

KJ Doyle's...

Easy Ways

To Market Your Business **LOCALLY**
Using the Internet ...

Learn the techniques used by Internet professionals
and apply them to the promotion of your own business



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About The Author

Kenneth Doyle has a degree in Media and Communications.

He's spent his working life in the Arts, Marketing, and PR and as a copywriter. Kenneth has worked on major national and International campaigns. Some of these campaigns being;

- First Fleet re-enactment voyage, 1988 (international event)
- "Australian Guide To Good Toys" (book)
- "Te O Marama Exhibition", Sydney Opera House (theatre)
- "The Surfer" (feature film)
- Karlene Maywald MP (Politics)

His interest in computers, technology and the Internet stretches back some 18 years when he was the contributing Editor for Osborne Australia's National Dealer Newsletter. For the last 3 years he has been working professionally on the web, and consults (electronically) with clients on 3 continents.

Kenneth has been directly involved with three successful Internet business start-ups, and runs 2 successful web sites of his own.

Introduction

First of all let me congratulate you on your decision to extend your knowledge and stretch to new levels of understanding by attending the seminar ...

“Using the Internet To Promote Your Business LOCALLY”.

At this seminar you’ll learn about very powerful techniques, and technologies, which are currently being used with enormous success on the Internet.

These techniques and technologies can easily be adapted and utilized to promote your own bricks and mortar business locally... using the net.

However, before we get started let’s make sure we’re both “on the same page” here. To get the best possible results from this information and the seminar I ask that you accept the following points.

- *It’s not possible for me to completely explain all of these techniques in this short eReport.*
- *It’s not possible for you to completely understand these techniques and how to apply them to the promotion of your own business by reading this short eReport.*
- *That you’ll familiarise yourself with the contents of this eReport, so that we can ‘cover more ground’ at the seminar itself.*
- *That as we’re not speaking face to face here I’m unable to determine the level of knowledge you may personally have about the Internet, and the ways in which it can be used to promote businesses locally.*

Therefore (in the writing of this eReport) I have assumed that the reader has a high degree of interest in this subject; and is highly skilled in his or her own business area, but has minimal knowledge about promoting their business locally using the Internet. If this is not you I look forward to meeting you at the seminar to “swap strategies”.

Sincerely

Kenneth Doyle

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BONUS eBook:

The Secrets To Getting Millions Of Hits

What is the web?

The Internet is a global network of computers linked together via a network of servers (ISP's). Having a web site and "being on the net" is how you *potentially* reach this global market via this network of ISP's.

When you want to view a web site you do this via the browser program on your computer (IE or Netscape). First you connect to your own server, and then your ISP connects you (via a network of servers) with the server that hosts the web site that you wish to view.

The web is literally "a web".

How do you market your business on it?

Surfing the web, running a commercial enterprise on it... *or promoting your bricks and mortar business using it* are distinctly different matters.

To successfully operate any bricks and mortar business a business owner needs to have knowledge about their own particular type of business.

It's the same with a web business. There are a myriad of technologies and techniques required to run a commercial enterprise web site and promote it.

Reaching an online audience is NOT just a matter of putting up a web site, and "they'll come". It's much more complicated than this.

To reach this global market a Webmaster needs to become skilled at using an arsenal of traffic building "techniques", and (just like offline marketing) it is not one single technique or strategy that will create this traffic... *it's a mix of these strategies and techniques that attract traffic to a web site.*

Webmasters can either master these techniques, or (just like offline promotion) outsource these tasks to specialists.

The irony of this "global reach" potential of the Internet is that the sites that generate the most traffic and in many cases substantial sales "work the niches". Oddly enough 1% of the traffic in a broad field (let's say digital cameras) can be less lucrative than 1% of the traffic in a niche (say digital camera lenses).

The lesson of the web is simply this ...

"Think global, market small".

What if you wanted customers from across the street, *NOT from across the world?*

Now, what if you **DID'NT want** to reach a global market anyway?

What if you were primarily interested in reaching a market that was across the street, the next suburb or within your own state. Is that possible, and can you do this via the Internet? AND... If it is possible then how do you do this?

