





# Grow

## Yes, there are plenty of opportunities on the internet...

*The real question is how do you leverage them?*

**What are the steps that will help you use the power of the Internet to full advantage?**

Yes, there is a lot of potential for growing your business online; however, much of this potential is often lost. Consider that more than 50% of small businesses still fail to recognize the power and necessity of being online.

Even when many small businesses eventually decide to have an online presence most will fail to be found; many others will lose vast amounts of potential online business. The harsh reality is this: the typical online return is 1%... this means 99% of your potential online customers simply bounce away; 24 hrs a day. This leaves small businesses owners frustrated and thinking that Internet success is a dream.

It is possible to change this... What if you could increase your 1% return to even 2%....well then you have just doubled your sales; the reality is that you can do better than even this...in order to get there you need to have the proper mindset. You need to have a game plan that is persistent and prevalent. What would your balance sheet –and your life – look like then?

### **What is Persistence and Prevalence?**

Small businesses who seriously want to succeed online need to make a serious commitment to the long term; yes, it is possible and probable in many cases to see significant short term results. In all cases, however, a longer term marketing strategy is quite simply the most enduring way to create a **successful, sustainable online business.**

#### ***The Challenge:***

*To differentiate your online business from the typical online business experience; ROI of 1%...*

*... this means*

***99% of your potential customers are missed opportunities.***

#### ***The Solution:***

*A multi-pronged online marketing approach that considers traffic and conversion*

## Why You Are Losing Customers

What most people don't realize is building lasting relationships with their online customers begins with establishing trust; a credible website is needed to prevent visitors from instantly bouncing away.

Visitors can size your site up in an instant; your business needs to present a believable online presence; it is the difference between success and failure.

Since people are slow to trust new web sites; especially people and brands they don't feel they know; you need to build trust factors into your site.

Surprised? Don't be. Think about your own behavior when you surf the web.

Even if the product or service the web site offered looked good, it is likely that you still wondered about the site's legitimacy, the quality of what was being offered, and whether you'd get a refund if you weren't satisfied. Now you can see that those doubts likely prompted you to do what 99% of YOUR potential customers do on your site everyday—leave without making a purchase or providing your contact information.

In order to boost your 1% online return to a much more satisfactory return, your marketing must effectively address consumer cynicism; this is true whether you are on or offline. To get results, you need to focus your conversion; i.e. converting cynicism to trust.

Connect...

customer

***This means your marketing needs to let your customers:***

Know you...

Like you...

Respect you...



***Best-Kept Secret of  
Online Millionaires:***

Build strong customer relationships

Building *customer trust* should be the #1 goal of your online marketing. You need to connect with your customers in meaningful and valuable ways so that they will know, like, respect and ultimately trust you.

Once that trust is established, customers will not only buy from you; they will refer other customers to you as well.

In fact, over time, you barely have to do any traditional “selling” at all; your trusted stature in your market niche will do the selling for you.

## **How to Stop Losing Customers**

How then do you build strong relationships with online customers when you will never meet or speak with them?

It is vitally important that this question be answered. First, however, small businesses must attract potential customers to your site in the first place; your business needs a way for customers to get to know you.

# Attract

*Find a way to attract potential customers to your site and allow them to get to know you.*

So **Step 1** is to consider the most effective ways to attract potential customers to your site.

And of course, it is not enough to just get traffic; your business needs to target the right visitors. Getting the right visitors should always include developing their trust and helping them to know your brand. Trust is established over time. Marketing strategies that get results are those that establish **persistent and prevalent** trust messages.

### Step 2

Your small business must have a professional website that is user friendly to visitors in order to be seen as credible. Your site must also be friendly to search engines; this includes the use of code, internal links, tags, images and so forth. A site that is unfriendly to either human or spider visitors will defeat your purposes.

### Step 3

Marketing strategies are numerous; the choices you make will depend on your niche, goals, and budget. The best plan is to simultaneously use a short term results oriented plan in conjunction with a longer term power positioning plan.

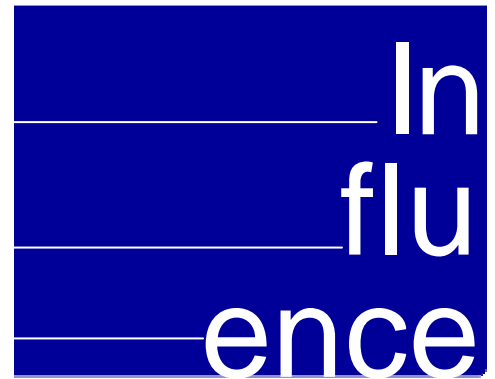
A manageable, cost-effective system for propagating your content, particularly your video content, across the Internet includes video, social networks, blogs, podcasts, article sites, social bookmarking sites and mobile devices can be done as a fast start strategy. Blasting your presence around the Internet helps to build your credibility with potential customers who are unfamiliar with your small business. This helps to establish your company's credibility.

The process of developing your credibility begins the very second your potential customers interact with your messages and visit your site.

Video, podcasts, articles and social media messages should be carefully crafted; they should also be abundantly distributed.

The persistent prevalence of your online presence is what starts to build your credibility. This means your small business will attract greater numbers of targeted customers to your site.

**EeeSquare.com**



### ***What is the best Marketing?***

*A system that propagates your messages and other content across multiple social*

*Networks and helps build trust.*

## Video Gets Results

Video gets results for large and small companies. It is important because people consume it in large quantities and it is being indexed by the major search engines such as Google.

The growth trend in online video viewing is enormous. According to com-Score Inc., a leading digital research firm, U.S. Internet users viewed 14.3 billion videos during the month of December 2008. This is a 13% growth rate over the previous month.

