

Transform Your Business NOW:

Cloud Strategies *Revolution*:

6 Steps to Creating Brand Excitement & Breakthrough Results Online

"An Intervention for Destroying Fear of Social Media & Blogging
and Developing an Action Plan for Staking Your Claim in the Web 2+ Economy."

Session #1:

The Rise of "The Cloud" &
22 Simple Things
You Can Use Today

Who Is I?

M. Scott Schaffernoth

- Certified CRM Consultant, former Microsoft certs
- Founder Internet Marketing Foundation
- Technologist
- Semi frustrated author
- Photographer
- Marketing nerd
- 20 years self employed (*Did I really say that?*)



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CRM Success Plans

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What Makes Me Think I Can Help You?

- Have partnered with more than 100 small business owners to find solutions using tech & the web
- I'm doing what I'm sharing with you – *and getting results...*
- CRMSuccessPlans.com is 1 year old, ranked 796,029 globally, 205,252 in US, with an average of 19 unique page views per visitor
 - And the phone does ring.
- Yes, I'm learning every day



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Rules of Engagement

- Agenda:
 - We will cover content for 50 - 60 minutes
 - Have a 15 - 20 minute networking/phone/personal break
 - Finish out the remainder with content, and discussion / Q&A
- Please feel free to participate – Colleen will keep track of who answers and asks questions, etc.

The person who is the most interactive will be awarded a copy of the Inbound Marketing Journal and Toolkit – for free!

Rules of Engagement

- **Cell phones OFF!**

Not one of us are so important that we cannot be “offline” for an hour.

- We have all made the commitment to be here & benefit from this, so let’s honor that by staying focused. ‘nuff said

- This series of seminars is likely to be different from other programs you may have attended in the past, for the following reasons:

- There are no slide handouts today – *for a good reason which we will share later*. Use your mini-journal we gave you or something you brought. You will note that there are slide #s in the lower right corner of the content slides once we start.

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Rules of Engagement

- Please be sure that you have checked in with Coll, verified that we have a personal email that will get to you – not an Info@ address and have initialed the opt-in because I will be communicating with you in between sessions. Why?
 - I will be assisting you with action items in between each session that we all will be working on.
 - Within the next 72 hours, I will be reaching out to you regarding a private forum/group where we continue the dialog among ourselves with questions, successes, tips we uncover, etc.

Rules of Engagement

- Questions:
I don't mind being interrupted, so if you have a question in the course of the content, give me a signal...
- Do we want to introduce ourselves now, or do it as we move through the content?

A Time for Beginnings...

*Are we all on the same
page?*

/kloʊd/:

Noun – a visible mass of condensed water vapor floating in the atmosphere, *typically* high above the ground

/kloud/:

Noun – a global system of interconnected computer networks that use the standard Internet protocol suite (often called TCP/IP, although not all applications use TCP) to serve billions of users worldwide

What Really is It?

- Apps and resources available via the Web
- Early Days – Cloud v .5:
 - Email
 - Web hosting
 - ..
- Cloud 1.0: “ASPs” in the mid/late ‘90s
 - Basically desktop apps shoveled into a web wrapper
 - Fail

What Really is It?

- Now, Cloud 2.0+...
 - Is It a website or an app?
 - eBay, Amazon
 - Webinars
 - Remote Support
 - CRM
 - Backup
 - Phone Service (VirtualPBX)
 - No doubt this will continue to evolve as people dream up new stuff...

For the Sake of Our Conversation...

- We Will Focus on:
 - Marketing
 - Blogs
 - Social Media
 - Building Community
 - “Content Marketing”
 - Sales and Relationship Building
 - Contact Management/CRM
 - “Mobility” –i.e.- tablets, smartphones

Our Goals...

- “Think outside the box”
- What’s the problem with that?
 - It means you are still in the box.
- Our Aim: Get out and walk around the box.

A Big Part of This:

“80% of success
is showing up.”



-Woody Allen

Our Goals...

