

How to Market Your Business in Just 30 Minutes a Day



From Website To Wealth

Guiding You On Your Journey Of Success

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Whether the thought of marketing causes you break out in a cold sweat or it makes you feel energized and powerful, one thing is certain: if you want your business to be a success, then you have to promote it. For both offline and online business owners, promotion on the Internet is essential. According to TheCulture-ist.com, more than *2 billion* people use the Internet every day. That's global usage. You and your business need to be out there.

The issue that many business owners face is how exactly to do that. Sure, there's lots of information and advice out there, but how can you know what really works in today's market? And how do you find the time?

As a small business owner, you probably wear many hats – maybe even all of them if you're a true solopreneur. That means your time is already at a premium. How can you create your products and promote them at the same time? By learning how to cut your marketing down to half an hour a day. Yes, you can market your business in just 30 minutes a day. It is a manageable time frame that gives you opportunity to grow your business, as well as have a life outside of the office!

Marketing Strategies and How to Use Them

Before we talk about scheduling and specific time-saving strategies, it's important to have a solid foundation of marketing smarts. So let's take a look at some of the most common – not to mention effective – tools available to smart business owners today.

Social Media



You already know that millions of people are on the Internet each day. At least half of them are checking in with family, friends and businesses they patronize through social media outlets; Pinterest, Twitter, [Facebook](#), Google+ and others. As a business owner, LinkedIn will also interest you.

In order to make use of social media sites, your business needs a profile or page. On most social media networks, your business profile is separate from – but linked to – your personal profile. Your social media pages will operate as a microcosm of your business site, giving your targeted audience a place to interact with you on a more personal level than simply sending an email to the customer service department through the website.

This is a great opportunity to promote your business. Everything about your business page should emphasize your enterprise, from the keywords used in the description to the title of the

posts and status updates you're making. If you have a logo, use it as the image associated with your profile. Optimizing this page will ensure that those looking for you will find you when they enter certain keywords. Always complete the process. Leaving gaps in your business description makes readers wonder if you are hiding something.

Fleshing out your pages will keep your audience following you on social outlets. Keep your readers and customers interested by:

- **Linking to blog posts and articles on your website**
- **Creating engaging posts and links to upcoming events pages**
- **Add a photo of yourself to your profiles**
- **Add links to your other social media business pages**
- **Include images as well as multimedia content**
- **Respond to comments made by readers**
- **Create engaging topics for discussion on your social media pages (by using posts and hashtags)**
- **Include business contact information**



Remember to keep all of your interactions focused on your business enterprise. Always be courteous and professional when responding to questions and inquiries. Any negative comments or concerns expressed by customers are usually best handled offline or through a one-on-one email correspondence, but you don't want to appear to be ignoring or worse, deleting, negative posts, so always address them publicly as well.

Connect With Melissa



Once you create a social media presence, encourage others to check you out by featuring social media buttons on your website. Visitors can follow you as well as share your content with their social circle.

Here's an important tip that will help you when we get to the strategies for accomplishing everything in 30 minutes per day: Determine your focus. Using more than one social network to reach your audience is smart, but keeping the message the same over each adds cohesiveness and makes the job of managing them simpler. [Create a strategy for social media marketing](#) as a whole and then implement it on the different sites. If you are a company that markets to customers, Pinterest is a great option, allowing you to help your readership "visualize" your brand. On the other hand, if you market to other businesses, LinkedIn and Twitter may be better than Facebook.

LinkedIn is actually a plus for all business owners. You can create a business profile as well as interact with other business professionals in forums as an entrepreneur. One way to connect and develop relationships with others is to participate in discussions as well as providing useful information to others.

Content Marketing

Content is still at the top of the marketing tools that work. People use the Internet to find information, and articles still provide that. A website without something interesting to read won't keep its followers for very long. The challenge of article marketing is freshness. If you don't write about the latest developments within your niche market, someone else will get the jump on you and take your audience as well.

To get the most out of your content (blog posts, social media posts, standard articles and longer pieces) you need to optimize it. That means using appropriate keywords in the title, subheadings, meta tags, and anchor text and image captions. Don't forget to add images where applicable to enhance your writing.

By becoming a prolific content creator, you establish as an expert in your business arena. If you are a member of the social site Google+, you can try Google Authorship. Attach your written content to your profile with a tag. In search engine results, your picture will appear next to your content as well as your Google+ stats. Searchers can see you as well as read your work.

Here are a few tips to help get your work read by others:

- **Use numbers in titles to catch the eye** (i.e., "5 Ways to Grow Your Business Every Day")
- **Keep paragraphs down to about three to five sentences each**
- **Use subheadings to break up paragraphs for easier reading**
- **Always use a bio or resource box to link to your business website**
- **Strategically place articles around your website to encourage readers to explore further**


- Share articles on social media sites
- Write guest blog posts for other sites
- Invite your readers to reprint your content, as Nicole Dean does on her site

nicole on the net

Reach Your Financial and Lifestyle Goals while Making the Web and the World a Better Place

Who is Nicole Dean?

