



# Simple Marketing Now's **Inbound Marketing 101**

**Simplified Instructions  
To Help You Get Started**

**Create Content  
Make Your Content Easy to Find Online  
Promote Your Amazing Content**



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# Welcome to Simple Marketing Now's *Three Principles of Inbound Marketing!*

If you're serious about figuring out how to get your business found online by potential customers, you'll want to focus on these three inbound marketing principles.

- 1 Create glorious, delicious, memorable and relevant content** on your website and on your blog. This includes in-depth or advanced content [what Mike Stelzner refers to as 'rocket fuel' in his book *Launch: How to Quickly Propel Your Business Beyond the Competition*] as well as blog articles and website page content. Your content needs to be meaningful to potential customers.
- 2 Make your content easy to find online.** In other words, optimize it for search engines by associating web pages with unique titles and descriptions that truly make sense based on what's on page; focus each page of your website on just a few related keywords; write your content so human beings can read it and appreciate that what you've published actually matches up with what they were searching for. Make your content so delicious that others will link to it from their websites. Be consistent in how you refer to your business and website in the profiles you create online on other platforms such as LinkedIn, Twitter, Facebook or Google Places.
- 3 Promote your amazing content** in your email communications, on your social platforms, in your email signature, on business cards that you hand out at trade shows, on newsletters and in offline and online advertisements.

These are the three principles that form the basis for *Inbound Marketing 101*.

## Inbound Marketing 101 Resources

The following blog articles about getting found online provide more perspective on the three principles of inbound marketing 101 mentioned above. Each of these articles is detailed in the pages that follow.

### 1. Create Content

- [How Do I Create Content?](#)
- [Blogs Are Now Mainstream Media](#)
- [Digital Visibility: The Reason Behind Content Marketing](#)
- [How To Think Like a Content Marketer](#)

### 2. Make Your Content Easy to Find Online

- [SEO Primer: Nurturing Your Online Digital Visibility](#)
- [The Business of SEO: Get Found](#)
- [How Do I Avoid Bad SEO Techniques](#)

### 3. Promote Your Amazing Content

- [Improving Visibility Online: Advice For Businesses](#)
- [Facebook Marketing for Business Tips: MarketingProfs B2B Forum 2011](#)
- [Get Found Online Locally Using Google Places](#)

## 1. Create Content!

From [How Do I Create Content?](#)

**How Do I Create Content?** is a question that comes up when I discuss online visibility and the importance of creating content to tell your story and connect with online visitors.

It further came up in an email exchange which noted that many organizations, including small businesses, don't know how to manage let alone create new and engaging content that connects with potential online customers.

And yet it is critical for a business to have **unique content online**. Especially if that business is serious about being found online by potential customers. And then again, once found, if you want to be perceived as trustworthy and customer-focused, committed to connecting with those potential customers.

The best way to do that is through **content that tells your unique story** -- not too different from what your store experience should communicate and what your brand should embody.

Let's **start with your website**. Most important of all, make sure your content is yours and yours alone. Even if you are discussing basic information about product, make sure it's YOUR content written in your own words. Especially if you are an independently owned business, and even if you are affiliated with a national buying group.

People want to buy from people. So, offer them content written by people with specific people in mind. It's more believable; it's simpler and it alleviates frustration.

Although a website is more formal than a blog, it should still communicate your story and include information about who you are, how you got started in the business, what makes you special, and the nitty gritty details about your business [i.e., hours of operation, address, phone numbers...].

On a website, share something about your corporate history and see pictures of the principals. Show signs of life - that your website is up-to-date and that you are adding new and relevant information. Include press releases; they indicate that you're up to something in the marketplace and that you're excited about what you're doing.

**Next, your blog.** It shows a more casual and personable side of your brand. It's where your story comes alive on an ongoing and frequent basis via marvelous relevant content. Content that should include the perspectives of your employees, maybe your suppliers, procedures designed to protect customers, new product arrivals, local community events you're involved in, customer success stories, etc...

