

IMG

Internet Marketing Guide

Marketing Advice For Local Businesses

**GET MORE
CUSTOMERS
AND NETWORK
USING **Linked** **

**HOW TO GENERATE
A MASSIVE FLOW
OF TRAFFIC AND
VISITORS TO YOUR
WEBSITE USING
BLOGS**

BUILD YOUR ONLINE BRAND

A Complete 4 step
online branding
strategy for your
business



**HOW ADDING
Pinterest
TO YOUR DIGITAL
MARKETING STRATEGY
CAN IMPROVE YOUR
BUSINESS**

IMG

Internet Marketing Guide

Should you take your traditional business online? If you have yet to take the plunge to take your business online our 9 reason why you should, just might persuade you.

We also discuss a very effective way to get even more customers to your website using a very effective marketing strategy – business blogging. Once business owners see how powerful it is and realise the benefits for their brand they are hooked.

Getting visitors to your site is one thing but getting them to come back and buy from you again is something else.

We reveal some excellent ways to encourage customer loyalty and keep them coming back.

If you have any comments about this issue or would like us to help you with your Internet marketing campaign please don't hesitate to contact us.

Regards
Editor.

The IMG is brought to you
www.NittyGrittyBusiness.com

Contact us today to find out how we can help drive more traffic to your business. Visit our website, or click on any of the Social Media links

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Our Services

- On-Line Marketing Audit
- SEM
- SEO
- Social Media Management
- Reputation Marketing
- eMail Marketing
- Website Optimisation
- Online campaign management.

The Internet has changed marketing forever. In this issue we reveal ways that you can increase your sales using proven online marketing strategies.



About Us

IMG is a publication produced by **Nitty Gritty Business** to assist our current and future clients to get the most out of on-line marketing.

Each month we source relevant information that will educate our readers on what is happening in the on-line space.

The purpose of IMG is to get you thinking about what you need to do to attract more clients by learning from the examples illustrated and from the content of the articles.

We cover topics from social media to website creation and most things in between.

Our Company

Nitty Gritty Business specialises in assisting local small business owners and SMEs promote their business on-line using the latest techniques.

We offer on-line marketing services including Social Media Management, Search Engine Optimisation, Video Marketing, eMail marketing and Website optimisation to name just a few.



Get more customers and network on



On the 13th June 2016, it was announced that Microsoft was buying the professional social network, LinkedIn, for \$26.2 billion. By doing so, it gave Microsoft immediate access to more than 433 million members. It turns out that Microsoft weren't the only ones trying to buy it. Other bidders included Facebook and Google who both saw the power of LinkedIn.

LinkedIn is the Internet's central hub for professionals and businesses to connect and market their brand, expertise, and skills to the world.

With powerful networking tools and company profiles, it is a great resource to help build your business, both through your personal profile and company page.

LinkedIn is a platform where people make connections with those in similar industries. It is also where people network, partner up, and look for ways to boost their business.

If you own a business that focuses on helping others in business, this is the perfect social spot for you and you can generate a lot of great, highly targeted traffic using it... if you use it in the right way.

GETTING STARTED WITH LINKEDIN

The first thing you should do if you haven't already is sign up for a profile on LinkedIn. If you want to get noticed on LinkedIn and get some good traffic out of it, then you need to spend time creating a professional looking profile.

The good news is that LinkedIn makes it easy by walking you through everything you need to do to set up a great profile. They'll tell you how complete it is and how it can be improved.

You'll need to include your work history, including your current work and business history. You'll list your skills. You'll describe yourself and your profession.

Always put a profile picture up. You can also link to your website and your other social media accounts.

As mentioned, LinkedIn guide you through the whole process but it is important not get lazy with this— fill it out completely and make sure it's really appealing to people in your niche.

MAKING CONNECTIONS ON LINKEDIN

LinkedIn is unique because you can pretty much get traffic immediately. LinkedIn can help you make connections with people you already know, right away.

The purpose of LinkedIn is to make connections. It's all about networking, meeting up with current connections, and making new connections.

They'll help you find people you went to school with, people you've worked with in the past, and people who you might know. They'll help you make connections with your connections' connections.

Once you're connected with new people, it's likely that they'll check you out... just as you'll check them out.

Your connections will also build over time. You'll be surprised as to how many connection requests you'll get organically. People will see who you're connected with and, if your profile is impressive enough, they'll want to connect with you as well.

BE INTERACTIVE ON LINKEDIN

There are some excellent interactive features that are part of LinkedIn. For example, you can vote on different skills that you feel represent the skills of your connections. In turn, they can vote on skills they feel represent you.

Those skills show up on your profile— as endorsements. This can be really impressive to people who visit your page wanting to learn more about you— it's social proof and will encourage people to purchase from you or use your services.

You can also leave reviews of others right on their profiles and they can leave reviews for you. Again, this acts as social proof for others wanting to learn more about you, buy from you, or hire you. It's a fantastic way for people to feel confident that you're a connection they want to make and someone they want to spend time on.

You can also update your status on LinkedIn, like you can with other social sites. It really pays off to made updates and comment on the updates of others. It keeps you interacting on the site.

The more interactive you are on LinkedIn, the more connections you'll make, the more social proof you'll have, and the more you'll get out of using LinkedIn as sort of a fantastic virtual business card and lead generator.

INTERACTING IN LINKEDIN GROUPS

It can also really pay off for you to interact in groups on LinkedIn. In fact, LinkedIn groups just might be the "best kept secret" of effectively using the site to get more traffic and grow your business.



