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Business Marketing Bulletin
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In This Issue
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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. Helpful Ezines
9. Article: Tips and Tricks on Using Twitter for Business
10. Feature Ad
11. Let's Have Some Fun!
12. Subscription Management & Contact Info

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Top Sponsor Ads
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The Longaberger Company is America's premier maker of handcrafted baskets and offers other quality home and lifestyle products, including pottery, wrought iron, and fabric accessories.

Shop online at

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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

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

I know this time of year it is very hard to concentrate on business. The weather is beautiful outside and we are itching to get outdoors and get away from the computer. Here are 10 tips for managing your spring fever:

<http://www.selfgrowth.com/articles/Humbert7.html>

Solo Mailing Opportunity. If you would like your solo mailing to go out today to over 1800 subscribers order now (by noon today):

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

Thank you!

May luck be our companion
May friends stand by our side
May history remind us all
Of Ireland's faith and pride.
May God bless us with happiness
May love and faith abide.
~Irish Blessing

In the News

Facebook Unseats Google as Most Visited Site

<http://www.webpronews.com/topnews/2010/03/15/facebook-unseats-google-as-most-visited-site>

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

Tube Me Some Traffic

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2265

21 Ways to Raise Fast Cash

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2266

Everything You wanted to Know About Entrepreneurship

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2267

Fitness

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2268

Work at Home Mastermind

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2269

Simple PHP Scripts

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2270

The Aggressive Reseller

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2271

Pregnancy Nutrition

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2272

Kids Easter Party

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2273

Social Networking and its Swift Growth

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2274

****Weekly Subscriber Special****

St Patrick's Day Special!

Choose one of the signs below of St. Patty's Day and get up to 10 free ebooks with your purchase of five or more. Just order any 5 (except new ones listed above) and then email me and choose one of the listed St. Patrick's Day symbols & I will let you know how many free ebooks you get!

Parade
Green Beer
Corned Beef & Cabbage
Shamrock
Ireland

This special is valid through March 19, 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

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

Last week's Q: *American actress _____ was constantly bullied during her school years because her actor father, Bruce Dern, was the only man ever to have killed western actor John Wayne in a movie. Fill in the blank.*

Last week's A: Laura Dern (*probably most famous for her role on Jurassic park*)

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 1815 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

<http://www.facebook.com/pages/Seymour-Products/240937693051>

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:

The WOW Effect

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

Place Your Ad for Free

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

Blog Finding Tool – Enter keywords that relate to your site and find good blogs for posting. <http://makemoneyteam.com/find-blogs.php>

Get Free Traffic with Backlinks

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

Free Download: PSPad – Free Code Editor

PSPad editor is a programmer's editor with support for multiple syntax highlighting profiles. It comes with a hex editor, CP conversion, text differences, templates, macros, spell-check option, auto-completion, Code Explorer and much more. <http://www.pspad.com/>

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

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eCommerce Marketing Tip
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Traffic Exchange Programs Can Work!

A traffic exchange program is when you sign up to browse other members' sites in exchange for your site being browsed by other members. Some people don't think they are worth the time of day but some people claim they work very well! You earn credits by browsing other sites and you also can earn credits by getting other people to sign up. The more credits you earn, the more your site is seen by other members.

I am a member of one such program and although I don't have the specific numbers, I know it has brought me some traffic I might not otherwise have had.

Check out my exchange here:
<http://www.trafficswarm.com/go.cgi?659014>

Other top traffic exchange programs to check out:
<http://www.toptrafficexchanges.com/>

What two male "mega" stars were voted "Least Likely to Succeed" in school?
terri@seymourproducts.com?subject=answer

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Feature Ad
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"Become a Newbie Club™ Member
- It's TOTALLY FREE!"
http://www.newbieclub.com/?web_success

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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!

*Wow, Terri, thank you so much! It's so nice to see my store up and working. I will be uploading the books I have and heading to your website tomorrow to get a bunch more. Also once I get the store all filled and ready to go I'll get in touch about your affiliate programs etc.. * Teri*

*I have looked at many other websites on the net recently and not really trusted many at all. I am happy to buy your offer as you have been extremely helpful to me today instead of just referring me to a course that I have to pay for if I need help. A BIG THANK YOU AGAIN. * Kate*

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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

Tips and Tricks on Using Twitter for Business

by Anton Pearce

Have you thought about using Twitter to market your business? Twitter is free, and available to small and large businesses. Here are some tips and tricks on using Twitter to promote your business.

Here are four tips to use your Twitter account effectively. Following other Twitter accounts that are in your target demographic will help you get an idea of what the conversation is. Then you need to post updates about your company, brand or product. As with any online medium, you want to be very careful to never spam any of your followers. Lastly, make sure that you follow successful online marketers, and look for other participants who are in your industry.

First Build an Account for Twitter Marketing

The first thing that you should do is to set up your Twitter account and populate it with several interesting Tweets, which are Twitter posts. Then begin following people who are also using Twitter, and you will find that most people will follow back. When your entire Twitter feed has blanks, though, most people will not bother to follow you. Once you start a micro blog post, you can get on with following any target demographic, and this can be done in either of two different ways.

