

The Map to Online Marketing Success:

A Step by Step Guide on How to Use the Best Online Tools to Grow Your Business



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Step 3 – Create or Enhance Your Facebook Page

You know Facebook is incredibly popular, across all demographics and continues to grow at a very fast pace. The social network allows people to connect on a personal level and all businesses to grow their brand.

A Facebook fan page is one of the best ways for businesses to attract new prospects, connect and engage with them so they will become new customers and establish loyalty for repeat business.

It still amazes me that so many businesses are not on Facebook. I don't know why people would not take advantage of such a powerful free marketing platform, but that's better for you because you can get ahead of your competition.

...so if you not already, it's time to set-up your fan page. The steps are below, but first I'll answer a few questions that I'm often asked and these are very important distinctions to make.

Why should I create another page? Can't I just promote my business from my personal profile?

No. Your personal profile is for you as a person and not your organization. It's actually against Facebook terms and conditions to promote your business on your personal profile page.

Plus, the fan page gives you so many more options. With the personal page, you are limited to 5,000 fans versus a fan page with no limit. In addition, fan pages allow you to install applications so your Facebook page can function like a website. This allows you to run contests and sweepstakes and users are able to opt-in to your e-mail list and buy products. Also, Pages are allowed to have multiple Page admins, which means you can have multiple "administrators" of your Page, so as you grow, you can have additional people, other than yourself, manage your Page.

If you have already set-up a personal profile for your business, Facebook created a tool so you can migrate your personal profile to a business page. You can access the Facebook migration tool here:

<https://www.facebook.com/pages/create.php?migrate>

Can I just create a group on Facebook for my business?

Forming a group on Facebook is great in certain situations, but it is not what you need to promote your business as a page.

Groups are intended to be a place for small group communication where people can share their common interest, discuss topics and express opinions. Groups can be public or private. As with profiles, they are also limited in what you can do.

Pages, on the other hand, were designed to be the official profiles for entities, such as celebrities, brands or businesses.

For example, I am a fan of the official page for peak performance coach “Anthony Robbins,” which has nearly 300,000 fans. When I attended one of his recent events in Fort Lauderdale, I started a group, “Tony Robbins' Unleash the Power Within (UPW) Ft. Lauderdale 2011,” for those I met at the event to share our experience, help each other stay on track and answer questions as we all went through the post-event challenge together. This is a small group of about 100 people and has been an outstanding group of people helping each other.

This should allow you to see where there is benefit for a group, but if you are a brand or business, you see that you need to have a public page available to all people to grow your brand or business. Therefore, let’s move on to setting up the page.

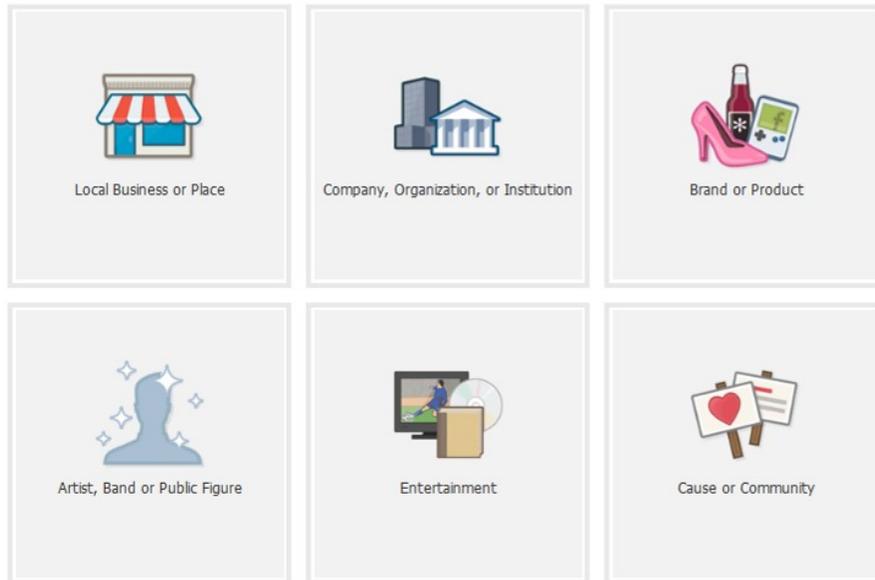
1. Create a Page

You likely already have a personal Facebook profile, but if you do not, go to Facebook.com and sign-up for one. Once you are logged into Facebook, go to this link to Create a Page. <http://www.facebook.com/pages/create.php>

