

Landing Page

Don't get stuck in the 20th century

Learn how to get remarkable access to the people who need your product using our proprietary web-based marketing system.

[**CLICK HERE**](#) to take our complimentary assessment and get started marketing your business on the internet.

Does your business have a website?

There is not a single business which is doing their best that doesn't use the latest social media marketing techniques. We now have unprecedented connectivity, which can be used to connect your business to the entire world.

You know what the best part is? These social media marketing techniques are much cheaper than traditional marketing, and they get to many more potential customers.

What is a blog? What is it used for? Does your business one?

So how do you get started? There's so much to learn! I'll drop some truth on you. Knowledge is king. That's why, before you sign up for our proprietary web-based marketing service, [**we conduct a thorough assessment of your business.**](#)

After your assessment, we can find out whether your business is going to make the cut in this ever-changing marketplace. Do you have enough capital? How solid is your brand? Is your finance department pulling its weight? You don't have to worry about this anymore, because we can show you how to make the most out of your opportunities.

Does your company utilize social media and social networking to create awareness and communicate with your target market?

The trouble with new social media marketing techniques is that they are significantly different than traditional means of getting word out about your product. You have to be truly genuine in your message. Today, it is about relationships and

inbound marketing as opposed to traditional marketing, which is outbound, obstructive, and evasive.

You could spend the next few months figuring out what parts of your business need to be improved with social media management. This process is very time-consuming, especially with new programs coming out every day; it's hard for someone as busy as you are to be able to keep up with all the updates.

Does your business publish an e-zine?

The answers to your assessment will tell you what parts of your company need work. Most importantly, we're going to tell you how to use the power of social networks to improve. We will create a customized strategic plan just for your business.

Our system has helped many people in the past, and here's what they have to say:



"Our online marketing was all over the place. We were not effectively managing our accounts, and our information was scattered and not up to date. BizCrew updated our Facebook page, doubled our fans in under a week, and brought more attention to my sleep clinic. They went beyond their call of duty and even enlisted me in several online directories, which helped me acquire two new patients in the first month. Their services have been timely, customized, and high quality. I would recommend them to anyone looking to obtain new markets."

-Dr. Eskender Beyene, MD
[Washington Metro Sleep Institute](#)
Herndon, VA

Specialized **niche marketing** is the name of the game. Yes, that sounds daunting, but **we can help you through it.**

Go ahead and take your [FREE ASSESSMENT](#). Be prepared to spend a few minutes answering questions about the health of your company, what kind of marketing you are currently engaged in, and what sort of social media you take advantage of now. Contact a [BizCrew™ advisor](#) to create a marketing plan that's right for you.

Email 1

Why Inbound Beats Outbound Every Time

[Find out](#) how our marketing method blows the lid off of traditional methods.

What is the difference between inbound and outbound marketing? The difference between these words is critical to understanding **why social media marketing is your best option**. If you already understand these concepts, go ahead and [sign up for our e-zine](#) and take your company to places it has never been.

Do you look forward to getting a call while you're sitting down for dinner? Do you cherish the thousands of junk e-mails that flood your desk? Doesn't it make your heart soar when an ad pops up while you are reading an article? Of course the answer is, emphatically, NO! Those are all examples of outbound marketing.

Outbound marketing is obstructive, annoying and alienates potential customers. There are some who won't switch to a company simply because their marketing techniques have been too invasive. Not only is this inefficient, it's just downright impolite.

Inbound marketing is the exact opposite across the board. Your company has been producing quality products or services for a while now, right? That means there are tons of people out there who truly enjoy what you have to offer. Why not capitalize on those fans to get even more fans? With social media marketing, prospective clients are able to witness how many groupies your company already has, and helping you pick up new ones along the way.

