



# Social Marketing Black Box

PRESENTS:

## **Blackbox Marketing Book 2011**

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# BLACKBOX MARKETING 2010

## Table of contents

<b>Blackbox Marketing</b>	<b>2</b>
<i>What is Blackbox Marketing</i>	2
<b>“The Blacklist.” The Ultimate, Current, Kick-Butt List Of Everything You Have To Do To Create Success Online In 2011.</b>	<b>5</b>
<i>On-going Tasks:</i>	6
<i>Niche Research</i>	6
<i>Keyword Research</i>	7
<i>Identify The Major Keyword For the Home Page (Buy keyword rich domain)</i>	7
<b>Copy Writing</b>	<b>8</b>
<i>Style Guide</i>	8
<i>Analytics</i>	9
<i>Creating A Content Factory</i>	9
<i>Blogging</i>	10
<i>Simple But Effective Blog Marketing Strategy</i>	13
<i>Keyword research</i>	13
<i>RSS Feeds</i>	15
<i>Pinging: Hello World!</i>	16
<b>Content Marketing</b>	<b>19</b>
<i><a href="http://scribd.com">http://scribd.com</a> Video</i>	20
<b>Creating A Winning Video</b>	<b>20</b>

# BLACKBOX MARKETING 2011

<i>What type of video camera should I get?</i>	20
<i>What Other Equipment Do I Need?</i>	21
<i>Is there any other equipment I need?</i>	21
<i>I don't have a digital camera, and I don't have the money to buy one!</i>	21
<i>What Software?</i>	21
<i>OK, NOW WHAT???</i>	21
<i>How Do I Upload It To The Internet?</i>	22
<i>Now JUST DO IT!</i>	22
<b>Social Bookmarking</b>	<b>23</b>
<i>Keyword Research is "Key"</i>	23
<i>On-Page SEO</i>	24
<i>The Anatomy of a Bookmark</i>	25
<i>Title:</i>	25
<i>Address</i>	25
<i>Description</i>	25
<i>Tags</i>	25
<i>Category</i>	25
<i>Why Social Bookmarking is so Powerful</i>	25
<i>Tips &amp; Tricks</i>	26
<b>Twitter</b>	<b>27</b>
<i>The Value Of A Network</i>	27
<i>Getting Started With Twitter.com</i>	29

# BLACKBOX MARKETING 2011

<i>User name squatting is against the Twitter Rules</i>	30
<i>Fill Out A Complete, Compelling Profile</i>	32
<i>Add A Cool Background</i>	33
<i>How to get followers</i>	34
<i>1. Leverage Other Profiles</i>	35
<i>2. Tweet and Tweet Often - But Create Space for Reactions</i>	35
<i>3. Be Conversational</i>	35
<i>4. Provide Value</i>	36
<i>5. Tweet in Peak Times</i>	36
<i>Other Strategies For Increasing Your Follower Base</i>	36
<i>Twitter Is A Micro-Blog</i>	38
<i>So How Does It Work?</i>	39
<i>A Cool Tool To Aid Your Twitter Marketing</i>	40
<i>Tweetdeck</i>	41
<i>Give Your Followers Value</i>	42
<i>Tweets: The Good, The Bad, And The Ugly!</i>	43
<i>Methods Of Providing Valued Tweets</i>	45
<i>How Often Should I Tweet?</i>	46
<i>When is the best time to tweet?</i>	46
<i>Tweetlater Pro</i>	47
<i>Tweetlater Recommended Settings</i>	49
<i>Schedule Tweets</i>	50

# BLACKBOX MARKETING 2011

*Link Your Twitter And Facebook Accounts*

**52**

*Conclusion*

**53**

# BLACKBOX MARKETING 2011

## Blackbox Marketing

### What is Blackbox Marketing

Alchemy: The medieval quest for turning base metals into Gold. What a great concept. Can't you just picture these misguided but hard working "scientists" bending over their bubbling vats, dumping lead, copper, and who knows what else into their concoctions, hoping and praying to create gold?

Unfortunately, their science was completely wrong, and we now know that Gold is an element, and can't be created.

The Blackbox principle is different, but has similarities to the concept of Alchemy. It's based on inputs and outputs, like so:



But the difference is, you can put in an input, *and without understanding how it works or what was done inside the Blackbox*, you get an output greater than your input!

Internet marketing can be that way. For example, sales reps used to go out there prospecting, in the hopes to give a presentation to a single person. But the internet allows that same rep to create a video of their sales pitch, put it online, and get dozens, hundreds, even thousands of views, from an activity they did one time!

Blackbox Marketing is all about creating your own "Black Box," or system, that you can put input in one side, and get a much greater return on the other side. Our system, the [Social Marketing Blackbox](#), is based on this principle, and was built to actually be the "Blackbox" for marketers, so that they could simply ask for something to be done, and Voila!- it gets done, without them knowing who or how it got done.

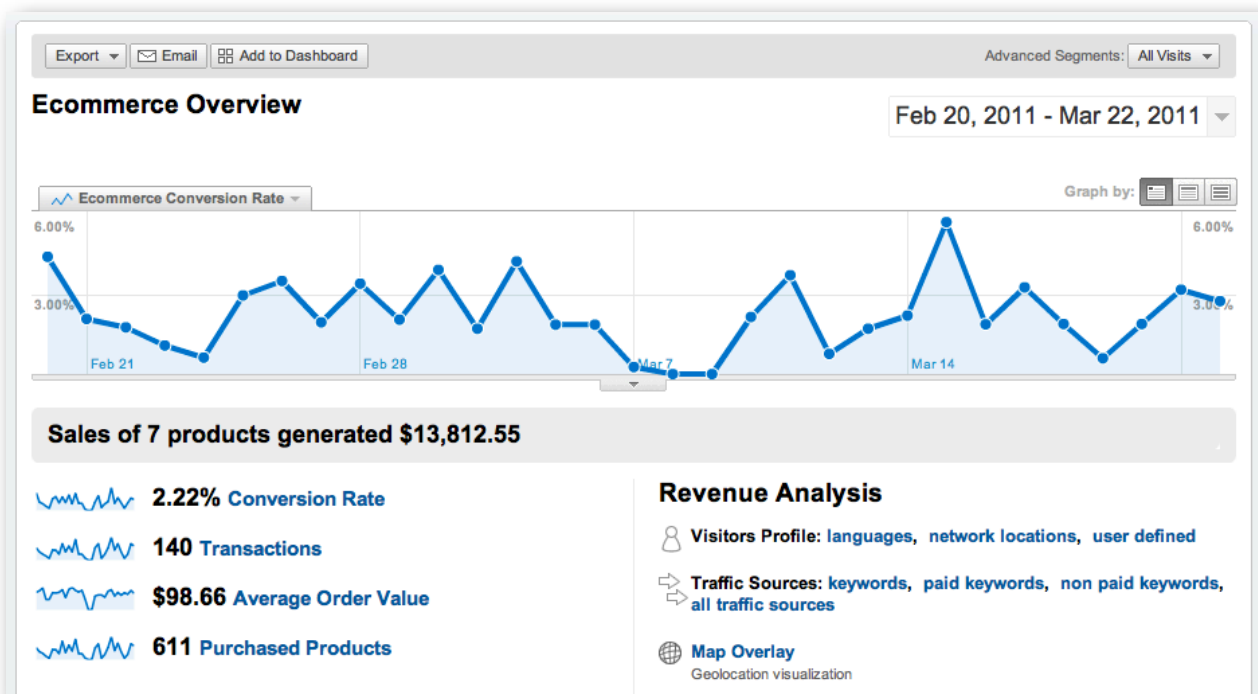
And of course, I would love for you to check out our system and see how it can help you in your business. But whether you use our system or not, when you read this book you

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will get a great understanding of some of the exact principles and methods that are working right now to create six figure websites within just a few months!

For example, here's a screen shot of my analytics account, for a site that is exactly six months old:

As you can see, this website generated \$13,812.55 in the last 30 days. *And six months*



ago it didn't even exist! This is the miracle of the internet. And here's the process I used to create this income from nothing:

1. I decided to set up a new site, selling a health supplement.
2. I researched the market for a popular product that was trending up.
3. I researched the competitive landscape of the product (not to find an "unexploited niche," rather to make sure it was hyper competitive!)
4. I found a supplier.
5. I built a website.
6. I applied the Blackbox Marketing philosophies and tools I am about to teach you.

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Now, here's a fact most "guru's" will never tell you. The process above was extremely demanding, and involved a four letter word: WORK.

For the first 60 days of this process, there were MANY days when I got up early in the morning and went to bed late at night while working on the six steps above. It was NOT easy.

And while it wasn't easy, and there were even days I got up at 5 AM and went to bed at 11 PM, just to get up and do it again, the results are incredible. Today, this site is truly on autopilot, and I pay a full time assistant to handle everything, at a cost of \$400 per month.

That's the dream of internet marketing. But too few people ever realize it, because they are always looking for short cuts or the "easy way." In the end, success can come quickly, but it's important to understand the amount of true time and effort that's demanded in the beginning.

I hope that through this book, I can help you achieve similar results through a correct understanding and implementation of the most current, effective marketing methods.

But I also realize there may be questions not answered in this guide, or things that may not be fully explained, so I have set up a Facebook page and promise to answer any questions you have quickly, as well as post additional videos etc:

[Facebook.com/escapethematrix](https://www.facebook.com/escapethematrix)

So let's get started...

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## “The Blacklist.” The Ultimate, Current, Kick-Butt List Of Everything You Have To Do To Create Success Online In 2011.

