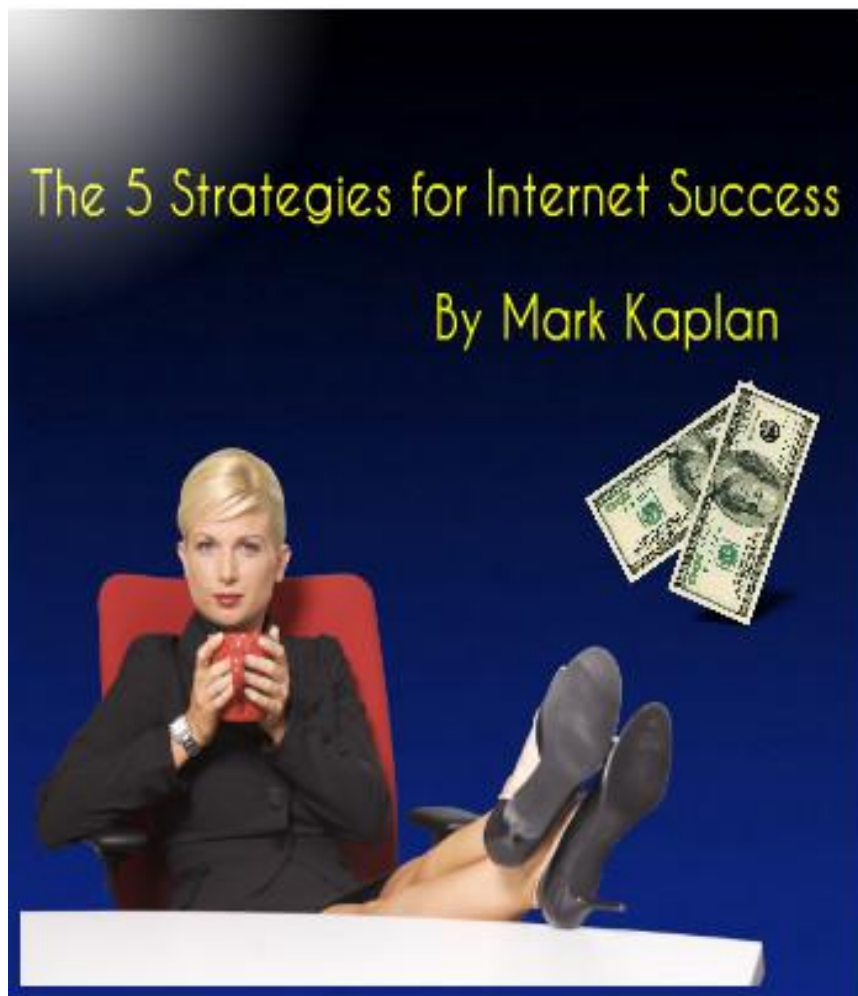




*New Customer Development*



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## Introduction

I have written this Guide as a consolidation of the 100 pages of 350 word blogs I have created.

There are five main objectives for which the blogs aim, so it is nice to get them together in an organized fashion. Each chapter covers one of the strategies.

There are many paths to most objectives, but I have written from my experience.

My sites are on Page One Google and I have developed a large following from pointing my Unique Selling Proposition and keywords toward the most interested audience.

At the end I have put a few blogs and some concise sentences. After you read the Guide, see if the blogs and sentences now make more sense to you.

This guide was shorter when I started, but as I put together the first edition, my sites were getting more popular from the things I was doing. I thought, “well I should add that, and that”. Pretty soon the guide was getting longer. The best part about the guide is that it includes things I do that work.

**Broadcasting your keywords allows search engines to promote your page ranking as your words increase in volume on your site.**

Hopefully this is one of those sentences that will make much more sense when you are through.

## Chapter 1

### Achieving Page One Google

Here is what you will learn in this lesson.

- Why Relationship Marketing is the New Media
- How to Be More Efficient in Finding Your Customers
- How Your Website Has to be Structured

#### **The Need for New Customers in the New Environment**

*Most Mission Statements include the presumption of ever increasing revenues.*

They rarely express it explicitly, but to have a grand plan and stay in business, you have to have increasing revenues. Over time they have to increase just to stay up with costs, keep and hire key personnel, and improve your equipment, plant or office.

