



# 10 INTERNET MARKETING SECRETS

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# ||| Agenda

## Speaker Bio:

Derick Schaefer is the founder of Orangecast Social Media based in Dallas, TX. In addition to client consulting, Orangecast owns and operates MidwestSportsFans.Com, DallasSportsFans.Com, and How-To-Blog.TV.

Derick has been a volunteer and speaker at the Collin SBDC for over 2 ½ years.

Get On The Same Page

10 Secrets

Thoughts & Resources

Questions



**GET ON THE SAME PAGE**

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# Online Marketing

Online marketing is one of the most powerful and cost effective ways to build a brand and/or sell products and services. Though millions of businesses and people are online today in some form or fashion, very few of them use online tools efficiently and effectively.

- 250M users on the Internet daily.
- Web 2.0 has transformed the way we consume information.
- There are risks and rewards online

# Search Engine 101

Search engines are complex and simple in the same breadth. The simple rule is that they control the Internet with over 92% of daily users visiting them in some form or fashion. The complexity of them can be beyond the reach of many but there are some simple rules to follow.

DO NOT expect to quit your job, stop interviewing, or close your retail locations!

- 3 things influence search engines.
- Content is King!
- Social Media is a competitor quickly gaining steam.
- Black hat SEO and the easy tricks are becoming a thing of the past.



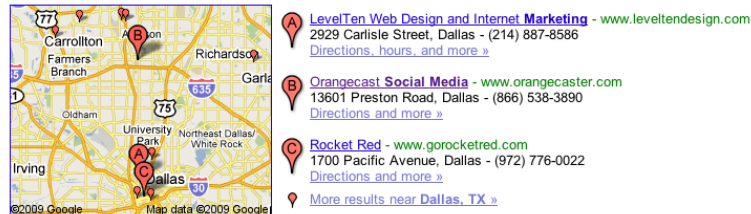
# 10 INTERNET MARKETING SECREETS

(drum roll please. . . .)

# Secret #1 Google Local Business

Google Local Business is a free service that ties into their “Maps” service. You must register your business or claim an existing listing.

Local business results for social media marketing near Dallas, TX



- Get a Google or Gmail Account if you don't have one.
- Google “Local Business” and sign-in/sign-up.
- Configure categories.
- Validate via phone call.

# Secret #2 Long Tail Search

92% of Internet users use a search engine. There are no “Errors” for typing in the wrong thing into Google. Take advantage of the absurd ways that people search for things!!!

- 4-10 word keywords
- Content is king and lots of it is an army of kings.
- Solid writing and not SPAM is the key.
- Number #1 hit is nice; solid flow of visitors is equally as nice.
- Change your thinking

# Secret #3 Twitter

Imagine throwing a tennis ball at 80 mph into a wall of razor blades and the fragments accelerate in speed and keep dividing into more pieces as they hit 20 like walls behind it. How many pieces do we have?

Via retweets and hash tags, a good tweet can make it to places you'd never imagine and gain real exposure. A bad tweet can be a waist of everyone's time.

- Secure your handle
- Starting using Twitter to get your news.
- Following interesting people.
- Start by Tweeting meaningful, mainstream information and links
- Use TweetDeck or another platform
- 10-15 minutes a day max

# Secret #4 TweetAddr

If Secret #3 intrigued you, double your time spent and 100X your reach using automation.

The wrong way to use TweetAddr is to SPAM and follow anyone. The right way is to use it to tap Twitter's search API and concentrate your time via automated tweets.

- Use it for the User Interface
- Search like professions, people, and geographies.
- DO NOT become a Twitter Spammer!

# Secret #5 Facebook or Linked-In

I went to high school with 1400 people. There were 1400 before me and 1400 after me. I also worked for a company that grew from 14,000 to 70,000.

Are these numbers starting to add up?

- Establish a profile.
- Keep it professional or conservative personal
- Socialize and contribute.
- Periodically self promote
- Authority and trust is key.

# Secret #6 Google Images

Google unified search puts images and video into regular search results. Don't just put any image but put attractive and promotional images.

- Use ALT tags to label images.
- Use high quality images.
- Landing page or link should be actionable
- Watermark contact info, website, or business name.

# Secret #7 Blogging

There is no more powerful way to get natural search results, build brand, and get exposure than the blogosphere.

It takes time and commitment.

## How-To-Blog.TV



- <http://How-To-Blog.TV> will tell you everything you need to know.
- Blog about something you are passionate about.
- Treat it like a speaking engagement.
- Use Twitter, Facebook, and other to promote outside of SEO.

# Secret #8 SponsoredTweets.Com

Ted Murphy is one of the most influential people in commercial social media. Sponsored Tweets.Com is his creation and is a fast and inexpensive way for you to measure ROI through someone else's power.

@spontwts

@tedmurphy

- Celebrity tweets, Web celebrity tweets, and avg people.
- Pay for tweets. Approve before go live.
- Complete advertising platform.
- Play with \$100.

# Secret #9 YouTube

TV Commercials are powerful and expensive. The power of Internet video is respectable. YouTube is the #2 source of search on the Internet.

<http://how-to-blog.tv/about>

- Kodak Z18 is \$150
- Software free on a Mac
- iStock has video
- Give people what they want:
  - Walk through
  - How To
  - Review
  - Viral

## Secret #10 E-Junkie

Shopping Cart's can be expensive. E-Junkie is a new arrival on the scene that for \$5 a month can help you "create the problem"

- Plans start at \$5 per month.
- No developers or integration.
- Coupons and promotions
- Affiliate marketing built-in!

# || Closing Thoughts & Free Resources

Be realistic and be prepared to make mistakes. If you feel intimidated, everything you need to know is on the web for free. If you aren't handy with the Internet or computers, hire someone who has the competency and a solid work ethic vs. an expert.

- CopyBlogger.Com / ProBlogger.Com
- Don't understand it? Google it!
- Scared by computers? Find someone who isn't!
- Small steps with ROI mindset.



Contact Info?

<http://How-To-Blog.TV> (comments)