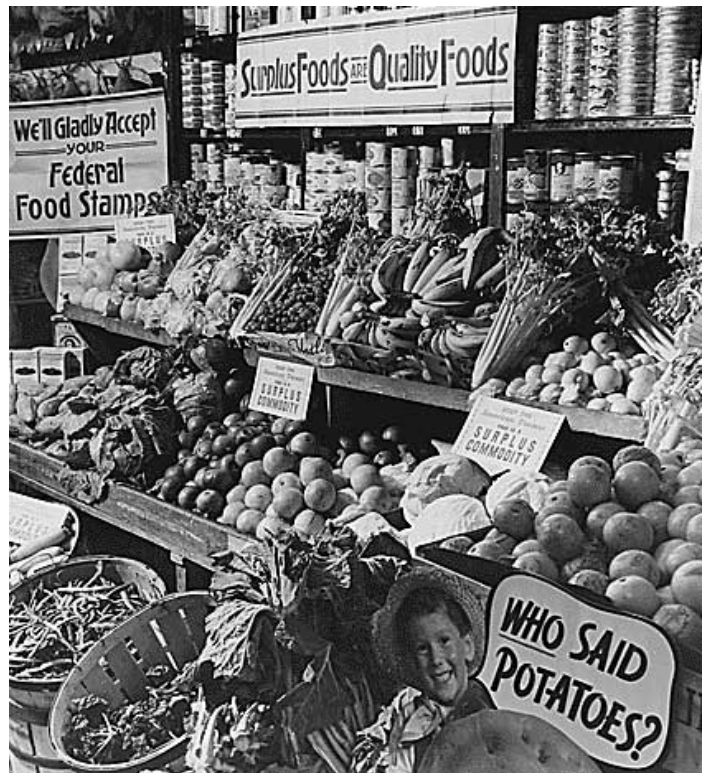
# IN-STORE

## Store Posters

STORE POSTERS – in-store 2-dimensional attention-getters.

Store posters attract attention to deals and specific products while creating a visual ambiance that sets a mood and image for customers.

Here are some examples.



Could in-store posters help your business?



# Displays

DISPLAYS — in-store physical presentation and/or 3-dimensional advertisement.

Displays showcase your product or service in an impressive way that highlights its features and benefits while making it stand out on the retail shelf.

Below are examples of the many types of displays available.

*Trial Size shelf display holding samples - This is a box that hangs in front of a shelf (Even makeshift versions of this can be effective)*



*Shelf talker - This extends out from a shelf to attract attention to a specific product and its features*





*Display Case*



*Display for Amazon's Kindle device - showcasing the product (a dummy sample) with a list of product features on a graphic background*



*3-D store display for Toy Story 3 products - Display uses cutout display, plexi-enclosed sample product with "press this button" feature to encourage interactivity and demonstrate the product, and hanging items to expand the effect beyond the display itself*



*Simple barrel with minimal graphics brings attention, especially useful for impulse items*



*Service Display - Tells a story with props and text inside a display case*



*Freestanding cardboard shelves with eye-catching billboard on top (this billboard is die cut but could just as easily be a rectangular card)*

Could a display tell a story or highlight your product or service in a way that helps generate and increase purchasing?



## **End Caps**

END CAPS – displays on the end of aisles.

Products that are showcased on the ends of aisles tend to sell more than others. The eye is attracted to whatever is on the end.

Obviously many retailers charge significantly for endcap presence, and the added visibility and revenue may more than pay for the cost involved.



Do you use endcaps to promote your product or service?

## **Demonstrations**

DEMOS – in-store display, demonstration and giveaway of products.

Many retailers allow you to display and demonstrate your products, generally for a fee. Research has shown that in-store displays increase purchasing far beyond what is given away or sold through the display itself. There's something about displays, even when they involve giving away product, that encourage customers to spend even more money.



Could doing an in-store demo help your business?

# Companion Accommodation

COMPANION ACCOMMODATION – providing seating and activities to the person accompanying the primary shopper.

McDonald's Restaurants understands the value of keeping kids occupied. By creating a mini-playground they provide stir-crazy mothers who want to get out of the house in the middle of the day with a place where they can eat while their child is occupied.

*McDonald's Playground provides parents (mostly moms) a place to keep their kids entertained while they calmly eat*



Women's clothing stores and department stores such as Macy's and Nordstrom's use comfortable benches liberally distributed throughout their stores to keep husbands and boyfriends occupied while the wife shops.



Hair cutting salons, car repair waiting rooms, many retailers and industrial distributors equip their waiting rooms with comfortable seating and magazines and televisions to keep customers and companions entertained.

At a Barnes & Noble Bookstore's cafe customers and their companions are given a place where they can do other work or otherwise occupy themselves

Retailers such as Barnes & Noble Bookstores realize a full store is better than an empty one. By providing a casual atmosphere where people can relax and do related work, they create an ambiance that helps the bottom line.

Could providing accommodation to the companions of your buyers help increase revenues?

# **Visible Pricing**

VISIBLE PRICING – pricing of items is easy for customers to find.

Of course this depends on the type of product or service you are selling. For some items, especially higher priced products and services, it may be more effective to establish value prior to presenting the buyer with a price. Then once a person has decided he or she “wants” something, price can be less of an issue.

Therefore, for certain products it may be better for people to consider the product first and then be presented with the price. This applies to higher priced items such as wedding rings, cars, etc. Put the ring on her finger or let him go for a test drive first. Only once they have experienced the feeling of ownership, will they be more receptive of a price that previously may have been shocking.

Still, except for these luxury items, in most cases visible pricing will help people to buy, especially in the case of an impulse purchase.

## **Visible Pricing Stimulates the Impulse Purchase**

Few things are as frustrating and reduce impulse purchases as a lack of visible pricing. Much buying is impulse driven. When you give a person too much time to think and struggle to find a price, they will often change their mind.

This applies even with professional and industrial buyers of products and services. It's amazing how often the addition of a price list, even for high priced and institutional items and services, improves revenues.

So, unless hiding the price is part of your strategy, make sure your pricing is visible and you will generally increase buying.

## **Comparative Pricing**

One more thing. If you have a high priced item, putting an even higher priced item near it will sometimes soften the blow and make the product feel affordable. A \$1,200 chair may seem expensive. Put it next to a \$2,900 chair and that \$1,200 may not feel as out of reach.

So, are your prices visible enough?

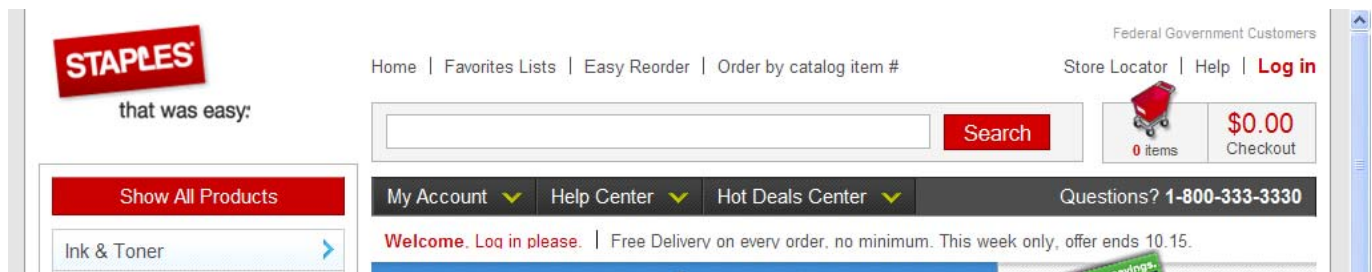
# Easy Checkout

EASY CHECKOUT – once the customer has selected something, make it easy for them to buy and leave.

Even in the most casual environments, once a person has decided it's time to leave, a sense of urgency is created.

In surveys spanning several decades, beyond quality, one of the top reasons people will not return is slow checkout.

And this applies to Internet stores as well. Staples.com radically increased website revenues by adding a large search box at the top of every page combined with a visible shopping cart.



So, once a customer is ready to pay, could paying be made easier?

# Impulse Displays

DISPLAYS – self-serve reminders when people are ready to buy.

Reader's Digest became the largest selling magazine in the world by giving retailers a free magazine holder that could be hung next to the checkout cash register. The trick was, a top spot was reserved for Reader's Digest itself, which was the only half-sized magazine available.

DeWitt Wallace, Reader's Digest's founder, recognized that once a person is ready to shell out their money for a purchase, they are susceptible to spending a little more for an impulse purchase. Given too much time the person may change their mind. But somehow, once they are ready to buy, spending a little more is easy.



That's why even bookstores and gas stations have gum, candies and magazines near their checkout. It's why so many restaurants have a dessert menu right on the table.

*A news stand displaying numerous impulse items near the checkout*



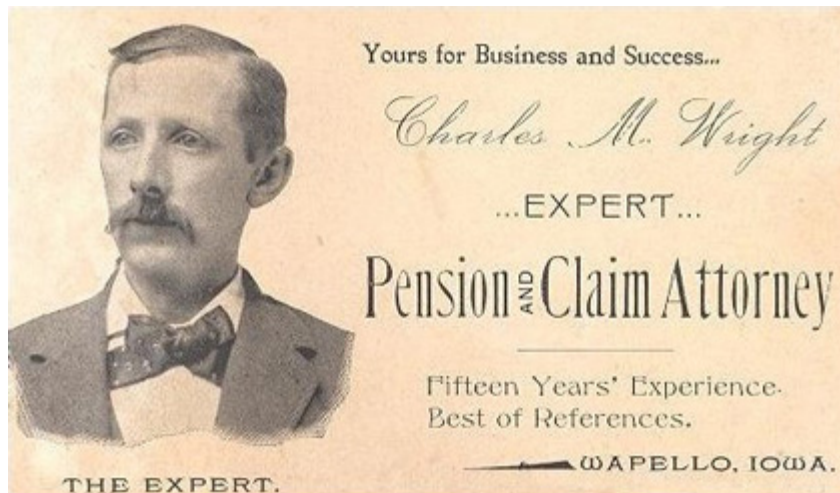
## **PRINTED ITEMS**



# Business Cards

BUSINESS CARD — generally small piece of card stock or plastic (often 3 1/2 by 2 inches) with contact information, to hand out to customers, prospects, and for related purposes.

Although many formats exist for business cards including those imprinted on CD-Rom for insertion into a computer, the most common size and format are those on card stock or plastic, single or double-sized, in color or black and white, with or without a photo and/or customized logo, with or without raised text, and on glossy matt or textured paper.



*Business card circa 1895 is surprisingly similar to modern business cards -- phones were not invented yet so there's no phone number*

## First Impression

You never get a second chance to make a first impression.

Your business card gives people an image of they type of business you have — often the first and most lasting impression. If your card conveys an image consistent with their expectation or better, that is much better than if the image hurts the impression it creates of your business.

For many, the business card is one of the most important marketing tool you have. Suppliers and even investors are impacted by the image it creates, and a bad card could label you as unworthy or unlikely to succeed. So be careful and strategic in your creation of your business card.

# Essential Elements

There are three primary functions of an effective business card:

- Provide contact information
- Stand out from the crowd
- Communicate who you are and what you do

**CONTACT** – Obviously there needs to be some sort of contact information on the card. Perhaps your name, business name, product name, followed by a mailing or physical address, phone number, email address, perhaps a website and even a Facebook page if relevant.

**STAND OUT** – Next, your card should stand out from other cards if appropriate (and it's appropriate for most businesses). This can be done with color, layout, graphics, use of a photograph or distinctive logo, and/or a distinctive typestyle.

For most people, the worst business cards are unconventional in size. Although an oddly shaped business card may initially grab attention, storing an oddly-sized card can prove a real annoyance, and may relegate your card to a trash bin or out-of-the-way place.

**COMMUNICATE** – Imagine you are at some networking function and you hand someone your business card. Now imagine it's three months later and they come across your card. If they cannot remember you, will the card explain who you are and what you do?

More importantly, if the person does not clearly understand what you do, will your business card effectively communicate your most important message?

Here are a few cards to give you some ideas:

*One-Sided business card with a sub-heading that explains the type of business, colorful photo that grabs attention and shows her service in action (picture this to be your child in a pool!), and list of her qualifications and certifications*





**JILL LEDERER, MBA**  
President/CEO

600 Hampshire Road, Suite 200  
Westlake Village, CA 91361

Tel: 805.370.0035  
Fax: 805.370.1083  
jlederer@towlvchamber.org  
www.towlvchamber.org

Side one of a two-sided business card, one color with descriptive logo

### **We Create Opportunities for Business Success**

- Building a strong local economy
- Promoting the community
- Providing networking opportunities
- Representing the interests of business with government
- Taking political action

FOUR-STAR ACCREDITED BY THE U.S. CHAMBER OF COMMERCE

Side two of two-sided card, one color with excellent descriptive text

**POSTNET**  
CREATE • DUPLICATE • DELIVER

copy  
print  
bind

**Sheri Murphy**  
Store Owner  
ca214@postnet.com

995 E. Los Angeles Ave, Unit 7  
Simi Valley, CA 93065  
T: 805-526-9100 F: 805-526-9101

www.postnet.com/ca214

scan  
surf  
sort  
fax  
pack  
ship

Side one of a two-sided glossy colorful card, with contact information unobstructed dark text on a white background, and with descriptive text under the logo and down the right side

### **What are you looking for?**

Printing & Finishing • Full- & Self-Serve Copies

Graphic Design • Internet Access • Computer Rental Stations

FedEx®/UPS®/DHL® Shipping • USPS Mailing Services

Expert Packaging Services • Boxes & Packaging Supplies

Fax Services • Office Supplies • Notary • And More!

**Think PostNet.**

Side two of two-sided glossy colorful card - this is essentially a mini-ad for their service

# Flyers / Brochures

FLYERS / BROCHURES – printed material designed to present a selling message.

Brochures tend to be more elaborate than flyers, although the terms have blended over the years, so when someone refers to a brochure they may well be referring to a flyer.

Brochures and flyers are sales pages, generally describing products and services. They may be used as part of the initial sales message, or in support after a sales message has been presented.

With today's photocopying, printing and computer technologies, creating colorful and effective brochures has never been easier and has never before had so many low-cost alternatives.

Functions of a Brochure or Flyer

Brochures and flyers perform four important functions:

- Create an image for your product or service;
- Explain product features and benefits;
- Support the selling message; and
- Sell – get people to take some specific action.

IMAGE – Often shopping center and other real estate developers create illustrative representations of something that may not exist– the buildings they are constructing. The brochure is essential to set a mood and show an image of what the properties are expected to look like.

Mood and image are created through photos and illustrations, colorful presentations, expensive and fancy printing and select paper stocks.

We created a color catalog for a mid-priced retailer and needed to be sure the paper and image did not say, "high priced." So we used a somewhat moderately weighted glossy paper stock and conservative photography and layout. On another occasion we developed a catalog for one of the world's premiere retailers and therefore needed to convey their prestige through use of excellent photos, graphics, paper stock, etc.



**FEATURES AND BENEFITS** – One of the most common uses of brochures and flyers is as pre- and post-sales support. In these cases the brochure is given or sent to reinforce information and product details that may have been conveyed.

People learn through multi-sensory input – visual, auditory and tactile. So, presenting to a client (auditory and visual), then handing them a brochure (tactile/touch and visual) helps reinforce the selling message, and reminds them of issues they may not have heard or understood.

*Using a brochure as a sales aid*

**SELL** – Brochures and flyers often have to do the heavy lifting of getting prospects who may not know your product or service, to understand what you are selling, and then motivating them to take some action, whether it be to send back a reply card, to call or email a request for more information, to contact you to purchase, to visit a website, or to otherwise take some action.



## **Effective Brochures and Flyers**

In order to create truly effective flyers and brochures, first you must determine its purpose. What do you want the person receiving your brochure or flyer to do?

- To be aware that your product or service exists?
- To be aware of what it does — that it is the solution to some tangible or intangible problem or desire they may have?
- To be motivated to call, mail, email, visit a website, tell a friend?

The clearer you are as to what you want your brochure or flyer to do, the more likely you will be to achieve that result.





*Brochure requesting a specific action -  
Visit this website and download something specific*

Too often people want their brochure or flyer to serve multiple functions. However, just as when you chase two rabbits both will escape, when you try and accomplish multiple different goals with the same printed brochure or flyer, often you water down your message enough or clog your pages with so much text and content that your result is less than ideal.

The ideal brochure often identifies the person and their problem, and then identifies itself as a solution. It then provides evidence as to how the problem is solved.

On the television show *Mad Men* they humorously explained that the phrase, “The cure for the common...” could easily be adapted to multiple purposes:

- A cruise brochure may be, The Cure for the Common Vacation;
- An analgesic could be, The Cure for the Common Cold;
- A candy bar could be, The Cure for the Common Snack;

Although it is not advised to use this approach, this — do you have this problem, then we have the solution — approach can be highly effective.

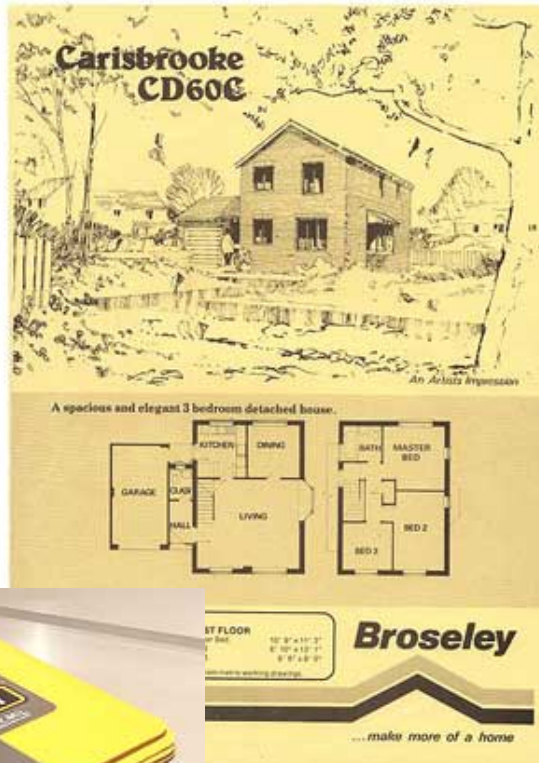
## **Form Follows Function**

Whether you use a tri-fold, four-color gravure-printed brochure or a simple photocopied flyer, remember, the clearer an idea you have of what you want it to accomplish, the more effective you can be in achieving that goal.

Following are examples of brochures and flyers to give you some ideas.

*Early civil rights flyer - These were important in helping sway the population towards abolition of slavery in America*

*Simple product brochure explaining details of the product and service*



*Product shapes and look like a*

*brochure can be in various sized - here is one made to passport*



*Catalog page - with product samples*

*Today's photocopy technologies enable almost anyone to print these for little cost and expense*



Fancier printing can use die cuts like this, can use fancy papers and various printing and binding techniques, including printing on plastics and other materials

# **Price Lists**

PRICE LISTS – a menu of products and services with their prices.

Price lists don't just apply to industrial and packaged goods companies. In fact, have you ever considered using a price list for your company?

Although many businesses use a price list as a standard part of their operations, many businesses would never consider actually creating a formal price list. But consistently, service businesses thrive when a price list is established of products and services available.

Although a price list makes it easier for customers to understand what's available, there is a more basic reason to use one. It helps you nail down a standardized price.

In the mid 1970's when our advertising studio increased its price for photography from \$150 to \$1,200 a day plus expenses, my wife forced me to create a formal price list. This simple act embedded in our minds this new radically different price. Something psychological happened that ensured our prices would never again see the lower price.

Creating packaged prices for groups of products and services also helps.

So, have you created a price list for your products and services?

# **Newsletter**

NEWSLETTER – periodic printed journal or articles.

A newsletter is a regularly distributed publication generally about one main topic that is of interest to its subscribers, and often printed on a single 1-sided or 2-sided page or created as an email. Newspapers and leaflets are types of newsletters although most newsletters are shorter in length.

Newsletters are generally created to establish an ongoing dialog with customers or patrons. While some newsletters are blatant selling pieces, most provide useful information as a way to build a relationship of trust between the seller and the potential buyer – perhaps with an ad at the end of the newsletter (perhaps highlighting something discussed in the body of the newsletter).

Alternately, some marketers will provide purely informative newsletters and only periodically — say one in seven newsletters – will they include a sales piece. In this way the reader become accustomed to receiving and reading your newsletters prior to your making a sales pitch to them.

## **RESEARCH SOURCES**

Although top newsletter publishers may have a staff of writers, today even a single person can create regularly published informative newsletters using such sources as Google Alerts, news feeds, trade association and industry sites as sources for ongoing relevant information for their audience.

Remember, effective newsletters never forget that their audience wants “news”. If you provide real news, you will hold your audience to sell them stuff later.



# Catalogs / Menus

CATALOGS and MENUS — These are printed or web pages listing products and services for sale, typically with details, pricing, and sometimes with purchase details (credit card details, terms and conditions, etc), shipping and delivery information.

*Excerpt of a Restaurant Menu*



*Volkswagen Catalog Page with Product Specs (without pricing)*



*LL Bean Catalog Page with a Feature Products Format (not crammed with as many items as possible, but rather, featuring one or two products on each page)*



*Toys-R-Us Christmas Newsprint Catalog*



# Posters

POSTERS – Large text or graphic 2-dimensional display advertisement.

Posters grab attention, especially if they are large enough, provocative enough, or colorful enough.

Today posters can be easily created at most major copy shops by enlarging just about any ad you can create, even from a simple word processing program.



*U. S. War Recruitment Poster*



*Giant Building Posters Can Attract Attention from Far Away*

Posters don't need to be fancy to be effective — Think of a poster as a “News” Alert!



*A Poster with an Appealing Offer Can Be Effective*



*Colorful Posters Can be Real Eye Catchers -- But Avoid Too Much Text if It Will be Seen from Far Away*



*Street Posters Can Be Very Effective - Especially With a Simple Message*



# Tent Cards

TENT CARD – Also called “table talkers”, this is a folded or otherwise self-standing card used to advertise some product or service.

Similar to how a sandwich board sits on a sidewalk promoting a product or service, a tent card sits on a table, counter or desk promoting some product or service.



# Magnets

MAGNETS – Also known as fridge magnets, are promotional advertisements, menus or business cards printed on a magnet.

These are ideal for repeat-purchase items such as lunch and vehicle servicing, or long lead-time items including insurance, real estate and industrial products and services.

Typical magnets contain ongoing useful items such as calendars, re-writable note boards and useful information and reminders – generally displaying a phone number and clear description of the product or service offered.

*Typical Fridge Calendar-Magnet courtesy [www.Magnets.com](http://www.Magnets.com)*





# DIRECT MARKETING

## Telemarketing (In-House, Outsourced)

TELEMARKETING – Selling or lead generation over the telephone.

Sometimes known as “inside sales”, telemarketing includes direct telephone solicitation by telephone salespersons and recorded sales pitches made with computerized auto-dialers.

Telemarketing consists of two parts:

- **Lead Generation** — Generating sales leads through calling and qualifying that people are appropriate and/or interested in a particular product or service, and
- **Selling** — Using persuasion to sell a product or service.

