

30-Day Marketing Action Plan

Easy Going- 15 to 30 minutes daily

eMERCHANT CLUB_{LLC}
WEBSITES THAT MEAN BUSINESS

Introduction

Running a business can seem like a lot of work, but with a well-planned schedule it isn't overwhelming. This plan is focused on an easy going approach working 15 to 30 minutes per day. Following a long term dedicated plan can have a profound effect on the success of your business!

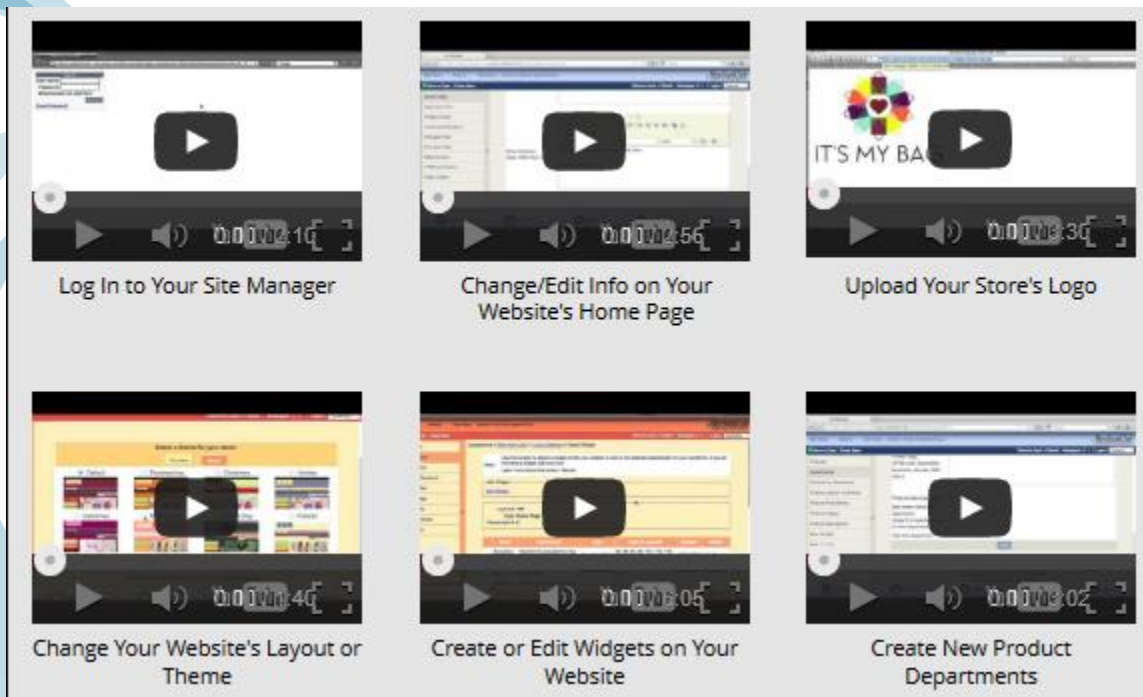
The purpose of this program is to help you identify and list common steps or processes to ensure your online business flows smoothly and grows. A website is a tool to help market your business and will not work by itself!

Just like with anything in life, you'll get out of your business what you put into it. Dedicate some time and energy and you can see results.

Day 1 – Watch Video Tutorials

Get familiar with your website by watching all of the video tutorials at http://www.emcmanual.com/video_tutorials.htm. Most of these videos are 2-3 minutes each and give you step by step directions. Go at your own pace and watch anytime you want day or night

This is the easiest and quickest way to get familiar with the common features of your website that you can use to get your online business operating and looking great.



Extra Mile:

If you have time, choose any of the tutorials and follow along in your Site Manager. You can learn while improving your site!

Day 2 – Set Your Website Layout

You have selected Layout Serenity. [Click here to view themes](#)

New Version 14 Layouts

Preview

Apply



Go to your Site Manager and click on **Style and Color** in the **Appearance** column.

Here you will see all the layouts that are available to choose from. Changing the layout of your website is easy and you don't have to pay per layout! Your layout choice does affect the widgets, and later you will be able to customize widgets the way you want.



Watch the step-by-step video tutorial on how to change your website's layout.

Extra Mile:

Change your layout anytime you wish to celebrate holidays, create a new look or one that may allow you to focus on a specific product line to make your website current and inviting.