If you want to learn more about pages, see Facebook’s guide to Facebook Pages at this link. <http://www.facebook.com/pages/learn.php>

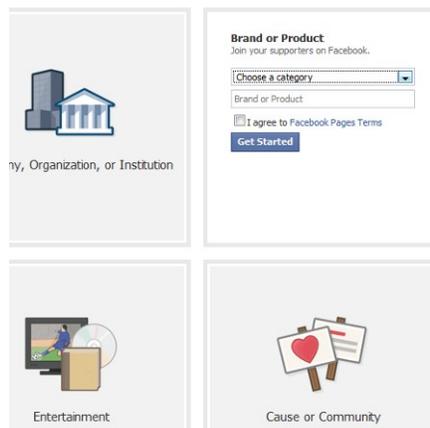
Once going to “Create a Page,” you first need to choose what you are creating a page for:

Create a Page
Connect with your fans on Facebook.



Note on choosing your type: Just choose the one that most applies to you, and be aware, you will not be able to change this later. Also, in May 2011, Facebook gave people the ability to tag certain Pages in their photos. For now, this only applies to the pages for “Brand or Product” or “Artist, Band or Public Figure.” Facebook says they are looking to expand this feature to other categories over time, but for now, if you are interested in having your fans tag you, choose one of these areas.

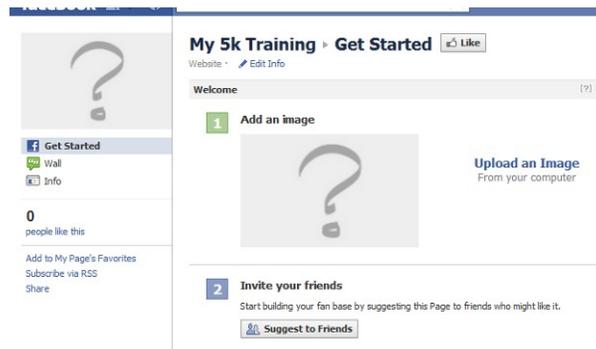
When you click on the area that most applies to you, a dropdown box will appear so you can choose the most appropriate category, type in the name of your organization or brand, and agree to the terms. The name of the Page should be exactly the same as the name of the business, organization, product, brand, or individual it represents.



If you are a local business, be absolutely sure to type in your name, address and phone number exactly as it appears in your official name, as you have it registered with the U.S. Postal Service.

The image shows a screenshot of the Facebook 'Local Business or Place' creation form. The form is titled 'Local Business or Place' and includes a sub-header 'Join your fans on Facebook'. It contains several input fields: 'Choose a category' (a dropdown menu), 'Business or Place' (a text field), 'Street Address' (a text field), 'City/State' (a text field), 'Zip Code' (a text field), and 'Phone' (a text field). There is a 'Get Started' button at the bottom right of the form. Below the form, there are four icons representing different categories: 'Company, Organization, or Institution' (a building icon), 'Artist, Band or Public Figure' (a person icon with stars), and 'Entertainment' (a person at a computer icon).

After clicking, “Get Started,” you have created your page and Facebook will take you to the page, so you can start editing your information.



From this page, you will want to:

- Add an image. This is your profile picture for your page. You can use any image, but for a page that you are promoting, it's best to create an image (or have your graphic designer) that portrays the image of your brand. You may have to include the company logo at the top, the slogan under that, a picture or two to bring “life” to the page and your main website address below. You certainly do not have to follow this exactly. Just do what makes sense for your brand and your market.
- When you upload your image, be sure to “edit thumbnail” so it shows the main part you would want the users to see. For example, a taller image (that may have the logo at the top) will default to show the center of the image.

Therefore, you would likely want to adjust the thumbnail so it shows your logo. The thumbnail is what users will see whenever you post on behalf of your page.

- You will also want to add information to your page. You can click “Edit Info” to do so. The more information you add about what you do and when and how your customers can buy your products, the more successful you will be.

