

MARKETING 365:



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365 Marketing Tips

Marketing on a daily basis is a very important aspect of building, growing, and maintaining a successful business. While you may have favorite strategies and techniques, it's a good idea to use a variety of marketing methods. These 365 marketing tips can help you broaden your scope and reach more of your target market.

Affiliate Marketing

1. Building relationships is important for affiliate marketers because you'll build trust with your audience. People buy from those they trust.
2. Focus on building relationships first. Strong relationships often lead to affiliate marketing success due to the "know, like, trust principle."
3. Build traffic that counts so that you have more ready to buy eyes on your products. To do this you must understand your audience and target them.
4. Affiliate marketers who promote products they have tried and used are more successful. At the very least, ensure you've familiarized yourself with the product creator so you know their product is good and their customer service is top notch.
5. When you are particular about the products you promote, you build trust with your audience. If your buyers have positive experiences, they'll take your advice again.
6. Don't burn bridges. If a product is not as good as you thought it would be, go through the proper channels to let the creator know. Avoid "slamming" the product in a negative post.
7. The products you choose to promote should solve a problem for your target audience. If they don't serve your audience, you should not be promoting them. Be picky.
8. Understand how much money your target audience can spend on products and services. If you promote things they can't afford they'll never buy.
9. Understand when your audience is ready to buy. For example, if your audience consists of parents they're likely not in the buying mood during back-to-school times or during Christmas time.
10. Promote products that your audience will enjoy and use. Try using different price points to discover what the best price range is for your audience and for your business.
11. When you mention a product you use and like, insert your affiliate link when possible.
12. Promotions in website posts often get more click-throughs than sidebar promotions do. But, it's important to use both so that your audience sees the product multiple times.
13. Learning effective copywriting or hiring a copywriter can improve sales of your affiliate products exponentially. You want to ensure you have solid titles, and good explanations of products, without sounding like a stereotypical "used car" salesman.

14. Always include a Call to Action (CTA) link to buy products you recommend. Likes, shares, and follows, are good but sales are better. Ask readers to buy.
15. Promote affiliate products across all your marketing channels including email, blog posts, the side bar of your website and various social media platforms like Pinterest.
16. A great way to make more sales for affiliate products is to offer a bonus for people who buy from your link. A great bonus might be a step-by-step tutorial, a checklist, or a one-on-one call with you depending on how much you earn from the sale it can pay off big time.
17. Your blog should include promotional posts and informational posts to keep the interest of your readers intact. People will lose interest if you're always promotional. But, you can still link to products you mention in educational posts.
18. Add your affiliate link to affiliate product images. Use HTML or WordPress to edit images when you upload them to your site. In addition, set the link "no-follow."
19. Always be transparent. Share the tools and services you use, especially if they have an affiliate program. Even if they don't, include a link to the item. Suggest that the owner start or offer an affiliate program option.
20. Many product creators only offer their products on one affiliate network. Use multiple affiliate networks to diversify your income. For example, promote products from ClickBank, JVZoo, and private networks too. This allows you to promote a variety of relevant items.
21. The most important aspect of your affiliate marketing success is whether you completely know and understand your niche. The more focused your promotions the more results you'll have.
22. Use traffic generating methods such as SEO, blogging, advertising, social media posts, webinars, and video. A good mix of these will bring more traffic fast.
23. Continuously research your audience so that you avoid promoting the wrong products to them in the wrong way. Remember that how Dove promoted their brand 30 years ago, compared to today is very different even though the product is the same.
24. Affiliate marketing is not a get rich quick scheme. Consistently promoting, educating, informing and communicating with your audience will pay off. Read Darren Hardy's *The Compound Effect* to understand more about how every step you take leads to your big goals.
25. Concentrate on "niche affiliate marketing." Narrowing your focus to one niche will help to establish you as the "go-to" person in your circle concerning those topics. A narrow focus also helps you to make more sales.
26. Stick to niche related topics and solutions. Promote only affiliate products and services your audience wants and needs.

27. Focus on problem solving. Affiliate and share the best solutions, products, and services for your niche to use.
28. Become your audience's guide, mentor, teacher, and biggest fan. When you do this, you'll gain more trust from your audience. More trust translates into more authority and sales.
29. Focus on informing and educating your audience about the products and services you've used and like. If you use a product that works well, tell your family and friends.
30. Mix up the formats you use to provide information to your audience. Some people learn best with text and others learn best with images. Video often works better than any other method. Try them all.

Content Marketing

31. Content should guide your reader to take the actions you want. Due to this, the best form of content to use is persuasive content, which is often seen in sales pages and articles.
32. Create infographics about topics in your industry that are important. As people share the infographic, you'll likely see more traffic and sales.
33. A great way to broaden your marketing reach is to promote your content via social media, such as Facebook and Twitter, where people tend to gather and share info with friends.
34. Provide content to your loyal readers before you promote the information, product, or service on other platforms. This encourages people to become a loyal VIP member.
35. Use both long form and short form posts to attract your audience. Long posts, over 1000 words, signal to readers and search engines that you're an authority on the topic.
36. Focus on providing value and solutions in the content you share with readers, rather than making sales. You don't want to be perceived as being only interested in the money.
37. Stay focused on your target market when planning content. Create a buyer persona or customer profile. Refer to the profile any time you want to make sure you're meeting your ideal buyer's needs.
38. Guest post on top ranked sites that allow you to use a good bio with a couple of links to your sales pages and website. Write unique content that is specifically for each site's members, which should also fit your target market's profile.
39. Avoid using click-bait headlines. Even if the so-called news does it, it's not a good practice and ultimately ends up turning off readers. Keep it real.
40. Create headlines with a purpose. The content's headline should allude to what readers will learn and why they should click through to read it.

