

# Digital Marketing Tips



## QUICK LINKS

### SITES YOU MIGHT LIKE

#### GROUPON.COM

Daily deals for purchases in your neck of the woods.

#### GROUPON NOW

Hourly deals help you sell excess inventory. Launches this month.

#### FOURSQUARE.COM/ BUSINESS

Attract and retain customers to your cafe, restaurant, or club.

#### RESTAURANTICA.COM

Claim your eatery and begin attracting diners.

#### LOOPT.COM

Entice local iPhone and Droid users to your establishment with brand awareness programs

Stryker Digital is owned and operated by Jian Tam, who has been promoting products and services online since 2006. Learn how you can increase your web presence at [www.strykerdigital.com](http://www.strykerdigital.com)

## Internet Marketing 101

### The Email Autoresponder: Your 24-Hour-a-Day Marketing Rep

Your web site is your first chance to make a positive impression. But capture an email address and you can make an impression over, and over, and over again. And with an email autoresponder, you can do it on autopilot.

Just as the name implies, an autoresponder sends out emails automatically. You know the drill. You fill out a form on a web page, and moments later you get an email. Surely you have received them, but do you use them for your business?

If not, you're missing out on one of the best-kept secrets of online marketing.

#### The Info Email

If nothing else, craft a single email to respond to general inquiries about your business. This message can be short and sweet: right to the point. Or it can be as long as you need it to be—you can go into excruciating detail about every “Frequently-Asked-Question” you ever get asked about your business.

People receiving this will be grateful, because they *just asked*—and you have immediately provided the exact answers they requested. Instant answers, on demand—that’s called great customer service. And you didn’t lift a finger!

#### The Sales Series

Even more powerful is a series of messages queued up to be sent out over time, long after a web visitor leaves your site. This is like having a sales rep who always remembers to follow up with customers, never calls in sick, and costs next to nothing.

How many “customer touches” does it take to close a deal in your industry?

Seven? Fifteen? Twenty-nine? If your sales cycle is three months, why not send a message once a week for the next 12 weeks? Keep your name in front of your prospects through the entire sales cycle, effortlessly!

This is what we in the marketing business call staying at the “top of mind.”

You can even personalize each message “automagically” with the recipient’s name, assuming you collected that information on your web form.

Just beware that if people provide fake names, or no name at all, your “personal attention” could draw negative attention. The likelihood of this varies by industry, so consider your target market.

#### Permission Based Marketing

If you’re afraid that you could be accused of sending spam, consider that you are actually communicating with people through the medium that *they chose*. They “opted in” to receive your emails. By their decision to join your list, they gave you permission to email them.

So use that permission, and don’t be afraid to keep using it. When they want off your list, they’ll get off your list. They can “opt out” at any time, by clicking a link that appears in every email they receive. And again, with no effort on your part.

The benefit to you is the time saved by not having to answer the same questions over and over again, and by staying in front of your prospects continually.

Your prospects get the information they want. You provide it effortlessly: the proverbial “win-win.”

## Foursquare Definitely Not For Squares

If you've heard of "foursquare" and wondered what all the fuss was about, this one's for you. According to its web site, "Foursquare is a location-based mobile platform that allows users to bookmark and find relevant suggestions about nearby venues."

Translation? People are talking about your location—your store, your cafe, your restaurant—using their smartphones.

Not by *talking* on the phone—that is *so five minutes ago!* No, they're using their web browsers, *natch!*

Launched in March of 2009, the service already boasts an impressive 6.5 million users world-wide.

Basically just another social networking platform, its meteoric rise in popularity is due to the fact that it's actually fun. For the young and hip, that is. And the young-at-heart, too, of course!

### Awards For Them

Foursquare entices users to share their whereabouts with the world in exchange for awards. When a user visits a location, they "check-in" with foursquare, which notifies the service (and anyone paying attention) of their location.

Each check-in results in an award of points. Multiple stops in a day, adding a new venue, making repeated visits, and making consecutive check-ins are all activities that earn points and raise a user's status on foursquare.

