

FLASCH MARKETING EXPERTS

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Presents

How to Get Other Businesses & Organizations to Market For You - For FREE

Using other people's money to market for you is so incredibly important that ignoring it is fatal.

(However, as I always keep saying, because of the law of "synergy" any point which is missing is the most important part and will kill your success in any endeavor you might undertake.)

Look at it this way for a moment:

- You do not build your own road but use the roads which are already built
- Even if you are a car mechanic, and some real good engineer, you do not build your own car, but you have it built
- When traveling you only put yourself on a bus/train/airplane/ship etc. that has pre-existing routes to your destination, you do not build a new vehicle and create a new route.

So why the dickens would you want to build your own marketing avenues?

Why not put your message on channels and media that are already in existence and which will carry your message for free or at the very least with very, very little money?

Here are a few examples on how to have other people and companies and organizations distribute your message for free or for little.

First you need to look for entities which have established communication lines to people who are also your target market.

There are plenty of them out there such as churches, non-profit organizations, the media and other business whose clientele is similar to yours. Keep in mind that I said their clientele is similar – not of the same.

For eg, if you are a plumber, then your clients go to churches, they belong to non-profit organizations and they have kids thus a school teacher could pass messages and of course other business such as a restaurant, a dentist or a dry-cleaner, just as IBM, all want to reach pretty much the same demographics.

If you are a manufacturer and do B2B, then many other businesses want to sell to the same businesses you sell too.

Even though sometimes a business has a very narrow demographic, the above example still applies. All you need to do is to be a bit resourceful, sit down and think of who is out there that is already making connections to your target market or to the people who talk to your target market.

Do not forget -- Google, Yahoo, YouTube and hundreds of such sites which are worth billions of dollars make a living selling advertising to the ones who do not know any better.

Please do NOT be one of the advertisers, but make Google promote you for free in a way few others can due to the power Google has. Google and all the other sites I mentioned do NOT create any content and yet they make advertising money that makes the rest of us blush because they are providing content.

Smart indeed! Los Angeles Times and New York Times newspapers do the same. They provide content (news) so people read it and thus others advertise. But Google does not need to pay reporters. Wow!

They use the whole world as a reporter – including you.

So, if you do it right , then they will love you and your content so much and dish you out so much that you will be the reason they make money with but by doing so put you on a pedestal and make you famous. Who cares about famous? Google, Yahoo, YouTube etc. will make you rich!

This is one – only one -- area of using other people’s money to market and to turn advertising into endorsement.

Ok, let’s go on.

In fact, to ONLY want to talk to people who will buy from you, or qualify to buy from you is deadly, as they have many, many influencers who are NOT your prospects, but as said, will influence your prospect. (This is like becoming friendly with the brother or friend of the girl you want to date – you do this so you get an introduction. Right? Of course I am right!)

Actually targeted marketing even though has its value, has become a liability for those who do not understand the interaction, or the synergistic actions of this world.

Too much emphasis has been made by marketing experts about target and precise marketing as to boost their charge for reaching those target markets.

Those “marketing gurus” create a mystery that is damaging and does not hold true.

They make you spend thousands of useless dollars to reach “the exact and ideal” prospects directly (when in most cases they have no clue who that is anyway) and totally overlook the rather inexpensive ways to reach their prospects via others!

As said, if you want to reach the small town business owner because he has more money, you will probably also reach them in the masses called consumers. Business owners are after all also consumers.

Or you want a certain income level, well, just target zip codes with houses of a certain price which in turn will include your target market.

If you want to reach parents with teenagers, well, go to the schools, and to just about ANY household, as there is no household who does not at least know a friend or family member with kids.

Reaching a certain business can be done by reaching their employees, by reaching their suppliers, and by providing data to them which has nothing to do with your business but which makes them talking about you .

Be resourceful and you will find a dozen avenues.

Why do you think so much business is done on the golf course, or churches, temple etc.? Because there is a friendly personal connection where people know people who know even more people!

Viral marketing actually takes care of all that for you.

In any case, you need to find a way to have other people pay for your marketing.

So, who could be promoting for you?

