

8 Ways *in* 8 Days



Quick ways to
generate leads
online

Mandy  McEwen

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This report was created in January, 2015. All statistics and suggestions listed below are based on findings up to January, 2015.

Update: This report was updated January 2015

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Company Information

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A message from ME to YOU:



“Thank you for downloading and subscribing to 8 Ways in 8 Days! Over the next 30 minutes, you will find helpful tips to get you on the fast track to marketing your business online. Doing just 1 of these tips per day will generate new visitors to your website in just 8 days!”

Online marketing is a fast-paced field that has its stressful moments, but the rewards outweigh the challenges! For the better part of a decade, I have focused on gaining extensive knowledge in this ever-changing field and I am constantly on the lookout for the newest trends and latest algorithm changes to stay ahead of the competition. I am extremely passionate about what I do and the services I provide to my clients. If you remain a subscriber of my newsletter, I promise to share my knowledge and resources to help you gain measurable success in your online marketing business ventures.

If at any time you have questions about your business or online marketing services, feel free to send me an email at mandy@modgirlmarketing.com. Email is the fastest way to reach me and I will try my best to respond within 48 hours.

I thoroughly enjoy helping businesses succeed and I hope this guide gives you the jump-start your business needs to start generating quality leads online!”

-Mandy McEwen

Founder and President of [Mod Girl Marketing](#)

Results-Driven [Digital Marketing Consultant](#)

Just a little quote to get you in the right mindset:

“Innovation needs to be part of your culture. Consumers are transforming faster than we are, and if we don’t catch up, we’re in trouble.” Ian Schafer, CEO of Deep Focus

How To Write A Press Release That Doesn't Suck

You see a lot of things in the media industry. Some of it has you clamoring with colleagues around the proverbial water cooler... and some of it winds up [a mockery on Buzzfeed](#). Naturally, you do NOT want the latter!

A successful press release:

- Has pertinent, fresh, relevant news to announce
- Ties into the “zeitgeist” – other breaking trends, statistics, or buzzworthy news
- Demonstrates a linear flow with a beginning, middle, and end
- Does not contain spelling, grammatical, or factual errors
- Shows readers why they should do business with a company, rather than telling them
- Offers a lot of content in few words
- Uses authoritative quotes from quality sources

Often times, these tips are easier said than done unless you are working with an experienced professional. Press releases are truly some of the most difficult pieces of copy to churn out, especially if you've purchased an expensive premium PRWeb package, but don't necessarily have *that much* breaking news to share. You've got to find the right angle and resist the temptation to over-sell yourself, which can be challenging for brands with a lot to brag about.

Working within a company, you tend to get tunnel-vision, which is why outsourcing press release duties is the best course of action for a lot of big brands. We have all new press release clients fill out a questionnaire that helps us get to know the most important information, which forces you to focus on your core differentiation and omit irrelevant details that so often cloud press releases.

Without further ado, we'll cover five of the biggest blunders companies make with their press releases...

1. Senseless meandering.

Journalists, who are often harried and scant on time, beg of you: GET.TO.THE.POINT.

San Francisco Florist Says Consider Unique Japanese Ikebana Flower Arrangements for Valentine's Day

San Franciscans looking for an artistic new way to express their love this Valentine's Day should check out Japanese Ikebana arrangements at BayList 2011 award-winning [REDACTED]. With roots in Buddhist rituals, Ikebana, or "living flowers," is the Japanese art of arranging flowers.

San Francisco, CA ([PRWEB](#)) January 27, 2012 -- Sweethearts looking for a special twist on their traditional Valentine's Day celebration will find something to love at [REDACTED]. Owner [REDACTED]'s specialty is artistically crafting Japanese Ikebana floral arrangements, which can be made using high quality silk or fresh flowers, which can be a stunning alternative to the same old red roses most loved ones will be expecting.

Ikebana, which has been traditionally practiced in Japan for over 500 years, is much more than a bouquet—it is an art form with an emphasis on shape, color, and minimalist design that conveys a deeper meaning and gives the viewer a meditative sense of calm.

[REDACTED], a top [San Francisco floral designer](#) and certified member of the American Institute of Floral Designers (AIFD), describes Japanese Ikebana as a design style that reflects the beauty and simplicity of Japan. It is very different from the European, American, contemporary, and other Oriental designs.

"Unlike Western bouquets, traditional Ikebana doesn't just focus on the flower; it also focuses on the shape of stems and leaves, and even the container," said [REDACTED]. "The whole is brought together to symbolize harmony between humans and nature."

[REDACTED] specializes in Sogetsu Ikebana, a fresh style that encourages finding inspiration in everything and not placing limits on creativity. She is sought after to exhibit her work at many events and prestigious San Francisco landmarks, including the de Young Museum, San Francisco Conservatory of Flowers, and San Francisco Garden Club.

Lovers who order in advance have many choices of design and materials. [REDACTED] asks for at least one to two weeks to ensure that the materials will be available, since last-minute orders can be difficult to accommodate, especially as Valentine's Day nears.

Image Source: [Prweb.com](#)

You've got 400 to 500 words to work with, so do not squander them. Let your first paragraph contain all the juicy details and let that sweet nectar drip on down to the lower layers of your release. Hook your reader with the "who, what, where, why, and when." Then establish your credibility with quotes and tell them how to get more information or participate.

2. Lacking newsworthiness

Press releases are an easy way to build links and gain notoriety. Every business owner should surely take advantage of this opportunity to establish credibility. However, there is a dark side. Many companies make a desperate grab at tying their business in to other news, but fail miserably.

Spoil a Sweetheart this Valentine's Day with a Hot New Pashmina

celebrates Valentine's Day with 10% off pink and red pashminas; Cashmere gifts available under \$50.

Houston, TX ([PRWEB](#)) January 27, 2012 -- Chocolate and flowers are nice, but why not express love this Valentine's Day with a timeless gift? one of the largest sources of pure, grade A cashmere at value prices, is helping even more lovers unite with a 10% discount on purchases of \$40 or more on red or pink pashminas. Shoppers can take advantage by entering Love2012 through February 14th.

"Cashmere is the perfect way to say "You're special," said , co-owner of . "Unlike chocolate and flowers, cashmere is something she'll wear and cherish forever."

offers more than 70 pink or red cashmere items to heat things up this Valentine's Day.

Below are 's "Perfect Picks", including three new "Water" stoles in red, hot pink and rose pink.

- Leopard Red Dot Animal Print Pashmina Silk Blend Shawl
- Pure Pashmina Scarf Red
- Pashmina/Silk Wrap Red
- [Pashmina/Silk Water Stole Red, Rose Pink and Hot Pink](#)
- Pink Leopard Animal Print Pashmina
- Hot Pink Python Animal Print Pashmina/Silk Wrap
- Pink Zebra Animal Print Pashmina Silk Wrap
- Hot Pink Pashmina/Silk Scarf
- [Rose Pink Pashmina/Silk Wrap](#)
- Light Pink Pashmina/Silk Scarf

Image Source: [Prweb.com](#)

Does your company news *really* tie in with what celebrities are doing? Are you trying to re-hash old news and make it fresh by adding an adjective like "new"? Backlinks are no good if your audience ignores you, so wait until you have something truly interesting to share.

3. Keyword stuffing

Keywords are how people find your press release. In fact, press releases of the past relied on carefully plotting a certain keyword density to get press releases, web pages, blogs, and other types of online content SEEN. Nowadays, this strategy works against you.

"When buying **UV sunglasses**, it is important to research **UV sunglasses** on **UV sunglasses** websites..."

We still throw in a keyword here and there for good measure, mind you, but it isn't so obvious. A keyword sprinkled into the title, the first sentence, and the last sentence is usually enough to make press release sparkle in the search engines

Image Source: [Prweb.com](#)

4. Wordy headlines

A headline should be punchy and attention-grabbing. Far too often, they end up vague and verbose.



