

Jermaine Griggs'

"Hold You By The Hand"
4-Week Online Training
Program (Week 4)

StickyMarketer.com
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User Management


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Engagement Funnel

■ Community membership is not an event, it's a process.

□ Membership stages

- Stranger
- Passer-by
- Lurker
- Participant
- Regular
- Site Evangelist



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More User Engagement Tactics

- **User Education**
 - Camtasia Videos
 - Techsmith's Camtasia Studio 4
 - CamStudio (free)
 - Screenshots
 - Techsmith's Snagit
 - Help links / popups
 - Tutorials in forum
 - Customer service canned training replies
 - Kayako.com
 - Timpani Contact Management

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More User Engagement Tactics

- **User Interaction**
 - Live chat events
 - <http://www.userplane.com>
 - <http://www.bravenet.com>
 - Point out interesting forum topics
 - More interaction from you in beginning
 - Pay for posts
 - <http://www.postonmyforum.com/>
 - Mass messaging (as administrator)
 - Mass commenting (as administrator)
 - Automated messaging (as administrator)
 - Mass messaging (as regular "disguised" user)

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More User Engagement Tactics

- **User Involvement Growth**
 - Teach users to teach others
 - "There are **NO** dumb questions"
 - "There are **NO** dumb answers"
 - **Problem:** Beginners are asking, advanced are answering but what about the ones in the middle?

Beginners:
Asking Questions

Intermediates:
Doing Nothing

Advanced:
Answering Questions

Get this group involved





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More User Engagement Tactics

- **User Involvement & Automation**
 - Automated latest forum posts
 - List of forum posts since last visit or “x” number of days.
 - Seamless reciprocation
 - When a user receives a comment/message, there are links next to each comment (only seen by owner) to return the favor.
 - “Kudos” System
 - Members award other members with “kudos” points or virtual dollars for providing meaningful input in community.

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Customer-Affiliates

- Use community to find diehard site evangelists. Approach them about becoming affiliates.
 - Everyone needs money, even when a “passion” is involved (but this may not be everything to a potential customer-affiliate).
 - If you have a 2-tier program, encourage them to sign up other people and receive an override on their new sub-affiliates’ sales.

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Customer-Affiliates

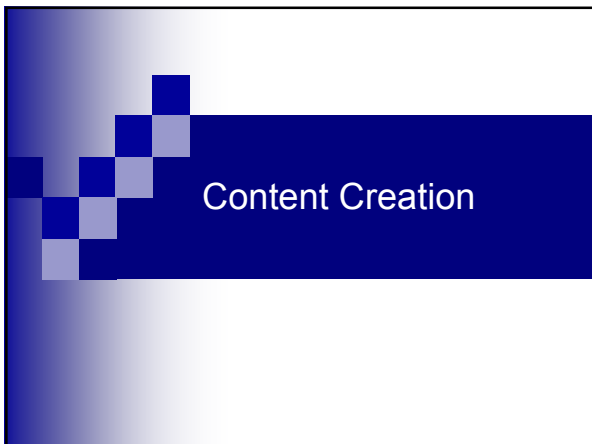
- Have regular teleseminars (I use instantteleseminar.com) where you explain the affiliate program to your users. You don’t want it to sound like a pitch for a business opportunity, however. Simply position it as a “customer referral program.”
- Train them well. <http://sell.hearandplay.com> is our training center.
- I find that customers who share your site for “free” really become *next-level* site evangelists when they have financial interest.

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Content Creation

- Freelance Networks
- Craigslist
- PLR content
- RR / MRR content
- Repurposed content
- Partner sites (especially if you're promoting their products)
- Wikipedia.org (check for accuracy)

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Freelance Networks

- eLance
- Rentacoder.com
- AgentsOfValue.com (you hire them)
- Guru.com



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My Example

- Used Rentacoder.com
- Got 30 articles written for \$200
- Averaged out to \$6.67 per article
- My options:
 - Use articles as-is
 - Use articles as starting points, adding and editing them to my liking.
 - Create Wiki and let me members add to these articles.

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Craigslist.com

- Post in various cities for FREE
- I used craigslist to find a jazz pianist who created a course that will gross us well into the hundreds of thousands of dollars!



