

# Survey Reveals Savvy Professionals Intend to Use Social Media for Marketing Online

The Blog Squad™  
2006



## Survey Reveals Savvy Professionals Intend to Use Social Media for Marketing Online

In a recent survey of 250 independent professionals, more than one-half intend to use new social marketing tools to build their businesses online. Such tools include the use of blogs, email newsletters, and online networking forums that work to understand the needs of clients.

This is a marked shift from old-school marketing where a business pushes a unique sales message towards the maximum number of potential customers.

Social marketing reflects the philosophy of Peter Drucker, recently deceased business professor: "The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself."

This concept is not new, but now new interactive internet tools make understanding prospects and what customers want easier than ever before.

The Blog Squad™ (Patsi Krakoff, Psy. D. and Denise Wakeman), surveyed a group of professionals who are using the Internet to build their businesses.

They asked this question:

**“In your experience, what is the most important marketing skill a professional must master to be effective in the years to come?”**

The question was part of a one-year anniversary contest to celebrate the publication of The Blog Squad's [Build a Better Blog](http://www.buildabetterblogsystem.com) ebook (<http://www.buildabetterblogsystem.com>), a manual for creating a professional blog.

The winning entry was submitted by Mike Duffy, ([www.mikeduffy.com](http://www.mikeduffy.com)) as follows:

**“I think that the ability to write (or otherwise communicate, given the rise of audio and video technologies) with an authentic voice will be critical for those seeking to grow their business online.**

## Survey Reveals Savvy Professionals Intend to Use Social Media for Marketing Online

“The Web is experienced by potential customers as a 1-to-1 interaction, and as such, typical 'brochure speak' doesn't work.

“Authenticity (coupled with expertise, that's a given) leads to trust which leads to relationship which opens the possibility of doing business. If you can't converse with potential customers using the online medium (written, heard, seen), you are at a serious disadvantage to those who can.”

"We were surprised that such a large portion of these professionals already recognize that marketing is no longer one-way. People are using blogs to communicate with customers to more clearly understand their needs, " said Wakeman.

In the last few years blogs and interactive web tools have made it easier for professionals to connect with customers, to understand their needs and wants, and to build relationships before selling. "I think this survey shows a shift in marketing philosophy to include the social aspects available through newer online marketing tools," Dr. Krakoff added.

### Here are some of the other outstanding responses:

**Joan Stewart**, the [Publicity Hound](#): “The most important marketing skill is developing an emotional connection with people. The Internet is crowded with static websites, impersonal email, lousy ezines, pointless blogs, time-wasting discussion boards, boring Google pay-per-click ads, poor writing, insulting spam and slick sales pitches from an endless line of hucksters.

“The smartest marketers know how to be heard above the noise. They can evoke emotions in people they don't even know, build a following, create a sense of community, be persistent yet patient, then know how to ask for the order in such a way that the buyer whips out the credit card within seconds. I can't remember who said it, but the quote goes like this: 'People won't remember what you said. But they'll never forget how you made them feel.'”

**Pat B**: “The most important skill is to make the mind shift from features to benefits. It's an attitude that focuses relentlessly on the needs and wants of potential clients. From everything to keywords, name choices, sales letters, website content, blog posts, and article topics. A relentless focus on the challenges and choices of the clients.”

## Survey Reveals Savvy Professionals Intend to Use Social Media for Marketing Online

**Rhona:** "Blogging and RSS feeds. They are revolutionizing the way business and consumers communicate with one another. Businesses should be embracing blogs rather than avoiding them. Blogs will help them better understand their consumers, will help them keep on top of latest industry trends, and will help them cut costs (marketing and advertising)."

**Rachelle:** "With so many marketing skills to choose from, it is hard to weed them out and pick just one because all the others contribute to the whole process of successful marketing. However, I think the greatest marketing skill any marketer should possess and maintain is the ability to find out what the consumers really need by going down to a personal level with them, which means listening to them, and understanding them, and filling those needs with the right products and services."

"Marketing shouldn't be about selling alone, but about knowing your market, and being able to communicate benefits to your customers. Earning your customer's trust and confidence by listening to them and understanding their needs not only increases their trust on you and your ability, but also on the products and services you're offering."

