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Marketing News, Tips and Tricks



“How to grow your business through **Social Media, Google Place pages, Affiliate sales, Webinar Hosting** and more!”

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Thanks in advance for checking out this Marketing Report. Whether you are a Guru or a “newbie”, you might just pick something up that will allow you to make a small tweak in your business that leads to improved results.

*Disclaimer: I, David Gardner, in no way intend to make statements that will guarantee you will improve your business. If done incorrectly, you could even hurt your business. Changes to a businesses can always be risky. Please do proper research before moving forward with any suggestions if you are weary.

**FTC mumbo jumbo: I am an affiliate for many companies. Some of these are listed and mentioned in this report, the website and in your email updates. I will earn a commission, should you decide to take action on one or more of them. I am grateful to you for entrusting me in these suggestions.

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So you are probably wondering why all the fuss about social media these days! Well for starters, we are social animals. For the most part we like to be part of something bigger, like a TRIBE!

This has been going on for centuries, from the Native American long house where the extended family and tribe would gather to living in communities or even joining the Greek system in College (frats and sororities etc!)

By nature, we are interested in what the heck is going on around us and

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therefore seek to gain knowledge about what is happening. When you were younger and in school, perhaps passing notes was the thing to do behind the teachers back.

Today, most middle school kids have cell and specifically smart phones where they can instantly send a message to their friend in another room, or school for that matter, in seconds. Usually while holding the phone in their pockets, not looking at the screen. I on the other hand need to see it all and still screw up my text

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messages as my fat fingers will not hit the buttons correctly on my touchpad! So in the spirit of not going down like a sinking ship, we will follow the time tested quote of “If you can’t beat ‘em, might as well join ‘em!”

What I mean with this, is that it seems like everyone is diving into the social media pool headfirst, even if it is a shallow one so far. Places like [Facebook](#), [Twitter](#), [Youtube](#) and [Wordpress blogs](#) have taken off as places to let the world know more about you and your business.

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Language and lingo is changing as well in the real world and market. Text messages have destroyed the English language with young kids today. As a full time science teacher, I have seen this happen often in reports they turn in with horrific grammar. Some might be laziness, other times might be that they are so use to it, it becomes a reality in their mind. Sometimes I read it and am LMAO (Laughing my ass off in case you did not know the lingo) others times I am LMFAOROTF (which I will leave to your imagination)

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As you develop your social media profile and status, I would highly recommend staying away from shortened and abbreviated lingo or text as much as preventable.

Sometimes you have to sneak in a shortened word to appease the Twitter gods as they normally allow 140 characters in a post.

This means you can have up to 140 letters and spaces in a tweet if you have yet to sign up your [twitter](#) account! Come follow me and I will follow you as well.

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When you are posting on the social networks the ideal situation is to solve someone else's problem. Once you are doing this people will be coming to your site for advice and even to purchase a product or service from you.

We all fall in the habit of blatantly promoting, and I am guilty as charged, You must focus while doing it on providing high quality content as a must. Don't just give an ugly looking affiliate link to a new product, but give information, features and benefits on

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the product and how it can help them. Now this could be **AFTER** you have established the relationship with them where you are working to find out their problems and help to solve them.

Another key tip for social media along with promoting is to make sure you are promoting the right products. If you are on a list or belong to a group of dancers, you probably do not want to promote hunting to them and vice versa. Know your audience and provide what they need to be successful. You need to be able to

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develop the “Know, Like and Trust” persona that is sought after in the on-line and business community.

If you think about it, if you are looking for something new, you are usually going to look around for recommendation from friends and family members. When you start to see a whole community giving props to the same person online, you can bet they are someone providing what is needed for the group, someone the group looks up to.

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As this reports goal is to help you grow your business we better get to the point already, otherwise the “quick” report will become a long one and I will lose your interest!

Attention is a powerful thing!

I still have yours right! When you are growing your business, having social media profiles on established networks is a must. You can probably

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even get some of the employees and clients to take part in this development and building. You might need to throw in a perk here or there, but it will pay off in the end as you will be able to stay in touch with this crowd and tell them about upcoming offers and more through posts.

A great example I saw recently was at a lacrosse tournament where Debeer/Gait lacrosse gave away free t-shirts just for liking their FaceBook Fan pages. Over the two weekends they got about 400+ new likes. Depending

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on the type of budget you have, printing out 400 t-shirts might not be an option, but other incentives could be substituted, like a free consult, free sticker, free upgrade or drink at the restaurant, as well as many others if you let your imagination run wild.