Along with being awarded with points, users are gifted with badges for achieving predetermined goals. When they are the most frequent visitor of a given location, they are offered the title of "Mayor." Best of all, the establishments they visit offer special deals to entice

them to come in, to come back, and to stick around.

So it's great for the users. What's in it for you? Well, if your establishment would benefit from a young, hip, smartphone-carrying user base, the potential of foursquare from a marketing perspective should be obvious.

### Tools For You

To help you get started, foursquare's

web site offers an array of tools to help you turn its users into your customers.

Take the "Friends Special" for example.

You can offer a special deal, such as free dessert or "buy one get one," to any user who comes in with four or more friends.

Or do the "Flash Special" and offer something like a free drink to the first 20 foursquare users who check in. That just might draw a crowd!

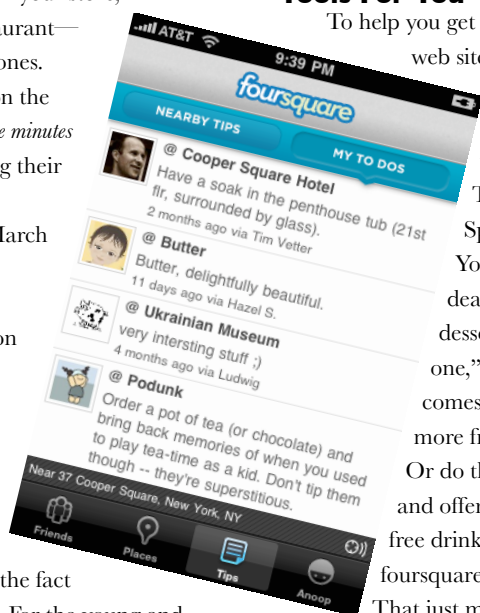
Now imagine a foursquare user checks in at your cafe, and immediately receives an offer on her phone for a free scone with her latte. Can you see how she might want to come back, and bring friends next time, too?

Foursquare can help you fine tune your offers so your customers receive highly-relevant advertisements at the exact moment they're most inclined to want and use them.

By tracking the frequency of user checks-ins at your location, you can track who your most loyal customers are, and reward them accordingly.

Foursquare is still relatively new, and is one of a new breed of geo-based, smartphone app delivered services.

The potential is still largely untapped. Business owners would be wise to keep an eye on this up-and-coming marketing form.



## Facebook

*continued from back*

Facebook. Effective marketing begins by simply being there, and taking part in the conversation.

### Join the Conversation

If you're not already on Facebook, open an account and start engaging with people. Ask questions. Share your expertise. Become known as a helpful soul.

Before you know it you'll have your own following, which you can turn into traffic to your own page—assuming you build one.

### Build a Page

You can't have more than 5,000 friends, but if you build a Facebook Page, it can be "liked" by everyone! Build one for your place of business, your corporate identity, your product, your brand—or all of the above.

Unlike your personal profile, a Facebook Page is publicly available on the Internet by default. So deck it out with product information, current promotions, upcoming events, and so on. Add a link to your company's web site, too. Facebook could drive significant traffic to your home page.

Anytime someone "likes" your page or writes on your Wall, that simple action shows up on *their* Wall, and all of their friends can see it.

This is how news goes viral. As long as you are there, actively taking part in the conversation, you can make sure it's good news.

### Start a Group

Facebook groups are similar to Pages, but are interest based, not business specific. As Facebook Group leader, you can contact all group members at any time to communicate news they would find of interest. This is one of the more powerful features of Groups that is often overlooked.

But don't abuse this power. Remember, it's not a market to sell stuff. It's a place where friends share with one another.

# Facebook Reveals Pages Through iFrames

In March, Facebook made a major change in the way their user-created customizable “Pages” are delivered.

The move to a practice called “iFraming” has shaken up the business landscape on the world’s most popular social networking site.

If you aren't an experienced web developer, an iFrame is simply a means to display one or more separate web pages on a single page.

