

# *Sticky Organic Marketing!*

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*Where to Start With Your SEO?*

## The Art of Working Once But Getting Paid Time and Time Again



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### Marketing in the Internet Age

In the offline world it's fairly straightforward where you put your marketing efforts: Radio. Newspapers. Television. There are other outlets as well, such as billboards and magazines, but for most bricks and mortar businesses, these are the main three.

Not so with internet marketing. We have articles; videos; podcasts; press releases; social media; bookmarking; link building; internet TV; internet radio; banner ads; PPC; CPA; CPM; pop-ups; popovers; and the list goes on.



So how do you, a professional online entrepreneur, spend your time, money and effort to their greatest effect?

First off, we distinguish between paid advertising methods and search engine optimization methods .

Paid methods include, but are not limited to:

- PPC – pay-per-click
- CPA – cost per action or acquisition
- CPM – cost per impression
- Banner ads
- Paid Textlinks
- Newsletter advertising

Organic methods include, but are not limited to:

- Article marketing
- Videos
- Podcasts
- Press releases
- Backlink building
- Social media
- And more...

What is the key difference between them? Simple. Paid methods are excellent for driving traffic to your site TODAY. But they provide you with no long term benefit. As soon as you stop paying for the ad, the ad comes down, and your traffic stops.

Organic methods are the opposite. Rarely will they work in a hurry. But, if you implement a well orchestrated organic marketing campaign, the results from that will last for years – often without any additional work or expense.

Why is this? Again, simple:

Paid advertising sends people directly to your site. As soon as you start paying, they send traffic. As soon as you stop paying, the traffic stops as well.

In contrast, organic marketing works by placing CONTENT all across the web. This content then contains backlinks pointing to your site. Those backlinks then do two things – drive traffic directly to your site AND raise your rankings in the search engines. It takes a while for the content and its backlinks to build up. But once there, it sticks.

In this report we are going to concentrate only on the methods that help us in the search rankings and, within those, only the ones that have organic growth capabilities and STICK.



### What is STICK?

What this refers to is the length of the content's lifecycle – and therefore the lifecycle of the backlinks to your site. How long does your content remain indexed? How long do your backlinks remain active?

And, going beyond even that, is there any opportunity for the amount of content and number of backlinks to actually increase without additional expense or effort on our part?

There are two simple questions that answer this for us. Do the links remain after we stop promoting or paying? And is there any opportunity for those links to grow without help from us?

So, if we apply those two requirements to the paid methods, here's what we get.

Do pay-per-click ads; banner ads; or paid text links have stickiness? NO. None. Nada. Zip. When you stop paying, they cease to exist, so they have NO stick rate whatsoever. Nor do they have any organic growth capabilities. No one is going to see your banner on somebody else's site and say 'Ooh, that's pretty!' and paste it no charge into the valuable real estate of their site.

#### **Paid advertising FAILS on both counts.**

Now let's look at organic marketing methods such as articles, videos and podcasts. We'll address stickiness first. Once submitted to directories or media sharing sites, do you have to pay to keep them there? Nope, not as far as I have seen. Do you have to continually go back and keep reloading the data? No again. Can you put up a video or article today and still find it in the search engines a year or more down the road? Unless you have broken a major rule, of course you can. Matter of fact, we have

articles that are five years old that still show up. The internet doesn't forget. The content remains forever as far as we can see.

What about organic growth? Do our articles and videos stop working for us after a certain amount of days? Not at all. As long as it is relevant content and provides good value to search engine users, your submissions can actually thrive and go viral, creating hordes of traffic and backlinks. So they definitely get the thumbs up for organic growth.

