How To Market Your Business Using The Internet

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Tenby Technologies

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  - BBA Accounting, MBA

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  - 30+ years of IT experience
  - SIUE, AT&T, Union Pacific Railroad
  - BS Math, MS Comp Sci.
Bell’s Dilemma

It is easy to see mistakes in retrospect, but not so easy to see them in the present.

“This ‘telephone’ has too many shortcomings to be seriously considered as a means of communication. This device is inherently of no value to us.” – Western Union

The internet is as important to your business as your phone.
Internet Growth Rate

- North America population 340M
  - Internet penetration: 73.9%
  - Internet users 251M
- World population 6.8B
- Internet users world wide: 1.7B
  - Internet penetration: 24.7%
  - Internet growth rate 2000-2009: 362%
People Are Using The Internet To Shop

- **They Locate:**
  - People use the internet to find products, services & businesses

- **They Qualify:**
  - People comparison shop for price, features, value
  - They get recommendations for products, services & businesses

- **They Transact:**
  - People buy goods & services

- **Customers must be able to find your business on the Internet**
- **You must be able to convey a compelling message**
- **You must be able to transact business**
Three Steps to Marketing Your Business on the Internet

1. Create your presence on the internet
2. Get viewers to come to your sites
3. Convert viewers into buyers

None of these steps will happen without your active participation.
Step 1: Creating Your Presence On The Internet

1. PIB Web Site
2. Google Local Business
3. Online Directories
4. Your Web Sites
5. Social Media: LinkedIn, Twitter, Facebook, YouTube
6. Blogging, Articles, Press Releases, etc.
PIB Web Site

- Good visibility & it’s free
- 2009 PIB Web Site Statistics
  - 5,348 visits / 2,126 unique visitors
  - 36,926 page views
  - 5:00 mins average time on site
  - 56 countries
  - 44 states
PIB Web Site: peopleinbusiness.ning.com

Getting Started

Welcome to People in Business (meeting since 2003). You can view a list of our FREE MEMBERSHIP meetings in the left-hand column.

Use of this web site is now FREE to all members who have attended at least one meeting in the last three months.

Please note the following meeting changes:
> The Valley Park, MO group has a new date and time: 1st Wednesday of each month at 7:30 a.m. The location remains the same.
> The Wood River, IL group has a new meeting location. Vaughn Hill Church (meeting in Fellowship Hall) 662 S. Bellwood Dr., East Alton, IL 62024

Members

- Becky Bollerstab
- Susan Rosso
- Kevin & Vici Elder
- Michael L. Thiel
- Matthew Leitch

- Michael Eagleson
- Lydia Selbert
- Dick Slackman
- Michelle
- Cyndi Brown
- Lynn Slackman
- Scottie Brown

START FOR $8.95
Create a Ning Account

Sign Up for People In Business
Apply for membership now. If you’re already a member, sign in.

Email Address
Password
Retype Password
Birthday
We won’t display your age without asking

Type the 2 words on the Right
again relays

Sign Up
Problems signing up?
By signing up, you agree to the Terms of Service and Privacy Policy.

About People In Business
People In Business is a no membership fee business community. We are a network of business people who work together to build our companies.

FAQ
We use Ning ID for authentication. What is a Ning ID?
Create Your PIB Profile

Create Your Profile

One more step to tell the people on People in Business more about yourself. Questions marked with a * mark are required and only visible to administrators.

* Indicates a required question

Full Name *
Techy Technologies

Company Name 1 *

Company Name 2

Description of your products and services

Location Address(s)

Phone Numbers

Email Address

Web Site 1
http://

Web Site 2
http://

The People in Business online network is currently restricted to people who have attended at least one meeting each quarter. Have you attended a meeting yet?