██████████.com Advises Teens To Look To Celebrities For The Perfect Prom Dress Styles And Where To Turn For A More Affordable Choice

Recent awards ceremonies are a great place to begin scouting styles for elegant and sexy prom gowns. ██████████ shows girls what designers they can turn to for affordable fashion.

Port Jefferson Station, NY (PRWEB) January 27, 2012 -- Prom night only happens once in a lifetime, so it is important to choose the perfect dress for this huge milestone. ██████████, an authorized retailer of over 50 fabulous designers, is suggesting that young women look to their favorite celebrities to get some ideas for the perfect gown. Recent awards ceremonies are a great place to begin scouting styles for elegant and sexy prom gowns.

Image Source: Prweb.com

The headline is arguably the most important part of your press release, as it is your only chance to grab a reader's attention or not. You must interest the reader and promise something of value.

We find that press release headlines tend to suffer from "Groupthink." There are so many poorly written titles out there, that it can be easy to fall down to the lowest common denominator. For instance, how many companies "announce" their news? How many companies offer "solutions?" How many companies describe themselves as "innovative?" A trained reader is on auto-pilot to avoid any press release containing these tired words in the title.

5. Lacking action

Ultimately, you and I both know you're not just putting your release out there simply "to inform" or "to celebrate achievements," using the internet as a vehicle for your overwhelming enthusiasm.



██████████ Co. Celebrates 2011 Achievements

██████████ Co. Inc. celebrated their 2011 achievements. More than 240 ██████████ Co. agents and staff gathered yesterday afternoon at the Quad Cities Waterfront Convention Center in Bettendorf, Iowa, to celebrate their 2011 accomplishments.

Davenport, IA (PRWEB) January 27, 2012 -- ██████████ Co. Inc. celebrated their 2011 achievements. More than 240 ██████████ Co. agents and staff gathered yesterday afternoon at the Quad Cities Waterfront Convention Center in Bettendorf, Iowa, to celebrate their 2011 accomplishments. "We are grateful and appreciative to our agents and our staff for their commitment to excellence, dedication, hard work and loyalty," said company Chairman, President and CEO ██████████.

Image Source: Prweb.com

Behind every good piece of content marketing, there is a sales pitch. The best sales pitches are subtle, of course, but they should be present in some form or another. Do you want your audience to visit your website, call for more information, enter a contest, register for a webinar, sign up for a newsletter, or make an order? The last paragraph of your release should tell consumers what to do.

More Tips For Writing Killer Press Releases

In a nutshell, you must understand what a press release is or isn't.

1. **It's not a blog.** Your audience is not house wives, college students, or hobbyists. Rather, journalists and news-minded people are reading. They are intelligent and scouring the Google News feed for the latest information on a topic of interest. Press releases must be edited and fact-checked – that much goes without saying. Do not use first or second person. You want your release to read like a really, really professional news article.
2. **It's not ad copy.** You're not writing about a "miracle, break-through cure." Leave hype at the front door. You want to present the facts and let readers decide for themselves whether they'd like to take action or click for more information. You want your release to tell a story that is memorable and compelling at the very least.
3. **It's not web copy.** You can't pack a press release full of keywords or rely on lists of features and benefits to inform. You have to be smarter than that. Though you only have 400-500 words to get your point across, you can squeeze more bang for your buck by effectively using the "about" box to add credibility to your narrative.
4. **It's not an internal memo.** All facts and figures and no emotion makes for a dull read. While you want substance in your press release, you don't want to bore your poor readers. Skip jargon and settle on easily digested copy. For instance, don't use "myocardial infarction" when "heart attack" will do. Add quotes with strong opinions that other writers may want to re-use to stir the pot with controversy, supporting ideas, or intrigue.
5. **It's not a journal entry.** Press releases need laser-like focus. As we said earlier, the "who, what, where, why, when, how" should be established early. Most of the time, the messiest press releases

do not have a good angle, so they read like long, bloated personal diatribes that lack relevance and coherence.



Image Source: skadeedle.com (click [here](#) to view the “Don’ts” of the infographic)

PRWeb offers an exhaustive amount of resources, including [a long list of editorial guidelines](#). Be sure your press release writer is familiarized with the essential “meat and potatoes” of an acceptable press release, and then build your empire from there.

Check out the #8ways blog to discover [8 tips for writing a killer press release!](#)

8 Tips For Writing A Killer Press Release



Additional Resources:

<http://kimgarst.com/5-signs-online-press-release-stinks>

<http://www.copypress.com/blog/8-ridiculous-examples-of-press-release-fails/>

<http://mavenmedsci.com/10-reasons-why-your-press-release-sucks/>

<http://service.prweb.com/learning/article/editorial-guidelines/>

Kickstart Lead Generation With Facebook Offers

Seventy-four percent of marketers say Facebook is important to their lead generation efforts. Furthermore, over half of companies with a Facebook presence say they have found new customers through the site. We feel this statistic could be much better if more brands understand how to use Facebook as a lead generation tool – rather than a placeholder for contact information or a dumping grounds for old blog posts. Here we share some of the best strategies and tactics we have used to cultivate more paying customers for our clients.



Image Source: business2community.com

Offer Facebook fans a valuable “insider” incentive to build your email list.

Over the summer, Facebook cracked down on companies who mandated that people “like” their page before receiving some kind of incentive. While you can no longer target FB fans this way, you can still run a campaign on an outside page, directing website visitors to become loyal and engaged Facebook fans. People add your business on Facebook because there is some perceived value in following you there. Creating offers for non-fans encourages new people to follow you. Creating offers for current fans encourages people to continue following your brand. The most successful companies on Facebook do a

mix of both. We find the best offers are FREE. In the old days of marketing, we did email coupons. Today, we do special offers exclusive to Facebook fans. Facebook still allows you to post special offers, ask fans to “check in” virtually, subscribe to a newsletter, login to check an app, or enter a promo code.

Run a “likes” campaign to improve conversions.

Before you can expect to see the conversions you expect, you need a captive audience. “Like Ads” are designed to grow your number of fans in the early days of community building. These notifications tell people when one of their friends has “liked” your product or brand. These ads typically appear in the right-hand column, but may also show up in a newsfeed as a “suggested page” and also on Facebook mobile feeds. Here is [a great step-by-step resource](#) to get your “likes” campaign up and running.

Make sure your website is mobile-friendly.

Seventy-eight percent of Facebook users access the site via the mobile app from time to time. In fact, nearly a third of all Facebook users ONLY use the site on a mobile device. This data is particularly important because you cannot reach these users with a right hand column ad. There *is* no right hand column on the mobile version of the site! Creating a mobile-friendly site and ads are worth every penny, as Facebook mobile ads [earn up to 2.5 times more](#) than desktop ads.



Ditch Ads Manager for Power Editor.

Here are a few of the benefits of using Power Editor to manage your Facebook marketing campaign:

- **Tags:** Organize your ads and campaigns using specified keywords. Once the keywords are specified, Power Editor groups similar campaigns and ads together into folders by tag.
- **Ad Scheduling:** When you create an ad in Power Editor, you’ll have the option of a daily or a lifetime budget and selecting whether you’d like to run ads on a schedule or all day.
- **Improve Conversion Accuracy:** Set multiple conversion pixels to get more accurate data when you send people to a landing page with different purchase options.
- **Exclude Custom Audiences:** Avoid showing ads to people who have already opted in, purchased your product, or visited your website to spend money on a whole new crowd.
- **Save Target Groups:** Create ads quicker by saving different fan characteristics – such as interests, behaviors, [lookalike audience](#), etc –as a group.
- **Bulk Ad Editing:** Apply a single change to all your ads in one fell swoop, rather than individually.
- **Partner Categories:** Take advantage of Facebook’s data mining partners to access new groups of buyers, including new parents, ESPN watchers, and financial professionals, homemakers, above average retail spenders, corporate executives, recent homebuyers, and more.

Use custom audience targeting.

If you're looking to SELL MORE, then it helps to develop "[custom audiences](#)." Facebook lets you upload your email subscriber list directly so you can run ads to past customers specifically. As we all know, a small number of buyers tend to generate the majority of our sales. [According to Facebook](#), one auto company reported a 24x return on their ads using custom audiences. You'll find that you get tremendous returns, while paying as little as 7 cents a click by targeting and engaging core audiences.

