

Today, there's more opportunity than ever to set an effective, efficient and affordable marketing strategy in motion which delivers a positive, predictable return on investment.

The fundamentals in this book are the foundation.
Dig in!

Order a hardcopy of this book for easy reference for the rest of your career or send a copy to someone you care about in business:

<http://smallbusinessu.org/product/bogbook/>

If you are:

Clueless about how to market your business online...

...or you're paying someone to do marketing for you and have no idea what they're doing or if it's working...

...and if you're frustrated because you just keep writing checks for ads and services which don't produce a return on investment and your bank balance is in free-fall...

...and you're starting to wonder if your business can even benefit by marketing online...

...this book will help you.

You don't have to do it all! Each chapter gives you one idea to act on and each one will produce results:

CUSTOMERS

You don't need to become an expert at marketing but as a business owner, you DO need to have a basic level of core competence because you can't manage what you don't understand.

This book will give you the foundational understanding you need to make good marketing decisions.

There's a lot of choices to make when marketing your business. Which should you be doing first, second, third...or not at all?

When you finally land on a marketing system that works, you'll be busier, happier, more calm, more alive.

Today, there's more opportunity than ever to set an effective, efficient and affordable marketing strategy in motion which delivers a positive, predictable return on investment.

The fundamentals in this book are the foundation. Dig in!

Introduction

The purpose of this book is to give you, the business owner the understanding, the knowledge, the confidence and the ability to take over and manage the very important business function of marketing your business online.

Marketing your business online is flexible, versatile, powerful, and cheap. Dollar for dollar, it's the best investment you can make in marketing your business.

In this book, I unlock the mystery and the opportunity of marketing any business effectively online. It's written in language any business owner can understand.

A little about me and the back story, where I came from, and why I'm sharing this with you.

I've been serving business owners my entire adult life. In 1986, at age 21, I started my own wholesale company as a spin off from my parent's old fashioned hardware store in Philadelphia. My company, Mazer Wholesale, Inc., has been in service to hardware stores, variety stores, \$1.00 stores, building, roofing and disaster restoration contractors, and other types of businesses ever since.

Being an important part of the lives and livelihoods of 1000's of businesses owners has been among the highlights of my life. Supplying them with merchandise they use and sell in order to make their living, pay their employees, rent, taxes & utilities has been a thrill for me. I've made a TON of friends.

This happens to just about all of us. I took action.

In the late 1990's, I handed over a check for \$2000 to a web designer for my first website. "Congratulations. Now the whole world can find you," he said. Then he went on his way. No one found me or my company online.

I thought a website was supposed to help me find customers and help customers find me! It didn't happen. Not until I took matters into my own hands.

I learned ONE THING about marketing my products and my website and suddenly everything changed. It was a breakthrough. I finally started hearing those beautiful words, "I found your company online."

For a year or more, I made no other changes and sought no further education on the subject. I was getting more calls, email inquiries, and real sales with regularity. I was loving it. One day it dawned on me, "This is working great, but I could probably do something more."

One thing, then another...it builds and gets better.

I learned ONE MORE THING about improving my website's chances of producing customers and it worked. It got a lot better! Then I began aggressively seeking more.

I'm not a techie or a geek by any stretch of the imagination. I'm a business owner who made a commitment to learn about marketing my business online so I could attract more customers to my business. I've spent a lot of money and time learning. I've made plenty of mistakes too, looking for shortcuts and chasing after "shiny objects" to speed my success.

I started getting new customers and making real sales as a result of marketing my business online back in year 2000. Around 2009, I started sharing my success secrets with some friends in totally different businesses and they started to get new customers online too.

The Small Business Development Center in Southern New Jersey asked me if I would speak at a forum for entrepreneurs on the subject of marketing online. I had always been very nervous about public speaking but I agreed. It was a great experience and a real boost of confidence. My presentation was well received and the funny thing was, I hadn't so

much as a single nervous butterfly in my stomach when I gave that first presentation. It was an amazing feeling and it felt very satisfying to have helped the attendees.

I did several seminars on the subject to audiences over the next 18 months and just about every presentation resulted in audience members approaching me saying, (paraphrasing) “You made so much sense. Now I get it. Can you help me?” So, I began taking on clients which launched a marketing business (www.mazermarketing.com).

I feel the need to teach and there’s an audience thirsting to learn.

Recently, I’ve been winding down on client work because I’ve made an important discovery. I still have the same passion for serving business owners as I did 30 years ago when I started my wholesale company. Serving business owners in the realm of marketing online has also been fulfilling, rewarding and a thrill for me. However, I feel compelled to teach.

“Give a man a fish, you feed him for a day, teach him how to fish, and you feed him for a lifetime.”

The feeling I get when I empower others to market their business effectively online is more rewarding to me than doing it for them. Plus, I can teach a lot more people than I can work for. Through the power of seminars, books and video, I have the potential and goal of touching and teaching *thousands* of business owners.

I’m enthusiastic because of ANOTHER discovery.

As of this writing (January, 2016), I can tell you with confidence and certainty, the things I learned and applied to my online marketing efforts back in 2000, and *all the things I do and teach my private clients still work today*. These are what I call FUNDAMENTALS. Fundamentals don’t change nor do they don’t become obsolete.

Since 2000, search engines have changed, websites have changed, social media has emerged (and continues to change), internet accessible devices have changed, just about everything to do with technology, communication and marketing has changed. BUT, the fundamentals of marketing online have NOT changed. Not only do they work, but they're easy to learn, easy to implement and largely free of charge. All you have to do is apply them.

My mission is to teach business owners these fundamentals. You'll be amazed at how uncomplicated they are. You'll be amazed at how common-sense they are. You'll probably be a little annoyed you waited so long but, hey, there's no better time to start putting this valuable knowledge to work for you than right now.

The best time to plant a tree was 20 years ago. The next best time is now. Act upon these fundamentals and you will have a Rock Solid Online Presence™ working for your business all day, every day, forever.

Learn this stuff and act upon it. It will save you time and money. It will help you get more new customers *and* help you serve them better.

