

# **Marketing Your Business in 30 Minutes a Day**

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# Some Marketing Facts

- Promotion on the internet is essential
- Nearly 2 billion people use the internet daily
- Global usage = your business needs to be there!
- Many business owners are overwhelmed with doing too many things
- Marketing doesn't have to be time consuming
- All you need is 30 minutes every day

# Popular Marketing Strategies

## 1. Social Media

- Pinterest, Twitter, Facebook, LinkedIn, Google+
- Create a profile or business page
- Gives your audience a place to interact with you on a personal level
- Optimize your page with keywords, logos, colors
- Don't leave gaps in your business description
- Don't just promote your business...engage with your followers

# Keep Your Readers & Customers Interested

- Things to post on social media
  - Blog posts & articles on your website
  - Engaging posts & links to upcoming events
  - A photo of yourself
  - Links to your other social media profiles
  - Images & other multimedia content
  - Responses to comments made by readers
  - Discussion topics using hashtags
  - Business contact information

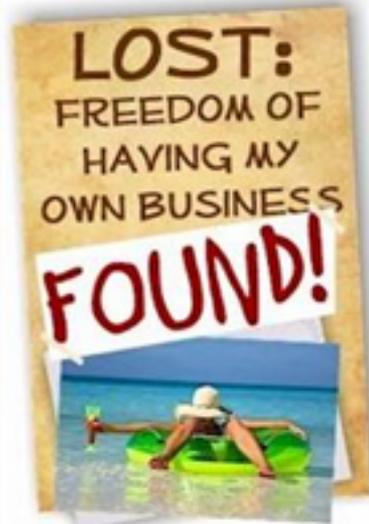


**Time Freedom Business**

December 19, 2013

Exclusive Facebook Download: "38 Easy ways NOT to Be a Slave to Your Online Business".

Many of us start an online business in the hopes of that elusive FREEDOM a job doesn't seem to offer. Only problem is, we often work ourselves even hard... [See More](#)



Like · Comment · Share

7 people like this.

View 1 more comment



**Linda Henslee** Thanks Melissa!

December 19, 2013 at 5:18pm · Like · 1



**Narelle Worboys** Hehe - funny graphic. 😊

December 19, 2013 at 5:28pm · Like · 1



Write a comment...



169 people saw this post

Boost Post

## Connect With Melissa



# Social Media Tips

- Always keep focused on your business
- Always be courteous & professional
- Handle negative comments via email
- Address negative comments with solutions online so it doesn't appear that you're ignoring the comments
- Keep your social media message consistent on all outlets
- Create a social media marketing strategy

# Popular Marketing Strategies

## 2. Content Marketing

- A website without something interesting to read won't keep its visitors very long
- Write about the latest developments in your niche before someone else does
- Content includes blog posts, social media posts, standard articles & longer pieces
- Optimize every piece of content using keywords in the title, subheadings, meta tags, anchor text & image captions

# Content Marketing Tips

- Prolific content creators establish expertise in the business community
- Google Authorship attaches each article you write to your Google+ profile so your photo shows up in the search engines next to your content

# Getting Your Work Read by Others

- Use numbers in the title
- Keep paragraphs to 3-5 sentences each
- Use subheadings to break up articles for easier reading
- Always use a bio or resource box to link to your business site
- Strategically place articles around your website to encourage readers to explore further
- Share articles on social media sites

# Getting Your Work Read by Others

- Write guest blog posts for other sites
- Invite your readers to republish your content



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**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 Laughter & Heckuva Person to Know

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### 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.

# Getting Your Work Read by Others

- Consider hiring a ghostwriter or content firm
- Provide keyword research to writers
- Create multimedia content, such as podcasts or videos

# Popular Marketing Strategies

## 3. Customer Service

- Think about your customer when creating content
- Create reader friendly content
- Include a FAQ page on your website
- Train your employees
- Provide methods for customer feedback
- Study the competition
- Encourage repeat business with customer incentives

# Popular Marketing Strategies

## 4. Your Website

- Create a professional online ‘first impression’

The image shows a screenshot of the CoachGlue.com website. At the top left is the logo "COACHGlue.com" with the tagline "We Make Your Clients **stick** to You". To the right are social media icons for Twitter and Facebook. A blue navigation bar contains links for Home, About, Tools for Coaches, Templates for Coaches, Training for Coaches, Contact Us, and Login. The main content area features a video player on the left with the title "What the Heck is CoachGlue.com?". To the right is a large promotional banner with the headline "How to Get All the Hot Leads And Clients You'll Ever Need For Your Business!". Below the headline, text describes a free report and bonus materials. A yellow button says "YES, I Want More Clients". Below the banner are three white buttons with blue text: "Click here for Tools to Run Your Business More Effectively", "Click here for Templates to Become an Instant Expert", and "Click here for Training to Grow your Coaching Business". A red-bordered box with red text is overlaid on the banner, stating: "A good web design includes clear explanations of what's being offered and who should read it." Three red arrows point from this box to the three buttons below.