Revenues are generated from customers. Every business knows that for various reasons, it is natural to lose customers over time. Therefore it is incumbent on any organization to have a strategy to continuously build its customer base.



Every business wants to keep their existing customers, get new ones, and get a few from their competition. The battle within each industry is how the customers are distributed among the companies. The future depends on the rate at which customers are lost and new customers acquired.

*Economic conditions frequently change the needs of our customers.*

Conditions may also change how they search for services or products. When there is a convergence of economic changes, changing needs, and information resources, it can affect how Buyers and Sellers find each other.

In the last few years three trends certainly are affecting this dynamic. The economic melt down has created time, budget, and responsibility changes for most executives and consumers. The proliferation of products, media, and communication devices has given Buyers more information and choice.

And thirdly, the culture of Social Media has fed into this matrix to create a difference in our desire for personalization and privacy.

*The convergence of these trends has seen the demise of Traditional Marketing and the increased utilization of Relationship marketing for most industries.*

Because of having less time, executives in B2B and Consumers in B2C are no longer as responsive to the shot gun approach of Traditional Marketing. It does not differentiate between the needs of individuals. The world has gone long tail, which means everyone sees their needs as special and only want to be involved with things that are personal to them.

Customers can have it their way and they do so in the New Media.

Another long term trend is product and media proliferation. It was stated in one survey that in the 90's there may have been 1,500 items on grocery store shelves and in 5 years that grew to 4,500 items. No telling how many items there are now. What about at Wal-Mart? There is even a proliferation of outlets for groceries.



Almost every industry has experienced the same phenomena.

And thirdly, the converging trends of Social Media and Media proliferation give us an unlimited source of RSS feeds, newsletters, ezines, videos, and controlled feed devices like Iphones where the resources are selected for the consumer. What is common to all of them is they are all Permission Based communications.

Attempting to intrude through this matrix with unsolicited information has become extremely difficult. It has also become extremely costly because the Return on Investment for shot gun advertising or the return on time spent cold calling is greatly diminished.

Many industries like insurance and point of sale machines to name a few, burn through commissioned cold calling sales people at an unprecedented rate.

### **How Does This Change Our Marketing Strategy?**

With every website as an information source and over 60 million people using mobile devices and wifi , you can learn everything you need to know while having a double latte, visiting a friend, sitting in the park, or traveling.

*This creates the need for two important new strategies.*

First, because there are so many devices and media that can be searched for information, *Being Found* is paramount.

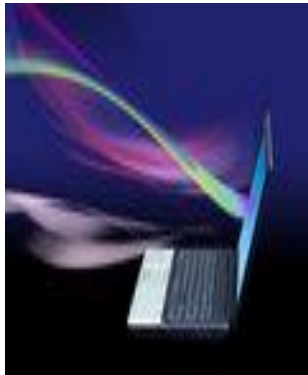
Secondly, *getting Visitors to engage* is the biggest challenge of any Relationship Marketing strategy and the weakness of most websites. Traffic means very little for most enterprises if the access is Free and the Visitors don't engage.

### **Why is the Internet Important?**

*Given that we have choice, most people will look in the places that give them the best selection.*

One of the reasons people use Google over Yahoo or Bing is that there is more choice.

For the short term, information is mostly Free. There may be a battle waging between Apple's desire to control and charge for information vs the advertising revenues Search



Engines receive for providing it freely, but that outcome will play out in the future.

*Right now, an organization wants to be in the most advantageous place where the most people can find them.*

Product (and I include service in this) proliferation has created the long tail. Because in the past, you may have had to go to the original manufacturer, for example, to get replacement parts, today almost anyone can supply what you need.

You no longer have to go to Ford to get a Mustang carburetor because a thousand suppliers can offer them. All you need to do is search for "Ford Mustang carburetor" on Google and the whole world opens up to you.

Most of the time you will skip the "sponsored" (paid for sites) at the top and sides of the Internet page and start looking at the top several "organic" choices. Organic means that the Search Engines selected them and most people assume that if you are in the top few, you are the best.

One of the weaknesses of this system is that Search Engine spiders do not always accurately match our intentions with our words when they select sites for us to view. Another weakness is that the top selections are not always the best for our purposes. It really means they placed high in Search Engine standards.