These parts consist of:

- **Outbound Calling** — where a salesperson proactively calls prospective businesses or individuals, and
- **Inbound Calling** — where a salesperson reactively responds to incoming orders or requests for information. Demand is generally created by advertising, publicity or the efforts of outside salespeople.

Telemarketing can be done by an individual, by multiple people in a call center, or by automated “robo-calling”, typically used by political campaigns.

The National Do-Not-Call-Registry was initiated by the U.S. Federal Trade Commission in an attempt to reduce intrusive calling nationwide to consumers.



*Author and activist Bob Wood places one of his numerous phone calls to residents of Muskegon County, Michigan*



*Professional Call Center. The pages on the wall are used to answer most questions a customer may have.*



# **List Acquisition / List Building**

LIST BUILDING — Creating a list of email addresses and other contact and demographic information for customers and prospects.

Building and maintaining a large and growing list with contact information (especially email addresses) of prospects and customers provides a relatively low cost way to generate ongoing and growing revenues.

With the cost of delivering email being virtually zero, an email database can be especially lucrative. The secret is to create a database of people who like and trust you enough that they will accept and read the regular emails (and other mailings) that you send them — and especially, that they periodically buy from you.

## **Sign Them Up As Soon As Possible**

As soon as someone comes in contact with your company in any way, try to sign them up into your database. Your website, your catalogs, your personal appearances, your radio and television appearances, your print ads — each of these presents opportunities to get people to sign up for your database.

This applies to people who buy from you and people who do not.

First, some people will not buy from you until they get to know you. Therefore, they will only buy from you after days, weeks or even months of receiving your emails, newsletters, free products and services, etc.

For those who buy from you, when you maintain an ongoing dialog with them, you can get them to buy again and again from you:

- by discussing new and other products,
- by offering coupons and incentives to purchase,
- by having them tell their friends how great your products and services are, and
- by mentioning in articles and testimonials how great your products and services are.



## How to Get People On Your List

So the first step is to set up our website so visitors can sign up into your database.

Next, at every opportunity, ask people to come to your website and sign up to your list. Offer them something and provide an incentive to do it now.

For example, Alex Carroll wrote a book on how to beat speeding tickets.

Whenever he does a radio interview to promote his book, he invites people to come to his website to get a free list of speed traps for their city. Of course, to get the list they need to provide him with their email address – which is where he sends the free information to.

So step one is sending them to his website to get something free.

Step two is asking permission to send them ongoing information on that and related topics — while promising to never spam them or give anyone else access to their contact information. If his “ongoing” information is interesting enough, people will agree — and now he has a free vehicle to continue selling them ongoing products and services.

Do this with every contact you have with your customers and prospects and your list will continue to grow.

Additionally, you can advertise for people to join your list throughout your advertising materials (brochures, flyers, catalogs, etc), Internet pay-per-click and banner ads, list rentals (which can be costly and low quality sources – meaning many will be bad addresses or not the best prospects), and offering income opportunities to other people with lists (such as affiliate marketing and otherwise providing them a commission every time someone on their list buys from you — when they sell your product or service to their list).

## Protecting Your List

Of course, if you have a great list of people who trust you enough that they will open your emails, read your ads and periodically buy from you — you must protect that list. NEVER give anyone else access to that list. If someone wants to sell to your list, have them give you their ads and YOU be the only one sending emails to your list.

Also, never send them any email or other communication unless you believe they will be interested. If you send too many useless pieces of email, they will simply UNSUBSCRIBE (you are required by law to provide an easy way for people on your list to Unsubscribe).

After all the work you've done to get people onto your list, you want to be careful to keep them there.

## **A Case Study**

Steve Harrison is a guru at helping writers, speakers and consultants to market themselves. He provides state-of-the-art products and services — live, in print, CDs and DVDs, and on the Internet — to help these people succeed.

He builds his list in part by conducting a steady stream of free teleseminars, sometimes on valuable topics, and sometimes promoting valuable resources such as other trainers with symbiotic products and services. Even when promoting a resource, he makes sure the listener receives valuable enough information that, even if they do not purchase, they feel they received valuable free information on the 30-60 minute call.

In this way his list is so valuable that he is able to generate literally millions of dollars of new revenues per year, selling his and other people's stuff. One week he was able to generate about half a million dollars of pure profit in just about a week, by simply interviewing a workshop leader in a 60-minute recorded interview, then sending interested people to a web page where they signed up for a five thousand dollar program.

Let me repeat that. A little over one hour of work to generate about a half million dollars of profit.

Of course much depends on what you are selling, how many people are on your list, what they will buy from your list and how often. Still, a dedicated list of qualified buyers and prospects can be extremely valuable, and can be developed often without great expense.

# The Five List Building Steps

So, if you want to build and maintain a valuable list:

- Set up a sign-up box on your website,
- Send people to your website at every opportunity,
- Offer them something free for coming and signing up,
- Provide them with ongoing free and valuable stuff, and
- Protect your database by only sending them information that will be relevant and interesting to them.

Great sources for information that may be interesting to people on your database are:

- Google Alerts — which sends you regular articles and web pages based on keywords and topics you select,
- Trade publications and trade associations,
- Books and articles that you may read and review,
- Customer feedback and information (from feedback on your blogs and websites).

## Door Hanger

DOOR HANGER — Advertisements distributed by hanging them on door knobs or dropping them at the front door of homes and businesses.

Using door hangers (or drop-at-door promotional literature) requires the printing of the pieces and their distribution to the doors.

*Door Hangers courtesy [www.doorhangerswork.com](http://www.doorhangerswork.com)*



# Post Card

POST CARDS — A rectangular piece of thick paper or plastic intended for writing and mailing without an envelope, and with mailing costs often lower than a conventional letter.

Postcards are an inexpensive way to get an immediate message to customers. When they arrive in the mail, there's the message — no envelope to open! First-Class Mail postcards are a great value, too. With First-Class Mail postcards, you pay a low price and get all of the benefits, like forwarding and return that come with First-Class Mail. And, if you mail at single-piece First-Class Mail postage, there is no extra work involved — simply drop the postcards in a collection box.

You may think that your mail piece is a “postcard,” because it is a single sheet of paper. But to qualify for mailing at the First-Class Mail postcard price, it must be:

- Rectangular
- At least 3-1/2 inches high x 5 inches long x 0.007 inch thick
- No more than 4-1/4 inches high x 6 inches long x 0.016 inches thick

If your mail piece does not meet the dimensions above, then the Postal Service considers it a letter (and charges letter-size postage). With Standard Mail, there is a little more flexibility — there is no separate (lower) price for postcards, so you don't have to worry about your postcard being too big — because you're paying letter prices anyway. But make sure that your postcard is no larger than 6-1/8" x 11-1/2" x 1/4" thick. Mail pieces larger than any of those dimensions and you'll have to pay flats (large envelope) postage prices.

Some mailers want to attach stickers, magnets, or other items to their postcards. However, an attachment may disqualify the mail piece for mailing at the First-Class Mail postcard price—or even make it non-mailable.

The U.S. Post Office's Click2Mail program is set up to assist businesses that want to use post cards and mailings for their marketing.

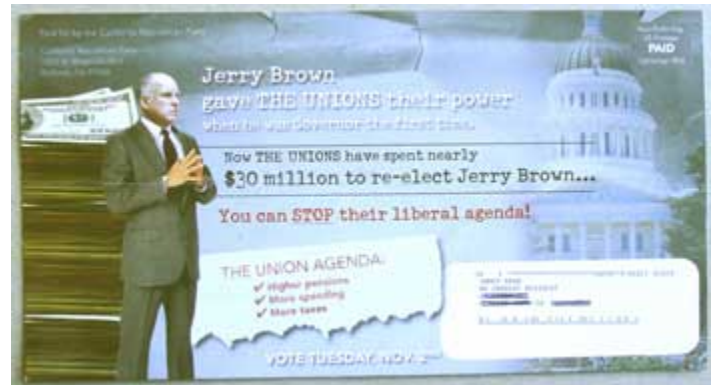
1899 Postcard showing poet Robert Burns



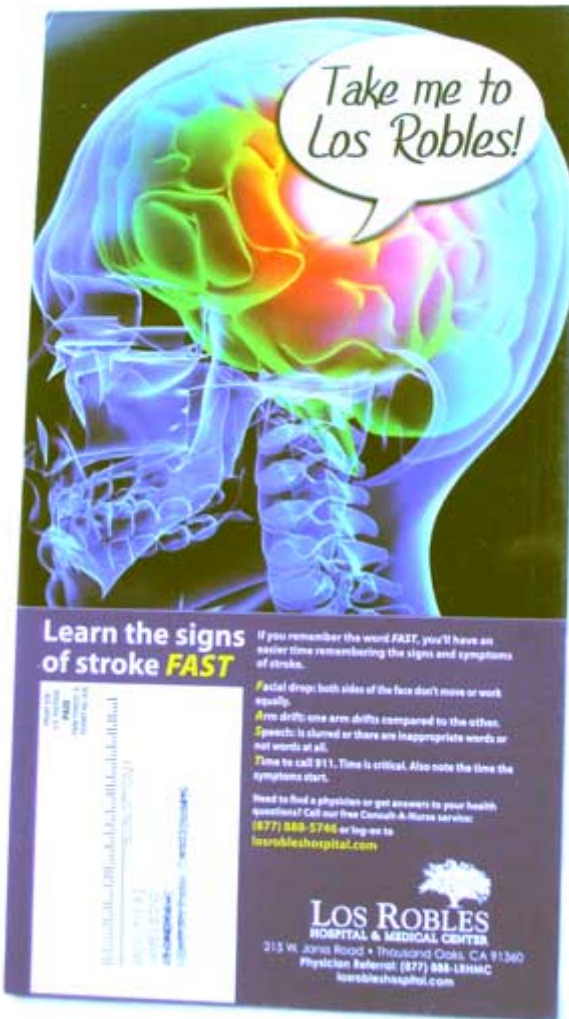
Postcard with Headline on front



Political Oversize Postcard -- 6 inches x 11 inches



Plastic Postcard 6 inches x 11 inches - Eye-catching semi-transparent top to appear like an x-ray





# Letter

LETTER – Printed, typed or handwritten communication, typically on an 8 1/2 x 11 inch piece of paper sent in an envelope by the Postal Service.

Mailed letters can be highly valuable marketing tools whether sent in bulk or individually. For marketing purposes, when mailing a letter there are three primary goals:

- ENVELOPE – to get the envelope opened,
- LETTER – to get the letter read, and
- MESSAGE – to get the reader to take some action.

Fail on any one of these objectives and your mailing may be a total waste of money. Therefore, when designing your mailing piece, all three of these objectives need to be considered.

## ENVELOPE

How will you get people to open your envelope?

Will you put headline text on the front? Will you put an image — a photo or illustration? Will you put the essence of your message on the front of the envelope?

Physically, will you print on the envelope or use window envelopes? And will you use an envelope with one or two windows, or with no windows? What will you show through those envelopes?

And here's a trick. People tend to open "lumpy" envelopes. So will you put something inside that makes it appear lumpy, like a coin, a badge or other item?



*Plain envelope with printed message*

Envelope with two windows and a printed message that makes an offer (Learn these lessons) and then entices the reader to open the envelope (INSIDE, 21 claims, But...) →



Window Envelope with enclosed card



Fancy Envelope simulating a Christmas Card - Sometimes tricking the recipient can backfire and cause ill-will once they realize it's a solicitation →



## LETTER

How will you get people to read your letter?

Have you crammed as much text as possible on the page?? Or have you instead made it easy to read, with short sentences, short paragraphs, headlines, bulleted lists, with a PS and perhaps a PPS at the end.

Colored paper, prominent logo and fancy fish illustration combine with easy-to-read text format and well-written text to create an effective sales letter

# Package

PACKAGE — A shipped item larger than a letter.

Although more costly in production and shipping costs, packages shipped to potential customers can be highly effective attention getters, particularly in a crowded market.

Creative presentations shipped in a package have been responsible for the success of many memorable marketing campaigns. This can be particularly useful with high priced products and services.

In trying to win over Burbank California's city council to our client's proposal for a mega-mall, we used an elaborately packaged presentation with a pop-up of the town center mall when the box was opened — sent to each council member.

A up-and-coming author got the attention of a major talent agent by shipping her manuscripts to him in a giant, brightly colored shipping package along with designer cookies and promotional displays of her upcoming book. Although the book itself was a winner, she would not have gotten the agent's attention without the unusual approach.

The Gillette razor company dominated its industry by sending millions of its razors free in the mail. Once people tried the razor, if they liked it (which most did), eventually they would need replacement blades for the razor and thus, these customers became hooked repeat customers.



*AOL Free Disk Packages courtesy  
[www.lettersfromhere.blogspot.com](http://www.lettersfromhere.blogspot.com)*

AOL grew to become a dominant Internet provider (which they eventually squandered) by shipping millions of free-trial disks of their AOL service in distinctive flat packages.

Like the Gillett razors, once people connected their computers to AOL and tried the service, millions of people remained with the service for years if not decades. At its height in 2002 AOL had more than 25 million subscribers to their service — mostly because of these packages.

Could a shipping package help your business?



*U.S. Postal Shipping Package*



*Promotional packaging courtesy P5K Deluxe*

# **Flyers**

FLYERS — Multi-page or folded mailing piece.

Also called circulars, handbills or leaflets, flyers are generally inexpensive to produce and can be very effective for direct marketing.

Their widespread use increased with the spread of desktop publishing systems. In recent years the production of flyers through traditional printing serviced has been replaced with Internet services where customers send designs and receive final product by mail.

## **Content of Your Flyers**

Realize that most flyers are thrown away as junk mail. For yours to be effective, the best flyers

- attract attention (stand out from the crowd),
- have a clear simple message, request action (call now; visit in the next five days; send the return card today), and perhaps
- contain an incentive to act quickly — perhaps a limited-time coupon.

## **Distribution of Your Flyers**

Effective flyers can be used as direct mail pieces distributed by the post office, can be handed out to prospective customers, and can be stacked or posted in public places such as Chambers of Commerce, public libraries, and retail establishments.

## **Layout of Your Flyers**

Effective flyers are also designed to tell a story as the pages unfold.

Below is an example of a political flyer:

- grabbing your attention with the front cover,
- hammering its point with the initial fold open,
- then summarizing with the full fold-open and asking for the specific action they want the reader to take.
- The back flap has the mailing information for the post office.





Also see our [Flyer/Brochure](#) section

# **BROADCAST**

## **TV (Network, Cable)**

TELEVISION — Television (Network and Cable) is the most widely used telecommunications medium to broadcast and receive news and entertainment in moving images – black and white or color, usually with sound.

As a marketing medium, TV can be highly effective because of the multimedia aspect of visuals, movement and sound. A disadvantage is, once an ad has aired, it's gone and cannot be retrieved in most cases.



*American Family Watching TV, 1958*

Although we think of TV advertising as out-of-reach for most smaller businesses, this is not necessarily the case. With a budget of just a few thousand dollars, many businesses may be able to develop and run effective campaigns that generate results.

And with Infomercials (discussed in another section), and even Internet marketing campaigns (discussed in another section), the opportunities may be even larger than many marketers realize.

# Producing a Television Commercial

So, how much does it cost to produce a television commercial?

Production costs can run from a few thousand dollars to more than \$200,000 — with many great sources available for relatively small amounts. Advertising agencies and television networks can generally steer you to excellent local and national production companies that will accommodate your needs at a workable budget.

<http://www.thoughtequity.com/> is the largest source of stock video footage for use and purchase.

Pre-packaged ads can be purchased, often for less than \$500 from <http://www.spotrunner.com/>. Then, for about \$250 they'll rewrite and record a custom narration over any of the ads in their library. So for less than a thousand dollars you can have a professionally produced TV commercial.

Although <http://www.turnhere.com/> specializes in producing custom videos for web sites (they will actually come to your location and shoot a custom video for a few hundred dollars), they do have broadcast quality available for a few thousand dollars. This can be considerably lower in cost than some higher-priced video producers, while still maintaining excellent quality.

## Airing Television Commercials

Many marketers consider television advertising too expensive and too complicated for them to even consider. Certainly, 30-second ads on the Superbowl cost more than \$2 million, and the finale episodes of Seinfeld (\$2 million per spot) and Survivor (\$1 million per spot) make television advertising seem out of reach for many businesses and individuals.

But the reality is, except for major events like these or the hottest prime time dramas, television advertising can be affordable to many businesses.

For instance, broadcasting your commercial on local TV stations can go for about \$50 per spot, depending on the time of day it runs, the actual shows it runs on, the size of the viewing audience, etc.

I was surprised to learn that the Comedy Central's late night talk show Chelsea Lately actually has a larger audience than The Tonight Show with Jay Leno – for females age 18 to 34.

The secret is understanding who specifically are the most likely buyers for your product or service. Then you can zero in on these specific buyers (targeting their favorite shows), and at an affordable price.

Of course, there is a fair bit of negotiating involved in buying air time from television stations. Remember, if a station has no ads paid for in a specific time slot, once the time airs that money is gone forever, for the station. So especially as the actual air time approaches, stations become much more willing to negotiate.

Ad agencies and media buying companies may be able to help, and production companies may be able to steer you to lower cost consultants to help with negotiating. In many cases a good ad agency or media buying consultant can be worth their weight in gold, in helping you get wide distribution for a fraction of the cost you yourself could get.

The length of your commercials can vary, from 15-seconds, 30-seconds, 60-seconds, and in some cases, full 30-minute time slots if you are willing to purchase a full show slot (see our Infomercials section for more information).

<http://www.spotrunner.com/>, mentioned above, has a useful media planning engine that may be especially valuable in helping create your customized media plan. It lets you target shows by demographics, networks and even by specific neighborhoods.

It also enables you to buy prime time ad space on major networks, local broadcast and cable channels such as CNN, Discovery Channel, ESPN, Comedy Central and HGTV. Depending on the market, your average cost per spot can range from \$15 to \$75. You can reach 80,000 households more than 200 times for less than \$10,000.

Although national TV spots are generally more costly than local ones, you can still get some bargains by asking the sales rep how you can advertise for less money.

## Story Telling and Achieving Results

It's important to note that television is a news and entertainment medium. If you truly have news to share with your audience or a news angle that may be interesting to your audience, then share it with them.

Just remember your most boring teacher in school — a talking head that barraged you with facts. If that's your approach, your commercial may put viewers to sleep just like that teacher did.

The best teacher, like the best “news” advertisement, combines multi-media elements — a show-and-tell demonstration, props, costumes, exciting video, action, movement, an air of mystery — “you won't believe what's coming next...”

The key is to capture your viewers' attention, then sustain their interest while you share your “news” with them, and ask them to take some action — “visit us today...” — maybe give them some specific reason to visit or call — get this SPECIAL ITEM if you call right now.

I remember a local commercial by Neftin Motors in the Los Angeles area. It begins with a close-up of a girl and you soon realize she is doing yoga. Then, she is surprised as we pull back to see, amidst all these ladies doing Yoga is this out-of-place guy falling over. “Howie Neftin!” she blurts out. “What are you doing here?” Howie explains he is excited about their new car models that they just got in and... well, you get the picture.

Another local advertiser to Southern California is Sit-N-Sleep mattress stores. A somewhat annoying drama unfolds with the owner's accountant - “YOU'RE KILLING ME LARRY!” as he tries to get Larry to raise his ultra-low prices. Larry's tagline, “We'll beat anyone's advertised price or your mattress is freeeeeeeee!” has resonated throughout the Southland for more than a decade as this regional retailer has grown into one of the area's more successful businesses. In fact, the joke has extended so far that Sit-N-Sleep actually gives away free bobble heads of Larry and his accountant when people buy their mattresses.



# What's The Big Idea

The point here is, if television is appropriate for your type of business, it may not cost a fortune to turn your business into a huge success.

The secret is to understand what your big idea is. The big idea is anything that differentiates your product or service from everything else, and how the viewer will benefit from that.

Examples are:

- We'll match anyone's advertised price or your mattress is freeeee!;
- FedEx – Absolutely positively overnight (delivery of packages);
- M & M's melt in your mouth, not in your hands;
- The largest selection at the lowest prices.

Then, communicate that big idea simply and succinctly. And lastly, ask the viewer to take some action.

## Repetition, Repetition, Repetition

One last thing about television advertising.

Results tend to not be instantaneous. If you run a single ad, most of the time you will not get an instant boost to your revenues.

TV, like many advertising media, requires repetition. Most people need to see your ad over and over again before it sinks in, and before they feel comfortable enough to take action or to purchase.

It's like anything else. We generally don't buy from someone until we get to know them.

The same is true of advertising, particularly TV advertising. Once people get to know you they will be much more comfortable to buy from you.

So when you consider TV advertising, consider the "campaign" rather than the one-time flash-in-the-pan advertisement. Follow this rule and TV may become a critical factor in helping turn your business into a huge success.

# Radio

RADIO – Audio broadcast medium for news, talk and entertainment.

Radio advertising has two main formats, "live reads", where a disk jockey or radio personality will read or endorse a product or service — and "produced spots" where a professional recording has is prepared and aired.

Produced commercial formats include: straight read with sound effects/music in the background, dialogue, voiced by two or more personalities, monologue (where the voice talent portrays a character, as opposed to an announcer), and jingles.



*Radio Play in Netherlands 1949 -- Source: Collectie SPAARNESTAD PHOTO/Wiel van der Randen, via Nationaal Archief*

## Theater of the Mind

Studies show that the quality of the commercials is as important to listeners, generally, as the number of ads they hear.

That's not to say a commercial needs to be overly complex. Many of the most memorable and effective radio commercials are simply one or two people talking... but it's what they say and how they say it that are compelling.

The worst radio commercials are crammed full of text spoken as fast as possible. In these cases the marketer fears there is so much information to convey, and that the information needs to be said quickly before the listener loses interest or changes the station.

But radio is "theater of the mind." In most cases you have a captive audience, someone who is trapped in a car or at a desk. You have their full attention. If you are offering something they can use or want, they will be interested.

However, no one wants to listen to someone who shouts or talks too fast, specially when you already have their full attention.

First and foremost, for advertisers, radio is a “news” medium. Your job is to communicate a useful message to the right audience so they:

- Understand what is being offered,
- Recognize that it’s something THEY may want,
- Are motivated to take some kind of ACTION right now or in the near future (pick up the phone and call number, visit a website or location, write down a phone number, web address, coupon code, etc), and
- Know and remember how to CONTACT you (your web or physical address or phone number).

Of course this means you need to be sure you have the right audience in the first place.

## **TARGET A SPECIFIC PERSON**

Not everyone is a buyer for your product or service. But for those people who would love what you have – if they only knew it existed and how to get it — those are the people you need to be talking to: “Hey, here it is. Are you a [person with this problem?] Did you know that this solution exists...”

## **UNDERSTAND YOUR BIG CONCEPT**

Of course you need to understand your “big concept,” that one feature that sets you apart from everyone else. Then you need to communicate that big concept.