**Alisha:** "In my opinion the greatest skill to obtain is really just to find out what your costumers need and try to supply the need in the best way possible. Don't try to compete with other companies; it's only going to cost you money that you could be investing. Be unique in how you bring your goods across to the public. Try to appeal to different types of buyers."

**Mindy:** "Figuring out what services and needs their ideal clients hunger for and need, and making these available in a variety of ways (i.e. e-books, teleclasses, and workshops) that are easily accessible to clients!"

**Shannon:** "In a word, awareness. It's absolutely necessary for any professional to be aware of their market and their customers in order to effectively sell to them. No matter the industry, every professional must be aware of what their clients know, don't know and what they need to know. It's then our job to create a presence online that fulfills those needs."

**Susanne:** "Online awareness means that customers search for information and inspiration by using their growing online literacy skills, as well as in their social community contacts. For marketing, this indicates that a loyal community of core clients could make a difference, for example by blogs, social tags and other related friend-of-a-friend cluster strategies."

## Survey Reveals Savvy Professionals Intend to Use Social Media for Marketing Online

**Lois:** "Test frequently what you are trying and involve your clients to get ideas and feedback.

**Ken:** "You must speak the language of your customer. It's not just about mastering the technology, but the culture."

**Rodney:** "Marketing professionals must master all aspects of RSS communication, strategy and tactics (Blogs, Podcasts, Video, RSS, Feeds, Content Syndication, etc).

"The reason is that new media technologies are rapidly changing the way in which consumers find and consume the content that they want; and consequently the marketing message must lie within these new media technologies."

**Olivia:** "To know your audience (target or niche market) so well that you are always in 'lock-step' with them - what they want, how they want it delivered and when, what they are willing to pay, etc. Know your audience, know your audience, know your audience!"

**In general, here are the various categories where the majority of responses fell:**

**SEO, keywords, findability, and driving traffic:** 32 responses.

While these are essential skills that must be mastered, The Blog Squad did not judge this to be the most important concepts to be mastered. You can be a search engine expert and have tons of traffic, but if it is not targeted and your products and services do not match the desires of customers you will not have sales success.

**Melinda:** "The most important marketing skill for savvy professionals to master is 'Googleability.' To successfully grow your business online, you have to be 'Googleable.'"

**David:** "I would have to say that SEO is the most important. If you can't get your business seen, then what's the point?"

**Writing, copy writing, articles, communications, and clarity of message:** 32 responses in this category.

The Blog Squad considers these skills as very necessary, but again, the best writing in the world will not work without understanding the needs of customers.

## Survey Reveals Savvy Professionals Intend to Use Social Media for Marketing Online

**Aaron:** "Clarity of message and optimized direction. Even if you allow SEO to be an afterthought for a moment (which, of course, it really can never be), clear descriptions, intuitive navigation, and an obvious flow (of both the message and the online user experience) are all traits that make up the root of online success.

**Marie:** "Copywriting because without good headlines and benefit statements, you won't make any sales."

**Cathi:** "If copy writing is part of marketing then in my opinion that is the MOST important skill a professional needs. I've got thousands of ideas but without the copy writing skills to get everyone excited as I am (and to get them to hand over their money \*smile\*) I'm simply out of luck. Especially if you are new to the internet with little money to hire a professional. To me, copy writing skills are the single most important element in online business."

**Blogs, newsletters, email marketing, RSS delivery, and other tools such as podcasts and video casts:** 22 responses.

Again, these tools will play an important part in getting your message across to your targeted audience, but simply using the latest tools will not ensure success.

(Note: many people responded to the question with a simple answer of "blogging," leaving the Blog Squad wondering if people were assuming we were looking for "blogs" as the correct answer to all marketing solutions. We wish to remind people that blogs aren't necessarily the answer to any marketing challenge, and are only a tool. It's what you do with them that counts.)

**Noel:** "Blogs, as they double up as a communication tool, content management system and SEO tool.

**Joan:** "How to reach your target audience and bring them to your website. How to use audio on your website and blog to bring instant information to readers."

**Building relationships, networking, and joint ventures:** 21 responses.

**Michael:** "Networking with accomplished list-builders and master copy writers - affiliating and exposing YOUR opt-in list site to their lists (AND OF COURSE HAVING DYNAMITE CONTENT!!!) is the best way to grow."