When you set up a new site, it is critical that everything is done correctly. There are two major elements of site creation. In some ways, you are creating the site for two different “people:”

- Google
- Your Customers

If Google (and when I say Google, I really mean all search engines) doesn't like your site, they won't show it to your prospects. If your prospect arrives and doesn't like your site, they won't buy. So both Google and your prospect must be impressed with your site.

Following is the “Blacklist,” my checklist of major items you need to create to satisfy both Google and your customer. I hope you understand that this was developed over the course of the last six years of my life, and I hope you don't take it lightly. I have paid the price in blood, sweat, tears, money, frustration, and much failure to finally arrive at this list, which flat out works.

But... if I was to write a complete explanation of every item, this book would be WAY too long. So what I'm going to do is provide the list first, then provide some notes on major items. But you will still need to do additional research on many of the items to get a complete understanding. We have many courses available with our [free subscription to the Social Marketing Blackbox](#), I invite you to go there to get entire courses on all these topics.

- Niche Research (find a niche/ product)
- Keyword research
- Identify major keyword for home page
- Buy a Keyword rich URL (I recommend [omnis.com](#) for this)
- Identify 4-6 secondary keywords for sub-pages
- Copy Writing
- Style Guide
- Blog (in this format: url.com/blog, or if you prefer blog.url.com)
- Privacy Policy, Terms of Use, Disclaimer pages
- Contact Form

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About Us

Robots.txt

Sitemap.xml

RSS Feed

Keyword Use:

- Title once and near beginning

- Meta description once and near beginning

- keyword once and near beginning

- H1 once and near the beginning

- H2 once and near the beginning

- Alt tag of an image once and all other image alt tags should just explain what the image is about

- Keyword should be bolded once and italicized once as well

Add Analytics

4-6 pages of 100% unique and original content

Create and distribute Press Release

Create Alias Profile

Write and distribute articles, starting with primary keywords and moving down list

Social Bookmark the site

RSS Submission

Ping your site and blog posts

Create and post videos

Ping FM (If you are a [Social Marketing Blackbox Member](#), we do this for you as the PingIt! tool)

## **On-going Tasks:**

Check Current Rankings monthly, or twice per month at most.

Create Article Content and post at least weekly, more often if possible.

Ping your content and blog posts

Ping RSS Accounts

Bookmark RSS Accounts

RSS Submissions

Social Bookmarks on all new content

Video marketing

Blog daily if possible, weekly minimum

## **Niche Research**

I won't spend a lot of time on this, because everybody has such different circumstances and interests. But here's a few thoughts on it that I think are very relevant:

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✓ Don't fall for the "find an unexploited niche" philosophy. *There's no such thing.* And if there is, it won't last. Rather, don't be afraid of existing, competitive markets. If you do the Checklist right, you can compete with anybody.

✓ You DO NOT have to "love what you sell." This is a myth. As a matter of fact, too many people sell things that they "love," and go broke doing it. There's three things that are critical to me in determining a product: It has to be *trending up*, it has to *work*, and it has to *sell*. Look for those three things as you do your research.

## Keyword Research

There's tons of great information available about keyword research in the public domain, so I won't dive deep on this subject, but here's a couple of tools that I recommend:

-Google External Keyword Tool (Google it!)

-semrush.com

-Market Samurai. This is a paid tool. If you don't have it, but are a Blackbox member, you can simply give us the major keyword and we will do the research for you. It will use 3 of your Personal Webmaster hours.

## Identify The Major Keyword For the Home Page (Buy keyword rich domain)

The biggest mistake you can possibly make is to try to compete with the wrong URL. For example, if the keyword I decide on is "triathlon gear," I want to buy:

triathlongear.com

If that's not available, I'll try something like:

triathlongear411.com or

triathlon-gear.com or

triathlongeartips.com or

triathlongear911.com...

But I WON'T buy

thecooltrisite.com or ANYTHING other than a URL that contains my EXACT keywords, in the exact order people search for them in! I can't make this point strong enough. If you don't buy a URL with your exact keyword in it, you are wasting your time. If you have already made this mistake, start over!

# BLACKBOX MARKETING 2011

## Copy Writing

For this, I recommend a simple technique I call “Kitchen Table Copywriting.” Remember when I told you the hours I put into a new site? Well, this is where a LOT of them come from. For some websites, the process is quicker than others. But no matter how long it takes, stick with the process until you have copy you are proud of!

1. Do a search for your primary keyterm.
2. Identify the top 5-10 competitors who are selling product in your niche.
3. While on their website, go to the file menu of your browser and hit “Print.” You may want to set your printer to draft mode so you don’t waste all your color ink!
4. Print off every page of your competitors sites.
5. Lay out all the pages on your kitchen table, or on a floor if you don’t have room.
6. Grab a marker, and circle all the graphical elements that you like. Everything from logos, to credibility icons, to testimonial images etc.
7. With a highlighter, read every word of every page and hi-lite all the written elements that you like.
8. From the best headline ideas, create your own headline, including your keyword early in the first sentence.
9. From the best sub-headlines, create your own sub-headline
10. From the best bullet points, create your own, original bullets
11. Write out the rest of the copy for your website, based on a combination of the great inspiration you get from your competitors, in conjunction with your own products selling points and unique advantages.

It’s really easy to write out these instructions, but it’s time consuming and a lot of work to implement it. Be patient. Be willing to re-visit it. Don’t worry if it takes you a week. This work will pay you big dividends if you do it right!

## Style Guide

A style guide is something you hire a graphic designer to do. This is a critical part of the process, as most websites out there look too “off the shelf,” and if they do, they won’t convert. A Style Guide contains the following elements:

- ✓ Logo
- ✓ Fonts (Headline and body fonts, 2 maximum fonts per site)
- ✓ Major color
- ✓ Complimentary colors

# BLACKBOX MARKETING 2011

✓ Site elements such as buy boxes, optin boxes, product images etc.

You can download a copy of an exact Style Guide in the “Downloads” section of the Social Marketing Blackbox. (Another blatant pitch, I know, but there is a free membership that allows you access to this)

Use the graphical elements you identified in your kitchen table copywriting process as examples to give your designer, to help them understand what you like and don't like.

BLACKBOX MEMBERS: If you want to use your Personal Webmaster hours to get a style guide created, it typically takes about 7 hours.

## **Analytics**

I highly recommend Google Analytics. I know there are more sophisticated programs out there, but for the vast majority of websites Google analytics is free, easy to install, and gives tons of great information.

BLACKBOX MEMBERS: It usually takes 30 minutes or less of your Personal Webmaster hours for us to install Google Analytics on any of your websites.

## **Creating A Content Factory**

It is important to understand the importance of content on the internet. This content usually starts in the form of an article, but the message of the article can be converted into a Video, Tweet, Status Update, Press Release, Hubpage, Squidoo lense, etc.

There are two types of content, “A” content and “B” content. “A’ content are those articles or videos that you spend a decent amount of effort producing, and that you're proud of, and that build your brand, get you fans and followers, and establish you as an expert in your niche.

“B” content is content that may be spun, or is written by off-shore writers, and is distributed widely with the sole purpose of link building.

I recommend you focus your time creating “A” content and distributing it first to Ezinearticles, then re-write it and post it to Hubpages.com and re-write it again and post to Squidoo.com. There is a section following about content marketing that will give more insight into this, and there is also a free course available in the Social Marketing Blackbox called “Article Marketing” that I highly recommend you watch to get a full understanding of the premise.

# BLACKBOX MARKETING 2011

## Blogging

Blogging is critical to your success. It is absolutely imperative that you have a Wordpress blog on your website, and blog as often as possible. Here's why:

- ✓ Blogging creates new content on your website, and Google loves sites that have new content added on a regular basis.
- ✓ Blog posts attract "long tail" traffic.
- ✓ Blogging is a great habit for you, and forces you to become an expert in your niche
- ✓ It allows you an easy way to communicate new information to your prospects and customers
- ✓ By creating keyword rich anchor text links to other pages on your blog, you raise the PR (Page Rank) of those pages, and increase the authority of your over-all site. For example, if the site is about "triathlon gear," and a sentence in your blog says something like:

... this particular item of [triathlon gear](#) is inexpensive...

And the words "triathlon gear" links to the page on your site that sells the particular item you are blogging about.

The following are a few things that you need to consider if you want to be successful in blogging:

1. Be patient. Blogging requires a lot of time and effort, not to mention a long-term vision.
2. Know your audience. Targeting a specific audience or group is a key to building a readership.
3. Be an 'expert'. Focus on a specific niche topic and strive to be the "go-to" blogger on that topic.
5. Do not bore your readers. Keep your posts short, yet informative. Use images whenever you can. Bullet points make it easier to read. Don't be afraid to use your humor, knowledge, personality or whatever other personal asset you have to make it interesting.