"Have access to the best contacts in your industry"

"Use LinkedIn to make valuable connections with fellow professionals and new contacts around the world"



There are tons of great, highly active groups on LinkedIn. These groups are available on a variety of topics. Go ahead and search for the 'groups' area on LinkedIn so you can get a sense of what's available.

If you're in the business-to-business niches especially, you're bound to find several fantastic options. It goes beyond B2B as well. Simply type in different keywords and look through all the categories to see what's there.

Join and interact on the groups that are related to your business. Joining groups is a great way to get your name and business out there.

You can join and ask and answer questions. You're an authority on your topic, so helping to answer the questions of others and being a constantly present figure of authority in your niche is good for business.

You can also create your own group. Try creating a group on a topic that's proven to be really popular on LinkedIn, but put your own spin on it.

By creating your own group, you'll instantly become a leader who others look up to. Once again, that does great things for your visibility and brand.

USING YOUR LINKEDIN PRESENCE TO GROW YOUR TRAFFIC

When you really look at it, this isn't that complicated of a strategy at all.

Simply create a great profile and start making connections. Interact with people, give updates, endorse people, review people, and ask for and receive the same in return. Every day, do a little bit on LinkedIn to grow your presence.

Join and start LinkedIn groups. Be helpful and present. Be the sort of person people in your niche will really look up to and want to follow.

Make sure your profile is up to date and that it points to your website... where you should have an opt-in form. After all, if you're going to use LinkedIn to generate traffic, then it's a good idea to make sure people who click

over to visit your website out of curiosity have the chance to easily join your list.

When you make status updates, keep people up to date about the projects you're involved in. Basically, make updates and be present. Get people excited about what you're doing and offering. Make it known that you're an authority who can really help them.

You don't want to be constantly funneling people off of LinkedIn and onto your site because you don't want to spam this social site or any other.

But it's absolutely fine to link to your website. It's also a great place to showcase your successes and the things you do differently from other companies.

Show people that you have something amazing to offer and they'll naturally want to check you out. It doesn't hurt to incentivize them and drive them to an opt-in form so they'll join your list—making them your traffic, for good.

NETWORK LIKE CLOCKWORK ...WITH A LITTLE HELP

Like all social media platforms, LinkedIn is easy to use, but it does take time and commitment.

We work with a number of local businesses, who like you, can see the amazing opportunities of being involved on social media but just don't have the time to devote to maintaining a professional social media online presence.

If that sounds like you and your business, please contact us today to discover how we can help your business online.

03 8899 7575



Stay connected with LinkedIn...it is the Internet's central hub for professionals and businesses to connect and market their brand, expertise and skills around the world."

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Branding is so much more than just having a snappy logo or flashy website. Good branding increases the value of a company, provides employees with direction and motivation, and makes acquiring new customers easier.

Because it is so easy to get lost in a sea of competition, branding is essential on the Internet. Nowadays more than ever before, being a successful online business owner is about making sure that your company name, identity, brand and even your personal brand, if you want to make it part of the attraction of doing business with you, can be found in every nook and cranny on the Internet.

A brand heightens customer's perception of a company's customer service, reputation, advertising, and logo. When all

of these parts of the business are working well, the overall brand tends to be healthy. On the flip side, we all probably know a company that offers excellent products or services, but has a damaged brand because it has poor customer service.

A Successful Strategy For Online Branding

In order to brand yourself and your online company it is important to get your name out there on the Internet. You can easily do this by helping people, differentiating yourself from the competition, and spreading your name far and wide via social media and online marketing.

A hand is shown holding a sphere that is covered in various brand-related terms. The word 'BRAND' is the most prominent, written in large, bold, green capital letters across the center of the sphere. Surrounding it are numerous other terms in smaller, black, sans-serif fonts, including 'marketing', 'identity', 'logo', 'branding', 'advertising', 'name', 'symbol', 'strategy', 'design', 'term', 'consumers', 'products', 'awareness', 'font', 'color', 'slogan', 'tagline', 'visual', 'verbal', 'distinctive', 'recognizable', 'consistent', 'valuable', 'loyal', 'repeat', 'purchase', 'positive', 'emotional', 'functional', 'beneficial', 'trustworthy', 'reliable', 'credible', 'authoritative', 'expert', 'innovative', 'cutting-edge', 'trendy', 'fashionable', 'stylish', 'elegant', 'sophisticated', 'refined', 'luxurious', 'exclusive', 'premium', 'high-quality', 'superior', 'best-in-class', 'market leader', 'industry standard', 'benchmark', 'gold standard', 'award-winning', 'critically acclaimed', 'best-selling', 'most popular', 'most trusted', 'most respected', 'most admired', 'most loved', 'most desired', 'most sought-after', 'most coveted', 'most prestigious', 'most exclusive', 'most elite', 'most exclusive', 'most elite', 'most prestigious', 'most coveted', 'most sought-after', 'most desired', 'most loved', 'most admired', 'most respected', 'most trusted', 'most popular', 'best-selling', 'award-winning', 'critically acclaimed', 'industry standard', 'gold standard', 'benchmark', 'market leader', 'superior', 'high-quality', 'luxurious', 'sophisticated', 'elegant', 'stylish', 'fashionable', 'trendy', 'cutting-edge', 'innovative', 'authoritative', 'expert', 'trustworthy', 'reliable', 'beneficial', 'functional', 'emotional', 'valuable', 'loyal', 'repeat', 'purchase', 'positive', 'distinctive', 'recognizable', 'consistent', 'valuable', 'loyal', 'repeat', 'purchase', 'positive', 'distinctive', 'recognizable', 'consistent'. The sphere is held by a hand, and the background is white.