Wife, Mom, Daughter, Friend
 Business Consultant to Really Smart People
 Author of Books & Speaker of Words
 Helper of Orphans & Rescuer of Dogs
 Eater of Good Foods (and her Veggies)
 Belly Laugh & Heckuva Person to Know



[Home](#) [About Nicole](#) [Learn More from Me](#) [My Big Lists of Resources](#)

Share My Content

Hi All.

Several of you have asked where you can find my content that is available for reprint.

The answer? Everywhere!

I have many kinds of content that you can reuse on your blog, your website, in your ezine or autoresponder series, in your products, or even as bonuses to your existing products.

- Some is available as part of my affiliate programs (which means that you can reprint it with your affiliate link for my product inside and make money.)
- And, some is just plain good stuff that your readers will love with no bells and whistles – yet. 😊

I'll break it down by type.

Creating content can be a full-time job in itself. If writing is not your forte, consider hiring a ghostwriter or content creation firm. They can create content for your blog or website, as well as assisting with email marketing, landing pages, press releases and more. You can – and should – provide keyword research for them to utilize within the articles.

Customer Service

As a service provider, customers are your lifeblood. Without them, there is no one to take advantage of your expertise. Many companies get it wrong. They think about customer satisfaction from a defensive position instead of approaching it from the offensive. When you make customer service a priority, your business and brand will benefit, and your satisfied customers will do much of your marketing for you.

- **Create reader friendly content** – Don't speak over your reader's heads. Keep wording simple but use relevant keywords.
- **Include a FAQs page on your website** – Many questions are simple to answer, so empower customers and clients to find those answers themselves through simple navigation.
- **Train your employees** – Whether you operate virtually or offline, everyone that works for your business in some capacity needs to know how to handle customer situations in a standard way. This provides continuity and confidence on the part of your customers.
- **Provide methods for customer feedback** – This can be polls or surveys on your website or social media sites, as well as email links to surveys. Use the data to fine tune your processes to provide improved service.
- **Study the competition** – How are other successful enterprises handling the issue of customer service?
- **Customer incentives** – Encourage repeat business with customer or client referral discounts and email offers.

Providing quality customer service is just as important as providing a sound product or service, so be sure you're considering your reputation in this area in everything you do, both online or off.

Your Website

Your website is the face of your business. Yet we've all visited business websites that don't inspire much confidence in the product or the business owner. You probably didn't spend much time there, and neither will others if your site looks that way. Take the time to [create a professional online "first impression"](#) for those who might be in need of your services. Just like with good customer service, your website will handle much of your marketing tasks for you, so putting in a little extra time in the beginning will save you hours of work each week.



Here are some tips for making your website work for your business:

- **Test all pages and links before they go live** – There is nothing worse than links that don't work or give readers an error message. This includes checking your shopping cart to make sure it functions properly in your online store.
- **Create user friendly pages** – Use Call to Action buttons that tell people exactly what you need them to do. A site map is always useful. Don't forget the social media buttons so anyone can click and share.
- **Post new content regularly** – Post new content at least weekly, if not every three or four days to keep readers interested.
- **Provide images** – People like to see what they are getting, as well as who they are getting it from. Make sure your image is present, perhaps in an "About Us" section. The newest way of digesting information is "infographics." They convey a number of ideas in a visual as well as article format.
- **Optimize, optimize, optimize** – Include the keywords that are synonymous with your business all over your site. Search engines love that as long as you are not stuffing your articles with them.

- **List contact information** – As a service provider, people need to know how to get in touch with you via email, telephone and even snail mail.
- **State the nature of your business** – This seems like an obvious point but you'd be surprised how many people forget to tell their audience what they do and how they can help them. Integrate the reasons for using your services throughout your site including within the content you offer.

Email Marketing/List Building

How are you building your list now? Are you building a list? Email marketing is instrumental in communicating with your target audience. Are you actively trying to get into your potential clients' inboxes? Or just hoping for the best?

As with everything else, building a solid foundation will save you time and money later, so putting some effort into your email marketing strategies will help you in the long run.

One of the top tools at your disposal, and the one most business owners miss, is SEO landing pages. Use those keywords you researched to develop compelling copy for a landing page that offers valuable information to the reader in exchange for a name and email address. It could be something as simple as a monthly newsletter that provides valuable industry information, or as comprehensive as a complete ecourse delivered in video format over several days.

The bottom line is that you have to give a little to get a little. Good, solid information that answers a burning question or solves a serious issue, whether written or in video or audio form, is a powerful incentive.

