

## 7 Easy Steps for Creating Buzzworthy Content



November 02, 2011 by [Erica Swallow](#) 31

*[This post](#) originally appeared on the [American Express OPEN Forum](#), where Mashable regularly contributes articles about leveraging social media and technology in small business.*

We've heard for years now that "content is king" in the world of Internet marketing — yet so few marketers seem to understand how to create useful content that isn't overly promotional for the brands supporting it.

For even those who understand the importance of rich content, though, it can be costly to get a content strategy up and running.

[Michael Durwin](#), director of user experience at [Boston Technologies](#), has nailed down a simple step-by-step process for creating buzzworthy content on a shoestring budget.

Durwin spoke about the importance of creating shareable content during his presentation at [Geekend Roadshow](#), a technology-focused portion of the [DMA2011](#) conference, presented by [BFG Communications](#).

Here are Durwin's seven essential steps for creating buzzworthy content, perfect for businesses just stepping into content creation.



---

### 1. Leverage Your Resources

Leverage your resources on your staff, coworkers, customers and fans," says Durwin. "If you can find the people in your company that love to do things like tweet, update [Facebook](#) and take pictures around the office, grab those people and deputize them. Empower them to publish more content about your brand."

---

### 2. Assign Tasks Around Existing Interests

---



Once you've found the individuals within your organization that are already participating in or are very excited about creating content, assign tasks to those people based on what they are interested in and would like to contribute.

Common tasks could including taking pictures, shooting video, tweeting, updating Facebook, blogging and updating the company's website.

Durwin offered up an example of a woman at his company who loves to take candid photos around the office. He talked to her about being the official office photographer, and every now and then she sends him entertaining photos to post to the company's social sites. He also identified a Twitter-loving co-worker and put him in charge of tweeting on behalf of the company.

---

### 3. Identify Outposts

---

Figure out which social sites are a fit for your company, or better yet, find individuals within your company that already use particular social sites and get their feedback on whether those sites are a fit for the business.

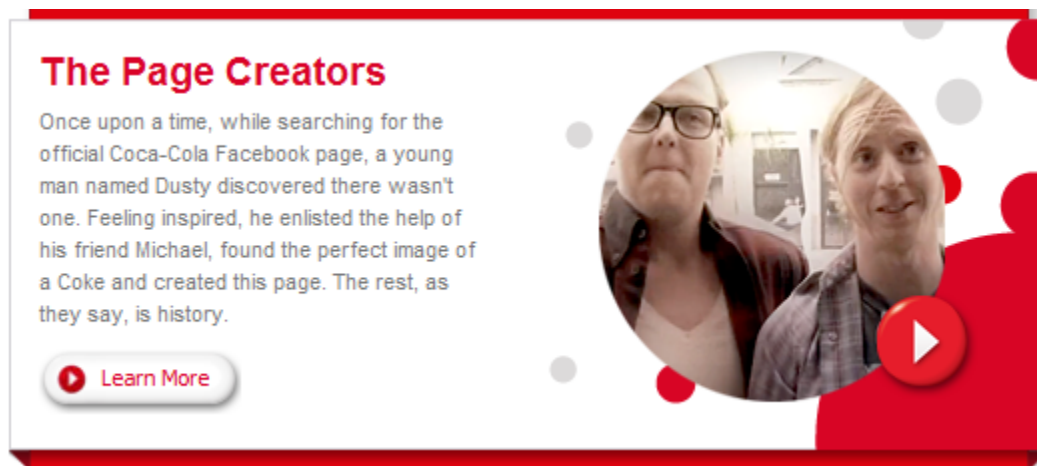
Once you've identified where your company should be — whether that's Facebook, [Twitter](#), [Google+](#), [YouTube](#), [Flickr](#), [Vimeo](#) or somewhere else — get your team involved.

"All of these social outlets become your outposts," says Durwin. "Find the people at your company — or your fans — who love to generate content, put them to work, point them to these places and say 'Go.'"

---

## 4. Identify Ambassadors

---



Sometimes the best candidates for representing a company aren't your employees, but your biggest fans.

Identify the most passionate section of your company's user base. Sometimes these fans are already creating content about the company.