Day 3 – Data Update

Performing a Data Update on your website ensures that all of the products in your site's inventory are in-stock and available. (NOT AVAILABLE ON BIG VALUE SITES) This update will also help your Search Engine Optimization, because Google, Bing, Yahoo and other search engines consider website updates as “new” content, which can help your rankings. Use the following criteria to determine which option should be used. You should do this at least once a month, but we recommend weekly.

Option 1: -Never changed product/dept descriptions -Never added non-Smart Living Co. products	Option 2: -Never changed product descriptions -Never changed departments or description
Option 3: -Made changes to product/dept descriptions	Option 4: -Made changes to product/dept descriptions



Watch the step-by-step video tutorial on how to perform a data update.

Extra Mile:

Once the data update is done, choose 5 products and add some of your own text to their descriptions. This will make them stand out.

Day 4 – Placeholder 1

The next few days can be spent making sure the products on your home page stand out. Widgets are what control the images/products on this page. Go to Site Manager and click **Style and Color**. Then select **Layout Settings** to see a mini display of the layout. Click the **Placeholder 1** square to see a list of widgets that fit that spot on the layout. Locate the widget with the dot on the left and click **edit** on the far right to configure it. Click on **Available Images** to see each image for that slider and pick out 5 images. Add each one to the widget and then click **save** at the bottom.

Image Slider Images

Available Sizes:	640 x 375 Layouts - 108, 109, 112, 113, 116, 125, 131, 132, 134 ▼
Available Images:	Please select image ▼



Watch the step-by-step video tutorial on how to create and edit widgets.

Extra Mile:

Choose images that have similar backgrounds or products that are complimentary in color, style or type to make your widget look great.

Day 5 – Placeholder 2, 3 & 4

Accordion Widgets – these are a great way to promote a sale or special offer that can inspire shoppers to buy.

Use the same process as Placeholder 1. Go to Site Manager and click **Style and Color**. Then select **Layout Settings** and click the **Placeholder 2** square to see a list of widgets that fit that spot on the layout. Locate the widget with the dot on the left and click **edit** on the far right to configure it.

For product widgets, manually select each individual product or select a single department. This way you have complete control over what is shown on the home page and can make sure no out of stock products show up.

Continue the same process of Placeholders 3 & 4.

Extra Mile:

Change the products regularly to show new items to your customers. These are also a great way to promote a special pricing event.

Day 6 – Set Home Page Intro

Site Manager > Store Profile > Store Name, Home Page Intro, Store Directory

Your Home Page Intro should be worded to welcome shoppers and point out some of the different departments included on your site to help shoppers and search engines know what type of products you sell.

Search engines recognize unique content on your website. The more relevant and unique to your business, the better. It is recommended to have at least 200-400 words of unique content on your home page.

Take some time to write content for your home page. Focus on your Keyword phrases that you are trying to rank high in Search for. Use the following as an example:

Thanks for visiting [Storename]. From birdfeeders, furniture and figurines, you'll find something you love. Our guarantee to you is fantastic quality at the right price. We stand by our products and know you will be pleased with your purchase. Contact us if you have any questions. Happy shopping!

Extra Mile:

In the Site Manager, add keywords and meta tags to your Home Page. These should include your store name, they product types you sell, and any other words that you think shoppers may search for when shopping for items like yours.

Day 7 – Department Description

[Site Manager > Departments > Edit Department](#)

Now that search engines are tuning into your site you would want to choose one department that will become your ‘niche’ or ‘flagship’ product line.

This department will have the most focus on your *current* marketing. It could be seasonal or simply a product type you know well or sell the most. This product line may change as time goes on to accommodate trends or seasons.

This department should have the most focus on keywords and should have a content-driven description on the page itself that details the types of products found. Use a similar approach as you did on your home page but make it more focused on the specific products in the department.

[Storename]’s garden décor has outstanding quality and showmanship. Our beautifully crafted birdhouses are detailed and well made so you’ll know they will last. [Storename] has a wide variety of windchimes from 5 to 7 notes to fit right in your garden. Our elegant furniture including hammocks and lawn chairs.

Extra Mile:

Write Into Text for 3 or more of your Department Pages. For instance, if you want your website to specialize in lanterns, birdhouses, and garden décor, write unique copy for those department pages to showcase them.

