



Marketing Kit

A guide to help small business owners like you spread the word.

BlogHer '08



Dear BlogHer Conference Attendee,

Intuit is proud to sponsor this conference and support BlogHer and the blogging community. Helping small businesses succeed is at the forefront of everything we do, whether it is offering innovative products and services, bringing small business owners together via online communities or providing educational resources for small business owners.

To help you increase awareness of your blogs and businesses, we've created this very basic word of mouth (WOM) marketing kit. Various activities, both on and offline, are outlined here with simple instructions to help small businesses like yours get started quickly and painlessly. Best of all – everything in this kit is **free!**

We also want to make you aware of [JumpUp.com](http://www.jumpup.com), another **free** resource and social networking site offered by Intuit, where you can connect with other small business owners to get tried and true answers to your most pressing business questions.

If these resources have value to you, feel free to use them as you like—or pass them on to others who might find them useful.

Sincerely,



Intuit & JumpUp

<http://www.intuit.com>

<http://www.jumpup.com>

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Let's get Local!

Local marketing ideas

Creative local marketing is an effective medium to spread the word about most anything! The goal of local marketing is to inform the community about your business and the products and/or services your business provides.

Start a local marketing campaign

- Start simple: call, email, and share your message with your personal network. Tell friends, town committees, the chamber of commerce, Rotary clubs, mom social groups, etc. Anyone and everyone who might be interested in what you have to offer.
- Arrange to make an announcement at the next meeting of your local Small Business Development Center
- Use any local universities, colleges, and your alumni network to let people know about your business
- Send an email to all of your friends and business contacts
- Include a signature at the end of all your upcoming email messages with a link to your website
- Post flyers in your local supermarket, coffee houses, and boutiques
- Send New Year's greetings from your business
- Give discounts or coupons to your current customers/family and encourage them to spread the word
- Place a pavement sign outside your store or office or home
- Place flyers on bulletin boards and car windscreens.
- Place signs or stickers, something to identify your business, on your vehicle



Video Press Releases

A new spin on press releases

Press releases have been around for a long time, and the general methods behind creating a press release have changed very little. Some great resources with tips and tricks for writing more effective press releases can be found at the following link:

<http://www.allbusiness.com/marketing-advertising/public-relations/610054-1.html>

For distribution of press releases, choose your target media and fax, email, or send your release and follow up with a phone call a few days later.

By simply having a video or image with your press release, you increase the likelihood of people reading it and of it coming up in key word searches. You should also post it on your own site and to YouTube and other frequently visited video sharing sites.

Some key things to keep in mind:

- Keep it interesting/humorous so people share it
- Don't make it too long so people lose interest
- Add key words for your product or business to the title of your video press release filename (e.g., free_accounting_software.mpg)

Try to keep the web address for your video press release short if possible for traditional press releases because there is a lower chance that people reading something in print will be willing to type in a long web address to see the video.

craigslist

Free local postings

Craigslist is a free online resource. Many people use it to find roommates, a job or the next big thing! You can use it to post a link to promote your products and services.

How to post to craigslist.com



1. Go to craigslist.com
2. Find your city or area
3. Click on “Activities”
 - a. Click in the upper right corner “Post”
 - b. Write a description of your products or services
 - c. Upload images (if necessary)
 - d. Write an exciting title, that motivates people to view your posting
4. If you have special events, you can click on “Event”
 - a. Choose a location (any city)
 - b. Choose a date
 - c. Include a link to your business website or blog in your post
5. View the “Discussion forums”
 - a. Find your industry
 - b. Contribute to the discussion and start establishing your online credibility

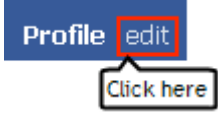


The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Facebook is a four year old social networking site that currently has over 60 million members. Over 250,000 small businesses created a Facebook Page within 7 days of the “Pages” (discussed later) launch at Facebook.

Create a Facebook Profile so you can interact with others online and spread the word about your business!

How to Create a Facebook Profile

1. Go to <http://www.facebook.com>
2. Click the green “Sign Up” button 
3. Fill in the information from the next page as completely as possible and click the “Sign Up Now!” button 
4. You should receive an email from Facebook at the email address you specified in the previous step
5. Either click the first link in the email, or copy and paste this complete address into your web browser’s address bar
6. You will now be walked through some final steps to complete your Facebook registration
 - a. Step 1 (does not occur during every person’s sign up process) – Contact importer. By entering the username and password associated with your email account, if listed, Facebook will determine if your existing friends are already members of Facebook
 - b. Step 2 – Fill out your profile info. Enter as much of this information as possible to make it easier for friends on Facebook to both find and recognize you

- c. Step 3 – Join a network. Based on the location you entered in the last step, Facebook will make suggestions about the local network you may want to join. Select the place with which you identify most (usually the area in which you live)
 - d. Congratulations! You're now a member of Facebook!
7. From the next page, you can search for friends to add to your friend list, or add more information to your profile such as a picture or your contact information
8. To edit more of your profile, click the “edit” link next to “Profile” at the top of the page 
9. You may add as much or as little information as you like, and you can control the privacy settings by clicking on the lock icons 
10. The real power of Facebook comes from your ability to network with others. After adding some friends, join some groups! Do this by clicking on the “Groups” icon on the left side.  Groups Join groups of people that share a common interest with you, or groups that are similar to your business.
11. **Participate!** The general rule with social networks is that you will get out of them what you put into them. The more you update, send messages, post items, etc., the more your online friends see this and are willing to interact with you in a virtual manner



Facebook Pages

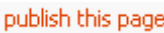
What Facebook Profiles are to people, Facebook Pages are to businesses.

Claim more virtual real estate by creating a Page for your business. For more information on Facebook Pages, visit

<http://www.facebook.com/business/?pages>.

