

MarketStorm



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LEAD GENERATION

30 Social Media Profile Tips

Boost your credibility, authority, expertise and create rapport and trust with your leads

30 Social Media Profile Tips:

1) You could add your age and your mental characteristics to your web site profile. Many people add their best habits and total net worth. A final point is you can add your favorite luxury car and yard game.

2) You may advertise the awards you won and your heritage in your social profile. Plenty of people advertise airports they traveled on and their biggest pet peeve. To close you might add your favorite lifestyle and word games.



3) You can air your best childhood memory and your physical characteristics to your forum profile. Various people list antiques they owned and the no. of years they worked as an employee. A last point is you should add your favorite leg exercises and words.

4) You might list the best choices you've made and workouts you've done to your member profile. Tons of people announce the appliances they owned and the years they've owned their business. In ending you could add your favorite law and winter sport.

5) You could announce your best college memory and wishes that came true to your follower profile. Some people author the bad habits they quit and their yearly career income. A end point is you can add your favorite language and wild animals.

6) You may author your best family vacation and about your neighbors to your chat profile. A number of people bring up beaches they've visited and the year they retired. To end you might add your favorite landmark and web site.

7) You can bring up your best friends and where your meant spouse to your networking profile. Certain people broadcast the best compliment they've got and their work stories. And finally you should add your favorite kid game and weather.

8) You might broadcast your best friends in college and what web site you often visit to your friend profile. Several people catalog boats they've owned and their work goals they've completed. In closing you could add your favorite joke and water sport.

9) You could catalog your best friends in school and weird things you've done to your blog profile. Numerous people add buildings they own and what music they listen too.

And lastly you can add your favorite jewelry and visuals.

10) You may list your best memory as a children and the weight you've lost to your subscriber profile. Many people chronicle cabins they own and what movies they've watched. To finalize you might add your favorite investment and video game to it.

11) You can chronicle your best memory of your friends and your current weight to your messaging profile. Plenty of people comment on canyons they've visited and what magazines they often read. And to end you should add your favorite invention and vehicle.

12) You might circulate your best memory of your grandparents and weekend activities to your fan profile. Various people communicate cars they own and ways they've made money fast. In conclusion you could add your favorite indoor sport and vegetable.

13) You could comment on your best memory of your parents and your normal weekday activities to your web site profile. Tons of people compose celebrity parties they've attended and types of outsourcers they hire. And to conclude you can add your favorite indoor hobby and vacation activity.

14) You may communicate your best memory of your pets and wedding descriptions to your social profile. Some people convey cites they've lived in and the types of offline products they sell. To conclude you might add your favorite individual sport and vacation.

15) You can compile your best memory of your spouse and volunteer work you do to your forum profile. A number of people add the expensive clothes they own and trademarks they owned. A final statement is you should add your favorite ice cream and typical day.

16) You might compose your best physical features and vegetables you ate to your member profile. Certain people demonstrate clubs they've went to and things invested they've in. In summary you could add your favorite hotel and type of music.

17) You could construct your best vacation as a kid and values/moral ethics you have to your follower profile. Several people depict computers they've owned and subjects they've self studied. A last statement is you can add your favorite hot drink and type of movie.

18) You may convey your big tests passed and types of pets owned to your chat profile. Numerous people describe concerts they've attended and their savings account size. To close you might add your favorite home and tv shows.

19) You can craft your birth place and things you taught children to your networking profile. Many people disclose countries they've lived in and their salary amount.

A end statement is you should add your favorite holiday and tv.

20) You might demonstrate your birthmarks and things you fixed to your friend profile. Plenty of people discuss countries they've visited and their resumes/applications. In sum you could add your favorite hobby and tricks.

21) You could depict your body fat percent and things you collected to your blog profile. Various people dispatch cruises they've taken and their religion. As a final point is you can add your favorite hip hop music and training.

22) You may describe your body tone and things you cherished to your subscriber profile. Tons of people display their current location and raises they've got. To finish up you might add your favorite healthy food and toy.

23) You can disclose your books you've read and things you are proud of to your messaging profile.

Some people divulge dances they've went to and promotions they've got. As a last point is you should add your favorite gift and tool.

24) You might discuss your calories a day and tattoos to your fan profile. A number of people describe their relationship with their boss and promotional tactics they've used. To recap you could add your favorite games show and tip.