Therefore we may have to look at several sites and even move to a second or third page. But it is fair to say, we rarely find ourselves on page 5 or 6. We may be searching through our computer from the office or due to this wonderful age from a mobile device.

We want our sites to be in the top spots for our keywords. We want the people who need us to find us and the keywords are the connection, just like a telephone number. When there is a mismatch where we wind up some place we shouldn't be, it usually results in a bounce, but that is par for the course.

On a daily basis people get the information they need from their chosen sources. It may be fed to them through RSS feeds or they may just visit their favorite sites.

But, when they have a new problem to solve and go the internet to find information, that is when you want them to find your site or blog.

Therefore, it is important to build a following of potential customers who visit your site regularly, but it is crucial to have a presence on the internet to attract the new Prospects.



### **How Do We Match Our Business or Website to the Needs of the Searchers?**

Each internet page is a Keyword niche. The reason is that the page appears in the viewer's browser as a result of the words they typed in. You do this every day.

The Search Engines decide who should be first in each niche. They judge by a few criteria. They decide by Search Engine friendly elements (WebsiteGrader.com), keyword use, popularity (traffic) and Authority (age of domain) and frequency of fresh copy.

I have a site with several Page One Googles, but there is more than one way to achieve it. And there are more criteria for selection than we know. We don't know all the criteria, but we can know the things that work.

### *How Important is Your Unique Selling Proposition?*

You should start with defining your Unique Selling Proposition (USP). I may mention this term several times in this guide because it is key to attracting your Ideal Customers.

The USP is the core of what you do. It might also be the one aspect of your business that you have as an advantage over your competitors. It pays to broadcast the aspect in

which you are best so that when people compare you, they see why they should select you.

“The Proposition must be one that the competition either cannot, or does not offer. It must be unique—either a uniqueness of the brand or a claim not otherwise made in that particular field of advertising.” Wikipedia

### *How Keywords Need to Express Your USP.*

When the term Unique Selling Proposition originated, it was used for advertising in Traditional Marketing where people would read or listen to your claim in a newspaper or on the radio. Now because of the new media it has to reach the audience through keywords.

The reason is, unlike Traditional Advertising, you and the Prospect meet up when each of you has used the same keywords and Search Engines match you on the Internet.

In the past you would meet up in the newspaper that they bought and in which you advertised. Hopefully this concept is clear.

On your website and in all media publishing you must use these USP keywords in everything. They must be in your URL, title, headlines, content, anchor text, page titles, subject matter of blogs, to name a few.

I use “Relationship Marketing” like it were the flour in bread. I want people interested in Relationship Marketing to find me.

For example, if you are in the “Fulfillment” business which is managing inventory in a warehouse and coordinating shipping, your keyword of “Fulfillment” is found on 19 million pages. If you were to add “Product Fulfillment” you have narrowed the competition to 8.7 million pages. If you add “Midwest Product Fulfillment” you have reduced the competition to 59,000 pages.

If you do not have competitive elements like enough usage of keywords on your site or enough traffic to your website, you may have to start with keyword phrases that have more words, are more specific, or are even have geographical limitations. This is called the long tail.

For example, instead of “Product Fulfillment” you may want to use “Vitamin or Music, or Literature Fulfillment.” Instead of broadcasting to the global market you may want to limit your competition by adding U.S. or even Georgia. You might want to go the next step and say “Vitamin B Fulfillment in Georgia.”

There is a whole industry that looks for these “long tail” niches that still get traffic. The idea is that if you can dominate a small niche and get all the traffic to that niche, you might be very happy.

### *Matching Your USP keywords and your Targets*

In looking for the right keywords to describe your USP, you want to use words that are being searched. The best way to determine that is using Google Ad Words. Google tracks the value of these terms and phrases because they sell them to advertisers who want to reach those niches.

Pay Per Click is where you buy words from Google to attract searchers to your site for specific keywords. This how Google makes its billions. Then your site appears in the best location according to how much you are willing to pay per appearance. Attorneys may pay \$50 a click to be at the top of a certain search term page for let’s say “personal injury” .

Google ad words tells you how many times a month a word is searched.