"Build your brand identity online"

Do you have a clear idea why people should pay attention to you and your company?

If not, you need to figure out what it is about your business that sets you apart from everyone else. This stage is vital as it is how you build your brand, get more sales, and really succeed online. There's a lot of competition out there, so there has to be a reason people will be turning to you.

Consider what is so special about you and your brand. What do you bring to the table that no one else can? Remember, it might be something about you, your approach, your methods, and so on. You have to figure out what you have to offer that no one else does.

Very few people follow copycats. People follow others that are innovative and bring something unique to the table.

Have a Unique Selling Proposition

This is key to branding yourself online because if you just blend in with the crowd, there's no reason for people to pay any attention to you and to join your list.

You have to show them that you are the best at something. This can make you a little bit uncomfortable if it's not something you're used to. But when you keep in mind that your main goal is to help people, and that you can provide something that no one else can, it gets a little bit easier to brand yourself and to push your USP.

Once you figure out what sets you apart, you then have to tell everybody by including it in all your marketing materials. Consider the slogans and the USPs of the companies and the people you admire and why they appeal to you and see how you can emulate it in your business.

Take your time and do some brainstorming. Once you figure out your unique selling proposition, it becomes so much easier to make headway in this business. You can use your USP when trying to attract an audience, trying to get people to join your list, and when making sales.

Don't give up before you figure out your USP. Absolutely every person in every business has a USP or can easily develop one. You need to have knowledge of your marketplace and your niche, what people need and want, and what you bring to the table. Figure this out and make sure you have it firmly in your mind because it will guide you with everything you do in your business.

Action Steps for Branding Yourself:

This is not a comprehensive list, as you'll need to figure out what works best for you in your niche. Keep in mind that your brand is how people perceive you and why they choose you. Stay consistent and be sure to set yourself apart. Below are some specific things you can do to start to brand yourself.

1. SETTING UP YOUR BLOG

It is a good idea to set up a blog as part of your branding. Your blog will be your hub for everything you do online. You are going to use it to draw an audience, rank in Google, get people to sign up for your list, and connect to your social media accounts. You are going to provide a lot of value on your blog and inform and help people. You are going to interact with the people in your niche on your blog.



There are so many blog-building options out there, but feel free to contact us for advice. Often, depending on the business model, it could be totally fine to set up a free blog, such as what you'd find on blogger.com.

However, because you are working on building a real business it is recommended that you make a small investment in securing a professional domain name and website that brands you.

Once you have your domain name and hosting, it's time to set up a blog. A platform like WordPress is very easy to work with and there are many themes and plug-ins available to change the look and functionality of the blog. WordPress is extremely flexible and is sure to stand the test of time.

On your blog, you'll have a couple of different purposes. You will create pages that stay static on your blog. You need an "about me" page, a contact page, a squeeze page, and other pages. Take a look at the most popular blogs in your niche and figure out which static pages you would like to include on your own.

These static pages really help to build your brand. People will be able to find out more about you, join your list, contact you, and more. These are the pages that you would typically find on a standard website that people come to expect to see (and so do the search engines).

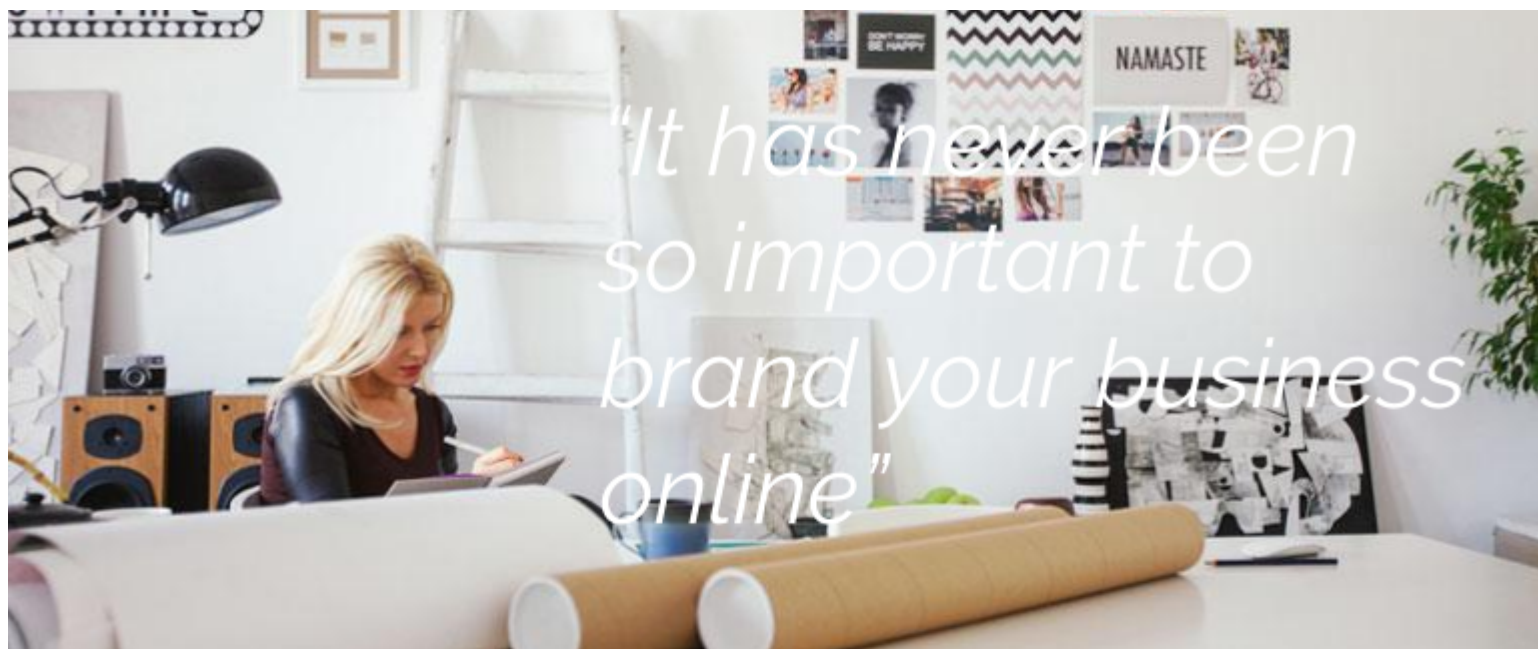
However, you want your blog to be so much more. You also want to include frequent, fantastic blog posts that help to establish you as an expert. These blog posts can help you keep up with trends, set the tone for your brand, inform people, help people, entertain people, and more. I highly suggest that you have a mixture of posts. Make sure that the posts are high quality so others want to link to them and Google wants to share them.