This study also found that the average online video viewer watched more than 5 hours of video, during the month of December 2008 alone<sup>3</sup>. Thus video represents an accepted and vital way for people to consume your messages; the result is they get to know you and your business.

When potential customers see your video discussing your products or services, they are given the chance to know, like and respect you.

One of the many great online video success stories is Lauren Luke<sup>3</sup>, a 27-year old woman in England who got pregnant at 16 and then began working as a part-time taxi dispatcher. After launching an eBay store selling make-up in 2007, Lauren launched a YouTube channel called panacea81, and began posting videos demonstrating application techniques for the make-up she sells.

Lauren Luke uploaded her first video to panacea81 on July 22, 2007. It's important to note that most of her videos are very simple, with the lighting and sound of a crude home movie. Nonetheless, her channel now boasts 34 million views<sup>4</sup>, and has over 280,000 subscribers<sup>2</sup>—a figure that's easily put into perspective when you compare it to the 28,400 YouTube subscribers garnered by John McCain throughout his entire 2008 U.S. Presidential election campaign<sup>5</sup>.

### ***The Viral Power of Online Video***

Gary Vaynerchuk, host of Wine Library TV, is arguably the Web's #1 online video success celebrity.

According to Wine Library TV, since launching his video blog on February 21, 2006, Gary has attracted as many as 80,000 viewers daily. He has published a book, and appeared on ABC News, CBS Early Show, The Ellen Degeneres Show, and many others.

Within just five years, Gary transformed his parents' New Jersey wine store from a \$4m to a \$45m business.

<sup>1</sup>  
<sup>2</sup>  
<sup>3</sup> Wikipedia, "Lauren Luke," [http://en.wikipedia.org/wiki/Lauren\\_Luke](http://en.wikipedia.org/wiki/Lauren_Luke)  
<sup>4</sup>

## Step 4

### Building Loyalty

Loyalty develops when customers recognize that you are persistent. Your company needs to be persistent and prevalent in quality and trust messages.

Read on to learn more about earning customer loyalty.



---

<sup>3</sup> Andrew Lipsman, comScore, Inc., U.S. Online Video Viewing Surges 13 Percent in Record-Setting December, [http://www.comscore.com/Press\\_Events/Press\\_Releases/2009/2/US\\_Online\\_Video\\_Viewing\\_Sets\\_Record](http://www.comscore.com/Press_Events/Press_Releases/2009/2/US_Online_Video_Viewing_Sets_Record) (February 4, 2009)

[http://www.comscore.com/Press\\_Events/Press\\_Releases/2009/2/US\\_Online\\_Video\\_Viewing\\_Sets\\_Record](http://www.comscore.com/Press_Events/Press_Releases/2009/2/US_Online_Video_Viewing_Sets_Record)

<sup>2</sup>

Julian Sancton, "The U.K. YouTube Phenomenon: Lauren Luke," Vanity Fair, March 9, 2009, <http://www.vanityfair.com/online/> Kimberly Smith and Erik Bratt, "The Obama Playbook," (MarketingProfs LLC 2009) p.14style/2009/03/lauren-luke.html

Persistent messaging delivered in timely and diverse ways contributes to customer loyalty....read on....



## How to Earn Loyal Customers

Once you begin attracting potential customers to your site, you need to continue the relationship building process.

9

Many very successful Internet Marketers are successful because of the following premise: they give away tons of stuff, and not just any stuff; they give away

... Their very *best* stuff

This means you must give, give, and give. This includes your BEST information, or content. This may be done over time, and in small bits and pieces; it must be given for free. Although, this sounds alarming to many small businesses, it begins to make sense when you consider it as just one of the costs of marketing; one that has a greater ROI than many high priced advertisements.

The reason for the greater return is that it plays directly into the psychology of why people become loyal. By giving away something of value, you brand yourself as an expert and prove that you are knowledgeable, likeable, worthy of your customers' respect; this leads to trust.

Free content is a great way for potential customers to “try you out” without incurring risk. After experiencing the value you are offering customers will be more inclined to trust what you are selling.

Once that trust is established, customers will turn to you for their future needs; this eliminates the need for you to do repeat selling.

Trust is so valuable to a business and consumers; it makes it easier for a business to charge higher prices; consumers will pay more for something they can trust.



## Pulling it all together

Building trusting relationships with your online customers is accomplished by continuing to deliver valuable free content that will lead them to buy your products and services. This provides you with the opportunity to persist in trust development; by delivering high quality and on time goods and services.

You will need a way to stay in touch with your potential customers; thus it is important for you to have a way to obtain and manage their contact information. The easiest way to do this is before you give away free content; simply require potential customers to provide an email address in a form on your site.

With this contact information you will be able to stay in touch and build relationships with your future customers; the best way is to send them information of value.

At this point your marketing transforms your small business into online success.



**BUILD**

## Summary

Online marketing is the most powerful way to grow your small business and sustain a high level of success. By choosing cost effective and manageable systems for short term and long term success—online marketing provides a way for you to build a power and credible Internet presence; one that will attract, keep and build strong customer relationships.

Once your business is able to earn the respect and trust of potential customers, they will buy your products and services willingly.

## Your Next Step to Success

Contact EeeSquare for a **FREE consultation** on how to map and reach online success for your small business.

## *What does your future look like?*

A small business that fails to make the changes needed to develop a strong online presence will go the way of the buggy whip. You do not need to re-invent the wheel, you do not need to personally change the oil in your car and you also do not need to personally conduct your online marketing. You have enough to do to run

**EeeSquare.com**

your business. Affordable, expert help is available to boost your online business presence.

**Call today for a FREE consultation!**

**EeeSquare**

877.265.6568  
contact@EeeSquare.com

11

