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Business Marketing Bulletin
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Top Sponsor Ads
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****Concerned about your family's health and safety?*****

Do you like to save time & money? Want to work from home? Join a team of successful & supportive men & women doing a unique business using the internet. Turn a monthly expense into a long term monthly income and have a safer home bonus. We enjoy going to work every day with this friendly team, and no selling is required. NO RISK, NO cold calling, NO inventory!

It's a dream job from home.
Krista Clyburn 717-378-4677
www.workathomeunited.com/thegreenpond

Immediate openings for top sponsor ads! Order now and reserve your date for the fall marketing season!

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

***** **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,

Unbelievably it is nearing the end of August already! Back to School season is in full force and for many of us, this can be very expensive!

Here are some money-saving tips for back to school!

http://family-budgeting.suite101.com/article.cfm/frugal_back_to_school_shopping
http://frugalliving.about.com/od/bargainshopping/tp/Save_Money_on_School_Supplies.htm
<http://frugaldad.com/2009/07/27/back-to-school-shopping-tips/>

Back to School Tips for Any Business

http://blog.verticalresponse.com/verticalresponse_blog/2009/08/backtoschool-savings-for-everyone.html

In the News

Microsoft Admits to Clicking on Their Own Search Ads

<http://www.seroundtable.com/archives/020585.html>

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

Natural Treatments for Psoriasis & Psoriatic Arthritis MRR (health)

The Garden You and I MRR (yard/garden)

Dinners for Families of Six MRR (ecookbooks)

The Mayflower & Her Log MRR (education)

Beginner's Guide to Golf MRR (sports)

Complete Your House PLR (home and family)

Minimum Budget, Maximum Traffic MRR (internet marketing)

Legal Online Profits MRR (business)

Intellectual Property Guard MRR (money/finances)

The Green Fairy Book MRR (children)

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

****Weekly Subscriber Special****

Pick a Number for Free Ebooks

Order 5 or more ebooks, choose a number below and email me letting me know which number you choose. Each number will get you a different amount of free ebooks. Order as many times as you want for more free ebooks. You must order 5 or more each time you choose a number.

Numbers to choose from:

717

200

1

99

111

If you order five times, you get a total of 26 free ebooks!

This special is valid from August 18 through August 21.

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 **Todd L.** for being last week's trivia winner!
Good luck to everyone this week!

Last week's Q: *There are two foods that help you lose weight just by smelling them. What are these two foods?*

Last Week's A: *The two answers I had were green apples and bananas, but apparently there were several different answers including grapefruit, peppermint, coconut and peanut butter!*

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.shtm> 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 1675 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:

Lip Gloss, Massage Oil and Body Spray Recipes

<http://www.seymourproducts.com/ebooks-resell/dl/oil1.zip>

Post Your Ad Free

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

Free Web Design Tools

<http://www.webweaver.nu/tools.shtml>

6 Ways to Turn Browsers into Buyers

<http://fivesparrows.com/blog/2009/05/12/six-ways-to-turn-browsers-into-buyers/>

Free Download: QuickBooks Simple Start Free Edition

The FREE bookkeeping software solution for small businesses that want the basics. It's so easy to use, it will give you back your time so you can easily stay on top of your business. You'll spend more time growing your business and making money, not bookkeeping.

<http://quickbooks.intuit.com/product/accounting-software/free-accounting-software.jsp>

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip
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Promote Your Business by Signing Guestbooks

Visit quality sites and leave feedback in the Guestbook along with your url. This tactic is free advertising and provides some good networking opportunities, but actually take the time to look at the site and leave sincere feedback.

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Feature Ad
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Free Program to earn free advertising. This program allows you to earn credits to get your ad shown on other people's thank you pages. Thank You Ads has great potential for increasing your sales, subscribers and visitors and it is free to join! <http://www.thankyouads.com/?r=28005>

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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!! Thanks so much for the valuable information!! I can't thank you enough!! * Lisa*

Terri, I am just speechless, except to say my store is just beautiful!! I have always been fascinated by the thought of working from home, and really can't believe the real chance is here. I would like to do something for you. Sending traffic your way goes without saying. I wish I could send you to Vegas or Europe for 2 weeks!

*The store is just gorgeous, and the color combo you picked is perfect. I will thank you many times over for this. Terri, you're the best. *Joe*

10 Web Advertising Blunders

by Steve Boaze

Advertising on the Internet can play tricks on you, especially if you're unfamiliar with the rules. While there are no magic formulas, it is a good idea to learn from others who have gone before you to avoid the dangers they have encountered. It is extremely wise to use good judgment about any information that may influence you or your online business decisions.

What you are about to read and understand directly impacts a web user's capability to communicate with you. Ten of the most popular web advertising methods still maintain their independence, but come with certain technical flaws and disabilities.

1. Video Ads. I'm a firm believer of utilizing videos to advertise a product or service. Actually, I think it's the best overall affluent tactic ever invented. But, Web videos have their technical limitations with multi-user support. There will always be one user who cannot view a video properly, or not at all. If support is not built in, a blank window will appear. Developers must remember an estimated 25% of the world still use old machines and outdated browsers. What's more shocking, those same users must deal with slow dial-up Internet connections.

