

NURTURENOTES

Your Top 10 Marketing Questions ANSWERED!

You asked for it! Thanks to everyone who sent in those marketing questions that keep you up at night (or at least make naps a little more difficult). We have decided to continue Ask the Experts so keep your questions coming and we might feature them in another newsletter or write about it on our blog.

Ask the Experts

Send us your marketing questions and we could feature the answer in an upcoming NurtureNotes or on our blog.

Email your question to:
asktheexperts@nurturemarketing.com

1. What's the most creative way to use LinkedIn?
The nice thing about LinkedIn is you don't have to be extra 'creative' to use it effectively. It's a great networking tool (just keep it professional). Join Groups that interest you, introduce yourself, ask questions, answer questions, post links to relevant content and don't forget to post your LinkedIn URL everywhere!

2. How often should I tweet or post so it's not SPAMMING?
Social Media is different from direct marketing, so it's more about the quality (or lack of) of what you share that makes something SPAM. If your idea of social media is tweeting every time you grab a coffee or go to the bathroom - it's SPAM - not to mention annoying. If it provides value to your readers, you won't be unfollowed.

3. What's a landing page? Why do I need one?
A Landing Page is a web page you direct visitors to from your marketing campaigns that contain targeted messages, links and information directly related to your specific campaign or call to action. Do not mistake a landing page for just another page on your site. It's a standalone page that should provide a very easy way for your visitor to click on your call to action.

4. Should I put white papers and other downloads behind a sign-up form?
In general, NO. Not unless it requires membership or something like that. Otherwise, don't hide your brilliance or value! Anything that shows you know your stuff should be easy to access. If you want their email to send them your newsletter, ask their permission first. Check out our FREE stuff at www.nurturemarketing.com/marketing/free.

5. Do you recommend using telemarketing or telesales?
Yes! It's a critical step in any direct marketing campaign, especially when you want qualified leads. You gain so much needed intelligence during the call like buying cycles, products being used, and the right people to talk to. Don't rely on an internal staff unless they are experienced - outsourcing is definitely the way to go.

6. We send out a quarterly newsletter but what else should we be sending?
A newsletter can be valuable and is a great way to stay in front of your customers on a consistent basis, but it shouldn't be the ONLY way. Nurturing is a long-term process with a more personal approach. In between newsletters, try writing a one-to-one email to share an article, say thanks or ask if there is anything you can help them with.

7. How do we get people to follow us on Twitter or "like" our Facebook page?
Social media is viral so when you get out there and engage, follow others, and post your links in your email signature and on your site - you will get followers but you still have to post consistently and offer valuable content. Don't get hung up on quantity. A million followers is great, but 100 followers in your industry is even better.

8. We have a company blog, but we're always short on ideas. What should we blog about?
A blog is not only great for SEO purposes, but it's an excellent forum to offer educational, entertaining information in a more "low key" way than traditional marketing. Scour the internet, Twitter, and message boards to find out what people are talking about and what questions they are asking. Build a list of topics and start writing!

9. How do we use tests to improve our email marketing success?
No matter what industry you're in, you need to find what works for your readers. To get through the email clutter, you can test subject lines, best days/times to send, HTML vs. Text, length of copy, link placement, call to actions - just to name a few. Be sure to test only one thing at a time so you know for a fact what makes the difference.

10. Is it best to market through email, direct mail or socially?
ALL of it! There are so many avenues to market today that if you don't mix it up, you risk missing a good majority of your audience. If you think about your email inbox, your business or home mailbox, and your Facebook account - which one has less competition right now? Think about reintroducing postcards and personal letters.

[We'd love to hear your thoughts](#) on topics you would like to see in future issues.
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