**Barbara:** "You must get a good referral system in place right in the beginning of putting your business online."

## Survey Reveals Savvy Professionals Intend to Use Social Media for Marketing Online

**Learning quickly, responsive adaptation, creativity:** 16 responses.

**Joe B:** "The ability to recognize and adapt quickly to changing technology and new ways of relating to current and potential clients has been and will remain the most important skill for savvy marketers to master. It involves being able to constantly admit that you do not know everything and that the right or best way to do something may not lie between your own 2 ears - you will need to be in a continuous learning mode."

**Joe H:** "Knowledge. Knowledge may not have been considered a 'skill' in the past but is must be considered as one today. To be 'savvy' (and how many professionals truly are?), one must find a way to get on the edge, balance there, learn, re-learn and re-apply the knowledge in a marketing environment."

**Steve:** "Information is the key. The internet is truly the place that shows us above all others that knowledge is king. The most powerful knowledge is having a complete overview of the market."

**Michele:** "The more I learn about internet marketing and the nuances of being online and the continued paradigm shift from 'offline' marketing...the more I realize there is to learn, but most importantly...it's important to be willing to continue to shift my knowing of 'this is how you do it' to 'how else could it be done?' As well as get to know others, pay attention to their success and integrate what works."

**Building an opt-in list:** 11 responses

**Katherine:** "The biggest challenge is to find new and effective ways of building THE LIST quickly. How to find more qualified visitors to market to. How can I team up with other online marketers to reach my target audience quickly? Great product...no one to market to."

**Nicola:** "Growing their on-line subscriber list with the 'right' market to sell their products / services to."

**Personal mastery, action, love, working smarter, planning, leveraging:** 11 responses.

**Susan:** "The most important marketing skill required for a savvy professional to master is Tenacity and Persistence - I call it 'Pernacity'. It takes attention to detail, continual learning and tweaking over time to grow your business online."

## Survey Reveals Savvy Professionals Intend to Use Social Media for Marketing Online

**John G.:** It's the very same skill that is the most important in EVERYTHING... not just marketing, but life and everything! You can have the greatest product, JVs, lists, niche markets, vision, desire, writing skills, rapport, savvy...but without ACTION you have no business. So...taking action is my answer and I've taken action to write this and now I'm going to take the next action step and click that button below..."

55% of all responses included understanding the needs of clients, targeting a niche audience, communications and copywriting skills, and using blogs and other social media tools for online marketing.

In all, nearly 250 responses were received from a group of professionals who responded to an email contest with two iPod nanos as prizes. One was given to the winning response from Mike Duffy, [www.mikeduffy.com](http://www.mikeduffy.com), and the other in a random drawing to Steve Pohlit, of [www.stevepohlit.com](http://www.stevepohlit.com).

A third winner was Mike Jay, of [www.leadu.com](http://www.leadu.com), and [www.b-coach.com](http://www.b-coach.com), who won a Razer Copperhead mouse for referring the most number of new subscribers to join the Savvy eBiz Tips ezine.

Information about this newsletter, which features tips for professionals who want to learn how to master online marketing, can be obtained by visiting [www.SavvyBizTips.com](http://www.SavvyBizTips.com).

Patsi Krakoff and Denise Wakeman are The Blog Squad, and have teamed up to help professionals harness the power of blogs, newsletters, and web site ecommerce systems to make marketing tasks easier and more effective. Between them they have 16 years of Internet know-how and write on 9 blogs. They know what works and what doesn't. They've studied with the sharpest, most successful Internet masters. You can read their popular blog at [www.BuildaBetterBlog.com](http://www.BuildaBetterBlog.com) and get their free weekly ezine Savvy eBiz Tips at [www.SavvyBizTips.com](http://www.SavvyBizTips.com)

## Survey Reveals Savvy Professionals Intend to Use Social Media for Marketing Online

### The Blog Squad to the rescue!

Is your blog tired? A dud? Not as effective as you'd like it to be? Does your blog need help?

Give us one month and together, we'll turn your blog around so you get more readers, attract more prospects to your business, and establish yourself as an expert in your field.

Wouldn't you like to see this Seal of Approval on your professional business blog?



Here's what you get during the course of a month when **THE BLOG SQUAD** comes to the rescue:

- Four 30-minute blog coaching sessions with Patsi Krakoff and Denise Wakeman, THE BLOG SQUAD blogging experts
- Access to the Blog-Revolution private tutorial blog (\$97 value)
- The Build a Better Blog System ebook (\$97 value)
- Email support in-between coaching sessions for the 30 day period
- Promotion of your blog on our 5 popular blogs
- Press release submitted to PrWeb.com about your makeover

Go to [FixMyBlog.com](http://FixMyBlog.com) for more information.