I'm always saying, "One good idea can change your business or change your life."

With that in mind, I want to emphasize that all the elements you're about to read about in this book can stand alone and are effective in their own right. It's not an all-or-nothing deal. Each element you learn and apply can produce results. Combined, they work even better.

Preface

You Can't Manage What You Don't Understand.

When you own a business, you know everything which needs to be done. You can do it all. You don't do all the



Invest a little time to understand the basics of marketing online. The payoff can be life-changing.

things. Rather, you teach employees how to do them, then you make sure they are doing the things right.

If you are in the restaurant business for example, you probably don't mop the floors. But you know how to mop the floors the right way and you probably demonstrate the proper way to do it when you hire someone new. You watch the person the first time to make sure he or she is doing the job to your satisfaction. Then you check the job when it's finished. That's how you manage.

Good business owners are good managers. They lead by example. They tell, show, check, correct and check again. You can't afford not to be a good manager.

Business owners know how to do everything in their business **except the online marketing**. When it comes to the website stuff, most business owners cringe, then write a check with hope and faith their web person is going to do what's best for their business.

Most website developers know how to make a website but unfortunately they don't know how to make it work for their clients. They know how to make it look pretty, but they don't know how to sell anything. Most website developers are geeks. They're not business owners, they don't think like business owners, nor are they educated in marketing.

Plan for your website to be a customer-generating income stream. If you don't plan for it, how can it happen?

Most business owners don't know what's possible when it comes to marketing their business online. Therefore, they don't have specific plans or expectations going into the project. They put this important aspect of their business in the hands of amateurs or geeks who don't understand business or marketing. They end up with an expense, not an asset. A cheap, unplanned, unproductive website could be costing you a fortune...not just in the money you spend on it but especially in missed opportunities.



To invest in a website without any knowledge or intention of using it effectively for marketing is like investing in exercise equipment and using it as a place to hang your clothes.

This book is going to walk you through the seven fundamentals of marketing a business online. Now you'll be able to connect the dots and understand what to do (and what not to do). You'll understand the characteristics of a **Rock Solid Online Presence™** and how one is created.

You don't need to become an internet marketing expert. But gaining the understanding of essential 21st century style marketing basics is going to save you a lot of money and missed opportunities. It's going to help you create a new asset, a website and a plan, which generates customers, sales, and profits.

You will soon understand what makes a website a 24-hour per day sales representative and ambassador for your business...an asset, not an expense.

IMPORTANT-You will find this comforting:

All 7 fundamentals of marketing online work independently. You don't have to do them all. Focus on one, get it done and move on to another. The more you utilize them and the more you learn how to make them work together, the better they will all work for you.

I also suggest you approach all you do *expecting* the results you're hoping for. A positive mental attitude will always come to your aid.

Fundamental #1

Creating a Massive Online Footprint

What Can Marketing a Garage Sale Teach You About Marketing Online?



If you have ever had a garage sale or yard sale (and even if you haven't) you'll be able to follow along here. This is a remarkable illustration of how simple this “internet marketing stuff” can really be.

The first thing you do once you've decided to have a garage sale is start *marketing* it.

- You may decide to put a cheap classified ad in a local newspaper.
- Put an ad on craigslist.
- Buy some poster board & felt-tip markers to make signs to advertise your sale, the date, and your address.

- You'll take those signs to either end of your street, find a pole, then staple, tape, or tie signs up and draw arrows in the direction of your house.
- Now, spread out and post some more signs on the street corners surrounding your neighborhood. This will catch more attention and funnel people to your sale.
- You may even go to the local supermarket, church, the gym, or any other public place that has a bulletin board to post up flyers announcing your sale.

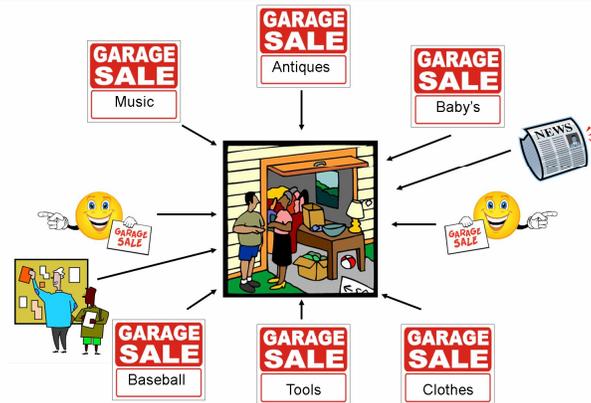
On your flyers, in your ads, and on your signs, it's wise to mention specific items you want to sell, such as furniture, toys, clothing, baby stuff, your baseball card collection, or old record albums. This helps to attract buyers looking for specific items, the things you want to sell and turn into money. It's like leaving breadcrumbs leading the way to your sale.



Marketing your business online is very similar to marketing a garage sale.

Think of your business and website as the garage sale. It's the place where you sell your products or your services. You want to get people to know about it. You want people to know where it is and all the products and services you have to offer.

The web provides almost limitless opportunities to put up "signs", filled with details about your business. It's a gift. You just need to get it done. When you do, these signs last a whole lot longer than paper signs stapled onto a telephone pole and can deliver a whole lot more information.



This illustration shows how posting signs, flyers, and classified ads, all calling attention to and pointing back to your garage sale are common sense methods to getting customers and selling your stuff. The more people who find out about your sale and your stuff, the more will show up.

The more you tell, the more you sell...simple!

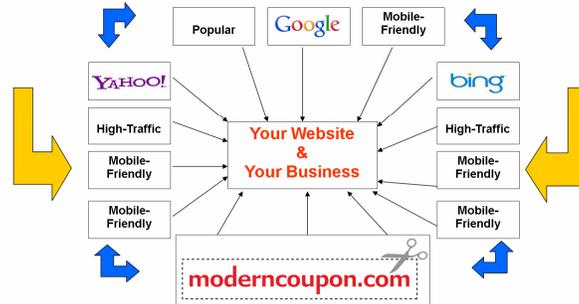
If you let people know the highlights of your sale, such as your baseball card collection, tools, toys, & clothing, the more interest you will generate and the more likely you will attract the right buyers, sell your stuff, and collect some money.

