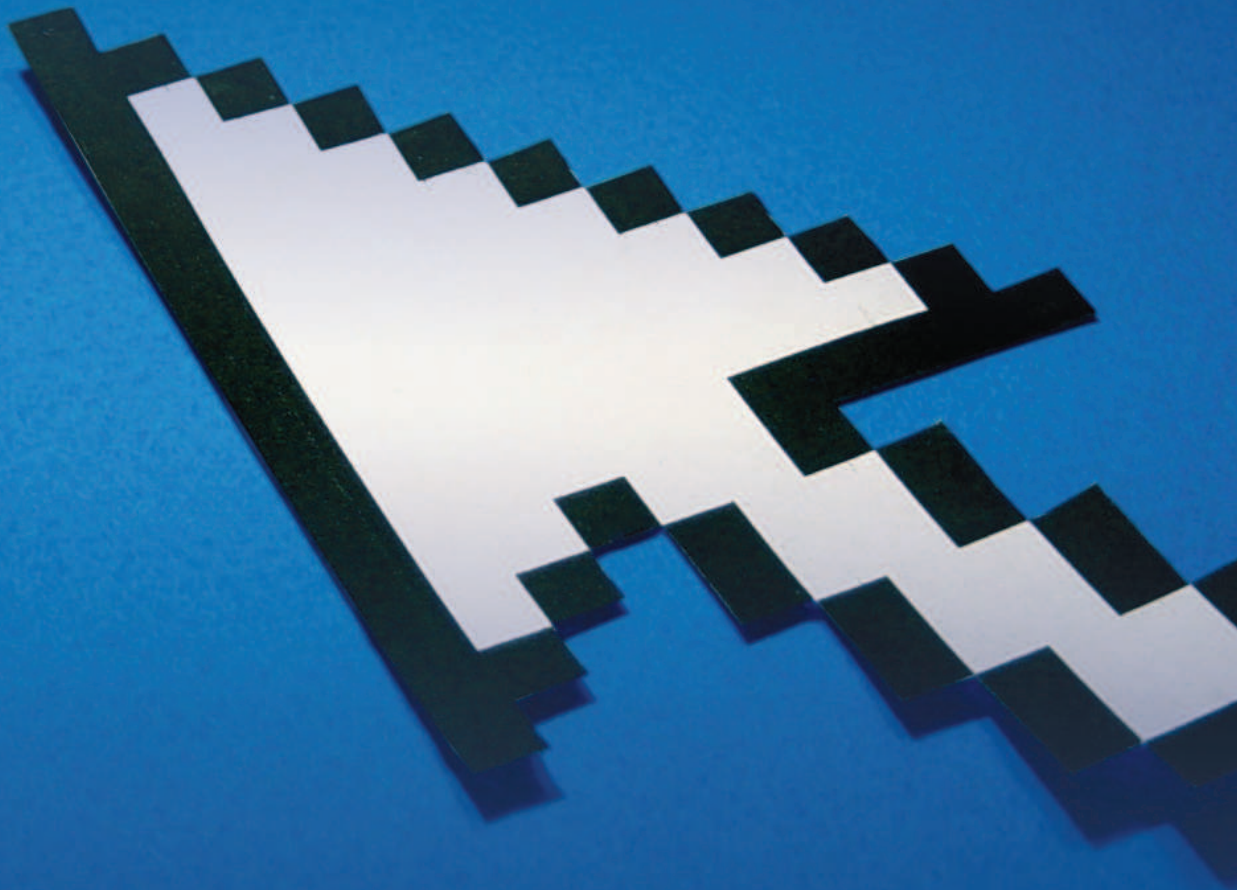


INTERNET MARKETING

A Guidebook to Small Business Success

30 things you can do *today* to start seeing results *tomorrow*



 *Infusionsoft*

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Growing a small business takes time. You can't expect to jump right in and start making millions of dollars (*despite what you may have heard on late-night television*). It takes a sustainable, comprehensive marketing approach to build your leads, your sales, and ultimately, your bottom line.

Many of the successful businesses you see (*especially the larger ones*) have a highly specialized marketing staff running their daily operations. Most small business owners can't afford such a staff. You are on their own.

But with the right focus, *you* can become that specialized marketing department. You can get leads flowing in the door all by yourself ... even though it will require a little bit of work up front. Invest some time in educating yourself on simple marketing strategies and resources. You will discover a whole new level of business growth you never thought possible.

Nobody's asking you to get a graduate degree in marketing. **If you can become proficient in a few simple areas, you will be well on your way to success.**

We've put together a resource guide with the most important things you can be doing to grow your small business, starting right now! Don't try to implement all of these steps at once ... that would be **way** too overwhelming. **Take them one step at a time and build as you go.** Just choose a few of the strategies you want to work on now and start there.

Then, little by little, you'll build up your marketing efforts until you can just sit back and watch the sales come rolling in. **Let's get to it!**

WEBSITE EFFECTIVENESS

Your website is your “storefront.” You should put as much thought into your virtual storefront as you would to the front window display at a traditional store on Main Street. Your website needs to attract customers and keep them coming back for more.

WEBSITE EVALUATION | Total time: 1–3 hours

Pull up your website. Pretend you are a new prospect and ask yourself the following questions. Or better yet, find someone who has never seen your site before and ask them to answer these questions:

1. Where do your eyes go first?

A visitor to your website typically has an attention span of only a few seconds. That means your website must “hook” them in that amount of time. Make sure the first thing they see/notice is something interesting enough to buy you more time.

2. Do you know right away what this website is about?

Again, you have limited time to get your message across. If there are too many distractions, a site visitor may not ever know what you are selling.

3. Is the important information “above the fold?”

Most site visitors want to know the details without doing a lot of work. If they have to scroll down to find the main idea, they will likely leave earlier than you’d like. Make sure that your **Unique Selling Proposition (USP)** is clearly spelled out. This is a piece of information that says in one sentence or less why someone should do business with you. Make it clear and prominent on your site.

4. Can you easily find the benefits of the product/service?

A visitor to your site wants to learn as much as possible about the *benefits* of your product or service. Features are important too, but the most important thing a visitor can take away is a sense that this product or service will make an impact in their life ... for the better.

5. Is there a clear call to action?

If customers like what they see, it is important to move them along quickly. There should be a prominent, clear call to action on your

website. **Your call to action may be to buy now, start a free trial, learn more, or something else.** Make sure that you are not sending mixed messages with too many calls to action. Choose the one or two that matter most and make them easy to find.

