

Build Buzz & Visibility for Your Online Event

OBJECTIVE

Now that you have identified your hot topic theme, connected with your Juicy JV Partners and crafted your JV Agreement you are ready to create the marketing pieces that will help you drive traffic to your event! Craft your 5 pieces of magnetic marketing copy so that you position yourself powerfully to promote your event.

MODULE OVERVIEW

Here's where you get to cash in on your collaborative skills. Identify colleagues, clients, mentors and other partners who are willing to help you get the word out about your event. We'll also cover some of the best ways to use social media to help you build buzz!

- 1. 3 Traffic Boosting Strategies.** Boost traffic to your opt in page with guest blogging, interviews and social media.
- 2. 4 Social Media Best Practices.** Set yourself up for success by determining your social media strategy. Build buzz for your event with the power of social media, the right way!
- 3. Top 10 Facebook Do's and Don'ts.** Facebook has the reach of a large country, you do not want to miss out on this massive reach. Here are some basics to help you use it powerfully.
- 4. Online Event Promotion. A listing of 10+ places to post your Expert Interviews.**
- 5. Go Viral with Video.** 3 types of videos you can create, plus a checklist of 20+ sites to promote your videos.

ACTION STEPS

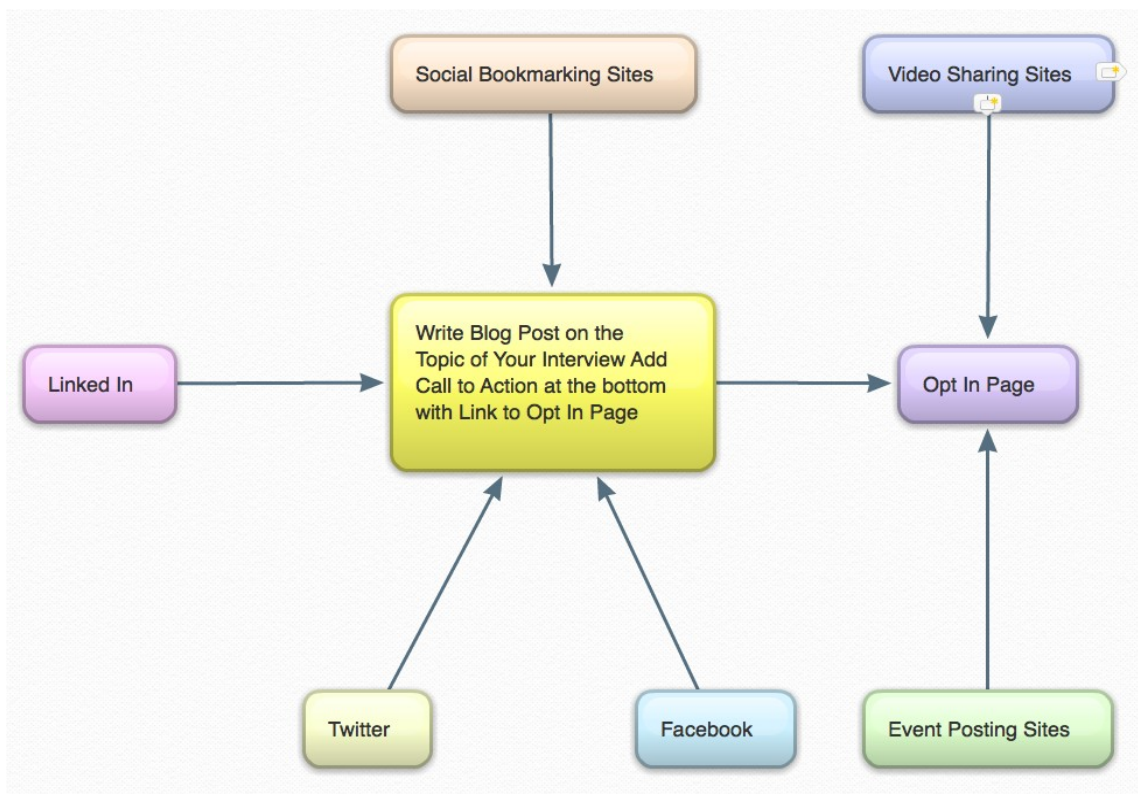
- 1.** Watch the Module Video.
- 2.** Create accounts on your targeted social media sites.
- 3.** Write 3-5 blog posts on your topic, with the registration to your event as your call to action.
- 4.** Pull 3-5 social media posts from each post & queue them up using Hootsuite or Tweetdeck.
- 5.** Contact your power pals, colleagues and strategic partners and invite them to help you generate buzz.
- 6.** Post your event on social media sites, video distribution sites, and teleclass promotion sites.
- 7.** Run your traffic boosting strategies by your Power Pal.

These can all be accessed on [Module 5](#).

3 TRAFFIC BOOSTING STRATEGIES

Your Tribe will say, “Yes!” to your invitations as long as you provide valuable content, your differentiation is authentic and compelling and you have positioned yourself as an authority on your topic. Here are three strategies that work like gangbusters:

1. **Traffic Trifecta.** This strategy requires three elements: (1) Write a blog post related to the topic of your interview and add a call to action at the bottom, with a link to your Opt In Page. (2) Use social media posts, social bookmarking sites and friends to drive traffic to your blog post. (3) Use video and event sites to drive traffic to your opt-in page.