25) You could dispatch your characteristics of family members and step parents names to your web site profile. Certain people draft their relationships with coworkers and promises/secrets they've kept. As a end point is you can add your favorite game and therapy.

26) You may display your children characteristics and star sign to your social profile. Several people email their relationships with friends and their professional partnerships. Lastly you might add your favorite furniture and team sport.

27) You can distribute your children names and spouse occupation to your forum profile. Numerous people describe their relationship with their grandparents and product reviews they given or received. To sum you should add your favorite fruit and taste.

28) You might divulge your children occupations and spouse name to your member profile. Many people exhibit their relationship with rest of their family and problems they've solved. Finally you could add your favorite forum and talent.

29) You could docket your Chinese sign and spouse characteristic to your follower profile. Plenty of people explain their relationship with their spouse and positive thoughts they've used. In the end you can add your favorite food and take-out food.

30) You may draft your clothes sizes and sports you play to your chat profile. Various people expose themselves as a son/daughter and positive visuals they used.

An Introduction To Internet Marketing

WHAT IS INTERNET MARKETING

Internet marketing is now called so many other names – e-marketing, web marketing, i-marketing, digital marketing, online marketing and the like. However, in plain and simple language, it can be defined as the marketing of one's products or services that a business or person offers through the use of the internet.

Why is internet marketing a big advantage to many businesses?

With internet marketing, all types of businesses have enjoyed the lower costs of information dissemination and advertisements. The internet's interactive nature has benefited business marketing through instant responses and its ability to elicit them in the fastest way possible. Furthermore, internet marketing has tied together all the aspects of creativity,

You will help these customers find the product that they are looking for. The targets are the people who have computers with internet access. Entrepreneurs like you can visit your

IN THIS ISSUE:

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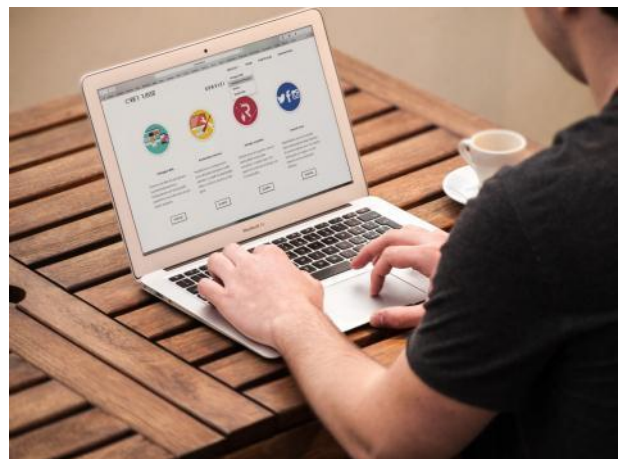


technicality, advertisement, sales and product development. Now as a beginner in the world of internet marketing, you will be responsible for the task of bringing in potential clients by providing them the services or the company that suits their needs or preferences in various internet venues. You will help these customers find the product that they are looking for.



AFFILIATE MARKETING

Affiliate marketing is an online practice wherein a business rewards an affiliate for the visitors or customers brought in by his marketing efforts. The rewards are either cash or gifts and are given for either an offer completion or site referral. In this process, there are four players – the merchant, network, publisher and customer. Recently, this market has grown complex with the secondary players like affiliate management agencies, third party vendors (specialized) and super-affiliates. It works by simply using the affiliate's website to drive traffic to the merchant's own site or to allow visitors to be forwarded to the merchant's main web page.



This is how it works - you need to have a web page that contains a link that directs your users or visitors to the main page or online store of the merchant. When one of your site visitors clicks on that link and purchases something from the merchant's website, you will get a sort of commission or a referral fee. This way you are the one driving traffic to your merchant's website through your own web page. The merchant will pay you whenever a visitor from your site buys something or signs up for something on their site.

E-MAIL MARKETING

This is one of the most cost-efficient methods of internet marketing that promotes your business.



In order to execute an effective and successful e-mail campaign, you need the right information to achieve your desired results.

E-mail marketing is a direct marketing method that makes use of e-mails to communicate a commercial message to your target market. It is the process of sending messages to your previous or current customers in order to encourage them to do business with you again and in turn enhance your business relationship with them. E-mail marketing is also used to acquire new clients and convince your current customers to buy something at once.