Here are 7 mistakes people make in blogging (taken from problogger.com)

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1. Bad architecture. Too many people go to the free blogging platforms to create a blog. Yes it's easier, and cheaper, but it's also the difference between OWNING your blog, and RENTING one. It is critical that you register your own domain, and build your blog on wordpress software. Argue with me if you like, but very few of the worlds top bloggers do it any other way. With a hosted Wordpress blog you have more control, better SEO capabilities, and a vast array of plugins and widgets available.
2. Lack Of Focus. Too many bloggers don't take the time to identify their niche, and their Tribe. The niche is the market category they want to compete in. Their Tribe is the group of followers they are trying to build, whether it be customers, fans, donors, etc. It's imperative that you take the time to identify exactly who you are blogging too. What are their likes and dislikes? What are their concerns and fears? What are their hobbies, interests, and desires? The better you relate to them, the more likely they will be to frequent your blog and join your cause.
3. Lack of keyword research. This is a killer. Google, Live, and Yahoo are anxious to send their traffic to the best posts. The challenge is, they can only do this based on key words their searchers are using. If you don't identify the keyterms your Tribe is searching for, and optimize your blog for them, you are leaving money on the table. You should have a primary term you want your blog to rank highly for, then a bunch of "long tail" keyterms that each post is about. There is a very high rate of return on key word research.
4. Writing Style. It is important to remember that you are writing to two distinct "audiences." First of all, you are writing to your niche, and must engage, entertain, educate, or supply whatever type of value you are striving to provide with your blog. Secondly, you are writing to the search engines, and must include your keyterms in your URL, first sentence, and once or twice more if it makes sense. With practise, you can easily create entries that satisfy both the Search Engines and your visitors.
5. Frequency. Most bloggers just don't blog often enough. Blogging daily is ideal, a few time a week is acceptable, but consider once a week an absolute minimum. Any less than this simply won't get the job done.
6. Capturing leads! Too many blogs just don't have any sort of lead capture! Giving away a free report, book, or other offer is mandatory to making your blog a list building machine!
7. Value proposition. Too many bloggers don't offer enough value in their posts. The blog is too "salesy," or just too much about them. Remember, people don't care what

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you ate for dinner, where you went on vacation, or about the cute pictures of your dog. Make sure every post gives value to your visitors!

The key is to overcome these blogging mistakes as early in your blogging career as possible, so that the time you spend on your blog is rewarded with leads, branding, and sales!

People ask me all the time how I got a number one Google ranking with my blog. And as much as I'd love to say it's because of great content, or some special skill, I have to admit that the biggest reason is simply time and consistency. And after coaching hundreds of clients in blogging and social marketing, I have noticed something interesting. No matter what their niche, how good a writer they are, or how pretty looking their blog is, blog success always seems to come to those who post often, and for long enough.

The challenge seems to be that first eight weeks. Most people drop within that period, for the following reasons:

1. Reality. They thought blogging would be easy, fun, and profitable. It is, but not in the first eight weeks (usually). So the "sales page motivation" wears off as soon as they have to do something, and they give up. Obviously, the solution to this one is to simply make a stronger commitment, and carry on!
2. "Death By Analytics." This is the crowd that spends more time looking at analytics and results than actually blogging. Unfortunately, the results in the first eight weeks are so tiny that it's easy to be fooled and drop out of the game because the reward just isn't there. The key here is to invest all available time into working on the blog, posting frequently, and having faith in the fact that over time your Tribe will find and support your blog.
3. Lack Of Confidence. I have seen many people drop out because they just don't think they can do it. They doubt their writing skills, technical ability, or offerings. The key, again, is activity. There's nothing like doing a thing for getting good at doing a thing. Having a good mentor or coach can really help this crowd as well.
4. Perfection-itis. This is a killer too. A lot of people just don't get enough content on their blog because they want every post to be the Taj Mahal of blog posts. And while each post should be of a reasonable quality, keep in mind they're blog posts, not submissions for Nobel prizes in literature.

# BLACKBOX MARKETING 2011

In the end, average people who blog frequently, and for long enough, will have blog success. And like any other worthy business endeavor, the reward will be greater than the price.

## 1. Ideas:

Read content looking for *concepts* you can write about.

Read content looking for *key points* you can write about.

Create a list of potential articles:

- General ideas
- Keyword ideas
- Product ideas
- Business ideas
- Online marketing
- Personal Development ideas

etc...

## 2. How to get the creative juices flowing:

- Google an idea from your brainstorming list. Quickly scan the results for good content.
- What concept did you recently learn that got YOU excited? (If you are excited about it, you can be confident that others will be too)
- Review your keywords, is there something about the content of one of them that you can write about?
- Visit other blogs
- Record your ideas! (computer, hand-held recorder, phone, etc...)
- Keep a blog notebook with you
- Journal your ideas (or check your journal/diary for ideas)
- Ask your kids for ideas, then “adultize” the content

3. Ask others in your niche what they MOST want to learn about.

4. Ask your market. Those whom you market to are always looking for solutions to current problems they have.

5. Check current trends. Is there news sporting events or current events that are causing a lot of buzz? How can you tie to the trend? How can you relate the things that interest society to your article?

## Simple But Effective Blog Marketing Strategy

It all starts with content. In this case, I researched the "Top 5" article submission sites. That was something I knew my visitors are interested in. Here's how I went about blogging it:

### Keyword research

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First of all, I used google's keyword research tool at <http://adwords.google.com>. I entered my keyword:

"article submission"

Out of the results, one stood out:

"article submission sites"

It was getting 880 average search results per month, and low competition. That makes it a good "long tail" keyword to go after.

## Step 2. Create Content

So now I create my content, starting with a headline that includes the keyterm:

Top Five Article Submission Sites

## Step 3 Create blog post

Now I go to my blog and create the post, by entering the title, then writing the content. It is important to include the keyterm in the first sentence, and also bold it, (this gets more search engine love!) and also include the keyterm in the URL. Make sure and also add keyterm in your tags.

## Step 4 Promote

Now that you have a blog post up, you need to let people know about it! Go to whatever social networks you belong to, and promote your new page through bulletins, posting on Walls, your status up-dates (Example: Just posted top 5 article submission sites on my blog, check it out!) Also twitter it, and send an e-mail to your list, letting them know they can find fresh content at your blog.

## Step 5 Check your stats!

Now log into your stat counter, and see how many people are visiting your blog! Don't be discouraged if the number is low, if you are committed to the process, that number will go up and up!

## Step 6 Rinse and Repeat!

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Let your competitors do the stupid, ineffective "gimmicks" and junk that so many marketers do. If you commit to this simple, free strategy, it will produce long term, sustainable results!

## **RSS Feeds**

Really Simple Syndication (RSS) is a tool useful for saving or retaining updated information on websites that you frequently visit or websites that are your favorite. RSS utilizes an XML code which scans continuously the content or subject matter of a certain website in search for new information then transmits the information updates by way of feeding the information to subscribers.

RSS feeds are generally being utilized in blogs or news sites, though any website wanting to broadcast and publish information can use them. Once new information is sent, it will contain a headline, a little bit of text, and either a rundown or a brief review of the news or story. If you want to read further, you click on the link provided.

So as to accept RSS feeds, a feed reader is needed, called an aggregator. Aggregators are widely and freely available online, and all that is needed is a bit of searching, you will be able to locate a certain interface that best interest you. What is more, RSS feeds can likewise be read and retrieved from cell phones and on PDAs.

Once you encounter upon a website that you want to add or insert to the aggregator, the process can be done in two ways. Almost all sites offering an RSS feed displays an "RSS" or "XML" button in their homepage and with one click, it promptly adds that particular feed to one's aggregator. Some aggregators however, requires the need to copy and then paste the URL of the feed into the program.

Whatever the method used, you can be certain that the feed will be accessible as soon as you have inserted it, likewise, in just seconds, the next update can arrive. In the event that you do not want to accept or take in updates, you may simply delete or erase the feed from the aggregator.

Through e-mail subscriptions, you can receive newsletters. RSS feeds on the other hand, can be more convenient in keeping up with newsletter updates since they are prompt and available in an instant; you no longer have to wait for a scheduled time or day to obtain a news summary, plus, these will never be detained by your spam filter.

## **Aggregators**

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Aggregators are popular use of feeds, having several kinds. Web aggregators or portals as they are sometimes called, create this view which is then made available in a Web page. Also, Aggregators have been incorporated into e-mail patrons, users of desktops, or dedicated and standalone software.

Offering a collection of special features, such as combining more than a few related feeds in just a single view, hiding certain entries or statements that has been already viewed, and classifying entries and feeds, the aggregator is a versatile component.

Why make a feed available?

You will have more viewers, since now, your viewers can conveniently see your site without even going out and looking for that certain site. While at first, it may seem corrupt, it will actually enhance the visibility of your site; this is because users can easily keep up or keep tract with your site, to allow them to view in a way that they want to; it's more probable that guests are aware should something that is in their interest is available or accessible on your site.

For instance, every month your website broadcasts a new feature. Having no feed, your viewers will always have to keep in mind to go to your site in a certain time to see if they discover something new; that is, if they can remember, and if they still have the time. However, if you supply a feed for your viewers, they can just point to their aggregator and it will instantly provide them a link along with a description of happenings or events at your site immediately.

What format to choose?

Syndication is very confusing as it uses a lot of formats that can usually be come across in the web. However, this can easily be solved as in general, syndicated libraries are used by aggregators which conceptualize a particular format that a feed is in, in order that they can utilize a certain syndication feed.

With this, whatever format to pick is just a matter of personal preference. RSS 1.0 is far reaching, and practical should it be integrated into Semantic Web systems. RSS 2.0 is very easy and simple create by hand. And atom is an IETF Standard, does it brings constancy, stability and a natural and accepted community to support its usage.

**Pinging: Hello World!**

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“Pinging” a site is the act of sending a packet of information to another server. The word ping comes from the old sonar units in a submarine. Remember the pinging sound from war movies as the sonar sends out an impulse, then reflects back to the submarine, letting it know how far away an object is?

Modern Pinging is similar, in that when you write a post on your blog, nobody knows about it unless you tell them, or unless you “Ping” relevant servers letting them know there’s new content on your blog.

Luckily, this process is something you only have to go through one time, then from now on every time you write a new post your Word Press blog will *automatically* ping the servers, letting the world know you have fresh, new content on your blog!

