

MarketStorm



How to brand yourself as an expert in any niche and profit big time

How to determine What People Are Best For Your Work

How to price your product correctly

How to use article to explode your business

How to use autoresponder effectively

Provide Quality Material And Customer Services

Quick and Easy SEO Techniques

YOUR ONLINE BUSINESS BRANDING

**How To
Brand
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As
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in any
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and
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Branding is very similar to advertising but at a deeper level. Branding is about encouraging a potential customer to seriously consider a product by the fact that the said product is uniquely different and better than its competitors. In the current “market place” where there are so many products to choose from, it can get quite competitive, thus attracting the customer to stay loyal or consider an alternative product is very important.

Just What Is Branding

Getting the message across to the customer clearly and quickly is the first point to ensure, if the said product is to succeed in the competitive market arena. Good branding styles will attract the customer base needed to ensure high sales targets achieved.

Good branding styles also help to confirm the credibility of the product advertised. If the product has a few competitors, as most products do, there is a need to ensure the customer is very aware of the benefits in making a particular choice. This is where the branding element comes in.

Being able to connect with a potential customer on a more personal level of

emotional level is definitely an advantage. Therefore good branding styles need to focus on making the sales pitch based on these sentiments.

As most products are displayed together, the product that has the most branding promotions will probably make a better impact on the potential customer. When the branding message is firmly imprinted in the mind of the potential customer, this element will help to ensure the customer stays motivated to pick that particular product.

Ensuring the loyalty of a customer stays consistent, is another reason to ensure branding is part of the promotional style of a product. With constant changes and new products being available, keeping the customer focus and loyal is an uphill battle. The branding style must be competitive and effective.

Research Your Topic Thoroughly

Basically this entails being as knowledgeable as possible, on a particular product or service. This element is very important especially in the product branding arena.

If a product or service is not well researched then the advertising campaign which includes effective branding styles will end up being inadequate and ineffective. Worse still if the information used in the branding is incorrect or misleading, the negative repercussion can be phenomenally damaging.

It would be wise to use the following steps as a guide to thoroughly researching a product to ensure accurate and effective branding styles.

Market observation and the eventual preparation of a complete portfolio on the product or service must be compiled. The observations conducted to understand the needs and reasons the potential customer chooses and uses a particular product is important to ensure this information is used to the maximum advantage in the branding exercise.

Having a hypothesis exercise conducted is another important feature required when doing research. This hypothesis exercise will ensure the relevant information is market tested both from

the credibility and results achieved by the use of the product.

The effort made to conduct the hypothesis exercise is to ensure without any room for doubt that the information used in the branding of the product is solidly grounded.

Gathering the relevant data to help understand the product and its hopeful impact on the consumer world is important to ensuring the success of its salability. Armed with this information the branding team will be able to focus on certain aspects of a product and use it to the optimum advantage to gain customer loyalty and satisfaction.

In conducting a complete research exercise the assigned team would also look into the competitors' success to understand the conditions tagged to its success. Only then will the research team be able to counter the competitors' success with their own styles.

Let People Know Who You Are- Distinguish Yourself

Promoting services or products or one's self

is pretty much the same thing. The only difference is in the style and type of promotion used. In order to be able to separate one's self from the rest and stand out favorably there are certain ideas or tip that can be followed.

It is not something to be taken lightly if individual want to get ahead in their careers or life in general. Relying on the merits of self promotion in order to distinguish one's self from the rest is sometimes the only thing that stands between failure and success.

