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SEO | SOCIAL SITE MARKETING | WEBSITE DESIGN | DEVELOPMENT

<https://PersonalizedMarketing.Info>

MENTION: **REAL MARKETING FOR ORGANIC GROWTH PT 8**

Signup for the Newsletter

<http://www.subscribepage.com/n6d5j5>

Workbook coming 2018

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Some of the topics covered during the class are:

- 1. Hashtags** - what are they and how do you use them.
- 2. SEO - Search Engine Optimization** (Text, Images, Keywords, Hashtags, Links found on different search engines)
- 3. SSM - Social Site Marketing** (Means more than just selling on your networks but engaging others on your networks)
- 4. Email Marketing** (Do not do one unless you are willing to commit to it) Email Marketing is not difficult it just requires taking the time to do it.
- 5. Video Marketing** (Can include anything from a Book Trailer to a slideshow of covers.)
- 6. Organic Growth** (Bringing all the elements together to create exposure beyond your own reach)

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To Be Organic You Must Be Social YOU HAVE TO NETWORK!

This is assuming you have all the elements already in place...

- Website -
 - What are the elements of a good website?
- Social Sites
 - Are you on them? Do you use them correctly?
- Social Share icons
 - Should they be branded to your designs or should they be branded to the network?
- Other platforms (Blogs, Groups, Forums)
 - What's the point of using them?

Tools to Help You Promote

1. Online programs and apps that make it easier to share information.
2. Newsletter - do you have one?
3. Creating Engaging Post
 - a. You Promotion -
 - b. Book Promotion
 - c. Pictures, Images, and artwork
4. Time Management - how do you get all this done?

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Got Questions or Comments?

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Personalized Marketing Inc Blog

Written by Dee

[https://personalizedmarketing.info/category/pminc/
real-marketing-for-organic-growth/](https://personalizedmarketing.info/category/pminc/real-marketing-for-organic-growth/)

Tina Gayle Blog

[http://authorinagayle.blogspot.com/p/
marketing-links-for-tina-gayle.html](http://authorinagayle.blogspot.com/p/marketing-links-for-tina-gayle.html)

3 Column Sheet - Have to | Want to | Will do

Honestly fill out each column. If you want to say you will commit to 30 mins a day marketing but know it's more like 1 hour per week, be honest and write that down.

One Week Schedule - Reason? If you do not have time for marketing, then how can you expect to do it?

Does marketing really take hours each week to complete?

Google Calendar - Free Resource - Set a private one up, this is just for you. It should have your family responsibilities (Dinner, Doctor, Schooling), hours you work (Job), Writing Time, Marketing Time. Can you find 30 minutes each day to market?

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**Things You Have
To Do**

Ex: Family, Work, Writing

**Things You Want
To Do**

Writing, Marketing, Vacations

**Things You Will
Do**

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