



## **Marketing Online How To V1**

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## How to Beef Up Your Email Marketing Strategy

Your email marketing strategy may likely be your most productive effort. Chances are there is room for improvement. A few tweaks can generate an even better return on investment and let's face it, there's not much that's better for building relationships and generating sales than email marketing. Let's take a look at three ways to beef up your email marketing strategy.

### 1. Align it With Your Editorial Calendar

Do you have an editorial calendar? It's a plan and schedule for your content. An editorial calendar outlines the topic for every blog post, article, report, or other content piece. It also identifies the goal for the piece and when it's going to be published. Ideally, your email marketing strategy is aligned with your content.

Take a look at your editorial calendar and create a complimentary email marketing plan. For example, if you're blogging about how to get more sleep next week then your email message might include a list of products that support good sleep.

### 2. Use a Template and Create a Consistent Look and Feel

If you currently use or have a template for your email messages, great. Then it's time to refresh that template. Update the header, add interest or usefulness to the buttons and links. Look for ways you can enhance the reader experience.

If you do not presently have a template for your email messages, consider creating one. Your email messages should ideally reflect your brand. Your readers also want to know what to expect. If you provide a consistent format, they'll feel more invested in the material. Additionally, when you do send the occasional broadcast message for special announcements then it'll grab their attention because it looks different from your normal newsletter.

### 3. Split Test Headlines And Your Calls To Action

If you're not split testing then you're missing out on a valuable aspect of email marketing. Learning what headlines have a higher open rate helps you improve your open rates. And discovering the types of calls to action that motivate clicks helps you improve your conversions, sales and profits. Split testing doesn't have to be complicated. You can simply divide your email list in half and send one email message to each half. The two halves will receive different headlines. The headline with the best open rate wins.

Finally, consider investing in an autoresponder that provides the ability to send messages based on actions. For example, you can send a follow up message to all of the people who click on a link in your newsletter. Follow up messages tend to have good performance numbers and they help you learn more about your prospects.

Email marketing is a worthy investment in terms of both time and money. Test and track your activities so you can optimize both.

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## How to Choose an Autoresponder

While many people focus on social marketing, email marketing is still a powerful business building tool. In fact, dollar for dollar more businesses enjoy a higher ROI with email marketing than social marketing.

One of the keys to a strong email marketing campaign is an autoresponder that fits your needs. If your email marketing is becoming time consuming, your system isn't working for you or you're just getting started with email marketing, a good autoresponder service is essential.

### Your Autoresponder's Job

The job of an autoresponder is to make your email marketing not only easier for you to manage but to also provide a better experience for your subscribers. For example, some autoresponders allow you to send both text and html messages. Your subscribers can choose which type of message they'd like to receive. When comparing autoresponders, make sure you have this option.

### Visually Interesting and Value

The ability to upload images, embed videos and other files is a feature that can help you create visually interesting and more valuable messages. Not all autoresponders offer this ability. Templates make it easy to create a unique format for your messages while working within a framework. Conversely, it's also nice to have an autoresponder service that allows you to create custom formatting.

The ability to schedule email messages and to create follow up messages and broadcast messages should be a feature that any autoresponder provides. If you happen to come across one that doesn't, skip it.

### Data to Grow Your Business

Analytics are a must as is the ability to split test. Again, the job of your autoresponder service goes beyond scheduling. It needs to make it easier for you to build your business and analytics are one of the tools to help you get the job done. Look for systems that integrate with your other technologies and marketing tactics. For example, if you use Facebook then it's great when you have an autoresponder that integrates with Facebook and includes share buttons in your messages.

### Growing Your List

Evaluate the cost based on the current size of your list and how big you believe your list will grow. Some autoresponders assess their monthly fees by the size of your list. If you have a list of 999 then your account may be free but if your list is 1000 it could cost you \$30 a month.

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Finally, take a look to see what they offer in terms of list management. Can you create an opt-in form? Do they support different opt-in processes and can you customize your opt-in and follow up messages to match your brand voice? Choosing your autoresponder can take a little time but it's well worth the effort, when you can focus on strategy and not worry about the technology.