Day 8 – Search Engine Submission

You'll want to submit your site to search engines right away on as they can sometimes take a few weeks to regularly index your site.

eMerchantClub can submit your site to nine major search engines, that will be updated by hundreds of others in just a few short weeks for a small fee. If you wish to do on your own, ensure it is done correctly or your domain could become delisted. For a quick submission to just Google you can visit [Google.com/addurl](https://www.google.com/addurl), login to your Google account and submit your site.

Why is This Important?

Search engines like Google, Bing and Yahoo don't automatically know what's on your website. Submitting your site to these search engines is crucial so that shoppers who are searching for products like yours can find you.

Day 9 – Add a Price Promotion

Price promotions, also known as sales, are a great way to stir up interest in your website and products. You can tailor a price promotion on your website to promote any product(s) you want at a discount you choose. Be sure that the discount you are offering doesn't give customers such a big discount that you don't make a profit, though.

Go to your Site Manager > Promotions > Price Promotions

A good promotion to start with would be a direct discount on everything for 10% or 15% off. You can also set a dollar amount discount (such as \$10), but we don't recommend using this method until you're more familiar with your profit margin.



Watch the step-by-step tutorial on creating Price Promotions

Extra Mile:

Once you've set a price promotion, it's time to get the word out to everyone! Post to Facebook, Twitter, email friends/family that you're having a sale.

Day 10 – Edit Your Mailing List Page

Your site comes with a complete system to allow people to join a mailing list for information. The page is located by clicking **Join Mailing List** in your site's navigation bar.

The page appears as shown below. Go to **Site Manager > Store Profile > Mailing List Registration** and make this page look more appealing. Use a larger font or color to make the top portion stand out. Write a friendly welcome and tell shoppers why they will **WANT** to be on your mailing list. Add incentives to joining the mailing list. The best incentive is that by joining they can receive special discounts or coupons in their email.

Enter your information below to join our mailing list and receive important updates.
Fields marked with * are required.

* E-mail:



[Listen to Code]

* Enter Code:

Day 11 – Collect Email Addresses

Customers can join your mailing list right on your website, but you should always use multiple tactics to reach a wider audience.

Share links to your website on other sites, use the mailing list link (from the previous slide) rather than the homepage so that new shoppers land on your mailing list sign up.

If you do any face-to-face selling, such as home parties or flea markets, set out a clipboard with a simple signup form that encourages people to leave their email address so you can keep in touch with them.

Building Email Lists:

- Start with friends/family and invite them to ask people they know.
- Build links (previous slide)
- Offer referral incentives. Your site can ask shoppers where they heard about your site: Site Manager > Sales > Registration and Checkout > Create New Question. Here the new customer can input by name the person who referred them and you can offer the referrer a discount or other incentive for their help.
- Compose product reviews on major sites (eBay, Amazon) and include links back to your site (as long as your product review is relevant this is allowed).

Day 12 – Newsletters

Create and send a newsletter. Every major business has an email that goes out a minimum of once a week. This keeps your business in the spotlight of perspective customers. Even if this newsletter doesn't result in any sales, it will serve as a reminder that your business is available. Without some kind of consistent reminder, it is all too easy for shoppers to completely forget your store exists! Even if you only have one subscriber you should have at least a bi weekly newsletter or special offer!

Tips to get your newsletters read:

- Add something humorous. Jokes, links to funny videos or news stories work well.
- Look at the emails/newsletters you receive and notice what makes you click on them. Use similar words/ideas/promotions in your newsletter.
- Don't add unnecessary content or symbols in the subject line of your email (like repetitive exclamation points). Emails like that will trigger spam filters.
- Personalize the email as much as possible. It is worth creating separate lists for different types of shoppers.
- Read the newspaper or online articles for structure ideas. Newspaper articles start with the 'juicy' bits first and then back it up later with facts. Newsletters should be written the same way.
- Use a 'call to action'. This is simply a direction (usually a link) that gets the customer from the newsletter to the website. If you talk about new products, provide a link that invites the customer to "CLICK HERE TO SEE WHAT'S NEW!"

Day 13 – Set up Business Facebook Page

Set up a specific Facebook account for your business. Facebook doesn't allow individuals to promote businesses through their personal Facebook page, so you'll need to create a business page for your website. This will also ensure your personal pages create issues for your business

eMerchantClub offers professional, fully built Business Facebook Pages. You will get complete business Facebook page for your website that is already loaded with product photos, videos and more. When your "fans" click on these images, they'll be redirected to your website so that it's easy for them to make a purchase instantly!

