

- Setting goals for the new year.
- Planning your integrated marketing strategies.
- Using social media to reach your audience.
- Knowing more about the audience you want to reach.

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Savvy Marketing *Hotline*

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2010 Marketing Trends

Increasingly, it will be critical for your business to be found — not only online, but from a cell phone on the way home from work. Is your business ready?

When shoppers search for a product or store, their search typically starts with a search engine. The Yellow Pages is rapidly becoming yesterday's news.

With smart phones, iPods and GPS units, you can expect more and more people to let their fingers do the walking using the keys on their cell phones.

Will your customers find you or a competitor? Will they like what they see? These are just a few of the challenges for main street, offline businesses in the year ahead.

Many offline businesses have just begun to master the art of internet marketing. Terms like SEO—search engine optimization, AdWords, pay per click,

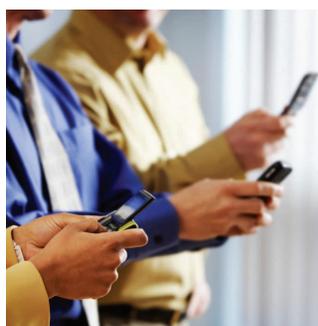
article marketing, email marketing — even social marketing may sound like tech speak or jargon. But expect these terms to play a bigger and bigger role in your marketing strategies as you master new ways to reach your target market.

Other trends that continue big from previous years are:

- Social marketing
- Video marketing
- Blogging—WordPress rules.
- Webinars and Teleseminars
- Article marketing

We're doing our part by re-vamping our newsletter in a

PDF format that will be easy for you to print and save. It will cover critical issues along with links to the best information online. We'll also provide you with special offers —such as the special coupon offer for [Article Video Robot](#) (inside).



Mobile will be **BIG** in 2010!

Designing Web Pages for Mobile Units

Webmasters and business owners will need to rethink their content when designing for mobile devices.

To illustrate the challenge, we took a picture of Savvy's home page on an Apple iPod Touch (see right).



Interfaces are so small that readability is a big concern. You also need to consider

how the user will input text into the device. A mobile user is mostly interested in a URL, email address or phone number. To learn more about emerging mobile web standards, visit: [Mobile web best practices](#).

FYI: [XSitePro](#) has a mobile interface.

Stay-in-touch marketing



People are more likely to trust their friends and family.

“Writing articles on topics related to your products or services is a great way to pre-sell people looking for what you offer.”

Forums are a great place to get to know your customers better.



Social marketing is huge. Major corporations are turning to social media increasingly, to appear smaller, closer to their customer base.

Newsletters and email marketing used to be the preferred way to stay in touch with prospects. Now businesses are also using Twitter and fan pages on Facebook to continue the conversation.

People are more likely to be influenced by their friends and

family, so it's important to consider how you can reach people in ways they will welcome.

Here are several tips to help you with your stay-in-touch marketing efforts.

- Consider strategies that reward customers for sharing information about your products and services with their friends and associations.
- Pay close attention to customer service.
- Make it easy for shoppers to contact you with questions before purchases.
- Encourage them to contribute reviews or comments.
- Use surveys online and off to learn what customers like and dislike about your products or services.
- Fix problems quickly.

Write articles

Money is tight this year with the troubled economy. So you may wonder how to keep your brand in front of customers without spending a ton of money.

Writing articles related to your products and services can be a great, low-cost way to get the word out. If you are not a writer, you can hire a college student or freelancers on websites like www.elance.com.

Before you write, consider some of the questions people might have about what you are offering. If you are a retailer selling clothes, you might write articles about how to care for this seasons fashions or the best wardrobe for the person on the go.

Connect your articles with the benefits offered by your target customer. Try to solve a problem your customer may have. Anticipate their needs. You can submit your articles offline to community newspapers and magazines, or online to article directories. Visit this page for a list of the most popular [article directories](#).

Turn your articles into videos

I discovered a great new product that helps you make your articles work twice as hard for three times the benefit. A new website [Article Video Robot](#) provides all the tools you need to turn the articles you've published at [EzineArticles.com](#) into traffic-driving videos complete with sound, photos and special effects. The site provides male and female voices to read your articles, or you can do your own voice-overs. And when your video is complete, Article Video Robot will distribute your video to 17 video sites including YouTube.