As part of branding yourself and becoming successful online, you are going to get a lot of content out there all over the web. This can start with your blog, which serves a variety of purposes. Make it clear what your blog is about and why people should subscribe to it and visit it often.

It is highly recommend that you write a few posts every week, or at least enough to keep people entertained and coming back for more. The more content you have out there, the more chances people have to find you.

"To stand out from the crowd, you need to brand yourself and your company"





Essentially, you want people to get caught in your spider web of content and your presence everywhere on the web. People should find you on relevant Google searches related to your niche. They should know that if they hang out on your blog they can interact with you, learn a lot, be informed, and be entertained. Interacting with the people in your niche is one of the best ways to brand yourself and to become successful. Remember... people buy from those they know, like, and trust. This is the foundation of making sure that happens.

Eventually, your blog is going to be an excellent traffic generation tool. But your main goal, of course, is to get people to join your mailing list.

Add a squeeze page to your blog and give people something extremely valuable for free. You can drive social media traffic, article traffic, and paid traffic to the squeeze page – including a combination of all of the above.

In addition, put an opt-in form on the sidebar of your blog so it shows up on every page. You can also include an opt-in form at the bottom of each post you make. Ideally, your blog will eventually be a 24/7 lead generation tool.

Building a successful blog is an ongoing process. It can take a little while for your blog to take off. But then, the effects are massive over time.

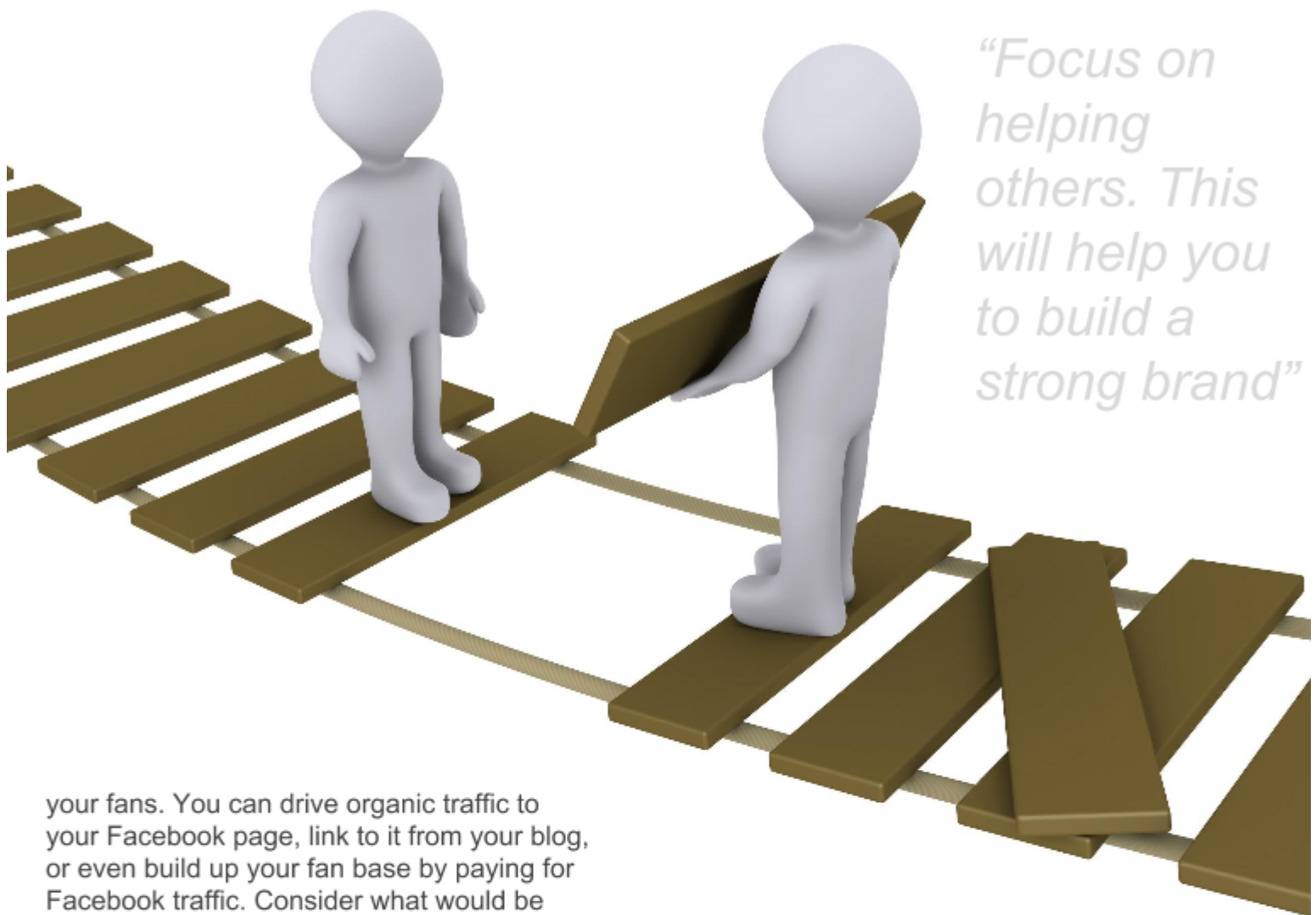
Check out your favorite blogs within your niche to figure out how you can use your blog to brand yourself and really build a successful and profitable business over time.

