

This eBook is a companion to the Hardcover with the title:
“MARKETING is a CONTACT sport”.



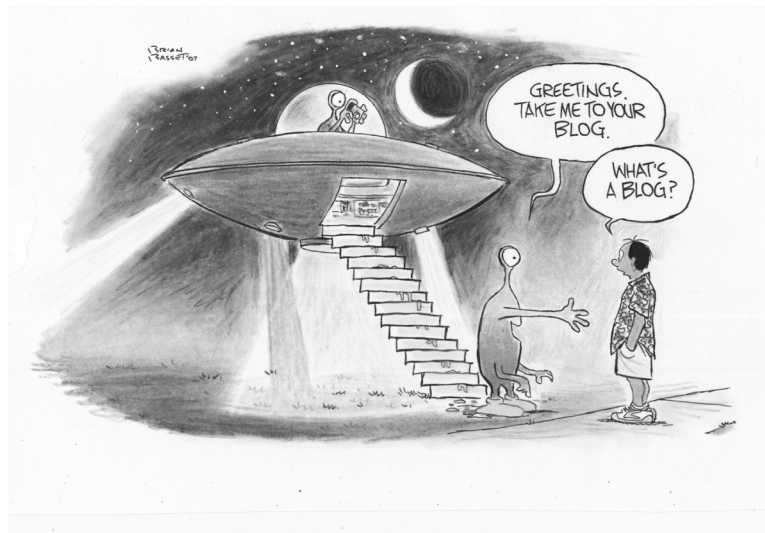
To hardworking marketing professionals and small business owners. In the new era of Internet Marketing 2.0, there are better ways to reach out and touch some. The time you invest in reading this book will be the best investment in marketing and growing your business.

Foreword

By

Brian Basset

(Internationally syndicated cartoonist of the Adam@home and Red and Rover,
published in 300plus news papers)



Overlooking the Seattle Space Needle in 2008, everyone recognizes that Seattle is considered a high-tech city. For starters this city of the future, is special and different. Microsoft is headquartered here, along with Amazon.com and Starbucks who started coffee shop culture that Seattle is known for. This is where this story started, in a coffee shop, when I Brian Basset drew the alien landing from a space ship, asking if the earthling had a blog. I tried to make a point that pictures say a thousand words, and blogs are living, growing, things that have a life of their own. Blogs have come to define a persons opinions from a live journal, to audio, video, and so many pictures, and stories. But it's not just about the story of the book, but how you can write your own story and promote your passion, your business, and most importantly create a social community with the power of blogs, search and social marketing.

I met the author of the book in Cafe Fiore, blocks from the space needle, we are often seen with our dogs and friends chatting about life. We enjoy baseball a truly international game, with an American home town feel. The name of the book "Marketing is a Contact Sport" was actually thought of in the coffee shop, along with the design/theme of the book, the copy and edits. Vipin always talks about the coffee culture

and how it has filled the much needed gap of community in the United States. He mentions that Dean Ornish the famous M.D. and Author on Heart health and cardiology says that most people are ill due to loneliness and lack of love. I translate that in to lack of community and friends. So the coffee shop culture has everything to do with making contacts. But, how do you do that online?

This book is all you need to know to create a blog and community by Winning friends and influencing people. There is a whole chapter dedicated to Social Networking and how it relates to making friends and influencing people. Which is also a book by Dale Carnegie "How to win friends and influence people". So the simple principles of making friends online involves giving people compliments and reaching out and contacting people. But to do that you have to read their blogs and comment specifically on the topic of the blogs. Than in turn you have to know how to write blogs, write about your hobbies, your passions, your business.

The world of search marketing is complex world of technical jargon, but importantly it has to do with the Google Code. Getting ranked in the top 10 Google is the big question that every marketer and business owner wants answered. This world of Search engine marketing is called SEO (Search Engine Optimization), and is often a world of secrets or things that are just too technical. Google is the biggest driver of traffic, leads, and clients to businesses. Every business needs to understand the world of Google and what it looks for. Vipin has taken the very technical and simplified it. He talks about blogs as the #1 SEO tool, and that is why this book covers so much about blogs and blogging the best way to rank high on Google.

If you know Vipin K. Singh you know he is a rare individual with right balance of technical and business skills. He also comes from very humble beginnings, and family challenges when his family moved to the US from India, he was 13 years old at the time. He has been dealt too many lemons on the personal and business ventures for anyone his age, but he keeps making lemonade and achieving. And, any book written by Vipin would not be complete without his talk of a positive and possibility-thinking outlook. No matter how high or how low you go in life, and trust me, I have been there too, we all are dealt cards of suffering. We have to learn to make Lemonade out of those lessons and move forward. And, the closing chapters of the book are a must read as they talk about Marketing and Motivation: Hope, faith, trust, and Pixie Dust.

So if you want to promote your hobby, your passions, your business, or your self, read this book!

*“A man or woman thinking or working is always alone, especially amongst
his/her own thoughts”*
by Henry David Thoreau.

My answer to that is:
Don't be alone. Make Contact.

The Marketing Quote

*If you make a product good enough,
even though you live in the depths of the forest
the public will make a path to your door,
says the philosopher.
But if you want the public in sufficient numbers,
you would better construct a highway.*

- William Randolph Hearst

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Introduction:

Why Blogs, Search and Social networking

Good advertising does not just circulate information. It penetrates the public mind with desires and belief.

- Leo Burnett

I am surprised that most people don't know about Search Engine Optimization, search engine marketing, and Internet Marketing. But, they all know about Google, Yahoo, and MSN, right? These terms and others like "Keyword" and "Adword" need to be defined for the ordinary individual, which we will do in the course of this book, but that is just the beginning of understanding the revolution that is taking place right under our keyboard. The field of Internet marketing has changed dramatically in the Web 2.0 era, and I wanted to write a book that would serve to bring people up to date on the subject.

This proved a challenge in itself though as things are changing so rapidly. In the short time I have been working on this manuscript I have had to revise as well as add significant things because of the rapid rate of change. This is why I realized that I would have to name the book version 2008.01, like a software release that is intended from the start to be updated. I saw that I had to make this book more interactive. I'll keep it updated via my blog and then when enough material accumulates, or a really big event changes the landscape in a major way, I'll release the next version, say v2008.02 or v2008.03. And, yes, I'll also continue to re-write the existing work in order to sharpen and clarify it.

Beyond just keeping up to date though, there is a second, and more

important aim of this book. Yes, I wanted to highlight the major trends such as blogs, SEO, Search and Social Networking, but I did not want to create a book just on the latest information on SEO, Blogs, or Social media. I saw the need for something beyond that. I wanted to show the comprehensive nature of the shift that is taking place on the Internet Marketing landscape. I call it Internet Marketing 2.0. Truly, the whole is greater than the sum of the parts. Only by understanding all these elements individually, and, more importantly, how all these elements interact to form something larger, can one begin to grasp the immensity of the shift that is Internet Marketing 2.0.

Let's take a step back to how we got here. It's been a struggle to name the book, as it can be for any author. In the first working title of the book, I tried to use the word "Secret" as in, "The Secret to your success". I pictured using a beautiful woman in a veil on the cover. However, the word Secret has been over used a lot lately, and while I do love the movie, "The Secret", my intent was not to play on it's message. The idea behind using the word "Secret" had less to do with the movie than with the fact that the people in the Search Marketing and SEO worlds are very very, secretive. They always talk about SEO secrets, and the secrets of Google rankings etc. etc.

The truth is that these hidden secrets for attaining high Google rankings, overall search rankings and effective search marketing are simple, though the SEO guru's want you to think otherwise. They'd much rather have you believe that it's too technical for you to master with out them. It's really not that hard though, and it's time the secrets were unveiled! Read on!