41. Share and promote your own content as if it's a product. Pay to promote it, share it multiple times, and encourage commenting and sharing by others.
42. Repurpose and re-use older content by turning it into something new. A top-10 post can become a top-10 YouTube video. A "how to" blog post can become an information product, when fleshed out to include more examples and instructions.
43. Get more readers to syndicate your content with a solution like Outbrain.com. It's a good way to increase your popularity and authority.
44. Don't go into content marketing blindly. Create and follow a content marketing plan, which includes strategies based on the products and services you want to promote.
45. Use keywords and other SEO strategies in your content but make the viewer's experience your top priority. Keep them happy. Your audience will determine whether your content should be shared. Make your content easy to understand, consume, and share.
46. Reference influencers in your content. Include a simple quote by an influencer and tag or notify them. It's a great way to get their attention and potentially encourage sharing.
47. Keep in mind that content isn't just text. There are many forms and formats such as videos, posts, articles, white papers, infographics, audio, and many more. Each type will interest your audience, if it relates to relevant niche topics and meets the member's needs.
48. Focus on evergreen content but pay attention to headlines so you can include trending content on the fly. Make it a habit to check trends once a day so that you can get in on the action, should something interesting turn-up.
49. When you create content, write as if you're talking to one reader and he or she is your friend. People tune-out when they feel that they are just a number to you. Use your content to engage your audience while making them feel special and appreciated.
50. If you hate writing, find a freelancer to help you create and distribute the content. Unless you effectively communicate with your audience on a regular basis, they will forget about you. Keep them coming back by supplying the content they search for.
51. Automate and delegate wisely. Auto posting and such is fine, as is hiring team members to handle some things. However, you still need to interact with your audience to gain their respect, earn their trust, and build relationships. Connect with content.
52. Follow your strategic content marketing plan. If you're winging it, you're going to get lost. This plan is your business map to success. It tells you where to go, who to take with you, how to get there, what to do when you arrive, and suggests other places of interest.
53. Use keyword tools to help you plan content that your audience is already looking for. Your job is to give them what they want, not make them want what you're giving them.

54. Leverage the power of social media to ensure that your content is seen. Cross promote every piece of content you produce regardless of form. For example, promote your YouTube videos on Facebook. Then promote your Facebook community on your videos.
55. Give your content visual appeal. People learn and remember more when you include a relevant image beside content text.
56. If there is a cause that you share with your audience, incorporate it in your marketing strategy. For example, if you have a vegan blog, you could donate 10 percent of your earnings to a community garden project.
57. Dig for stats and data to back up your ideas and assumptions so that your audience will see you as an authority on the matter. Always quote your source and link back to it so that your audience knows where you got the information.
58. Curate content from authoritative sources and give your opinion about the information rather than just share it without comment.
59. Ask your audience what they'd like to see you produce. For example, ask your Snapchat audience for questions that you can answer on YouTube. Then you can turn each of the questions into a separate blog post.
60. Create a distribution strategy for your content. How are you going to get more people to read it? For example, you might add an article to your site, share it on your social networks, or email subscribers about it.

Email Marketing

61. Email is a great way to market to your audience of one. Create customer-centric emails that are personalized and to one person only.
62. Ensure that every single email you send to your list members is useful and valuable. Don't send an email just for the sake of doing it because you were told you must. Instead, send only information that your audience wants to see.
63. Consider using your name in the "from address" of your email marketing campaigns. The reason is that using a no-reply or a business name results in fewer opens. It isn't as friendly and personal as using your own name.
64. Act in a trustworthy manner. Your audience is important to you so never send them information that's wrong without owning up to it. People appreciate it when you admit mistakes rather than hide them or cover them up.
65. To connect with your audience better when sending an email to them treat them like a friend that you're simply sharing good information with. Empathize with them and let them know they're not alone.
66. Make it worth it for your audience to open and read your emails. Always include a surprise in every three or four emails so they get used to the idea that you may give something away in your emails that no one else is going to get.