"After the Blog Squad's overhaul of my blog, which I blogged about steadily for one month, I took my traffic from about 15 visitors per week to well over 500 per week! Not only that, their suggestions were profitable and I got several new clients just from the professional new look and feel of my blog. I can't recommend these two enough, with their attention to detail and their genuinely caring attitude. If you're REALLY lucky, maybe they'll pick your blog for a Blog Squad makeover! Drop by my blog to see their work -- [www.painlessselfpromotion.com](http://www.painlessselfpromotion.com)."

Suzanne Falter-Barns  
[www.getknownow.com](http://www.getknownow.com)

## Survey Reveals Savvy Professionals Intend to Use Social Media for Marketing Online

### Build a Better Blog Marketing Services for Professionals

With The Blog Squad™ | Patsi Krakoff and Denise Wakeman

Does all this sound like too much work when you have too little time? We can help and set up your blog for you. [www.BuildaBetterBlogService.com](http://www.BuildaBetterBlogService.com)

#### Pro Blogger Plan - \$1,050 + \$89 for annual Typepad Plus Blog Hosting Service

- Set up blog with logo, name, description, design template to complement client's website
- Register unique domain name and forward to blog
- Submit blog to 150+ blog directories
- Set up email subscription form and feed syndication
- Three 1-hour meetings:
  - 1) pre-set-up to discuss purpose and gather info about client and intentions for blog;
  - 2) post-blog set-up to "train" on how to use blog, discuss content and posting strategies
- Email and editing support for 3 months following blog training
- Reference tutorials on setting up subscription form, writing content, and promoting your blog
- Complimentary copy of Build A Better Blog System Ebook
- Access to private class site with audio tutorials, tips, and resource links
- Complimentary access to Conversations with Experts members-only site with over 45 audio programs from business experts.



"In my judgment, you would be hard pressed to find two more delightful people to assist you with your blogging efforts. Denise and Patsi are not only knowledgeable about the intricacies of developing a Blog, but provide their insights with attention to detail and tact.

"You may be able to do this on your own, but the learning curve is reduced considerably by using their services. The information and tools that they provide are invaluable. As in any new endeavor it helps to have someone who has done it before show you the way. I highly recommend the professional services of [The Blog Squad](http://The Blog Squad)."

Gary Whitehair

[www.HighPerformanceBiz.com](http://www.HighPerformanceBiz.com)

## Survey Reveals Savvy Professionals Intend to Use Social Media for Marketing Online

***This is your invitation to join an exclusive group of professionals and create your book or info product in 90 days or less. We've done it and YOU CAN TOO using our...***

### **Blog to Book Project**

#### **Why use a blog to create your book?**

A blog is the perfect medium for creating content that can be edited and compiled into an ebook or hard or soft cover book format. Using a blog, you can easily write the content on a daily basis in small chunks so it's not intimidating or overwhelming.

You can use a blog to organize your content, get real-time feedback and attract readers who will be prospects for the finished product. The blog simultaneously acts as a marketing vehicle while you create your publication.

#### **Learn While You Do**

This is NOT a teleclass. This is an online program and will be conducted through a private blog. It is a self-paced, self-study program.

#### **What's included?**

- Access to private class blog with all steps from idea to publication
- Access to private Blog-Revolution blog for tips and tutorials to publish an effective blog
- Links to resources we have uncovered and use to publish our ebooks
- Occasional group coaching calls to answer questions, give feedback, brainstorm ideas
- Promotion of participants' blogs and completed project to our networks
- Invitation to participate in beta program for new online self-publishing company
- 15 minute audio interview with you talking about your book
- 3 Bonus ebooks on blogging and interviews with experts + several audio programs

#### **What will be covered?**

- How to generate an idea for your book
- How to generate content
- How to organize your content
- Staying focused on your topic
- How to convert your blog posts to book format
- How to promote your book *while you're writing it*
- How to launch your book
- How to set up an ecommerce system to sell your book
- How to leverage your network

For more information on how you can use a blog to develop, organize, write and complete your book, please visit [www.blogtobook.com](http://www.blogtobook.com).