Although you may from time to time mention promotions and sales, your content should not limit itself to that kind of hard sell that is considered the equivalent of shouting at people -- and will be ignored.

Your goal is to **share stories that engage with readers, that are relevant, that have meaning...**

For example, the *Carpet and Rug Institute Blog* shares the history of the CRI, celebrates carpet cleaning success stories, and debunks myths. These are all stories relevant to carpet customers wanting to know more about the CRI and how carpet "*benefits life, health, learning and the environment.*"

My personal blog, *The Smoke Rise & Kinnelon Blog*, details [local hikes](#) and [articles written in the late 1980s about local history](#), [highlights local happenings](#) and welcomes [guest contributions](#) - all stories relevant to those living in the immediate geographic area and with a connection to it.

Two very different but rich content examples, with unique stories that engage a visitor to whom the information is relevant and who may want to have a conversation about it. Although most of *The Smoke Rise & Kinnelon Blog* subscribers reside in the immediate Kinnelon, NJ area, some live as far as California and North Carolina. The content matters to them; many have left comments or sent emails.

These content principles - unique, fresh, and consistent content that tells a story relevant to your readers and doesn't shout - hold for other digital communication tools such as Twitter or Facebook. Fresh, relevant content sets the stage for building a relationship with visitors.

You may think that you couldn't possibly come up with enough fresh content. You would be surprised! It's a matter of loosening up your thinking, shaking off blinders and intensely considering whom you want to connect with. If it's people who share your passion for an area or subject, then what comes to mind? Can you involve others who think similarly? Not just to develop content with you, but also to help validate ideas and offer perspectives.

Content is powerful.

Think of it as a means of building your personal or business brand, of helping you stand out. It tells and reinforces your story. It explains why you exist, what you believe strongly in, how you create value. It enables you to connect with potential customers.

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From ["Blogs are now mainstream media."](#)

**US Blog Readers, 2008  
users)**

2008

2009

In case you weren't aware "*Blogs are now mainstream media.*"

The quote appears in eMarketer's [Blogging Has Come a Long Way, Baby](#) from 4/22/2009 and comes from the CEO of [Technorati](#). I absolutely subscribe to it. My reasons are practical:

+ [markets are conversations](#)

- + conversations will take place
- + blogs facilitate conversation.

We all have a choice. We can ignore the conversations taking place or we can learn from and participate in them. In my mind, participating is a no-brainer - especially if the conversations relate to topics we have an interest in. Otherwise, how do we learn from the discussion let alone shape it?

What I love about blogs is that they are self-publishing platforms. That means they represent an opportunity for individuals and marketers to generate content or information that contributes to conversation. [In case it isn't obvious, you do need to ensure that your content is interesting and relevant in the value it offers, otherwise you won't generate much conversation.]

Enter the article above [based on a for-purchase report titled The Blogosphere: A-Twitter with Activity] which refers to:

- + the number of US Bloggers [numbering 28 million and projected to increase to 37.6 million by 2013]
- + the number of US Blog Readers [at 96.6 million, projected to increase to 128.2 million by 2013] - see chart above.

In terms of readers, that's close to 60% [up from 48.5%] of the US Internet users within 4 short years – far from insignificant, making web logs effective and accepted as a means for influencing and monitoring conversations.

An LA Times article titled "[Ignore Twitter? Major brands learn they'd better respond -- and quick](#)" relates to another tool, Twitter. Read through the examples listed from Amazon, Domino's, Skittles, Hasbro, CNN and Coca-Cola and note how each used social media tools to respond [or not] and take part in discussions affecting them.

I'm impressed with Domino's and Coca-Cola. Are you?

Are you encouraged yet to explore these various tools so you can determine what works best for you?

Yes, there is a learning curve. And you may feel overwhelmed with all of the information available. But, eventually all of the pieces come together and you realize that this new social world is not only relevant and valuable, but it is also intellectually stimulating, and an effective medium for influencing conversations that matter to you.

