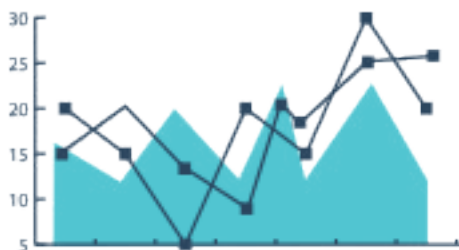




GROW SMART MARKETING NEWSLETTER August 2016

BOOST SALES BY ADDING THIS TO YOUR SALES FUNNEL
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Boost Sales by Adding This to Your Funnel

If you're like most internet marketers, you're always looking for a way to improve your sales. And the first way you seek to do that is by altering your sales funnel to make it more effective. With this in mind, here are some things you can add to your sales funnel to improve it and boost sales right now.

Personalization

One-size-fits-all sales funnels are outdated. Today, the technology exists to help make your audience feel special, by creating sales funnels that are personalized for each visitor or the audience due to where they're visiting from. For example, if you are guest posting to drive traffic, you want a special sales page for visitors who come from these guests posts.

Better Images

There are all kinds of images you can use in your sales pages today, such as still images with interlaid GIF images inside, creating movement in the picture that draws the eye to a different area of the sales page. You can also create a sales page that uses a different image each time a particular person visits the page. Finally, if you have a product, take a 360-degree image of the item so your audience can interact with it and see it from all sides.

Dynamic Pricing

This is a relatively new concept online but not anything new in reality. This type of pricing often exists with real-estate or apartment rentals. The price is based on how well the item is selling and how much inventory you have. It'll go up and down once it's set up based on that criterion.

Awesome CTA Buttons

Take a look at some ads online and see if you can find the CTA button. If you can't find it, that is a problem. While many of us know that there is something to click somewhere, many people will not click unless they feel invited. Invite them with a big juicy button with an explicit call to action.

Coupons

You can offer incentives and coupons via your sales page either by practice or exception. For example, if someone clicks away from the page, you could offer a pop-up that gives a coupon code if they stay on the page. Or, you can automatically offer a coupon code.

Upsells

Getting buyers to increase their checkout volume is a great way to boost sales. Offering upsells at the time of buying, such as a professional version of the product you're selling or a more complete version, is a great way to increase the size of the order.

Downsells

Sometimes you may have a very expensive product on the sales page, and the target clicks away, maybe due to the expensive price. You can offer them a less expensive version or an opportunity to pay less by doing something such as sharing or commenting, and they'll likely take it.

Cross-Sells

At checkout, you can offer companion products at a discount if they buy right now with their first purchase. This is another great way to boost sales without having to do much work.

You may already be using some of these features in your sales funnels, but if you're not, try them out. Add one of these features to your sales funnel and test it out to see if it gets higher sales or not. That's the process when you market, discover, implement, test and repeat.



Content Is King for SEO but Know the Point

You have heard it before... **"Content is king,"** and you must have a lot of it on a regular basis that is unique and original. But sometimes a few things are missed when it comes to content marketing that needs to be explained a little better. When you create content for SEO, you need to ask a few questions before designing that content.

What's Your Point of View? All of the content that you publish, on and off your website and blog, should describe a particular overall point of view. Some people call this "finding your voice" but whatever you call it, you need to be able to string your copy together and see a point of view that develops as you read it all.

Does the Content Resonate? Your content should speak to a specific segment of your audience. Each time it may be a different segment, but you need to know so that the content you produce resonates with the right people at the right time in the right place if you want it to be effective.

Does Each Piece Have a Reason for Being? In the old days, you could throw up almost any type of content on your website or blog and as long as it had the right keywords in it, it would bring search engine traffic. Today, context matters. If you have no reason to publish that piece of content, then don't publish it.

Is Your Content Visually Pleasing? Include font faces, graphics, images, and plenty of white space in your content to make it easy to read and pleasant to look at. But, ensure that those additions are also relevant to the reason for the content. Additions should push the story forward, not confuse the issue.

Are You Mixing Up the Types of Content? Don't always use the same format or form of content. For example, include videos, short blog posts, long blog posts, case studies, "how to" information, memes, infographics and more. The more types of content you include, the better you can tell your story and promote your products and services

Are You Telling Anyone about Your Content? One of the most important aspects of content for SEO purposes is the fact that you have to promote it to get views. You can't just publish it and expect people to find you. Yes, search engines will send you traffic, but you also need to share and promote your content on social media, in email messages, and more.

Are You Distributing Your Content Enough? Outside of your blog and website, you need to also publish elsewhere. Write an eBook for Kindle, publish white papers, put slides on LinkedIn, and create guest articles and blog posts. You want more people to see your name, link to your blog, and learn about you and your offerings.

Understanding why you're publishing content is really important. Yes, you want to increase traffic. Yes, you want to get more views. Yes, you want more sales. But each piece of content should have its own reason for being published. That one piece of content may be designed to educate your audience, or it may be designed to make a sale. Each piece has its own reason for being, and that's something you have to know in advance of creating it and publishing it.

