



# *The Orange County Small Business Marketing Guidebook*

*Successfully Market Your Business*

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*"Marketing Expert" – **The Orange County Register***

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*Author of "Reinventing You" and contributing  
writer to **Forbes & Harvard Business Review***

# Five Star Reviews



***“Edwin is at the TOP of the game. You can trust him to always show up 100% and bring the energy!”***

– Grant Cardone New York Times bestselling author.

*“I wanted to share with you a secret weapon I’ve been using to boost my sales the past few months. His name is Edwin Dearborn and the results he’s helped me achieve have been outstanding. Within the first month of working with Edwin, he helped me gain over a million dollars in new assets and the second month, another 1.5 million. On top of that, he’s helped me supersize my reach on the Internet to new prospects through Google News, Yahoo News, retweets to tens of thousands and having my articles emailed to over 250,000 subscribers at a time.”* - Craig Brockie, CEO of ContrarianAdvisors.com

*“Edwin has been undoubtedly one of my greatest allies and mentor over the last 3 years. Under his leadership and advice we were able to turn what were only 2-3 new customer visits per month to 6-9 new visits per week. He walked and guided me through all the processes and techniques I needed to be successful there and to help promote the medical offices objectives and goals. I would recommend his services, advice, and friendship to anyone who is willing to better their career circumstances and who need a truly innovative eye at the marketing world.”*

– Laura Namaky, Sales Director

*“We have worked with Edwin Dearborn for several years. He has done a phenomenal job in marketing and promoting our multi-doctor Orange County spinal rehabilitation practice. We have worked with several other advertising and marketing professionals over the years. Most people are simply interested in ‘selling’ you the latest advertising gimmick of the week whether or not it makes any sense for your particular business or industry. I am most impressed with Edwin’s ability to ‘diagnose’ the needs of his clients which he uses to develop a business-specific marketing and promotional plan. I would very highly recommend Edwin for the marketing and promotion needs of any business, big or small.”*

– Dr. Ken Erickson, D.C., owner of Irvine Family Health Center

*“I often have people come in to my store and with a concerned tone ask, ‘How’s business going? You guys doing all right with the economy?’ I always get to look up with a smile on my face and say, ‘Great! We’ve had an increase in gross sales of 15% each year over the past three years.’ Yes, you heard me right, each year. Why you ask? A huge thanks to Edwin for his marketing expertise which has continually proven to be spot on. Whenever I have a question or I need advise on how to handle a situation, Edwin seems to know exactly what’s needed. We started working with Edwin in the beginning of 2010 and I don’t see us stopping anytime soon!”* – Cindi Boyer, owner of Custom Wood Shutters & Blinds.



# Want More Business? Create More Content!

*By Dorie Clark*

The following piece is adapted from Dorie Clark's newly-released book  
*Reinventing You: Define Your Brand, Imagine Your Future*

***“Developing your own content – i.e.,  
intellectual property – is a powerful tool  
for any small or medium-sized  
business owner these days.”***

In fact, in a crowded marketplace where you're working overtime to establish your brand, it's an essential strategy to showcase what you can offer, connect with interested parties (who are consuming your material), and establish an expert reputation (because the people who get cited and lead any industry's discourse are the ones who have a clearly-stated, written philosophy).

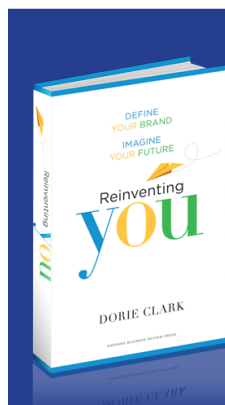
It also makes the sales process immeasurably easier, because by the time people

contact you, they've already passed through the first hurdle of self-selection: they appreciated your material enough to reach out. You have a "warm lead" that will be far less price-sensitive, because they're already determined that you're different and better than other possibilities they've considered. Many small or medium-sized business owners agree in theory that "content marketing" (also known as "inbound marketing") is a good idea. But they're too busy to do it, they explain. I actually counsel my clients that they can't afford not to do it. You will never get the same results or high-quality leads from, say, search engine advertising as you will from creating content that answers a potential customer's questions and demonstrates your professionalism and expertise. Here are three tips to speed up the process of creating content (whether your preferred form is blog posts, podcasts, or video blogging – any of which can be powerful).

