

Having trouble viewing this email? [Click here](#)

ACTSmart, American Computer Technologies Presents:

Monday, August 10, 2009
Volume 1, Issue 28



In This Issue

5 Tips To Grow Your Business with LinkedIn

Here's How to Be on the First Page of Google

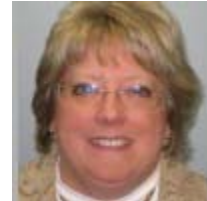
[Join Our Mailing List!](#)

Quick Links

[Iron Clad Backups](#)
[Face First Boutique](#)
[Act Smart Web Design](#)
[Brevity](#)
[Constant Contact](#)
[Red Sox Nation Gifts](#)
[MarkGreenelaw](#)
[MatthewsElectric](#)
[Make A Referral Week](#)
[Dr. Joseph Santelli, DDS](#)
[McNeil Custom Homes](#)
[US Office Solutions.net](#)
[South Shore Living Magazine](#)
[Twitter](#)
[Business Marketing Success](#)
[Persimmons Gifts](#)
[GemORama](#)

Dear Pam,

Last Monday, I talked about our new commitment to YellowPages.com and how I had to be convinced before I signed the contracts. As you may remember, I did not have a good opinion of Yellow Pages or any telephone book or online service.



My friend Debbie Matthews of [Matthews Electric](#) and a fellow "marketing junkie" gave me a good piece of her mind - all the "Yellow Pages" style books and online directories work GREAT for them! She spends a lot of money advertising in all these venues and watches very closely to be sure that they are all performing well. She asks everyone how they found them and she gets a lot from YellowPages and referrals from them, too.

We'll let you know when we get our first reports, etc. We are currently redesigning a website especially for YellowPages.com visitors. Since they are "strangers" to us, we will have more testimonials and a short video of David and our business.


Steve Pineault, the [SolarFanMan.com](#) had me design a colorful flyer to use at an energy fair that he will be attending. We're redesigning several websites for other clients to give them a fresh look, to add those all important testimonials and give them more control of their content.

One of my dental clients had to stop advertising on the radio for a while because he was TOO BUSY! Nice problem to have!

What are you doing to increase your business? Let me know and you could win a copy of Duct Tape Marketing, one of my favorite marketing books.

It only takes a minute to find a new marketing idea ~ Let's Get Business!

5 Tips To Grow Your Business with LinkedIn

LinkedIn  LinkedIn is one of the most trusted social networking sites with 7.7 million [®] users as of January 2009. Users sign up for an account, build their profile, network to a few people but then can become lost, unsure of how to maximize the LinkedIn resources. Here are 5 things you can do today to start using LinkedIn as

a way to generate revenue:

1. Be the Face of Your Brand

LinkedIn announced new functionality allowing companies to create a profile for their company to provide basic information including your website, company description, industry, number of employees and more. Check out your company profile or add it by visiting www.linkedin.com/companies.

This is also a great way to connect with customers and prospects through an individual in your company. If you represent a small company, start a LinkedIn account for the owner. Larger organizations should choose a representative that best represents their customer and prospect base. For example, a technology company should use their CIO, a consumer company might choose their CMO, and a manufacturer should promote the president or COO. Choose a spokesperson based on who can offer the best conversations about your brand.

Once you've chosen your spokesperson, build your profile with your specific company in mind, not the personal resume of your spokesperson except if your spokesperson's professional experience is relevant in nature to their current role or gives clout to the spokesperson.

In the "Summary" section list a description of your company's products and services and complete the "Specialties" section with keywords that encompass your company's product, service, or value.

2. Think of LinkedIn as a part of your Loyalty Marketing Strategy

Loyalty Marketing is an approach to marketing in which a company focuses on growing and retaining existing customers through incentives. If you think of LinkedIn as a way to enhance your current customer relationships you can begin and maintain a dialog with people who are engaged in your products, services, or brand.

The first step in LinkedIn loyalty marketing is to start a Group. In the group section you can give an overview of your company, start dialogs with your customers, share news and updates and begin to build a database of brand advocates. Offer various incentives that best target your audience such as receiving first notification of any company news, new products or services, or upcoming promotions - you can even offer special deals or incentives only for LinkedIn Group members. You can use your LinkedIn Group to advertise upcoming events, collect pre-show or post-event feedback, and conduct polls of focus groups to gather customer intelligence.

