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Next-Generation
Marketing Strategies
for Making
Millions Online

Anyone can
be a millionaire
with these powerful
money-making
strategies!

e-RICHES 2.0



Chapter One

twenty-first-century marketing:
how the rules have changed

Selling to people who actually want to hear from you
is more effective than interrupting strangers who don't.

—Seth Godin, author of *Tribes: We Need You to
Lead Us*, *Purple Cow: Transform Your Business by
Being Remarkable*, *Meatball Sundaes: Is Your
Marketing Out of Sync?*, and many more books

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My 9 Commandments for E-Riches Marketing Success

IT'S A NEW world.

Marketing has evolved from a series of one-way blasts at consumers to a living, breathing, two-way communications thing that needs constant care, attention, staffing, and (ideally) interaction with the customer audience.

The practical implication of this is that marketers need to evolve their thinking beyond focusing on creating eye-catching print pieces, media buys, creative branding, promotions, or even word-of-mouth marketing. Every old technique still exists, but to find e-riches today you need to consider how the Internet has introduced new interactive techniques, given much greater reach (and sometimes unexpected consequences) to old ones, and changed the expectations of your potential customers.

Here are the nine short “commandments” that I recommend you follow to attract maximum customer attention in a Web 2.0 world.

E-Riches Commandment 1: Don't Worry About the Technology

Don't worry about the technology—focus on your marketing goals instead. I know that Internet marketing technology can be intimidating, especially if you are new to online marketing. But the fact is, all of it is only a set of tools.

At its heart, the Internet is really just a communications network. Instead of getting caught up in and distracted (or even intimidated) by the technology, you should feel empowered by the impressive, inexpensive, and powerful marketing tools that the Internet offers you today.

Just as you don't necessarily know how your television or telephone works internally, you don't need to be a technology wizard to put the Internet to good use marketing your products.

Yes, the junior (usually younger) people, the consultants, and, of course, the tech team know lots of buzzwords. They may even know what most of them mean.

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But that doesn't mean they know what to do with them.

That's the marketer's job. That's your job.

No one has yet found a magic formula for marketing online. It turns out that all the technology (as stated above) is really just a set of tools for creating persuasive marketing messages.

You know how to do that part. (And if you don't, this book is full of my guidance and successful examples.)

Focus on the results that each set of new marketing tools offers you—let the techies and consultants use the jargon to justify their billings.

If your marketing strategy is based on "attracting and engaging customers into positive experiences with your products," not just knee-jerk reactions to "Let's start a blog" or "Why don't we have a Facebook page yet?" you'll be prepared for success in any medium, including today's Internet.

E-Riches Commandment 2: Heed the Interactive Imperative

Many marketers still make the mistake of thinking that web site production and online marketing are simply extensions of traditional print marketing strategies. After all, a web site is just a collection of pages. Why is it any different from a magazine or a brochure?

The difference is that Internet-enabled marketing offers customer interactivity. You can use this functionality to draw potential customers into a closer relationship with your products and your brand.

You can treat the Web the same way you have always treated print, but if you do, you'll be missing the huge new marketing opportunities that online marketing offers you (and that the audience increasingly expects).

Here are some obvious examples of how Internet-based marketing can add utility to your traditional approaches.

| PRINT-ONLY MARKETING BROCHURE | WEB-BASED MARKETING |
|----------------------------------|---|
| Show your address | Add a clickable map and directions |
| Show a product photo | Enable a larger, more detailed photo to pop up if a visitor clicks on the image |
| Show a product photo | Add a video of the product in action |
| Highlight key phrases rankings | Highlight key phrases to help search engine results |
| Offer product details and photos | Make products clickable for instant online ordering |

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| | |
|--|--|
| Promise to deliver in one to three weeks | Make real-time shipping information available online, including tracking |
| Include footnotes | Include footnotes that link to the original sources |
| Include information that is valid as of printing date only | Instantly bring information up to date online |
| Provide a phone number for | Provide online e-mail, chat, and customer service discussion forums |

The point here is that traditional print marketing strategies are no longer enough. First generation web sites are usually just “brochure ware,” meaning that they take the messaging and creative material from a preexisting sales brochure and adapt them to web pages.

