

# Marlon's Marketing Minute

## Support

# **17 Ways to Use Your Blog to Get Opt Ins, Increase Conversions, Split test, Snag Testimonials, Automatically Publish to iTunes – and more**

Today I'm going to talk about 17 ways to use your blog to boost your sales and profits.

Before I get into that, I have a WEEKEND release of Ockham's Razor which is OFF the market and CANNOT be purchased. But I put it back on the market for 72 hours only. Normally, you can only get it in the Big Course.

**Back 17 hours ONLY then the page goes DOWN again:**

**<http://marlonsanders.com/ockham>**

That page will GO DOWN when the deadline is hit.

Before I jump into the 17 methods, I just want to remind you that everything I teach is based on The Amazing Formula and the 5 steps in it. And my abbreviated version which is Target > List > Offer.

I've been encouraging you this year to track your new subscribers and opt-ins. And want to encourage you to continue doing so.

I've also encouraged you to spend time thinking how you can differentiate what you do, so you aren't competing only on price.

Now we go one step further and look at how THOSE objectives and many more can be accomplished in the context of your blog.

You can use it to get opt ins, boost your conversions, and much more.

## **1. Lead generation for products**

Here's one most people don't think about. You can offer a FREE REPORT on your blog as an aside in a post, at the end of posts or on a sidebar opt-in. You can even have the opt-in in your header where everyone sees it.

This is NOT like a regular opt in.

What you're doing here is lead generating for a SPECIFIC product. Let's take an example of my [Big Course](#), a compilation of my products that saves people a lot of money by getting a whole bundle.

The NORMAL thing to do on a blog is have an ad about the Big Course itself. The ad might read: "Save \$2,000 on a Bundle of Marlon's products. Click here."

However, that's only going to be effective with my best customers who have thought about getting it anyway.

In lead generation, the idea is you offer FREE INFORMATION that gets people to raise their hands who aren't ready to buy YET, but can be cultivated.

This means I might run an ad like this: "Are you struggling with missing pieces that are causing your marketing to not work or limp along. Free report reveals how to put together all the pieces. Click here to get instant access."

If YOU have a product or service, whether your own or one you promote as an affiliate, you can pepper your blog with lead generation references, links and ads for it. All you need is an autoresponder for them to subscribe to.

Then in your sequence of emails you send them via your autoresponder, you can send them to pages on your blog where you give more in-depth info.

For example, I could easily create a series of pages for my Big Course and reference them in emails:

Page 1 matching up to email 1: Why your marketing is missing pieces and how to see the big picture.

Then I create a page with the same title and write up data about. You can use a very simple formula to write that page such as:

a. Need – What's the need? In this case, to see the big picture and fill in missing pieces

I could talk about the PAIN of not knowing the big picture, and how much it costs in lost opportunity to NOT see the big picture.

b. Alternatives -- I go through the different alternatives to FIND the big picture such as membership sites, home study courses and buying products piece meal.

I would point out the DISADVANTAGES in each alternative.

c. Solution – The solution is to buy the Big Course

d. Benefits – Cost – Here I would weigh the \$1,000 price vs. the cost savings if you were to buy everything individually vs. the real cost of membership sites where the information is dribbled out over time.

3. Action -- I would give a reason to take action today with a deadline for doing so.

That would be email 1. Now, I may or may not promote the product in email 1 and post 1. Some people like to wait until several emails to do that. Others like to do it immediately.

What works for you depends on how “in heat” your audience is and what your relationship is with them.

For email 2, I would then focus on another ANGLE and write a problem > Alternatives > Solution blog post for that.

Or maybe in email 2 I talk about a special bonus they get for ordering before a deadline.

The point here is you can LEAD GENERATE on your blog by getting people to raise hands for a free report or email sequence. Then follow up.

Let's now move on and look at other ways to use your blog.

## **2. Get comments you can turn into testimonials, and even new subscribers!**

I've seen people screen cap comments and use them in sales letters. If you do that, it's probably wise to get permissions. Alternatively, you can just send people to the actual blog post where they can see the real comments.

The thing is, people are USED to commenting on blogs. On the other hand, if you ask them to give you a testimonial, it's something they may never have done before. So your response rate will be less.

Another interesting twist here is if you have a lead generation blog, you can put a CHECKBOX by your comments that allows people to opt into your list just by checking it off!

### **3. Easy social proof**

Even if you have a small list or readership, you can hold a contest with a modest prize for the person who makes the best blog comment, and you'll likely get a lot of responses.