67. Focus on crafting headlines that let your readers know what's inside and why they should open without being click-bait. Click-bait might work for a time, but eventually, it stops working. Because you are here to serve your audience and click-bait does the opposite, just don't do it.
68. Learn the power words that make your audience eager to open your emails and read them.
69. People like lists so if you use a number in your email subject line it's going to be more likely to be opened.
70. A great topic to write about is the mistakes people make. "7 Mistakes You're Making" is going to get more clicks than "7 Things You Should Do" because no one wants to make mistakes.
71. Segmentation is imperative for good email marketing because that's the only way you can freely mention the right product, the right service, and the right topic to them at the right time.
72. Check out your competition's email marketing list. Sign up for their freebies and watch how they do things. Don't copy them, but do figure out how they do it, identify the gaps, and note the topics.
73. Don't be cheeky or clever. Straightforward subject lines are always better than that. Respect your audience enough to avoid that type of thing because it really doesn't work anyway.
74. Work on building a real relationship with your email list members. Let them reply directly to the emails you send, and then answer them. They like knowing a real person is behind the emails rather than nothing at all.
75. Writing takes practice. Email writing should be a little more laid back than most people think. Email should be personal, brief, and exciting to read. Show your enthusiasm by your word choice. Try talking your emails using voice to text to get the rhythm right.
76. Get personal in email. Share your experiences and give details that you normally would not give on your site. Trusting your readers with a little known fact will make them feel special and that your friendship is mutual.
77. Avoid automated, stiff greetings. When emailing, comment on something that connects you and the reader. You can lead in by mentioning a holiday, what you're doing later, the crazy weather, or something that you have in common with your readers.
78. In your high school English class, you were probably taught to write in the third person, rather than using you and I. However, you should talk directly to each individual, using the word "you" to allude to your more personal relationship, which helps persuade your readers to take the action based on your relationship and their trust.

79. Remember that email is just another way to talk to your customers. The people on your email list have either received a freebie from you, purchased from you, or in some other way “know” you. Speak to them in that manner rather than in a formal nature.
80. Don't be dull. Add your own personality into your email messages. Even if you use PLR email messages, editing them to reflect your tone and voice make a lot of difference in the amount of customer engagement.
81. Focus on becoming a trusted resource to your readers before you make a sales pitch. Inform, educate, engage, and inspire your readers toward action.
82. Tell stories to your audience that leads them to make the conclusion to buy what you're recommending to them. Stories can be case studies, your own story, or client stories. When they see real life examples, they'll be much more connected to the content.
83. Include your CTA link in more than one spot in your email. If you mention the product or solution, link to it, don't wait until the end. That way the moment your reader is ready to click through, they can do so.
84. Learn to craft clear calls to action. One way to do that is to focus on only one call to action per email.
85. Always include a PS. It might seem silly since “everyone does it” but there is a reason why everyone does it. It works. It's a good place to remind them of the benefits of acting now.
86. Send your email in text format and HTML format. Not everyone likes getting images in email because they may have slow internet or may not have the highest form of technology. Know your audience so you know what works best.
87. Follow all SPAM laws. It's imperative that you learn about these laws in your country and in any country, you are marketing to.
88. Make it simple for your audience unsubscribe. A good practice is to remind them how they signed up for your email list at the top of your email and provide the unsubscribe link there too. There is no reason to keep people on your list that don't want to be there.
89. Keep your email format simple. It should be easy to read on every device. It's easy to remember that when you're creating a landing page, but an email is still being read online. So keep that in mind as you connect with your mailing list subscribers.
90. Remember list hygiene. At least yearly, clean the list by segmenting your audience between openers and un-openers. Send the un-openers a “come to Jesus” email and let them unsub if they don't open it unsub them.

Influencer Marketing

91. Remember, someone with 20K followers on YouTube can still be an influencer if their audience matches yours. Plus, they'll cost a whole lot less.

92. Take the time to research the influencers you may want to work with. Identify if their audience matches yours, and then get to know them for a while by engaging with them on social media.
93. Understand what compensation norms are in your niche for influencers. Don't insult the influencer with your offer.
94. Check your ideal influencer's other channels. If they're popular on one, it doesn't necessarily translate that they will be on others. But, if they are that will help any partnership on one channel bleed over to the others.
95. Help influencers' drive traffic to their message by promoting your campaign with them across all platforms. Your influencer is more likely to go the distance when it's benefiting them more than they expected by the traffic surge you generate.
96. Spread any influencer messages that you're considering entering a partnership with before you contact them. This is a good way for them to get to know you before they enter a deal with you.
97. When you take the time to get to know the influencer before working with them, it'll pay off because you'll know how to conduct the campaign in a mutually beneficial way.
98. Do the hard work for the influencer. Interview them on your channels, promote them on your channels, and you may get their attention without appearing pushy.
99. Offer influencers an adventure rather than a campaign and you'll get a lot more enthusiasm.
100. Avoid spamming influencers to try to get them to promote you. For example, do not continuously tag an influencer with your brand remember that your audience can also tag influencers when they share.
101. No one likes a pushy salesperson who yells for them to act now. Don't do that to your influencers. When you approach them, tell them honestly how beneficial they are to you. Also, share how you can benefit them.
102. Determine the features of the type of influencers you want to partner with before you start looking for them. It's important to develop some criteria so that you don't waste time, money, or effort.
103. Never rely on only one influencer or only influencers in your marketing campaigns. Multi-platform and multi-channel approaches are always more fruitful.
104. Provide influencers with all the materials they need to do a good job for you. For example, if you are marketing a cookbook and they're going to make your recipe, consider their expenses and the time it takes to do the work in your offer.
105. When choosing influencers, check how well they engage with their followers before asking them. Engagement is more important than follower count.

