

Are You Missing a Market?

New Marketing Can Help You Reach an Untapped Audience

You're an experienced business owner or sales person. You've been in your industry for many years. You know your product inside and out. You can help anyone in any situation that needs your product. People tell you you're a genius in your field. Well, good news! The world needs your experience just as much as your product and with new marketing methods, you can market your product and knowledge to a whole new audience.

If you are not already using some of these marketing methods, you could be missing out on business from an important target market. The computer generation is no longer made up of "a bunch of kids." The first generation to use personal computers in college is nearing 40. This tech savvy group is earning money, settling down into homes, starting families, running businesses, going out to dinner, taking vacations, and spending money on home and self improvement. This is a knowledge seeking, informed group of consumers. They are used to having information at their fingertips.

There are many new and interesting ways to market your business that you may have heard buzz about, but don't fully understand. Here is a guide to just a

few fun new ways to market your business.

Do I need to call my mechanic to get search engine optimization?

So you're saying "I'm with it, I have a website!" Have you updated it recently?

Consumers are looking for more than just your logo and "mission", they are looking for a convenient way to do business with you. Now is the time to make sure that your website is optimized on major search engines, such as Google and Yahoo so that people can find you. Consumers and business customers are not looking for you in the yellow pages anymore. By searching for the services they need online, consumers have access to companies all over the world, not just in their town of residence. This means more competition for you. Consumers will, in most cases, only look at the first 3 or 4 results from an online search, so it is key that customers looking for your product online are able to find you easily.

There are many companies that specialize in search engine optimization (you may see it advertised as SEO) and it costs about as much as a small yellow page ad. Search Engine Optimization is the first marketing method that must be implemented, because if nobody can find you online, then none of the other new marketing methods will work.

It is also important that once a prospect is driven to your web site by a search engine, they can be turned into a customer right away. If you sell a product, you need to add a shopping cart to your site. If you sell a service, you need to have a way for the customer to email information to you about what they need. Up to date news about your product or service, testimonials and employee

INTEGRATE YOUR MARKETING:

Online, Offline, Process and Sales Support...

The Geek Ambassador and Genius Marketing are partnering to help organizations connect with their markets online.

We want your online efforts to complement your overall plan. Let us help you build out the best plan possible based on your situation, goals, and resources (money, people and energy).

Connect with us to learn more about:

- one-on-one consulting/coaching
- "free agent" marketers; help creating and implementing tactics
- upcoming events, webcasts, and publications for "DIY" marketers.

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profiles helps potential customers get to know you as a company more quickly and educates them about your product. The more time a prospect spends on your site the more likely they are to take the next step toward becoming your next customer.

Your web service provider can help you to make some of these changes to your site, or you can work with a website consultant to update and upgrade your site (Or just email or call us at geniusmarketing.com and we'll get you connected.)

Can I check out a Facebook from my local library?

Facebook is an online social networking site. Facebook is designed to help you keep in touch with friends, family members and social contacts. Through Facebook you can find long lost friends and classmates and get back in touch with them as well as keeping in contact with the people you talk to on a regular basis. You can update everyone at once with what you are doing, post photos and join groups according to your interests allowing you to expand your circle of contacts even more. Facebook is mostly used by people for social networking and not business networking, but you can market your company on Facebook to thousands of people...it is a relatively untapped media.

Facebook allows you to have a page for your company or charitable organization. You can post photos of products, post specials you are having or events you are holding and start discussions on your own discussion board. The Facebook page will link people who want more information to your web site. This service is free.

People who visit your page on Facebook can become a "Fan" of your company and all of their contacts will be informed that they have become fans so that their friends can join them. You will want to market your new Facebook page to current customers who may want to become your fan and help get the word

out about your new presence on Facebook.

Since you are an expert in your field, you can also start a "group" on Facebook to spread awareness about your product or service. A fun or interesting topic that ties in with your product is likely to attract the most members to your group. For example if you are a sales trainer and consultant you can start a group called "support group for salespeople cowering in fear of cold calling" and post advice, start discussions and give information on your services. You can also pull in interesting articles and other content from the internet to post to your group page. Don't forget that as with pages, anytime someone joins your group it is broadcasted to all of their friends so that other interested or like-minded people can join. The group feature is also a free feature from Facebook.