**1. Create a topic list.** Develop a list of potential blog (or podcast/videoblog) topics, and keep it updated as new ideas occur to you. You can start your list by thinking about the questions people most often ask you about your field, the impact of new technology, the things most people don't understand or get wrong about your field, success secrets you've observed in your industry, easy mistakes to avoid and etc.

**2. Start with the title.** Still having trouble coming up with a winning idea? Starting with the title can often help you structure your post and ensure you stay on topic. Brian Clark (no relation) of the website Copyblogger suggests "The Cosmo Headline Technique for Blogging Inspiration." Pick up a copy of Cosmo – which has perfected the art of irresistible headlines – and adapt them for your purposes. "The 22 Best Relationship Tips Ever" becomes, in Clark's telling, "My 22 Best Design Tips Ever." Meanwhile, "Guys Spill: White Lies They Tell Women All the Time" morphs into "Realtors Revealed: The Little White Lies We Tell Clients (And How to Stop)."

**3. Schedule your social media.** Spend a couple of weekend days pounding out content, so you have a backlog. Schedule your posts to load at pre-determined intervals to take the pressure off – if you get slammed at work and miss a week or two, you have enough material to keep you covered. Great content also has the advantage of creating lasting value; as I wrote in this Forbes post, while a search advertising campaign will go away the moment you stop paying for it, a smart "how-to" article may live forever – and drive traffic forever – on the web. Good luck in getting started with your content creation campaign!



**Dorie Clark**, the CEO of Clark Strategic Communications and author of her newly-released book, **Reinventing You: Define Your Brand, Imagine Your Future** (Harvard Business Review Press, 2013) A strategy consultant, Dorie has worked with clients that include Google, Yale University and the Ford Foundation. Listen to her podcasts or follow her on Twitter @dorieclark



# Marketing Has A Purpose: Increasing Revenue

Much of the business world has lost the purpose of small business marketing strategies: INCREASING REVENUE!

In the course of adopting an overabundance of Internet marketing jargon and achieving the mind-boggling intensification of speed rendered by modern technology, somewhere along the way the business world forgot a treasure chest of time-honored methods thoroughly covered in several marketing texts. And never has there been a greater need for its revival.

As a long-term student of marketing methodologies, I understand that much of the know-how and the techniques for marketing were discovered, written down and successfully practiced by the mid 1920s. These practices were, to a large degree, based on science and thorough testing. If names like John Caples or Claude Hopkins don't ring a bell for you, don't worry. Most American business professionals, including topflight CEOs, would not be able to tell you that those men were some of the pioneers in direct response marketing nearly a century ago. And these early pioneers had it right: Marketing is about increasing sales and profits. That is it — nothing else.



## If They Really Were Experts... They Would Produce Results

Those self-proclaimed “experts” who talk about branding but who cannot generate tangible Returns on Investment (ROI) are hucksters. They are the purveyors of those fancy-sounding five-dollar words, all in an attempt to cover up the fact that they don't know how to produce a measurable and profitable result with small business marketing strategies.

And I'm here to blow the lid off their pretense. If they are unable to generate more clientele and revenue for those businesses that they service, then they do not know or practice the most fundamental principles in marketing. You see, truth and insight are timeless. Even when technology emerges and changes our world, fundamental truth does not alter. A thousand years from now, the laws of gravity will still hold true.

So while everyone was getting excited over social media, funny cat-videos and how many clicks their websites were getting, the bottom line is that we were all hoping that it would result in tangible results and a profitable business. And too many businesses have been left disappointed. Most SEO “gurus” are nervous right now. They are hoping you don't notice the lackluster sales coming from their efforts. They are hoping that they can successfully blame the newest updates from Google

for all their failures. They are hoping you don't ask questions and reveal the fact that they are, for the most part, selling snake oil. It's time you start asking them for hard answers and demanding tangible results. Small business marketing strategies, based upon sound and timeless principles, do produce profitable results.



## **Greatness Doesn't Sell; Marketing Does**

The idea that your great idea or product will sell due to its inherent merits and value is why 50% of businesses in America fail in the first 18 months and 90% within 5 years. These business people get so sold on their own hype, ego and importance, that they forget the most important element in business and marketing: The Customer!