## The Secret Sauce

This list of Ping sites is a Blackbox Marketing “trade secret.” This is one of those things we ask you to keep to yourself. This “under the hood” procedure you are about to perform is something 95% of bloggers probably don’t even do, and even if they do they don’t have this exact list we are about to provide.

## Directions:

Set up your wordpress blog to automatically Ping all these sites every time you post.

BLACKBOX MEMBERS: You can use the Personal Webmaster tool to have this done on any of your blogs. It will use about 20 minutes of your available monthly hours.

## Ping Sites:

<http://api.feedster.com/ping>  
<http://api.moreover.com/ping>  
<http://api.my.yahoo.com/rss/ping>  
<http://blogsearch.google.com/ping/RPC2>  
<http://ping.amagle.com/>  
<http://ping.bitacoras.com>  
<http://ping.blo.gs/>  
<http://ping.feedburner.com>  
<http://ping.rootblog.com/rpc.php>  
<http://ping.syndic8.com/xmlrpc.php>  
<http://ping.weblogalot.com/rpc.php>  
<http://rcs.datashed.net/RPC2/>  
<http://rpc.blogbuzzmachine.com/RPC2>  
<http://rpc.blogrolling.com/pinger/>

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<http://rpc.icerocket.com:10080/>  
<http://rpc.newsgator.com/>  
<http://rpc.technorati.com/rpc/ping>  
<http://rpc.weblogs.com/RPC2>  
<http://topicexchange.com/RPC2>  
<http://www.blogdigger.com/RPC2>  
<http://www.blogooole.com/ping/>  
<http://www.blogoon.net/ping/>  
<http://www.blogsnow.com/ping>  
<http://www.blogstreet.com/xrbin/xmlrpc.cgi>  
<http://www.lasermemory.com/lsrc/>  
<http://www.newsisfree.com/RPCCloud>  
<http://www.popdex.com/addsite.php>  
<http://www.snipsnap.org/RPC2>  
<http://www.wasalive.com/ping/>  
<http://www.weblogues.com/RPC/>

Again, once you have done this Word Press will automatically ping ALL of these services every time you hit "Publish"

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## Content Marketing

Content sharing is simply a way you can add value to the world wide web, and the higher the value of your content, the more the web will pay you back! For example, if you are in a company that markets antioxidants, and you publish a great article on how antioxidants can improve health, and you post your article where people can access it for free, with a link back to your site, some of the people that read your article will click on your link, and voila!, you have a free visitor to your site!

The key word is value. The better your content, the more likely it is to get you leads. And you don't have to be a great writer, sometimes all you have to do is be the aggregator, finding great content and organizing it into a usable format online.

Below is a listing of different types of sites where you can post content. You don't have to use all of them, as a matter of fact you shouldn't, it would be too time consuming to try to master all of them. Have a quick look at each site, then choose just one or two that you can easily post content to, whether it's a presentation you have access to, an article you wrote, or a video. Whatever content you have or can create, put it online and share it with the world, and you can get web traffic for years to come- free!

### **Article and content sites**

<http://hubpages.com> Great place to create free web-sites, about anything you want! Generates free traffic, and even pays you per click when people click on the Google ads on your sites. Adding a few "hubs" a month can really add to the leads you generate. See the "hubpages" discussion board in the Facebook Lighthouse marketing Group for examples of fellow marketers hubs.

<http://squidoo.com> Another great resource that allows you to create "lenses", or simple one page web-sites that get traffic.

<http://ezinearticles.com> The webs number one article directory. Post articles between 400-800 words, with links in the "resource box" back to the site of your choice. Remember, quality content gets read! If you choose article marketing as a strategy, be prepared to post articles on a regular basis, at least monthly.

### **Multipurpose**

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The following sites allow you to post a variety of different types of content. Have a quick look at each, and choose one or two to post some content to.

<http://gather.com>

<http://freewebs.com>

<http://flicya.com>

<http://epinions.com>

<http://answers.yahoo.com>

<http://kaboodle.com>

<http://www.slideshare.net/>

<http://scribd.com>

## Video

It's no secret that video has become huge online. The average video posted to the internet is only about 2 minutes long. Most are simply entertaining, but there is a growing trend called "edutainment," videos that are fun and educational in nature.

### Video ideas:

- ✓ Create a brief video that would provide value to your target audience.
- ✓ "How To"
- ✓ Product videos
- ✓ Informational

You can also create a simple video on your PC using Camtasia. You can either record a power point presentation, or screenshots of your desktop.

So post away! Whether you post videos you create, or blog entries, or articles, all of these things can give links back to your site, getting you long term leads and building credibility in the marketplace!

## Creating A Winning Video

### What type of video camera should I get?

Well, first of all you don't necessarily even NEED a camera, because videos can be created from powerpoint presentations and screen recordings too. But if you want to record "live action" a flip camera is inexpensive and convenient.

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## What Other Equipment Do I Need?

A tripod is an inexpensive purchase that makes a world of difference in your video quality. And you obviously need a computer .

## Is there any other equipment I need?

Only if you're going to get fancy, in which case you may get an inexpensive green screen. You'll see examples of this in some of the videos.

## I don't have a digital camera, and I don't have the money to buy one!

Can you take simple video on your camera and import it?

Do you have a digital still camera that allows you to record video?

How about a video cam on your computer?

And again, you can simply record what's on your screen and make great video too.

## What Software?

Some popular applications are:

Adobe Premiere Pro	(PC, Advanced),
iMovie	(Mac, Beginner),
Final Cut Express	(Mac, Intermediate),
Screen Flow	(Mac, Intermediate),
Windows Movie Maker	(Windows, Beginner),
Sony Vegas Pro	(Windows, Intermediate),
Camtasia	(Windows, Intermediate).

## OK, NOW WHAT???

Ask yourself the following questions and WRITE DOWN the answers:

1. What is the desired outcome of your video?
2. What is your story? Remember, FACTS TELL BUT STORIES SELL! Some great questions to ask yourself:
  - How will you tell it?
  - Will you be in front of the camera?
  - Will you be behind it?
  - Will it be presented like a documentary?
  - Will you do a dream sequence? Your imagination is the only limit!

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4. Who will be in it?
5. Where will your characters be?
6. What's the geographic location? Inside or outside? In the forest or the city?
7. Can you create a simple story board for it? If not, that's OK, maybe that's getting too fancy for a short online video. But if you can easily do it, it will help.

## How Do I Upload It To The Internet?

Chances are your editing software has a "Publish to Youtube," and or "Publish to Facebook" feature. These are the two most important places to post your video, but you can also get fancy and post it to all the free video sites to get more exposure and links back to your website.

## Now JUST DO IT!

Create videos on a regular basis as part of your video marketing MO.

Here is a good/better/best strategy:

1. Good. Create and publish one video a month. ANYBODY can do this, even on the tightest schedule. Even once a month will, over time, get you results!
2. Better. Create and publish at least one video per week. This will get you fantastic results over time.
3. Best. Create more than one a week, one a day if possible! This will put your marketing on overdrive, creating huge "link love" back to your site, getting you lots of natural traffic, and keeping you in the "zone" of marketing!

Good luck, and may the force be with you!

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## Social Bookmarking

A **bookmark** (also known as a “favorite” or “internet shortcut”) is a way for an Internet user to save the URLs of their favorite webpages so they can access them later on with ease. All popular web browsers have bookmarking functionality.

**Social bookmarking** is a way for people to organize, search, and share bookmarks. Rather than the data being saved locally on the user's PC, it's stored in a database hosted by the social bookmarking website, so it can be accessed from any computer, anywhere in the world.

Typically the bookmarks are “public” (although often can be set as “private”), so that users can see what webpages are popular amongst others. The more popular a bookmark is, the more visibility it has on the bookmarking site, usually featured on a “popular bookmarks” or “top bookmarks” page.

Internet Marketers commonly use social bookmarking as a method to boost their search engine rankings. Each time a bookmark is created, it generates a **backlink** to the webpage being bookmarked, which uses the bookmark “title” as **anchor text**. This effectively tells the search engines what the webpage is all about and indicates its popularity.

The more accounts that bookmark or “vote” for the same webpage, the more backlinks, and the more likelihood that it will be featured on the “popular bookmarks” page.

The “popular bookmarks” pages typically have high **PageRank** (PR) which means that bookmarks featured on these pages will be very effective in improving the search engine rankings of their respective webpages.

### Keyword Research is “Key”

The first (and most important thing) we need to do before running off and going social bookmarking crazy, is to make sure we know what **keywords** (search engine phrases) we are targeting in our SEO campaign.

It's way more effective SEO-wise if the bookmark title is a keyword that you *know* has a high volume of searches and low competition, than if it's just a phrase that you *think* people may be searching for without doing any **research**.

We're not going to go into all the intricacies of keyword research, as it's outside the scope of this document, but we will give a brief overview. And again, **we** can't stress enough how important it is.

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Let's use the popular niche "dog training" as an example.

1. We already have a website about dog training with many pages filled with interesting and unique content.
2. We open the Google Adwords Keyword Tool (there are many other tools that use this data and are easier to use, but this is the best 'free' option).
3. We search for: dog training
4. We determine that the related keyword "german shepherd training" is more specific and has adequate traffic (monthly searches).
5. We then go to Google.com and search for "german shepherd training" (in quotes).

-The reason [**Exact**] Match Type is used is because it will return targeted data for the exact phrase, rather than **Broad** which could include any order or placement of the words. When doing keyword research we always use [**Exact**] to get the most accurate traffic and competition estimates.

-Typically anything over 1,000 monthly searches is considered "adequate."

-The reason we use "quotes" is to give us the number of competing sites containing the *exact* keyword and not some random variation.