Boost your site with eye-catching images.

Facebook PPC ads containing images attract many more clicks than text ads. One marketer found that Facebook images cultivated [37% more engagement](#) than text ads. Use multiple images for variety and test which ones perform better. You can add up to six variations of your ad without paying extra. [Learn which type of images work best for Facebook ads here](#). You'll also want to update the images on your site, including the cover photos, regularly to keep your brand fresh.



Image

Source: business2community.com

Abide by the 20% rule.

Wondering how much text you can include with an image ad? Aim for text that takes up 20% or less of the total ad image space. Facebook goes into more detail on this policy [here](#). We agree that using [the Facebook Grid Tool](#) is the best way of formatting ads and avoiding penalties that waste your precious time.

Use conversion pixel.

Track the success or failure of your campaign based on real results. Facebook lets you track more than clicks now if you use a piece of code called a conversion pixel. You'll be able to see how many fans registered, viewed key pages, submitted contact forms, added items to a shopping cart, or made purchases online. Power Editor is the best way to access this neat feature. [Learn more here.](#)

Always do split tests for your promotions.

One of the best aspects of online marketing is the ability to track a campaign's results and implement quick changes in real time. Split testing lets you run two different variations of an ad at the same time to see which one elicits a better response from viewers. When something isn't working, abandon ship! Spend your money on the ad that performs.

For the best results, split test the following information:

- Copy – vary words, call to action, tone
- Imagery – experiment with narrow vs. wide, different faces, inanimate objects, colors
- Destination – try multiple landing pages after viewers click your ad
- Demographic – see which targeted ad attracts the most clicks
- Targeted vs. Generic – test whether your ad might fare better with a more general appeal

Buy a few Facebook local ads.

Creating a Facebook Local Awareness ads is quick and easy using [this tool](#). Simply enter your business address, the age and gender of your audience, imagery, and text. [One Louisiana home improvement store](#) used Facebook local ads to decrease advertising costs by 22%, while growing sales by 10% over a 12-month period.

Here is an overview of what Facebook has to offer.			
Marketplace Ads	Promoted & Page Posts	Sponsored Stories	Premium Ads
<ul style="list-style-type: none"> Each ad consists of: <ul style="list-style-type: none"> Thumbnail Image (100x72) Headline (25 char.) Body Text (90 char.) Ad Types: <ul style="list-style-type: none"> Standard (Drive off-site) Like (Drive to FB Page) App (Drive to app) Event (Drive to event) Utilize multiple images and ad copy for testing purposes Pricing Model: <ul style="list-style-type: none"> CPC CPM 	<ul style="list-style-type: none"> Ads promoting the content that has been posted on your FB page Ad Types: <ul style="list-style-type: none"> Text Post Photo Post Video Post Link Share Post Question/Poll Post Event Post Pricing Model: <ul style="list-style-type: none"> CPC CPM 	<ul style="list-style-type: none"> Ads specifically targeting fans or friends of fans <ul style="list-style-type: none"> "Voice Of A Friend" Ad Types: <ul style="list-style-type: none"> Page Like Page Post Like Page Post Comment App Used or Shared Check In (Location) Question Answered Event RSVP Pricing Model: <ul style="list-style-type: none"> CPC CPM 	<ul style="list-style-type: none"> Promoting an ad to 100% Share of Voice on the homepage: <ul style="list-style-type: none"> Marketplace Ad Page & Promoted Posts Sponsored Story Higher reach and impact than any other ad choice <ul style="list-style-type: none"> Increased avg. price Pricing Model: <ul style="list-style-type: none"> CPM
Appears: Right Column & Ticker	Appears: Right Column & Ticker	Appears: Right Column & Ticker	Appears: Homepage

Image Source: bkv.com

Be sure to [check out our blog](#) for 8 ways to improve Facebook engagement WITHOUT running ads. Also, check out [this comprehensive Wordstream post](#) for ideas on what types of Facebook wall posts fare best for engagement.

8 Ways to Improve Your Facebook Engagement Without Ads



Resources:

<http://www.postplanner.com/how-to-create-use-facebook-like-ads-grow-fan-page/>

<http://www.8waysin8days.com/8-ways-improve-facebook-engagement-without-ads/>

<http://blog.wishpond.com/post/63575637531/6-facebook-ad-image-best-practices-that-will-send-your>

<http://www.wordstream.com/blog/ws/2014/01/30/facebook-advertising-tips>

How To Generate Leads With Organic & Sponsored Tweets

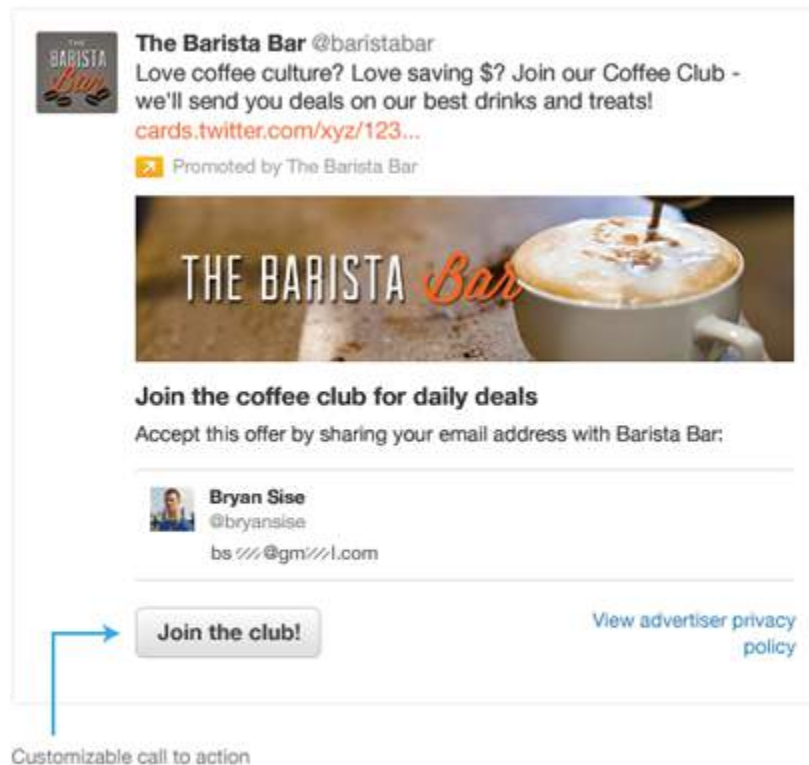
One of the biggest challenges marketers face is proving Return-On-Investment for their social media efforts. There is no doubt that Twitter is a valuable tool for businesses, but its role in facilitating actual purchases is a little vague without outside help. New tools are being launched that will help companies track exactly what tweets lead to sales. There are two ways to drive sales using tweets -- organic (unpaid) and sponsored (paid). We recommend using a combination of both.

Unpaid Organic Lead Generation:

The ground level of Twitter marketing begins with exploiting all the free avenues of promotion possible. To do this, you must:

- **Develop a Successful Twitter Strategy:** Most businesses collect valuable information about website visitors by offering free content (like blog articles, guides, ebooks, videos, or whitepapers) in exchange for an email address or physical address. [Other incentives](#) may include: gift certificates, sweepstakes entries, partner offers, webinar entries, and discounts on products or services.
- **Build a Community:** Instead of casting a wide net, you want to *target* your audience to convert visitors to sales. Create an editorial calendar and stick to a posting schedule for consistency. Keep a pulse on hot topics within your industry and create content based around relevant, seasonal events. As HootSuite explains, you want to target wisely; for instance, it would be best to pitch an auto-focused eBook to automobile industry professionals, rather than fans of specific brands like Honda or Ford.
- **Engage Customers:** Increasing retweets and mentions will increase the amount of eyes that hit your posts, which drives brand awareness (and subsequent leads as well!) First of all, your company should be responsive to all tweets, positive or negative. The more others see you interacting, the more likely they'll be to give you a shout, too. Use tools like [Smart Inbox](#) or [Twitter Advanced Search](#) to find conversations relevant to your business; retweet and mention others to get a conversation started.
- **Create Twitter Lead Generation Cards:** Twitter cards are an easy way for users to express interest in your brand by sharing their email address, without filling out a cumbersome form or leaving the site. These special tweets can be expanded to show details of an offer, a call to action, and a clickable button that lets users send information directly to you. Learn how to create and use Twitter Lead Generation Cards [here](#).