2. E-zines. Advertising with ezine publishers can be very productive providing the list owner has a target market. The old, "Fan Zine" market typically has its information embedded within a realm of influence. These skillfully crafted publications offer a specialized interest. But, one false positive exists in ezines – The quality of the list. Or, is it? Advertisers who are smart enough to test realize this and try hard to overcome shotgun marketing failures. It could be a number of things that didn't pass inspection by the readers. Obviously, return on investment remains in the forefront. Calculating profits will often be delayed due to unfamiliar expectations of the publisher's audience.

3. Banners. People use banners to advertise on the Web, plain and simple. The main cycle of operation is to increase the persuasiveness of a message with graphics. Banner usage has remained steady for businesses that use the kinds of graphics that are appropriate to the role of an audience. Their subtle ways of communicating emphasizes a customer benefit in every message they produce. Why? Because it works. Or, does it? The downside is compression and it doesn't blend in with the rest of the page. Web graphics should be oriented on the page with an active caption that is quick to load.

4. Affiliate Programs. Voted the top of its class for generating web site traffic and sales, affiliate programs offer a cluster of activities for resellers. The vast majority of e-commerce systems configure routed orders to their appropriate sales partners. Program owners virtually maintain influence over sales and enhance customer experience. However, a good working affiliate program should have the proper cookies, IP, and sessions in real time operation. This is what makes it real, because there are programs which have difficulty delivering on performance.

5. Press Release. The power of news crafted into a good story has a phenomenal affect over driving visitors to your web site. Distribution knowledge (plus) a well written and newsworthy document (equals) media attention to interested public viewers. Most importantly, if you deliver the right angle to an editor or reporter in a courteous, yet professional manner, then you have succeeded in separating real news from promotional jargon.

6. Articles. The correct use of articles have stood the test of time by being a permanent fixture to targeted audiences. This encourages problem solving at its best, however, article marketing methods designed to establish you as an expert can quickly misrepresent any business qualities. If I'm so amazed at your knowledge and so curious about what other problems you can solve for me, then be prepared for my visit to your online enterprise.

7. Blogging. A widely popular term for people with a mission to engage personal or business dealings online. Bloggers from all walks of life manage to express their own beliefs and opinions in a vibrant way. While blogging can be entertaining and a great learning resource, there's a limit on what you can say, how you say it, and where you say it that can be detrimental to your job or business. If you plan on using blogs for personal or business reasons, write on the facts and learn how to react to any post where it involves your credibility.

8. Email Marketing. If you think email is king over any method of web promotion, you're 100 percent correct. You can communicate instantly with family, friends, business prospects, and customers. If every email marketer can grasp the fascinating facts about the technical aspects behind their operation, things will run much smoother. All major ISPs implement a form of content filters and personal response systems that has resulted in creating a "brick-wall" effect on any sizable amount of incoming email from a single source. Ask any successful email marketer, 'what their main responsibilities contain', and 99.9% will say it's what you send, clean bounces, manage unsubscribers, manage complaints, and keep the followup process active. Lot of work, isn't it?

9. Pay Per Click. If every web marketer could understand all the intricacies of search engine optimization and page ranking, they wouldn't need PPC. The harsh reality is if you can get it right, you'll generate loads of targeted traffic to your site. Newly updated web applications offer users the ability to control campaigns in real time. But, in order for everything to work properly, the account manager must also become marketing manager. You don't have to be a marketing metric statistician, however, you don't need to pay for something you can get for free, either! Search Engine organic listings earn more quality traffic and exposure than sitting in a side bar on the page filled with other ads.

10. Podcasting. It is a client side browser activity. The type of service it provides is very similar to Radio, with the exception to being a web based learning tool or entertainment resource. Podcasting is also a rarely NOT supported system. It's a bandwidth eater and can interrupt frequency levels and can serve you with a non-existent, or very low quality audio file. However, millions of users remain loyal to their favorite stations and individual personalities. Listeners have the power to tune in while surfing the web, thus, steering attention away from the main show. Throw ads into the mix and you now have reduced attention span levels by 50 percent.

Advertisers must have common knowledge before seeking out under-tapped opportunities, under marketed products, services or markets. Only a handful of

Internet Marketers can massively increase their sales and marketing methods. Fewer still can add lucrative new income streams, products and services to a business mix. Anybody can personally engineer ways to get enthusiastic applicants. Effective Web advertising can quickly, significantly and continuously multiply profits. However, this will not stop anyone from coming up with ingenious new selling systems. It's inevitable!

Steven Boaze is a business consultant and writer. He can be reached at <http://www.boaze.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 your business.

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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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This 'n That - A Little Bit of Everything!
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Funny FAIL pictures and videos. Prepare to laugh... and cringe!
<http://failblog.org/>

Your work is to discover your world and then with all your heart give yourself to it. * Buddha

"Open Discussion forum with cool unique features like Whateverville Role Playing games, Where's Waldo?, Scavenger Hunt and more."
<http://www.talkwhatever.com/>

Fun Free Download: Chess, Monopoly and More

<http://free-zd.t-com.hr/drazen/>

This week's riddle: What Is It?

This old one runs forever, but never moves at all. He has not lungs nor throat, but still a mighty roaring call. What is it?

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

What historical figure has been most often portrayed in the movies (194 times), beating Jesus Christ at 152 times and Abraham Lincoln at 137 times?
terri@seymourproducts.com?subject=answer

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Contact Info
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Answer to Riddle: It is a waterfall!