## **How To Create a Customer Survey That Gives You the Answers You Really Need**

One of the best ways to build a business is to strive for perfection in the eyes of your customer. Give them an exceptional customer experience time after time and they'll remain loyal customers. They'll spread the word about your superior business and you'll grow and profit.

However, you don't have a crystal ball or the ability to read your customer's mind, right? So the next best option to get inside their head and learn what they need and want is to engage in conversations or to come right out and ask them. This is where a customer survey can be quite handy.

Yet if you've ever created a customer survey you may have realized after the fact that only one or two questions provided you with any valuable information. In fact, marketing students spend entire semesters learning how to create good customer surveys. It's a combination of skill and science.

The following tips will help you skip a good year of marketing class and get right down to it.

1. Ask Open Ended Questions – Many surveys are set up with a rating scale or multiple choice answers. The rating scale doesn't provide you with much, if any, information. The multiple choice selections are guided by your perceptions and assumptions. If you want to learn what your clients need and want then ask them. Give them space to answer the question. You'll likely be surprised by the responses you receive.
2. Keep Your Survey Short – No one, including you, wants to sit down and fill out a ten minute survey. Heck, you probably don't even want to give a survey five minutes of your time – even if you LOVE the company. Your clients don't either. Make your survey short and sweet. Ask the questions you need answered and leave it at that. You don't need to pad the survey with any fluff. Short and focused is the most useful approach for both you and your customers. Need a guideline? Keep your survey to ten questions or less.
3. Define Your Objective - What do you need to learn and why? Identifying your objective will help you create a focused survey. Identify the objective for your customers as well. Tell them why you need their help. It will motivate customers to respond and it will ensure that their answers are on target.

Surveys can be an extremely useful business tool. However, they're only useful to you if your customers are willing to fill them out and if the information is useful to you. Keep them short, focused, and goal oriented.

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## How to Enjoy Your Time Away From Your Business

When you own a business you put your heart and soul into it. If you're fortunate enough to feel passionate about your business, it's quite easy for it to become your life. Yet a balanced life dictates that we occasionally take time away from it all to relax and focus on other priorities. This can of course be immensely difficult if you work from home and the brunt of the business is on your shoulders. With a little preparation, insight, and planning you can enjoy your time away from your business. You can be free from worry and filled with confidence – you can relax.

### #1 Fill the Gap

If you're going to be away for a week, or two, what normally happens during that time? For example, do you publish a blog post every day? If so, then you'll need to prepare and schedule two weeks' worth of blog posts. Do you normally send out an email message each week? If so, then create those messages in advance, schedule them, and relax. Technology can generally take care of the processes. You simply have to plan ahead to make sure that no one realizes you're gone.

### #2 Get Help

If you don't have a virtual assistant, start working with one. Begin building a relationship with them well in advance of any vacation plans. Your virtual assistant can stand in for you while you're gone. They can make sure that your messages go off without a hitch, that your posts are posted, and that any customer questions are answered. However, they can only manage that scale of responsibilities if they've had some prior experience working for you and know what you expect.

### #3 Let People Know You're Gone

You have an auto responder for your email, right? Use it. Even if you're having your customer messages forwarded to your virtual assistant, make sure your personal email and other accounts notify folks that you're out of the office. Let people know what to expect. They'll be happier and you can relax.

### #4 Let some things Slide

You don't have to have every single task covered, planned for and automated. It should be possible to step away from some aspects of your business and not have it crumble in your absence. Create systems and processes that support you to take time away.

### #5 Give Yourself Permission

Finally, give yourself permission to check out and give yourself permission to check in once in a while. There's no right or wrong way to go on vacation and there's no right or wrong way to own a business. Find a happy medium that supports you. If you feel the desire to

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completely step away from your business and focus on fun and family, great. If you feel the need to check in once in a while to make sure your clients are happy, that's great too. Do what feels right.

Doctors tell us that taking a vacation is one of the best ways to distress and live a balanced and healthy life. Yet if you own a business, that sometimes feels impossible. Create systems and find support. Your health and vitality are important to your lasting success.

