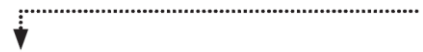


The Ultimate Guide on How to Use the POWER of Others to Market and Sell for You.

P



plenty of traffic



By Greg Jameson

author of "Amazon's Dirty Little Secrets"

Plenty of Traffic

Everyone with a website wants more traffic to their website. And most business owners (and most Internet Marketing consultants) think that the way to accomplish this is to get ranked higher with Google. As a result, they concentrate on SEO or Search Engine Optimization, under the belief that if they can get listed on page one of Google, that this will drive more visitors to their website. The problem is, you don't get to be popular by being listed number one on Google – you get listed number one on Google because you are already popular! Only if you are popular in the first place do you get listed number one! Most people have this backwards. You need to figure out how to become popular so that Google will list your site on the first page.

The way to become popular is to get other people to market your site for you. There isn't just "one thing" that works – you have to experiment with what works best for you and your organization. But you need a total Internet presence – from pay per click ads to mobile marketing. You need lots of inbound links to your site. You need lots of people clicking on those links.

The question to continually ask yourself is, "If Jeff Bezos (Amazon's founder and CEO) was running my company, WWJD"? (What Would Jeff Do?). If you've read my book, *Amazon's Dirty Little Secrets*, you know that the key is to get other people to market for you. You need other people creating those links and driving traffic to your site. Once that happens, the search engines will take care of themselves.

So how do you do this? As I said, SEO is not the answer. Let's look at various ways you can get others to do this for you.

"YOU, not Google, are responsible for driving traffic to your website."

– Greg Jameson

Email

Email is the single best way to drive traffic to your website. And while Amazon does this better than most, that is not their real dirty little secret.

While many people think that getting listed on page one of Google is the best way to drive traffic to your website, it is not reliable. In fact, it isn't even the best way to get traffic – email is. Search and social have long been touted as the dynamic duo in marketing, but data from Monetate's Ecommerce Quarterly report shows email is the biggest driver of conversions. In analyzing more than 500 million shopping experiences, Monetate found the conversion rate for email marketing was more than 3 percent, while search came in under 2 percent and social under 1 percent. But conversions weren't the only area where email shined. Email rivaled search as a top referrer leading to the most page views on a site, about 9 pages per visitor.

The reason why email performs so well is because people have either opted in to your list, or because someone they know has emailed them on your behalf (word of mouth). I'll discuss more about this in the next module (O – Offer something for free).

Of course, like search, email is also a chicken or the egg scenario – how can you email to a large number of people and get them to visit your site if you don't have a large list?

SPAM

Because email works so well, it causes problems, namely spam. If email weren't so effective at driving people to websites, there wouldn't be so much unwanted email. Here is what has happened:

Approximately 5 million spam-sending botnets worldwide

On average, a single botnet sends 77 emails per minute

88% of all spam is sent from botnets

70 spam emails received by the average web user each day (McAfee)

That's a problem by itself, but one-third of permission e-mails that consumers want to receive from trusted sources are being blocked by e-mail filters and corporate firewalls due to the problem of spam.

The CANSPAM Act was passed in 2003 in an attempt to stop the email problem. It stands for: Controlling the Assault of Non-Solicited Pornography and Marketing.

This law tells us what you can't do:

- Deceptive email headers
- Deceptive subject lines
- Not giving opt-out
- Not providing your physical mailing address
- Make multiple accounts to send email
- Send fraudulent, obscene, or child porn

It also states what you can do:

- Email people without permission (as long as not dictionary style list)
- Send multiple emails until someone opts out
- Send commercial email

Notice that you are permitted to email someone without their permission. In spite of what you may have heard, you can buy a list (as long as that list has been legally collected) and you can email to that list. A list that has been developed by researching websites and manually mining email address from websites that publically display an email address on a “Contact Us” page is fair game. When someone has provided their email address to a company and that company’s policies ask them if they want to receive offers from other “partners”, their email address is also fair game.

For example, if you exhibit at a tradeshow, and the tradeshow management provides you with a list of attendees to the show, you may legally email them, even if they did not specifically ask to be on your list. If you have a physical store and collect email addresses on customer receipts, you can email to them. If you have an Internet store and collect email addresses as part of the checkout process (which all stores do), you can email to those customers even if they don’t further opt-in to a list. If you collect business cards at a networking event, you may email to those people. The law allows you to do this.

Still, most email service providers such as Constant Contact, iContact, MailChimp, AWeber, etc. will blacklist you if you send emails to anyone who has not specifically opted-in to your list. Many require you to have a double opt-in, where the person provides you with their email address, then specifically responds to a confirmation email asking them if they really want to be on your email list. However, this is only to protect themselves from complaints – it is not required by law.

Basically, the rules are as follows:

The CAN-SPAM Act allows direct marketing email messages to be sent to anyone, without permission, until the recipient explicitly requests that they cease ("opt-out").

Every message must include opt-out instructions. The sender must honor the opt-out requests of recipients within 10 days. An email recipient cannot be required to pay a fee, provide information other than his or her email address and opt-out preferences, or take any steps other than sending a reply email message or visiting a single Internet Web page to opt out of receiving future email from a sender.

A valid physical postal address is required. A PO Box satisfies this requirement.

[Grow your list](#)

OK, so just because you are allowed to email to anyone and everyone until they opt-out doesn't mean that you should. And the reason why you shouldn't

has nothing to do with legal or moral reasons. It's because those people may not be interested in what you are offering in the first place. Why waste your time sending out emails to someone who doesn't care and is only going to get mad that you keep emailing them when they are not interested. Often the emails are never opened or worse, they bounce back, flooding your own inbox and sending negative signals to your email service provider.

You want to build up a primary list of emails where your recipients not only want to hear from you, but are excited and expecting to hear from you. You want people on your list that when you don't send them an email, they send you one asking why they haven't heard from you!

How do you get these emails in the first place?

The way most people will tell you to collect emails is to have a form on your website asking for people to opt-in to your list. But *why* would someone do this? And if you aren't getting much traffic in the first place, this is going to be a very slow process for building up a sizeable list, as you would be relying on search to drive people to your website in the first place. As we've seen, this won't create a quantum leap for you, at least not anytime soon. Besides, you need to be careful how you collect email addresses. Many times in online forms or other sign-ups, people will provide bogus email addresses that, when

you send email to them, will generate hard bounces and appear to the ISP as irresponsible sending.

Marketing is hard and expensive. Amazon's Dirty Little Secret (as you'll learn more about later) is to let other people do it for you! While Amazon today might not need others to email on their behalf, they grew their business by letting affiliates sell for them in the first place. And over 40% of Amazon's sales today are still derived from affiliates!

The point is, if you don't have a large email list, find someone who does and let them email on your behalf! This is what is known as "joint ventures".

Perhaps the most difficult thing to do in this business is to create a loyal following of paying clients... from scratch. It's so difficult, in fact, that I don't recommend you put a lot of effort into it. Instead, try asking yourself this simple question...

"Who already has access to large numbers of my ideal clients?"

You can segment this question into three questions that might help you find your ideal JV partners:

1. What do my ideal clients buy... BEFORE buying from me?
2. What else does my specific audience buy... WHILE buying from me?
3. What does my specific audience buy... immediately AFTER buying from me?

For example, if you sell Christmas ornaments and decorations, why not create a joint venture partnership with a Christmas tree supplier? If you sell exercise clothing, how about partnering with someone who sells exercise equipment? Perhaps you sell services like horse training – why not partner with a feed store. Are you starting to see some possibilities for your business?

Now that you've determined who already has access to the people you want to sell to, you must determine what you can do to add value to those prospective JV partners. For example, if you are selling handmade belt buckles, you might find someone who is selling handmade leather belts. The relationship is obvious – the company with the belts sends out an email to their customers about your buckles. Because the readers already have a relationship with the belt maker, they trust his/her opinions and look at your offer.

But here is the important part: the offer has to make sense to both the buyer and the JV partner. Just because the offer is good for the buyer isn't enough – you must have an incentive for the belt maker to send these emails for you in

the first place. You must compensate the JV partner strongly enough that they will want to do the marketing for you. Often this involves giving them a cut of every sale made. For many products, this might be as much as 50% of the gross profit (cost of the item less cost to manufacture – for digital downloads that is just 50% of the price).

