

## Components of an Online Marketing System



Your Online Marketing System is your **prime real** estate on the internet. It is your business center and it is the one thing you truly own.

You'll want to place a high priority on developing it, over time, so that you capture those leads and interested prospects once they have found you through Social Media and your marketing funnels. This is an extension of the brand and presence you have developed through your Social Networking Funnels and profiles.

Your online marketing system is designed around:

1. A personal website – this is not your company site or any type of replicated site. This is something you have developed that brands and promotes you first, company second. Don't worry; I've done this with no techie skills whatsoever and so can you. Today, with great template type programs which are like creating a word document, you can be up and running in an hour or so.

Examples of my **personal websites** would be – <http://www.StreetSmartWealth.com> and <http://www.StreetSmartCoach.com>

You always want to be in control of your marketing system, and that is why a replicated site; your company site; or anything that you do not have total control over leaves you at risk and highly vulnerable.

Below, you'll find resources to get you started developing a personal site.

2. An Autoresponder Lead Capture system – this is that box that you see on a site that asks for your name and email details in order to get information on something. Here is the system I use –

<http://www.jackieulmer.com/ar>

3. A Blog – this is really another marketing funnel and is highly search engine friendly. I like to post generic content on my blog, with a small box to find out more about working with me. My blog –

<http://www.JackieUlmer.com>

4. Your Marketing funnels – These are Social Media type sites such as Facebook, Twitter, YouTube, LinkedIn and other sites where you can create a following and then lead people back to your website and lead capture page via your profile on these sites.

<http://www.Facebook.com/jackieulmer>

<http://www.Twitter.com/jackieulmer>

<http://www.Linkedin.com/jackieulmer>

<http://www.YouTube.com/jackielulmer>

5. Your Unique content – Creating content that engages your audience is what gets them back to know more about you and over time, a partnership with you in your business. This would be articles, blog posts, videos, group and forum interactions, etc.

You'll take these one step at a time. Remember not to get overwhelmed. Rome wasn't built in a day, and your online efforts will be ongoing. Embrace the journey. It can be a lot of fun if you'll just relax.

You'll learn about Steps 1 and 2 in this training, so, let's start the journey.....

## Step One – The Personal Website



What exactly is a personal website?

Well, it's not your company website, with your name and details attached. It's not any type of replicated website that only identifies you by a phrase or number. It's a site that is owned and controlled 100% by you. It is a well thought out and well designed site, put together by you or someone you have hired, that sells you first, your business or product second.

Look around the Internet at the most successful people earning an income online. All of them are marketing through a personal website. Even some of the network marketers who say the internet won't work are using a personal website. Go figure?!?

It does not have to be super elaborate, with lots of blinking banners and flash. In fact, the less of this, the better. The last thing you want is to irritate or distract a visitor to your site. Online, the old saying of

“a picture paints a thousand words does **not** apply. A good website is one that is well written and could “**sell**” without a single picture or graphic.

Your story and your personality are the key to a successful site, and the more you can get your values, your commitment and your integrity across to your visitor, the better off you will be. Your web site will act as a well done infomercial, of sorts, and it will work for you 24 hours a day, 7 days a week. It’s not about hype, half-truths, or any of the things we have all often seen in Network Marketing.

A personal website will serve as the hub for all of your marketing efforts. A simple direction of people to your web site will provide them all they need to qualify themselves as a lead for your business. Also, remember that a personal web site has a much higher chance of being ranked in the search engines, bringing highly targeted traffic to you. Not so with your company or replicated site.

**Okay, let's get a site built.**



Here are some resources I use and highly recommend for developing your own website. These endorsements come after lots of trial and error. My suggestion – do it right the first time and you'll never regret it.

I'm going to share two options with you and some detailed information on each, so pay attention and then evaluate yourself so you choose the very best option for you.

The first option is an amazing system with probably the best education about understanding what needs to go into building a website that gets ranked high in the Search Engines (and, having said that, it won't happen overnight!) **However**, it is a fairly intense and somewhat technical process. If you enjoy a challenge, learning, problem solving and want to take on the process of learning more of the technical side of it, then this option is for you. It's not for those who doubt their own ability to get the job done.

Now, having said that, chances are you don't know me, but I can assure you I don't consider myself a technical person. I am very driven, however, and I like to know why. I have successfully built two website using the first option and am here to tell the story. So, I don't want to scare you off. It's a good

system. It's just going to take rolling up your sleeves and digging in and knowing that it is a commitment of time and learning. If this doesn't even sound remotely fun, skip to option 2!!!

### **Option #1 - SiteBuildIt**

<http://www.sbi-mlm.com>



Most of what I learned of value and still use today came from the designer of SBI-MLM. He understands the internet and the search engines inside and out. And, he is deeply involved in tools for the Network Marketing industry as well. It comes with more bells and whistles than you can imagine, and will eliminate much of the learning curve simply by holding your hand and walking you through the process.

It takes you through a ten day program of getting your site up and I'll be honest. ***For many people, somewhere around day three to five, you'll wonder why you ever considered doing this. (I'm kidding to some extent!) It is challenging and you will come away with a site that will rank in the search engines and get you that coveted traffic.*** If you follow the process, use the forums and help tools there, and take your time.

This is a wonderful template type web site builder that will allow you to control the process, but you need not worry about HTML coding, writing scripts, forms, or any of the other Internet jargon that may have you feeling hesitant about putting together a site. It also has the best Search Engine Optimization tools you'll find anywhere, which will help you in the process. Ken Evoy is a master and if you use the tools and follow his system, you'll be thrilled with your results.