-Usually less than 100,000 is considered "good" however for the purposes of this example let's assume we're happy with 166,000. Notice the 166,000 results, that's our competition.

6. Now we've done our keyword researching and can proceed to the next step...On-Page SEO.

## On-Page SEO

The URL for this example is:

<http://dogobedienceadvice.com/german-shepherd-training.php>

We've highlighted the important sections. Notice that:

-The page *title* (at the very top, in the browser tab) includes our keyword.

-The URL itself uses our keyword, with hyphens representing spaces between words.

-The top of the page uses a <H1> HTML tag to display our keyword in large

-This is a randomly chosen page for example only and is not affiliated with the author.

-The page content includes our keyword randomly dispersed throughout. Anywhere between 2-6% density is considered ideal.

Now let's look at the actual Google result for this page. Notice that the *description* contains our keyword. Google is nice enough to highlight it for us too ;)

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-Ideally the *exact* keyword “german shepherd training” would appear in the content, but it's still beneficial to have it appear as *broad* words.

-Again, it would be better if the *exact* keyword was used rather than the *broad* keyword, however this is better than nothing.

## The Anatomy of a Bookmark

### Title:

One of the *most important pieces* of a bookmark. This should be our primary keyword for the page. On the social bookmarking sites, this title will be used as anchor text for our backlinks.

If possible, it's recommended to vary the anchor text for your backlinks, because it looks *unnatural* if ALL backlinks to a page are identical. Search engines can tell that grey/black-hat SEO techniques were used rather than the white-hat *natural* human-driven backlinking progression that they are designed to appreciate.

With this in mind, if doing manual bookmarking, make sure to occasionally use different titles, ideally using other keywords that appear on your page.

### Address

The full URL of the page being bookmarked.

### Description

A paragraph describing the webpage, **from the point of view of a visitor** (not yourself). Like the *title*, you should also use SPIN syntax for the *description*, if possible. It leaves a giant “footprint” for search engines if every single bookmark description is identical.

### Tags

Short, popular words that help describe the page. We want to use the most general, non-specific words as possible, because our bookmarks will appear on these “tag” pages, and the more popular the words, the more popular and high- PR these pages will be. Five tags is a good number to aim for.

### Category

Not all social bookmarking sites have this field, but if they do just select the most appropriate choice. Categories are similar in concept to tags, as they allow bookmarks to be organized and grouped together.

## Why Social Bookmarking is so Powerful

There are many other off-page SEO techniques used by internet marketers.

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The reasons we **love social bookmarking** and find it so effective compared to other methods, are:

-Rather than just a *single* page and backlink being created when you submit a bookmark, *multiple* pages are created:

- for each tag
- for the category
- on the user's bookmarks page
- on the home page (briefly)
- on the “popular bookmarks” page (potentially)

-We get **human traffic from the sites** themselves, as users often browse the bookmarks for topics (tags) they're interested in

-**Search engines love 'em**

-It's **easy to do** and much **less time consuming** than other methods

-It's **ideal for automation**

## Tips & Tricks

Some tips and tricks for more effective social bookmarking are:

-**Don't post more than 5 of so bookmarks to your accounts per day.**

We've found that more than this increases the chances that the account will be considered “spamming” and be banned.

-**Don't only bookmark your own domain(s).**

It's easy for the social bookmarking sites and search engines to recognize a “self-promoter” and you risk being banned or ignored. Mix it up and add other sites, possibly even popular ones like Facebook, Twitter, CNN.com, etc.

-**Use unique usernames at each site.**

It leaves a footprint for the search engines to easily recognize if multiple links to the same website are coming from the same accounts.

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## Twitter

Twitter used to be a simple way for people to stay in touch via cell phones. But it has become so much more than that. For some people it has become the new Google, a relevant, instantly available Search Engine that delivers fantastic content in real time. It's success is astounding. Founded in 2006, it is now the fastest growing social site on the web, and is hotter than Facebook.

It is a controversial site. Some marketers ignore it, and think it's a complete waste of time. Others think it's the "missing link" that will solve all their problems, and for many, it's simply an interesting, but time wasting diversion. But if you can get past the drama, misinformation, and overly hyped pitches, Twitter is, without any doubt, a viable, important, and powerful marketing tool that any responsible marketer should be using every single day.

Here at the Social Marketing Blackbox "Sand Box," we have put all the emotional baggage aside, and dived into Twitter in every way possible. We've tried bots, multiple accounts, and a variety of "tricks" and gimmicks. We've pushed the limits, and blown up more than one Twitter account in our efforts to explore this service from every angle, and bring you only proven methods that will work long term. What you'll find in this guide are time tested, proven, effective strategies that you can use with confidence.

## The Value Of A Network

What is a network worth? If you have a massive mailing list, for example, and you are trying to sell it, educated buyers will ask two questions:

How big is it?

How responsive is it?

And if you have a big, responsive list, it's worth MILLIONS of dollars.

My friend Ryan has a big e-mail list. If I would like him to mail a single letter promoting my offer to his list, he charges \$6,000. His list is an asset worth millions of dollars.

Another type of network is a radio station. In the U.S., a 10,000 reach radio station in a town of about 200,000 people is worth anywhere from \$3-15 million dollars!

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In marketing, the bigger and more responsive your network is, the more money you make. And the more ways you can reach out to your network, the better.

The internet used to be a “one to many” application. But now a lot of the big time marketers out there are scared, because with the emergence of Facebook, Youtube, and Twitter, Social Media has arrived and the whole web 2.0 experience is a “many to many” thing, and a lot of people are scared to death because of it. If you have a lousy offering, it exposes you. If you have a good offering, it promotes you.

Hopefully, these new shifts in the marketing world don't scare you at all, but get you excited. Suddenly, for the first time ever, an independent marketer has access to the worlds media, to create their own network, and build their OWN massive list!

Twenty years ago to have a significant marketing reach you had to have a lot of money. Television, Radio and Newspaper advertising were the mediums of choice, and only big business got to play.

Not anymore! Welcome to the world of Twitter and social media, where anybody with a brain, some desire, and a good offer can build a massive Tribe of followers, and market in countries that were impossible to access before.

So strap in, and prepare yourself for a great ride, because Twitter is one of the fastest growing giants in the Social Marketing space, and you are on the cutting edge!

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## Getting Started With Twitter.com

Go to [twitter.com](http://twitter.com) and open an account. Use a real picture, unless you are opening an account for a corporate entity, in which case, use the logo. If you are an independent distributor or network marketer, do not use a logo or product picture, use your own picture. An avatar is acceptable as well, as long as it's a representation of what you really look like.

IMPORTANT! Grab your Twitter "real estate" now! People are gobbling up Twitter I.D.'s like crazy, and if you're not careful, your name will be gone before you know it.

Are you a victim of Twitter Squatting? If you're not careful, you will be. Twitter is one of the fastest growing social sites on the planet, and usernames are disappearing fast. Even if you're not a "guru", another person with your name or favorite username can easily beat you to the punch and deny your twitter position.

According to PC World, "Is there evidence of Twitter squatting (squitting?) Let's check. Yup, every single-letter TwitID is taken. Some are legitimate (Check out "S" for instance, that is a cool personal email assistant service) but X, Y, and Z are place holders. How about common words? Garage, wow, war, warcraft, Crisco, Coke, Pepsi, Nike, and Chevrolet are all taken. My guess is that Twitter squatters have grabbed all of these in the hopes that they will be worth selling in the not too distant future. Of course the legitimate holders of brands can sue for them and Twitter can just turn them over if asked. But, because the investment and risk for the squatter is zero, you are going to see the rapid evaporation of available Twitter IDs."

So jump in now, and register your name, for example, if your name is "Joe Blow" go get [twitter.com/joeblow](http://twitter.com/joeblow). If that's not available, here are some variations:

joe\_blow

joe-blow

joe-j-blow (the "j" would be a middle initial, obviously, if your middle name is Bob you would replace the "j" with a "b.")

joeblow1 (if that's not available, raise the number!)

Hopefully you get the point. All of these usernames have one thing in common: they contain the first and last name. For getting ranked on Google for your name, that's very important.

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Twitter allows multiple accounts, so once you have your name, go back and grab others.

If you feel that somebody is purposely "Squatting" on your name or business name, you can dispute it. Here's the text directly from Twitter's Terms Of Service:

## **User name squatting is against the Twitter Rules**

Name squatting and "user name for sale" accounts will be permanently suspended. Attempts to sell or extort other forms of payment in exchange for user names will result in account suspension. Accounts that are inactive for more than 6 months may be removed without further notice. Twitter is not currently releasing inactive/squatter accounts unless in cases of infringement. (Hint: no updates/profile image on an account or no intent to mislead usually = no infringement. )

What constitutes user name squatting?

Some of the factors that we take into account when determining what conduct is considered to be name squatting are:

- \* the number of accounts created
- \* creating accounts for the purpose of preventing others from using those account names
- \* creating accounts for the purpose of selling those accounts
- \* using feeds of third-party content to update and maintain accounts under the names of those third parties

Mass account creation and inactive accounts

Mass account creation is a spam violation and is against the Twitter Rules. Accounts created in a serial fashion will be suspended, and user names will no longer be available.

User names for sale

Selling free user names is against the Twitter Rules. If someone has tried to sell you a Twitter user name, please let us know.

News feed accounts

While we welcome news feed accounts for third party content on Twitter, using news feed accounts to hold third party user names is considered squatting. If someone is using a newsfeed to squat on your company's user name, you may be entitled to that

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user name; if your case of user name squatting involves impersonation or trademark, please consult those policies.

How do I report a squatter?