Your joint venture does not have to be based on selling a physical product or service. You may be putting on a seminar, webinar or podcast and need to get attendees – if you can provide a good reason for someone with a larger list to promote your event, this can work well as a way of letting someone else market and sell for you.

Email Best Practices – What Would Jeff Do?

Now that you've built your list, how can you effectively communicate with your subscribers? Since this is a book about Amazon's Dirty Little Secrets, let's consider how Amazon looks at email marketing:

Target your subscribers

Your list should be segmented, based on who the customer is and what they've purchased from you in the past. Amazon again does a great job of this – I get emails from them based upon things I've both purchased and things I've looked at but have not purchased. I have never gotten an email from them asking me to buy something I'm not interested in.

Of course, you can segment your list based upon geography, frequency or amount of purchase, how their name got added to your list, or anything else you know about that person. The point is to make the emails personal and relevant. Track absolutely everything your customers do. When it comes to running an online business, data is power. Remember, you can never segment your customers enough.

TEST

Never send an email without first testing it. A test should involve several things: First, test it on yourself, just to make sure it renders the way you expect it to when you actually receive the email. Next, test it on a few friends, asking for their input. Finally, run a test on a small portion of your list (about 100 people) – usually to 2 or more groups with something different for each group, such as the subject line or the call to action. This is called A/B testing. From this you can determine which email performs the best. Based on this information, you can now send the best performing email to the rest of your list segment.

One thing Amazon does well is setting up series of emails. They're not afraid to email their customers. Always A/B test your email campaigns for frequency but in general there are opportunities to maximize your returns if you get the frequency right. You should not only send an email a few hours after a customer abandons the cart but another 24 hours after that. This can increase your conversions by 20% or more, just by adding a second email.

Here is an example of an email I received from Amazon after not completing an order:



[Your Amazon.com](#) [Today's Deals](#) [See All Departments](#)

Gregory W Jameson,

Thank you for visiting Amazon.com. You recently added items to your Shopping Cart. If you haven't already purchased or removed them, [simply visit your Shopping Cart](#) to complete your order.



[SourceOne Tri-fold Brochure Holder W/business Card Holder 4 X 9](#)
by sourceoneorg

[View Cart](#)



[Grow Your Online Sales](#)
by Gregory W. Jameson

[View Cart](#)

Frequency

You should think of sending out emails like dating. Entrepreneurs often think that if you send out too many emails, that people will opt-out of their list. In fact, the opposite is true. If you only send out one email per month, your subscribers will tend to forget about you, and may even wonder who you are

when you do send out the occasional email. As a result, they opt-out. If you were dating someone, and you only heard from them once a month, you wouldn't have much of a relationship. The same is true with email – your frequency should be 1 or 2 times per week. That way you will remain top-of-mind with your subscribers.

Encourage click-throughs without making the customer think

Make sure that there is a call to action on the email that encourages someone to click on the link. Emails with too many different links are not likely to get clicked on. Keep your emails to a single subject and don't link out to more than 2 or 3 individual products. You want to make it easy for the customer to view your offer and decide to click.

Making the user experience as simple as possible is an important step in maximizing conversions from your email marketing. This can extend from simply calling the customer by their first name to automatically logging customers in anytime they are required to return to your site. When you visit Amazon.com, no matter which email you receive, which link you click or even if you just visit the site directly, you can always view your shopping cart, add to it, and remove from it, etc. without re-authenticating. Provide a single call to action - Amazon's emails are generally very specific and direct.

Optimize for mobile

A large and growing percentage of people now open their emails primarily or at least first on their mobile devices. You need to make sure that your email is read rather than deleted. Simple text-based emails with only small images (that are not critical to the message) work best for mobile devices. When you do your testing, be sure to read the email on a mobile device to see how it will render.

Personalize your emails

People like getting emails that are addressed to them, not “Dear Customer”. They also appreciate getting emails that are from someone, not a company. Sign your name to your emails!

Personalizing emails can certainly increase your conversions. But be careful! As Seth Godin says:

Dear <first name> is far worse than no mailmerge at all. Here's the simple test: if you're not willing to spend fifteen seconds per name reviewing the list and cleaning it up (why did you email me six times?), then don't expect that we have fifteen seconds to read what you wrote. If you have 4,000 names, that's 1,000 minutes. Don't have 1,000 minutes? Don't send the mail.

Text is what humans send. Corporations send HTML and pretty graphics. Either can work if expectations are set properly, but if you're a human, act like one.

Why are you emailing me? If you can't tell me in six words what you need me to do, it's unlikely I'll be able to guess.

If your email promotion is a taking, not a giving, I think you should rethink it. If you still want to take the time and attention and trust of your 4,000 closest friends, think hard about what that means for the connections you've built over the years. There are few promotional emergencies that are worth trading your reputation for.

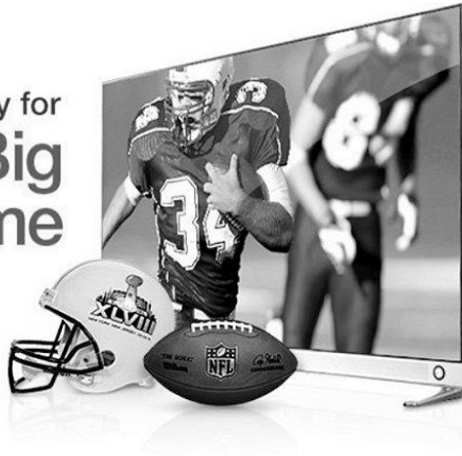
Consider how often and when to send

Believe it or not, if you don't send enough emails, people will stop thinking about you and/or think you don't have anything useful to provide. I've gotten up to 3 emails a day from some companies, which I find annoying – in fact 1 email a week might even be annoying to some. But one email a week is certainly not intrusive, and if you only send one email a month, you are likely not maximizing your email marketing.

Capitalize on Current Events

Current events can be powerful for any of your marketing – from social media to press releases. The same is true with your emails. Consider this email I received from Amazon:

Get Ready for
The Big Game



[See more](#)

Featured for the Big Game

Everything you need for Game Day [See more](#)



NFL Fan Shop



Great Selection of TVs



Feed Your Fans: Game Day Entertaining in Kitchen & Dining



Up to 30% Off Select Big Game Collectibles

Fan Shop

Get geared up for the Big Game [See more](#)

How can you relate your emails to current events?

Be consistent: email is an extension of your store or business

Think of email as giving you a chance to bring your store to the customer in their inbox. Amazon nails this. Keeping their email content and templates consistent, not only with each other but with their website itself. Widgets within emails (such as the product recommendation widget below) look and feel just like they would on their website. By keeping their campaign designs and content consistent with their overall store they create a holistic experience for their customers. This in turn leads to familiarity, which builds trust and trust is always a good thing.

Don't just send discounts or offers

Your store has a myriad of aspects. Just some of the emails you receive from Amazon regularly include newsletters, cart abandonment reminders, special competitions, requests for reviews, random product recommendations, reminders to sign up for Amazon Prime, etc. In most cases Amazon does not offer discounts – bear this in mind. You generally don't discount everything in your store, so don't do so in emails you send out.

Email your customers after they order from you as well as trying to get them to order. For example, here is an email I received from Amazon after ordering a part for my dryer:



Hi Gregory W Jameson, will you please take a minute to share your experience?

You Purchased:



Whirlpool 8573069 Element for Dryer (New)

Seller note: In stock ready to ship!

From Seneca River Trading, Inc.

Estimated Delivery Date: November 20, 2013 - November 27, 2013

How did the seller do?

Excellent - Item delivered on time, was as described, great customer service (if contacted)

I had a different experience...

Does the product meet your expectations?

[Rate and Review Purchases](#)

Helpful Links

[View Order Details](#) | [Contact the Seller](#) | [View Seller Profile](#) | [Feedback Help](#)

Notice the call to action, asking me to review the purchase I made. The email is personalized as well.

Retain customers with clever unsubscribe options

Unsubscribing is a part of email marketing campaigns. Ultimately you want uninterested customers to unsubscribe. It does you no good to be emailing customers who don't want to receive your messaging so you should always make unsubscribing easy.

By giving your customers options you also open the door to increase retention. Customers unsubscribe for a variety of reasons. It could be the volume of emails you're sending, specific content or just the channel. Bear these in mind when thinking about your unsubscribe process.

