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Business Marketing Bulletin
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Top Sponsor Ads
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Hi, Did you know you can earn 2% cash back on all your purchases through the new Market America shopping portal?

Just go to: <http://www.gparigian.com>

Then on the upper left hand corner of the website, just click where it says: Get paid to shop! (learn how)

That's it! You can then shop for Market America's branded products, OR shop on over 3,000 Market America partner stores such as Macy's, Sears, Sony, Lord and Taylor, and many others, all without leaving the Market America portal! How's THAT for convenience. Do your shopping online and get paid to shop!

Place Your Ad Here for Free

"Discover how a little known, but highly effective strategy lets you attract interested prospects to your website quickly and easily... Using web 'real-estate' you already own!"

<http://www.ThankYouAds.com/?r=28005>

***** **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 want to wish everyone a wonderful, happy, warm, and safe Christmas holiday! http://www.123greetings.com/events/christmas/merry_christmas/christmas91.html

I have added some new categories to the store for easier browsing and navigation. The new categories are WordPress, Social Marketing and Affiliate Marketing! Be sure to check them out! ;-)

The True Meaning of Christmas for All

<http://socyberly.com/holidays/true-meaning-of-christmas/>

In the News

FTC Asked to Investigate Facebook's New Privacy Changes

<http://mashable.com/2009/12/17/ftc-asked-to-investigate-facebooks-new-privacy-settings/>

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

Video Sales Ads Made Easy

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2141

Internet Basics 101 in 10 Easy Steps

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2142

Instant Product & Fast Traffic

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2143

100 New WordPress Themes

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2144

Viral Marketing Secrets

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2145

Your Body is Your Temple

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2146

Student Loan 3-Pack

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2147

Amazon Affiliate Videos Using WordPress

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2148

Proper Business Etiquette 5-Day eCourse

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2149

The Forbidden Books of the New Testament

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2150

****Weekly Subscriber One Day Special****

12 Days of Christmas Special~ (Extended)

Let me know what your favorite gift is from the 12 Days of Christmas and you will get free ebooks with any purchase of 5 or more ebooks from our store. The number of gifts will not coincide with the day of your favorite gift but you will receive a different number of ebooks for each day! ;-)

For example: if your favorite gift is a partridge in a pear tree, that doesn't mean you will get only one free ebook. I will be doing them randomly from 2 free ebooks up to 10 free ebooks. So have some fun shopping and let me know your favorite gift from the 12 Days of Christmas and I will let you know how many free ebooks you get! Merry Christmas!

terri@seymourproducts.com

This special is valid through December 25.

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 **Krista Clyburn** for being the winner of last week's trivia challenge! Good luck to everyone this week!

Last week's Q: *Fill in the blank: _____ was the first state to recognize Christmas as an official holiday. This tradition began in 1836.*

Last week's A: *Alabama*

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. BMB now goes out to 1750 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:

Real Ghost Stories

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

Top 50 WordPress Tutorials

<http://net.tutsplus.com/articles/web-roundups/top-50-wordpress-tutorials/>

Internet Marketing and Social Media 2010 Predictions

<http://www.michellemacphearson.com/internet-marketing-and-social-media-2010-predictions/>

Social Networking Site for Professionals

<http://upperz.com/>

Free Download: Watermark Image

The watermark image program is a free software that can add digital Watermarks to all your images, photos and pictures in the background with the transparency you decide. The program can also resize the images before the digital watermark is added.

This software works with Windows XP, Windows server 2003, Windows Vista, Windows server 2008, Windows 7 - with .NET framework 2.0 or higher installed.

<http://www.watermark-image.com/>

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip
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Find a Marketing Buddy!

Contact owners of businesses that compliment, not compete with, your business and discuss cross-promoting. Link to each other, recommend each other, send each other's materials with orders, etc.

This can be a great way to gain more targeted exposure.

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Feature Ad
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Jesus Day Gifts – Where there is help there is hope

www.jesusdaygifts.com

All Christian- unique handmade gifts and treasures
Profits support the opening of a Women's Shelter
for the Abused.

Please support our cause by purchasing a lovely gift.
More being added everyday!

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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!