2. Enhance a Page

While the above is a great start and often done for free, you could start posting and inviting friends, but I’d suggest you enhance your page first with the features that really make Facebook Pages great. You can enhance the page on your own, but again, this guide was written as a getting started guide, I’d suggest you outsource this unless you are familiar with website coding, iframes and creating custom pages in Facebook. To enhance the page, here’s what you need to do.

- You want to create a custom “landing” page for your Facebook page. This is a page where users will first be directed when they come to your page. Otherwise, the default is for them to go directly to the wall. Often the wall is not engaging. You may have people posting things on your page that are not relevant or not what you would want your visitor to see first. Instead, you can create a custom landing page to show them exactly what you want them to see. If you are looking to build your e-mail list, have your landing page include the opt-in for the bribe that we talked about earlier.

Here's an example of one we created for a local business providing blinds, shutters and home décor:

The image shows a Facebook post for 'Bebe Blinds, Shutters & Home Decor'. The post features a large promotional graphic with a dark background and gold accents. At the top left of the graphic, a blue arrow points to a 'CLICK "LIKE" BUTTON' text. The Bebe logo is prominently displayed in the center. To the right, a text box states: 'We at Bebe Blinds, Shutters and Home Decor are committed to your complete satisfaction!'. Below this, the business name 'Bebe Blinds, Shutters and Home Decor' is written in large, bold letters. A central offer box reads: 'Receive 10% Off ...and a FREE Consultation!'. Below the offer, smaller text says: 'Plus, receive designer tips and additional discounts. Fields with a * are required. Others are optional.' A form with four input fields is provided: '* Name:', '*E-mail:', 'Phone:', and 'How Can We Help You?'. A yellow button at the bottom of the form says 'GET INSTANT TIPS AND DISCOUNTS!'. A red arrow points from the offer box to the form. On the left side of the post, a vertical sidebar contains the text: 'CLICK "LIKE" BUTTON' with an arrow, the Bebe logo, 'Bebe Blinds, SHUTTERS AND HOME DECOR', the slogan 'We understand your demands and will go above and beyond the call of duty to ensure your satisfaction.', a photo of a room with blinds, 'CALL US NOW FOR FREE CONSULTATION', the phone number '770-714-4588', and the website 'www.beboblinds.com'. The Facebook interface includes a search bar at the top, a 'Welcome' header, and a navigation menu on the left with options like 'Wall', 'Info', 'Photos', 'Discussions', and 'Welcome'. A right-hand sidebar shows a list of users.

If you are an organization that communicates information, such as the American Red Cross, you may want to have the customized page have the information readily available as links at the top of this page.