Use subtle psychology

Amazon is pretty clever when it comes to understanding their customers and they try all sorts of tactics to get conversions. They use urgency to get people to act. They also recognize that customers may be looking for something other than what they have previously browsed or purchased. Try putting yourself in the mind of the customer in order to drive maximum conversions.

Stimulus Questions:

_____ is the single best way to drive traffic to my website.

How many emails is your company sending out per month?

List four subject titles that you could send out next month.

- 1.
- 2.
- 3.
- 4.

List at least three things you cannot do with your emails:

- 1.
- 2.
- 3.

A valid postal address is required on all broadcast emails. A PO Box satisfies this requirement.

True or False

List 3 ways you can get more people to join your email list:

- 1.
- 2.
- 3.

Who already has access to a large number of my ideal clients?

When looking for a JV partner, ask yourself:

What do my ideal clients buy... BEFORE buying from me?

What else does my Specific Audience buy... WHILE buying from me?

What does my Specific Audience buy... immediately AFTER buying from me?

How have I segmented my email list?

What specific email offers do you send to each segment? How and why is this different than what you send to other segments?

A test email should be sent to:

- a.) Yourself
- b.) a small group of your friends
- c.) a few people from your email list
- d.) all of the above, in that order

What are some ways that you can perform A/B testing on your emails?

When someone makes a purchase from you, a second email, after the initial thank you / confirmation email can increase conversions by up to _____. This email should be sent out within _____ of the first email.

Emails should be sent out:

- a.) once an hour
- b.) one per day
- c.) twice per week
- d.) once per week
- e.) twice a month
- f.) once a month
- g.) as often as you would go on a date with someone
- h.) only when you have something new to say

List 3 ways you might encourage click-throughs on your emails:

- 1.
- 2.
- 3.

How might you encourage someone to share your email with their friends?

Which works best for reading emails on mobile devices?

- a.) Plain Text
- b.) HTML emails with images

The best way to personalize your emails is:

- a.) Include the person's name in the subject line
- b.) Using Dear <name> instead of Dear Customer
- c.) Signing your name to your emails
- d.) Specifying topics of interest within the body of the email
- e.) Any of the above – it depends upon the message

Some types of emails I can send are:

- 1.
- 2.
- 3.

YouTube

My dryer recently quit working. It was running, but it wasn't generating any heat. Not being an appliance repairman, but deciding to save some money, I did a search on Google for my model number and "not heating", and discovered it could be one of three things: the heating element, the thermostat, or the thermo fuse. Google also displayed the results of YouTube videos that showed me how to change these parts myself.

There was a great 3 minute video showing me how easy it was to replace the part I needed, combined with a short description of the video that had a link to a page where I could buy that exact part.

Here's another example: When my son was doing his Eagle Scout project, he decided to install carpet squares in the church. He had no idea how to install carpet squares, but he found a video on YouTube that explained the process. He used this to teach the other scouts what to do – and he ended up buying the carpet squares from the company that produced the video.

That is the power of YouTube! You may have heard that YouTube is the number 2 search engine behind Google (ahead of Bing or Yahoo), but here's the thing: YouTube is owned by Google, so videos posted on YouTube are displayed in the Google Search results.

As we discussed in chapter one, everyone who has a website wants to get listed number one on Google. This seems to be the Holy Grail of Internet marketing. But Google is always changing the rules, purposefully trying to mix it up so that their site is dynamic. How then can you get to be number one on Google and remain there? This is Google's dirty little secret – it's called YouTube.

What most business owners don't understand is that having videos is the single best way to get your site listed on the first page of the Google results. Here's a tip: Google likes to use their own web properties to feed search results. If you haven't claimed your spot on places.google.com or Google+, do it. Then go make yourself a video and post it on YouTube.

You don't have to pay a SEO (Search Engine Optimization) company tens of thousands of dollars or use Google AdWords to get listed number one on Google. You just need to have enough content out there that Google thinks you are important. And having a video is the best way to do that. Let me show you an example:

I have a client that sells imported items at wholesale. One of the more popular items they distribute are ironwood figurines that are imported from the Seri Indians in Mexico. If you did a search on "ironwood figurines", their site did not come up at all in Google. So I created a short 2 minute video about

ironwood figurines and posted it on YouTube. In the description of the video, I added a link to the page on their website for ironwood figurines. (You can add a link on YouTube by entering the complete URL starting with http://). Within days, that YouTube video was showing up on the first page of Google for the search term “ironwood figurines”. More importantly, within a week their website was showing up on page one of Google for that search term.

Amazingly, without doing any other form of search engine optimization, both the video and their webpage remain on page one of Google 3 years later!

The screenshot shows a Google search for "ironwood figurines". The search bar is at the top with the Google logo on the left and a search button on the right. Below the search bar are navigation links for Web, Images, Shopping, News, Maps, More, and Search tools. The search results indicate "About 72,800 results (0.27 seconds)".

The main content area is divided into several sections:

- Shop for ironwood figurines on Google**: A grid of five sponsored product listings. Each listing includes a small image, a title, a price, and the seller's name. The items are: Buffalo ironwood sculpture (\$49.00, Wildlife World), Matched Pair Of Vintage Hand Carved Ironwood (\$185.00, eBay), Vintage Carved Ironwood (\$29.99, eBay), Vintage Hand Carved Ironwood (\$40.00, Ruby Lane), and Cutlery and More Acacia (\$29.99, cutleryandmo...).
- AMER-I-MEX Wholesale Distribution - Ironwood Figurines**: A text-based listing for amer-i-mex.com, describing it as a wholesale supplier of handicrafts and artwork with a focus on the southwest.
- ironwood figurines - YouTube**: A video listing with a thumbnail image of a buffalo figurine, a play button, and a duration of 2:46. The video title is "www.youtube.com/watch?v..." and it was uploaded by AmerimexWholesale on Oct 4, 2010. The description mentions that in the early sixties, a few artists started making carvings from weathered ironwood or palo fierro.
- Desert Ironwood Carvings - Product Information - Knowledge Base ...**: A text-based listing for www.kokopellinh.com, offering free shipping over \$100 and a selection of desert ironwood carvings, including animals, cacti, and more.

On the right side of the search results, there is an "Ads" section with several additional listings:

- Ironwood Carvings**: www.novica.com/Sculptures/Wood, 2,225 reviews, Wide Selection Of Wood Sculptures From Around The World. Buy Online!
- Ironwood Figurines**: www.amazon.com/furniture, 364 reviews, Low Prices on Ironwood figurines, Free Shipping on Qualified Orders.
- Ironwood Figures**: www.ebay.com/, 107 reviews for ebay.com, Ironwood Figures on eBay, eBay - it's where you go to save.
- Ironwood Carvings**: www.christmos.com/, Find Ironwood Carvings here online and save lots of money!
- Ironwood Figurines**: www.ask.com/Ironwood+Figurines, Search for Ironwood Figurines, Look Up Fast Results now!

This worked so well, that this same company asked me to do another video on another one of their product lines – Pakistan baskets. It was the exact same

scenario: they were not being indexed or ranked at all for the term “Pakistan baskets”. And again, both the video and their website now show up on page one of Google for this search term and have remained there for over 3 years!

Was this a fluke? I did some further experiments, this time with a small local company called Parker Feed Store. Parker Feeds sells horse feed and pet supplies, but a large chain store moved in *right across the street* from them that was a direct competitor. To make matters worse, if you did a Google search for “Parker Feed Store” (the name of their business), the competitor’s site came up, and Parker Feeds did not show up at all. So I built them a short 2 minute video and posted it on YouTube. Again, I linked back to their site in the description. And sure enough, both the video and their site are now on page one of Google (and their competitor is not!)

I have repeated this process for multiple clients. The result is not always a page one listing, but without exception, it has always improved their page ranking.

Next, you have to have a catchy title. I released another video that became popular called “Amazon’s Dirty Little Secret”. If I had called this video “Using Customer Reviews and Ratings to Drive Sales”, it probably would have gotten 10% of the views that it did, simply because the title wouldn’t have been as compelling. Titles matter – make yours be something that attracts attention if you want your video to get viewed.

But it turns out that you don't have to have a lot of views for your video to get your website to the number one slot on Google. You just have to have one. It DOES have to be properly tagged with appropriate keywords and have a description that also uses those keywords. The description MUST have a link back to your website. To do this, include the full URL including <http://www.yourwebsite.com>. The <http://> is required.

