

**SPECIAL**  
**REPORT**

**REVEALED:**

## **The Secret Formula for Social Media Success!**

Build Personal Relationships  
Using Key Components of  
a Website and Online Social  
Media to get Business and  
**MAKE MONEY!**

 **CelebritySites™**



Lindsay Dicks – Online Celebrity

People today seek personal connections, even over the Internet, and people will spend more for that extra personal touch. Unfortunately, many of today's websites are nothing more than glorified brochures, forgetting to add that personal touch and missing out on a wealth of marketing opportunities through online social media.

Social media, as defined by Wikipedia ([http://en.wikipedia.org/wiki/Social\\_media](http://en.wikipedia.org/wiki/Social_media)) "is primarily Internet- and mobile-based tools for sharing and discussing information among human beings. The term most often refers to activities that integrate technology, telecommunications, and social interaction; and the construction of words, pictures, videos, and audio. This interaction, and the manner in which information is presented, depends on the varied perspectives and "building"

media can help sites in multiple ways, including indexing sites faster and more deeply as well as defining and measuring quality based on both public opinion and in conjunction with peer sites.

As the Internet evolves, so do your rankings. So, to stay on top and make sure you're a part of the "it" crowd, implementing some social media strategies



**CelebritySites.com took professional speakers dead website and brought it to life – and profitability!**

"Wow, you really know what you are doing & I am impressed! CelebritySites took my dead website & literally brought it to life! I never realized what I was missing until my site was completely revamped! Thank you, thank you, thank you!"

Traci Bild  
[www.TraciBild.com](http://www.TraciBild.com)

of shared meaning among communities, as people share their stories and experiences."

Search engines are looking more and more to the bookmarking trends of these social media sites to determine the quality of websites. According to the Search Engine Journal (<http://www.searchenginejournal.com/social-medias-direct-influence-on-search-engine-ranking/5576/>), social

is a must. In order to help business owners who don't have the time to spend doing this we develop personality-driven websites, called **CelebritySites™**, to implement several key components of social media.

Here are some of the fundamentals we use when developing a CelebritySite™:

1. We make the person, or the

personality, of the business (this could be the CEO, the president or even a cartoon mascot) the focus of the website, so when visitors come to the site, they immediately connect with a face, a personality, and get that personal connection we all seek.

4. We help our clients create their own expert status through keyword-rich articles, blogs, and press releases. Content is king on the Internet. Content is the #1 key to ranking well in search engines; so we provide clients with unique, current, relevant, keyword-rich content.



**CelebritySites.com helps Production duo create a website that drives business right into their hands!**

Our old website was really tragic, and the decision to invest money into a new one is never easy. Finding the right company to do it was even harder. Thankfully, we met the amazing team at Celebrity Sites™ who really listened to our ideas and gave us everything we were looking for and more! Now, most days don't go by without a client or prospect contacting us about how great our website is. The return on investment has been phenomenal and we just can't thank Celebrity Sites™ enough!

*Yeosh and Jon, Push Button Productions  
www.PushButtonProductions.com*

2. Everything we do is direct-response related. We believe that if you cannot track your advertising, then it's a waste of money. Your website should be no different. We use tracking programs like Google Analytics and GetClicky to track visitors and learn their unique searching habits -- like what search engines they're coming from and what keywords they are searching to find you. We also use mailing-list signups and special reports as conversion tools so we can not only track your visitors but also capture their information so you can market to them later.

3. Our CelebritySites™ are designed to build a relationship with your prospects and customers. People buy people, not services. They buy you as a person, and if they get to know you, like you, trust you, and respect you, why would they go to anyone else?



5. We help clients educate their prospects. Once we've helped your prospects get to know you and trust you, we help you educate them not only about your industry and your products, but also about you and your company. Personal details like where you came from, where you went to school, etc., are important in building a relationship.

## What makes a "CelebritySite™" different?

There are certain key components to successful websites that most sites are missing today. The first and most important thing that is most often missing, as discussed previously, is the "CELEBRITY"—a personality on your website that people can connect with personally.