That brochure ware approach is still far better than nothing. (See Chapter 2 for details on the minimum web site presence I recommend if your business is just getting started online.) But to meet today’s customer demands for more information, you need to think about using the Internet more and better. This means upgrading your Web operation to offer customers more detail and more transparency into your inventory, pricing, and delivery, plus (especially) feedback mechanisms that allow your customers to feel that they are in control of the dialogue with you and your products.

Why?

Because customers want this information and increasingly feel entitled to share their opinions. You need to be ready for customer feedback and respond appropriately. There’s no longer an excuse for your not putting customer needs first. There’s just too much competition in today’s marketplace.

If you don’t do these things, your competitors will (and in most cases already are!).

E-Riches Commandment 3: Build Customer Relationships—Don’t Just Chase Sales

You are no longer in the sales business; you are in the trust, loyalty, attention, and especially the lead generation business online. Today your number one priority as a marketer needs to shift from closing sales as quickly as you can to engaging customers in long-term direct relationships that eliminate as many middlemen as possible.

This paradigm shift is based on simple economics: In the twentieth century, it cost a fortune to reach customers via the media or postal mail. But now that communication via e-mail is so cheap, marketers can afford to keep in touch with customers much more cost-effectively than in previous eras.

This suggests that, although it would be nice to turn every web site visit into a

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transaction, it's much more important to recruit that potential customer into a relationship by collecting her e-mail address.

Because you can keep in touch cheaply via e-mail, it's not as critical as it used to be to "close" a sales prospect right away. Instead, your focus should increasingly be on building a relationship of trust with potential customers. Focus on their long-term value as lifetime partners in your business.

Anyone who signs up for your e-mails is such a sales "lead" and should be encouraged above all else to stay on your email list. As Seth Godin wrote in his classic marketing book *Permission Marketing: Turning Strangers into Friends and Friends into Customers*, you want people's permission in order to engage them in a gradually escalating dialogue from introduction, through engagement, to eventual purchase (and ideally repeat purchases).

Once you have their permission to continue marketing to them, cultivating new prospects to turn them into long-term customers is more cost-effective than ever. The game has changed from talking at customers to relationship building. With millions of competitor web site "channels" competing for customers' attention, treating your customers as valued audience members is the best way to differentiate your business online.

E-Riches Commandment 4: Listen Up! The "Participation Nation" Requires It

Who cares about an angry blogger that's not your customer? Google does.

—Jeremiah Owyang, Forrester Research

Today's online audience is not just passive consumers. As the title of John Battelle's new book *The Conversation Economy* suggests, people are online and they are talking.

Customers talk to each other and also expect to talk with your company representatives about your products. They want to give feedback on the products they use and explain to others why they recommend them (or why they don't). Not all customers are like this, but those in the trend-setting, vocal, active online minority are the critical tastemakers that your brand needs to influence. And even those that don't publicly post their opinions regularly use search engines to research other peoples' opinions before making product purchases.

Their opinions are amplified by the Web's many new communication formats. Note: Even uneducated opinions from people who are not your customers can be influential online. Their online posts, and how you respond to them, are archived forever, too—affecting both your company's reputation cloud (see Commandment 8) and your web site's search engine rankings.

You have the opportunity to welcome such feedback, respond supportively, and even give it an online home as part of your own online product presence (see Commandment

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6). Or you can ignore it, and if you do, that customer enthusiasm (or antagonism) will be invested elsewhere.

I recommend that your team engage with your customer audience. Channeling audience enthusiasm into public support for your products is one of the great opportunities of modern marketing, and it can be done more efficiently and cost-effectively than ever before using the many tools explained in this book. This book is full of examples of marketers embracing such dialogue with customers.

At its most successful, this dialogue can funnel audience enthusiasm into participation in your online promotions, publications, and communities—and the audience will more than return the favor by “virally” spreading word of your product’s value to their friends across the Web and worldwide.

E-Riches Commandment 5: Your Profit Potential Depends on Being More Personal

What we are communicating far more eloquently than anything we say or do.

—Stephen R. Covey, author of *The 7 Habits of Highly Effective People*

Increasingly personal approaches are expected online. Because so many of the tools (e-mail, blogs, social networks, and so on) were designed to facilitate interpersonal communications, that’s what they are best at. So instead of acting like a big company when dealing with customers online, replace your generic and impersonal marketing messages with a more authentic and personal approach. This will help you build relationships and credibility for the long term.

