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Business Marketing Bulletin
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Top Sponsor Ads
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You have your own business. It's great, right? Doing what you've always wanted and on your own terms. Only you are so bogged down in paperwork, you have no time to do anything else. You need an assistant but your office is in your home. That's where the Typing Bug comes in. I handle your paperwork virtually from my home so you have time to work more from your home. Email me today for a free consultation.

Deneen Wilson - Typing Bug Virtual Assistant Services
deneen@typingbug.com - www.typingbug.com - 229/378-0521

AirFilterbuy.com - If you use air filters for your heat and air conditioning system, take a look at this web site. The prices are truly wholesale and shipping is FREE.

***** **ATTENTION** *****

You are receiving this newsletter because you subscribed to it. As a subscriber you have acknowledged that there will be both in house and third party advertising as part of our content. This allows BMB to remain free. If you would like to be removed from this list, please see instructions at the end of this newsletter. Seymour Products values your privacy.

<http://www.seymourproducts.com/privacy.shtml>

Seymour Products is hosted by ICDSOFT Hosting. No setup fees, 1000 MB of space, \$72 per year, plus numerous features! Incredible support system...minutes, not hours! You have a bigger plan option as well.

<http://www.icdsoft.com?aff=terriseymour>

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What's New?

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Hello everyone and welcome new subscribers,

I have added a new section called Helpful Ezines to the bulletin. This is for other ezine publishers who would like to do an ad swap with the Bulletin – getting more exposure at no cost. If you would be interested in this, just email me and we can arrange the swap.

Be sure to check out all the great new ebooks added to the store this week! The subscriber special is a good one this week, so be sure to check that out as well. Thank you!

In the News

Advertisers Face Penalties Under New Blog Rules

<http://www.imediaconnection.com/content/24769.asp>

New Resell Ebooks this Week: Just \$1.00 Each!

Ornamental Alphabets MRR (art)

Household Budget Manual PLR (money/finances)

Believe It and You Will Achieve It PLR (self-help)

Wellness, Fitness and You PLR (health/fitness)

Copywriters Blueprint MRR (business)

Twitter for Internet Marketing Pros PLR (internet marketing)

Event Planning- The Ultimate Guide PLR (entertainment)

Crafts PLR (crafts/hobbies)

Divorce – Stop Crying During Divorce PLR (romance/relationships)

IM Minisites Pro Pack MRR (web design)

<http://www.seymourproducts.com/ebooks-resell>

****Weekly Subscriber Special****

Monster Mania Special!

Pick a monster for free ebooks. With any order of five ebooks or more, choose one of the monsters below and get free ebooks. Just order the ebooks and then email me with your choice so I can tell you how many free ebooks you get. Get up to 10 free ebooks! terri@seymourproducts.com

Dracula

Wolfman

Zombie

Frankenstein

This special is valid from October 20 through October 23.

NOTE: New eBooks listed above are not eligible for Weekly Subscriber Specials.

Join the Seymour Products Trivia Challenge! Find the hidden trivia question and be the third person to send in the correct answer for a free feature ad in next week's issue of the Business Marketing Bulletin. Send your answer to terri@seymourproducts.com?subject=answer

Congratulations to **Leigh Anne Stewart** for being last week's winner! Good luck to everyone this week!

Last week's Q: *What does it mean if you see a spider on Halloween?*

Last week's A: *The spirit of a loved one is watching over you.*

Join in the fun and try to win a free feature ad. Good luck all!

If you know anyone who could benefit from this ezine, please feel free to forward them a copy in its entirety. Thank you.

If you would like to advertise in the BMB, please visit:

<http://www.seymourproducts.com/newsletter/advertise.shtml> for more information. Advertising prices are as low as \$5.00. I am also looking for ad swaps from other ezine publishers. BMB now goes out to 1712 subscribers.

Studies show that it takes 7 views of an ad before people take action, so to help you accomplish this we are offering some good deals on 7 ad packages!