The short answer is "Yes". It's all completely possible.

The long answer is "Yes". It's all completely possible, but to achieve this you're going to have to do some *unlearning* about the way you've been taught to market your business on the Internet.

Once you understand the mechanisms that drive the Internet you'll also understand how to use it to promote your business locally.

The Problem and the Challenge

There are literally millions of web sites on the Internet vying for the attention of Internet users. The web-wise among these Webmasters use a myriad of techniques and tools to attract surfers to their sites.

They use techniques like,

- ❑ Banner advertising
- ❑ Link exchanges with other sites
- ❑ List in numerous directories
- ❑ Harvest email addresses from sites [SPAM]
- ❑ Affiliate programs
- ❑ Write articles and have them list in specialist directories
- ❑ Write ebooks, and ereports
- ❑ Use Per Click Search Engines
- ❑ Run bulk advertisements
- ❑ Engage Search Engine experts to get good SE rankings
- ❑ Pay for inclusion in important online directories
- ❑ Advertise in Industry specific portal sites
- ❑ Engage in Joint Ventures

Many of the web masters on these sites are highly skilled and experienced web marketers. You simply cannot go head to head in a marketing war with these people unless you have very deep pockets. And, as the DOT COM crash clearly demonstrated "Throwing money at web site promotion" is not the way to profit. A different promotional logic needs to be applied here.

The Internet has totally changed the marketing paradigm, and when you better understand the impact of this change in the way that goods and

services are now being marketed on the Internet, the better able you'll be to market your own business *LOCALLY* on the web.

Prior to the explosion in the use of the Internet for the marketing of products and services online marketing campaigns were antagonistic, competitive.

“You won when they (your competition) lost.”

This marketing model is still being used offline.

It was this old world marketing thinking that was the root cause of the dot COM crashes. The web is a different environment. It has different rules.

Common Web Site Mistakes

The most common mistake most business people make with their web sites is that they treat them like digital brochures that just float around in cyberspace.

They're not digital brochures!

Most people are more concerned with the look of their web site than its actual function. This mistake is deadly, and ultimately very expensive.

There are two functions that are of critical importance to the commercial success of a web site.

1. How it's found
2. What happens to the visitor when they find it?

To be successful in using the Internet as a marketing strategy for your business ALL business marketing strategies involving web sites and the Internet need to **focus completely on these two outcomes.**

- How it's found
- What happens to the visitor when they find it?

Yes, the “look” of your web site is important, but it's irrelevant if you have not got these 2 critical systems in place.

Why People Use The Internet

The Internet was initially devised to facilitate the transfer of information between Academics and Military personnel.

Irrespective of all its new systems and technology this fundamental use of the Internet has NEVER changed.

People use the Internet to FIND INFORMATION.

When a business embraces this truism about the Internet it changes the entire focus of their web marketing systems. No longer is their web site (and its associated systems) focused on “Buy from me, I’m the best” but the focus of attention shifts to one of delivering quality information within a niche market.

People use the Internet to FIND INFORMATION.

The Human Buying Cycle

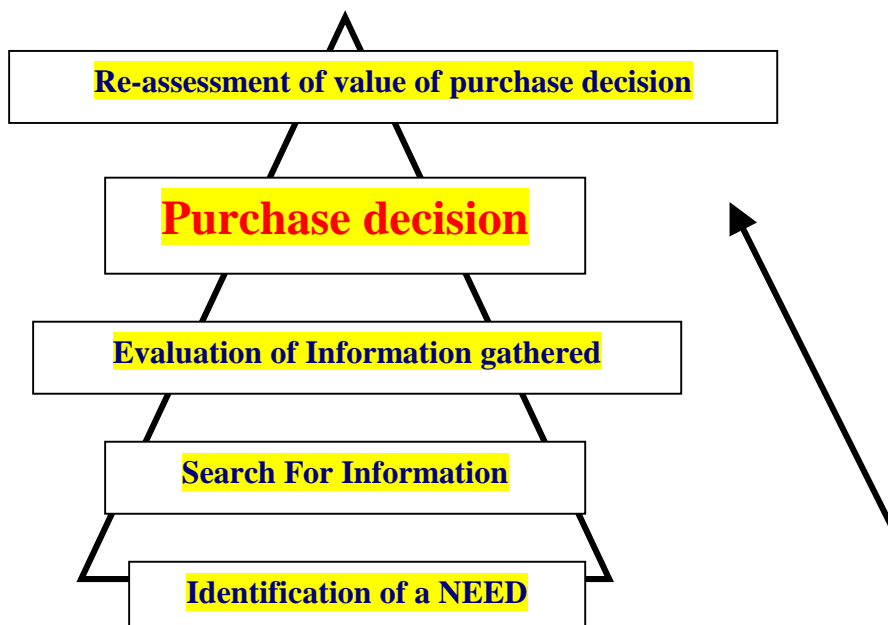
When people first started to use the Internet for commercial purposes the fatal mistake they made was to assume that the Internet was somehow “different” to other promotional mediums.