- Strategy vs. Tactics...
- Strategy: a plan of action designed to achieve an overall aim
- Tactics: an action planned to achieve a specific end

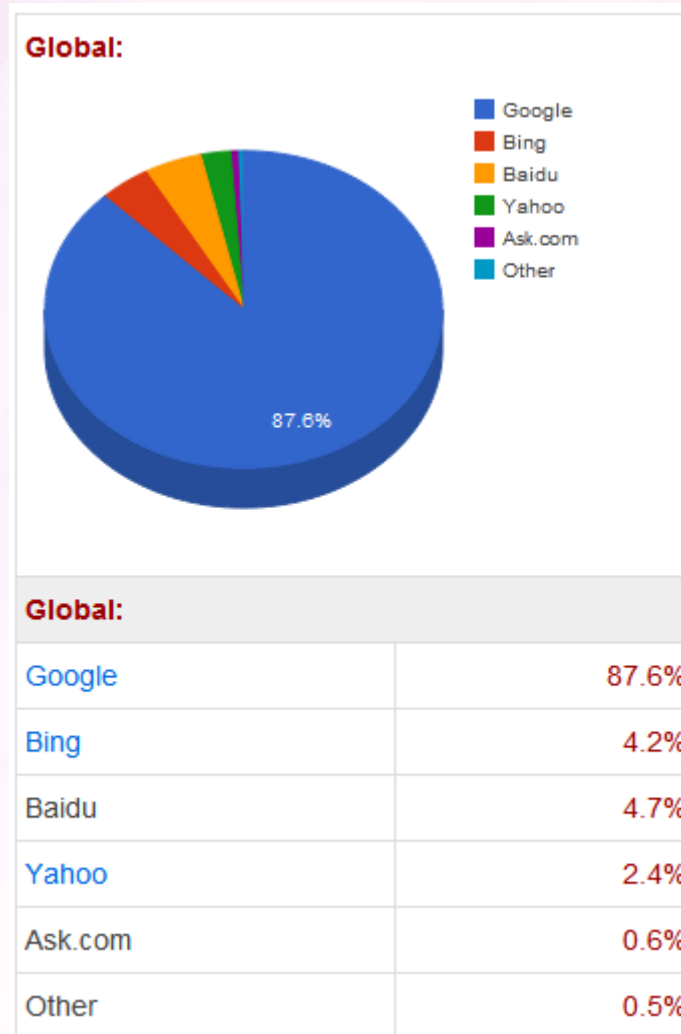
Our Goals...

- On creating results...
- Results =
 - $(2 \times A) \times ((3 \times S) + (1 + T))$
 - Zero Action = Zero Results
 - Zero Strategy = Limited Results
 - Poor/few Tactics = Wasted Strategy and more work (Action)

The Web: Should You Care?

- The # of people on the internet in the US will grow by 3.1% in 2012, to 75.6% of the entire population – 239,000,000
- 88.1% of those folks will browse and research products online this year
- 83.9% of those researchers will make at least 1 online purchase in 2012
- Online shoppers will grow to 184.3 million people
- Online buyers will reach 154.6m, +4.4%

How Is This Research Being Done?



Google: 7 Steps To Being Found

- #1: Have a blog on your primary domain
- 1b: Consider a “keyword” domain
- Provides Google “juice”
- Makes your site more than just “brochure” ware
- Makes it simple to update and add content to your site
- Use WordPress (it’s free by the way!)

Google: 7 Steps To Being Found

- #2: Install Google Analytics on your blog
 - 2b: Select a WordPress theme with support for, or install Google Analyticator if needed
- Monitor – tip: Analytics 360

Google: 7 Steps To Being Found

- #3: Do keyword research – Google keywords tool
 - Look for keyword “phrases” (long tail) with enough traffic, and low competition
 - Keep a log, build an “arsenal”
 - Write content focused on one keyword per article

Google: 7 Steps To Being Found

- #4: Blog Consistently
(I didn't say "constantly" ...)
 - Set an goal of at least 2 to 4 per month
 - In your Inbound Marketing journal, write down ideas for articles
 - Do not leave this to just one person
 - Brainstorm possible guest writers
 - And reach out to them

Google: 7 Steps To Being Found

- #5: Install WordPress SEO by Yoast
- Use it!
 - Focus keyword in URL, title, description...
 - Let's look...