There are several advantages in using this type of internet marketing. For one, almost all internet users have e-mail accounts that they check regularly.

SOCIAL MEDIA MARKETING

Social media marketing is basically the process of marketing your business through social media portals such as Facebook, YouTube and Twitter. This allows for businesses to have a more personal and dynamic interaction and connection with their clients and potential customers.

Strategies in social media marketing can be as simple as maintaining a blog, a Facebook or Twitter account or attaching “tweet this” icons to the end of your articles or ads. It can also be as complex as having a full campaign that includes blogging, social networking, tweeting and spreading viral videos.

As marketing is the process of informing consumers what your business is, who you are and what your products are, social media further helps in introducing your business to a global network of possible customers.



The use of social media to prove a business' identity and to create business relationships with people who do not have the chance be aware of your products and services is a highly recommended option in internet marketing. Moreover, it is an avenue that can be accessed by anyone who has an internet connection and is an inexpensive way to implement your marketing strategies and business campaigns.



DIGITAL PRODUCT Demand

DETERMINING DEMAND FOR DIGITAL PRODUCTS

In an uncertain and somewhat depressed economy, many of us are searching for ways to make extra money. Due to the global nature of the internet the prospects for making money online are vast and exciting. One of those methods is the development of our own digital products.

Given the many different ways that people are connecting to the internet today, developing new products can take a wide array of different forms. Mobile applications, e-books, or even website plugins are all ideas that you may be considering.

START SEEKING A

Demand

The development of digital products requires several steps, not the least of which is determining the demand for that product or service.

Market research is the first order of business when you are even considering the development and sale of a new product. Whether that product is digital or tangible, several aspects of the product require initial research.

Looking into digital development, what are the things that you need to determine, and how will you accomplish that? Analysis of the current trends, as well as the audience who might be most interested in your product are the first order of business.

Taking that research a step further, find out what other products are out there that are close to what you are considering.

SIZING UP COMPETITION

Just because you have competition doesn't mean that your product won't be well-received. It also doesn't mean that you should not develop the new product that you are considering.

If the market is glutted, typically it means that you're going to want to hold off, or to consider a different product, but that may not always be the case. Part of your market research is to analyze what your competition has done, how they did it, and how--or whether-- you can do it more efficiently.

EXECUTING YOUR RESEARCH

A few ways to get that information will be to use polls or surveys on a website that is appropriately named to capture traffic. If you are fortunate enough to already have a website and several products, you may address your research a little differently,

by offering content about the proposed product, and following the digital footprint that your readers leave for you.

People or companies who have a website and some products also have the advantage of being able to directly interact with their customers to determine what they are looking for and why. Another excellent method of research and determining demand for a product is to work in concert with your target audience.

The leading products today, applications and e-books, as well as video courses, are developed in cooperation with your target audience. They can help you to determine how great the need is for your product, as well as how best to develop it, and to point out some of the shortcomings of other products in the same category.

This type of market research will help you to determine the demand for the product, as well as to

capably target the most favorable geographic areas or venue for sales, and to learn more about the demographic so that your product can be appropriately packaged and marketed.

CREATING DIGITAL PRODUCTS FOR A FULL TIME INCOME

Today, no matter what kind of business you are in, the online world is where you meet your customers. That initial handshake that used to take place in the business world now takes place in a virtual way.

Typically your website will be where you meet and greet your customers. Your initial marketing efforts are where you make your first impression - for good or for ill.

WHY HAVE DIGITAL PRODUCTS?

Have you ever considered that no matter what you are selling on your website, you could probably make more, or make a better

If you are selling physical products, you may bring in more traffic by creating a digital product as a giveaway product, or you may consider selling a digital product in place of a physical one. Selling online is easy, and what is more easily sold and more easily delivered than a digital product?

THE IDEA OF MAKING DIGITAL PRODUCTS

With so much new technology cropping up every day, the internet has become both a place of business and a playground. So much business is being done on a computer or a smart phone that creating digital products just makes sense. The internet lends itself nicely to finding new ways to make money.

If you own a computer, you know that you spend a great deal of time looking around and reading, or downloading things like software or free information that is offered.

Knowing your own habits, the things that you are looking for online, you are, in effect, doing market research on some level.

Consider what you could improve about some of the things that you find online and then consider actually doing it. Create your own digital products for fun or for profit - or both.

