

PROSPERITY

marketing

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M A G A Z I N E



**WHAT TO TRACK,
MEASURE AND
TWEAK FOR
MAXIMUM PROFITS**

TRACK ANY OF THESE 18 POINTS TO GET THE MOST OUT OF YOUR ADVERTISING BUDGET. >> P.2

**HOW TO INCREASE
REVENUES WITH
LITTLE (OR ZERO)
AD SPEND ?**

USE THIS STRATEGY TO SPEND ZERO TO LITTLE AMOUNT OF MONEY FOR INCREASED REVENUE. >> P.5

**THE STRATEGY THAT'S
SIX TIMES MORE COST
EFFECTIVE THAN
ADVERTISING**

IF YOU'RE NOT PROPERLY IMPLEMENTING THIS STRATEGY, YOU'RE LEAVING MONEY ON THE TABLE. >> P.11



FROM THE PUBLISHER:
**WHY YOU SHOULD DEVOUR
PROSPERITY MARKETING
MAGAZINE!**

Consider the strategies in *Prosperity Marketing Magazine* as your golden eggs, and *Prosperity Marketing, LLC* as the golden goose. This is the brainchild of two battle-scarred marketing veterans that have done and seen it all in the marketing arena.

Hi, I'm Edison Guzman, and since 1993, I've helped business owners reach company revenue levels they never thought possible. I do this by imparting all I've learned and experienced in marketing over the past few decades, as a marketing consultant, business strategist, speaker, author and educator.

In 1997, I dove into the digital marketing realm by being the first in my region to offer affordable web design services to small business owners. The world has changed much since then. Now, I offer so much more than that. You'll see as you read through these pages.

It can be overwhelming for most, and what I tell my clients and students is that the road to prosperity is paved with basic fundamental marketing strategies that have proven prosperous for decades.

Keep in mind that the strategies you implement within your plan are more important than the tools you use, and that's why this magazine is so important for the continued prosperity of your business.

The purpose of this magazine is to make you aware of the tools and strategies you can implement yourself, or best yet, hire us to implement on your behalf.

I'm looking forward to expanding your mind.

Edison R. Guzman

EDISON R. GUZMAN

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Edison Guzman is a marketing expert that shows business owners how to attract, convert and keep more customers so that they can grow their business. The information provided in this magazine is part of presentations delivered to business owners nationwide. They are also the steps taken when delivering services to clients. Everything you'll discover has been implemented, tested, tracked and tweaked for best results.

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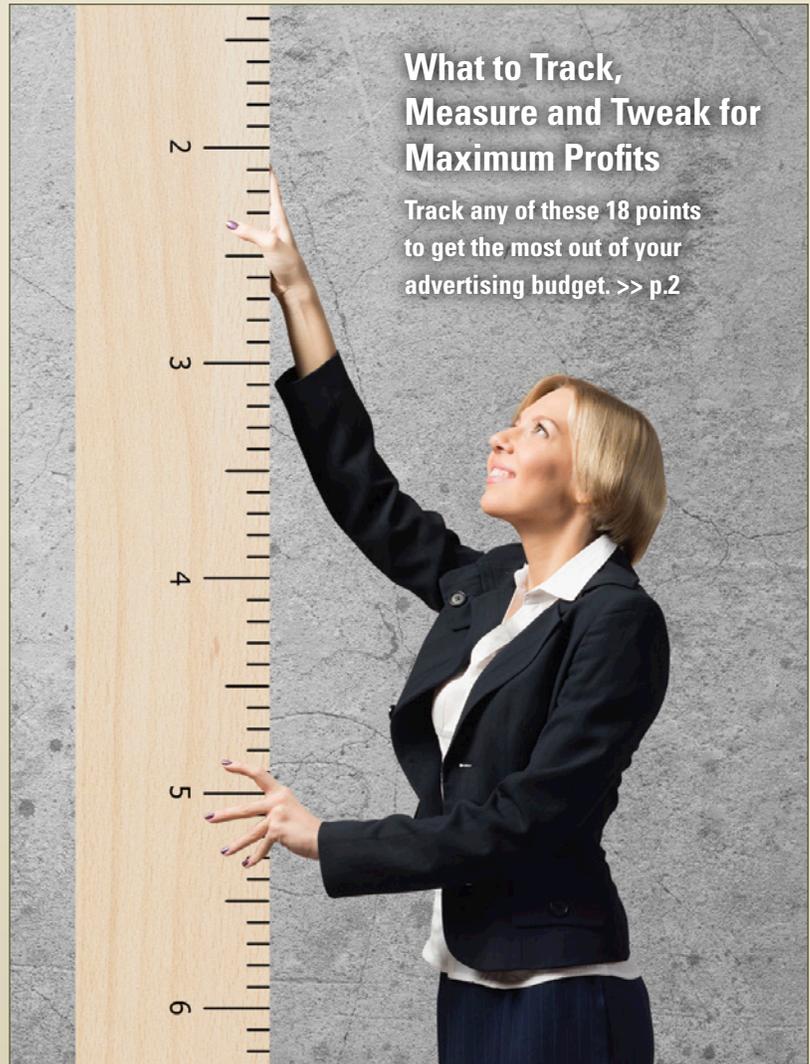
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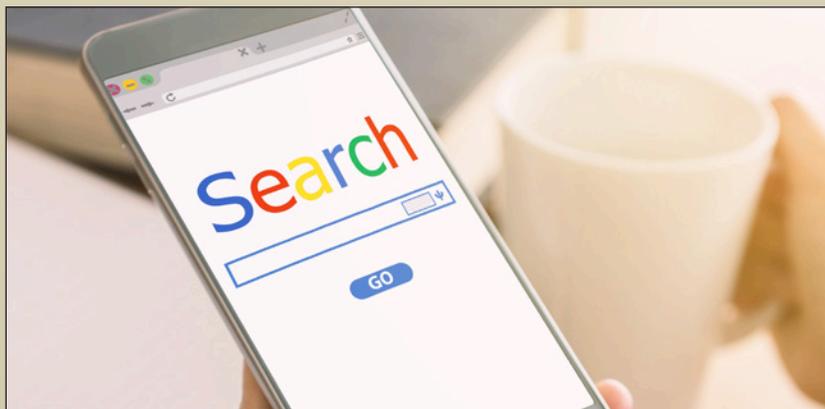
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What to Track, Measure and Tweak for Maximum Profits