Google: 7 Steps To Being Found

All (91) | Published (77) | Drafts (13) | Private (1)

Bulk Actions Show all dates All SEO Scores 84 items << < 1 of 5 > >>

Title	Author	Categories	Date	Drip	SEO	SEO Title	Meta Desc.	Focus KW
Small Business CRM Solutions, Inbound Marketing and Cloud Strategy	MScott821	My Membership Programs' Homepages	2011/01/01 Published	Copy to FB Page 1 day	●	Small Business CRM, Inbound Marketing and Strategies for The Cloud	Small Business CRM Solutions, Inbound Marketing and Cloud Strategy for Entrepreneurs and Small Companies Using WordPress, Zoho, and Sage ACT! CRM	small business crm
Zoho CRM and Zoho Online Business Applications	MScott821	Business Software Applications, Zoho CRM	2012/06/22 Published	Copy to FB Page 537 days 76w 5d / 17m 27d 17m 3w 6d	●	Zoho CRM and Online Office Apps for Small Business from CRM Success Plans	CRM Success Plans partners with Zoho CRM and Online Office Apps to provide our clients with streamlined small company	Zoho CRM

[min/edit.php](#)

Google: 7 Steps To Being Found

WordPress SEO by Yoast

General | Page Analysis | Advanced | Social

Snippet Preview: [Small Business CRM, Inbound Marketing and Strategies for The Cloud](#)
crmsuccessplans.com/ - Cached
Small Business CRM Solutions, Inbound Marketing and Cloud Strategy for Entrepreneurs and **Small** Companies Using WordPress, Zoho, and Sage ACT! **CRM**

Focus Keyword: Find related keywords

Your focus keyword was found in:
Article Heading: **Yes (1)**
Page title: **Yes (1)**
Page URL: **No**
Content: **Yes (2)**
Meta description: **Yes (1)**

SEO Title: Generate SEO title

Title display in search engines is limited to 70 chars, **4** chars left.
If the SEO Title is empty, the preview shows what the plugin generates based on your [title template](#).

Meta Description: ⋮

The meta description will be limited to 156 chars, **11** chars left.
If the meta description is empty, the preview shows what the plugin generates based on your [meta description template](#).

Google: 7 Steps To Being Found

General Page Analysis Advanced Social

To update this page analysis, save as draft or update and check this tab again.

- The keyword doesn't appear in the first paragraph of the copy, make sure the topic is clear immediately.
- The keyword density is 0.97%, which is a bit low, the keyword was found 3 times.
- The copy scores 31.7 in the [Flesch Reading Ease](#) test, which is considered difficult to read. Try to make shorter sentences, using less difficult words to improve readability.
- The keyword / phrase does not appear in the URL for this page. If you decide to rename the URL be sure to check the old URL 301 redirects to the new one!
- Keyword / keyphrase appears in 1 (out of 6) subheadings in the copy. While not a major ranking factor, this is beneficial.
- The images on this page contain alt tags with the target keyword / phrase.
- This page has 1 outbound link(s).
- The page title contains keyword / phrase, at the beginning which is considered to improve rankings.
- The meta description contains the primary keyword / phrase.
- There are 315 words contained in the body copy, this is greater than the 300 word recommended minimum.
- The page title is more than 40 characters and less than the recommended 70 character limit.
- In the specified meta description, consider: How does it compare to the competition? Could it be made more appealing?

Google: 7 Steps To Being Found

General Page Analysis **Advanced** Social

Meta Robots Index: Default for post type, currently: index ▾

Meta Robots Follow: Follow Nofollow

Meta Robots Advanced:
None
NO ODP
NO YDIR
No Archive

Advanced meta robots settings for this page.