That customer couldn't care less about your bottom line, your problems or how awesome you are at what you do. Your education level, experience or how great your golf game is means absolutely nothing to customers—really. They care only about themselves, not you, and that's the way it is. If you don't know what that potential customer truly thinks, feels, wants and even demands, then you won't hit the ball out of the park. And all those facets of your customer change rapidly and continually.

Marketing begins with RESEARCH. If you don't do research, you might as well be going about your business blindfolded. The countless marketing dollars wasted by American businesses, simply because of the omission of marketing research, could collectively put a dent in the national debt! Small business marketing strategies begin at the doorstep of research.

## Marketing Is Not An “Expense”

The big lie, the false idea that paralyzes so many businesses, is that marketing is an “expense.” Many a CPA will dispute that statement, pointing to ledgers and complex textbooks from fancy universities to prove their tired, stale principles.

But I'm not speaking from an accounting perspective; I'm talking about a mindset and strategy that leads to success. Did you ever hear of a major start-up or a new invention from a CPA? Business geniuses and marketing mavericks rarely get an OK from a committee or a CPA prior to launching their ideas to the world. And, trust me, most CPAs will freely admit that their own industry is in last place when it comes to marketing innovation and prowess.

*“Marketing is too important to be left to the marketing department.”* - David Packard

Marketing is the necessary and vital business process of creating desire and moving products and/or services into the hands of consumers. Manufacturing cannot achieve that all on its own. Accounting surely can't achieve that, nor do board meetings produce that very type of result. Only marketing can create desire and thus move massive amounts of product into the hands of eager buyers. It is a grave mistake to categorize marketing as merely an “expense.” By assuming that viewpoint, many businesses abruptly halt the small business marketing strategies that could very well move them forward and upward, all for the sake of “cutting expenses.” Unfortunately, too many business people tend to cut their marketing budgets in a knee-jerk reaction when they encounter financial strain. Yet, cutting back on your marketing efforts is the last thing you should be doing. Well executed and intelligent promotion is your best path out of financial stress. Market research has proven conclusively that those companies that increase marketing efforts during hard times expand far in excess of their competitors when the economy eventually takes an upswing.

This is a cinch to prove: go to a shop whose shelves are filled with much merchandise yet devoid of customers or clientele. Ask the owner how much he spends on marketing and how often he does it. His answer will not surprise you. The key to effective small business marketing is to be proactive and consistent. Let me reiterate these two points again as this is not idle advice. Being proactive is the opposite of worrying and blaming the economy or your competition. Lack of consistency is where 95% of small business marketing efforts fail. My motto is: **“Worriers get ulcers, marketers get clients.”**

# Marketing Must Be Part Of Your Budget

*“A budget is a quantitative expression of a plan for a defined period of time. It may include planned sales volumes and revenues, resource quantities, costs and expenses, assets, liabilities and cash flows. It expresses strategic plans of business units, organizations, activities or events in measurable terms.”* – Wikipedia

Marketing is a vital and integral part of the planning for any business in order to become successful and highly profitable. When marketing is relegated in status to an “expense,” and thus cut, your business has diminished a vital part of its plan for continued success.

## An Appeal To Common Sense

Is it just me or has common sense become a rare commodity in today’s business world? Honestly, I am getting so tired of the excuses, the finger pointing, the internal politics and the complex business processes that end up giving one and all the runaround—and no profits.

This Small Business Marketing Guidebook is an appeal to common sense of those who seek tangible results from their small business marketing strategies. Results and higher profits are what one should expect from any business process that is truly built on proven methods and a rich understanding of consumer behavior.

## Action Checklists: Powerful Marketing Tools

*“If you want to get more done faster and better...create checklists. Checklists are a wonderful way to make sure you don’t overlook anything”* - Forbes (22 Sept 2013)

Inside this Marketing Guidebook are what I call “Action Checklists.” These give very basic actions that any entrepreneur or small-business owner can implement immediately. While this guidebook does not in any way provide a full lineup of all marketing needs for a small business, it is nevertheless effective and a good place to look, make some changes and the implement new ideas. “Action Checklists” provide positive direction and the ability to focus on what is important. Your marketing budget is much more than a figure that your going to allocate to expend for marketing. A true budget would analyze the success, or lack of, of each source of new business and repeat sales. It would know what is needed to launch new initiatives and marketing programs and take into account materials needed for your sales team, how to best invest in online marketing actions, and maximize the success of what marketing has shown promise indicated by increased sales.