**WHETHER YOU'RE SPENDING VALUABLE TIME
GETTING THE WORD OUT ABOUT YOUR BUSINESS,
OR ARE SPENDING MONEY, YOU'LL NEED TO KNOW
WHAT'S WORKING, AND WHAT'S NOT.**

THE SIMPLE FORMULA IS REVENUE MINUS COGS MINUS AD SPEND. THE BOTTOM LINE IS YOUR PROFIT OR LOSS.

However, it's not the best long-term strategy for your business because it's simply not that cut and dry. You may have had some ads that were doing great, and others that were total flops. If you did not track them, how would you know which is which?

For this reason, it's important to track, measure and tweak the following:

1. Ad Medium – Did you choose the best medium for your target market? How many ways did you try to communicate your message via this medium? What can you tweak to make it better?

2. Ad identity - Did you identify the correct market for your ad? Is it appropriate to your needs? Does it identify well with your prospective customer?

3. Strategy – Did you use the right strategy for the ad platform? Is push marketing a better strategy, or will pull marketing work best? How often did you tweak the strategy before you stopped implementation?

4. Campaign Start – Did you check google.com/trends to see the search cycle when people are searching for your products or services? Starting at the bottom of the cycle will yield the worst results, and you may think ads are ineffective.

5. Campaign End – Did you end the ad campaigns prematurely? Many ad platforms have a price breakpoint between running an ad for less than a week compared to more than a week. Also, did you run a lifetime budget campaign, or a daily campaign. One will outperform the other depending on your goals. One of the worst reasons to stop an ad campaign is because you're tired of it. So make sure that you end campaigns when they stop working, not when you've grown tired of them.

6. Reach – Did you use the correct ad strategy and content to get the biggest reach. Running video ads, for instance will cost you less, which means that you'll reach a much larger targeted audience. Your reach should always be as targeted as possible so that every penny invested will yield the highest returns.

7. Leads generated – What type of leads are you generating? Freebie seekers, or people willing to invest in your product or service? Test to see that the list you're growing will be lucrative. If you're using free content to generate leads, ensure that the decision makers are willing to pay in the future. Otherwise, you're just growing a list of tire-kickers that will never purchase from you.

The gross income is the first indicator of your ROI. The bottom line is that you must constantly increase gross income with the least amount of expenses in order to have a profitable campaign. Even if you never track anything else on this list, you need to track this.



8. Conversion rate of reach (leads) – The conversion rate is the number of people that landed on your page, divided by the number of people who opted in to your offer. You must always test to see how high your conversion rate can increase by creating different landing pages with opt in forms. Tweak the headlines, text copy, VSL and even the color of the button. Each test will yield a higher and lower conversion rate. The highest rate is called the control, and you must continue to test in order to try and beat the control at all times.

9. Sales pitch (presentation) – Your sales pitch should always be refined to see which words are communicated best with your audience. Tweak the words, pitch and tone of your voice, how you stand or sit, the speed of speech, and anything else that will increase your “yes” factor. Practice in front of a mirror first, then video record your presentations. Ultimately, the prospective customer will be the only test that matters.

10. Conversion rate of sales leads to pitch – Track how many leads it takes you to get in front of a prospective customer. Whether the presentation is by phone, video conference or in person, you need to continually increase your lead to presentation conversion rate.

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11. Conversion rate of pitch to income – Just as you're tweaking your sales pitch and tracking how many leads it takes to get to a sales pitch, you should also track how many deals you close. If you're getting many leads, and are meeting many people, but you're not closing them, then there is a disconnect somewhere in the process. This is not just for person-to-person selling. This is also for your ecommerce store. Your pitch online should be tracked just the same. Tweak it until you have the highest conversion rate, then test, track and tweak some more.

12. Back end conversion – Measure the conversion rate for up sales, down sales and cross sales. If you don't have any of these, add them to your sales process and you'll increase revenue exponentially.

13. Sales Cost – Calculate the actual cost for each sale. If you are spending more than the revenue per sale, then test different price points. Alternatively, add a cross-sale, up-sale, or down-sale to the offer (after purchase) and see how you can increase the dollar amount per sale. This should reduce your sales cost and increase revenue.

14. Cost per lead – What's the real cost for each lead you generate? If you're spending \$10,000 to generate 1,000 leads, it's costing you \$10 per lead. If you're selling a product with a LTV of \$10, then you're in trouble because you'll always just break even or lose money. If the product or service has a \$100 LTV then you should continue the ad spend because you're turning a profit, assuming that other costs are not eating up your profits.

15. Cost per acquisition (CPA) – Calculate the actual cost for every sale you make. It's not just your ad budget. It's also COGS, taxes, insurance, rent, utilities, payroll, etc. So

many companies ignore this, and then realize that what they thought was a profitable business, has instead created a pool of liabilities that is difficult to get out from. This can cost you your livelihood, so pay close attention to the real numbers.