For example, one of the most popular Facebook Pages — Coca-Cola — was [created by two fans](#). Instead of demanding ownership of the Facebook Page, Coca-Cola invited the two creators, Dusty Sorg and Michael Jedrzejewski, to visit them in Atlanta and let them remain a large part of the page, through [videos](#) and other content.

In the case that these fans are not creating content, think of a way to inspire fans. In 2010, [MTV launched a search to find a Twitter Jockey](#) — a perfect example.

---

## 5. Supply Your Outposts

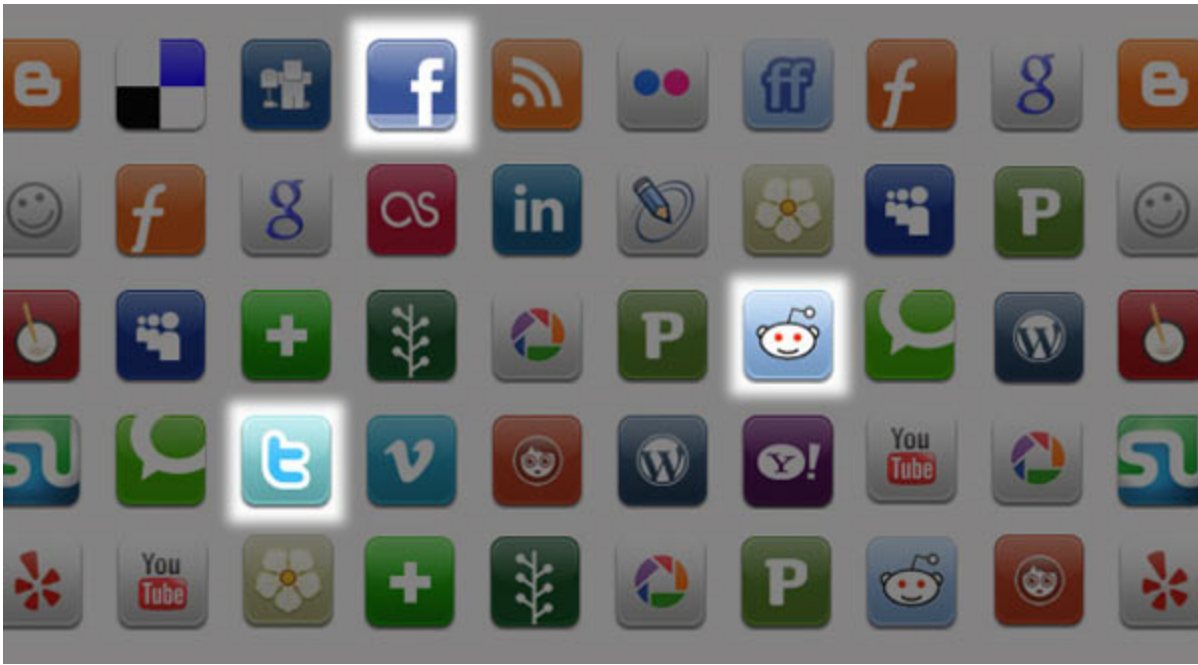
“Set up your blog, set up your YouTube channel, make sure your Twitter account is set up — and then start pushing content.” This could come in the form of blogs images, videos, tweets, status updates or even infographics, one of the most shareable types of content on the web right now.

It's important to keep a steady supply of content on each social platform, so make sure the individuals in charge of each social channel have a clear strategy for maintaining a constant flow.

---

## 6. Make Your Stuff Shareable

---



Make sure you are making your content as shareable as possible — the first step is to [implement social sharing buttons](#).

“Make sure you add buttons to everything. Every page on your website should have a [Like button](#), a [Google+ button](#), a tweet button, an email button — any conceivable way of sharing.”

There are tons of blog plugins out there to help minimize the difficulty of [adding social sharing buttons](#) — you just have to get out there and look.

While you’re at it, share your company’s content with your own audience — “everyone is a potential ambassador,” says Durwin.