It’s also geeky and outdated to hide behind the natural anonymity of the Net—let your personality (or that of your company or products) shine through. This means no more hiding behind fake or anonymous personae. It’s time to step out from behind the corporate curtain and be yourself.

Misleading or fake promotions usually get “outed” these days anyway. The online audience is increasingly sophisticated, and lame attempts at “Astroturfing” (faking a grassroots reaction) can lead to serious embarrassment. For example, John Mackey, the CEO of the Whole Foods grocery chain, attracted embarrassing national press coverage and attention from the Federal Trade Commission when it was revealed that he had been active on the Yahoo Finance message boards for years using a fake name and often attacking rival grocery store chain Wild Oats.

The Web’s memory is long—maybe forever—so your marketing efforts need to be authentic. Even if you can get away with a sly promo or two today, it’s likely that your deception will eventually come out if anybody bothers to look closely. That obviously can damage your brand and your credibility.

Summary: Use only online marketing methods that you’d be happy to explain to your mother. This will help ensure that your online reputation stays clean (and profitable).

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DON'T WORRY!

This is not a theory book. We'll be getting to a specific, actionable discussion of blogs, Facebook, e-mail, RSS feeds, podcasting, and so on very soon. I just want to make sure that you catch the big picture first. If you can't wait, just skip ahead to Part 2 to get started with e-mail newsletter publishing strategies or Part 3 to get started with my recommended social network marketing techniques.

E-Riches Commandment 6: Grow Beyond Your Web Site to a Multichannel Online “Product Presence”

You can see that your web site alone is no longer enough. Your online marketing strategy needs to evolve from being web site-centric to management of what I call your brand's overall “product presence” across all the channels that potential customers use today (see Figure 1–1).

These marketing extensions of your product presence include:

- ▲ Your web site
- ▲ Your e-mail newsletters
- ▲ Your blog
- ▲ The archives of your newsletters or blog that live on long after their initial publication
- ▲ Your profile pages on MySpace, Facebook, and LinkedIn
- ▲ Your friends, followers, and fans on social networking platforms
- ▲ Your company's listings in online directories
- ▲ How your brand and your products show up in Google and other search engines
- ▲ The web sites with which your site exchanges links—and what that says about your business
- ▲ Your online videos
- ▲ How your web site looks on mobile platforms like an iPhone or BlackBerry
- ▲ The archives of your staff's online interactions on message boards, blogs, review sites, and microblogging platforms like Twitter
- ▲ Your eBay transactions and reputation
- ▲ Photos your team has shared on Flickr, Photobucket, Facebook, and other media sharing sites
- ▲ Your online advertising

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▲ How distributors and affiliate partners promote your products

Hopefully you get the idea.

All of these marketing-related activities are produced and promoted by you to present your products and brand to the world. Collectively, they represent a product presence that you need to actively manage to maximize your sales. And the size of this presence suggests that your product presence maintenance and publishing effort needs to be strategized, resourced, and managed constantly.