Tip: add a "made-up" keyword to all your videos. This should be the same word for every one of your videos, such as "jawontiney" – it doesn't need to make any sense. Now when someone lands on one of your videos, all the related videos that YouTube displays will be all of your videos because the only thing they have in common is the made up keyword! Of course you want to use real and appropriate keywords as well.

Now that you have your video uploaded to YouTube, embed it on the appropriate page of your website. For example, if your video is about how to properly select a saddle for your horse, embed this video on the page of your site that sells saddles.

Remember how I said you should claim your space at places.google.com. Now go back to those sites and attach your video to your profiles. At this point, you have a single video that you uploaded one time to YouTube, but it links back to your site, it is embedded on your site, and it is attached to your other Google

profile properties. Google thinks you are a rock star, and you are 50% more likely to get listed on page one and stay there! And if you commit to doing one video per month for 12 months, you will be ahead of 75% of the eCommerce sites out there. So the secret is out – video will make you an expert and Google will love you.

Stimulus Questions:

How many YouTube videos do you have for your business?

Have you created and branded a YouTube channel for your business?

What made up keyword have you created to tie all of your YouTube videos together?

To link a YouTube video to a specific page on your website, you must specify the exact URL including: _____ within the _____ of the video.

The ideal length of a YouTube video is:

1 minute

2 minutes

15 minutes

However long it takes to describe your idea

Describe how to embed a YouTube video on your webpage:

How frequently should you post a new YouTube video?

If you commit to doing 1 YouTube video per month you will be ahead of 25%, 50% or 75% of all ecommerce companies.

Some types of videos that I might create include:

1.) Individual product videos

2.)

3.)

Will having YouTube videos help with search engine placement on Google?

Facebook

Why does Facebook get its own chapter, when all the other social media sites are grouped together in the next chapter? Just like Google is the king of search engines, Facebook is the dominant player in social media. Regardless of whether you are a B2B or a B2C company, you simply must have a business page on Facebook. But just like everything else, simply having a page is not enough – you have to work it on a regular basis and you have to get people to engage with you in order to make it effective.

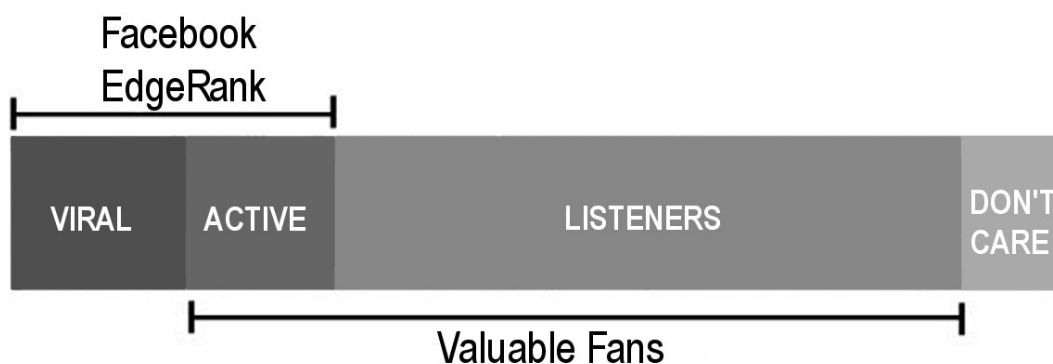
In the introduction, I mentioned how Oreo cookies have more likes on their Facebook page than either Google or Amazon. In fact, as of this writing, Oreo has over 35 million likes, Amazon has 22 million and Google 15 million. How is this possible – a single product (a hard cookie with questionable “white stuff” holding it together), outshines two of the world’s biggest brands that have numerous products? The answer lies in engagement with the customer.

Rihanna has over 82 million likes on her page – and for the same reason. The same goes for Lady Gaga with 61 million likes. She is a single product that knows how to engage with her audience.

Of course, all of those are big brands or big celebrities. What happens to the little guy? In the past, Facebook encouraged small companies to create a business page then get “fans” to “like” your page. The concept remains valid – you create a page for your business and keep those posts separate from your

person profile. That way you can post personal messages to your family and friends, and you can post business messages to your business page. This also made sense from another perspective – Facebook only allows you to have 5,000 personal friends, but an unlimited number of fans who like your page.

This worked - for a while. But the problem is that too many companies created pages and too many people liked those pages. In order to keep the Facebook timeline under control and relevant to the user, Facebook created its own algorithm called “EdgeRank”. EdgeRank determines which stories appear in a user’s news feed. The first thing someone sees when they log into Facebook is the news feed. This is a summary of what's been happening recently among their friends on Facebook. The EdgeRank algorithm hides boring stories, so if your story doesn't score well, no one will see it. Consider this image:



Here’s the problem with Facebook’s philosophy, at least as far as your business is concerned: on a day to day basis, the listeners are the ones who drive the majority of value to you. It’s just like a Blog post where lots of people might read it, but only a few comment on it. Today, EdgeRank filters out 84% of your

fans, simply because they are listeners, rather than active engagers. These are people who decided to follow you, but are not filtered out because they rarely engage. But they don't want to engage, they just want to listen to what you have to say! That's pretty bad – 84% of you audience lost just because Facebook decided to filter them out (and make you pay for the privilege of showing up on their newsfeed).

As the owner of a business Facebook page, you used to be able to email your fan base, but Facebook probably took that away because it didn't make them any money. Now they are taking away organic reach of your posts. Melanie Dodaro wrote a Blog post called "Is Facebook Organic Reach Dead?" where she claims that organic reach of your Facebook posts is now less than 2%.

Stories from your friends typically appear within your newsfeed, sprinkled with a few stories from the pages you've "liked". But you only have about a 2% chance of showing up in someone's newsfeed if you are posting on your page, compared to about a 90% chance of posting as yourself on your own timeline. And it's getting worse - views from organic Facebook Page posts have been declining. A recent announcement from Facebook explains why.

"On a given day, when someone visits News Feed, there are an average of 1,500 possible stories we can show," says Facebook. "Because the content in

News Feed is always changing, and we're seeing more people sharing more content, Pages will likely see changes in distribution."

What this means is that posts you create on your business page are basically never getting seen by your fans. The only way to get these posts to appear is to either:

- Pay Facebook in the form of a promoted post or sponsored story, or
- Have your post "go viral" by getting lots of people to "like", "share", or "comment" on it.
- Post as an individual to your friends, and forget about your business posts.

The last one is not really an option for many business owners. So what can you do?

[What This Means for Merchants](#)

Facebook has been reluctant to admit that advertising is the best way to get Page content noticed. However, a recent Facebook document entitled, "Generating business results on Facebook" leaves little room for doubt that organic placement is no longer sufficient to grow a fan base or gain visibility in News Feed.

Facebook now says advertising is the only way to guarantee News Feed visibility.

“[W]e expect organic distribution of an individual Page’s posts to gradually decline over time as we continually work to make sure people have a meaningful experience on the site,” the document said.

Facebook’s solution to this problem: advertise.

“To maximize delivery of your message in News Feed, your brand should consider using paid distribution, as it enables you to reach people beyond your fan base and move beyond the organic competition,” stated the document.

8 Tips for Merchants

Based on Facebook’s own words, to get content seen by the most people, Page owners will have to advertise. Because people spend more than 50 percent of their time on the News Feed, ads that appear there stand a much better chance of garnering attention. According to Facebook, ads in the News Feed get a 96 percent greater return on ad spend than those in the right-hand column.

Aside from that, here are eight tips for merchants to maximize the value of organic posts.

Make posts timely and relevant. The more relevant the content, the more likely people are to engage with it. Before posting, ask yourself, “Would people share this with their friends or recommend it to others?”

Add value to your readers. Give readers behind-the-scenes insights into your business, share interesting tips on using your products, and post relevant third-party content such as links to interesting articles or customer testimonials.

Include the use of photos. Kissmetrics, an analytics platform, reports that posts containing photos get 53 percent more Likes, 104 percent more comments, and 84 percent more clicks than those that do not. So, when possible use photos. Better yet, create a “Facebook Store” using photo albums to arrange images about the products you sell, then add links in the photo descriptions to the product pages of your eCommerce website. I give a detailed explanation about how to do this in my book “[Grow Your Online Sales](#)”.