### **Organic marketing methods PASS on both counts!**

Now this doesn't mean I am against paid advertising at all. In fact, we spent nearly \$750,000 last year in online and offline advertising. However I do know these simple facts:

1. No matter how much paid advertising we have done or how much we have spent, it NEVER helps our organic search engine rankings
2. No matter how much money we've spent on advertising in the past, there are never any future freebies. When we stop paying, the ads stop. Period.
3. The higher up in the organic search we rank, the less we need to spend on PPC.
4. Once up in the organic search with good quality relevant content, the easier it is to stay there.
5. Organic search has a much higher click through rate than PPC, because it has a higher trust factor. And this can equate to 3-8 times more traffic in the top spot.
6. Organic has stick and duplication properties. Many times we will have articles or videos that were sent out a year earlier that now deliver more backlinks than they did originally
7. Content is King. Therefore we spend the majority of our marketing time on organic SEO methods that will keep working long after we do; and the minority on tweaking our paid methods. Just makes sense. And works really well too.

Now that we've established why organic marketing is key, let's look into the marketing methods you should use and why.

## Whom Are You Trying to Reach?

Whose attention are you looking for? Is it folks looking for information? Is it people looking to buy goods and services? Is it the search engines like Google, Yahoo, and Bing? Or is it all of them?

It's ALL of them, of course. By targeting keywords in your marketing efforts, you are telling all parties including the search engines what your site is all about. This is the basis of any solid SEO campaign.

There is much information on keywords and keyword research; however that goes beyond the scope of this report. So the only thing I will add here is that if you are marketing on gut feeling alone and haven't done your keyword homework – STOP NOW – and learn how to use a tool like [Market Samurai](#) or [Google's Keyword Tool](#) to make sure you have a market before continuing.

### Core Methods of Organic Marketing

By the way, I call it organic marketing and not SEO because SEO applies to all search engine optimization techniques used to raise your ranking position, whereas organic marketing focuses only on the methods with self duplicating growth built in.

The following is just a brief overview to introduce the methods to you. We will analyze them and put them into a sequential step-by-step system further on in the report.



#### Article Writing

This is where I begin. Why? Because writing is in my comfort zone. And truthfully, it will be probably yours too, because you need content for your site and it is a logical place to start.

#### Blog Posting

Not much to add here as this post is simply your original article you created posted on your site. The key thing here is to post it on your site BEFORE you submit it elsewhere so that YOU get the credit for the original content before some other site does. More on that later.

#### Article Marketing

Article marketing is broken down into two types – manual and automated. Manual article submission is just that. You create accounts at article directories and then submit your content for inclusion into their directory. Time consuming but well worth the backlinks you get. Automated services, like the [Unique Article Wizard](#), multiply your efforts by helping you create unique versions of your content and then distributing it to large networks of sites for posting. This dramatically increases the backlinks you receive with very little additional work.

#### Press Releases

Is the subject of your article newsworthy? Does it announce a breakthrough or a discovery? Does it discuss current events that are in the news? Are you talking about a newly formed business partnership or a buyout? Then it may be of interest to the newswires such as [PRWeb](#) and [PRNewsWire](#). Learn what a news release consists of and see if your article applies. If it does, Press Releases can be a very high value addition to your marketing arsenal.

#### Video Creation and Distribution

Once you have an article written, you literally have a fresh new video script created. So take your article and create a Powerpoint presentation and record it in [Camtasia](#). Or if you are more old school, talk about the content of your article on camera and use a whiteboard. Or just shoot a straight up video. It doesn't matter as long as you are passionate about your topic. The passion will come through in your presentation. As with article marketing, there are automated services, like [TrafficGeyser](#), that will not only save you time on distribution, but also post your content to more places than you would bother to do manually.

### **Podcast Creation and Distribution**

Podcasts are downloadable or streaming audio feeds you can take or create from your content - usually after you have shot your video. Services like [TrafficGeyser](#) are also great for distributing your podcasts.

## **How Do We Put These Methods to Work in a Structured System?**

What we are looking to do, as the name suggests, is build a foundational structure for our organic marketing efforts. There is more than one way to do this, but the core methods remain the same.