<http://bit.ly/9FqW8F>. Then if you want to know how many pages of competition there are for those words, just Google them. The numbers at the top of the page may say “1-10 of 2,800,000”.

You want to use keywords that are searched but without unbeatable competition.

Fed Ex can beat the competition in the highest traffic niches. You probably can’t at the beginning. Even Hilton Hotels has to work hard to get placement.

As an example, I will use a few times, my site FreightShippingSeo is at the top of the niche for those words in Google, but few search that term. The term “Shipping” has 165,000,000 pages. So by broadcasting my keywords of “Relationship Marketing”, I have moved into the niche “Shipping Relationship Marketing” which has 301,000 competition pages.

I know you are wondering how this could apply to you. Another example would be a firm in athletic shoes called Best Athletic Shoes.com. Athletic shoes might be a giant niche that they can’t penetrate. But if their USP is Nike Shoes because they have the best prices, and they always use Nike in their broadcasting, they might be number one in “Nike Athletic Shoes.”

Once again if they wanted to narrow it, they might broadcast “Nike Athletic Shoes in California, or Hermosa Beach” or both. Find keywords that are searched and a niche in which you can compete.

As we go, I will discuss how you beat the competition. You can see the balancing act that is necessary between finding the highest traffic keyword niches and the ones in which you can compete.

If you can't understand something, call me 1-800-646-0717.

## Setting the Stage

*Rising to the top of page one Google therefore requires recognition of a couple of facts.*

First, you have to be clear on your Unique Selling Proposition. This is the business you are in and how you are better than your competition. This doesn't have to be true of everything you do, but it should be true for the facet in which you are going to target customers.



Your Targets (Suspects) will be searching for a solution that has become a priority in one of their strategies. If their Strategy is to “reduce operating costs” and one of their needs is “better inventory control”, they will be looking for opportunities to achieve this.

So, secondly, you must be the *Tactic* they need for their strategy.

For example, if your USP is a “software product” or maybe you are an “Outsource for inventory control”, you will be using “Movers” and “Drivers” to get your Suspects attention. “Reduce Inventory costs and Increase Profits with our Solution”. Their “Driver” is to control inventory costs and your mover is “Reduce”

Your Unique Selling Proposition is “Inventory Management” or “Inventory Cost Control” and your keywords might be “Midwest Inventory Management” to narrow your target market and dominate a smaller niche.

When you broadcast your USP, you may want to say “Reduce Inventory Control Costs” in order to attract your Target audience.

Reducing inventory costs is the *Tactic* they are seeking and you are it.

In another example, if firms are looking to “increase traffic and convert it to customers” Relationship Marketing is the *Tactic* I offer.

Here you are supporting their strategy and therefore their goal.

If you don't get this, please read it again until you can apply examples to your own situation. The whole thing dies if you don't get this. Feel free to call me if you want more help. 1-800-646-0717. U.S. Pacific Standard Time.

*So, Who Are Your Ideal Suspects (Targets) (I use a few words because they are often used interchangeably)?*

Your targets are Firms that need your *Tactic* to make their strategies successful.

To be silly but real simple, if I wanted to get fat and thought cupcakes was the way to go, I might search cupcake sellers. If you sell cupcakes and broadcast, "Get Fatter on Our Cupcakes", we might find each other.

Now to extend the silliness a little, let's say that only 10 people a day in the U.S. wanted to get fatter on cupcakes. If you were number one in that niche and got all ten as customers, you might be happy. Fat people can eat a lot of cupcakes.

The balance becomes getting as many Prospects as possible in a smaller niche before moving to a bigger niche. A big niche might be "Cupcakes for Restaurants".

Broadcasting to targets that don't need your expertise is futile; advertising to them is costly. Cupcakes for weight watchers would not be good.

(Getting them to engage and become Customers is covered in another part of this Guide.)

(I repeat)

Therefore, my Unique Selling Proposition which is what my business does and why it does it better than my competition is a *Tactic* for my Customer to improve their strategy and reach their goal.

Secondly, my ideal Targets (Suspects) are going to be using the same keywords in their search that I will be using to broadcast my Expertise.

Search Engines primary function is to match the two of us.