- 1 **Bryan expands @BaristaBar's Tweet to show a signup opportunity**
Bryan's info is already filled in. He only has to click the button to sign up.



The Barista Bar @baristabar
Love coffee culture? Love saving \$? Join our Coffee Club - we'll send you deals on our best drinks and treats!
cards.twitter.com/xyz/123...
Promoted by The Barista Bar

Join the coffee club for daily deals
Accept this offer by sharing your email address with Barista Bar:

Bryan Sise
@bryansise
bs /// @gm /// l.com

Join the club! [View advertiser privacy policy](#)

Customizable call to action

- 2 **Bryan's info is securely sent to The Barista Bar**
He completed the entire signup in his Twitter timeline.
Now he'll receive great coffee deals by email.

Image Source: socialmediafrontiers.com

Paid Sponsored Lead Generation:

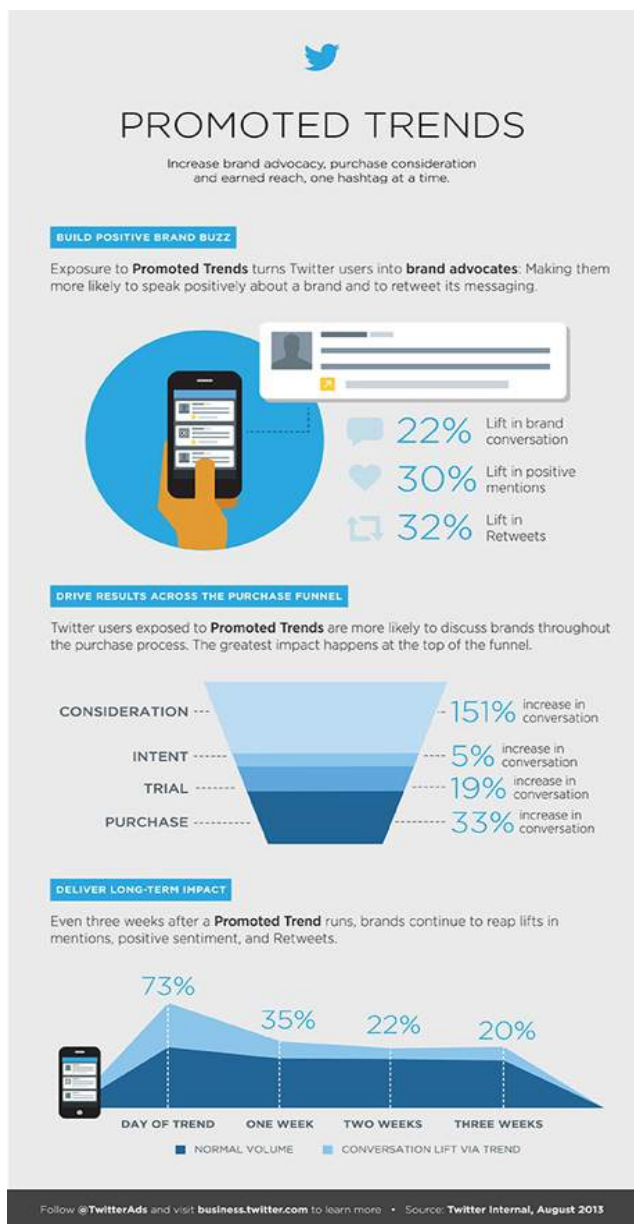
The next level of lead generation involves paying to play. There are several opportunities on Twitter:

- **Promoted Accounts:** Certain prominent locations across Twitter can be used to promote your brand. Promoted Accounts show up in four spots: the “Who To Follow” box in the left sidebar; the “Connect” tab on the homepage; in “People” search results; and on users’ profile pages in the “Similar To You” widget. Promoted Accounts can be an ideal way to increase followers quickly and reach users who are similar to your brand’s most engaged fans. The bigger your brand’s reach, the more credibility and authority you’ll have so that people feel more comfortable buying from you.
- **Promoted Tweets:** Promote a specific message accessed by users who enter your keyword into the Twitter search engine. This is a great way to get news regarding products and services to the top of your prospects’ feeds. To generate revenue, use promoted tweets to spread the word about a particular marketing campaign or offer. These tweets stay at the top of a user’s feed, getting you maximum exposure. Promoted Tweets will show up: at the top of relevant search pages; within search results for a Promoted trend; in users’ Twitter feeds; on third party apps like TweetDeck or HootSuite. To create a promoted tweet, you’ll need to sign into a [Twitter advertising account](#).
- **Promoted Trends:** This option is more costly than the others, but it can be an effective way to get your name out to a lot of Twitter users. Promoted Trends show up at the top of the “Trending Topics” list of Twitter, the mobile app, and TweetDeck – clearly marked as “promoted.” When users click on a Promoted Trend, your Promoted Tweet will land at the top of the Twitter search results for that trend.
- **Twitter Lead Gen Tools:** With the ever-growing popularity of Twitter, comes a suite of new tools. [Socedo](#) is one of those tools, allowing users to instantly find quality leads based on specific criteria. Simply insert a few keywords, job titles, and locations to get an instant list of leads. What makes this tool so neat is the automation aspect. You can automatically favorite a prospect’s tweet, send them a message, and follow them on LinkedIn. It is ideal for taking that first step to starting a conversation. If your prospective clients are on Twitter, Socedo is definitely worth checking out and you can try it [free for 10 days](#). Monthly plans start at \$100 and include 50 prospects per day.

Discover [5 Twitter best business practices from the most engaged brands](#) via the Mod Girl Blog!

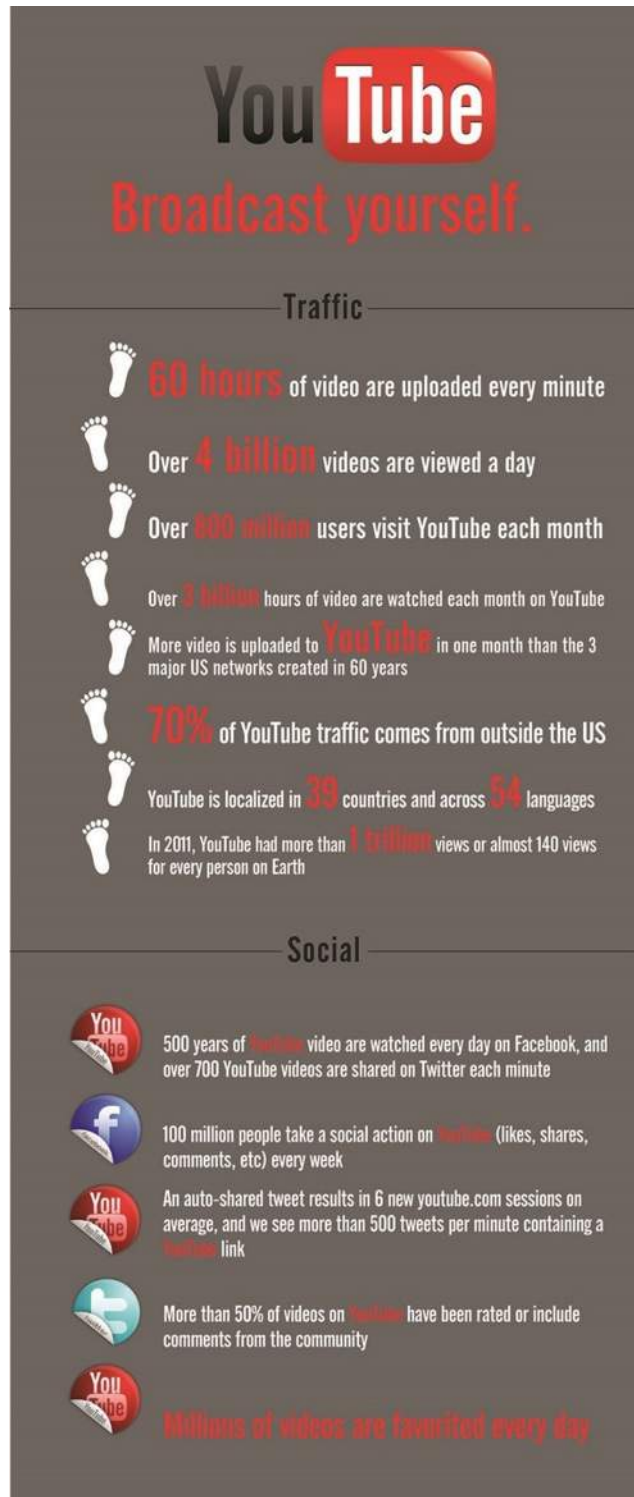
Discover 5 Twitter best business practices from the most engaged brands!