106. Set a standard for each social media channel before engaging with the influencer. For example, must have 20K YouTube Subscribers plus a habit of responding to comments.
107. Smaller business accounts often have excellent engagement, which is very important in influencer marketing campaigns. After all, a responsive audience is more important than a large audience.
108. Understand who your ideal audience is so that you can better match your audience with the influencers' audience.
109. The most important metric when considering influencers is engagement. A smaller influencer who engages with their audience (your audience) is more likely to convert viewers.
110. Use tools like <https://moz.com/followerwonk/> to help you find Twitter follower bios that might end up being excellent influencers.
111. To help identify influencers a good tool to use is <http://buzzsumo.com/>, which will allow you to locate influencers based on keywords or hashtags.
112. Create a special landing page just for influencers. After all, you'll need to use different words with them to influence them to work with you than you will to get customers to buy your products.
113. Use <https://neoreach.com/> to find influencers who are ready to run a campaign.
114. If you notice someone promoting your brand without provocation, thank them anyway if they're making an impact. You'll improve your reputation exponentially.
115. A great tool to use to connect to potential influencers is <https://instabrand.com/>. But don't forget to take the time to check out the influencer on their platforms once you locate them.
116. Influencer marketing is like word-of-mouth marketing but from someone who has a louder voice due to having a larger more engaged audience at their fingertips.
117. Even though you must target influencers differently than your audience, never forget your audience. Your audience is why you're doing this. They matter most.
118. Know what defines someone as a brand influencer (or brand ambassador). In what context, do they fit? If you can't identify it, they're not the right influencer.
119. When you finally reach out to an influencer how do they act when they respond? Is it positive, negative, or neutral? This can indicate how you'll feel working with them.
120. Always offer your influencers a little bit of a better deal than you think they'll provide you. That way, they'll clamor to work with you more.

Mobile Marketing

121. If your website isn't mobile friendly, you're going to lose a lot of customers.
122. Technology and trends change fast so it's important to keep up-to-date on them.
123. Everything that can be done on your website needs to be available on mobile.
124. For mobile marketing, keep your messages short and to the point. Screen space is sparse.
125. Don't overlook email. Most people are checking email on mobile devices so consider how your customers are reading them before you format them.
126. Remember: Social marketing is mobile marketing.
127. Discover a problem your audience has that can be solved with a simple mobile app. Then you'll always be with your customers.
128. Incorporate mobile into your live events using a texting service like <https://textus.com/>.
129. Over 70 percent of the population uses mobile devices. Because of this, you should delegate some of your advertising dollars toward mobile.
130. Start thinking of mobile as your "go-to" media before you think of your website design on a desktop computer. Mobile first, everything else after.
131. Even if you have a physical store, mobile is still going to be a factor in your displays. Most shoppers today have some form of mobile scanning device to check deals and prices.
132. Google changed their algorithm to ensure that mobile sites rank higher in search results. Why? They did it because most customers use mobile.
133. Brands need to focus more on mobile since more people are using mobile than are using desktops.
134. When you tell your brand's story, remember how your audience will consume it. If it's on mobile, does your content translate?
135. Mobile data enables marketers to get more information about their customers such as location, which can make just in time marketing a real contender.
136. When Google places importance on something it's a sign of things to come. As consumers move away from desktops to more devices that are mobile it's time to get into mobile marketing.
137. When you consider that some people don't even have desktops today, you can and should use Facebook Ads to get your ads on mobile.

138. Never have brands been able to get as close to their customers as today due to mobile devices. Using mobile ads to take advantage of this is imperative.
139. Because mobile lead generation is different from desktop lead generation you might consider creating an app for your customers to gather that data.
140. You can use software like <https://mixpanel.com/> to get to know your customers' journey better.
141. Enable push marketing so that you can keep your customers engaged longer by recommending new content to them easily.
142. Use analytics to find out how many of your customers are consuming your information on mobile. You can use that information to plan a mobile marketing campaign.
143. When seeking to improve mobile experiences for your audience don't degrade the desktop experience.
144. A large portion of mobile users access the web using an app such as Facebook or Twitter. Because of this, there is a huge opportunity to boost the content you create for those platforms.
145. Since 80 percent of Internet users use a Smartphone it's imperative that you consider that when deciding on add expenditures.
146. Valuable content will make it easier for your audience to find you online whether they're using a smartphone to search or a desktop to search as long as your properties are responsive.
147. Since most Smartphone users tend to go to bed with them and wake up with them, you're closer to your customers than ever before. However, you must take advantage of it by producing the right content that they can find using that device.
148. According to experts, optimizing your email messages for mobile will increase your conversion rates by at least 22 percent.
149. Per Google, people don't return to sites they had trouble connecting to on mobile. So, you have one chance only to make an impression.
150. One of the most "mobile" social media networks is Pinterest since most of their traffic is from mobile. Consider that as you create your pinboards so that you can provide optimum experiences.

PPC Marketing

151. If you're not involved in PPC marketing yet, you are missing out on a golden opportunity to get more eyes on your content.
152. Before creating a PPC campaign, ensure that you have your objectives in order. What you're trying to achieve is of utmost importance if you want to succeed.