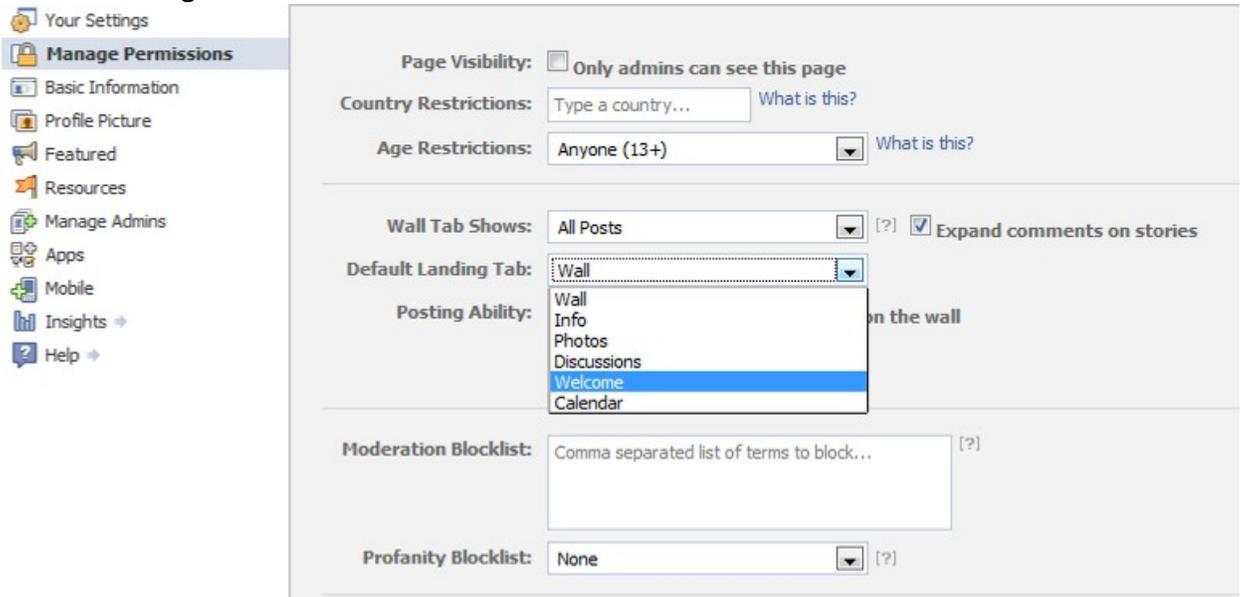


The set-up depends on your business goals, but creating this page is a very important part of creating an engaging environment for your fans.

When you go this route and want this to be the landing page for your site, you need to change the default settings for your page per the steps and screenshot below.

By default, a new user will go to your wall. To change this, when you are logged in as admin for your page:

1. Click on the “Edit Page” button.
2. From the menu on the left side, select “Manage Permissions”
3. Then, next to “Default Landing Tab,” click on the arrow to show the dropdown box and select the name of your landing page (in the case of the below example, the landing page was called “Welcome”). Then, click “Save Changes.”



- As an optional step, you may also be interested in having a page that encourages users to “Like” your page. This page could be the landing page for your site. In this case, it may say, “Like our page to get access to exclusive content,” or “Like our page for the ability to ask questions,” etc. Then, when they click “Like,” the full page is revealed.

Here's an example of that using the blinds, shutter and home décor business again:



- Think of ways to make your page as engaging as possible. It's the content you add that makes the page valuable. Based on what's relevant to your business you can add additional tabs or apps where you can have photos, reviews, a discussion board, videos, events (such as a grand opening or a special sale), notes (about upcoming promotions)
- There are also a number of third party applications ready to be installed to help your page grow. You can search for these based on your need. We'll also cover more in the follow Promotion section related to promoting your Page.

3. Add content to the Page

Often when people start out with their Facebook Pages, they start off acting like this a direct selling situation by posting sales pitch after sales pitch with nothing helpful.

Just keep in mind that you want to treat people how you would want to be treated.

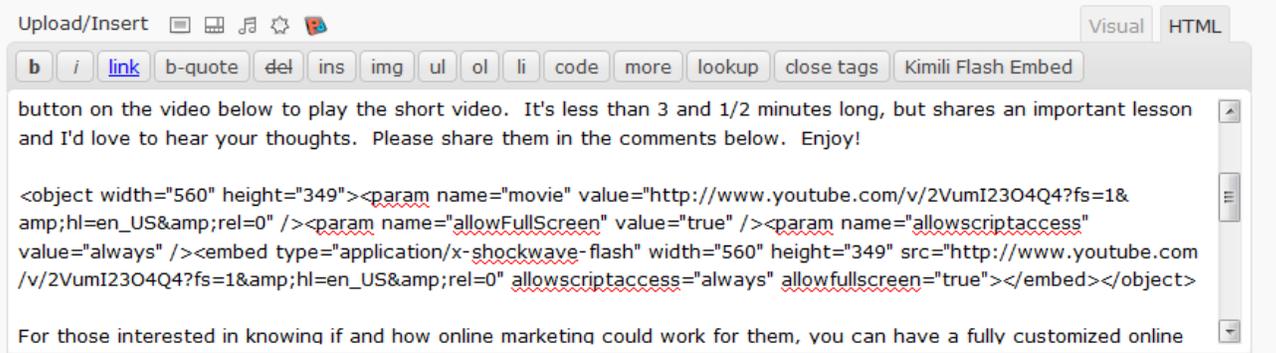
There's a very common analogy used in the social media world to treat your social media like a party.

At a party or social event, you are not going to run right up to someone you don't know and try to start selling them something, or at least I hope you wouldn't.