Use simple, short copy. This helps ensure fans read the entire message. Kissmetrics says that posts with less than 80 characters get 66 percent more engagement.

Create content that targets specific audience segments. This helps to ensure content has relevance and speaks to the interests of those targeted.

Pay attention to page statistics. Insights, the analytics component tied to pages, can help you see which posts are driving the most engagement, views, and reach. With this knowledge you can post more of the same. Also, pay attention to the day of the week, time of day, and frequency of posts, as this will help you optimize posting activity.

Encourage engagement. Ask questions, use polls and “fill in the blank” posts to stimulate engagement from fans. End posts with a call to action asking them to comment, Like, and share.

Interact with fans and others. Reply to people who comment on posts with a comment of your own, and thank those who Like or share your content. This lets them know you are paying attention.

Increasing Engagement

RSS Feed

Even if you do all of the above, unless you advertise on Facebook, you somehow need to reach your fans, so they will help you make your posts go viral. Since Facebook isn't showing your posts to your fans, perhaps you can

get them to subscribe to the RSS Feed of your Facebook page. What's that you say – there's an RSS feed for my page? Yes – here's how to find it:

Go to your page and copy the page URL to your clipboard. For example, <https://www.facebook.com/WebStoresLtd>

Now go to FindMyFacebookID.com. Paste in the URL and click on Lookup numeric ID.

Enter your personal Facebook profile URL:

Copy the numeric id to your clipboard.

Success! If your name is *WebStores Ltd*, then we found your numeric ID:

106187753111

Now go to: www.facebook.com/feeds/page.php?format=atom10&id=XXX

Where xxx=your numeric id.

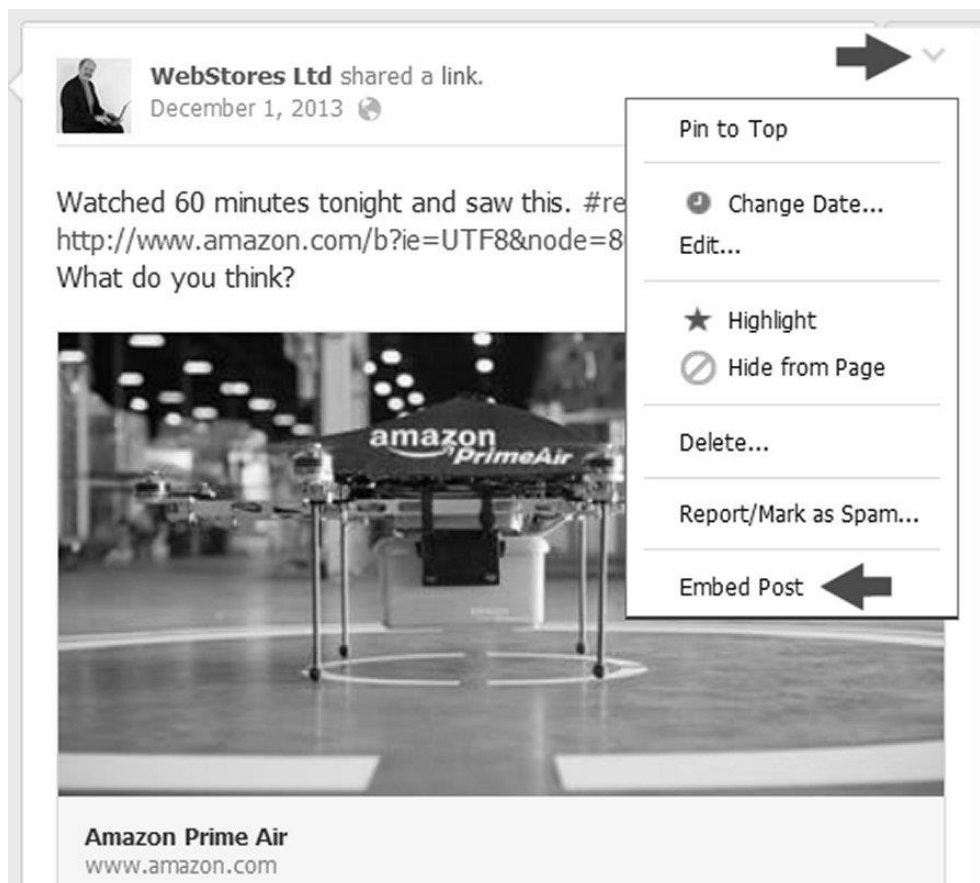
You should now be on a standard feed page – send this to all of your fans and try to get them to subscribe to your Facebook posts so they never miss another. Then ask them to comment and share your posts. You can only do this for pages, not personal timelines. That's ok because friends still see your personal posts – this is so you can get your page in front of your fans. Of course, you can do this for pages you want to follow as well.

Of course you can and should be integrating your Facebook marketing with your other marketing efforts as well such as email and print media.

Embedded Posts

Another great way to increase engagement with your Facebook page is to use embedded posts. Embedded Posts are a simple way to put public posts - by a Page or a person on Facebook - into the content of your website or web page. Only public posts from Facebook Pages and profiles can be embedded. Here's how:

Find the post you want to embed on your web page or Blog.



WebStores Ltd shared a link.
December 1, 2013

Watched 60 minutes tonight and saw this. #re
<http://www.amazon.com/b?ie=UTF8&node=8>
What do you think?

amazon PrimeAir

Amazon Prime Air
www.amazon.com

- Pin to Top
- Change Date...
- Edit...
- ★ Highlight
- Hide from Page
- Delete...
- Report/Mark as Spam...
- Embed Post


Click on the down arrow in the upper right of the post, then click on “Embed Post”. A screen appears with some code.

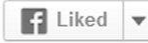
Embed this Post ✕

```
<div data-bbox="138 208 594 238">/10152103800808112">Post</a> by <a href="https://www.facebook.com/WebStoresLtd">WebStores Ltd</a> </div></div>
```


Copy and paste this code into your website. [Learn more.](#)

Preview: Width (px):



WebStores Ltd
Computers/Internet Website · 2,837 Likes · December 1, 2013 · 

Watched 60 minutes tonight and saw this. #revolutionary
<http://www.amazon.com/b?ie=UTF8&node=8037720011>
What do you think?



Amazon Prime Air
Amazon Prime Air
AMAZON.COM

Copy the code to your clipboard, then paste it into the code area of your web page or post.

Because of the way that Facebook is no longer displaying your posts to your fans, you can expose it to a larger audience — one that probably didn't see the

original post on Facebook - by adding the post to a popular Blog post. Embedded posts are live links so they count just like additional exposure on Facebook.

Tabs / Apps / Sign-up Form

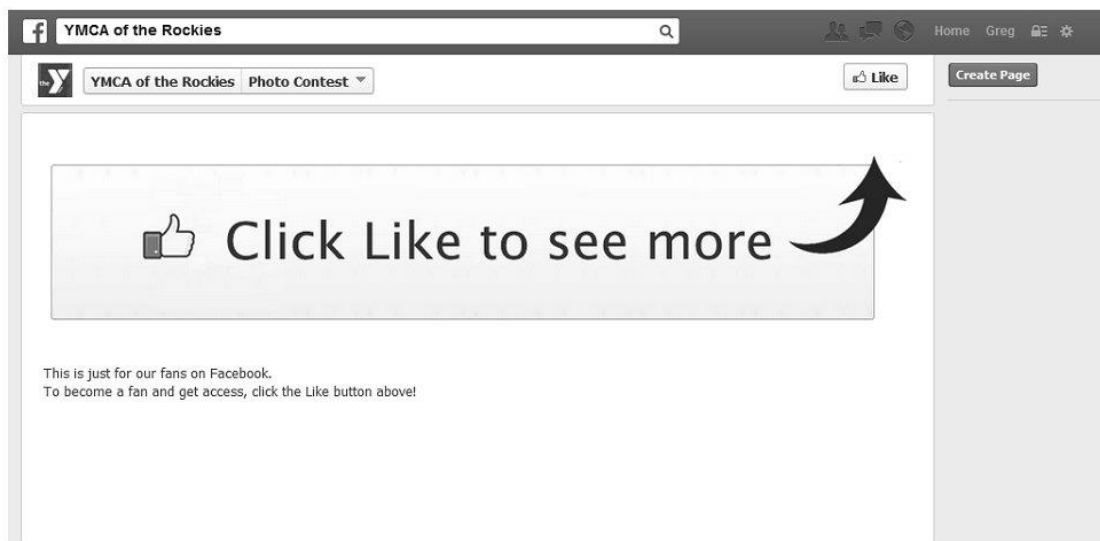
Facebook allows you to add custom tabs to your business pages, which can include a framed page from your website. That is you can put any page from your website (even one that doesn't appear on your website navigation) and make it available to your Facebook fans or visitors. This makes it possible to actually sell something on Facebook or provide a form to sign up for your emails. While traffic to your page is even less than the number of people that see your posts on the newsfeed, I still recommend that you add custom tabs and apps to engage with your audience. This can be useful for growing your email list.