You could think of the Facebook interface as the “frame” that lets a page from another site show through.

## Enhanced Capability

The change is designed to allow much more control and customization of a Facebook page. The standard blue and white Facebook schema we know so well is already giving way to more colorful, complex and interactive Pages.

The iFrame technology allows a web designer to do pretty much anything on Facebook that they can do on any other site. Which makes sense when you consider they actually are creating a page on

another site!

Naturally, the transition has stimulated a lot of buzz around the internet marketing water cooler.

The reaction has been mixed. Some folks are excited about it and look forward to the opportunity for advanced customization and programming features. iFraming makes it possible to include advanced design features and unique applications.

The potential to build your Facebook entity into an impressive and superior internet presence is now stronger than ever. That’s the good news.

## Increased Complexity

Others complain the complexity of the new system is a confusing distraction, and they prefer the easy and convenient set-up of the old FBML system (short for “Facebook Markup Language”).

The potential for creating a customized and uniquely engaging page, however, is far greater when opting for an iFrame optimized design. But for small

businesses, unlocking this potential will require more web development experience than they have in house.

These businesses are not happy with the idea that they may be forced to hire third-party help in order to take advantage of the new platform.

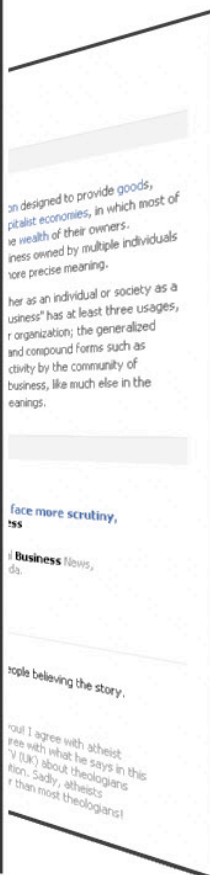
Facebook predicted this hesitation from some parties, and still offers continued use of the traditional FBML platform to those who prefer it.

## New Market, New Products

Every change brings opportunity, as they say, and the Facebook Pages situation is no different. A wide range of new products and services has been released promising to make the transition faster, easier or better in one way or another.

From “plug & play” Fan Page templates to Wordpress themes and plugins to “all in one” hosted services, you can find just about anything you need to

make your Pages shine through.



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

## INSIDE

### WRITE ONCE, SEND MANY TIMES

Autoresponders are the best kept secret of online marketing

### FOURSQUARE MORE FOR NOT SQUARES

Hip service aims to deliver crowds to your retail location

### FACEBOOK I-FRAMES PAGES LIKE IT OR NOT

Move to new platform provokes likes and de-friending, sparks new marketplace of products

In case you've been living under a rock...

## Facebook Is Winning! (duh)

Facebook overtook Google last year as the busiest site on the web, measured in page views. With over 600 million active users and about 600,000 joining every day, it's easy to understand why.

What does that mean to a business owner who might want to reach more prospective customers?

One word: Opportunity!

Let's start with some statistics. The average Facebook user has 130 "friends" on the site and is connected to 80 community pages, groups and/or events, each of which might boast more than 100 participants.

This means if you set up a Facebook account and attract just the average number of friends and page "likes," your page—your product, your company, your brand—could be quickly seen by more than 13,000 people. But there's a right way and a wrong way to do marketing on the world's most popular web site.

### It's Not a Market!

If you think of Facebook as a market where you go to sell stuff, think again. First and foremost, Facebook is a social space. People are attracted to it because they can talk to their friends. They can meet new friends and reconnect with old ones.

Online and off, friends are often the first source of advice people turn to when looking for something new: "Where should we go to dinner? What bank do you use? How do I buy a car? What new music should I check out?"

Friends know your tastes and you know theirs, and you have confidence in each other's opinions. If your friend likes a product or service, you give it a little more credence. If you plan to go to an event, your friends might join you.

If your friend *recommends* something, you are much more likely to try it. This is the basis for everything happening on

*continued inside*

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