

Marketing with Dialog

Many web owners are looking for that “Silver Bullet” that will get lots of traffic to their website when that “Bullet” actually exists within themselves. They just don’t know it.



One of the easiest ways to market on the web is to throw money at it. You can purchase banner ads, links and Google AdWords campaigns. You can also hire people to write articles and press releases for you. All of these ideas do work and they work even better if you push the marketing budget higher.

What was that? Got no money? So does that mean you can’t participate on the web?

On the contrary, many savvy web owners are marketing with **dialog** which doesn’t cost them a cent. They just spend a little of their time. That is what I am doing right now. I am having a dialog with you.

Granted, I know, in my industry there is a lot to talk about. However, I bet you have a lot to talk about in your industry too. All you have to do is engage the information.

Why Web Owners are Blogging

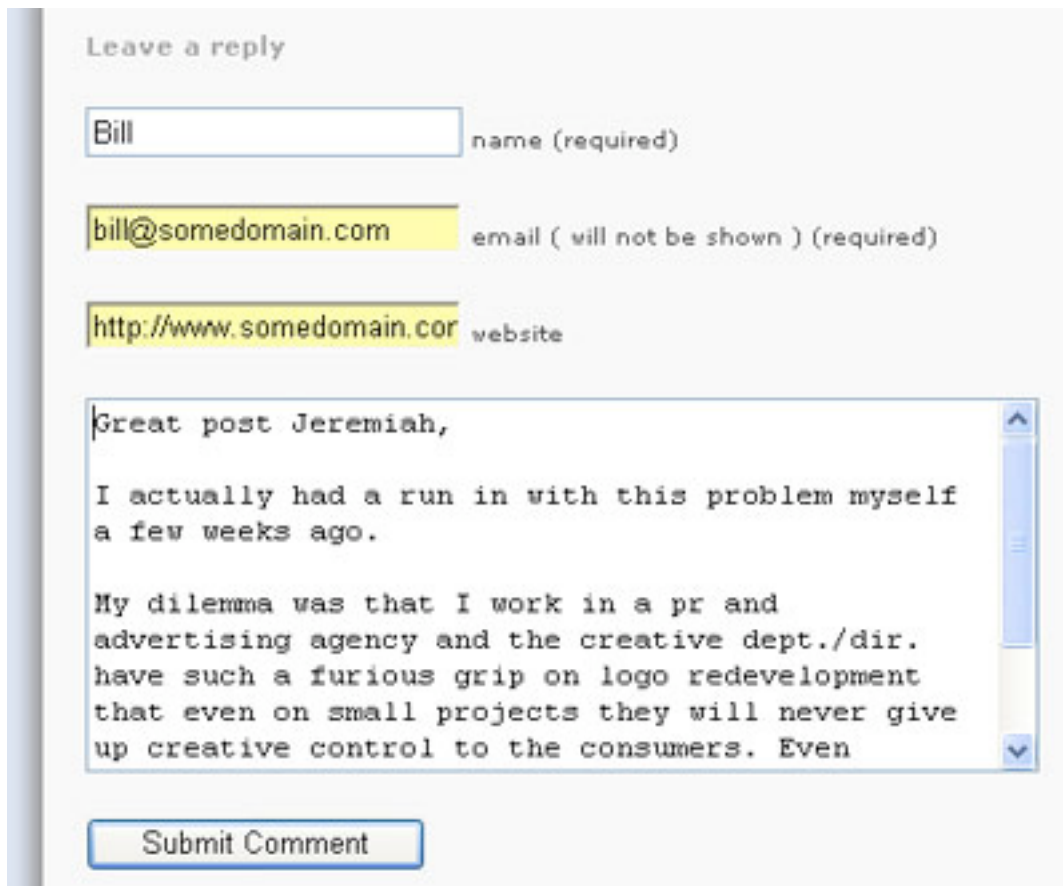
Bloggging is just the beginning, but it is the tool that gets the dialog started. If you haven’t started a blog yet I suggest that you begin right away because this should not be put off. There are many routines that you go through on a daily basis in your business. Talking about your business and the industry it is positioned in should also be part of that routine. It’s healthy!

Don’t worry about being brilliant. This is about an exchange of ideas in one of the largest forums ever. In fact the best way to start is to go and look at other blogs. Search for blogs related to your industry and read what they have to say. I bet you will have an opinion about what you read and that is a good place to start!

Now respond to what you’ve just read. Give it a title and begin to write your thoughts. It doesn’t have to be long. Just answer with your experience. If

appropriate give credit to where you are getting your information with a link to the blog or article that you are referencing.

Go back to the places that you got your references from and chime in. It is very common to leave a comment especially on blogs. You will most likely find a comment link or form at the bottom of each page or entry. Tell them that you like what they are saying and that you have more information on the topic at your blog. Remember, insert a link back to your blog.



Leave a reply

Bill name (required)

bill@somedomain.com email (will not be shown) (required)

http://www.somedomain.com website

Great post Jeremiah,

I actually had a run in with this problem myself a few weeks ago.

My dilemma was that I work in a pr and advertising agency and the creative dept./dir. have such a furious grip on logo redevelopment that even on small projects they will never give up creative control to the consumers. Even

Submit Comment

Now you have engaged the information. You have written a fresh entry on your blog which will automatically alert a bunch of feed services and awaken the search giant Google that you have something new. Plus you got a link back to your blog.

That is how it works in the blogosphere

Invite other bloggers to engage you. This is an opportunity for topical links which we have talked about. The sharing of information will help you gain more readers from other spheres of influence.

If you are talking about your industry in this fashion, you already have a leg up from your competition. The more frequent you update your blog the more visibility you will get.

Be Careful!

Be diplomatic and honest with your responses. Do not try to enflame or call someone out because you will ultimately lose readers. It isn't productive and it may cost you your reputation.



The most important tip is this; admit when you are wrong. This in itself will give you much more credibility to your audience.

Another thing to think about is what you look like with the words you use. Think of it as social behavior. These new friends that you are making on the web might refer business to you.

You may be thinking to yourself, "What if someone submits a nasty comment on my blog?" It can happen, however, as the blog owner you have the power to moderate which comments get shown on your blog and which ones simply get deleted.

Benefits to Blogging

The more you talk about your business and your industry the better you will be able to adapt to hot trends and seize opportunities.

More importantly, I think, is that this practice of writing helps you define your own individual language about your business. It helps you find ways to be unique and stand out from your competition.

Over time you will gain an audience. This is a valuable asset. Your loyal readers will talk about you and hopefully in a good way. Not all of your readers will be customers. Some will be resources or allies.

Strategy

Blogging is only the tip of the iceberg. There are many other tools out there on the web that you can use to develop a dialog with. Along with blogging you should subscribe to industry news feeds. Get linked in on book marking sites like Delicious. Join specific groups and participate in forums. This is not a time to be quiet. You need to push yourself out there and let people engage you.

Start by Googling industry terms and see where blogs or forums pop up.

Many web owners complain that they can't write. If you can type an email to a friend then you can certainly do this. Is it a waste of time? No. Unless you make it a waste of time.

Also, don't just blog. We are not saying here that by having a blog and writing that you will get traffic. This traffic has to be earned. Blogging by yourself without responding to other blogs is a one-sided conversation. You need to engage others.

Over time you will also be developing content based from this dialog which could be used in many ways. It could give you topic ideas for articles as well as more effective sales copy to be used on your website and printed pieces.

Talk really is cheap! Get help installing a blog or signup for one. That way you will have a place to engage information. Then you can say, "Hey come check out my blog!"

Posted on May 3rd, 2008 by Karl Knelson