Business Categories

- Accounting
- Advertising/Marketing
- Art and Framing
- Attorney
- Auto
- Banking
- Beauty
- Business Consulting
- Business Opportunities
- Childcare
- Clothing
- Coaching
- Computers
- Construction
- Decorating and Design
- Employment Placement
- Engineering
- Entertainment
- Event Planning
- Food
- Gifts
- Health
- Insurance
- Investments
- Financial Advisory
- Jewelry
- Loans
- Medical
- Pet's Retail
- Newspapers
- Motivation and Marketing
- Music
- Nutrition
- Payroll Services
- Personal Trainer
- Pet Care
- Pest Control
- Pet Sitting
- Photography
- Promotional Items
- Real Estate
- Retirement Planning
- Senior Care
- Sports
- Travel
- Website Design
- Weddings
- Women's Retail

Join
Updating Your Page

Change your title
Reorder the sections
Edit the info
Add a comment to your wall

Theme

Welcome, Dick Slackman test id!

What brings you here?

Gifts Received

You have not received any gifts yet
Add a Gift to My Page

Profile Information

+ Add Profile Information

Comment Wall

Comment

No comments yet!

Latest Activity

Add a comment to your wall

Update

Updates to My Page

Theme

Reorder the sections
Edit the info
Add a comment to your wall
Updating Your Page’s Appearance

My Settings

My Page Settings

Photo
Change your photo on the Profile settings page.

Twitter
Allow updates on People in Business to be posted on Twitter.

Connect to Twitter »

Appearance
Change your theme on the Appearance page.

Reset the location of the features on your My Page.

Address
http://peopleinbusiness.ning.com/profile/DickSlackmantes

My Apps
You haven’t added any Apps to your profile yet. Add Apps from the My Apps Directory.
Themes

1. Choose a theme
2. Modify the theme as you like
3. Click > SAVE
Adding an Event

1. Click the Events Tab
2. Click Add an Event
Adding an Event

1. Enter an Event Name
2. Add an Event Image
3. Add a description, event type, start time, location, address, & phone number
4. Click Add Event button
Adding Photos

1. Click the **Photos Tab**

2. Click **Add Photos**
Adding Photos

Add Photos From Your Computer

I am uploading these photos under the Terms of Service.
You can add up to 100 photos at a time, and each photo may be up to 10MB in size. We support photos in the .jpg, .gif, and .png file formats. You can also try the simple uploader.

Add Photos by Phone or Email

Send photos to:
DS1000226@peopleinbusiness.ning.com
Adding Photos

[Image of a webpage showing an upload form for photos]

Click Upload
Adding Photos

1. Write a title & description & tags
2. Optionally, create an album
3. Click Save
Send an Email

1. Click **Inbox**
2. Click **Compose**
Send an Email

1. Add a destination email address
2. Type a subject
3. Type your message
4. Click Send
Use the Discussion Forum

1. Click the Forum
2. Click the discussion topic or click **Add a Discussion**
Use the Discussion Forum

1. Type a Discussion Title
2. Type your question or comment
3. Attach files
4. Click Add Discussion
PIB Web Site

- We will cover advanced techniques at the Collinsville PIB meeting on Feb 16
Google Local Business

- Excellent visibility if you do business locally & it’s free
- Yahoo & Bing also have local business directories
Google Local Business: Getting Started

www.google.com/local/add

Sign up now
Required information for Google account

Your current email address: dslackman@aol.com

Choose a password: Password strength:
Minimum of 8 characters in length.
Re-enter password:

Remember me on this computer.

Creating a Google Account will enable Web History. Web History is a feature that will provide you with a more personalized experience on Google that includes more relevant search results and recommendations. Learn More

Enable Web History.

Get started with Local Business Center

Location: United States

Word Verification: Type the characters you see in the picture below.

Terms of Service:
Please check the Google Account information you've entered above (feel free to change anything you like), and review the Terms of Service below.

Printable Version

Google Terms of Service
Welcome to Google!
1. Your relationship with Google

By clicking on 'I accept' below you are agreeing to the Terms of Service above and the Privacy Policy.

I accept. Create my account.
Retrieve the email & click the link…
Add New Business

Google Maps Local Business Center

Help customers find you on Google Maps
Millions of people search Google Maps every day. A free listing on Google Maps makes it easy for them to find you.