## **WHAT FORMAT WILL YOU USE**

On radio, the most common formats to explain what you offer are:

- a straight pitchman (or woman) announcing or recommending the product or service, and
- slice of life (where two or more people discuss an issue or uncover a drama and the audience eavesdrops on them uncovering the solution).

With a straight pitchman, think of it like a telephone call, where you have the listener in his or her car — just the two of you. What do you want to tell them? Say it as you would to some friend you are chatting with.

## **START WITH THE END IN MIND**

Either way, start with the end in mind. What action do you want the listener to take once they hear the radio ad? Then, build the commercial around that. Of course, the more elegantly you do that, using a few words to convey a memorable and valuable message — the more effective your radio ad will be.

## **ADD EMOTION — IT SELLS!**

One more thing. In radio, emotion sells. If you can get people mad, excited, sad — or you can remind them of how mad, sad, frustrated, afraid, or ashamed they are, you will often elicit greater attention and action:

(Whispering woman... “I get so embarrassed when I know people can see the sweat stains at my armpits. No matter what I do, it’s always there. I know guys can see it, and they just aren’t telling me. Do you have any idea how to get rid of them?...”)

See how that works. Someone telling her friend about an embarrassing problem she has, desperately searching for a solution. Of course, the friend will explain that she had the same problem, but then she found [product] and it solved the problem — because it has [zap-blaster... or whatever].

Using emotion, whether it be through slice of life or straight pitch, can significantly increase your results by engaging the listener.

## **DON'T FORGET ABOUT QUESTIONS**

Don't forget that questions also engage the listener, don't they? I'm doing it now, aren't I?

When you ask the listener a question, or when one of your actors asks another a question, that question engages the audience. Obviously don't overdo it, but with questions you can:

- Hook the listener to your message,
- Highlight the big concept,
- Keep them engaged while you make your case, and
- Bring attention to the action you want them to make.

Does that make sense?

## RESOURCES

The Radio Advertising Bureau has a certification program called the Certified Professional Commercial Copywriter program that may be helpful to improve your skills or to find professional copywriters trained in the basics of effective radio copywriting.

## The Mechanics of Today's Radio Industry

Digital technology has improved in-house production capabilities and now enables commercials to be easily distributed among multiple stations. As a result, many mega-networks have emerged, where buying air time in multiple markets has become greatly simplified compared to earlier periods.

Radio time can be purchased locally, nationally or market-by-market.

Use of copyright music and content requires permission, generally paid through a license fee. Many stock audio houses are available that provide reasonably priced stock music, sound effects, and historical audio (such as Martin Luther King's "I have a dream," speech, Neil Armstrong's moon landing "One giant leap for mankind," speech, etc.). Also, through many of these sources and independent musicians and producers, custom audio and production are available. Radio stations and advertising agencies may be effective sources for these audio and radio-commercial producers.

Radio stations today generally run their advertising in clusters or sets, scattered throughout the broadcasting hour. Studies show that the first or second commercial to air during a commercial break has higher recall than those airing later in the set.

Arbitron is one of the primary providers of ratings data in the United States. Most radio stations and advertising agencies subscribe to this paid service, because ratings are key in the broadcast industry. Ad agencies generally purchase radio based on a target demographic.

For example, their client may want to reach men between 18 and 49 years old. The ratings enable advertisers to select a specific segment of the listening audience and purchase airtime accordingly. Ratings are also referred to as "numbers" in the business.

The numbers can show who is listening to a particular station, the most popular times of day for listeners in that group, and the percentage of the total listening



audience that can be reached with a particular schedule of advertisements. The numbers also show exactly how many people are listening at each hour of the day. This allows an advertiser to select the strongest stations in the market with specificity and tells them what times of day will be the best times to run their ads.

Radio stations sell their airtime according to dayparts. Typically, a station's daypart lineup will look something like the following:

- 6am-10am,
- 10am-3pm,
- 3pm-7pm, and
- 7pm- midnight.

The spots running after midnight, from 12am-6am, are referred to as "overnights".

Though this schedule of dayparts can vary from station to station, most stations run similar daypart lineups and sell their advertisements accordingly. Drive times, or morning and evenings when people are commuting, are usually the most popular times of day and when each station has the most listeners. The "rates", or what the station charges the advertiser, will reflect that.

Rates can also be affected by the time of year an advertiser runs. January is almost always a very slow time of year, and many stations run specials on their rates during that month. During busier times of the year, stations can actually sell out of ads entirely, because, unlike the print media, radio stations only have a limited number of commercial units available per hour.

During the dot-com boom, some stations ran as much as twenty minutes of ads per hour. While commercial levels are nowhere near as high today, with the average station running approximately nine minutes of ads per hour, peak periods can and do sell out.

Thus, advertising rates will vary depending on time of year, time of day, how well the station does in the particular demographic an advertiser is trying to reach, how well a station does compared to other stations, and demand on station inventory. The busier the time of year for the station, the more an advertiser can expect to spend. And, the higher ranked a station is in the market, according to the ratings data, the more an advertiser can expect to get charged to run on that station.

Advertising rates can vary depending on the length of spot the advertisers elects to run. Although sixty second spots are the most common, stations also sell airtime in thirty, fifteen, ten and two second intervals. Thirty-second ads have

always been popular in television advertising, but radio stations just adopted this format recently. Clear Channel kicked off the “Less is More” initiative in 2004, utilizing thirty-second commercials in markets across the US. Though studies show that fewer commercials cause better recall rates, research indicates that traditional sixty-second spots may be the better option, with higher brand and message recall than the newer thirty-second ads.

Stations will also run ten-second spots, or billboards. Typically, this type of spot runs adjacent to some station feature, such as the traffic report, stating, “This traffic brought to you by...”, and is usually limited to about thirty words. Fifteen-second spots are generally reserved for station promotional announcements, although some stations sell them.

In addition to traditional radio advertising, some stations are selling airtime during their streaming broadcasts. In the past, the radio station stream included only the commercials that were also running on air. CBS announced it would begin airing ‘live reads’ in its streaming radio broadcasts, sold and voiced separately from the stations’ regular spots, noting the efficacy of live endorsements.

## A Few Parting Tips

Here are a few additional tips that may help:

**Consult with a professional.** Because we hear radio ads daily, most of us believe we should be able to create an effective commercial. In many of these cases the result is wasted money and frustration at what could be a powerful and highly effective medium when done right. Many people are amazed at how different an ad and campaign are when professionals apply their skills. They generally have the experience and knowledge to give your radio spot the punch it needs to reach the people you want it to reach in powerful and effective ways.

**Get proposals from different radio stations.** List the radio stations you believe attract your target audience. Ask for proposals that include how effective they reach your target demographic, the recommended frequency to run your ads, and the cost per point (cost to reach 1% of your target demographic).

It’s important to remember that frequency (how often your ad runs) is important in radio advertising. You need to run your ad or ads enough times to impact your target audience, but without using up your budget unnecessarily. There is no set formula for frequency but ads on a punk rock station aimed at station-surfing twenty-year olds will probably need to run more often than ads on a news stations targeting fifty year olds.

**Sponsorships may also be available.** Sponsorships are generally available for certain segments of a station's programming, like news reports, traffic reports, weather forecasts, etc. These may help your business gain regular exposure at the same time every day plus additional mentions throughout the day. Also, sponsorship of station events may provide additional promotional opportunities.

# **Infomercials /QVC**

INFOMERCIALS – Longer format television commercials, typically five minutes or longer.

Infomercials are often referred to as paid programming and can occupy a full 30 or 60 minute time slot.

An Infomercial is a direct response advertisement, generally comprised of some demonstration, testimonials that may be elicited from a live audience or in-field demonstrations, and a repeated call-to-action (call or click online to order now while supplies last, or for more information).

## **Where The Infomercial Evolved From**

In 1984 the Federal Communications Commission (FCC) lifted a limitation on the number of minutes of commercials allowed during any 60-minute period on a television station, and the Infomercials industry was born.

Infomercials evolved out of the need by television stations to fill unsold air time. If no ads are sold, particularly during late evenings, the station has lost that money and the ability to make money with that time slot, forever. Realizing this phenomenon, enterprising marketers with potentially hot products and effective direct response commercials approached television stations with a proposal — Run our commercials during your dead time and we will split the profits on every product sold.

Initially this enabled marketers to gain millions of dollars of advertising with no up-front expense (except for production of the infomercial). If the product proved to be a real winner, the Infomercial marketer would change from paying a profit-split to simply buying highly discounted "remnant" (unsold) time from TV stations, so the marketer could keep more of the profit for himself or herself.

In any case, whether the marketer splits profit with a television station or buys unsold time, the long-format infomercial can be lucrative for certain marketers, specially those with products that can be sold to a broad market.

## **The Infomercial Industry Today**

Today the Infomercial market generates billions in revenues and provides emerging marketers with a powerful platform to launch their products.

In fact, several successful infomercial producers continually prowl trade shows and other venues searching for products which they can apply their knowledge and contact network to turn into potential infomercial blockbusters.

Over the years, mega-successes have included Blu-Blockers Sunglasses, the ThighMaster exerciser, the BowFlex exerciser, Tony Robbins Motivational Audio and Video Programs, Time-Life Music Collections, The Dean Martin Television Show Roasts, the JuiceMan juice blenders, Proactiv facial cleanser, and more.

Although having a celebrity is no assurance of success, in some cases a celebrity can provide a powerful edge. Suzanne Somers was essential to turning the ThighMaster into a blockbuster, just as George Foreman was with the grill that bears his name. The theory is that, when a person is flipping through the television channels late at night and spot a celebrity, that stops them, so the infomercial gets an opportunity to make its pitch.

*George Foreman was responsible for the Salton Company's mega success with The George Foreman Grill. (Photo courtesy El Grito)*



Still, many huge successes came about on the strength of the products themselves, without celebrity.

## **QVC and HSN**

Infomercial channels also exist, such as QVC and Home Shopping Network (HSN). These channels provide a forum for marketers to promote their products in exchange for a split of the profits. QVC and HSN regularly evaluate new products for their networks.

Some of the most notable Infomercial success stories include The George Foreman Grill which quickly sold \$100 million worth of product before it expanded to retail distribution, and the Joan Rivers Collection of jewelry and clothing, which is a perennial cash generator for QVC and for the comedienne.



# School TV / Radio Stations

SCHOOL TV & RADIO STATIONS – High school and university closed circuit radio and TV

If you are selling to teen and twenty-somethings, you may consider school media. Often for a fraction of the cost of major media you can blanket a highly affluent or otherwise targeted segment of potential consumers.

And if you think the college crowd is not significant, consider that Facebook launched its multi-billion dollar enterprise through colleges and universities, and such diverse organizations as Apple Computer, Chrysler (with the launch of its PT Cruiser), Johnson & Johnson, Cisco Systems and Marriott Hotels (and food services) consider this an essential market.



## **Website**

WEBSITE – Internet landing page generally consisting of web pages, images, videos and other digital assets available at a URL Internet address, for information, interaction and purchasing.

Unlike most other media, the Internet is an interactive medium. Visitors interested in learning more and/or buying may delve deeper, explore topics and pages, click on links, watch videos, leave feedback, participate in online activities such as games, webinars, etc., purchase and download products and services.

## **The Purpose of Your Website**

The first step in creating an effective website is understanding the intent and purpose of the site.

Is your website meant for people to learn about your product and service? Is it meant for dealers and distributors to interact with each other, gain training and perhaps to interact with each other? Is it a place where people will actually purchase something? For each of these functions, the site needs to be designed differently, so people can find what they need quickly and can navigate to the areas they need simply.

Briefly, what is the primary purpose of your website:

- **BROCHURE**, as an online brochure with your business name, contact information and description of what you offer?
- **INFORMATION**, to provide info so visitors can get deep content on a specific topic?
- **LEAD GENERATION**, to capture email addresses and names of visitors, where you focus on converting visitors to buyers (either online buyers or providing salespeople with leads they can sell)?
- **ECOMMERCE**, with an integrated shopping cart where you concentrate on converting visitors to buyers?

Once you have a clear understanding of the purpose of your website, then you can design the site to effectively meet that objective.

# Characteristics of an Effective Website

The most effective websites have these characteristics:

- ~ **LOAD TIME** – Site loads fast so visitors have minimal waiting;
- ~ **LOOK AND FEEL** – Designed with a look and feel consistent with the image you are trying to project (layout, color scheme, etc);
- ~ **NAVIGATION** — Easy to navigate site and pages (navigation buttons consistent and logical on every page, information the visitor may want is easy to find, pages are logically presented with primary overview pages leading to pages and media with more details);
- ~ **TEXT LAYOUT** — Easy to scan text, with short sentences, short paragraphs, plenty of headlines, bulleted lists, charts and other devices that make a page easy and quick to read and browse through;
- ~ **CONTENT** — Engaging content with clear purpose and message, so prospects investigating your website quickly understand what you are offering, how it can benefit them and how yours is different from alternatives;
- ~ **FUNCTIONALITY** — Repeat customers, suppliers and employees (who use the website) find what they need quickly and easily;
- ~ **SEO** — Search Engine Optimized so it's easy for the major search engines to find;
- ~ **SCALABILITY** — Pages and content that are easy to add and alter;
- ~ **DATA** – Data is collected on who is visiting your website;
- ~ **CONTACT CAPTURE** — Visitors' contact information collected, especially email addresses, through getting people to sign up for newsletters, updates, freebies, etc.;
- ~ **CONTENT** — Periodically updated content so web visitors are not looking at content that is two years old or older;

~ **INTERACTIVITY**– Elements and tools built into the site that encourage people to interact, provide feedback and otherwise interact and come back – from feedback/blogs, periodically new relevant content, games and activities, wikis that encourage visitor content creation, emails reminders of new content that may be interesting, Facebook and Twitter feeds, news feeds, etc.

## **Staples Website Redo Doubles Revenues**

A quick story.

Staples, the Office Superstore, recently altered their website based on problems they discovered through extensive research. They discovered their most lucrative customers, office managers armed with a list of weekly supplies their office needed, found the site complicated and tedious.

When the site was revamped with a giant search box at the top of every page so office managers could enter item numbers, find what they want quickly, place items on the shopping cart, then checkout ASAP – revenues more than doubled in just over a year.

Do you know who is the most common type of visitor to your website?

Is your site designed for their ease of use?

## **Website Marketing — Bringing People to Your Site**

So now that you have created your website, how are you going to get people to come to it?

### **KEYWORD RESEARCH**

The most important place to begin is with keyword research. Perhaps even before you build your website, you will want to identify the most important keywords for your website.

A keyword is a word or phrase people will type into a search engine to find your type of product or business. Do you know what keywords people will use to find you? This is the most important element of attracting people to your website and a little more complicated than many people may realize.

In one of our classes someone with a product called “Magic Stud Finder” which is used in construction to help find the studs in a wall, was surprised that the term

“stud finder” also lead him to porn sites. So first, realize there may be multiple definitions for the term you may consider a natural search term.

Next, people are often surprised at the search terms used to find certain types of product. Even the experts do not trust their instincts, and rather, do proper keyword research.

**TYPES OF KEYWORDS** — Also, there are two basic types of keywords – search-intent and purchase-intent keywords. Remember, primarily the Internet is a research medium, so many people are searching for information on a particular topic. However, some people are beyond research and are searching for a product or service to buy in order to solve a specific problem. If you are selling something online and focused on ecommerce, you will want to understand which are the purchase-intent keywords.

For example, someone typing in “interior design” or “interior designer” may simply be searching for interior design tips. However, someone typing in “interior design firms” or even better, “interior designers Miami” are more likely wanting to actually hire someone. Similarly, someone typing “digital camera” into a search engine such as Google may be doing research, whereas someone typing, “Kodak Zi8” (a specific model) or even better, “Kodak Zi8 prices” is more likely preparing to make a purchase.

**LONG-TAIL KEYWORDS** — One last thing. If you want to rank high on the search engines, if certain keywords have tons of competition, you may consider something called a “long tail keyword”. First, you can generally get a good idea of how intense the competition is for a specific keyword in the Google Adwords Tool and also by typing a word into Google and seeing the number of competing web pages, right below the box you enter the keyword in.

When I type “fish” into Google it says there are 274 million competing pages (pages with the term “fish” prominent enough that Google recognizes them). Using the long-tail keyword (adding words to lengthen it) the results improve as follows:

- “Fishing” – 153,000,000;
- “fishing montana” – 9,250,000;
- “fishing montana lakes” – 1,710,000;
- “fishing montana lake trout” – 144,000 competing pages;
- “montana trout fishing” – 281,000 competing pages;
- “montana trout fishing lodges” – 16,800 competing pages.



Obviously, having fewer competing pages will make it easier to rank higher. Typically having fewer than 300,000 competing pages is ideal, but I've seen even less than 5 million competing pages rank on the first page of Google.

Knowing the right keywords will guide you in many critical marketing activities, including:

- TAGS — Creating keyword tags (see SEO below) so the Search Engines will find you for a specific keyword,
- LANDING PAGES – Creating specific landing pages that concentrate on a specific keyword — as the search engines rank a page higher if it concentrates on a single keyword or two than if it has many multiple keywords. Remember, the search engines want people to find relevant pages. So if someone types in, “interior designers Chicago” the search engine wants them to find you if you are an appropriate provider to them.
- WEBSITE DESIGN — Designing the website by which keyword people asked for so you can lead them directly to the answers they want.
- ADVERTISING — If you will do online advertising including Pay-Per-Click/Pay-Per-Action or other types, understanding the keywords people are using will be critical.
- RESEARCH — Understanding the alternatives your customers are using, and analyzing your competition, the keywords and offers they are using, to help you better serve your customers and get better results.

Keyword research begins by know your market, by defining your ideal customer. Then, one of the best sources for keyword research is the free “Google Adwords tool” (In Google type “keyword tool”). It enables you to type a few keywords and it will give you hundreds of keyword examples. You can also type in competitor websites and it will show you the keywords they are using.

Note: You may want to sign up for a free Google Adwords account in that when you do, they show you many more keyword examples than when you use the service without an account.

Next, Google itself can be useful in helping you identify keywords. Enter keywords into the Google search engine, then (a) review what comes up, (b) on the left side of the page click RELATED SEARCHES for even more ideas.

## **SEO – SEARCH ENGINE OPTIMIZATION**

Once you have your website up, there are several important ways to help Google and the other search engines find you.

Some of this requires access to the code on the page, so if you are not able to access it yourself, find someone who can as this can be crucial for your marketing.

**TITLE TAG** — First, make sure the your keywords are in your PAGE TITLE (the blue strip at the top of your Web browser). Do this by entering 5 to 8 words between the <HEAD></HEAD> tags, something like this:

```
<TITLE>Marketing Plan Template — Promote Your Website and Products</TITLE>.
```

Eliminating filler words such as A AND THE, etc. The title tag will come up in the search results generally hyperlinked to your website or a specific web page.

**DESCRIPTION TAG** — Next, put your keywords into a page description tag of one or two sentences, again between the <HEAD></HEAD> tags as follows:

```
<META “DESCRIPTION” CONTENT=“Increase business, product and Website customers with a comprehensive Marketing Plan, template and video training marketing program”>.
```

Many search engines will put the description in the search results right below the title.

**KEYWORD TAGS** – Although some of the top search engines no longer rely on keyword tags, there are still many that use them, so adding keyword tags can help boost your rankings. Again between the <HEAD></HEAD> tags, enter about 10 to 12 keywords as follows:

```
<META NAME=“KEYWORDS” CONTENT=“marketing plan, marketing template, web marketing, Internet marketing, ecommerce, small business, email, traffic building, new customers, entrepreneur”>.
```

**HEADERS** — Throughout your page, headlines rich with your keywords should be in H1, H2 and H3 header tags.

**HYPERLINKS** — Any hyperlinks you have on the page should not simply say “Click Here” but rather should have your keywords, such as: [Marketing Template](#).

**CONTENT** — Of course for the search engines to recognize your web pages as valid for specific keywords, there needs the selected keywords appearing about 10-15% of the time on the page, especially in the first paragraph. So if a keyword is “horse training”, I need to include that phrase early in my first paragraph and make sure it is repeated throughout the text — not overdone but appropriately as it would normally appear in text.

**LOCATION** — If your location is important to your business, say you are an accountant in Peoria, Illinois, having your location in your keyword can help boost your rankings — “Peoria accountant” — as you won’t be competing with every accountant in the country.

**SITE MAP** — Your website should have a site map, which is a page with a link to every page on your website. Google and the other search engines like site maps as it helps them navigate all parts of your website quickly and easily.

**KEYWORD SPECIFIC PAGES** — If you have many keywords, consider having different pages for each keyword, particularly keywords that may be significantly different from others. For example, if “Web marketing” and “email marketing” were among your keywords, consider having one page devoted specifically to web marketing and another to email marketing.

**YOUR URL** — The search engines like seeing keywords in the URL for your website. It’s not essential but it can help boost your rankings.

**SUBMIT TO ENGINES** — Most search engines accept submissions and you should submit your website’s URL to the various search engines.

**WEB RANKINGS** – Several tools exist to analyze and compare your Web page rankings, such as Alexa.com Periodically reviewing your web page rankings can help in understanding and uncovering ways to boost your rankings.

**BACKLINKS** — One of the most powerful ways to increase your website’s rankings on the search engines is by getting major websites to hyperlink back to your website.

One company I worked with that spent almost no money or effort optimizing their website, did spend time getting interviewed by ABC, NBC, CBS, Fox, CNN, etc. As a result, these major sites posted videos and articles about this company, on their websites along with a hyperlink back to the company’s website. When the major search engines saw that CNN, ABC, etc linked to this company’s site, they automatically ranked the company number one, two or three for many keywords. The reason is simple. Google and others figure, if you are important enough that a

major site is referring people to you, then they also should be referring people to you, and they do.

Getting backlinks from authority websites is an important way to boost your web rankings. Beyond getting CNN to highlight you, there are many authority websites that can provide backlinks which are considered important to the search engines.

These include:

- Chambers of Commerce,
- Industry Trade Associations and industry directories,
- Local, regional and national newspapers and magazines — where you can submit press releases and articles of interest to their readers — with the hyperlink to your website in your “About the author” section,
- Local, regional and national radio and television stations, again providing a hyperlink to your website in the “about the author” or “About the company” section,
- Posting videos on YouTube and other video directories (with a backlink to your site),
- Posting appropriate responses to blogs (with a backlink to your site) — be careful to not abuse this as you may garner negative rather than positive responses,
- Get listed on index sites,
- Getting websites with heavy traffic to post articles and links to your website, perhaps by requesting a reciprocal link where you list them and they list you (you can find top sites by searching Google and seeing who is listed high on the rankings),
- Submit articles on blog and article sites,
- Write an article to use in someone’s newsletter,
- Create a content-rich blog on your website that others may link to.

A word of caution.

Some people on the web have created link farms, where a site is set up solely to list links in the hopes of ranking high on the search engines. However, Google and others have gotten wise to this attempt to fool google and in some cases will actually blacklist people who are listed on certain link farms.