153. Consider using Facebook to start your first mobile PPC campaign. It's easy as a few clicks to get started.
154. Before you embark on a PPC campaign, you need to set a budget for it. It should not take away from the rest of your marketing budget but should be an addition to it.
155. If you have a personal business that requires calls to get started set up a PPC campaign that is "click for calls" instead of going to a sales page. A lot of people using mobile for search prefer to call.
156. One awesome thing you can do with PPC marketing is to retarget your customers from one device to another.
157. For each promotion, focus on five to 10 keywords instead of hundreds. Plus, don't pick the most popular. Choose underperforming yet often searched for keywords.
158. Use PPC campaigns via Pinterest to save a little money since their ads are cheaper. Only do this if you already have a good Pinterest board going.
159. If you have a local business location don't forget to include PPC add extensions with Google ads that will help your customer find you by providing a map, prices, ratings and more.
160. Your landing pages are critical when you run a PPC campaign. Ensure that you optimize your landing page to match expectations from your ad.
161. One way to get more traffic with a PPC campaign is to find out what keywords your competition is bidding on and then bid on them too.
162. Remember to laser target the people you want to click on your ads and not set too wide a net.
163. If you use Google Ads, you can leverage their customer match with Google Sponsored mail to boost your results.
164. Study your competitors and find out where they're lacking, then fill the void and market it via PPC campaign using their keywords.
165. A great thing about PPC campaigns is you only pay when your advertisement has actually attracted someone's attention enough that they'll click on it.
166. The first couple of ads you place are just practice. It will take some time and testing to get your PPC campaigns optimized, so don't give up.
167. When a buyer clicks on your PPC ad, their options should be clear from the moment the page loads (which should be fast). Don't waste their time by confusing them.
168. Practice making compelling headlines depending on which platform you're using to conduct your PPC campaign.

169. The first thing your audience sees about your advertisement is the headline. Ensure that you know all there is to know about creating amazing, compelling, and actionable headlines.
170. Your advertisement headlines are essentially the gate your customers must walk through before you can deliver their solution. Ensure that the headlines get their attention.
171. Keywords can define geographical areas your product is available in when relevant. Otherwise, consider using keywords that signal that your product is available anywhere.
172. Don't give up good SEO practices in exchange for a good PPC campaign. The two go together to achieve amazing ROI.
173. Always monitor your PPC campaign's performance and tweak it as you go along to get the best results. If you're always filling in the gaps and improving, you'll hit the right stride in time.
174. When you set your PPC campaign goals, be realistic concerning your expectations regarding the results. However, be ready for magic too.
175. Monitor all your PPC campaigns to watch out for click fraud. If you notice that you're getting a lot of clicks with little action, look at your landing page but also figure out where the clicks are coming from.
176. If you notice you're getting a high click through rate to your landing page but no conversions study your landing page to ensure that it speaks to the same audience your advertisement does.
177. If your ad is not getting the expected number of click-throughs try tweaking the headline or the image but not both at the same time.
178. Before getting involved in PPC campaigns fully optimize your website and landing pages for SEO. If your website is not user-friendly and search engine friendly PPC won't help you.
179. If you choose to hire someone to handle your PPC campaigns research the company and find out what type of results they had with other businesses like yours.
180. Spend time and money on serious keyword research before you embark on a full PPC campaign strategy. Every single dollar you spend on PPC is important and you don't want to waste either time or money.

Reputation Marketing

181. Never underestimate how effective word-of-mouth marketing is.
182. You can't opt out of reputation management, if you don't control the story, someone else will.

183. Be where your customers are. Create an online presence in each area and then focus on engagement.
184. Once you create a social media account use it consistently. Become part of the community.
185. It's important that you are driving the story if you want to create an amazing reputation for yourself in your niche.
186. Get a book published. Being an author is a great way to boost your reputation online and offline.
187. Even when it's your reputation, it's still about your audience. Speak through their lens, not yours.
188. When you mess up, to salvage your reputation, the best thing you can do is apologize.
189. When faced with critic online, the best thing you can do is avoid arguments. Instead, make it about the audience and take the hits in good spirit.
190. It's important to be yourself because you cannot maintain a fake persona forever.
191. Set up a Google Alert for your name, your product, your brand, your industry and then monitor the buzz. When appropriate, take part in the buzz.
192. Always request reviews from your top customers. Then promote those reviews.
193. Include social proof of any compliment you receive regarding your business. It's okay to shine the light on yourself when it's really about your audience and what they are saying about you.
194. BrightLocal says that 72% of buyers trust online reviews as much as they trust personal recommendations.
195. Tie your brand with a charity that you know your audience will love being part of.
196. A great way to boost your reputation as a thought leader is to get guest posts into popular blogs, online magazines, and newspapers.
197. Your online reputation cannot take care of itself. You need to, actively, drive the narrative.
198. It's important to respond to comments about your brand positively and enthusiastically to further show your audience how important they are.
199. Build your online reputation through community participation. Join groups where your audience hangs out and get to know them and participate without selling.
200. While automation tools are helpful in some aspects of reputation management nothing can replace your ability to engage with your audience.

201. When you focus on problem-solving over selling and fix issues before they become problems that you will be perceived as being a forward thinker.
202. Happy customers tend to share their happiness at a lesser rate than unsatisfied customers do.
203. Use the right tools to manage your online reputation: <http://profiledefenders.com/>, Google alerts, and others will help you so that you can focus on engagement.
204. The best two words you can use to improve your online reputation are “Thank you.”
205. Don’t hide issues from your customers. That tactic always backfires. Be proactive and transparent.
206. When dealing with negative feedback try to focus on how you can help rather than how you can defend yourself.
207. Consistency is a big key to getting your voice out there to the world. Keep blogging, keep publishing, and keep making great products.
208. As your company grows, consider hiring an online reputation management specialist to keep you on track.
209. Invest in paid advertising to promote your best work such as blog posts that truly let your audience get to know your brand.
210. Become the go-to expert in your niche by staying on top of the industry and keeping your ear to the ground for buzz.