Case Study

I recently received a postcard in the mail from the YMCA of the Rockies. It contained a punch-out "fan" with a picture of Sampson the Elk on it, with instructions that if you took a picture of yourself holding the "Gratitude Elk", you would be eligible for a drawing for a 2 night stay at the YMCA. This is a great way to attract visitors to your Facebook Page and actually have them engage with you. Here's how it worked:

First you had to Like their page in order to be able to enter the contest. This is known as a “fangate”. You can create your own fangate tab using woobox at this URL:

<http://woobox.com/customtab>



Once you had liked their page, then you could look at the other entries or submit your own entry. You could also offer something for free, such as an eBook. In this case, the YMCA asked you to submit a photo of yourself with the postcard they sent you in order to be included in their drawing.



[View entries](#) [Submit an entry](#) [Winners](#) [About this contest](#)

We're grateful for the Mountain Strong town of Estes Park, the opening of HWY 36 and HWY 34, the guests we're serving and you!

SHARE WITH US

Share with us what you're grateful for and use the #GratitudeElk. Take a photo with Samson the Gratitude Elk (available to print in our photos folder on Facebook) or use your own favorite photo of Estes Park/Rocky Mountain National Park and submit what you're grateful for! You can submit as many photos as you like by the submission end date on 12/8/13. From your photos we'll pick a winner!

THE PRIZE

One lucky winner will win a 2 night stay in a 3 bedroom cabin at either Estes Park Center or Snow Mountain Ranch! We will put all submitted photos into a random drawing to choose the winner.

[Submit an entry](#) [View entries](#)

You are providing your information to YMCA of the Rockies and not to Facebook.

This page is powered by Offerpop. Offerpop does not endorse, sponsor, or administer this promotion. This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. By participating, you hereby release and hold harmless Facebook from any and all liability associated with this promotion.

[Cookie preferences](#)

[Like](#) [Share](#) 4 people like this. Be the first of your friends.



WINNERS WILL BE ANNOUNCED THROUGH FACEBOOK ON DECEMBER 8, 2013.

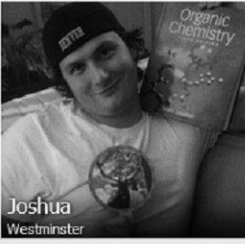
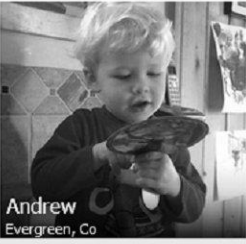
INCLUDE #GRATITUDEELK. WITH YOUR PHOTO ENTRY FOR A CHANCE TO WIN A 2 NIGHT STAY IN A 3 BEDROOM CABIN!

[View entries](#) [Submit an entry](#) [Winners](#)

[About this contest](#)

Sort by: [Recently Added](#) Facebook Friends only

[Search entries](#) [Go](#)



I don't know how many entries they actually received, but they gave away something for free of significant value (2 night stay in a 3 bedroom cabin), and they got lots of people to interact with their page.

Following the YMCA example, here's a secret, unadvertised special: you can get the price you paid for this book back 4X! Just take a picture of yourself reading this book in an unusual place (at an airport, on a ski lift, at the beach – whatever). Post it on Facebook and tag “Greg Jameson” in the photo so I can see that you did this. Then I will send you a code to the WebStores VIP Membership site that is good for one month (a \$97 value).

Another option, which the YMCA may have also used (but I didn't see it), would be to advertise your special behind the fangate. For example, if you are offering a free eBook, you could set up a fangate that would require someone to like your page, then they would have the opportunity to download your eBook, which you can use to drive traffic to your website.

[Images on Facebook](#)

You may have heard (or seen) that pictures can drive big engagement on Facebook. According to Facebook, images receive 120 percent more engagement than text-only posts.

This is great news for any small business that's been struggling to get people to like, comment, or share, but also introduces a whole new question: How can I use images in my Facebook marketing?

Here are dozen ideas to get your creative juices flowing:

1. Celebrate your customers

Celebrating your customers builds strong relationships and markets your products and services in a whole new way. You can also tag your customers in your photos and thank them for stopping by.

2. Show fans what they missed

Next time you have an event, make sure to take plenty of photos. You can then share those photos on Facebook and give attendees the opportunity to tag themselves after the event. For people who missed the event, photos offer a big incentive to put future events on their calendar.

3. Help support a good cause

People like to spend money with businesses that share the same values and support the same causes. They also like to share information regarding those values and causes. Images will be sure to inspire your fans to get involved.

4. Show off your accolades

Don't be modest! If you receive a great piece of coverage or an endorsement from an influencer in your industry, share it with your fans on Facebook.

5. Drive people to your Blog

If you manage a Blog for your business, you know that generating traffic to your content can often be a challenge. If you haven't already, try to use a fun and engaging photo to encourage people to click-through.

6. Encourage people to share the love

There's a reason why the people who "Like" your Facebook Page are known as fans. These are the people who know your business, appreciate the work that you do, and are happy to show their support. Encouraging them to show the love on sites like Yelp can have a big impact when it comes to boosting your online reputation and bringing new customers to your business.

7. Show what people can do with your products

If you're a restaurant, bakery, or caterer, using pictures to show off all of the great stuff coming out of your kitchen is sure to boost engagement. When you're a fabric store, there are endless possibilities of what customers can create with the stuff you sell. Showing customers some examples of how they can use your products will inspire your audience and can often generate quite a conversation.

8. Have some fun

Don't forget, Facebook is supposed to be fun for you and more importantly for your customers. A "caption this" or "fill in the blank" contest are both great ways to engage your fans and have some fun in the process.

9. Tap into current events

While there are certainly hot topics and current events you'll want to avoid, many events are a great chance to use photos to boost engagement on your Facebook Page. Just make sure you're staying true to your brand and keeping the interest of your fans in mind!

10. Say thanks

Don't underestimate the power of a simple "thank you." Add a photo of your staff to provide a more personal touch.

11. Help get people through your door

"Sell! Sell! Sell!" isn't a strategy that's going to work on Facebook. If you want to get people off of Facebook and into your store, you need to provide a more personal touch. Free treats and a relaxed shopping experience will work better.

12. Let people know where to find you

If you manufacture products that can be found in other locations, you can use Facebook to let people know where to find you. If your products are available at other local retailers, you can tag the business in your Facebook post.

Stimulus Questions:

Businesses on Facebook should have create a profile just like a person? True or False

EdgeRank is the algorithm Facebook uses to determine which stories appear in a user's _____.

EdgeRank filters out _____% of your fans.

You only have about a _____% chance of showing up in someone's newsfeed if you are posting on your page, compared to about a _____% chance of posting as yourself on your own timeline.

The only way to get posts to appear is to either:

Pay Facebook to promote your posts or

What are some custom tabs you could add to your Facebook page?

Posts containing photos get _____ percent more Likes, 104 percent more comments, and 84 percent more _____ than those that do not.

Posts with less than _____ characters get 66 percent more engagement.

One way to get people to “subscribe” to my page, even if Facebook doesn’t display my posts is to use a _____.

Embedded Posts are a simple way to put public posts into the content of your _____.

Ways that I can increase engagement with my Facebook page are:

- 1.)
- 2.)
- 3.)
- 4.)
- 5.)

Other Social Media Sites

Quite honestly, Amazon doesn't participate very actively in most social media sites, primarily following their philosophy of letting other do it for them. That isn't to say that Amazon doesn't have a social media presence, just that for their size, they don't do as much as many smaller companies (and may be the reason why Oreo cookies has more fans). For example, unlike most sites on the Internet today, Amazon does not display icons on its site linking to their pages on Facebook, Twitter, or LinkedIn. They do have "share" links that allow others to post to Twitter or Facebook on their behalf. (Copy this technique from Amazon as well and display share icons on *your* site so others can spread the word for you!)