16. Average customer purchase (ACP) – ACP is the average dollar amount your customer will spend with you on any given purchase. It's good to track this number as an indication of the dollar amount you should spend in advertising to generate a sale without losing money.

17. Life time value of customer – Customer LTV is the amount of money your customer will spend with you from the beginning of your relationship, until the end. Sometimes, you'll make a one time sale. Other times, you'll be paid monthly, weekly, annually, etc. Yet, other times, your customer will purchase products or hire your services throughout the year for many years. Track how much revenue you receive per customer, and you'll know the maximum amount you can spend on customer acquisition without going into the red.

18. Gross Income – Needless to say, if you're not tracking your gross income, there's something questionable about your operation. The gross income is the first indicator of your ROI. The bottom line is that you must constantly increase gross income with the least amount of expenses in order to have a profitable campaign. Even if you never track anything else on this list, you need to track this. You'll be surprised how many clients I get that never track whether their ads are working or not. Even if you're just branding yourself, you need to see if your revenues are increasing as a result.

—PMM

The bottom line is that you must constantly increase gross income with the least amount of expenses in order to have a profitable campaign. Even if you never track anything else on this list, you need to track this.

THE OMNI-PRESENCE STRATEGY:

Your Brand in All the Right Places

ONE OF THE MOST EFFECTIVE WAYS TO MAKE THE HIGHEST IMPACT FOR YOUR BUSINESS, IS TO BE FOUND EVERYWHERE YOUR PROSPECTIVE CUSTOMER VISITS IN THE DIGITAL WORLD.

UNLESS YOU HAVE AN UNLIMITED AD BUDGET, THIS CAN BE A MONUMENTAL AND RATHER COSTLY TASK.

The solution is to create a content marketing strategy that will increase the chances for your prospective customer to find you, before they make their decision to buy.

When we help our clients expand their digital footprint, we choose a strategy that works specifically for their needs. Here is a list of the types of content you can produce for your organization. Each type of content should be created with the intent to either brand yourself, generate a lead, or make a sale. It's also important to understand that each piece of content is to be delivered through specific marketing strategies. Don't just create content for the sake of creating and posting content.

These are the types of content you can create:

- Apps
- Audio (podcasts)
- Contests
- Games
- Images
- Polls
- Quizzes
- Software
- Surveys
- Text
- Video channel on your site, YT, IGTV, FB, etc.

How to Increase Revenues With Little [or Zero] Ad Spend

I'VE DISCUSSED MANY MARKETING STRATEGIES THAT MAY NEED SMALL, MODEST OR LARGE INVESTMENTS IN ORDER TO RAMP UP REVENUES. BUT, THERE IS ONE STRATEGY THAT MAY COST YOU ZERO OR VERY LITTLE TO IMPLEMENT.

THIS STRATEGY IS ONE I NORMALLY RECOMMEND WHEN CREATING A BUSINESS MARKETING BLUEPRINT FOR MY CLIENTS.

I'M TALKING ABOUT JOINT VENTURES, OR AS SOME PEOPLE CALL THEM, STRATEGIC ALLIANCES.

The fastest, least expensive way to get your product or service out to your target market is to have someone with authority endorse your product or service to their existing customers. A joint venture will help you accomplish just that.

Joint ventures can be created in many fashions. You can get together with one or more individuals to run a campaign, or you can piggy-back on the efforts of others by offering your product or service as a bonus to someone who is already heavily advertising, and in the public eye frequently.

The simple formula for a successful joint-venture is **identify a company that targets the same market as you do, and are not competing with you.** *Same target market, not competitors.* It's even more powerful when your products or services compliment, or supplement your JV's products or services.

When structuring a JV partnership, the strategy must be to create a win-win-win situation. The partner must win, the customer must win, and you must win. When all three are balanced, success is much more likely.

There are many ways to create profitable joint ventures. A short-term approach will land you fast results. A longer-term strategy will ensure long term success.

Whom can you think of, that already caters to your existing target market, and does not compete with you? Write their names down, create a plan, and ask if they'd like to join you.

When approaching JV partners, here are some reasons you can give them that will help make the case for getting together:

- You offer something they don't.
- They offer something you don't.
- Two minds/resources are better than one.
- Less risk of financial loss when costs are shared.
- Each can gain from each other's brand.
- Joint Ventures can lead to future lucrative partnerships.



Joint Venture partnerships can work for solopreneurs, small/medium sized businesses or large corporations.

As a matter of fact, you've seen large companies implementing joint venture strategies all the time. Next time you see the trailer for an upcoming blockbuster movie, you'll also see a plethora of products and services take part in the promotion of the movie.

Small and medium size businesses can do the same. For instance, this magazine was created by a 30 year ad agency veteran with media creative talents that dwarf mine. He laid out the entire magazine and used his talents to ensure a professional, rich look to this content.

My portion was to deliver where he lacks, which includes the digital marketing strategies I've outlined herein.

Together, we've created marketing material that will be shared in the short and long term to educate you and hopefully help you realize that you need to hire either, or both of us.

His talent supplements mine — as mine supplements his. Together, you, as a client get two battle-scarred veterans of the advertising/marketing industry who have seen it all, and done it all. You win. Steve wins. and, I win.

This is a marketing strategy with very high impact potential. I'll be more than happy to show you the best way to identify potential JV partners, and create a strategy for approaching them for maximum impact.