Need help getting started or taking your Twitter marketing to the next level?

Mod Girl Marketing offers counsel for Do-It-Yourselfers, as well as custom plans and completely automated full-service marketing across social media platforms like Twitter. We can write and schedule all tweets for you or just steer you in the right direction. [Fill out our questionnaire](#) to learn more.



Optimizing YouTube For Lead Generation

YouTube is an invaluable lead generation tool for industries like music and real estate, but video marketing can work for any business. [According to Forbes](#), 75 percent of executives watch business videos weekly.

Video lets you connect with prospects in the “next best thing” from face-to-face interaction. You can showcase a little of your personality and corporate culture with the right video, or break down complex ideas into quick, digestible segments.

Clients often ask us, “What makes an effective YouTube video for business?” There is no easy answer for how to create the next [BlendTec sensation](#), but we can tell you there are a few basic principles that will translate YouTube views into sales every time.

Entertain and educate.

Try to see it from the viewers’ perspective. These people are looking to assimilate information quickly, but they also don’t want to be bored to death. Whether you’re trying to increase awareness, demonstrate a product, share knowledge, or put a face to your company, [consulting a video marketing professional](#) can help.

Use Animoto for video creation.

You can get the best Return On Investment if you don’t pay anything to create your video. [Animoto](#) is a free tool that lets you develop short digital videos using music, photo, video clips, and text, which you can then share electronically. You want a professional caliber video, of course, but if you’re new to the world of YouTube marketing or you’re operating on a shoestring budget, Animoto is a great resource.

Image Source: designinfographics.com

Keep it simple.



Creating many short, targeted videos is a better strategy than trying to make one long video that “says it all.” Promotional videos that clock in at under a minute work best. Make it emotional and dynamic. Resist the temptation to say too much. Most people don’t want to watch anything too long, so make it easy by keeping your video short and sweet. Special videos, like how-to tutorials, can be longer. Aim to add a new video every week.

Build in links.

YouTube lets you add annotations to uploaded videos. Annotations are embedded links that transport viewers to another site with one easy click. This is one of the best ways to convert traffic into buyers. Think long and hard about your call to action. Do you want people to “Click here to sign up for a free trial,” or “Click here to contact the company for more information?” Make it easy for people to embed your video to their sites and clearly indicate your social media, blog, and website links, so your audience can engage with your content wherever they prefer.

Optimize your video.

Don’t forget to optimize your videos! Here is what you should do:

- Title: KEYWORD + Catchy Headline
- Description: Aim for two or three sentences. Include 1-2 keywords. If your call-to-action is getting a phone call, include the number in your title *and* description.
- URL: <http://www.yoursite.com>
- Tags: Keywords. Add 5-7 tags to help viewers find you as a “related video.”
- Geo-Tag: If you are local, insert your city and state in the “Advanced” section under “Video Location.”

Exploit every possible keyword opportunity.

You don’t want to use too many keywords, but aim to sneak your 1-2 keywords into the following spots:

- Title
- Tags
- Description
- Channel name
- Playlist title
- Comment field
- Annotations

- Captions
- Custom Bit.ly links
- Social media posts and hashtags linking to YouTube

Optimize your channel.

Write a keyword-rich description for your channel, as this paragraph will be indexed by Google. You can also link these keywords to specific landing pages. Create a custom background with a call-to-action or with information about upcoming events, new product launches, your contact details, and other relevant information.

Know how to promote your videos.

[As OnCarrot points out](#), placing a video at the top of your homepage may not be the best way to convert visitors to buyers. Instead, embed a video within your blog or on a page that is already optimized for a particular keyword. You can also send out videos along with a premium press release to boost credibility and exposure. Always be on the lookout for opportunities to get high-quality backlinks to your optimized pages, which will increase your site ranking, as well as your brand's reputation.

Need help optimizing your videos?

Just visit the [Mod Girl Marketing YouTube Channel](#). Still need help? [Contact us](#) and we'll optimize your videos for you!

For more information, check out:

<http://www.socialmediatoday.com/content/optimizing-youtube-lead-generation>

<http://www.business2community.com/youtube/five-ways-generate-leads-youtube-0683395>

<https://oncarrot.com/youtube-real-estate-marketing-tricks-video-optimization-to-get-leads/>

<http://www.jeffbullas.com/2013/11/26/how-to-optimize-your-youtube-video-for-maximum-traffic/>

<http://www.leadstoconversions.com/everything-you-need-to-know-about-youtube-seo-optimizing-a-video/>

Discover 8 quick ways to generate leads online.



How To Drive Sales and Generate Leads With AdWords

When a visitor clicks on your ad, it's presumed a landing page will open up where some action can be taken – whether it's subscribing to learn more, copying a coupon code, or making a purchase right then and there. As you know, traffic means nothing if everyone is leaving your page as quickly as they arrived. There are several ways to minimize your bounce rate. First, bid on appropriate keywords. Secondly, use descriptive and engaging text in your ads. Thirdly, monitor the bounce and conversion rates to determine the effectiveness of your campaign. Once you have a good flow of people coming to your page and poking around for more than a few seconds, there are a several ways to convert this meandering traffic into sales.

1. Follow Google's advice on creating a good landing page.

[Google is very clear](#) in explaining what one must do to convert traffic into sales. It's all about managing expectations and creating trust. Once Google users click on your ad, they expect to be greeted by truly useful and original content. Before asking guests to fill out personal information, you should share details of your products or services, so they know what they are "signing up" for. Your site should be optimized for mobile, so users can navigate easily, and you should ensure that your pages load quickly.

2. Find people closer to the end of the purchase cycle with specific keywords.

Many rookies make the mistake of purchasing overly generalized keywords in an attempt to get as much traffic as possible. While this strategy may bring in more visitors, it may not bring in a correlating increase in sales. Often, the people that arrive are "just looking for information," but are still very noncommittal about buying. Instead, you want to find people who basically know what they're looking for, but need a little extra information before they make a purchase. So, for instance, if you're selling digital cameras, you'd want to target "Canon ELPH 340 HS," rather than just "Canon" or "digital camera."

3. Filter out traffic with negative keywords.

Let's face it: your company isn't everything to everyone. If you're running a high-end luxury hotel in the heart of Manhattan, you'll probably want to specify negative keywords like "cheap" or "budget," so you don't get people looking for rock bottom rates. Many advertisers use words like "free" if they do not have any type of free trial or offer going.