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Private Label Rights / Resell Rights

- Content you can change, repackage, reuse, resell.
 - Some recommend changing PLR content at least 30%, some recommend as high as 70%.
 - I'd personally never use PLR content for a paid course, only as free resources / traffic generation.
 - Resalable content can be loaded into community content center (if terms allow you to give it away).

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Repurposed Content

- Most marketers aren't covering all modalities of learning (either via free content or paid)...
- There are **three basic modalities** we use to process information (and to store in our memory):
 - Visual (seeing)
 - Auditory (hearing)
 - Kinesthetic (doing)

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Do you have content/products that cover all modalities of learning?

- **Ebooks** (visual)
- **Written physical courses** (visual)
- **Audio courses** (auditory)
- **Video courses / seminar recordings** (auditory/visual)
- **Teleseminars** (auditory) / **Transcripts** (visual)
- **Live seminars / “hands-on” bootcamps** (kinesthetic)
- **One-on-One Coaching** (ultra-kinesthetic)

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□ **Learning Pyramid** (National Training Laboratories, Bethel, Maine)

- If you're lectured on a topic --- you'll remember 5%
- If read something --- you'll remember 10%
- If you hear and see something (audio visual) - 20%
- If you're demonstrated something - 30%
- If you discuss something in a group - 50%
- If you do something (PRACTICE) - 75%
- If you teach others - 90%

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Learning Pyramid

Retention Rate	Modality
10%	Lecture
20%	Reading
30%	Audiovisual
50%	Demonstration
75%	Discussion
90%	Practice doing
90%	Teach others

Source: National Training Laboratories, Bethel, Maine

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The lower on the pyramid, the more customers will pay...

Learning Pyramid

Retention Rate	Learning Method
10%	Lecture
20%	Reading
30%	Audiovisual
50%	Demonstration
75%	Discussion
75%	Practice doing
90%	Teach others

Source: National Training Laboratories, cited in: Merrie

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So... Repurpose content already!

- Using content you've created in another way
 - Book > Audio
 - Course > Articles
 - Audio > Transcripts
 - Video > Audio
 - Video > Transcripts
 - Book > Video / Interactive Camtasia Video
 - Seminar > Audio/Video
 - Content > Membership site

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Partner Sites

- If you're an affiliate of theirs, most sites allow you to use their content to promote their products.
 - If there isn't any published rules on this, simply e-mail the affiliate manager / webmaster.
 - Ask them if you can use archived newsletters, blog posts, e-mails, or any other type of content in your community, linked back to them through your affiliate id.

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Wikis

- Wikipedia.org
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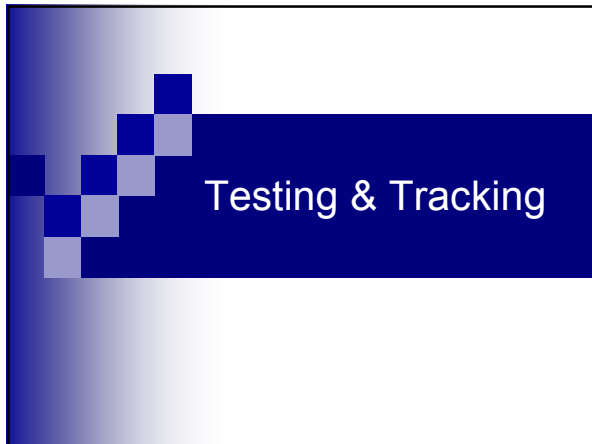
Encouraging User Generated Content

- Increased points for submitted articles, related news stories, reviews, etc.
- Special ranks for "contributors," "writers," who maintain the content areas.
- "InfoDrives" – Have a contest or "drive" for people to submit their own helpful articles & essays (with guidelines and tips for writing great articles). Members can vote on top 3. Winners are given prizes: cash, free products, etc.

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Other content generation ideas...

- Turn forum posts into "Q&A" content.
- Summarize helpful forum topics in a newly-created article.
- Save chat room transcripts and publish as content.



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Some of the tools I use...

- Google website optimizer
- Google cross-channel tracking
- Google Analytics
- 1shoppingcart's A/B AdTracker
- CrazyEgg.com Click Tracking
- AssocTrac
- Timpani / Liveperson

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Google Website Optimizer

- Multivariate testing
 - Lets you test several elements at once.
 - "Headline #1" with "image #5" with "call-to-action #3," for example.