If you would like to create and manage your business Facebook page yourself, click **create page** at the bottom of Facebook to get started. Make sure to select **Company, Organization or Institution**.

Day 13 – Add a Coupon Promotion

Site Manager > Promotions > Coupon Promotions

Set up a coupon promotion. Navigate to Site Manager, click **Promotions** and then click **Coupon Promotions**. Click **Add Coupon Promotion**. Enter a simple Coupon ID (Save10), enter the description of how much the coupon saves them, the amount of times it can be used and the discount itself.

Once you've created a coupon promotion, you need to let your shoppers know they can save money if they buy during the sale! Alert your customers by sending out a newsletter, posting the promotion on Facebook and beyond.



Watch the step-by-step tutorial on creating a Coupon Promotion

Day 15 – Add Products to Facebook

Add at least two to three products to your Facebook business page. From within your Site Manager you can select any product from your site's inventory and share them directly to Facebook.

Go to Site Manager > Products to see a current list of your product inventory. Click **Facebook** on the far right side to begin sharing. You are able to share each product one by one.

You should also add your promotion to your Facebook status.

Add a product to Facebook every day, or at least a few times a week. Also, Facebook tends to be most visited in the afternoon/evening, so plan your posts when the most people will see them.

Extra Mile

Once your Facebook Business Page is fully built and ready, announce it to your mailing list, friends and family. The more fans you can get on Facebook, the more potential customers you can reach! Also, be active on Facebook with friendly comments and thank people for becoming a fan of your business.

Day 16 – Post a Product on Craigslist

Posting products on Craigslist is also a good way to get more customers to your website. With Craigslist you can direct members to your website to make a purchase or offer products that you actually have on-hand, many local bargain hunters expect instant gratification for their purchases.

Look at other posts to determine what type of products to offer, how to write an effective ad, and how to price your product. After a little bit of research, you should be able to get some attention.

Don't forget to include a link inside your ad for your website. The goal here is to get more traffic and shoppers to your website!



Watch the step-by-step tutorial on creating a free Craigslist Ad

Extra Mile:

Ask anyone who responds to your ad to join your mailing list so you can keep them informed on specials and sales.

Day 17 – Fantastic Flyers

Smart Living Company creates 4-5 professionally designed flyers each month for their members to use as a selling tool. These are a great way to get people interested and to encourage them to shop your website.

Go to SmartLivingCompany.com and login as a member. Hover the mouse over **Your Company** at the top and then click **Fantastic Flyers**. You can download any or all of the available flyers to your desktop by opening them and then right clicking and select either **Save Link As** or **Save Target As** to save them.

Select **Desktop** on the left and click **Save**.

Once the flyer is saved on your computer, you can choose to print it out on your own printer, or we suggest having some printed professionally at a local copy shop. The higher-quality paper and ink will make your business look trustworthy.

After you have some copies, you can either mail them to customers, hand out flyers at local shops or offices, or simply carry them with you everywhere you go when you meet new potential customers. Word of mouth is the best traffic, however you have to get out there and talk about your business to get it started.

Day 18– Create Business Cards

Getting business cards printed with your name and the name of your website makes your business look professional and is a quick and easy way to promote your business. There are a lot of very good companies that can print out business cards for you. NextDayFlyers.com is one of the largest out there and they continuously offer great deals.! Visit NextDayFlyers.com and hover over **Business Cards**, select the type and complete the information.

Consider other printed materials, as well: window clings, door hangers, stickers, etc. Have at least the name of the business, your website, and a way to contact you (email or phone). You can even get a shirt or hat made with your business on it and have you or a friend/relative wear it for free advertising.

Standard Business Cards



1 Price Calculator

Calculate Printing Cost

Size

Standard Business Cards

Front Side

Back side

Full color

Black or Grayscale

Paper Stock

14 PT Ultra-thick Cardstock

Coating

UV Front / No UV Back New Coating

2 Select

I have my com



I don't have a

Use Our

Day 19 – Visit Local Shops/Offices

Make a list of local professional offices and shops that you can visit to talk about either leaving your printed flyers or business cards. Think of places where people spend time, such as waiting rooms or coffee shops. A good starting list is:

- Doctor or Dentist offices
- Real Estate offices
- Auto repair shops
- Coffee shops
- Nail and hair salons
- Hotel lobbies
- Boutiques
- Local bulletin boards (Supermarkets, Laundromats, etc.)

