

THE PROSPEROUS PARTNER



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Welcome to The Prosperous Partner

Thanks for checking out our latest issue of The Prosperous Partner, your online marketing resource guide for small business. Each month we will be covering topics that resonate with local businesses just like yours.

Our goal is simple. We want to enable you to do big things online, and it all starts by breaking down the complex-ities of marketing your business online.

It doesn't matter if you're just starting out, or an established business owner in your local community, you can always benefit from increasing your brand's visibility online.

To your Success,

Eddie Hill
Grand Master Prosperite

THE PROSPEROUS PARTNER IS BROUGHT TO YOU BY

The Prosperous Internet Marketing Incorporate, is the leading small business marketing service for over 8 years. We help small businesses connect with more customers online.

If you want to build your business, you need to market, it's that simple. But you can lose thousands of dollars if you don't know what you are doing. So we urge you to take action with some of the strategies we recommend.

For a more "hands off" approach, we offer affordable solutions and can deliver results.

We hope you enjoy this issue of Prosperous Internet Marketing Inc. and feel free to reach out to us anytime.



THE TOP CONTENT MARKETING TOOLS YOU SHOULD CONSIDER USING RIGHT NOW

Content marketing is all about content. That's obvious. What isn't obvious to many local business owners is that they don't need to be the ones to create every piece of content they share.

The term for using content created by someone else for marketing purposes is called

"content curation." The word 'curation' is a clue to what it involves.

It's not about throwing up any old piece of content on your Instagram or Facebook feed and hoping for the best.

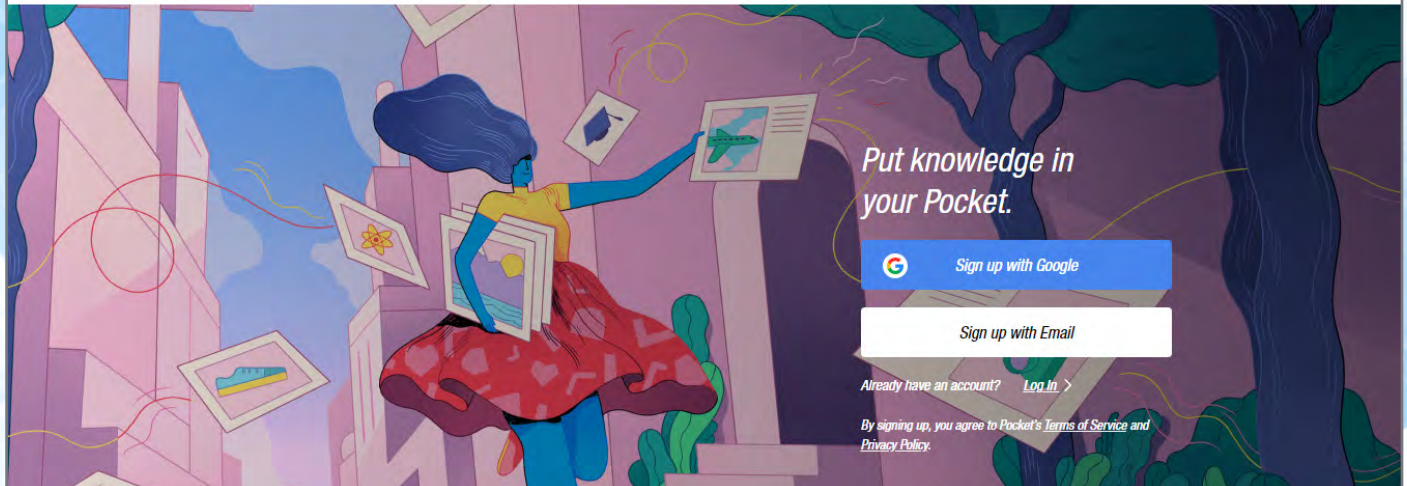
Instead, it's your job to sort through content online, choose

the things that are most likely to appeal to your target audience, and then put your own spin on them – providing real value to your followers while building your authority.

It might sound complicated, but there are tools and resources that can help.