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Squeeze Page Example


<http://www.hearandplay.com/googleleads.html>

- This page gets 40% conversion (see google website optimizer screenshot)
- Always being tested with multivariate testing (So you may get 1 of 8 combinations I'm testing. Simply delete cookies and refresh to see other combinations of page).



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Squeeze Campaign

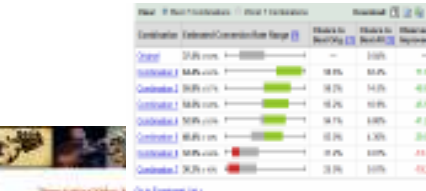


Combination	Estimated Conversion Rate Range	Chance to Beat Original	Chance to Beat All	Observed Conversion Rate	Conversion Volume
Original	36.1% conversion	0.0%	0.0%	36.1%	28 / 77
Combination 1	39.3% conversion	10.2%	33.2%	33.7%	10 / 30
Combination 2	39.3% conversion	10.2%	33.2%	33.7%	30 / 90
Combination 3	39.3% conversion	10.2%	33.2%	33.7%	34 / 101
Combination 4	39.3% conversion	10.2%	33.2%	33.7%	30 / 83
Combination 5	39.3% conversion	10.2%	33.2%	33.7%	30 / 81
Combination 6	39.3% conversion	10.2%	33.2%	33.7%	30 / 81
Combination 7	39.3% conversion	10.2%	33.2%	33.7%	30 / 81
Combination 8	39.3% conversion	10.2%	33.2%	33.7%	30 / 81
Combination 9	39.3% conversion	10.2%	33.2%	33.7%	30 / 81
Combination 10	39.3% conversion	10.2%	33.2%	33.7%	30 / 81
Combination 11	39.3% conversion	10.2%	33.2%	33.7%	30 / 81
Combination 12	39.3% conversion	10.2%	33.2%	33.7%	30 / 81
Combination 13	39.3% conversion	10.2%	33.2%	33.7%	30 / 81
Combination 14	39.3% conversion	10.2%	33.2%	33.7%	30 / 81

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Guitar Squeeze Page

<http://www.hearandplayguitar.com>



Combination	Estimated Conversion Rate Range	Chance to Beat Original	Chance to Beat All	Observed Conversion Rate	Conversion Volume
Original	37.0% conversion	0.0%	0.0%	37.0%	31 / 84
Combination 1	38.4% conversion	10.8%	33.2%	38.4%	31 / 81
Combination 2	38.4% conversion	10.8%	33.2%	38.4%	31 / 81
Combination 3	38.4% conversion	10.8%	33.2%	38.4%	31 / 81
Combination 4	38.4% conversion	10.8%	33.2%	38.4%	31 / 81
Combination 5	38.4% conversion	10.8%	33.2%	38.4%	31 / 81
Combination 6	38.4% conversion	10.8%	33.2%	38.4%	31 / 81
Combination 7	38.4% conversion	10.8%	33.2%	38.4%	31 / 81
Combination 8	38.4% conversion	10.8%	33.2%	38.4%	31 / 81
Combination 9	38.4% conversion	10.8%	33.2%	38.4%	31 / 81
Combination 10	38.4% conversion	10.8%	33.2%	38.4%	31 / 81
Combination 11	38.4% conversion	10.8%	33.2%	38.4%	31 / 81
Combination 12	38.4% conversion	10.8%	33.2%	38.4%	31 / 81
Combination 13	38.4% conversion	10.8%	33.2%	38.4%	31 / 81
Combination 14	38.4% conversion	10.8%	33.2%	38.4%	31 / 81

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Google Cross-Channel Tracking

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Google Cross-Channel Tracking

Cross-Channel Tracking Setup

Check to proceed: Proceed anyway Roll back and edit UTM Test settings

✓ Your new cross-channel campaign setup is complete. Now test the results:

- Click on an email advertisement for remarketing ads. Change to one of your conversion pages on your site. Or, wait for a customer to complete a conversion through this channel.
- Open your AdWords Campaign Summary page. Here, you'll find a Cross-Channel tab, where you can access your conversion data. Please note that conversion tracking/reporting can be delayed up to 24 hours.