Ask the owners or managers if it would be okay to leave some of your printed materials, such as flyers or catalogs, for their customers to look at.

Extra Mile:

To help, you can offer the managers, owners or employees of these businesses a special discount with a coupon code so that they can shop your website.

Day 20 – Build Links

Search for other small businesses that are selling similar but not exactly the same types of products. Go to your favorite search engine and simply search as if you were trying to search for your own products. Once you have found at least one website that has a contact email address, send them an email asking if they would like to “trade links” with your business.

Hello, this is [First, Last Name] with [Store Name]. We are interested in trading links with your site, [Their site]. If you are interested please add [URL to site] and let us know so we can add yours to ours.

Thank you for your consideration and have a great day.

Store Name

Your Full Name

Contact info

Be sure to include your full name and contact info. This proves you are a real person and not a machine sending a spam request. Include your URL to link with anchor text included at the bottom. We also recommend following up with them in a week if you haven't heard back from them.

Day 21 – Google Places

Set your business in Google Places to take advantage of local searches. There are a lot of searches that include cities, states, landmarks or other geographic regions. Google Places can put your site into more of these types of searches.

Simply navigate to [GooglePlaces](#) to get started.

Day 22 – Blog About Products

Blogs are the best way to get sales without directly selling and allow you to put some “personality” into your business, which can make potential customers more comfortable doing business with you.

A blog is a great place to talk about products you really like, decorating ideas, or anything you think will add value to your products. Think of it as inspiring your readers/customers to make a purchase rather than you having to persuade them. These customers make the best return shoppers in the future. On the blog add at least one product (that is in stock) with the product image including a link back to that product’s page on your website.

eMerchantClub can get you started blogging, or you can visit [Blogger](#) and get started right now.

Extra Mile:

Make sure there is a link to your blog on your website, and that there’s a link to your website on your blog!

Day 23 – SEO Directories

A directory is essentially a site that contains nothing but links. They are there to help search engines by organizing links on these sites within common themes. By adding your site within this list, you can build better rankings on search engines.

There are a lot of directories available; some are free, others are not. To find them, type **SEO directories** in your favorite search engine. You'll come up with directory sites or sites that explain or list directories.

Before deciding to use a particular directory, check whether it will cost you money or not. If you are in doubt about a directory, don't use it. It is better to be sure than to make guesses and potentially damage your business's reputation or budget.

Day 24 – Alter Product Descriptions

The product descriptions that come loaded onto your site directly from Smart Living Company are great. The problem is that many other Smart living Company members are using those exact same descriptions to sell the products. To stand out to shoppers and to search engines, alter the descriptions of five products (we suggest starting with the department or category that you most want your business to focus on).

You don't have to completely rewrite the descriptions! Sometimes, just changing three or four words is enough to set you apart from the pack when it comes to search engines. The more unique content your website has, the better it can rank!

Most big retailers do this because they all carry similar products. The description for the exact same basketball will differ from Walmart's website to Target's website to Sport Chalet's website, and so on. The reason they do this is to set their products apart (even though they're the same!).

Extra Mile:

Continue to alter product descriptions. Set a goal to do at least 2 each day. It won't take much time and it will set you apart from all the other online stores.

Day 25 – Post a Product on eBay

eBay is a great selling tool, they have millions of shoppers daily but truth be told, selling on eBay will not gain you a lot of profit (because competition is so tight and prices are so low). What it can do for you and your business is gain you a lot of customers that you can continue to market to with your newsletter tools and beyond and this is what we are looking for.

Go to Ebay.com and follow the instructions to create a new account as well as how to upload products on their site. Remember eBay is discount shopping and shoppers are looking for good deals. Take this into consideration when establishing your pricing.

eMerchantClub offers a specialized Advanced Website Education Program (AWEP) that can show you exactly how to sell products on eBay. From choosing the right products that shoppers are searching for, to researching competition, pricing, selling and follow-through, the AWEP is like getting inside information on a process that can be intimidating for a first-time eBay seller.

Extra Mile:

If you want to make selling on eBay a continual part of your online business, eMerchantClub offers an Auction Expeditor Tool that makes posting products from your website directly to eBay a quick and easy process.

Day 26 – Create Another Newsletter

Create a second newsletter for your shoppers. Write up some content mentioning the updates that were done to the Facebook page or blog and include links to both.