Here are some of the tips to follow:

- The ability to identify and add value to portray one's self as an advantageous choice over others is important. This

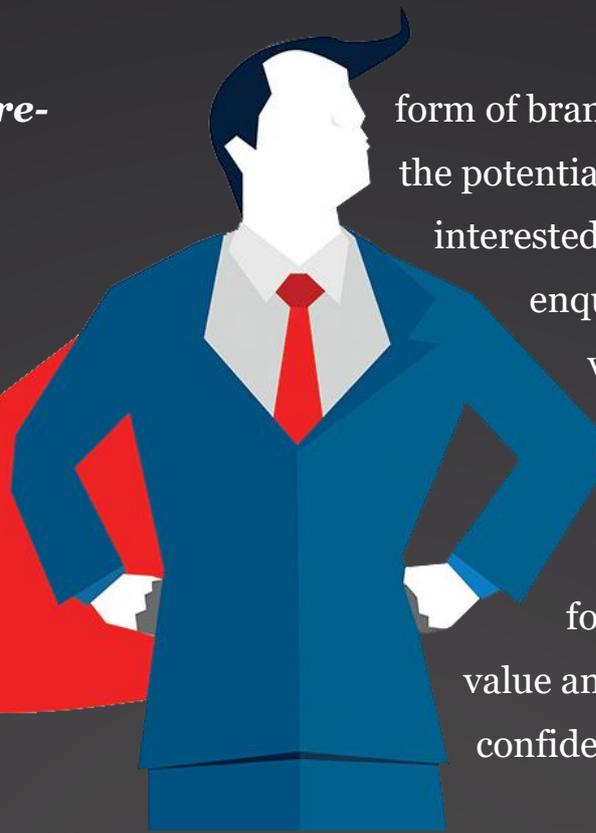
form of branding will ensure the potential client stays interested enough to enquire of the added value mentioned.

- Making a presentation form the added value angle with total confidence is another attractive

feature to practice. The confidence shown will not only act as a plus point but will also impress the potential client. However coming on too strong could have the exact opposite negative results, as the confidence element maybe misconstrued as arrogance.

Being able to "read" a situation or people and adjust the approach line accordingly is also advised. One sales pitch does not work for all circumstances. In being intuitive one is able to change game plans easily, quickly, and easily.

- Target the right people. Don't waste people's time with irrelevant information if the matter does not concern them. Doing this is unnecessary



and also shows the ill informed state of the individual.

Keep things short and simple, yet impactful. Being long winded with purposeful use of technically termed language can be very boring and annoying if it is not suitable conversation material for the listener.

You Have To Have Some Kind Of Presence

Everyone and everything has some form of competitiveness tagged to it. In today's ever changing and fast moving world everyone is trying their best to get ahead using as many ways and means as possible. For some using the media is one option worth exploring.

In order to be recognized as an individual with outstanding or unusual or better than average qualities to present or promote, the first step to take is to reach the target audience quickly and effectively.

Finding the suitable "tools" to use for this self promotion to be a success is a necessary and important point to ponder upon. In identifying the right tools to use in order to reach the target audience,

the path to success in being a recognizable entity is launched.

Most people tend to only bother or show some level of interest in the information or visual effects they are most exposed to.

Therefore identifying the target audience one wishes to attract and then linking that information to the use of a suitable media tool will ensure the intended audience receives the self promoting information.

Smart media savvy individual will ensure they are constantly featured in the most popular media tools all the time. These tools may include the internet, blog sites, magazines, newspapers, flyers, and many others.

In creating the expose needed to stay relevant the individual is also engaging in the prospects in staying visible and encouraging others to be constantly reminded and aware of his or her existence. Going multimedia is one way of successfully reaching a wider audience platform. Using this form such as videos, audios and podcasts, images and others help to ensure the proper amount of exposure is garnered.

Creating the circumstances where questions and answers are entertained will also contribute to the relevance of the individual and also enhance exposure and popularity percentages.

Networking With Social Media

Using the social media tool to network is a new and innovative means of



communication. This form of communication allows individuals to connect, discover, and engage in various activities available through this channel.

However there are certain dos and don'ts that needed to be adhered to in order for the successful interaction to prevail.

When exploring the social media forms to make new contacts one must bear in mind that being short and precise is the key to holding the interest of the corresponding party.

Long winded and uninformative style of communications doesn't really encourage others to be interested to engage in building a connection.