*Thank you so much for replying so quickly. That sure speaks volumes as to your commitment to your ebook biz, not to mention your devotion to your clients. I believe your offer is more than fair. *Kevin*

*Terri, thank you once again for the great support you have given me....
.....I couldn't have managed without you! * Mike*

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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://www.ezine.duckerpromotion.com>

Business Opp News

Weekly ezine full of free marketing tools, tips & proven strategies to help you succeed online & offline- faster & smarter - no matter what business you promote. <http://BusinessOppNews.com>

Karen Gates' Achieve Online Profits is a free online marketing ezine for new and experienced internet marketers who are looking for links to free list building programs, free website traffic programs and free and low cost opportunities to make money online. Advertising options everyone can afford. Know more, earn more. <http://karengates.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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7 Proven Internet Marketing Strategies To Increase Your Sales

by Titus Hoskins

I am constantly amazed by the number of people I meet on the web who have absolutely no marketing strategy whatsoever behind their site or online marketing.

I am even more amazed by the number of people who believe all they have to do is buy a domain, slap a few HTML pages together and place them on a web host somewhere. Then they expect everything else to just happen because their site or business is on the web!

It very rarely happens that way.

Creating an online business takes some planning and strategy if you want your site or business to succeed. You must have a plan of action, but most of all, you must have some fundamental marketing strategies behind your online site.

Now, I am speaking from experience here, because I also stumbled around on the web for 2 or 3 years like the people I described above. I foolishly thought just because I had a web site, I could do business on the web.

Well, not very much happened. I received very little traffic and very few sales. My site was going nowhere fast.

Fortunately, the theme I chose for my first site was Internet Marketing! I spent those first years studying all the online marketing material and information I could get my hands on. I gradually learned what to do and what not to do when it came to marketing online.

Mostly, I stumbled across some great Internet marketers like Marlon Sanders, Neil Shearing, Ken Evoy... true pioneers of online marketing. By studying those first class marketers and their marketing techniques I learned how it was all done.

Over time, I learned how to become very analytical with my sites and marketing. I started to create marketing strategies and put them into practice with my sites. This was all new to me because I have a background in education rather than marketing.

Now, I would like to share with you some of these marketing strategies and practices – just things I do and things I put into place which enable me to receive a modest but very comfortable online income.

So here are some things you can try:

1. Know Your Market or Audience

First and foremost, you must know your market. Know who you will be targeting with your marketing? Know who will be buying your products or the affiliate products that you're promoting on the web?

I keep my eyes open for hot trends or products which everyone is buying. You can use programs like Google Trends to see which products are becoming hot. For example, in electronics, which products are on everyone's wish list? Is it laptops, PCs or netbooks? Are people buying smart phones, PDAs, Blu-ray Players or E-readers?

Just find out what products are hot? Find what products are being searched for in the search engines... do a check to see how many searches are made each month for your chosen product? Use WordTracker, or a free online site such as Seobook.com to see what products people are searching for on the web.

If there is a large demand/audience/market for your product or subject area, then you have a better chance of succeeding online. It is a simple marketing strategy that many first time marketers ignore – please don't. So choose your products to match the demand that is out there for them.

2. Buying Mindset

One of the key elements to selling stuff online is finding people at the exact moment they are ready to buy. What some marketers refer to as a "Buying Mindset". You find people who have their minds set on buying something when they reach your site.

This is much easier than you think!

A simple way I found to do this is to create sites which target keywords related to buying... such as gifts, coupons, bargains, deals and so on. For example, a site on wedding gifts will obviously attract customers who are interested in buying wedding gifts.

To give you a concrete example from my own site, I have a section on "Corporate Business Gifts" which offers special deals/coupons on corporate business gifts... someone searching for that phrase is more likely to purchase a gift. Just simple reasoning, but it works wonders for selling stuff online.

In the Info-Product market, many Gurus create a "Buying Mindset" by offering special bonuses and discounts if someone buys from their links. Another simple way to boost your sales.

3. Target Special Holidays

Along the same lines, I like targeting times when people feel obligated to buy. Using special holidays like Christmas, Mother's Day, Valentine's Day... in your marketing can be very effective.

There are occasions such as anniversaries, birthdays, weddings, graduations... when people feel they must buy something for a loved one or special friend. Targeting those occasions with your marketing can be extremely effective... people are looking for a birthday gift, a graduation gift or a wedding gift – you simply help them find what they're looking for.