**COACHGlue.com**  
We Make Your Clients **stick** to You

Home About Tools for Coaches Templates for Coaches Training for Coaches Contact Us Login

What the Heck is CoachGlue.com?

**"How to Get All the Hot Leads And Clients You'll Ever Need For Your Business!"**

We're handing out a **FREE** report that gives you 36 easy ways to attract and keep more of your ideal clients, that you can start implementing right away.

... marketing funnel, you'll also get 20 **BONUS** Copy & Tweets for **FREE** that you can use in your marketing.

... Below to Get Instant Access Now

**YES, I Want More Clients**

Click here for Tools to Run Your Business More Effectively

Click here for Templates to Become an Instant Expert

Click here for Training to Grow your Coaching Business

A good web design includes clear explanations of what's being offered and who should read it.

# Some Website Tips

- Test all pages & links before they go live
- Create user friendly pages with call to action buttons
- Post new content regularly
- Provide images
- Optimize with keywords
- List contact information
- State the nature of your business

# Popular Marketing Strategies

## 5. Email Marketing / List Building

- Email marketing is instrumental in communicating with your customers
- Use landing pages with compelling copy & keywords to attract leads
- Offer something to your audience in exchange for their email address
  - Special report, ecourse, video course
- You have to give a little to get a little

# Email Marketing Tips

- Use optimized headlines to grab their attention
- Add a personal tone that speaks to the reader
- Time delivery of messages so readers aren't overwhelmed
- Create a closer relationship with the reader by giving them valuable content
- Make exclusive offers & incentives only to your list

# Email Marketing Tips

- Use links that work
- Follow up with targeted emails after the sale
- Stay in regular contact
- Always give them something in return
- Make it a habit of promoting paid products from the start
  - Otherwise they'll expect to always get free information

# Popular Marketing Strategies

## 6. Mobile Marketing

- Increase visibility & sales with a mobile website
- Stay connected with customers no matter what size screen they have
- Use mobile tools such as Mobivity to send targeted text messages when new offers or products are launched
- Use Google Places to guarantee your business is found in local search results

# Popular Marketing Strategies

## 7. Video Marketing

- Appeals to those visual learners who won't read a blog post
- Film videos with a smartphone or webcam
- Discuss topics related to your business
- You can be on camera or you can do just a voice over with screenshots
- Add music in the background or other effects

# Video Marketing Tips

- Practice to gain confidence with the material
- Watch other business videos & notice trends
- Include your business & contact info in every video
- Promote your videos
- Persuade people to hire you by creating a story in your videos

# Popular Marketing Strategies

## 8. Word of Mouth Marketing

- Bad news travels fast
- Find a way to spread good news about your business from the beginning
- This mostly happens offline
- Connect with those in your niche through flyers, community ads, Yellow Pages, church newsletters, direct mailings & business cards
- The key to increased business visibility is to get involved locally

# Popular Marketing Strategies

## 9. Ads

- Try free online ads first
- Build some capital before trying paid ads
- Facebook ads are less expensive than Google ads
- Facebook ads can reach a more targeted audience
- Create a Facebook business page then promote it
- Create ads based on certain demographic info, location & interests
- Ads can be used to drive online traffic, promote mobile sales or local sales

# Advertising Tips

- Google Adwords displays ads in their search results & on websites in their network
- You pay only for number of clicks
- The benefit is your ad is seen by a targeted audience
- High competition keywords cost the most per click

# Advertising Tips

- Use well-researched keywords to drive highly-targeted traffic to a landing page
- Use catchy headlines to get straight to the point & show benefits
- Provide relevant contact information
- Constantly test ads & discard those that perform poorly

# Marketing Your Business in 30 Minutes a Day

- Streamline marketing with automation
  - Plug-ins, services & software get things done quickly
- You may need longer than 30 minutes when you start
  - Create a stockpile of blog posts
  - Break longer articles down into shorter posts or emails
  - Always think about how content can be repurposed
  - Write your ads once but always track their progress

# Marketing Your Business in 30 Minutes a Day

- Social media
  - Write posts/tweets/comments, 15 minutes, daily
- Email marketing
  - Create autoresponder messages, automate opt-in page with service like Aweber, 10 minutes, 1x per week
- Website
  - Review data metrics, automate content publication, 5-10 minutes, 1x per week

# Marketing Your Business in 30 Minutes a Day

- Ads
  - Check testing data/conversion rates, 5-10 minutes, 1x per week
- Content Marketing
  - Write content, check comments, 10-15 minutes, daily until you build up a stockpile, check blog comments daily, schedule blog posts once per week