Making the information posted as visual and as interesting as possible is a prerequisite in ensuring the interest levels of those targeted. Therefore having the mindset that less is more, is indeed wise when attempting to post information on the social media network.

Requiring a response of some sort is only natural but quite irrelevant and unnecessary. Though it may be thought of as rude or lacking in social etiquette generally people don't respond if there is no interest in establishing a communicative relationship.

Therefore one should be prepared for the possibility of not receiving any response at all to the efforts made in the exercise of trying to establish contact.

Hence the advice, to state only relevant information and then to restrain from badgering the recipient for a response.

Making points as clear as possible in a concise form is also another prudent style of approach to use. Overwhelming the recipient with unnecessary information is annoying to say the least.

Also if there are any requests or requirements needed, it should be stated early on in the communication and not left to the end.

Avoid giving the impression of being needy; instead try to be confident in the communication.



Use Videos

Using videos as an effective tool in branding, advertising, and self promotion is fast gaining popularity in the world of media today.

Understanding the importance of the media contributions to the success of any endeavor is indeed practicing wisdom at its highest levels.

Although using video facilities has been around for sometime it has yet to achieve the recognition it is merited. Those who use this form of media for networking, branding and advertising purposes understand its particular advantages.

Perhaps one very important reason to consider using video as a form of media exposure is the fact that most of the world's population today can relate to pictures and sounds.

Though reading the written word is still popular, a large percentage of media users prefer the visual form of acquiring the latest information as compared to having to spend time reading a fair bit of information to attain the same amount of information.

Besides being more pleasing to the eye, there are also a lot of other advantages that can be obtained by using video as a form of media communication.



The element of creativity can be explored without any inhibitions which may apply to the written word. By using video to get an idea or message across to the receiving party the creativity essence can be released, and this can take many forms like animations, projection filming, cartoon characters and many more.

All these contribute not only to the intensity of the intended message or idea, but also cater ideally to the interest of the current media savvy group of people.

From an eco friendly point of view, using video as a style of media presenting tools, the conservation of raw materials often used for advertising, branding, and self promotions can be decreased considerably. In adopting this method of media coverage the individual shows a lot of wisdom.

Offer Training Courses

Sometimes in order to get the relevant information across to the public there is a need to take a further step in the media arena. This step taken is to provide the necessary training in any

field connected to or in encouraging the use of the said product, service, or expertise in a particular field.

When there is a launch of a new product that requires an in depth understanding of the uses and advantages of the product, the best way to encourage its use is through providing training courses. These training courses will allow the individual to learn about and be confident of the various uses of the product.

Training courses are also encouraged to help the individual be more confident in using, promoting, or simply taking about the product. It also encourages the individual to contribute by asking questions and satisfying all curiosity. Sometimes questions and scenarios can be put forth to further enhance the product and its chosen media coverage choice.

For the individual considering exploring this form of media communication, the use of the correct “tools” is also important. The level and consistency of the promotional material can be

standardized, while its quality control can be monitored.

Training courses are currently offered for almost anything and is really quite accessible and affordable. When an individual has acquired these important bits of information through the training courses then they can impart this information to others.

Training courses are also a useful way of keeping abreast with the latest information and skills available. This will enable the individual to apply the newly learnt skills to the advantage and success of any chosen endeavor.

Through the success levels taught to achieve in the training courses, the course frame work also indirectly promotes the skills of the trainer for further branding and advertising purposes.

Outsourcing : **How to *determine What People*** ***Are Best For Your Work***



Most companies' face the challenge of keeping escalating costs down, while still maintaining the highest of standards in order to stay competitive. In doing so these companies would have to look into areas that can benefit and one option to consider and is currently being widely used is the outsourcing tool.

Without the possibility of using the assistance of an outsourcing company the principal company would have to consider elements such as hiring, training, administration, benefits, absenteeism, workspace and equipment.

In some cases such expansions would seem more burdensome than welcomed therefore the next best option would be to consider outsourcing.