Second is LEAD CAPTURE! Every website needs some sort of direct response tracker. Typically, this is in the form of a mailing-list signup or an offer of something for free like a free special report or a free DVD in exchange for an email address. If you are not capturing the leads of your visitors, then you are wasting all of the money you spent getting them to your site! Everybody likes to get stuff for free, so giving something away is an easy way to get an email address, thus, allowing you to market to them until, as we say, they either "buy or die."

We always suggest putting these giveaways on a sidebar that stays constant throughout the site. As a prospect browses your website, you never know when all of a



sudden they'll decide to give you their information, so you want to make it as easy as possible. The sidebar is a highly visible (but somewhat subliminal) place to put these giveaways. It's always there, making it easy for visitors to give you their information when they decide they're ready.

Third are what we call CTAs -- Call To Actions. These are gateway buttons on your homepage that direct people where to go on your website. If you leave it up to the viewer, I guarantee you they won't go where you want them to go. You have to tell them, "Go here for products," or, "Go here to learn more." CTAs are a great way to help cut through the noise and direct visitors to exactly where YOU want them to go on your website, leading them to a sale all without them realizing it.

Fourth, testimonials are key. Testimonials are third-party verification of who you are and what you're doing in the industry. They allow customers to hear from someone else

why you're great. Telling clients yourself that you are great through articles and blogs is one thing, but testimonials from others back up your claims and make you seem more reliable.

When it comes to testimonials, text is great, audio is better, and video is best. But the real key is... just get 'em up! The upside to video is that it allows prospects to have that personal connection and actually see the person giving that testimonial which, again, adds credibility. Most of our clients now carry Flip video-cameras to capture these testimonials because they're easy to use and it's fast and easy to put the videos on your site.

Fifth, we always suggest having an FAQ (Frequently Asked Questions) section on your website. These questions should be about your industry and your specific business. This section allows you to answer common objections that you face, whether about high price, quality, location, etc. By answering these questions in an FAQ on your website, potential clients aren't left to make up their own answers in their heads, which I can assure you will not be the answers you want! By eliminating all possible arguments against going with your company, you're one step closer to getting that sale.

Sixth, you need a bio, for both you and the company. People want to know the history of who you are, the history of your company, as well as why it's the way it is today. This information helps the viewer to get to you know, like you, and trust you. If your company is made up of multiple executives, each should have a bio that is available to customers so they can feel comfortable with all of you and trust that their money is going to the right place. We also always suggest featuring pictures with



these bios as well.

Finally, you need a contact form. E-mail addresses and phone numbers are great, but we always suggest having a "Contact Us" page with a submission form so that the potential buyer doesn't have to "go" anywhere to contact you. Instead, they can fill out the form right on the webpage in front of them, again making it as easy as possible for your potential client to get in touch with you.

## Keywords

Of course, the best CelebritySite™ in the world won't help you if no one knows you exist! Keywords are important for making it possible for your customers and prospects to find you via search engines. When writing your website content, be it a blog, an article, or a press release; seed it with particular keywords for your industry.

You need to research these keywords and find out what people are searching for, because it's not always as evident as it might seem, no matter how familiar you are with your industry. For example, people might be searching for the cheapest and slowest option, and all your keywords

revolve around how high quality your product is for the price or how quickly you can get the product to them without extra cost. You're offering what they need but not optimizing for the specific terms they're searching for so they miss you. Synonyms play a major role in what people are searching for.

Google provides a great keyword tool absolutely FREE! Check it out at: <https://adwords.google.com/select/KeywordToolExternal>. This tool allows you to check how many searches a particular keyword (or phrase) had in the last month, as well as the average search volume. You can also come up with great synonyms that searchers might be using to find your product or service that you may not even be thinking about. If you're looking for a more advanced keyword tool (that

doesn't cost much), I suggest Keyword Elite (<http://www.keywordelite.com/index2.htm>).