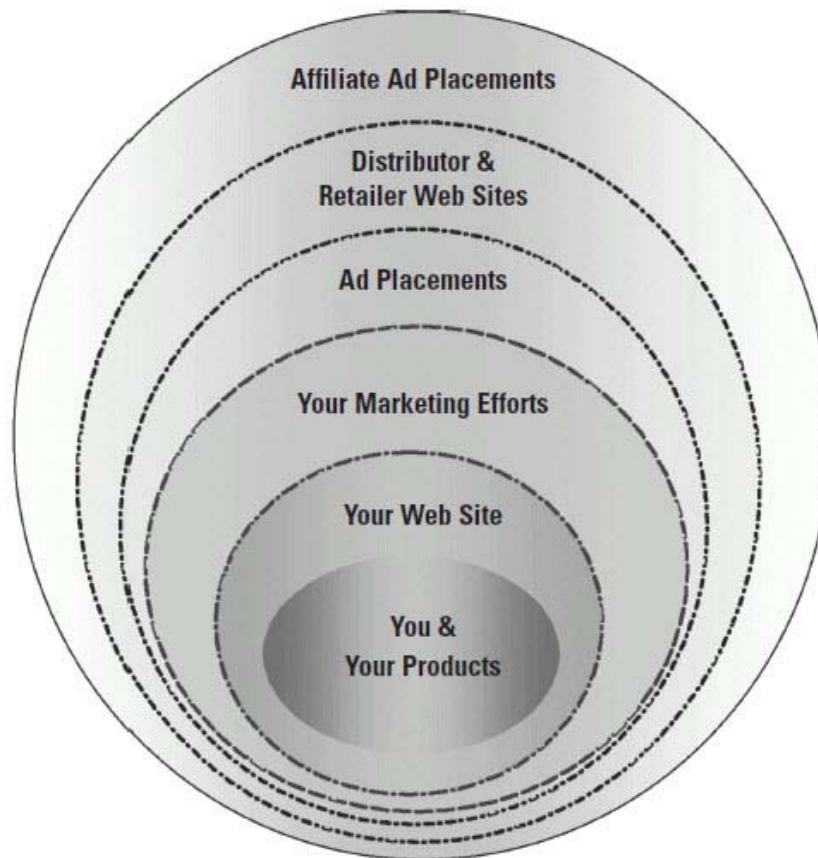


FIGURE 1-1. Your Product Presence: Product presence starts with the web site that you produce. Then it expands outward through your marketing efforts, advertising placements, and toward less-controlled promotions delivered by third parties. The sum of all your directly controlled marketing is your "product presence." © ScottFox.com

The fact is that hundreds of millions of customers are online at any moment—and millions of them are literally wandering around with "no particular destination in mind."¹

This means that both your current and potential new customers are encountering your

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products right now and making purchasing decisions based on what they find. With the proper marketing product presence online, you could be attracting some percentage of that massive audience to your web site and products literally while you are reading this.

E-Riches Commandment 7: Graduate from Destination Marketing to Distributed Engagement

If you're attacking your market from multiple positions and your competition isn't, you have all the advantage and it will show up in your increased success and income.

—Jay Abraham, author of Getting Everything You Can Out of All You've Got

Web 1.0 marketing was about trying to attract visitors to your web site. Today, however,