Making the signs, creating ads, and getting them posted so people can see them are all individual components (tactics) of a garage sale marketing strategy. Each one is effective individually and they are all working in harmony to create what I consider gravitational pull toward your sale.

Again, this is common sense. Marking your business online is about common sense too.

The Internet Gravity Wheel

Is a service mark of moderncoupon, LLC



This is the Internet Gravity Wheel™. It illustrates how having your company profile listed on authoritative search engines and directories creates gravitational pull which gets your business noticed—just like having garage sale signs all pointing to your street and your sale. The more popular sites & search engines pointing back to your business, the better.

This is like having signs posted all over the web.

Online, there are literally dozens (perhaps hundreds, depending on your type of business) of places your business information (your signs) can be posted and seen by people who are looking for whatever it is that you do, make or sell. It's powerful.

The places where you can showcase your business include the internet's most powerful websites such as Google, Yahoo!, and Bing. These search engines give you free “mini web sites” to describe your business in great detail, post your phone number, your business description, location, website address and photos.

These are the places where people go to find what they're looking for online. These are the places where most of the people will find out your business exists. Stake your claim on these sites. Most are free. *Optimize* your business profile

on these online properties, which means: include all the details people should know about your business.

Google, Yahoo!, and Bing are the most widely used search engines but there are dozens of other online destinations where you can expand your online footprint to get free (and cheap) visibility.

Along with search engines, you want to have a presence on directories. Directories come in three varieties:

- Geographically Specific
- Industry Specific
- Topic Specific

Most businesses can be in all three. If you can, you should.

- **Geographically specific** directories list businesses based upon location. Many cities and small towns have their own local business directory. Dozens of directories are nationwide but have zip code driven search criteria. Examples: ezlocal.com, **moderncoupon.com**, showmelocal.com, citysearch.com. There are lots of others.
- **Industry specific** directories list companies by the type of business. Lawyers, doctors, massage therapists, accountants, even dog trainers can have a listing on directories specific to their field.
- **Topic specific** directories list companies according to a topic. Yelp!, for example is a topic-specific directory. The topic being online business reviews. Same with Trip Advisor. Businesses list on **moderncoupon.com** to leverage the popular topic of online coupons.

Directories get a lot of traffic (website visitors). One big reason for this is because they often appear on page one in the

search results. Why? Because directories tend to contain large quantities of information relevant to search queries.

The search engines determine which websites they're going to display and in what order depending on ranking of relevance. A directory with hundreds (or thousands) of business listings, is packed with content relevant to a search, much more than a stand-alone website.

Having an optimized profile and business listing on directories puts your business in a better position to be discovered online.

Most directories have a FREE option for a "basic" listing and a PAID option for a more robust listing. There may be a directory or two out there, depending on your type of business where a paid listing is worth the investment. For example:

I started advertising my wholesale business, Mazer Wholesale, Inc., (<http://www.mazerwholesale.com>) on an online directory called wholesalecentral.com back in year 2000. Before that, my standalone website got me nowhere. No customers. No sales. But when I advertised my business and my products for sale on wholesalecentral.com, I finally started to get new customers.

Hundreds of wholesalers, manufacturers, and importers advertise their companies on wholesalecentral.com. They have a lot of content on their website and because of it, Google and the other search engines view that website favorably as being a valuable and relevant resource when people are looking for wholesale merchandise. When people visit wholesalecentral.com, they find a selection of companies who may have the products they are seeking.

I gladly pay an annual fee to market my business on wholesalecentral.com. It has produced 1000's of customers for me over the years and continues to do so to this day.

When marketing works, I stick with it!



You may already have profiles in a number of these directories. Many of them take information from public records to populate data on their site. They also get information from other online directories. It's not unusual for some information to be wrong. It happens all the time. Not good! Errors which exist online about your business need to be fixed.

I have seen a seafood restaurant listed as a seafood market, and I've seen a venture capital lender listed as a synagogue. I've seen wrong phone numbers, incorrect addresses and completely wrong website addresses. These errors will hurt your chances of getting the call when people are online searching for a business like yours.

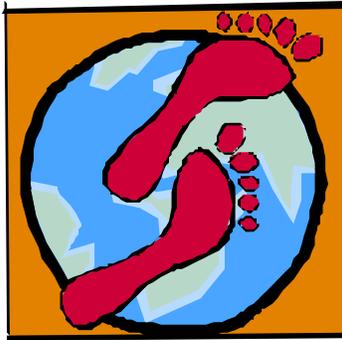
moderncoupon.com leverages the topic of online coupons. Google reports 45 million searches each month include the word "coupon", so if you want to capture some attention, you may want to consider offering coupons on a powerful directory like **moderncoupon.com**.

Marketing your business on directories and search engines is a smart idea for several reasons:

1. Few businesses do a good job in this area of marketing. Therefore, it's a competitive advantage to those who do.
2. Google and the other search engines see you have optimized your profiles and expanded your online presence. Having your business information embedded on highly authoritative websites and directories is rewarded by higher rankings on search results. This stuff works!
3. Directories expand your online footprint. Most people

search business information on Google but all the places on The Internet Gravity Wheel™ get thousands, even millions of visitors every month which boosts your chances of being in the intersection where people are searching for a business, a product, or service like yours.

4. Millions of people keep apps on their phones connected to certain directories they find useful. Being listed on them puts your business in the pockets of these people.



Creating a massive online footprint means getting your business information listed on as many relevant websites, search engines and directories as possible. This gives your website, and therefore, your business, a greater chance of getting noticed by someone who is online and actively looking for a business like yours

Action Step: Check your online profiles all over the web with a free tool right on my website:

www.mazermarketing.com/local-business-search/

Fill in the blanks and a report is generated instantly. You can optimize and fix errors on your online profiles yourself or get someone to do them for you. This is a key component of search engine optimization. Do not neglect it!

Need help? Reach out: 1-866-799-2825

Fundamental #2

A “Good” Website It’s more than an online brochure. It’s a customer-attraction machine.