At first, you get to know the person. See what you can do to help them. Provide them something of value.

You know all that great content – that was meant to be helpful to prospects – that you created earlier. You can use all of that now. You can start populating the page with that content and publish that which would be helpful to your target market.

For now, this should cover the initial content for your basic set-up. We'll cover this in more detail in the section on promotion as it covers the best way to share this information between video, website and Facebook.



14. That covers adding your post with a picture and video. Now you just need to preview it to make sure it looks right and publish it.

Congratulations on publishing a blog post that's better than 99% of the billions of blog posts out there! Ready to promote in now? There are tremendous number of ways to promote blog posts and websites, and we're going to circle back around to the details later. For now, we're going to keep this simple and continue going step by step. The next step is promotion using the largest and most influential social network.

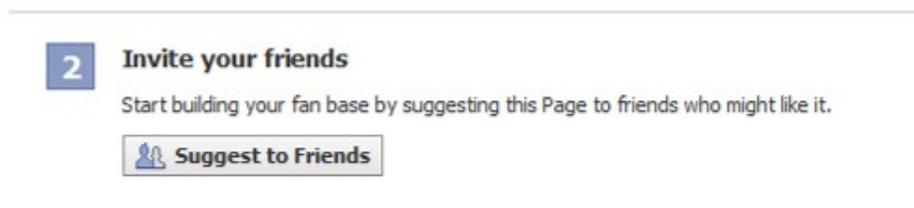
Step 3 Promoting on Facebook

Facebook is such a huge player in social media promotion, so it gets its own section here. We'll cover all the other sites later.

We'll pick back on up Facebook where we left off after the set-up in Phase 3. You may have stated adding content in Phase 3, and now that you have your video blog post, you can add more content to your page.

It's also time to start adding fans of your page. You can start this simply. Facebook provides great tools for this.

1. When you are logged in as the admin, right on the main page of the Facebook Page, you can see the icon to invite your friends. Click on it to suggest your page to friends.



2. You can also tell your whole mailing list about your Facebook page. Simply download the mailing list into a .csv file and then Import your contacts. Facebook will tell each of them about your new page.

3

Tell your fans

Let your current customers and subscribers know about your new Page.



3. Once you have 25 fans, here's an important item. You will want to get your own username, often called a "vanity name." You can only have one username for your page, so you want to pick a good one.

The default address name is extremely long with random digits that are impossible for people to remember and doesn't look good when you add it to printed documents, such as business cards.

You have to have 25 fans to get a username, so go ahead and get to 25 as soon as possible so you can get a username.

Once you have 25 fans, login into the Facebook account that manages your Facebook Page and go to this page:

<http://www.facebook.com/username/>

The top section allows you to choose your own personal page. This is also important to do if you have not already. As you can see in the below screen shot, my personal Facebook page is <http://www.facebook.com/j.patrick.odonnell>. This is obviously much cleaner than the default link provided by Facebook.

In the section below that, "Each Page can have a username," you can select the Page name and then select the username, or "vanity url," for this Page. Then, use this url in all your promotional efforts to list it on business cards, in e-mail signature, on websites, etc.

Your username is already set
You can direct your friends to facebook.com/j.patrick.odonnell.

Each Page can have a username
Easily direct someone to your Page by setting a username for it. You will not be able to edit or transfer this username once you set it.

Page Name:

- Pages
- My 5k Training
- College Planning Institute
- Local Internet Marketing Spot

To continue to grow your following, you will want to continue to publish good, quality content that your market is interested in hearing about. Your video blog posts are great examples of what could be added. You will want to set-up a regular schedule for posting. This can be completed by yourself or by an assistant. It's often said that social media is free to use, but it is not free to manage because it takes either your time or your money to pay someone else to do it. The returns from social media are often well worth the small time and/or monetary investment.

Updating your page regularly with interesting content, photos, videos, upcoming events and other topics relevant to your market will keep users coming back. As you know Facebook is sorted by most recent posts so post regularly to keep people engaged. It's these postings that make it work.