2. SET UP YOUR SOCIAL MEDIA ACCOUNTS

These days, your business absolutely needs to be present on social media. Companies both large and small are on Facebook, Instagram, Twitter, Pinterest, and more. Remember to brand yourself consistently. Your goal is to be present everywhere the people of your niche are present. You are going to link between your blog and your social media accounts, and vice versa.

Which social media accounts you should sign up for really depend on your niche. At minimum, links to Facebook should be on your blog or website. Twitter is a standard as well– there's no doubt people from your niche have Twitter accounts they are active in using. Take a look at where the already successful people in your niche hang out on social media and what appears to be the most active.

Ideally, you should consider creating a Facebook page or a Facebook group as well. A Facebook page is different from your typical profile. A Facebook page is designed to help you promote your business and connect with



“Focus on helping others. This will help you to build a strong brand”

your fans. You can drive organic traffic to your Facebook page, link to it from your blog, or even build up your fan base by paying for Facebook traffic. Consider what would be best for your niche and your audience.

Each social media platform has its own style. Pinterest and Instagram are heavily focused on images, graphics, and pictures. Many companies and individuals are using Instagram to show people the personal side of their lives. They often use their phone to take pictures of what they're doing and what's going on around them to help build their brand to connect with their audience.

Pinterest is a great way to share images from your blog and of what interests you around the web. It can be quite addictive. It can also be an excellent way to connect with your audience, grow your brand, and get more traffic. It does help to pay attention to what successful Pinterest users are doing

These days, you also want to set up a Google Plus account. Google+ is essential for hosting your own YouTube channel and Google Hangouts. Google Plus is excellent because it allows you to claim authorship of what you write for Google search results, and take advantage of all the traffic YouTube can bring.

You can also really connect with your audience and ramp up your rankings with Google Hangouts. Again, follow in the footsteps of those who are successfully using these social media platforms so you can brainstorm ideas for how you can use them yourself.

If you are a business-to-business company, you should also take a look at LinkedIn. People

often use LinkedIn as a way to research professionals and experts in a niche. Join LinkedIn and list your credentials. It's a great way to gather social proof since people can endorse you for skills and leave reviews about you and your business— this is huge since LinkedIn holds a lot of weight in the search engines. LinkedIn also has groups where you can answer people's questions and really cement in people's minds that you are an expert.

3. NETWORKING IS PART OF BRANDING

As part of branding yourself, you are going to try to be everywhere you can be on the web. You are going to be interacting with people in your niche as well as other marketers and businesses in your niche.

It's your goal to get in the "in" crowd. You want to be everywhere your prospects are and you want to be associated with the most popular products, services, and people in your niche.

The way you do that is by putting yourself out there. Sometimes, it can be a little bit intimidating to interact with other people on social media and on forums. But, you just have to go for it.

Look for ways you can help others. If someone asks a question on a forum and you know the answer, go ahead and answer them. The more you help people and provide value to people in your niche, the more likely you are to successfully build your brand and get people to pay attention to you.

You can also network on your blog as well as on other people's blogs. You can write guest posts for already successful blogs to network and leverage the traffic that blog is getting. You can also comment on blogs and really join in the conversation of the niche. Being active on other people's blogs is a great way to network and get your name out there even though you may be brand-new and really just starting to brand yourself.

4. TARGETED TRAFFIC IS PART OF BRANDING

Networking, driving traffic, and leveraging assets of others is a big part of building your brand.

It can be really helpful to make a list of all the different ways you can network and get to know people in your niche. How can you get your name out there and really set yourself apart? Figure this out, and you'll be able to build your brand faster and more successfully than you ever thought possible.

Tying All the Pieces Together

This whole process ties really nicely together. Building a true brand that speaks for who you are and what the people of your niche need and want is definitely the way to go. Your brand is going to stand the test of time. Your name is going to become synonymous with your niche. Build your brand mindfully, and you will succeed.

Need Help Building Your Brand?

If you recognize the need to build your brand but find the whole process daunting or time consuming, please contact us.

We are experienced Internet Marketers and have helped many businesses just like yours.

Give us a call and discover how we can help turn your business into a profitable brand online.

03 8899 7575



Blogging is one of the most valuable and effective tools that businesses have to engage with their customers. If your business doesn't have a blog, now is the time to get started or your online business will get left behind.

Blogs are perfect for small businesses as they are a fantastic way to generate traffic and rank in the search engines. Blogs are consistently updated and are very relevant and fresh. This is essential when you're talking about ranking in the search engines and getting people to come back to your blog time and time again.