## **How to Know When It's Time to Overhaul Your Blog**

Blogging is often the primary source of content publication for online marketers. It provides not only a means of both publishing and managing content, it also creates a source of interaction. Your blog becomes part of your social marketing efforts and it's also likely integrated with your email marketing efforts.

In short, you likely spend a good amount of time focused on your blog. You may not have had the time or energy to step back and take a look at your blog with a discerning eye. You may not realize that it's way past time you gave it a good overhaul.

### **How Old is Your Theme?**

When was the last time you updated your theme? If you can't remember then it's probably time to add some interest to your blog by changing your theme. It's a bit like rearranging the furniture in your home. Change the position of the couch and all of a sudden the room feels completely different, in a good way. Find a new theme and your blog will feel fresh and lively. It also provides you with a bit of marketing fodder.

### **How Old Is Your Opt In?**

Even if your opt-in is still performing well, consider creating something new or making an additional offer on your blog. If your opt-in is performing well then consider updating it to keep it fresh and relevant. If your subscriber numbers have been dwindling, add something to your opt-in, for example a workbook to go along with your report, or create a new offer entirely.

### **Limited Resources?**

Consider adding to the freebie resources available on your blog. You might write a book and publish it with a download link on your blog. You might create a webinar and allow visitors to stream it for free. Create slide shows, free reports and more. Add value to your blog to keep visitors there longer and to attract more traffic.

### **Boring Content?**

Have you found that you're simply restating the same content? Do you feel bored when you write your blog posts? Have your comment statistics decreased? It may be time to become more focused with your topics and/or to add a new type of blog post to your editorial

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calendar. For example, you might add a weekly infographic post or a tip of the week post on Monday. Mix it up, get creative. If you feel motivated and inspired when writing your content, chances are your readers will too.

Keeping your blog updated and fresh isn't just great for your visitors, it also helps you feel more excited about your business. Find a great theme, add value and interest. You'll be glad you took the time to overhaul your blog.

## **How to Learn More about Business and Marketing Without Spending a Fortune**

One of the aspects of being a successful business owner is a commitment to professional learning. Many people attend annual conferences. They invest in online education, certification, and networking events. Not only can this add up financially, it can be extremely time consuming. That doesn't mean it isn't a good idea. The only way to learn new techniques and improve is to invest in education. There are several approaches that can save you time and money.

1. A Book a Month – One of the easiest and most cost effective ways to learn is by reading. Reading inspires new ideas, it strengthens and enhances your knowledge and it exposes you to thoughts and leaders that you may be unaware of. Consider taking a book off of the non-fiction bestsellers list each month and reading it. You only have to commit to reading a few pages a day to finish a book in a month. You might make a habit of it by reading a few pages during lunch or before you go to bed. (You can also use your local library or eLibrary to save money.)

2. Audio Books/Courses – Learn while you're driving, waiting, and performing mundane tasks. Audio books are an exceptional way to learn and they're very efficient. You can learn while you exercise or commute. You can learn as you wait in line at the middle school to pick up your kids and you can learn during lunch. Many marketing experts provide audio courses too so you can add those to your audio book collection.

3. Podcasts – The iTunes podcast library is extensive and incredibly inexpensive. Most podcast subscriptions are free and you can learn from world renowned experts. Like audio books, podcasts are excellent material for exercising and running errands.

4. Local Events – Instead of traveling across the country to attend an annual seminar, look for events that are in your state or community. You'll save money on the travel expenses and you'll get to meet a whole new group of people. Because many professionals prefer to do business with locals, you may also grow your business while you're learning.

5. Online Events – Many free online events are lead ins to more expensive services and events. They tease with a few tidbits of information but you have to sign up for the bigger event to really learn anything. However, if you are attentive you can find good online learning events that are free, or low cost, that also provide value.

Committing to expanding your knowledge and learning more about your industry is good business. It doesn't have to break the bank nor does it have to take time away from your

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busy life. Books, audio material and local events provide a wealth of knowledge and information at a very low cost.

## **How to Negotiate With Contractors**

Owning an online business, or any business, means outsourcing. Outsourcing and hiring contractors to manage specialty and administrative tasks gives you the time you need to focus on profits and your unique skills and strengths. However it can also add up and become more expensive than you'd like it to be. Before you hire a contractor, learn how to negotiate with them. This single skill can save you thousands annually.