## MARKETING RESEARCH ACTION CHECKLIST

*“Advertising people who ignore research are as dangerous as generals who ignore decodes of enemy signals.”*

– David Ogilvy

1. Conduct a statistical analysis to discover which marketing actions originally produced your best clientele.
2. Conduct an analysis of which products/services are selling the best, from which areas or regions, as well as the demographics of your best clientele.
3. Send a survey via email asking them how you could improve service and what additional services/products they would like to see you offer; inquire about their needs and wants.
4. Search for industry news journals, blogs or reports that have already published surveys and polls. Many of these can lend insight into what is occurring, as well as potential opportunities you could exploit.
5. Use online search resources, such as Google Trends and SEMRush.
6. Utilize this from the Small Business Administration: [www.sba.gov/tools/sizeup](http://www.sba.gov/tools/sizeup). It will show you how your business compares to others in your region.
7. Employ AYTМ (Ask Your Target Market). AYTМ enables you to create surveys on the fly and send them to your own lists or to the AYTМ panel of more than 4.5 million people. You can choose targeting criteria, such as gender or geographic region, and include a variety of closed and open-ended questions, as well as images and videos. Pricing, which starts at 95 cents per completed survey, depends on the number and types of questions and the targeting criteria.
8. GutCheckit.com is a qualitative market research tool that enables you to

conduct 3-minute one-on-one online video interviews with some of the 3.5M members of its U.S. consumer panel. You can target respondents through a variety of criteria, such as age and income, to ensure you're talking to the right audience.

9. Interview your best sales reps and brand ambassadors about the common problems and challenges their potential clientele are running into, as well as the questions they most often ask. This should be conducted regularly to ensure that your marketing is always on top of new trends or needs. Do your marketing materials and website reflect those needs? Are you successfully answering these questions so well that you clearly position yourself as the leader?

10. Check the online reviews of your competitors and find out which people are the happiest and what they're happy with. Figure out, minimally, how to replicate your competitors' successes, how to avoid their pitfalls, but more importantly how to exceed their expectations.

## BRANDING ACTION CHECKLIST

Branding is not just your logo or tagline, nor is it the "look" and "feel" of your marketing material. To take an idea and turn it into something memorable and desired requires determination and focused intention.

***"Branding: The process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers."*** – BusinessDictionary.com

Branding is the sum total of your customers' experiences & perceptions of your products, services and employees. Actually, your brand is what everyone else thinks your company and product are; it's what people say about your company behind your back.

***"Your Brand is Your Personality."*** – Bloomberg Business Week

1. Following your diligent research and after careful thought, write down the 3-4 words that most represent your brand. These should align with how your clientele best see you.
2. Develop a crystal clear image of your company's mission. Ensure that your brand includes your company's genuine passion for quality.
3. Determine your unique "story". This must connect on an emotional, rather than cerebral, level.
4. Work out how you will go about building your community of "Brand Ambassadors." You must build a base of loyal clientele and collaborative business connections.
5. How will you reward and incentivize these "Brand Ambassadors?" Loyalty is cultivated and built upon recognition and rewards.
6. What problem does your brand solve? What unique opportunity does it represent in a world of "me too's?"

7. Is your pricing consistent with the image? Ensure you are not too high or low.
8. Write and publish an employee book for standards. This would be the way one would answer the phone, greet new clientele, establish a code of manners, address negative online reviews, handle customer complaints and engage the community with your PR activities. Ensure that it is issued as official company policy and enforce its compliance.
9. Social Media profiles are set up, ensuring their look is consistent with the company's branding.
10. Ensure you have channels for two-way communication. Customer service will need to be consistent, instant and include the monitoring and use of social media channels.
11. Online reviews – Do you encourage them? Do you acknowledge them? Establish a clear-cut company policy on how to encourage them, promote them and repurpose them within other types of content.
12. Focus on benefits, not features. Ensure that your content (website, blog, FAQ, collateral materials, etc.) is focused on the solutions and benefits that you render your clientele.
13. Are you fanatical about the finer details and product execution? Is your quality control 'in' with regard to results and the experiences of your clientele? What is your plan to initiate and monitor the rendering of extremely personable hospitality?
14. Do you have metrics in place to monitor the success of your branding strategy? Ensure that you have surveys and statistical analysis tools in place, both to find weaknesses as well as leverage strengths and new opportunities.

