

# Online Marketing Insider

Keeping You Up-To-Date On The Latest In Internet Marketing Strategies

Phase3Marketing.com | Integrate . Automate . Dominate . | November 2009 Issue

## Marketing Tips

### Does Your Site Use RSS?

RSS stands for *Really Simple Syndication* and it's a great way to spread your message around the web.

If your site already has an RSS feed, make sure you've submitted it to all the online RSS directories. Not only will you gain web traffic, but you'll also get high quality one-way backlinks from all the major directories.

If this all sounds too technical for you, let us know and we'll get you set up quickly and easily.

### Is Your Business Newsworthy?

Imagine what it would mean to your business if local or regional publications frequently quoted you as an expert in your field of expertise?

Do you think it would help your business? You bet it would! Being quoted in the media gives you an authority that is otherwise difficult to come by.

A great way to create relationships with media outlets is by using press releases. We can help you find a newsworthy and interesting angle to present your products or services to reporters and editors. Call us to discuss this today!

**Best Wishes For  
The New Year!**

## Getting Your Website Ready for the Holidays

This past year nearly 2.5 million households did some or all of their gift and household shopping online. And, with the start of the holiday season just around the corner, it's time to start thinking about how you can make the most of this buying rush by making sure that your website and web-based business are in top form.

When it comes to holiday marketing, strategy is everything. And it never hurts to be generous. Bring a little holiday spirit to your marketing by offering free shipping or a bonus gift for people who buy a certain number of items or cross a certain spending threshold. Of course, just like Christmas, this special should be here (and gone) before you know it – so make sure that you put a deadline on the offer to encourage people to act fast.

In addition to giving some gifts this holiday season, spread a little e-cheer with virtual holiday greetings. No, we don't mean invest in a singing e-card. We mean thank your customers for their loyalty all year and send them a quick note with a coupon to let them know they are appreciated. Nothing will make your clients feel more like preferred customers than personalized emails that let them know just what kind of things your "elves" have been working on all year – and the discounts that they can get on them.

Finally, it's time to extend some holiday credit. You've read the numbers. Credit cards get more use during November and December than any other time of the year. Don't have a merchant account or worried that your customers won't be using their plastic in this economy? Offer store credit through your personal business.

Many services like PayPal offer a variety of "buy now, pay later" plans that you can customize to fit your needs, and you can also use these plans to help customers "layaway" items or make payments in advance of their purchase on an automatic basis.

No matter what your business, you can use the holidays as an opportunity to create a stronger bond with your customers and

Call us today for a revealing Internet Marketing Strategy Session. We'll spend up to 45 Minutes brainstorming ideas for innovative ways to integrate online & offline marketing, drive traffic to your websites, use email more effectively, and follow-up with customers.

**Phase 3 Marketing Group (416) 858-5374**

create a nice seasonal rush.  
Make sure that your website

is holiday-ready to get the most joy out  
the season!



of

## Using Twitter To Promote Your Business

According to mashable.com, Twitter, a free micro-blogging service that lets users post updates and links to interesting websites and postings, will have 18 million registered users in the U.S. alone by the year 2010. With numbers like that it's easy to see how important "tweeting" can be to your business promotions.

"Tweeting" (that's "post an update" in twitterspeak) is a great way to increase your business revenue and your exposure.

Here are three ways that you can use Twitter to best effect for your small business without spending all your time online:

### 1. Tweet at least once a day.

The more reliably you show up, the more likely people are to start following you, which means that they are notified every time you tweet.

### 2. Offer incentives.

Offer people who follow you on Twitter the option of receiving discounts, coupons or specials to help persuade them to work with you.

### 3. Track your results.

Twitter can do amazing things for your business. You'll get the best results if you carefully note what works effectively and what does not.

Using Twitter effectively can dramatically increase your revenue and business volume at no cost to your at all.

Being methodical and observant while you get started on Twitter can lead to a more effective wealth generation later on.

We can help you design an effective Twitter campaign to get you service or brand noticed by all the right people. Ask us how you can get started today!

## Planning Holiday Promotions

No matter what your business, every merchant knows the value of the holidays. For every business it is a different factor in the yearly equation, but everyone can profit from taking advantage of the holiday season to add a little "extra cushion" to the books.

One of the best ways to reach people during the holidays is via email. The mail is swamped with circulars, and every single second of advertising time on the TV and radio sounds just like every other second as carols merrily jingle and businesses encourage you to hurry in to buy.

As more and more households start doing their Christmas shopping online, email is the best way to reach your customers and get immediate reactions and results.

Every email you send should be tailored (directly or indirectly) to increase the volume and productivity of your business.

Let us help you develop your holiday promotions strategy now so that you can be prepared (and preparing your customers) long before they become immune to the holiday rush.

Have you scheduled your valuable Internet Marketing Strategy Session yet?

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