Yes, It’s technology and processes were different. However, just as newspapers and magazines had to make adjustments to the introduction of radio... adjustments also needed to be made in relation to the use of the Internet as a promotional medium.

The technology may have changed BUT The Human Buying Cycle has not!

What’s this Human Buying Cycle?

Simply put it’s this... “We all go through the same psychological processes whether we’re deciding on something to drink or we’re buying a new car.”



What this means is that to be included in the **Purchase Decision** you must be included in the **SEARCH FOR INFORMATION cycle**... and all successful advertising and promotion is directed at having people include a product or service in this *search for information* cycle.

You simply must be included in the Information Mix to even be considered in the consumer's Purchasing phase.

*** The good news is that the Internet makes this easy...**

Utilizing the Human Buying Cycle on the Internet

Because **the Internet is PRIMARILY used as an information medium** this means that when you (as a local business) use a powerful web-based information inclusion strategy that you're much more likely to be included in the critical information gathering step of the Human Buying Cycle.

Multinational Corporations spend a fortune "branding" themselves, so that they're included in the "information mix", which leads to the Purchase decision. However, if you're a small to medium sized business you just cannot financially compete at this level. You have to think "outside the box".

The beauty of the Internet is that it's not people with the deepest pockets that will always win at this game [the dot com crashes clearly illustrated this]; it's people who understand the processes of the Human Buying Cycle and the Internet who win. ***The Internet can truly be a Level Playing Field for business.***

With this in mind,

Imagine this...

- Person A decides that they want to install an automated sprinkler system in their garden. They live in Adelaide, South Australia
- They go to the Internet to find out about automated sprinkler systems
- They type the key phrase "Automated sprinkler systems" into their favourite Search Engine. The search engine returns over 3,000 sites that relate to this term.
- Person A sifts through the first 20 sites returned. There's nothing that quite answers their un-stated question which is "Which is the best automated sprinkler system for me to use in my type of garden".
- They get frustrated and decide to go to the local hardware store. An opportunity has been missed by a local business to promote itself.

Now Imagine this...

- Person A decides that they want to install an automated sprinkler system in their garden. They live in Adelaide, South Australia
- They go to the Internet to find out about automated sprinkler systems
- They type the key phrase “Automated sprinkler systems” into their favourite Search Engine. The search engine returns over 3,000 sites that relate to this term.

This is where it's different...

- Person A sifts through the first 20 sites returned.

This time their un-stated question... *“Which is the best automated sprinkler system for me to install in my type of garden”* is answered, because a local landscape designer's site is returned within the top 20 sites, and the information on the web page that the surfer has landed on is all about automated sprinkler systems... *and that's why they're on the net and they've found exactly what they were searching for.*

AND... even though the surfer doesn't know it the Landscape Designer is using a system that identifies their ISP.

This system changes the web site copy to reflect the physical location of the surfer. The surfer is physically in Adelaide, and sees that the Landscape Designer operates their business locally (Adelaide).

If the Landscape Designer were to also operate out of Mt Gambier, South Australia then this physical location would be returned to the Mt Gambier surfer. And if the designer operated in both Adelaide and Mt Gambier each surfer would see “their” page.

