

=====

Business Marketing Bulletin

=====

February 3, 2009, Issue #138

Terri Seymour, Publisher

<http://www.seymourproducts.com>

terri@seymourproducts.com

© 2009 All Rights Reserved Worldwide

=====

In This Issue

=====

1. Top Sponsor Ads
2. Privacy Policy
3. What's New?
4. Freebies & Biz Helpers
5. eCommerce Marketing Tip
6. Feature Ad
7. Feedback
8. Article: Goodbye Banners, Hello Webisodes!
9. Feature Ad
10. This 'n That - Little Bit of Everything!
11. Subscription Management & Contact Info

=====

Top Sponsor Ads

=====

Get your ad here to over 1450 subscribers for as low as \$5.68 per ad with our money-saving packages! Single ad purchases available as well. Read more here:

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

Want to learn how to find what eBay buyers REALLY want?

Use AuctionYen to generate HIGH demand and LOW competition product or niche ideas in minutes!

Download your copy today:

==> <http://www.auctionyen.com/go.php?a=547>

***** 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 set-up 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>

=====

What's New?

=====

Hello everyone and welcome new subscribers,

Well, according to Punxsutawney Phil we will be having 6 more weeks of this cold winter weather. But according to our weatherman, spring-like weather is on the way! Winter is a beautiful season, but after a few weeks of it, it is time for Spring! ;-)

Groundhog Day also happens to be my Mom's birthday so we were celebrating that as well. I want to wish all Februarians a very Happy Birthday as well.

Now on to business! We have lots of good stuff for you in this week's issue as well as 11 new ebooks to add to your store and/or website. Thank you for being a subscriber to the Bulletin. It is greatly appreciated!

In the News

Upgrading Windows XP To Windows 7 - Nope

<http://www.lockergnome.com/blade/2009/01/29/upgrading-windows-xp-to-windows-7-nope/>

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

Beauty and the Beast (children)

Testing Your Way to Profits (online/home biz)

Superfoods for Super Health (health/fitness)

Anecdotes of Dogs (pets)

Quilts: Their Story and How to Make Them (crafts/hobbies)

Money & Motherhood (online/home biz)

The Wonders of the Jungle (animals/nature)

Push Button Backlink Generator (software)

Tangible Profits Blueprint (online/home biz)

Finding the Perfect Partner (romance/relationships)

eBook Money Matching (ebook creating/reselling)

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

****Weekly Subscriber Special****

Spring into Action Special! (Back by Popular Demand)

The sooner your order, the better deal you get!

Order today, the 3rd and get 10 free ebooks with every five you order!

Order tomorrow, the 4th and get five free ebooks with every five you order!

Order Thursday, the 5th, get two free ebooks with every five you order!

Order Friday, the 6th, get one free ebook with every five you order!

Order as many five-packs as you want, and then just email me with the exact titles of your free choices and I will send the links ASAP!

This special is valid from February 3 through February 6.

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 Jo Lynn Francis for being this week's trivia challenge winner! Good luck to everyone this week!

Last week's Q: *What food is more efficient than caffeine for waking you up in the morning?*

Last Week's A: *Apples*

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 1460 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>

=====

Freebies & Biz Helpers

=====

This week's free ebook:

The Internet Marketing Dictionary

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

FTP Tutorial

<http://www.helpquest.com/support/tutorials/ftp.shtml>

Free Viral Advertising

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

Directory of Free Webmaster Tools

<http://www.free-webmaster-tools.com/>

Free Download: ooVoo

Connect with your friends, family, and [business](#) associates like you've never done before with high-quality video and sound.

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

Write Better Ads - Do It Free!

<http://www.WriteBetterAds.com>

=====

eCommerce Marketing Tip

=====

Barter with other business owners to stretch your business budget!

Browse the internet and network for business owners that might need some of your products/services for their products/services.

This is a very effective way for all business owners to stretch their advertising budget, marketing budget, etc.

Search Yahoo for groups of business owners who barter.

<http://finance.groups.yahoo.com/group/BarterLine/>
http://finance.groups.yahoo.com/group/barter_exchange/

=====

Feature Ad

=====

Get more traffic with this free program!

<http://www.trafficswarm.com/go.cgi?659014>

=====

Feedback

=====

Please send in your comments, suggestions, questions, etc to

terri@seymourproducts.com?subject=feedback

We appreciate all feedback, good or bad!

*Keep up the great work, I think what you do is great. * David*

*Thank you Terri! I did get them! I am so glad I found you. I will be buying more soon. * Mandie*

*I am interested in buying a few of your books for my website. You offer resale rights on your books but do you allow the buyer to change the cover of your e-book?
* Angela*

Yes, you are free to make your own covers for the ebooks you. I make a lot of the ebook covers myself and you are free to do the same unless there is a no graphics change restriction on the ebook. But I do not remember this restriction being on any of the ebooks.

=====

Feature Article

=====

Goodbye Banners, Hello Webisodes!
by Chris Young

RECENTLY I WAS LUNCHING WITH a friend who is high up on the ladder at a Fortune 100. We started talking about the changing business of advertising. In the middle of telling him about how we're producing and distributing branded original content across a network of sites online, he asked me a very simple question: "Why video content?"

Admittedly, he's not in the marketing side of things, but he went on to say that he knows who he is (and who his company is), "I'm the producer and seller of Product X, which does A, B and C," he said, "not the producer of great video content."

So I said that that was great — and then explained that unfortunately, no one outside of his company knows who he is. I gave him a textbook speech on “brand” and how no one knows if he’s high-end or low-end, all about quality or all about convenience. Then I explained that the worst part is that when he does tell people who he is (mostly via banner advertising), fewer and fewer people tend to trust him. In fact, Don Tapscott’s book “Grown Up Digital” points to a whole generation that is amazingly adept at detecting, filtering, skipping and blocking ad messages all together.

The old screenwriter adage “don’t tell me, show me,” is extremely relevant, and branded entertainment is something advertisers have been doing successfully for years. Just as they embraced running TV spots online, advertisers find it a natural progression to embrace other proven “offline” tactics like product integration and show sponsorship, and bring them online.

Unlike ads, branded content engages people with good story-telling, while at the same time showing your product in action. Rather than telling people the features of Product X, you get to illustrate authentically, without heavy sales spin, how Product X fits into a particular lifestyle.

I pointed out that Honda, which recently produced a “Dream the Impossible” documentary series, states in one of its videos: “Honda is an engine company.” But even as an engine company, Honda strategists saw the potential of tapping into the power of story-telling and communicating personal narratives that correlate with their brand.

Where banner ads simply flash a message, and rich-media ads only invite interaction, good content and Webisodic series hold the customers’ attention for minutes at a time, lure them back for repeat exposure, and communicate much more than the often forgettable “buy me” messaging of a traditional 30-second spot.

In today’s digital environment, where empowered consumers dictate their media schedule and only flock to brands they can relate to and connect with, offering your client base quality and entertaining content is a better way to connect and stick out from the clutter. What’s more, the best of traditional Web advertising still applies. In terms of distribution, content can be super-targeted to the right eyeballs, significantly reducing waste. Could you imagine if television networks, rather than shooting a number of shows out to a diverse audience and crossing their fingers for big pockets of success, could target each of their shows to the people who wanted to watch and enjoy them?

As an example, I pointed out that Honda could easily distribute full episodes of their documentary series around the Web and target them using contextual and behavior methods to get in front of their core target; 25-to-49-year-olds with a youthful spirit and who are comfortable with technology.

Finally, I pointed out that unlike banner ads, whose success is often judged by how many clicks a unit got (a metric that has yet to correlate to brand lift), content can be tracked on a whole new set of much more in-depth metrics.

"You can see how long people are engaged with content, where they rewind or fast-forward, how many times they watch and re-watch content, as well as where and when they pass the content to friends or re-post the content to their own social media sites," I noted.

I would have continued — but my friend stopped me at that point by yelling over me, "I get it! Goodbye banners, hello Webisodes."

"Exactly," I said. "Exactly."

About the Author

Chris Young is chairman of Digital Broadcasting Group. He was previously executive vice president-rich media at DoubleClick. Prior to that, Chris was CEO of Klipmart.

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

What animal transmits more diseases than any other, thus making it the most dangerous of animals? The answer might surprise you!

terri@seymourproducts.com?subject=answer

=====

Feature Ad

=====

Angel Bottom's Boutique has weekly specials for digital products.

Subscribe to our ezine for those specials.

<http://tinyurl.com/bwrnof>

\$1 ebooks with Master Resale Rights!

Open your own ebook store!

<http://www.angelbottomsboutique.com>

=====

This `n That - A Little Bit of Everything!

=====

Urban Collective is a global submission site dedicated to showcasing the creative talents of designers from around the world.

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

Whether you think you can or think you can't - you are right. * Henry Ford

Green Change is a community of people with Green values: justice, grassroots democracy, sustainability and non-violence. We work together to share Green art, politics and culture. <http://www.greenchange.org/>

Forgiveness does not change the past, but it does enlarge the future. * Paul Boese

This week's riddle: Flower Power

Here are the names of four flowers with the vowels removed.
What are the four flowers?

GRNM GRDN CLMBN CLNDN

Answer at the end of the ezine.

=====

Subscription Management

=====

Subscriptions to this weekly ezine are free.
To receive this newsletter:
Send a blank email to: subscribe@seymourproducts.com
To not receive this newsletter:
Send blank email to: unsubscribe@seymourproducts.com

=====

Contact Info

=====

Terri & Terry Seymour
Publishers, Business Marketing Bulletin
<http://www.seymourproducts.com>
terri@seymourproducts.com

=====

Legal Disclaimer

The Business Marketing Bulletin does not make any warranties, express or implied, regarding the use of the links that we provide in our advertising. We don't guarantee the accuracy, completion, usefulness or legality of any advertisements, resources, information, products, services, income processes or programs. We disclaim any responsibility and/or all liability arising out of, or relating to, any item listed in this ezine, and/or websites.

=====

Answer to Riddle: Geranium, Gardenia, Columbine, Celandine