<http://www.seymourproducts.com/newsletter/advertise.shtml>

Join me on LinkedIn and grow your business!

<http://www.linkedin.com/in/SeymourProducts>

Follow me on Twitter and see what all the tweeting is about!

<http://www.twitter.com/SeymourProducts>

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Freebies & Biz Helpers
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This week's free ebook:

How to Systemize the Day's Work

<http://www.seymourproducts.com/ebooks-resell/dl/sys-toto.zip>

Submit Your Site, Free

<http://www.prolinkdirectory.com/>

Free ad formatter. Counts lines, characters and words so you don't have to.

<http://adv-marketing.com/business/formatter.htm>

Free Computer Support
<http://www.protonic.com/>

Free Download: Arachnophilia 5.4.2404

Arachnophilia is a full featured HTML editor (written in JAVA) with an internal browser "Instant View" mode shows your HTML changes as you make them with each keystroke! <http://www.arachnoid.com/arachnophilia/index.php>

Write Better Ads Do It Free!
<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip
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Learn from fast food. Ever been to a fast food restaurant and just ordered a sandwich. Then the clerk says "Would you like some fries with that?" And you say yea, ok! You can use this same technique in your business.

Encourage impulse buying by suggesting products to go along with customers orders. Say you sell books and a customer buys a book on how to plant a flower garden. You would then suggest a book on caring for your flowers that goes along very well with the first book.

Amazon does this as well with their "Customers who purchased this product also purchased this product." It works!!

According to superstition, what will you see if you stare into the mirror at midnight on Halloween? This is pretty cool. Here is a hint – it is not Bloody Mary! ;-) terri@seymourproducts.com?subject=answer

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Feature Ad
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Ladies you need a little luxury in your life. Stop and de-stress with an aromatic soy candle. You deserve some "me" time. Relax with one of our lavender candles we also carry aromatherapy jewelry, one of a kind pieces as individual as you are. Visit our store
[Http://www.seabymecandles.com](http://www.seabymecandles.com)

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Feedback
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Please send in your comments, suggestions, questions, etc to
terri@seymourproducts.com?subject=feedback
We appreciate all feedback, good or bad!

*You guys have a really wonderful and informative site, and I'm glad that I've found your site. * Fariz*

I am so happy that I discovered your page! What a treasure! Straight-forward way of doing business. Never been so easy! Thank you so much.

** Edgar*

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Helpful Ezines
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Learn Internet marketing strategies that you can apply to your business and profit from. Also submit your own free ezine ad weekly. Plus post free weekly ads. Web based with RSS Feed tie-in.
<http://ezine.duckerpromotion.com>

If you would like your ezine listed here, please contact me to find out how.
terri@seymourproducts.com?subject=ezine

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Feature Article
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Banner Advertising Success – How to Maximize Your Results

By Luke Bryant

Banner advertising is highly competitive, with many businesses utilizing animation, video and sound to attract attention.

Having only seconds to get noticed, how can you stand out in the crowd and leverage your results?

This article gives you some tips on how to implement both permission marketing and banner advertising strategies simultaneously to maximise the effect.

Get the audience right

The first step to banner success is to communicate with the right audience. Find some niche content websites and blogs to advertise on. They should be relevant to your products and services and should appeal to your target market. Some websites and blogs sell banner ad space as low as \$5 a month.

You can find appropriate sites by typing your keywords into the major search engines and locating them in the results. You can also find Advertising Space for sale at a Banner Auction website.

Permission Marketing

To maximize return on your banner investment, use permission marketing as part of your strategy. This type of marketing is cost effective and extremely valuable in spreading and reiterating your brand.

Like the name suggests, permission marketing works by your target market giving you permission to take some specific action or to contact them on an ongoing basis.

This can include signing up for your newsletters, your weekly specials, contest announcements or even biweekly tips. It's a strategic way of promoting your business and keeping your audience reminded about your existence.