Use the Local Business Center to create your free listing. When potential customers search Maps for local information, they’ll find your business: your address, hours of operation, even coupons to print out and bring to your shop. It's easy, free, and you don't need a website of your own.

Learn more about the Local Business Center

Reach new customers on Google Maps and Google.com
Local customers are already searching for the products and services you offer. Why not make it easy for them to find you on Google search and on Google Maps? The Local Business Center is the place to start.

Works great for businesses of any size
Whether you run a single dentist’s office or dozens of coffee shops, manage all your listings from a single account.

Update your listing at any time
Use the Local Business Center to edit your listing whenever and however you like. Your Google Maps results will be updated in a few weeks, not next year.

Catch their eye with printable coupons
Google printable coupons are a free and easy way to bring in more business. You decide what your coupons should say, then customers print them out and bring them to your store.

Add new business
Upload a data file
Describe your business using terms that customers would use to search for you. Include the areas you serve. Maximum 200 characters.
More About Your Business

- Categories
- Hours of Operations
- Payment Methods
- Photos
- Videos
- Additional Details
- SUBMIT button

Search for your listing every quarter

You’re done
Online Directories

Merchants Circle, Best of the Web (BOTW), DirectoryM, and many more…

1. Access the web site (see cheat sheet)
2. Create an account for free
3. Enter information about your business
   ◦ Be sure to select the correct business categories
   ◦ Be sure to describe your business using the terms customers will use to search for your business
Step 2: Getting Viewers to Come to Your Sites

There are about 200,000,000 web sites on the internet.

Customers must be able to find your business using a search engine.

When you get home try this simple test:

- Google “realtor highland il”
- Google “restaurant highland il”
Local business results for realtor near Highland, IL

1st Position: 49%
2nd Position: 13%
3rd Position: 10%
4th Position: 5%
5th Position: 5%
6th Position: 4%
7th Position: 2%
8th Position: 3%
9th Position: 2%
10th Position: 3%

Illinois Real Estate For Sale, Coldwell Banker Brown Realtors - Real
Coldwell Banker Brown Realtors will not distribute your information to other ... five offices located in Belleville, Edwardsville, Highland, O'Fallon and Troy. ... Featured Property 66 LAKE SHORE Drive TROY, IL 62294. More Information ...
www.brownrealtors.com - Cached - Similar

Prudential One Realty Centre - Find Real Estate, Properties For ...
Prudential One Realty Centre, An independently owned and operated member of Prudential Real Estate Affiliates, Inc. Find properties for sale,open houses ...
www.pruone.com - Cached

Browse Highland, IL Homes for Sale
Homes for sale in Highland offer unique features. Realtor.com helps you to choose the right home or property in Highland, Illinois.
www.realtor.com/homes-for-sale/highland_il - Cached

HIGHLAND Real Estate, EDWARDSVILLE Real Estate, MADISON, BOND ...
Coldwell Banker Brown Realtors 2021 Plaza Dr Highland , IL 62249. Business: (618) 651-1400. Fax: (618) 654-3400. E-Mail: wholzinger@gmail.com ...
www.wholzinger.com - Cached
Local business results for restaurant near Highland, IL

Farmers Restaurant & Bakery - 15 Central Boulevard, Highland - (618) 651-0007
www.dinefarmers.com - 7 reviews and more

Cypress Restaurant & Lounge - 1222 Broadway, Highland - (618) 654-9053
maps.google.com - More

Diamond Mineral Springs - 1 West Pocahontas Road, Highland - (618) 675-2655
www.foothipies.com - 6 reviews and more

China Restaurant - 1020 Laurel Street, Highland - (618) 651-8646
maps.google.com - 4 reviews and more

Dimaggio's Italian Restaurant - 808 Broadway, Highland - (618) 654-1977
maps.google.com - 2 reviews and more

More results near Highland, IL

www.foothipies.com/

Farmer's Restaurant & Bakery
Farmers Restaurant & Bakery in Highland, IL providing Dine-in, Carry-Out ... Farmers Restaurant has been a 3rd generation family owned business since 2003. ...
www.dinefarmers.com/ - Cached