This gives you almost instant social proof.

It's not the size of the prize that matters. People really love CHALLENGES and contests. Everyone loves to WIN something! You're going to LOVE doing little challenges that ENGAGE your audience.

### **4. Interact with your customers**

When people comment, you can respond to them and create a bond or a relationship, which can increase your conversions.

### **5. Test out your lead generation report titles and banner ads**

I already talked about how you can use your blog to do lead generation. Now, you can easily and quickly split test different banners to find out which TITLE for your freebie gets the most response.

This is very easy to do on a blog.

### **6. Send your customers to a blog post AND then make "Stealth Money" by popping up an offer.**

My friend Jim Edwards used to do this.

He'd send an email to his customer list announcing a new content-rich post on his blog. When you went there, you'd get a popup for a home study course or other product. The value of this method is your customers are getting CONTENT and don't really feel like they're being pitched.

They benefit because it's a soft sell. You benefit because you invariably make sales.

This is one of those techniques that's brilliant and I don't see many people use. It's a way to send a promotion to your list WITHOUT sending a promotion.

### **7. Post articles that sell the PREMISES that lead to buying your product or service.**

Every sale is based on accepting certain fundamental principles and concepts that logically lead to the purchase of a product or service.

For example, if I buy into the need for being able to respond quickly to any comments on my blog or Facebook page, THEN I logically need a phone with Internet that allows me to quickly respond.

And the next step is evaluating phones on how easy or difficult it's going to be to type responses. Thus, instead of an iPhone, I might choose a phone with a larger screen or easier to type on.

The point is, any product or service has certain fundamental premises and concepts behind it. You can use your blog to write articles supporting these concepts, offer proof of them, illustrate them, talk about the value of them.

So if I were selling smart phones as in the above example, I'd give illustrations of how something valuable happened as a result of quickly posting on Facebook.

I'd have a contest where people post their best examples and stories.

I'd show different screens and how the one I was selling or advocating was much easier to quickly type on than others.

Once you understand this principle, you'll see how a blog is the ultimate tool for "stealth selling." Selling that doesn't SEEM like selling.

## **8. Link to the login page or pages for your products**

I do this on marlonsnews.com, one of my blogs. I have separate login locations for my affiliates vs. my [Push Button Letters](#) software vs. other products.

By having these links on my blog, customers can easily find their logins!

## **9. Network with other bloggers**

One of the OUTSTANDING uses of blogs is they're natural networking tools. You can request guest posts on other bloggers blogs. Or publish their posts on yours.

There's a whole subculture of bloggers. By inserting yourself into this subculture, you can make relationships easily and naturally.

## **10. Promote your blog using guest posts**

As a logical extension of networking, it's common for other bloggers to publish guest posts.

This is a free way to get exposure of your blog, concepts and content to other audiences with a minimal investment of time.

## **11. Blanket your blog with opt-in forms**

You can have opt-in forms on your sidebar, in your header, and at the end of every post.

If the goal of your blog is to lead generate new prospects, this is how you do it. And there are new tools invented all the time for boosting opt-ins on your blog.

## **12. Get your readers to virally spread your content**

There are all kinds of clever tools to get readers to spread your content virally. My favorite one actually counts and displays the Facebook and Twitter shares, which also serves as a form of social proof.

The neat thing about this is it's AUTOMATIC. Once you have the tools set up, you don't have to think about it or do anything.

It just happens.

You can take that to the next level by having your blog automatically publish your PODCAST to iTunes. Most people don't know your blog can do that but it can!

## **13. Snag affiliate commissions WITHOUT the need for hype**

Clever bloggers do tutorials about HOW to use or benefit from a product or service. Then subtly, they link to the product via their affiliate link.

And if all is done correctly, the result is affiliate commissions. And it doesn't even seem like you PITCHED anything. All you did was post helpful, useful content! It doesn't get any better than that.

Pat Flynn from [smartpassiveincome.com](http://smartpassiveincome.com) says he gets over \$50,000 a month commissions just because he has a tut on his blog that shows them how to set up hosting.

Anyone can do this. You don't have to be a rocket scientist to do simple tutorials showing how to use a product or service or get the most benefit from it.

## **14. Showcase customers who benefit from your product or service, or an affiliate product or service you promoted**

Everyone loves seeing and reading success stories.

If you have customers or coaching members who are successful using a product or service, why not write them up on your blog and let others know?