Preview a site I have there currently at -

<http://www.mlm-success-training-tips.com>

That site ranks very high at Google for its primary key words, and did very quickly thanks to the tools at SBI. It gives a site the best head start possible and then combine that with good marketing and top search engine listings will follow.

Those who I have coached with who make it through and get their site built are always thrilled that they did it and thrilled with the education they gained along the way. Beyond all of the tools, they teach you how to build a website RIGHT, and for success. This is critical.

Just like in your business, you have to tell people more than just what you do and what they can do. You also have to tell them how they can do it and be successful. Same with your website.

***Option # 2 – A More Simple Process, but Without the Same "Education System"***

<http://www.simple-web-site.com>

Simple, template based site. You do not need to know HTML. It's more like working with a Word document and you can easily have a site up and running your first day, and then begin to make changes and fine tune. *At least sign up for the 10 day free trial so you see how easy it is.* For as little as \$19.95 a month, you are a "dot-com" with lots of options. Pictures and everything are already on the site for you to use.



I even created a video tutorial that walks you through setting up this site and you have access to the guide for getting it done. Simple Web Site Tour and Set Up

<http://www.screencast.com/t/fSh6JG8VcP>

Access the tutorial Guide at – <http://www.streetsmartcoach.com/BuildingYourSiteOutline.pdf>

I have several other video tutorials so contact me if you decide to use this site builder and want to watch them all. It will show you right on the screen what to do.

My example site built there – <http://www.Burned-Out-Professionals.com>

You can preview some other samples that are available at -

<http://simple-web-site.com/main/samples.htm>

## More Website Building Tools

Want to build it all yourself and create a great looking site? You can do this by buying website software such as Microsoft FrontPage or Dreamweaver. Or, you can take a look at this web based program which requires much less technical knowledge than the other two. Using your own software allows you to be control of the process.

Go through the details here – <http://www.jackieulmer.com/xsp>

This program allows you to create very professional, easy to manage and navigate sites without a lot of technical ability. It comes with a manual and a tutorial. If you take the time to go through the tutorial, you'll have a solid grasp on the system and how to build a great website.

I built my primary website with this program is –

<http://www.StreetSmartWealth.com>

So, there are many things to consider and don't overanalyze it too much. If you get really committed to Online Attraction Marketing for your business, you'll build more than one site and you can try out different programs. This is what I have done and it gives me a solid grasp of what is there and the education to coach others.

Evaluate your aptitude for building a site and be honest with yourself. Weigh out the different options and then jump in and don't look back. There really is not a right or wrong, except not to get started. You'll want to make the decision for yourself which best fits you.

You'll find more tips and ideas on how many pages and what type of content; how to create your story; getting into the mindset of your prospect; how to begin with the end in mind, and more, in my book –

### **MLM, the Internet and You: How to Build a Successful Network Marketing Business Online**

Details - <http://www.StreetSmartCoach.com/online.html>

If you are doing this all yourself, but you want an affordable, and easy to use hosting company, I recommend –

<http://www.JackieUlmer.com/gator>

This is where I host my WordPress Blog (more later) and some other sites. <http://www.JackieUlmer.com>

More details on setting up your blog are at <http://www.JackieUlmer.com> under Jackie Recommends.

## Step Two – AutoResponders: The Lead Capture System

Once you begin driving traffic to your site, you'll want to have a way to capture their information and follow up with them. The best way to do this is with an AutoResponder system.

One of the best ways to capture someone's information is to give them something in return – your outstanding "Top Secret" report; a MP3 download of some sizzling material; perhaps a 7 day e-course that will educate them on something. Entice them with something and people will "opt in."

You can see my opt in box in the top, upper right corner on my blog at – [www.JackieUlmer.com](http://www.JackieUlmer.com)

I highly recommend Aweber for your automation needs as they are one of the most reliable online and have been for years! Check them out at Aweber. Find out more - <http://www.jackieulmer.com/ar>

## Steps Three, Four and Five

I have another training available on setting up your Blog. View mine here <http://www.JackieUlmer.com>

More details on setting up your blog are at <http://www.JackieUlmer.com> under Jackie Recommends.

You can find details on creating your marketing funnels and content on my Blog, as well. And, in my CD series, Social Networking Online: How to Sponsor Into Your Business Using Web 2.0

So, you've got some work to do! Enjoy the journey and have some fun developing your own online business. You'll be amazed at the different directions it might take you!

### **About Jackie Ulmer:**



Jackie Ulmer is a Direct Sales and Network Marketing veteran, industry coach and MLM author. She stuck one toe in the profession of Network Marketing in January, 1994 and soon found she was addicted to the fun, personal growth, income and advantages that being one's own boss offers. Six years into her business, she began exploring the possibilities that the Internet offered as a tool in her business.

Today, she's built a solid six figure income using the Internet to build her Network Marketing business while maintaining the roles of wife, mom, cab driver, and social coordinator. Social Media marketing is the platform she enjoys using, learning and coaching on. When used correctly, this method of business building is extremely powerful and far reaching. Her passion is empowering women and young entrepreneurs to believe in themselves and reach for the stars. Contact her through her website at: <http://www.JackieUlmer.com>

If you'd like to learn more about how Jackie has personally sponsored over 1200 people into her primary company using Social Media Marketing, get her e-book – "MLM; the Internet and YOU!"

<http://www.StreetSmartCoach.com/online.html>

Or, her CD Series –

<http://www.StreetSmartCoach.com/Social-Networking-Online.html>

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