You might have *to lose a little on the front end to gain more on the back end*. The important thing to remember here is that now you have a list developing that you can continue to easily solve their problems and promote products to.

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With a Facebook account as well as the other major players like Twitter, Youtube and Wordpress, you can link back to your main site which is a good starting point in developing a higher page ranking on the likes of Google! When you make posts to these sites you can provide a link to your main site as well or pages within your blog (if this is your main site). The more “link juice” you can provide the better. If you do not have links coming back to your site from other locations, it will be difficult to rank anywhere near

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the first page in Google. If you are not ranked it is going to be hard for a customer to find you.

This is where your Google Place Page comes in extremely handy. With the ever increasing number of people using smart phones, many advertising locations are decreasing (think YellowBook!)

So when a member of the general population comes along and is searching the web from their phone or even at home, the Google Gods (with their ever increasing strong hold on

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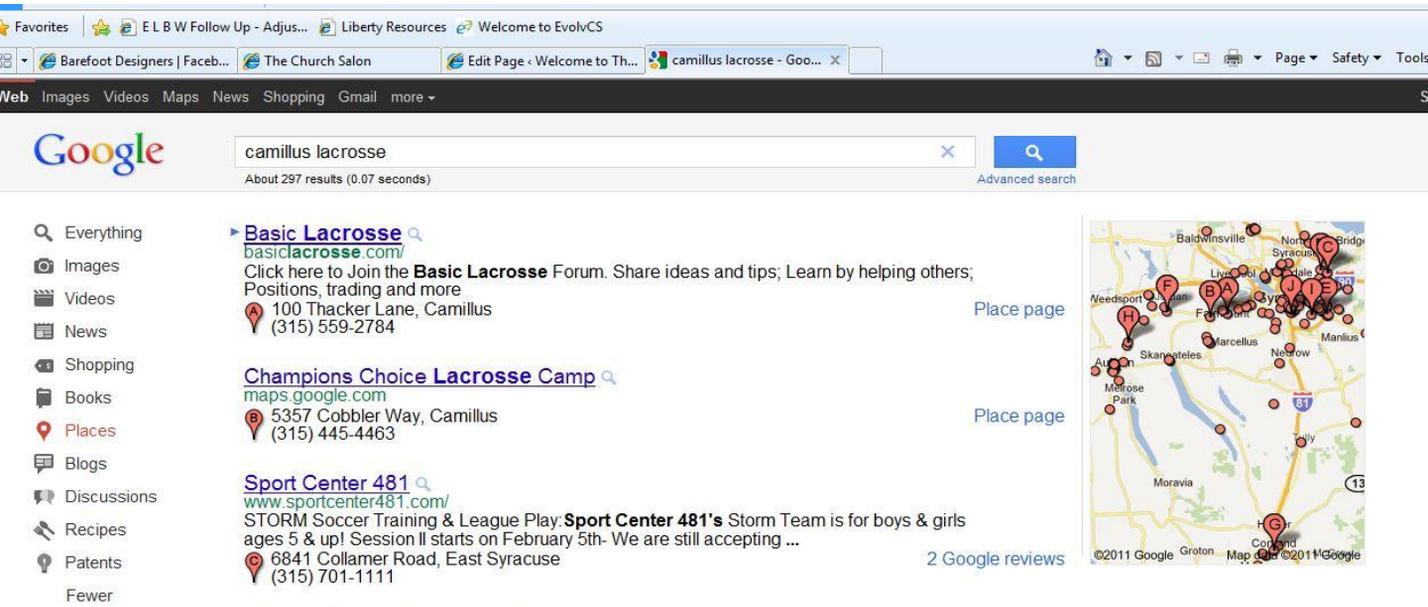
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all things internet) will send you the most relevant listings, typically relating to your current location as well. Perhaps you have seen the little balloon icons that pop up when you do a search with a link to the place, their phone number and their Google Place Page, like the image below



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Now it might be too small to see, but in the picture above I did a search for “Camillus Lacrosse” based on the town that I grew up and played lacrosse in. This is one where our local team has for many years been ranked in the top of the country for both boys and girls lacrosse and one would think they would show up in this search.

However, one of my sites, BasicLacrosse.com comes up as the top local listing for this keyword phrase! All this comes due to the fact that I set up my Google Place page the

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correct way. With the place page, you are able to place keywords for your business, add you hours and contact information, get a link back to your site (now who in their right minds would not want a link back to their site from the almighty Google?) as well as pictures of products and videos easily embedded from Youtube.