Just today, in fact, while I was working with one of our business partners, he described that his starting point is almost completely opposite of mine. And that's because he likes to speak first (video) and then create written content whereas I like to write my content first and then create the media. I am a writer by nature, and a professional speaker/trainer by trade. But you would never catch me going out to do a one hour seminar without four or more hours of writing and script tweaking to back it up.

Likewise, my associate who is a professional speaker first, would never think of writing a report or article set without first having done a speech from bullet points in front of an audience. Therefore we are both right.

Is one method better than the other? Absolutely – for YOU!

Use the method that makes YOU feel comfortable. If you like to jot down a few bullet points and then create a half hour video from those you can then transcribe into an article, so be it. But if you, like me, need to prepare and edit a fully completed article to then turn into other media, then that works too.

Remember - It is YOUR business!

But since this is my report I get to tell you my way – author's preference :-)



## **A Couple of Ground Rules**

Most of the system I describe is easily understandable and proven in the internet marketing world. I just find that as humans we need to remind ourselves to go back to the basics and fundamentals that we know work, and use them consistently. There will always be new marketing fads. Some will stay, most will go – but the core methods have stood the test of time, so it is in our best interests to use these consistently throughout our online marketing campaign.

A few things before we start and let me bold these, underline them and put them in red:

### **Consistency, Quality & Diversity**

**Consistency** – This is key in many areas of our life, but absolutely critical in marketing of any kind. We know that in offline marketing it is crucial for our businesses to maintain a consistent ad campaign. So it is with internet marketing.

For instance, in the automotive industry in our area, we run newspaper ads on Mondays and Thursdays; our chosen radio stations run 5 spots a day during drive times, but only on the weekdays. Plus, we only run our ad campaigns on the 2<sup>nd</sup> and 4<sup>th</sup> week. We run this campaign month in and month out. Why? Because it has been tested and provides the best results.

- Newspaper ads run on Monday and Thursday – because people are looking for a new car on Monday after their car let them down on the weekend. Thursdays because buyers are looking to go car shopping after work on Fridays and Saturdays.
- Radio Spots – only during drive times because that is when people are in their cars thinking about why they don't like their current vehicle and need a new one.
- 2<sup>nd</sup> and 4<sup>th</sup> weeks – payday weeks; money in the pocket means more buyers; simple market research and testing.

Sorry to digress from internet marketing. The point we need to understand as online marketers is the need to create a consistent base campaign of methods we know that work – Articles, Videos, Podcasts, Press Releases, etc.

So, make a commitment to yourself and your business to create one relevant piece of content each week. Whether it be an article or a video – commit to ONE. You might be thinking that you can do more and that is all well and good, but start with just one and use the rest of the week to do the other steps of distributing your articles and videos.

All too often we plan grand schemes for ourselves like committing to making ten videos a week. And then when we fall behind, we think we have failed and give up altogether.

Start small. Stay consistent. And build up as your business grows.

**Quality** – You’ve heard me say ‘Content is King’ – well, then ‘Quality is Queen’. They work hand in hand.

Do you know what the difference is between a good article and a bad article; or a good video and a bad video? About 15 minutes. It’s true. Spend a little more time on your articles and videos before you push them out the door and the quality that comes from that will pay for itself many times over.

I know in our quantity driven marketplace it can be difficult, but take the time to create quality content. Case in point. The top internet marketers don’t put out hordes of content, but they do put out quality information that people are looking for and are reaping the rewards for doing so.

**Diversity** – Don’t put all your marketing eggs in one basket.

I see this all the time in the online world as everyone likes to tout that there is only one way to do something – and as you can imagine, that one thing is exactly what they promote for monetary gain. Anybody who tells you that all you need is the one product or service they promote is doing you a great disservice because they are curtailing your online success. So just run away.

For example, we specialize in providing article marketing training, systems and tools, so naturally I think that article marketing is one of the core principles for any online venture, but so is PPC; so are podcasts; so is video; so are Press Releases and social media. We would never tell you that the only thing you need is our service.