## **WEBSITE OPTIMIZATION ACTION CHECKLIST**

Search engine optimization (SEO), or website optimization, is the process of making changes to your website so that it will appear higher in search engine results pages (SERPS). Based on a number of factors, search engines value your website's relevance and its readability before assigning it a position or ranking on the search engine results page. The more relevance the search engines determine your website has for a given search, the higher the website will rank. When you consider that more than 60% of Internet users will not look beyond the first page of search results, it's important to use search engine optimization to push your ranking as high as possible.

1. Conduct a thorough keyword research so you know what to focus your content around.
2. Put your website in the hands of a webmaster/designer who is thoroughly competent with:
  - Design and Layout
  - Title Tags & Meta tags (proper coding protocol)
  - XML sitemaps (search-engine-friendly formatting)
  - 301 redirects (website page handling to address dead links)
  - Optimization of all images
  - Making the website mobile friendly
  - Placing proper anchor text (descriptive keyword links to related pages)
  - Proper use of "webmaster tools" to ensure your site is Google friendly

3. Is the website design professional, easy to navigate and reflect the proper use of colors? You want to ensure that your web site is easy on the eyes.
4. Does your website have a number of ways to capture leads?
5. Are there real photos on your site, versus only stock photos?
6. Is your website compatible for mobile devices and tablets?
7. Does your site have a blog that regularly features fresh, engaging content?
8. Are you using a variation of content (blogs, video, FAQs, case studies, infographics, customer reviews, free downloads, online courses, etc.)
9. Is your content sharable?
10. Does your website contain multiple calls to action that are effective?
11. Does your site have “terms of use” and “privacy policy” pages?
12. Have you removed harmful backlinks that penalize your SEO rankings?

## **LOCAL MARKETING ACTION CHECKLIST**

Local marketing, which would include both traditional and Internet marketing strategies, is a comprehensive plan that works to drive local traffic to brick and mortar businesses. The local market is made up of customers who are located within the region where your service or product is currently offered. The term local marketing stands for a set of promotional methods designed to reach local customers to invite them to your store or office for business reasons.

1. Ensure that your website is mobile friendly as this is crucial to your strategy.
2. Does your website content have pages and blog posts that are optimized for keywords and phrases (“longtails”) that are tailored for local search? This is a powerful means to finding more local business.
3. Do you have a single Google+ Local page for your business? Is the profile completely filled out and correct?
4. Ensure that you are registered with at least 30-40 reputable directories that will have your company featured in local search. Some of the more well-known and important ones are Yelp, Merchant Circle, Foursquare and Manta.
5. Are you encouraging and garnering positive public reviews on Yelp, Google+ and other sites that allow customer reviews?
6. Are you creating videos on YouTube that are optimized for local search keywords?
7. Are you involved in community activities and organizations (Chamber, trade associations, schools, churches, etc.) to help gain visibility and make key connections?
8. Are you optimizing and utilizing Pinterest around local keywords?
9. Determine if coupon sites are an ideal fit for your business. If so, experiment with offers.
10. Register your website with local specific directories.
11. Ensure that all your printed material features your web address and social media contact information.
12. Cross pollinate your positive reviews. In other words, take positive reviews from Yelp and share them on your website, a dedicated page and other channels.



# CONTENT CREATION ACTION CHECKLIST

*“Content marketing is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action.”*

– Joe Pulizzi, Content Marketing Institute

In a very recent study of more than 1,400 B2B consumers the Corporate Executive Board found that 57% of a typical purchasing decision occurs before the buyer has a conversation with a service provider. Consumers are now increasingly using online tools to perform research, find their own solutions to business problems and price out various options before seeking out a provider.

Today’s buyers are increasingly sophisticated. While getting a referral from a trusted friend might start the ball rolling, the consumer will go home and do some more research. He will probably give your website a drive-by, maybe read a few blog posts and look to see if you’re active on his social channels.

