My 9 Commandments for E-Riches Marketing Success

FIGURE 1–1. Your Product Presence: Product presence starts with the web site that you produce. Then it expands outward through your marketing efforts, advertising placements, and toward less-controlled promotions delivered by third parties. The sum of all your directly controlled marketing is your “product presence.” © ScottFox.com
This creates Web 2.0-style interaction with potential customers ("engagement") on their turf and on their terms in the niche communities where they are already active ("distribution"). I call this decentralization of your branding and marketing strategy "distributed engagement." (See Figure 1–2.)

It means that you need to stop spending your time and marketing resources just weakening your own website. Instead, you need to get on the Web and meet your customers where they are already hanging out. Be sure to answer any comments you receive on your blog, visit My Comments Form for Marketing Success.

**FIGURE 1–2. Your Product Presence Expands with Distributed Engagement:** Reaching out from your initial product presence, distributed engagement expands beyond traditional marketing and advertising through targeted marketing efforts that reach the wider Web of online customer communities.

© ScottFox.com
FIGURE 1–3. Your Company’s Reputation Cloud: It starts with your product presence but includes your distributed engagement marketing efforts, advertising, and promotions, PLUS customer commentary in all formats. © ScottFox.com
Today’s Best E-Mail Publishing Strategies
News from Your Online Business

Newsletter Subtitle

In This Issue
ARTICLE HEADLINE

Quick Links
Register Now
Related Topics
More On Us

Join Our List
Join Our Mailing List!

Issue: #
Month/Year

Dear Scott,

Your introduction sets the tone for your newsletter and encourages the recipient to read further. Your style may be warm and casual, or technical and no-nonsense depending on your audience.

ARTICLE HEADLINE

Article Subheading

Know your target audience. Who are your most important customers, clients or prospects, and why? Know what is important to them and address their needs in your newsletter each month. Include a photo to make your newsletter even more appealing.

Insert a "read on" link at the bottom of your article to drive traffic to your website. Links are tracked, allowing you to see which articles create the most interest for your readers.

Use this area to provide your subscribers information about your organization.

Sincerely,

Your Super New Online Business

Save 25%

If you are using a special coupon or promo code, include it here. Or, indicate if the coupon must be printed and presented in person. Is the coupon transferable? If so, encourage recipients to share the offer with friends and family to maximize the viral effect of the coupon. Add a "Register Now" link to your website with more information.

Offer Expires: Enter Expiration Date here

Forward this email to your friends!

SafeSubscribe®

This email was sent to info@artificialcalendar.com by info@scottfox.com.
Update Profile/Email Address | Instant removal with SafeSubscribe™ | Privacy Policy.

Your New Online Business | 12345 Autumn Lane | Santa Monica | CA | 90021

FIGURE 3-1.
Social Network Marketing using Facebook, MySpace, and LinkedIn
FIGURE 9-1.
brand or your product's instead of yourself. These pages are up-profile pages that are more customizable than typical Facebook personal profiles. You can add HTML, Flash, or other Facebook applications to increase their visual appeal and functionality. Then you can become the first "fan" of your products and administer and promote that page to attract other fans of your company's products (while keeping that activity separate from your personal presence).

Facebook pages also show up nicely in search engine results. Because they are visible to non-registered users, a Facebook page can both

![Facebook Interface](image)

**FIGURE 9–2.**
FIGURE 9–3.
Scott Fox
Entrepreneur, Author, Internet Riches CEO, ScottFon
Greater Los Angeles Area | Online Media

Experience
Entrepreneur, Author, Speaker, Startup Advisor, Blogger ScottFon
Online Media industry
2004 – Present (4 yrs)
Author of Internet Riches (AMACOM)
For media inquiries or speaking bookings, please see ScottFon.com

Education
Stanford University Law School
B.A., Management

Additional Information
Websites
- My Website
- My Blog
- My RSS Feed

Groups and Associations
- Technology Council of Southern California, Board Member

Contact Settings
Interested in
- consulting offers
- new ventures
- business deals
- getting in touch

Contacting You
How a user can contact you depends on how he or she is connected to you:
- If a connection views your profile, he or she sees your email address.
- If a user in your network views your profile, he or she sees a ‘Get Introduced’ button.
- If a user in the LinkedIn network tries to view your profile, he or she will see an anonymous profile and a ‘Contact Directly’ button.
Change your contact settings.