Facebook also offers advertising that can be targeted to a certain demographic-- age, location, interests, religion, political views etc. These ads appear in the margins while the target demographic is networking on the site. There is a charge for this advertising. These ads are generally charged on a "pay per click" basis and companies have noted that they find about the same conversion rate as other paid internet advertising (such as Google ads), but that the cost is slightly less.

Can I pick up a youtube at a plumbing supply store?

Youtube is a video sharing site where anyone can post a video on any subject.

You can post a commercial for your business or a recorded interview or presentation you may have made. You can then direct clients or potential clients there for more information on your product. The most successful Youtube videos are marketed through word of mouth and can become quite viral receiving millions of views if they are particularly funny or shocking. Some companies have marketed their product

by showing its amazing durability or uses for the product outside the norm. For example, the company Real Self-Defense has a series of entertaining Youtube videos putting its "Unbreakable Umbrella" to the test. Can you think of an interesting or funny way that your product can be used? If so, go ahead and film your own low budget infomercial and post it on Youtube. You never know, your commercial may be the next big Youtube phenomenon. There is no charge to post a video on Youtube.

Is Twitter a bird watching club?

...Well, sort of! Twitter is a social networking group that only allows you to post the answer to the question "What are you doing right now?". By posting a profile on twitter, people can "follow" you around all day and read what you are doing. You can post as little or as often as you like, but your posts are limited to 140 characters. You can include a picture or link to a web page or article as part of your post. There is a combination of regular people, professionals and celebrities who use Twitter.

There are two reasons to be interested in Twitter. The first is that you can establish yourself as an industry expert to your followers and constantly let them know what is going on in your business and industry. For example, restaurant owner and wine expert Gary Vaynerchuck uses Twitter to promote shows and events where he is being featured. When people find themselves in need of your product they will turn to you first and refer you to their friends. My husband once twittered Gary to find a good wine to buy for a Christmas gift. This "celebrity" was easily accessible for quick advice. The second use for Twitter is market research. You can "follow" anyone you want to on twitter and this can provide some interesting market information.

Following someone on Twitter means that each update they make is broadcasted to you. You can "follow" people in your target demographic and

see who they are following and what they are “tweeting” (writing) about in their lives. You may uncover a new need for your product. It is free to sign up for Twitter and there are easy to use applications available for the iPhone or Blackberry so that status updates can be made on the go.

Should I ask my fishing buddies about a podcast?

Do you have a company newsletter? Well if you are a little bit tech savvy you can take that one step further by having a podcast (or video podcast) for your company.

A podcast is a “program” that you can post on iTunes, Apple’s music store. You can post a series of programs and gain subscribers who will have your program downloaded into their iTunes application when you produce a new episode. Its sort of a combination talkshow/newsletter for your target audience and people who are interested in the subject matter centered around your product or service.

For example, a handy man service could record a podcast on getting a home ready for winter/spring/summer/fall. You can have an interactive podcast and ask subscribers to email their questions which can be answered during the next episode.

The Garage Band software that is sold with newer Mac computers is user friendly software for producing a podcast. All that is needed is a microphone and a quiet room. A video podcast is just as easy to make with Apple’s iMovie software (also included on the Mac). Both programs allow the podcast/video podcast to be published directly to iTunes. Software can also be purchased for your PC, however, Audacity is a free program that allows PC users to input and edit podcasts.

Aside from the cost of some software or accessories, podcasting is free and a good way to reach customers who can listen on their iPods or computers anytime.

Are you Ready?

With some creativity, it can be easy and fun to reach out to a whole new market. Most of the marketing tools highlighted above are free and require nothing more than your time and expertise. Why not get people interested in your product and your industry and reach out and establish yourself as an industry expert at the same time? You have experience and wisdom to share--why not share it with a whole new audience? We’re waiting for you on the internet!

NEED MARKETING HELP?

Genius Marketing is about providing you with the help you need to have a successful marketing/sales process. Contact us for more information or to discuss your situation.

The Geek Ambassador

Not sure you can handle any of this? Don’t have time? Don’t have the money to hire a full time employee for your social marketing? I can help! I’m the Geek Ambassador, Jennifer Stockdale, Call me at 724-263-2664 or email jennifer_stockdale@hotmail.com

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