3. Use Offline Marketing Tactics to Drive Your Customers and Prospects to Join Your LinkedIn Group

Update all current marketing efforts with a tagline encouraging customers and prospects to join your LinkedIn Group: direct mail, email campaigns, employee email signatures, business cards, and, of course, provide a link on your website to the LinkedIn Group. LinkedIn is a great way to generate traffic to your website and support your search engine optimization efforts. Be sure to ask your company employees to add your website to their personal LinkedIn page - this provides quality, relevant links which organically helps bump you up in search engine rankings.

4. Advertise on LinkedIn

LinkedIn also offers text-based advertising opportunities called "DirectAds" that run for 30 days a pop. You can target your ad based on two of the following seven criteria: Company Size, Job Function, Industry, Seniority, Gender, Age, or Geography. Ads start at \$25 and guarantee a certain number of impressions (the number of times an ad is shown), but do not guarantee any results (or click-thrus) on your ad. LinkedIn offers a dashboard to track the ad activity including impressions, click-thrus and a calculation of your click-thru rate (CTR). Depending on your product or service, this can be a great way to reach your audience especially if you couple the offer with an incentive such as a free white paper, coupon or other value-add.

5. Get Connected to LinkedIn

LinkedIn is getting ready to launch some really cool functionality for B2B marketing. Sign up for the RSS feed on the LinkedIn blog <http://blog.linkedin.com/> so you can get this news first and be first to market. This RSS feed only sends out an email if there is new content. They promise, "No

new content, no email for you."

~By Linda Lindsey, President-elect, Business Marketing Association, Atlanta

Here's How to Be on the First Page of Google



From Joe Costantino
Business Marketing Success, Inc.

With so much information online about people and companies it's become quite common to simply "Google" someone when you want to know more about them. From a business building standpoint it's good practice to own as much of the real estate that pops up under your name on page one as you can. When customers and clients are considering hiring you, normally, they will search for your name on Google.

Now, you have the ability to show up on the first page and for FREE! Google Profiles is a new service from Google that allows you to create an account on Google, verify their real name through a screening routine and now have a personal profile page on page one of Google.

Try it . . . google Joe Costantino, then look at the bottom of the page.

The page editor allows you to upload images, link to multiple websites, and create a rich text bio.

This is a very simple, no cost step you can take today to take help get your name on page 1 with Google.

~~~~~  
*Finally, there is a program to fit the budget of all business owners and salespeople [The Success Coaching U Group Marketing Program](#) is a 5-month program designed for business owners that understand that they need to:*

**PLAN** their marketing strategy

**CREATE** their marketing material

**BUILD** their ongoing marketing system

**IMPLEMENT** their lead generation strategies

*This is accomplished in a group setting, with a coach and other like-minded business owners that are passionate about growing their businesses.*



Take the "12 Week" Marketing Challenge with us. Set aside a few hours to work on your marketing uninterrupted. Last week some of you who don't already have blogs called us to add a Blog to your website. That's GREAT! We look forward to reading your postings!

**Week 8: *Get Linked In*** and get your name on Google - 2 great ideas that you can implement with less than an hour on the computer. You can't go wrong!  
Only a few weeks left - what week(s) have you implemented? Let me know. We're here to help - give us a call if you need more information, motivation or someone to bounce your ideas off. Have a Happy, Healthy, PROSPEROUS week!

**MondaysMarketingMinute.com**



Looking for more information?

Missing an issue of Monday's Marketing Minute Newsletter?

Visit [MondaysMarketingMinute.com](http://MondaysMarketingMinute.com)!

Pam Snell  
ACTSmart, American Computer Technologies

**Pam's Links**



[Forward email](#)

 **SafeUnsubscribe®**

This email was sent to pam@goamerican.com by [pam@goamerican.com](mailto:pam@goamerican.com).  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



ACTSmart, American Computer | 769 Plain Street | Unit L | Marshfield | MA | 02050