- The media (newspaper, TV, Radio, etc.)
- Trade magazines from your related professions
- Industries who are doing business with the type of industry you do business with
- Community leaders small and large; church leaders, politicians etc
- Non-profit organizations
- Professional associations from you as well as from related fields
- People who purchase as consumers from your prospects
- Google, Yahoo, YouTube and another 100 such sites (never pay but make them promoting you because they need your content)
- And oh, let's not forget about your clients and your prospects (they too can throw you a bone every so often and the following ways of contacting them work really well for them)

There are four types of messages in marketing:

- 1) One is the talking about one's service or product and offering it
- 2) The second is to give free content and educational messages about your service or product. Give industry/market data information rather than product information.
- 3) The third would be to provide information on business related issues such as marketing tips, hiring tips, organizational tips, where to get a good deal on XYZ product or service, even tips on how they could help their clients out with something would be appreciated as it usually results in more sales for them and thus qualifies as a marketing tip.
- 4) The fourth is to have a community and humanitarian message (connected to actions) which the public in general as well as, and especially, the community leaders such as priests, rabbis, teachers, business owners, doctors, city employees, non-profit organizations and their employees, will be happy to see and to pass on.

The last two types of message (the third and fourth one) are by far the best door opener and will by far make the best in roads so that then you can "pitch" your product and service the same way.

Again, this is a form of viral marketing and definitely a form of "other people paying for your marketing,

Oh yeah, - what could be better?

If you need help to implement this concept of having other people pay for your marketing, contact us at 800-625-2002 and speak to our consultants.

Using Social Media Sites to Promote You For FREE

Social media is the new kid on the block. It is so new that most business owners have only heard about it, but have no clue what it all encompasses. Even the ones who think they know what social media is, believe it has everything to do with Facebook, Twitter etc. While Facebook and Twitter are part of social media, they are only a small, - a very small - part of it.

Social media is the new and modern version of infomercials. Infomercials have worked very well for companies or products which are sold in a very large geographic area. This is because of the cost of putting them on.

If you have a small store front, dental practice, restaurant, - any business which does business in a relatively local area then radio, or a B2B, such as a manufacturer, TV (infomercial or regular advertising) probably did not work for you.

That is because the cost of putting those ads on is simply too much to have a worthwhile return of investment (ROI) -- too few people qualified to purchase your products would watch or listen to them.

It only works if you are McDonald's and have 15 stores paying for those ads in one big area and because of that, they can put on 15 times more ads, which in return gives you a 50 % - 80 % price-break in the commercial and for which McDonald's simply purchases even more commercials.

Thus getting about 30 – 50 times more bang out of the money than you the small guy.

As good as infomercials and other ads on TV might be – you the small guy stands no chance.

Until now that is!

The Internet with the social media changes all that.

The social media IS the new 'infomercial' wave – and it is far more powerful than the old, regular infomercial.

Why?

Because of its low cost of course, but mainly because you will be able to put literally dozens and dozens of small infomercials up on many free channels.

In fact you can and must put each and every video up 10-50 times on all channels.

10 videos put up 10 times each with different key words and different titles on about 50 different internet channels will give you 5,000 (10X10X50) videos exposure on the internet!

Realize that this large fantastic exposure is what you need to put out to make an impact for your prospects to notice you and to have Google dish you out instead of your competition – every time!

And here is something very, very important for you to know as otherwise you might dismiss a super important, super inexpensive vehicle, to promote your business.

Your prospective clientele, patients, customers etc do NOT have to frequent those Internet channels where your infomercials will be appearing.

They usually do not.

It will be Google, Yahoo, reporters, and just the people watching who will be directing your prospects to your infomercial!

Yes, Google will browse all the hundred sites like Youtube, Flickr, Kewego and will find your videos and will showcase them on the search results on their site.

And because you are (will be) on so many different sites they will love you. They will also love you because they love to showcase any video. (Did you know that 30 billion videos are watched every month on the internet?)

Also the public at large and even the reporters who somehow will step onto your videos will have a very easy (and these days a very accepted way) of passing on your info by simply putting your video on THEIR Facebook, Twitter, MySpace, LinkedIn etc.

They will do that because that is the fashion, and on top of it you will have made it easy for them to post your info on their Facebook, etc. because you will have included a special link which makes it easy to do so.

Even though it is nice and important to have your own Facebook, Twitter etc, it is even much more important that your message makes it on other people's Facebook, Twitter etc. If only one or two people put you on their Facebook or Twitter, you will now be exposed to hundreds of their friends and in turn some of those hundreds will put you on their Facebook, Twitter etc and/or email their relatives and friends.

Here is where the almost unlimited power of viral marketing lays. It all could get started with one video, or email, or one blog - but to make sure it gets started, we send hundreds of thousands of emails and tens of thousands of videos and many blog postings etc.

