

How to Build Your Business Online

Copyright © 2011 by Ian R. Clayton

All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means without written permission of the author

Extracts from the book and reviews

Topics:

Keyword Research

SEO, website content tips

Content marketing

How to write a Press Release

How to blog

Video publishing

The mobile market

Google places

Reputation management

Social Media

Building a network

Marketing and sales

Preface

At the time of the publication of this book, we are experiencing the greatest rate of change and innovation in information technology and business marketing ever known.

Fundamental changes in media and marketing are affecting the way we market everything. Of these, none is more important than the role of media and in fact, the question of the day is: “What is Media and who are the players?” We argue in our blogs that Internet Search is perhaps the new Media. An intriguing and frightening fact, as Google, once the gateway to markets, now appears to have become the Gatekeeper to markets. This will have profound effects on all.

Mobile marketing has grown beyond all expectations and is enabling consumers and suppliers in unexpected ways. In India 200 Million farmers receive payment and subsidies from the Government via Mobile devices.

Travellers and business consumers are using Smartphones to search for holidays and products of all kinds. Mobile searches will soon be the new norm.

Social media and Web 2.0 have given us more ways to participate in the decision to buy and to influence others. Anyone can be a participant in the conversation and consumers can voice their reviews and vote for a product as easily as clicking a “Like” button.

Almost everyone can publish a blog, article, video and even magazines and books. The tools to create videos, magazines and books cost only a few hundred dollars or are free. Just 10 years ago the same tools cost thousands of dollars and were used by a privileged few.

In this open, decentralised and available system of communications, Broadcasters and Publishers have seen their domain eroded in favour of what seems like mayhem. They too

are changing and adapting. They are moving onto the Internet where person-to-person communication, personal broadcasts, group dialogue, sharing and special interest sites are side-by-side.

The new media is a decentralised network tying together people, communities and regions that previously had no contact who now share a common purpose and interest. Increasingly, it is becoming a more intelligent network with automated systems operating in parallel to decipher, dispatch and coordinate information and communications.

Marketing in the Age of Participation

In a world that is increasingly mobile, where communication is immediate and where media is merging with the Internet, we are all potential consumers, suppliers and reporters. We are all participants in creating, sharing and influencing our markets and our commu-

nities. Marketing, as we know it, has fundamentally changed. The media and the message are now as diverse as the millions of people who make up our markets.

While everyone can participate, those that do not will be left out. In this new world, businesses find themselves empowered more than ever before to tell their own story and are equally compelled to do so.

Telling the story is no longer the exclusive domain of media. We are all able to participate and expected to do so in this new age of participation. As business managers we can and must engage with the new media.

Telling your Story

This book is about telling your own story. It is about the tools and strategies that you can use to be heard, participate and find your special place in your markets, your communities and in the world. It is solution-

oriented and full of information that can be put to use immediately.

As business managers and owners you may find it preferable to outsource some or all of this work. In this case you can use this book to guide you in understanding the work required and in selecting the right company to work with. Most professional online marketing firms have resources, tools and a network of technology and associates that they work with to deliver a changing array of services.

Even if you plan to create your own in-house team you will find it necessary to outsource work at times and for certain services. Even the professional firms work with each other and build particular areas of expertise. It is not easy, and not necessary, to be good at everything. There are many professionals, both individuals and companies, who excel at something you do not care to do or are not proficient in. You will save time and money by

using the right professional services for the right job.

This book is written in a time of change and with consideration for the changes that we foresee. The techniques and strategies discussed in this book are the basic building blocks of the new media. The fundamentals of online marketing are constant, but the tools, services and frequency are changing dynamically. The need for more video storytelling and all of the techniques and ideas in this book will become more vital in the new age of participation.

This book is a first in a series that we have planned. The books to follow will deal with media and marketing at a more philosophical level. We will look at changes in Media and Marketing and their effect on particular industries and how your business can excel in the age of participation. So let us begin with how to build your business online, now: Yip-pee!



About the Author

Ian R. Clayton is well known for his articles, blogs and videos on technology, media, the environment and travel. He has been published in **Earth Observation Magazine**, **Sea Technology**, **Computers in Education** and **Office Automation**.

His travel writings and videos are widely available across the net and on sites like WorldSaga.com, TravelWatchNews and in magazines like Hi Society, Big Earth TV- April 2009, Barbados By Any Means, and Travel-

lersInsights. He has appeared on Canadian Television and his work and company have been featured in leading journals like the New York Times and the Financial Times of Canada.

In 2011 Ian launched SocialIndexEngine.com, a complete “done for you” social media management and brand marketing program that drives high profit business directly to clients’ websites with the least possible effort on their part.

Ian lives in Canada and travels frequently. He spends most winters in the Caribbean where he is CEO of AXSES SCI, building technology to help small businesses build sustainable brands using Social Media and the Internet.

Ian has been a Chef, a Hotel General Manager and a vice president of an International distribution company before starting his own company, AXSES Information Systems, in 1984. He has a BA in Business and completed a year in a Master’s degree (MSc) (Computer Science ABT) at Concordia University, Montreal, Canada.

Review:

★★★★★ **A Blueprint for Online Marketing,**
March 7, 2012 **Amazon Verified Purchase**

Ian Clayton has managed to pack an impressive amount of information into only 117 pages. As an experienced marketing professional, I found his no-nonsense advice to be spot-on. I have also earmarked several tidbits that I plan to put to good use in my marketing plan, including identifying keyword competitors, obtaining a strategic domain name and creating low-cost, high-quality videos.

Every strategy offered has one goal in mind – to help small business owners "find their special place in their industry" so they can thrive in the increasingly competitive marketplace. The book outlines concrete steps that I can use to improve my brand image, strengthen my business plan and attract new clients.

Overall, this book is an invaluable beginner's guide that offers useful tips to those who are more familiar with SEO, blogs and backlinks. I am looking forward to reading the next book in the series!