2. **Guest Interviews.** Identify joint venture partners that speak to the same Tribe and have them host an interview of you at their community. As a bonus, make sure to provide them with a blog post on your topic, to create trust and feature your expertise to their Tribe.
3. **Training Video Series.** Record 5-7 short videos, 2-3 minutes in length, where you share tips on your topic. Create a special autoresponder series that delivers timed notices that run on auto pilot. Create a separate opt in page and drive traffic to it, using social media.

4 SOCIAL MEDIA BEST PRACTICES

Though social media is a very powerful tool to engage your Tribe, it is a long term strategy that requires an investment of your time and energy in order to reap the results. It also requires a targeted strategy, in order to be effective. Consider what you'd like to accomplish by engaging in social media – increased visibility, elevate your authority, finding joint venture partners, sharing your message, finding clients, etc.

You also won't have time to engage in all the social media sites. Even the top four – Facebook, Twitter, Linked In and You Tube – are a lot to handle. Maintain a presence on as many as you feel comfortable and determine which will be your 'home site.' Most of your results will occur from the site you nurture most.

Here are some best practices you'll want to be guided by on ALL your social media sites:

- **Create a Juicy Profile.** Make sure that it's fleshed out and reflects your work and personality. It should create instant connection and resonance. This isn't the place to hide out.
- **Be Consistent with Your Posting Frequency.** Be consistent with your posting. Some folks designate types of posts – quotes, blog post link, questions, etc.
- **Engage in Conversations.** Make sure to tag your speakers when you're posting about your online events. This gives them an opportunity to stop by your wall and comment and generate interest and engagement.
- **Use the 80/20 Rule.** Most of your content should be information that serves your friends and followers. 20% of those posts should be around your programs and services.

TOP 10 FACEBOOK DO'S AND DONT'S

If you want to be successful on the internet you need traffic, specifically, targeted traffic. It's the lifeline of your business. It doesn't matter how good your service or your product, you still need traffic. Facebook is the largest source of traffic, even surpassing Google, and it's either free or pretty inexpensive.

Facebook can generate traffic, authority and income. Though it doesn't require a financial investment, it does require an investment of your time and energy. Whether you have people skills or not, the ability to connect and communicate with like-minded people is not a stretch. Facebook is a gold mine of potential, but only if you know how to use it.

There are plenty of people using Facebook and not getting any business results: no interaction, no prospective customers and no sales. The biggest mistake is the ineffective use of social media. People sometimes forget that what applies in real life, also applies in the virtual world.

Connecting with others is a skill set that is highly valuable, and totally within your reach. Here are the the top ten do's and dont's of people who are masterful with social media :

1. **Do create value for your friends and followers.** Share resources and posts that speak to their core problems, and the solutions that you and your trusted network of friends, can provide. Add to ongoing conversations, especially if you have a different point of view.
2. **Do use the three R's of Social Media – Relate, Reveal, Relish.** You will quickly and easily build trust, connection and credibility.
 - *Relate* to personal and business interests
 - *Reveal* things about yourself and your business.
 - *Relish* wins and participate in celebrations
3. **Do post a comment on a new friends page.** Make it relevant and real. Show that you've taken the time to visit their profile, website or blog.
4. **Do post regularly and frequently.** 15 minutes a day is a great investment that will render untold benefits in the long run. Frequency and regularity make you real and relatable.
5. **Do automate your tweets & posts, but also have real-time conversations.** Three of my favorite automation sites: <http://tweetdeck.com> or <http://www.hootsuite.com>.
6. **Don't friend without including a personal message.** Social media is about a relevant connection. Ask yourself, “Would I want to be ‘real friends’ with this person? Why?” Resist the impulse to click on the ‘Add Friend’ button.
7. **Don't only post links to your content, events and programs.** I call this being a broadcaster vs engager. If your Facebook wall is a page of links you fall into the first category. If you find yourself staring at that wall and you can't quite find anything to say, here are some ideas: (1) contribute your point of view to a conversation, (2) share something specific about a personal passion or hobby, (3) acknowledge clients, colleagues and mentors, (4) celebrate the wins of your colleagues and friends and (5) have fun and enjoy your friends.
8. **Don't tag friends so that they'll read your posts.** You want your presence to be magnetic. Think drafted vs invited, the level of engagement and interest is quite different between those two, yes? Do tag friends if you're partnering on an event or you're acknowledging them, when they appear in your photos (like at a live event), or when you want them to comment on a note. Tagging is a way to engage your friends' attention. Use it wisely!.

9. **Don't make your first post on a friend's wall all about you.** As a matter of fact, do not EVER post the link to your opt in gift, facebook fan page or your next program on someone's wall! Those posts belong on YOUR wall. When you first friend someone, focus on making a personal comment that weaves connection. This means you will have read their profile or visited their blog or website. If you want to share your message, connect and contribute to others. Share links to your blog posts and articles on your wall. Create value for your friends and they will respond in kind by sharing your posts and links.