Getting Results

Basically you need to answer the viewer's question "what's in it for me?" Contests and giveaways are a great way of implementing this scheme. The contest is the crucial incentive to encourage viewers to click on the banner, enter your website and sign up.

When designing your banner, follow these simple guidelines:

- Refresh the look of your banner regularly. This doesn't need to be an expensive task. You should have the banner template created so that you can simply modify parts of the banner rather than the whole piece.
- Don't make your animation too overwhelming or annoying.
- The file size should be at a minimum to avoid long loading times.
- Don't make your banner appear too busy. If the design is too cluttered with content, your audience will think there's too many conditions imposed and in any event, it doesn't appeal to the eye.
- Your terms and conditions should be on your landing page, not your banner.

Leveraging those results

Using contests as an example, here's how to get more subscribers:

- On the contest signup window/page, include an option to receive notifications of your site's internet only specials.
- Send an email confirmation for their entry and include the option to "send this contest to a friend" and/or to gain an extra entry by sending the contest to, say, five friends.
- Once a winner is drawn, send a notification email to all participants. The email should include the winner's name together with other promotional material, a call to action for them to browse your website and an option to be notified of your future contests.

By following these steps, you will get more out of those banner clicks. You will gain access to those who actually clicked on your banner plus all the persons they sent the contest to and you'll keep them coming back with your recurring notification emails.

Remember to keep the contest prize relevant. You don't want a bunch of

mom's clicking on your banner for a free baby monitor if you're a hardware store. If, however, you're looking for a wide generalised audience, then you could use something generic (like a laptop or a cash prize) as the prize.

Permission marketing is an excellent way of reaching more customers and when used with banner advertising, it can have tremendous results.

About the Author - Writer of Marketing and Advertising Insights, an information source on internet advertising, search engine optimization and other online marketing strategies. Luke Bryant has a degree in Information Technology with secondary major in Economics after graduating in 2000. Since, he has gained extensive experience in online advertising and marketing tactics through building his own successful online businesses.

<http://marketingandadvertisinginsights.wordpress.com/>

If you would be interested in any of my articles for reprint or reference you can see the complete list at www.seymourproducts.com/articles/index.shtml Feel free to use any of the articles you feel are appropriate for you!

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Feature Ad
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Get more traffic with this free program!
<http://www.trafficswarm.com/go.cgi?659014>

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Let's Have Some Fun!
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Site of the Day: Giftventure is a personal treasure hunt. A child receives personal letters from a fantasy character that lead to a gift you hide. When the gift is discovered, it is no longer just a present; it is a well-deserved reward at the end of an exciting and educational journey!

<http://www.giftventure.com/>

Quote of the Day: *Giving up doesn't always mean you are weak. Sometimes it means that you are strong enough to let go.*

**Author Unknown*

Fun Free Download: African Geography Tutor

Want to brush up on the names and locations of the 50 or so countries of modern Africa? This program from the Family Games Web Center will help you. African Geography Tutor presents a scrolling map of Africa along with a list of countries. <http://familygames.com/freelane.html>

Fun Movie Quotes: Guess the Movie and Win a free ebook!

Send in your answers and we'll let you know if you got it right! Just to make it more fun, if you do get it right, you will get a free ebook from our store for being so smart! ;-) terri@seymourproducts.com?subject=quote

"United States government just asked us to save the world. Anybody wanna say no?"

This week's riddle: Who Am I?

Unscramble the following letters to find the name of a famous (and scary) movie character.

ehmcila syrem

Answer at the end of the ezine.

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Subscription Management
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To receive this newsletter:
Send any email to:
subscribe@seymourproducts.com

To not receive this newsletter:
Send any email to:
unsubscribe@seymourproducts.com

Contact Info:

Terri Seymour

terri@seymourproducts.com

support@seymourproducts.com

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Answer to Riddle: Michael Myers from the Halloween movies