

Special Report

**10 Surefire No & Low
Cost Ways to Market
Your Business On the
Internet**

By

Stephanie Treasure

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About the Author



Stephanie Treasure is an Entrepreneur and Information Marketing Strategist with a passion for Online Marketing, Social Media Marketing, Personal Development and helping people. She is building an Information Marketing empire that will encompass Digital products like Ebooks and reports, Teleseminars and Membership sites plus other resources to show everyday people the possibilities of earning passive online income part time or full time. She has been earning a supplemental passive income online since 2006.

Stephanie is the founder of the Jamaica Real Estate Guide, a niche publication product and first information product of her Boutique Publishing Company. Prior to becoming an entrepreneur she worked with various companies in the areas of Marketing Management, Direct Mail Marketing, New Product Development and Customer Service in New York and Jamaica. She is also a featured contributor in the Ebook **77 Success Traits** (2009, Determine Your First Major Milestone) by Mark Foo. Get your copy here <http://www.77successtraits.com/>

To stay in touch with me, I am an avid tweeter. You can follow me: @StephTreasure

Kickstart Marketing Tip #1: Build your social media footprints

As a serial entrepreneur, I have a checklist of marketing items that I go through to start building my business brand online. Near the top of that list is to build out my social media profiles.

Most people think that even if you have a local business, you do not need to market on the internet. That's a big mistake. The internet has become the yellow pages at your fingertips. How many times have you googled a service that you were looking for locally? That's right. And guess what, your prospective clients or customers are doing the same thing.

So the aim of this article is to help you establish social media profiles for the top social media websites. Here we go:

1. Establish a Facebook Business (Fan) Page This is a powerful marketing tool for a few reasons.

a) Facebook pages rank high in the search engine. It will most likely rank higher than your company website at first. You can include a link to your website which helps to improve the rank of your business website over time.

b) Great way to stay in touch with customers and fans and develop a community around your business.

c) Great way to reach prospects exponentially because each item posted on your wall that your fans respond to, gets exposed to their networks.

d) Great way to promote and build your brand.

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You can establish a Facebook Page with or without a personal facebook account. Just do a search for creating facebook pages and follow through.

2. Get on Twitter I know, I know. To some it seems like a silly waste of time. However, as an avid user myself, I can tell you that you can get new business from twitter, new JV partnerships, website traffic, referrals, content, feedback for new services that you are working on for your business and much more.

Here are my best practice recommends for getting your business on Twitter.

a) Establish a Twitter profile. Think carefully about the profile name. I prefer to use my name for the profile. Then link to my business website and include my business bio in the profile. But many have done it the other way around with much success. If your business or website name is unique, will be easily recognized by your target audience and resonate with what your business is about, then use the business name.

b) Start following people in your business niche. You can find them using a Twitter directory of which there are many. I like WEfollow.com

c) Don't just promote your website or business in tweets. Have conversations and network with 'Tweeple'. Retweet the blog posts of people in your niche with a brief comment, tweet motivational quotes and interesting news items.

3. Get on LinkedIn As with a Facebook Fan Page, LinkedIn ranks high in search engines. So it is good to join LinkedIn, establish a personal profile and include your company website and blog links on it. You also get a chance to write a business summary or bio in the about me section.

There are more, but I would see that these 3 are the top ones. You may want to establish profiles on maybe 2 more max. The idea is to establish social media profile and get active on those networks. If you get involved with too many social media networks, it will be hard to stay active and interact with people on all of them because it

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can be time consuming. The more networks you get involved the bigger the 'water-down' effect.

Kickstart Marketing Tip #2: Build your credibility through article marketing

Article marketing is a great way to spread the word about your business, build your brand and increase your following. Think about the top problems that people need solutions for in your business and write articles about it. Start with 10 and increase from there. Think about the top 10 how-to, top 10 success tactics or whatever the case might be for your business. Submit these articles to a few different article directories and place a link to your business in the resource box section.

Here are 4 ways to kickstart your marketing through the use of articles

- 1) Article directories have strong ranking in the search engines. Writing articles with keywords related to your business plus a link to your website will bring more traffic to your website. Usually, article directories allow you to have a 'resource box' where you can put a brief bio and a link back to your website. A great tip though is to link your top keywords for your business within the article. Some article directories allow you to have one or two links like this.
- 2) Establish you and your business as an authority Articles are not only helpful for your readers, they also showcase your knowledge about your product, service or industry.
- 3) Helps to build your email list. Each article gives readers a taste of what you know and what you have to offer. If you have an attention grabbing headline and provide valuable content, the reader may visit your website and opt-in to your email list.
- 4) Form of Free Advertising If you are creative, you can include a brief bio about your business, products or services along with your bio in the resource box area.