Once you have the email address information, make the most of it through a well-constructed email marketing campaign. Some elements of a good email marketing campaign include:



- **Optimized headlines and content that entice the reader to open the email in the first place** – Grab their attention from the beginning.
- **The personal tone that speaks directly to the reader** – Give them the personal touch.
- **Timed delivery of messages so as not to overwhelm your subscribers** – If you are running a targeted campaign, a total of five messages is usually sufficient to promote sales conversion.

- **Quality content that gives something to the reader in exchange for their time** – Create a closer connection with your readers by giving them content with real value.
- **Exclusive offers and incentives** – Only available through email links.
- **Useful links that work** – Connect to landing pages.
- **Follow up with targeted emails after the sale** – Let your clients and/or customers know you are interested in how they like the product, and not just your sales numbers.

The key to successful email marketing and list building is staying in contact with your subscribers and always giving them something in return.

Pro tip: don't "train" your mailing list to always expect freebies. Make it a habit to promote paid products right from the very beginning, otherwise you run the risk of readers being offended when, after a month or more of free content, they find themselves on a sales page.

Mobile Marketing

The future is cellular. If you were to look at the first five people that passed you on the street or in a store, at least two of them will have a cell phone in their hand. When you are on the go, the most convenient way to check in and check out the latest is by accessing the Internet via a mobile device – a smartphone or tablet.

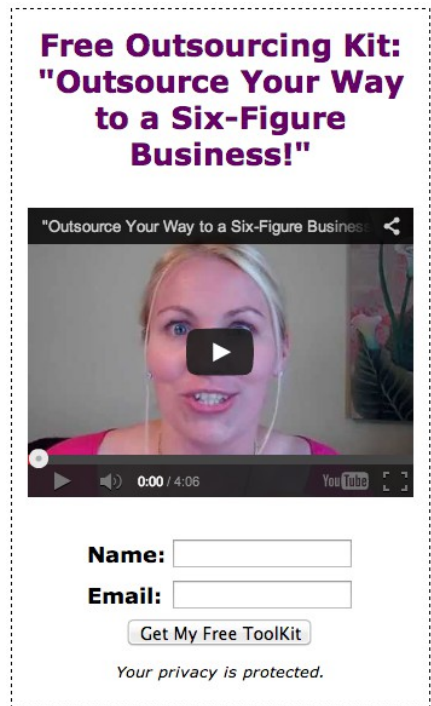
Businesses, especially service providers like you, can increase visibility and sales with a mobile website. Tablet screens are bigger than most cell phones, but still not as big as a laptop. For this reason, websites that can adjust to be functional on a smaller screen are perfect for staying connected with your audience across different devices. For your enterprise, it could mean choosing a WordPress theme that is optimized.

Use mobile solutions like those at [Mobivity](#) to grow your business in this direction. Send targeted text messages to customers by asking for this information on your website. When new offers and products are launched, the people on your list will be the first to know.

Mobile marketing also involves location-based services. By using Google Places you can make sure that your business profile is found during mobile searches.

Video Marketing

While at its core, video is just another form of content, it's important to note that many people are visual learners. They won't read a blog or article no matter how well-researched and written. They process information by looking at it. You can satisfy this need and expand your reach by creating videos. You don't need a lot of fancy equipment or training to make videos, just an idea and a camera. In fact, your smart phone or web cam will do perfectly!



That's maybe a little simplified, but you get the idea. Videos can feature you discussing topics related to your business market. Viewers become more familiar with you and what you do. Videos can also feature just your voice-over expertise with the use of a slideshow or animation. You might also add music in the background and fancy effects.

Here are a few things to remember with videos:

- **Practice beforehand to gain confidence with the material** – The more you practice, the more seamless your performance will look to the audience.
- **Watch other business videos to see what is trending on video sites** – Do a bit of research to find out what types of videos people are watching right now.
- **Include your business information and links in all videos** – Always include links to your business site as

well as other contact information within the videos.

- **Promote your videos** – Market your videos on YouTube and other social sites with relevant SEO tags, descriptions and headlines. Link to videos on your website.
- **Get your message across** – Through images and words, persuade people to use your services by creating an experience and a story in your videos. This is a good rule of thumb whether you are creating a “how-to” video tutorial, a commercial to advertise your business or a video that demonstrates the benefit of your services.

Videos continue to be the future of marketing. Use them to connect with your target audience.

Word of Mouth Marketing

This is definitely a concept that will always be valuable in the marketing world. When you make a mistake, people are quick to spread it around and that can ruin your business reputation. Because bad news travels fast, it can be hard to repair your image once it has been tarnished. Do yourself a favor and find ways to spread the good word about your business from the beginning.

Most viral marketing like this takes place in the offline world. Not all of your customers and clients will be found in cyberspace. Connect with those within your niche in the immediate area through flyers, community ads, Yellow Pages, church newsletters, direct mailings and business

cards. Hand out business cards to friends, business associates and those that you meet at social events like professional meetings.