As a serious marketer, **you need to be using ALL of these core services ALL of the time** on a consistent basis. Marketing is not about using one method for a month, then switching to something else for a month, then doing nothing for a month, and then coming back wondering why the traffic is fluctuating up and down like a yo-yo. Marketing is about consistency with the processes you know that work. Consistency helps you build a solid foundation to work on.

Realistically not all of your customers go to YouTube, Facebook and Twitter. Likewise, not everyone reads articles; listens to podcasts; or receives newsletters either. But some of your customers do. And the search engines see them ALL!

So **you** should use them ALL!

**Utilizing every method and tool at your disposal is the BEST advice I can give you!**



## Show Me the System

Alright, let's get started by expanding on the methods we talked about earlier and throw in a few tips and techniques along the way.

**STEP 1. Write an article**—you need content for your site anyway, so this is a logical place to start.

- a. Identify your targeted keywords and keyphrases using tools like [Market Samurai](#) or [Google's Keyword Tool](#) .
- b. Either compose or commission an article based on your keywords .
- c. Ensure your keyword is in the title – this is critical.
- d. Ensure your keyword is in the first paragraph – this is where the excerpts in the search engines come from.
- e. DO NOT keyword stuff or keyword load your article – it makes your article read badly and, even though opinions vary, I don't think the search engines can be fooled that easily any longer.
- f. Don't put links in your article body – use the body to give value to your readers and leave the sales pitch for the resource/author bio box . Again, opinions vary, but this has been proven as a best practice by the largest article directory on the net – [EzineArticles.com](#)
- g. Post your article to your site if that is what the content is for.

**STEP 2. Use your article as a script for a video .**

- a. Use the same targeted keywords and keyphrases that you found from using tools like [Market Samurai](#) or [Google's Keyword Tool](#) .....See a pattern here?
- b. Review your article and strip out key points for your video content, or;
- c. Read the article as is, if it suits your style, or;
- d. Create a Powerpoint presentation with a voice over. Be creative.
- e. Make sure you put your keywords in the name of the video and the alt tags if applicable.
- f. As for actual filming, the most important things are;
  - i. Get a good quality microphone. No matter how compelling the content is, if the audio is bad, people will leave.
  - ii. If you are shooting live motion (e.g. YOU) then make your lighting the best you can. Three lights are best – a key light behind and two on the subject at 45 degree angles. Or use a natural light source from a window on one side and a table lamp on the other. Have someone look through the viewfinder to see what looks best.
  - iii. If you are shooting live motion and your camera has manual white balance capabilities, use it. The easiest way is to set up your lighting for best effect and then have your model hold a white piece of paper close to their face; zoom the camera in; and set the white balance off that. This will keep you from getting



weird hues and skin tones. Every time you change lighting, you need to reset the white balance. Your camera will do the best it can automatically if you don't have this feature.

- g. Upload your video to your computer and complete any edits necessary.
- h. Upload the video to your hosting provider or, if you use an outside source like AmazonS3, post it there .
- i. Put the video on your site via embedding or streaming.

### **STEP 3. Create a podcast from your article or video.**

- a. Use your targeted keywords and keyphrases from [Market Samurai](#) or [Google's Keyword Tool](#)
- b. Strip the audio out of the video for a podcast or;
- c. If the audio does not standalone from the video, create a new one from your article.
- d. Embed the podcast into your site.

### **STEP 4. Look at your article. Is it newsworthy? Or can it be modified into a newsworthy story? If so, create a Press Release.**

- a. Decide whether your content really has news value to it
  - i. Does it introduce a new feature of your system?
  - ii. Does it announce a new publication?
  - iii. Does it announce a new business partnership?
  - iv. Is it really news, or is it just a thinly veiled advertisement for your site? If it is the latter, don't send it.
- b. Best practices include:
  - i. Having a couple of quotes (with full names).
  - ii. Dates and times of the event.
  - iii. The story written in the third person.