On one of my sites, I target the "Back To School" market which has proven very lucrative since I market high-ticket affiliate items such as laptops, PCs and netbooks.

4. Place All Your Emphasis On Supplying Information

The majority of people searching on the web are looking for information – first and foremost – even those who are ready to buy. They want information on the subject or product they're searching for on the web. It should be your marketing strategy to give them this information.

All of my sites are based on supplying information to my visitors.

If you give solid information they will be pleased and take note of your site and a few will buy the products you recommend, but the information must come first.

Even popular selling sites like Amazon give loads of consumer information and feedback while selling their products on the web. Consumers want information on the products they're buying. Supply this information and you will sell more products.

5. Target Long Tail Keyword Phrases In Your SEO

If you're selling stuff on the web, it is extremely important that you have a SEO marketing strategy. You must use the search engines to bring in those quality visitors and potential customers to your site. You must rank high in the search engines for your chosen keywords.

I have found SEO is not easy but it is also not that hard to do. In order to rank high you must be persistent, have a six month or yearly plan... work at it over time, even years to build up your rankings. Most webmasters won't have the patience or resources to stick to a long-term strategy for months, even years before they start ranking for popular, well-searched for keywords.

However, there's another quicker and faster way to get quality traffic from the search engines. Instead of targeting highly competitive popular keywords, you target longer keyword phrases that have little competition. For example, someone searching for a particular brand and model is more likely to buy than someone searching for a general topic. Someone searching for "cars" compared to someone searching for "2007 Ford Mustang Shelby GT" – the last phrase will have very few searches but it can produce more targeted buyers.

6. Build Lists of Interested Buyers

One of my most effective marketing strategies is building simple lists of people who want to receive further information on the subject or product they're considering buying. The web is a very temporary process since most people spend less than a few seconds on most sites. So it is important that you try and get them to opt-in to your mailing list, join your Twitter account or FaceBook group... and so on.

You must build lists of people who are interested in finding out more about your subject or product. This way you will have repeat visitors to your site and you will get the opportunity to sell to them again and again. If you build a trusting relationship with these contacts, they will respect your opinions and suggestions.

List building can have a very positive effect on your sales numbers so it is one marketing strategy you should definitely try if you're not already using lists.

7. Sell Things You Can ONLY Buy Online

This marketing strategy is so simple – it's almost laughable. But I quickly found selling stuff that can only be bought online do much better than selling

stuff that can be bought at your local Walmart. If buyers can only find it online, then you will have a much better chance of selling it to them.

Therefore, marketing unique products or specialty items, which are only available online can prove very lucrative. This is a very simple marketing strategy but also a very effective one. Just try it.

There are no doubt, countless other marketing strategies you can use. But using some or all of the ones listed above will help increase your online sales. Again, just try them and see for yourself.

The author is a full-time online marketer who has numerous websites. If you want to find out more marketing strategies just download these: [Free Marketing Courses](#) For the latest web marketing tools try: [Internet Marketing Tools](#)
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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!

What is the name of Ebenezer Scrooge's one-time fiancée? Hint: it starts with B! terri@seymourproducts.com?subject=answer

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Feature Ad
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Stand out from the crowd!

Send high-impact newsletters, video emails, and follow-up campaigns that hit their revenue targets! <http://www.GetResponse.com/index/Seymour>

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Let's Have Some Fun!
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Site of the Day: SpecialOffers.com - Free online coupons, special offers, grocery coupons, printable coupons. <http://www.specialoffers.com>

Quote of the Day:

*Christmas gift suggestions:
To your enemy, forgiveness.
To an opponent, tolerance.
To a friend, your heart.
To a customer, service.
To all, charity.
To every child, a good example.
To yourself, respect.*

Oren Arnold

Fun Free Download: Elf Bowling! ;-)

<http://www.freechristmasscreensavers.com/superelfbowling.htm>

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

"Can I refill your eggnog for you? Get you something to eat? Drive you out to the middle of nowhere and leave you for dead?"

This week's riddle: What Am I?

I fly when I am born, lie when I'm alive, and I run when I'm dead.

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: I am a snowflake! ;-)