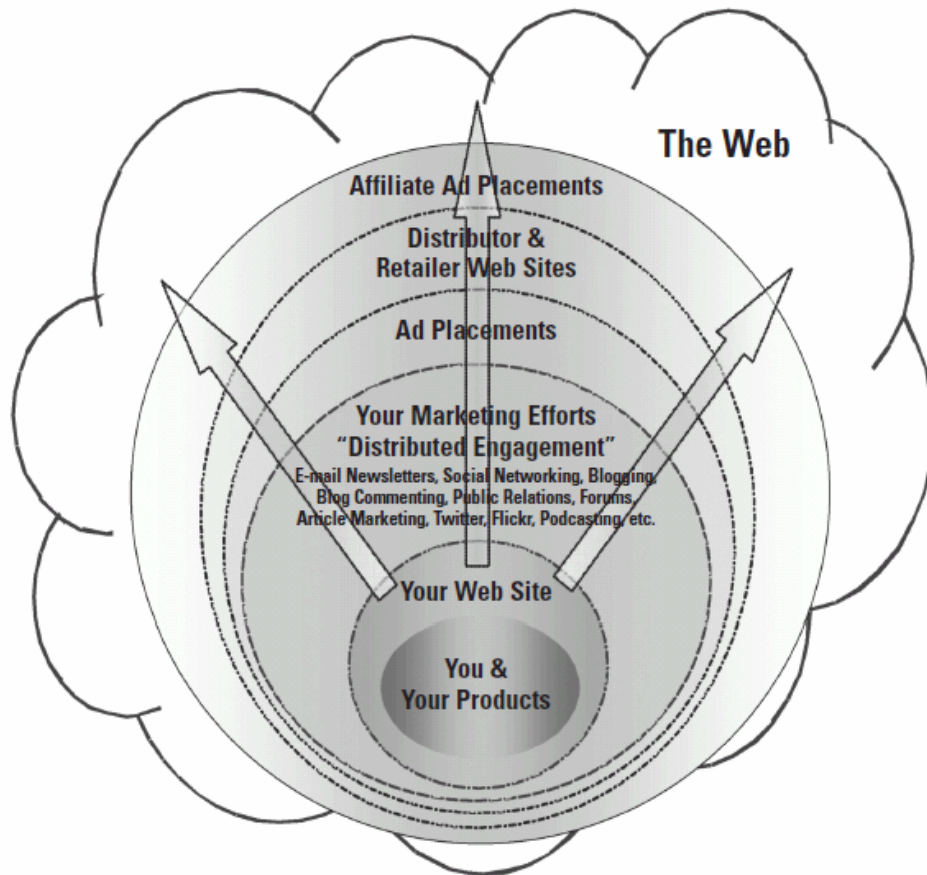


FIGURE 1-2. Your Product Presence Expands with Distributed Engagement: Reaching out from your initial product presence, distributed engagement expands beyond traditional marketing and advertising through targeted marketing efforts that reach the wider Web of online customer communities. © ScottFox.com

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the World Wide Web has gotten so large that there's no single way to reach the majority of Internet users simultaneously. There's no online equivalent of a Super Bowl commercial. Consumers have spread out across the Web to a million different destinations.

This means that "cowboy marketing," where you try to herd everyone to your web site, is no longer enough.

Instead, modern marketers think beyond twentieth-century broadcast marketing or even Web 1.0 web site-centered strategies. They customize their marketing messages to meet the interests of the target audience and *deliver those messages to wherever likely audiences can be found online.*

This creates Web 2.0-style interaction with potential customers ("engagement") on their turf and on their terms in the niche communities where they are already active ("distribution"). I call this decentralization of your branding and marketing strategy "distributed engagement." (See Figure 1-2.)

It means that you need to stop spending your time and marketing resources just tweaking your own web site. Instead, you need to get on the Web and meet your customers where they are already hanging out. Be sure to answer any comments you receive on your blog, visit Facebook and MySpace to find customers there who share interest in your products, network with potential partners on LinkedIn, host some free teleseminars or podcasts, publish some articles on the niche community sites where your natural customers congregate already, or at least buy some pay-per-click ads to be sure your product presence reaches your customers online without them having to visit your web site. (Relax! The rest of this book shows how to do all this.)

E-Riches Commandment 8: Nurture Your Brand's Reputation Cloud

Basing our happiness on our ability to control everything is futile.

—Stephen R. Covey, author of *The 7 Habits of Highly Effective People*

As you advance a strategy of distributed engagement, you will naturally push your product presence out across the Web. Your web site, published materials, advertising, and interaction will naturally invite comment by and interaction with the audience. The collection of customer feedback across these platforms and formats I collectively call your "reputation cloud." (See Figure 1-3.)

The reputation cloud of your brand or products includes all of your traditional offline marketing methods, plus the product presence that your online marketing effort generates. But it also includes the rapidly growing number of customer-initiated interactions, reactions, and responses to your marketing, too.

Shockingly, this reputation cloud includes customer discussions about you, your products, your company, and its suppliers, relationships, ads, and ethics that are beyond your control. Your customers, clients, competitors, suppliers, partners, and employees

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(both current and past in all cases) are growing your brand's reputation cloud online right now as you read this.

The new rules of marketing require that you pay increasing attention to this reputation cloud of customer feedback, including:

- ▲ Your company's appearance in search engine results
- ▲ Blogs that discuss your products or your company's customer service
- ▲ Customer reviews of your products on Amazon.com, Buy.com, or other review sites
- ▲ Articles about your product, your company, or you personally in directories like Wikipedia
- ▲ Commentary about your company or products in online communities
- ▲ Web sites that link to yours (with or without your permission)
- ▲ Reviews of your products on Amazon.com, Bizrate.com, or other ranking sites
- ▲ Photos of your products, company, or personnel posted online
- ▲ Your company's reputation on city guides like Citysearch, Yelp, Angieslist, or with the Better Business Bureau
- ▲ Video captures of your TV commercials copied, uploaded, or parodied on YouTube.com

To summarize: The Web has empowered customers to share their opinions about your products. This is feedback that you need to monitor and engage with.

By becoming active in Web 2.0 communities and tools, you'll be ahead of most brand stewards in positively managing the reputation cloud for your company and its products.

Why does this matter?

Consider this example: Your company web site may show smiling employees cooking tasty pizzas in your wood-burning ovens. But a YouTube search on your restaurant's name might turn up a homemade video of cockroaches in the kitchen posted by a disgruntled former employee. Never mind that the footage is faked, 10 years old, or from another restaurant with a similar name—it's your business that's at risk. And the sensational nature of such a video can easily attract a lot of attention and links, which could then propel the damaging video to the top of the search engine rankings.