**Okay. I did that. Now what?**

Now we get into **content distribution**.

#### **1. Your article**

- a. Take your article and rewrite it a few times to submit to a few of the big sites that require unique content like [EzineArticles](#) and [Buzzle](#).
  - i. Signup for an account at each site
  - ii. Review their submission guidelines and submit accordingly
  - iii. Wait patiently for your article to be approved
  - iv. If you are going to use article distribution services, it is best if you learn how their content needs to be structured and then rewrite to those guidelines to save you extra steps
- b. Utilize article submission and distribution services like the [Unique Article Wizard](#) to multiply your efforts.

- i. Start out with QUALITY content that you would put your name on. These services still submit to other people's sites and directories and if you submit garbage it will just get deleted. Don't waste your time, money and effort.
- ii. Enter articles in the format required by the system
- iii. These services submit to hundreds and thousands of sites and directories – if they give you tools to make your articles unique – USE THEM! The more unique the versions are that are sent out, the more backlinks you'll eventually get in the search engines
  1. If there is a tool to create unique titles, use it.
  2. If there is a tool to spin words and phrases in the body, use it – NO automatic spinners though, remember!
  3. If there is a tool to embed your videos, podcasts or images, use it.
  4. If there is a tool to create multiple resource boxes, use it .
  5. Be sure to select the proper categories for your submission. If you don't many sites will not change this for you, they will just delete your content.
  6. If you can stagger the number of articles submitted per day, do it. Rules of thumb are:
    - a. New site: 1-5 submissions per day (one article at a time).
    - b. Three month old site: 5-10 submissions per day.
    - c. Six month old site: 10-20 submissions per day.
    - d. Year old site: 30 per day ( I use this on all my sites).
    - e. Sites over a year old: 50 per day.
- c. Quality first. Quantity second.

### 2. Your video

- a. Manual submission
  - i. Create accounts at sites like [YouTube](#) and [Viddler](#). Lots of sites out there so look around and see what appeals to you.
  - ii. Upload your videos
  - iii. Ensure you name the file and alt tags, if applicable, with your keywords
  - iv. Ensure the video's title contains your keywords
  - v. If you are using one of these services to host your video, go back and embed the link into the appropriate page on your site
- b. Utilize a submission and distribution system like [TrafficGeyser](#) to do all the heavy lifting for you and get your media out to a lot of different sites.

### 3. Your podcast

- a. Manually, you can send this out through podcast distribution services. Most are paid services though, so I would again recommend [TrafficGeyser](#) to help out here.
- b. You can create a podcast a couple of different ways. Again, this can be done inside [TrafficGeyser](#) from your video, or you can utilize a tool like Camtasia on your computer to strip the audio from your videos. The trick here is to have this in mind when you are shooting your video and creating your video script. If you are thinking of doing this, make sure that the audio makes sense without the visual aids. If it doesn't, that's okay, as you can record a separate audio track to submit as a podcast.

### 4. Your press release

- a. Submit these to [PRNewsWire](#); [PR.com](#); [PRLog](#), etc. There are more. Just find the ones you like.

So here it is for all you visual types:



### And Then What?

Then, promote the heck out of your content.

- Utilize RSS feeds from your site
- Tell your Facebook fans about your new video
- Send out a tweet letting your followers know you have new content for them
- Utilize all the social media you subscribe to, to let everyone know you have something new to say. Another reason to have quality over quantity. The better your content, the more people will come to get it.



## What Else Can I Get Out of This?

How about products and other marketing tools? By planning from the outset what you want to accomplish, you can end up with Newsletters, Reports, E-Books and Books without having to do a bunch of extra work!

So while we are here, let's divert our subject from marketing to product creation.

A friend of mine says frequently "Everyone has a book in them", in that everyone wants to write a book about something, someday. Now, I am not sure if everyone does, but certainly most of us have thought about it.