Keep in mind that search engines read just like humans do, left to right, top to bottom, and they weigh things of importance as such. So when you're creating content, be sure to place your highest-value keywords toward the beginning of what you are writing - which means that titles, subtitles and first paragraphs are the best places for your most powerful and important keywords.

### Video and Audio

More and more, video and audio are becoming vital parts of today's websites. These tools allow you to connect better with visitors, and people are beginning to rely on audio and video effects to create the atmosphere they want to portray online. Reading something online is one thing, hearing it online is another, and seeing it online is something completely different.

With video you can "walk" customers through your office, take them on a tour of what you do or how a product works. You can host a Webinar online or set up video testimonials.

Social media sites like Flickr, YouTube and TubeMogul (all of which are free services) allow you to syndicate your video online.



**I was interviewed by AOL and SmartMoney.com and even received a call from Good Morning America thanks to CelebritySites.com!**

"I just got off the phone with a reporter for SmartMoney.com for an article about foreclosures that's going to run on AOL.com in about 2 weeks! She found me by searching on Google and found the press release you did that announced me as a new "expert" for AgentDirectNews.com. Then she went to my website and liked what she saw so she called me up! Imagine, being quoted in an AOL Real Estate story...you can't BUY that kind of exposure at any price! I knew I was making the right choice to work with you guys and now that has been confirmed ten fold! Thanks for all of your help!"

Andy Tolbert  
[www.AndyTolbert.com](http://www.AndyTolbert.com)

Tubemogul even allows you to syndicate your video to many different websites, including Metacafe, Google and Yahoo with a click of a button.

These sites also enable you to tag videos with specific keywords appropriate to your industry so when people type those keywords into a search engine, your video will pop up as an option. Using these video syndication sources is another way to get your message and your media across to more people.

## The Importance of New, Current Content

You've probably visited somebody's website and seen something there dated six months earlier. While the reality is that six months might be up-to-date for some industries, it probably didn't instill confidence in you that this company was on top of their game. For this reason, it's important for visitors to your website to see that you are always improving, always changing, always staying on top of what's happening in your industry.

Relevant content is just as important for search engines as keywords. Search engines rank not only keywords but also how up-to-date or current and relevant you keep the content on your site.

Blogs and articles are the easiest items to post on your website. They will also help keep you relevant and current in the search-engine rankings. And here are some tips for writing articles and blogs:

- A good length for a blog entry is 100-300 words. Keep it short, and make sure the blog matches your audience. If you start writing about things that are off-topic, you risk going over your audience's head or

losing their interest.

- Articles should be slightly longer, about 300-500 words in length. Some good angles for articles are actionable content such as "Top 10" lists, "How To" articles, etc. People enjoy these types of articles because they can immediately take action on your advice.

Once written, these articles and blogs should be shared and distributed online via social media networks. These sites promote articles, blogs and press releases to a multitude of other media sites and search engines.

One of the biggest article-syndication sites is [www.ezinearticles.com](http://www.ezinearticles.com). Another top article-syndication site that we use is [submityourarticles.com](http://submityourarticles.com). It's a paid source, but with only a few clicks it allows you to submit your articles to 12-15 additional article-syndication sites.

Keep in mind that it's important to make sure your articles aren't "salesy." Most article-syndication sites don't want blatant sales copy. Instead, they want content that will be a useful resource for their visitors that actually provides them with the help or information they need.

All article-syndication sites have a byline at the end titled "About the Author," and this section is for your "pitch," where you can give readers your website address and tell a little bit about who you are and what you do.

In addition, here are a few of my favorite social media sites that we use for clients... and all of these are FREE services:

- ★ **Digg** ([www.digg.com](http://www.digg.com)) - Digg allows you to share content from the Internet that you find interesting.

Once a link and story has been submitted you can cast your vote for the story, also know as a digg. Although your story may get submitted to Digg, a high number of digg votes will be what gets your story on the front page.