The following are some points to consider when determining what's best:

Expertise – identifying the relevant providers in a particular field and then ensuring the best possible price is agreed upon for the services rendered would be the first step to take. The outsourcing company chosen should ideally be an authority in its particular field.

Management – not having to micro manage a particular segment of the

overall project simply because it has been taken care of through the outsourcing platform can be quite a relief both mentally and physically for all involved in the project as a whole.

Personnel flexibility – being able to hire an outsourcing company that works on a project to project basis would be better than having to hire someone only to have to let them go when the project is over.

This cost incurred for hiring personnel on short term contracts can be significantly higher, as for the worker there is no job security thus the demand for higher wages is common and expected.

There are also services provided by companies that can link the various wants to the needs of other companies. Hiring such companies to find a suitable partner in the outsourcing exercise would definitely benefit as the service provided would be tailor made to the requirements of both parties.

How To Set Your Product Price Correctly



Setting the correct price for your

product or service is a delicate state of affairs. You have to determine a price that will reflect your production costs as well as the value your buyers place on your product

Think about your production costs. These costs lie in both the fixed and varying expenses to manufacture or provide your product or service.

Fixed costs include rent, salaries, and property taxes - any disbursement that doesn't change a great deal of the time.

Variable costs vacillate depending on the measure of goods produced or services supplied. They include raw materials, hourly wages and sales commissions, sites and advertisements.

Analyze your market. How much are buyers willing to pay for your product? Conduct market research to test your pricing scheme. See what rivals are charging. You might price your product higher than the norm if you provide

better service and products than your rivals.

Assess your product's uniqueness. See how closely your product resembles a contending product.

Consumers will be reluctant to pay greater prices for your product if they may pay less for a competing brand.

Ascertain your product's price elasticity. Your product's elasticity is ascertained by whether price changes result in changes in demand. For instance, if slight changes in price results in important changes in demand; your product is looked at to be elastic.

All the same, if there is little change in demand even with substantial price changes, your product is inelastic. The greater the price elasticity, the closer you ought to price your products to your rivals' products.

Set a price. Take all these components into consideration before arriving at a decision.

Wrapping Up

Ask trade or business affiliations for info on typical pricing techniques or average profit margins in your industry.

Use your pricing scheme to create a product image. If you price much lower than competitors, consumers may think that your product is priced less because it is inferior.

Alter your pricing. You might change your pricing, depending upon your goals. For instance, you may charge a lower introductory price for a short time period to attract a large number of fresh buyers.

If in doubt, price on the high side. It's always easier to discount prices than to raise them.



Beware of undercharging.

Lowering your price far below that of rivals will produce the wrong image for your product.

Small businesses can't afford to undercharge because they often can't produce enough units to qualify for volume discounts.

Therefore, their take of each sale is slim.

A dramatic scene of a large explosion or fire. The bottom left corner is dominated by a bright, intense fire with orange and yellow flames. A massive plume of white and grey smoke or dust rises from the fire, filling the left side of the frame. The background is a dark, deep blue or black sky, filled with a dense shower of small, bright sparks or embers falling from the top. The overall atmosphere is one of power and destruction.

How to use
article to
explode your
business

Let's talk a little about how you can use article marketing to attract more targeted prospects, increase exposure for your business and make more sales as a result.

methods you can use to drive traffic to your website and promote your business including; paid advertising, link building, search engine and affiliate marketing, just to name a few.



It is no big secret that in today's very competitive online marketplace, the importance of attracting targeted prospects for your business is more essential than ever.

The good news is, there are a wide variety of marketing and advertising

While effective, many of these methods will either cost you a small fortune or suck up all of your valuable time before you even begin to see results.

However, there are ways of promoting your business and increasing your website traffic without having to spend a dime.

Writing and submitting articles is one of those methods and when done correctly it can be the most effective promotion strategies that you will ever use.

I know what you are thinking; "can writing articles really help me increase my website traffic and promote my business"?

The answer is a resounding "YES" it can!