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From [How to Think Like a Content Marketer](#)

What's the first step to becoming a content marketer? You need to think like one. Sounds basic, but it's not as easy as it sounds.

**Content marketing *can't* thrive in some environments.**

While having a content marketing mindset may sound simple in theory, **I regularly meet sophisticated business professionals who don't appreciate how content can open doors, create connections and**

**build more value than traditional marketing approaches can.** Here are some examples why people aren't thinking about content:

- The command-and-control approach to information is so deeply ingrained within an organization that freely offering content is tantamount to acknowledging vulnerability.
- Organizations are so internally-focused that all that matters are products, efficiencies, and pushing as much of that product out the door as possible without thinking too intensely on long-term repercussions.
- Marketers simply haven't stopped to think how conversation and exchanging content and information represent a means to an end and the beginning of rich relationships.

### **3 things you can do to start thinking like a content marketer**

Truthfully, really embracing content marketing can be akin to changing a company's culture. But, there are some things that all marketers can do to get in the right mindset.

#### **Think about your customers first.**

At the heart of a content marketer is an **intense commitment to customers and a deep desire to eliminate complexity and simplify buying decisions**. It requires that you banish an inward focus on products, services and your business silos and organize instead with your customers in mind. My True North is Zappos.

#### **Try new communication tools.**

Next comes a realization that traditional communication tools aren't working as well as they used to. [The Breakup](#) is a fantastic short video that comes to mind that illustrates this point perfectly where the consumer rejects the tiresome one-way interruptive and insincere declarations of love that the advertiser offers. Let's face it: not only are customers successfully avoiding many traditional marketing communications, but they also seem to consider them mostly irrelevant.

#### **Respect your customers' time.**

Here are some customer truths we need to acknowledge:

- Our customers' time is precious limited
- They are bombarded with irrelevant messages
- They don't trust slick marketing messages
- They won't tolerate needless obfuscation or waste.
- They are increasingly resistant to one-way communications.

**The only way to connect is by making meaning, developing trust and engaging in two-way interaction.** Think about ways to do this.

## **The content marketing ah-ha moment**

I love when I notice savvy marketers and business people experiencing a moment-of-truth that propels them in the direction of content marketing. It may go hand-in-hand with a sudden upheaval in the marketplace, a cut in budgets or a realization that their differentiation is non-existent. Or perhaps it's the result of conversation with someone impassioned about content marketing!

Regardless, the result is that they stop and intensely realize that **the most natural and intuitive way of creating meaning and value for potential customers comes from focusing on them, rather than on their own stuff.** They realize that they can gain considerably from listening to customers to uncover what matters to them and creating content that helps them make sense of all the chaos out there and make better buying decisions.

Although I had been living content marketing for a while, **the most intense moment came when I mentally flipped around a brand tagline from “You’ll wear out before Wear-Dated” to “Wear-Dated won’t wear you out.”** Talk about an Ah-Ha! My appreciation for what the brand could mean changed forever. The door opened for powerful, meaningful, relevant content that focused outward on customers and intended sincerely to simplify the category and not exhaust them.

**What content marketing ah-ha moments have you had and what other suggestions to you have to help people change their mindset?**

## **2. Make Your Content Easy to Find!**

From [SEO Primer: Nurturing Your Online Digital Visibility](#)

### **Being Found Online - aka Digital Visibility - Matters. So, What Do You Do?**

As a result of blogging since 2006, building the Wear-Dated and Simple Marketing Now websites, discovering other markets and industries, and nurturing the process over time, I've been learning about **Search Engine Optimization [SEO]**, and the importance of being found online. I refer to it as **digital visibility** and I share with you here my SEO primer.

Now, I'm no SEO expert. I am, though, a fierce practical marketer who wants to understand how all these digital elements interact so that I can manage my digital assets and create the most engaging, relevant,



visibly and effective content online whether for a website, a blog, a press release, LinkedIn or an old-fashioned article.