1. Does your website contain case studies? Are these known and used by your sales team? Print these as handouts. Contact PSI for best price at 949.375.0470.
2. How often are you blogging? Your ideal should be 20 times per month. Minimum should be twice a week.
3. Is your sales team happy with the content (website, brochures, etc.)? Or do they throw it away, disregard it and have to create their own? Create content that your sales people are excited about and you will see more sales.
4. Does your website distribute positive reviews, successes, accomplishments and new industry news via its blog, email and social media?
5. Are you empowering your staff to create content for the company, such as a blog post?
6. Add a FAQ (Frequently Asked Questions) page on your website. Address the top issues about your product/service and, more importantly, the benefits that they bring to people’s lives.
7. Is it possible to create free online courses or training videos for your product or service?
8. Add a “News Room” or “Media Center” as a unique page on your website. This would include any positive press that your company has garnered, as well as contact information for anyone who would want to conduct an interview. Although intended for media types, your clientele will visit as well and see your positive press.
9. Publish any type of “How To” or DIY-type content in your blogs or videos?
10. Your website should feature personal profiles of key executive and staff.
11. You should offer some type of eBook, White Paper or Executive Report that is a free offer and can be downloaded in a PDF format.
12. Publish a weekly or monthly newsletter. At a minimum, this should be emailed; but if you can, mail it as well to all your contacts.

# VIDEO MARKETING ACTION CHECKLIST

Seventy-five percent of executives told Forbes that they watch work-related videos on business websites at least once a week. The results breakdown: 50% watch business-related videos on YouTube. Sixty-five percent visit the marketer's website after viewing a video. If you're not using video marketing, you're missing out on a huge market opportunity. It's not just the number of people who are watching videos that's important – it's the reasons why they watch it. When you post an online marketing video to a business website, you've got a great chance of engaging with a busy executive who is specifically looking for your services, but might not have reached out to schedule a meeting for a presentation. Your marketing video is a great way to get your elevator pitch out into the ether and let it reel in leads.

1. Create your own YouTube channel for your company.
2. Similarly, create your own video channel with Vimeo.com.
3. If you are unsure how to do video, hire Blake Carver. Call him: 949.436.8803 Email him at [info@blakecarvercreative.com](mailto:info@blakecarvercreative.com). Blake is my "go to" guy.
4. Document success stories and testimonials. Weave these into a story.
5. Create your own "mini series". This could be centered around a series of "How to's" or have a news-like feel covering related topics, or be something completely original.
6. Integrate your video content within your blog posts.
7. Advertise your best videos on YouTube, as you conduct your pay-per-click campaigns with Google.
8. Utilize Google Hangout to conduct webinars. These can be recorded and put onto YouTube as optimized videos, as well as posted into blogs and on your website, as well as shared on all your social media channels.
9. Have a separate page on your website dedicated to your video content.
10. Email your videos regularly.
11. Post your videos on your social media sites.
12. Add video links within your LinkedIn business pages.

# PUBLIC RELATIONS ACTION CHECKLIST

Effective PR involves interacting directly with your target audience to not only share company news, but to also connect with existing and potential customers. Connecting your brand with the consumer has been sped up by technology. Additionally, this has increased the need for public relations expertise that can manage everything from customer service and client engagement to vendor relations and brand visibility.

1. Today's reporters use social media to connect and find stories. You must target reporters who are relevant to your company or client. One of the easiest

ways to do this is to create private Twitter lists segmented by client, industry and the target's relationship.

2. Send out online press releases on important announcements, hiring, client acquisitions, or new products or services.
3. Keep an eye out for trending stories and add your own messaging and story to what is trending. This can be done with your blog, a press release, a series of video interviews or simply giving a lecture to an interested audience. Get involved in topics of high interest.
4. Respond rapidly and positively to negative reviews or online stories. You must be proactive and correct any wrongness. People are forgiving if you admit your mistake and make the extra effort to rectify it.
5. Get involved in a charity or community activity in which you truly believe. Be active, get involved and connect with similar-minded people. Publish your proud accomplishments within your website, your blog and on video and then distribute these to your email database and through social media.
6. Looking up writers and bloggers who are writing about your competitors or who have a vested interest in your type of product or service is going to allow you to identify websites, specialty blogs or even enthusiastic writers who have an interest in your field.
7. Connect with local and/or industry bloggers.
8. Stay in regular communication with your existing clients using personalized postcards, as well as your newsletters.
9. You should put on a series of events which will promote client interaction and goodwill. These should be published on a calendar within your website, as well as shared via email, press releases and social media.
10. Contribute stories, statistics, findings and newsworthy items to various trade publications regularly.