1. Know Exactly What You Need – One of the challenges to hiring a contractor is that many times you just don't know what you need. For example, you need a website but can you use a template or do you need an entire site from scratch? Can you use WordPress? Do you need hosting?

When you hire a website designer they may have assumptions built into their pricing. If you know exactly what you need you can hire someone to manage those specific tasks and nothing additional. You'll also not be surprised with add on expenses.

2. Understand What They Need – Put yourself in the shoes of the person you're negotiating with. What do they need? What can you give them that will make the negotiation process easier? You might immediately think that the only thing they want is a high rate. That's not necessarily true. Some contractors may value autonomy, a long deadline, a deposit, or regular work over a high price.

For example, you might need to hire a virtual assistant for a project. While they may ask for \$25 an hour, if you commit to a certain number of hours each month they may prefer the consistent cash flow and reduce your hourly rate. Negotiating is about creating a win/win situation for everyone.

3. Ask for More than You Want – This tactic provides you with a starting point to negotiate and gives you room to work with your prospective contractor. For example, if you want to hire a ghostwriter to write a book for you and you don't want to pay more than \$6000, tell the writer that you can't pay more than \$4000. They'll come back with a different number most likely that will be higher than \$4000 but probably not above your top number.

Remember that price isn't the only point you can negotiate on. You can negotiate delivery time as well. Once you've reached an agreement, consider getting it in writing. This helps your contractor and you find a mutual level of trust and it protects you both.

## **How to Publish a Slideshow on Slideshare.Net**

According to many business and marketing experts, slide shows are on the rise. More

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businesses are using them to reach a larger audience and provide valuable content. Slideshare.net, owned by LinkedIn, has been cited as one of the fastest growing social sites. SlideShare has 60 million monthly visitors and 130 million page views. It's listed as one of the 200 most visited websites in the world and was recently voted amongst the World's Top 10 tools for education and eLearning. It's also super easy to use.

### Step One: Create a Slide Show

There are many different types of slide shows to consider. Much like traditional print content you can create how to content, tips, checklists and more. Establish a goal for your slide show and determine how you're going to provide value to your viewers. You may want to spend a few minutes studying other slide shows on slideshare.net to envision what's possible. One of the keys to a good slide show is to make sure each slide is focused and easy to read.

Slideshare supports the following formats:

- \* Presentations: pdf, ppt, pps, pptx, ppsx, pot, potx (Powerpoint); odp (OpenOffice)
- \* Documents: pdf, doc, docx, rtf (MSOffice); odt, ods(OpenOffice)
- \* Videos: mp4, m4v, wmv, mpeg, avi, mov, mpg, mkv, ogg , asf , vob , 3gp, rm, rmvb, flv
- \* Infographics: pdf

Presentations, documents, infographics, PDFs up to 100 MB and professional videos up to 500 MB.

### Step Two: Sign In

The next step is to visit Slideshare.net and click on the "Upload" button. You'll then be taken to a new page where you can choose between uploading a public slide show or a private one. Choose one of the options and you'll be asked to sign in. If you have a LinkedIn or Facebook account you can log in with that information. If not, you'll be asked to create an account. A basic membership is free. If you want analytics, the ability to upload videos and more features then there are incremental fee based accounts that you can choose from.

### Step Three: Upload Your Video

Click on "upload" and you'll be directed to choose a file from your computer. Click on the presentation file and wait. It'll upload in seconds. You can then rename your presentation. Remember that this is searchable content, use keywords in your title. Make the title attention grabbing and value driven. Use the same tactics you'd use for creating a blog post headline.

You can then assign a category to your slide show and create a 3000 character description. Again the description should motivate prospects to click on the slide show and view it. Your description should have keywords in it as well as make a promise and inspire interest. Add tags to your slide show and then click "Save and Continue."

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That's it. That's how easy it is to use SlideShare.net to share and market your business. You'll be given an embed code so you can embed your slide show on your blog or website. You can also instantly share it on social media sites. If you haven't used slideshare.net, give it a try. You'll be surprised how easy and effective this content format is to use.