Include in Sitemap: Auto detect ▾
Should this page be in the XML Sitemap at all times, regardless of Robots Meta settings?

Sitemap Priority: Automatic prioritization ▾
The priority given to this page in the XML sitemap.

Canonical URL:
The canonical URL that this page should point to, leave empty to default to permalink. [Cross domain canonical](#) supported too.

301 Redirect:
The URL that this page should redirect to.

Google: 7 Steps To Being Found

- #6: Find Other Blogs in Your Market
- Find 4 or 5 that you like, that you can “live” with and that are leaders
- Comment and work to establish a “relationship” with the readers and the owner
- Goal: Have the site link to an article and perhaps at some point have you write an article for them

Google: 7 Steps To Being Found

- #7: Have Links in Your Articles
 - Link to other relevant posts on your site – 3 to 5 each
 - This makes it easier for your readers to consume more content, but also gives the Google spiders help
 - Link to articles on your “authority” site list

Google: 7 Steps To Being Found

- That wasn't so bad, was it?

Jargon Check...



- SEO = Search Engine Optimization
- Inbound Marketing = marketing techniques that bring the customer to you at their own pace

Should You Hire Out SEO/IM?

- Who has ever hired or worked with an SEO service provider?
- Comments on the process and / or results?

Should You Hire Out SEO?

- 6 Things to consider:
 - Are they more focused on “process” or on strategy?
 - Remember the relationship between “tactics” and “strategy” – balance is key
 - Do they seem to “get” you?
 - Are they making outrageous claims?
 - “We guarantee you will be in the top 3 on Google for “Weight Loss System”

Should You Hire Out SEO?

- 6 Things to consider:
 - How much are you willing to spend?
 - Too little is a waste.
 - You will still end up with a significant time investment
 - A big part of any Inbound Marketing effort = content, you need to create it, they cannot
 - Get references from similar companies
 - B2B = B2B

Should You Hire Out SEO?

- **Additional Thoughts**
 - You know your company and your customers better than anyone, so if you do work with outside help, don't expect – or desire – that they will just go off and “do what they do”.
 - We're all much more familiar with using the web than we were 15 years ago.
 - The search engines are much more “human” than they used to be.

Why It's Time to Love Your Blog

- Google can't rank you if there is nothing to rank.
- Social media followers have nowhere to go if you don't have a blog.
- Prospective customers can't get to know you.
- They will get to know your competitors.

Why It's Time to Love Your Blog

- Complex products /
- services benefit
- from a quality blog
- more than
- “simple”
- transactional /
- impulse buys.



9 Reasons A Blog is Better Than A Goldfish...

- #9: A blog is easier to update than a traditional, HTML based site. (saves you \$\$)
- #8: A blog offers a better user experience than the old days of “brochure-ware” sites.

9 Reasons A Blog is Better Than A Goldfish...

- #7: A blog can act as a customer service resource.
- #6: A blog makes SEO much easier.
- #5: A blog can help to significantly shorten your sales cycle. (Sales Lion)

9 Reasons A Blog is Better Than A Goldfish...

- #4: You can sell “stuff” right from your blog.
- #3: Well written, valuable articles establish you as an expert / thought leader.

9 Reasons A Blog is Better Than A Goldfish...

- #2: Blogs allow you to receive feedback from customers and to respond.
- #1: Goldfish always die but a blog lives on and on, providing you all of these benefits for years to come.

9 Reasons A Blog is Better Than A Goldfish...

- Who has a blog already?
- Comments on results and / or what you do?



Intermission

Social Media

- Anyone want to share their definition of social media?
- Who has an active social media presence for their business?
- What site(s) do you use and like?
- What kind of results are you getting?

Social Media

- M. Scott's thoughts on Social Media:
- 1) Yes, you need to do it, but focus:
 - LinkedIn
 - Facebook
 - Twitter
 - YouTube (if you like making video)
 - Stumble Upon
 - Pinterest
 - *You can do more, but these are your core*

Social Media

- M. Scott's thoughts on Social Media:
- 2) Complete the profiles for the sites that have profiles – add a picture of yourself, good graphic on FB Fan Page, etc.