The New Improved Rules of SEO



A lot of people think that SEO is just a trick, or a bunch of shifty tricks to take to get people to come to your website. While it is true that some of the methods you read about seem somewhat unethical, the fact is that if you follow the rules of SEO without trying to mislead anyone, you'll find that they are sound business practices that help you build brand awareness, get more traffic and make more sales in an honest and effective manner.

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Consumers Are Smarter Today - Most people who are shopping online are clued in on the tricks of the trade now. They understand sales pages, and know what clickbait is and they don't like most of them. You want to acknowledge that fact with everything you do. Respect their time and don't trick your audience.

SEO Is a Long - Term Strategy Working on the SEO structure of your websites and blogs will take time. It should not be considered an overnight success measure. Instead, it should be considered a long-term strategy that will work over time to affect traffic on your site.

Mobile Optimization Is an Imperative - Today websites need to work seamlessly on any device, so mobile optimization is very important. Your audience needs to be able to read, learn, interact, and purchase through their mobile devices without missing a beat.

SEO Is a Long-Term Strategy - Working on the SEO structure of your websites and blogs will take time. It should not be considered an overnight success measure. Instead, it should be considered a long-term strategy that will work over time to affect traffic on your site.

Content Needs to Provide Value - If you know your audience and understand the message that you want to send to them, you'll be able to create amazing content that provides a lot of value to your audience. The information should be trustworthy, expertly written, without grammatically errors, and interesting to read.

Keyword Density Is Old News - Keywords should be in the title tags, content, H1 tags, URLs, alt text on images, and within the image name. Keywords in content should be included in a natural way without any concern about "density".

Satisfy the Needs of Your Users - This goes back to creating content for the different personas within your target audience. You have to put yourself in their shoes and know what they would find valuable and useful.

You Must Earn Links - Links tell search engines how authoritative your website is, what topic your website should be ranked for, how trustworthy your website is, and how valuable the content you create is. If people are linking to and sharing your content, engaging with the content, and visiting your website, you'll earn links. In other words, skip the article directories, blog networks, comment spamming, and link trading. They don't work.

Social Is a Must - The reason you need to use social media is to build community and relationships so that you can distribute your content and information to people who desire it, need it, and want it. You can simply help people out and then reap the rewards.

When you accept these new rules of SEO, you'll be more successful with your SEO strategy - whether it's on-page or off-page SEO. Remember that it's a long-term process that will pay off many times over if you keep up to date on the new rules of SEO.



Using Visuals and Copyright Laws

When you start using visual marketing to promote your blog, it is important to learn about the laws surrounding using images. There are many misconceptions and if you have any misunderstanding and you violate a copyright law (knowingly or unknowingly), it can cost a lot of money. You don't want that, so read and learn.

Yes, You Can Be Sued

Using a copyrighted image without permission can cost you a lot of time and money, even if you didn't know it was a copyrighted image. For example, if you got the image from a royalty free site, and thought it was legal but it wasn't, you're still liable. This is why free sites are so dangerous. What's more, even if you remove the image when told, you can still be sued due to having used the image. The fees can add up to thousands of dollars.

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So, keep the following in mind as you use pictures:

You cannot use a picture without permission - period. You cannot give the photographer credit and think that's fine. It's not. You cannot change the picture and call it "fair use"; it's not. You can't use the image if your website is not for commercial use. You cannot use the image even if it's embedded from their server. You can't use the image even with a disclaimer on your blog.

In short, you cannot use the image for any reason without permission. And, even if you remove it when someone requests you to, you can still end up having to pay for using it, even if it was only for a few minutes. If they have proof, then you're out of luck.

Here is where you can get photos that are okay to use:

Creative Commons Images - Creative Commons licensed pictures are fine to use, but do read the terms as there are restrictions about how you can use them and how you must credit the owner of the image.

Public Domain Images - No, this doesn't mean if the image is online it's in the public domain; this is a legal term that describes images where the original copyright has run out and now the image is free for the public to use with restrictions.

Paid Stock Photo Sites - You can buy images to be the most safe when it comes to copyright of images. However, keep in mind that you still cannot use the image however you want to. You need to read all the terms of service and follow it religiously.

Take Your Own Images - This is by far the best way to ensure that your blog has legal images on it. You can be sure that your images are legal. Most mobile devices have perfectly good cameras for images you'll use online. You already have photo editing software on your computer and in the cloud through Canva.com and others that will work perfectly fine for your needs.

It's always best to assume any image has a copyright of some kind. If you're not totally sure about the state of the image, or the terms of service, don't use the image. It's important that everyone respects the intellectual property of others. After all, would you want someone to take and use your hard work for free?



Why You Should **Fire** Your Worst Customers

In the quest to provide excellent customer service and keep customers longer, sometimes something important gets lost in translation. When you have customers who are expecting too much for too little, and even your blood in exchange for the business relationship, it might be time to fire them.

Some types of people to fire and the reasons to fire them are below.