It can actually benefit your business in many ways that other (free and paid)

methods can never do, no matter how much money and time you sink into them.

One of the main things that article writing and marketing can do for your business is to quickly help you reach more people and not just any people. A well written article can help you reach right out and grab the attention of your target audience. These are the people who want to know what you have to say and want to buy what you have to sell.

The simple fact is, whenever you write a great article and share it with other



people by posting on your website or submitting it to other websites, directories and to online publishers it has the potential to give your business massive amounts of exposure for months, maybe even years to come.

One of the best ways that you can make your article marketing campaign a huge success is by carefully constructing your author's resource box.

The little box will be attached to your article whenever it is shared or republished. It should include brief but valuable information about you, your business, an enticing free offer and of course a link back to your website.

To get maximum results when writing your articles try to focus your content on good keywords and phrases that are closely related to your website and products.

This will help in several ways. It will make it easier for the search engines to index your articles, it will make it easier for the right people to find your article and it will help attract highly targeted traffic to your website.



When you submit your well crafted, keyword focused article to online directories and other websites and publishers find your article helpful and informative they will post it on their own website, publish it in their newsletter resulting in links back to your website.

When writing articles for your business, always keep in mind that most people who go online are searching for information and by providing them with that information you and your business will reap the rewards of free exposure and more traffic.

Benefits

Exactly what benefit does writing articles have on your websites search engine rank?

The answer to that question is simple. Whenever you write articles, not only

can you publish them and submit them to high traffic article directories, you can also use them to build a content rich website, which the search engines absolutely love.

When you think about it from a business prospective it is a win/win situation. By utilizing your newly written article in both ways it will provide you with a great many benefits in return.

When it comes to obtaining a good search engine position for your webpages the more keyword focused content your site has the better, because it will increase the number of times the search engine spiders will visit the site and index your webpages.

The process is fairly simple. Every time you write a new article, create a new webpage for that article and add it to your website. Be sure to use highly targeted keywords, phrases, Meta tags and optimize the article page so that it is search engine friendly. Not long after you add your new webpage to your website the search engine spiders will crawl

through it and index it according to their specific criteria.

You will also want to be sure that you add the newly created article page to your website's navigation, your sitemap page and that you include a link to your site map on your main index page of your website as well as on the article page itself.

It is a good idea to keep your articles in directories close to the root of your website, so that the search engine spiders can find your new pages easily.

Another important thing to remember is that the keyword density on your article page is one of the main elements that search engines like Google and Yahoo use when analyzing and ranking your webpages.

You should always do your best to present relevant and insightful information that will appeal to your site visitors as well as to the search engines.

While some webmasters are tempted into over using keywords and phrases (keyword stuffing) to obtain a high ranking position in the search engines

results it is best to avoid doing that on your own website because you may get a good position, but most of your visitors will leave your site as quickly as they found it.

While creating a new webpage for every article may seem like a time consuming task, once you get the hang of doing it, it will become a simple part of your article marketing process that will help you achieve the best possible results from every article that you write.

Many many more benefits

Once you have written and published your article, especially on the internet, it instantly becomes your unpaid, 24 hour a day salesperson.

It works exclusively for you 365 days a year with no paid holidays or time off.

By submitting your articles with the resource box attached to publications, directories and websites you have the ability to promote your business without having to spend huge sums of money on other more expensive advertising methods.

While all of this free advertising is great, article marketing can do so much more for your business than just bring in leads!

Never forget that the written word is extremely influential. A timely, relevant and well written article can quickly position you as an authority in your area of expertise. It can also help you to make a good first impression, establish a stellar reputation and entice a lot more people to visit your store, office or website to do business with you. By writing articles you can easily set yourself apart from your competition and become a leader in your market.

Every article that you write can be used in so many different ways. For instance; it can be included in a report, used as a bonus, featured in a newsletter, as part of an online course "like this one" or published in a book.

Articles can also be used to build a list of option subscribers that are eager to hear from you. This provides you with the ability to contact

them, build a relationship with them and promote your products and services to them over and over again.