It is worthy of note that article marketing is evergreen. Once you write an article and submit to article directories, it stays there. This leads to a constant flow of unique traffic to your website and exposure to your business, product or service.

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Kickstart Marketing Tip #3: Connect with your market through videos

Camera-shy? Get over it, fast!

If you want to have a successful business, now is not the time to be bashful.

Video marketing has become the most popular thing since sliced bread I think. Here are just a few stats about YouTube alone (remember there are many other video sharing sites as well as live streaming video sites):

300 Million Worldwide visitors per Month

5 Billion Video Streams Every Month

Think your prospects or market are not watching videos online? Think again!

It is a very powerful medium and should be a part of your marketing mix.

Here are some powerful ways you can use video to kickstart YOUR Marketing:

1) Build your brand with promotional videos - There are so many ways you can produce your own videos for little or no cost. You can use Microsoft Powerpoint to make a slideshow and edit with Windows Movie Maker. You can also use a neat online program that I absolutely love, called Animoto.

2) Build credibility Create some how-to or informational videos that will appeal to your market. You can base these videos from top questions or problems faced in your industry. The idea is to provide value to the viewer and showcase your expertise and knowledge.

- 3) **Promote your website** Each video submission to video sharing sites allows you to create a link back to your website. Video sharing sites, the more popular ones rank high in the search engine. This helps to increase your website page rank and bring unique traffic.

- 4) **Networking Tool** Connect with companies with complementary products or services to your industry. You can subscribe or 'friend' other companies with video sharing channels or profiles.

- 5) **Build relationships** Produce videos on a regular basis. Do some of the videos in person as opposed to slide shows. Share tips, insights and offer encouragement. Your prospects will start to feel like they 'know' you. And of course, people prefer to do business with people that they know, like and trust.

- 6) **Build email list** Link videos to your opt in page to help grow your email list.

- 7) **Increase your opt in conversion or sales conversion** Studies have proven that adding videos to squeeze or sales pages actually doubles your conversion rate.

- 8) **Repurpose your content** You can use videos to convey messages that were published on your blog or in article directories. This is a powerful tip because it means that you are able to multiply your efforts thereby saving time. You also get to reach an exponential amount of people. So those who prefer not to read but rather watch videos, will still have access to your content.

Video marketing allows you to own your stage or platform. You are not confined to a 30s commercial during a certain time slot for thousands of dollars. You have a chance to showcase your business, product or service. You have total autonomy about how you will position your products or services in the minds of your market. Video marketing for business also has an authenticity that is difficult to capture with a TV commercial or any other advertising medium.

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Go ahead and add this component to your marketing mix today and reap the results tomorrow.

Kickstart Marketing Tip #4: Start a Business Blog

Starting a business blog is a great way to kickstart your marketing and build your business presence on the Internet.

Blogging helps in a few ways, namely:

- Builds credibility
- Build a relationship with your prospective clients or customers
- Generate leads
- Position yourself as an expert in your industry
- Sets you apart from your competitors
- Boost the search engine ranking of your company website once they are linked and the blog is updated regularly (Google loves this!)
- Develop a community around your brand, product or service

The big question usually from business owners though is 'What should I blog about?'

Here are some great blog posts ideas for a new business blog

- 1) Write blog posts that address the common problems or questions usually posed by people in your market

- 2) Industry trends or news items in your industry

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- 3) Best practices for your industry
- 4) Upcoming products, services or events
- 5) Case studies
- 6) New business or clients that you have acquired
- 7) Offline promotions, advertising or events
- 8) Product reviews

Blogging platforms

The 2 most popular blogging platforms are Wordpress or Blogger. However, it is not advisable to use the free versions for your business blog. Get a dedicated domain or subdomain name and install the blogging software of your choice. Research the pros and cons of each before you make a final decision. I personally like the flexibility of Wordpress.org.

How often should you blog?

Blogging should be done on a consistent basis. Most themes leave the time and date stamp on each post for all to see. So to appear current, you should blog often to let visitors know that you are always adding fresh content. The schedule is up to you. I would suggest between once or twice a week to once or twice a Month.