To report user name squatting, send a reply to @twitter with the user name of the squatter:

@twitter the @xstalashoe profile is a squatter

Make sure to include the word 'squatter' in your tweet so we'll find it fast!

So if you think there's a squatter out there with some of your intellectual property, just follow the instructions and hopefully they will be able to resolve it for you.

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## Fill Out A Complete, Compelling Profile

Twitter is about putting yourself out there. It's an opportunity to shine your light into the world, whether it's your marketing light, or a charity or non-profit, or a political message you want to share. Twitter allows you to have a reach and influence that can easily span the globe.

But beware, here's the symbol of "online loser" on Twitter  
This is the symbol that gets used by default by somebody who hasn't taken the time to set up a complete profile. Don't promote your Twitter profile until you have it complete! It doesn't have to be perfect (you'll always be tinkering with it) but at LEAST up load a good pic, and fill out the personal info.



You don't have much room to write out your profile, so keep it brief, but unique. A mix of professional with some personality works well. For example, here's my profile:

If I was starting all over again, I would focus my energy on my actual name, [twitter.com/daveshherwin](https://twitter.com/daveshherwin), but when I set up my Twitter account I used my business name and nick-name, [escapethematrix](https://twitter.com/escapethematrix). I would recommend you use your name as well.

Notice the Bio, short and sweet, with a little bit of humor in the "all round swell guy" thing. If you can be professional with Twitter, but also have fun, you'll have more success than if you are too "businessy," or only fun with no business references at all.

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## **Add A Cool Background**

Customizing your Twitter page sets you apart. And it's part of your personal branding. It's well worth taking the time to do.

There are three sites where you can do this easily, for free, or pay extra for more customization:

Twitbacks.com Free and paid versions

Twitterbacks.com Free photoshop images that you can edit (if you have the software)

Twitterimage.com Professional designs for \$100. If you're more serious about your image, this is the place.

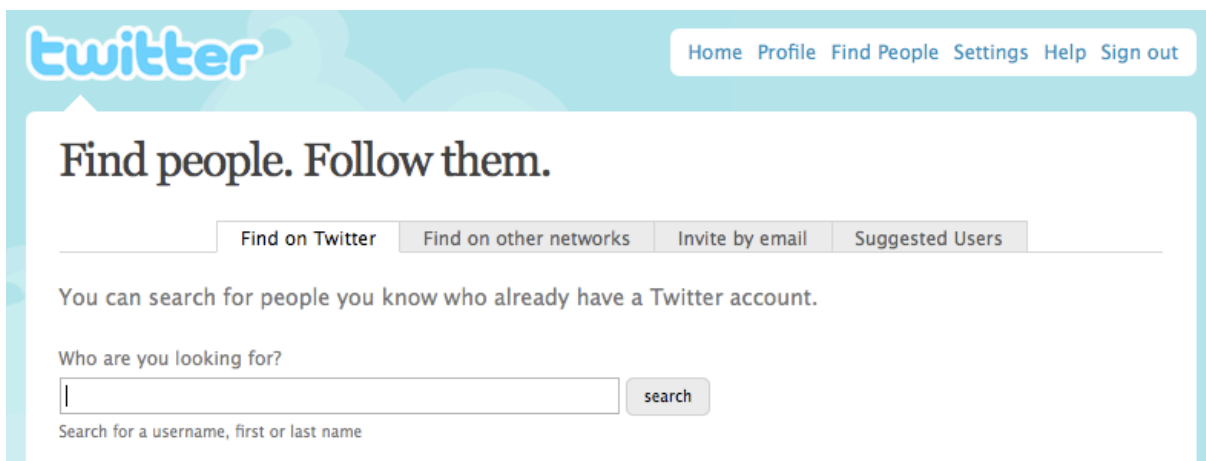
You may want to create an Avatar of yourself. I paid an artist for mine, and it has come in handy many times, as a profile pic, as well as for a custom image on Twitter.

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## How to get followers

The first quest of a new Twitter user is to add followers who are interested in the same topics as they are. Once you've exhausted your personal and professional contacts, where do you go from there? The way most people take is the one described above, where you search Twitter for your interests and add people based on those interests.

As you can see from this screen shot, when you click on "Find People" in Twitter you have four options:



**Find On Twitter.** With this feature you can search by username, first or last name to find specific people.

**Find On Other Networks.** This feature allows you to invite people to follow you from your Gmail, Yahoo, AOL, Hotmail, or MSN accounts. Highly recommended. These people already know you, why not let Twitter work it's magic and invite these people into your Twitter world?!

**Invite By Email.** This function allows you to paste in a bunch of e-mail addresses manually and let Twitter send invites.

**Suggested Users.** This controversial feature "suggests" people you may be interested in following. Why is it controversial? Because it favors certain users based on Twitters criteria. Personally, I like it. There are some cool people and companies in there, have a look through it and see what you think.

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As far as other methods of getting followers, check out this article by Darren Rowse at ProBlogger. Here are some tips from the pros:

Since starting to use Twitter more regularly I've been asked by quite a few readers for tips on how to grow the numbers of Twitter Followers. Today I'm going to give a few tips on how I've grown my own Twitter Follower numbers up over 5500 in the last few months:

## 1. Leverage Other Profiles

Do you have an existing online profile somewhere outside of Twitter (big or small)? Use it to springboard into Twitter. If it's a blog, mention that you're using Twitter in a post and link to it from your profile and contact pages. If you're on Facebook use one of the numerous tools available to drag in your Tweets to facebook. Add it to your email signature, business card, mention it in interviews or guest posts that you might do.... etc. The same applies with any online (or even offline) presence that you have - link to your Twitter page and link to it often (if you'd like to connect with me on Twitter my feed is here).

## 2. Tweet and Tweet Often - But Create Space for Reactions

The more active you are on Twitter the more likely you are to have someone find you from within Twitter and add you as someone that they are following. Every Tweet you do comes up on the Twitter Public Timeline - so upping your Tweet numbers can help have you appear more often there.

Warning - Tweet too regularly and about nothing worthwhile and you run the risk of losing followers. What I've found is that on days that I'm more talkative than others that there can come points where I'm talking so much that my followers don't have room to respond. Twitter can actually become quite confusing once you have too many trains of thought going all at once so I try to stick to one topic at a time and create pauses between them to let others interact.

## 3. Be Conversational

Apart from a good influx of new followers when I announced I was using Twitter at first the days that I get most new followers are those days that I interact with other Twitter users. Every time you reply to someone and have them reply to you your Twitter ID appears in the feeds of others which exposes you to potentially thousands upon thousands of other Twitter users. Asking questions is perhaps the best way to get conversational on Twitter. Get 10 people to answer a question you've Tweeted and if

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even just one person signs up from each of those 10 people's replies to you you have 10 new followers. Just as important is to participate in other people's Tweets also - reply to their questions and ideas as much as possible.

The key with this approach is to be conversational about topics that will interest others. For example if you ask a very general question like 'what cereal do you use' and get a lot of answers - but i suspect you'll get more answers AND new followers if the question was more relevant to people's lives in some way (read on for more on this).

Another thought on the 'art of conversation' on Twitter is that I find I do better when I'm not talking about me. No one likes to hang around with people who just talk about themselves - so get the balance right between talking about yourself and talking about others and other topics of interest.

## **4. Provide Value**

Tweeting on a personal level is fun and for many that's as far as it goes - but if you're interested in growing your Twitter influence you need to provide your followers (and potential followers) with value. It's the same principle as growing a blog - if you help enhance people's lives in some way they are more likely to want to track with you and read more of what you have to say. As a result your conversations should 'matter' on some level. Sure you can throw in personal tweets and have some fun with it - but unless you're providing something useful to people (information, entertainment, news, education etc) they probably won't follow you for long.

## **5. Tweet in Peak Times**

Last week I tracked when I had new twitter followers add me and found (as I expected) that the frequency of 'adds' where made during business hours in the USA. My being situated in Australia can have some positives and negatives but one of the things I don't enjoy about it is that I miss out on a lot of interaction with my followers who are on the other side of the world from me. I try to be online when the US wakes up (evenings for me) so as to make the most of the opportunities of being awake in this overlap time (similarly first thing in the morning for me can be good as my US friends are sometimes still at work or online at home in their early evenings). Tweeting during these times only increases the chances of someone finding you and adding you as someone to follow.

## **Other Strategies For Increasing Your Follower Base**

When it comes to number of followers, quantity isn't everything. As a matter of fact, plenty of Twitter faithfuls have huge lists of people who don't pay any attention to them.

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A small, responsive following is much better than a large unresponsive following. It's like e-mail lists, you can buy a list of a million names for fifty bucks. But it's a useless, beat up list that's been re-sold hundreds of times, and everybody on that list wishes they could get off. So just because somebody says they have a million people on their list doesn't mean a thing if they aren't permission based, and requested to get info.

The same holds true on Twitter. Quality counts. So here are some strategies for getting high quality followers through natural methods:

- ✓ Include your Twitter address in your e-mail signature
- ✓ Put Twitter tools on your blog. See the section on Blog Tools earlier in this guide
- ✓ Put your Twitter ID on the signature of forums you belong to
- ✓ Include it in your Squidoo and Hubpages sites
- ✓ Use the Twitter integration provided by most article directories

## Bonus Tip

These are some of the things that I've noticed about my own Twitter follower numbers. I probably should add that for me it's never really been a concerted effort. I do have the advantage of being able to do #1 quite well quite naturally but my last tip would be to just be yourself and Tweet from the heart. Don't stress too much about the numbers but connect genuinely with the Twitter followers you already have and let the rest take care of itself!