---

## 7. Monitor and Respond

---












Durwin stressed the importance of monitoring your social sites and responding to user feedback. “Don’t just put content up and leave,” he said. “You need to go back, see what everybody’s saying about it and respond. Don’t wait a week, don’t wait a day, don’t wait a month — be checking it every single day. Do it again and again until it becomes second nature. When you wake up in the morning, check your Facebook and Twitter pages, send out a couple of responses. Before you know it, you’ll be doing it two or three times per day, and you won’t even notice how it impacts your day.”

These seven steps are a basic guide to kicking off content creation at a business. How has your company gone about the content creation process? Let us know in the comments below.

*Image courtesy of [iStockphoto](#), [ra2studio](#)*

[Email Story Reprints](#)

## 31 Comments

- 
1.  [Laura Newill](#) [Follow](#)  
Great information for businesses....  
[November 02, 2011](#) [Reply 1](#) [Flag this comment](#)
- 
2.  [Cornelia Seigneur](#) [Follow](#)  
Fantastic tips- I especially like the Coca-cola example ...wow! I teach media and journalism and these are great ideas for getting students to think beyond the old print media platform. They are learning the craft of creating content for a whole new world! Thanks, Cornelia Seigneur  
<http://www.corneliaseigneur.com>  
[November 03, 2011](#) [Reply 0](#) [Flag this comment](#)
- 
3.  [Sanyo Seiki Stainless Steel](#) [Follow](#)   
Useful info for all that using social networking! :D  
[November 03, 2011](#) [Reply 0](#) [Flag this comment](#)
- 
4.  [Kev Hudson](#) [Follow](#)   
Still pushing dull sales messages? Stop, look and learn.  
[November 03, 2011](#) [Reply 0](#) [Flag this comment](#)
- 
5.  [Garious](#) [Follow](#)   
What a great article, Michael! And it surprised me that Coca-Cola page is originally owned and created by its fans.  
  
As for Garious, we have this "Tweetips" created by our team members who loves to write tweetable contents. We also have regular theme for our blog such as Podcast Mondays, In the Reel and In the News.  
  
[November 03, 2011](#) [Reply 1](#) [Flag this comment](#)
- 
6.  [Shiva Mulage](#) [Follow](#)  
very useful information..thanks for sharing  
[November 03, 2011](#) [Reply 0](#) [Flag this comment](#)
- 
7.  [Sophie Saks](#) [Follow](#) 



thank you for this post – Great example with Coca Cola... sophie saks

[November 03, 2011](#) [Reply 0](#) [Flag this comment](#)

8.



[Fin Wycherley](#) [Follow](#) 

Blogging on a shoestring budget:

[November 03, 2011](#) [Reply 0](#) [Flag this comment](#)

9.



[Beto Tercette](#) [Follow](#)

7 passos p/ a criação de Buzz Content, por @ericaswallow!

[November 03, 2011](#) [Reply 0](#) [Flag this comment](#)

10.



[Tracy Wehringer](#) [Follow](#) 

it can be costly to get a content strategy up and running

[November 03, 2011](#) [Reply 0](#) [Flag this comment](#)

11.



[Patrece Jones](#) [Follow](#) 

Regarding Social-Media-Technology..reward your teams with \*titles & cash incentives\* when they achieve a numeric goal, and or positive-feed back-recommendations-referrals from consumers-customers-clients. Monitor & Respond is a Crucial Component..KPJ

[November 03, 2011](#) [Reply 0](#) [Flag this comment](#)

12.



[Lisa Crosby](#) [Follow](#) 

Invaluable insights and suggestions

[November 03, 2011](#) [Reply 0](#) [Flag this comment](#)

13.



[Dev Shades](#) [Follow](#)

Great piece of information. Earlier we were only thinking about FaceBook, Twitter or Digg but now Google Buzz and Google+ is something which can't be ignored.

[November 03, 2011](#) [Reply 0](#) [Flag this comment](#)

14.