Automation Tools

Claim **YOUR** FR*EE Video Series with tips to market your business @ www.KickStartMarketingTips.com

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The good news is that you can schedule posts in advance using Wordpress.org. You may also be able to schedule posts in advance using some email newsletter programs.

1) Build credibility If you have a blog outside of your corporate website, it helps to build trust and credibility among prospects or leads. Typically, the corporate website contains static information about your company, team, listings, etc. However, a blog allows you to be more conversational and provide valuable information.

2) Makes you seem more real In other words, more approachable. It puts a voice on your business. Blogs have the distinct functionality of inviting visitors to make comments on your blog posts and everybody likes to be heard. This adds tremendous value and creates a community type of environment. It's also the easiest way for people to start a dialog with you or your business. So when you do speak 'in real life', it's as if you already know each other and the formalities are already out of the way. Then you can get right down to business. [Quick side note: Let me know that you are real too, leave a comment on this or any other blog post that moves you. I would love to hear from you!]

3) Lead generation Getting website traffic to a blog can be easier than a website because the search engines rank blog posts with valid content higher. Once you have a blog set up and post on a consistent basis you will see a surge in traffic to your corporate website as long as they are linked. Of course, the smart thing to do is to capture these leads via a sign-up form for a newsletter because the fortune is in the list. You can send property alerts, updates and a newsletter to an email list and keep them in 'your space' as a ready market.

4) Position yourself as an expert Blogs are a platform to express your views, demonstrate your knowledge and provide expertise on Jamaica real estate industry issues. If you are very vocal on the issues and post regularly about them, prospects will view you as an expert in the industry, which means more business.

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5) Sets you apart from competitors How is your firm different from the hundreds of others in the industry? Why should prospective clients do business with you? A blog can help to bridge the gap towards differentiating your firm from your competitors. A blog gives your readers insight to who YOU are and what YOUR firm is all about.

So how do you get started? Well you could get started tomorrow if you'd like using a free platform like Blogger or Wordpress If you want a unique domain name, you can get that inexpensively at GoDaddy.com In terms of design, you can go very basic, minimal branding and get decent blog themes for free or you can incorporate branding and premium themes quite inexpensively as well.

Kick Start Marketing Tip #5: How to make real connections in social media

Yes, it really is possible to make real connections, real friendships and real business in social media. I certainly have and you can too.

Here are 7 tips that will help you to make real connections in social media:

- 1) Clean up your main social media profiles first. Be sure that you focus on the ones on which you are really active. Make sure you have a descriptive bio with a focus on your business, use your real name, have a link to your blog and/or website.
- 2) Then use good ole Google or the search engine of your choice and search for blogs of people in your niche. You are looking for people with complementary products or services to yours. Those who are also active on social media will have links on their blogs to their social media profiles. So what you should do is to follow them. Follow them on Facebook, Twitter, LinkedIn. Subscribe to their RSS feed as well and their newsletter if they have one.
- 3) After you follow them, do a retweet of their content, in the case of twitter, repost in the case of Facebook or other way of getting their attention.
- 4) Read their RSS blog feed updates and comment every now and then. Call their attention to the fact that you left a comment on their blog via Twitter or Facebook. Point #3 and this point really starts the interaction and connection process.
- 5) Stay up to date on their social media posts using your favorite social media tool like SocialOomph.com, hootsuite.com or tweetdeck. Whenever you see them promoting something, do a RT for them and comment where possible and appropriate.

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6) Become a connector if you can. I consider myself a connector 'IRL' [in real life] so this is easy for me. If you know of someone on your 'friends' list who would be interested in an event or article by another of your 'friends', tell them about it.

7) Connect IRL. There are many ways to do this. The easiest way is to connect on the phone, even on Skype. You can also connect at Tweet-up events, via Meetup groups, group coaching sessions and live seminar events.

I find it really easy to make real connections in social media. For one thing, you start from a place of common interest right off the bat. The common ground is the business interest you share.

So start using social media with a purpose, not just to promote your business but to make real connections. If you make real connections, the business will come as well.

Kickstart Marketing Tip #6: Write and circulate a high value viral report, ecourse or ebook

As far as kickstart marketing efforts go, this is a really good one. It works best if you have high value content that people need. I once heard an online marketer say, 'Give away your best content for free'. This is true when it comes to marketing your business as well.

