

IS2557 DIY Small-Business Guerrilla Marketing Strategies



Panelists:

Lisa Louise Cooke

Founder, Genealogy Gems and host of *The Genealogy Gems Podcast*

www.genealogygems.com

Allison Dolan

Publisher, *Family Tree Magazine*

www.familytreemagazine.com

Jenna Mills

Founder, The Genealogist's Marketing Sourcebook Facebook Group

www.facebook.com/groups/genealogistsmarketing/

Q: How can I market my genealogy business for free—or without breaking the bank?

Panelist Picks: Lisa's top audience development tools

Newsletter:

- Your content should be an extension of your product, not primarily a marketing vehicle
- Have a quality incentive for signing up that is exclusive to you

- Have the sign-up prompt on every page of your website and on your social media outlets

Tools:

- Constant Contact www.constantcontact.com (put their tools to work)
- Survey Monkey www.surveymonkey.com (ask them what they want)
- YouTube www.youtube.com (video creates engagement!)

Social Media:

Quality content, consistency, and ask followers for what you want (psssst: it's sharing!)

Tools:

- Facebook's Scheduler (click the down arrow in the blue "Publish" button on your post and click Schedule. Follow the prompts)
- Auto Post from Facebook to Twitter <https://support.twitter.com/articles/31113>
- Facebook Insights <https://www.facebook.com/help/336893449723054/>

Q: How can I spend less time on social media but get more results?

Follow the Genealogical Proof Standard, as established by the Board for Certification of Genealogists, and apply to your marketing strategy.

GPS Element to Marketing Strategy Crosswalk

Element of the GPS: Reasonably exhaustive research

- Marketing Strategy Crosswalk: Perform a reasonably exhaustive search of a wide range of social media platforms
 - Identify the social media channels available to determine application.

Element of the GPS: Complete, accurate citations to the source or sources of each information item

- Marketing Strategy Crosswalk: Complete, accurate analysis of each platform to evaluate the quality of the platform as it relates to your goals
 - Learn the platforms using their knowledge area

Element of the GPS: Tests - through processes of analysis and correlation - of all sources, information items, and evidence

- Marketing Strategy Crosswalk: Testing confirms or discounts the strength of an online marketing strategy
 - Test titles, wording, fonts, colors, graphics and timing

Element of the GPS: Resolution of conflicts among evidence items

- Marketing Strategy Crosswalk: Resolution of conflicts to substantiate the value of your platforms of choice
 - Use your web traffic stats to monitor which activity is generating results

Element of the GPS: Soundly reasoned, coherently written conclusion

- Marketing Strategy Crosswalk: Soundly reasoned conclusion explains why Platform 1, 2 and 3 are the ideal channels for your message.
 - Testing and measurement will lead you to your best practices

Approaching your online marketing strategy with focus and deliberation will lead to a maximized, manageable and effective social media strategy without eating into the time needed to run your business.

Panelist Picks: Jenna's top social media success resources

- Social Media Examiner
<http://www.socialmediaexaminer.com/>
- The Social Media Hat
<http://www.thesocialmediahat.com/>
- Oh, How Interesting!
<https://blog.pinterest.com/en>

Q: I'm not a writer or a marketer! How can I succeed with content marketing?

What is content marketing?

- Valuable, relevant content that attracts and converts customers
- Not as hard or complicated as it might sound

What does content marketing look like?

Many of the same tools and channels as audience development:

- Email newsletters
- Blogs
- Video
- Webinars
- Event programming
- Free downloads
- Social media campaigns/discussion threads

Creation vs. Curation:

- You don't have to do it all yourself!

Panelist Picks: Allison's top content marketing tools

General Resources:

- Content Marketing Institute <http://contentmarketinginstitute.com/what-is-content-marketing/>
- Seth Godin's Permission Marketing <http://www.sethgodin.com>

Genealogy Content Marketing Examples:

- Family Tree Magazine Free Forms <http://www.familytreemagazine.com/freeforms>
- Genealogy Gems YouTube Channel <https://www.youtube.com/user/GenealogyGems>

Q: What is Google looking for when it comes to SEO?

Panelist Picks: Lisa, Jenna, and Allison's top audience development tools

- Yoast SEO WordPress Plug-in <https://yoast.com/wordpress/plugins/seo/> (Lisa)
- Moz: Beginner's Guide to SEO <https://moz.com/beginners-guide-to-seo> (Jenna & Allison)
- Google AdWords: Keyword Planner <https://adwords.google.com/KeywordPlanner> (Allison)
- Google Webmaster Central Blog <http://googlewebmastercentral.blogspot.com/> (Jenna)

Get the free handout mentioned in this session:

www.GenealogyGems.com/Rootstech