Now I also have established similar accounts with Yahoo and Bing to increase my appearance online and it is suggested you do this as well to conquer the major players in search.

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If you are completely on the Social Media and Google accounts for dummy's level, these are things you can outsource, which means you have someone else set them up.

WHOA, hold on there for a second! **do these things** in case you haven't seen my sites linked from this report!

If you have something in mind that you want done, [send me an email](#) with what you want and I'll get back to you with a quote.

If you are competent though, you can easily get your business live and

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running in a matter of hours. Starting small and making those little changes day in and day out are the key to continued growth. There is no way you can get it all done in one day, but adding a new social media site each week might be a goal for you in the beginning, or perhaps a new Place page each week as well. Remember, the more you can have set up and pointing back to you, the better. Just do not forget to interact on the social media sites so the search engine gods know you are living.

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If you have a blog set up great, if not, you might want to add one to your main site (ex. MyDomain.com/blog) where you can post updates and add more content. The more your website grows and develops, the better chance you have for the search engines to recognize your site and send people your way.

When you have a blog you can get people to comment on your posts and start rapport with them. Remember the whole “Know, Like and Trust” thing we mentioned again.

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Blogs are also great as you can easily upload pictures and videos (even ones you have put on Youtube originally) and place ads on the sidebars so that you may monetize your site. This is where people would come and click on a banner and be taken to a product sales page, either within your site for one of your own products, or taken to an affiliated product that you are promoting for someone else.

A great place to find new products or even to put up a product on your own that other people can promote is

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[Clickbank](#) which is the largest digital retailer online. If you have a product, software, ebook etc., that has been burning up space in your brain or on your hard drive, it is time to get it out and let others do some work for you. When you work with Clickbank, you can pick and choose a niche and search their marketplace for thousands of products that you can get html code for and easily upload the ad onto your blog where people can click the link and be brought to another site where they will see the

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product from the banner ad. You can also get text links as well that you can embed into your blog post or into an email sent to clients that allows them to go to the site being promoted where you may earn a commission.

There are other companies who run this way, but Clickbank is one of the most well known for digital products.

Another great way to get in front of your current and future clients, partners, friends and family is through [web conferencing or webinar hosting](#).

A webinar, is like a seminar online,

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where you sign up and attend an event from the comfort of your own home and watch on the computer as someone give a presentation.

Sometimes they are live, while others are recorded and rebroadcast at a set time.

Whether you want to just stay in touch with friends, want to talk with a client or distributor about a new product or are looking to prospect a new person for your network the power of Webinars is becoming ever more present these days. Many universities

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are using these for distance learning, while businesses are using these for trainings and updates in their products to keep the staff and clients informed. So far everything I have mentioned in this report you can get for free, but as the saying goes, “You get what you Pay for”. I personally use [Pure Leverage](#) for my webinar software and highly suggest it for the features and benefits available. You can get a trial to check it out by clicking the link above for \$1. For less than \$25/month for a 100 seat conference room, it is a steal when

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compared to some other well know programs like GoToMeeting or GoToWebinar, where it might be almost 2-10 times more expensive per month.

You also get a fully hosted blog, autoresponder to build your own email list up to 10,000 members, video email, video hosting and live weekly training for that same low price less than \$25 a month

*If you want to earn more, you can be a reseller and get 100% commissions too which you will see inside the trial.

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You can test out the GVO Conference inside of the Pure Leverage system by clicking this image:



Depending where you stand in your business, you can waste your time on these and not make improvement with other avenues, or you can outsource and have a lot of the task taken off your shoulders. The important thing is making sure they are done right.

As I said in my disclaimer in the beginning of the report, I make no

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guarantees, but I know I will do you right in getting your online presence started or improved, should you desire me to do so. As I mentioned before, just [drop me an email](#) and let me know what type of work you would like done.

In the mean time, you can look forward to receiving some content and tips in your email that might help make all of these easier to use. I will be going a little more in depth with each program and providing some videos as well to help you get started

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and on your way to a better business. You did a great job reading all the way through. It is my hope that you do take action on these and get what is yours online starting today. Don't wait until tomorrow to take action on some of the thoughts that went through your head while reading this, or on ideas presented inside this report. Go do it now and in the words of Larry the Cable guy (Git R Done!)

TARL: Take Action Revise Later

Dave Gardner

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