What amazes me, when I start exploring sites including big budget sophisticated-fancy sites, is discovering that they haven't adopted some of these best SEO practices. I guess they'd rather rely on PPC [pay-per-click] to generate traffic? Although, wouldn't the PPC be a lot more cost-effective if it were coordinated with better on page SEO?

Here it is: my practical & simple marketing perspective for improving digital visibility [aka my SEO primer].

## **1. Be sure to review each of your website pages, paying attention to your META data.**

Here's how:

Click on View/Page Source [in FireFox]; View/Source [in Explorer] or right-click/View Page Source [in Chrome]. Use Ctrl-F and type in "Meta". What do you see listed for keywords, title, and description?

If you see nothing, you might want to do something about it.

If you see something, how unique is the information to each page on your website? How critically relevant to you are the keywords listed? How descriptive in your description?

If you see every keyword under the sun stuffed in that Meta keyword list, be worried. You will need to prioritize.

## **2. Review the content on each of your website pages.**

Does the content on each page address the keywords that are unique to that page? Is each page unique and rich with meaningful content? Have you included header tags? What about alt tags for photos? Do they include keywords? Have you considered the keyword density of your content? Or, how many times do you address your keyword in your content? For the important ones, you'd like to have a density of ~3%. Is your content reader friendly? Does it answer your reader's questions?

## **3. Pay attention to your keywords.**

I can't say enough about how important your keywords are. They define you. They characterize you. Not only will you use them on your website and to help guide any content you create online, but you'll also use them in the various profiles you create - on LinkedIn, Twitter, Facebook, etc. - so you can enhance your digital visibility.

Spend time identifying your keywords. The resources listed below offer guidelines.

#### 4. Static vs. Dynamic Content

Remember that websites are mostly static. Blogs, on the other hand, are dynamic [i.e., they update frequently]. Search engines love dynamic, high-quality content. Furthermore, the more valuable your content - both on your blog and website - the more likely you will be to attract links from other sources, another important aspect of search engine optimization.

From [Digital Visibility: The Reason Behind Content Marketing](#)



In [SEO Primer: Nurturing Your Online Digital Visibility](#), I touched on the importance of creating the most engaging, relevant, visibly and effective content online. However, I didn't fully explore the reason behind creating content marketing and developing a content strategy that aligns itself with your business objectives and strengthens your digital visibility.

This McGraw-Hill ad above describes the reason perfectly [see below].

Although more than 50 years old and developed for business publications, it succinctly captures why content marketing matters. As [Content Marketing Today explains](#), it addresses the objections that most of our customers express. More specifically, that they...

- \* Don't know who we are.
- \* Don't know our company.
- \* Don't know our company's product.
- \* Don't know what our company stands for.
- \* Don't know our company's customers.
- \* Don't know our company's record.
- \* Don't know our company's reputation.

The last line reads: "*Now, what was it you wanted to sell me?*"

Rich, relevant content allows us to tell customers who we are and what we are about. We can tell the story

behind how we can truly help customers in terms relevant to them. And placing it online where they go for researching products and services means we have a chance of being digitally visible and found online.

For example, if you are a retailer, your content - on your website, on Facebook, on your blog - allows you to share with potential customers how you got started in your business, why you care so much about your business, how you help your customers, who your employees are, how you are connected to your community... It allows you to address your customers' problems in terms that tells them you are paying attention to them.

These are rich, relevant stories that help you establish a level of trust that potential customers can believe in [BTW, make sure all of your stories are true or you will be sorry]. These are also living and dynamic stories that you update periodically with new details. After all, your content marketing cannot be static. You can't just create it, publish it and abandon it for the next 10 years. You need to keep it alive and fresh.

Ideally, you're also creating dynamic content via a blog. Blogs are marvelous tools! I believe every organization should have one to regularly update how you bring value to potential customers.