Most business owners don't know what a website can or should do for them. They put their faith in their website designer to create a website expecting this person or firm to deliver some sort of undefined results.

Unfortunately, while most website designers know how to make a website, they know little or nothing about business or marketing. We affectionately refer to them as geeks. The result is a stagnant website. It just sits there looking pretty (or maybe not so pretty). It's an expense where it could be a customer producing income machine.

First, a “good” website should get the attention of the search engines so people can find it and get their eyeballs on it.

Second, it should either get the visitors to become customers or to become leads who may possibly become customers in the future.

More characteristics of a good website are:

- **It must be mobile-friendly.**
It’s not an option.



Your kid relative, neighbor or friend can make a website. But does this person understand *marketing*?



“Geeks” don’t know business and they don’t know marketing. That’s why most websites remain a business expense rather than becoming a business asset.

- **Answers visitor's questions.** It's less about a commercial message and more about how your product or service, your knowledge or expertise, is a good fit for your website visitor. A website is more than a print ad where you're limited by space. Here's where you can really deliver value in terms of written and visual information.
- **It's easy to consume.** Keep sentences short, Text should be large enough to read easily and the type should be dark and on a light background. Don't get fancy. Get simple. Don't make your customers work too hard to get the information they're after.
- **It has lots of images.** Everyone knows a picture is worth 1000 words. In today's fast-paced world, we scan pictures and the captions underneath them before we consume a bunch of text on a page. Use lots of pictures!
- **A good About Us page.** This is a highly neglected area. As a small business, one of your greatest assets is YOU. A large percentage of people visit the About US page to have a look at you before making their decision to buy. They want to know your story. Did you take over the family business? Started from scratch seeded by passion? People love to see photos of your family and pets and they will do business with you because you have opened up and shared. You have boosted the likeability and trustability factors. This is especially important when you're in the service business and serve people in their home. A good About Us page differentiates you from all your competitors. It will serve you well.
- **It encourages visitors to take action.** Examples are: a downloadable coupon, a free report, a free evaluation, a bonus of some sort. The action you want people to take should usually include collecting their name and email contact information or mentioning on the telephone where they saw the offer so you can know which media converted the lead or the sale.

This last element, getting people to take action, is one of the biggest benefits of a good website but it's widely misused or actually, UNused. Getting people to respond to some sort of offer pulls them instantly closer to your cash register.

This is an example of an “opt-in” box. Notice the incentive for a “FREE Download” in exchange for a name and email address.

The download could be a piece of valuable information, a discount coupon, or entry into a contest. Utilizing this marketing tactic can also help you to measure the effectiveness of some of your other marketing such as print ads or social media investments. There's more to learn on that subject in Fundamental #7

Ultimately, a good website gets visitors to do something: either buy now, or leave you their contact information so you can keep in touch.

Action Step: Review your website using the elements of “a good website” described here. What components are you missing or could be improved? Brainstorm some ideas on a value proposition you can use to build your email contact list.

Fundamental #3

Search Engine Optimization (Part 1) Marketing With Website Content Lessons from Marketing Cheeseburgers

In the movie Iron Man, Tony Stark (who is played by Robert Downey, Jr.) arrives back in America after escaping a 3-month captivity by terrorists. He's picked up by his assistant, Pepper (played by Gwyneth Paltrow). Pepper insists upon getting him directly to a hospital. Tony refuses and says, "I've been held captive for 3 months. The first thing I want is an American cheeseburger...and then a press conference."

In the next scene, Tony approaches a podium with cheeseburger in hand in a room with dozens of reporters with microphones, cameras and questions.

My imagination tells me, in the limo, Pepper took out her smart phone or tablet device and Googled something like "the best cheeseburger in Anytown" (the town they were closest to or the town they would be passing through on the way to Stark Industries).

My imagination also tells me that Tony, a billionaire, isn't the type to select McDonald's as his selection for "the best" cheeseburger.

In this example, YOU are the owner of a diner. Your diner menu is vast with selections for breakfast, lunch and dinner



Whatever you do, make, or sell, there are people looking for it online. SEO is how your website becomes visible to people who don't even know your business exists.

plus appetizers, salads, soups, sandwiches, desserts and BURGERS.

IF your website has a page DEDICATED to cheeseburgers, better yet, The BEST Cheeseburgers in Anytown, you're going to be on that first page of Google to capture the attention of that customer. That's how it works. If your website matches what people are searching for, your website stands a very good chance at being discovered by the right person at the right time.



Go into detail about every product or service you provide. **The more you tell, the more you sell!** (See, I told you, it's not complicated!)

And if you want to attract people who love blueberry pie, you will have a web page dedicated specifically highlighting your freshly-baked blueberry pie...and pages for ALL your pies!

And if you're a massage therapist who knows 13 different massage styles including "pregnancy massage", you want to dedicate a page on your website to "Pregnancy Massage" and ALL your individual massage styles.

When your website contains specific information about what people are looking for, it is Google's pleasure to show you in the search results. *Google's #1 objective is to show the most relevant search results. So, when your website has the most relevant content to a search, you have drastically increased your chances of being discovered and engaged by someone looking for the specific information they're seeking.*

The lesson here is to be specific. Describe your products and services in detail. Answer the questions going on in people's minds. Do it on your website but instead of plowing a bunch of different items, services, or ideas on one page, create pages that are dedicated to *each one of your major products, services or ideas.*

If your business has dozens or hundreds of items, creating a web page for each one should be in your long-term plans. You don't need to complete this task before you launch your website. This should be part of a long-term content strategy.

A massage therapist should detail all the benefits of all 13 massage styles. I recommend a specific web page for each of the 13. If you're a baker, a page for every kind of cake, pie, cookie or bread. A law firm, each lawyer and his or her specialty. A dental office, each dentist and his or her specialty.

Each page of a website represents more ways for a business to be discovered online. Each page with a unique message and main idea could be the match for what someone is looking for on an online search. **I have built websites with 500 + pages so my clients' sites would show up in more searches. Customers are worth more than web pages.**

I will emphasize here again: few businesses have websites which leverage this technique. Now that you know this, use it to your great advantage.