The right JV partners can accelerate prosperity, while the wrong ones will set you back. Implement this strategy wisely. —PMM

Prosperity Digital Marketing Tips

STRATEGIES CAN BE IMPLEMENTED BY YOU, YOUR STAFF OR A PROFESSIONAL. ADD THEM TO YOUR CALENDAR AND IMPLEMENT SYSTEMATICALLY. PROFITABLE RESULTS WILL FOLLOW.



4 STEPS TO VIDEO MARKETING MAGIC

VIDEO MARKETING ISN'T FOR EVERYONE, BUT IF YOU REALLY WANT TO MAKE A SPLASH FOR YOUR BUSINESS, USE ONE OF THE MOST SUCCESSFUL MARKETING STRATEGIES AVAILABLE TODAY AND THE FORESEEABLE FUTURE.

This marketing strategy is a powerful way to promote your company, product or service short term and for the long haul. Utilize this type of digital media to create short videos about specific topics your prospective customer wants to see. Then upload the videos to video sharing websites for syndication. It's perfect as part of your content marketing strategy.

Here are the 4 steps to follow to get the most out of this strategy:

1. Research

— Research the needs of your audience, videos they spend time watching, subjects, types, etc. Look for topics that have done well in different content format and turn it into a video. Use tools like Google Trends, Keyword Planner, Yahoo Answers, etc.

2. Create

— After you have chosen the appropriate content, turn its main ideas into a script, and practice reading it out loud. As you read,

look for parts that don't sound right and change them to sound more conversational. Script must flow naturally. Use a webcam, smart phone, or whatever tools you have at hand for recording yourself reading the script.

3. Publish

— Upload or share your video to as many video sharing sites as possible, YouTube, Facebook, Vimeo, Yahoo. Embed video onto your website or blog from any of the video platforms, or self-host.

4. Advertise

— PPC (Pay Per Click) with YouTube. PPC with Facebook and Instagram. Optimize (SEO) for Google Search and YouTube.

—PMM



4 VIDEO STRATEGIES TO LIVE BY

THERE'S MORE TO CREATING VIDEOS THAN MEETS THE EYE.

1. Wondering which types of videos you should create? Here's a helpful list I give my clients:

- Talking Head Videos
- Interview Videos
- Live Webcast Videos
- PowerPoint Videos
- Tips Series Videos
- Live Demo Videos (on-camera)
- Sales Videos

- Launch Series Videos
- Customer Testimonial Videos
- Teaching/Webinar Videos
- Animated Videos
- Video E-mails

2. Wondering why you should consider using videos as part of your marketing strategy? Here are 10 reasons to do so:

1. Increase Conversions With Product Videos
2. Drive Traffic With How-to Videos
3. Cut Down on Customer Service Calls
4. Create Social Proof With Testimonials
5. Retarget Website Visitors
6. You Can Broadcast Live
7. Grabs Attention Easily
8. Appeal With Emotion
9. Share Breaking News
10. Take Viewers Behind the Scenes

3. Not sure the type of content to create? Here are 10 ideas:

1. Educational and How-To Videos
2. Video Documentaries
3. Entertaining or Emotional Short Videos
4. Explainer Videos or Animations
5. Product or Service Videos
6. Case Study or Testimonial Videos
7. About Us or Culture Videos
8. FAQ Videos
9. Instructional or Demonstration Videos
10. Customer Thank You Videos

4. When creating these videos, don't make them too long.

Some people may watch for 7 seconds and decide it's not for them if you don't immediately capture their attention. Try not to use industry jargon only you understand, unless you're selling or educating within your industry.

Whatever you do, don't focus on going viral. So many business owners try to go viral by doing things that

makes them look bad. I hope that's not going to be you.

The biggest question I get, by far, is whether you should do it yourself or hire a service to do it for you. The best way to decide is to answer the following questions:

- What's your budget?
- What's your time worth? (a 1 minute video may take 1 hour to create)
- How technical are you?
- How professional does it need to look?
- How many videos will be created?
- How will it fit in your overall marketing strategy?

Naturally, the main question should be "Do you need this strategy to work prosperously for your business?"

If you answered yes to that question, you need a videographer that understands marketing and can create the best strategy for your business. I have just the company for you.

—PMM



5 STEPS TO GROWING YOUR BUSINESS THROUGH SOCIAL MEDIA

BASIC DEFINITION OF SOCIAL MEDIA — WEBSITES AND OTHER ONLINE MEANS OF COMMUNICATION THAT ARE USED BY LARGE GROUPS OF PEOPLE TO SHARE INFORMATION AND TO DEVELOP SOCIAL AND PROFESSIONAL CONTACTS.

I like to simply define it as, "**You Connect to Others. Others connect to you. Anytime, anywhere.**" How you connect is up to you.

Among the thousands of social media platforms online today, these are the top 8 that, as a business owner, you can try and leverage for your business.

1. Facebook is the largest with over 2.27 Billion Monthly Active Users
2. YouTube has over 2 billion MAU
3. TikTok has over 1 Billion MAU
4. LinkedIn has over 630 million registered users
5. Twitter has 328 million MAU
6. Instagram has over 1 Billion MAU
7. Snapchat has over 210 million MAU
8. Pinterest has over 300 million MAU

Each platform offers different tools you can use to freely distribute information about your products and/or services. Whether you want to use these platforms for branding, lead generation or direct sales, you must first create a strategy that will deliver the biggest ROI for your time, money and energy.

Your social media marketing strategy in a nutshell:

1. Start with researching your audience and creating an avatar:

- Which social media platform would they use most?
- Where is your best audience located geographically?
- What is their age group?
- What is their relationship status?
- What is the dominant gender?
- What are their interests?
- Which categories do they fall into?
- Which pages do they like or follow?
- Who do they follow?
- Who are they connected to?
- Who are their friends?
- Which groups or networks do they belong to?
- Where do they work?
- Which hashtags (#) do they follow?
- Which organizations do they belong to?
- Where do they volunteer?

2. What's the end result? What are you trying to accomplish?

- Choose the platform that will help you target your market best
- Choose content distribution method. Free, ad spend or both
- Create strategy milestones to ensure your goals are met

3. Create content. Choose one or more of these types of content:

- Video (Live stream or pre-recorded)
- Static or animated images
- Text as articles
- Audio as podcasts
- Surveys or Polls
- Apps or Software
- Games and Quizzes
- Contests

4. Create a tracking method

- Tracking pixels
- Google analytics
- Webstats
- Coupon codes

5. Distribute content

- How many platforms will you use as a distribution channel?
- Which platforms will you use per content type?
- How often will you distribute content? Hourly, daily, weekly, monthly?
- Which days of the week and time of day will you post your content?
- Who, if not you, will handle this task? Staff, outsource locally, outsource globally?

There is much to consider when creating a smart social media marketing strategy, and these 5 steps will help you get the most out of this very lucrative strategy.

Just remember to limit your time on social media sites unless you're working on your business. It's easy to waste hours entertained by cute pooch pictures, funny memes and inspirational quotes.

A few last suggestions are:

- to share your views appropriately
- only post information you'd like to share
- brand your self in a positive light
- interact frequently
- and most importantly, become a good resource to others so that you develop a real following.

Finally, be cautious not to put all your golden eggs in one basket.

Diversify platforms and marketing strategies for long term success.

—PMM



THE FASTEST WAY TO SALES IS THIS PPC CAMPAIGN

PPC stands for Pay Per Click. As the name suggests, you only pay for advertising when someone clicks (or “taps” for mobile devices) on your ads.

This type of advertising is one of the fastest ways to generate leads and sales when done properly.

The reasons are as follows:

- You can laser-target your audience.
- You can set up a campaign and get results in minutes.
- You have total control over your ad budget.
- You can start and stop ad campaigns at any time.
- You can easily split test several ads simultaneously.
- You choose 24/7/365 advertising, or time of day and day of week to run your ads.

Unfortunately, I get many business owners who have tried to utilize this powerful advertising method, and failed miserably. Thousands of hard-earned dollars wasted because they did not follow a few simple rules.

When using PPC as a digital marketing strategy, here are a few points to take into consideration:

1. Set a daily or lifetime budget

- You can run an ad campaign indefinitely with a daily budget, and stop/start whenever you wish.
- A lifetime budget means that the campaign will last as long as the funds lasts. It can be a few hours, days, weeks or months depending on the cost per click and your budget.

2. CPM does not mean CPC

- CPM means Cost Per Thousand impressions. You're not paying for results. You're paying for people to see your ads.
- CPC is Cost Per Click. You pay a fee only when someone looks at your ad, then clicks on it.

3. Choose the type of ad strategy

- Text ad
- Banner ad
- Video ad
- Straight to phone ad

4. Push or pull PPC advertising?

- Push ads are ads that you push your message on to the platforms for targeted people to see. Can be banner ads, text ads, videos ads, etc.
- Pull ads are ads that people find when they're searching for products, information or services. These are usually keyword based ads on search platforms.

5. Choose the right PPC strategy

- Ad->click->squeeze page
- Ad->click->phone call
- Ad->click->download app
- Ad->click->product sales page
- Ad->click->video sales page (VSL)
- Ad->click->website [only if you're just branding]

6. Your goal should be to get a high click through rate and a low cost per click

7. The best products/services to advertise have a high LTV

8. Stop ads that don't produce positive ROI

9. Increase ad spend on campaigns with high Return On Investment

Although there are thousands of PPC ad platforms, these are the biggest by far:

- Google Ads (ads.google.com)
- Facebook Advertising (business.facebook.com)
- Bing Ads (advertise.bingads.microsoft.com)
- Twitter (ads.twitter.com)
- LinkedIn (business.linkedin.com/marketing-solutions)
- Instagram (business.instagram.com)
- Pinterest (ads.pinterest.com)
- TikTok (ads.tiktok.com)

Search for niche PPC ad platforms for more results.

10. Be smart with your ad budget.

I see too often, business owners spending \$100 a day, when they should be spending 10 times that amount.

I also see companies spend \$100,000 a month on PPC when they can spend a tenth of that amount on organic SEO. A good balance between SEO and PPC is the best strategy by far.

—PMM



EMAIL MARKETING STRATEGIES THAT GROW YOUR BUSINESS

There are 3 types of people looking for your product or service. Email marketing helps you reach each to help sell today and tomorrow.

1. 3% are ready to buy now
2. 10% are researching and will buy within 7 to 30 days
3. 87% will buy within the next 30 to 90 days

When you establish a good email marketing campaign, you'll be able to address each of the types of people.

The 3% who are ready to buy now will do it from you or your competition. If they buy from you, it's easy to get their email address because it's part of the sale.

However, what if they don't buy from you? You can still ask for their name and email address by offering them something of value. It can be a "first purchase" discount coupon you can email them in exchange for their email, or anything of value they will exchange for their information.

It's important to get this information, because you want to reach the 97% buying in 7 to 90 days.

So, why email marketing?

- You can target specific markets easily and accurately
- It's "push" marketing (gets your message out to prospective targeted customers)
- It's free to use
- It's instant
- You can use it as often as you wish
- You can get instant feedback on any subject
- You can get results on demand
- You can reach a world-wide audience as easily as a local audience
- You can develop a relationship, so that you get people to Know, Like and Trust you

The simple 3 step email marketing strategy:

1. Develop list strategy (Do you want to create leads, sales or both?)
2. Create info capture page. (Squeeze page, pop-up, or on-page opt-in)
3. Create follow up sequence with autoresponders

How to Have Them Want to Give You Their Information:

- Give away something of value
- Run a contest
- Joint Venture
- Sell something
- Offer your newsletter
- Offer coupons
- Run a survey
- Offer a free eBook, eZine or App
- Offer video or audio course
- Offer to keep them informed

Once you have their info, you need to get them to open your messages. Here's how to get your emails opened and read:

- Best days to email your list are Tuesdays and Thursdays at 10 am depending on your industry
- Your best emailing day may differ according to your target market
- Use appropriate subject lines with curiosity appeal or benefit statement
- Don't use all CAPS in the subject line

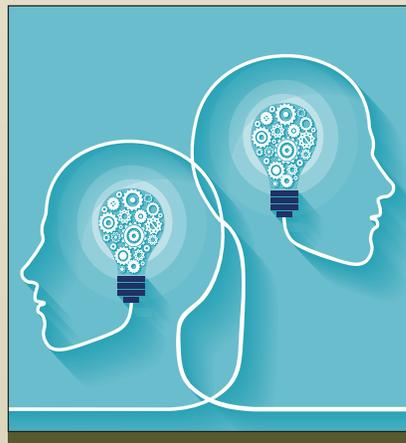
A few final thoughts on email marketing:

- Avoid words that will increase your spam score

- Avoid sending attachments
- Beautifully designed emails don't necessarily convert higher than text emails
- Choose the right email marketing system for your needs
- Automate sequential messages
- Segment email lists
- Send messages as frequently as allowed by your audience

There are dozens of great email marketing service companies available for you. However, it's important to know which service fits your needs best. This is why when we implement a marketing strategy, we recommend the best system based on our vast experience utilizing this very effective digital marketing tool.

—PMM



SPEAKING YOUR CUSTOMER'S LANGUAGE FOR MAXIMUM PROFITABILITY

Throughout this magazine, you've seen many strategies that may need a small to large investment in order to get the message out about your business.

Since you need to achieve maximum profitability from every strategy and piece of communication you create, it is imperative that you understand basic human communication skills.

The following is an excerpt from my book, "*How To Attract Customers*" available on Amazon.

Let's start with our five senses. We use our senses to process our experiences. Our five senses are:

1. **Visual** (Seeing)
2. **Auditory** (Hearing)
3. **Kinesthetic** (Feeling)
4. Olfactory (Smelling)
5. Gustatory (Tasting)

Although humans use all senses (unless impaired), we typically use a dominant sense. The largest percentage of the population uses their eyesight (visual) primarily. This is a reason why using videos in your marketing is so important.

Auditory (hearing) is the second most primarily used sense, and kinesthetic (feeling) is the third most used. Olfactory and gustatory are rarely the primary senses.

This is important because when communicating with your intended target market, you should use the words that they use most.

Have you ever noticed people speaking that say things like, "Do you see what I mean?" Yet others say, "Did you hear what I said?" Or "Do you feel me?"

All are saying the same thing, yet they're using their primary sense to communicate.

Did you know that the fastest way to sell is to create rapport with your prospective customer? Did you also know that one of the fastest ways to create rapport is to communicate using people's primary sense?

Try it. Listen to people speak. Listen for any of the words on this list. See how often they say the words. That will give you a clear indication as to the primary sense they're using to process their experience.

Then listen to your own words and thoughts. What's your primary sense for processing your experiences?

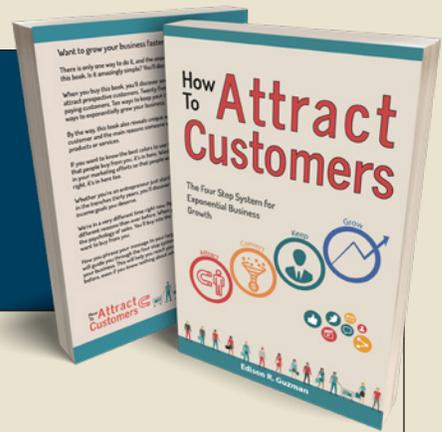
Use words that pertain to the 5 senses within all your content marketing strategies and you'll see the difference.

You'll hear the difference in your mind as you notice how good the great results make you feel.

—PMM

Customer Attraction Strategies

These are some of the strategies I teach and help implement for my clients. Some are obvious, yet most business owners don't take the time to plan out and implement them. The following have been extrapolated from the book, "How To Attract Customers" where I discuss 119 customer attraction strategies.



STRATEGY #2

AFFILIATE PROGRAMS

This strategy is one of the lowest up-front cost strategy you will ever implement, and it is normally done on-line. When using an affiliate program as a customer attraction strategy, you are in fact allowing others to sell your product or service on your behalf. It's very effective because there is no upfront advertising cost. You only pay when you make a sale.

STRATEGY #27

COURSE CREATION

Create a course educating your prospective customer. The course can be delivered online, or in-person. I've created many courses throughout the years. Some, where for my firm, and other courses where created for different organizations like NYS, BOCES, SCORE, WEDC, Chambers of Commerce, and more. Creating a course you can teach via webinars or in person will enhance your image as the expert in your field.