So remember, it's not nice to fool Mother Nature, or in this case, mother Google. If you play by the rules and have a legitimately valid website that true authorities link to, Google and others will often reward you with good rankings.

## **TRADITIONAL MEDIA AND TOOLS**

Don't forget to include the URL of your website on your business cards and stationery, and to promote your URL in traditional media when you submit press releases, do live presentations and media interviews.

When you are presenting on radio, TV or in speeches (or even on your business card), offer a reason for people to visit your website. Alex Carroll, the king of radio interviews, is a regular guest on radio shows across the country to promote his books on how to beat a speeding ticket. He offers the audience a free list of speed traps in their area if they come to his website. By offering this special free item, he is able to regularly attract to his website and capture email addresses of thousands of prospects for his books.

Even the emails you send can be an important marketing tool. Whenever you send out your email, make sure in the signature portion that it includes your website link with a promotional offer.

## **LIST RENTAL**

Although sources exist for renting names with email addresses, you should be careful. Especially with the anti-spam laws and the white-listing features built into many email programs (aWeber, Constant Contact, iContact, etc), if too many people click UNSUBSCRIBE on an email you send out, it can get you banned from these important services. In general, rented email lists can be a dangerous option in your marketing mix.

## **AFFILIATE MARKETING**

Affiliate marketing can be a powerful way to generate revenues. Affiliate marketing is where you provide products that others can sell for a profit off their website or to their email list. They send people to a specific landing page that records where the person came from, so you can pay them appropriately (aMember and other software and services are available for this purpose, which link to most shopping carts).



If your product is sellable by others, if there is enough profit for the affiliates to make it worthwhile, if you have professional materials and a professional landing page, affiliate marketing could be lucrative.

In general, the two primary sources for affiliates are affiliate portals such as Clickbank, and your solicitation of affiliate candidates.

To find ideal potential affiliates, go to Google, click on some of your best keywords and see who pops up at the top of Google. These generally are people who have optimized and may have high traffic.

Next, of these sites look for those that sign people to a newsletter or some membership. These tend to be people who know how to sell to their database through their website and email marketing. Approach these people through personal contact – email, phone call, etc. If your product is interesting to them, in many cases they can become great affiliates for you.

## **SOCIAL NETWORKING**

Facebook, LinkedIn and related social websites can become important marketing vehicles for you.

Facebook, with more than 700 million members, provides the greatest opportunities.

With Facebook, create an active fan page or business page, use news feed to share with your network exactly what you're doing, give away free content, post updates regularly, and perhaps even purchase pay-per-click ads on the Facebook network — which are lower in cost than Google Adwords and other options.

Advertising on Facebook can be effective in that when people see and like your Fan Page or Business Page, they will click the LIKE button, which turns it into a referral on their own Facebook page. It's like a friend recommending something, and that could carry significantly more weight than just an advertisement.

Also, use your keywords to find groups with over 150 people, join these groups and add value.

Be careful to not add too many new people any one day as that may hurt your Facebook ratings. Give away free content and ask people to share. Remember, Facebook is about friends sharing with friends.

Most important — read and follow the Facebook rules!!!

One more thing about Facebook. A high percent of people on Facebook read their Facebook inbox, so spreading the word about your product or service on Facebook could be effectively done.

## **OTHER IDEAS**

Promote your site on online forums and blogs, exchange ads with complementary businesses, develop viral marketing campaigns (with offbeat and controversial videos and blogs), buy ads in email newsletters, and capitalize on email marketing through aWeber, Constant Contact, iContact and other services.

## **Email Marketing**

EMAIL MARKETING – Using email to win customers and to maintain a long-term relationship so you can resell them other products and services.

Email can be a terrific marketing tool because it's virtually free, and because, when done right, enables you to continually resell the same customers over and over again based on their trusting you because of relevant information and products that you offer.

Steve Harrison has built a huge and loyal email list of authors, consultants and speakers by providing a continuous flow of free and pay seminars, teleseminars, webinars, training programs, and related products and services.

Because he is careful to only offer products of high value to these people, and because he mixes plenty of free content with promotions for relevant products and services, his email audience opens his emails and regularly purchases from him and from his suppliers (from who he earns a hefty affiliate fee from each sale).

This has proven so lucrative for him that in a recent promotion he earned several hundred thousand dollars in affiliate fees from a single promotion that involved a single one-hour teleseminar, where he conducted a single interview and then sent people to a landing page where they placed their orders.

Not bad, eh? That's several hundred thousand dollars (of pure profit) for just a few hours work! And it was all generated by his simply sending an email invitation to his email list, inviting them to a free teleseminar.

# Building and Maintaining Your Email List

So, the first part is developing your own email list (and not sharing it with anyone else).

You do this by:

- ~ WEB VISITORS — Using every means possible to get people to your website (see [WEBSITE MARKETING in the Website Section](#)); then
- ~ EMAIL — Getting these Website visitors to give you their email addresses (by filling out a sign-up form) in exchange for free and paid products that you provide them (valuable information in the form of digital products such as eBooks, webinars, teleseminars, White Papers, PDF documents, videos and anything else of value that costs you nothing to ship);
- ~ BUILD A RELATIONSHIP — Offering ongoing valuable and relevant information that gets them trusting and liking you enough that they open your emails without trying to UNSUBSCRIBE;
- ~ PITCH — Including a sales pitch for your or other relevant products and services at the end of your emails (after providing valuable information) or after sending them multiple emails with useful information (so they do not always expect that you will be hard-selling them);
- ~ QUALITY — Focus on list quality rather than list size. A diverse list forces you to water down your message. A quality fine-tuned list means people will be easier to keep happy, easier to provide relevant content and offers, easier to retain as loyal readers and customers;
- ~ PROTECT — carefully respecting the value of your Web audience enough to be sure you only provide information and products they will find useful and relevant, and not sharing that list with anyone (because someone else may ruin a multi-million dollar relationship you have honed).

## Why Use a Professional Email Service

If you are building a large email database you may want to use a professional email service that maintains your database and is white-listed (not banned due to spam) by the major email platforms.

Such programs as aWeber, Constant Contact and iContact guarantee high deliverability by informing you when your emails contain words, links and other details that will blacklist you with the email platforms while generally submitting emails one-by-one so the email platforms do not think your email is spam. These services diligently protect the deliverability of your emails by closely following the rules established by all the major email platforms.

These programs will also provide data on who opens your emails and other useful metrics that help you fine tune the performance of your email submissions. Also, you can do split tests, to test different headlines and content for which ones get opened, read, links are clicked on, and most importantly, which ones convert to sales.

## **Designing an Effective Email**

Of course, sending the email is only half the battle. Next you have to get them to actually open and read the email.

For this, the headline must be familiar (they recognize it's you) and enticing. The most effective headlines are informative rather than fluffy. Avoid adjective-laden headlines. Instead, give them real meat. Let them know specifically what's in the email and if it's relevant, people will open it.

I learned this rule the hard way. I would write headlines such as: "Most Amazing Supplement You've Ever Seen!!!" and got mediocre results at best. A consultant convinced me to tone down my hyperbole and instead simply explain my offer: "All Natural Remedy Fully Guaranteed" and my revenues skyrocketed.

Less excitement and more facts, but people are so jaded from all the extreme promises that they ignore the too-good-to-be-true offers and instead go for the factual information.

Along with the previous rule is, design for the in box. Look at your in-box and see which headlines are most enticing to you.

When constructing emails, don't just use HTML with fancy graphics. Some email services will not accept graphics without permission by the reader. If you include mostly text with some graphics (as most email services allow you to do) you will have greater open rates.

Include a table of contents or bulleted overview at the beginning of you email, particularly if you have several parts of your email. People will not trudge through long emails if there is not a summary of “what’s in this email” at the top.

Write as if you are writing to a friend. Never write to the mass. A single person is reading your email, so it should feel like you are writing specifically to him or her.

Get to the point early. Many people will not read through paragraphs of prose before they get to your point. So get to the point quickly, in your first sentence and first paragraph. In most cases the best way to improve your email is with a scissors — meaning less is more. Keep your email as short as possible.

Use bullets, headlines, short sentences, short paragraphs and other devices that make it easy to scan through your email.

Use a p.s., and even a p.p.s. People tend to read them.

Use enticing headlines. You cannot bore people into buying from you.

Avoid acronyms, jargon and fancy language. Write as you would speak, and don’t assume they understand as much as you do about your product or service. I say URL but I also say Website address. I do not want to assume they know what a URL is, even though most people do. Don’t write as if the person is stupid. Show them respect, but also, help them in case they are not familiar with certain terms.

If you have different customer types, send different emails specific to each.

Personalize your emails. Know their first name and include the first name in every email. (email services enable tags to insert first names).

Use email autoresponders (available through all email services) so that you automatically send emails in sequence, every day, two days, every week, etc.

Don’t barrage them with too many emails. If they grow weary of receiving your emails, they will Unsubscribe.

Take an email writing class. There are plenty online.

Also, save emails you receive, especially from top marketers. There is much to learn from the emails that are sent to you, especially the best ones. If you collect and analyze the best emails, you will begin to understand the most important elements of great emails.



And test, test, test. Experiment with headlines, colored text, product photos, etc. Whatever can affect a person's opening your email should be tested.

Follow the law.

Do not send spam. Get permission before you send an email. As soon as someone signs up for your email, send them a thank you (so they are familiar with your email address). Have them double opt-in, meaning although they have requested an email from you, send them a confirmation that they need to click on to verify that it's okay for you to send them emails. The more you do this, the more they will accept your emails.

And always include an Unsubscribe (the major email services have these features built into their email programs). It's the law and you need to include an UNSUBSCRIBE button at the bottom of every email.

## **Landing Pages**

LANDING PAGES — Internet pages Web visitors land on once they click a specific ad.

This is an important point in Internet advertising, and can make the difference between campaigns that make money and those that don't.

Your product or service may have many features and benefits, and many keywords . When it comes to the Internet advertising and promotion, each major one should have a separate ad and keyword(s), and a separate landing page should be created to match the keyword and ad you created.

For instance, say your product is the lowest cost wrist watch available and one with the most interchangeable styles, like Swatch.

~ COST — The lowest cost wrist watch appeals to a certain type of person, so one Internet ad and associated landing page needs to be created, just for them. You may mention that it has interchangeable styles, but the primary focus of the ad MUST be the low cost.

~ INTERCHANGEABLE STYLES – Interchangeable styles appeals to the fashion conscious. You may want to use this as the primary focus of your advertising, that it has interchangeable styles at affordable prices. However, the bulk of the ad and

landing page needs to focus on the “interchangeability” and not both the interchangeability and the pricing.

This makes the difference between highly successful Internet (and otherwise) marketing campaigns.

## **It May Seem Subtle But It Is Not**

The point is, NEVER water down the point of your ad by equally promoting two major features. When you chase two rabbits, both escape. When you chase two different customers, both escape.

Or let’s say you sell a nutritional supplement that creates an extra boost of energy in the morning while slow releasing energy later in the day. For each of these there should be a different online ad and a matching “landing page”:

~ Boost of energy in the morning, when you need it, and

~ Slow releasing energy when you need it, later in the day.

Each of these benefits is different and appeals to a different person. Sure some people will want both benefits, and some people wanting one may be impressed that the product also has the other benefit. However, sell both features and benefits and you water down your message.

## **The Landing Page Needs to Match the Ad**

McDonald’s sells Happy Meals for kids, and sells Egg McMuffins for breakfast. You will never see both in the same ad. They appeal to totally different people, and McDonald’s success, in a large part, is based on their separation of marketing based on appeals and customer-type.

Like McDonald’s, to reach the person who needs extra energy in the morning, you will need a separate ad appearing under a totally different keyword (with the page optimized for that keyword — see more on optimization under the [Website Marketing](#) section).

And here’s an important secret known by top Web marketers. The more closely the “landing page” matches the ad, the more conversions (people who sign up or buy) you will get. If the ad’s headline says, “Lose Weight Now!” the landing page headline needs to also say, “Lose Weight Now!” and the content needs to explain

and sell that and only that. In this way, people who click the ad will follow the same train of thought that got them to click on the ad in the first place.

## **Most Marketers Do the Opposite**

If this seems obvious, let me explain what most people do. They create a website. Then they create multiple ads promoting different features, and each ad brings people to the same web page, the Home page of the website. Then they wonder why their campaign created moderate results if any.

The better marketer creates separate ads, and creates a separate “landing page” for each ad. It’s that simple.

# **Blogs**

BLOGS — Internet page or site devoted to ongoing entries, commentaries, and other content regularly updated.

The major search engines like blogs because they assume regular content will be posted. Search engines like Google will visit a blog more regularly than a conventional static website to determine whether new content has been posted. If you post regularly, the search engines will index you faster and more often.

For marketers this means the search engines may rank you higher as they recognize you are posting much content, including opinions, videos, etc and that you are posting them regularly.

Most blogs are interactive, allowing visitors to comment and leave feedback, and it's this interactivity that distinguishes a blog from a static site.

If you want the search engines to visit you often and rank you high, you should put a blog on your website and make regular entries to it.

When Google and others discover that you have a blog, they will initially visit your website often to determine how often new content is being posted. If they discover it is posted often, they will visit more often, thus providing for a greater possibility you will have your website or web pages posted high on Google and other search engines.

Many blogs function as an outlet for commentaries on a certain topic or industry, while others function as a kind of personal diary. A typical blog contains text, images, video and links to other blogs.

Technorati, which tracks blogs, has tracked well over 100 million blogs.

Although much free blog software is available for creating blogs, by far WordPress is the most commonly used blog software, with most web hosting companies providing it free with their service. It is also available for your website at [www.wordpress.com](http://www.wordpress.com) or if you want to have it hosted on WordPress's site rather than yours (i.e., if you don't have a website), go to [www.wordpress.org](http://www.wordpress.org).

# Online Banners

ONLINE BANNER ADS — Graphic ads posted online, generally relatively small in size to fit on an Internet page without dominating it, with a hyperlink to attract traffic to a website by linking to the advertiser's [landing page](#).

Banners can be static ads or moving images. The advertisement is constructed from an image (JPEG, GIF, PNG), JavaScript program, or multimedia object employing technologies such as Java, Shockwave or Flash.

These images are often placed on a page with a newspaper article or opinion piece. Payment is usually in the form of Pay-Per-Click, where the advertiser pays the host some fixed or variable fee every time someone clicks on the ad.

The measure of banner ads is in “pixels”. Many free pixel rulers are available online.



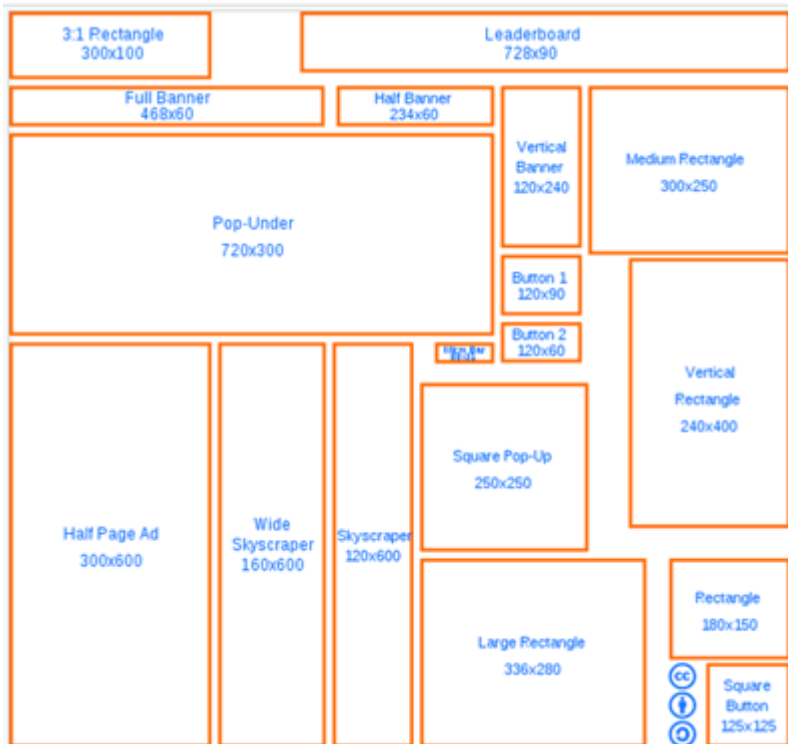
*Example of a banner ad - 468 x 60 (measured in pixels)*

Although a banner ad could conceptually be any size that fits on a Web page, the Interactive Advertising Board (IAB) has established size standards for banner ads as follows:



Name	Width / px	Height / px	Aspect ratio
<b>Rectangles and Pop-Ups</b>			
<b>Medium Rectangle</b>	300	250	1.2
Square Pop-Up	250	250	1
Vertical Rectangle	240	400	1.67
Large Rectangle	336	280	1.2
<b>Rectangle</b>	180	150	1.2
3:1 Rectangle	300	100	3
Pop-Under	720	300	2.4
<b>Banners and Buttons</b>			
Full banner	468	60	7.8
Half banner	234	60	3.9
Micro bar	88	31	2.84
Button 1	120	90	1.33
Button 2	120	60	2
Vertical banner	120	240	2
Square button	125	125	1
<b>Leaderboard</b>	728	90	8.09
<b>Skyscrapers</b>			
<b>Wide skyscraper</b>	160	600	3.75
Skyscraper	120	600	5
Half page ad	300	600	2

Sizes in bold are part of the IAB's Universal Ad Package.



## Images supported by Google are:

[Formats: gif, jpg, png, swf]

- 300 x 50 — Mobile leaderboard
- 468 x 60 — Banner
- 728 x 90 — Leaderboard
- 250 x 250 — Square
- 200 x 200 — Small square
- 336 x 280 — Large rectangle
- 300 x 250 — Inline rectangle
- 120 x 600 — Skyscraper
- 160 x 600 — Wide skyscraper

Many online services are available that create Web banners for a reasonable fee. Also, Google and other web platforms often have simplified Banner-creating programs to simplify the process of generating banner ads.

Remember, they want you to create and use banners so they can make money, so many of the top platforms and search engines make having one as easy as possible.

# Paid Search (PPC / PPA)

PAID SEARCH ADVERTISING — Also known as pay-per-click or pay-per-action, refers to advertising on Internet search engines.

Pay-Per-Click means every time someone clicks on your ad, you pay a fee. This fee is generally determined by an auction where the search engine shows you what other advertisers are paying and you get to bid higher or lower, depending on whether you want your ad appearing above or below other ads.

The auction process means you generally set an upper limit of how much you are willing to pay for a specific ad, and based on competition and other factors you are charged that amount or lower, and sometimes the amount can be significantly lower if there is minimal competition for a specific time slot that the ad runs.

Also, just because you pay less than another advertiser, it does not necessarily mean your ad will appear lower. If the search engine determines that many more people are clicking on your ad than others, generally they will place your ad above others so they can make more money.

Pay-per-click ads can be text-based or [banner ads](#). Text ads generally are limited to a certain number of characters for the headline, the body copy and the URL.

[So Cal Interior Designers](#)

Let's Make Your Home Extraordinary

Ex-VP Design Society - See My Video

[DesignYourDreamHome.usm-llc.com](#)

*Pay-Per-Click Text Ad Sample*

For the URL web address of the landing page, major search engines generally allow you to "display" a different URL in case of ultra-long URLs that may not fit in the required size.

For example, [www.MyWebsite.com/ThisIsAnEspeciallyLongURL](#) can generally be displayed as [www.MyWebsite.com](#) with the link sending the person to the proper page.

A LITTLE TRICK — In the URL you display, you can generally add characters before the URL, such as [GreatProduct.MyWebsite.com](#) even though that's not really your web address (and omitting the www), but the [MyWebsite.com](#) core-website needs to be in the web address displayed (because otherwise marketers

could try to trick visitors with something like “freeMoney.com and then divert the person to a totally different and possibly inappropriate website).

This idea of adding text before your displayed web address can be especially helpful because you can use this text at the front of your displayed URL to help SELL.

## **Pay-Per-Action**

Some search engines and advertising platforms offer pay-per-action, which is similar in concept to pay-per-click except you are paying for a more valuable action, such as a more qualified lead or someone who is ready to buy — perhaps someone who has filled out a “request to be contacted by a salesperson,” for example.

These types of leads are considerably more valuable, especially to offline selling such as insurance, banking, high tech sales, etc, and therefore pay-per-action can be considerably more costly than pay-per-click.

## **Pricing and Value**

Pay-per-click ads can cost as little as ten cents per click or less, but generally cost 30 cents to \$3.00. In high value categories, especially where the competition can be fierce, pay-per-click ads can go for \$10.00 per click or considerably more.

Why would someone pay so much per click?

The answer has to do with the ultimate value of the customer. A high-end investment client could be worth tens of thousand of dollars in profit to the marketer, so it’s understandable they would be willing to pay a considerable amount to secure a new client. Whereas, if you were only earning \$10 per client, you would probably not be willing to spend more than a few dollars tops to win a client. And remember, not every click converts to a sale, so you may have to consider ten to fifty clicks or more before a sale gets generated.

## **Google Network Versus Content Network**

Also, Google offers advertising on their Google network and on their “Content Network.”

Their network is where people actually go to Google itself or one of the search portals that contracts out to Google. However, the “Content Network” is where Google ads appear on other people’s websites with AdSense.

Any website can sign up for an AdSense account, where your Google ads will appear on someone’s site and Google shares the profit from clicks on the ads with the site’s owner.

On the Content Network Google does a great job matching your ad to specific websites. In fact your ad may appear on hundreds or even thousands of websites, depending on your budget. However, there is greater incidence of click fraud on Content Network sites than on Google’s own sites, which it polices rigorously. (Click fraud is where unwarranted clicks get charged to you).

This is not implying that you should not advertise on their Content Network. But you should be paying significantly less per click.

For example, where you may start paying 30 cents per click on the Google network (and watching the results and the Google ongoing notices regarding what your competitors are doing and how your ads are ranking or not ranking because of the price — where that price may rise significantly), for Content Network you may start at ten or fifteen cents a click and watch the results.

Note that you have to dig to find the Content Network check boxes. As the default Google plugs you into both their Google network and the Content Network.

Find the Content Network box and uncheck it, then price your Google Network ads. Then, create a new Content Network pricing and in this case uncheck the Google Network check box. In this way you will generally get more impressions from the Content Network without losing your shirt paying for too many useless clicks.

The Content Network can be lucrative, but only at a price considerably lower than the regular Google Network.

## **Daily Spending Limits**

Also, SET DAILY SPENDING LIMITS!!!

Google allows you to set the limit of how much you are willing to spend on a given day. The amount is averaged over the month, so some days it may exceed the



amount, so don't get worried. Still, if you do not set a daily limit, you may find yourself suddenly owing Google a fortune. So set the daily limits.

However, once you see your ads and conversions (sales) taking off, be sure to raise your daily limits, so you get all the sales you can.

## Targeting and Tracking

Google also allows you to do geographic targeting of your ads, say within a ten, twenty, forty mile radius of your location, state wide, country wide, etc. If your business is geographically based, this can be valuable.