Retargeting/ Remarketing

211. Did you know that you can use YouTube as a remarketing platform? Even if you do not have a YouTube channel, you can use their advertising platform to run amazing in-stream advertising to people who have already visited your website.
212. The reason you want to retarget customers and website visitors is because it takes 7 to 8 times for buyers to see your offering before most will respond.
213. Set up different landing pages for your remarketing efforts. If they did not convert the first time, you need to figure out why so that you can exploit those reasons in your new landing pages.
214. Don’t be afraid to try remarketing. It’s easy using Facebook Ads and the Facebook Pixel. If you use WordPress, there is a plugin for that.
215. If you set up your remarketing efforts to attract shopping cart abandoners you can boost your sales exponentially by getting those shopping cart abandoners to finish their purchase by sending them a coupon.

216. When you create remarketing ads, ensure that they are acknowledging that they are for remarketing by personally addressing your customers, shopping cart abandoners, and former site visitors in the ad depending upon which you're targeting.
217. Your ads should have the same look and feel of your website to help you maintain branding.
218. Avoid generic messaging in your remarketing ads. Be more personal in these ads than in other ads since the people you're targeting already know who you are.
219. When embarking on a remarketing campaign consider creating multiple types of ads including text ads and display ads.
220. Did you know that you can cap the number of times your customers see your remarketing ads? This is important because you don't want them to feel as if they're being followed around in a creepy manner.
221. Study your market's timing for using their computer, reading emails, getting on Facebook, Twitter and so forth. That way you can time the ads to appear when your audience is more likely to see them.
222. When you decide to do remarketing it's imperative that you know which pages of your site to tag so that the right people see your remarketing message. Tip: It should be landing pages, not a generic page.
223. Segment your remarketing campaigns based on the goal. For example, if you are remarketing to shopping cart abandoners they should get a different message than people who left a landing page without clicking to convert.
224. Try creating CTAs for each of your sales funnels so that you can target each ad you create appropriately based on the CTA.
225. If you're using Google Ads in your retargeting efforts enable your ads to show up in multiple sizes so that publishers can show your advertisement regardless of their size standards.
226. If hard CTAs aren't working (buy now) soften your CTA to offer free downloads, a webinar, or a lower priced entry item directed toward remarketing to site visitors who didn't convert.
227. Your best remarketing campaign starts with great ad copy and a high converting landing page. Don't skimp on either if you want to be successful with your remarketing campaign.
228. Use Facebook Ads to target newsletter subscribers. These people already know who you are and they'll respond at a higher rate to your ads.
229. Did you know you can import your newsletter subscribers to Facebook as a custom audience?

230. When you target the audience members who have already seen what you offer, you'll get a much higher return on your investment in remarketing ads than regular ad types.
231. You can put your Facebook pixel on all pages of your site or on particular pages of your site to better target audience members in your retargeting effort.
232. Consider hiring an expert to help you with your remarketing efforts if you have the budget, that way you'll speed up your learning curve.
233. To build a remarketing ad on Facebook, first install the Facebook Pixel on your website pages, you can get the Facebook Pixel tab in your Ad Manager.
234. Don't be confused about the Facebook Pixel. You get the same Pixel for all sites. Connect it to your ad and website. Then watch as it works its magic.
235. Remarketing or Retargeting is a great way to advertise to your audience. All it means is that you're going to send ads directly to the people who have already connected with you in some way such as a newsletter, website, landing pages, and shopping carts.
236. Using your email list to retarget those subscribers is a great way to get the attention of list members who aren't opening your emails.
237. Remarketing enables you to help your customers finish an action they have failed to complete, such as finishing checking out.
238. A great custom campaign would be to segment your email subscribers who downloaded a freebie from the rest. Then market only to the people who downloaded a certain freebie using remarketing.
239. Use custom audiences and your email list to promote contests. The reason is that they already know who you are and are more likely to participate.
240. Use remarketing to get survey answers. You can target only people who purchased a certain product from you by uploading their email addresses as a "custom audience."

SEO Marketing

241. Consider your anchor text. They should be keywords, not words like "here."
242. Don't skip the 'alt' tags on images. Even if you use WordPress, you can put text in the alt tag area that means something to search engines and viewers too.
243. Ensure that you are using the right permalinks. You want them to be pretty without strange symbols and to describe what's on the page.