Once you have a few articles out there, you will reach a certain critical mass where the prospects begin to flow in. Continue to grow past the critical mass, and you will grow to the point where you could not stop the traffic and prospects flowing in if you wanted to.

We know that it can take from 5 to 8 contacts or more for new prospect to be ready to become a customer. Articles allow you to stay in touch with prospects and provide them with quality information.

The simple fact is that marketing articles is fairly simple and inexpensive, especially when compared to other methods of marketing online that don't offer anywhere near the same kind of exposure and publicity that a few well written articles will.

Are you beginning to see the how extremely beneficial article marketing can be for your business?

After all, it doesn't cost you anything but a little time to write and submit an article to article directories such as Ezinearticles or Goarticles.com.



Some deadly mistake to avoid

Becoming a successful article marketer takes time and patience. As with any type of marketing technique there are certain steps that you must follow, as well as certain things that you need to avoid so that you can prevent yourself from becoming one of many article marketers who are struggling to make this method work for them.

Executed correctly, article marketing can certainly yield impressive results in an extremely cost effective way. On the other hand, article marketing executed

improperly is usually a big waste of time, effort, as well as money.

Let's take some time and go over a few common mistakes that many inexperienced article marketers unknowingly make that can potentially hurt their chance of success.

The first and most common mistake is creating a boring title for their articles. You must understand that when your article is submitted to directories or shows up in a list of search results the title is going to be listed with a number of other articles that your prospective reader has the option to choose from.

Keep in mind that there are often many writers competing for the same type of reader. So, don't allow your own title to end up being one that will easily blend in with the other titles on the page. Take time to carefully craft one that will stand out from the crowd and get your article noticed.

That doesn't mean that you should go overboard and get too creative! It is very important that the title of your article is relevant to the topic and enticing

enough to get people to choose it instead of your competitors article.

You also want to maintain a clear objective when composing your article. What's the primary reason you would like to convey to the reader when they read your article? Is there an objective that you have in mind?

Be very clear in regards to what you would like them to do and provide them with plenty of reasons that they should take action. It is important to have a beginning point and ending point when planning your article.

Far too often article authors fail to provide their readers with concise, easy to follow information that will help them get from point A to B and they miss out on getting the reader to take action.

As an article marketer you need to remember that your ultimate goal isn't just to inform, but to entice your reader to click on your link, visit your website or to take any other action you would like them to take. It is equally as important as asking for the sale on your sales page.

Another very common mistake is not taking the time to get to know your intended target audience. It is vital that you keep in mind who your target audience is and write for their benefit.

For instance, if you're writing to a group of people that are well-informed on the topic, then make certain that you are too.

Take time to find out exactly what type of questions that they ask when they go online looking for information as well as how they relate to each other when discussing the topic.

Research your target market well and write directly to them in a way that they can relate to and you will hit the mark every time.

One more common mistake is writing articles that have very little chance of getting published.

To avoid wasting your time composing article that no one will want to publish take a look at the submission guidelines of the article directories you are planning to submit to and organize your

content to suit their standards. Always make sure that your content is well written. Pay close attention to their linking policies and be sure that your links point to appropriate places.

Many article marketers neglect to check the submission guidelines before they submit their article only to end up having it rejected.

When it comes to marketing your business with articles if you follow a few basic rules and avoid these common mistakes you will discover that you will be well on your ways to achieving success.

Some helpful advice

When it comes to creating your campaign there are certain key elements that you will want to include, so that you can help ensure a successful campaign.

When you are creating an article marketing campaign for a product or service that you are promoting to ensure that you achieve positive results you need to have an audience and knowledge about that audience.

As we have discussed before you will also need to research the product market and have a clear understanding of which keywords will be most successful in reaching that market. Plus the ability to write an effective article that entices them to take action.

You may think that you have a great product on your hands but it is only as great as the number of people interested in it.

If you are looking to make sales. You need to find out that there is a market for what you are trying to promote. Every article marketing campaign has to have an audience if it is going to be successful.