Just as a skyscraper, gets noticed more than a little neighborhood store, a big, content-rich web- site gets noticed.

Anybody can have a big, content-rich website and a massive online footprint. You don't need to be a big company with lots of marketing cash. You only need to understand these principles and have the desire to make it happen. Few do. Will you?

Action Step: List all the products and services you provide, list key personnel, the types of customers you serve and the where you serve them (names of towns, for example). Start with the most important and most profitable and work your way down. Write some details, find a representative image and make a web page or a blog post. Tell the story of the product or service, what it does, how it works, its benefits and the benefits of getting it from you.

Before publishing this book I decided to prove my point.

I created a page on my website called “The Best Cheeseburgers in Cherry Hill New Jersey” following the same ideas I described in "Lessons of a Cheeseburger". This page has occupied a position on page one of Google for several months. My website, mazermarketing.com, occupies space on the first page of Google search results among high-end burger joints and ranks way above other burger places and restaurants who also have cheeseburgers on their menu.

Mazer Marketing obviously does not sell cheeseburgers but as you can see by the image below my page shows up because I created a good webpage content on the topic of cheeseburgers which closely matches the search criteria.

You should do this with all your products or services.

1st-page search results fueled by good SEO techniques.

The screenshot shows a Google search for "the best cheeseburgers in cherry hill, nj". The search results are displayed in a grid format. On the left side, there is a map showing the location of Bobby's Burger Palace in Cherry Hill, NJ. Below the map, there are several search results for burger places in Cherry Hill, NJ, including Bobby's Burger Palace, Zinburger Wine & Burger Bar, and Smashburger. On the right side, there are more search results, including Bobby's Burger Palace - Cherry Hill, NJ - Yelp, Best Burgers - SouthJersey.com, Zinburger Wine & Burger Bar - East, Bobby's Burger Palace, Cherry Hill - Restaurant Reviews..., Zinburger Wine & Burger Bar, Cherry Hill - Restaurant..., Best Gourmet Burgers in Cherry Hill, NJ | Smashburger, Cherry Hill Restaurants, Restaurants in Cherry Hill..., Zinburger Wine and Burger Bar - 275 Photos - Burger..., and best cheeseburgers in cherry hill | Mazer Marketing. A black arrow points to the Mazer Marketing link, which is the last result on the page.

This is a split-screen shot of the search results for the search term: “the best cheeseburgers in cherry hill, nj”

They're looking for something and you show up right in front of their eyes. It's beautiful.

I have many websites for various projects and businesses. I just now searched Google for "Search engine optimization expert in Cherry Hill, NJ" and my personal website came up.



The Google Page 1 search result (above) is a direct result of the page title below.

<title>Search engine optimization expert in Cherry Hill...</title> (see image on page 24)

By mentioning (and optimizing for Google search) my search engine optimization expertise on my personal website, I got ranked on page 1.

By using slightly different terminology for the same search topic, I show up on page 1 for my other website.



Although multiple websites is an advanced strategy, I'm demonstrating how powerful, yet easy getting highly ranked on searches can be.

Most website dashboards have a place where you can add and modify your own title tags (also known as "page titles"). I highly recommend you learn this simple and powerful SEO technique. (You can learn more about title tags at: www.mazermarketing.com/titletags)

When I learned this, my website began attracting even more customers. I learned I could focus on an item or idea and when people were searching for that item or idea online, my

website showed up in front of them in the search results.

When people find your website and your business online, they are already deep into the buying process. You get more customers and spend a lot less money on customer acquisition. Sweet!

It's important to point out here, there are many aspects of marketing online which change and even become obsolete. What I'm teaching you here are fundamentals. They don't change. They're not "tricks". Far from it. Google and the other search engines penalize websites which try to use trickery (commonly known as Black Hat tactics). It could be fatal for your website to try to "game" the system. You are now equipped with knowledge to avoid this kind of mistake.

The fundamentals I'm teaching you are based on logic and principles which predate the internet. These are simply delivering information in an organized and helpful manner which matches what people are already searching for. For the same reasons they used to turn to print publications like newspapers and magazines, they're turning to the web...and now YOUR information is there answering their questions (even if it's "where can I get the best cheeseburger?")!!!

Similarly, the principles of the next fundamental, The Blog, are also logical and fundamental to effective and informational media.

Action Step: Identify the title tags on your own website and determine if they're search engine optimized. Go to: www.mazermarketing.com/titletags and watch the video. This will show you how to read your title tags and also demonstrate the difference between good ones and bad ones. This is NOT difficult and it could be worth a bundle to you when you learn it and use it.

Fundamental #5

The Blog: What Is It? Why Is It Important? Making your website an information source.

The web is the information super highway. We don't hear that term much any more but it's a fact to be taken seriously. A blog is a place where you can contribute to the vast and continually growing pool of information on the web. Why would you want to do this?

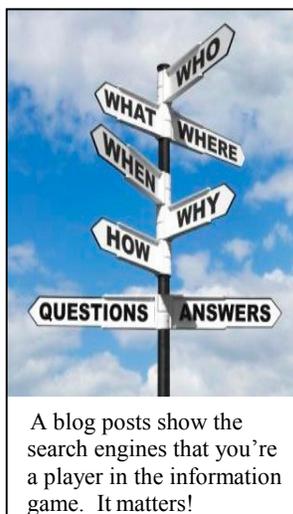
Here again, the search engines, particularly Google, favor websites which have relevant information to share with the world (even if it's about cheeseburgers).

The search engines value websites which have a blog which is updated regularly.

I always tell clients, Google likes to see a website in motion. When your website adds content regularly, it shows Google you are engaged with your audience. It shows your business and your website is relevant in your industry... your "space."

Every blog post you make is like adding a page to your website. A blog post is sometimes even stronger SEO because Google holds blogs in such high esteem.

Think of the blog portion of your website is like the news room of your business. It tell's the story about products



A blog posts show the search engines that you're a player in the information game. It matters!

and services, what type of customers buy them and where they come from. It can announce new products and services, why people want them, and what they're saying about them.