## **EMAIL MARKETING ACTION CHECKLIST**

Email provides your brand with the most direct line of communication for the acquisition of sales from new clientele as well as repeat business. Clearly email is the most savvy online marketing and its domination will not end very soon. Moreover, email is highly cost-effective. With an ROI of around 4,300% (Direct Marketing Association), email more than pays for itself. Email is the marketing channel when you want to move your public along the sales funnel.

1. Ensure that people can request to receive your emails via your website. Clearly indicate some offer such as "Weekly tips" or "Free Newsletter."
2. Utilize double opt-in when people subscribe to your email mailing list.
3. Add an auto-responder that will automatically acknowledge their addition to your mailing list.
4. Utilize a modern email follow-up campaign management system, such as Infusionsoft or Adweber.
5. Email regularly to your list. This should be a minimum of once a week
6. Hire a professional writer to create your email content. There are many retired writers who can be retained for very little, but who will write professional and compelling copy.

7. Think about sending a republication of an industry-related magazine, trade journal or newspaper article.
8. Send a case study of a successful client solution that you have provided.
9. Avoid sending your emails over holidays, weekends or Mondays. The best time to email is on Wednesdays and Thursdays, between 1 and 3 pm.
10. Always include some type of “call to action” within your email. You must direct people’s attention to a positive benefit that they can obtain from your company or offer.

## **SOCIAL MEDIA MARKETING ACTION CHECKLIST**

Social media marketing refers to the business process of generating website traffic via your social media platforms.

Social media marketing programs traditionally depend upon efforts to create content that attracts attention and encourages readers to share your content with their social contacts. Your branding and message spreads from user to user, with the idea that it then resonates because it appears to come from a trusted third-party source, as opposed to the brand or company itself. In this way, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid advertising.

Social media has become a communication channel that is easily accessible to anyone with Internet access. This increased interactive communication inspires brand awareness and, in many cases, improved customer service. Moreover, social media marketing serves as a highly affordable channel for organizations to implement local marketing initiatives and programs.

1. Ensure that you have the relevant social media accounts established, all containing your branding, contact information as well as being linked to your website.
2. Ensure that your social media icons can be easily found somewhere on the home page and throughout the website.
3. Develop an actual social media marketing strategy. If this seems daunting, then hire a professional to coach you on how to go about developing one.
4. Create and publish your social media policy on what your employees can and cannot do when it comes to publishing content in the name of your brand.
5. Create a Google+ Local page for your business.
6. Publish your social media contact data on all your printed brochures, business cards, letterhead and all other collateral materiel.
7. Be sure to share your content (blogs, videos, white papers, etc.) regularly on your social media channels.
8. Over time, re-post this content multiple times. Posting it once is no assurance your clientele saw it. Moreover, as new people join your social networks, you need to expose them to older content that is still relevant and of interest.
9. Tell, don’t sell. Social media is about sharing and engaging with others. Do not try to use this as a pure sales channel. It takes time, but when done correctly, it will be a great way to engage and get others doing business with you



10. Use social media channels for paid advertising. In particular, you can reach exact market segments with Facebook, LinkedIn and Twitter. These types of ads can be very effective, especially when you drive this traffic to your targeted landing pages. You may contact Val Miller at Success Makers for assistance on this area at 714.832.2700.



## **How A CEO Can Rebuild His Trust In Marketing**

It is hard to fathom that more than two-thirds of CEOs have given in, no longer enforcing key business objectives and expectations with their marketing teams. Those CEOs primarily cite that their teams have “continuously failed” to bring about business growth.

The findings are part of the Fournaise Marketing Group’s 2012 Global Marketing Effectiveness Program, wherein they interviewed more than 1,200 CEOs across North America, Europe, Asia and Australia.

While their report confirms that the majority of those CEOs possess their own in-house marketing departments, they do so “purely out of tradition.” It’s a sad indicator that defeatism has permeated most CEOs, in that they “made the conscious decision not to expect more from marketing than branding.”

It was a widespread consensus that marketing professionals live too much in the brand, creative and social-media bubble. CEOs didn’t find marketing professionals to be ROI focused, i.e., intent on bringing accountability, directly correlating how they spend the money with achieving a positive impact on P&L.

A mere twenty percent of CEOs contend that their top marketers need to become ROI accountable. The report went on to add that seventy-three percent of CEOs believe marketers lack credibility because they cannot prove the impact of marketing on business. However, of those CEOs, seventy percent admit that their own lack of trust and attitude is to blame for the poor reputation of marketers. The lack of expectation of performance has ensured the continuation of bad marketing.