## **How to Take Your Business to the Next Level**

It's easy to become somewhat complacent about business. If you're paying the bills and living a balanced life there may be no incentive to push it. Yet, the only way to know what's possible is to set bigger goals and strive to grow your business. It's time to look at how to take your business to the next level.

### **#1 Take Bigger Risks**

You've learned a lot along the way. Even if you've only been in business for a year or less, chances are you're much wiser than you were when you started. It's time to take more risks. Not crazy or impulsive risks. We're talking about calculated risks. Know what the risks are and what you stand to gain and then make a decision to forge ahead.

### **#2 More Content**

If you blog, try to blog once a day. If you send email message, strive to send one a week. If you use social media, strive to publish or share relevant content on a daily basis. In short, publish more content. Test and track your results. Chances are as you publish more content you'll also notice an increase in traffic, SEO and sales or profits.

### **#3 More Relevant**

Strive to be more relevant to your prospects and customers. Much of this comes from conversation along with testing and tracking. Use your analytics to determine what your audience responds to and then provide more of that. You can use your data to help you find that sweet spot with your prospects.

### **#4 Webinars and Seminars**

Teaching opportunities not only strengthen your credibility, authority and brand, they also provide tremendous marketing opportunities and an abundance of content. One webinar can produce books, reports, and email content and blog posts not to mention the product potential. Engage, teach, and publish – that's how you take a business to the next level.

### **#5 Ask Questions**

Do you really know what your audience wants and needs? Even if you're on top of it now, the answer can and does change. Integrate communication into your marketing. Ask more questions. Ask your audience what they want to learn, how they want to learn and how you can help them succeed?

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Pushing your limits and growing your business can be terrifying and rewarding. Plan, strategize, and follow through. Use your resources, talk with your audience, customers and prospects, and use the technology available to you to evaluate your results. It's all in your power to decide how high you want to reach and how big you'd like to grow your business.

### **Tips To Create An Effective Business Budget**

Most business owners understand the value of creating a budget. However, few actually follow through and those that do go through the effort make mistakes. These mistakes cause headaches, stress, and debt. When your budget doesn't work, it's way too easy to let it go. Instead of fixing the budget, it's pushed under the desk and ignored. That's not great either. The solution is to work to fix budgeting mistakes and create a more effective business budget.

\* **Give Yourself Some Wiggle Room** – One of the biggest mistakes when creating a budget is to not leave any extra room. The budget is pushed to the limits and spend every penny each month. The trouble with this approach is that the budget will be busted on a consistent basis. Overestimate what you need and leave some room for emergencies.

\* **Review Your Budget** – It's not enough to simply create a budget. Reviewing the budget is an essential part of the budgeting process. Take a look at your budget at least one a month. Look for areas where you overestimated, underestimated and where you can cut costs. Remember, a budget isn't set in stone. It's supposed to be an evolving guide to help you stay in control of your business finances.

\* **Set Goals** – Your budget gives you the ability to track and review the data which means you can use it to set goals for your business. For example, you can use it to set cost cutting goals. "I want to cut my marketing costs by 10% while increasing my sales by 10%." You can use analytics, expense reports, and sales data to evaluate your success.

\* **Create Good Systems** – In addition to finding a budgeting system or software that works for you, also remember that hiring providers, reviewing expenses and assessing your analytics are all part of your systems too. If an excel spreadsheet works better for you than a budgeting software, then use it.

If your contractors are breaking your budget, see if you can negotiate a deal or rework your needs so that you can afford them. There are many small steps you take each day that either support your financial success and an effective budget, or they detract from it. Identify what's working for you and release what isn't.

Good budgeting practices lead to a better and stronger business. If you're not sure how to budget or if you're budgeting in the most effective manner, get help. You'd hire an expert to help you build your website, if you need help building a budget it's good business sense to hire a financial pro.

### **Online Marketing Resources**

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[Affiliate Blogger Pro](#) - Best Affiliate Blogging Course On The Market

[Affiliate Elite](#) - Software For Serious Affiliate Marketers

[CB Passive Income](#) - Top Program for Passive Clickbank Income

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