

Online Marketer



QUICK LINKS

SITES YOU MIGHT LIKE

WWW.BINGLE.NU

Side by side search results from Bing and Google

BIT.LY/VIRALBRANDS

Most contagious branding videos from Unruly Media

FACEITPAGES.COM

Facebook pages for the do-it-yourself designer

TRENDSMAP.COM

Real-time maps of Twitter trends across the world

TWITBACKS.COM

Create your own twitter background for free

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

Internet Marketing 101

Capture Leads, Build a Customer List

If you have been in business for any length of time, you understand the value of a customer and prospect database. But does your web site proactively build your mailing list for you? If not, you could be leaving a lot of money on the table.

You probably know it can take seven or more “touches” before a prospect makes a purchase; and surely you understand the importance of staying in touch with current customers, so they remember you and keep coming back.

Realize that anyone who visits your web site is either a prospect or a customer. Don’t lose this golden opportunity to get them onto your list so you can “touch” them again and again.

You can email prospects over and over until they become customers. And once they become your customer, you can stay in touch regularly to prove your excellent customer service.

Start the process by adding two things to your site. The first thing is an opt-in form with a strong call to action.

A Call to Action

A call to action is simply a statement somewhere on your website telling the visitor to provide their email address in exchange for something of value.

See the graphic on the bottom of the page? That is a very effective call to action. That one pops up from the bottom of the page a few seconds after the visitor arrives. This grabs their

attention and almost demands their information. Put something like this on your site, ideally in a prominent position. It could be as simple as a short form in the sidebar at the top of every page.

A Compelling Offer

The second thing you need, obviously, is whatever you have promised to give away in your call to action.

This could be a downloadable report, such as a “hot sheet,” an ebook, or a white paper. It could be a piece of useful software or a game. Or it could be a 7-part series of emails to be delivered over the next 7 days, even a monthly newsletter, chock full of tips and tricks your customers will be sure to find valuable.

What’s best for you depends on your business, your target market, and your expertise. Whatever you decide to use, write your call to action as compelling as possible.

Focus on the benefits to your visitor when they use your free gift. How exactly will it improve their life? Will they sleep better? Will they make more money? Will they win friends and influence people?

If you need help figuring out what to offer, visit sites competing in the same or similar markets for ideas. Then take those ideas, and come up with something better.

Next Month: Following up with your new prospects and customers on “auto pilot.”

Newsletter

SUBSCRIBE NOW
(CLICK FOR DETAILS)

Sign up today to receive valuable \$197 video training FREE!

Name: Email:

Google is At It Again

Google's # 1 goal is to provide the best possible results to people who use their search engine.

After all, if you don't find what you're looking for with Google, there's a good chance the next time you want to search, you'll go somewhere else.

So they continue to tweak how their search engine displays its results. Of particular interest is how the results have recently changed when the search is for a local business. As a business owner wanting to be found on Google, you need to know how this affects you. (You do want to be found, don't you?)

Google Places

"Google Maps" and "Google Local Business" have merged and evolved into "Google Places." You may already have a Places listing, because Google creates them for every entity it believes is a business. If you haven't already, you should "claim" your listing, or, if it doesn't exist, create a new one.

Once you've verified that you own the business listed – Google sends a

postcard to the address in the listing – you can add or change all sorts of specifics about your business, such as hours of operation, services offered, locations served, your web site, and so on. You can even add photos and videos.

Search Results

None of this is really new. What's new is how Places listings appear in the results. While they used to be segregated and grouped together in a box next to a map, now they appear intermingled with the organic listings – and even the ads. The map itself is now on the sidebar, and if that's not prominent enough for you, it even follows you down the page as you scroll.

How does this impact your search rankings? The good news is, Google seems to treat Places listings as "just another web page." So if you have a well-optimized Places listing, you have one more chance to appear at the top of Google – in addition to your well-optimized web site.

The bad news is, you basically have another web page to keep track of and

keep optimized. Luckily there's a lot less to a Places listing – you just fill out a few forms to get started. Google even tells you what they consider an optimized listing:

- ★ Verify it or claim it
- ★ Fill it out completely
- ★ Add photos and videos
- ★ Get customers to add reviews (hopefully positive ones!)
- ★ Link to it from YellowPages.com and other online directories

This last item is key. Just as your web site benefits from other sites linking to it, your Places listing likewise derives "SEO benefit" from inbound links. Just *how much* benefit is a closely guarded secret known only to Google engineers. They keep everyone else in the dark to keep "a level playing field."

But keep Google's # 1 goal in mind at all times: to show the most relevant results to the searcher. So keep your web site – and your Google Places listing – up to date and relevant for people who are searching for what you do. The more relevant your pages are, the better the chances you'll be found on Google.



interactive video on youtube

Search

Browse

Upload

Search results for interactive video on youtube

About 525,000 results

YouTube is not just for video sharing anymore. It is now a bona-fide business marketing tool box. If you haven't used video to help brand your business, now is a great time to look into it.

You probably have already seen videos with ads embedded within them. These show up along the bottom, and you can click on the ad or close it. Not as commonly seen are the interactive annotations, like "call outs," pointer arrows, and polls, that can be linked to just anything else on the web. In short, a video can become a marketing campaign in and of itself.

The potential of this relatively new capability was demonstrated by a New Zealand based pizza shop last year. Hell Pizza released a 15 minute movie about a pizza delivery during a zombie attack.