STRATEGY #32

ONLINE DIRECTORIES

Online directories are very powerful when you claim your company's information. Getting properly listed creates links back to your web site, which helps with search engine rankings. If you're part of a membership organization and they offer the chance to be publicly listed, make sure to list as much information about your business as possible. A much more effective way to get listed is through directories such as Yelp, Manta, YP, FourSquare, Yahoo, and many others. We usually list our local clients with over 70 different directories. See the full list at FreeListReport.com

STRATEGY #46

GOOGLE MY BUSINESS

If you own a brick and mortar business, it is essential for you to claim your listing on Google. Google keeps changing the name of this great service, so as of the writing of this article, it's called Google My Business. When you go to google.com/business and claim your business, you'll show up properly on Google Search and Maps. They also let you post updates to showcase what's new in your business, respond to reviews, add photos, and build loyalty from your customers.





The Strategy That's Six Times More Cost Effective Than Advertising

SO, HERE'S A QUESTION... WHICH IS LESS EXPENSIVE? SELLING TO A NEW CUSTOMER, OR SELLING TO AN EXISTING CUSTOMER?

Studies show that the answer to that question is — selling to an existing customer.

Unfortunately, most business owners don't have a proven process to sell more products or services to their existing clients. If you have one, it may be flawed unless you understand how to get your customers buying more frequently with a higher dollar amount per transaction.

In my book *"How To Attract Customers,"* I discuss how business owners must create a system that grows your business through referrals, increased frequency of purchases and increased dollar amount per transaction.

If you don't have a method by which you maintain your customer's information, you'll never be able to reach out to them with special offers and educational material. This can easily be accomplished with many online tools such as email marketing systems, SMS marketing tools, push notification systems, private messaging systems, etc.

One of the most important questions I ask business owners before they consider hiring me, is which type of system they currently use to communicate with their customers. You'll be surprised how many business owners I've spoken with that have no such system in place.

A good way to communicate with existing customers will reduce your ad budget and increase revenue much faster than most others.

This will also make it easier to establish a referral program that will grow your revenue without biting much into your profit margin.

When implementing and running a good referral program, the sky is the limit for the number of customers you will attract. Referrals come naturally to business owners who

offer a great product or service, followed up with really great customer service.

I have been lucky enough to get most of my business through referrals, and I've made sure to implement referral programs that remind my customers to recommend me to their peers.

What type of referral program do you have in place? Do you give an incentive for your customers referring you? The incentive can be something simple like \$20 off your next purchase for every customer you refer. It does not have to be a financially incentivized system.

This is when knowing the Lifetime Value of your Customer comes into play. If you know that each new customer ends up spending \$3,000 with you through the life of your relationship, then you can afford to spend a few hundred dollars in referral fees. Just keep in mind that some regulated industries don't allow referral fees.

If your industry is not regulated against fee-based referral programs, put something together that will entice your existing customers to refer their peers to you. It's less costly than spending it on advertising.

If you don't want to remunerate, then start a points reward system like airlines and credit cards. Technology has made

it simple to keep track of purchases, and consumers love to earn points.

A good referral system will get you new customers and keep them coming back for more. Let's discuss how we can use technology to create the best referral program for your business. Call me. —PMM

In my book *"How To Attract Customers,"* I discuss how business owners must create a system that grows your business through referrals, increased frequency of purchases and increased dollar amount per transaction.



How to Get People Finding You on Search Engines

I'M SURE BY NOW YOU'VE HEARD THE TERM SEO OR SEM BEING THROWN AROUND IN THE DIGITAL MARKETING ARENA.

In this article, I am going to touch on the basics of SEO to give you an idea of what you can do yourself before hiring an expert. It will also educate you on the complexity of SEO services so that you know what you're getting when hiring a firm to perform this task for you.

First, SEO stands for search engine optimization, and SEM stands for Search Engine Marketing. One gives you organic preferable standings on search results, and the latter is pay to play (See PPC article on page 10). I will cover organic SEO strategies below. These are the same strategies I teach at workshops, and use for all my SEO clients.

Let's start out with your website design. Your site must be:

- Responsive, so people can see it properly on any device
- Professional, so when people find you, they'll trust you
- Functional, so people can navigate easily through your site
- Interactive, so that people will stay longer on your site
- eCommerce capable, so that you can sell stuff, accept donations or have invoices paid

- Secured, for visitors' peace of mind and search engines prefer it
- Optimized with the best key phrases (see article on page 6 for choosing the best key words)

There are two parts to SEO. On-page optimization and off-page optimization.

On-page is any optimization you perform on your website pages. Off-page is anything you do outside of your website, such as link building. I will discuss the on-page part of the equation, since that's the foundation to proper SEO.

Use these 20 optimization strategies and people will find your website easier and faster on search engines:

1. Register a domain name with your primary keyword within it (ie. HudsonValleySEOExpert.com)
2. Register the domain for up to 10 years
3. Use a self-hosting account and avoid using sites like Wix & SquareSpace
4. Use different key phrases to name sub directories and navigation
5. Stay away from one-word, generic terms
6. Use proper META tags (Title, description, keywords)
7. Use attention grabbing and actionable descriptions in description tag
8. Use key phrases properly within your image's alt tags
9. Avoid having only images on your website
10. Try for a minimum of 200 words of text on each web page
11. Use schema markup language within the code of your website, especially in the contact, services / product pages.