If you aren't yet blogging, it's time to get started. It doesn't matter what your business is or what you're marketing, it's beneficial to everyone. You can use something like WordPress on your hosting account, which is easy to use and free. Or, you can use a hosted Blogger.com blog.

The secret is to make a plan to stay consistent with your blogging and write content people will want to share so you can become a well-branded leader in your niche.

Why Your Business Needs A Blog

If you already have a website, you might be wondering why your business needs a blog to drive traffic. Consider the top websites in your niche. The chances are good that the top websites ARE blogs or that they include a blog. It doesn't matter whether you run an online or offline business – you need a blog.

You need a blog because it's the best way to get a lot of easily ranked content out there. Blogs are easy to work with and much easier to keep fresh than a static website is.

Creating some pillar content on your blog should ideally be one of your first steps. Pillar content is content that's absolutely incredible, useful, and evergreen. People love to share content like this because it helps them and impresses them. It will cement your role as someone to watch and visit time and time again.

It is important to create content that gets people talking and gets people coming to you for advice and opinions.

To be successful your blog needs to become a hub of activity. You can do this by linking to your blog on social media and vice versa. Encourage people to comment on your blog, and you do the same on theirs.

Another recommendation is to accept guest posts and guest post on other people's blogs. All of these things will work together to help you generate a ton of traffic no matter what kind of business you are in.

Coming Up With Fresh Ideas For Your Blog

Whether you've been blogging for a long time or not, you might be intimidated by the thought of having to come up with a constant flow of ideas for blog posts. If you're used to running a static website, you most likely don't write new content very frequently. With a blog, you'll be adding new content a few times a week, if not every day.

The more content you have on your blog, the more keywords you'll rank for in the search engines. The more blog posts you have out there, the more chances you have of really getting something to take off in a viral fashion, to be shared all around the web. That means you need to become prolific.

Whether you write your content yourself or hire someone to do it, you should be blogging consistently. Your goal is to get people addicted to your content. They should want to visit your blog time and time again, subscribe to it, receive links to it via social media and from your email list, and more.



"Blogging is one of the most valuable and effective marketing tools for your business"

"For blog post inspiration, follow our tips for blog content ideas"



If people are addicted to your content and your brand, you'll never have traffic problems again. But, it all starts with your content. That means you need to have good ideas for your content.

So what are you going to write about? Here are some tips for inspiration:

Examine Your Competition and Blogs Within Your Niche

First, you might consider what your competitors are blogging about. Are there certain topics that are really "hot?" Consider putting your own spin and opinions on those topics. Is there something you disagree with? Link to that blog or opinion piece and write a responsive post with your own opinion.

Visit Discussion Forums

Discussion forums are fantastic for generating ideas for blog posts. Find a very popular forum in your niche. Then, sort the forum posts by the most viewed or the most commented on. Focus on things that really get people's emotions going – that's often great fodder for blog posts.

Books on Amazon

Browse Amazon to see if there are any books closely related to your niche. If there are, use the "look inside" feature to view their table of contents. This table of contents contains a ton of great, highly related topics that can spark some great ideas for you.

Reviews on Amazon

For each of the books you found, take a look at the reviews. Note the lower starred reviews – what do people feel was left out? For the reviews on the whole, what did people get really emotional about?

Set Alerts for Your Topic

Set Google Alerts for keywords related to your topic. That way, you'll be notified whenever there's a new news article, blog post, press release, or something else related to your niche.

Use Adwords To Spark Ideas

Do a Google search for keywords related to your niche. Take a look at the Adwords ads that show up on the right hand side of the search results. What are the ads focused on? Which titles did they use?

You can learn a lot from the way they wrote their ads and what they focused on to get people to click on them. This is great fodder for coming up with ideas for things to blog about, the style of headline or title you might use, and more. Even as a blogger, you're in the business of copywriting and persuasion.

Keep a Notebook for Inspiration

There are countless ways to come up with new ideas for your blog posts. The more you do it, the easier it will become, the more you'll write, and the more traffic you'll get. I suggest you keep a notebook full of ideas so you're never at a loss.

Why is it important to come up with a ton of ideas for new blog posts? Because this is the best way to get a lot of search engine traffic. By following this advice you are going to write phenomenal blog posts that truly take away any worries you'll ever have about getting traffic.

Be Relevant

It's so important not only to be relevant, but also to stay relevant, if you want people to visit your blog regularly. It doesn't matter which industry you're in, you have to take the right steps to become a thought leader. That means keeping up with what other people are blogging about. Visit their blogs to check out those hot topics. Be active in relevant forums – both free forums and paid forums. See what the hot topics are in social media and use sites like Facebook and Twitter to drive traffic to your blog.

It's important to keep your finger on the pulse of what is happening in your industry. Then, you have to share your thoughts and opinions on what is happening via your blog.

You don't want to just be a follower; you want to be a leader. You should know what's happening before most people in your niche know that it's happening. Google Alerts and services like that can really help you keep on top of things as well. Write up to the minute, relevant blog posts so that people get into the habit of visiting your site because they know you'll have the news first.

"Link to other blogs to reach a wider audience and get new customers"



Linking Out To Others' Blogs

Doing things that will get the notice of other bloggers in your industry is important. One of those things is linking out to their blogs.

Bloggers are notified when someone links to them.

This can get you on their radar, even if you've never had any other interaction with them. If you write a complementary article or some kind of response to something they have written, you just might get a link back, a comment on your post, or just the initial seed that has been planted.

Also, try to think of posts you can write that will feature other bloggers. You can make 'best of' lists. You can formulate responses to really popular posts out there. You can link out to posts that agree or disagree with the point you have made. There are so many different ways you can feature other bloggers.