[Paaul Herrera](#) [Follow](#) 

Invaluable insights and suggestions

[November 03, 2011](#) [Reply 0](#) [Flag this comment](#)



- 
15.  [Sol Follow](#)   
Good advice, always check the feedback and respond  
[November 03, 2011 Reply 0 Flag this comment](#)
- 
16.  [Jimmy Keown Follow](#)  
Owned content is a valuable brand asset.  
[November 03, 2011 Reply 0 Flag this comment](#)
- 
17.  [Russ Parker Follow](#)   
Very interesting article  
[November 03, 2011 Reply 0 Flag this comment](#)
- 
18.  [Trí Nguyễn Follow](#)  
Thanks  
[November 03, 2011 Reply 0 Flag this comment](#)
- 
19.  [Ellen Violette Follow](#)  
The one I like best is making sure it's shareable. So many people forget to do this!  
[November 03, 2011 Reply 0 Flag this comment](#)
- 
20.  [CDN Solutions Group Follow](#)   
Fabulous post...!! All the steps are good and productive to follow. We (CDN Solutions Group) have not added like button in each page of our website but i think that's a nice idea to apply. We have created our profile on social media sites like Facebook, LinkedIn and Twitter and we keep the content updating from time to time. Thanks for the information.  
[November 04, 2011 Reply 0 Flag this comment](#)
- 
- o  [CDN Solutions Group Follow](#)   
And yes of course Coca-cola is a good example to demonstrate...:))  
[November 04, 2011 Reply 0 Flag this comment](#)
- 
21.  [Genesis Capital Follow](#)   
These are fantastic tips. I'm currently developing our social media presence at

<http://www.genesismerchantservices.com>. These articles are helpful resources, especially since it kind of feels like the Wild West right now. I say that because there's such a big push to get companies and businesses online and connecting with their customers, but it's still a relatively new business practice. I love where it's going and will keep looking to Mashable for great ideas and inspiration.

[November 04, 2011 Reply 0 Flag this comment](#)

22.



[Ankit Bansal Follow](#)

really nice information

[November 05, 2011 Reply 0 Flag this comment](#)

23.



[Josh Bradley Follow](#)

As the saying goes 'Content is king'

[November 06, 2011 Reply 0 Flag this comment](#)

24.



[DangerMan Urbansuperhero Follow](#)

These social media tips were very helpfull.

[November 06, 2011 Reply 0 Flag this comment](#)

25.



[Stephen Dwyer Follow](#)

Some straight-forward yet effective advice to follow

[November 07, 2011 Reply 0 Flag this comment](#)

26.



[Susan Thetford Follow](#)

Thank you.Great article.There is so much to learn ,I love the team concept of assigning areas of interest and abilities

[November 07, 2011 Reply 0 Flag this comment](#)

27.



[George Beverley Follow](#)

There is so much info out there. Mashable is THE information. So thank you for that.

[November 08, 2011 Reply 0 Flag this comment](#)

28.



[Grace Long Follow](#)

A great tip for bloggers.



[November 09, 2011](#) [Reply 0](#) [Flag this comment](#)

29.

[buzzquotient](#) [Follow](#)

Leveraging staff or rather resources is a great way to create buzzworthy content. Expert resources will lead to noteworthy content. Also identifying social sites which works best for company and identifying people who already are, is an added advantage. Also content distribution is of equal importance and site with great user base should be selected. And above all monitoring and responding would help in online reputation management.

[November 10, 2011](#) [Reply 0](#) [Flag this comment](#)

30.

[Saurabh Mehra](#) [Follow](#)

Great....very helpful  
thanks

[November 17, 2011](#) [Reply 0](#) [Flag this comment](#)

5

[WHAT IS HUBSPOT?](#) [WHO USES HUBSPOT?](#) [MARKETING RESOURCES](#) [ABOUT US](#) [DEMO](#) [BLOG](#)

GO



## Inbound Internet Marketing Blog

SEO, Blogging, Social Media, Landing Pages, Lead Generation and Analytics

[Inbound Marketing](#)[Social Media](#)[Search Engine Optimization](#)[Twitter](#)[Lead Generation](#)[Public Relations](#)[Web Analytics](#)[Web Design](#)*The #1 Most Popular eBook*[Download Now](#)

### SUBSCRIBE

The HubSpot Inbound Internet Marketing blog covers all of inbound marketing - SEO, blogging, social media, lead generation, email marketing, lead nurturing & management, and analytics. Join 51,557 others and subscribe now!