Let's discuss the hungry tourist example. When a tourist is hungry and looking for a place to eat in an unfamiliar town (and he doesn't have a smartphone or knowledge of Yelp or Urbanspoon to scope out that hole-in-the-wall restaurant with great fish tacos), that hungry tourist is not going to go to the empty restaurant. He is going to go to the place that is crowded. Why is that place crowded and the other restaurant empty? The food is probably good, for one. But more importantly, it is

recommended. People want to go places that other people *suggest*. Inbound marketing lets you take advantage of others telling the world how good your company is, and now it can be done utilizing social media tools that most people already use.

Now, one last question: **Who is going to convince you to try a certain product: Uninvited mail, a telemarketer, some ad, or a friend who talks about how great a product is?**

You can create word of mouth buzz about your product on social media by leveraging the passion of your fans. No intrusion, just good old-fashioned word of mouth that has been brought into the 21st century. **Inbound marketing means that the people who will want your product will naturally come to your website.** You don't force anything on anyone.

<link>Click here</link> to take [your FREE assessment](#) and get started growing your business.

Email 2

Top 5 Reasons You Need to Be Using Social Media Marketing

This is 2011. 80% of Americans use Social Media in one form or another per month.

If you aren't using Social Media to promote your business, you are falling behind. Way behind. **Consumers are 51% more likely to buy a product that they follow on a social media website.**

Find out how to get your fair share of this market by [signing up](#) for our e-zines. Want to find out where your business stands and how to improve? Take your [FREE BUSINESS ASSESSMENT NOW](#)

Still not convinced? Here are 5 really good reasons why Social Media Marketing is superior:

- 1) **It's free.** It costs you nothing to open an account with every major Social Media outlet. It costs next to nothing to send out e-mails or update to your fans about the status of a new product. Instead of paying somebody

thousands to print out mail, people will spread the word about your company and its products.

- 2) **You can reach more people.** What's the maximum number of people that you could get the word out to about a sale right now? With social media marketing, you could quadruple that number in days. Old media is paper and snail mail-based, which adds up to extra costs. With social media, you have access to just about every person who logs onto the internet. Think about that for a second.
- 3) **Extreme targeted marketing.** Information is king. With all these people filling out forms, we have an unprecedented access to their needs and desires. This means an incredible ability to find your target market. A brief example: Facebook keeps track of when relationships start. If you're a jeweler, you can run an ad on the man's (or woman's) page two weeks before his anniversary.
- 4) **Solidify Your Brand.** There is no better way to set your brand apart than by using social media marketing. You can talk directly to your favorite consumers and give them exactly what they want. Celebrities have made an art form out of this.
- 5) **Build Relationships.** Our style of marketing is called inbound. All marketing until recently was outbound. Outbound marketing is companies intruding into your personal life; it's telemarketers calling during dinner, and giant ads ruining your view on the highway. Social media marketing is client-driven. The client talks positively about you, and everyone on their network sees this. It's organic and viral, while building a relationship with a prospect even before you have spoken to them.

We don't want you to fall behind. Even if you don't have a single account, [our FREE e-zine](#) can help you get on the way to reaching your best customers.

Email 3

5 Signs You Need Social Media Marketing

Sometimes it's hard to tell whether or not your marketing is successful. One way is to take your [FREE business assessment](#).

Or you can decide for yourself. Here are some ways to tell if your traditional outbound method is failing you:

- 1) **You aren't growing.** Sometimes it's hard to tell you're moving forward. For a while you have been growing, and you have been using the same techniques to promote your business. However, when you look at your books, you haven't really been making more money over the past couple years.
- 2) **You have to look for all of your new clients.** With the inbound techniques of social media marketing, your new clients come to you. With outbound, you're constantly on the move, stepping on people's toes.
- 3) **Your marketing budget is growing.** You will spend less to reach more people with social media marketing. This means more money in your pocket while expanding the scope of your campaign.
- 4) **There aren't any hits to your website.** In this day and age, it is extremely difficult to be successful if you don't have healthy flow of traffic to your website. One of the central features of Social Media Marketing (SMM) is that it drives volumes of traffic to your website.
- 5) **There's no BUZZ.** Do people talk about your products or services? Do you honestly know what people think about what you are selling? With SMM, you can see what people think. While sales may be one metric for judging what you do, you're going to learn a lot more from what people are saying online.