4. Give something away for free.

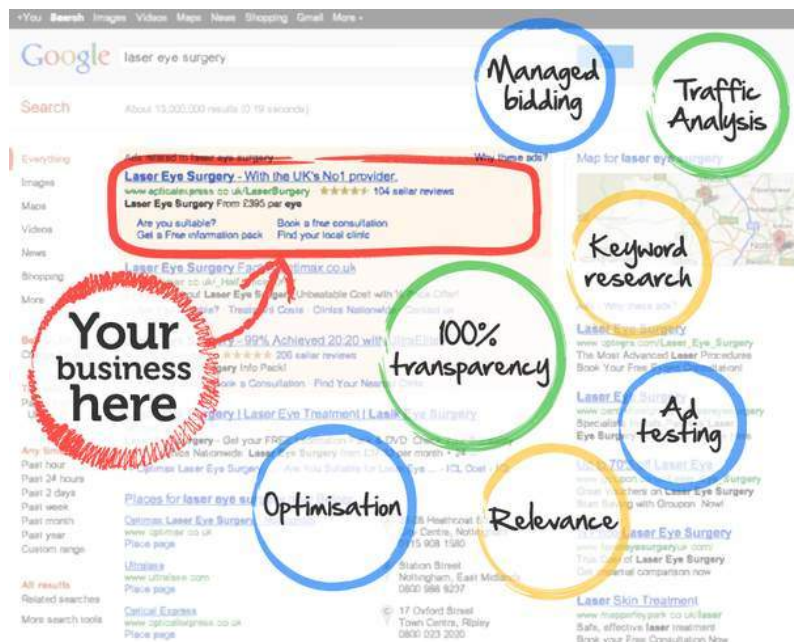
Offers entice people to test drive your services before committing to a sale and can be a way to get your foot in the door. Potential clients may jump on a free consultation, webinar, coupon, newsletter, eBook, or software. Change your offering every month to create an element of scarcity. The bar is increasing, so you will need to make sure you have a valuable incentive that solves a problem for your prospects.

5. Know what super successful ads have in common.

Check out a few examples of successful ads at [CrazyEgg](#). You'll notice that the best Google AdWords campaigns include:

- Specific numbers
- ASCII characters
- Benefits
- Proof of credibility
- Quotes
- Questions
- Offers
- Calls to action

Converting ads are not “spammy” or sensational sounding. They do not get bogged down by industry hyperbole and groupthink. Also, the keywords and landing pages have been tested for success.



“Why Should I Hire An AdWords Specialist?”

Hiring an AdWords specialist gives you the peace of mind that your campaign is being run properly. If you don't know the Google AdWords program inside and out, you'll miss a lot of lead-generating opportunities and waste money hand over fist. Hiring a certified expert lets you benefit from a fixed budget for your campaigns, maximizes every dollar spent, and frees up more time to pursue other important aspects of running your business.

Image Source: therichestimages.com

Many people who need to hire an AdWords specialist are completely unaware that they could benefit from a helping hand.

[Spork Marketing](#) recommends that you ask yourself the following questions to determine need:

- Am I generating great results?
- Have I had time to watch all the Google AdWords tutorial videos?
- Do I know how to tailor my ads for the Search Network vs. the Content Network?
- Am I paying more than \$2 a click?
- Do I track the progress on all of my ad campaigns?

If you answered “No” to any of these questions, then you can definitely benefit from an AdWords Specialist’s touch. [Contact Mod Girl Marketing](#) for assistance in managing your campaigns and see for yourself the amazing results that are possible!

Visit these articles for more information:

<https://support.google.com/adwords/answer/2404197>

<https://support.google.com/adwords/answer/2404198?hl=en>

<http://blog.crazyegg.com/2012/03/26/successful-adwords-ads/>

<http://avalaunchmedia.com/blog/best-lead-generation-tips-22-ppc-experts>

http://www.google.com/intl/en_ALL/ads/adtrafficquality/advertisers/best-practices-for-generating-leads.html

<http://sporkmarketing.com/319/hire-professional-adwords-manager/>

Compare your business to the Google AdWords benchmarks listed in the infographic on the following page.

Image Source: smartinsights.com



How To Use Retargeting For Lead Generation

What is Retargeting?



Image Source: retargeter.com

Not every web user who comes to your page will buy something or perform the desired action, be it signing up for a newsletter or requesting a quote. According to [Nuspark Marketing](#), the average landing page conversion is only about 2-5 percent. That doesn't mean these prospects are lost causes, though.

Perhaps they came to your website in the "interest" stage and needed more information before committing. Or maybe there was some fundamental flaw with your landing page that sent visitors elsewhere. Retargeting (also called "remarketing") is a worthwhile form of digital marketing that involves showing your ad to past visitors in the hopes of bringing them back again – this time to perform the desired conversion.

This isn't "throwing good money after bad." Often times, retargeting saves marketers a lot of money and brings in quality leads. [Software firm Marketo](#) used Yahoo Mail Retargeting to slash costs per prospect by 75 percent and find four times as many high-quality prospects, according to Senior Director of Marketing Maria Pergolino.

Best Practices For Retargeting Campaigns

1. Limit exposure. The last thing you want is to totally turn people off from your brand by bombarding them with ads everywhere they turn. Frequency caps are important. We recommend limiting ads to 17-20 per month for optimal campaign performance.
2. Leave converted traffic alone. Another practice that irks people is continuing to hound them after they've made one purchase. Use a burn pixel on your post-transaction page that untags users who have already purchased. You can still use converted traffic in your retargeting campaign, but you'll be focusing on up-selling, cross-selling, or coupons through new ads, rather than showing them what they've already purchased. Target non-converting audiences with soft sell landing pages that focus on providing more information, while sending new offers, coupons, and more sales-oriented landing pages to converting audiences.
3. Segment your audience with more relevant ads. Send an ad comparing different product features to visitors who have looked at your product page, rather than a general awareness ad. Send an ad about new product offerings to visitors who have purchased from you in the past. You can do this by placing retargeting pixels on different pages of your site and tailor ads for those audiences. You can also segment your audience by demographics, geography, age, gender, and other contextual factors.
4. Set up a view-through conversion window. According to a comScore study, retargeted ads led to a 1,046 percent increase in branded search. This means that your retargeted ads are still doing some good, even if people don't buy right away. Set up a 24-hour or 30-day view-through conversion window to track your audience's shopping habits and determine what hang-ups they may have before they buy.
5. Testing one provider at a time. Many marketers like to test the waters with different retargeters. Be sure you only test out one provider at a time, though, or you run the risk of competing against your own campaigns, which skews campaign effectiveness statistics and drives up costs.
6. Conduct A/B testing. After five months of viewing the same ads, click through rates decrease by nearly 50 percent, according to [a ReTargeter study](#). Rotate your ads every few months and run A/B tests to ensure your ads contain effective calls-to-action, graphics, and copy. Experiment with different ad placement and sizes.
7. Spend the money on creativity. Even if prospects don't buy from you, a good ad leaves a memorable impression. Rather than jam-packing your ads with as much information as possible, focus on design and make a well-branded statement. Be concise with your copy and use bold imagery. Follow ReTargeter's [best banner ad practices](#).
8. Keep your ads fresh. There are many approaches to creating more effective ads, but we recommend focusing on:
 - Changing the benefit – Saves time, makes life easier, saves money.
 - Changing the offer – Free trial, discount, free product with purchase, referral discount.
 - Changing the landing page – Information page, Purchase page, Comparison page, Contact us page.

Check out [this article from Wishpond](#) for more guidance on creating an ad that converts.