And, all of this BEFORE these customers realize they need you. Content marketing allows you to start building a meaningful trust-based relationship with customers *"before the salesman calls"*.

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## The Business of SEO: Get Found



At a Columbia Business School Alumni Club of New York event titled "[\*Demystifying the Business of Search Engine Optimization \(SEO\)\*](#)", [\*Alex Bennert\*](#) described the **value of search and SEO** and the **implications for getting found**.

Alex Bennert is a longtime SEO professional who has worked with clients such as Zillow and JibJab. She's now chief search strategist for the *Wall Street Journal* and other Dow Jones sites. In other words, she knows her SEO stuff!

Alex made the following points about search:

- Searchers are actively engaged when they search.

- 64% of web users use search as the main method for finding things online [I certainly do]
- *"With search, your market comes to you."*

About organic search, she stated that:

- 85% of searchers click on organic results [note: organic are the non paid for results]
- Searchers trust organic search results over paid and consider them more relevant
- *"Organic search provides value over time whereas paid search traffic disappears as soon as you stop your spend."*
- Search engines are still evolving

I liked how Alex described the business of SEO [Search Engine Optimization]: in addition to being about indentifying and resolving technical barriers preventing your site from getting crawled and indexed, SEO focuses on **understanding how customers look for your content** and **makes sure your content is visible when potential customers enter search queries in search engines**.

Ultimately, the real value of SEO is not to 'game the system' but rather to expose your brand to new customers, generate revenue, support, and reinforce your marketing messages, drive people to your physical locations, make you more efficient [e.g., FAQs], educate, measure awareness and learn how customers think.

In learning how customers think, be sure to understand the value of different types of search queries. More specifically, **information** - to research purchases, **transaction** - to buy, and **navigation** - to get to a known brand or website - **queries**. They affect the business of SEO!

SEO Tip: For navigation queries [which 58% of Americans do at least occasionally; 78% of adult internet users in US do product or service research online], don't forget to **actively position your brand or message** for navigation queries using Title Tags and Meta Description [you have 150 characters to help you stand out in search results].

Other tips:

- Support marketing initiatives with search
- Gauge brand awareness and interest over time
- Identify regional interest in products
- Help monitor growth and decline of trends
- Make sure every website entry point satisfies searcher's query intent [i.e., buy, call, share, download, subscribe, watch a video, click an ad, contribute content, find a location or store].

- Include SEO throughout your business processes
- Understand how the search engines perceive your site [use SITE:www.domainname.com to show indexed pages and look at 'cached' and view how search engines see web pages.
- Alex recommended that the audience not waste time of the following:
- Code validation [it has nothing to do with SEO]
- Keyword density [better to write for the reader and make the content sound natural]
- Meta keyword tag
- Absolute volume of pages indexed [focus on quality rather than quantity]
- Using NOFOLLOW tags on links to 'sculpt' or hoard link equity

Don't ignore SEO. It will help your business get found by potential customers!

Resources:

- [Google's Search Engine Optimization Starter Guide](#)
- [Link to Alex Bennert's presentation and handout on the \*Value of Search & Demystifying the Business of SEO\*.](#)

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## How Do I Avoid Bad SEO Techniques

Have you come across bad SEO techniques?

I have, and they make my blood boil especially when I notice them on sites of perfectly respectable businesses whose owners have been mis-advised by SEO 'experts' to adopt bad practices. Hence this article in the "[How Do I?](#)" [social media marketing series](#) on **How Do I Avoid Bad SEO Techniques**.

These are two examples I've come across recently:

[Keyword stuffing](#): website pages where the content is so densely packed with words, and variations on those words, that it's impossible for a human [i.e., potential customer] to make head or tail of the information. Website content needs to read naturally. It needs to meet the needs of the humans visiting your site, otherwise they won't stay!

*Creating unrelated web pages for a linking scheme*: although it's important for the content on your website to be so valuable that it attracts links from other related sites, you don't want to get and give links lightly, particularly to unrelated sites. If your business is furniture or flooring, having pages on your site that discuss

cars and link to car dealers makes no sense. Read [The Dirty Little Secrets of Search](#) for a high profile example.