This is a great package for people who are using article marketing as their main traffic source. For as little as \$47 a month you can create and download 50 videos a month.

Special Offer: But if you act quickly and use this coupon code '**ED81C6FA**', you can save 30% on your membership. So hurry and check out [Article Video Robot](#).

Issue a special report



There are a number of effective ways to reach your audience that don't involve direct selling.

One way to introduce a new product or service is to write a special report with lots of great

Use helpful content to build trust.

information about the problem your product or service solves. If you sell appliances, for example, create a special report that explains the new "energy star" descriptions. Educate your prospect first about energy efficiency, then gently guide to your product offerings, explaining how each meets the guidelines.

Provide an objective overview of your topic, with links to more

information on your website. You might also include links to authority sites your prospect might see as more objective.

Typically prospects will thank you for the helpful information you provide, and they will be more likely to consider your products or services.

A special report can range from a few pages to no more than 15 pages. Make it a PDF that people can download easily. Include charts of key features and benefits as well as helpful tips or checklists.

“Speaking to a group works well with big-ticket items, but only if you are a good speaker.”

Which strategy is right for you?

Marketing takes time, effort and money. Some strategies are easier than others. Some strategies are best left to trained professionals.

So how do you decide which tools to add to your marketing arsenal?

A lot depends on your **budget**, prospective customer, and even your personality. **Most marketing methods take time**

to work. It often takes multiple exposures to a marketing message before people even notice. And many more times until they trust you enough to act. So you need to consider the cost of each tactic before you use it.

Your marketing activities need to fit what you are selling. A store display is great for items people buy in stores, but not much help if you

provide a service.

A coupon is a great way to get people to try a new product.

Speaking to a group in person or via a Teleseminar or webinar online works well when you are trying to introduce a big-ticket item people need to learn about before they buy — but only if you are a good speaker.

Research can help you avoid mistakes

Mention market research and watch people's eyes glaze over. But doing your homework before you market can save time, money and help you avoid mistakes.

It's important to know what your market actually needs. You also will fare better if you understand their preferences and dislikes.

Online, you can learn a lot about

your prospects by researching the keywords they use to find things on the Internet.

Start with the [Google AdWords Keyword tool](#). That will help you spot the many different ways people search for a specific product or service. It will also show you the amount of competition you face with each keyword.

Check out the best sellers on [Amazon](#) and check to see if there are magazines for your market or niche at [Magazines.com](#).

You can also search for market reports and census data, or anything else that might shed light on your customer base.



Take time to research your market -

Savvy Marketing *HotLine*

Ming Communications

200 NC 54 N204
Carrboro, NC 27510

Phone: 919-932-2679

E-mail: marcia@savvymarketingsecrets.com
<http://www.savvymarketingsecrets.com>

Tips and tactics to reach your best customers.

Savvy Marketing Secrets is an ezine that specializes in marketing tips, tactics and strategies for small businesses run from home, a small shop or office, or on the road from a van or truck. This website is owned by Ming Communications. It is published by Marcia Ming, owner of Ming Communications. We welcome your questions and comments.



Connect with us:



Savvy Marketing Secrets Blog

“We invite you to talk back to us on our new blog. We want to hear from you.”

If you haven't visited our new [blog](#), you should check it out soon.

We have placed “evergreen content” that doesn't change often on the main website. In contrast, we'll talk about more timely issues on the blog.

Our blog also encourages *two-way conversation*. When we post on a topic, we'd love to hear what you think.

There is a benefit for you too. When you leave a great comment on Savvy's blog, you get a backlink to your website. If Savvy visitors like your comment, they may visit your website.

Commenting on blogs is a great way for you to generate traffic to your website. I encourage you to not only comment on our blog, but visit top blogs in your niche to leave comments as well.



A lot of the traffic I receive to Savvy Marketing Secrets or our blog comes from comments I have left on other blogs, forums, and social media sites.

We are working on our editorial calendar for the Savvy blog and I would love to add topics that you care about.

We're currently talking about such topics as:

- Blogging
- Using Private Label Rights content to create products or add content to blogs, websites, etc.
- How to drive traffic to your websites without spending money
- Article Marketing
- Social Marketing
- How to improve the amount of money your website is earning
- Products, tips and tools to boost your marketing efforts.

Email your ideas to marcia@savvymarketingsecrets.com