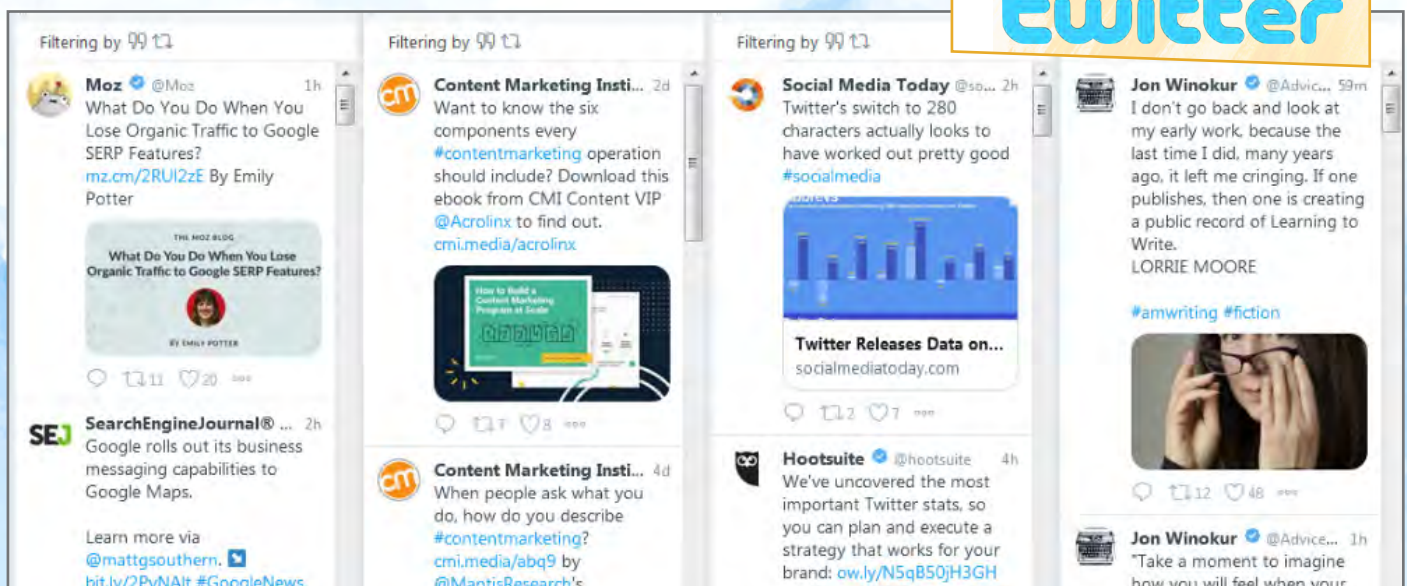


[Sign Up](#) [How to Save](#) [Go Premium](#) [Support](#) [Log In](#)



[Pocket](#) is an app and a great organizational tool for content marketing. If you're like me, you might have a ton of favorites bookmarked on your browser with the idea that you'll come back to them later. I'm willing to bet that many of them are now outdated – and you've never used them.

Pocket can change that. It keeps track of articles, images and videos you want to use in one convenient place. It also integrates with more than 500 other apps, so you can use it in a way that suits your needs.



Tweets come and go quickly and even if you check your Twitter feed throughout the day, it can be easy to miss worthwhile content. The solution? Twitter Lists.

Twitter Lists allows you to organize the people and companies you follow into categories. Then, you can easily access their Tweets and links using the app. It also integrates perfectly with Pocket!

Research and publish the best content

For individuals

Publish your topic page with curated content in minutes.
Distribute it automatically with your network

For businesses

Curate, share, and read content on private hubs.
Publish on your websites and blogs, newsletters,

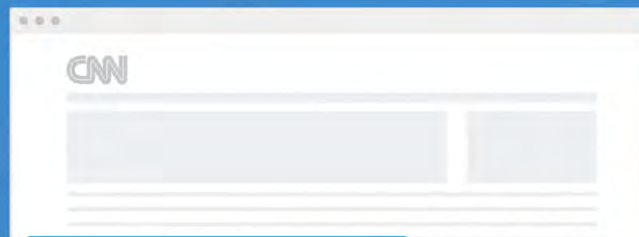


[Scoop.it](#) is a paid tool that costs \$67 per month, but it's worth the price if you do a lot of content creation and need some help doing it. The tool scours the internet and grabs content related to the topics you choose, presenting it in one easy place for you to select what you want to post and put your spin on it.

What I like about [Scoop.it](#) is that it sorts articles and links by relevance. It will also suggest other [Scoop.it](#) users for you to follow, all of which makes the job of content curation very easy.

Add a call-to-action to every link you share

Join 100,000+ marketers and drive conversions through content curation

[Watch Video Tour](#)
[Get Started for Free](#)


[Sniply](#) is also a paid tool. It won't help you find content to curate, but it will help you automatically add a call to action to any curated content you choose to share with your followers.

If you know anything at all about online market-

ing, you know that including a call to action is a must. It's what tells your followers (and potential customers) what they need to do next. The right call to action will make a huge difference in your conversion rate and ROI – and that makes the low price of this tool one that's worth paying.

Quuu

[BLOG](#)[QUUU PODS](#) **NEW!**[PROMOTE YOUR CONTENT](#)[LOGIN](#)[SIGN UP](#)

SAVE YOURSELF SOME TIME

Put Content Curation on Autopilot

Quuu is the number one source for content and the only place where each and every piece has been hand-reviewed in-house.

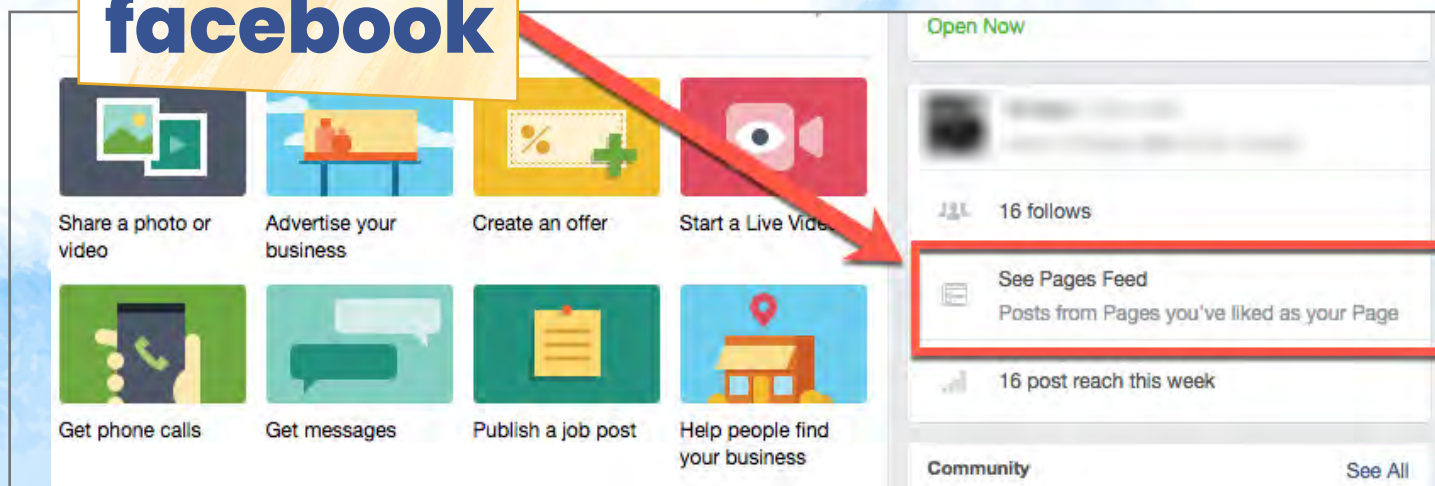


[Quuu](#) is another free tool that I recommend because it will pull suggested curated content based on the parameters you set. You can then browse through the recommendations and choose the content you want to share with your followers.

When mending content to you, Quuu also integrates with most social media scheduling tools. That means that after you find content using Quuu, you can also use this tool to schedule your Tweets and Facebook updates.

It gets better. In addition to finding and recom-

facebook



I'd be remiss if I didn't mention something that's built into Facebook and can be used, free, with any Facebook business page. To find it, simply:

1. Click on "Pages Feed" on the menu on the right-hand side of your Facebook page
2. Type in the name of a page, publication or business you want to follow
3. Click the follow button

Going forward, posts from the pages you follow will appear when you click the Pages Feed. From there, it's easy to share posts and add your own commentary and call to action. The one thing I don't like about the Pages Feed is that you can't schedule posts from it, you can only share them. However, if you open the link in a new tab and copy the URL, you can schedule it at your convenience.

[LOG IN](#)

Where readers become leaders

Keep up with all the topics that matter to you.
All in one place.

[GET STARTED FOR FREE](#)[IMPORT OPML](#)

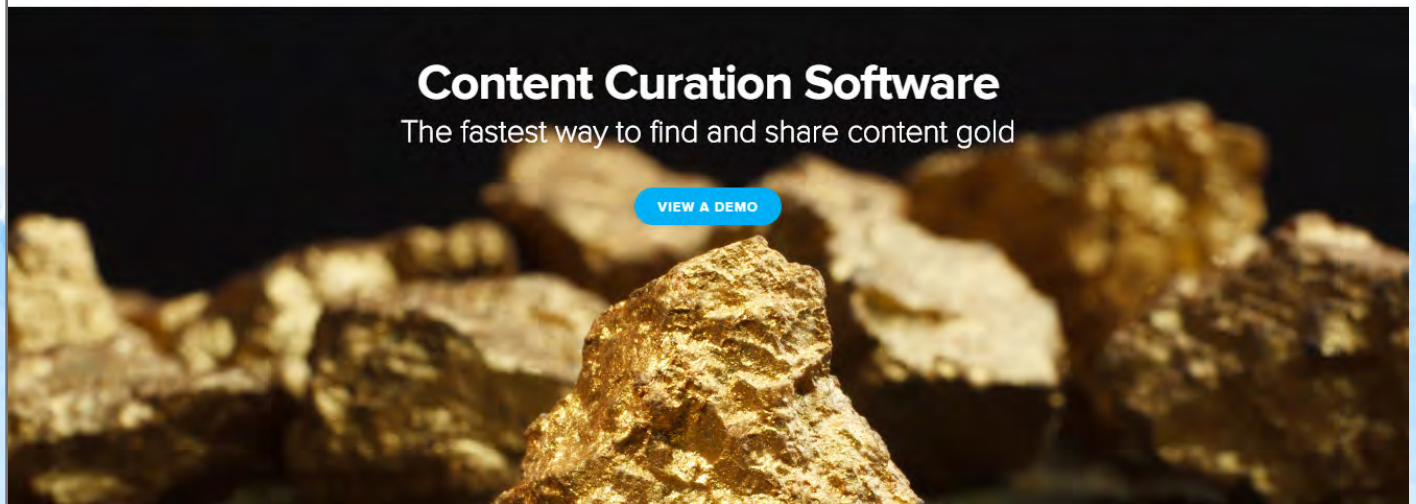
[Feedly](#) won't find content for you, but it will help you aggregate the websites and accounts you follow in one convenient RSS feed that you can access from anywhere.

Once you've added a website or social media page to your Feedly account, you'll be able to view the content on your feed from your computer or mobile device.

[CURATION SOFTWARE](#)[RESOURCES](#)[CUSTOMERS](#)[VIEW A DEMO](#)

Content Curation Software

The fastest way to find and share content gold

[VIEW A DEMO](#)

[Curata](#) is a high-powered content curation tool that takes finding content to a new level. It uses a combination of keywords, bookmarked sites, and other tools to scour the web, identifying the content that is most likely to appeal to your target audience.

Because Curata's algorithms offer a service that goes above and beyond what some of the other tools on this list do, it costs more. Pricing is based upon your usage and you'll need to contact the company for a free demo and a quote.



publishthis

How We Help

PublishThis is helping B2B and B2C businesses of all kinds industrialize their content and deliver real results.

Problem: You Need to Scale Your Newsletter Production

HOW DO YOU DO THIS

HOW WE HELP MAKE IT BETTER

Publish This is like Curata in that it uses a sophisticated algorithm to identify, aggregate, and suggest content for you to share.

In addition to curating content, Publish This can also be used to:

- Sharing original content that you create
- Sharing curated content that you find on Publish This or on your own
- Tracking analytics for the content you share, both original and curated

In other words, Publish This goes beyond the other tools here to allow you to share and track the content it finds.

Curating content can be time-consuming if you try to do it one link at a time. Fortunately, there are tools to make the job easier. The ones I've listed here are some of my favorites – and they can help you round out your social media presence, attract new followers, and grow your business.

Come In
We're
OPEN

HOW TO *TARGET* LOCAL CUSTOMERS USING **GEOLOCATION MARKETING**

Local businesses have special marketing challenges. Namely, it's your job as a business owner to make sure that the people who are most likely to patronize your business – the people who live in your service area – know what you have to offer and where to find you.

One way to accomplish that goal is to use [geolocation marketing](#). Here's what you need to know.





WHAT IS GEOLOCATION MARKETING?

Let's start with the basics. Geolocation marketing is a type of marketing that's location specific. By that, I mean that you can connect with potential customers who are near your business and target them directly with offers and ads.

The benefits of geolocation marketing are clear:

- You'll have access to a highly targeted audience of people who are likely to frequent your business
- You can attract new customers by reaching out to them with offers that appeal directly to them
- You can learn about the shopping habits and preferences of your existing customers and use

what you learn to grow your business

- You can reward your most loyal customers with special content and offers designed to turn them into brand ambassadors

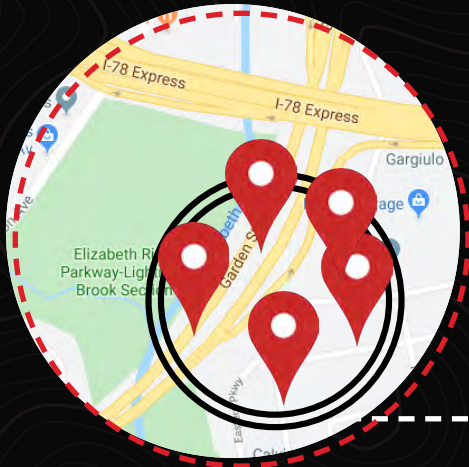
In other words, geolocation marketing can help you to tap into a resource base of your existing customers and potential customers in your area, allowing you to connect with them and market your business in a way that's likely to yield a high return on your investment.





TOOLS TO USE FOR **GEOLOCATION** MARKETING FOR YOUR BUSINESS

There are three kinds of geolocation marketing that you can use depending upon your needs. They are:

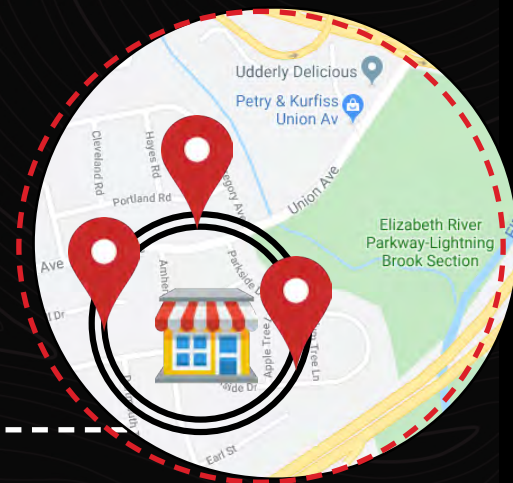


1. GEOTARGETING

This is the broadest form of geolocation marketing. It uses the IP addresses of your customers' web browsers. In practical terms, you can't use geotargeting for precise target audiences because it can't pinpoint your audience's location exactly. It's best suited for marketing to general regions, cities, or states.

2. GEOFENCING

Geofencing is more precise than geotargeting, allowing you to target specific neighborhoods and even streets. Don't think that limits you, though – it can also be used for entire towns or cities. Geofencing uses mobile devices' GPS locations instead of IP addresses. That means you can track your customers' locations even if they move. It's ideal for attracting foot traffic but not as effective for tailoring specific marketing campaigns to your target audience.



3. BEACONS

Beacons are by far the most specific option for geolocation marketing. A beacon is a small device that you'll put inside or near your business. It collects data from Bluetooth signals in smartphones. They're ideal for use in places with poor Wi-Fi reception because they're used for close communication. The Bluetooth technology allows you to send messages and offers directly to customers who are in range.

The type of geolocation marketing you choose depends on what you hope to accomplish with it. If your business is highly dependent upon foot traffic, you may decide that geofencing is the most cost-effective and useful form of geolocation marketing.



TIPS FOR USING GEOLOCATION MARKETING

Now, let's talk about some specific tips to help you make the most of geolocation marketing and grow your business. There are lots of ways you can use this technology. Here are some suggestions.



Target people in a venue or at an event. If yours is the type of business that relies on foot traffic and you're near a popular event venue, such as a stadium or theater, you can set up a geofence to target people who are at the place you specify. For example, a bar could target concertgoers at a nearby theater. You can also use this option to target office complexes and neighborhoods.



Set up a geofence in your delivery area. If you own a business that delivers – whether you're delivering Thai food or furniture – you can easily use geofencing to target the people who live in the area you service. Those people are the most likely to buy from you and they may not know about your business – until you use geolocation marketing to tell them what you have to offer.



Use geotargeting to map out your audience based on where they are. While geotargeting is a more "big picture" type of geolocation marketing, it can be extremely useful to help you find people who are nearby. For example, if you sell a luxury product, you can use geotargeting to get your message to people who live in upscale neighborhoods.



Use a beacon to attract foot traffic to your store. What if you own a retail store or restaurant that relies heavily on foot traffic? You can set up a beacon to ping your customers when they're in range and then target them with specific offers. For example, if you own a restaurant near a busy downtown area or office park, you can send out an offer about your happy hour, including information about special deals on appetizers and drinks.



Speaking of beacons, you can also use them to send you an alert when a repeat or loyal customer is in your store. Imagine how flattered and grateful your customers will be when you show up at the door to greet them by name and show them what you've got to offer! This is a terrific tool for personalized marketing that can turn loyal customers into brand ambassadors.



Use geolocation marketing to learn about your target audience's buying habits. For example, you might have a nearby competitor and use geotargeting to provide potential customers with an incentive to visit your business.



The bottom line here is that geolocation marketing allows local businesses to use GPS technology to connect directly with the customers – and potential customers – who are most likely to frequent their stores.

The key with geolocation marketing is to determine which method will deliver the returns you want. That means defining your marketing goals and choosing the tech that'll allow you to achieve them, whether it's a beacon or a geofence.



HOW TO BRING YOUR SOCIAL MEDIA PRESENCE BACK FROM THE DEAD

How long has it been since you did anything with your company Facebook page (or Twitter or Instagram)?

If it's been a long time, then you might feel stuck. How can you resurrect your social media presence? Is it possible? Should you bother?

The short answer is yes, it's possible. You'll need to be methodical and persistent. Here's what you'll need to do.

UPDATE YOUR PAGE

The first step is to update your page. Look at your profile and make sure that it includes:

- The full name of your business
- Your address
- Your telephone number
- The URL of your website
- Your email address

You should also update any additional information that's outdated. For example, if you've changed your logo then you should add your new one. Have a new sign in front of your store? Take a new picture and post it.

DECIDE ON SOCIAL MEDIA GOALS

The next step is to set some reachable goals for your social media marketing. Marketing is most effective when you have a clearly defined goals – something you want to achieve with your social media presence. Here are some examples:

- Increase your social media following and build your brand
- Get more readers for your blog
- Increase your views on YouTube
- Build your list

By articulating your goals, you'll be able to steer your social media pages in the direction you want to go.



CREATE ORIGINAL CONTENT

If you're going to reach any marketing goal using social media, you need original content to do it. You don't need to spend a lot of money on content creation, but you do need to keep your brand and goals in mind.

Original content can take many forms, including:

- Facebook status updates
- Written content (blogs, articles, white pages, etc.)
- Photographs
- Graphic content, including illustrations, infographics and cartoons)
- Video content
- Memes

Your content should always speak to your brand and the way you want your audience to think of you. In other words, it's not a good idea to create cat memes unless cats are relevant to your brand.

Keep in mind that you can create original content on your own or hire someone to do it for you. For example, you can hire a freelance writer for your blog or commission a graphic designer to make infographics for you.

You should intersperse original content with curated content that you get from relevant web-sites and publications. Always be sure to put your own spin on the curated content you share.





CREATE A CONTENT POSTING SCHEDULE

Social media marketing is about consistency – and that means you’ll need a schedule to follow when you post social media content. The good news is that there are lots of tools that can help you set up and stick to a schedule.

Facebook has built-in scheduling tools that you can use to set up posts ahead of time. The one thing I don’t like about it is that you can’t share posts from other pages on a schedule. You’ll need to open and copy the link to use the scheduling tool.

If you’ve got a social media presence on more than one site – say Facebook, Instagram and Pinterest – then you may want to consider using a paid social media scheduling tool to help you keep track of everything. I like Hootsuite because it allows you to schedule posts and track their performance.

Speaking of scheduling, it’s a good idea to think about your posting frequency as well as your content. You should post:


- 1 or 2 times a day to Facebook
- 5-10 times a day to Twitter
- 1 to 2 times a day to Instagram
- 5-30 times a day to Pinterest
- 20 times per month (once per business day) to Linked In
- 2 or 3 times a week to YouTube

That might seem like a lot but check out the next step for tips on how to keep your social media marketing work manageable.

ELIMINATE PAGES BASED ON PERFORMANCE

What if you don’t have time to manage a Facebook page, an Instagram feed and a YouTube channel for your business?

I’ve got good news for you: you don’t need to. You are perfectly within your rights to choose to focus on just a few social media sites and let the rest go. If you have pages set up on Facebook, Pinterest, Instagram, YouTube and LinkedIn and only your Facebook and Instagram pages are generating significant income, you can (and should) simply deactivate your other accounts.



The key is to be practical, methodical and realistic - and to listen to your audience!

Why? Because a dormant or inactive page is worse than no page at all. If people find you on YouTube and see what you haven't posted a new video in years, it's not going to impress them. There's no rule saying you must be active on every social media site – so don't be. Pick the sites that give you the biggest ROI and let the rest go.

FOCUS ON ENGAGEMENT

Engagement is what happens when someone comments on your post, shares it with their followers, or clicks on a link. In the world of social media marketing, nothing else matters.

Here are some pointers to help you engage with your social media followers:

- Ask questions and respond when people answer
- Monitor your social media mentions and engage with people who talk about your company
- Use hashtags wisely – for example, getting involved in social media community tags such as #ThrowbackThursday can help attract new followers
- Encourage participation by holding contests or requesting user-generated content

The more you can get people to interact with your content, the more organic traffic you'll get.

TRACK YOUR RESULTS

Finally, you should track your results on social media and refine your strategy based on what you learn. For example, you might notice that when you post a video on Facebook, it gets 10 times the engagement of your written content. That's useful information because it tells you that it's a good investment to make more videos.

Metrics can also tell you:

- What times of day and days of the week your followers are online
- What topics your audience wants to hear about
- Which social media pages get you the most traffic and sales

Using that information, you can refine and update your overall social media strategy and your marketing goals to give you the best possible chance of success.

The bottom line is that it's never too late to bring your social media presence back from the dead.



10 MARKETING IDEAS YOU

You Can Implement for Free



Is your marketing budget tiny – or non-existent? It's a common problem with local businesses who put everything they make into inventory and payroll.

If you don't have much to spend on marketing, you might wonder how you can ever grow your business. The good news is that there are plenty of things you can do to attract new customers without spending a dime.

I've compiled 10 of my favorite free marketing ideas for you to try.



#1: Facebook Live Video

You might think of video marketing as expensive, and it certainly can be if you hire a professional videographer. Fortunately, you don't need to spend that money – especially when you look at [Facebook Live Video](#), which

is free to anybody who wants to use it.

Because these videos are live, they're usually held to a lower standard in terms of quality. You don't need to be scripted – in fact, it's

better if you're not. You can use Facebook Live to shoot how-to videos, give a behind the scenes tour, or answer questions from your followers. Then, you can edit and post the video to your blog or YouTube channel.