As with most online business activities, SEO or search engine optimization is work. You need to spend time thinking about and prioritizing **keywords that have meaning for your business**. You need to **create website pages that focus on and develop content around one or two keywords**. And you need to **do so with your potential customer in mind**.

Results don't happen overnight. Rather they take place over time after consistent, thoughtful effort on your website, with the words you use and the content you create online. ***Beware, then, of anyone promising you quick, cheap fixes, and guaranteed position one results for your keywords.***

Beware of emails from people promising you links and wanting to exchange links with you. Most won't identify themselves, rarely explain who they represent, and don't even come close to relevance.

You'll find this article helpful: [All SEO Service Providers Are Not Created Equal](#).

Beware, too, of those who call themselves 'experts'. Educate yourself so you understand what's involved in SEO and what's important for your business. That's what inspired me to write [SEO Primer: Nurturing Your Online Digital Visibility](#).

[5 Steps to Take Before Hiring an SEO Company](#) suggests, in addition to educating yourself about SEO, defining measurable goals.

You might also enjoy this article by Hubspot on how to avoid bad SEO techniques: [10 Signs Your SEO Firm Isn't Worth the Money \[Free Ebook\]](#) - which include:

1. Making Promises That Are Too Good to Be True
2. Using "Black Hat" SEO Techniques
3. Targeting the Wrong Keywords
4. Employing Shoddy Linking Schemes
5. Promising to List Your Site in Hundreds of Online Directories
6. Redesigning Your Site or Creating New Pages Without 301 Redirects
7. Focusing on Metadata Instead of On-Page SEO
8. Creating Bad Content
9. Driving Irrelevant Traffic
10. Offering a One-Time Fix With No Ongoing Maintenance

I bet you've witnessed bad SEO techniques! What are the worst examples you've encountered and how would you avoid them? Let me know in the comments.

### 3. Promote Your Amazing Content

#### From [Improving Visibility Online: Advice For Businesses](#)

The question comes up repeatedly: **How can I improve my business' digital visibility? How can I be more visible online?**

Here's my answer.

**Take advantage of social networks.** You see, search engines really like social networks. [Interesting, in fact, to note that [LinkedIn](#) has a [PageRank](#) of 9; [Facebook](#), 10; and [Twitter](#), 9.]

**1. Are you on LinkedIn?** If not, create a robust profile for yourself and your company - one that includes keywords important to you and your business.

Here's my [personal LinkedIn profile](#) as well as [Simple Marketing Now's LinkedIn listing](#).

**2. Have you created a [Google Places](#) listing?** This is particularly relevant if you have a physical location. Although I'm more of a virtual business, here's [Simple Marketing Now's Google Places listing](#). Note that your Google Places listing will give you a [QR code](#) that you can use in marketing communications. When that QR code is scanned with a smartphone reader, it will direct visitors to your Google Places listing.

[You can also create your own QR codes using a resource such as [Kaywa.com](#) and direct potential customers to your website or to specific marketing messages.]

**3. What about a Facebook page for your business?** If you're considering creating a Facebook presence for your business, don't do it using a personal profile page. Not only does that go against the Facebook rules of engagement, but you won't benefit from search engines sharing your content. Instead, **create a Facebook Fan page**.

Once you do, you'll need to engage with your fans and share content with them that they find interesting. Here's [Simple Marketing Now's Facebook Fan page](#).

**4. Are you considering Twitter?** If yes, create a profile description that uses keywords relevant to you and your business. You'll also need to think about what content you'll publish on Twitter and how you'll interact

and add value to those who decide to follow you. Here is my Twitter page [note: although I've also claimed a Twitter account for Simple Marketing Now, my [cbwhitemore Twitter account](#) is where I am consistently active on Twitter.]