WHAT ARE PEOPLE LOOKING FOR?

Most people are seeking some kind of product when they surf online. One of the products - of a sort - that is most commonly sought out online is information. If you have any type of skill or knowledge that you can share, you can easily create a second income selling that skill. Digital products such as e-books, videos, and even digital scrapbooks are becoming more and more popular.

CAN JUST ANYONE CREATE DIGITAL PRODUCTS?

Realistically, yes they can. If you have a skill, such as building website, or cooking, or even decorating cakes, you can create one of the simplest forms of digital products. Ebooks are big sellers and may actually be more lucrative than many other kinds of digital products.

E-books are a very lucrative option because you can create one thing and sell it over and over. This creates a revolving income opportunity with a fairly major time outlay initially, but doesn't require a lot of extra effort or up keep.

Videos are a great way to do things like share information, put memories into a digital scrap book, and more. Once you have done one then the process is easy. You can make more by just doing the same thing over with different content.

Videos are a very easy digital products to manage, especially once you have all the tools. You can use this skill to make wedding, birthday or graduation DVD memories, and many people will pay good money to have you do it for them.

HOW ABOUT THE DOWNLOADS AND OTHER THINGS - ARE THEY HARD TO MANAGE?

If you don't want to worry about sending out your own e-book there are some great alternatives today. For those who aren't comfortable securing the website or the download area, and aren't sure how to accomplish that, there are wonderful affiliate companies or handling sites that will manage your downloads and finances for you for a nominal monthly payment. At the end of each month, they simply send you a check or a Paypal installment.

Home Business



IN THIS POST:

Why Home Business:
The Untold Benefits

How To Start A Home
Business

WHY HOME BUSINESS: THE UNTOLD BENEFITS

1. Personal freedom

Working at home requires no dress code, no rigid work schedules and no company cultures. Instead, you can work and earn money at your own pace, at the comfort of your home.

This allows you to gain control of your personal life while not losing a source of income – the best of both worlds!

2. Experience Enrichment

Home business owners need to play many roles at once, from being the CEO, the financial planner, the researcher, the marketing manager and the sales manager. This is especially true for those solo owners who have to learn how to do everything on their own.

3. Increased Competitiveness

As the overhead cost of a home business is low, you can now offer quality products or services at a lower cost, making your products and services more competitive in the market. In addition, small home business is more able to provide clients with personalised services that cater to their specific needs compared to large commercialised businesses.

4. Lower Risk

Home business frequently requires low capital to start up and is also cheaper to maintain. This protects the home business owners from their life-time savings should the business idea fails. It also allows business owners to test out new business ideas before deciding to invest large amount of money in it.

5. Reduced Stress

Being able to work from home allows you to plan for both your work and your family. This is especially true for parents of school-age children as they do not need to juggle between work and taking care of their children.

HOW TO START A HOME BUSINESS



How do you start a successful home-based business? What needs to be in your consideration?

Below is a 6-step guide:

1. Access Your Skills And Knowledge

You need to know what you are good at and what you are not so good at. Identify your strong points and your weaknesses. This can help you gauge if you are suitable for embark on a home business. As a home business owner, you will need to run a lot of tasks on your own, from planning, business management to the field work. Make sure you can carry out the tasks needed.

2. Generate Business Ideas

Start brainstorming from your interest and passion. Get your family to involve as you will be using part of their space for your business.

3. Test The Market

Shortlist your ideas so that it contains only those ideas that can work for a home business. Be practical. Think whether people will want to spend money on the kind of products or services that you can offer, how much and whether this will generate sufficient income proportional to your effort. If no, get back to Step 2 for more ideas. Being persistent is important at this stage because many people gave up after facing the obstacles.

4. Understand The Legal Barriers

Check if there are any rules or regulations controlling the starting up of a home business in your state or country. If yes, figure out how you want to get around them.

5. Determine Your Capital

Calculate the amount of money you need to start up your home business. The cost should include the purchase of any instruments, hire of any professionals (e.g. lawyers) and insurance. You might not be familiar with all these so take your time to do some price checking and bargain.

6. Plan your business – break even points.

Once you have obtained a clear picture from Step 1 – 5, it is time to lay down your business plan. Find out your break-even point and how many products you need to sell in order to get back your investments.