Also, Google Analytics can be extremely valuable, and it's free. By pasting a little bit of code on your web pages, Google enables you to track where your clicks are coming from, when and how, and even conversions – where you can analyze who is buying, from which keywords, and other stats that can help you fine tune your marketing campaign.

Google and other search portals also allow you to do split runs, where you can run two different ads and measure which one performs better. This is an extremely valuable tool that you should use regularly. Test everything — headlines, offers, body copy.

## Selecting Keywords

The Google Adwords Tool is a valuable free tool for determining which keywords may be valuable to you. Although you can access the tool for free (type "Google Adwords Tool" into Google to find it), signing up for a free Google Adwords account will allow you to see hundreds more suggested keywords. The Google Adwords Tool also allows you to enter competitive websites and see what keywords they are using.

Also, when you select keywords, Google gives you a choice of three types: plain, "in quotes", and [in brackets]. The plain keyword works like this. If you enter three words in your keyword, say KENTUCKY FRIED CHICKEN, Google will show your ad whenever any combination of those words are entered in a search, including:

- ✓ KENTUCKY FRIED CHICKEN,
- ✓ KENTUCKY CHICKEN FRIED ,
- ✓ FRIED KENTUCKY CHICKEN, etc.

When the quotation marks are used, say “KENTUCKY FRIED CHICKEN”, then Google will show your ad only when those words appear in that order, even if those words are in the middle of a longer search phrase, such as “KENTUCKY FRIED CHICKEN RESTAURANT”.

With the brackets, the search must be exact, so [KENTUCKY FRIED CHICKEN] must be the exact search phrase, with no other words in the search phrase, for your ad to show.

This is important because a keyword phrase with quotations will often rank higher and for less money than a general match, and an exact match in brackets will rank higher for cheaper than both the general and quotation matches. This may seem complicated but consider this.

Google considers you a better match if you are exactly or mostly the same as the exact phrase the person entered into their search box — and thusly will rank you higher and for less money. But it will also often get you to miss great keywords that you do not exactly match, so you may want to do a combination of the three – general, in quotes and in brackets, when you are selecting keywords.

Google also provides negative keywords, meaning you can tell them words you do not want to match with. The woodworking “stud finder” would list dating and related sites as negative keywords, for example.

## **Beyond Search Engines**

One last thing about pay-per-click.

The search engines are not your only source for pay-per-click and pay-per-action advertising. There are many websites that may be ideal for you to advertise on, and most of these that accept advertising use the same pay-per-click formats as the search engines.

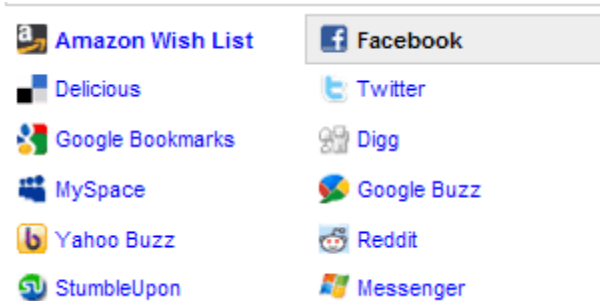
From Google, enter your top keywords and find out who is ranking the highest. Then approach these people and find out if they will let you advertise on their site, for a pay-per-click fee or perhaps for an affiliate fee ( a commission on every sale).

For more helpful information on ad formats that may be helpful for pay-per-click, also see [online banner ads](#) for more information.

# Social Media

SOCIAL MEDIA — Internet based websites devoted to interaction among its members, using technology to turn communication into interactive dialogues.

In effect, social media are user-generated media, where users create and comment on text, picture, audio, and video content. It is estimated that social media now account for 22% of all time spent online in the U.S.



## *Examples of Social Media*

Social media can take many forms including Internet forums, weblogs, social blogs, microblogging, wikis, podcasts,

photographs or pictures, video, rating and social bookmarking.

An **Internet Forum** or **Message Board** is an online discussion site where people can hold conversations in the form of posted messages, with messages temporarily or permanently archived. Rules generally prohibit blatant promotion of products or services, but rather, promote an ongoing discussion of topics and questions of interest to the group.

For marketing purposes, through this discussion, opinions can be gathered which ultimately lead people to products and services and which lead marketers to better understanding of the issues surrounding the products and services they sell.

A **Weblog** or **Blog** is usually maintained by an individual who posts ongoing news, social commentary, industry information or opinions, or a personal diary which generally allows visitor comments and interaction.

For marketing purposes, marketers can start a blog on a topic related to the product or service you offer, and can interact with blogs on related topics. However, again social etiquette generally demands you not blatantly promote a product or service.

On a **Social Blog** or **Microblog** (short blog) people inform each other of their activities (“What I’m doing right now...”) or of news or events on a topic of common interest by continually updating through short-form messages, usually

140 characters or less, along with pictures, audio or video. Blogspot and Twitter provide free platforms for social blogs.

For marketing, social blogs and microblogs can build audience participation, fan loyalty and awareness of events, games and progress (like the progress in raising money for a cause, or a lunch truck's arrival at a location), but without creativity or relevance may simply get a lot of people annoyed. Social Blogs and Microblogs may also exist to promote collaboration within an organization.

A **Wiki** is a website typically powered by wiki software for the purpose of creating and editing any number of interlinked pages accessible via an Internet browser. Like Wikipedia, wikis encourages interaction through creation and editing of content. Unlike Wikipedia, individual wikis tend to be closed except for a select or dedicated group. Although wikis tend to limit access, for marketing purposes they can be effective for (mostly user-created) training, FAQs, and other functions.

A **Podcast** is a non-streamed webcast of digital media files (audio or video) that are released episodically and are often downloaded through web syndication (maintaining all the files for download on the distributor's/your server – as opposed to direct download or streaming). For marketers, podcasts enable web visitors to listen to and watch previous trainings, interviews and other media that may enhance the relationship of close the sale.

**Social Bookmarking** is sites dedicated to storing, sharing and discovering links (rather than the entire articles) to articles and sites that may be of interest to users. These links are often voted upon by users and visitors, for relevance and value. Top sites include Delicious.com (with more than 200 million unique bookmarks and more than five million users), Stumbleupon.com, Digg.com and Reddit.com.

For marketers these sites provide people with similar tastes to suggest and vote on relevant sites. So by building sites and pages of relevance, and by interacting with these groups, you may promote interest in pages, sites, products and services you are promoting.

A **Social Network Service** is an online service, platform or site that concentrates on building and developing social relations among people who share the same interests or activities. Most social network services are web based and provide means for users to interact over the Internet through email, instant messaging or otherwise through a common platform. Social networking sites allow users to share ideas, activities, events and interests within their individual networks.

Facebook, MySpace and LinkedIn are the largest of these Social Networks.

MySpace, originally designed for musicians to promote themselves, has evolved to become a major force with about 43 million unique visitors per month. Previously the largest social networking site, it was overtaken by Facebook in 2008.

LinkedIn, primarily a networking site for professionals, has more than 80 million registered users and more than 21 million monthly U.S. visitors (more than 41 million globally).

Facebook is the big elephant in the room. With more than 700 million members and growing, it is the juggernaut that dominates the social networking world.

## **Marketing With Facebook**

Because of the size of its user base and its evolving structure and tools, Facebook provides the greatest opportunities for marketers.

With Facebook, marketers can create an active FAN PAGE or BUSINESS PAGE to promote your products and services. To do this you will first need to set up a personal page that links to the fan page, although your individual page will not show on the fan page.

Use news feed to share with your network exactly what you're doing, give away free content, post updates regularly, and perhaps even purchase pay-per-click ads on the Facebook network — which are significantly lower in cost than Google Adwords, for example, but may be highly valuable.

When people see and like your Fan Page, they will click the LIKE button, which becomes a referral on their own Facebook page. It's like a friend recommending something, and can carry significantly more weight than a mere advertisement.

Also, using keywords that best relate to your product or service, you can find groups with over 150 people, join these groups and add value through comments, links are articles of relevance to the group. Give away free content and ask people to share. Remember, Facebook is about friends sharing with friends.

Be careful to not add too many new people any one day as that may hurt your Facebook ratings. Most important — read and follow the Facebook rules!!!

One more thing about Facebook. A high percent of people on Facebook read their Facebook inbox, so spreading the word about your product or service on Facebook could be effectively done.

# **SEO / SEM**

SEARCH ENGINE OPTIMIZATION (SEO) / SEARCH ENGINE MARKETING (SEM) — Using the search engines so your product or service is easily found by potential customers.

So now that you have created your website, how are you going to get people to come to it?

## **KEYWORD RESEARCH**

The most important place to begin is with keyword research. Perhaps even before you build your website, you will want to identify the most important keywords for your website.

A keyword is a word or phrase people will type into a search engine to find your type of product or business. Do you know what keywords people will use to find you? This is the most important element of attracting people to your website and a little more complicated than many people may realize.

In one of our classes someone with a product called “Magic Stud Finder” which is used in construction to help find the studs in a wall, was surprised that the term “stud finder” also lead him to porn sites. So first, realize there may be multiple definitions for the term you may consider a natural search term.

Next, people are often surprised at the search terms used to find certain types of product. Even the experts do not trust their instincts, and rather, do proper keyword research.

TYPES OF KEYWORDS — Also, there are two basic types of keywords – search-intent and purchase-intent keywords. Remember, primarily the Internet is a research medium, so many people are searching for information on a particular topic. However, some people are beyond research and are searching for a product or service to buy in order to solve a specific problem. If you are selling something online and focused on ecommerce, you will want to understand which are the purchase-intent keywords.

For example, someone typing in “interior design” or “interior designer” may simply be searching for interior design tips. However, someone typing in “interior design firms” or even better, “interior designers Miami” are more likely wanting to actually



hire someone. Similarly, someone typing “digital camera” into a search engine such as Google may be doing research, whereas someone typing, “Kodak Zi8” (a specific model) or even better, “Kodak Zi8 prices” is more likely preparing to make a purchase.

**LONG-TAIL KEYWORDS** — One last thing. If you want to rank high on the search engines, if certain keywords have tons of competition, you may consider something called a “long tail keyword”. First, you can generally get a good idea of how intense the competition is for a specific keyword in the Google Adwords Tool and also by typing a word into Google and seeing the number of competing web pages, right below the box you enter the keyword in.

When I type “fish” into Google it says there are 274 million competing pages (pages with the term “fish” prominent enough that Google recognizes them). Using the long-tail keyword (adding words to lengthen it) the results improve as follows:

- “Fishing” – 153,000,000;
- “fishing montana” – 9,250,000;
- “fishing montana lakes” – 1,710,000;
- “fishing montana lake trout” – 144,000 competing pages;
- “montana trout fishing” – 281,000 competing pages;
- “montana trout fishing lodges” – 16,800 competing pages.

Obviously, having fewer competing pages will make it easier to rank higher. Typically having fewer than 300,000 competing pages is ideal, but I’ve seen even less than 5 million competing pages rank on the first page of Google.

Knowing the right keywords will guide you in many critical marketing activities, including:

- **TAGS** — Creating keyword tags (see SEO below) so the Search Engines will find you for a specific keyword,
- **LANDING PAGES** – Creating specific landing pages that concentrate on a specific keyword — as the search engines rank a page higher if it concentrates on a single keyword or two than if it has many multiple keywords. Remember, the search engines want people to find relevant pages. So if someone types in, “interior designers Chicago” the search engine wants them to find you if you are an appropriate provider to them.
- **WEBSITE DESIGN** — Designing the website by which keyword people asked for so you can lead them directly to the answers they want.

- **ADVERTISING** — If you will do online advertising including Pay-Per-Click/Pay-Per-Action or other types, understanding the keywords people are using will be critical.
- **RESEARCH** — Understanding the alternatives your customers are using, and analyzing your competition, the keywords and offers they are using, to help you better serve your customers and get better results.

Keyword research begins by know your market, by defining your ideal customer. Then, one of the best sources for keyword research is the free Google Adwords tool (In Google type “google keyword tool”). It enables you to type a few keywords and it will give you hundreds of keyword examples. You can also type in competitor websites and it will show you the keywords they are using.

Note: You may want to sign up for a free Google Adwords account in that when you do, they show you many more keyword examples than when you use the service without an account.

Next, Google itself can be useful in helping you identify keywords. Enter keywords into the Google search engine, then (a) review what comes up, (b) click on the WONDER WHEEL for more ideas (on the left side of the page), and under “more search tools” click RELATED SEARCHES for even more ideas.

## **SEO – SEARCH ENGINE OPTIMIZATION**

Once you have your website up, there are several important ways to help Google and the other search engines find you.

Some of this requires access to the code on the page, so if you are not able to access it yourself, find someone who can as this can be crucial for your marketing.

**TITLE TAG** — First, make sure the your keywords are in your PAGE TITLE (the blue strip at the top of your Web browser). Do this by entering 5 to 8 words between the <HEAD></HEAD> tags, something like this:

```
<TITLE>Marketing Plan Template — Promote Your Website and Products</TITLE>.
```

Eliminating filler words such as A AND THE, etc. The title tag will come up in the search results generally hyperlinked to your website or a specific web page.

**DESCRIPTION TAG** — Next, put your keywords into a page description tag of one or two sentences, again between the <HEAD></HEAD> tags as follows:

<META “DESCRIPTION” CONTENT=”Increase business, product and Website customers with a comprehensive Marketing Plan, template and video training marketing program”>.

Many search engines will put the description in the search results right below the title.

**KEYWORD TAGS** – Although some of the top search engines no longer rely on keyword tags, there are still many that use them, so adding keyword tags can help boost your rankings. Again between the <HEAD></HEAD> tags, enter about 10 to 12 keywords as follows:

<META NAME=”KEYWORDS” CONTENT=”marketing plan, marketing template, web marketing, Internet marketing, ecommerce, small business, email, traffic building, new customers, entrepreneur”>.

**HEADERS** — Throughout your page, headlines rich with your keywords should be in H1, H2 and H3 header tags.

**HYPERLINKS** — Any hyperlinks you have on the page should not simply say “Click Here” but rather should have your keywords, such as: Marketing Template.

**CONTENT** — Of course for the search engines to recognize your web pages as valid for specific keywords, there needs the selected keywords appearing about 10-15% of the time on the page, especially in the first paragraph. So if a keyword is “horse training”, I need to include that phrase early in my first paragraph and make sure it is repeated throughout the text — not overdone but appropriately as it would normally appear in text.

**LOCATION** — If your location is important to your business, say you are an accountant in Peoria, Illinois, having your location in your keyword can help boost your rankings — “Peoria accountant” — as you won’t be competing with every accountant in the country.

**SITE MAP** — Your website should have a site map, which is a page with a link to every page on your website. Google and the other search engines like site maps as it helps them navigate all parts of your website quickly and easily.

**KEYWORD SPECIFIC PAGES** — If you have many keywords, consider having different pages for each keyword, particularly keywords that may be significantly different from others. For example, if “Web marketing” and “email marketing” were

among your keywords, consider having one page devoted specifically to web marketing and another to email marketing.

**YOUR URL** — The search engines like seeing keywords in the URL for your website. It's not essential but it can help boost your rankings.

**SUBMIT TO ENGINES** — Most search engines accept submissions and you should submit your website's URL to the various search engines.

**WEB RANKINGS** – Several tools exist to analyze and compare your Web page rankings, such as Alexa.com Periodically reviewing your web page rankings can help in understanding and uncovering ways to boost your rankings.

**BACKLINKS** — One of the most powerful ways to increase your website's rankings on the search engines is by getting major websites to hyperlink back to your website.

One company I worked with that spent almost no money or effort optimizing their website, did spend time getting interviewed by ABC, NBC, CBS, Fox, CNN, etc. As a result, these major sites posted videos and articles about this company, on their websites along with a hyperlink back to the company's website. When the major search engines saw that CNN, ABC, etc linked to this company's site, they automatically ranked the company number one, two or three for many keywords. The reason is simple. Google and others figure, if you are important enough that a major site is referring people to you, then they also should be referring people to you, and they do.

Getting backlinks from authority websites is an important way to boost your web rankings. Beyond getting CNN to highlight you, there are many authority websites that can provide backlinks which are considered important to the search engines. These include:

- Chambers of Commerce,
- Industry Trade Associations and industry directories,
- Local, regional and national newspapers and magazines — where you can submit press releases and articles of interest to their readers — with the hyperlink to your website in your “About the author” section,
- Local, regional and national radio and television stations, again providing a hyperlink to your website in the “about the author” or “About the company” section,

- Posting videos on YouTube and other video directories (with a backlink to your site),
- Posting appropriate responses to blogs (with a backlink to your site) — be careful to not abuse this as you may garner negative rather than positive responses,
- Get listed on index sites,
- Getting websites with heavy traffic to post articles and links to your website, perhaps by requesting a reciprocal link where you list them and they list you (you can find top sites by searching Google and seeing who is listed high on the rankings),
- Submit articles on blog and article sites,
- Write an article to use in someone's newsletter,
- Create a content-rich blog on your website that others may link to.

A word of caution.

Some people on the web have created link farms, where a site is set up solely to list links in the hopes of ranking high on the search engines. However, Google and others have gotten wise to this attempt to fool google and in some cases will actually blacklist people who are listed on certain link farms.

So remember, it's not nice to fool Mother Nature, or in this case, mother Google. If you play by the rules and have a legitimately valid website that true authorities link to, Google and others will often reward you with good rankings.

## **Mobile Marketing**

MOBILE MARKETING — Marketing to mobile devices such as mobile phones.

Mobile Marketing Association defines Mobile Marketing as a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network.

In general, this is text messaging available to cell phones (via SMS – Short Message Service) and more recently with modern color screened-phones through a slide show of images, text, audio and video using MMS (Multimedia Message Service).

Location-Based Services are currently evolving, where a marketer will be able to market to nearby mobile-phone users.

The [Mobile Marketing Association](#) provides standard sizes and formats for marketing to mobile devices.

## **Email Newsletter**

EMAIL NEWSLETTER — News email sent regularly (weekly, bi-weekly or monthly) to a regular list of email subscribers.

When used properly (getting permission, sending only relevant information) email marketing can be a powerful and critical tool to generating high and growing revenues and profits.

Effective marketers entice visitors to their Website to provide their name and email address so that the marketer can continue building a relationship with them. Repeat visitors feel more comfortable buying from you, especially if you have provided them with useful, interesting and relevant information.

And guess what? Sending an email costs virtually nothing!!! Compared with the cost of postage, printing and shipping fulfillment, sending sales pitches and promotions by email is one of the greatest marketing bargains you will ever find.

But in order to build and retain a valuable email database of first names and email addresses, you need to do some work.

## **Capturing Email Addresses**

The first step is to capture email addresses so you have a large and growing database. You do this by sending people to your website at every opportunity — on your business cards, brochures, catalogs, speeches, radio, TV, magazine and newspaper interviews, signage in your windows and on your vehicles — every means you can think of.

Offer something free and valuable that people can get if they go to your website.

Then, on your website, have them fill out a simple form with their first name and email address, in order to get the free stuff. Remember, the less you ask for (like just their first name), the more likely people will do it.



Make sure the form is prominent enough that every visitor to your website sees it and that it is inviting enough that people are encouraged to fill it out. In big letters let them know the stuff you are offering is FREE, and that their email address will be protected.

Then send the free stuff to their email address, along with a thank you. Also let them know you will send them ongoing information or better, a newsletter with information of value to them — but that they can cancel easily at any time by simply clicking the UNSUBSCRIBE button at the bottom (which is required by law).

## **Give and You Shall Receive**

Then, on a regular basis, perhaps twice a month, send a newsletter with useful information.

**TITLE** — The email title should explain, with a minimum of letters, who the email is from and what is included in this email.

**TABLE OF CONTENTS** — Each email should have a simple table of contents at the beginning, explaining what exactly is in the email. For example:

Inside this Newsletter:

- Pet Health Alert — New dog food warning!
- Are your carpets making your dog sick? (Are they making you sick too?)
- Three things to check before you bring your dog to the vet.
- Pet supplement that strengthens your pet's immune system to help prevent many costly illnesses

Did you notice the last item explained that I will be promoting a pet supplement?

Here's an important secret about email (newsletter) marketing.

Rarely should you send just an advertisement. If that's all you send, you will quickly lose your audience and they will click the UNSUBSCRIBE button.

If you provide truly useful information, peppered lightly with promotions, most of your web subscribers will stay on your email list and allow you to continue selling them stuff, perhaps for years to come.

If you think this is not that important, consider this. Right now, how much do you earn from each customer? How would you like to double, triple and even quadruple that? Marketer Steve Harrison's list went from a few thousand dollars to over a million a year (almost all profit) by developing and honing his list of email subscribers.

And the secret is simple. Give them a regular flow of useful information, periodically mixed with promotions. Even the promotions can be useful by devoting a webinar or teleseminar to how the product or service could be valuable.

Once people are comfortable receiving, opening and reading your emails, pretty soon they will be comfortable buying things from you, as if you are a trusted friend (which you will be).

## **Where to Find Useful Information**

So, where do you find useful information to send to your email list?

GOOGLE ALERTS is a good place to start. It's free. When you subscribe, you tell it the subjects you are interested in and Google Alerts will send you an email every day, every week, or more often on new web pages it uncovers that discuss your topic. From this you will get an ongoing supply of news and information to discuss. (You will probably want to set it to once a week or you may find your email box filled daily with those Google Alerts.)

INDUSTRY PUBLICATIONS is another great place to get information to discuss. Do you subscribe to magazines and Web based eZines?

AMAZON.COM and CLICKBANK are other sources. Simply search for books and articles on the topic you want to discuss, and you may find tons of relevant and thought provoking subjects to discuss. You can also do book reviews.

ONLINE EZINES (web based magazines) are another great source. Many online eZines even allow you to copy entire articles so long as you include a link to the author.

GENERAL INTEREST MAGAZINES and newspapers, from Time, Newsweek, The New York and Los Angeles Times, The Wall Street Journal, all may provide news of interest to your email audience.

TRADE ASSOCIATIONS is another great place for information. Visiting their websites will often provide great article ideas, event notifications, news and legal issues, consumer alerts and much more.

GOVERNMENT websites can provide a wealth of valuable information. For a pet supplement I used to sell, I got alerts about tainted pet foods from the Federal Trade Commission and the Food and Drug Administration's websites. And Federal Government Documents are generally copyright free. Government websites and departments exist for just about every industry imaginable.

CALENDAR OF HOLIDAYS — You may also consider creating a calendar of holidays and special dates throughout the year, to give you seasonal ideas throughout the year. Summer vacation — pet owners may be interested in hotels and motels that accept pets, flying and driving with pets, etc. New Year's — homeowners may be interested in tax breaks to take advantage of before the year is fully closed.

SEARCH ENGINES – And of course, when you run out of ideas, simply start clicking on Google and the other search engines, and clicking on the websites that come up. Pretty soon you will be brimming with an endless supply of article ideas that are enticing to your audience.

If you get a system going with ongoing article ideas, creating an email newsletter that keeps your subscribers hooked will be easy as pie. Remember that you are the news gatherer (aggregator) for your audience. They want to know what's happening, but don't have time to search for themselves. If you do the searching, they will appreciate you, and will buy products and services, just as they do from their favorite newspapers and magazines.