Be aware that, the more complete your profiles are and the more active your presence is, the more visible you will be. That's true for your website, too. You should definitely be updating and refreshing your website content on a regular basis - and I'm not talking once a year, more like once a month.

Ideally, you'll consider creating a content strategy that supports your business objectives so that all of your digital outposts work consistently in your favor and reinforce the value that your business offers customers and the marketplace.

Don't be overwhelmed by the digital world. Keep in mind that it offers businesses unheard of opportunities for visibility and connecting with customers. What's most important is getting started in consistent small doses.

- Create Outlook or Google calendar reminders and spend 15 minutes a day exploring, monitoring and experiencing the digital world.
- Think like your customers. Search using terms they might use. Think how you might apply what you observe to the profiles you create and the content you develop.

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From [Facebook Marketing for Business Tips: MarketingProfs B2B Forum 2011](#)



Despite its impressive presence [[750 million active users as of this writing per Facebook's statistics](#)], Facebook isn't always taken seriously as a B2B marketing platform. Yet, many B2B businesses have successfully built closeknit communities of fans and customers.

Ever since hearing [Jeff Widman](#), who specializes in Facebook marketing and [Ekaterina Walter](#), who expertly guides Intel's Facebook Fan Page at MarketingProfs events, I've been more respectful of Facebook and curious how businesses make sense of Facebook.



Hence my interest in the MarketingProfs B2B Forum 2011 presentation titled *Using Facebook for Effective B2B Marketing* with [Jeffrey L. Cohen](#), Social Media Marketing Manager, Howard, Merrell and Partners, [Deirdre Walsh](#), Senior Social Media Manager, Jive Software, and [Susan Solomon](#), VP Marketing, St. Joseph Health System. It didn't disappoint!

Let me review some highlights.

## **Best B2B Facebook Practices for Planning:**

1. **Define your Facebook business goals.** Define what your Facebook fans will get out of your Facebook marketing. What kind of information will you share? News, discounts, recognition?
2. **Integrate Facebook into the properties you own:** your website, your news releases, etc.
3. **Listening & Engaging** used to be nice to have, but both are now critical. Per the FTC, you must have employee guidelines and training, be truthful in all communications and monitor/correct mistakes. This means you must be actively listening, adding value and building relationships on Facebook and elsewhere.
4. **Build.** Participate in something valuable. Did you know that 20% of the most popular pages don't own the Facebook pages for their brands?
5. **Activate.** It's critical to note who your key influencers are on Facebook. They share your news in their newsfeed, help spread positive messages and come to your defense.
6. **Analyze** your activity, reach, brand mentions, engagement. Think about your objectives and link back to those in what you measure and analyze on Facebook.

## **Best Business Practices for Facebook Content**

1. **Create a Facebook editorial calendar and track its progress.** Monitor date of post, content, if shared on other sites, source of content, etc. Judge its performance over 30 days to determine what works.
2. **Integrate social content with other content your company creates.** Take a white paper and chunk it into blogposts, promote it on Facebook, post a Slideshare and mention it in an email newsletter. Become a better content curator.
3. **Humanize the brand** and make your content more engaging. Facebook loves rich media. Make sure to include the human face behind those posting on Facebook.

4. **Offer special incentives just for fans.** It makes them feel special and maintains engagement. Be cautious about automated posts on Facebook [which punishes autoposting].

### The Facebook Newsfeed

I can't say enough about the importance of the Facebook Newsfeed. It's governed by Facebook's proprietary algorithm known as EdgeRank [see [EdgeRank: The Secret Sauce That Makes Facebook's News Feed Tick](#)] which takes into account **affinity** between the person viewing content and the creator of the content + how heavily **weighted** an interaction is + **time** decay.

The implications? Encourage engagement on your Facebook Fan page, drive traffic there, ask people to like your posts!

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From [Get Found Online Locally Using Google Places](#)



Are you familiar with [Where's Waldo](#) [or [Where's Wally outside the US and Canada](#)]? That's the image that comes to mind when I think about how to get found online, especially locally.