I want to broadcast as much as possible to get my keywords into the universe and find more Targets. I want to broadcast my keywords as much as possible so that I get recognized for these keywords. The traffic I get also boosts my page ranking because it shows popularity.

I can live with being the King of the words "Relationship Marketing".

Your challenge is to get the Search Engines to recognize you as the best choice for your words in larger and larger niches.

## Your Website

*As I have mentioned, Search Engines have several criteria for judging websites.*

A quick summary includes:

- a high website grade,
- optimized keyword strategy,
- traffic from Publishing or Link exchanging.

The most elementary is that your site has to be set up to score high on what is often called the Search Engine Friendly scale. WebsiteGrader.com is the best place to get your grade and analysis. There are at least 50 elements they weigh in judging your site for Search Engine compatibility. Running your URL through <http://WebsiteGrader.com> is a start.



The best competition is in the 90% range, but I run into so many sites under 20%. Web designers do not usually understand the game of attracting people who do not already know you.

The website grader will point out the weaknesses of your site. The most common corrections require modifying the source code, adding elements, modifying content, creating Social Media connections and increasing traffic.

*Part of the Website grade is based on traffic.*

The Search Engines consider traffic to be the measure of your popularity and they like to promote the most popular sites. It is heavily weighted.

There are several ways you can develop website traffic or popularity. Popularity is one criterion that takes the sites into higher Page Ranking:

>Website optimization which moves you into better page ranking position

>Incoming links which bring in traffic. Links can be obtained by:

Getting other sites to refer to you

Exchanging URLs with other sites for mutual benefit

Broadcasting Free Information on blogs, articles, P/R linking to your site

Listings in Directories

Participating in Social Media like Face Book and Twitter

YouTube

Flickr

Advertising with Traditional Methods or online like Pay Per Click

>Affiliate programs which can bring a whole new wave of Visitors

>Emailing which can refer Prospects back to your site for information

### *A short digression on Organic vs Paid Growth*

Not to complicate matters, but a site with 800 incoming links that has a poor website grade but 100,000 visitors a month could get high page ranking because of popularity. If you are reading this guide, I doubt you are in that position.

People who should read this guide include those that take the short cut of paying for traffic without optimizing their website. There are three reasons firms pay for advertising.

The first is niche leaders who want to keep everyone else out. For example, under Air Travel, Southwest or Orbitz might want to pay to be at the top of every page.

The second is for someone who wants quick results without spending time building organically which is developing a keyword strategy, optimizing the site, and broadcasting their USP.

The third, is people who want to push traffic while they work on Organic growth with the goal of discontinuing the paid advertising when the site is well ranked by Search Engines..

Those who use paid advertising without organic growth usually run out of budget.

### *End of Digression*

*Retention and Conversion features on the Website are also an important part of the overall strategy to Impress Search Engines (and convert Prospects to Customers) .*

Retention and Conversion elements Search Engine like to see are:

- > blogs
- >RSS feeds (allows visitors to sign up for posts)
- >About US,
- >FAQs,
- >Twitter Connections,
- >Yahoo connection,
- >and other social media buttons.

Search engines know these elements increase the likelihood of communication with your visitors and make the site more valuable to the Prospects.

### **The importance of your URL**

I have worked on the optimization of many sites for page ranking. One of the best tactics is a Domain name (URL) that contains the keywords of your USP..



For example, if you sell high performance auto parts, your website will do better in the niche if your Domain name is “High Performance Auto Parts.com”. It doesn’t have to be the name of your company.

Your company name could be “Johnson’s Parts”, but the key worded domain name will get better page ranking for your USP.

If my USP was cupcakes, the domain name “Bill’s Bakery” would not be as good as “Cupcake Factory”

If the keywords in the Domain don’t have high traffic, it’s still ok. By broadcasting the keywords in Social Media and other venues, the site will move to higher traffic niches.

For example,again, one of my sites is FreightShippingSeo.com. It is number one in the niche for those words but there is little traffic in that niche. However, Freight has 56 million pages, Shipping has 165 million pages, and FreightShipping has 8.5 million pages of competition.

There are lots of searches for the single words or shorter phrases. By broadcasting the keywords on my site “Relationship Marketing” , “Internet Marketing”, “Customer Loyalty” my site has moved into higher traffic keyword niches. It’s like I am next door to Disneyland, I just have to work my way in.