## **More Information**

Also, save newsletters from other marketers so you can observe the formats they are using and get other ideas.

Also, see our [Email Marketing](#) section for much more information that may be helpful.

## **Viral Media (Video, Games)**

**VIRAL MARKETING** — An Internet-based video, email, website, blog or other communication where viewership dramatically expands through forwarding from friend-to-friend.

Anything that creates buzz and gets people talking and sharing videos, ads, games, polls/surveys, contests, emails, podcasts or any other promotion is considered viral. Like a virus, viral marketing expands like wildfire and cannot be contained once it takes off.

Viral marketing is the holy grail for many marketers because, for a relatively small advertising budget an advertising message could explode across the public landscape.

There is a warning, of course. Viral marketing can sometimes bring attention without selling the product, so you need to beware. During the dot.com bubble many notable Internet brands attracted massive viral buzz – such as Pets.com with their sock hand puppet, but did not prevent the company from tumbling into bankruptcy.

Still, viral campaigns have also been responsible for launching some of the world's greatest brands.

## **What Is “Buzz”**

There are certain news worthy or attention-getting events that capture the world's imagination. They have a “Did you see that...” factor where people must call their friends and family to say, “Did you hear about...” or, “Turn on your TV... did you see...”

Examples include:

- When the Titanic sank in 1912.
- When the Hindenburg blimp exploded in 1937.
- When President John F. Kennedy was assassinated in 1962.
- When the Beatles appeared on the Ed Sullivan Show in February, 1964.
- When Neil Armstrong landed on the moon in 1969.
- When the planes hit the World Trade Center on September 11, 2001.
- When the BP Deep Water Horizon exploded, causing the massive oil spill in the Gulf of Mexico in 2010.

- When pop icon Lady Gaga appeared at an awards show in 2010 wearing a dress of raw meat (to protest comments by PETA animal rights activists)

These are events that capture the public's attention in a way that cannot be stopped. Once the viral process begins, news spreads quickly and endlessly. The news media spread the word, and friends and families spread the word.

## Can Buzz Be Manufactured

If you have a huge marketing budget, obviously buzz can be created.

In 1981 IBM launched its IBM PC Computer using the Charlie Chaplin "Tramp" character to personalize their image as a monolithic, faceless corporation. This approach was highly successful, creating worldwide buzz for its launch of the personal computer industry.



Then... in 1985 Apple Computer launched its Macintosh Computer as the antidote to the IBM PC.

Besides it being a revolutionary product for its time, Apple ran an incredible high budget commercial produced by famed movie director Ridley Scott that ran on the Super Bowl only once, and did not run anywhere else thereafter.



The commercial itself, reminiscent of George Orwell's 1984, was of an Olympic woman running into a stadium in a dark futuristic world where hundreds of mindless people were staring at a huge screen of "Big Brother" (an authority figure) giving orders.

The woman flings a sledgehammer into the screen, causing it to explode... and the tagline of Apple's coming Macintosh about to change the world forever. The product itself went on sale two days later.

The fact that this amazing commercial — representing Apple’s destruction of a bland world dominated by IBM — aired only once, causing a tremendous “Did you see that?” viral buzz where virtually all the media — television news shows, newspapers, magazines, and even text books – all discussed it, commented on it, and eventually showed the commercial and talked about the product for more than a year following the launch.

Another example of a somewhat big-budget marketing campaign gaining buzz was Calvin Klein’s (clothing manufacturer and retailer) provocative billboards, magazine ads and even window displays of the late 1970’s.

He featured underwear-clad actor Mark Wahlberg in huge billboards, under-age actress Brook Shields in suggestive jeans ads (“Nothing comes between me and my Calvin’s” — implying she was not wearing underwear beneath her jeans), and even having live models in its store windows.

*A Calvin Klein retail store window in New York, using live models*



## Viral Marketing — Creating Buzz in the Internet Age

Of course, in today’s marketplace, if you are creative enough, you may gain viral buzz for your product or service without having a mega-marketing budget

Especially with the advent of social media and online video, the ability to develop viral campaigns is no longer just for the wealthy. Anyone with ingenuity and access to a Webcam can create a viral advertising campaign that will be seen by millions of people for almost no cost.

The secret to creating effective viral campaigns is, your product, the content of your promotions, or the media you use need to be:

~ **News Worthy** (like the introduction of a new product, such as the Segway two-wheeled vehicle, which had news reporters zipping along on the set as they described the somewhat revolutionary product);



~ **Funny** (like the Coke and Mentos mints home made YouTube video showing the fizzy mess when the two are combined — Mentos eventually used the video itself to help expand distribution, which ultimately generated a major sales boost for the product);

~ **Outrageous** (like the Oscar Meyer Weinermobiles visiting towns, or Lady Gaga bringing attention to herself by wearing a dress made of real meat to an awards ceremony, or the radio station having people swim in a huge vat of Jello, or American Tourister’s having a gorilla in a cage manhandle its luggage);



*One of the many Oscar Mayer Weinermobiles touring the country*

~ **Controversial** (like celebrity Pamela Andersen’s PETA animal rights activist ads getting banned from several countries because of their sexist or harsh content, or like web host GoDaddy’s Super Bowl ads that were banned for a large breasted woman’s shirt accidentally unsnapping at a meeting of the censor board — with each of these endlessly mentioned in the news media, endlessly forwarded through emails and endlessly sought out through the search engines. Getting banned by someone can be an effective way to gain massive buzz.)

# Start with the Objective You Want to Achieve

If you are attempting to create a viral campaign, be sure you understand your goal. Is it:

- for lead generation?
- to generate sales quickly?
- for brand recognition?
- to establish or change the image people have of you?

Viral campaigns have a life of their own and are virtually impossible to control. If you are considering a viral campaign, make sure contact information, perhaps the URL of a specific website or web page, are always included in the campaign, perhaps bringing people to some online game, sign-up form, or interactive element.

## Viral Media

Remember, there is never a guarantee that a campaign will actually go viral. But if you want a running start and you have a campaign you believe people will talk about, here are some of the most popular media for spreading your message, or at least, getting it started:

- Conventional media (print, TV, radio — through press releases and perhaps paid ads),
- Blogs, social media and online communities (perhaps asking for their opinions),
- Mailing lists, and
- YouTube.

## Creating a Viral Campaign

The best campaigns get right to the point as quickly as possible, and generally have these characteristics:

- Are simple – they make their point quickly and simply – so even a cave man can get it;

- Involve the audience — somehow have audience participation, comments, and even personalization (where they can include their own face into an image or game for example);
- Surprise the viewer — with something funny or unexpected;
- Are entertaining and evoke emotion — make people laugh, cry or get angry;
- Are easy to pass on — on a YouTube video or in an email;
- Are generally short in length, 1-3 minutes (there are always exceptions);
- Are everywhere — where you get them distributed through every medium possible;
- Are accessible on all media and devices — mobile phones, iPhones, iPads, you name it;
- Are targeted to a specific audience;
- Monitor results;
- Somehow ultimately convert viewers into buyers;
- Are unique — not a copy of someone else's stale idea.

# Webinars

WEBINARS — live meetings, trainings or presentation and seminars conducted over the Internet.

Each participant sits at his or her computer and participates via the Internet with an application that is downloaded to each computer, or through a link provided through an email.

Webinar software has greatly simplified the process over the past years, enabling almost anyone to conduct webinars at highly affordable prices at one-time or monthly fee packages.

A webinar can be one-way, where the presenter conducts with limited participation by the audience, to full interactivity by all participants. Webinars can include polling, question and answer sessions, and can even have breakaway sessions where participants temporarily break into separate groups to interact and then rejoin the larger group.

Webinars use audio (by telephone or web microphones), and visuals with interactivity in the form of:

- PowerPoints or Keynote slides with a pointer and on-slide writing.
- Live or Streaming video – where a full motion webcam, digital video camera or multi-media files are pushed to the audience.
- VoIP (Real time audio communication through the computer via use of headphones and speakers)
- Web tours – where URLs, data from forms, cookies, scripts and session data can be pushed to other participants enabling them to be pushed through web based logons, clicks, etc. This type of feature works well when demonstrating websites where users themselves can also participate.
- Meeting Recording – where presentation activity is recorded on the client side or server side for later viewing and/or distribution.
- Whiteboard with annotation (allowing the presenter and/or attendees to highlight or mark items on the slide presentation. Or, simply make notes on a blank whiteboard.)
- Text chat – For live question and answer sessions, limited to the people connected to the meeting. Text chat may be public (echo'ed to all participants) or private (between 2 participants).

- Polls and surveys (allows the presenter to conduct questions with multiple choice answers directed to the audience)
- Screen sharing/desktop sharing/application sharing (where participants can view anything the presenter currently has shown on their screen. Some screen sharing applications allow for remote desktop control, allowing participants to manipulate the presenters screen, although this is not widely used.)

Web conferencing is often sold as a service, hosted on a web server controlled by the vendor. Offerings vary per vendor but most hosted services provide a cost per user per minute model, a monthly flat fee model and a seat model. Some vendors also provide a server side solution which allows the customer to host their own web conferencing service on their own servers.

Some of the more popular services include [Webex](#), [GoToMeeting](#), Adobe Connect, IBM Lotus Sametime and Lotus LotusLive, Microsoft Office Live Meeting and Openmeetings, to name a few. Webinar services are also available from most teleseminar providers.

# Downloadable eBook

DOWNLOADABLE BROCHURE / E-BOOK — Internet-based information that Web visitors can download or open.

In this age of Internet delivery of information, electronic versions of brochures and books are **attractive to publishers and marketers** because of the low LOW COST OF DISTRIBUTION (often zero) and are **attractive to recipients and consumers** because of the IMMEDIATE ACCESS to the information.

## Formats for E-Books and Downloadable Brochures

The format of an ebook or downloadable document can be as simple as a Microsoft WORD file or a PDF document, with many free PDF converters available online, that convert most documents in most formats to a PDF version.

The advantage of using PDF documents is the format of the document will be consistent regardless of which computer the recipient is using and which version of a word processing, spreadsheet or slide-presentation program they have — or even if they don't have the appropriate program.

Also, PDF files are often downloadable and readable by most digital and mobile devices. The PDF files can also be password-protected if needed, although this may cause more problems than it is worth. People lose passwords and sometimes have other access problems.

Ebooks and downloadable brochures may also contain hyperlinks to websites, video and audio files and links.

## Copyright Protection

As soon as you publish a document online, technically it is copyright protected. However, enforcing that protection can be difficult in this downloadable world. First, you can register your e-book or brochure with the U.S. Copyright Office.

Although PDF's and other documents may be password protected, some publishers of e-books go further by creating a version of the e-book which is only available online at a password-protected site ([www.WishlistMember.com](http://www.WishlistMember.com) is one example which limits access/membership, but many exist).

Many programs are available (such as <http://easyclickguard.com/>) which can provide a different password to each person, which can also reject access to



certain passwords should they request a refund, for example. Some programs will also provide limited download access, either permitting only 3 downloads (for example), or permitting downloads for 24 hours only.

When it comes to protection, some marketers believe the more difficult you make access to your documents, the more problems you will cause. It is believed that few people actually break the law and those that do may actually help rather than hurt you, by exposing your work to people who may not otherwise have been exposed to you.

Still on the other front, some illicit marketers, particularly overseas, will copy people's work and distribute huge volumes of it throughout the world.

The jury is still out on how to fully protect your copyrighted e-books. Suffice it to say this is a complicated issue without a single right answer.

## Limit File Size for E-Books, Downloadable Brochures

File size is always a concern when offering e-books and downloadable brochures. Files that are under 300 kb load quickly on most computers. Although a 1.5 mb file may still be effectively downloadable, the smaller the file the better. File size usually explodes once graphics are used. Although graphics are often essential to creating a readable and professional document, optimizing graphics (reducing the file size) is generally simple through the original program or by using Photoshop, Photoshop Elements or a similar program (which simply copy the graphic but eliminate many of the dots that unnecessarily make up the photo — thus reducing the file size).

## Create a Professional Cover

Having a professional cover for your ebook or downloadable brochure can significantly increase its perceived value. If you do not have access to a graphic artist, there are many excellent services available, such as [www.KillerCovers.com](http://www.KillerCovers.com) that will create a professional-looking cover and make it 3-d in perspective. Also, many low cost (and sometimes free) e-book cover software programs are available (such as [www.myecovermaker.com/](http://www.myecovermaker.com/), to create a 3-d representation of a cover you may have created.



## List Building

LIST BUILDING — Creating and growing your email and contact database of subscribers and/or customers and prospects.

Develop your email and contact list of customers and prospects through:

~ WEB VISITORS — Using every means possible to get people to your website (see [WEBSITE MARKETING in the Website Section](#)); then

~ EMAIL CAPTURE— Getting these Website visitors to give you their email addresses (by filling out a sign-up form — provided by most email services including aWeber, Constant Contact, iContact, etc) in exchange for free and paid products that you provide them (valuable information in the form of digital products such as ebooks, webinars, teleseminars, White Papers, PDF documents, videos, newsletters, updates, and freebies of value that cost you nothing to ship);

~ BUILDING A RELATIONSHIP — Offering ongoing valuable and relevant information and products that get them trusting and liking you enough that they open your emails without trying to UNSUBSCRIBE;

~ QUALITY – Focus on list quality rather than list size. A diverse list forces you to water down your message. A quality fine-tuned list means people will be easier to keep happy, easier to provide relevant content and offers, easier to retain as loyal readers and customers;

~ PROTECTING — carefully respecting the value of your Web audience enough to be sure you only provide information and products they will find useful and relevant, and not sharing that list with anyone (because someone else may ruin a multi-million dollar relationship you have honed).

Also see [Email Marketing](#) and [Email Newsletters](#).

## **Podcast**

PODCASTS – A non-streamed (non-live) webcast.

Podcasts are generally recorded audio or video for download by web visitors using podcatching software . The files are generally Ogg Vorbis or MP3 format.

*RSS feed icon, also used to indicate a downloadable podcast*



## **Affiliate Marketing**

**AFFILIATE MARKETING** — Marketing your products and services through others who earn a commission from everything they sell, and generally who sell through their website and email newsletters.

Affiliate marketing can be a powerful way to generate revenues for your product or service.

Affiliate marketing is where you provide products that others can sell for a profit off their website or to their email list. Affiliates typically send prospective buyers to a specific landing page that records where the person came from, so you can pay the affiliate appropriately (aMember and other software and services are available for this purpose, which link to most shopping carts).

If your product is sellable by others, if there is enough profit to make it worthwhile for the affiliates to want to sell it, if you have professional materials and a professional landing page, affiliate marketing could be lucrative.

In general, the three primary sources for finding affiliates are:

- affiliate directories,
- affiliate portals such as Clickbank and Affiliatejunction, and
- your solicitation of affiliate candidates.

To find ideal potential affiliates through your direct solicitation, go to Google, click on some of your best keywords and see who pops up at the top of Google. These generally are people who have optimized their websites for the major search engines and may have high traffic.

Next, look through these sites for those who sign people to a newsletter or some membership. These tend to be people who know how to sell to their database through their website and email marketing.

Once you find these top sites, approach these people through personal contact – email, phone call, etc. If your product is interesting to them, in many cases they can become great affiliates for you.

## **Setting Up An Effective Affiliate Program**

Here's how it works.

Once you have a good product, create an effective promotion that converts visitors to buyers. Typically it will consist of an Internet landing page with text, photos, video, testimonials, a shopping cart, etc. (When you come across great sales landing pages, save them as examples to help you understand the format of an effective landing page).

Once you have an effective landing page that converts visitors into buyers, go to work finding affiliates. An effective affiliate is someone who already has a sizable email list of customers and prospects and who regularly markets to them (as explained above — searching through Google).

Now, create an offer for the affiliates (how much they will earn on each sale, and perhaps, if they will receive ongoing income from recurring sales from each customer — This is not essential but sometimes it can be an enticing kicker to bring affiliates on board to your program).

Amazon is the king of affiliate marketing, and you might want to sign up for their affiliate program to see how they do it (the link is at the bottom of their web pages — and note — it's on EVERY one of their web pages — they know how powerful this marketing technique can be).

For Amazon, when you sign up they assign an affiliate number to you and a Web link that looks like this: [www.amazon.com/your-affiliate-number\\_](http://www.amazon.com/your-affiliate-number_). When customers click the link and purchase from Amazon, their shopping cart recognizes your affiliate link and credits (and pays) you every time someone comes to them from you. And Amazon wants to pay you because, the more money you make, the more you will sell their products.

Software like aMember (about \$30/month) integrates with your shopping cart to run an affiliate program — assigning affiliate numbers to people who sign up, and letting you know whenever someone buys from that number.

Affiliate payouts can range from Amazon's 12% or so to 50% or more, with some payouts as high as 100% on a first order, especially when recurring revenue from a customer is considerable.

## **An Example of a High End Affiliate Program**

A major coach who charges \$5,000 per weekend to train “experts” on how to become more successful, pays his affiliates \$2,500 for every person they are able to sign up.

One affiliate with a massive list of authors, speakers and coaches, was able to get 200 people to sign up for a weekend training simply by

(a) Conducting a 60-minute teleseminar (telephone seminar) on which he interviewed the coach on a telephone call — and recorded the call for people who missed the live call, and then

(b) Sending interested people to a sales landing page to sign up (with a video, a sales pitch and a deadline).

By splitting the weekend fee, the affiliate earned a quick \$500,000 (that’s half-a-million dollars) for just a few hours work (\$2,500-per-person x 200 people). That may seem like a lot of money to pay out until you realize the coach also earned \$500,000 and didn’t have to schlep to find customers.

All he needed to do was create an effective landing page and agree to be interviewed for an hour. Of course he has a great product. But there are many people with great products who don’t earn anywhere near that kind of money.

But there’s more. A large percentage of the people who sign up for the weekend workshop also purchase additional workshops and programs, helping this coach generate more than \$5 million a year in lucrative fees.

## **A More Moderate Affiliate Program**

Although this coach is at the higher end of affiliate programs, there’s much to learn from his example.

Where the average affiliate fee payout may be under \$50 per-sale with many as little as a few dollars (like Amazon.com), you still want to make it as easy as possible for your affiliates to earn good money.

We are looking at an affiliate program where we offer a \$70 product, and provide a \$50 affiliate fee. An affiliate who has a database of 50,000 to 100,000 subscribers can earn \$50,000 by getting 1,000 people to sign up. Even if our product needs to be promoted a few times a year to finally get those 1,000 buyers, the money is still great (fifty-thousand dollars of almost pure profit for the affiliate) — and our is just one of many products he or she promotes in a typical year.

Of course, it has to be a really good product so they don't alienate their list. Protecting that list of subscribers is the key for a super-affiliate, the term used for the best ones. Also, your landing page must convert visitors to buyers, and your product must be synergistic with what the affiliate already sells to his customers.

## **Finding Effective Affiliates**

If you are able, the ideal way to find affiliates is to go to Google, type in the keyword terms for your product, then see who comes up in the natural search (not paid). From these, see who has a sign-up form, where they capture visitor email addresses and sign them up for a free newsletter and/or other goodies.

These are people who know how to rank high on Google, who likely have a large database of email addresses, and who regularly sell products and services to their list.

For each of these, sign up to their newsletter to see what they do, how they sell, and what your product needs to be for them to sell you.

Of course, don't approach these affiliates until you have an offer than converts. Once you have an offer that converts, email and phone them and tell them what you've got and why it will be valuable to them.

## **Affiliate Directories**

Besides the top end and super-affiliates, you may be able to find smaller affiliates through affiliate directories. These are mini search-engines of affiliate programs generally divided by type of program and other criteria.

These may also be a great source for you to learn how affiliate programs are structured, by signing up for programs that seem professional. These directory sites also tend to offer other services that may be helpful in your understanding and structuring your own affiliate program.

Several of the better known affiliate directories include:



- ✓ [www.AffiliatePrograms.com](http://www.AffiliatePrograms.com)
- ✓ [www.AffiliatesDirectory.com](http://www.AffiliatesDirectory.com)
- ✓ [www.AffiliateThing.com](http://www.AffiliateThing.com)
- ✓ [www.AffiliateTips.com](http://www.AffiliateTips.com)
- ✓ [www.AffiliateMatch.com](http://www.AffiliateMatch.com)
- ✓ [www.AssociatePrograms.com](http://www.AssociatePrograms.com)
- ✓ [www.Top-Affiliate.com](http://www.Top-Affiliate.com)
- ✓ [www.AffiliateScout.com](http://www.AffiliateScout.com)
- ✓ [www.HomeBizJour.com](http://www.HomeBizJour.com)
- ✓ [www.AffiliateRanker.com](http://www.AffiliateRanker.com)
- ✓ [www.100best-affiliate-programs.com](http://www.100best-affiliate-programs.com)
- ✓ [www.AffiliateGuide.com](http://www.AffiliateGuide.com)

An affiliate marketing program can become a major moneymaker for you, if you do it right.

# Window Signs

WINDOW SIGNS — Printed and painted posters in retail windows.



[See Posters](#) and [Store Posters](#).

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# Billboard

**BILLBOARD** — A large outdoor advertising sign (poster, painted sign, spectacular display) typically found alongside a busy road.

Billboards can generally be purchased for as little as a month at a time.

The two most important words in outdoor advertising are **NEXT EXIT** (a highway or road sign announcing a product or service available at the next exit).

Billboards have an audience that is in motion. so the message must have the following traits:

- ~ Be very brief, with a slogan, a logo, or a one-line message of no more than seven words.
- ~ Be graphic and visual;
- ~ Use only one sales point (you only have 3 – 5 seconds to communicate your message);
- ~ Appeal to the emotions if possible.





# Vehicle

VEHICLE ADVERTISING — Ads printed or adhered to cars, trucks and other vehicles.

Like billboards they should be visible from far away. Unlike billboards, people will often have more time to read vehicle ads as they are generally not zipping by as fast as a billboard. Vehicles will remain in traffic or parked, and thus, people may have more time to read more information.

Vehicle ads can be magnetic, painted or printed on the vehicle, or printed on vinyl and wrapped otherwise adhered onto the vehicle.





# Transit

TRANSIT ADVERTISING — Advertising on busses and trains or at bus stops, train stations and related venues.

This includes:

~ Ads on or near transit vehicles and locations that are seen by passers-by, including bus and train-exterior ads, bus bench ads and bus shelter ads, and

~ Ads seen by transit commuters such as in-bus and in-train posters, train station posters and billboards.

Also see [Vehicle Advertising](#) and [Billboards](#).



# Building Advertising

BUILDING ADVERTISING — Buildings with printed, painted or 3-d advertising.

Like billboards, advertising on a building can be highly effective in communicating a short message to large numbers of local residents and commuters. The large size of the buildings, high visibility locations and visual element of surprise (having a building become a billboard) makes this ad medium especially alluring to many marketers.

Also, creative 3-dimensional images — using the actual building as a creative canvas — have helped turn this advertising form into real eye-catchers.

