

5 Warning Signs It's Time to Boost Your Online Marketing Results

by Lena Rose

You've done everything right. You have a website that is aesthetically pleasing with relevant information. You post frequently on your blog, you send out an informative e-zine each month and make updates on your Facebook profile. You even post tweets on Twitter. But you're not getting the results you envisioned. Now what do you do?

It's time to kick your marketing into high gear! Check whether any or all of the following five warning signs apply to your existing new media marketing efforts:

Warning #1: Your website traffic is low. You could have the most beautiful website in the world, packed with great information about how you can help your customers/ prospects, but if no one knows you're there -- no one will visit. Some key tactics to improve web traffic are:

- Create sticky content e.g. resource links that visitors will want to bookmark.
- Create inbound links from well-trafficked sites. For example, submit your article to article banks (www.ezinearticles.com) with a link back to your website.
- Offer content, such as a free giveaway e.g. tip sheet, report, e-book that visitors will want to forward.
- Review your website and place relevant keywords in the first 250 words of each page.

Warning #2: Your blog is not being read. It's not enough to build it and hope they'll come. That only happen in the movies. Key tactics to boost readership include:

- *Build relationships.* Visit a blogging directory such as www.technorati.com and search for 6-7 blogs in your industry. Or search on the popular Alltop.com directory (www.alltop.com). Next you want to read what they're talking about and add to the conversation with your comment. Do this consistently. You can expand on the topic in your own blog then offer the link back to your blog.
- *Tag and keyword every post.* What words reflect the content of your blog post? What are the key ideas? Who do you mention in the post? Use the tag and keyword feature from your blog provider (WordPress, Typepad etc.).
- *Delivery Options.* Make sure there is an RSS feed (the orange icon) that automatically delivers your posts to your subscribers. Offer an e-mail sign-up option too as well as the option to share on social networking sites like Digg, Facebook, MySpace etc. Set up your blog to automatically feed into Facebook, Twitter with [TwitterFeed](#) and if you have a book to [AmazonConnect](#)

Warning #3: Your e-zine is virtually unopened. Assuming you offer value in your e-zine, a quick fix is to create irresistible subject headings. Ones that compel your readers to click on YOUR e-mail. For example a subject heading that speaks to your audience's pain or challenges: "Are you Missing Out on the _____?" Or one

that addresses their hopes or aspirations: "Get Fit in 30 Days!"

The idea is to appeal to what is going on in your prospects minds. Don't know what's going on? Create a survey with Survey Monkey (www.surveymonkey.com) and find out.

You can also post links to your e-zine on your blog or Facebook profile. And, offer the option of "click here to view this e-zine on a webpage."

Warning #4: You don't have any friends on Facebook. Seek these virtual friendships by starting a friend campaign:

- Join groups and participate in the conversations. Leave your byline (who you are and the link to your site).
- Friend your friends' friends.
- Friend your college and high school classmates - Facebook will automatically offer the list if you enter your schools in your profile.
- Friend the friends in your personal and business e-mail who are already on Facebook. Or invite non-Facebook friends to become FB friends.
- Check your Facebook home page and friend those who Facebook suggests.

Warning #5: You're not connecting on Twitter. Despite your best efforts, do you feel like you are talking to yourself or you're speaking in a void on Twitter? Maybe you're not following the right people.

Check out *Who Should I Follow*: www.whoshouldifollow.com. Type in your Twitter site and it will automatically generate a list of people that you should follow or [Twitter Search](#) to find the people in the industries you want to follow.

Now that you're armed with a list -- preview the discussions and join in by putting the @ symbol before their names. For example @lenaclaxton or @alisonwoo to join in what we're talking about.

By addressing the preceding five warning signs in your new media marketing, you'll be equipped to boost your marketing to the next level. Now you can attract more web visitors, gain visibility for your blog, increase your e-zine open rates, create a vast pool of prospects on Facebook and connect meaningfully with people on Twitter.

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