Online Social Media Marketing

BLUEPRINT

YOUR ONLINE SOCIAL MEDIA MARKETING BLUEPRINT

- 1. CUSTOM WEB PRESENCE
  - Search Engine-Friendly Mini-Website
    - Keyword Research
    - Strategic Domain Name
    - Free Offer
      - Special Report
      - Coupon Offer
      - Video Series
    - Automatic Follow Up System
      - Email
      - Mobile Text Messages
      - Voice Mail Messages
      - Direct Mail
        - Postcards
        - Sales Letters
  - Profiles in Key Online Directories
    - Google Places
    - Yahoo! Local
    - Bing Local
    - Yelp!
    - Merchant Circle
    - Superpages
    - 25 more
- 2. SOCIAL POWER CLUSTER
  - YouTube
    - Establish Presence
      - Branded Channel
      - Custom YouTube Graphic Background
      - Optimize Channel
        - Channel Description with keywords
        - Mini-Website Link
        - Targeted Channel Tags
    - Publish Videos
      - Professional Quality Info-Videos
      - Testimonial Videos
    - Add Subscribers
    - Subscribe to Influential Channels
  - Twitter
    - Establish Presence
      - Branded Twitter Feed
      - Optimized Profile
      - Mini-Website Link
      - Custom Branded Background
    - Tweets
      - News
      - Links to Articles & Videos
    - Add Followers
    - Follow Influencers
  - Facebook
    - Establish Presence
      - Branded Facebook Fan Page
      - Optimized Profile
      - Mini-Website Link
      - Lead Capture / Welcome Tab
    - Post Updates
      - News
      - Links to Articles & Videos
    - Friend Influencers
  - Linkedin
    - Establish Presence
      - Branded LinkedIn Profile
      - Optimized Profile
      - Mini-Website Link
      - Custom Branded Background
    - Post Messages
      - News
      - Links to Articles & Videos
    - Connect with Influencers
      - Generate Leads
      - Generate Referrals
  - Wordpress Blog
    - Establish Presence
      - Branded Blog
      - Optimized Description
      - Optimized About Us Page
      - Mini-Website Link
    - Publish Articles
      - Professional Quality Articles
      - Reviews
      - News
      - FAQs
      - Min-Website Links
    - Publish Videos
      - Professional Quality Info-Videos
      - Testimonial Videos
- 3. VIDEO & ARTICLE MARKETING
  - Establish Accounts
    - Multiple Video Hosting Sites
    - Multiple Article Directories
  - Produce Professional Quality Info-Videos
  - Produce Professional Quality Articles
  - Prepare & Submit Videos & Articles
  - Coordinate Submissions with Social Media
- 4. MANAGED PAY-PER-CLICK ADVERTISING
  - Keyword Research
  - Managed Sponsored Ad Placement
  - Mini-Website Links
  - Metrics & Analysis
- 5. MOBILE MARKETING
  - Build Mobile Prospect List
  - Produce Text Message Campaigns
  - Deliver Coupons
  - Produce Voice Mail Campaigns
  - Coordinate with Social Media
  - Coordinate with Email and Direct Mail
- 6. PODCASTING
  - Establish Presence
    - Establish Accounts
      - Podcast Directories
    - Create Podcast Channel
      - Submit to iTunes
      - Submit to Podcast Directories
  - Produce Podcast Episodes
    - Audio
    - Video
  - Publish Podcast Episodes
    - Publish Show Notes to Blog
    - Podpress Plugin Streams Episodes in Blog Show Notes
- 7. WEB 2.0 SITES
  - Hubpages
    - Establish Presence
      - Create Blogs with links to Mini-Website
    - Publish Articles to Blogs
  - Squidoo Lenses
    - Establish Presence
    - Create Lenses with Links to Mini-Website
- 8. SOCIAL BOOKMARKING SITES & SOCIAL NETWORKS
  - Establish Accounts
    - Del.icio.us
    - Stumble Upon
    - Digg
    - Google Buzz
    - Reddit
    - 12 more
  - Bookmark or Tag All Videos, Articles & Podcasts