RSS



Facebook



Twitter

### Subscribe by email

[Subscribe](#)

### Get Free Marketing Info!

Get the world's best marketing resources right to your inbox! Join more than 817,000 inbound marketers!

Email ([privacy policy](#)) \*[Yes, subscribe me today!](#)

### Most Popular Posts

12 Quick Tips To Search Google Like An Expert

Free Advertising on  
Google

---

Create a Facebook  
Business Page and  
Tap 53 Million Users  
(For Free!)

---

Inbound Marketing vs.  
Outbound Marketing

---

How to Create a  
Facebook Business  
Page in 5 Simple  
Steps (With Video!)

---

20 Examples of Great  
Facebook Fan Pages

---

Did You Graduate  
From Link Building  
High School Yet?

---

How to Use Twitter for  
Marketing & PR

---

The Importance of  
Google PageRank: A  
Guide For Small  
Business Executives

---

How to Create a  
Facebook Page Vanity  
URL







---

**Listen to this blog!**



[Listen to blog articles](#)

**Recommendations**

-  **5 Google+ Tricks to Dominate Google Search Results**  
64 people recommend this.
-  **31 Fluffy Buzzwords Marketers Overuse and Abuse**  
17 people recommend this.
-  **10 Clever Ways Your Email Signature Can Support Your Marketing**  
22 people recommend this.
-  **8 Creative Social Media Tactics to Conquer Local Competitors**  
30 people recommend this.
-  **10 Types of Updates to Power Your Social Media Presence**  
46 people recommend this.
- Everything Marketers Need to Know About SOPA**  
196 people recommend this.
-  **5 Real-Life Examples of Awful PR Pitches**  
11 people recommend this.

Facebook social plugin

## Work at HubSpot!



## 10 Easy Ways to Supercharge Your Small Business' Yelp Presence

Posted by **Pamela Seiple**  
Mon, Mar 01, 2010 @ 07:30 AM

 **Comments**

*This guest post is by **Leighann Farrelly**, community manager of Yelp Boston. In the following article, Leighann discusses 10 simple ways you can take advantage of your business's presence on Yelp, one of the top user review sites on the Web today.*

### 1. Join The Conversation

What conversation, you ask? The conversation taking place everyday on Yelp.com between businesses and consumers in your local community and beyond. Just last month, 29 million consumers came to Yelp to connect with great local businesses; since 2005, over 9 million reviews have been written. What does that mean for you? It's time to open a dialogue with these potential customers.

Yelp makes it really easy and cost-effective not only to start, but to maintain communication with these potential customers by using a free suite of business tools. [Create a Yelp Business Owner Account](#) to join (or start) the



conversation about your business today. By unlocking these free tools, you'll be able to update your business information, post special offers, announce upcoming events and, most importantly, communicate with your customers.

## 2. Tell your story

Inquiring minds want to know, and here's your chance to give 'em the scoop, right on your Yelp business page. Once logged into [biz.yelp.com](http://biz.yelp.com), build out a rich profile under the "Business Information" tab. You can share the history behind your business and what you do best. Also, add a little something about yourself and your managers so that Yelp users can get to know you.

## 3. Smile for the camera

Get photos of your establishment up on Yelp, pronto. If your business is a restaurant, add a picture of your menu. Own a boutique? Add a shot of your great new merchandise. It's a simple, fun and effective way to illustrate your story. Finally, ensure a photo of your storefront is included so people know what to look for when they decide to visit you offline.

## 4. Bring on the Bling

Got a website of your own? Why not add some Yelp badges to bring awareness to customers about your presence on Yelp? Check out the variety of buttons we've created just for business owners, which can be found on [Yelp's Flickr page](#) and downloaded for free. Once added to your site, hyperlink the image so visitors can jump directly to your Yelp reviews.

## 5. Make an announcement!

Let's say you've just created a great new dinner menu. Or, you're having a sale on all your summer merchandise. It's easy to let current and potential customers know about specials and offers through [the announcement tool](#). Simply create an announcement and publish it to your Yelp page. Not only will your message appear on your business page, but it will make you more discoverable within Yelp search results and on our popular mobile platforms. From promotions and discounts to unveiling a new location, announcements make it easy to get a simple and clear promotion out to Yelp users. To date, over 200,000 announcements have been created. What are you waiting for?