244. Did you know that servers are case sensitive? For that reason, when you type out a URL that you want to be SEO friendly you should not capitalize any of the letters.
245. Just as you focus on external linking, you should also focus on internal linking. For example, under a blog post adding an “if you liked this you may like this” link below it may keep your readers reading longer.
246. Take the time to describe each category you create for your website in the description box.
247. Put ‘no-follow’ tags on affiliate links.
248. For more link love use subdirectories instead of subdomains.
249. Keep your content up-to-date. Add new content but also upgrade old content by ensuring it’s still relevant and all links work.
250. When looking for keywords consider long-tail keywords for your blog posts.
251. Try ranking for more than one keyword per page of your website but no more than five.
252. Commenting on relevant blogs that allow the do-follow tag is still a good way to drive traffic and improve your search engine ranking.
253. If you’re going to guest blog for SEO, choose blogs that are relevant to your site, have the same audience, rank higher than your site, and receive a lot of engagement.
254. A good off-page SEO tip is to start posting in relevant groups that have a lot of engagement and traffic. Don’t focus on promotion, just engage.
255. Need a fast SEO tip? Improve your website’s loading speed.
256. The best domain name for good SEO is a name that is a .com, is short, has keywords, and doesn’t infringe on anyone else’s trademark.
257. Ensure that your site is more than mobile friendly, but that it works perfectly whether mobile or on a PC.
258. Good SEO starts with understanding your audience inside and out.
259. Pay attention to your site’s description and the way it appears in search results.
260. Headlines matter a great deal when it comes to SEO. Create headlines that include keywords and aren’t tricky.
261. When you publish an infographic, also include a blog post with it that tells the same information in words.
262. Every page on your website should have its own title separate from your site name to increase SEO.

263. Use keywords and keyword synonyms in your H1 and H2 Tags.
264. Step outside the box to find keywords by looking at what your audience is talking about on social media like Reddit.
265. Put your share buttons in prominent places on your website and blog to make it simple for people to share. They won't share if they can't find it fast.
266. If you sell products whether physical or digital, it's important to optimize product description pages. Treat them just like you would a blog post for best results.
267. For a boost in SEO effectiveness, try posting longer posts. Longer posts show authority which Google likes.
268. The places for keywords are Title tag, first paragraph, headers, anchor text, and links.
269. Get rid of publish dates on your blog.
270. Internal linking can help boost important pages that aren't getting love. Link to those pages from active pages on your site.

Social Media Marketing

271. A magical way to use Facebook Ads is using "lookalike" audiences. By using lookalike audiences, you upload your email list, and then let Facebook find audiences that look like yours.
272. Double check graphic sizes before having your graphic designer create any graphics for your ads as they are always changing.
273. Graphics of people often convert better than graphics of things.
274. You can use online tools like Canva.com to create amazing social media graphics that will get attention and results.
275. Social media marketing is about the conversations you can start and join that advances engagement.
276. The best place to start remarketing ads is on social media.
277. When you narrow your target, you'll get more engagement, get more results, and reduce costs.
278. Try boosting blog posts on Twitter instead of Facebook first due to the lower cost of clicks. If you succeed, do it on Facebook too.
279. The first thing you should consider when you are working out your social campaigns is your business objective.

280. Create actionable hashtags like #runfree that Nike used in one of their campaigns. You'll get more attention.
281. Social is about life. You can leverage life events in your social campaigns to make a huge impact on your audience.
282. Try bypassing the landing page by using "call now" buttons so you can talk directly to potential customers or sell directly without a landing page.
283. Social needs to be hyper-visual. Create a beautiful visual experience for your followers on social media.
284. Focus on building communities on social with #hashtags on Twitter and actual groups on Facebook.
285. Use live events to increase engagement. You can use Facebook Live, Periscope, Twitter, or others.
286. Use the tools on social media to laser target your market down to very specific audiences. For example, if you are targeting moms about your parenting blog and a specific resource, you could even target parents of children with autistic kids or kids who have any problem at all.
287. It's important to monitor your social media marketing activities whether paid or free to ensure that the time and money you spend is getting the results you expect.
288. You should start remarketing on social today. It's easy with the tools Facebook offers.
289. Before you even start social media marketing you need to craft a plan based on your business objectives.
290. The first step in optimizing social media is to conduct a social media audit so you know where you stand today before you begin.
291. Don't be afraid of outsourcing your social media marketing to a professional. If you choose the right company, you can leapfrog over the competition.
292. Share important content with influencers and make it easy for them to share too.
293. While you do have to create content for social media, your content should originate at your website or blog.
294. Social media is a good distribution network for getting the word out about your offerings.
295. Join communities so that you can engage with like-minded people building relationships before selling.
296. Social marketing is supposed to be social. Answer people's comments. Thank them for their compliments and their complaints.

297. Use tools like Buffer or Social Sprout to monitor all your social media accounts in one place to make it easier for you to avoid missing important engagement opportunities.
298. Use amazing visuals to stop your audience from scrolling on by your content.
299. Understand why your audience is on social media so that you can engage with them on their level.
300. Find ways to inspire your audience to react to your content. One way is to ask a compelling question.

Video Marketing

301. If you add video to your landing pages, you'll increase your ROI exponentially. Experts say by 80%.
302. Use Live Webinars and Live Social Media Video to create shorter video content that you can use on YouTube, in blog posts and on other social platforms to get more engagement.
303. Did you know that you have at your fingertips in your Smartphone the capacity to make and edit video perfectly sufficient for your online marketing needs?
304. Video idea: Tell the story about your brand's journey to today.
305. Video idea: A day in the life.
306. Video idea: Interview strangers on the street.
307. Video idea: Interview movers and shakers in your niche.
308. Always transcribe videos so you can post the words with the video to improve SEO.
309. Video idea: Ask customers to submit videos about what they love about your product or service. Let the audience choose the best.
310. When you go to live events, take the time to record some of the action. You can even go "live" on Facebook.
311. Because our brains are wired to want to see people's faces, eyes and mouth during communication video is an imperative for your business now that the technology is here.
312. Video on mobile increased purchase rates because it's much easier to watch a video on a mobile device than to read a sales page.
313. All you need to get started with video marketing is a camera, a mic, a tripod and editing software. Most of you already have everything you need.