Like billboards, building advertising needs to have a simple message told with few words and visually excitement.

See also [billboards](#).







## Newspapers

NEWSPAPER ADVERTISING — Regularly scheduled publication containing news, information and advertising, generally printed on low cost, low grade paper such as newsprint.

Most newspaper advertising provides an effective way to reach local and regional consumers. Even national publications such as The Wall Street Journal and USA Today offer extensive geographic targeting of your advertising spending.



“Today’s news wraps tomorrow’s fish.” This is one of the most important elements of traditional newspaper advertising — that newspapers are read then tossed in the trash. So your advertising in the newspaper generally will have a single chance to grab attention quickly and make a relevant and engaging point.

Some of the benefits of newspaper advertising are:

- It allows a short lead time for publication (you can reach people in 1-2 days with your message),
- It provides for flexibility of size,
- It offers preferred position within the newspaper and within various sections,
- It’s generally also available in color (but with inconsistent quality),
- It generally allows inserts to be distributed inside the paper.

A few tips on advertising in the newspaper:

~ **Gain attention immediately.** Newspaper readers are scanners, skimming through the pages for articles and information of interest to them.

~ **Stand out from among the clutter.** Newspaper pages tend to be crammed with articles and ads, each shouting out for attention. Unless you are able to purchase an entire page, it’s likely you will need to battle for the reader’s attention.

~ **Be newsworthy.** People generally read newspapers for “news” and want newsworthy information. If you are promoting a product or service that will be interesting to the reader, they will generally be interested in learning about it.

~ **Offer a Benefit.** Make it clear immediately what is being offered — the product’s primary feature and benefit, the promotion (half price sale!).

~ **Develop a distinctive look.** If you advertise regularly in the newspaper and have regular competition also appearing, make sure people can recognize the distinctive look of your brand.

~ **Be readable.** Look at the articles in a newspaper. They are easy to read. Is your ad easy to read? Avoid reversed type (white letters on black background) except perhaps for headlines.

~ **Ask your reader to, “Buy Now”** — Let them know that tomorrow may be too late. Newspapers are a timely medium, especially daily newspapers. Let readers know they need to act now, before it’s too late..

## Top 25 Newspapers in the U.S.

Below is a list of the top 25 largest circulation newspapers in the U.S. (Source: Audit Bureau of Circulations, September 2010)

1. The Wall Street Journal	13.The Denver Post
2. USA Today	14.The Arizona Republic
3. The New York Times	15.Star Tribune (Minneapolis)
4. Los Angeles Times	16.The Dallas Morning News
5. The Washington Post	17.The Plain Dealer (Cleveland)
6. Daily News (New York)	18.The Seattle Times
7. New York Post	19.Chicago Sun-Times
8. San Jose Mercury News/ Contra Costa Times/Oakland Tribune	20.Detroit Free Press
9. Chicago Tribune	21.St. Petersburg Times
10.Houston Chronicle	22.The Oregonian
11.The Philadelphia Inquirer/ Philadelphia Daily News	23.The San Diego Union-Tribune
12.Newsday	24.San Francisco Chronicle
	25.The Star-Ledger (Newark)

## Selected Advertising Rates

Although ad rates are generally negotiable, and can vary depending on size, section, position within a specific section, and frequency (how often it runs) and on volume discounts, here are a few rates for select newspapers:

**THE WALL STREET JOURNAL** — If you are trying to reach a wealthy demographic of businesspeople, The Wall Street Journal may be an ideal newspaper for you. Advertising costs are steep, but it's ideal if you are selling high-end products and services, from private jets to investments and executive toys.

A full-page black and white ad in the Wall Street Journal National Edition will run you around \$160,000. A full-page color ad in the Wall Street Journal National Edition runs around \$200,000. A half-page ad is about \$96,000 for black and white, \$137,000 for color.

**THE WASHINGTON POST** — A full-run (entire geographic region), full-page black-and-white ad can run \$100,000.

**THE LOS ANGELES TIMES** — A full-run, full page black and white ad can run \$70,000.

**LOCAL ADVERTISING COSTS** — Regional and local newspaper rates provide more affordable alternatives, with full page ads typically ranging from \$15,000 for smaller cities to as little as \$1,000 in community papers.

## Tips on Buying Newspaper Ads

If you buy your ads through an advertising agency, you generally pay about 15% more than if you go straight to the publication and negotiate your own rates. Of course, agencies may provide additional services such as campaign development (involving more than just newspaper), strategy development, production and other services. Still, most major newspapers provide enough in-house assistance in ad production and buying flexibility that most marketers buy direct.

You'll also get better per-ad rates if you are willing to commit to spending a specified dollar amount over a period of time, typically a year, with a certain frequency level for your ads.

# Periodicals / Magazines

PERIODICALS / MAGAZINES — Regular printed publications containing a variety of articles and financed in a large part by advertising and sometimes printed on fancy or high-gloss paper stock.

## Benefits of Magazine Advertising

Magazines generally have a select audience with similar specialized interests, and:

- Printing quality, paper stock and color reproduction are generally high.
- They tend to have a longer lifespan than newspapers and other media.
- They can contain more information providing for longer reading times.
- There may be a large pass-along audience.
- The readership can be extremely targeted to a specific consumer with specific interests and characteristics.
- Inserts and coupons may be included.

However, magazines tend to have much longer lead times than newspapers and may cost significantly more, although they are generally providing a much more targeted audience.

Standard Rates and Data Services (available from most libraries) is a good place to start when you are considering ad rates. Costs are usually lower for black and white. Rates vary based on number of insertions, ad size, position (location in the magazine), etc.

Ad reprints are generally available. Lead referral programs from bingo cards (Reader Service Cards) at the back of their publication are often available.



# Some Tips About Magazine Advertising

For effective magazine advertising:

~ **Be Direct.** These are people with specialized interests and you should appeal to those interests.

~ **Give Them Something to Read.** Magazine audiences generally spend more time reading than do a newspaper audience. Readers generally give themselves more time to read, often in leisure periods, so do not be afraid to give them plenty of information if appropriate.

~ **Be Colorful.** Most magazines are produced in high-reproduction color. Use high quality layouts, graphics and photography to capture your reader and establish the image for your product or service.

~ **Stand Out.** As with virtually all advertising media, you will have plenty of competition, so make sure you stand out from the crowd.

~ **Have a Simple Message.** Your ad needs to be clear and easy-to-understand. Even a clown can capture attention without selling. Grab your reader's attention and get to your point in a way they can understand what you are selling.

For business publications:

~ **Be Factual.** People are reading to gain information, so give them plenty of information about what you are selling.

~ **Give Reasons to Buy.** Readers are often searching for products and services of value. Let them know why yours is valuable to them.

~ **Provide Case Histories.** Readers like to know who else used the product and what their results were.

~ **Speak their Language.** Without extensive jargon, make sure you understand the lingo of the trade, and that your ad speaks in a language they are familiar with.



## Boosting Your Image

Because magazines enable you to showcase your product or service in a full-color, glossy format, they can help you establish a polished feel that boosts your company's credibility in the eyes of consumers.

However, be careful to not shortchange the design or production of your ads.

Nothing is more disheartening than spending heavily to place your ad in a magazine only to have it fail because it didn't catch the reader's eye. Professional designers can often get your message across in a way that is eye-catching and effective.



## Inserts

INSERTS — Printed flyers, brochures, catalogs and menus that are included in other people's distributed advertising.

Inserts give you a reduced cost way to distribute advertising materials by distributing it bundled inside someone else's materials that are being distributed.

Initially used to reduce distribution costs for certain marketers, this has become an important revenue generator for **many newspaper and magazine publishers**, and **Chambers of Commerce**.

The insert possibilities have greatly expanded over the decade once publishers and distributors realized they could over-wrap their publication in plastic, thus enabling the receiver to see the magazine inside while holding the inserts in place until the package is opened.

The concept of inserts is that the postage and delivery cost is almost the same whether the publication is sent by itself or with inserts — so why not let others insert into your mailing for a cost — and maybe make some money in the process.

Therefore, inserts are a win-win in that the publication reduces its expense and maybe makes money off distribution of its advertising materials, while the insert marketer gets to include its marketing materials, perhaps even a multi-page flyer or catalog, for a greatly discounted rate.

If you are distributing a periodical or advertising materials, you may consider approaching other marketers for inserting their materials with yours — to reduce costs. If you have brochures and other advertising materials that you distribute through the mail, you may consider inserts as a valuable resource. Standard Rates and Data Service may have rates for many insert programs.

See also [Flyer / Brochure](#) and [Catalog](#).

## Coupon Books

COUPON BOOK — Printed booklet containing coupons from various advertisers, or shrink-wrapped pack of coupons from various advertisers bulk-distributed usually to consumers via the postal service.

# **School Publications**

SCHOOL PUBLICATIONS — Advertising in high school and college newspapers and magazines that target the student bodies, staff and administrations.

If high school and college students are a market you are interested in, school publications at the larger schools may be ideal for you. The cost can be affordable for many marketers, and these schools may also provide significant sponsorship opportunities.

US HIGH SCHOOLS —According to the U.S. Department of Education, in 2001 there were 26,407 public high schools (grades 9-12, ages 14 – 18+) and 10,693 private high schools in the U.S. Student populations average 768 students per school, with some having as few as 130 students while the larger ones may have some 3,000 or more.

COLLEGES AND UNIVERSITIES — There are 4,352 colleges, universities, and junior colleges in the country (2009) with a typical student population over 10,000 students for major schools (Harvard — 19,500 students; Yale — 11,400 students; UCLA — 25,928 undergraduate and 11,548 graduate students)

# **DIRECTORIES**

## **Yellow Pages**

YELLOW PAGES — Refers to a telephone directory of businesses, originally printed on yellow paper to differentiate it as containing business advertisements, and distributed door to door to residential and business addresses.

Today the Yellow Pages refers to many competing directory companies that provide advertising services for businesses in the form of paid printed directory listings — for sale by the line or up to a full page in size; online directory listings; and Internet marketing services.



Prior to the proliferation of Google and other Internet-based search, for certain types of businesses the Yellow Pages was the dominant medium.

I know someone in the Los Angeles area who ran a half page Yellow Pages ad for his own pest control company while working for another company. The day his ad first appeared, his telephone started ringing and for years it never stopped, turning him into one of the major pest control companies in Southern California virtually overnight.

However, with Internet search and the advent of mobile devices, except for the poorest and/or least tech-savvy constituencies, the Yellow Pages have lost the marketing clout they once had. Today, Yellow Pages advertising typically offer a wide array of Internet marketing services to complement the source directory listings they sell.

## **Tips for Advertising in the Yellow Pages**

Remember, Yellow Pages is a direct response medium. Generally, people are looking because they want to buy now, so grab their attention and give them a reason to buy from you.

Be easy to find. List your business under obvious categories and multiple categories. If you are a carpet cleaner, you can list under carpet cleaning, but perhaps mold removal, flood damage, etc.

Stand out from the clutter on the page. Remember every ad on the every page is screaming for attention. Look at the section you will be advertising in, create a sample ad and hold it on the page to see if it stands out. Do the squint test — squint your eyes and see if you can still see your ad.

Do not use reversed type (white letters on black background) except perhaps as a headline.

Do not put your company name in your headline unless that is your #1 selling point (like McDonald's, H&R Block, Jazzercise, etc). In general you want to put a descriptive attention getter in your headline. If you sell discount carpets, in huge bold letters put DISCOUNT CARPETS — then back up why they should believe you (FACTORY-DIRECT) and why they should call or visit you now (CALL NOW FOR SPECIAL OFFERS).

## Elements Of An Effective Yellow Pages Ad

Here is an example of the main elements of an effective Yellow Pages ad:

- **Flooded?** — Problem stated in headline
- **24-Hour Emergency Water Removal** — Solution stated in sub-headline
- **On-Site in 30 Minutes** — Availability
- **Residential, Commercial, Industrial Sewage Backup / Broken Pipes** — Describe what you offer
- **Free Direct Insurance Billing** — Special Offers
- **Certified by Institute for Professional Plumbers** — Proof or validation
- **Water, Mold, Fire, Smoke** — Problems you solve
- **Call for Free Estimate** — Call to Action
- **888-888-8888 or www.website.com** — Contact Information



- [We Accept Visa, Mastercard](#) — Purchase Information
- [Joe's Plumbing](#) — Company Name (usually last because you want to get their attention first)

## **Industry Directories**

INDUSTRY DIRECTORIES — Printed and Internet-based directories of suppliers for various specialized industries.

Industry Directories and Buyers Guides can be excellent places to advertise. These are generally resources for buyers, so the user may be ready to buy right now.

Most industries have one or several industry directories. Check with the Standard Rates and Data Service (SRDS) directory, available from most libraries. Also check with trade associations for your specific industry or for industries relevant to your buyers. The Directory of Associations (also available from public libraries) is a good source for this information.

Examples of major directories include Thomas Register of Manufacturers, 1-800-Dentist and ServiceMagic.com (home service providers).

Major industry publications often also have a Buyers' Guide that may be useful. Most have both a print and an online directory.

Also, give readers plenty of information about your product, service or company. People searching through directories are generally looking to buy something. The more information you can give them the better. Make your point with a nice big headline, but then, let them know what you are offering and why they should buy from you.

Also see [Magazines / Publications](#).

## **Regional Directories**

REGIONAL DIRECTORIES — Consumer directories of local advertisers.

Most geographic regions are covered by regional directories, usually targeting certain household supplier industries such as roofing and window contractors, landscape architects, realtors, etc.



For availability check your public library for the Standard Rates and Data Service directory and related resources.

(UPDATE FROM Online Success Essentials)

## **Online Directories**

### Using Directories to Attract People to Your Website

Whether you list your product or business in a key directory or use the directory yourself to find clients, certain directories can be an extremely valuable part of your Internet marketing.

Of course, once a great directory brings clients to your website so they can evaluate you, you'll need to make sure your website is designed and written to convert the most visitors to actually become clients. (See our Website sections for tips and ideas.)

So, why list in a directory?

There are two important:

1. Being listed in the right directory could provide a steady stream of clients, and
2. Being listed in certain online directories could raise your rankings for the major search engines.

Of course, not every industry has a great directory. Still, many people are surprised at how often a valuable client-generating or search-engine rank-increasing directory can be found for their specific business.

### >> How to Determine if a Directory Can be Valuable <<

First, some directories, like ServiceMagic for home improvement contractors, only charge you when they provide actual leads for your business. In these cases, the risk is low and the potential benefit is high, so it's definitely worthwhile to get involved.

Second, some directories rank high in the search engines and show up at the top of the first page whenever someone is looking for your type of business. It may be a disadvantage if you are not listed in them.

At Google and the other search engines, try searching for your type of business and see what comes up. Don't just look at the businesses. Examine the specific website URLs. For example,



when searching for a local restaurant, the URL for CitySearch will often show up, indicating that advertising with them could be a great place for your business.

When you type “therapists” into the search engines, Psychology Today’s directory almost always comes up right at the top of the search results, sometimes with two or more listings right at or near the top. Although you’re competing with other therapists in this directory, not being there may be a disadvantage.

Part of the problem with directories is, there are so many to choose from, you could practically go bankrupt advertising in each one.

That’s why going to the search engines and seeing which ones are at the top can be so important. If only one or two directories show up, these may be all you really need to advertise in, especially if clients come from the Internet.

For other directories, you may have to experiment and try a few to find the one or two that are most valuable to you.

## >> Low Tech and High Tech Client-Generation from Directories <<

A tech guy I know lost his job last year at a major biotech company, where he oversaw their massive computer network. He was their number one troubleshooter of network problems, helping adapt their systems to handle the ultra-high growth the company was experiencing.

The trouble was, even though he was a sort of tech guru, he was also highly abrasive, so they eventually laid him off.

Initially he was really scared. Frankly he had never been out of a job before, and he had also never considered the possibility of working for himself as an independent contractor.

But he quickly discovered a key industry directory with listings of major projects. Pretty soon he had far more work than he could finish himself. So he started hiring and networking with other tech people so he could handle all the projects he was bidding on.

Today he earns almost five times what his salary was in his old job, and enjoys more freedom and security than he’s ever had before.

All this happened because he discovered a key directory for his industry.

On the low-tech side, a Chinese immigrant with a small leather repair shop in Southern California discovered that buying ads in local media such as City-Search, Superpages, YellowPages.com and the Los Angeles Times’ online directory service have catapulted his business to the top of Google, where he has been getting a steady stream of new clients for years. In fact, it’s his only source of new clients.

These two examples are a tip of the iceberg of how directories, particularly online ones, could be a crucial part of how you generate a flow of clients to your website.

## >> Some of the Many Directories to Consider <<

There are three main types of directories to consider. First are general interest directories. Second are regional (local) directories. And third are industry-specific ones.

Depending on the type of business you have, you may want to start with industry-specific ones. For example:

- Manufacturers may want to be listed in The Thomas Register of Manufacturers;
- Home improvement companies could get leads from HomeAdvisor.com (previously ServiceMagic), which only charges you when they provide an actual lead for your business;
- 1-800-Dentist is an example of a very specific directory that targets a specific industry;
- eLance, oDesk and Freelancer.com provide clerical and tech projects for a wide range of professions, mostly work-at-home individuals;
- Virtual Assistant sites like ContemporaryVA and AssisyU.com let tech and admin people get easily found for individual projects and long-term engagements, where clients pay retainers to guarantee a minimum of 20 to 80 hours a month and more;
- Fiverr.com lists businesses willing to do projects for five dollars. Although five dollars seems like an embarrassingly small amount to make a living from, for certain services, it can be especially valuable. Many tech suppliers listing with Fiverr generate thousands of dollars a week through this site;
- Specific magazine directories can also be valuable. Being listed in Entrepreneur Magazine's Franchise Directory is crucial for many businesses trying to find franchisees, as can a membership in the (IFA) International Franchise Association, which includes a listing in their online directory;
- If you're a dog breeder, being listed in the (AKC) American Kennel Club's directory and in one of their National Clubs' directories can be one of the best ways to get your dogs sold, and for a premium price because of the prestige associated with being in this directory;

Next are regional directories, which can be valuable for certain businesses:

- Chambers of Commerce have directories that may be helpful to certain businesses (although not as many as you may think). Make sure you type of clients use this directory to find suppliers before you blindly invest. Of course, if joining a Chamber could also be helpful as a networking source, that's worth considering;
- If you are a government-approved supplier, State and Federal Contractor directories can be useful, not just for being found and for identifying potential clients and projects, but also for finding partners who could help you win larger projects;

Sometimes a single client or contact could make all the difference for you:

- When Kemmons Wilson was launching his Holiday Inns, he wanted a partner who knew enough about the construction industry that he or she could quickly help turn his dream into a national chain of hotels. So he recruited Wallace Johnson, who was the head of the local construction trade association, and the two turned his dream into one of the largest hotel chains on the planet. In this case, Wallace Johnson's involvement with the trade association was responsible for his becoming one of the wealthiest people in America.

So, your involvement with the right directory or trade association could provide profound benefits beyond what you could ever envision.

## >> For Local Directories... Start With Google Local <<

If you have a retail or service business that depends on attracting local clients, being listed in local directories can be especially valuable.

First, you must be listed in Google Local (also called Google Maps or Google Places). This is free and gets you onto the map listing that often appears on the right of Google when someone searches for certain businesses that are local-based.

Ad related to **dry cleaners 91320**

[Quality Dry Cleaning - Environmentally Safe Dry Cleaning](#)  
plus.google.com/DryCleaner 1 (877) 571 0170  
Expert Alterations with Dr. Denim  
5772 Lindero Canyon Road, Westlake Village, California

[Wendy Cleaners](#)  
www.wendycleaners.com  
3 Google reviews

[Ventu Park Cleaners](#)  
plus.google.com  
1 Google review

[Newbury Cleaners](#)  
plus.google.com  
1 Google review

See results for **dry cleaners 91320** on a map »

[Dry Cleaning & Laundry Newbury Park, CA - Yelp](#)  
www.yelp.com/search?cft=drycleaninglaundry&find\_loc... Yelp, Inc. 10+ items - Top Dry Cleaning & Laundry in Newbury Park, CA Newbury ...

**A** 711 N Wendy Dr  
Newbury Park, CA  
(805) 498-2584

**B** 587 Ventu Park Rd Ste H  
Newbury Park, CA  
(805) 498-8353

**C** 2092 Newbury Rd  
Newbury Park, CA  
(805) 498-9858

Map for **dry cleaners 91320**

Ads

[Dry Cleaning Services](#)  
www.ask.com/Dry+Cleaning+Services Dry Cleaning Services.  
Discover and Explore on Ask.com!

[Groupon Deals](#)  
www.groupon.com/ Save 50-90% on Dry Cleaning Deals  
in thousand oaks

[DryCleaning Discounts](#)  
www.4seasonscleaners.net/drycleaners

To access this service, in Google type "google places" and a link will come up instructing you how to get your business listed. You'll need a Google account. If you have a Gmail account, use that. Otherwise, you can quickly set one up from the links they give you here. It's free.

Although the process of setting up a Google Local listing can be a little complicated, creating a Google Local listing could be crucial for your local business because it gets you showing up on everyone's online search.

## >> The Link Between Google Local/Other Directories <<

Once you're listed in Google Local, you may notice that, when you do a Google search, certain businesses show up at the top of the list, and none of them is yours.

Here's how Google identifies in what order businesses should be listed.

The more directories your business is listed in, and the more comments you get in many of those directories, the higher you will get ranked in Google Local.

Unlike the old Yellow Pages, where the more you paid the bigger your ad and the higher you got listed, with Google, they want the best businesses to be listed the highest, so users of their service will be happy at what they find. The only way they could tell if a business is any good is from how people comment on and rank your business. So they link your business to other local directories and electronically watch how people are rating you. Based on that, your business will rise or fall in their listings.

WARNING: I know a wedding clothing shop that ranked at the top of Google Maps because he had so many positive comments in Yelp and other review sites. From that high ranking he got a ton of new clients regularly streaming into his shop.

But then...

He moved to a larger location to accommodate all the business he was getting, and suddenly, he lost his ranking in Google and all the business stopped!

What happened?

As soon as he changed his address in Google Local/Google Maps, he lost all the links to his reviews and ratings.

You see, Google Local links the name, address, and phone number of your Google Local listing with the listings in the other sites. If one of those elements changes, like your address, suddenly Google does not recognize that all those listings and comments are for you, and the connection gets broken.

In essence, if you change your address, you'll have to pretty well start from scratch, because Google disconnects you from all the positive comments.

So, as your listing rises in Google Local, make sure you change nothing, and your rankings will continue to rise.

## >> Local Directories – Crucial for Local Businesses <<

This leads to a discussion of which are the best local directories for your business.

If you have a local business, this is a difficult question to answer because so many directories can send you clients, directly because you show up in their directly, and indirectly because your

being in their directory will often greatly boost your rankings in Google and the other search engines.