6. Are the colors and images aesthetically pleasing?

If your website is too busy or jarring, you will lose visitors. Take a little time to coordinate colors and to implement high-quality images that add to your message.

7. Is the font easy to read?

Make sure your font is easy to read and is not distracting. Don't get fancy; just stick with a simple, sans-serif font in a color that contrasts with the background.

8. Are there bulky sections of writing anywhere on the page?

Long, bulky paragraphs are likely to get skipped. Try breaking up your copy into smaller sections that get the point across quickly.

9. Do the menu items clearly tell you where they will take you?

Site design and usability are important considerations that often get overlooked. Think about what information you would want to find if you visited this site and plan your menus accordingly. There should almost always be an **“about us”** and a **“contact us”** page.

10. Is there an easy way to contact the business?

If your website does its job, you will likely have interested prospects who want to learn more or who simply have a few questions. Make sure they have an easy way to find you. Potential customers also want to know that they will be able to get a hold of you if needed in the future, whether for warranty service or support.

11. Can you find out more about the owner or employees of the company?

Visitors often want to know that they are dealing with real people. Having an **“about us”** page is a great way to show the world why you are the best one to handle the job. **Include photos too—everyone likes to associate a face to the business.**

12. Do you feel personally connected?

Visitors who feel personally connected will be more likely to stick around and/or become a customer. Tell your story and tell them why you are the right choice. You can personally connect with your visitors by **being honest**, using a **conversational writing style**, and including real testimonials from other customers.

13. Is the writing corporate or conversational?

Corporate writing is good for ... well, big corporations. But a small business shouldn't pretend to be a big, formal entity that is disconnected from the public. Your ability to relate to your customers is a big reason why they will eventually choose you—start right away with an engaging, conversational tone in your writing.

14. Is there a webform above the fold?

A webform is really the only way to capture leads from your website visitors. Make sure that it is in a visible place above the fold. The better it looks, the more people will fill it out.

15. Is the offering appealing enough to make you want to give your email address?

Your webform should also offer an incentive piece to spark a visitor's interest and convince them to give you their information. Make sure that this incentive piece is appealing—**offer real tips, actionable advice, or special deals that will immediately help your prospects.**

16. Is there multimedia?

Multimedia is a great way to add **character** and **interest** to your website. Videos, podcasts, tutorials, and other multimedia options allow you to present your message to your visitors in a way that appeals to *them*.

17. Are there links to social media?

Social media allows you to communicate with your prospects, and it allows them to communicate with each other. Include links to your **blog, Facebook, Twitter**, and other social media accounts. Make it easy for everyone to find you on social media ... even if they don't fill out your webform, they may choose to follow you in some fashion.

A LITTLE HELP FROM YOUR FRIENDS ...

Infusionsoft Courtesy Evaluation | Time: 15 minutes

At Infusionsoft, our purpose is to revolutionize the way small businesses grow. We understand the importance of having a great website, and we're happy to help you get on the right track. Our Small Business Growth Experts are standing by to give you a **free, no-strings-attached review of your website**. They'll give you their opinion as an unbiased, objective observer.

Give us a call today at 1 (866) 800-0004 Ext. 1

THE NEXT STEP | Setup time: Ongoing

Once you determine the areas of your website that need improvement, develop a plan to start implementing changes. **You don't have to do them all at once.** Do a few at a time until you have a website that you can be proud of (and one that consistently brings in sales).

TRAFFIC GENERATION

A great website won't do you any good unless you can get some traffic flowing to it. A few simple steps can get people to your website. The more you put into traffic generation, the better your chances of converting the general public into paying customers.

ANALYTICS | Setup time: 1 hour

The first step is a simple one, but it is one that may make all the difference. Before you do anything else, you need to set up a way to track website traffic and statistics. **We recommend using Google Analytics—it is free, easy to set up, and easy to use.**

To set up your analytics, you must first sign up for a Google account (a Gmail account works just fine). Go to <http://www.google.com/analytics> and click on the “**sign up now**” button on the top right corner of the page. You will have the option to sign up for a Google account (if necessary) or proceed with the setup. You'll be asked for your website address and will be given a snippet of code to insert into your site.



Once you are set up with Analytics, the sky is the limit. You can track everything from unique visitors to time-on-site to PPC ad success. At the beginning, you'll probably want to focus on how much traffic you are getting and where it is coming from.

You will be able to tell if you are getting traffic from referring sites (such as your blog, social media posts, or affiliates) or from organic traffic (searches for your name or other keywords). This data will be crucial as you move forward with specific marketing campaigns and tactics.

Traffic analysis is the foundation upon which to successfully manage your marketing efforts. You'll know what is working and what isn't. **Go install Google Analytics right now!**

SEO (search engine optimization) is the process of getting your website recognized more frequently when people perform searches on sites such as Google or Yahoo. Better SEO rankings mean you get seen by more people ... and that's a free way to increase traffic to your website.

There are three easy ways you can increase your SEO rankings: **keywords**, **inbound links**, and **local search listings**.

Keywords

The first thing you should do is write down all of the keywords associated with your business. Try to think like someone who needs your product or service, but doesn't know where to go. What would they type into their search engine? If I were looking for a local plumber, I might type in "plumber Gilbert Arizona." If I were searching for a reasonably priced webmaster, I might type in "cheap websites." Try to determine all of the possible (intuitive) combinations you might get.

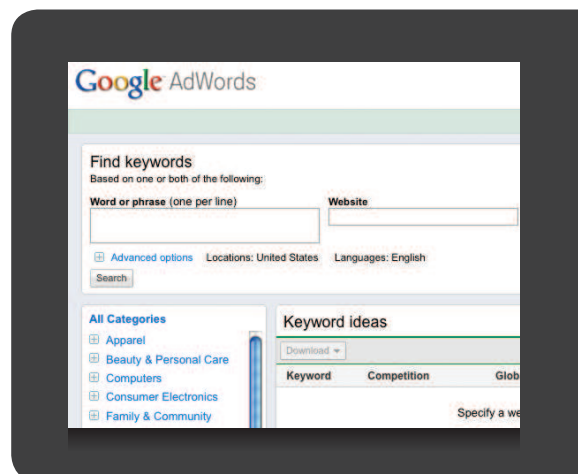
The next step is to go to the Google Keyword Tool:

<https://adwords.google.com/select/KeywordToolExternal>

Enter in the keyword phrases you thought of when you were listing possible combinations. You'll be able to see how many people searched for those phrases and how much competition there is surrounding those keywords. You'll also see similar keywords that you might want to target in your SEO strategy.

Once you know the best keywords to use on your site, it's time to put them to work for you. Search engines like to see your keywords in important places—places like the **title** (the text that appears in the browser tab at the top of your screen), **headlines**, **sub-headlines**, and even the **content that is toward the top** of the page.

The more keywords you use, the more search engines will take notice. But be sure to integrate your keywords into readable sentences and avoid "keyword stuffing." If I have a headline of "Gilbert plumber plumbing Mesa toilet repair broken pipes Arizona," visitors to my site will not be impressed (and neither will the search engines, by the way).



Another good way to implement keywords into your site is by posting articles or other relevant pieces of content that are keyword rich. Search engines also love updated content, so don't hesitate to add new articles regularly that will bring more keywords to your site.

Inbound Links

Inbound links build your reputation and credibility among search engines (and potential customers, for that matter). These inbound links (often called backlinks) also allow search engines to more easily find you, rank you, and get you on the search lists. Not all backlinks are created equal, however.

Links that come from legitimate sites are best. If you are linked from a very popular site—even better. But purchased links from “**link farms**” might actually do more **harm** than good. It may sound daunting, but you can build a solid base of backlinks the right way if you are patient and consistent in your efforts.

The first step is to set up links from all of your own domains. **Your blog, Facebook pages, Twitter accounts, and any other social media outlets should all include links to your website.** When you post entries on these outlets, include links to your site, as appropriate. When others “**retweet**” these links, you get exponential exposure.

You can also ask partners and affiliates to add links to their websites. It's probably a good idea to return the favor too. Consider a section on your website that highlights the “**products I use**” or “**services I recommend.**” You'll be amazed at how this will not only help your SEO rank, but it will increase your referrals too.

When possible, try to **insert keywords into the anchor text** (the text that acts as the link, such as click here or learn more). A keyword-rich link might read **The Gilbert Plumber** or **My Web Design Business**. This will greatly increase your keyword credibility and skyrocket your search engine rankings.

Local Search Listings

If you provide products or services to local customers, a local search listing is a great way to increase your search engine exposure. When someone is looking for a localized provider, Google will often send them to their local listings.

To put your business on the map (literally), go to www.google.com/places. Select “**Add New Business**” to enter your

business address, details, category, photos, and more. Google will have to confirm your address with a phone call or a postcard sent to your address. Once confirmed, you'll begin appearing in local searches ... and your rankings will improve significantly.

Keywords, inbound links, and local search listings are great ways to get your website recognized in organic searches. And the best part? **They're totally free!**



PAID ADVERTISING | Setup time: 1–3 hours

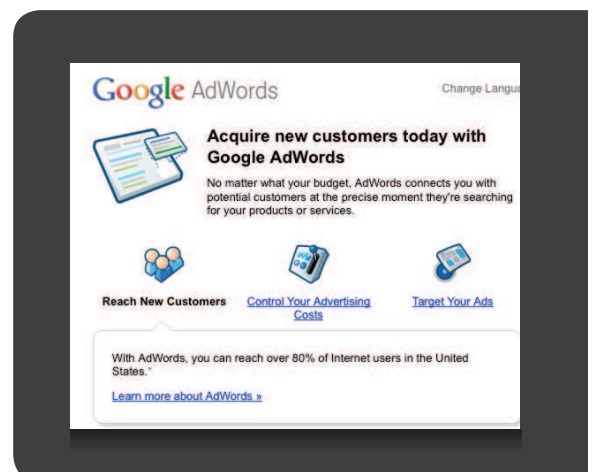
Paid advertising is the next step once you have organic traffic coming to your site. When we say “paid advertising,” we’re not talking about hiring a Madison Avenue firm to get your company recognized during the Super Bowl. But you can still work a little advertising magic of your own ... for a fraction of the cost.

The best ways to get started in paid advertising are through **Google Adwords** and **Facebook Ads**.

Google Adwords

There are certainly other platforms on which you may purchase Pay-Per-Click (PPC) ads, but Google is the simplest and most prominent. To set up your account, go to www.google.com/adwords.

You can then move on to create your first campaign. Basically, you will bid on keywords that are most relevant to your business and then pay Google a certain amount for each time someone clicks on your ad. You'll need to decide an overall budget and a Cost-Per-Click (CPC) rate that you are willing to pay.

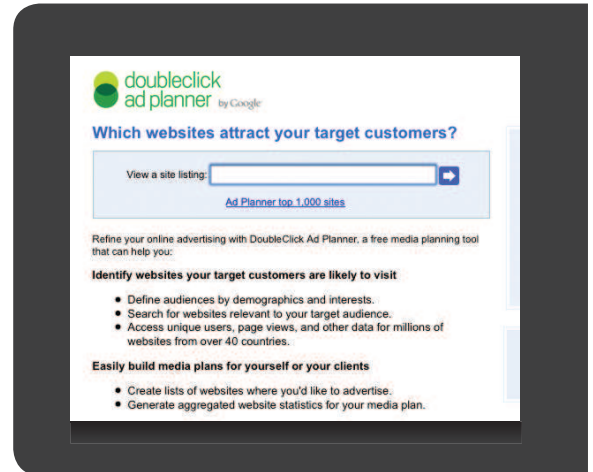


For example, if you decide that you would like to spend \$100 a day, and you are willing to pay \$5 for each click, then Google will run your ad until you reach 20 visitors. You can easily track results and determine

how/when you need to change your ad—it will take a little fine-tuning to find the optimum results.

Be sure to watch the videos or even download the beginner’s guide—they are great resources for you as you get started with Adwords.

Another great resource for your Adwords campaigns is the **Google Ad Planner**. You can access the tool at www.google.com/adplanner. You’ll be able to research specific sites to see what type of traffic is visiting them. You can choose your target audience, for example, and then see what types of sites they are visiting. This data will help you decide where your ads will bring you the most bang for your buck.



Facebook Ads

Another great avenue for paid advertising is on [Facebook](https://www.facebook.com)—with dedicated Facebook Ads. Facebook is second only to Google in terms of site visitors per day ... that’s a LOT of people who can be reached through a simple Facebook ad.

To get set up, you obviously need a Facebook account. Once you log in, you can get started right away. To set up an ad that will send people to your website, click on the “**Create an ad**” link on the right-hand side of your home screen.



You will be directed to a design tool to get started on your ad. You will be asked for your **website URL**, a **title for your ad**, an **image**, and **some body text**. You can even see suggested ideas by clicking the “**Suggest an Ad**” button during your ad creation.

Once you are happy with the way your ad looks, you will choose a target demographic and see your ad’s estimated reach. You can choose a budget and time period for your ad as well.

NOTE: With Google, you choose words that people will be searching for. With Facebook, you choose what type of people you will send your ad to. If you are sending out an ad about dentistry supplies, for example, you can choose to send it to people with “dentist” or “oral surgeon” somewhere in their profile. Facebook Ads are a great way to pinpoint groups or individuals that fit your target market.

That’s it! It’s just that simple. Take advantage of **Google Adwords** and **Facebook Ads** to generate a constant flow of traffic to your website.

SOCIAL MEDIA | Setup time: 1 – 8 hours

Yes, it’s time you hopped onto the social media bandwagon. **Over 75% of consumers use social media in some format to learn about products and services ...** so unless your target market is clearly not using social media, you can’t afford to miss out on the action.

But before we get into the details, **you must remember this one thing: Don’t sell on social media.** Social media is about your becoming a part of the community. Companies that try to sell on social media are usually met with harsh responses. Concentrate on getting your name out there and building your likability and expertise. You’ll be able to sell to them later ... from your website.

Getting started in social media isn’t as daunting as it may seem at first. There are a few simple things you can do to make a splash in the online community.

Start and Maintain a Blog

Blogs are easy to create and easy to maintain—you don’t even need to consult a webmaster. One of the easiest tools to use is **WordPress**. Go to www.wordpress.com and click on the “**sign up**” tab in the upper right-hand corner. You will be asked to create your account and then begin designing your blog. Choose a name for your blog that is relevant to your company/industry and is inviting to readers.

Once you set up your blog, it’s time to start creating content. Content can be anything you want it to be, but it should obviously be relevant to your target audience.



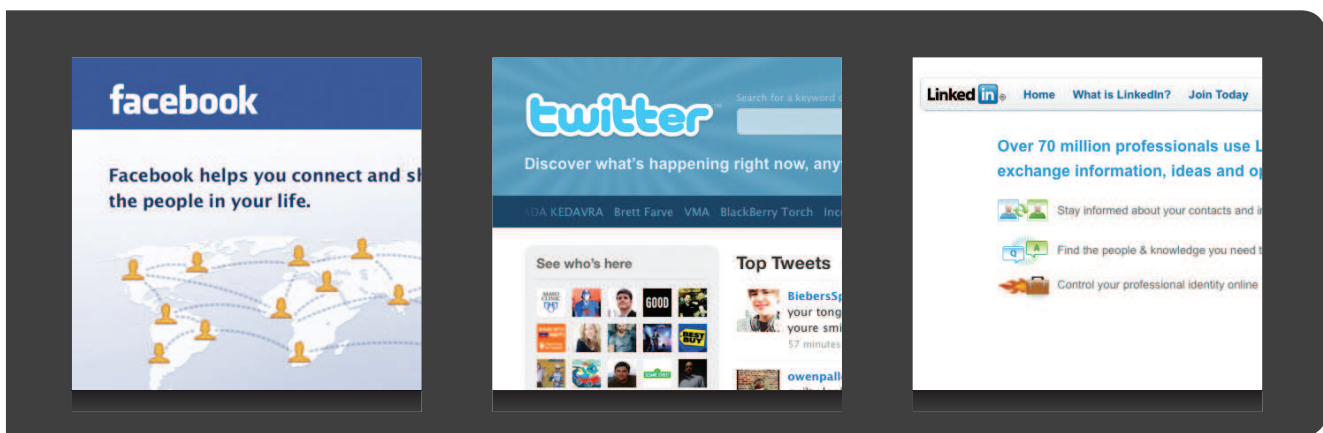
Some suggestions for blog posts include:

- Industry-specific tips
- Special offers/new product features
- Book reviews
- Tutorials and how-to's
- Interviews with employees, customers, or partners
- Giveaways, contests, surveys

Encourage your readers to interact through **questions, comments, or feedback**. If they leave a comment, **be sure to respond to them**—everyone likes to be noticed.

It is also important to contribute to your blog regularly (*at least once a week*). This will ensure that your content is fresh and that your visitors keep coming back. **Keep it consistent and keep it real**. Other than that, just have fun with it!

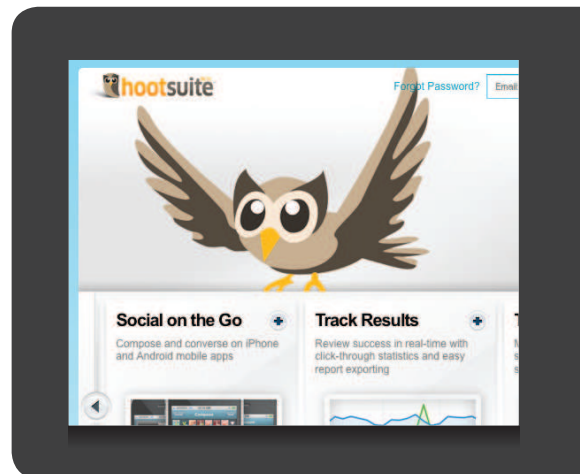
Get a Facebook, Twitter, and LinkedIn account



Each of these services will get your brand more exposure and allow you to communicate with prospects and customers. They are all free, easy to set up, and widely used. There are many different social media options once you get your feet wet, but focus on these three services to get started.

Once you set up the accounts, get active! Start posting links to your blog, your website, or to other related stories that you come across. If you get responses/messages from customers, respond to them quickly. It doesn't take much to stay on top of the social media scene once you get set up.

If you'd like to consolidate your social media dashboard, consider using a service like **Hootsuite**—www.hootsuite.com. You can keep tabs on all of your accounts, schedule updates ahead of time, and even monitor conversations about your brand.



Comment

Can you imagine a dinner party where everybody only told their own stories, but never responded to others? The conversation might sound like this: *“I went to Europe last week.” “I got a new car.” “My wife had a baby.” “Dinosaurs are cool.”*

Hopefully you haven't been to any dinner parties like that. Social media shouldn't be any different from a good dinner party—conversations should **develop, expand, educate, and entertain**.

That means that you have to become involved. The best way to engage in meaningful conversations is to participate! Leave comments on blogs that you read. Reply to [Tweets](#) and [Facebook](#) posts. Answer [LinkedIn](#) questions. And, occasionally, you might want to link back to a blog post or article that would be relevant to the conversation.

The more you participate in social media, the more you establish yourself as a trusted expert. Eventually, that will lead to sales ... just be patient—and ready!

ARTICLE MARKETING | Setup time: 1 – 2 hours (excluding article)

Article marketing, if done correctly, is an easy (and free) way to drive traffic to your site. Most likely, you have plenty of content about your business/industry compiled in articles, blog posts, ebooks, white papers, reports, or other media. (If not, now is a good time to start creating a few.)

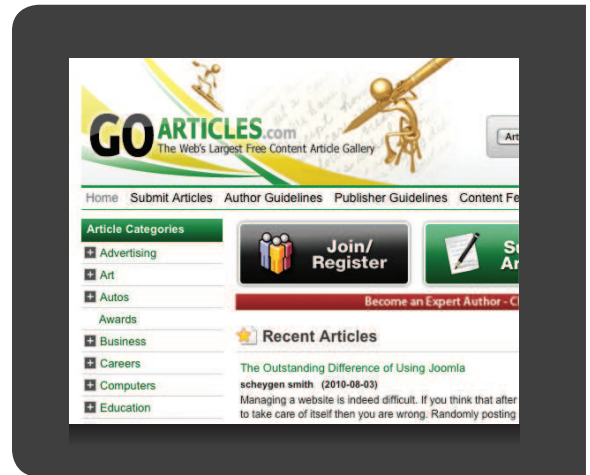
You can put your content into article form (**usually between 300–600 words**) and distribute it to free article-hosting sites. As the author, you will usually get a byline that includes your name, bio, and a link to your website. You get instant credibility, exposure, and a little help with your search engine ranking too.

Start compiling your content into articles that will be ready for distribution. Each hosting site has different requirements, so you may

need to tweak the articles just a bit to make them work. One thing should remain consistent, however: **Don't sell in these articles.** Just inform, educate, entertain ... and then send them to your site to learn more.

Some popular article sites are:

- www.ezinearticles.com
- www.goarticles.com
- www.articledashboard.com
- www.isnare.com
- www.articlebiz.com



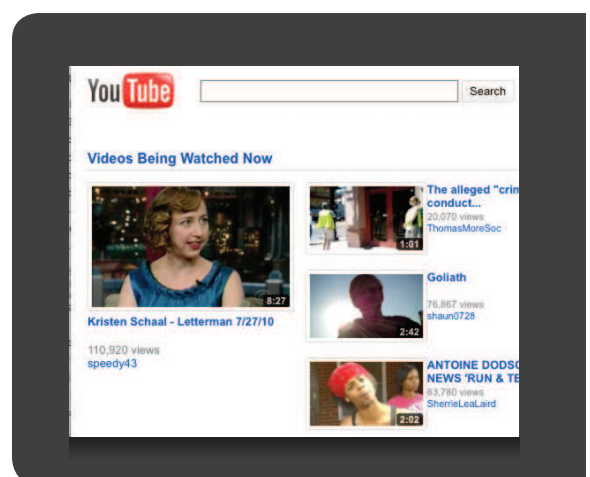
VIDEO MARKETING | Setup time: 1 hour (excluding video creation)

Video marketing is simply publishing your message online through videos. Videos could be just about anything—you talking, a product demo, a promotional campaign, or anything that highlights your company or product/service.

These videos don't have to be professionally made—even inexpensive cameras will work. The key is to create buzz around your video. If it is **clever, funny, interesting, relevant, or unique in any way**, it will get traffic. Get creative ... and have fun!

Once you create your video, post it to [YouTube](https://www.youtube.com). Be sure to include a robust description of your video including keywords. Link the video back to your website too. Then you can promote the video on your blog, Facebook page, Twitter, etc. Encourage others to share it too.

A few simple videos can dramatically increase your exposure on the Internet and help drive more traffic to your website.



DON'T THROW AWAY YOUR LEADS

Your leads will be rolling in before you know it. Don't let those potential sales go to waste.

Use **Infusionsoft** to manage your leads, automate your marketing, and make your life a whole lot easier. [Watch a demo to see Infusionsoft in action.](#)

LIST BUILDING

Building up a list of leads is an important part of marketing. Whether you capture them through your website, incoming phone calls, speaking engagements, or simply a business card, leads are what eventually bring in sales. These tips will help you build a great list of prospects that will accept your marketing messages and hopefully buy your products/services.

ORGANIZATION—CONTACT MANAGEMENT | Total time: 1–4 hours

No matter how you get your leads, you need to have a way to organize them. **Organization is the key to effectively marketing to these leads in the future.**

Your lead organization can be done in a variety of ways. You can use a spreadsheet, such as Excel, to list your leads and include a few vital pieces of information. You might choose to use an organizational tool like Outlook or Gmail's Contact Manager. Whatever you choose, you'll want to keep your leads organized and accessible.

WEBFORMS | Total time: 1–3 hours

Once you have a system in place for organizing your leads, it's time to start capturing some more leads. The best way to capture a lead from the Internet is through a webform. These forms, which usually ask for a visitor's name and email address, allow you to build up a list of leads who have given you permission to market your product or service to them.

Your webform should be placed "**above the fold**" of your website. If the webform is hidden or hard to get to, site visitors will not be compelled to fill it out. The webform should also contain as few fields as possible.

Typically, "**first name,**" "**last name,**" and "**email address**" are sufficient. When a visitor sees a webform with fields like "home address," "phone number," or "mother's maiden name," they start to get suspicious. Keep it simple and relevant to your purposes.

You should also be sure to set the expectations for your marketing practices and **explain that you will honor their privacy**. If you are clear about what will happen, they will be more willing to give their information.



So it is time to get a webform on your site. If you don't want to consult a webmaster, you can make one yourself at a free site such as www.wufoo.com or www.emailmeform.com. You will be able to customize fields and receive reports of new leads that you can then import into your database.

You can use a webform for event registration, newsletter sign-ups, contests, surveys, polls, refer-a-friend programs, comments, or anything else that will help you gather information. And webforms shouldn't be confined to your home page.

You can also put a webform on your Facebook Fan Page to capture leads. For a detailed video explaining how to do this, [visit our blog](#).

LEAD-GENERATION INCENTIVE PIECES | Total time: 2–8 hours

Now that you have a webform in place, you need to offer something in exchange for your leads' information. An incentive piece is something of value that you offer website visitors, but only if they fill out a webform. **This piece can be many things: an exclusive video, an ebook, a white paper, or a free consultation.** But it must have value. Take your time in creating a piece that will really appeal to your target market.

Here are a few ideas for lead-generation pieces that you could offer:

- Free pricing quote
- Coupons
- Contest
- Drawings
- Free webinar (use a site like www.gotomeeting.com to host a great webinar)
- Free trial
- Special discounts



Make your lead-generation piece so appealing and your webform so easy to fill out that visitors can't (and won't) pass up the opportunity. Your list will be bursting at the seams in no time.

REFER-A-FRIEND PROGRAMS | Total time: 2–5 hours

A great way to build your list is through refer-a-friend programs. Getting others to promote your product or services greatly expands your reach. Plus, when your current customers recommend you, you gain instant credibility.

A good referral program must make it worthwhile for the person doing the referring. Offering incentives, such as free products, monetary “**commissions**,” or other rewards will give them a little extra motivation. You should also give them collateral to use when they “**sell**” your product, such as brochures, special landing pages, or other advertising pieces.

You will also need a system in place to track the new leads coming in and to pay those who made the referral. You can create a special field in your organizational system, whether it be a spreadsheet or another contact management tool. When your affiliate program gains traction, you should consider using a more robust affiliate module like the one found in Infusionsoft.

THE ULTIMATE MULTITASKER

Lead capturing and list building can require a lot of work ... and a lot of different systems.

But Infusionsoft can do the work for you—and it will eliminate the “multisystem chaos” that comes from running a bunch of separate applications. You’ll be able to capture and organize your leads, create customized webforms, and start targeting your prospects with the right message.

[Watch a demo to see Infusionsoft in action.](#)

CONTACT MANAGEMENT

We spend a lot of time trying to get prospects to our website, making sure it looks appealing when they get there, and capturing their information. But unless we have a good place to store this information and an easy way to retrieve it, the leads won't do us much good.

We've discussed the importance of using some sort of database to organize your leads, prospects, and customers. As your business grows, you will likely need to switch to a more robust organizational tool. A customer relationship manager (CRM) is a necessity for most businesses.

These databases store all of your information in a system that facilitates easy retrieval and accurate reporting. You can add notes, tasks, and a variety of other details that will help you lead your prospects through the sales cycle and your customers through the retention cycle.

A POWERFUL CRM ... AND SO MUCH MORE!

Infusionsoft uses technology that allows you to capture information about a contact every time he/she takes any action relating to your website, emails, shopping cart, order forms, and more. It also combines a powerful CRM with a flexible email marketing application.

To see how Infusionsoft can be the best contact management system for your business, [watch a demo today!](#)

There are many benefits that come with a good CRM.

EASY DATA ENTRY

A good CRM should allow you to easily input data. Your CRM should be linked to your webform, for example, to minimize manual data entry. Many times, a CRM will be a good storage facility for your information, but getting it into and out of storage takes more work.

Make sure that the CRM you use allows you to easily capture information. **Manually entering information is okay at first, but once your list starts growing it will be difficult, if not impossible, to keep up with the demand.**

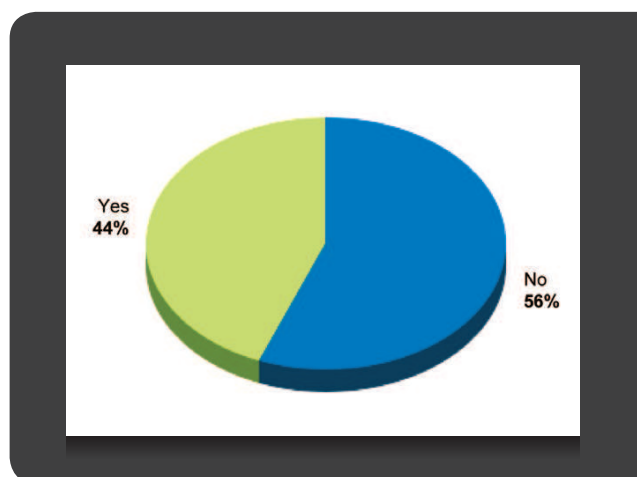
GET MORE DETAILS

It is also important to put your CRM to work in labeling your prospects and customers with as many details as possible. You should be able to add data that will help you know them better. Depending on your business, you may want to know and track details such as **age, gender, marital status, location, propensity to read emails, purchase history, time spent on your website, webinar attendance, and more.**

The more details you know about someone, the better your marketing will be. So how do you collect more data about your prospects and customers?

Here are a few ideas:

- Do a survey
- Take a poll
- Hold a contest
- Give something away
- Jot down notes when you have a conversation with someone
- Send an email asking contacts to update their info
- Invite them to take part in your new email series



Real-time information can also be very helpful in marketing to your prospects. Would it be helpful to know when a prospect is watching your demo, for example, and call them immediately? Or to know which products have piqued the interest of a certain prospect? Think of the things you can do with accurate, real-time information. That's where a powerful system comes into play.

BEYOND ORGANIZATION

A CRM will host all of the information about your prospects and customers you need to see. Using a CRM for a static list of information, however, is greatly underutilizing the power of a central database.

Utilizing a CRM to segment your prospect list into targeted groups will help your marketing process. **You should be able to, for instance, categorize your list by the actions they've taken (such as watching an online demo or ordering an ebook), what they've purchased, when they last talked to you, where they live, etc.** With this information, you can easily send out targeted marketing campaigns that speak directly to the individual and his/her interests.

TARGETED MARKETING

Once you know details about your prospects, it's time to send out targeted messages. **Use this information to send out emails, direct mail, invitations, coupons, or whatever else will encourage them to act.** Set up automatic sequences that can be applied to prospects who fit certain criteria. (Until you have Infusionsoft, you'll have to use autoresponders.)

If your CRM has the capability to communicate with your marketing activities (such as email marketing), that's even better.

NO MORE MASS-MAILERS OR EMAIL BLASTS

With a good CRM, you'll know what interests your prospects and what information they've already received. There's no need to send out generic email blasts or postcards to your entire list. Work on sending out different messages depending on the group. Pinpointing your marketing will get you a much greater return for your efforts.

EMAIL MARKETING

Email marketing is a great, inexpensive way to reach the people on your list. If done correctly, this type of marketing will take your business to the next level and bring a great ROI for years to come. Here are the most important things you can do to improve your email marketing.

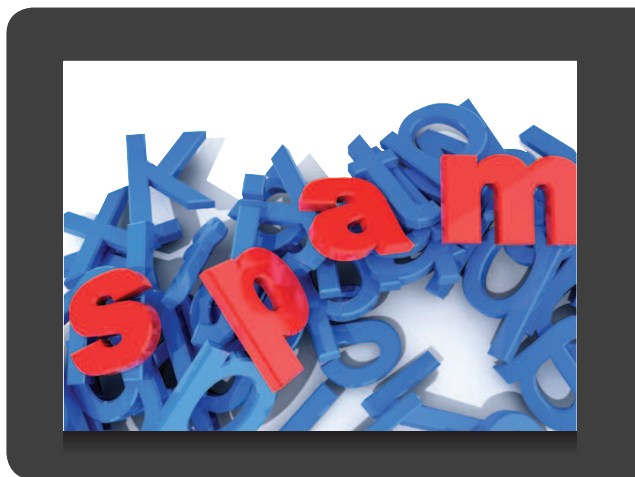
GET BETTER OPEN RATES

Are your emails getting opened? Before we get there, it might be good to know if you're even tracking your email open rates. If not, start doing so immediately. Your email marketing provider should have this information available, and you should definitely start paying attention.

Once you determine your open rates, you'll probably want to improve them. There are several reasons why your emails might not be getting to the inboxes of your prospects and/or not being getting opened.

Avoid Spam words

If your emails contain a lot of spam-related words (**such as free, cheap, %, work-from-home, click here, discount, coupon, special offer, limited time**), chances are slim that your prospects are even getting them. Spam filters are becoming more and more sensitive, and they can remove your email before it even gets to the inbox. Try to avoid words that might sound like spam, even if you think you'll be safe this time.



Subject Lines and Sender

Once your email gets through the spam filters, your readers have to decide whether or not to open it. The subject line and "from" address will be big factors in leading them to make that decision.

Make sure that your subject lines are intriguing, but that they don't overpromise. Consumers have been jaded by companies promising the world and not delivering. Avoid sensational subject lines that claim "800% increase in sales" or "I lost 200 pounds in 1 week." Besides being unbelievable, these subject lines probably wouldn't make it past

the spam filters. Be real, be convincing, be a little mysterious.

Subject lines are only half of the equation. Be sure that the “from” field is full of useful information too. Typically, your company name is a good way to ensure recognition and trust. Personal names work too, provided that they are recognizable. Don’t insert a name that your prospects or customers won’t recognize.

Avoid using “noreply” or “systems” addresses—these are not at all personal and are less likely to be opened.

Send Relevant Content

When you send an email, make sure the content is of value to your prospects. A valuable email could contain a special offer that appeals to the buyer, useful educational content, entertainment, or content that gives requested information.

Emails should also be sent to **current** lists. And your marketing isn’t relevant to people who didn’t ask for it. Don’t use outdated lists, purchased lists, or lists that aren’t yours ... that is a sure-fire recipe for spam complaints and poor open rates.

Frequency

Sending out too many emails will make you a nuisance that ends up in the trash bin almost immediately. Waiting too long in between emails might cause your prospects to forget you and will also land your “unrecognizable” email in the trash bin. Find a happy medium where you can stay in touch with prospects without bombarding them with daily emails.

But the only way to know how often you should be sending is to ask your contacts. You may be in an industry where they want an email a day. Or maybe once a week is appropriate. Take a survey and find out what your contacts are looking for.

MAKE SURE YOUR EMAILS ARE INTERESTING

Your emails should be interesting. This starts with the subject line, but it also includes the headline, design, and content. It is important to be personal—think of your target audience as if they were sitting in a room with you. **Be yourself and be different.** You have to differentiate yourself from the other emails sitting in that inbox.

You don't have to include everything in the email. Build anticipation by offering a brief explanation and then sending them to a landing page, blog post, product page, or other destination that can give them more information.

If you are promoting an event, build anticipation by sending reminder emails or emails that prepare your prospects for the big day. Send a little bit at a time and gain their trust by offering valuable information each time.

To get your contacts looking forward to more emails, try this technique: Tell them you're sending them a gift in the mail ... so keep an eye out. Then when that gift arrives, you can bet your contacts will be looking forward to the next email from you—to see what other surprises you have in store.

Your content should also walk your customers down the path toward a sale. **Everything you write should help the prospect get answers, clarify misconceptions, climb over stumbling blocks, and otherwise help them arrive at your product/service, ready to buy.** For an in-depth look at how to accomplish this, read [The Mountain Man Method for Writing Copy](#).



USE PERMISSION-BASED MARKETING

Prospects need to opt-in in order to receive email communications from you. This is called permission-based marketing, and it is crucial if you want to do it the right way. When a prospect opts-in to your list, he/she should know what to expect from your future communications. Tell them whether you are going to be sending weekly tips, occasional promotions, or daily offers. Be sure to spell out both the frequency and content matter of your future emails.

It is also important to allow your prospects to easily opt-out of communications when they desire. Allow them to manage their data, including the option to stop receiving all communication.

CREATE AN EMAIL STRATEGY

Sending one-off emails to friends and family works great, but it doesn't work well for marketing. Each email you send out should fit into a greater scheme, and they should all work toward a common goal.

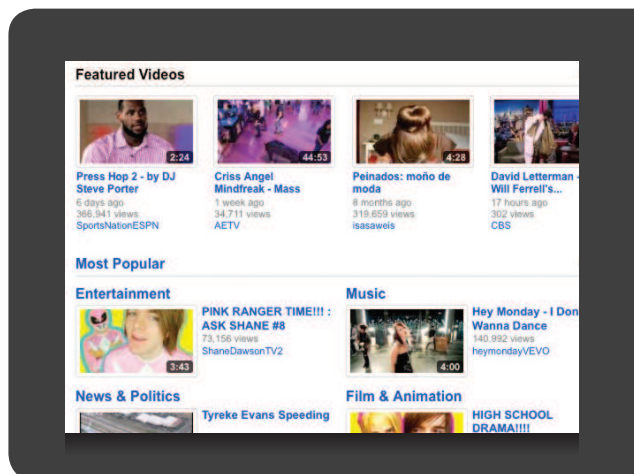
For example, you can create an email series that highlights the “3 secrets to success in cold weather gardening.” Each week, you can send out another email packed with data, stories, and links relating to one of the secrets. At the end of the series, you can ask recipients to **buy your book, attend your garden show, or come in for a special discount on tulip bulbs**. The emails work together, building anticipation along the way, and culminate with a call to action.