12. Include geographic specific keywords or phrases within the keyword tag and throughout the pages of your website. (One per page preferred)
13. Include key phrases in Header tags (H1, H2, H3, etc) throughout each web page.
14. Secure website with SSL certificate (http vs https)
15. Use similar descriptive words that support the main topic or key phrase of each page (LSI – Latent Sematic Indexing) according to your target key phrase.
16. Don't overuse the key phrases throughout the page. Use about 2%-3% of total words.
17. If using video, optimize the title, description, file name and content with the key phrases you'd like to rank for.
18. Ensure that your website meets at least the minimums of ADA Level One compliance.
19. Use consistent NAP (Name, address and phone number) on your page and off your page
20. Include "sticky" content on your website in order to reduce bounce-back rate

There are many other factors to consider when optimizing your website, such as data structure, proper anchor text links, navigation structure, and code-to-text ratio to mention a few. The most important is creating a mobile-ready website.

Also consider that Google and other search engines are always updating their algorithm. Which means that what works today, may not work tomorrow. This is why it's important to hire a firm that is constantly in the mix of keeping up with the search engines. It's worth its weight in gold.

It's also important to know that there are three types of SEO experts. There are those who only use "white hat"

optimization strategies like the ones I outlined above. These are strategies that search engines want you to use because it allows them to index your site properly and serve your page on their search results for those looking for your product or service.

"Black hat" optimization strategies are the ones that may get you faster results, but may also get you banned from all search results. When you use "black hat" strategies, everything you've worked for may disappear in the blink of an eye because the only way anyone will find you is through extensive advertising. In the long term, this will be your most expensive strategy.

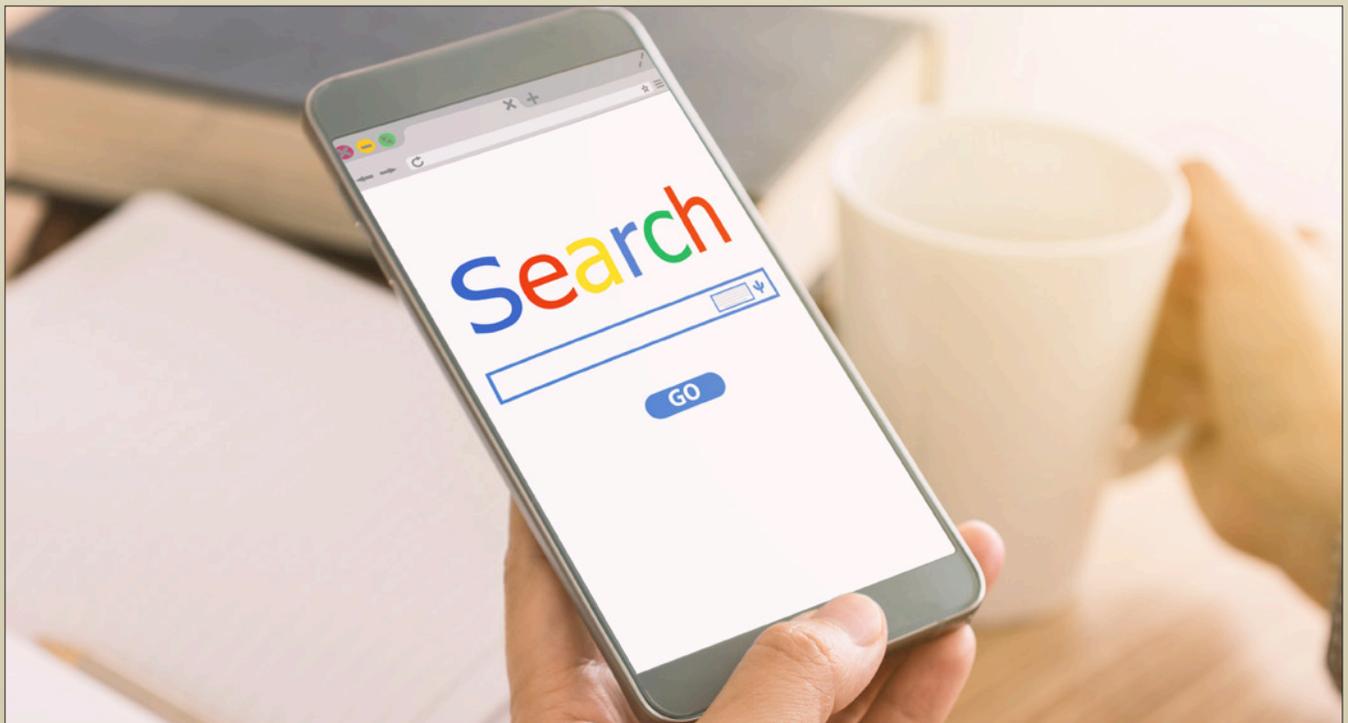
Lastly, there are "grey hat" optimization strategies where border line strategies are used to get you faster results. This is another method I recommend that you stay away from because you've worked too hard to have your business's website "disappear" from your prospective customers' radar.

Pricing for SEO services is also something to consider. Buyer beware; there are companies like **EasyNameHost.com** that advertise SEO services at \$19.95 or \$59.95 per month. There is no way that those services will get the results you seek.

Proper SEO services that deliver results vary between \$500 per month to \$10,000 per month depending on the industry, competition and the number of key phrases you'd like ranked. Naturally, some companies charge a fee based on other factors, but these three are the most common.

If you'd like to know how SEO fits your overall marketing strategy, give me a call at (845) 940-5369 and I'll be happy to answer your questions, audit your website and give you a realistic custom quote.

—PMM



- 1 Set your business' short and long-term goals
- 2 Create Prosperity Marketing Blueprint based on research and business analysis
- 3 Create your marketing message and branding
- 4 Choose best marketing strategies for implementation
- 5 Choose best products /services for implementing strategies
- 6 Create your marketing tools (Website, funnels, EMS, etc.)
- 7 Implement, test, track, tweak, repeat

A STRATEGIC
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 TO PROSPERITY

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