Lead Generation

The Art Of Providing Value For Generating Leads

Step 1: Identify the areas in which your clients value, from both yours and your competitors' products or services. This is when social networks such as Facebook or Twitter become helpful. You can get your responses within seconds!

WHAT'S HAPPENING

The Art Of
Providing
Value For
Generating
Leads

5 Powerful
Strategies To
Generate
Leads

Step 2: At the same time, list down the aspects in which you are doing better or worse than your competitors. Assess your offers in terms of accessibility, usability, timeliness, quality, customisability, flexibility and reusability.



Step 3: Shortlist several aspects which you find more cost-effective to work on. Discuss your new ideas with your existing clients to validate their needs. Evaluate their costs and their associated costs and benefits. It is important that you do not take into account those activities that can be done as effectively by others.

Step 4: Decide which idea is the most appropriate and most effective way to increase the value. Your choice must fulfil the IRIC criteria, i.e. Increase (revenue, profit, share, efficiency), Reduce (cost, time, effort, conflict), Improve (productivity, process, skills, information) and Create (strategy, system, product, service).

Step 5: Communicate your added values to your clients through marketing strategies. Make sure your added values are visible to your leads who visit your websites.

Step 6: Evaluate your effort and gather feedback from your clients. This allows you to fine-tune your offers and marketing strategies. Be responsive to queries or confusions raised by your leads.





5 Powerful Strategies To Generate Leads

1. Be An Expert

A pre-requisite before you start generating leads is you must know your company, products, support system, marketing plan and track record like the back of your hands. Only with powerful information at your hands, you can plan and manage your leads efficiently by providing the relevant information to the right person at the right time. This, can transform your leads into your loyal clients.

2. Stay Specific

Target the market where you want your leads to come from. You need to be specific because you want to get the highest number of potential clients in the shortest time possible.

If you try to be diverse you will easily lose focus and it will turn out to be futile. Staying specific allows you to be familiar with the interests, needs and problems of your leads.



3. Have A “Operation Headquarter”

In simple terms, you need a place where people can find all information about your company and your products. The easiest and the most cost effective way is by having your own website or Blog. Centralise your information can give your leads a better idea of what you can offer.

4. Offer Something FREE

Instilling values in your leads is important to keep them coming. If you want your leads to leave their contact details with you on your Blog, first reward them with an educational eBook, video or audio recording.

If possible, update your free materials on a regular basis and make them into a series. By doing so, you build trust and keep them interested in the long run.

5. Think long term

No single approach works for all businesses. It takes time to learn how to generate leads for your business. Try several approaches from different sources to see what works and what does not work for you.



Putting Your Digital Products Together

Creating your own digital product is easy and a great way to make money online. There is no shipping, handling, or storage of goods required. With the exception of the time one has to invest in the overall creation of a product, the process is mostly free if you do it yourself.



2 Main Ways To Create Your Digital Product:

1. Outsourcing Your Digital Product

Though the idea of creating a product yourself might seem very appealing, it does take a lot of work and time.

There are many aspects that one has to go through before launching a product, and taking care of every detail yourself can be tiresome. If you are busy with other things, you may also find you don't have time to create the product yourself no matter how much you'd like to.

Every digital product creator needs to consider outsourcing work such as programming, writing, data entry, designing, testing, etc. You must determine what you are capable of and then recruit professionals to perform tasks that you are not skilled in.

Most people outsource their work to a freelancer. Reputed freelancer sites like Odesk and Elance are swarming with talent. The tools and skills required will depend on your digital product – if you are creating an eBook, you need to write it, lay it out well, and design a great cover; if you are creating software, you need a coder, UI designer and a tester, and so on.

With that in mind, you need to decide whether you want or need to outsource the creation of the entire project. As long as you hire professionals, it is well worth the money you spend.

You just need to make sure you find the balance between not worrying too much about the project – after all, that's why you outsourced it, and making sure you check in and keep things moving. The best way to properly manage this aspect is to maintain a calendar which records the progress every day.

2. Buying Private Label Rights

This method gives you access to ready-to-use products. You do not have to bother with the creation process. After purchasing the rights to the product, you are at liberty to change and edit any feature you wish to. Making changes like putting new graphics on the product and adding your name can make it seem new. Just be careful not to purchase overused and obsolete products.