- ★ **Reddit** ([www.redditt.com](http://www.redditt.com)) - Like Digg, Reddit is a social news website where you can post links to various websites. You can then vote on the sites (up or down) thus giving them a greater or lesser presence on Reddit.
- ★ **Delicious** ([www.delicious.com](http://www.delicious.com)) - Delicious is a social bookmarking web service where users can share sites they like with others.
- ★ **Twitter** ([www.twitter.com](http://www.twitter.com)) - Twitter is a social networking site where you can send text-based updates to other users (otherwise known as tweets) to let them know where you are and what you are doing.
- ★ **Knol** (<http://knol.google.com/k>) - Knol is closely compared to Wikipedia and is run by Google. This site is more of an article/blog syndication site where users can post articles/blogs, called Knols, versus bookmarking the website page for other visitors to view (like Digg, Reddit and Delicious).

There are many other social media sites out there; these are just a couple of my personal favorites. One thing to note, however: Don't overdo it. Not every post should be put through every media outlet out there. Be sure to mix it up a bit and use different sites for different content. Either way, get out there and start

digging, tweeting, and bookmarking your way to success!

## Tracking and Converting Leads

As everyone in every business knows, you won't make a sale the first time someone clicks on a link to your website. It takes several touches to convert a lead into an actual sale. That's why it's so important to keep track of someone who signs up for your mailing list, because that means they have raised their hand and said, "I want to stay in contact with you."

There are many ways to stay in touch with the people on your mailing list. Two of our favorites are using autoresponders and ezines.

Autoresponders are a series of automated responses (thus the name "autoresponder") that you set up in advance to help you stay in contact with your leads. The key to any autoresponder campaign is to make it as personal as possible so the prospect really does think that you are "thinking about them." Here is an explanation of how an autoresponder campaign might work:

### Someone signs up on your mailing list they immediately get this email:

Name,

Thank you for signing up for my mailing list. Be on the lookout for some great tips coming your way. In the meantime, if I can be of any help to you please contact me at (407)215-1739 or email me at [Lindsay@CelebritySites.com](mailto:Lindsay@CelebritySites.com). I look forward to helping you grow your business online.

Thanks!

Lindsay

Three days later the prospect receives this email:

Name,

Hope you've really enjoyed the website! If you didn't have a chance to download your copy of our special report *Is Your Website Making Money?*, you can get your FREE copy here: <http://celebritysites.com/pdf/Online-Celebrity-Platform.pdf>

In the meantime, if I can be of any help to you please contact me at (407)215-1739 or email me at [Lindsay@CelebritySites.com](mailto:Lindsay@CelebritySites.com). I look forward to helping you grow your business online.

Thanks!

Lindsay

Two days later the prospect receives this email:

Name,

Hope you enjoyed the special report! If you didn't have a chance to download your copy the other day, you can do so here: <http://www.celebritysites.com/pdf/Online-Celebrity-Platform.pdf>

Also, I just want to share with you 5 quick tips about getting your emails read:

#1 Release Date is Key: Studies show that Monday, Tuesdays and Weekends are the best days to send your emails to your lists. If you send your email on a Wednesday or Friday, your email is least likely to be read.





**CNBC Called me thanks to CelebritySites.com!**

I just wanted to take a moment to say WOW! My last website took many years and many versions to never quite get what I wanted. In less than 30 days you guys designed and built a brand new website that I love and now, not even 60 days since it's been live, I'm starting to get calls from television producers! Just last week I got a call from CNBC because they were searching for financial experts to feature on a new show they are launching and they found me thanks to my new website. This is incredible, thanks so much for the great experience. Anyone who isn't taking advantage of your unique expertise of Celebrity Branding business people online is missing the boat in many ways!

*Brian Fricke, Owner, President Traci Bild*

The #1 best day to send email blasts is Tuesday; they typically have the highest click-through rates.

**#2 Subject Lines Length:** Keep your subject lines short, simple, and to the point. As the old saying goes - KISS -- Keep It Simple. Stupid!