## 6. Do let people know you're on Yelp.

Is adding a fancy Yelp button going to be enough to let customers know about your new Yelp page? While it's a good start, there are a number of creative ways make sure your customers are in the know. One of our favorite methods was found at a coffee shop where the owners provide free wi-fi. When customers logged onto the Internet, they were immediately taken to the coffee shop's preferred homepage: their Yelp business listing! Other business owners have proudly displayed favorite reviews in their offices or even at their front desks.

## 7. Don't ask for reviews or spam your page.

While you might be eager to fill your page with positive reviews, we don't encourage you to solicit them from customers. Positive feedback is best, and most accepted, when it comes organically from customers who have had a genuinely great experience with your business. Consumers are turned off by a business with fake-looking reviews, and Yelp's review filter (a spam algorithm designed to maximize trustworthiness of Yelp content) weeds out most shills. Yelp users are a savvy bunch and come to Yelp for quality information to help them make purchasing decisions. While they often decide which opinions they trust on the site, our automated process helps filter out reviews from users that are less established on Yelp. It applies to both positive and negative reviews, and helps protect both consumers and business owners from malicious competitors, spam and generally less credible information.

Our advice? Take the above steps to let people know you're on Yelp and then just go with the flow. Remember, it's all about quality, not quantity. Success is measured by the number of folks who view your page, not your review quantity.

## 8. Respond, Engage & Communicate

With a Yelp Business Owner's Account, you have the opportunity to engage in a dialogue with consumers who have reviewed your business. While it's a great way to build goodwill, it's important to consider your approach and tone; your reviewers are your customers, more vocal than most, and though you may have good intentions, meaning can sometimes be misconstrued through the Internet. With your business owner account, you're able to respond privately and publicly to customers who have reviewed your business.

### **Private responses:**

For positive reviews, a simple thank you works best. Avoid offering freebies as gratitude, as this may come across as an ex post facto bribe, and try keep your message short and sweet. For negative reviews, things can get a bit trickier. First, take a step back and deep breath. Though it may hurt to hear negative things about a business where you work so hard, it's important to consider your customer's viewpoint and experience. Avoid getting defensive, making excuses, attacking or blaming the customer -- this is your chance to establish a human relationship and make this situation better, even if it's just to **let them know you are listening** and appreciate their feedback. When you take the time to acknowledge their personal situation and address their issue, it shows and may even help to change the customer's perspective for good.

### **Public Responses:**

Public responses are a simple way for business owners to add helpful commentary to any review of their business. It's an easy way to show customers that you are listening and that you're always looking for ways to improve upon their feedback. When it comes to positive reviews, a thank you is best communicated through our private messaging system. The public comments tool is best used to address how you've handled a specific concern raised by a reviewer, for example, to provide correct information if something is inaccurate or out of date, or to share your version of a difficult situation if you're unable to resolve the concern through private messaging. In any of these instances, it's important to remember that these comments will be viewable by everyone who comes to Yelp, including potential customers. That means you'll need to avoid using public comments to make personal attacks on a reviewer, advertise or offer incentives. This will only lead to a negative perception of your business and possibly drive away potential customers. You'll want to leave readers with a positive impression of your business, so take a diplomatic approach and stick to the facts. Customers appreciate it when business owners take the high road.

## 9. Measure your word of mouth

With your free Yelp Business Owner's Account, **measuring your word-of-mouth** is as simple as logging in to your account. You'll be able to check on the number of page views your business has each day and each month, an important indication of just how much buzz your business is generating. You can also opt-in to receive email alerts when new reviews are posted and track your review distribution and rating over time.

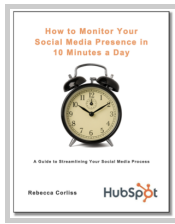
## 10. Lather, Rinse, Repeat

Once you've completed your business page, uploaded photos, co-branded **your online presence** with Yelp badges and posted an enticing announcement, stick with it! Keeping track of your Yelp business page and your reviews, along with responding in a timely manner to those who've taken the time to provide you with feedback, only takes a few minutes a week and doesn't cost you a dime. By keeping the lines of communication open and being receptive to customer feedback -- both positive and negative -- you're putting yourself and your business in a position of great visibility to the Yelp community and potential customers in your area. Be consistent, be positive and be engaging!