Notes:
- All profiles are viewable by co-workers and first degree connections.
- Groups shared with the viewer are shown here. Other groups, if visible, are shown under “Additional Information.”

Send a message
- Add Scott to your network
- Forward this profile to a connection

Jobs by LinkedIn Members
- Director of Search Engine Optimization, Technical.com
- For media inquiries or speaking bookings, please see ScottFon.com.

President
Southeast CA Beauty Company President, Southern California
Salary: DOE
Hosted by: Jennifer (Gioia) Hernandez

Todd Hef
Online Ticketing Operations Manager at Live Nation

Brett Manning
Sr. Manager User Experience Design at LiveNation.com

Liza Zuckerman
Content Ninja at LiveNation

Craig [KOF+1] Alibron
Founder, CEO, Board Director at ActiveCasis

Barry Bryant
MassMediaSkate: The Masses Control the Media

Scott Fox
Chairman and CEO at Global View Partners

Jacqueline Flynn
Executive Editor at Amazon Books

Eric Butow
CEO at Outfit Communications Group

Scott Fonda
Senior Interactive Entertainment Producer & Digital Event...
Build Your Own Social Network Customer Community

According to a survey of organizations using online communities, their greatest value is that they increase word-of-mouth (35 percent), increase brand awareness (28 percent), bring new ideas into the organization faster (24 percent) and increase customer loyalty (24 percent).

—“The 2008 Tribalization of Business” study, conducted by Beeline Labs, Deloitte, and the Society for New Communications Research, July 29, 2008

In addition to becoming active on social networks as a user yourself, what if you could create your own community online?

Email lists, blogs, and Facebook groups are all steps in this direction. Creating your own Web-based community for your audience and potential customers gives your users an online gathering place to pursue whatever interests bind them together—and interests you as a marketer.

Figure 10–1.

‘I’m a member of: Art Fair Insiders’

Figure 10–1.
Welcome to the Blogosphere

I’m not a fan of blogs. Most blogs are boring personal trivia, self-centered blathering, superficial marketing, or rarely updated with anything worth reading. And many are all four!

But I am a fan of tools that make presenting your marketing messages easier and more cost-effective, and that help you recruit new fans and customers. It turns out that blogs can actually help you do all those things, too.

If you separate the typical content and approach of most blogs from the tools underneath, you can see that the tools are valuable regardless of your impression of blogs and blogging in general.

When it is used for business, a blog is a promotional tool—a tool for developing a better relationship with your audience of customers. Publishing a blog is a key part of your online product presence that...

Specific opportunities for saving money are what Woot.com. Darren Rowse’s ProBlgger blog teaches you how to make money as a blogger. Actionable details for starting an online business have attracted all the positive reviews for my book, Internet Riches, on Amazon.com, too.

Useful. Readers also appreciate advice that may not be immediately actionable, but is useful and more general. Posting current news items or statistics relevant to your industry or target market is a great way to serve the audience here. You don’t need to know what people will do with that news or those statistics, but if you’ve added value by filtering that info for them, they’re likely to return for more.

That’s why readers collect links and feeds from news sites, as well as subscribe to blogs and newsgles like the Center for Media Research’s Daily Brief, Michael Arrington’s Techcrunch, or Search Engine Watch. Instruction is also appreciated, as demonstrated by the success of Brian Clark’s Copyblogger copywriting blog or the many blogs that offer Photoshop or programming tutorials.