You can do the same thing with long-term follow-up sequences, new-lead education, or any other marketing campaign. Best of all, you can write, create, and load these emails ahead of time. As you get new leads, you can put them into whichever sequence is most appropriate.

USE MULTIMEDIA AND LINKS

Email marketing is a good way to communicate with your list, but it isn't always the best way to educate, entertain, or sell. Including links to **videos, podcasts, entertaining articles, social media campaigns, contests, or surveys**, however, is a great way to reinforce your message in a unique way.

Don't try to say it all in the email ... use all of your resources together. Email is just a great way to get the word out. Different prospects respond to different forms of communication, so don't be afraid to try different strategies.



CONSISTENT FOLLOW-UP

One of the major reasons small businesses fail is that they don't follow up with leads and prospects. In general, it takes several communications with a prospect before he/she is ready to buy. But most businesses give up after one or two emails. That won't get the job done.

Stop leaving money on the table and start following up with all of your prospects. If you can stay in front of them, educating and building trust along the way, they'll come to you when they are ready to buy.

One of the best ways to have consistent follow-up is through an email sequence. If you put a **new-lead campaign**, a **long-term nurture sequence**, and a **new-customer campaign** into place, you will see dramatic improvement in your conversion rates. The best part? You have to write these campaigns only once.

AUTOMATE AND GROW

With an application like **Infusionsoft**, you can automatically coordinate these campaigns and provide outstanding follow-up without having to use your valuable time every day.

Let the power of automation handle the work behind the scenes. **To see Infusionsoft in action, check out our demo.**

CONCLUSION

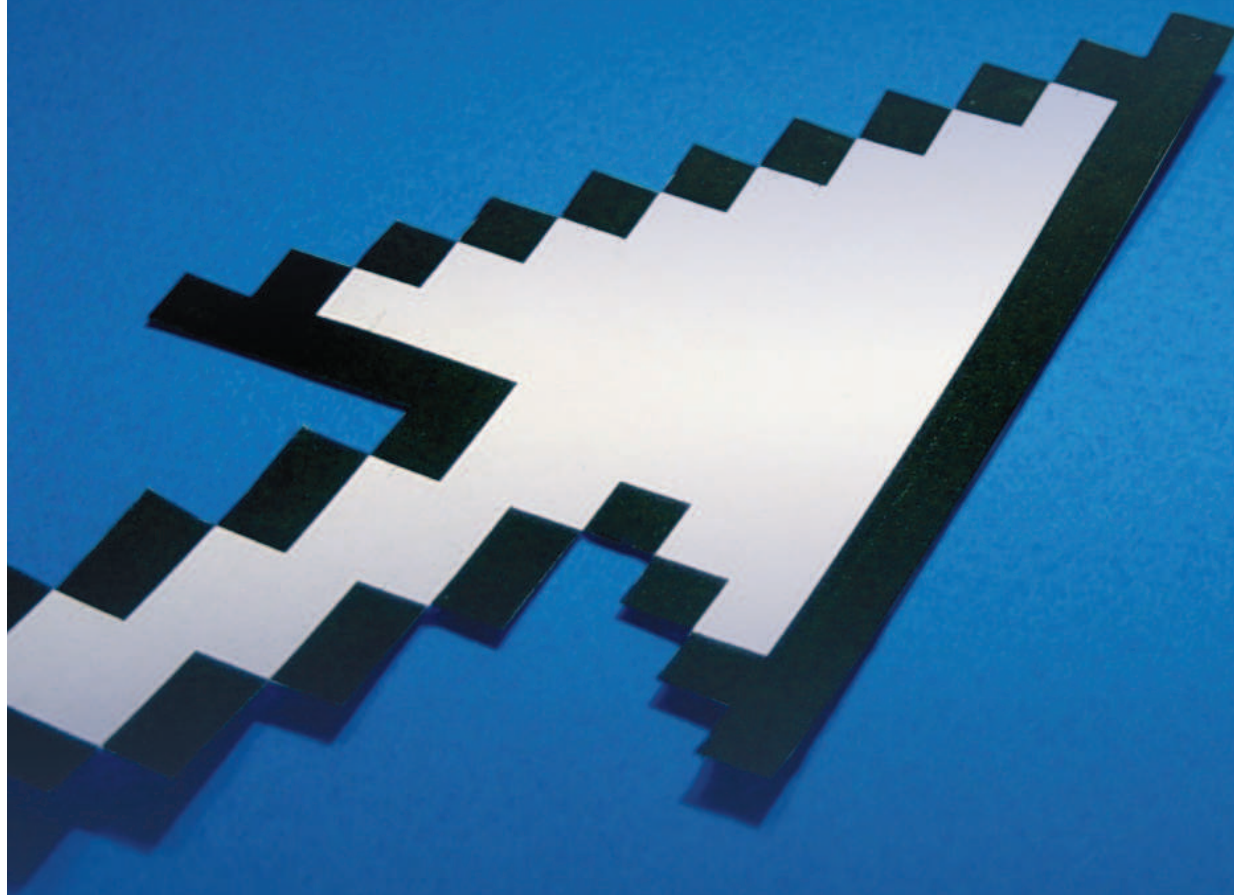
You can begin to implement these steps in your business today! Don't try to do them all at once. Take your time. Do it right. You will be seeing the results you want (and deserve) soon.

Many of these marketing strategies suggest using a variety of companies or resources. As you grow, you may begin to experience what we call “**multisystem chaos.**” Infusionsoft was created to combine many of the tools small business owners use into one application. While it may not be time for your business to begin using Infusionsoft, we hope you will take advantage of our unique software when you're ready. **We're here to help, every step of the way.**

You can always find us at www.infusionsoft.com or **866 (800) 0004**. We'd love to hear how things are going. Feel free to check in at www.facebook.com/infusionsoft so we can stay in touch.

To your success! Best of luck in growing your business.

Don't wait until *tomorrow!*



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