The problem is where to even begin writing a book. For most people they have an idea; they sit down and break the idea into sections and decide which belongs where. Then the sections are broken down into chapters; the chapters broken down into topics; the topics broken down into points; and so on.

Sadly, the majority of folks don't even get started writing because the task is so daunting. And if they do get started, writing a 300-700 page book is simply too overwhelming for many of us to conceive. It's very frustrating.

So why not look at it this way:

- A typical article is 300-1000 words or 1-2 pages. You can handle that, right? Of course you can. It's how we promote ourselves on the internet.
- Reports are 3-30 pages long. And what is a report? How about 5-10 articles on the same subject woven into a single volume. May need a little editing for flow, but most of the hard work is already done.
- How about a 100-150 page e-book? What is that? Could it be 3-5 reports on a subject combined into one? I think so because I have seen this done numerous times.
- And now that you have created 150 page e-books on a topic, how far away can that 300-700 page hardcopy be? Not very.
- You've also created dozens or even hundreds of videos and podcasts while doing this. You now have a system of your own to sell.
- Now all of a sudden you have a new product, or a training system, or an offline promotional tool
- YOU are now a bona fide EXPERT in your field

This is no different than sitting down for a year and writing a single 500 page book. It's just looking at it from a completely different angle. And it truly is that simple. Don't complicate it.

The big plus of doing things this way is that....

- You get to build an audience of fans while you are creating content rather than creating a book first and then trying to find people to listen to you.
- You will be able to do market research on the fly as you create. Perhaps there is a bigger market than you thought and they are hungry for more. Or perhaps there is no market at all and you didn't waste a year writing a book nobody wants. Brutal way to look at it, but true.
- By the time you are done creating the book or training system, you have a hungry audience waiting to buy from you. And even if all of your current subscribers have read your content, the organic marketing you have done is sending more fresh faces to your site every day to buy what you have to offer.

Hmmm...do you think that maybe this report started out as separate articles on marketing methods and product creation and have been melded into one? Could have! In this case, it didn't. But you get the idea.

Okay, jumping back to organic marketing...

### Do I Really Need to Use Method X?

Every one of us has a task that they know needs to be done, but they just don't like to do – taxes for example. Nobody wants to do them but we do because it is what is best for our own good.

Same thing with marketing. You don't HAVE to use all the methods that we have just looked at, but it is in your best interest if you do. So even if you don't like creating videos or writing articles, do it anyway. Remember, these are the core foundational methods that will create backlinks for your business that last a long, long time. And isn't that your goal – to have your business last a long, long time?

### What if I Can't Write?

Everybody can write. At least somewhat. And if you can't, it is not a big deal as there are lots of services out there that will write articles, blog posts and press releases for you.

Here are a few good sites that have proven themselves for getting your articles written:

[My Article Express](#)

[Need an Article](#)

You might be asking about trying to find outsourced writers on freelancing sites, but we have not had the best of luck with this. There is a whole ad placement and interview process that eats up way too much time. Also it seems very easy to get bad quality content and on many occasions the writers we

have hired have just up and disappeared never to be heard from again. There has never been a loss of money, but certainly a lot of time has been wasted, which is worse.

### When Do I Start Promoting a New Site?

Good question!

Start promoting right away, but slowly. You want to give the search engines something to index, but it is subtle natural growth that they are looking for.

Kind of like my article distribution rule of thumb earlier, you need to make sure that you are knocking gently on the search engine's door to get their attention, not trying to bash it down with a sledge hammer. A gentle flow of links they are apt to respond to, but a crashing avalanche of backlinks doesn't go across so well - especially when the site is new. Ask anybody who has had their site sandboxed and had to wait to get out. They'll tell you how painful this can be.

The nice thing about the strategy I have outlined for you is that it emulates natural growth by creating a few backlinks to your site first, and then creating a natural distribution flow with submission services throttled to control the amount of content being sent out.

