

## Sue Almon Pesch

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**To:** "Sue Pesch-Almon" <info@market4profit.com>  
**Sent:** Thursday, May 21, 2009 5:04 PM  
**Subject:** Get Blogger Buzzzzz -- Marketing SNIPPETS Vol. 2 No. 3

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# SNIPPETS

Short & Sweet Marketing & PR Info to Scan On the Run

## Get Blogger B . . . uzz!

*By Sue Almon-Pesch, CME*



### Get Blogger B . . . uzz

A key ingredient in your WOM (word of mouth) strategy should be to create an online B....uzz about your company, products and/or services. An effective way to start online coverage is to approach bloggers to write about your business. Niche market bloggers have reach and

are influential. Their editorial-style can pump up your marketing messages worldwide.

### Do Your Blog Homework

Head to blog directories like [www.blogcatalog.com](http://www.blogcatalog.com) Do Google searches for blogs that cover your product or service. Say "Email Marketing Blog," or "Green Living Blog." Make sure the blogs you identify are relevant to your business. If the above fits, read the blog on a regular basis. Be sure to leave comments on posts. This is your essential "get to know" the blogger time.

### Use the Personal Touch

## "On-Line the Street"

### YouTube Categories

Ready to post a video to YouTube? If so, you'll be asked what category your video should be under. Sometimes it helps to know your category before you even shoot a promo video. Here's a handy reference list:

- Auto and Vehicles
- Comedy
- Education
- Film and Animation
- Gaming
- How To and Style
- Music
- News and Politics
- Nonprofit and Activism
- People and Blogs
- Pets and Animals
- Science and Technology
- Sports
- Travel and Events.

Send an email to each of your target bloggers. Do not use a mass email. Your initial message should be a personal email to the blogger. In your email mention the name of the blog; what you like about it; and discuss concisely why you think their audience would find what you have to offer of interest—see Facts below.

### **Facts Make the Difference**

Bloggers are very busy, and they get a ton of inquiries each day. Get to the point quickly. In less than 250 words give the blogger a description of your business and the news you'd like to share. The best case scenario is to write your email message pitch – so they can copy-paste it into their blog. Include contact information, links and website. Offer a special to the blogger i.e. send product samples, a discount for their audience etc...

### **The Right Size Images**

Jpeg graphics, pictures, your logo are cool. Do the prep work. Your blogger will love you for being on top of it – a common size is approximately 400 x 150 pixels.

### **Thy Shall Not Hassle**

In conclusion, once again understand bloggers are as busy as the bees that are creating the B...uzz! Trust they have your information. Follow up with an email two to three weeks after your submission. Continue to read and comment on the blog and join in their conversation. As you gain their respect, you'll see the results.

[If you want help in putting together your email pitch to bloggers, "Ask Sue" on my home page.](#)

## **Care and Feeding of Testimonials**

*By Sue Almon Pesch, CME*



### **The Care and Feeding of Testimonials**

*What's more credible for you . . . reading a business' ad copy OR reading a testimonial from one of the business' customers?*

When I work with new clients, one of the first things out of my mouth is: "Do have a file of client testimonials?" I know most

## **Copy to Use**

### **Double Opt-in Copy**

Feel free to use the below for your double-opt-in autoresponder to your "WHAT" i.e. e-news, monthly tips, weekly market update . . . FYI - do not use the quotation marks.

"Thank you for signing up to receive our (WHAT). Be sure to add our email (THE EMAIL YOUR 'WHAT' WILL COME FROM) to your address book, safe sender or white list. You are almost done. Please check your inbox to confirm your subscription. Click the link in the email, and you will be confirmed to receive our (WHAT). If you do not receive an email, please contact us at (YOUR EMAIL ADDRESS). Once again thank you for your support and interest in receiving our (WHAT)!"

reading this right now are cringing. Since in fact, you have received testimonials. You've got letters, emails and note cards thanking you. But to produce them for use in your marketing materials, website, promos will take some doing. Make a commitment today to take care of one of you highest valued marketing tools.

**Step 1:** Assign someone to manage the testimonials. If it has to be you—so be it!

**Step 2:** When a testimonial comes in, treat it as gold or an order. Summarize what the person has said in quote marks in an email to the person, and then state, "Thank you for your support and comments, may I use them as a testimonial?" Save the reply "yes" email they send back.

**Step 3:** Create a single document titled Testimonials and copy-paste the approved comments with the date and person's name, title, company and location. Keep adding to this document.

**Step 4:** When the next testimonial comes in start at Step 2 and repeat process.

**My most recent testimonial was this morning . . .**

**I followed Steps 1 through 4. Here it is hot off the email.**

"You are without a doubt a pro in marketing. You didn't even leave and I already got an email . . . LOL! Thanks for your help! You are the best."

**Eran Sinai**

*Owner*

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