### **Free eBook: How to Monitor Social Media in 10 Minutes a Day**

After reading this eBook, you'll know how to





successfully streamline your social media monitoring to save you time!

[Download the Free Social Media eBook Now!](#)

---

## COMMENTS

Very nice blog. I bookmarked this blog for future reference.

Another idea is, you have to show yourself as an expert in what ever business you are doing. You can do this by your website content and the blogs.

Hyder

posted on Monday, March 01, 2010 at 7:46 AM by [Syed Hyder Ali](#)

---

Awesome tips! I rely on Yelp for getting reviews on restaurants and other establishments. There's a great community feel to Yelp and even though most of the people are strangers to me, I rely heavily on their opinions.

For brick and mortar establishments, it feels great to open the door and see the Yelp sticker attached to it. I feel like they're recognizing me when they do that and that they really want to be part of my community.

posted on Monday, March 01, 2010 at 8:18 AM by [Jeff](#)

---

Great tip about Yelp...thanks for sharing. I've signed up for 3/10 webinar. Looking forward to receiving info about monitoring social presence in 10 mins. a day.

posted on Monday, March 01, 2010 at 10:22 AM by [Susan Redmon](#)

---

Finally, someone has taken action against Yelp. I always thought Yelp was a total scam and I was pleased to learn that I'm not the only one who has experienced the "Yelp extortion" tactics. If your a small business owner like me my advice is to stay away from Yelp. Here's more info...<http://techcrunch.com/2010/02/24/yelp-class-action-lawsuit/>

posted on Monday, March 01, 2010 at 11:58 PM by Thomas Wills

---

These tips would be helpful for any platform on which a business needs to manage their presence.

I wonder how Yelp plans to manage its own presence in the headlines and in the courtroom. How Ms. Farrelly responds to our comments here might be telling in itself.

posted on Tuesday, March 02, 2010 at 12:32 PM by [Sara Fitzpatrick Comito](#)

---

Yelp is terrible. I'd avoid it like the plague. Start getting good reviews? They'll start calling you to advertise, and if you don't the good reviews will start to appear on the bottom and bad reviews start showing up. Get a bad review, possibly from a disgruntled ex-employee? They'll call you to offer to remove or demote the bad reviews if you buy advertising.

Any business needs to make money, this is how Yelp does it and really has to based on their model. Further, reviews from people who's credibility is based on how many reviews they write is also bad. Just because someone writes a bunch of reviews doesn't mean they know what they are talking about. It just means they have more than enough time to write a ton of reviews.

posted on Tuesday, March 02, 2010 at 12:36 PM by Peter Smitts

---

This is a great run-down of advice for small businesses using Yelp or similar sites. For those looking for a Yelp alternative that is more community-focused with shared ownership and flexibility, check out <http://GoHuman.com>.

posted on Tuesday, March 02, 2010 at 1:18 PM by [Andy Swindler](#)

---

Like Andy mentioned this is a ton of great advice for businesses to adhere to and engage with their customers. For those that would like to see another company that offers business social media visit [www.PlanetBuzz.com](http://www.PlanetBuzz.com) and check out the Buzz Page

posted on Tuesday, March 02, 2010 at 2:29 PM by Deno

---

Thank you, Hyder, Jeff, Susan, Sara and Andy! So glad you found the post useful. If I can provide additional insight on our free business tools or Yelp in general, you can always find me here: [http://www.yelp.com/user\\_details?userid=hBic152tMVstecdZSVL-lQ](http://www.yelp.com/user_details?userid=hBic152tMVstecdZSVL-lQ)

Peter and Thomas: I wanted to make sure you saw these two, in-depth blog posts by our CEO addressing the claims here: <http://officialblog.yelp.com/2010/02/lady-justice-needs-a-lawsuit-filter.html> and most recently, from yesterday: <http://officialblog.yelp.com/2010/03/additional-thoughts-on-last-weeks-lawsuit-or-how-a-conspiracy-theory-is-born-.html>.