How to Create a Facebook Page

(Note: You must have a Facebook account first)

1. Go to <http://www.facebook.com/pages/create.php>
2. Because you're creating this for a business, select the category that most closely aligns to what you are or what you will be doing. This is generally best for businesses that have already started
3. Enter the name of your business or brand
4. As with the Facebook Profile, you'll have to populate your page with more personalized information
5. Make all the changes you need to have a presence on the Facebook Pages network, and then publish your page by clicking "publish this page" 
6. Once published, your Page will now show up in Facebook search, and you can take advantage of targeted advertising to very specific Facebook members broken down by gender, age, keywords, education status, etc.




 + Create Social Ad

7. Your friends on Facebook can now become "fans" of your business. When they do this, it is announced to all of their friends, thereby spreading the word about your business
8. You're ready to start promoting your business on Facebook!



MySpace is the largest social network in terms of member accounts. (300 million!) Many bands, artists, celebrities, politicians and everyday people use MySpace as the medium to keep people abreast of their daily happenings. In many instances power users send out mass messages to update everyone of their recent news. MySpace allows its users to customize their pages to better reflect who they are.

How to Create a MySpace Profile

1. Go to <http://www.myspace.com>
2. Click the orange “SIGN UP!” button 
3. Fill in the requested information on this page as completely as possible and click the “Sign Up” button 
4. Enter the text from the image on the next screen to verify your account. (They do this to prevent computers from automatically signing up and sending a lot of spam to users) Click “Continue to My Account”
5. You now have the option to upload a photo, or you can choose to skip this step
6. The next screen presents you with a form to email anyone for whom you have an email address to invite them to join MySpace and become your “friend”. You may also skip this step
7. Verify your email address. There is a box on the next page that says “Click Here”. You want to do this so you can participate more actively with MySpace’s community **Verify your email address!**
[Click Here](#)
8. Congratulations! You’re now a member of the MySpace community and you can begin interacting with others! Click on “Search” on the top blue toolbar to find people you may know 

9. Place a link to your business on your MySpace profile and create albums filled with photos of products you may have, or photos of you/your business.



LinkedIn.com - *Professional networking*

LinkedIn is a social networking site with services directly targeted to professionals. LinkedIn encourages users to upload resumes and share personal recommendations or references.

How to Create a LinkedIn profile

1. Go to LinkedIn.com
2. Click to create a profile.
3. Include links to your business' website
4. Add your resume information
5. Let LinkedIn post this to Google searches
6. "Reconnect" or "Find Classmates" to build your network
7. Include a short message about your business in your invitation to friends

*Note that LinkedIn requires user initiative in order to expand your network. Just adding a profile may not result in the optimal amount of contacts.

Google Page Creator

Make a website

Google Pages is a free online tool that makes it easy for anyone to create and publish useful, attractive web pages in minutes. Users create a unique URL, *http:// your username.googlepages.com/home*. You now have a website to advertise your business!

For posting text, a Blog works perfectly. If the goal is to create multiple pages and advertise services or products, Google Pages provides you with a website to help you accomplish this goal.

How to Create a Google Page

1. Search Google Pages in Google
2. Sign in to your account or make a new one
3. Agree to their Terms
4. Start Creating with Google's easy to use instructions:
 - a. Add Text
 - b. Add Links
 - c. Upload images
 - d. Add a Page
 - e. Publish your site
5. To edit your page after you published it, log in to Google.
6. Tell your network about your new website!
7. Submit it to Google: <http://www.google.com/addurl/>
8. Submit your site to other search engines:
<http://www.submitexpress.com/submit.html>

Modify Your Website

You already have a website? That's great! Updating your website with fresh content on a regular basis can improve your rankings with search engines, so show your site some love!









YouTube recently took the internet by storm and is estimated to account for 10% of all internet traffic! YouTube allows for people to be very creative because the submission and viewing of these videos is so easy. With basic equipment, you can get creative and produce commercials for your products or services. All you need to be active on YouTube is a way to record video to your computer (a webcam works great for this and these are very inexpensive nowadays), an internet connection, and a YouTube account. A few hours of browsing videos on YouTube will quickly reveal that there is some really creative stuff coming from members just like you!

The great thing about YouTube is that it can be used in combination with other services listed in this document. For example, you can make a video that you put on YouTube, and put a link to this video on your MySpace or Facebook profiles.

How to create a YouTube Account

(Note: If you have a Google (Gmail) account, you can sign into YouTube with this username by clicking "Login with your Google account") [Login with your Google account](#)

1. Go to <http://www.youtube.com>
2. Click the "Sign Up" link at the top right corner [Sign Up](#)
3. Fill out all requested information and click "Sign Up" 
4. You will receive a confirmation email that you need to open to access a link that completes your YouTube registration

5. Once you have clicked on this link or copied and pasted it to your browser, you will be logged into your YouTube account
6. To add a video, click the yellow “Upload” button 
7. Create a title, description, choose a category, and add tags for your video. What’s a **tag**? Similar to a keyword, a tag is like a label that you can apply to your video to help the site’s search engine find your video if people search for any of those words. Choose relevant tags for your video. **Important:** make your “Broadcast Options” setting public so that anyone on YouTube may see it
8. Click “Upload a video...” 
9. On this page, click “Browse”  to select the video you have already made from your computer
10. Once the video is selected, click “Upload Video” 
11. There is a delay of a few minutes until your video is actually available for viewing on YouTube
12. After about 10 minutes, click on “My Videos” [My Videos](#)
13. Your video will appear along with a URL that you can copy and send to your friends and business contacts, or post on MySpace, Facebook, a blog, etc. URL: 
14. Congratulations! You have a video on YouTube that you can now share with the world!