Let's revisit The Cheeseburger.

I've been noticing a lot of burger places popping up around town. Bobby Flay, famous chef, is no dummy. He's leveraging the power of the higher-priced specialty burgers to build restaurants called Bobby's Burger Palace. If I were in the restaurant business, I would make a search engine friendly web page for burgers with great page content, photos, and title tag. THEN, I would make a blog post (tell the story) for each and every burger I sell:

The Bacon Burger
The Mushroom & Swiss Burger
The Onion Ring Burger...and so on.

Every burger would be described in glorious detail and a photo of it would be embedded on the page. I would surely make a couple videos of burgers on the grill and the process of building my masterpieces on top of their toasted sesame seed buns, topped with cheese, bacon, onions and mushrooms, then plated with lettuce, tomato, pickles and fries.

I would have a post dedicated to every mouthwatering burger my restaurant would serve. I would even tell a story about how the recipe was created, why we serve it on a certain-size bun, what kind of wine or beer goes best with it, and any famous people who have ordered it.

My restaurant would surely appear on the search results pages when people are looking for burgers, right up there with the burger-specific places.

Then I would do the same for my unique salads...and everything else on my menu.

Although this example is related to food, this can be done

with anything.

A plumber can do this to promote installations of high-efficiency water heaters, a chiropractor can do this to describe techniques for relieving leg pain or headaches, a used car seller can showcase their happy customers' testimonials of being treated fairly and their overall satisfaction.

Adding blog posts to your website is a very worthwhile exercise. It will make your website bigger and better than your competitors'. It will position you as an expert in your field. It will "talk" to the search engines and add content, which will *naturally* match what people are looking for online.

This content marketing technique will work for every kind of business.

Tip: Make your blog posts more about information than promotion. Posts should be a minimum of 350 words.

Each one of the chapters in this book, for example, would make a good blog post because they're informational. Along the way, they also position me as an expert in my field which naturally promotes my brand.

People turn to the web for information. When you deliver it, you have become valuable to your audience and many will become customers or clients because of it.

Action Step: Look at the blog posts on www.smallbusinessu.org/blog and www.mazermarketing.com/blog. Just get a feel for the length and style and some of the "calls to action" used to get people to select a free report or service. Think about how you can showcase some of your products or services. Think about what it would mean to your business if you were to try this idea and it worked and you were getting more new customers on your most profitable items/services!

Fundamental #6

Email: Permission to Sell Some call it “The Holy Grail” of online marketing

It’s a gift when someone gives you their contact information with the expressed directive: “Send Me Your Offers.”

Many business owners don’t feel email works well and isn’t worth the effort. They also think people don’t want to be bothered with emails junking up their inbox. Nothing could be further from the truth.

When someone fills out an email sign up sheet on your checkout counter or on your website promising a gift, offer, discount, or coupon, you have been given permission to market your offers to them. Further, you have been put under obligation to send them your offers. Not a bad situation!

Just because YOU may not want to get a bunch of emails, doesn’t mean your customers don’t!

3 Key Elements To Successful Email Marketing

1. **Consistency:** It’s not your customers’ job to remember you exist. It’s your job to remind them. If nothing else, email marketing keeps you in Top-Of-Mind position. Here’s what’s really cool about email: Even if people don’t open your email message to read it, they have still seen where the message came from and the headline in the subject line. You have still touched their consciousness even if the message is deleted unread. How often you should send an email to your list depends on your type of business. People eat every day so restaurants should send email specials out at least once a week. Other businesses will be fine sending once or twice per month. Put it on the schedule and send consistently.

2. **Be Memorable, Shareable and Readable.** A good offer accompanied by a joke, inspirational message or just good information will get opened, read and often shared with others. If you're consistent, when your audience sees your email in their inbox, they'll know the message will contain something of interest and value. Keep your emails short & sweet. Be mindful of people's time and patience and your marketing messages will be consumed.
3. **Grow The List:** "The money is in the list". This is the mantra of all the most successful "marketers" I know. 80% of their efforts are geared toward list building. Grow the list because there's always a percentage of people who will: *Share* what you've emailed, *Buy* what you're promoting in your email, *Opt-out* of your email list (so you need to keep it growing, not shrinking).

Even when people just delete your email without reading it, you have still dropped a seed in their mind, which reminds them you exist. Email is a cheap way to deliver value, be unique, and get your marketing message out.

Let's say you have 1000 subscribers on your email list. Here's what typically happens:

- About 150 of them open your email and read it. If you're making an offer, 10% of them (15 people) might buy something. If it takes you 30 minutes to generate an email, and you make 15 extra sales, was your time well-invested? The answer is YES.
- Most of the remaining 850 people will see your email in their inbox. They don't have any time to open it, BUT, they saw your name and it made a little impression in their consciousness. Geico and McDonald's spend millions of dollars to keep dropping seeds in our consciousness. It's valuable to make an impression on the brain cells of the people on your list every so often. You're reminding them you exist so the next time they need you OR know someone else who does, you are top-of-mind.

Results will vary. You may get 8% open rates or you may get 35%. If you offer a birthday gift, you'll get over 70%! Email is valuable and important. I recommend it.

Never sent “broadcast” email?

Sending an email to a handful of people can be done from your regular gmail, yahoo mail, hotmail or aol account but if you have a list of 25 or more, you're going to need to use an broadcast email sending service. You're probably aware of some of them, like Constant Contact who does a lot of advertising. There are lots of choices. (Do a search online for “broadcast email services” and you will see plenty of options.) There's one called Mailchimp which is free if your list is below 2000 subscribers.

It's important to use one of these services for a few reasons:

1. Deliverability. Your own personal email service isn't designed to send bulk emails and therefore, you will get low deliverability, send failures and you will waste a lot of time.
2. They keep your email list organized and up to date for you.
3. They allow you to send plain text or beautifully designed emails with images and your own branding.
4. These tools are designed to follow “the rules” of proper email marketing. It's important.
5. You can create templates so it's easy to create new email messages in minutes. You can even schedule emails to be sent out at specific dates & times. This makes it easier to dedicate time to planning your email schedule and even setting up a whole series of them in advance.