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## Twitter Is A Micro-Blog

Everything you type into twitter is permanent. You might want to think about that before you enter something you don't want your mother to read! The fantastic part of the permanent nature is that it gets indexed by the search engines.

And note what the Wall Street Journal said:

**“You're A Nobody Unless Your Name Googles Well.”**

Ouch. Now, is that true? Are you really a “nobody” if you don't show up well on Google? Well, not spiritually, or socially, or to your Grandma. But in the world of business, unfortunately, if people can't find you on Google it is a definite strike against you.

Being active on Twitter, and including your name in your Twitter ID, gives you a great shot at being ranked on Google for your name.

There are 10 Other simple ways you can get your name to “Google” well, check out this [video on Youtube](#).

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## So How Does It Work?

It all starts with you following somebody. It helps if you follow people with similar interests. For example, if you're marketing a health product, you may want to follow people interested in health, or a certain sport, or weight loss, etc. More on how to find those folks later.

Many times, if you follow somebody, they will follow you back. You can always "unfollow" them if you don't like what they have to say (and they can also unfollow you if you are spammy or boring or... fill in the blank)

It's important to note that if you follow somebody who's not currently online, there's a 17% chance that they'll follow you back. But if you follow somebody who is online, there's an 80% chance. So being actively engaged for at least a few minutes a day, and finding active people, will greatly improve the effectiveness of building your follower base.

To remove somebody, simply go to their profile page on Twitter; you may do this by clicking on their name. Click the arrow beside "Following" just below the top of their profile page and then click "Remove".

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## A Cool Tool To Aid Your Twitter Marketing

Before you start using Twitter as part of your marketing and out reach efforts, I highly recommend budurl as a link-shrinking and tracking service. Remember, you only have 140 characters to write in, so shrinking your URL's save's precious space.



Also, each URL can be identified and tracked. So every shrunken URL is monitored in your budurl back office, so you can see exactly how many times it was clicked on.

Pro tip: When you create your URL, you have a choice of 301 or 307 redirect. Always choose the 301, for Search Engine Optimization purposes. If you don't know what that means, don't worry, just trust me on this one! Get it free at: <http://budurl.com>

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## Tweetdeck

To post micro blogs, or “Tweets,” simply go to your own profile page and type under the question, “What are you doing?” This is a skill you should know, but it’s not the way we want you to do it. Here’s one of the coolest twitter tools out there, and a better way to use Twitter than Twitter itself. It’s called [Tweetdeck](#), and it looks like this:



Tweetdeck is a fundamental tool for serious “Tweeters.” It displays so much more info than the twitter page itself. Here’s what you can do with it:

- Tweet directly from tweetdeck
- View all new tweets in real time
- Use columns to create your personal dashboard
- Create groups to easily follow friends, colleagues or other groups of interest
- Update Facebook and follow your Facebook friends
- Follow topics in real-time with saved searches
- View @replies and direct messages and manage your conversations
- Never miss an important tweet with notifications
- Share your photos and videos with Twitpic and 12seconds
- Shorten URL’s as you tweet

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[Install Tweetdeck here.](#)

As part of your marketing MO (method of operation) I would recommend that you spend a few minutes here and there throughout the day reviewing what's happening in the Twitterverse.

Open up Tweetdeck, and scan what your friends are posting. Here are some some things you can (and should!) do:

1. Respond to interesting, inspiring, controversial, or otherwise interesting Tweets.  
There are two ways to do this:

**Direct Message.** If the person is following you, you can send them a Direct Message. This is a private message only they can see.

**Reply.** This is a direct response to their Tweet, but is public, everybody else can see it.

Choose your method of response, and spend a few minutes interacting with others. You'll meet some great people, learn some new things, and make solid connections doing this.

2. Learn. A lot of people give out valuable information on Twitter. News, reports, great blog entries, recommendations, criticisms... all of these things can teach you new things, introduce you to new opportunities, and generally keep you informed. Knowledge really is power, and Twitter is a fast, fun, simple way to share and find knowledge.
3. Tweet! After scanning other peoples Tweets, the juices will flow and you'll get a thought or an idea to share. Tweet away!
4. Re-tweet. If you see something great on Twitter and want to share it with your users, it's really easy!

## **Give Your Followers Value**

In the social marketing world, people get to choose whether to follow you or not. Your "Tribe" can be fickle, and you're only one click away from being deleted! Harsh? No, just reality. The up-side is that most of your competitors aren't doing it right, so it doesn't take much to become a valued member of your community and build a following.

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UNWRITTEN RULE: Avoid sending people directly to a sales page! Think of Twitter like one big PARTY! Mingle, have fun, and yes, network. But nobody likes the person who's all business at a party. Remember, people buy from those they know, like and trust.

So a fantastic way bring them into your world naturally is to send them to your blog first. It's more personal, you can choose exactly the right content to promote, and it's a friendlier, less "salesy" place.

Include an offer or give-away at your blog, something that they can choose to opt in for.

One interesting aspect of web 2.0 (the interactive web, as opposed to the old sites where you couldn't interact or leave comments) is that as marketers we focus a lot of our energy with Social Media (web 2.0) with the intent of building our very web 1.0 e-mail list! It's a paradox, but the fact remains that building a massive e-mail list is still a very important goal, and should be an important focus of all your marketing.

So find ways to drive traffic to your opt-in pages, where you can grab their e-mail address in exchange for a book or free report.

If you are an independent marketer, and don't have a true, hosted blog (blogger.com and other free blogs aren't going to cut it!) We can build one for you very inexpensively at the Social Marketing Blackbox.

## **Tweets: The Good, The Bad, And The Ugly!**

Here are some examples of good and bad tweets to get the juices flowing: (the URL's have been modified to protect the innocent)

Bad: Twitter is Hot This is Hotter!!! <http://budurl.com/hot-new-site> (not a real link)

Good: Can this site REALLY compete with Twitter? <http://budurl.com/blog/hot-new-site> (not a real link)

See the difference? Both "tweets" are inviting you to do the exact same thing: check out a site. But the first person is *selling*, the second person is *inviting*. Subtle, but powerful. Also, in the first example the person is sending directly to a sales page, but in example two they have written their own blog post about "hot new site." It's a subtle, but powerful difference.

Here's another:

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Bad: Buy the social marketing blackbox now! <http://budurl.com/socialmarketingblackbox>  
(not a real link)

Good: Just got another front page Google ranking! Sweet! (then link to your Social Marketing Blackbox affiliate link)

Again, both have the same call to action, but one is a pushy salesman, the other is simply sharing good news. But understand that the right person will read Tweet number two and think, "Wow! I wouldn't mind getting fresh leads myself." And now you have an interested prospect.

One more, non promotional example:

Bad: The economy sucks. My buddy Joe just lost his job, I'm probably next.

Good: I decided not to participate in the bad economy, the universe is conspiring to make me successful!

Nobody wants to hear your negativity. They hear enough of that on the news, at work, and all too often from friends and family. People want to feel good! They want to laugh, to be motivated and inspired.

Choose to be a person who leaves a positive mark in your Social Marketing. Remember, they often escape to the internet to get a break from challenges in their lives. Be a voice of positivity and success, of hope and happiness. Be yourself, but be your better self!

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## Methods Of Providing Valued Tweets

1. Ask questions! I was impressed by a lady who on February 13th asked “What are you guys getting your sweethearts for Valentines?” I noticed she got a huge response. And btw, she’s a very savvy marketer, she makes money on Twitter, but she doesn’t try to make money EVERY TWEET! That’s what separates the good marketers from the bad.
2. Answer questions that your followers have.
3. Share a “Tip of the day”
4. Share helpful tips for your industry.
5. Tell a joke.
6. Share quotes.

If you provide lots of value, your followers won’t mind when you insert a “money tweet.” Especially once they know, like and trust you, they will understand that you wouldn’t recommend anything that you haven’t thoroughly tested and have a personal testimonial of.

Speaking of which, make this your new marketing rule. Drill it into your brain. Make it a commandment on a stone tablet. Whatever you have to do, but this one concept will help your marketing efforts and keep you in long term profit mode:

Never market something that you don’t own, use, and have a personal testimonial of!

Too many people are just glorified “peddlers” in the marketplace. Don’t join that crowd. Only offer your prospects great products that you strongly believe in, not the “hot product of the day.”

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## **How Often Should I Tweet?**

Tweet a few times a day, but make sure your tweets are meaningful. Nobody cares what you just ate for lunch, unless you had a funny or unusual experience. So put some thought into your tweets, and follow interesting tweeters, and you'll soon get a feel for what things you can add to the community.

If you use Tweetlater to schedule out your tweets, be sure that there is a good ratio between "value tweets" and "money tweets." For example, if you tweet five times a day, only put a link to one of your money pages in one or two of them, not all five.

## **When is the best time to tweet?**

The very best time to Tweet is when you can! Don't get too caught up in the exact times of day, if you are very busy, or have a day job, don't sweat it. You can schedule Tweets to happen when you're not available, and spend live time on Twitter when possible.

If you are more flexible, the very best time to Tweet is when your potential Tribe members are online. For example, if you're in the U.S., peak times are basically during the day throughout the work week, and weekends. But generally speaking, Tweet when you can, and use Tweetlater.com to schedule Tweets for you if you can't Tweet on a regular basis.

Some people consider Sunday evening (U.S.) the best time of all.

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## Tweetlater Pro

If I was only allowed one Twitter tool, this would be it. I started using [Tweetlater](#) before they ever had the Pro version, and it was a fantastic tool then. When they added the Pro feature, it became a real powerhouse.

There is a free and paid version. The Pro version has a trial, chances are if you try it you'll be hooked, but if I'm wrong just downgrade to the free version.