Not only will the bloggers take notice, but there is also something to be said for name association. By writing in an intelligent way about these bloggers, their blog, or a blog post they have written, you are linking yourself to them. You are putting yourself on their level, in the eyes of your readers.

In addition to people taking notice, Google will take notice as well. While we don't know the extent to which this works, linking out to sites of authority can help your rankings. Just as people will associate you with established bloggers, so will Google. When you're talking about traffic, you need to think about both your readers and Google and other search engines. Linking out to blogs of authority falls right in line with that.

Bloggging for Success (and Web Domination)

"Blogs are perfect for small businesses as they are a fantastic way to generate traffic and rank in the search engines."

Bloggging is a wonderful way to drive traffic. It doesn't matter whether you already have a static website or not. It doesn't matter whether your business is mostly online or offline; bloggging should be an essential part of it.

As a blogger, it's your role to add unique insight into your niche. You need to put out quality content on a frequent basis so you can grow an audience. Google loves this fresh, up-to-date content, and so do your readers.

You should also be networking with other bloggers in your industry. Interview them, emulate them, and put a new spin on old ideas. Become a part of the community and contribute whenever you can. You should be giving to the community of bloggers and readers whenever you can. You'll naturally get out of it what you put into it. Getting traffic through bloggging is mostly about the content and the relationships.

Give Your Business The Competitive Edge

There is no denying that having a blog is good news for your business. It takes time and commitment to maintain and update a blog but the rewards are huge, as you will get more traffic and ultimately more customers.

As a business owner, you may find that you don't have the time to maintain a blog yourself. The good news is that you don't have to. Our experience means that we know how to set up and run a very successful blog on your behalf. Contact us today and see for yourself just how much traffic and customers we can send to your site.



Thousands of businesses, including the biggest and most profitable companies in the world, already use Pinterest as a place to showcase their brand to a vast and growing audience.

It's popularity has sky -rocketed and is an excellent place to build your brand.

What is Pinterest?

Pinterest combines some of the best parts of Twitter, Facebook, and Instagram.

It is a virtual online pinboard. More specifically it allows anybody to create and organize virtual pinboards on almost any topic, then share these pins (which are most images, but can also be in video form) to other Pinterest users via websites, blogs and other social media platforms.

Pins can either be uploaded directly from a user's computer, tablet or mobile device, or lifted from another person's website, hopefully yours.

When you visit the site you will see that people share all kinds of images, pictures, memes, and more. People share inspirational images, fashion, travel photos, and everything else visual.

Users "pin" images that appeal to them and organize them into different boards. You can follow others' boards and re-pin others' images.

As a business owner, you hope that people "like" and re-pin your images. That means sharing great things that people will want to put on their own boards.

Pinterest is a great, visual social pin board. It's also highly addictive. If you spend any length of time there at all, you just might find yourself getting sucked in. That's why it's so important that you enter with a real game plan for using it successfully in your business.