Do these problems sound all too familiar? [Click here](#) to have you BizCrew™ advisor help you set up a web-based marketing plan for your business.

Email 4

What to expect from Social Media Marketing

The results you can get from the methods in our [e-zine](#) will amaze you.

You're starting to become intrigued with this whole Social Media Marketing thing. We've told you all the benefits of using it, but what sort of results should you expect?

- 1) **More clients will find you.** With outbound marketing, you were limited by your medium, your mailing lists and your own time. Quite frankly, this meant that you were unable to reach your full market potential. With social media marketing, your limits are the size of the internet, and, to a certain extent,

the size of your fans' social groupings. No joke. We're going to go out on a limb and say that that is more people than you thought you could ever reach.

- 2) **No more cold calls.** Cold calling is the worst. Nobody likes it. It is inefficient. It really starts a business relationship off on the wrong foot. With our style of inbound marketing either the clients will contact you, or you will learn about potential clients who are a fan of your work.
- 3) **Faster turnaround.** With any sort of mailed, televised or radio marketing, you have to wait up to 2 months. If you start a social media campaign, you can tell by the end of the week whether it is going to work out or not. Sure, there are many techniques that only work out after an extended amount of time. But, all things considered, you are going to get a much faster response with Social Media Marketing.

Take your **FREE** [assessment to see where your business stands](#) and **find out how you'd benefit from social media marketing.**

Email 5

Social Media: Embrace It or Risk Falling Behind

Is social media a fad? Maybe for Charlie Sheen, but when used effectively, it can help your business grow and connect with customers.

As social networks continue to reach a broader audience, more small businesses are looking to leverage these platforms to help their brand grow and connect with customers. According to a new report



conducted by Network Solutions and the University of Maryland's Smith School of Business, 31 percent of small businesses now use social media as a part of their digital marketing initiatives. **Is your business effectively using social media as a marketing tool?**

The shift to digital marketing isn't a fad. These channels exist because they enable three fundamental human desires: to share, to collaborate and to create. The smart business leaders have seen the writing on the digital 'wall' and realize their businesses must participate because the game has changed forever. The tone is now being set by their customers, and companies must adapt.

Social media is forcing many enterprises to rethink their business models--from product to sales to customer service to marketing--as it enhances and amplifies their ability to connect with customers, partners, influencers and employees.



The goal is to make it easier for the client base to connect with you.

Social media networks allow businesses to share information and gather customer feedback. Your marketing advisors at BizCrew™ can help you do that.

A social media presence can also improve your company's presence on the web, otherwise known as search engine optimization (SEO).

Want to find out more? Take your **FREE**, easy **[BUSINESS ASSESSMENT](#)** and find out what areas of your company need improvement. Web marketing is a great asset when utilized properly. Which medium is right for your business?

- LinkedIn:** a good place to start expanding your social media footprint; a place to post your resume online, brand your business and connect with other businesses and individuals.
- Facebook** and **Twitter** allow for business to consumer contact and are effective tools in building relationships with the consumer. Facebook provides additional advertising opportunities while Twitter can provide followers with real-time updates.
- YouTube** provides businesses the opportunity to upload and share videos and share information about their company.
- Blogs** are like a diary of your website and company and help to further increase the conversation between the business and the

consumer. Blogs can also be used to help cross-promote events and even your company's website itself.

- **Myspace** is recommended if your fans are using it—it is an effective tool for musicians and artists.
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Email 6

Don't have a blog? Might want to rethink that.

A blog is the one of the best ways to keep up with your clients, *and* get repeat business. [Find out more techniques](#) that will help you *get* and *keep* business.