AND... what's more, this Landscape Designer's site even offers the local surfer a free download of an eReport on sprinkler systems, or an analysis of sprinkler systems that's delivered by email (or both).

- In exchange for their email address Person A downloads the PDF eReport, and/ or requests the analysis delivered by email.

They print the data out and read it. It's good, quality information. It answers virtually all their questions about sprinkler systems.

Throughout this eReport (or email training system) there are references to a free newsletter, generated weekly by this Landscape Designer titled “How to Landscape Your Garden”... [Subscribe here].

AND... the Landscape Designer also has a “Web only” special running. Anybody who contracts services via the web, during the current month gets a 10% discount on the installation of sprinkler systems.

To redeem this discount all the surfer has to do is print out a coupon that will be sent to their email inbox (on request) and phone the (local) landscape designer, or go to their business with the discount voucher.

AND... There’s also an automated referral system included in the eReport, email system, ezine and web-only voucher so the local surfer can easily refer this valuable information they’ve found to their friends.

What happens next – for the surfer?

1. They subscribe to the free newsletter to get information on a need they have right now. They like what they read in the Landscape Designer’s free ezine. It’s good quality information, and it’s quite apparent to the reader that this Landscape Design firm knows a lot about installing sprinkler systems.
2. The Landscape Designer has a local business, and they’ve offered the surfer a good incentive to have a professional install their sprinkler system for them.
3. The surfer contacts the Landscape Designer about their special offer.
4. They also tell their friends about this “great” LOCAL Landscape Design site that they’ve [cleverly] found on the web.
5. When they decide to do some other landscape work the landscape design firm is now included in their “information mix”. They’ll call the firm and ask them to quote on the new work.

What happens next – for the Landscape Design firm?

1. They took the time to turn their web site into an automated sales funnelling system.
2. They adhered to the information search conventions of the web, and delivered quality information to the surfer on demand.
3. They captured an email address so they could funnel LOCAL surfers into their sales system.
4. They wrote a weekly newsletter about LOCAL Landscape Design issues. This ezine gave them the opportunity to offer additional incentives to their readership, and establish a business relationship with these potential new clients.

5. They created a powerful “web only” incentive that was targeted at the LOCAL surfer’s specific “sprinkler system” requirements to drive them into their premises.
6. They’ve made sure that it was easy for the satisfied customer to tell all their friends about them.
7. The Landscape Design firm is now in the “Information Mix” for this person. Whenever they need landscape design related work they’ll include this design firm in their purchase choice mix.
8. If the design company did an excellent job installing the sprinkler system for this new customer they’ll become an advocate of this landscape design firm [“word of mouth advertising”].

AND... this entire sales funnel system was automated so it operated 24/ 7/ 365 without any human intervention.

Now, of course, there’s one element that’s critical to the success of this sales funnel system, and that’s... **BEING FOUND ON THE NET** in the first place.

This, and all other aspects of this system will be discussed at the **“Using the Internet To Promote Your Business *LOCALLY!*”** seminar.

The Search Engine Furphy

Irrespective of the methods used *Search Engines are in the business of ranking the importance of information for their users.*

The more accurate a Search Engine’s ranking methods, the more surfers they attract and thus the more advertising they’ll sell. S.E’s are in the business of delivering relevant information on demand.

Now... think of users (surfers) as being foot traffic in cyberspace.

Now... imagine that you run a sporting goods store specialising in cricketing gear in the local Shopping Complex.

Question: “Is everyone who comes into the Shopping Complex a potential customer of your sporting goods store that specialises in cricketing gear”?

“No they’re not!” That’s quite obvious isn’t it?

So, why do people think that when they put up a web site that ALL traffic is good traffic? You’re not looking for ALL traffic. You’re looking for YOUR traffic, and YOUR traffic is determined by what it is that you’re selling, and the methods you use to communicate *your needs* to the Search Engines.

So, communicate your needs well to the Search Engines and they'll rank your site accurately for YOUR target market. **Then, ALL parties get what they want.**

You do this three ways.