Whichever of the above methods you choose, it is important to have realistic expectations before launching your digital product. Like in the creation of any other product, time management is the most crucial element. Once you finish one product and get it making you money, you can move onto the next and repeat the process.



Traffic Strategies

Traffic is important for any online business which wishes to be successful.



WHAT'S HAPPENING

5 Easy Ways To Draw Free Traffic

Easy steps to traffic automation

The outpost strategy for traffic generation

With traffic, you can build your email list and start mailing them offers of interest and generate a passive online income for yourself. If you are a small time online entrepreneur, you will be happy to note that you won't have to spend exorbitant amount on advertising to get traffic. Here's some free traffic methods you can apply

1. Article Marketing

At the Submit article to article submission directories and draw visitors looking for specific information on your niche to your website. Article directories rank highly in search engines so if your articles are highly targeted to your niche, you'll be able to draw tons of traffic fast.

2. Start A Blog

A blog is favoured highly by search engines and can attract many visitors to your website if you fill it up with great content.

3. Search Engine Optimization

Optimize your website with high search volume key phrases to draw organic traffic to your website. Make sure you use the Google Keyword Tool to determine what keywords or keyword phrases yields the most traffic.

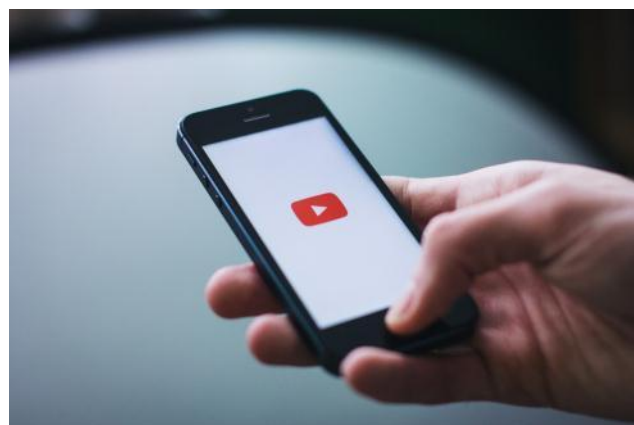


4. Guest Post For Other People's blogs

What you can do is find blog in other similar niches and write a guest post so that you can tap into their traffic for your website.

5. Post Videos On YouTube

YouTube is a huge source of traffic and you can attract a high volume of customer to your website through viral videos.



In short, drawing traffic doesn't need to be expensive, it just requires a bit of hard work and consistency to get traffic flowing. The best way to draw free traffic is pick one technique, focus on it until you get tons of traffic on it and then move on to the next one.



Easy Steps To Traffic Automation



1. Hire Ghost Writers

You can hire ghost writers to consistently post articles on article submission directories to generate a steady flow of organic traffic to your website.

2. Hire An SEO Expert

Getting an SEO team to create highly SEO targeted web content for your website can help you generate lots of organic traffic and save you tons of time and money.

3. Pay For Advertising

Try advertising on platforms such as Facebook Advertising or Google Adwords and you'll soon see a steady flow of traffic come in. Remember to test and optimize your ad campaign or you'll be leaving tons of money on the table.

The Outpost Strategy For Traffic

Generation

Have you heard of the outpost strategy? It is one of the most effective ways to draw multiple sources of traffic to your website. Basically, it involves posting various sources of information regarding your niche on various “outpost websites” such as Facebook Fan pages, Squidoo lenses or Hubpages.

These outpost websites or Social sharing websites have high volumes of traffic and have their own target audience. From your content on these websites, you can build a community of your own and generate large amounts of hype on the respective outpost sites.

Once you have generated a following, you can redirect them to further sources of information such as your blog. From there you can capture leads and monetize them through your email marketing efforts.

This however, is not a one way thing. You have to also send traffic back to your outpost websites, for example from your Facebook page to your Squidoo lenses. That way you can build a large network of followers and create a massive following which will ultimately lead to great profits for you. Remember, it is not enough to just post information. You should encourage them to interact on your outpost websites by commenting or sharing their thoughts. This helps create more hype and attracts extra visitors to your website.

Another great outpost website is YouTube. YouTube is the second largest search engine in the world and if you can tap into this traffic you will be swimming in leads. One way is to create viral videos which link back to your own website. Viral videos have the ability to reach a wide audience in a very short amount of time. Don't forget to include YouTube into your outpost strategy!