It costs nine times as much to gain a new client than it does to keep one.

So it's obviously in your best interest to keep in touch with your current clients. One of the best reasons to have a blog is to get your company's name in front of your clients as often as possible. Repetition is the soul of marketing. Every time they check your blog for updates, that is one more time that your company is etched into their brain.

Let's say that you are a brick and mortar store, and you are going to be changing locations. The old-fashioned way to notify people of the location change would be to send cards or letters to every conceivable person that may or may not walk into your store. That is expensive and there's no way you're going to reach every person that needs it. Do you even have that many addresses?

Here's the inbound method. You simply *put the information up on your blog*. The people who have subscribed to it get it in your e-mail. Your fans on Facebook see the update, it gets sent to Twitter and it is posted automatically to all the other social network sites. Instead of coming in on a Saturday to stuff envelopes, or paying an arm and a leg for a printer, the power **of leveraged social media gets the word out overnight.**

What's the best part? **This notification will be seen by everybody in your clients' social agenda.** The only outbound equivalent that I can think of is if every one of your clients put the letter you sent out on their refrigerator and then invited all their friends over. You can't buy this kind of marketing.

Lastly, **the information you put on your blog is perpetual.** So that post you made about changing locations will be there forever.

After you take [your FREE assessment](#) and [sign up for our free e-zine](#), we can tell you which platforms are best and how to get this done automatically.

Email 7

Setting Goals: A critical step for Social Media Marketing

Yes, you want to make more sales. We can help you set the benchmarks that will get you there.

What do you need to do to get more sales? Do you need more fans on Facebook? Do you need to diversify your social media profiles? Unfortunately, you're not going to get an answer in this e-mail. If you've heard us say it once, we've said it a thousand times; each company is different and needs their own specific set of benchmarks.

The first step before starting any marketing program is to sit down and do an assessment. Guess what? We've taken care of that for you. Just [click here](#) take your proprietary assessment. After that, you'll know exactly where you stand when it comes to getting started with your social media campaign.

Then, we can tell you everything you need to know to reach those goals. That's how it is done, step by step. If you have never even opened a Facebook account, we will make sure that you have all the information you need to get things off the ground.

No one ever got anything accomplished without setting the right goals. Do people just end up climbing Mt. Everest? Did Lance Armstrong win all those Tours just by happenstance? No, goals were set. Then, more importantly, they developed plans to achieve those goals in a methodical fashion, and then they worked their plans.

So start thinking now, what is your goal with your business? Are you fine where you are? Or do you want to grow? [Sign up for our e-zine](#) to learn more.

Email 8

The Viral Moment: The Ultimate Achievement in Social Media Marketing

When advertising gets out of control (in a good way).

What does it mean when something goes 'viral'? Well, what exactly does a virus do? It moves from one host to another, makes copies of itself and then each one of those copies moves on to do the same thing to other hosts.

A piece of viral marketing does the exact same thing. One person picks it up and sends it to all of his or her friends. Then a couple of them send it on to their mailing lists. It goes on from there until you can't hide from it.

Just like the old shampoo commercial, you tell two friends, they tell two friends, and so on...

We don't have to tell you that this is the Holy Grail of social media marketing.

It represents the **unlimited potential** that **can be created through leveraging the contacts of your fans**. The beauty of it is that you really just have to sit back and relax. Sure you have to create the content and you have to post it in places where it is likely to take off, but you aren't forcing it on anyone. It's just good old fashion word of mouth marketing that moves lightning fast on the internet.

This kind of power is what will drive your marketing campaign into the hands of potential clients that you never thought possible. **Every piece of social media marketing is its own viral content**. It's this kind of inbound movement that will beat the pants off of obstructive outbound marketing every time.

All there is to do is take [your FREE assessment](#).

[Contact us](#) to find out how we can customize a web-based marketing plan that will have you getting viral content in no time.