This allows you to return to the beginning of the cycle and create more content while the distributions run. By the time you have more content ready, the first distributions are likely finished and you can start sending out your new content.

Without going into all the mathematical formulae for link building, what this does for your site is give it a natural but exponential growth of backlinks and soon you'll have hundreds if not thousands of links pointing back to your site.

### When Do I Start Using Automated Services?

As soon as you can. No, that is not a sales pitch. As your business grows and you start targeting more keywords that are much more competitive, you simply don't have enough hours in a day to create enough content to optimize them all. Especially when you are competing against other marketers who are already using automated services.



1. Why use submission services?
  - a. They are simply tools that allow you to capitalize on your time, effort and money
  - b. Submission services duplicate your efforts by:
    - i. Setting up accounts at dozens to thousands of sites for you

- ii. Giving you the ability to generate unique versions of your content
  - iii. Submitting your content automatically to the directory networks
  - iv. Allowing you to set submissions dates in the future so you can set and forget
  - v. Staggering the submission rates of your content
  - vi. Tracking your submissions
- c. Well known submission services have new directories coming to them every day
  - d. You as a customer get more directories to submit to without ever having to look for them

### A Final Word on Quality

A couple of notes on using automated services. If you are using submission services to distribute your content and create mass backlinks – great. But use the tools they give you to create unique content. These are for the most part fantastic and well thought out. However if the tools have a button to push that will automatically put words or phrases into your content arbitrarily – DON'T USE IT- especially when article marketing.

Automatic synonym replacement and spinners create unreadable garbage. It would be like inserting a Greek translation for some words in your video. Technically the word would have the same meaning but nobody will understand you. Please don't use them.

If however you have a tool that allows YOU to identify and input synonyms and phrase replacements on a word-by-word or phrase by phrase replacement, that is okay, because the content is being paraphrased by YOU and it will read as if you wrote it. Because you did!

The checks and balances for quality are this. If you wouldn't put your name and face to the content for all to see because it reads so badly, don't expect other people to post it on their sites or directories.

So here are the rules:

- Don't use automatic content spinners
- If you are marketing to the English speaking community, don't use non-native English speaking writers or media creators
- The rule is this: if it looks or sounds like garbage to you, it will look and sound like garbage to your customers
- The search engines aren't stupid. If it looks like garbage to the viewers and they all leave after 10 seconds, you can be sure the search engines are going to look at that low value time on site and send searchers elsewhere

### It All Starts with Content

The internet thrives on content. Give it what it wants, and you will prosper.

Yes, by all means use paid advertising to quickly promote a new product. But for long term success, you need to use organic marketing. Organic marketing takes a bit longer to get going but, once in place, will continue to deliver traffic to your sites for years on end.

And it all starts with your first article.

So, whatever else you do in your business, make sure you do this:

1. Write an article
2. Post it on your blog
3. Submit it to as many article directories and blogs as you can
4. Repeat once a week until you are rich.

'Nuff said.

**Print the next page out and stick it on your wall...**

### About the Author



Darren Warmuth is one of the founders of the [Unique Article Wizard](#) submission system. He has an extensive background in marketing, both online and off.

With his extensive travel schedule, it is best to contact him through the helpdesk at [www.allegrettopublishing.com/support/](http://www.allegrettopublishing.com/support/)

## **My CORE Marketing Plan**

**I will write one article per week**

**I will post that article to my site**

**I will tell everyone I know about that post via social media, RSS and email**

**I will distribute that article manually or via submission services, or both**

**I will take the article and turn it into a video**

**I will take that video and capture the audio for a podcast**

**I will distribute the video manually or via submission services, or both**

**I will distribute the podcast manually or via submission services, or both**

**I will take the article and if there is something newsworthy about the content, create a Press Release**

**I will distribute that Press Release manually or via submission services, or both**

**I will aggregate my articles into reports**

**I will aggregate my reports into e-books**

**I will aggregate my e-books into books**

**I will be the expert**

**I will be SUCCESSFUL**