While Facebook is the dominant player when it comes to social media, your business might benefit by participating in other forms of social media as well. Here are some others.

YouTube

We already discussed YouTube – most people today are aware that it is the number 2 search engine on the Internet, but did you know that YouTube is also a social media site? You can post comments on any YouTube video and engage with others. People can follow you by subscribing to your channel. YouTube is a great place to engage with your customers.

Here is the link to Amazon's YouTube channel:

<http://www.youtube.com/user/Amazon>

Here is the link to my WebStores Ltd channel:

<http://www.youtube.com/user/WebStoresLtd>

and the link to the video, "Amazon's Dirty Little Secret", which was the inspiration behind this book:

<http://www.youtube.com/watch?v=RoSEiO1JfSE>

Blogs

Yes, blogs are actually considered a type of social media, in that your readers can (and should) comment on your posts and create a conversation. A big advantage of blogs is that people can follow you through an RSS feed. Plus, companies that Blog generate 67% more leads per month than those who don't according to HubSpot.

While they don't promote their blogs, Amazon actually has two:

SES (Simple Email Service) Blog: <http://sesblog.Amazon.com/>

AWS (Amazon Web Services Blog): <http://aws.typepad.com/aws/>

And here is the link to my Blog:

<http://webstoresltd.com/Blog/>

If you'd like to follow me through an RSS feed, here is the link:

<http://webstoresltd.com/feed/>

Twitter

Twitter is a "real-time" social media site, consisting largely of short 140 character posts that, due to the size limitation, are usually just a bunch of links.

For example, here is Amazon's Twitter page:

<https://Twitter.com/Amazon>

This is a typical tweet that you will see:



Amazon @amazon

Amazon Warehouse Deals: Deep discounts on used and open-box items amazon.com/gp/node/index...

Different businesses will get different results from Twitter. Because of the real-time, continuously scrolling stream of tweets, people need to be monitoring Twitter regularly to see your posts. Those who use Twitter frequently often do this from the smart phone, which makes it work best for location based tweets and instant deals, such as what you might get from a nearby restaurant.

You can of course tweet about anything you want. I tend to tweet about eCommerce. If you'd like to follow me on Twitter, here is my page:

<https://Twitter.com/WebStoresLtd>

Google+

This is Google's answer to Facebook. It deserves its own book (which Guy Kawasaki has already written called "What the Plus!"). Besides the fact that this platform is owned by Google (which helps with search engine rankings), here are some reasons why Google+ is important to your business:

- 100,000 character post size limit (compared to 63,206 characters on Facebook and 140 characters on Twitter).
- Video conferencing with ten people (known as Google Hangouts)
- Your posts can be seen by any follower as well as the general public
- After-the-fact editing of posts
- Grouping posts with comments and responses
- Automatic display of photos in posts
- Display photo albums in posts

The point is, Google+ has powerful and sophisticated features that other social media sites don't have. As more and more people jump on the Google+ bandwagon, it is important that your company have a presence there as well. But remember, like everything on the Internet, just having a presence isn't enough – you have to work it in order to get results.

Here is the link to Amazon's Google Plus page:

<https://plus.google.com/+Amazon/>

Here is the link to the WebStores Ltd Google Plus page:

<https://plus.google.com/+Webstoresltd1>

Pinterest

Often regarded as a place where women hand out and share ideas, there is a lot that Pinterest can be used for. Pinterest is a great way to get others to market for you! The reason is, most “pins” are actually “re-pins”. People spend more time on Pinterest than any other social network and it is the third largest source of referral traffic on the Internet. Conversion rates from Pinterest traffic are 50% higher than Facebook and they spend 2.5 times as much.

Pinterest boards are searchable by Google, so you want to make sure you properly tag all of your pins with appropriate keywords in the summary. I recommend creating graphics for your pins that are 554 pixels wide and 3 times longer than they are wide – these stand out better than horizontal images. You should also use a background color other than white to make the pin stand out. Be sure to include text on your images. Within the description of the pin, add a hashtag with your company name, such as #WebStoresLtd. That way, when someone re-pins your pin, your name will still be associated with the pin and you will be found more easily.

When browsing products on a brand website, sharing that product via social media buttons is a great way to express interest in that product, announce

plans to buy it, or spread your liking for a product after buying it. A recent study done by 8th Bridge, after analyzing 872 retailers, concluded that Pinterest's 'Pin It' button has now overtaken Facebook's 'Like' button and Twitter's 'Tweet' button on brands' product pages. According to 8th Bridge, 62% of brands have Pin It buttons, 61% have Tweet buttons, 59% have Like buttons, and 42% have Google+1 buttons. While these percentages may be close, the values of each of these social media shares is not likely equal. What are social media shares really worth? In an article on Bloomberg BusinessWeek, according to social media backup provider Backupify, roughly estimated values are as follows:

- a Foursquare check-in is worth 40¢
- a LinkedIn search is worth 12.4¢
- a Facebook "share" is 2.4¢
- a Yelp review is worth \$9.13
- a Tweet is worth 1/10th of a cent.
- a Pin generates 78 cents in sales

This information led blogger Zoe Waldron to the conclusion that a "Pin" is more valuable than a "Like" or a "Tweet". It does clearly show that providing social sharing buttons on your site can be good for business.

Amazon does not appear to have its own presence on Pinterest, but there are a lot of people that “pin” products from Amazon, giving them great exposure. One way you can use Pinterest is to add a “Pin it” button to your website, so others can spread the word about your products. Here is the link for doing this:

http://business.pinterest.com/widget-builder/#do_pin_it_button

Follow this link to see various boards and pins that others have created on Amazon’s behalf:

<http://www.pinterest.com/search/boards/?q=Amazon.com>

Here is where you can follow me on Pinterest:

<http://www.pinterest.com/gregjameson/>

LinkedIn

LinkedIn is a business network. LinkedIn generates more B2B leads than any other social network. If you are looking to conduct business deals, whether they be consulting gigs or trying to find a joint venture partner, LinkedIn is the social network in which you want to participate.

Like both Facebook and Google, LinkedIn has given us some great tools to work with, then has taken them away. This should be fair warning – you cannot rely on having your Internet presence be tied to a site that is outside of

your control. One of the great features that is now missing is question and answers.

LinkedIn has a job search feature that allows you to find not only traditional jobs, but consulting gigs. Unlike Facebook, LinkedIn does not have an overall news feed where you can see the latest from everyone. But the real power of LinkedIn comes with its groups. You can sign up for as many as fifty groups. And each group does have its own news feed. More importantly, groups are where you can interact with others and make connections. If you are going to take advantage of LinkedIn, make sure you are active in groups.

The groups you choose should be ones where your customers hang out, not your competitors. For example, if you are a real estate agent, don't just hang out in real estate groups, but get involved in community groups, school groups, etc.

A great tool that LinkedIn provides is the ability to export your contact list so you can email them. This can be a great way to build your email list, but your LinkedIn contacts are not the same as your subscribers, so be sure you don't spam them. Just because they are connected to you on LinkedIn does not mean that they have subscribed to your emails.

Most likely, you will also want to create a company LinkedIn page, not just a personal profile. Here is the link to the Amazon LinkedIn page:

www.linkedin.com/company/Amazon

and here is the link to the WebStores Ltd LinkedIn page:

<http://www.linkedin.com/company/webstores-ltd>

Location – Based Sites

Foursquare, Yelp, TripAdvisor, etc. – You don't need to do much with these sites, but you should be registered with them and set up a profile. Others like to check-in on Foursquare, which allows them to market for you. Anytime you can make it easy for others to check-in at your location or write a review about your products and services, you should do this! The same goes for Yelp – make it easy for people to write reviews about your company. If you are a local company, the comments posted by others on these kinds of sites can make a big impact on your business. In fact, as we saw in the discussion on Pinterest, a Yelp review can be worth a lot of money to your business, so you should encourage your customers to post these on your behalf. You can create your own business listing on Yelp.com (and I encourage you to do this). Once a Yelp listing has been created, either by you or a customer, be sure to claim the listing so you can manage it. That way you can respond to reviews that are posted on Yelp.