Do you want to track other channels as Destination URLs?
[Click to configure conversion](#)

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Google Analytics

- Visits
- Bounce rates
- Page views
- Avg time on site
- Geographic info
- Traffic source
- New vs returning
- Languages
- Browser Data

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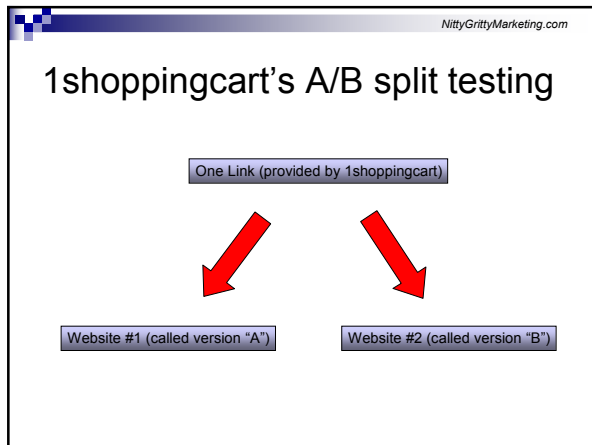
Google Analytics

- Visitor loyalty
(how many times they visit)
- Visitor recency
(last time they visited)
- Depth of visit
- Referring sites
- Keywords used
- Conversions

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1shoppingcart's A/B split testing

Campaign Name	Status	Unique Clicks	Raw Clicks	Leads	Lead-Click Conversion	Advis Amount	#Sales	CR
1ShoppingCart.com - 10/10/10	On	230376	224701	12049	5.3%	\$22070.81	2887	0.13
1ShoppingCart.com - 10/10/10	On	18912	19001	1081	5%	\$11118.09	308	0.28
1ShoppingCart.com - 10/10/10	On	18034	17496	1070	6.1%	\$1457.08	30	0.21
1ShoppingCart.com - 10/10/10	On	11008	10441	1134	1.0%	\$10000.00	3013	0.30
1ShoppingCart.com - 10/10/10	On	11004	10811	1240	10.7%	\$12433.87	690	0.58
1ShoppingCart.com - 10/10/10	On	10000	10000	100	0.0%	\$10000.00	100	0.01
1ShoppingCart.com - 10/10/10	On	10004	10001	70	0.7%	\$10000.00	100	0.10
1ShoppingCart.com - 10/10/10	On	10001	10001	10000	10.0%	\$10000.00	100	0.01
1ShoppingCart.com - 10/10/10	On	10000	10001	70	0.7%	\$10000.00	100	0.10





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CrazyEgg.com – Click Tracking



The screenshot shows the CrazyEgg.com interface. At the top, there's a navigation bar with 'Home', 'About Us', 'Contact Us', and 'Help'. Below that, there's a search bar and a 'Log In' button. The main content area features a 'Frequently Asked Questions' section with several questions and answers. On the right side, there are several small images or thumbnails.

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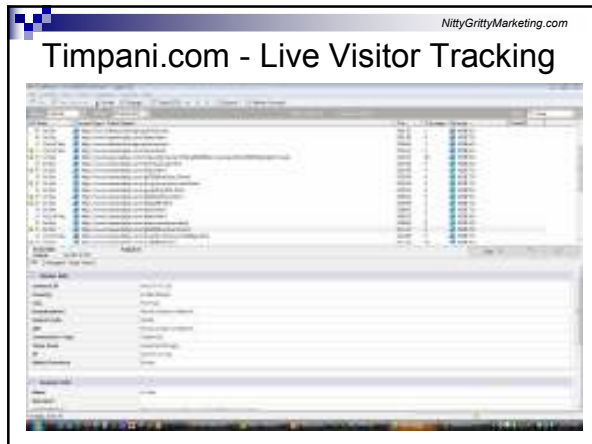
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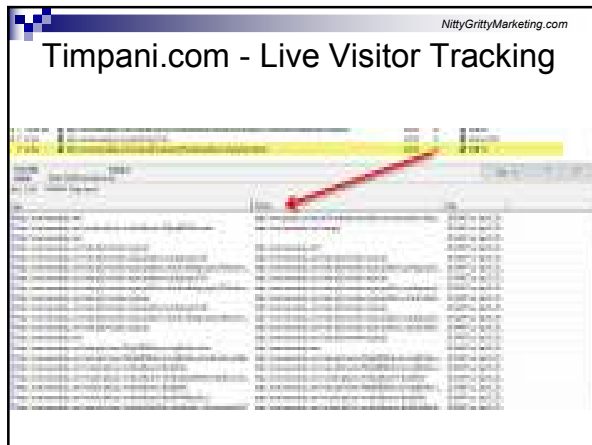
AssocTrac.com