The point of the reputation cloud is that you can't control the message completely any more. The Web is bigger than you are. But unless you get involved online, everyone but

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you is contributing to your reputation cloud.

You can choose to manage your reputation cloud to help promote your products and grow your audiences, or you can ignore it and let your customers, suppliers, competitors, and employees create it for you.

Guess which approach I recommend?

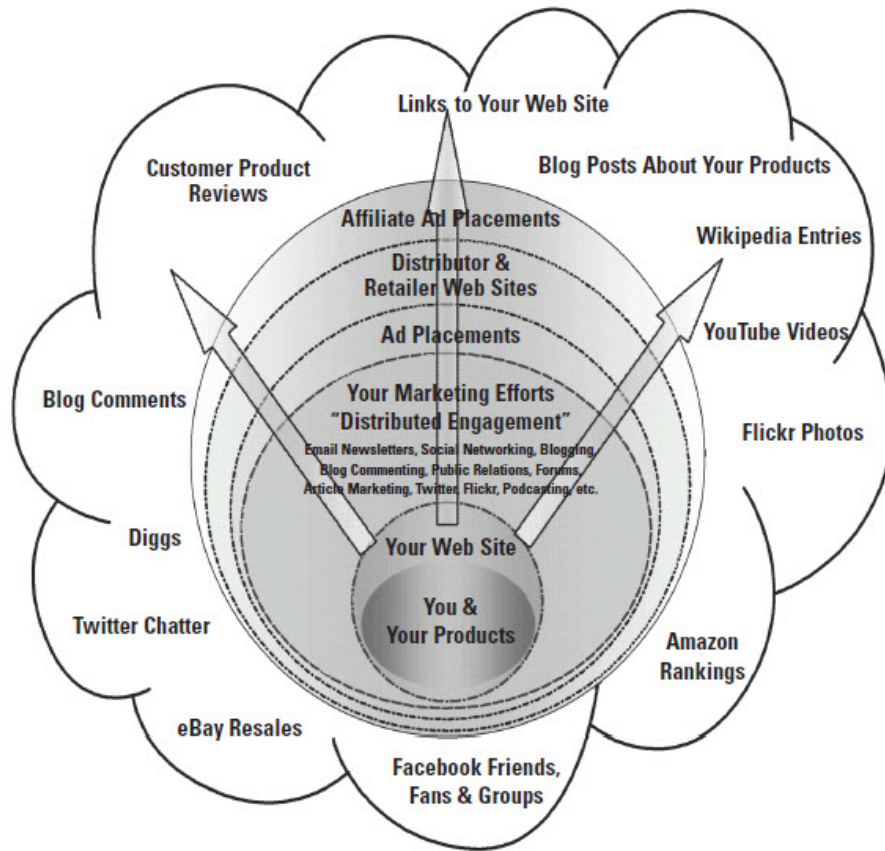


FIGURE 1-3. Your Company's Reputation Cloud: It starts with your product presence but includes your distributed engagement marketing efforts, advertising, and promotions, PLUS customer commentary in all formats. © ScottFox.com

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TIP: MONITOR YOUR COMPANY'S REPUTATION CLOUD USING GOOGLE ALERTS!

The free Google Alerts service lets you set keyword searches to monitor both blogs and web sites for mentions of your product name or other key words.

You'll automatically receive an e-mail when new mentions of your targeted phrases are picked up by Google's Web crawlers.

You can use this competitive intelligence to visit and thank positive reviewers and bloggers, and also to step in early if online opinion turns against you.

<http://www.google.com/alerts>

E-Riches Commandment 9: Publish or Perish

You may not have realized it yet, but all this public customer interaction online means that you are now in the publishing business. Everyone else is, too. From e-mail to web sites to blogs to Facebook to MySpace to Twitter to a hundred other new platforms, you now have the opportunity to interact with your customers better than ever before.

Responding publicly online to customer feedback is one form of publishing. But rethink your marketing approach to go beyond just canned "corporate speak" customer service responses. Embracing the many publishing-style online marketing opportunities that the Internet offers allows you to expand your product presence, target your marketing messages to appropriate audiences (distributed engagement), and differentiate your company's reputation cloud to attract the loyalty of your customers, even if you have a mundane or widely available product.