How To Get Started

If you're confident in your basic knowledge of retargeting, you can begin playing around with [Google Analytics](#) and [AdWords](#). Working with a full-service marketing campaign manager and Adwords certified specialist is the easiest way to get started with retargeting. Mod Girl Marketing offers these services at affordable rates. [Contact us to reel in better prospects.](#)

Visit these articles for more information:

<http://www.retargeter.com/retargeting/the-importance-of-rotating-creatives>

<http://www.nusparkmarketing.com/2012/06/retargeting-a-internet-marketing-tactic-to-increase-conversions-rates-leads/#sthash.IIVVWJ52.dpuf>

<https://advertising.yahoo.com/Insights/INSIGHTS-MARKETO-RETARGETING.html>

<http://www.retargeter.com/category/banner-best-practices>

<http://blog.wishpond.com/post/90564213441/12-advanced-remarketing-tactics-for-the-successful>

<https://support.google.com/analytics/answer/2611268?hl=en>

<https://support.google.com/adwords/answer/1752338?hl=en>

<http://blog.wishpond.com/post/105687324986/top-5-retargeting-remarketing-ad-best-practices>

<http://blog.wishpond.com/post/92439017548/the-anatomy-of-a-retargeting-ad-that-converts>

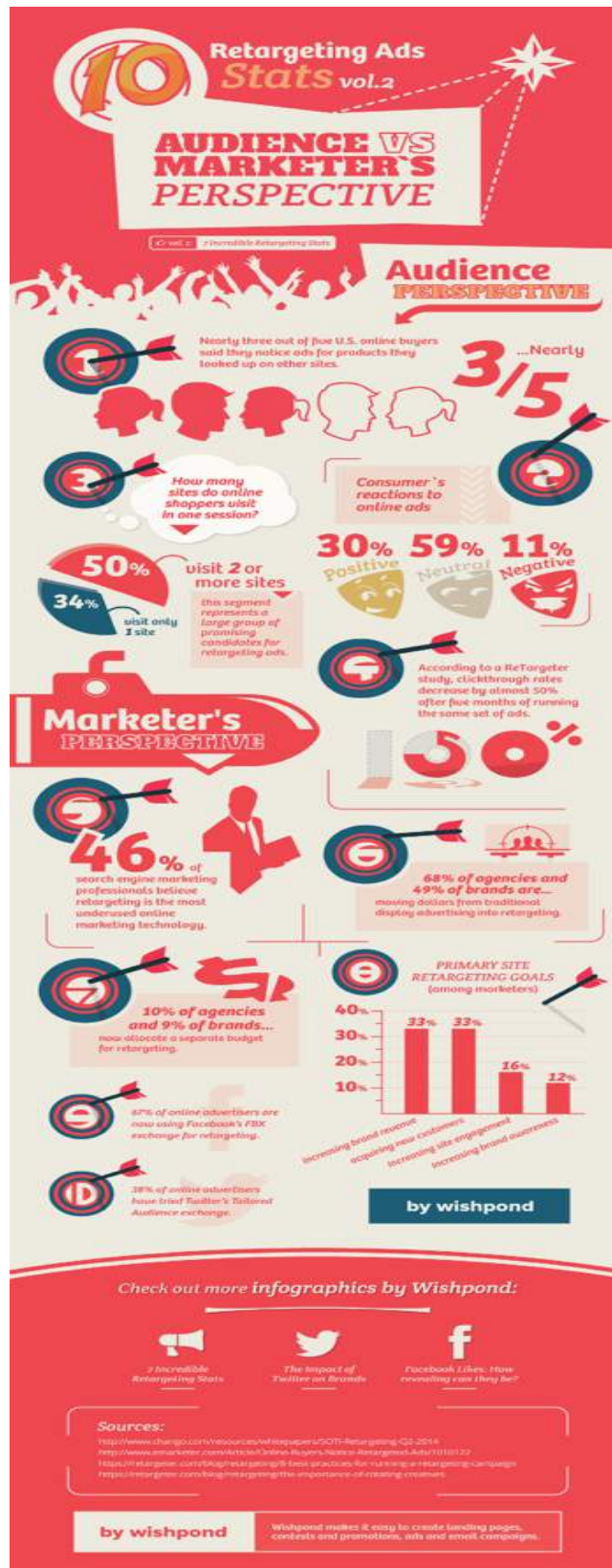


Image Source: Wishpond.com

How to Use Guest Appearances For Lead Generation

In 2014, Google's Matt Cutts announced that guest blogging was dead.

"Over time, it's become a more and more spammy practice," [he wrote in his blog](#). He added, "We've been seeing more and more reports of 'guest blogging' that are really 'paying for PageRank' or worse, 'we'll insert some spammy links on your blog without you realizing it.'"

As you can imagine, this triggered a mass exodus away from soliciting guest blogging opportunities. We think that's a big shame! Marketers have largely misinterpreted Google's position as saying there is no such thing as a worthwhile guest blog. Sure, we've seen a lot of junky "advertorials" in our day, but there is always room for external networking with relevant content on a high quality channel.

Why Guest Blog?

Guest blogging is about more than just building a link back to your site; it's about branding, establishing credibility, building authority, and being recognized as an expert in your field.

According to social marketing expert [Jayson Demers](#), the pros of guest blogging are many:

- Exposure
- Credibility
- Inbound Links
- Social Media Growth
- Networking
- Brand Awareness
- High-Quality Leads
- Website Traffic
- Social Signals

Despite what Matt Cutts may say, we've noticed there has been INCREASED GUEST BLOGGING ACTIVITY... if you know where to look and how to network. Major publications understand that there is value in publishing content written by experts in their fields, in addition to trained journalists.

How To Find Guest Blogging Opportunities: The Basics

Use Google to find guest blog opportunities by searching:

- Keyword + "write for us"
- Keyword + "contribute to"
- Keyword + "guest blog"
- Keyword + "submit" + inurl:blog
- Keyword + "guest"
- Keyword + "guest post"

[Optimize Smart](#) has a massive list of 10,000 search engine inquiries to help you build a linking campaign. Also, research your competition by using [Open Site Explorer](#) or by typing *CompetitorDomainNameHere.com + guest post* to find opportunities.

How To Find Guest Blogging Opportunities: Guest Blogging 2.0

Instead of simply looking for niche sites that are hungry for guest blogs, focus your efforts on known channels of quality content that rank highly in search. Examples may include:

- *The Huffington Post*
- *LinkedIn*
- *Forbes*
- *Mashable*
- *Social Mouths*
- *Social Media Today*
- *Entrepreneur Magazine*
- *INC Magazine*
- *Fast Company*
- *Business 2 Community*
- *Marketing Profs*, or
- *Business Insider*.

Become an authority in your industry.

You don't even necessarily have to pen an entire article yourself. Having your name and quote appear in a journalist's article can be a dream come true for SEO. Often, all it takes is a simple email or phone call to get the ball rolling. I was featured in two *Huffington Post* articles in 2014 ([here](#) and [here](#)) -- and we've seen traffic through the roof as a result! We also use regular premium press release distribution as a strategy to solicit inquiries from journalists.

Guest blog with Mod Girl Marketing

As you may have read, Mod Girl Marketing offers another channel for high quality guest blogging. We're looking for HEALTH, HOME, and TECH related blogs from people who have expert insight to share. Posting expert commentary with us gives you access to thousands of unique visitors and more than 80,000 social media followers. Eager to get started? [Get more information on our guest blogging opportunity here.](#)

Guest Blogging Best Practices

1. Make it long enough to matter. The minimum length for a good guest blog is 1,000 words.
2. Fill it with value. Include actionable tips, in-depth analysis, usable strategies, and combine research from other sources.
3. Mind your Ps and Qs. Your article should be written in fluent English without spelling mistakes or grammatical errors.

4. Don't keyword-stuff. Don't try to stuff your piece with keywords. Instead, just write naturally. Vary the anchor text of links.
5. Link to authoritative sources. If the blog allows, use a keyword link in your first paragraph, rather than trying to pack them all into a bio.
6. Think strategically. Come up with a longer list of long-tail keywords to target and scatter them across different sites.
7. Aim to be helpful. This is not the place to delve into your product or service offerings. Solve a problem. Enlighten.
8. Establish trust. A good guest post will include a paragraph about who you are and why you've been invited to contribute.

