

[View in your browser](#)



THE REVENUE ACCELERATOR™

2ND QUARTER 2012 | www.marketdevelopment.net



From The Editor

Welcome to the 24th issue of The Revenue Accelerator™. Market Development Group (MDG) aims to provide practical revenue and profit generator tools for MDG clients, colleagues and friends. The Revenue Accelerator™ circulation has grown to over 4,000 business leaders worldwide since our first issue was published in 2006. We welcome any suggestions of articles or topics you would like to have included in future issues.

The guest writer in this issue is **Kevin Dean**, Principal at [WSI Net Advantage](#) in Fremont California. Kevin shares his excellent insight into Internet marketing.

Eric W. Wiedenmann
President
Market Development Group, Inc.
(925) 648-0680



In This Issue

Customer Service is Your Most Effective Competitive Weapon

By: Eric W. Wiedenmann

The 10 P's - Key Factors for Entrepreneurial Success

Use the Right Internet Marketing Technique to Meet Your Sales Needs

By: Kevin Dean

Timing and allocation of your Internet marketing budget needs to match your sales needs. Each method of marketing your business on the web has costs, pros and cons, but more importantly each method has different abilities to drive traffic and generate sales when you want it. Make sure you use the right methods and set your expectations accordingly.

Pay Per Click Advertising

For almost immediate traffic to generate potential sales, nothing beats pay per click (PPC) advertising, like [Google AdWords](#). Literally, within minutes your business can be visible on the web for the keywords you want, in the geographic area (or demographics) where your clients live online. The advantages of this method include day-to-day budget management, easy measurement of the costs, traffic, and conversions generated for your budget. Changes can be made to landing page messages and calls to action, testing for effectiveness. Both text ads and image ads can be used for search and content-matching advertising for increased exposure. With refinement, high performing keywords and ads can be emphasized,

By: Eric W. Wiedenmann

Use the Right Internet Marketing Techniques to Meet Your Sales Needs

By Kevin Dean

Customer Service is Your Most Effective Competitive Weapon

By: Eric W. Wiedenmann

CUSTOMER SERVICE	
Excellent	<input checked="" type="checkbox"/>
Good	<input type="checkbox"/>
Average	<input type="checkbox"/>
Poor	<input type="checkbox"/>

Customer service is the one of the most critical components that can make or break your business.

Customer service can be dynamic and your most powerful weapon in your arsenal of products and services. It can really transform the way your company is perceived by your customers. During this challenging economic climate that is cluttered with many branding messages, what really separates your business, product,

service or brand from another is the customer service experience you provide. You cannot control your environment such as interest rates and taxes but the good thing is that you can control the customer service experience. If you would like to improve the customer service experience that you are providing to your customers, the first step that you should do is to conduct a customer satisfaction survey that will identify new revenue opportunities and discover actual or potential issues that could destroy your business. This will give your company the biggest ROI for the marketing investment.

In today's world of Blogs, Twitter, Facebook, and LinkedIn, an unhappy customer can tell millions of people about a poor experience with your company in a split second.

with poor performers paused. Most importantly, the return on your investment can be easily measured for results and profitability.

Within a few days, your company could be listed on Google and the other search engines naturally with a well-written press release. The search engines seek the latest, best information available to present to its users. Focused press releases, written with single keywords in mind, can gain quick first-page visibility for many of your relevant competitive keyword searches. Press releases may last on page 1 for a few days or even a few weeks (for less competitive keywords). They can also provide valuable incoming links from highly relevant press sites, or from other directories, websites, and blogs that pick up on your news.

Search Engine Optimization

Studies show that searchers prefer to click on natural search results over paid ads. Naturally optimizing pages (SEO) on your website can provide quick results if your competitive environment is weak with poorly optimized competing sites. In more competitive circumstances, optimized updates may not help prominent placement without a better website foundation and a consistent effort of page and link building.

By implementing proper SEO techniques (often called "white hat" techniques), your site can become a relevant search result for more and more keywords, including for local businesses on local searches. As your desired geographic radius of visibility expands beyond your city, to your county, state or nationally, the number of competitors' web pages increases as well. Therefore it can become more challenging and take more time for search engine optimization to take effect. You cannot necessarily plan on which keywords your site will appear for, or which page will be shown. Therefore, SEO is a great long term strategy for long term marketing, and enabling your site's pages to appear in search, but cannot be counted on for immediate highly focused results.

Social Media

Social media can be a good way to communicate with your clients and prospects, while engaging in the online community to spread your word in ways search and advertising may not be able to compete. Social media efforts include blogs, video, Facebook, Twitter,



The 10 P's - Key Factors for Entrepreneurial Success

By: Eric W. Wiedenmann

1. Passion

People follow and support people who have passion in what they do. It is contagious. Need to have fun.

2. Planning

This is your roadmap to success. Having no plan is planning for failure.

3. Persistence

Never giving up trumps talent. Persistence will keep your company moving through learning experiences and business downturns.