**#3 Personalize It:** Studies show that personalization in the subject line is the best way to improve your open rate and click-through-rate.

**#4 Number of Links:** Again, keep it simple. Limit the number of links in your emails to just a few. Any more than five links and you risk confusing your readers (and losing their interest fast!).

**#5 Text vs. HTML:** People still debate whether text or html-based emails are better. Studies show that text emails have only a slight advantage in click-through-rates over html. However, keep in mind that an "open" means the full email has to be "read," so if your email is in html and the images in your email didn't download, then although your client may have read your email you will not get an "open" stat for them.

If I can be of any help to you please contact me at (407)215-1739 or



email me at Lindsay@CelebritySites.com. I look forward to helping you grow your business online.

Thanks!

Lindsay

**Get it? 😊**

You can use your FAQs for autoresponder content in order to respond to unspoken objections. Just tweak the text a little to make it personal. Every time you post a blog, repurpose it into the back of your autoresponder campaign. You can set autoresponders up for days, weeks, months, or even years in advance. So if you have an autoresponder campaign already set to two more months, just add it for another week: "Hey, I just posed a blog. I thought

you might enjoy it. It's a great business tip on..." Be sure to only give them a teaser, and then give them a link back to your blog for the full story. This gets people going to your website to see what's new and to see what's going on with your business.

The second thing I recommend to stay in the forefront of people's minds is to send ezines. Ezines are online newsletters. You can send them as frequently as you want, but even once a month is worth doing. Ezines let your prospects know what's going

you include some testimonials! And you can even include video. The possibilities of an ezine are endless, but you can also make them as simple as you want.

In today's ever-changing market, you have to be ahead of the crowd, and social media helps you do so. Gone are the days when you just threw a website up for the sake of having a website. Now, websites should be MAKING YOU MONEY, and if they're not, you have a problem. When we says your website needs to be making you money, we do not



**CelebritySites.com takes away Banker's web nightmare and increases profitability!**

"The online world is a great place to make money and gain notoriety but it can be a tremendous waste of resources if you don't have the right team working with you. When my previous consulting company was charging me outrageous prices and failing to deliver time and time again, I turned to Celebrity Sites™. Since then my online campaigns have turned around 180 degrees! Its great having Celebrity Sites™ on my team, helping me grow my business and my profits. Don't wait until its too late, call them today. Trust me, you can't afford to wait!"

*Chris Hurn, President & CEO, Mercantile Commercial Capital®  
www.504Experts.com*



necessarily mean you must have some sort of ecommerce on your site, although if you do, that's fabulous! What we mean is that when potential prospects come to your website, you want to make sure you are presenting yourself as an expert and gaining a personal connection with them. You also want to be sure that visitors to your site are finding what they need, and that you are capturing their information. Finally, you want to be sure that there is no disconnect between who you are, and what you do.

on in your business, and let them know if you have a special for the month or a new promotion or if you just won award. They are an automated way to keep people in the loop about you and your business. Of course, when creating ezines you want to make sure

Ultimately, all of these things help make the sale, and you have only seconds when a prospect comes to your website to grab their attention and motivate them to act. And if you don't get them to take action, then you are ultimately flushing money down the Internet. ★



# CelebritySites™

## About Lindsay Dicks and CelebritySites™:

CelebritySites™, the online division of Celebrity Branding Agency®, is a boutique Internet marketing and media agency specializing in creating Online Celebrity Platforms™ for businesses. Through the use of a proprietary system of tools for marketing, public relations and search engine optimization, CelebritySites™ turns websites into sales and marketing systems that allow clients to leverage online content to create new income streams and maximize revenue. CelebritySites™ will improve your website's exposure and brand recognition, and help you profit from your investment by implementing strong search engine optimization techniques. For more information about CelebritySites™ visit [www.CelebritySites.com](http://www.CelebritySites.com).



**Have Questions?  
Ready to Get Started?**

**Contact Us!**

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**We Look Forward to Helping You!**