Visit these articles for more information:

<http://www.optimizesmart.com/10000-search-engine-queries-for-your-link-building-campaign/#guest-post>

<http://www.quicksprout.com/2014/01/22/guest-blogging-and-seo-still-a-match-made-in-heaven/>

<http://www.forbes.com/sites/jaysondemers/2013/06/24/how-to-run-a-successful-guest-blogging-campaign-after-penguin-2-0/>

<https://www.youtube.com/watch?v=OGieiNe6RL4>

<http://www.searchenginejournal.com/the-top-5-benefits-of-guest-blogging/62256/>

How To Use Contests To Drive Quick Sales

There are countless ways to use social media to further your business agenda, but one of our favorites is to use the platform for contest promotion. [According to Hubspot](#):

- The average contest increases a brand's audience by 34 percent.
- One third of contest entrants sign up to receive email updates.
- Mobile contests yield 8x the number of contest entrants as online-only contests.
- The best duration for a contest is 25-60 days, statistically speaking.

So, you see, contests are an excellent way to get a quick uptick in traffic, awareness, and sales – when done correctly. Planning a proper social media contest is beyond the scope of this article, as there is enough information to fill an entire book. It's our hope that you gather enough insight here to begin

thinking more seriously about this method of lead generation. When you're ready to take the next step, [click here to contact one of our social media marketing consultants](#) for individualized attention and assistance.

8 Steps To Creating A Successful Contest

1. Choose the type of contest, which site(s) you'll use for promotion, and the prize.
2. Determine who you're pitching to: current customers or new prospects. Consider their interests and needs.
3. Pick an EASY entry method to ensure participation.
4. Build a contest landing page with beautiful images, bold colors, attention-grabbing headlines, and a clear call-to-action.
5. Promote your contest with tweets, Facebook ads, a blog, a press release, emails, a button, and (offline) print materials.
6. Monitor your contest using Twitter hashtags, social media insights, Google Alerts, and [contest generation software](#).
7. Select a winner and profile him or her on your site. Do a roundup of the most interesting entries. Promote with video.
8. Provide easy ways for fans to stay connected, be it an email subscriber list, regular contests, or handing out coupons.

Social Media Contest Ideas

The best social media contests feature prizes and tasks that are relative to the brand. For instance, soap maker Dove ran a [“Real Beauty Should Be Shared”](#) campaign asking entrants to upload a photo with a friend and enter two reasons why this friend is beautiful. The winners get to become the next faces of Dove. Here are some other ideas to help you start thinking about creating a winning promotion of your own:



Image Source: fullmedia.com

1. Vote Contest – Ask fans to share their preferences by casting a vote.
2. Photo Contest – Ask fans to share their pics.
3. Photo Caption Contest – Post a photo and ask users to submit their own captions.
4. Sweepstakes – Ask fans to enter their email and click for the chance to win a prize.
5. Essay Contest – Ask fans to express their opinions and passions by responding to an essay prompt.
6. Video Contest – Ask fans to submit a video about a cause they are passionate about.

You can read about some of the pros and cons of these contests [here](#).

Choosing A Contest Based On Platform

Certain contests tend to perform better depending on the social media site you're using. For instance:

[Pinterest](#) – Repin To Win, Pin An Image Based On A Theme, Comment On An Image, Most Likes and Repins

[Twitter](#) – Fill-In-The-Blanks, Answer A Question, Retweet To Win Sweepstakes,

[Facebook](#) – Photo Contests, Video Contests, Polls, Quizzes

Of course, you must also [follow the rules and guidelines](#) for running contests through these sites.

A Few Social Media Contest Success Stories

Social media success stories are rampant on the Internet, but here are a few to consider:

[AMERICAN EXPRESS OPEN: Facebook Big Break For Small Business](#)

The Contest: Answer three questions and provide photos.

The Goal: Raise awareness about American Express support of small business.

The Prize: Five companies enter to win \$20,000 and direct meetings with Facebook to improve social media metrics.

The Result: More than 11,000 entries came in, far surpassing the 5,000 entry target.

[PETOPIA: Star Pooch of the Month](#)

The Contest: Submit photos and vote on the cutest pet.

The Goal: Increase their social media fan base and leads.

The Prize: The winning pet would be featured on the site and receive a complete spa pampering makeover.

The Result: Petopia went from 13,500 to 23,500 fans in less than 2 months. They've now surpassed 33,000 fans!

[CRATE & BARREL: Gift Registry Promotion](#)

The Contest: Create a gift registry of \$2,000+ in products, answer 3 questions, and submit 3 photos.

The Goal: To increase the number of wedding registries through the store.

The Prize: A \$100,000 dream wedding.

The Result: Crate & Barrel received 16,000 submissions, over 3 million page views, and \$35 million in gift registries.

Get more case studies from [Razor Social](#).

A Few Final Thoughts

Choosing an enticing prize is a huge factor in your contest's success. Some audiences are lured by social media fame and the opportunity to share photos or opinions with their social media friends. The best prizes are tied into your brand. For instance, if you're a travel agent, don't give away an iPad – give away a trip! If you're a home builder, do not give away a vacation – give a credit toward interior design services! Think BIG about other opportunities you can grant, such as introduction to a celebrity or a job at your company. Think deeply about what it is that your core audience of fans truly desires. If you need help with market research, strategic planning, contest generation apps and tools, implementation, or tracking, don't hesitate to [contact Mod Girl Marketing](#), your one-stop shop for all things DIGITAL MARKETING! Good luck!

Visit these articles for more information:

<http://blog.hubspot.com/marketing/social-media-contest-stats-infographic>

<http://blog.wishpond.com/post/48526277907/6-contest-deas-and-examples>

<https://www.convertwithcontent.com/pros-cons-types-social-media-contests/>

<http://unbounce.com/social-media/social-media-contests-for-beginners/>

<http://www.infusionsoft.com/blog/online-contests-increase-brand-awareness-and-generate-leads>

<http://www.convinceandconvert.com/social-media-strategy/13-ingredients-in-the-perfect-social-media-contest/>

<http://www.socialmediaexaminer.com/run-successful-instagram-contest/>

<http://www.cmo.com/slide-shows/slide-show-6-stellar-social-media-contests.html>

<http://www.razorsocial.com/facebook-contests/>

8 fluff-free ways to step up your Lead Generation game.



Are You EXCITED???

By the time you've reached the end of this eBook, you should be brimming with creative ideas for boosting your brand presence and leads *dramatically* over the next eight days. If you have the budget, the time, and the desire to achieve great results, the eight tips in this book will help you do just that.

Amplify Your Results Over Time!

Search Engine Optimization and marketing is an ongoing process that will continue well beyond the first week to give you AMAZING results within the first few months -- whether you're looking to increase traffic, conversions, awareness, or all of the above.

Overwhelmed By The Possibilities?

Sometimes it can be overwhelming, especially when you are so passionate about what you do. If you feel like you're drowning and have trouble formulating a precise action plan, you are not alone! We help Fortune 500 companies, well-heeled entrepreneurs, and other marketing firms take their online marketing and advertising to the next level.

Achieve Quicker Results With A Digital Marketing Consultant.

An outside [digital marketing consultant](#) brings a winning formula for success that can be applied to your brand's online strategy. From the beginning, my team of over 20 professionals at Mod Girl works relentlessly on your SEO, content, and social media strategies to produce measurable results. We have access to a full suite of online marketing tools and analytics software to test your campaigns, determine

what is working, and identify areas for improvement to optimize every dollar spent for better Return On Investment.

We work passionately for our clients, as if their businesses are our own.

We use all the tools at our disposal – videos, press releases, blogs, social media posts, and network contacts – to promote your brand to our followers as well. As they say, “the proof is in the pudding,” so on our [website](#) you may check out a few case studies to see what is possible with our new approach and see what past clients have said about our work.

Whether you are the CMO of a large firm or an entrepreneur with a successful, growing business, Mod Girl Marketing can enhance your brand’s digital presence and increase revenues exponentially.

To see if we are a fit, fill out the questionnaire on our website for a no-pressure, free email consultation.



What's Next?

In just a few days I'll be sending you another FREE eBook - my Resources Guide! From then on you'll be receiving emails from me on a weekly basis that include new marketing tips and digital marketing trends to help your business stay ahead of the curve and in front of the competition! I will also be emailing you my weekly blog posts which always include the latest, effective digital marketing strategies. If at any time you have questions feel free to respond to my emails. Talk soon!

-Mandy