They Cost Money - The fact is, a client who is needy, doesn't respect you, or is simply a wrong fit can be a money sucker too. The reason is because if you spend a lot of resources putting out fires due to this customer, you're using up time and money that could be put to better use with customers who love you.

They're Not Your Ideal Customer - As you get used to targeting the right customer, you may find that some of your older customers just aren't a right fit. They're really not doing anything wrong, but they're not really adding to your business in a positive way since they're not the right customer. Letting them go makes room for more right customers.

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Sunk Costs versus Opportunity Cost - Sometimes it's hard to let go of a customer because of all the time you've already invested in them, and you hope that someday it'll pay off. But the fact is, when you make any business decision, the thing you are supposed to consider is opportunity costs - not sunk costs. Sunk costs are those that you've already spent; opportunity costs are those that will happen in the future. If there are better opportunities out there, fire the customer and go after the right ones.

Too Much Emotional Investment Required - Some customers want you to be emotionally invested in them in a way that is draining. They require too much time and effort for the payoff due to their neediness. They expect you to be available at all hours of the day and night at their beck and call.

They Want You to Share Their Risk - Some customers are really selfish. They want you to share their risk but get none of the rewards. This type of client is dangerous to your entire business, because they'll blame you when things go wrong even if it's due to them not following your advice.

They Control with Fear - Some customers will threaten you to try to control you. They'll say things like, "if you can't handle it, I'll find someone who can" and other types of threats, both direct and veiled. They truly have no intention of firing you but they like keeping you off balance. Get rid of these types of customers.

They Don't Pay on Time - Sometimes you will have a customer that you actually like but they tend not to pay on time. Plus they use a lot of delay tactics. They may eventually pay, but having someone not pay on time can be very stressful and affect your cash flow. The best thing is to let these types of customers go after giving them sufficient warnings.

They Don't Share Success - Some customers will freely share blame when things go wrong but when they experience success, even if directly related to what it is that you do, they will not share that. When you experience that type of customer, it's best to let them go as soon as possible because you're not going to get anything more out of the relationship than what you've already got.

Firing your worst customers will leave room for more of the right customers. Anytime any one customer, even if it's not totally their fault, makes you feel like you're losing your mind or investing too much time and emotion for the payoff, it's time to consider letting them go. You don't have to say "you're fired" but you can calmly and politely end the contract per your agreement terms.

Work **ON
Your Business,
Not **IN**
Your Business**



Owning a business can seem like the best thing in the world. When you're in the planning and dreaming stage it seems like you'll have more freedom, time and money. In fact, you probably had visions of spending a lot of time at the beach or on the golf course as you made your plans.

Then reality set in and you soon realized that your business is a daily drudge and worse than a regular job. You start feeling like you want to run away, escape and end your business. But, the truth is, all you need to do is change a few things so that you can work on your business and not in it.

Change Your Mindset - It can be hard, after years of having an employee mindset, to switch to an ownership and entrepreneurial mindset. It's time for you to start thinking like an owner, or at least a manager by setting up systems, delegating tasks, and finding ways to do less but still get more done.

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Set Up Systems and Standards - When you set up systems and standards, it will be a lot easier to get people to help you with your business. You'll have a clear understanding of what needs to be done each day and which things you must do compared to which things your contractors or employees can do.

Use the Right Tools - Part of setting up systems is to use technology and other tools to help you make the most of your time. Technology such as email autoresponders, customer management, project management, cloud storage and more is important to use as you can afford in order to make the most of your time.

Plan for Success in Advance - Don't just work by putting out fires, instead make plans of what you're going to do each day, week, month, quarter and year. Planning out basic tasks and duties far in advance will give you time to include additional tasks at the last minute as your industry demands.

Outsource Strategically - When you outsource, ask yourself whether or not that particular task needs your special touch or not. Many tasks, like customer service, data entry, posting blog posts, social media marketing, email marketing and so forth are all things that someone else can do successfully.

Provide the Right Training - When you outsource to anyone, even though you'll likely outsource to a specialist, you want to provide training about your business and your processes. Don't control the process or their function, but rather control the due dates, quality and style which the deliverables will take.

Delegate and Compensate Fairly - When you outsource to someone, you need to ensure that who you delegate to can do the job, but you also want to pay them fairly. Many business owners make the mistake of thinking they can get something for nothing or near nothing and still get what they need. In truth, you get what you pay for. If you want to command higher rates, you need to be willing to pay for expert help.

Attract the Right Clients - One thing that will make your business less of a drudge is if you ensure that your marketing efforts are working to attract the right customers to your business. The right customers will be a joy to work with, and you'll have fewer fires to put out and fewer mistakes to fix.

Set Your Fees High Enough - Many small business owners make the mistake of setting their rates too low. You need to set them high enough to provide for your family in the manner you deserve commensurate with the type of business you have and who your audience is. For example, high end life coaches will pay more for your personalized services than an internet marketer who uses "The 4 Hour Work Week" by Timothy Ferris as their bible.

AUGUST 2016