While we're focusing on Facebook here in this guide, since it's the largest and most used social network, there is certainly benefit in posting to the others as well. An often heard comment is that people can't keep up with Facebook, Twitter, LinkedIn and all these other social media sites. Therefore, there are sites such as [HootSuite](#) that make this management process much easier. You can login once and connect all your social media channels (Facebook, Twitter, LinkedIn, etc.). You can even have others access your account to post on your behalf and they can take care of your social media management to all sites with a push of a button from one site. I know many people like to post one message and have it go to all social media pages. If this is part of your strategy, you can [try out HootSuite Pro for free for 30 days at this link](#).

That may all sound great, but there are a couple of things to keep in mind. While some messages could be shared to all networks, in many cases you will want a different message going to each.

In addition, here's an important point to keep in mind. Using these posting sites can help you spread your message faster, but Facebook knows you are doing this and it gives less relevancy to your post.

For example, I've worked with clients who have very strong Facebook followings with a large number of fans. I was a fan of their page and they posted regularly, but I rarely saw any of their posts. By default, Facebook status feed shows 'top news' and not 'most recent,' so their algorithms are deciding what is most relevant to you to show up in 'top news.' When you post in one of these other services, the relevancy goes down. It's those items posted on Facebook that show up in 'top news' much more often. Therefore, you can use these other automatic posting services, but if Facebook is an important part of your online strategy, and it should be, you should mix it up and at least post directly on Facebook for your important posts.

One more point on posting. People often ask what to post. Here's general guidelines that work well:

- a. On your personal page, keep most all the information about you personally (your family, your personal picture) and occasionally mention your profession. In general, keep it 90% personal and 10% business.
 - b. On your business page, keep most all of the information about your business and make sure most of it is helpful content. If appropriate to your business or brand, you could include personal information. If you do, keep it about 90% professional and 10% personal. For the actual professional posts, make sure to keep them related to your target keyword phrases. At least 90% should be relevant to your main goal. In addition, social media is not about direct selling. It's about building relationships by providing quality content. Therefore, 90-95% of the posts you make should be providing quality information and then only 5-10% of the posts should be selling (directly promoting a product, discount prices, a special sale that's about to expire, etc.)
4. You will also want to cross promote your Facebook Page with your website. You can add a "badge," such as "Find us on Facebook" by using the options on this page on Facebook: <http://www.facebook.com/badges/>. This will encourage your website visitors to like your page.
 5. Just as we discussed with YouTube, it is a great idea to leverage other popular pages and seek potential partners. This begins by liking other similar pages, but to promote your page you need to be sure you are using Facebook as your page and not as your personal account. The following steps show you how to seek partners:

- a. In the upper right corner, click on the arrow next to “Account and click on the “Use Facebook as a Page” link.



- b. Select the name of your page and click “Switch.” You are now using Facebook as your Page, rather than your personal profile, so when you like and post, it will be under you Page name.
- c. You will now want to search for potential partners and other complimentary pages. These could be organizations in your niche, trade associations for your industry, brands of popular products used by those in your target market, organizations of types of professionals who would be a good referral source for you, etc. Think creatively here. You may want to ask, “Who controls the attention of my target market?” Meaning, where does your ideal customer look for information? Who do they already trust? Whose mailing lists are they already on? The possibilities are endless, but the concept is pretty simple.
- d. As you conduct the searches, look for Pages that have a high number of “Likes” and go to these pages and “Like” them.
- e. Then, post a simple message on their site. Be genuine. As we said before, if you try to start selling your product or service on someone’s page, you are not going to be generating good will and they will likely delete your post. Instead, be the true fan that you are. Tell them what you like about their site. You can also post questions on their page. Often their fans will reply back to answer your questions. When you do

promote your site, you must do it very carefully. It may be done in a “cool” way. Again, think of it like you are at a party. You don’t run up and start selling your stuff to people you don’t know, but you could reply to a question with a comment, such as, “This really helps. Thank you so much for your answers. This really helps me with _____ ...and then you can mention your business and provide a link to your Page, using the @ symbol as mentioned before. In addition, after you have posted a couple helpful messages on a popular site, you could share tell people about your free bribe, but again, make sure you do this in a very appropriate way, like you would if you were invited to party by an important person in your industry. At the party, if you knew you could help some of the people there by providing something to them for free, how would you do it?