The film begins with a pretty young woman being chased out of her office by zombies. She climbs to the top of a shipping container to escape.

Armed with just a cell phone, naturally the best thing to do is call in an order for pizza! But the fun is just beginning, because every few minutes the

film is "paused" and the viewer must choose what happens next. Depending on how the viewer answers a short poll, some people may live, others may die. The end result is an interactive choose-your-own-adventure movie.

"Deliver Me To Hell" took off in a big way in "down under" with well over 100,000 views in its first few days. As of this writing, the first video has close to 3 million views. Clearly Hell Pizza understands what drives its young, hungry, YouTube-savvy market.

But you don't need a professional video team and a high-end campaign to take advantage of this technology. All you really need is a decent video, taken with any HD video camera. You probably have movie editing software already on your computer. Upload your finished file to YouTube, then look for "Edit annotations." Be sure to link an annotation to your site, or at least put your web site in the description.

To watch Hell Pizza's flick, go to the company's home page at hellpizza.com, and click "Promotions." Make sure you have about 20 minutes to, um, kill.

QR Codes

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CD or to purchase related merchandise.

QR codes can help boost tourism. In Lviv (Ukraine), businessmen have placed QR codes on objects around town of interest to travelers – directions to transit, shopping, and attractions. The codes are produced in several languages, which helps tourists get the information they need immediately.

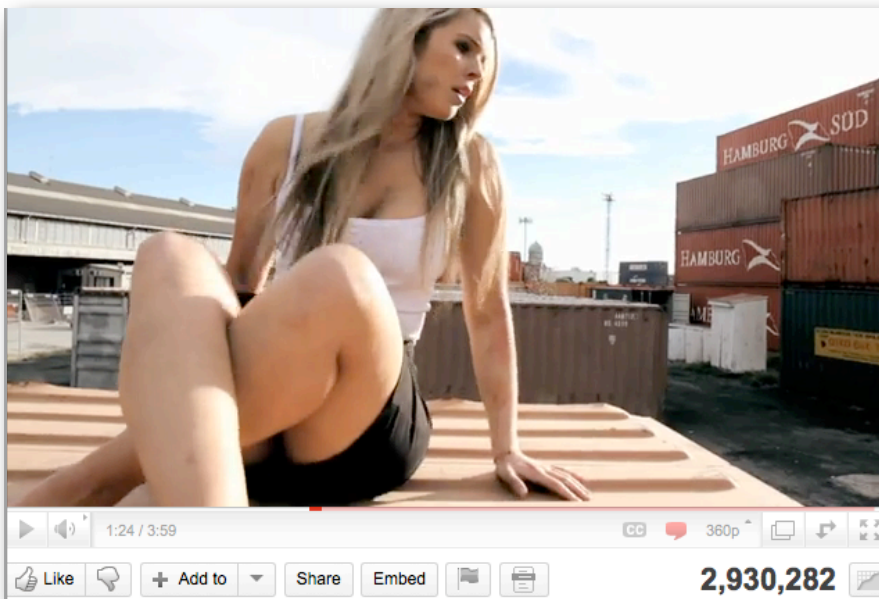
With the right software you could auto-generate codes next to every product on your web site, containing all the product details, the number to call, and the URL link to the page so visitors can show their friends on their cell phone.

You could add one to your business card containing your contact details so it's easy for someone to add you to their contacts on their cell phone.

You may be wondering, and rightly so, how many of your customers or potential customers have a phone with a camera and the right software – and will actually use it.

The answer is, right now, not that many. While this is really big in Japan, has spread across Europe, QR Codes are just beginning to catch on in the US. However, those who do use them will admire and appreciate your advanced tech knowledge and marketing savvy – and may be very receptive to your online marketing messaging via web, Twitter, Facebook, YouTube, et al.

Those who don't know QR Codes are likely to be inquisitive, which might spark a conversation... which could lead to sales in the future.





INSIDE

LEAD CAPTURE

Does your web site leave money on the table?

GOOGLE PLACES

What do the recent changes to search results mean for you?

YOUTUBE MARKETING

Hot chicks in skimpy clothes will work, but there's so much more!

Excuse me, sir, but...

What Is That Weird Looking Box?

Those odd-looking boxes with funky patterns are called Quick Response codes. If you haven't noticed them before, chances are you will start to see them everywhere. They are a business marketer's dream.

Really just a square bar code, the difference is a QR Code can be read with any phone equipped with a camera and the right software. Snap a picture of the code and your phone instantly translates and acts on the information encoded within.

Think of them as hypertext links you can put anywhere, and you'll start to realize the potential.

You can add them to any printed material, such as ads, brochures, flyers, posters, invitations, even business cards. Or you can put them on electronic media, such as your own web site.

A single QR code can contain up to 4,296 characters, and there's no limit to

how many you can produce, making them great for product details, contact information, links to web pages or online videos, coupons, and so much more.

Here are a few creative ways they've been used recently for marketing. Do any of these give you ideas for your business?

QR codes on the festival maps for Canton Ohio's "First Friday" events offer coupons for free coffee and art discounts around town.

The Memphis Rock 'n' Soul Museum sells a line of t-shirts with museum logos on the front, and QR codes on the back – which take you directly to a related page on the museum's web site.

A custom QR code was projected onto the side of a building in Union Square in New York to promote the upcoming release of "Lasers," the latest album from recording artist Lupe Fiasco. Fans could scan the code to pre-order the

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