Affiliate Marketing

Affiliate marketing is a type of performance based marketing where retailers reward influencers for each new customer acquired through the influencer's own marketing efforts. The expression 'affiliate marketing' has traditionally been used in an online context, but arguably, the concept existed way before the World Wide Web. For example, if you referred someone to a store and they gave you a discount the next time you came in, that's affiliate marketing. (i.e., tell them Greg sent you). Of course the Internet revolutionized everything.

William J. Tobin conceived, implemented, and patented affiliate marketing as we know it. He set-up the first affiliate program for his company, PC Flowers & Gifts in 1989. In 1994 a company named CDnow launched an affiliate program that allowed websites to review albums and get paid a referral fee. However, it was Amazon who really put affiliate marketing on the map with the launch of its affiliate program in 1996. This is considered a key milestone in affiliate marketing as it attracted widespread global interest.

The story goes that a lady asked Amazon if she could sell dog books on her website. Her dog website was clearly a niche that Amazon wasn't targeting directly, so they agreed to pay her a commission on each sale her website brought to Amazon. The rest as they say is history. Today, over 40% of Amazon's sales still come from affiliate referrals.

That's significant, especially because tax law changes have made affiliate programs less attractive for out-of-state-referrals. In fact, if you live in Colorado like I do (as well as California, New York, Minnesota, Illinois and others), you can no longer be an Amazon affiliate because state tax laws require Amazon to treat their affiliates as if they have a physical location in that state and thus collect sales tax. As a result, Amazon has shut down its affiliate program if you live in a state that has enacted a so-called "Amazon" type affiliate nexus law.

While Amazon offers a myriad of features so that you can create different kinds of links to specific products on their site and then get paid for it when one of your customers purchases something from Amazon, the true power of affiliate links come from making your links appear to be a referral. For example, I have a customer who blogs about hunting and fishing. His readers visit his website to see what he has to say about hunting or fishing, or perhaps a new recipe he heard about for preparing game. When he writes his Blog, if he recommends a specific product and links to that product from Bass Pro Shops, his readers might purchase it. Of course, if he's smart (and he is), the link includes his affiliate id so he gets paid for the sale.

Lots of people have made money by becoming affiliates and selling other people's products, especially when using the referral link method I just mentioned, or blogging about a product and hiding the link in the content of

the writing. ***But the real money with affiliate marketing comes from copying Amazon and being the one who pays out the commissions on affiliate sales.***

Today, anyone can run their own affiliate program. And the good thing is, you don't pay for clicks, you pay for sales. So if you have a local gardening club that links to your site, and this link results in a sale, then you pay them an agreed upon percentage of the sale. You keep track of this by including a code or ID in the domain name, so you know exactly where your traffic came from. Affiliate tracking software may be built into your shopping cart as an add-on, or you can contract this out to a third part service such as Commission Junction (CJ.com) or LinkShare. Of course, Google AdSense is essentially an affiliate program.

There are good reasons to use a third party company like Commission Junction – they handle all the logistics of running the program for you for a percentage of the sale. But you may have to meet certain requirements in order to work with them, and you may not want to give up another piece of the pie. If that is the case, then you can run your own affiliate program. If you have a WordPress website with an eCommerce plugin, [Affiliate Royale](#) is a great way for you to run your own affiliate program.

If you run your own program (like Amazon does), then you can hand-pick your affiliates. This gives you the ability to only work with companies who you want representing your products or services. I have another client who started out with a single affiliate. My client makes all-natural protein bars. He had a single

affiliate who happened to be a blogger about health and nutrition. This blogger had a significant following. As an affiliate partner, she blogged about what a great product my client had, and provided an affiliate link to his website. Then she also sent out an email with her affiliate link in it. (As mentioned in the email section of this book, these kind of affiliate referrals are a great way to grow your list). The result of a single affiliate was that they went from very few sales to turning this into a real business almost overnight.

Press Releases

Press releases are a great way to get other people to market for you, as Amazon has clearly figured out. Amazon got a huge boost in its early day when Oprah Winfrey interviewed Jeff Bezos. Getting that kind of exposure may not happen all the time, but it can be increased by sending out press releases.

Right before Christmas last year Amazon cleverly staged two press releases. The first was about Sunday delivery. Amazon is large enough that they struck a deal with the US Post Office to deliver packages on Sunday for the Amazon Prime customers (more about Prime later when I discuss membership sites). So someone could place an order on Friday night and have it delivered before they went to work on Monday.

The second press release one-upped themselves when they talked about 30 minute delivery in selected markets using drones to send a package from an Amazon warehouse directly to your door right after you placed the order. This ended up being carried by all the major news channels including a “60 Minutes

interview” right before Cyber Monday as well as having everyone on the Internet talk about it. The technology isn’t ready yet, they don’t have approval from the FAA to fly thousands of private drones around our skies, and they haven’t figured out how to prevent theft, but it got a huge buzz about Amazon right before the Christmas ordering season. Brilliant!



I remember sending out paper press releases weeks in advance with my first company. This resulted in landing a number of magazine articles, even several cover stories, and huge lines waiting to see us at various tradeshows. The concept still works today, but the time frame is significantly shorter (although faxed press releases are still valid). Online news sources, magazines, Blog writers, radio and TV shows are all looking for exciting content that they can report on. You can supply this to them in the form of a press release and let them do the marketing for you, just like Amazon.

Press releases are not known to help with SEO, so you have to target where and to whom you send your press release. So, the question is, once you write a press release, who do you send it to so that it will get picked up? There are several places, some of which charge you for distribution, and others are free.

Here are a few:

Free Press Release Sites:

PR.com - Not only will they distribute your press releases, but you can also set up a full company profile. **I recommend this one.**

PRBuzz.com - Completely free distribution to search engines, news sites, and blogs.

PRLog.org - Free distribution to Google News and other search engines.

The top press release distribution sites will allow you to include links, tagging and branding as part of their free or paid packages.

However, they all place various limitations on their free services.

Depending on your needs, however, the free services might be more than sufficient.

Your local newspaper - Definitely submit your releases to your local newspaper (and/or TV news outlet if you live in a bigger market).

Paid Press Release Sites

PRWeb

[PRNewswire](#)

Before you send out your press release, I recommend setting up a Google Alert. Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your queries. That way, when your press release goes out, you will be able to monitor if anyone is mentioning you.

Create your alerts at: <http://www.google.com/alerts>

Stimulus Questions:

Companies that Blog generate _____% more leads per month than those who don't according to HubSpot.

Think of a creative name for your blog:

Brainstorm 3 ideas that you can blog about:

- 1.)
- 2.)
- 3.)

Ways that I can increase engagement on my blog are:

Twitter uses a maximum of _____ characters per post because it was design for using on _____ devices.

Twitter is considered a real-time social media site, where the feed is constantly changing. As such it is ideal for _____.

Google automatically generates a Google+ page for my business. True or False

What is **not** an advantage to Google+:

It is a social media site that competes with Facebook

It helps with Google Search engine placement

It offers video conferencing known as Google Hangouts

Do you have a Pin It button on your website?

Conversion rates from Pinterest traffic are _____% higher than Facebook and they spend _____ times as much.

Within the description of the pin, add a _____ with your company name.

A Pin generates _____ in sales compared to a Facebook “share” of _____. A Yelp review is worth _____.

Some Pins I can create for my company include:

- 1.
- 2.
- 3.

What makes a Pin more likely to be seen and re-pinned?

Do you have a LinkedIn company page in addition to a personal profile?

LinkedIn’s power comes primarily from _____.

The LinkedIn groups you choose should be ones where your _____ hang out, not your competitors or colleagues.

Brainstorm 3 LinkedIn groups you can join?

What is the best way to get involved with Linked groups?

How can I generate leads from LinkedIn?

Is your company listed on Yelp, FourSquare, Trip Advisor or other location-based or industry-based sites? Think about if it makes sense for your company to do this.

Can you implement an affiliate program for your company?

How frequently should you send out a Press Release?

How should you submit your Press Release and to whom?

Brainstorm 3 different Press Releases you can write.

To determine if someone has picked up on your Press Release, you should set up a _____ .

Action Item: Stop worrying about SEO and focus on driving traffic. Here are the ways I intend to drive traffic to my site:

Additional Notes