Interesting. Less actionable or useful are the “interesting” thoughts, facts or commentary that you can share. Readers file these away mentally and often use them for watercooler conversations. Celebrity gossip leader PerezHilton.com is a prime example...
The Public Relations Opportunity Matrix (PROM) System

**Figure 15-1.**

- **Tactic 1:** Respond to Specific Inquiries from Reporters
- **Tactic 2:** Respond to General Inquiries from Leads Services
- **Tactic 3:** Pitch Specific Stories to Individual Reporters
- **Tactic 4:** Mass Distribute Press Release Story Pitches
The service includes a searchable online database that journalists can use to quickly identify and contact expert sources for their research.

As cool and revolutionary as that service was, what's even better is that ProfNet automates the sourcing of experts for the journalists via e-mail.

If you are a ProfNet client, you can select the specialized areas of interest to you or your clients' expertise best applies. There are hundreds to choose from (see Figure 15-2). Then, whenever a reporter posts a request for expert sources in that category, you will be notified both on the ProfNet website and by e-mail directly into your inbox.

For PR professionals, this means that they can connect dozens of their expert sources and corporate clients with possible article coverage.

**FIGURE 15-2.**

![ProfNet Matrix System](image)
Instead, today the production and distribution of press releases is a good way to help manage the distribution of your marketing message in a rather unexpected way: search engines love them.

A properly written press release is full of the good headlines, key-words, and links that search engines use to calculate their results rankings. When you send out a press release online, it can be picked up by other websites worldwide. Often those receiving websites will use the content from your press release on their own sites. This lends valuable links back to your site — just the sort of thing that search engines use to improve your rankings in their results.

So, although sending out a press release is not likely to gain you a lot of short-term media attention the way it used to, it can be helpful in the medium term to help attract reporters to your site through improved search engine rankings.

**PRESS RELEASE DISTRIBUTION SERVICES**

If you do decide to write and issue a press release, the first place to post it is in the press section of your own website. Once you have done that, there are many Internet-based press release distribution services that can help you distribute it. The higher-quality services charge $40 to $500 or more per release (depending on the distribution options you select), but many others are free.

**Online Press Release Distribution Services**

PR Newswire: http://www.prnewswire.com
PR Web: http://www.prweb.com
PR.com: http://www.pr.com
PR Leap: http://www.prLeap.com
EcommWire: http://www.ecommwire.com
PR Zoom: http://www.przoom.com
24-7 Press Release: http://www.24-7pressrelease.com
PR Log: http://www.prlog.org

**Resources**

Joan Stewart’s Publicity Hound: http://www.PublicityHoundReview.com
PR Leads: http://www.PRLeadsReview.com
Customers Love Online Video

Fifty-seven percent of online adults have used the Internet to watch or download video, and 19% do so on a typical day. 1 Per capita time spent with PC, web and mobile video will increase from just under 1 hour per day currently to nearly 2.9 hours by early 2013... While daily time with TV will remain close to 4 hours, traditional TV’s share of the total video entertainment pie is projected to shrink from 63.9% today to 47.1% by 2013, given the overall increase in consumers’ total video-based entertainment consumption. 2

THE WORLD OF online video has exploded in recent years. It even seems poised to finally overtake television, at least for some genres.

The rapid emergence of online video capabilities has led to the proliferation of video content of all sorts. There are major aggregators of videos online like YouTube.com, most television networks have...
FIGURE 18–1.
Example of Embed Code for OneMinuteU.com Video

<script
type="text/javascript">
oneminentu_param_flv_url =
"http%3A%2F%2Fwww%2Eoneminentu%2Ecom%2Fcontent%2F353DBEDC%2DDDA%2D4C1%2D8F%2D4759C290970D%2F331132%5Fembed%2Eflv";
oneminentu_param_video_title =
"SEO%3A%20How%20Can%20I%20Get%20Top%20Search%20Engine%20Ranking%20For%20My%20Website%3F";
oneminentu_param_video_link =
"http%3A%2F%2Fwww%2Eoneminentu%2Ecom%2Fbranch%5Fcontent%2Etaf%3Fpage%3Dcontent%26id%3D1114";
oneminentu_param_video_author = "ScottFox%2Ecom";
oneminentu_param_video_author_link =
"http%3A%2F%2Fwww%2Eoneminentu%2Ecom%2Fdefault%2Etaf%3Fpage%3Dprofile%26id%3D10662";</script>

I f you're clev e r (o r can r e ad code ), you'll s ee in th is cod e th at t he
title of t he v ide o is "S E O : H ow C an I G et a T op S e arch E ng i n e 
R an king for M y W e bs i t e ? " th at it w as aut h ore d by m e , a n d th at it
l in ks back to S cott F ox.com .

