



## Marketing Your Products

It's becoming common knowledge that the Internet offers tremendous opportunity to sell your products. In this training, we are going to cover one of the most effective strategies with social media. We are going to take you step by step through a proven process that will increase your sales.

The play wagons, trikes, work wagons, and other products that you will be selling, have a definite market, you just need to find them. Keep in mind that your market is extremely large and your simply looking for families with young children.

While there is certainly some up-front work with social media, once your accounts are established, an hour or two per week will have leads coming in consistently.

Website – If you don't have a website, you need one. You are limiting yourself and your sales by not having a foundation on the strongest selling platform available.

If you do not have a website, you can build a blog with Wordpress but certainly there is a learning curve. Our firm will offer discounts to resellers of Lapp Wagons for a blog which is essentially a website that offers additional benefits.

Once you have your website, the key to your marketing now becomes placing text, links, and images in various social media platforms and linking them back to your website. From there you will have calls, and interested prospects completing the contact form on your website.

**Google Plus** – Google Plus is a social media site that is very important to your marketing. Simply go to Google Plus in the search engines to set up your account. You will need to begin the process by establishing a Gmail email account. Once you have your email established, you can go to Google Plus and start a business page. This process is very simple and Google walks you through the process of starting a business page.

Once you have your Google Plus account established, now it is a very simple process of placing images in that account with a link back to your website.

Keep in mind that in most accounts, we are going to strongly suggest that you join groups, and/or communities that have anything to do with your niche. You will be surprised at how many groups you can find in specific geographic areas. For example, you might place

homeowners in Vermont into the Google + community forum and you will find hundreds of thousands of people that fit that criteria. Now you simply place an image of some wagons in those groups with a link back to your website and you will have leads.

Another words, if you are looking for people that have families, you can go into any social media platform and simply put in home owners, children, or even families into the search engine. With Google Plus, you want to join communities and there are plenty for your niche. There are so many niches for your products, and each of you will look for different groups, and communities to join. Whatever the niche is, just put it into the search engine of the social media platform, and find groups to join. Join as many groups as you can within your niche. This will be the case with Google +, Facebook, LinkedIn, and other social media platforms.

Once you join those groups, now you will simply take images and place them into those groups with links back to your website. Let's take an example.

Let's say I want to target my play wagons. I might go into Google Plus, Facebook, etc, and put into the search engines, children, or children toys. In Facebook for example I click on groups, place children toys, and came up with many groups that have thousands of parents just waiting to see your play wagons.

**Facebook** – Again, you need to establish a personal account in order for you to start a business page. Once you have a Facebook account, simply click on the top right and you will see create a page. Now just follow the step by step instructions and start your business page.

It is always a good idea to give your business page a professional look. Take a few minutes to create a header and make your page look professional. There are many tools that are free online that you can use to create and size your images. Paint is one that most computers have and you can use for free. There are others, simply go into Google and type in free image editor. Your header image will usually be around 800 pixels wide by 400 pixels in height.

As you know, we have put many images in the dealer section that you can use in your marketing. So, let's play this out. Once you have joined various groups that are relevant to your niche, go into to those groups and just click on “Write Something”. At the bottom of the window that will open, you will have an option to add an image, click on that. Now just find the image on your computer that you want to use and the image will appear. You also need to write some text. You can actually go back into the image post and add text.

Keep in mind that the text you write needs to have certain components. First, you need to put your keyword in the first sentence. So, let's say you have an image of a play wagon, you want to use the words play wagon, or kids play wagon, or red play wagon, in your first sentence.

The next component is of course that you to give people a reason to click on the link to your website. And the third of course is the actual link to your website. So, your text may look something like this...

If you are looking for a red play wagon for your child or children, you need to view our

selection, visit my site at [www.abccompany.com](http://www.abccompany.com)

To create a link, many times you just need to do what I did above, place the <http://www.abccompany.com> directly into the text and it will turn into a link.

**LinkedIn** – This is a powerhouse social media site. LinkedIn offers a tremendous niche of high demographic people. In turn, many of them, are the demographic you are searching for, parents. LinkedIn is very similar to the other social media sites. Again, simply set up your free account and establish a business page. Keep in mind that by creating a business page, your business will be placed within their search engines. People that are looking for your products, will find you in the search engines.

Once you establish your business page, you again want to join as many groups as you can that target your demographic customer. LinkedIn is amazing with their groups. You will get a tremendous following of people that are interested in your products. The same format is used here as with Facebook. Simply put your images in, put the appropriate text with a link back to your website and you're set. Remember that you can post both you on page, and within groups you have joined.

YouTube – This happens to be the 2<sup>nd</sup> largest search engine in the World. Yes they are videos, but you need to understand this form of marketing called video marketing.

Have you every noticed that when you search for anything in Google that a YouTube video many times will be on page one. The reason simply is that Google owns YouTube and they are aware that people would simply rather watch a short video than read.

Yes this takes a bit more work to create a video. Once you do it a few times, it really only takes about 20 minutes to do. I will not recommend any video creators or editors as they change daily. I will tell you at the time of this writing, we use a product called Camtashia, this is not a free product, and while there are free tools out there, this is one that makes creating videos fairly easy.

If you decide to use this very powerful marketing, keep in mind you simply need to create two minute or less videos that are created with images.

You can take four images, place some text between each, put some background music in, and you have your video. This video can now be uploaded to YouTube (set up your account and channel) as well as all the other social media platforms.

Videos can be used in Facebook, LinkedIn, Google Plus, Pinterest, and twitter. Remember that as with the case with the image marketing shown above, you must put the same type of text with the video as you were with the images. This includes your keywords, and a link back to your website.

Conclusion – I can mention many other platforms that can be used, the reality is that the social

media platforms above will get you sales. You need to take an hour or two per week and post to these platforms.

Remember that the text you place with your images is very important. There are several reasons. First, the link coming back to your website will get exposure to your website, and second, the search engines will rank your website in the search engines for those keywords.

As mentioned, our firm does this kind of marketing. We have discounted plans for a website, as well as social media and search engine marketing. This of course includes video creation and video marketing each month as well.

As the marketing firm for Lapp Wagons, you may also contact us if you need additional images or information. Simply call our office at 717-859-1089.