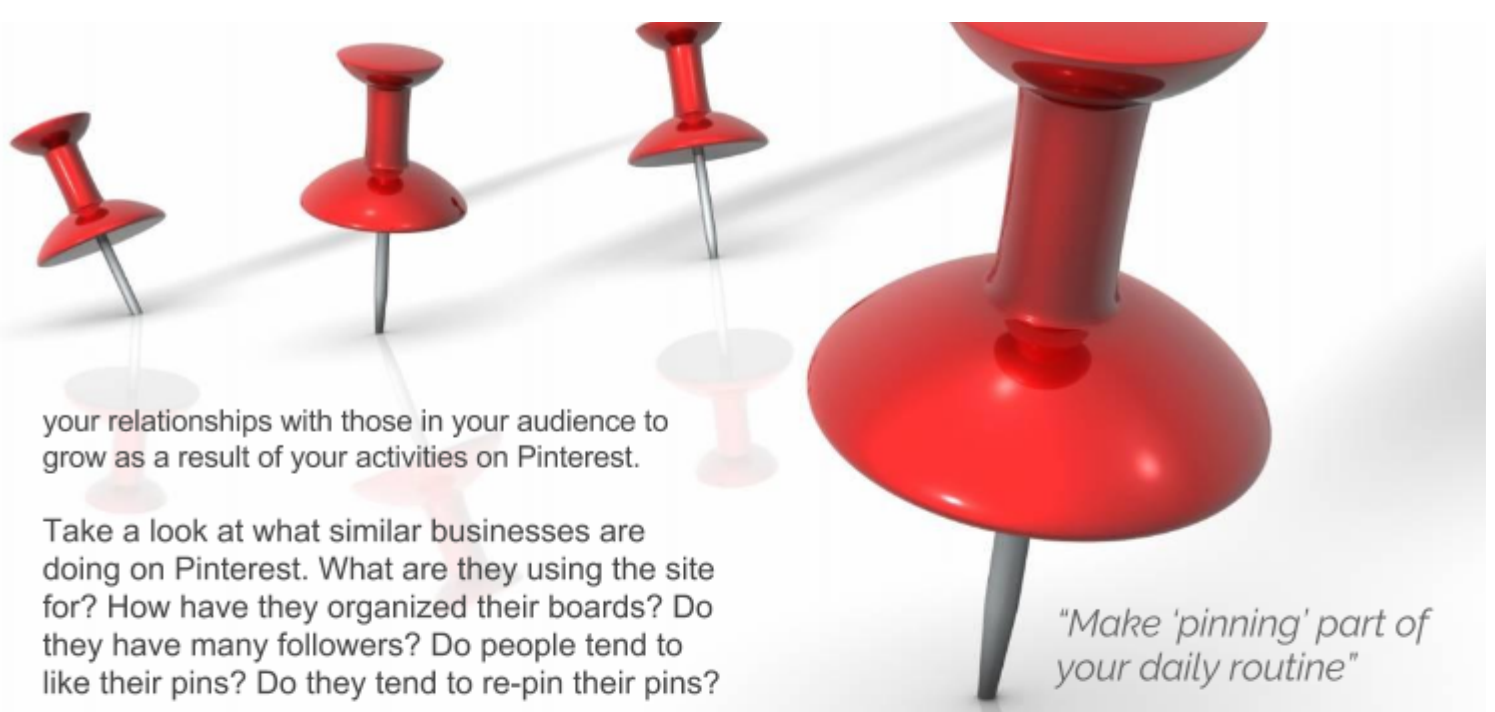
Using Pinterest for Your Business

Go ahead and sign up for a Pinterest business account. Now, it might be the case that you already have a regular Pinterest account. If so, don't worry, because you can easily convert that over to a business account instead.

You'll see that signing up is as simple as can be— as are all of the social sites, which were designed to be extremely easy to use. The trick is to use Pinterest effectively for business purposes.

It's very easy to spend all day on Pinterest with nothing to show for it. So, you should get some goals in mind from the get-go.

You want to use Pinterest to drive more traffic to your business. You also want to make more sales as a result of the pins you share. Ideally, you want



Consider whether these other businesses seem to spend any time at all creating their own images to share. Do they create their own graphics? Do they share graphics from their blog posts? Do they share images from their product pages?

Think of yourself as an investigator. You want to get to the bottom of how people in your niche are most effectively using Pinterest. Remember that it will vary from niche to niche. The way someone in a fashion niche uses Pinterest will differ from how someone in a business niche uses Pinterest.

Take notes on what you figure out. Follow best practices as you set up your own Pinterest profile and boards.

Ready to Dive In?

Fill out the profile area Pinterest gives you. It's not a lot, but you will get to link to your website and brand yourself a bit.

Then, you may want to start with 6–10 boards that are related to things in your niche. These are essentially different topics. You'll assign these boards to different categories, which Pinterest allows you to select. This will help people find your boards in searches.

You don't want to have tons of blank boards, of course! You need to start pinning things to these boards to really start interacting on Pinterest.

Some businesses often feel a great pull to just start pinning all their own stuff. While it's certainly okay to pin your own things, doing so exclusively isn't very social.

You might want to pin 4 or so other images for every 1 of yours. That's not a hard and fast rule, rather a guideline to follow. If you're going to grow your following on Pinterest and really add value to the site, then it can't be all about you and pushing your site and products.

Go ahead and do some searches right on the Pinterest site. They have a great search function. Start pinning things to your boards. Fill your boards with 5 or so pins each. Then, add 1 or 2 pins of your own things to your boards.

You might want to find unique things to pin off-site as well. It's great to pin things that are already popular on Pinterest but people also want to see things that are fresh—if you can be the originator of a pin that goes viral (whether it leads to your site or not) that can be a very good thing.

Search for things related to your boards, niche, and business. Browse through Google images to find images and infographics and things that are particularly striking.

There are certain images that are much more sharable and striking than others. Try to pay attention to what people in your niche love to pin, like, and click on.

When you're the originator of a pin, whether it's from your site or someone else's, you'll enter in a description and a link. If it's not your image, don't change the link to your own, as that's not playing by the rules. People will follow you regardless of whether the link goes to your site or not so you get a benefit either way.

In the description, you can use hashtags to have a greater chance of being found in Pinterest's search engine. Don't overdo it, but be smart about it.

You really want people to follow your whole account and to follow your boards in general. If

you're consistently finding great pins, they'll do just that.

And if you're in the position where you're the one writing the description and linking to your own website, make it super compelling for people to re-pin your pin AND to click through to your website.

There are many different things you can do. One "trick" is to create a really visually appealing graphic that says something like "10 ways to drop a dress size in a week." So obviously if someone wants to learn those 10 ways, they'll have to click through. Think about how that might work in your niche and how others are using that effectively in your niche.

You may have noticed in the searches you've done in your niche in Google that Pinterest boards sometimes appear in the search results. That can be a great thing for you if that happens. Try to think of board



"Pinterest is a great place to showcase your products and get new customers eager to buy from your website"

names that are keyword based and are interesting to real people that you can rank for in the search engines.

It is also worth mentioning that Pinterest has built-in analytics for business accounts so you can see how your activities and efforts are paying off. Definitely pay attention to these analytics so you can tweak your strategies. If a particular pin is doing really well, figure out why and try to replicate that.

A Pin a Day.....

Do a little on Pinterest every day. Re-pin others' pins. Follow other people, businesses, and boards. Comment on others' pins. Interact on Pinterest just as you do with any other social site.

Share original pins and pins that will get re-pinned and will get you traffic. Think of great board names others will want to follow and that have the potential to show up in the Google rankings.

If you get lots of followers and lots of pins and give people compelling reasons to click through to your site, you can get great traffic and conversions.

Depending on your business, Pinterest can be a huge benefit to you. Be smart about it, study it, and be consistent with it. Over time, you'll become a master of Pinterest, getting traffic, re-pins, and sales as a result.

Don't forget that if you need any help with running a successful marketing campaign on Pinterest or any of the other social media sites, contact us today. We can help you to create a strong online presence and drive thousands of extra customers to your website.

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"Pinterest is addictive so, to avoid being distracted, you need to set out a marketing strategy"