I kn ow th e c o de i t s e l f i s n ot v e ry s exy-lo oki ng , b ut s im p l y c o p y-
i n g th i s c o de f ro m O n e M in ute U .com (o r Y ouT u be o r w h at e v e r v i de o
s i te y ou're u s i n g ) t o yo ur o w n w eb o r bl og p a g e w i l l e n abl e y o u t o
p l ay th at v ide o on yo ur o w n s i t e .

T h e s e e m b e d c o d e s a r e a t r u l y a m a z i n g f r e e s e r v i c e t h a t c a n h e l p
y o u i n s t a l l v ide o o n y o u r w e b s i t e a t v e r y l i t t l e e x p e n s e a n d w i t h
a l m o s t n o n e o f t h e t e c h n i c a l c o m p l e x i t y t h a t w a s a s s o c i a t e d w i t h
s t r e a m i n g v ide o j u s t a f e w y e a r s a g o . Y o u d o n ' t h a v e t o i n v e s t i n
v ide o-h o s t i n g a n d v ide o-s e r v i n g t e c h n o l o g y a t a l l t h e s e d a y s . F r e e
v ide o h o s t i n g i s p r o v i d e d b y Y ouT u be . c o m ( o r w h a t e v e r o t h e r
p r o v i d e r y o u c h o o s e ) a s p a r t o f i t s b u s i n e s s . T h e u s e o f e m b e d c o d e s
c a n s a v e y o u m o n e y a n d t i m e a n d h e l p y o u s p r e a d y o u r m a r k e t i n g
m e s s a g e s a t t h e s a m e t i m e .

N ow th at 's s e xy !

<script
type="text/javascript" src="http://www.oneminentu.com/inject_embed_player.js"></script>
OFFERING FREE t e l e s e m i n a r s i s a n i n c r e a s i n g l y p o p u l a r s t r a t e g y
f o r p u b l i c i z i n g a n y b u s i n e s s t h a t i s b a s e d o n e x p e r t i s e . T h e
I n t e r n e t h a s e n a b l e d t h i s n e w p r o m o t i o n a l m e d i u m b e c a u s e i t h a s
d r i v e n d o w n t h e c o s t o f t e l e p h o n e c a l l s t o a l m o s t n o t h i n g . I n f a c t ,
 t h e r e a r e n o w m a n y f r e e s e r v i c e s t h a t o f f e r y o u t h e a b i l i t y t o h o s t
y o u r o w n c o n f e r e n c e c a l l f o r 1 0 0 o r e v e n 1 , 0 0 0 p e o p l e a t a t i m e
f o r n o c o s t .

W i t h t h i s a b i l i t y t o r e a c h l a r g e g r o u p s o f p e o p l e i n e x p e n s i v e l y
c o m e s t h e o p p o r t u n i t y f o r y o u t o m a r k e t y o u r b u s i n e s s . I f y o
h a v e e x p e r t i s e t h a t y o u c a n s h a r e , h a v e i n s i g h t s i n t o c u r r e n
e v e n t s o r i n d u s t r y t r e n d s , o r c a n s i m p l y h o s t g u e s t s p e a k e r s w h o
d o , t e l e s e m i n a r s m a y b e a v i a b l e m a r k e t i n g t o o l f o r y o u . B y h o s t-
i n g a t e l e s e m i n a r o r a p p e a r i n o n e h o s t e d b y s o m e o n e e l s e ,
 a n d b y e - m a i l i n g t h e s u b s c r i b e r s o n t h e F r e e T e l e s e m i n a r L i s t . c o m f r e e
e - m a i l l i s t . F r e e e v e n t s l i s t e d r e c e n t l y o n F r e e T e l e s e m i n a r L i s t . c o m
c o m e f r o m m a r k e t e r s w o r l d w i d e . T h e y c o v e r t o p i c s l i k e "L a r g e
P r o f i t Y i e l d s T h r o u g h C l i e n t F o l l o w - u p , " "L e a r n P R S e c r e t s f r o m a
M a s t e r , " "U p g r a d e Y o u r C l i e n t s , " "C l o s i n g M i d d l e M a r k e t D e a l s , ",
a n d "D e v e l o p i n a P r o s p e r i t y M i n d s e t . "