The point about getting found online is that you want to be sufficiently different from all of the other similar listings so you stand out.

Unlike Where's Waldo/Wally, those searching online aren't as patient or as delighted with the painstaking search process. That means that you must stand out by being relevant to your potential customers.

How then to stand out locally? Consider Google Places!

I mentioned several suggestions in [Improving Visibility Online: Advice for Businesses](#) - including using **Google Places**.

Although this MarketingSherpa dates back to 2009 and refers to Google Maps rather than Google Places, the advice and perspective is sound! According to [Take control of Local Search Results: 5 Steps to Improve Local Accuracy and Boost Traffic](#), you should:

1. Evaluate your current listing
2. Claim your listing!
3. Add details to your listing description. Be sure to include keywords that are important to your business and a link to your company website.
4. Add images and photos. Photos add a lot of dimension to a Google Places listing [not too dissimilar from the effect they contribute to a Facebook Fan Page].
5. Keep track of reviews.

About reviews, you can publish public responses to your reviews - both good and bad ones. That means you can tell your side of the story and thank your fans.

Note, too, that you can post updates to your profile, as well as coupons and special offers.

You can also monitor analytics!

[How franchises can tap the power of Google Places](#) mentions Domino's Pizza as an example of an effective Google Places listing. [When all search is local](#) offers perspective on how to be included in the "local 10 pack and 3 pack" search results. Hint: it's more of the basics. For additional ideas and suggestions on how to get found locally, read [The Ultimate Guide to Online Marketing for Local Businesses](#). For an intense look at Local SEO I recommend [Local SEO Guide Andrew Shotland](#), and more specifically [How To Do Local SEO for your Website in Five Minutes](#).

*Image credit: [Where's Wally World Record \(where you there?\)](#) by informatique*

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You've now read about ***Inbound Marketing 101*** and, more specifically, how to apply the 3 Basic Principles we've just gone over, which are:

1. **Create Content**
2. **Make Your Content Easy to Find Online**
3. **Promote Your Amazing Content**

How might you apply the principles to ***your*** business?

Let us know!

**Thank you for reading!**

## About Simple Marketing Now LLC:

Simple Marketing Now, an inbound marketing strategy consultancy, helps organizations get found online using social media and content marketing. Simple Marketing Now publishes the *Content Talks Business Blog*, issues the *Social Flooring Index* which monitors the social state of the Flooring Industry and writes *Flooring The Consumer* about marketing to women and the retail experience, now a BuyerZone Top 20 Business Marketing Blog. Simple Marketing Now is a certified HubSpot Partner.

For more information, visit <https://www.SimpleMarketingNow.com>.

## About Christine B. Whittemore:



**Christine B. Whittemore** is Chief Simplifier of **Simple Marketing Now LLC** and has been immersed in social media marketing since June 2006 when she launched her first blog, *Flooring The Consumer* about the customer retail experience, marketing to women and social media marketing. It was ranked in the AdAge Marketing Power 150 Blogs, listed on AllTop and was named a BuyerZone Top 20 Business Marketing Blog.

In March 2009, she launched the Simple Marketing Now Blog, a Junta42 Top 42 Content Marketing Blog, about marketing with social media and content.

She converted her website and blogs to the HubSpot platform in 2011 to better embrace inbound marketing and has never looked back!

Whittemore has been a columnist for Floor Covering Weekly, a Hearst publication, where she wrote about the customer retail experience. She contributed to MarketingProfs and the Content Marketing Institute and is a frequent speaker on the topic of customer experience and marketing with social media at industry events, including about Social Media for Lead Generation at the MarketingProfs B2B Forum.

Christine served on the Columbia Business School's Alumni Club of New York Board of Directors including as President, on the Kinnelon Public Library Board of Trustees as Treasurer. She currently serves as President of her newly formed Homeowners Association.

She earned her undergraduate degree from Smith College and her MBA from Columbia University.

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