Most notably: "Yelp does not remove or hide negative reviews in exchange for money and Yelp salespeople do not offer to do so. Additionally, Yelp treats review content equally for advertisers and non-advertisers alike: advertisers pay for advertising and enhanced listings, nothing more; and businesses are not penalized for declining to advertise."

These blogs by 3rd party lawyer, Josh King (<http://avvoblog.com/2010/02/26/yelp-sued-over-client-reviews/>) and leading industry analyst, Greg Sterling (<http://gesterling.wordpress.com/2010/03/01/a-look-at-the-claims-and-facts-in-yelp-case/>), respectively, represent an interesting take on current events, as well.

posted on Tuesday, March 02, 2010 at 2:47 PM by [Leighann Farrelly](#)

---

Great post! Localizing your social media efforts are a great idea for small biz. Yelp is especially powerful as it often can have a large local influence on consumers choosing who to do business with.

posted on Tuesday, March 02, 2010 at 3:02 PM by [Zack](#)

---

Unfortunately, the website does not recognise a country called UAE :) I work in the UAE and would like to register our company on Yelp. Seems like there's no way to do that!

posted on Thursday, March 04, 2010 at 1:29 AM by Chris Fernando

---

Good List! Thanks for sharing...

posted on Tuesday, March 09, 2010 at 5:01 PM by [Bob Levin](#)

---

Comments have been closed for this article.

31 Fluffy Buzzwords Marketers Overuse and Abuse

6 Ways to Get Booted From Twitter's Search Results

10 Clever Ways Your Email Signature Can Support Your Marketing

5 Real-Life Examples of Awful PR Pitches

7 Mobile Marketing Ideas for Budget-Conscious Super Bowl Marketers

- [Analytics](#)
- [Blogging](#)
- [Email Marketing](#)
- [Hubspot TV](#)
- [Lead Generation](#)
- [Search Engine Optimization](#)
- [Social Media](#)
- [Small Business](#)
- [Video](#)

- [Subscribe to RSS](#)
- [Email Subscribe](#)
- [Twitter](#)
- [Facebook](#)

#### COMMUNITY

- [Inbound Marketers on LinkedIn](#)
- [Pro Marketers on Facebook](#)
- [Inbound.org](#)
- [Inbound Marketing University](#)

- [Website Grader](#)
- [Square Grader](#)
- [Book Grader](#)
- [Press Release Grader](#)
- [Twitter Grader](#)
- [Call-to-Action Grader](#)
- [Facebook Grader](#)
- [Gobbledygook Grader](#)

**Visit Hubspot.com for award-winning internet marketing software to power your website or blog.**

[Inbound Marketing](#)[Social Media](#)[Search Engine Optimization](#)[Twitter](#)[Lead Generation](#)[Public Relations](#)[Web Analytics](#)[Web Design](#)© 2012 HubSpot, Inc. [Login](#) [Privacy Policy](#)

# entrepreneur magazine's GROWTH 2012 conference

Thank you for your interest in Entrepreneur! To help us determine where your company might be a good fit in the magazine or on our website, please be prepared to provide the following basic information when you pitch us at the Growth Conference:

- Name/s of founders
- Age/s of founders
- Name of business
- Brief description of what business does
- Year business founded
- Annual sales

We are looking for entrepreneurs whose stories illustrate lessons that other readers can learn from. To help focus your three-minute pitch, please consider the following questions:

- What do you think is interesting or newsworthy about your company?  
Explain briefly.
- What key challenges or obstacles did you overcome while starting and/or growing your company? Explain briefly.
- Do you use any innovative or unusual marketing or sale strategies, financing strategies or management techniques? Briefly explain what you do and why it is innovative.
- Have you developed an innovative product, service or technology?  
Explain briefly.
- Is there a specific marketing/sales strategy, financing method or management technique that has greatly helped your business's growth?  
Explain briefly.

Once we receive your information at the Growth Conference, if we are interested in pursuing your story, someone from Entrepreneur will contact you to follow up.