W e b i n a r s l i s t e d o n t h i s f r e e s e r v i c e h a v e r e c e n t l y i n c l u d e d "B u s i n e s
C o n t i n u i t y i n t h e F a c e o f I T P r o b l e m s , " "C o a c h i n g E x c e l l e n c e , ",
"E n v i r o n m e n t a l l y F r i e n d l y L o g o s , " "I n b o x - W o r t h y E - m a i l s , " a n d
e v e n a w e b i n a r t i t l e d "P r o m o t i n g Y o u r W e b i n a r . "

V i s i t F r e e T e l e s e m i n a r L i s t . c o m t o s u b m i t y o u r e v e n t s .

Resources

Free Conference Call: http://www.freeconferencecall.com
Simple Event: http://www.simpleevent.com
FreeTeleseminarList.com: http://www.freeteleseminarlist.com
Increase Your Sales with Search Engine Keyword Advertising

Half the money I spend on advertising is wasted; the trouble is, I don't know which half.

—Attributed to John Wanamaker, department store pioneer

There is a lot about online advertising that is similar to offline advertising. The need to develop attractive graphics, compelling copy, and media buys to deploy them continue to be used in online advertising just as they have been for decades in print and TV. Online, these graphic "display ads" are usually referred to generically as "banners" or "buttons," depending on their size.

What is newer because of the Internet is the rise of different billing mechanisms for ads. These include cost-per-click (CPC) and cost-per-action (CPA) advertising, as well as different distribution methods, such as search engine marketing (SEM) and affiliate programs.

Also arrow in the specifics of the keywords that you actually buy ads against. This is because more narrowly targeted, specific keywords are less competitive and therefore cheaper. You can use the free online tools offered by the search engines' advertising services to estimate the cost and traffic for different keyword ad buys before committing to spend any money. (See Figure 21–1 for Google Adwords' keyword cost tool.)

Enter $50 as your campaign limit for the month (or whatever is appropriate for your budget). This probably not enough to attract a huge audience, but that's okay—you're not trying to maximize your audience until your site has its sales conversion strategy clearly developed.

Following these steps to get started with pay-per-click keyword advertising can help make a new website visible to potential customers weeks before the search engines find it and begin including it in their search results. The point is that use of the huge volume of traffic that search engines process, you want to be sure that your site is at least minimally visible to any customers who may be searching.
interested in your topics as soon as possible while you develop your strategy further.

You don’t have to spend any money to set up a PPC account like this, but be careful, because you are working with “live ammunition.” As soon as the ads start getting clicked on—which can be just minutes after you activate them—you will be billed for any clicks delivered to your site. So, you want to set a low limit on your expenditure to start. (See Figure 21–2 for Google Adword’s budget controller.)

Then develop and activate your keyword ads focusing on specific niches rather than more expensive general terms. Failing to take these two basic steps when you get started can easily lead to hundreds or thousands of dollars on your credit card bill because poorly targeted ads deliver lots of expensive visitors to your website with little or no sales conversion.

You’ll want to write several ads. (See my tips for successful text ad writing at the end of this chapter.) Say several ads because you want to try posting variations to see which ad copy attracts the most clicks at the lowest prices.

You can also limit your ad display by geography, or even time of day, to lower your costs further. (See Figure 21–3 for Google Adword’s Daily Schedule.)

Maximizing Your Online Advertising Cost-Effectiveness

Keyword advertising is a busier marketplace than it was just a few years ago when I wrote my first book, Internet Riches, but it still offers excellent marketing opportunities if you know how to use it correctly.