Publishing content will attract customers into interaction. This content can include free e-mail newsletters ("noozles"), informative web site content, a controversial blog, entertaining bits of Flash animation, or humor—you may need to try all of these to differentiate your products today. You can use this content to entice potential customers into agreeing to hear more from you—attracting web site visitors, blog readers, e-mail subscribers, Facebook fans, Twitter followers, RSS readers, and so on (all tactics we'll discuss soon).

The more you customize your content to stir up a response from your audience ("comment bait") or attract links from other sites ("link bait"), the more traffic you'll attract, and you'll increase your search engine ranking, too.

The content you produce contributes to your product presence. Then, as you distribute this content to customers and they spread it further through your distributed engagement efforts, your reputation cloud grows and you have the potential for a self-

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reinforcing or “viral” marketing cycle. (See Chapter 8 for more on viral marketing.)

Pursuing these publishing-style goals will get you farther, faster, more cost-effectively than traditional marketing approaches because these strategies engage customers in long-term relationships with your products. They also create long-term loyalty and positive word of mouth, which are less likely to result from traditional sales-focused marketing tactics.

Today you have the opportunity to rise above being just a product supplier/distributor/retailer—the Internet cuts out such middlemen. Your effort to produce content and manage reactions to it (the traditional forte of the publishing industry) can help your brand become a “performer” in its own right.

By this I mean that you can use online marketing tools to attract customers into your online store, entertain them, and encourage them to trust, believe, and start a longer-term relationship with you, your brand, and your products. Instead of trying to close the deal as quickly as possible, the objective of your marketing efforts today needs to be to treat your customers as an audience and turn them into fans.

The greatest opportunities for marketing success today lie in leveraging the huge reach of the Internet as a common platform. You can put it to work to develop better and more profitable relationships with customers if you are ready to entertain or educate them instead of just pitch at them.

Those companies that recognize this and rearrange their resources to take advantage of it will win. The others will be left wondering where all their customers went.

Conclusion: You’re in the publishing business, like it or not.

Congratulations! It’s an exciting time to be in marketing, that’s for sure.

So what should you do with all this high-minded, business school–sounding marketing philosophy? As my father says, “Let’s bring that hay down where the horses can eat it!”

Next up is a summary of my 10 best specific, practical techniques for attracting the recurring traffic your business deserves. These are “Scott Fox’s Top 10 e-Riches Online Marketing Success Tips.”

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SCOTT FOX'S TOP 10 E-RICHES ONLINE MARKETING SUCCESS TIPS

Here's a 10-point summary of how I recommend that you reorganize your marketing efforts to take advantage of the largest and most cost-effective marketing platform in history: the Internet.

1. Graduate from web site-centric marketing to “distributed engagement.” Market your “product presence” across the World Wide Web's many sites, platforms, and communities. Engage with customers to create fans of your brand and a sales-enhancing “reputation cloud” (Chapter 1).

2. Reprioritize your marketing tactics to support consistent online content publishing on your web site and across the many new platforms available inexpensively online. Today distributed engagement via e-mail (Chapter 3), RSS feeds (Chapter 4), autoresponders (Chapter 7), social networks (Chapters 9 and 10), social news sites (Chapter 11), blogs (Chapter 12), and microblog services like Twitter (Chapter 13) allows you to inexpensively nurture your best customers and recruit new ones into your audience. Start collecting e-mail addresses yesterday, even if you don't have immediate plans to use them (Chapter 3).

3. Explore social networks and social bookmarking. They can “magically” better connect you to your current customers, introduce you to highly targeted new audiences, and be educational and fun, too (Chapters 9, 10, and 11).

4. Blog if you have something to say that will make you more money. Otherwise be quiet. Spend your time commenting on other people's blogs instead (Chapter 12). If you do publish a blog, use it to publish your noozles, too (Chapter 5).

5. Learn how the Internet has changed the rules of public relations (Chapter 14). Don't chase reporters with press releases; use news leads services to make publicity opportunities come to your e-mail inbox automatically (Chapter 15).