Send this newsletter to all potential and registered shoppers.

You can use the Fantastic Flyers from Smart Living Company as newsletters and send them directly to your customers.

If you have eCatalogs on your website, you can choose a specific catalog page to send out as a newsletter. This can increase your sales tally because when shoppers click on the products on this eCatalog page, they will arrive on that product's description page on your website where they can easily add the item to their cart and make their purchase.

Day 27 – Create a Product Web Feed

Site Manager > Web Feeds > Your Site Feeds

Create one product web feed with at least 10 products.

Enter a name and description of the feed then click **create feed**.

Create Feed

Feed name:	<input type="text"/>
Feed description:	<input type="text"/>
Publish feed:	<input checked="" type="checkbox"/>

Create Feed

Then click **Manage**

Easter Products	10 Easter products url: http://www.clickitbuys.com/RSS/feed00000002.xml	Yes	Manage	Preview	Delete
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Click **Select Item Type** on the far right

Day 27 – Product Feed (Continued)

Site Manager > Web Feeds > Your Site Feeds

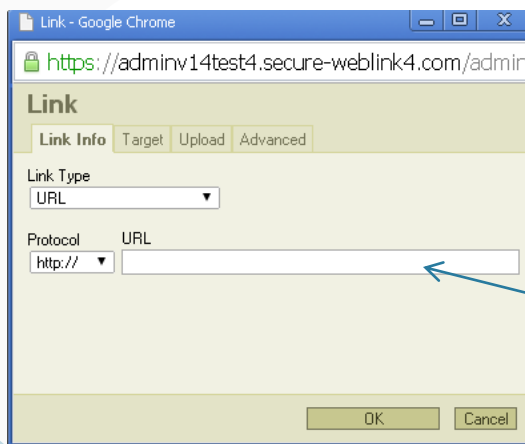
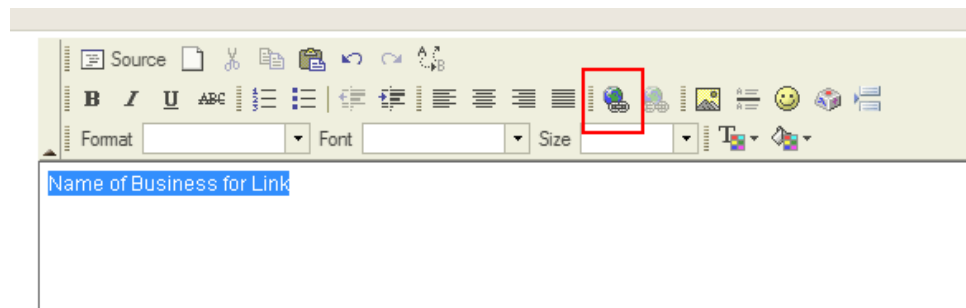
Create Product Feed Item	
Author:	<input type="text" value="Site Administrator"/>
Select department:	<input type="text" value="Select Department"/>
Select product:	<input type="text" value="Select Product"/>
Title:	
Description:	
<input type="button" value="Save Feed Item"/> <input type="button" value="Cancel"/>	

Fill in your store name in the author field. Select department, the product and then click **Save Feed Item** to add one product to the feed. Repeat until you have ten products.

Day 28 – Add Links

Check for any email responses to your link requests from one week ago and add these links to your site.

To add links, from your Site Manager go to **Store Profile** and then **Links**. Add the business's name in the box and then highlight it with the mouse. Use the link tool as shown below.



Copy and paste the business's home page URL here and click **OK**.

Day 29 – Build Links

If you got no response from any sites from your previous attempt at building links, send them one more request. If you don't hear back from them after the second request, scratch them off your list and do not contact them again. Find other sites that you have not attempted to contact and begin the process with them.

It is definitely okay if you get very few responses. These business owners are busy, just like you, and may not have the time to respond. Be polite and courteous at all times when dealing with other business owners.

Day 30 – Search Engine Listing

If you submitted your site to search engines, by now they should have started indexing it. Go to major search engines and type your website directly in [www.yoursite.com] and try to find your site in the listing. Go through the first few pages if you don't see your website on the first page.

If your site comes up in the rankings, then that means the search engine knows about your site and will periodically index it from time to time.

A great way to improve your rankings is to continually add or change content on your website. Uploading new products, changing text on your home page, and adding promotions are all good ways to make search engines recognize that your site is active.