The prices of keyword ads have risen significantly in recent years.

Although you used to be able to attract pay-per-click website visitors for as little as 5 cents each, today the minimums are often 10 cents or 20 cents—and keywords in lucrative, competitive categories often sell for several dollars per click.

This means that to put PPC keyword advertising strategies to work effectively for your business, you need to understand how to

FIGURE 21–2.

FIGURE 21–3.
Differentiation Strategies in a Competitive Online Marketplace

Marketing Strategies Matrix

<table>
<thead>
<tr>
<th>MARKETING STRATEGY</th>
<th>COMPETITOR A</th>
<th>COMPETITOR B</th>
<th>COMPETITOR C</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-mail marketing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>▲ Address collection</td>
<td>None</td>
<td>Yes, but small</td>
<td>Prominent</td>
</tr>
<tr>
<td>▲ Design</td>
<td>None</td>
<td>Nice</td>
<td>Text-only e-mails</td>
</tr>
<tr>
<td>▲ Frequency</td>
<td>None</td>
<td>Weekly</td>
<td>Never?</td>
</tr>
<tr>
<td>Blog</td>
<td>None</td>
<td>Not updated</td>
<td>Weekly</td>
</tr>
<tr>
<td>Social networks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>▲ MySpace</td>
<td>None</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>▲ Facebook</td>
<td>None</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>▲ LinkedIn</td>
<td>None</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>
APPENDIX
RECOMMENDED RESOURCES AND WEB SITES

The following sites and blogs are all well-established resources for the online marketing community. I read, use, and recommend them personally.


CopyBlogger.com: http://www.copyblogger.com. Brian Clark is a master of online copywriting. Read this blog and watch your writing (and your sales) improve.

Darren Rowse’s ProBlogger: http://www.problogger.net. The leading blog (and book) teaching how to make money as a blogger. Darren’s advice is practical and down-to-earth.

FreeTeleseminarList.com: I designed this site to offer free promotions for teleseminar and webinar hosts. If you are promoting such an event, you can post it here for promotion by email to subscribers worldwide interested in teleconference and webinar education.

InternetMillionaireDomains.com: http://www.internetmillionairedomains.com. Here I offer domain names just above cost, basic web site hosting, and the tools to help get your Web presence moving cost-effectively.


PRLeads.com: http://www.prlleads.com. Dan Janal’s affordable repackaging of the ProfNet service that includes custom coaching and personal training on how to work with reporters.


ScottFox.com: http://www.scottfox.com. My web site offers free e-mail newsletters, downloads, and my blog about e-commerce entrepreneurship and online marketing. Use the search box on the site to find more info on any topic that interests you. Search on “Web design,” “affiliate marketing,” “SEO,” or “podcasting,” for example. ScottFox.com is also home to the Scott Fox forums. This membership community is focused on mentoring and sharing online marketing expertise. Your purchase of this book entitles you to a free trial of the service, too!

ScottFoxRadio.com: http://www.scottfoxradio.com. The home of my online radio show and podcast, The E-Commerce Success Show. Visit the archives for free downloadable MP3 recordings of my interviews with experts, authors, and online entrepreneur success stories.

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365SUCCESSQUOTES.COM

Have you enjoyed the motivational quotes I’ve used throughout this book? If so, please visit 365SuccessQuotes.com. It’s my personal quotes collection. All of the quotes from this book are archived there.

You can also sign up for a free daily e-mail. Each day it will bring a daily dose of inspiration directly into your e-mail inbox for free!

365SUCCESSQUOTES.COM

FREE SCOTT FOX TELESEMINARS AND COLLEGE LECTURES OFFER

Are you a professor, meetup organizer, or community leader?

Scott Fox is available for free lectures by phone to qualified groups.

Contact us if your class or group is interested in learning more about online marketing, e-commerce entrepreneurship, or learning to make more money online.

Priority in scheduling is given to universities, colleges, and nonprofit groups.

E-mail us at teleseminars@scottfox.com for more details.