Participate in local events. Sponsor a table at a professional meeting or a local charity event. Hand out free items with the company logo on it. The key to increased business visibility locally is to get involved.

Ads

This is not the first choice for many businesses because it takes a certain knowledge of online marketing to implement. It also takes some capital, and if you're not careful, you can end up spending much more than you bargained for with very little to show for it at the end. If you are on a strict marketing budget at the outset, try free tools first before moving onto paid ones like online ads. When you're ready, though, ads can bring spectacular results.


In the past few years, social media sites like Facebook have gotten into the advertising world, which is great for you, because Facebook ads in particular are much less expensive than Google ads, and can reach a more targeted audience. The simplest way to get started with Facebook advertising is to create a Facebook business page and then promote it. You'll find the links to promote a post or your page right at the top of your admin panel, so it's easy to do. The best thing is that you can create ads based on certain demographic information, interests and location. Test the ads to see which ones work the best. Ads can be used to drive online traffic, promote mobile sales and local sales as well.

[Google AdWords](#) allows you to display ads on Google search engine results pages as well as on sites associated with their advertising network. You only pay for clicks. The Google tutorials provide you with the necessary assistance to get started with the process. The benefit of

Get More Page Likes

Create an ad to get more Page likes from the people who matter to you.

Sample ad [?]



Time Freedom Business
381 people like this.
Business Person
Sponsored

People who live in [?]

If left blank, your ad will be delivered to United States.

People who have liked or expressed interest in [?]

Business x Lifestyle (sociology) x
Weather-related cancellation x Summer vacation x
Management x Enter 4-10 interests...

Age 21 - 65

Gender All Men Women

Daily budget [?] **\$10.00** Est. 14 - 56 likes per day

Duration [?]

Run this ad continuously.
You'll spend your daily budget everyday until you stop your ad. [Learn More](#)

Run this ad until 1/18/2014

Currency (USD) US Dollar

By clicking "Promote Page," I agree to Facebook's [Terms and Ad guidelines](#).

* Promote Page Cancel

advertising on search result pages is that you know that targeted traffic will see it. The downside is that for high-competition keywords, your cost per click can be high.

Here are some tips for constructing ads:

- **Use well-researched keywords that drive highly targeted traffic to an optimized landing page specific to that ad**
- **Use catchy headlines that get straight to the point and are benefit driven**
- **Provide relevant contact information including website address and telephone number**

To get the most from ads, constantly test them and discard those that don't produce high conversion rates.

Marketing your Business in 30 Minutes Each Day

Now that you know all the things you can do to promote your business, can you get it all done and still have time for other important business matters? Here's a sample set of guidelines to get you started. Depending on your needs, adjust it accordingly.

Automation is the name of the game when it comes to streamlining your marketing plans. Wherever you can, use plug-ins, services and software to get things done in record time. Just a note: In the beginning, it may take more than 30 minutes until you get a feel for what needs to be done each day and while you put automation systems and checklists in place.

For example, if you don't have a supply of blog posts or articles stored up, it may take you some time to create enough content to use for your website and/or blog posts. The good news is that longer articles can be broken down into smaller blog posts or used as the basis for email messages. Any time you create content, keep in mind how it can be repurposed later.

The same goes for ads. Once you create them, it is just a matter of keeping track of their progress and taking a minute to create a few more to test when the time comes.

	ACTIONS	TIME	FREQUENCY
Social Media (Facebook, Twitter, LinkedIn, Pinterest, YouTube, Google+ and the like)	<ul style="list-style-type: none"> • Write posts and/or tweets • Write comments 	15 minutes (depends on how many social sites you focus on)	Every day
Email marketing	<ul style="list-style-type: none"> • Create autoresponder messages • Automate opt-in page collection and email delivery using a service like AWeber or Mailchimp 	10 minutes	Once a week
Website	<ul style="list-style-type: none"> • Review data metrics • Automate content publication 	5-10 minutes	Once a week
Ads	<ul style="list-style-type: none"> • Check testing data and conversion rates 	5-10 minutes	Once a week
Content marketing	<ul style="list-style-type: none"> • Write content (yourself or use a service) • Check blog comments 	10-15 minutes	<p>Every day to create content until you build up your supply</p> <p>Check blog daily for comments</p> <p>Schedule blog postings once a week</p>

Conclusion

We can all agree that business marketing is vital to making a success of your venture. There are several strategies that can be implemented depending on your needs. The chart above details a few of them but not all. As you switch out and change strategies, they can be tweaked to complete the necessary tasks in as little as 30 minutes each day.

And here's a final pro tip for you: You, as the business owner, do not have to do all your marketing tasks on your own. Many small business owners find that [hiring a virtual assistant](#) for even a few hours per week can free up much of your time for more important business building efforts.



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