#2: Become a Hashtag Expert

Hashtags are like social media signposts. They're free to use and they point potential clients in the direction of your content. The key is to choose and use the best hashtags – the ones that are most likely to attract people

who'll buy your products.

One option is to focus on community hashtags such as #ThrowbackThursday or #givingback. Just make sure to use them appropriately. You can also create your

own hashtags that incorporate your business name or most popular product, along with locational tags that will help you reach a local audience.





#3: Blog Regularly

Bloggng for business is hardly a groundbreaking marketing strategy, but it's one that you can do for free. Blog posts can be short or long and if they're relevant to your business, they're a

great way to attract new people to your website.

The key is to choose blog topics that are highly useful to the people you want to attract. For example, you can

do a series of blog posts answering common questions about your product or service. Add some relevant images and tags and you'll be sure to attract some traffic – without spending money.

#4: Cross-Post Everything

A lot of small businesses making the mistake of creating content for one outlet and not reusing it. That's not ideal because it limits your scope and means you need to spend more time and money creating content.

Instead, come up with a cross-posting strategy that makes sense.

For example, you might:

- Share blog posts on Facebook with an image that contains a pull quote from the blog
- Share visual content from Pinterest on Instagram

- Put pull quotes on images and share to Twitter with a shortened URL

- Create a Pinterest board with your most liked images from Instagram

There are dozens of ways to repurpose your social media content and share it elsewhere. The most important thing to remember is to keep the platform where you're posting in mind.

You won't need hashtags on Facebook, but you will on Twitter and Instagram.



#5: Film or Write Customer Testimonials

A customer testimonial can do the same work as a review in a slightly more formal way. People are happy to be asked their opinion and many of your customers may be eager to help you out by filming or writing a testimonial.

Testimonials can be shared on your website, blog, or social media pages once they're completed. They serve to inform people about your business and demonstrate what you can do for people who buy your products.

#6: Encourage and Respond to Reviews

You already know that online reviews are important. Most people read reviews before purchasing products. You can use reviews to your advantage without spending any money.

First, you can encourage your existing customers to leave reviews of your business by asking them in person or in an email.

You can also link to your review pages from your website. Once people post reviews, make sure to reply to all reviews, positive and negative, to show reviewers that you care about their opinions.

#7: Create Free Graphics

You've probably noticed that infographics and other graphic images are popular on social media. While you could hire a designer to create images for you, there are also plenty of tools you can use to create them for free.

One of the best free tools is [Canva](#), which has a ton of templates and tools to create social media posts, infographics and more. You may also want to check out [Venngage](#) to make infographics.



#8: Pair Up with Other Business Owners

Whatever your business does, the chances are good that you know other business owners who sell products or services that complement yours. For example, perhaps you sell furniture and there's a boutique in your area that sells artwork and decorative items.

Identify business that mesh well with yours and cross-promote each other's products and services. You can do this for free. You can even offer joint packages or deals to attract more customers.

#9: Publish a Newsletter

Email marketing is easy and affordable. If you have a small list, you can manage it using a free version of autoresponder software – and a newsletter is a great way to keep people informed about your business.

Newsletter articles can be very short, even as short as 100 or 150 words. Your goal should be to keep people updated on what's happening with your business. You can also use it to preview new products and services.

#10: Get Involved in Local Events

Finally, one of the best ways for local businesses to attract new customers is to get involved in local events. Does your town have an annual tree lighting or charity ball? Participating can help raise your profile and earn you some goodwill from the people who are most likely to buy from you.

You may also decide to:

- Sponsor a Little League or soccer team
- Raise money for a local charity
- Help with a local street fair

The key is to find things you can do that won't cost you anything. If you decide you can spend a little bit, then do it wisely and in a way that'll help to attract new customers to your business.

Marketing doesn't need to cost a fortune – or anything at all. The 10 free ideas here will help you kick-start your marketing even if your budget is non-existent.

Do you have **BIG GOALS** for your business in 2020?



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- » Responsive Web Design
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and more!

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\$599/MONTH

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Numbers
20,000 Shared Minutes
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