- 1.** Go to Twitter.com and do a search by typing in keywords that relate to the demographic that you are targeting. For example, if you are trying to sell an application for the iPhone, you would enter the keyword 'iPhone' or 'iPhone app' or anything that may find people who own an iPhone. It's easy to follow people. If your posts are interesting and relevant, you will probably pick up some followers this way.

- 2.** Locate Twitter accounts that you want to follow by clicking the 'Find People' option. Then enter your keywords, related industries, locations or other defining detail to locate followers, and begin following them.

Twitter Marketing Uses Current Information

By adding news that is interesting and relevant about your services or product, you can keep your Tweets current. You can also add information about related news for your industry to keep Tweets interesting and informative. For example, if you sell cooking gadgets, you may want to post news about food and recipes.

As you work on developing your targeted demographic, you need to keep your followers engaged, so you will want to tweet, or post, often. Make sure to retweet relevant tweets from other Twitter followers. This is another great way to pick up new followers, and when they start to follow you, you also are plugged into their followers. Retweeting is one of the fastest ways to build your following or network.

By checking with search.twitter.com frequently you can look for brand names and see what customers are saying. You can follow these Twitter accounts and thank them. If you see customers who are angry or dissatisfied, you can follow them as well. Then you can retweet them and solicit solutions to the problem. Your customers will be thrilled with the feedback from you, and even more thrilled when you rectify the situation. Twitter makes it easy to grow a 'word of mouth' reputation virally.

Twitter Marketing and Spam Do Not Mix

Spam in any electronic media is the kiss of death. If you begin spamming your followers, they will drop you like a hot potato. Spam activity would include only posting information on your own products, retweeting the same URL repeatedly, obnoxious Twitter handles, and frivolous tweets. Twitter followers are savvy consumers, and anything deceptive or patronizing is going to leave a bad taste in their mouth.

Twitter Marketing Can Assess the Competition

If you want to build a quality following, then follow quality people on Twitter. There are many online marketers that are experts on Twitter like Dave Peck, Chris Brogan and Guy Kawasaki, and they should definitely be included in your list on Twitter. Also look for corporations that are active on Twitter. They are blazing a trail with their marketing, and you can get good marketing information from them.

Do not forget to look at what your competition is doing. See how they are going about increasing their own following on Twitter. If you want to be a smart marketer online, then you need to constantly be aware of what your competition is doing out in cyberspace. You have a huge marketing opportunity if they rarely post on Twitter, never retweet, or attend to negative posts.

Twitter Marketing Requires Patience

When you are using Twitter as part of your Internet marketing plan, you need to give it time to work. Twitter results take a while to appear, because it is one of the more long-term strategies. You will have to build up your networks and following, and if you use the correct strategies, it will happen in a timely manner. However, do not start a Twitter campaign if you are not going to see it through to completion, because an unattended Twitter account is worse than no account at all.

Once you have built a good Twitter following, then you want to market with a gentle touch. Instead of using 'in your face' marketing tactics, pose a question where your product or service is the answer. Tweet that there are updates on your company's blog instead of trying to cram the information into your tweet, and people that want to know more will click through to your blog.

Always respond when your followers tweet you. If you do not keep up with your following, it will begin to crumble. If you have too large of a following to maintain, then outsource your retweets or assign an employee to monitor and reply to your followers.

Twitter is an interactive marketing tool, and because of this it is valuable in two ways. While it is instrumental in getting your message out, it is also hugely helpful in taking the pulse of your customers. So make sure that your Twitter marketing efforts start strong and more importantly stay strong.

For more advanced guidance, sign up for Anton Pearce's 'Clients on Tap' ezine. It's absolutely free and will show how to implement systems that generate all the clients you need for your professional practice. This ezine is essential reading if you want to get your online marketing systems set up right without wasting a lot of time and money. Visit www.antonpearce.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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Thousands of companies that sell wholesale and dropship their products.
<http://www.worldwidebrands.com//?kbid=1028>

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Let's Have Some Fun!
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Site of the Day: "[CARE](#) is a leading humanitarian organization fighting global poverty. We place special focus on working alongside poor women because, equipped with the proper resources, women have the power to help whole families and entire communities escape poverty.

Quote of the Day: *A snowflake is one of God's most fragile creations, but look what they can do when they stick together!* *Author Unknown

Fun Free Download: Dead Wake 1.0.3

Dead Wake is a survival zombie game for the PC which brings barricades, blood, and weapons to zombie fans. Headshots and physics play a major role when player attempts to survive against the zombie hordes.

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

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.

It's alive! It's alive!

terri@seymourproducts.com?subject=quote

This week's riddle: What Am I?

I am strongest when you see me as round, but I am often viewed in other forms. I lift & drop the sea with my tremendous strength, and a man with a name like 'powerful bicep' was the first to tread on me. What am I?

Answer at the end of the ezine.

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Subscription Management
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Answer to Riddle: I am the Moon!