Email is often referred to as “The Holy Grail” if marketing online. Building a list of people open to your information and your offers is literally like money in the bank.

Kim Walsh-Phillips, a friend, colleague and social media marketing professional posted this on Facebook recently:



FB Tip #7

Your goal should be to get your prospects EMAIL address as soon as possible (not just a like). Offer them a great incentive (bait/magnet/carrot) to give it to you that is all about you being useful.

This social media marketing expert shares this important tip: “Be useful & get the email address...”.

Kim Walsh-Phillips shares a lot of great information on her Facebook fan page: <https://www.facebook.com/prgurukim>

Action Steps:

- 1. Build your list.**
- 2. Choose an email service (if you don't already have one). Mail Chimp is free but others give you phone support which I recommend.**
- 3. Before broadcast emailing, research some ideas on best practices and writing email subject lines. A little time invested here will reduce the number of opt-outs and increase the percentage of people who open and consume your email (open rate).**
- 4. Send emails.**

Tip: Keep your emails short & sweet. If you have a lot to say, link your email to a page on your website or blog post to finish the message. This is a good way to drive traffic to your website. Encourage your audience to share by forwarding or sharing your message on social media.

Another name for emailing is email blasting or group emailing.

Fundamental #7

Multi-Channel Marketing

What is it? How can you use it?

Think about Geico, the insurance company. We're bombarded by their marketing on TV, radio, billboards and print. This is an example of multi-channel marketing. Marketing works better when you use multiple channels. One reason is, it hits people multiple times. Another reason is, it hits you in multiple ways.

We absorb marketing communication by hearing it, reading it and seeing it and touching it. Some people have a preference or an affinity toward one way or another. Delivering marketing in a combination of communication styles is ultimately the most effective.

Small business like ours never had the ability to leverage all these styles of communication. Now we do. Before, we were limited to the Yellow Pages (you may have to Google that if you're under 30 years old), and maybe a print ad in a local newspaper. Beyond that, the costs to be on multiple channels were prohibitive.

Today, you can have a website, a blog, a presence on any number of social media platforms, your own video broadcasting station (YouTube) your own audio broadcasting station (podcasts) FREE. WOW!

These are all powerful ways to get noticed, build an audience, get your message out, position yourself or your company as the expert and trusted authority in your field.

This is the last fundamental listed because it's the most advanced. It's not difficult to apply multi-channel marketing. It only requires having an understanding and a foundation.

When you learn how to connect the dots between marketing activities, multi-channel marketing blossoms. What do I mean by this? Best I explain by example.

When you take my advice and make a blog post about your latest cheeseburger masterpiece, you want to take a nice picture of it with your phone. Go an extra step and take a video showing the quality of the meat, mixing it with your blend of top-secret herbs & spices, and the loving process of serving that tempting juicy creation. You now have a blog post for your website, an image for your social media and a video for your YouTube channel.

Do one or more of the following:

1. Take your blog post, which includes a photo or video and post it on your Facebook fan page.
2. Use the photo in Instagram and attach the blog or video.
3. Post the image, the video (or both) on Pinterest with a link back to the post.
4. On the original blog post, offer a coupon for this specific item but require a name and email address in order to download the coupon.
5. Share the video on your personal social media and get your husband, wife, son, daughter, employees, and your best friends to do it too.

This ONE piece of content as morphed into a powerful marketing cheeseburger campaign using multiple channels.

Plus, unlike print which gets thrown away with the trash and very quickly forgotten, this content stays online to serve your business and your prospects indefinitely.

Here's another example and a lesson for all those who spend money on print ads:

Offline-to-Online Marketing

There is SO much missed opportunity in this area.

I see a lot of businesses spending big money advertising in popular regional magazines. I imagine every major metro-

politan area has a magazine. In my area, there are 2 powerhouse publications: Philadelphia Magazine and SJ Magazine.

Most of the advertisers in these publications are small businesses and the advertising rates are steep. Every one of them puts their website address in their ad. However, they're missing out on a powerful (I know, I use that word a lot) marketing opportunity.

Here's how to get more bang for your advertising buck AND measure the return on your advertising investment:

1. COMMAND people to your website by making them a strong offer in the ad. A discount, a gift, a free informational package available on a specific page designed to correspond directly to this particular ad and in this particular media.
2. The offer can be delivered electronically, triggered when they give you their name and email address.
3. Change your ad each time. If your ad is the same every time, people stop paying attention to it. When people see your offer for a grilled chicken breast sandwich and not just the best cheeseburgers in the land, you'll probably gain some new customers and stimulate some sales.

Here's how you accomplish this with your print ad:

Claim your 1/2 Price Coupon now!

Go to: mrgrillburger.com/SJcoupon

By doing this, you're sending people to a specific "landing page" on your website. You will have still branded your company (if that was on your list of accomplishments), *and* you have showcased a product or service, you have added contact information of people specifically interested in chicken* to your email list while also being able to measure the success of your ad.

*or whatever product or service your ad is promoting.

Using this strategy in print ads builds your email list faster. With email, you can segment your list into groups with various interest. You can end up with a list of burger people, chicken people, vegetarians, pie lovers OR the readers of a magazine in which you've advertised.. Then you can contour your email messages to specific audiences...wow!

Reflecting back to Fundamental #6, Email Marketing, if you doubled the size of your email list, it's rational to expect your sales conversions to double as well. In the example I used, you had 1000 email subscribers and yielded 15 sales as a result of your email blast. So doubling that would be 30 sales.

Let's say you're selling a cheeseburger, a fountain drink and a dessert for \$12.00 and your average size party is 3 people. 30 sales represents \$1080.00. It's NICE to be able to push some buttons and do a thousand dollars worth of business. Think it's a good idea to try to double your email list again?

Why is offline-to-online marketing so widely underused? Because you never knew about it. Why? Because your web designer doesn't know about this stuff and the people selling you ads in those fancy magazines don't want you to grow your email list because eventually you may not need to pay big money for those fancy ads!