It might not pay to change your URL if your site is 5 years old because you do have Authority with the Search Engines for the age of that domain name. A new name would have no authority and would take a few months to develop page ranking.

### **The Value of Broadcasting and Social Media for Websites**

*Broadcasting your keywords allows search engines to promote your page ranking as your words increase in volume on your site.*

For example, when I post ten blogs with my USP keywords in the content, I have now added substantially to the number of times the keywords are mentioned in my site. I have inched up on any competition that has used them more than me.

You can see that the more you blog and broadcast the keywords on your website, the more credibility your site has for those words compared to the competition. It is only natural that if you broadcast the words daily and your competitions' sites stay static, you will soon over take them in keyword use.

I also add more pages to my site with new keywords, but still in my realm of expertise to broaden my appeal and the number of niches in which I might appear. If I link to those new words in my blogs, and people visit my site for those words and pages, I have helped myself with the Search Engines move into more niches.



I also consider each of my Keywords a category and list several categories to match the keywords I used in my blogs. This gives the Search Engines an excuse to place me in more niches and, of course, increase my traffic.

(Blogging is an art and science that are too extensive to cover here. I am working on another E book that will cover Blogging and make you an expert)

*Be careful with clever headlines and blog titles.*

We get bored and want to be creative, but there are hazards. I used a headline 'Would you hunt out of Season' to discuss why would you market to people not interested in your message. I got a lot of extra hits but more than usual bounces and less page reads. It tells me I attracted people interested in hunting and not interested in Marketing.

So usually I would use a headline like "Convert More Targets into Loyal Customers". People are interested in this topic and know what I mean.

Then, I can go a little bolder and tap into a larger audience. I once used the headline “Narrow your competition; maybe eliminate it.” This hit a hot button. Traffic was way up. It was about rising to the top of a niche and therefore narrowing the competition.

Making bigger promises attracts a larger audience. Just be sure you can back it up.

Mix in your Unique Selling Proposition keywords in your headlines and content and feel comfortable in going a little bolder if you can support it.

*The Next Iteration is video broadcasting.*

Most of us use the written word through websites, emails, newsletters, blogs, and articles. YouTube is the second largest search engine demonstrating the popularity of video. People love to watch TV or anything close.

I copied this excerpt from a report on video:

“How hot, and how much of an opportunity? [Recent reports](#) from comScore, consistently say more than 80% of the total U.S. Internet audience views online video in a given month. [YouTube’s fact sheet](#) states every *minute*, 24 hours of video is uploaded to the network and 2 billion videos are being watched *per day*.”



Need I say more?

You can now broadcast your messages with video. One service <http://Comf5.com> allows you to place video messages on your website, place it in emails, newsletters, or special reports.

There are many services that can provide the same service, but this allows you to personalize your message and give it that special touch some people find compelling.

It has been clearly demonstrated that on websites, video is a great retention tool. You know from personal experience, you will hit the play button on a site that interests you if there is video. It often saves a lot of time and gives you a sense of whether you trust the “messenger”.

Video also gets high ratings from search engines. It can be key worded in meta or alt tags. (your website designer will know what to do.)

### **How Does Page One Google fit into the Over All Goal?**

The rise to page one Google is just part of the over all strategy of building revenues by increasing customers. The website is only one tool.

The website is assisted with other tools. Blogs, articles, P/R, Twitter, Facebook and other Social Media publishing tools help achieve this objective.

Email campaigns are also valuable tools. If you have targets for emails, the lists can be used to convert them to Loyal Customers and help your website. Sending regular emails through someone like Constant Contact or Aweber on your USP can drive traffic back to your site.

Every source that can broadcast your USP and Tactic and get a link or visit back to your website promotes your page ranking and creates a Suspect to be converted to a Customer.

Once Suspects respond to your invitation and give you an email to get your information, they have become Prospects. At that time we know your message is relevant to their needs.

They have responded to your keywords because they want to see if you are indeed a solution to their problem.

After the Traffic arrives, the second mission begins.

<http://newcustomerdevelopment.com> mark kaplan 1-800-646-0717

## Chapter 2

### How to Get More Targets (Suspects) to Your Website