10. **Don't play the numbers game and add friends ad nauseum.** One of the most common mistakes that I see is frantically trying to boost your number of friends in hopes that the more friends you have, the easier it will be to share your message. Here's the scoop, folks. It's not important whether you have 100 or 5,000 friends. What matters is the quality of the connection. Be selective and strategic. Make sure that friends fall into three categories: potential clients, colleagues and potential mentors and JV partners. You want to use social media to increase your relevant reach, not only for yourself but for your entire community.

ONLINE EVENT PROMOTION

The following sites allow you to promote your online events for free. Some sites have requirements, like a reciprocal link. You will need to register with the site before being allowed to list your teleseminar etc.

- **Create a Facebook Event**
- **Create a Linked In Event**
- **Teleseminar Nation www.teleseminarnation.com**
- **Self Growth www.selfgrowth.com**
- **Event Setter www.eventsetter.com**
- **Events www.events.org**
- **See You on the Call www.seeyouonthecall.com**
- **Planet Teleclass www.planetteleclass.com**
- **Seminar Announcer www.seminarannouncer.com**
- **Conference Call University www.conferencecalluniversity.com**

- **FindFreeSeminars** www.findfreeseminars.com
- **All Conferences** www.allconferences.com
- **EventBrite** www.eventbrite.com
- **Upcoming Events & Things To Do** <http://upcoming.yahoo.com/>
- **Fullseat** <http://www.fullseat.com/>
- **CCU Learning** <http://www.cculearning.com/index.php/submissions/registration>

GO VIRAL WITH VIDEO

Video is a key element in sharing your message so you don't want to leave this out of your marketing mix. Everyone is 'used to' video so it is a popular format to share content and start building a relationship with your subscribers and potential clients.

When you upload a video to the web you can hope and wish for it to go viral but chances are it's going to need a boost to get the kind of visibility that will impact your traffic. Fortunately, it doesn't take a huge amount of time or effort to promote your videos across the web and there are some things that you can do to easily increase views for your online videos.

1. **Optimize Your Metadata.** Remember to optimize your tags, titles and text in order to boost your traffic. Make sure to include tags and keywords that your ideal clients will search for in order to discover your video. You don't want to miss out on search engine optimization (SEO) so that Google can help your folks find you.
2. **Share on Your Website:** In today's market, more and more consumers are interested in learning all they can about a product or service before they decide to make a purchase. In addition, people love to watch online videos. Use that to your advantage. By posting a video (or multiple videos) on your website – you give the consumer an opportunity to get to know you and your brand in a format they are familiar with.
3. **Your Email Signature:** This is precious email real estate and easy to implement. You don't actually post the video itself in your email. You post a link to your video directly in your email signature – leading with a one-liner that is a bold statement or provocative question.
4. **Share on Your Social Networks.** Share your video on your wall and invite friends to view, with a bold statement or compelling question. Do not post the link to your friends walls, or tag your friends in your videos, that's spam! Share subtly and your social networks can be a great way to spread the news about your videos.

5. **Share on Your Social Bookmarking Sites.** Share your videos on any social bookmarking sites you are a member of as well, such as Stumble Upon or Digg. Ask your friends to share your video with their friends if they like it, and remember to reciprocate!
6. **Tap Into the Existing Community on Your Video Sites.** When you look at your profile on YouTube or Vimeo or whichever online video site you are using, if you see that you've got zero friends or contacts then you are going about things in the wrong way. One of the best places to promote your videos is on the video sites themselves, through your fellow video creators. Take advantage of the social networking on video sites. Check out other online videos that you like and add the creators to your contacts. Comment on their posts, send them messages telling them you like their work and start building relationships. In no time, they'll start watching your videos as well, commenting, "liking" and sharing with their own friends. This can lead to a boost in your video views.
7. **Reach Out To Niche Communities and Bloggers.** Here's a fast track strategy to boost views on your videos: reach out to niche communities and bloggers. Niche communities can be found on Facebook, Linked In, Yahoo Groups, Google Groups, etc. Search for ones that cover the sorts of topics that you are making videos about, then contact them and let them know about your event. You might not hear back from them, but if you're a great fit they might write about you and embed some of your videos on their blog. Remember to personalize the content, no one wants to be part of a mass mailing.

Different groups and communities have rules about sharing links and videos, so check first to make sure that you are complying so that you're not labeled a spammer. Only share your videos in relevant forums and communities that will benefit from viewing your content.

RESOURCES

Video Distribution Checklist. A list of 20+ sites to post your video to.

<https://elb0911.s3.amazonaws.com/05cl-videochecklist.pdf>

Six Ways to Effectively Promote Events on Facebook. Great article by Ms. Facebook herself, Mari Smith. <http://www.marismith.com/six-ways-promote-events-on-facebook/>

[Webinar](#)

EXPERIENTIAL ASSIGNMENT

Review Your Traffic Boosting Strategies with Your Power Pal. Run it by your Power Pal and get their feedback..