314. Create a short Gif of parts of your videos that could go viral. It's kind of like a meme but with action.
315. Video marketing is changing fast so you'll need to work to keep up. Google hangout became YouTube Live which some people love and some people hate, but change is the name of the game when it comes to video marketing.
316. When it comes to video don't focus on perfection, focus on doing it.
317. There is a place for all levels and types of video. No one is perfect out of the gate.
318. The length of your video depends on what is needed to cover the content.
319. Definitely use various platforms to boost your videos so that you'll get more viewers and subscribers.
320. Repurpose your video. Use cuts on different platforms as well as recreate into text, images, vines, and memes.
321. Like most marketing ideas, consistency is what will pay off with video marketing.
322. Don't forget to include calls to action in your videos whether it's to visit your website, read the description below, or buy something. You have to tell people what to do in a video too.
323. Keep in mind the platform's features and limits, as you create content. For example, Twitter videos should be shorter, but you can also run a live event using Periscope, which can be as long as needed.
324. Even if your videos are on YouTube, you can still brand your videos by creating a watermark as well as an entertaining intro and outro.
325. Add video to your email marketing campaigns if you know for sure your audience likes video. Most of them do.
326. Before you begin using video marketing, take the time to craft a video marketing strategy based on your business's objectives.
327. If you're not sure what video to create first, focus on your brand's story or just tell what problems you solve for your audience.
328. It might be tempting to make videos that only show your product or services but not people. People are important in the video so it's imperative that you put people in and if you are your brand then you need to be in your videos.
329. Nothing is done without looking at the data. When you start your video marketing, remember to monitor the results and focus on engagement over clicks.
330. Ensure that the video content you create is useful to your audience.

Marketing Quotes

331. *"You can't fool all the people, not even most of the time. People, once unfooled, talk about the experience."* -- Seth Godin
332. *"Success in this industry is not in finding the right person, but in becoming the right person."* --Dr. Forrest Shaklee
333. *"Marketing without data is like driving with your eyes closed."* -- Dan Zarrella
334. *"Don't build links. Build Relationships."* – Rand Fishkin
335. *"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself."* – Peter Drucker
336. *"Make your marketing so useful people would pay for it."* – Jay Baer
337. Marketing is an investment, not an expense.
338. *"Stopping advertising to save money is like stopping your watch to save time."* – Henry Ford
339. *"Make it simple. Make it memorable. Make it inviting to look at."* – Leo Burnett
340. *"It's not the best content that wins; it's the best-promoted content."* —Andy Crestodina
341. *"Everything you post on social media impacts your personal brand. How do you want to be known?"* – Lisa Horn
342. When you make promises. Don't just keep them. Exceed them.
343. *"Creative without strategy is called 'art'. Creative with strategy is called 'advertising'."* – SER Media Group
344. *"A brand is no longer what we tell the customer it is – it is what customers tell each other it is."* – Scott Cook
345. "Content is King" – Bill Gates
346. *"Good content always has an objective; it's created with intent. It, therefore, carries triggers to action."* – Ann Handley
347. *"Good marketing makes the company look smart. Great marketing makes the customer feel smart."* – Joe Chernov
348. Sell the problem you solve, not the product.

349. *"Your brand is what other people say about you when you're not in the room."* – Jeff Bezos
350. *"Hire people who create content by nature, not arm-twisting. You don't want content creation to be a chore."* – Mike Volpe
351. *"Don't try and break through the noise... Just engage."* – Pam Moore
352. *"Content marketing is a long-term relationship. It's not a one night stand."* – Unknown
353. *"Adapt to your customers' needs. They expect it."* – Scott Abel
354. *"Marketing without design is lifeless, and design without marketing is mute."* – Von R. Glitschka
355. *"Content is fire, social media is gasoline."* – Jay Baer
356. *"Business has only two functions – Marketing and Innovation."* – Milan Kundera
357. *"Don't try and breath through the noise...Just engage."* – Pam Moore
358. *"No matter what you do, your job is to tell your story."* – Gary Vaynerchuk
359. *"Marketing's job is never done. It's about perpetual motion. We continue to innovate."* – Beth Comstock
360. *"Data beats opinion."* – Google
361. *"You should always have a well-rounded portfolio of ways to get leads."* – Matt Cutts
362. *"People influence people. Nothing influences people more than a recommendation from a trusted friend. A trusted referral influences people more than the best broadcast message. A trusted referral is the Holy Grail of advertising."* – Mark Zuckerberg
363. *"Creating good content is part habit, part education of some fundamental rules, and part giving a damn."* – Ann Handley
364. *"When you enchant people, your goal is not to make money from them or to get them to do what you want, but to fill them with great delight."* – Guy Kawasaki
365. *"Remarkable social media content and great sales copy are pretty much the same – plain spoken words designed to focus on the needs of the reader, listener, or viewer."* – Brian Clark