Action Steps: Connect the dots between your website, blog, social media, and YouTube. They all work better when they're working together.

Any time you're doing offline marketing, tie it into an offer on your website with a special landing page. If you're sponsoring a little league team, make a special page for the team (or the whole league if it makes sense) and make a special offer specifically for them and their friends & family to encourage them to spread the word about your business and your generosity. A web page can deliver so much more than a print ad.

Bonus Topic:

Social Media

Social media marketing is a busy topic. I don't classify it as a marketing fundamental. I'm not diminishing its value. It does deserve a place in within our multi-channel marketing plan.

Many business owners have been sold a bill of goods that a Facebook page is more important than a website and Facebook fans are more important than an email list. It's baloney.

I will tell you, as I mentioned back on page 32 on the subject of email marketing, every social media marketing expert (and I mean expert) will tell you that driving traffic to your website to a place where you can capture an email address is the goal and the end game of social media marketing.

As social media user numbers have grown, so has its value to marketers and therefore so has there been a price tag attached to advertising. Fans and followers are seeing fewer and fewer organic fan page posts. Social is moving more toward a "pay-to-play" model.

There's good news. Highly targeted audiences.

Social media has come a long way as an advertising platform, particularly Facebook. They have metrics which enable us to advertise to highly specific audiences: by income, interests, age, region, education and even greater depth of detail. And unlike any other platform which ever existed, we can test to see what works for a very small investment.

I'm sure the cost for advertising will only go up as more and more demand for the space increases. The rate of change in this area is so fast, I dare not even pretend I can advise you because, unlike the 7 fundamentals, today's information on the social media topic will soon be obsolete.

Here's a couple pieces of advice which I believe will benefit you and will not become outdated on social media. I believe these could be considered **Social Media Fundamentals**:

- Engage on social media yourself on a personal account. Friends are a great asset. Be a friend. Don't get involved in arguments over values. There's no upside.
- If you have a physical location and you do business with customers there (like a restaurant), encourage people to "check-in" on Facebook. When people check in, their community will see your business, your location, and the social proof of the person being there and doing business with you can not be underestimated. This is really good stuff.
- Do a really good and thorough job with filling in your business profile pages on social media, especially Facebook. Facebook profiles show up in search results. Use good images and take advantage of the tools available.
- Always link blog posts to social media posts. It only takes a second. Use pictures. Some people will click through from social media to your website. That's the whole idea.
- Learn how to use picmonkey.com to make a written message into an image. It's called an infographic and they will show up more than text-only posts.
- Post stuff that's worthy of people liking and sharing, both on your personal and business accounts. Funny, helpful, and peculiar things get a lot of attention. The more people like and share your stuff, the more it will show on other people's timeline.
- Make your organic (unpaid) social media posts almost exclusively for the benefit of your fans and friends and almost zero about you and your business. This way, when you do promote, they will see your message more.
- Like other people's stuff. Most of them are starving for attention. That's why they're on there. It'll make them feel good and they'll reciprocate.
- Watch your time. The more you engage, the better it works but careful not to go too far down the rabbit hole!

Summary

The 7 fundamentals of a Rock-Solid Online Presence™ which will help you get and keep customers are:

1. **A Massive Online Footprint**, which gets your business information on search engines, directories and other websites so your business shows up in more searches
2. **A Good Website**, which has many necessary elements but it's main functions are to deliver good information and either get a customer now or collect their contact information so you can stay in touch. People buy when they're ready to buy. Keeping in touch improves your chances of being there when they're ready.
3. **Marketing With Website Content (On-Page Search Engine Optimization)**, which means giving all the items or services you sell an exclusive webpage. Doing so gives everything you sell a better chance of being right in front of a person when he or she is looking for it online.
4. **Technical Search Engine Optimization**, which is a combination of processes that communicate directly with the search engines to emphasize the main idea of a web page. Simple to learn and widely misunderstood.
5. **The Blog**, which is the “newsroom” of your website. It's designed to deliver a continuing flow of information about your business, your products and your industry. It's a very important component of search engine optimization and a core element of multi-channel marketing.
6. **Email**, which is the ultimate in permission-based marketing. Building a large list of people who are customers and prospects allows you to keep in touch, remind them you exist, and make offers any time you want with just the push of a few buttons.
7. **Multi-Channel Marketing**, which allows us to use (repurpose) individual marketing efforts many times and across many platforms. It puts more of our informational content and promotional messages in many places both online and offline.

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Understanding Online Marketing Can Save You a Fortune in Unmade Mistakes and Can Make You a Fortune if You Take Action and Implement.

As a business owner, you don't need to master online marketing. You just need to understand the fundamentals so you can make good decisions and manage the process.

These are the 7 fundamentals of marketing a small business online. A Rock Solid Online Presence™ will deliver a steady and healthy flow of new customers, clients or patients. You don't need to drop everything and become an expert to put these fundamentals to work for you.

Each individual fundamental will work on it's own, independent of the others. You don't have to do them all!

Implement these ideas and you'll experience a difference in your business. You'll get new customers with less effort and less expense. When that starts happening, you'll want to ramp up all phases of what I've taught you here plus more. New tools, new technology and new platforms are always cropping up, which you will also likely embrace.

As you implement some of this new knowledge and see results, you'll get excited about the possibilities of expanding your knowledge and skills.

That's how it happened for me...and now you're on your way! Good luck...I wish you the best!

To inquire about coaching and training your staff, go to www.mazermarketing/training

Andrew Mazer

Join the Small Business U Facebook community:
<https://www.facebook.com/groups/smallbusinessu/>

You Can't Manage What You Don't Understand



I'm Andrew Mazer, a business owner, like you.
I learned how to market my own business online. Now,
I help other business owners. You don't need to be an expert.
You just need to follow the ideas I share in this book.

This book is for business owners who are ready to take control of their online marketing. If you're tired of writing checks to "geeks" who aren't getting you a return on your marketing investment, read this book. If you're tired of watching your competition dominate online, read this book. If you can *read* this book, you can learn and implement the fundamentals of a profitable and productive online presence that gets new customers, clients or patients. It's easy to learn. You can do it!

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