Here's a screen shot of everything you get in the free version:

**Join more than 54,840 satisfied users -->**

We are the trusted and preferred productivity solution for more than 62,770 Twitter accounts, with roughly 664,390 tweets published every 7 days.











### Tweet Later Features

	Free	Professional
Schedule tweets — Plan, set & forget! <a href="#">[more]</a>	✓	✓
Track keywords on Twitter — Empower yourself! <a href="#">[more]</a>	✓	✓
Save and reuse drafts — Save hours of typing! <a href="#">[more]</a>	✓	✓
Send welcome DMs to new followers — Automate! <a href="#">[more]</a>	✓	✓
Bit.ly URL shortening — Track those clicks! <a href="#">[more]</a>	✓	✓
Follow those who follow you — Automate! <a href="#">[more]</a>	✓	✓
Unfollow those who unfollow you — Automate! <a href="#">[more]</a>	✓	✓
Vet new followers — Semi-automation! <a href="#">[more]</a>	✓	✓
Purge your DM Inbox — Keep it tidy! <a href="#">[more]</a>	✓	✓
Personal status feed — Your own tweet engine! <a href="#">[more]</a>	✓	✓
Unlimited Twitter accounts — No charge! <a href="#">[more]</a>	✓	✓








Here's a screen shot of what you get in the paid version:

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## Manage Many Accounts with *TweetCOCKPIT*

- Manage all your Twitter accounts — One integrated console! [more] 
- Integrate all timelines & keywords — Boost your productivity! [more] 
- Filter your timelines — Tune in only on favorite friends! [more] 
- Do the same action on multiple accounts — One click, save time! [more] 
- Forward DMs to others — No copy & paste! [more] 
- Mute annoying tweeters — Avoid frustrations! [more] 
- Hide read tweets — Unclutter your view! [more] 
- Highly configurable — Make it suit your exact needs! [more] 

## Other Highly Sought After Features Included in *Tweet Later Professional!*

- Delegate your Twitter account management — Free up time! [more] 
- Schedule @replies and DMs — Send when recipient is online! [more] 
- Schedule recurring tweets — Without them being repetitive! [more] 
- Pause & unpaue recurring tweets — Fine-tune campaigns! [more] 
- Run your own Twitter bots — Fully automate accounts! [more] 
- Ping.fm integration — Feed Facebook & MySpace! [more] 
- Get all new enhancements — No extra charge! [more] 

## Really Cool Folks Are Using TweetLater. Start Using It Right Now!

"Where do I sign up?" [Register](#) a free account, and then [login](#).

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**Free**      **Professional**

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Between Tweet Deck and Tweetlater, I manage my entire Twitter experience. There are tons of other great tools and sites (a list of those follows) but I have found that these two tools, used in conjunction, are the core tools necessary to leverage Twitter.

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## Tweetlater Recommended Settings

When you set up your account, you'll see this screen.

Here's the choices I recommend:

**Auto Welcome:** There are two schools of thought on this. If you are going for natural growth, and using Twitter as an important, long term part of your marketing strategy, I would recommend not sending a welcome message at all. Because people are getting so many messages in their in box already, the auto welcome just becomes another annoyance, rather than the friendly message it is supposed to be.

On the other hand, if you are going to really get aggressive with Twitter, and use multiple accounts, then you may not care about the long term consequences, or about ticking some people off right out of the gate, you're just going for the numbers. In that case, turn this feature on, but at least TRY to make it sound like a welcome message (what it's supposed to be!) and not a sales pitch.

**Auto Follow:** I would recommend checking this. Many people unfollow those that don't follow them back, so if you have this checked you will maintain a higher number of followers.

**Vet Followers:** Don't check this one.

**Auto Unfollow:** Check this. It is important to not follow many more people than are following you. By using this automated feature, you can maintain a good balance without much effort.

### Edit/Automate My Twitter Account

The screenshot shows the 'Edit/Automate My Twitter Account' interface. At the top, there are input fields for 'Twitter User Name' (escapethematrix) and 'Twitter Password' (masked with dots). Below this is the 'Optional Twitter Account Automation' section. It includes several checkboxes and text boxes:

- Auto Welcome:** A checked checkbox with the text 'Automatically send a welcome message to new followers.' Below it, 'Message Sending Method:' is set to 'All welcome messages are sent as Direct Messages.' A text box contains the message: 'How to rotate welcome messages (and why you should): Thanks for following! I look forward to your tweets!' Below the text box is a note: 'Best Practice: The message should not be about you, it should be about your follower and your future interaction with your follower.' Further down is a paragraph of advice: 'Write a very simple welcome message. If you really want folks to unfollow you, then try and sell them something with this first welcome message. Very few people like that. Be careful even if you're giving away something for free. The purpose of this message is to say hello and welcome. Most people take a dim view of you when you do any kind of self-promotion with this message. If your message smells remotely like, "Hi, thanks for the follow, now buy my stuff" or do something that will benefit me or check out how cool I am,' then you really are misusing this welcome message. Don't send what you wouldn't like to receive from others.'
- Auto Follow:** A checked checkbox with the text 'Automatically follow people (new followers) who follow me from this point forward.'
- Vet Followers:** An unchecked checkbox with the text 'If you select this option, the above automation actions will only be executed once you've manually approved a new follower with our Vet New Followers feature. If you do not select this option, the above automation actions will take place without your intervention. Selecting this option without selecting at least one of the automation options above does absolutely nothing. If you don't automate your account with the options above, then there is nothing to vet.'
- Auto Unfollow:** A checked checkbox with the text 'If you select this option, Tweetlater will automatically unfollow those folks who unfollow you. To protect you from any system glitches, we will never unfollow more than ten people in one single go.' Below this are two paragraphs explaining the 'does NOT' and 'DOES' mean for the auto-unfollow feature.

At the bottom, there is an 'Optional @Replies Digest Email' section with a checked checkbox and the text 'Email me an @replies digest.' Below this is a paragraph explaining the feature and its integration with Keyword Alerts.

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Another way to Unfollow people

If you plan on following people who you know aren't going to follow you back (like celebrities, businesses, etc.), then instead of using Tweetlaters Auto Unfollow feature, just go to:

<http://hwitter.com/mutuality/>

## **Schedule Tweets**

This is another feature of Tweetlater that I used extensively. I schedule out three tweets a day, every week. One in the morning, another at noon, and a third in the evening. The first two are always success or health quotes. I love quotes, and have found that others do too. So I can contribute to the Twitterverse, automatically, yet provide good value, through scheduling out quotes twice a day.

The third tweet is an invite to one of my blog posts. I keep a spread sheet of every blog post I create, and schedule for one a day to go out on my Twitter feed. This has been a significant source of traffic to my blog, and helped each of my entries get more comments.

Twitter is one of the reasons why my personal blog is in the top 100,000 of all sites online, and has helped me create and solid e-mail list of about 14,000 people.

Here's a shot of the screen where you can schedule out Tweets on Tweetlater:

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## New Tweet on escapethematrix


The scheduled time is in your local (GMT-07:00) Mountain Time (US & Canada) time zone. Please ensure that your tweets are with Twitter spam guidelines and terms of service [here](#), [here](#) and [here](#).

Tweet: [How to rotate recurring Tweets \(and why you should\)](#)


0 characters entered.

Save As Draft:  Save this tweet text as a draft that can be reused later.

Publish When:  Publish right now (will be published within 60 seconds)  
 Publish  hour(s) from now

Or publish at this exact time:  
   
mm/dd/yyyy hh:mm am/pm - [Change your date format](#)

Recurrence:   
 Number of Recurrences (0 or blank means unlimited)  
 Pause this recurring tweet.

Account(s):   
  
Publish tweet on these accounts 

There are two very different schools of thought on this, one for your personal, “real” account, and another for your automated accounts (more on that later) For your real account, I recommend posting three tweets per day, one in the morning, one mid day, and one in the early evening.

The first two should be what I call Value Tweets. These are quotes, tips, recommendations, humor... anything that your Tribe would appreciate and enjoy. The last Tweet would be a “Money Tweet.” This Tweet would include a link to one of your blog posts or sales pages.

This simple strategy is part of what has made my blog so successful, and such a money maker for me. Each of my posts is getting “re-purposed” on Twitter, so I get traffic to all of my posts on a regular basis. These keeps all the posts in play, and gets me a steady stream of traffic.

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## Link Your Twitter And Facebook Accounts

Your Facebook status can automatically be up-dated by Twitter. This is a very cool feature, especially if you add valuable Tweets. For example, here's one of my automated Tweets, and how it was received in Facebook:



The names have been covered, but notice what they said? The first person just gave it a thumbs up. The second and third both took the time to write back and endorse the quote. As I said before, people love quotes.

So now our Tweetlater software is automatically up-dating Twitter, which is automatically updating Facebook, and we can enter all of those Tweets in about 20 minutes once a week!

It's a fantastic concept. Then if you add a few "natural" Tweets as well, you can have fun with Twitter in very little time, provide value to the Twitterverse AND Facebook, and be inviting people to your blog and money sites- all automated, and very simple to do!

I'm not going to go through every feature and function of Tweetlater in this guide, because they do a fine job of that at the site. Go there now and [open a free account](#), I'm sure it will become a valued part of your marketing machine!

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## Conclusion

I hope you got great value out of this book, and that it helps you live your dream! If you have any questions, I check my Facebook page daily and respond to all questions:

<http://facebook.com/escapethematrix>

Wishing you massive success,

Dave Sherwin

<http://twitter.com/escapethematrix>

Take your business to the next level! All the tools, training, and cool marketing mojo you need:

<http://socialmarketingblackbox.com>