6. Give away as much of your product online as you can afford. Share your expertise through article marketing (Chapter 16) and “freemium”

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giveaways (Chapter 17) to attract as many eyeballs as possible.

7. Leverage new online broadcast platforms. Online video (Chapter 18), Internet radio and podcasting (Chapter 20), and teleseminars (Chapter 19) offer new promotional “broadcasting” opportunities much less expensively than twentieth-century TV and radio ever did.

8. Put the huge reach of search engines and affiliate programs to work promoting your business. Search engine marketing strategies like pay-per-click keyword advertising (Chapter 21) and cost-per-action affiliate programs (Chapter 22) are both cost-effective ways to reach new customers.

9. Establish key performance indicator (KPI) metrics to measure your traffic and sales growth. Evaluate your marketing program regularly to ensure the most effective use of your time and resources in growing your online audiences (Chapter 23).

10. Differentiate or die. Use online research tools to identify holes in the market that your company’s products and marketing messages can fill profitably (Chapter 24).

Now that I’ve introduced these strategies, we’ll spend the rest of the book explaining the details of how you can implement them quickly, cost-effectively, and profitably...

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Readers worldwide LOVE this book!

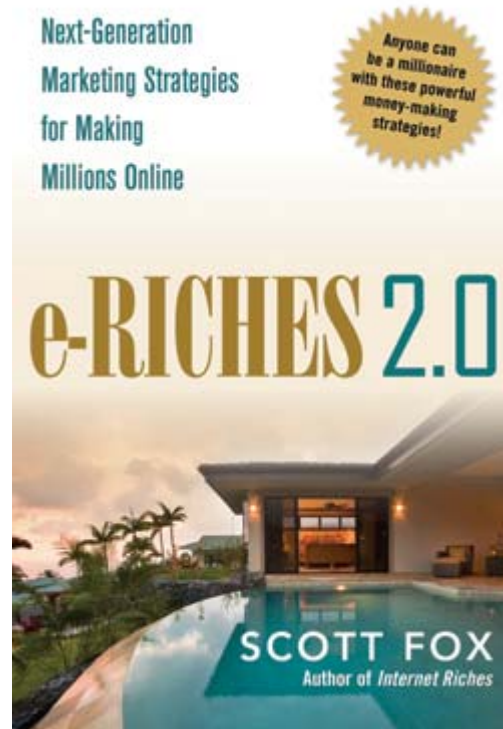
“Really good and simple to understand, precise and practical.” - Mayur N., London, UK

“Simply, WOW! If you haven't read this you haven't maximized your business!” - Dave G., Harrison, Ohio

“excellent...could not put it down300 pages in 6 hours....2 highlighters and one notepad later....the world has changed....thank you....” - Gael K., Ashland, Oregon

“Great read with outstanding practical information. Answers questions that you are about to ask!”
- Don, Ottawa, Ontario

“Simple enough to be helpful to a beginner but crammed full of practical, immediately usable information.”
- PJ B., Cincinnati, Ohio



***"A wave of new millionaires is being created now online, Scott Fox's e-Riches 2.0 can help you be one of them."
- Darren Hardy, Publisher of SUCCESS Magazine***

“Thank you for writing a practical book to launch an e-business without a 4 figure price tag.” - Matt M., Basking Ridge, New Jersey

***"Scott Fox's books, Internet Riches and e-Riches 2.0, are must-reads for entrepreneurs and anyone looking to prosper in the years to come."
- Bill O'Reilly Anchor, Fox News Channel***



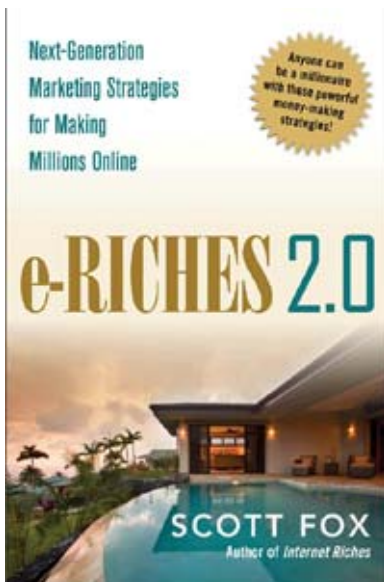
“e-Riches 2.0 has given me the courage and the confidence to start my own online business.” - Dale N., Austin, Texas



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