To summarize:

Social media allows you to have not one, but dozens of infomercials, - not only on one channel but on many, and other very influential and powerful players such as Google will make sure that the right people will see it in larger quantity than you can hope for to be seen by purchasing a regular TV infomercial for literally a thousand times the price – if not two thousand times.

You must understand that Google, Yahoo, YouTube etc are NOT creating any content and yet are making billions of dollars from putting on contents.

What Steps Do you Need To Take to Make Social Media Bring You Business Improvement Results?

What is the magnitude of exposure needed in Social Media Marketing that will allow you to greatly improve your returns and beat the competition hands down? What is the magnitude that you need to

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work with in Social Media without having it falling into just 'kid's play' and thus make you only spending time and effort and yet no results?

- Create 10 videos/infomercial.
(This is very simple and a no-cost proposition. Your video can be a simple 2-3 min video with just you speaking. Do not be caught up in trying to have fancy backgrounds and graphics to the point of stopping the production of your videos.)
- Scripting your videos so that they portray your expertise and specialty and modern equipment in the best way
(There IS simply no better way to portray that you are a "good whatever" than videos/ infomercials -- except press releases and making yourself a best-selling book author – something Flasch Marketing Experts knows how to attain for you.)
- Title the videos correctly with keywords so that Google will show your videos anything from 3 – 7 times (sometimes all 10 times) on the first page for not only one but for most keywords in your field. *You can take 1 video and make it into 10 different videos by varying the title of the video and the length of it. So 10 videos would become 10 x 10 keywords title variations = 100 videos.*
- Submitting your video/infomercials to 50 web sites like Youtube, Yahoo Video, Kewego etc
(This is a process that is easy to do, however time-consuming. And you will need to formulate your videos to the submission specifications required by each site. Ask us about how to do this with automation.)
- Creating about 10 different profiles on about 50 different video-submitting sites such as YouTube, Kewego, Flickr, Yahoo video etc.
(This needs to be done to be able to submit your videos over and over again, otherwise – if you have ONLY one website profile like in YouTube – you will be blocked from submitting the same video to YouTube with slight keyword and title variations. You need different profiles in YouTube, and also other sites, to be able to submit your videos again.)
- Re-submitting all videos/infomercials approximately 10 times over a few months period to the 10 different profiles mentioned above
(Each re-submission should have a different title and different, but related keywords and thus have a super powerful effect in terms of being found but you MUST submit to different profiles otherwise it will not work -- look at the calculation: If you have made 10 videos, which we recommend to start off with, and title each video in 10 different ways to reflect different keywords, submit each of them to 50 sites, you will have 5000 video exposure (10x10x50). If you REPEAT this again 10 times, you get 5000 x10 = 50,000 videos exposure on the internet That IS the magnitude needed to get the exposure you need to succeed and beat the competition hands down – everything else is kid's play and you will walk away wondering why it does NOT work for you!)
- Creating a BLOG web site (which is really just a web site that can be edited easily, like writing an e-mail and where people can respond. This makes the site very interactive, which is the name of the game of the Internet. Also Google loves sites which are updated a lot - many times a week - and BLOGS are achieving that.)
- Uploading all of your videos, as well as other articles on your BLOG so that people can comment.
- Making sure that every time a new video or articles gets posted on your blog your Twitter and Facebook, MySpace, Linkedin account etc gets updated automatically.
(If all those things are NOT done fully automated the chances that you will never ever do it is almost 100 % because it is so time-consuming. Again, talk to us about how to do the blog postings more automated.)

- Posting your videos as well as other announcements and newsletters on about 5-10 different Craig's List categories everyday. Craig's List is a popular directory that gets 50 million unique (different) viewers every month.

You need to create 3-5 unique messages, each one with a link to get people to your sites and a link for others to share your posting on their social media sites.

(As Craig's List is only allowing a posting every 3 days for one account which has to be linked to a unique phone number, this means that to post your 5 unique messages, you need about 15 different accounts with Craig's List and 15 different phone numbers. If you need help in this, we can take care of the message design, account setup and will do the postings for you. Keep in mind that your postings will have the buttons for people to link you to their Facebook etc.)

Before you decide that all that work above are not possible to be done, contact us at 800-625-2002 about technologies that will automate the whole process for you.

After all, we do not ride horse buggies to the next town any more. We have modern transportation methods that are cheaper, faster and much easier to use!

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