Highland Restaurants in Highland IL Yellow Pages by SuperPages
Directory of Highland Restaurants in IL yellow pages. Find Restaurants in Highland maps with reviews, websites, phone numbers, addresses, and business ...
www.superpages.com/yellowpages/C-Restaurants/S-IL/T-Highland/ - Cached

Visitors Guide to Restaurants in Highland, Illinois
Highland, IL 618-654-5788, The Blue Springs Cafe restaurant is the perfect place ... China Restaurant Highland, IL. 1020 Laurel Street 618-651-8646. Cypress ...
www.greatriverroad.com/somado/cofoodhighland.htm - Cached

Michael's Restaurant Highland - Restaurant Reviews - TripAdvisor
Michael's Restaurant Address: 415 Broadway, Highland, IL. Tel: 618-654-8646. * Restaurant price information is based on meal cost per person, ...
www.tripadvisor.com/Restaurant_Review-g36128-d545973-Reviews-Michael_s_Restaurant-Highland_Illinois.html - Cached
Being Search Engine Friendly Will Help Customers Find Your Business

- Register your sites with the search engines
- Backlinks (aka In-Links)
  - The more sites that link to your site, the better
  - Backlinks from pertinent & important sites are gold
- Content is king
  - The more pertinent content you have, the better
  - Pertinent unique content is gold
- Links from your site to other sites don’t help
Step 3: Converting Viewers Into Buyers

1. Know your customers
2. Know your message
3. Know your competition
4. Make it easy for viewers to do what you want them to do
Know Your Customers

• Age: 30+
• Gender: Female
• Marital Status: Married
• Ethnic Background: All
• Health: Overweight 40 to 50 pounds
• Occupations: Helping professions: teachers, nurses, etc
• Social Class: Middle & Upper Middle
Know Your Message

- Nutrisystem will work for you
- Nutrisystem is easy & fun
- Nutrisystem is the right plan for you
Know Your Competition

• Learn from your successful competition
  ◦ Especially the ones with more resources & experience than you.
• How is their message different from yours?
• How are they reaching their customers?
• How are they converting their viewers into customers?
Make It Easy For Viewers To Do The Actions You Want

- Buy
- Call for an appointment
- Sign up for your mailing list
- Send you an email
Converting Viewers Into Customers

When viewer access your site you have 3-8 seconds to:

1. Convince them they are in the right place
2. Convey the essence of your message
3. Convey the essence of your value proposition

Normal: 40-50% of viewers will leave immediately
Summary

- Think about how people shop on the internet
- Build your internet presence
- Be search engine friendly
- Design your web site to help viewers buy

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Attract Viewers

Who is a good prospect for you? 
Age, gender, situation, etc.

Attract viewers to your information.

1. Sell the prospect on the value of your products or services.
2. Qualify them to be sure they are good prospects.
3. Capture the lead’s contact information via a signup.

Lead Capture Web Page

Prospect / Lead

Lead Capture

email

email

You

1. Send a confirmation email back to the lead.
2. Send an email to you with the lead’s contact info.
3. Email service can include an autoresponder for automated follow-up.
Cheat Sheet

- **People in Business**
  - [http://peopleinbusiness.ning.com](http://peopleinbusiness.ning.com)

- **Search Engine Local Business Ads**
  - [http://www.google.com/local/add](http://www.google.com/local/add)
  - [https://ssl.bing.com/listings/ListingCenter.aspx](https://ssl.bing.com/listings/ListingCenter.aspx)

- **Directories**
  - [http://www.merchantcircle.com](http://www.merchantcircle.com)
  - [http://botw.org/](http://botw.org/)

- **Add URL to Search Engines**
  - [http://search.yahoo.com/info/submit.html](http://search.yahoo.com/info/submit.html)
  - [http://www.bing.com/docs/submit.aspx](http://www.bing.com/docs/submit.aspx)
Thank You For Listening
To Our Presentation

- All slides will be available on our web site
  - www.tenbytech.com
- We will stick around after the meeting if you have more questions

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