So, make sure you do your research and see how much demand there is for what you are promoting.

Once you have determined that you have an audience for the product or service that you want to promote take the time to educate yourself on them.

I know we have talked about this before, but is an extremely important step in the process especially if you don't want to waste your time and effort creating

content for something that nobody wants.

Remember to find out who they are, where they live, where they look for information, and where they shop.

Investigate their buying behaviors and look to see what things are working in capturing sales from that group. Make sure that you are able to write in a style that is on their level and will appeal to them.

Knowing about that audience is great but another thing that you need to have to get that article marketing campaign successful is knowledge about that product/service.

You are trying to set yourself up as an authority on the matter. You have to accomplish this in order to when not only their trust but their business. You have to know what you are talking about before they really listen to you.

You will also want to use a lot of time and energy to finding the right keywords to focus your content around. Find out what gets results and what will get you on page one.

Your articles aren't going to be doing any good if the search engines won't notice them. Find the best keywords and plan on using them.

The most important part of your article writing campaign is the writing of the article. Make sure that you have a title that will get picked up by search engines and will catch the reader's

attention.

Make sure that it answers the key questions that your target market is likely to ask. Keep it short, about 300-500 words, making sure that you meet the minimum word requirements for the directories you wish to be published in.

Above all make sure that you ask the reader to do what you want them to do.

Have a strong call to action; include a well-crafted resource box and you can be fairly sure that you have created an article marketing campaign that will be successful.





How to use autoresponder effectively

The true value of quality autoresponders is their ability to send an unlimited number of follow-up messages. And the fact that you can pre-program the messages makes the entire system that much more beneficial.

Naturally, there could be instances where you might only need one message sent.

Most often, however, you'll want to send out a collection of messages, based on whatever action was initially performed.

If they signed up for your marketing course, for example, they might receive a series of seven to ten lessons over the course of that same number of days.

If they purchased a product from you, you would want to follow up with them, sending out messages every few days or so.

The first one could simply thank them, the second one could check up on whether or not they've had a chance to

use the product, a third one might ask if they have any questions about the product, and so forth.

The point is, no matter what action is initially performed by the viewer, it's important to send follow up messages.

For one thing, you don't ever want to lose the connection with anyone who has become a subscriber. Once they're on your list, make certain you continue to provide them with valuable information, assistance, and whatever else you feel they might want or need.

Following are several ways in which you can use your autoresponders most effectively.

Publish Your Newsletter

The biggest problem most editors face with regard to newsletters is having to publish one each and every week. And that's exactly the reason many webmasters decide either not to publish one at all or choose to merely publish it once or twice a month.



With an autoresponder, you can preload several issues at once and arrange to have them sent out on a specific day each consecutive week.

The publications will go out right on time, whether you're vacationing on the deck of a cruise ship or busy performing other webmaster tasks.

Affiliate Training

What better way to help your affiliates earn more revenue than sending them valuable marketing and promotion tips and information each and every week.

Once again, just preload all the messages and set the desired intervals for sending them. You create all the content once and then have the autoresponder system work on your behalf for months at a time.

Mini Ecourse

This is one of the most popular and effective uses for autoresponders. You create a series of lessons or segments of information and then have each of them sent to the subscriber one day at a time.

A very important aspect of these mini courses is the ability to keep people interested throughout all the messages. That's why you should always end each day's lesson or segment with a strong hook that hints at what they'll learn next.

For example...

Well, that wraps things up for today. Tomorrow you'll discover how to implement one simple change that could more than double your existing Google AdSense revenue.

Whatever you do, don't miss it!

On the last day of the course, you can even direct the subscriber to yet another ecourse or free report. Again, sent out by autoresponder. Or, you can offer them a special discount or limited time offer that's only available to subscribers.

Ebook Sample

If you're selling your own ebook, you can use an autoresponder to send out sample chapters or select excerpts from the overall content.