A viral report, ebook or ecourse is content that is spread through the internet as fast as a virus spreads in the human body. The best way to get a viral report to spread is by offering an incentive to those who may benefit from spreading it. For instance, you can offer people the report in a rich text format with the rights to load their own affiliate links where product recommendations are made. You can also tag the report as an affiliate product and those who spread the report will benefit from sales as a result of the report.

Give people a good taste of what you know, what you have to offer and how you can help them. It pulls them into your space. First they may become subscribers and eventually they will buy from you. Think about it, if someone delivers so much value for free, then their paid offer must have so much more.

Offer a free report, ecourse or ebook to people who optin to your email list. Promote your free offer using videos, articles, on your business cards, at networking events or speaking engagements. Cross promote through your industry peers newsletter or blog posts. Promote on social media. Promote with press releases. There are so many possibilities.

You will eventually start to get organic traffic coming to your website, subscribing to your email list and increasing your client base or product sales.

There are many great examples of people using this method. Here are a few examples you can check out:

Steve Nash from HowIPromoteMyWebsite.com has a free ecourse;

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Lisa Irby from 2createawebsite.com has a free ebook.

Bonus tip: Depending on your market, a viral movie can work wonders as well. Visit SimpleTruths.com for many examples in their Inspirational Movies collection. At the end of each video is an opt in form so you can opt in to their list. There is also a tell-a-friend form to make it easier for you to tell your friends and expand the reach of the video....virally.

Kickstart Marketing Tip #7: Build an email list

The fortune is in the list baby! Building an email list is crucial. The idea is to have a list of potential customers who have opted in to your email list. Communicate with the list on a regular and consistent basis. The beauty is that you can market to them over and over again. They have shown an interest in what you have to offer, which means they are in your target market and may be willing to purchase your products or services.

A proven way to build your email list is to have an irresistible offer that requires an opt in. Your irresistible offer can be a free e-report, ebook, ecourse, video series, teleclass, blog template or any offering in your expertise. You can set up a dedicated optin or squeeze page, for example, 'irresistibleoffer.com'. You can also place the offer on your blog or website with an optin form underneath or linked to it. The great thing about squeeze pages is that they are simple and to-the-point, often giving people one option only. The option is to complete the opt in form in order to receive the free offer.

The next thing to do is promote your irresistible offer. Make sure your offer and optin form is visible on every page of your website or blog. Remember that website visitors do not always land on the home page first. Here are a few ways to promote your offer and grow your list:

- Email signature
- Business cards
- social media
- JV partnerships
- speaking engagements
- Article marketing
- video marketing
- blog posts
- teleclass

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Then last, but not least, start building a relationship with your list. Send regular updates, start a weekly or bi-weekly ezine. Share personal updates in your life with each issue, nothing long or too detailed, just little nuggets of information.

Use pictures in your updates or ezines and experiment with different media. For instance include an audio file or video in some of your mailings.

When you develop and cultivate a good relationship with your email list they will learn to trust you and most importantly your recommendations, products or services. Your email open rate tends to be higher also plus your list is more responsive. This is called authentic marketing in some circles.

Kickstart Marketing Tip #8: Host Free Tele Classes

Tele Classes show the dynamic nature of media on the internet. They are sometimes called virtual events, which is the umbrella name for the gamut being Webinars, TeleSeminars and TeleClasses.

Basically, a teleclass is information delivered via a phone call using bridge lines. This can be an interactive teleclass or a lecture format with questions and answers afterwards.

A teleclass to introduce yourself and your business to your market is a great idea to showcase your expertise. Pick a subject in your field, outline your speaking points and present the information through a teleclass. Aim for a duration of 30 to 60 minutes ideally.

How to get started:

Register for conference call services There are many free services and paid services. If you are just starting out, I recommend the free services of whistletree.com. If you are able to make an investment, then you can try gotomeeting.com

Schedule the teleclass In order to ensure that many persons attend the call 'live', schedule at a time you feel will be convenient for your target market.

Promote your teleclass You can promote your teleclass to your existing list, promote on social media, cross promote through your peers' email list, promote with press releases and more.

Host the Teleclass

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Find a quiet place to conduct your teleclass without noise or interruption. Mute out all callers during your presentation. Open up the lines to take questions if you choose this option, then close the lines again to answer the question.

Bonus Tip: Record ALL Teleclasses or Teleevents. Many people will sign up but be unable to make the 'live' call. If the call is recorded they can listen on their own time and still be plugged in to your information and service offerings.