Jerome Fontaine, CEO of Fournaise, stated, “Whether we like it or not, what CEOs are telling us is clear cut: They don’t trust traditional marketers, they don’t expect much from them. CEOs have to deliver shareholder value. Period. So they want no-nonsense ROI Marketers; they want business performance; they want results. At the end of the day, Marketers have to stop whining about being misunderstood by CEOs, and have to start remembering that their job is to generate customer demand and to deliver performance. This is business.”

Both as a professional in Marketing Strategy, who has studied both the subjects of marketing and sales extensively and as a C-Level executive, I know that results are not only obtainable, they are so much so that I demand them from the top down. Defeatism at the CEO level must be eradicated to usher in a new ethos driven by high expectations of professionalism and results.

## ***Only The Ambitious Need Apply!***

The science of “reverse engineering” applies just as much to business as does to in building a bridge or designing a billion dollar fighter jet. Marketing and sales represents the “heart and soul” of much of your business and so it requires comprehension of various factors, as well as a tightly regimented business process

that is proven and consistent. When marketing and sales is approached with this engineering type view, success and the lack of it can be located as to why. Organizational remedies can be implemented from there to address such reasons, thus establishing a program that is initiated for positive growth. This is the approach that I take when working with my clientele. I know with certainty that complex problems can be unraveled, understood, and thus programmed with step-by-step actions, that will eventually lead to successful organizational patterns

and marketing programs. If you are looking for someone that brings enthusiasm, an ambitious view towards life, as well as hard-won know-how that that proven to win in multiple industries and endeavors, than I am your man. I hope that you have found value in what I have provided in my guidebook, and I hope that you too will experience the freedom that is inherit within “The American Dream.”





## About Author Edwin Dearborn

Touted as a "Marketing expert" by The Orange Count Register, Edwin has been involved in the field of sales and marketing since 1983. Growing up with parents who owned multiple businesses in Orange County, CA, Edwin's interest in how to grow the family businesses with effective marketing and sales techniques soon became a lifelong passion and endeavor. Since then, Edwin has lectured and personally coached 10,000 plus professionals on a myriad of topics concerning business processes and organizational patterns, as well as his specialties in marketing and sales. In addition, Edwin held the CEO position of a large non-profit organization for more than 18 years, artfully managing more than 100 staff. Edwin conducted numerous marketing projects that led to massive growth and expansion. With the explosion of social media and content marketing as crucial components in branding and PR, Edwin authored The

Orange County Marketing Guidebook to effectively teach tens of thousands more of business owners and entrepreneurs the step-by-step methods they can take to proactively increase their revenue. Find out more **Visit:** [www.edwindearborn.com](http://www.edwindearborn.com) **Call:** 714-300-9566 **Email:** [edwindearborn@me.com](mailto:edwindearborn@me.com)



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Success Makers is an Orange County, CA-based digital marketing agency for the past 15+ years. Success Makers utilizes all marketing methods to elevate a website into a content-centric media center. With today's business expectations, any company must create great and engaging content to increase sales. Content such as blogs, videos, case studies, white papers and brochures can become a competitive edge to generate inbound leads, new followers and paying clientele.

Success Makers has designed and launched hundreds of marketing initiatives generating millions of dollars in sales for clientele. Success Makers is the preferred digital marketing agency for Edwin Dearborn, as Val and her team have continued to exceed Edwin's high expectations in their marketing performance. **Visit:** [www.successmakers.com](http://www.successmakers.com) **Call:** 714.832.2700 **Email:** [val@successmakers.com](mailto:val@successmakers.com)



## Design: Potter Marketing & Branding

Potter Marketing & Branding is a full service marketing and branding agency. Originally founded in 1971 in Orange County, California by Jack Potter, PM&B has bi-costal offices in Orange County, CA and in Clearwater, FL. Providing a fully integrated marketing communication strategy for businesses and their products, Potter and his savy staff have successfully raised the revenues of more than 250 companies in fields including high-tech electronics, engineering, software, manufacturing,

testing, B2B and B2C. We enjoy clearly traceable increases in clients' growth at much lower costs with the high caliber marketing results typically associated with the larger, more expensive agencies.

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