This is very powerful.

## **15. Get extra views for your Youtube videos**

You can easily embed videos from Youtube on your blog. And all those views from your blog readers will boost your Youtube views, and help your videos rank better and get better response. The more views a video has, the more it tends to get views.

It's a self-reinforcing cycle.

You can also use it to automatically feed your posts over on TWITTER or announce them on FACEBOOK – all on an automated basis, which is cool.

Everytime I do a blog post, I get clicks from Facebook just because my post is automatically announced on my Facebook page.

### **16. Create blog post series you can recycle as email follow ups or special reports**

One of the great things about content is you can recycle it.

So publish a series of articles or posts on your blog on a topic. Then you can use those posts as a chapter in a book, an autoresponder sequence or a special report you use for lead generation.

### **17. Merchandise your content to the search engines**

If you're doing guest posts (which results in inbound links to your blog), having people COMMENT and opt in, making posts on high interest topics, publishing other people's guest posts, you're going to be much more attractive to the search engines.

Which means you can actually have a better chance of getting some seo love WITHOUT having to do highly aggressive linking tactics. Or, at least, if you do, you've created a BASE for your blog that gives it legitimacy FIRST.

Now, I'm NO DIFFERENT than you are in this aspect:

Best wishes,

Marlon

### **Services You Can Use**

(If you want to post this ENTIRE ezine, you can replace the following links with your RESELLER links)

<http://www.productdashboard.com>

Save 100's on graphic design:

<http://www.designdashbooard.com>

**NEED A SALES LETTER?** Fill in the blanks and click a button.  
The ORIGINAL fill-in-the-blanks letter software

<http://www.pushbuttonletters.com>

**Newbie?** Get up to speed FAST with the in-house training I gave one of my new employees. <http://www.themarketingdiary.com>

**Need TRAFFIC** to your web site? Check this puppy out:

<http://www.1in102.com>

**FACEBOOK Marketing Extreme:**

<http://www.marlonsanders.com/facebook/>

**Need a target market?** <http://www.pushbuttontargetmarket.com>

**WEBINAR Pitch Secrets Revealed:**

<http://www.marlonsanders.com/webinarpitch/2.html>

Money Getting Secret: On December 3, 1998, I Discovered A "Money Getting" Secret That I've Repeated 122 Times -- And You Can Use This Same Secret Starting 2 Hours and 58 Minutes From Right Now!

<http://www.marlonsanders.com/writerssecret/>

**6 figures in 90 days as an affiliate?:** Discover the simple to follow, no b.s. techniques that made this affiliate 6 figures in 90 days. These results aren't average or typical but it IS a very good training product for you if you wanna be an affiliate.

<http://www.marlonsanders.com/cowboy/>

**Top Google Rankings In 9 Minutes On Hyper Competitive Keywords?** See the webinar replay:

<http://www.budurl.com/topgoogle2>



**List To the “Pizza Cast” and discover some cool secrets of promoting products:**

<http://www.promodashboard.com/pizzacast/>

**How To Trick Out Your Optin Boxes** Before You Can Say Jack Flash... Then Put 'Em On Your Facebook, Blog, Web Pages, Sidebars, Fly-Ins, Squeeze Pages, Email Capture Pages, Exits And Pop Up's And Become A Freakin' List Building Machine!

<http://marlonsanders.com/optinsecrets/promo.html>

**Tinu's Famous Evergreen Traffic System:**

<http://trafficreality.com/evergreen/>

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Thank all of you. You have my gratitude forever.  
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not go unnoticed nor unappreciated.

If we stand tall, it IS because we stand on the shoulders  
of giants who came before us and who gave us a helpful hand.

This poem summarizes everything I am, everything I believe about  
marketing and life.

### **The Road Not Taken**

Two roads diverged in a yellow wood,  
And sorry I could not travel both  
And be one traveler, long I stood  
And looked down one as far as I could  
To where it bent in the undergrowth;

Then took the other, as just as fair,  
And having perhaps the better claim  
Because it was grassy and wanted wear,  
Though as for that the passing there  
Had worn them really about the same,

And both that morning equally lay  
In leaves no step had trodden black.  
Oh, I marked the first for another day!  
Yet knowing how way leads on to way  
I doubted if I should ever come back.

I shall be telling this with a sigh  
Somewhere ages and ages hence:  
Two roads diverged in a wood, and I,  
I took the one less traveled by,  
And that has made all the difference.

**Robert Frost**

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