Promote your products & services

Name your products & Services as sponsor for the free teleclass. Remember to plug your offerings. After all you are in business for profit. Do not be shy about this. The people on the call have opted to participate and learn from you. You have an obligation to give them the free information that you prepared and offer resources for in-depth solutions.

Kickstart Marketing Tip #9: Start an e-newsletter or ezine

A surefire way to kick start your marketing for your new business is by starting an e-newsletter or ezine. Share information with your email list of prospects, clients or customers through a regularly scheduled email delivery.

Starting a newsletter or ezine is very effective when launching your business. Here are some of the points in favor of this method:

1. Builds relationships with your target market
2. Helps to establish you as an expert
3. Helps to position your business as an authority
4. Easy way to communicate with your market to promote special offers or new services or products
5. Highly valued by your market when filled with helpful content, which also increases open rate

Schedule

You need to know your market in order to develop a good delivery schedule. Weekly delivery of ezines or e-newsletters is widely the acceptable norm. However, some markets may just need a Monthly or bi-weekly mailing.

When promoting special offers, you may also need to increase your mailings to about 2 to 3 per week. However, if you have a special offer every week, just confine it to the regular weekly mailing. You do not want to bombard your list with too many emails and risk losing subscribers.

Format

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You can send your ezine or e-newsletter as a text-only mailing or you can send it as an HTML mailing. The difference is appearance. HTML newsletters are great for branding since you can place your company logo, picture of yourself, pictures of feature product offerings and other graphics. This helps to make it easy on the eyes of the reader and also gives the illusion of reading a print magazine.

However, some email programs reject or mark html emails as spam or just does not display graphics. You can get creative with text emails using characters such as the asterisk, equal sign, dashes. You can also bold certain parts of your text email for emphasis.

You can also send your newsletter as an html email and send special offer mailings as text. Again, it comes down to knowing your market and what would appeal to them more and then executing on that premise.

Email Newsletter Programs

The good news here is that the cost for most newsletter programs is very affordable. In fact there are free ones too. One 'free' newsletter program that I have used is Mailchimp.com. I found it user-friendly and quite a few options at the free level. If you are just starting out, this may be all that you need.

Some paid programs that are affordable and popular are iContact.com, Aweber.com, ConstantContact.com. They all offer a free trial so you can test drive each one and see which is right for your business.

One Caution though is that you need to research and choose a program that you can stick with for the long term. If you want to start off with Mailchimp and have a long-term plan to grow your email list, you should choose a paid newsletter program. Due to Can-Spam laws and other issues, when you are ready to upgrade to a paid program, you

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may not be able to transfer your existing list. Your email list will need to opt in again once you switch to the new service and then you will risk losing subscribers.

You can launch your business using this method right away and you should do it right away. At the simplest level, sign up with an email newsletter program and send an email to your existing prospect database asking them to opt in. Then go ahead and draft your first newsletter. Sign up for my video series below for more no and low cost methods to launch your business using the Internet.

Kickstart Marketing Tip #10: Promote your business using press releases

Press releases are an effective marketing tool for new business. The good news too is that you don't have to just submit to local offline media (newspapers) anymore, there are many online press release sites. In fact, if your business is targeted to a global audience, online press release distribution sites are the way to go.

The drawback though, depending on how you look at it, is that you cannot use press releases as an outright promotion and advertising tool for your business. Press releases need to be newsworthy with a focus on the needs of your target audience or in some cases a focus on the uniqueness of your business or on you as a new entrepreneur.

A few reasons to write press releases are:

- a new and improved website for your existing business
- recent expansion
- new product or service
- a recent or upcoming sponsorship of a charity event
- speaking engagement at an industry conference

How can press release distribution help your business

Great SEO tool Press releases are great for Search Engine Optimization. If your press release is optimized for your keywords, it will be picked up by many web sites, which will greatly increase your visibility. You also are allowed by the press release distribution sites to have a link back to your website. A backlink from a press release site is very strong as these sites rank high in the search engine.

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Increases credibility Press releases increase your exposure in your industry, which gives you high visibility and credibility. The more your audience see you or your business name show up when they search for your industry information or keywords, the better.

Low-cost promotional tool There are many free press release sites on the Internet. In some cases, especially as a new business, this is all you need. However, there are some sites that offer low-cost press release distribution with links back to your website, images in the press release, supporting documents in the press release and more.

And last but not least, get in the habit of sending press releases frequently. Just make sure they are newsworthy. Quick way to test whether you have a newsworthy item for a press release is to ask yourself, 'How will this benefit my target market?'