- ❑ By the keywords and key phrases you use to 'SELL' the content on your site to the Search Engines.
- ❑ The value of the content in relation to the keywords and key phrases that you're using.
- ❑ By choosing keywords and key phrases that people ACTUALLY USE to find your type of information on the web.

The key word here is INFORMATION.

- ❑ Surfers use the Internet to find **information**.
- ❑ Search Engines rank web sites on the value and appropriateness of information, and they reward web sites with quality **information**.
- ❑ Your web site will rank higher - and thus you'll get targeted traffic - when you provide quality **information** in relation to a specific theme.

So, what's this Search Engine furphy? *"That ALL traffic is good traffic"*

Easy Ways To Market Your Business On The Internet

The Internet is NOT a magic wand for the promotion of business. And, just like Newspapers, Magazines, Radio and Television all had to find their "place" when the new communication technologies were introduced, the Internet has to do the same.

- ❑ Each of these communication mediums relate to different Human senses.
- ❑ Each of these mediums has different strengths and weaknesses.
- ❑ Each of them has optimised the strengths of their specific communication technology to engage the listener, reader or viewer.

The Internet has major communication strengths.

- ❑ Its ability to tell the business story and engage ALL Human senses
- ❑ Its ability to automate 95% of the sales process
- ❑ Its ability to monitor and track human responses

- Its ability to locate and target specific market groups at minimal cost

However, using the Internet to market a digital product to an online target market group requires one approach, *and marketing a bricks and mortar business to an offline (local) target group requires a different approach.*

In essence marketing your bricks and mortar business locally on the Internet comes back to the fundamentals of marketing, with a technological twist.

The easy ways?

1. Market information that solves peoples problems
2. Work WITH the Search Engines not against them
3. Set up an automated sales funnel with incentives for people to phone your business or walk into it.
4. Use email as a marketing tool to form relationships with people.
Always get permission first... and never, ever SPAM.

What you'll learn at the seminar

The purpose of this seminar: **“Using the Internet to promote your business **LOCALLY**”** is to educate business people on how to use the Internet as a promotional mechanism for their local business.

This is what you'll learn:

- How to create targeted (local) traffic to an existing web site using a low cost automated system that is *not* a Search Engine submission tool.
- How to create an entire Search Engine optimised web business system for 1/10 of the cost of hiring a Web Site Designer that you can create and maintain yourself, if you know how to click a mouse button.
- How to work with the Search Engines so that everyone gets what they want (surfers, Search Engines, Webmasters).
- How to set up automated sales funnelling systems that drive people into your business from the Internet.
- How to use Email as a powerful, low cost marketing tool... and how to do this the right way so you're never accused of spamming!
- How to use web based technology to promote your business locally *even if you don't have a web site or even want one.*

- About a new marketing model that has evolved on the web, which is achieving remarkable prospect to sale conversion rates.
- About the power of sharing [linking strategies].
- About 4 web technologies that can achieve all of this.

Conclusion

I hope you have found the information in this brief eReport valuable. As you'd be aware it is impossible to put 20 years of knowledge into some 15 or so pages of an eReport. To better understand how to use Internet-based technologies to promote your business locally, *attend the seminar*.

You'll always find current information on these seminars at:

<http://www.feedyourhungrymind.com/seminars.html>

I wish you well, and Thank you for taking the time to read this eReport.

Sincerely

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And Here's Your Bonus eBook

The Search Engines' ranking of a web site is partially based on how many appropriate, and *in-context links* the web site has to it. If a web site has quality, related links to it the Search Engine robot "thinks"... *"Hmmm, this is an important site, I'll make it a HUB of information, and improve its ranking."* Glen Canady only uses reciprocal linking to get over 50,000 visitors a month to his web site. His site outranks ALL other competition for the keyword "car wax".

Web Site www.5starshine.com	Search Engine	Position for term=car wax *
<p>Note - I do not pay a dime for any of these rankings. In other words, they are not "sponsored" listings.</p> <p>* Results Current as of 1/20/03</p>	Yahoo	#1
	Google	#1
	Aol	#1
	Lycos	#1
	All The Web	#1
	Altavista	#1
	Netscape	#2
	MSN	#4

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