

Karma Manifesto: V. 2

WII – FM

Tune into

New Age Marketing

About the Author

Lewis Philips - aka Philip Lewis started writing his first novel in 2008 and since then has continued to add new titles to his online Brand Name Business – Lewis Philips Signature Books. His vision of the future has delivered more than he expected.

With his extensive knowledge in direct market advertising and promotion spanning 27 years, he delivers rare insight into the future success of businesses operating in the 21th century.

Acknowledgements

I would first and foremost thank Radhika for her editing skills and assistance with content research.

Secondly, for my family's support during developing and writing this eBook and other titles that have become part of my library of books downloadable @

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Introduction

“To be a good marketing person you have to know all these tactics, and then you’ve got to select the right tactic to win your particular battle.”

Al Ries

The very presence of internet markets has completely overhauled the way we conduct business and marketing today. The Internet has become a great enabler for small businesses to reach out to hundreds of new customers each day. The medium has reshaped and recast the relationship between businesses and

consumers,
and shifted
the balance
of power in
favor of the
customer.

On the other
side, a small
business can
virtually

Lessons from Life

Wang is a start-up addict. In college, Wang founded Hotal.es.net, an online marketing site. After six years at Microsoft, he struck out on his own. In 2005 he launched Kijiji, eBay's classified-advertising business in China, now with listings in more than 300 cities. Three years later Wang spun off Baixing.com, an online community with listings for houses, jobs and second-hand goods.

serve customers across the globe through the internet, a feat that was inconceivable just a few years ago. What's more the cost of advertising and marketing your products/services and serving your customers on a 24/7 platform is reasonable and the

potential of doing so unlimited. Shoppers can visit your e-store and order straight off the shelf at the click of a mouse, sitting in the comfort of their homes, millions of miles away. The middleman is completely eliminated in this scenario.

Meanwhile, you can use any number of channels to advertise your business, ranging from building websites, starting a blog network, email marketing, recruiting, consulting, and search marketing and so on. In this domain, you are limited only by your idea!

Search Engines can be used to promote the business via innovative marketing concepts,

such as SEO (Search Engine Optimization)
and SEM (Search Engine Marketing).

So what are you waiting for?

Get set and go.

This book will show you how!

Chapter 1: Facebook

People share, read and generally engage more with any type of content when it's surfaced through friends and people they know and trust.”

- Malorie Lucich, Facebook Spokesperson

Circa 1995 was a watershed year. It was the year when for the first time in world history, the internet was thrown open to commercial use. Before that, it was a secret US military project, kept under wraps.

But opening the World Wide Web (www) to public use let the Frankenstein monster out of the lab. It opened a Pandora's Box and

thereafter there was no looking back. From a set of machines "talking" to each other, it quickly led several disruptive changes and metamorphosized itself into the most powerful medium of people-to-people contact – it completely changed the way we make friends, conduct business, work and connect with each other. It melted all geographic barriers and cultural divides and the world shrank into our laptops, personal computing devices and mobile sets with internet connectivity.

With an exponential growth in the number of internet users, it became difficult to keep tabs on the number of users that are connected to the World Wide Web at any given point in time.

Soar With Your Dreams

Deep Kalra chose to do something 'crazy'.

He realized internet is going to change the way we book for travel, and select our holiday destinations, so he launched www.makemytrip.com, that's today emerged as India's most successful travel portal. He says, "Once you have tasted blood, working on your own, you just don't want to work for anyone. For me, that would be the hardest thing to do."

Realizing the tremendous reach and the powerful impact of this cheapest possible medium, companies began to jump on the

bandwagon and establish a strong web presence to attract customers from far and wide and explore the hitherto untapped markets. It soon led to a gold rush.

Bolstered by the growth in e-commerce, companies are investing significant resources into figuring out the most effective ways of buying and selling through the internet a variety of products ranging from groceries to clothing to movies, books and songs.

Today brand presence on social media sites is about active consumer engagement. Over 1.5 million local businesses now have active pages on Facebook. The world's bigger aggregator of personal contacts that has offloaded its equity at New York Stock Exchange for an \$5 billion initial public offering (IPO) has quietly been striking "strategic" deals with world's top brands for application downloads and content delivery, new product launches, recruitments

ads, live sports and movie telecasts, election results, public awareness drives, you name it.

The Facebook IPO filing also revealed that the site earned \$1 billion on sales of \$3.7 billion in 2011 and now has 845 million active users, up from the estimated 800 million in September, last year.

Companies on their part post everything from product descriptions to new campaigns, promotions, fundraising drives and recruitment processes online, several hours before this information is disseminated in print handouts. Recently, Facebook introduced a new feature called Facebook timeline that allows companies to share their

brand story in a highly interactive manner. From unilateral communication platform (websites) the media has transformed itself into a multi-lateral medium that facilitates not just B2C, or C2C communication, but also C2B and back, chain of never-ending, active dialogue.

Wonder of wonders, social network platforms have all the middlemen. It's put people in PR and the market into marketing.

In this brave, new social-media led, circular world, where information dissemination has become asymmetrical and has broken all conventional hierarchies, the trends to watch out for are:

- ✓ From tech companies, the use of social media has moved to FMCG, banking, automotive and even a few old economy companies
- ✓ The industry has responded by studying consumer buyer behaviour to implement branding strategies
- ✓ A comparison of traditional channels with contemporary indicate the shifting gears of power sharing between brands and consumers
- ✓ There is a new-felt need for better media integration and balance of a credible and relevant social media presence

- ✓ Lack of engagement is going to be a key differentiator and focal point with various platforms
- ✓ Physical touch is becoming less important factor in purchase decisions
- ✓ Brands are engaging users in different, fresh ways to sustain interest in their offerings
- ✓ There is no universal social strategy for multiple platforms that will serve a core marketing purpose
- ✓ Transparency is emerging a core theme and consumers as well as company representatives are becoming more comfortable sharing opinions, likes and

information about their products and services

Today, Facebook can be used not just for bringing in leads, opportunities and sales to your small business, but also as a powerful brand-building tool that's far more cost-effective than other conventional marketing outlets, such as print and the electronic media (TV).

Large and growing segments of customers are spending their time on Facebook and comparatively less on other media channels.

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