4. Preparation

Proper preparation sets you up for success and gives you the confidence needed to succeed.

5. Position

You need to differentiate your product/service offerings from the competition. "Me too's" will fail.

6. Problem Solving Solutions

Your product/service needs to be able to solve real problems – not a solution trying to find a problem.

7. Proposition

Your company's messaging/branding must be clear and concise. Your

LinkedIn, location sensing, as well as with ads and search. Social media differs from other methods in that, in order to be successful, it takes continued input and response to maintain interest and stay current. Here are some examples and thoughts:

Blogs are a tremendous way to share your ideas. You can use normal text, or even videos, sound, or a combination. Though leaders can use the blog for publishing a continuous stream of ideas, concerns, discussions and responses. By linking to other sources and developing a resource for others, the blog can serve as a way to create awareness and conversation around your ideas. If the comments are related to your business, keep it on your website domain and link into your site from your blog.

Videos are a great way to create an effective way to share thoughts and ideas, show viewers exactly what you are thinking, how to use your products, or expand your written content into a more user-friendly format. They can be with members of your organization, actors, or even animation! YouTube owns the second most-frequently used search engine (after Google). Look there for your business services or products and you are likely to see that your competitors are already using them!

Facebook, LinkedIn and Twitter are the most-known social media outlets, but new ones pop up all the time. At a minimum, a professional looking LinkedIn profile and Facebook page is expected. Publish your press releases and blog posts on these sites to expand their visibility. Your involvement on these mediums may require active recruiting or followers, or involvement in groups and forums (e.g. LinkedIn) to gain traffic to your profile. Many businesses fail in this aspect, by generating these pages without seeking relevant following from prospects and customers.

Location sensing and communications can be used effectively for immediate response for restaurants, clubs, and other localized consumer services where options are many and decisions made real time. Mobile users can sign up for notifications for specials from businesses once they arrive within a certain radius of participating businesses. With expanded and detailed business descriptions and reviews, people can look for local businesses and make decisions based on reviews from others.

target customers need to "get it" quickly.

8. Playing by the Rules

You must be legally compliant. Illegal activities are unethical and more costly in the long run.

9. Partner

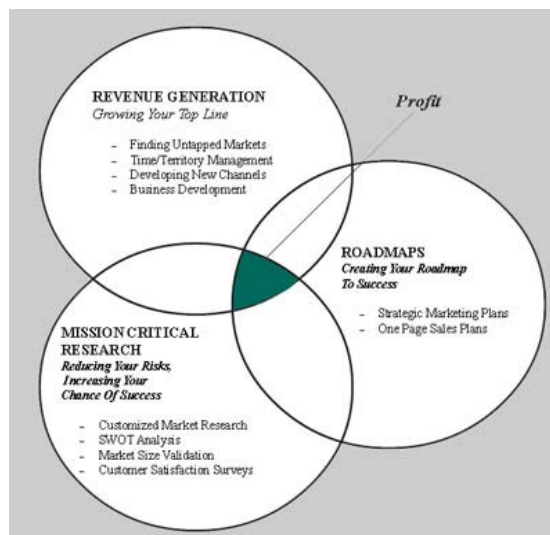
Find strategic partners. Nobody succeeds alone.

10. Profit

Profit is required to stay in business. "No margin - no mission."



This Is How MDG Helps Clients Increase Sales Efficiently and Cost Effectively



Contact Eric Wiedenmann to learn how MDG can help increase your company's sales and profit goals quickly and cost-effectively.

Phone: (925) 648-0680

Email: ericw@marketdevelopment.net

[Unsubscribe](#)

For all of these methods, add obvious links from your email signatures, website and other marketing materials. As you might suspect, these social methods can be time consuming, and thus require more time to generate visitors and sales. This time can be reduced with the use of targeted Facebook, search engine or traditional advertising, with relevant offers, timely news and interesting information to encourage repeat visitors.

Three Things You Can Do to Meet Your Sales Goals

Time is money, and resources are frequently tight. Therefore, here are the three things you should do to ensure you are working with the right Internet Marketing methods to meet your sales goals:

- *Set your goals* – know what you are looking to get out of your efforts. State clearly the timeframe that you expect your goals to be met, and how you will measure the results.
- *Start with the best tool* to meet your goals – choose the best tools and commit to them with the right resources.
- *Be prepared to measure, test and evolve.* Set a reasonable time to view your results, assess what could be improved and test the changes, and implement new methods.

You might find you need to stop one method in order to test others. **Just commit and repeat. Your competition is doing just that.**

Kevin Dean is the Principal at [WSI Net Advantage](#) in Fremont, CA. [WSI Net Advantage](#) specializes in developing strategies and actions for growing businesses by using the Internet. Kevin is a Google Certified Advertising Professional and a trained Search Engine Optimization provider.

Kevin can be contacted via www.WSINetAdvantage.com, by phone (510) 687-9737 or email kevin@WSINetAdvantage.com.