There is no reason, you should have to pay thousands of dollars to techies and search marketing guru's to do something you can do for your self. It's as easy as blogging with the right keywords every day, though you do have to be willing to learn and implement the simple strategies on a regular basis. And therein lies a key secret: No discipline, no results. Another important area I wanted to help people to understand is that traditional marketing is not dead, but now that the new media of Internet Marketing and web 2.0 is not a pipe dream any more, traditional marketing must be understood differently. As you will later see that traditional brand building exercises such as Press Releases and write ups in major magazines and newspapers, can actually help with the best Internet Marketing 2.0 strategies. So really, it is not just the interaction between all the elements of Internet marketing 2.0, but also how they interact with traditional marketing. With out understanding all these in their combined synergy and power you can't begin to grasp what is

going on much less be an effective player in an emerging and rapidly changing field.

The biggest most powerful tool of Internet marketing is no longer email, it's not the web 2.0 or social media marketing, and it's not just blogs or websites either. If we keep it as simple and direct as possible, one thing stands above all else as the biggest marketing catalyst of today, that is: "The Google Effect". Search engine optimization, Search Engine Marketing, Internet Marketing in that order are subsets of each other. These will be the new measuring sticks and metrics of measurement used for every marketing campaign, and every marketing initiative.

But, wait Live Search from Microsoft and Yahoo got a big leg up this week! Well not really, their numbers are only getting smaller. But even if they do improve, they are just riding on the coat tails of the big G. Eventually Microsoft will likely come back. At present they are trying to buy Yahoo, and MS Live recently signed deals with Digg.com and Facebook.com, which are two of the top 5 leaders in the Social media giants of the internet.

While the world of marketing has changed dramatically due to Google and other search engines, the most important driver of change at present are blogs, which have changed the news landscape. Seattle Times the biggest paper in Seattle just announced that they are laying off 165 people this week. But changes like that are peripheral. Blogs and Social Media are going to make a much bigger shift. Watch as the multi-media convergence reaches into mobile phones with the iPhone and more. Consider live interactions that are not just one to one but one to many. Imagine getting your news, blogs, videos, audios, from other people down the street, not just CNN. All this will be have a huge impact through Google. Call it the "Exponential Google Effect".

At a more fundamental level, Google is the great equalizer. The biggest change in the world of advertising has been Google's Adwords, it has actually turned the world of advertising upside down, not just impacted online advertising. Adwords, or pay per click, allow anyone to target a specific search term for their advertising dollars. When that term is searched for, two types of links come up on the page. One is the "Natural" ranking. These are not paid for directly but come up as the most valuable sites

according to the Google algorithms. This natural rankings is what SEO (Search Engine Optimization and Search Engine Marketing) is all about. It might as well stand for Search Engine “Ranking” Optimization, which is what it really means.

The same results page for a specific search will however also include paid for links on the top banner and along the side bar. These paid for ads incur charges from Google for each and every time someone clicks on those links. Hence pay per click (or PPC) advertising and Search Engine Marketing.

What adwords does is make it easier for small business to buy keywords to market it's products to people searching for contextual information and products. And contextual ads being mapped to search results is the magic formula that makes everyone happy. Never has it been so easy for small businesses to target global markets, and that is the true power of Search Engine marketing.

However just because Google is the first to give the small business a chance by it's adwords product, does not mean it will be the best. Ebay and Amazon have initiatives that are very successful for small businesses to market their products on their Mega Marketplaces. Ebay has a great social shopping community, and Amazon has gone much further than just book reviews by it's shoppers. Shopping is a social activity and you will see major players such as FaceBook and Craigslist, impact the Internet Marketing in a bigger way than most of your biggest traditional marketing investments. Think of shopping as a natural extension of social networking. Think of the highly coveted youth demographic, they go to the mall as much to socialize as to

shop. It's a natural fit. Imagine even today, a Craigslist ad gets ranked higher for a specific product search than a major merchant or your own website. Why is that? We will explain all of this, but back to Google for now.

When an individual, a potential consumer, is looking for information and the search engine (Google or otherwise) provides it, that search engine helps by providing the right information. But it is also delivering highly targeted advertising to exactly the right customer.

Can you imagine how much cheaper and how much more accountable and measurable this is compared to TV and radio. Essentially the advertising is going to people who are asking for it! Traditional advertising is crude in

comparison. People are less and less willing to have advertisements pushed down their throat or into their eyes, or their ears. People prefer to look for information, when they want it and if the advertising fills their need, they will voluntarily go for it. Deep down, we are all treasure hunters and want to find the most unique and personally appropriate stuff. And this is where Google made the search results better and created this huge adwords industry out of Search Marketing.

In fact, according to SEMPO.org the industry size is supposed to be at \$7.8Billion dollars. We are not a member of Sempo, but we support its mission. SEMPO's Mission: SEMPO is a global non-profit organization serving the search engine marketing industry and marketing professionals engaged in it.

So how do you have eSuccess in search marketing results? Well, you have to read the whole book first. Oh, all right, not really . Here are some quick and very powerful tips.

Search Engines want to provide the best contextual related results to consumers, so should you. They target news related websites first, and blogs are considered news. Blogs are considered news because (well you already know this, right?), each blog post has a time stamp on it, just like a news release. And you have heard CNN mention the word Blogosphere how many times a day? So for a blog to be found as a search result, it has to be written with the proper keywords that are being searched for. But, how do you write unless you know the targeted keywords? Well, that is easy once you know the "secret".

What is the most important market research data you will ever want and need? You have to go back to the Search engines and start with what people are searching for. Go to Google Adwords to find out. Find their "Traffic Estimator" within their tools section, which will give you the forecasted clicks for those key search terms, also known as keywords. So it's a full circle, search engines provide the information you most need to be an effective marketing savvy blogger in their keyword analysis tools.

Why do they do this? Because they want you to advertise and generate sales for your business, the better they do this, the more people click on your ads and the more you will pay them. Who does this better than all the rest? Who else? Google, of course. But you knew that, because now you are getting it!

But this is just one of the many tools required for your eSuccess via Search marketing and for Internet marketing. The tool sets as a whole are referred to as SEO and SEM tools. This is what the professionals use, and you as a small business can learn these too, especially for free SEO tools site such as our LinkMint.com, SEOMoz.org, and others such as Word tracker. We have a commercial site, and actually built our own SEO Tools last year, they have always been free, and will continue to be. Visit mytypes.com!

But remember the most important SEO tools you have are tools that help you generate custom content such as blogs, videos by YouTube, photos by Flickr, profiles at FaceBook, LinkedIn, and MySpace. As important or more so is to combine these with Social media sites such as Digg, Technorati, Delicious, and others which are essential to you promoting your content at the same time you are promoting them.

I have been studying search marketing and SEO since 2003, and have been blogging steadily since the same time. Why did I continue to blog, even though I had nothing to write. Because I knew the “secret” (here’s another one!) and that is that it’s easy to get over looked.

Blogging is the best way to SEO and search market for your products and services. So this makes Blogging the best SEO tool on the market, And to do it right, you have to blog often and with the proper keywords. Most people don’t know how to blog properly. We will help you write the best blogs and promote your blogs in this book.

Social Networking is a hot topic in the last 12 months due to the popularity of FaceBook. In the business social networking world, the leader is LinkedIn. Believe it or not MySpace has one of the biggest business groups, and it’s marketing power is certainly hot when targeting teens and the entertainment business. There are also other important social media sites, that have communities of their own, and are a subset of social networking such as Digg, Technorati, Mashup.com and Ning.

I joined my first Social Networking site called Tribe.net back in 2004, I actually got a couple of editors from the site to help me with this book. I have experienced the benefit of Social networking first hand. Social Networking as a whole is one of the biggest drivers of Web 2.0, and

the degree to which it will help you grow your business is still unfolding.

But the most important thing is, that Social Networks will help you make friends, influence people and connect with prospects and customers. We believe blogs are at the heart of helping you develop community via content and helping you promote your business. And, Social networking sites are a great way to help you promote your blogs. Word of mouth, in the modern era is much more powerful and faster via these social networks, and we discuss “How to win friends and influence people” with the classic proven methods of Dale Carnegie, the author who first published a book on the subject. That book was required reading in my business school, and I recommend that you pick up that book, as the age old principles still apply and are just as important as ever.

That’s SEO, SEM, and IM in a nutshell, but we will go a step further. What you don’t remember those acronyms? SEO is Search Engine Optimization, which targets your ranking on the Organic (or Natural) Search Results and has nothing to do with ads. SEM is Search Engine Marketing, which includes pay per click advertisements such as Google’s Adwords. IM is Internet Marketing, and for our purposes it includes blogs, blogging, and promotion of your blogs and profiles on social networking and social media sites such as Digg, Facebook, and others. We close the book with the big Why? Marketing is really about motivation, motivating your clients to act on your proposition and to buy your products and services. We also talk about our motivation of why we wrote the book, to help you motivate yourself to achieve your dreams through the power of Marketing.

So, in summary, you need to know the particulars of how each of these aspects works and we will show you that in this book. But more importantly, you will learn what you really need to understand: the why and the HOW of making all these pieces fit together for the business and life altering marketing results you are after!

Chapter 1:

Background: Why blogs?

"Always tell the truth. That way, you don't have to remember what you said."
-- Mark Twain

If you can't answer the question, why you love what you do, you know you will need to do something else to follow your passions. I can't force this enough, I love to write, and that is why I am doing this. Please find what you love to do, not how much money you want to make. Money will follow, if you want it bad enough you will be successful, love it or leave it now. This is the base of everything we do, and that is why you will want to write, blog, and promote your passion - which hopefully is also your business. At the core, this is what this book is about, promoting your passionate business via blogs, search and social marketing.

In this chapter we are going to cover more about blogging, blogs, writing blogs, and why we blog. The main answer is to talk about our passions, to educate people, to build community, and to promote our brand. If you are a small business owner, an entrepreneur, or an executive, your brand is your business, and your business represents your brand. Branding has been around for decades, and the art and science of brand building is not the focus of this book, though we do talk about promoting it.

So to develop or define a brand is your business, ours is to help you broadcast or promote it online. So answering the question of Why, is the most important question to answer.

Other wise you will never promote it with the passion required for success

Here is a poem from James Allen from his book “As a Man Thinketh” he wrote it in 1899, and it’s still one of my favorites.

Cherish you visions, Cherish your ideals
Cherish the music that stirs in your hearts,
Cherish the dreams that form in your mind,
The music that stirs in your heart,
The loveliness that drapes your finest thoughts,
Because of these, if you stay true to them,
Your world will at last be built.

Writing Tips For Bloggers: Embrace Your Passions

For many bloggers, one of the reasons they blog is because they're passionate about something and they want to share it with the world. They want to make an impact on their readers' lives

Passionate writing leaps off the screen and into the hearts of your readers. Writing without passion is like a plain hamburger - yes, it'll silence those hunger pangs, but once you add your favorite toppings, your basic burger turns into much more satisfying meal. Think of passion as your writing's secret sauce that turns a serviceable post into something memorable (and linkable).

Passionate writing can cause fireworks, I've found that many bloggers worry about disagreeing with established authorities, offending someone, or simply being incorrect. However, I've found that worrying about being wrong tends to paralyze people - and when it comes to blogging, nothing is worse than inaction. Don't be afraid to generate some fireworks.

First of all, if you're going to write something controversial, make sure that your post is very well-thought-out and that you're prepared for a debate. Be able to back up your opinions with facts and solid reasoning, and be ready for potential fallout - use logic to deal with dissenters. Passion backed up by logic is one of the best ways to really make your blog stand out.

If you think that something should be changed, or you disagree with a popular viewpoint, explain your beliefs. Tell your readers why you feel the way you do. On the flip side, your ideas may not be as controversial as you thought, and your passion could garner you even more loyal readers.

There's much more to gain from showing your passion and pushing boundaries than there is to lose. Questioning authority, challenging popular views, and asserting your opinions in a logical manner tends to be rewarded in the blogosphere. After all, passion is what stirs people's emotions and generates discussion, and besides, fortune favors the bold.

Last but not least, writing with passion means showing your readers the real you, and isn't that at least part of the reason why you're blogging?

*It's important to remember that you should never accuse anyone of anything in your blog with iron-clad proof - obviously, libel, slander, and defamation have no part in smart business blog. Depending on your niche and community, I'd also recommend avoiding any particularly polarizing political or religious views as well.