Or, you can simply create a report based on part of what's included in the ebook.

At the end of the report, let the subscriber know that the previous information was just a small sample of what they'll learn when they purchase the entire ebook.

And then, of course, pitch them on purchasing the ebook.

Product Information

This one can be sent either prior to someone making a purchase - whereby they just want additional information about a particular product - or it can include tips about using the product after it's been purchased.

For example, if you sold them a software program, you could send the buyer a series of messages that includes different ways in which they could implement the program.

Or perhaps methods other buyers utilized that brought them success or additional revenue.

Notifications

Use an autoresponder to keep people informed. That could include software or

ebook updates, changes on your website, current blog postings, or the hot topics being discussed on your forum.

Those are just a few of the ways you can use autoresponders effectively. You might implement one or two, you might implement them all. You might even come up with more creative ways to use autoresponders.

The thing that matters is that you do implement them whenever possible.

Automation will not only save a great deal of time and hands-on effort, it will allow you to keep in constant touch with one of the most valuable assets you have... your mailing list subscribers.

BONUS: Provide Quality Material And Customer Service

As in any field, branding, advertising and media also follow similar guidelines to ensure its success levels. In order to have consistent success the issue of good quality material and customer service must be adequately addressed.

Good customer service is vital to creating a successful business environment. When potential customers are assured that they can and will get good service after the purchase of a product, the sale is much smoother and easier. Today customers want to be assured that there is still a relationship between the seller and buyer if and when there are issues that need to be addressed.

Making a sale is no longer the be all and end all of a customer and sales person contact. In promoting the customer service angle, a potential customer is shown the depth of the commitment practiced by the selling party.

Customers are more likely to purchase a product that has a good customer base service provider tool. More so today this particular feature is becoming almost a prerequisite for most customers.

Because of the vast variety of products available today, customers are becoming a more discerning bunch. Therefore the quality of the merchandise plays an important role as the deciding factor for the purchaser.

Taking the extra step to provide for all possible levels of quality ensure the success of the product sold. With the



good quality elements tagged to the product or service, the chances of a new customer base is very good, as the old customers will indirectly promote the merits of the product. This type of promotion is invaluable to the success of any product and cannot be bought at any price.

Another advantage of providing quality material is that the integrity of the product and company promoting the product is maintained at its highest levels. Therefore any new ventures the said company decides to explore will be met with an eager and loyal customer base.

**Quick
and Easy**



Technique

- Create a site with valuable content, products or services.
- Place primary and secondary keywords within the first 25 words in your page content and spread them evenly throughout the document.
- Research and use the right keywords/phrases to attract your target customers.
- Use your keywords in the right fields and references within your web page. Like Title, META tags, Headers, etc.
- Keep your site design simple so that your customers can navigate easily between web pages, find what they want and buy products and services.
- Submit your web pages i.e. every web page and not just the home page, to the most popular search engines and directory services. Hire someone to do so, if required. Be sure this is a manual submission. Do not engage an automated submission service.
- Keep track of changes in search engine algorithms and processes and accordingly modify your web pages so your search engine ranking remains high. Use online tools and utilities to keep track of how your website is doing.
- Monitor your competitors and the top ranked websites to see what they are doing right in the way of design, navigation, content, keywords, etc.

- Use reports and logs from your web hosting company to see where your traffic is coming from. Analyze your visitor location and their incoming sources whether search engines or links from other sites and the keywords they used to find you.
- Make your customer visit easy and give them plenty of ways to remember you in the form of newsletters, free reports, reduction coupons etc
- Demonstrate your industry and product or service expertise by writing and submitting articles for your website or for article banks so you are perceived as an expert in your field.
- When selling products online, use simple payment and shipment methods to make your customer's experience fast and easy.
- When not sure, hire professionals. Though it may seem costly, but it is a lot less expensive than spending your money on a website which no one visits.
- Don't look at your website as a static brochure. Treat it as a dynamic, ever-changing sales tool and location, just like your real store to which your customers with the same seriousness.