Besides Google Local, important sites to be listed on are Yelp, CitySearch, Yahoo Local, MapQuest, Local.com, SuperPages, WhitePages, Yellow Book, Bing Local, Ask City, AOL Local, AnyWho, BigBook, InfoSpace, Switchboard, 411.com, YP.com, FourSquare, YellowBot, HopStop, Live, ZipLocal, NavMii, Best of the Web, Topix, Show Me Local, InsiderPages and many more.

Although most of these directories have a component that lets you get listed for free, many also have a premium service that lets you list special offers and deals that make it easier to draw people to your business. Of course, the premium services also offer ranking and speed of posting advantages the free listings do not.

### **YEXT Simplifies the Registration Process... for a Price**

If you don't want to go through the hassle of filling out the forms for each of these online directories, there's a terrific service called YEXT (<http://yext.com>).



YEXT costs about \$150 to \$500 a year, depending on which package you get, and gets you listed in the paid versions of key directories, where you get premium listings and other advantages.

The most important advantage of using YEXT is, you have a single interface, meaning you only have to fill in your information once, and it automatically gets posted to more than 30 of the most important directory sites, including Yelp, Yahoo, SuperPages, CitySearch, MapQuest and tons of others.

Also, your listing shows up faster on these sites than they would if you submitted them manually, which could take 36 hours to more than a week for some.

Plus, YEXT allows specials to be easily created and posted to the network of directories. In this way, you are able to create a special offer to draw people into your store or business, and suddenly it appears on directories all over the Internet.

## **>> Our Directory of Local Directories <<**

Whether you use YEXT or do it manually, if you have the kind of service where being listed in online directories can be valuable, there are plenty of great directories to choose.

Here's a list with many of the key directories you may be interested in.





We've also included a link below to a directory one of our sister companies created, with links to more than 40 top directories, which includes links to their free and paid services.

Although we took great care to make sure the links worked when we compiled the list, with a list of this size, there are bound to be changes and links that get broken over time.

For the most part, regardless of whether all the links work or not, this should still be a useful list.

Here's the link: <http://greatmarketingplantips.com/local/>

Directory	Free	Paid
Google Places 	<a href="http://www.google.com/local/add?hl=en&amp;gl=us">http://www.google.com/local/add?hl=en&amp;gl=us</a>	<a href="http://www.google.com/adwords/express/">http://www.google.com/adwords/express/</a>
Yahoo Local 	<a href="http://beta.listings.local.yahoo.com/basic.php">http://beta.listings.local.yahoo.com/basic.php</a>	<a href="http://beta.listings.local.yahoo.com/enh.php">http://beta.listings.local.yahoo.com/enh.php</a>
Bing.com 	<a href="http://www.bingbusinessportal.com/BusinessSearch.aspx?">http://www.bingbusinessportal.com/BusinessSearch.aspx?</a>	<a href="https://adcenter.microsoft.com/customer/Signup.aspx">https://adcenter.microsoft.com/customer/Signup.aspx</a>
AOL Yellow Pages 	<a href="https://listings.expressupdateusa.com/Account/Register?">https://listings.expressupdateusa.com/Account/Register?</a>	
CitySearch.com 	<a href="https://listings.expressupdateusa.com/Account/Register?">https://listings.expressupdateusa.com/Account/Register?</a>	Premium listing only available through paid subscription to Yext.com  <a href="http://www.yext.com/">http://www.yext.com/</a>
Foursquare.com 	<a href="https://foursquare.com/business/merchants/claiming">https://foursquare.com/business/merchants/claiming</a>	Premium listing only available through paid subscription to Yext.com  <a href="http://www.yext.com/">http://www.yext.com/</a>
SuperPages.com 	<a href="http://www.supermedia.com/business-listings">http://www.supermedia.com/business-listings</a>	Premium listing only available through paid subscription to Yext.com  <a href="http://www.yext.com/">http://www.yext.com/</a>
Includes: Infospace.com BigBook.com		
YP.com 	<a href="https://adsolutions.yp.com/listings/basic?">https://adsolutions.yp.com/listings/basic?</a>	<a href="http://adsolutions.yp.com/start-advertising?">http://adsolutions.yp.com/start-advertising?</a>

# Press Releases and Publicity

This section contains updated information from our Online Success Essentials website.

## Using PR & Publicity to Attract People to Your Website

How would you like thousands, or even millions of people to quickly find out about your product or business? Publicity could be a powerful and somewhat simple way to make that happen.

Publicity is the art and science of gaining public awareness for your product or business – through the release of information to the media (newspapers, magazines, TV, radio, etc) in a way that gets them to create and publish articles and news stories about your product or business.

Although direct contact to journalists and show producers is an effective tool of seasoned publicists, the most common tool used in publicity is the Press Release (also called a News Release) – a document distributed to the media that outlines something newsworthy about your product or business in the hopes the media will find it interesting enough to distribute the information to their audience.

The Press Release typically announces something newsworthy, such as:

- a product introduction,
- the hiring or promotion of an individual or organization,
- an upcoming event, activity or stunt (like talks, seminars and workshops, or publicity stunts that grab the public's attention – like having people swimming in a swimming pool filled with Jello... something that gets people's attention but is relevant to your product or business),
- a video or event that has gone viral,
- an upcoming tour or open house of your business,
- receipt of some award or commendation, or
- a sponsorship or fundraiser.

A typical Press Release is about 350-500 words.

Although any letter or email sent to media in an attempt to get them to publish or broadcast information could be considered a Press Release, the typical format of the Press Release includes:

- ✓ **Headline** – something that grabs the attention of journalists and show producers while summarizing the primary point of the release (announcing something specific).

- ✓ Dateline and Location – remember, Press Releases are usually providing something newsworthy, so the release date and location are an important element to journalists and show producers.
- ✓ The Lead – the first paragraph of a Press Release needs to quickly convey the essential elements without any wasted words – of what new, why the news is important, and the potential news angles for the story... answering as many of the 5Ws as possible: who, what, where, when and why. Always write in the third person (he, she it) and never in the first or second (I, you) unless inside a quote.
- ✓ Body – the next paragraph(s) generally contain more detailed information, statistics, background and other colorful details. Always write in the third person (he, she, it) and never in the first or second (I, you) unless inside a quote.
- ✓ Quotes – from company executives and subject-matter experts can add color and context to your story while providing journalists and show producers a possible person to interview.
- ✓ Bottom of the Story – end with the least important information (if needed) that may also be interesting to the journalist and their audience.
- ✓ Boilerplate – this is a brief overview of the company or individual, including products or services offered, years in business, location, ownership structure and status in the marketplace.
- ✓ Media Contact Person – here is the name, phone number, email address, mailing address or other contact information for the person the media could contact for more information.
- ✓ Close – this is usually a ### symbol to let them know where the bottom of the release is.
- ✓ Although not necessarily a part of the Press Release, remember that journalists and show producers may also want video, audio, photography, links and other elements that they could possibly use for their website and other multimedia purposes. If you have these or have an idea of how they could be created or acquired, this could also be valuable.
- ✓ Remember, journalists do not want to be sold and do not sell their audiences. The Press Release must be factual, providing interesting newsworthy information, but without hyperbole.

After you've written your Press Release, go back and start eliminating adjectives, for example. Also, look at newspapers for articles you believe were generated from Press Releases (there are always plenty) and understand what the media are looking for.

Also, the major Press Release distribution services, like PRweb and PR Business Wire showcase free examples of effective Press Releases, that may be valuable to review.

Here's a sample of what a Press Release could look like:

# For Immediate Release

## Mayweather Bakery Introduces Obama Bagels

By Martin Ansen  
March 11, 2014

**Plattsburgh, NY** – Locally owned Mayweather Bakery announced today that it will be offering a unique bagel in its store at 121 State Street, fashioned after President Obama's recently published White House official portrait, starting March 21, 2014.

Store owner John Martini said he expects the new bagel to be popular with visitors to his downtown bakery, not just because of the unusual shape and seasonings, but also due to the expected visit by President Obama later this month to the Plattsburgh area to commemorate the groundbreaking of a new high-speed Interstate rail system.

Martini expects the new bagel to increase the traffic to his store and will be adding staff and seating to accommodate the additional customers he is expecting.

More information is expected to be released the week prior to the President's visit on April 1, 2014.

### About Mayweather Bakery

Mayweather Bakery has been a family owned and operated staple of Plattsburgh since 1977, when Angelo Martini, a first-generation Italian immigrant, brought his unique baking talents to the Upstate New York area. Today his son John carries on the family tradition, providing fresh-baked goods to local schools and restaurants in their signature Bakery-Mobiles. Their store at 121 State Street has been a showcase for new

### Contact

To learn more, please contact

Martin Ansen, General Manager  
121 State Street  
Office: (555) 555-5555  
Fax: (555) 555-5556  
Martin@mayweatherbakery.com

###

For a few hundred dollars a Press Release can be distributed to major radio, TV, newspapers and magazines through a paid newswire service, such as:

- [www.PRweb.com](http://www.PRweb.com) and
- [www.PRBusinessWire.com](http://www.PRBusinessWire.com)

Additional Paid Sources:

- [www.prnewswire.com/](http://www.prnewswire.com/) - their iReach program distributes to major online media including Yahoo News for \$129 for a basic release and \$229/release (with photos) – (<https://ireach.prnewswire.com/home.aspx>)
- [www.pr.com/](http://www.pr.com/) – \$30-\$100 per Press Release based on distribution.
- [www.businesswire.com](http://www.businesswire.com) – partnerships with 60 national and international news agencies, reaches more than 89,000 media outlets in 162 countries, serving 92,519 journalists with customized news feeds – U.S. distribution starts at \$400 for a 400 word press release)

Free distribution services are also available, that distribute your Press Release to online and offline media, and can get you valuable backlinks that boost your search engine rankings. Although not as widely reviewed by formal journalists as the paid services, there are many cases where releases in these free services will get picked up by the major media as well.

Top free services will also get you listed in Google News, which is reviewed by many key journalists and show producers.

Note: Don't submit poorly written junky Press Releases with false or inflated information or you will get banned by these services.

Create an original, well written Press Release and your release will generally get well distributed. Examine the examples here on our site and on the Press Release sites for ideas of how to write a well-received release and you will generally get incredible distribution. Remember, news organizations are always looking for "new" information, so your Press Release may provide a win-win for them and for you.

Here's a list of some of the best free news release distribution services, most of which will get your Press Release listed on Google News.

- [www.onlinePRnews.com](http://www.onlinePRnews.com)
- [www.PRfire.com](http://www.PRfire.com)
- [www.openPR.com](http://www.openPR.com)
- [www.PRurgent.com](http://www.PRurgent.com)
- [www.PRlog.com](http://www.PRlog.com)
- [www.PRLog.org](http://www.PRLog.org)
- [www.NewsVine.com](http://www.NewsVine.com)



- [www.NewsWireToday.com](http://www.NewsWireToday.com)
- [www.PRzoom.com](http://www.PRzoom.com)
- [www.IgnitePoint.com](http://www.IgnitePoint.com)
  
- [www.pr-inside.com](http://www.pr-inside.com)
- [www.pr.com](http://www.pr.com)
- [www.SBwire.com](http://www.SBwire.com)
- [www.BeforeItsNews.com](http://www.BeforeItsNews.com)

For additional distribution of your news story or Press Release, AvantGate has an excellent list of free PR submission sources. These range from National Public Radio to NewsWire Today and 48 others, which are all connected to much wider news distribution.

To submit your Press Release, you will often need to set up a free account or paste your Press Release into their submission box.

Here's a link to their list:

<http://www.avangate.com/avangate-resources/article/press-release-distribution.htm>

## Creating a Press Kit and Media Section of Your Website

When the media come to your website, it helps if you have a PRESS or MEDIA section, where they could quickly find contact information of someone they could speak to, information on your business and/or products, previous Press Releases, and perhaps even links to articles published about your product or business if they are available.

Also, if some media are interested in doing a story about your product or business, or if you are trying to get certain media (like a local newspaper or news show) interested in doing a story, you may want to create a Press Kit that you could send to them.

This could include a copy of your Press Release, relevant company information like a Fact-Sheet, brochure or additional information describing your product or business, contact information and/or a business card, statistics and interesting visuals that could be used, links to videos or anything else that could be useful to them, potential questions for radio and TV interviews, and anything else that could help them decide to cover your product or business.

Especially to radio and TV show producers, if you could provide them with a "Show-in-a-Box" that could really help. A "Show-in-a-Box" means you package many key elements so they could

pretty well get videos, people to interview, locations to visit, and/or anything else that could turn your segment into an interesting show... but with little research or effort on their part.

Also, your Press Kit should be in a somewhat flashy envelope, maybe a bright color, so it stands out. This way, when you contact the producer or journalist, you could say, "Mine is the Green envelope. Do you have it?"

## Using Media Columns and Shows to Attract People to Your Website

Depending on the type of product or business you have, it may make sense that you could become a regular guest on TV, radio, or in a newspaper or magazine – either print or online versions, or that you could get your own show or column in a newspaper or magazine.

Media are often looking for people who could provide ongoing content that's valuable to their audience, and this could be a powerful way to build credibility and visibility for you and your business.

Getting a regular column in a local newspaper can be easier than many people realize, and can help boost your credibility while bringing a steady stream of clients to your website and business.

Robin Thompson is a financial planner who contacted her local TV station to offer herself in case they ever wanted an expert to interview. Shortly thereafter, they called and had her answer some consumer budgeting questions on their show.

The producers and guests liked her so much, they asked her back a few times. Eventually the producers created a regular spot twice-a-month for Robin's "Consumer Budgeting" segment.

Although it's proved to be a lot of work, the celebrity-status she's gained from these regular TV spots has increased her income and the amount she is able to charge clients.

### Converting Media and Publicity into Paying Clients

In these segments, Robin periodically sends viewers to her website where she provides worksheets and valuable tools they could use. All they have to do is opt-in (provide their email address) and they will gain access to these valuable tools.

By using the opt-in, she now has the email addresses of hundreds and thousands of potential clients, coming from her show appearances. From here, she could send them an email inviting them to a free consultation, which could lead to their becoming clients.

Whether you get a regular show or column, or are simply invited to provide information on a single segment, this technique of inviting people to visit your website to get something valuable, with an opt-in, could be extremely valuable.

Especially if you can offer something of real value that relates to your product or service, this can be a real win-win for you and for them.

Once you have their email address, inviting them to try your product or service could have significantly better results, as they already know you from the appearance or article. From here, converting your media appearances and publicity into paying clients could be significantly easier than other means, where you may be a total stranger to them.

## Using HARO to Get Featured on Major Media

Did you ever wonder how news organizations are able to get so many experts and people with a certain experience on their show or in their article?

If you are trying to get national publicity for your product or business, there is a service that could be helpful in suddenly getting you showing up on a major show or in a major publication. It's called HARO – an acronym for Help A Reporter Out.

HARO is a service where journalists and show producers post a list of people they need for a story they are working on. If you can twist your company's story to fit their article (which is often pretty easy with a little creativity), you can find yourself in a major article or show quickly and with relative ease.

If you are responding to a TV or radio query, get some public speaking training from Toastmasters or some other source before you submit to these. But in general, by responding to these, you could get your product or company featured, often with a backlink to your website.

Once you sign-up for HARO, you'll get a daily email with a shopping list of who reporters are looking for. To get accepted, you'll need to respond quickly and be relevant to the topic.

To sign up for their free service, here's a link: [www.helpareporter.com/](http://www.helpareporter.com/)

Remember, to get accepted, you must respond quickly. They are generally first-come first-served.

Below is a list of requests from a recent HARO email. (Don't respond to these – they are already expired.)

\*\*\*\*\* **INDEX** \*\*\*\*\*

### **Biotech and Healthcare**

1) [ADHD experts--psychologist and/or MDs \(EverydayHealth.com\)](#)

### **Business and Finance**

2) [Security threats posed by your vendors \(Freelancer for American City Business Journals\)](#)

3) [Women with MBAs get short shrift \(HRM Canada\)](#)

- 4) [Has your business benefited from a PayPal working capital loan? \(MyBusiness Magainze \(NFIB.com/MyBusiness\)\)](#)
- 5) [I need an industry interviewee who can provide information about asking for raises \(BellaOnline\)](#)
- 6) [Incentives for Whistleblowers \(i-Sight.com\)](#)
- 7) [Looking for leaders in HR technology \(Anonymous\)](#)
- 8) [Top Tips for Connecting with Customers on Social Media \(GrouponWorks Merchant Blog\)](#)
- 9) [Growing your business through social media \(Technology for Business Sake\)](#)
- 10) [Stress-free ways to pay off your home loan \(Yahoo! Homes\)](#)
- 11) [Looking for retailers on Instagram \(Anonymous\)](#)

## **Education**

- 12) [Expert on education tax incentives \(Schools.com\)](#)
- 13) [Interview professionals in Philadelphia \(CBS 3 Local News website\)](#)
- 14) [College Smart Radio - Tackling the Runaway Costs of College - a Bay Area weekly radio show \(KDOW-AM \(AM 1220\)\)](#)
- 15) [College degrees to avoid \(education.yahoo.com\)](#)

## **Entertainment and Media**

- 16) [Are Financial Issues Coming In Between Your Relationship? \(Anonymous\)](#)
- 17) [Social Media's Effect on Hollywood Casting \(Anonymous\)](#)
- 18) [Interested in the Corset Diet? \(NY\) \(CBS Television Distribution\)](#)
- 19) [Calling all women that want to live longer! \(NY\) \(CBS Television Distribution\)](#)
- 20) [Calling all identical twins \(CBS Television Network\)](#)
- 21) [Looking For Women That Use Their Husband's Razor \(NY\) \(CBS Television Distribution\)](#)
- 22) [Looking For Women That Brush Their Teeth in the Shower \(NY\) \(CBS Television Distribution\)](#)
- 23) [Looking for women that wear the same shoes 2 or more days in a row \(NY\) \(CBS Television Distribution\)](#)

## **General**

- 24) [Experts in the philanthropy industry to discuss the future of the sector \(Book \(Paperback/Digital\)\)](#)

- 25) [What Does It Really Mean to Be Feminine? \(Beyond Black & White\)](#)
- 26) [Noteworthy or Famous New Yorkers: Do You Still Remember An Apt. You Loved and No Longer Live in? \(BrickUnderground\)](#)
- 27) [Water filtration for outdoor camps and hikes \(NA\)](#)
- 28) [Monolithic Concrete Homes \(The New York Times\)](#)
- 29) [Need to speak with a veterinary nutritionist \(Time Inc./Purina\)](#)
- 30) [Importance of routine to kids \(Deseret News\)](#)
- 31) [Home Security and/or Stalking Expert Needed \(CafeMom\)](#)
- 32) [Flip Flop & Sandal Season \(The Vail Daily\)](#)
- 33) ["Mom" chores vs "Dad" chores -- Who does what around the house? \(Anonymous\)](#)

### **High Tech**

- 34) [Attracting tech talent - SXSW \(The SpareFoot Blog\)](#)
- 35) [San Francisco news outlet seeks Android user \(ABC San Francisco\)](#)

### **Lifestyle and Fitness**

- 36) [Seeking advice from husbands \(Redbook - Online\)](#)
- 37) [Need etiquette expert on relationship and dating situations \(Anonymous\)](#)

### **Public Policy and Government**

- 38) [Did Hitler Survive Berlin? \(The Guardian - Los Angeles Bureau\)](#)

### **Sports**

- 39) [Insights from sports agents \(Price of Business\)](#)

### **Travel**

- 40) [Best Tips and Advice for Alaskan Cruises \(Travelzoo.com\)](#)
  - 41) [#1 Rated Podcast Looking for Overseas Real Estate Agents \(IREL Podcast\)](#)
  - 42) [Sexy cities: Top destinations for a summer getaway \(The Huffington Post\)](#)
- 

(DETAILS FOR THE ABOVE REQUESTS)

### **Biotech and Healthcare**

- 1) Summary: ADHD experts--psychologist and/or MDs

Name: Kristen Stewart EverydayHealth.com

Category: Biotech and Healthcare

Email: [query-3s02@helpareporter.net](mailto:query-3s02@helpareporter.net)

Media Outlet: EverydayHealth.com

Deadline: 7:00 PM PST - 14 March

Query:

I'm looking for experts for several articles. Please let me know which article (or both) you/your source is appropriate for

...

1. MD or psychologist specializing in adult ADHD who can answer questions about women with ADHD being more likely to suffer moodiness, anxiety and/or eating disorders and men with ADHD being more likely to experience a substance abuse issue

2. MD or psychologist who specializes in adult ADHD who can answer questions about positive and negative traits of employees with ADHD and how an employee can approach a boss

Requirements:

Ideal sources will be able to answer questions by email by next Wednesday, March 19th.

Please include a little about your qualifications and what makes you a good source.

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**Business and Finance**

2) Summary: Security threats posed by your vendors

Name: James Ritchie Freelancer for American City Business Journals

Category: Business and Finance

Email: [query-3rzq@helpareporter.net](mailto:query-3rzq@helpareporter.net)

Media Outlet: Freelancer for American City Business Journals

Deadline: 7:00 PM EST - 16 March



Query:

I am writing about the security threats -- both IT-related and physical -- that companies face from their vendors. Are they taking steps to mitigate the risks that repair workers, business consultants, temporary staff and others might pose? What are the most serious risks related to facilities, IT systems/data and employees? What are the best ways to mitigate the risks?

Requirements:

Priority is on independent sources such as consultants or professors (rather than security vendors). Also interested in talking to a company in any field that has effectively dealt with this problem (but isn't selling a solution). Feel free to send an initial thought or two and a quick way to reach you.

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3) Summary: Women with MBAs get short shrift

Name: Caitlin Nobes HRM Canada

Category: Business and Finance

Email: [query-3s1z@helpareporter.net](mailto:query-3s1z@helpareporter.net)

Media Outlet: HRM Canada

Deadline: 7:00 PM EST - 13 March

Query:

Statistics show women with MBAs still earn less than their male counterparts. Are you a women with an MBA who has noticed this bias? Talk to us about your experiences.

Requirements:

Woman with MBA, preferably in Canada but happy to talk to anyone in the USA as well.

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4) Summary: Has your business benefited from a PayPal working capital loan?

Name: Clare Curley MyBusiness Magainze (NFIB.com/MyBusiness)

Category: Business and Finance

Email: [query-3s2h@helpareporter.net](mailto:query-3s2h@helpareporter.net)

Media Outlet: MyBusiness Magainze (NFIB.com/MyBusiness)

Deadline: 7:00 PM EST - 13 March

Query:

Hello - I'm seeking small business owners who have gotten a PayPal Working Capital loan. I'm interested in how much it was for and how it has impacted your business. Please include your name and contact info. Thanks!

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## IN CONCLUSION

No guide like this could ever be complete or fully updated. New media and methods are emerging continually that could become valuable tools in your quest to attract, win and retain great customers and clients for your business,

If you are interested in additional information, especially on how to make money on the Internet, I invite you to explore out Online Success Essentials website at [www.OnlineSuccessEssentials.com](http://www.OnlineSuccessEssentials.com). There you will find the latest articles, techniques and resources for building your business through the Internet. Our site also includes guides on important topics, including these:

