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**Business Marketing Bulletin**  
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Top Sponsor Ads  
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The workshop titles included in the ebook are...

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- \*How to Compete in a Crowded Market
- \*Understanding the Basics to Importing
- \*Physical Products to Sell.....and much more!

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[http://www.worldwidebrands.com/wwb/kh\\_freebookWorkshops.asp?kbid=1028](http://www.worldwidebrands.com/wwb/kh_freebookWorkshops.asp?kbid=1028)

What famous star has been on the cover of TV Guide 39 times, more than anyone else? [terri@seymourproducts.com?subject=answer](mailto:terri@seymourproducts.com?subject=answer)

This Top Ad Spot is now open. Click the following link to get your ad seen here! <http://www.seymourproducts.com/newsletter/advertise.shtml>

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What's New?  
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Hello everyone and welcome new subscribers,

The new Romance/Relationship Niche Kit is now in the store and available for ordering. You can read about it here:

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2211](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2211)

The next Niche Kit will be an Entertainment/Leisure Kit. This kit will contain 35 ebooks from the following:

<http://www.seymourproducts.com/ebooks-resell/categories.php?CategoryID=6>

Anytime you want to purchase bulk amounts of ebooks/packages, email me and we can work out a good deal! ;-) We aim to please!

## **In the News**

Google Lowers Controversial Nexus One Fee

<http://www.webpronews.com/topnews/2010/01/12/google-phone-faces-more-criticism-over-fee>

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

Twitter Boom

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2212](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2212)

Video Blogging

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2213](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2213)

The List Building Handbook

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2214](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2214)

Taxmethology

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2215](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2215)

Training Your Dog

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2216](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2216)

Uncle Wiggily's Travels

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2217](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2217)

Writing Riches

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2218](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2218)

Debt Beater System

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2219](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2219)

The Author's Craft

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2220](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2220)

Online Branding Secrets

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2221](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2221)

The Power of MySpace

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2222](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2222)

Music: An Art and Language

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2223](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2223)

## **\*\*Weekly Subscriber One Day Special\*\***

### **Favorite Color Special!**

Tell me your favorite color and if it is any of the colors on my list, you can get free ebooks with any purchase of 5 or more.

Each color will have a different amount of free ebooks and you will get the number of free ebooks that match your favorite color. Not all colors will be on the list, but there will be a list of 10 common colors so you are likely to get some free ebooks. Order as many times as you like for free ebooks (5 or more each time).

Just browse the store, order 5 or more ebooks (not the new ebooks listed above) and then email me your favorite color and I will let you know how many free ebooks you get! ;-)) I am looking forward to hearing from you!

**This special is valid through February 12, 2010.**

**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](mailto:terri@seymourproducts.com?subject=answer)

Congratulations to **Frank Clayton** for being the winner of last week's trivia challenge! Good luck to everyone this week!

**Last week's Q:** *What famous filmmaker didn't have a belly button?*

**Last week's A:** *Alfred Hitchcock*

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 1795 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 Facebook

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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:**

Pamper Your Cat

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

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Get paid for your articles (I haven't tried them so check them out thoroughly) <http://jobs.prologger.net/view/3039>

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Creating and managing your WordPress site.

<http://www.devwebpro.com/creating-and-managing-your-wordpress-site/#resume>

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Join the Joint Venture Network – Free  
(You do have to pay to post your offer)

<http://www.jv-network.com/homepage.php>

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**Free Download:** PDF2Text Pilot 2.1

PDF to text file converter that allows extracting text from a batch of PDF files. Just select PDF files, click Convert, and you will get text files containing the resulting texts from the PDF extraction.

<http://www.colorpilot.com/extract-pdf-text.html>

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

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eCommerce Marketing Tip  
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Put an Ad Swap Directory on Your Site.

Contact ezine publishers, webmasters, ebook authors, etc and let them know you can post their ad swap requests on your site. Get people together to swap ads and cross promote. This can be a great traffic booster for your site!

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Feature Ad  
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**“Book Signing Success”**

How to Get The Most Out Of Your Efforts

As a Self-Published Author at Local and Virtual Book Signing  
Successful book signing strategies for first time authors

Order now at: [www.createpace.com/3390937](http://www.createpace.com/3390937)

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Feedback  
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Please send in your comments, suggestions, questions, etc to  
[terri@seymourproducts.com?subject=feedback](mailto:terri@seymourproducts.com?subject=feedback)

We appreciate all feedback, good or bad!

*Please send in your feedback – good or bad. We appreciate anything you have to say. ;-)*

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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](mailto:terri@seymourproducts.com?subject=ezine)

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Feature Article  
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**20 Tools for Tracking Social Media Marketing**

by Merle

Social media websites such as Facebook and Twitter make it easy for people to come together and share opinions, experiences and thoughts on a number of topics. Smart companies understand this and are using the power of social media to connect and inform their customers, and potential customers. Referred to as "Social Media Marketing", it's a smart way to open the lines of communication between you and your prospects.

Social media activities run the gamut from Blogging, micro blogging sites such as Twitter, social networking communities such as LinkedIn and Facebook, video and music uploading sites, discussion forums, photo sharing and more. With so many different sites and ways to participate, it can be difficult to keep track of all your efforts.

Participating in social media doesn't take a lot of money, but it is very time consuming and businesses want to know that all of this investment in time is paying off. Before launching a

campaign, you should have a firm grasp on what it is you're trying to accomplish. Is it increasing website traffic? Getting more ezine subscribers? Having more people download your free ebook or whitepaper? Or maybe you just want to work on your company's brand image. Whatever it is, you need to have a plan. As the old saying goes, "If you don't know where you're going, you'll never get there". Have your game plan intact before getting started in marketing yourself, or your company with social media.

There are many different forms of social media, so it's impossible to use them all. Pick three or four, and funnel the majority of your efforts there. Even if you won't be working them all, at the very least you should claim your name or company name on as many social services as possible. You don't want to find out later that someone has the user name that you want. If you need to see if your chosen user name is available try <http://Namechk.com> which checks dozens of social media networking and bookmarking sites all at once to see if it's available. Claim your name now so you won't end up being sorry later.

So how do you monitor all the buzz? How do you monitor your brand and protect your hard earned reputation? I thought you'd never ask. There isn't one fool-proof method but there are many services and tools out there that will make it easy to see who's talking about you online. Some are free and others will make you pull out your wallet.

These "online reputation management" tools, as they're often referred to, will help you to define keywords or phrases you wish to track and then watch for any mention of your company name, products, or services. It's important to defend and monitor your online reputation. Similar to High School reputations, protecting your image online is the name of the game, and just as in real life, everyone has one to maintain.

Let's take a look at some of the measuring and tracking tools at your disposal:

- 1) <http://BackTweets.com> : A search engine for Twitter. See who's tweeting your links and more. Can also sign up for email alerts of new findings.
- 2) <http://Addictomatic.com> : A little different than the others, you type in a keyword, topic or phrase and out it goes searching the top blogs, news sites, Google, Technorati, Ask, YouTube, Flickr, Digg, Topix and more. You'll be given a personalized results page to bookmark with everything it finds related to your topic.
- 3) <http://Buzzoo.net> : All about Internet buzz, it tracks several different websites to bring you what's "hot" right now.
- 4) <http://Surchur.com> : Search for the latest and greatest on topics that are popular right now. Type in a keyphrase and it searches blogs, social news sites, photo and video sites for your chosen topic.

5) <http://Commentful.Blogflux.com> : This service watches for comments on blog posts, Digg, Flickr, and others and notifies you of any findings.

6) <http://AlertRank.com> : A better way to organize and sort Google alerts. Get a daily report emailed to you in a spreadsheet format of what it finds.

7) <http://BoardTracker.com> : A search engine for forums only. Monitor discussion boards and be notified by email when a thread matching your search terms is discovered. Free to use.

😊 <http://www.google.com/alerts> : I've been using this "secret weapon" for years. Simply type in your name or company name and receive daily emails of results found. They do the work, you receive the links. Free and nice.

9) <http://BrandsEye.com> : An online reputation management tool with a real-time, concise overview of your online reputation. Multiple levels of services and pricing available. Starting at \$1.00.

10) <http://Twazzup.com> : Another Twitter only search engine.

11) <http://SiteMention.com> : Type in your url and find out what's being said about you. The results returned are gathered from Google Blog Search, Twitter, FriendFeed, YouTube, MySpace, Digg, Delicious and many more.

12) <http://Brandwatch.net>: This service tracks your brands, companies, even the competition. Sign up for free weekly updates on any brand. Their detailed reports break down what sites like you, your most talked about features, weekly summary of all blogs and forum activity. Very similar to the old "press clipping" service.

13) <http://Trackur.com> : A tool that scans many websites, including blogs, news, image and video sites, forums and notifies you of any mention of your brand, products/services. Easy to use and affordable. Prices vary depending on need, a personal account is only \$18.00 a month, corporate account \$88.00 a month with other options also available. Try a "personal" account free for 14 days.

14) <http://FiltrBox.com> : This one searches online news sources, Twitter and others to find out what's being said about you or your company. Pricing is based on the number of users, but there is a free version that provides "5 filters" and 15 days of what they call "article history".

15) <http://SocialMention.com/alerts> : Just like Google Alerts but for social media. Enter your keyword phrase and email address to be notified of any new findings. Searches blogs, microblogs like Twitter, bookmarks, comments, events, images, news, videos and more.

16) <http://BlogPulse.com> : A search engine that searches only for data posted to blogs. Enter your keyword, hit submit and off it goes to gather results.

17) <http://BackType.com> : Billing itself as a “conversational search engine” they index millions of conversations from social networks, blogs and other social media.

18) <http://sm2.techrigy.com> : Industry insiders claim this to be the leading social media monitoring solution online. Choice of free or paid version. Free is limited to five searches and 1,000 results. There are three paid professional levels: Gold, Diamond, or Platinum.

19) <http://ReputationDefender.com> : This paid service finds out everything there is to know about you online, and if negative information is found they try to have it removed. Different types of plans are available such as “My Reputation”, “My Privacy”, starting at only \$14.95 a month.

20) <http://Topsy.com> : Topsy will track your tweets that have been retweeted so you can find out who’s been sending you all that “link love”. Type in your Twitter user name and you’ll be amazed at what you find.

If you’d like to track incoming traffic from your various social media profiles, an easy way to do it using Google Analytics can be found here <http://Tinyurl.com/kuc9rL>

Just as there are many ways to market your company using social media, as you can see, there’s a multitude of tools and services at your disposal to track and see if all of that hard work is paying off. Smart companies realize the importance of social media in their marketing efforts and are utilizing it on some level. How smart are you?

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“Blah...Blah...Blog..Rantings by Merle”- The Blog that’s loaded with online marketing techniques and strategies that will help you increase your website traffic and make more money online. Tips and tricks for online entrepreneurs, and marketers to grow your net biz. Visit today- <http://www.mcpromotions.blogspot.com/> Follow me <http://Twitter.com/msmerle>

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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](http://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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**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:** "No one should go hungry in America. FNS provides children and low-income people access to food, a healthful diet, and nutrition education. We help nearly one in four people. Check out our programs to see if we can help you or your family." <http://www.fns.usda.gov/fns/>

**Quote of the Day:** Though no one can go back and make a brand new start, anyone can start from now and make a brand new ending.

\* Author Unknown

**Fun Free Download:** Bobble Dragons Quest 1.0

Join Bub and Bob in their exciting journey about their magic land flooded with dangerous creatures hunting for them.

<http://www.gameswagon.com/en/Arcade/BobbleDragonsQuest/>

**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! If you are the second person to send in the correct answer, you will win a free ebook.

*"That's my puck, baby, don't you ever touch my puck".*

[terri@seymourproducts.com?subject=quote](mailto:terri@seymourproducts.com?subject=quote)

**This week's riddle:** Scrambled Words

Unscramble the letters to find a famous actor!

Pjydnphone (the answer is two words)

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](mailto:subscribe@seymourproducts.com)

To not receive this newsletter:  
Send any email to:  
[unsubscribe@seymourproducts.com](mailto:unsubscribe@seymourproducts.com)

Contact Info:  
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[terri@seymourproducts.com](mailto:terri@seymourproducts.com)  
[support@seymourproducts.com](mailto:support@seymourproducts.com)

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**Answer to Riddle:** The actor is Johnny Depp!