Social Media

- A thought on profile pictures...



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Social Media

- M. Scott's thoughts on Social Media:
- 3) First and foremost, using social media sites for business is about 1 thing: Getting people to your blog.
- If you do not have a lot of time, or don't care to be a "fully engaged" user, and I don't believe you have to be, use the sites as a "curator". You share content – mostly from other sources – that are relevant to your "ideal client", and sprinkle in links to your articles from time to time.

Social Media

- Pop Quiz:
- How many people come back to your business fan page after they like you?
 - 96%-99% of “fans” NEVER come back
- What percentage of your fans actually are shown your fan page updates?
 - 7.5%
- What site drives the most social media referrals (hint: it ain't Facebook)
 - StumbleUpon drives 50% of all SM referrals

Who Is Your Ideal Customer?

- An “Ideal Customer” is not a demographic...
 - A demographic is:
 - White professional female
 - age 37-55
 - who lives within 40 mile radius of my store
 - An “Ideal Customer” is someone that is:
 - “Excited about growth / learning / <fill in the blank>”
 - “Someone who values my service/products and willingly pay for it/them.”
 - “A person who values being “green”.”

Who Is Your Ideal Customer?

- You want to “get inside the head” of your ideals.
 - Ask:
What kind of self talk/inner dialog?
 - “I want to make change, but I do not know where to begin.”
 - “How can I be sure that I am getting the best quality?”
 - Ponder upon why they need you and how they talk about it to themselves.

Who Is Your Ideal Customer?

- Potential headline messaging:
 - Do You Want / Wish...?
 - Are You Ready For...?
 - Do You Long For...?
 - Have You Thought Lately...?
 - What Would Happen If...?
 - What Will You Do When...?

Traffic Comes From...

- Google Searches –
supply relevant articles using researched keywords
- Communities –
be an active member in places where your “ideals” hang out, optimally choose forums where you can have a signature that allows links
- Whitepapers/Report/Articles/eBooks –
write compelling content with keywords that work for you and sprinkle links to your blog throughout the content and in the footer (this can help some with backlinks, a little)

Traffic Sources

- Blog comments –
again, as in communities, offer insightful comments on blogs that are in a market similar to yours or that speaks to the same audience. Over time you hopefully will build rapport with the blog owner and you may have an opportunity to do a guest article, this will funnel traffic to your blog. (it too can help with the authority of your site if the other blog is higher up the ladder than you)
- Your email signature line. Put links in it!
(Best of all to your offers.)
- Social Media sites

The Inbound Marketing System

- You want to approach your Inbound Marketing efforts as a system:
 - >>>>Each piece of the system has a specific job.
 - >>>>Always be clear on exactly why you are doing something, and then work to that end.
- 1) Traffic sources: Get your targets to your blog.

The Inbound Marketing System

- 2) Your blog: Overall goal – to convert visitors into customers.
 - Blog “Modules”:
 - Quality articles: Get the visitor to get to know you, get more comfortable with you.
 - Special offers: Incentivize visitors to give you their email addresses so you can continue the conversation even when they are not on the blog
 - Opt-ins: You are nudging them along to build trust and consume more of your stuff.

The Inbound Marketing System

- 2) Your blog: Overall goal – to convert visitors into customers.
 - Blog “Modules”:
 - The “little” item: the inexpensive buy that transitions them from consuming free stuff to paid stuff.
 - Worksheets, checklists, etc.
 - Tutorial Video
 - ??? (Remember, we are out of the box...)
 - Phone Number, email address, etc.

The Inbound Marketing System

- 3) Autoresponder: Keep yourself in the forefront via email updates
 - Blog updates
 - A series of informative articles / ecourse
 - <..>
- What should be the action that this email (series) causes the recipient to do?
- Always be thinking about how the “gear” in your system is moving the target toward being a customer.

Q & A

/

Open Discussion