- f. Take the posting a step further and contact the owner of the page about a potential partnership. You can typically track down the contact information from the info page or looking around the Page. As before, you can explain that you want to promote their product or service to your fans and/or you want to provide something for free to their fans. Remember, serve them first and they will be more likely to help you.
 - g. Depending on your market, you may also find success by reaching out to the Pages on Facebook that deal with coupons, giveaways or promote free products or services. As before, “Like” their page, reach out to them, and if your niche is appropriate to theirs, they may be very interested to know what it is you have to offer and will be very happy to promote your product or service. The owners of these types of Pages can be especially interested in earning commissions by promoting your products and often, they have large e-mail lists of people within your target market. Therefore, you can again try to find the contact information for the owner of the page. Mention to them that you would like to give something to their fans for free and if they like it, they’ll have the opportunity to buy your product and when they do, you would share the commission with the owner of that e-mail list. This is the basics of partnering online and forming affiliate partnerships.
6. In addition to the “free,” methods of gaining fans, promoting your Facebook page with Facebook Ads can be a very smart way to go. This allows you to place an ad with a link to your Page. The demographic targeting that Facebook allows is incredible. You can reach a very specific target market, within a certain age group, in a certain area with certain interests. Plus, the cost per click (CPC) is traditionally much lower than Google Adwords and other pay per click (PPC) models, so if you are open to spending money on ads, this a great way to go. In addition, you can often find a free \$50 Facebook credit in business magazines or

online, so look around and see if you can find one, so you can get started advertising on Facebook for free.

As you can see, there are many methods to promote your Facebook Page. The best for you may not be apparent at first. Therefore, testing is a great method. Try out each of the options that sound like they would be beneficial to you, track results, see what works best and repeat those.

We'll now jump into a case study and then share another outstanding way to use the power of Facebook.

Facebook Case Study

How Strawberries Led to a Double-Digit Sales Increase

Company: Edible Arrangements

Campaign Goals:

- Expand their footprint. Wanted more raving fans
- Increase consumer engagement
- Drive more sales

Strategy:

- Attract, Engage, Close
 - Attract users with an offer. The first 100,000 fans would receive a coupon to purchase chocolate covered strawberries for free on their website.
 - Engage fans by stimulating online discussion
 - Close additional sales with increased awareness, fans and engagement

Results:

- In 24 hours, they had 45,000 new fans
- In 4 days they had 100,000 new fans
- In 30 days, they had reached 170,000 fans
- It resulted in a double-digit sales increase

The Blueprint with the steps on how they did it:

- Created a custom landing page for their Facebook page
 - Rather than having users land on the wall, their Facebook page was set-up to have new visitors land on a custom page that was set-up to share the details of their contest. After the user entered their e-mail in the opt-in box, they were directed to a thank you page with their coupon.

- Promoted using Social Media Power Cluster (not just on Facebook). Promotion involved
 - Facebook messages
 - Reached out to bloggers in advance of offer, especially to the key target audience (the suburban moms). They wrote to the most popular blog owners in the community and encouraged them to blog about this offers
 - Posted updates all over Twitter than linked back to the Facebook page
 - Used YouTube videos to drive traffic back to the Facebook page
 - They also e-mailed existing customers on their own e-mail list.

Why did this work?

- It was a perceived high value give away
 - While free chocolate covered strawberries are perceived by the customer as high value, it did not cost them much and they were just a fraction of the cost of a typical purchase on their website.
- The custom pages on their Facebook site had a great looking design
- They engaged customers by interacting with them.
- They used a strong marketing reach by utilizing multiple platforms

How can YOU use this strategy?

- Come up with a hook (or bribe) that would have a high perceived value to your target audience
- Set-up a custom landing page with an e-mail capture like we explained in Phase three of this Map.
- Tie it into your automated follow-up system using e-mail, text messaging, direct to voice mail messaging with a personal message thanking them for placing the request and for joining your Facebook family.

In addition to your own promotion and the free apps, there are paid apps that can dramatically increase your following and grow your business and they follow Facebook's terms of service.

A great way to grow a following is to offer something for free by running a contest or sweepstakes. A third-party app that takes care of all of this for you is [Wildfire](#). You can see the details on how to sign up and set-up your promotion by following the tutorials on their website.