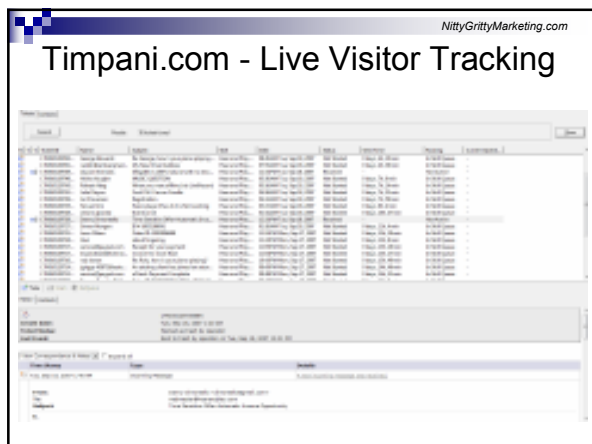
- I use AT primarily for my general affiliate program but I'll also use it for simple tracking of various keywords on search engines, advertising campaigns, and offline tracking.



The logo for AssocTrac.com features a stylized blue number '3' above the text 'AssocTRAC' in a green, sans-serif font. Below the text, there's a smaller line of text that reads 'Affiliate Tracking & Reporting'.









Ways to Monetize Community

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What it all amounts to is...

- Another way to get leads
 - The big difference is that:
 - Members are helping you to get the leads at a faster rate than you could on your own.
 - The more members you get, the more leads increase exponentially.
 - Targeted, "trained" leads because of social proof.

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First way to monetize is to realize...

- You now have more people to market your products, services, and affiliate offers to.
- You have a plethora of past buyers and success stories to refer to (social proof).
- You have a vast amount of customer-affiliates to help you "close sales" (if you allow).
- Use autoresponders to build relationship outside of community (**R R R R**: relationship, rapport, response, retention).

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Increasing exposure to product offers...

- Resource section
- Forum section (just for products or support for products)
- Advertisements in key areas:
 - Forums, private messaging, profile pages, groups, games, download section, "my account," footer real estate, etc.
- "Action page" advertisements
- Automated hyperlinked phrases

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The screenshot shows a website interface with a navigation menu on the right side. A blue arrow points to the 'Fly By Ear Course' link. The menu items include: Fly By Ear Course, GospelKeys Video Courses, GospelKeys 100, GospelKeys 200, GospelKeys 300, GospelKeys 500, GospelKeys 500, EFTQA Ear-Training Software, Churchmembers' Course, Virtual Church Finder, someone's Blog, someone's iTunes Podcast, Affiliate Program, and Product Business Program.

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The screenshot shows a forum post with a red dashed box highlighting a product advertisement. The advertisement features a book cover and several CD/DVD cases. The forum post includes a user profile picture and name, a post title, and the main content of the post.







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Click Now To Read It...

Gospel 101 DVD AVAILABLE NOW!
DVD Keys CLICK HERE FOR INFO

The Secret to Playing Piano By Ear. Miss Fernandee Griggs shares with you six proven techniques in this book.

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Other monetization routes...

- Build it up... sell it to a bigger company.
- Adsense, contextual advertising, banner advertising, other ppc programs, solo ads, sponsorships, etc.
- Create **paid** "premium" or "platinum" areas.
- Partner/JV with other companies (recommend products to your members... you have a relationship with them so they trust you)!
- Members paying for access

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Build it up... sell it!

- Unprofitable sites are getting bought all the time!
- Myspace = \$580 million
- Youtube = \$1.65 billion
- ClubPenguin = \$350 million + another potential \$350 million
- These social networking sites are selling for more than established brick and mortar companies are.

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Advertising Model

- Adsense, contextual advertising, banner advertising, other ppc programs, solo ads, sponsorships, etc.
 - [Adsense](#)
 - [Adbrite](#)
 - [Text-link-ads.com](#)
 - Sponsorships
 - [Kanoodle BrightAds](#)
 - [Clicksor](#)
 - [TargetPoint](#)
 - [ContextWeb](#)
 - [Yahoo Publishers Network](#)
 - [Ebay AdContext](#)
 - [Amazon Omakase Links](#) – “Leave it up to us”

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Affiliate Programs / CPA Networks

- [Linkshare](#)
- [Commission Junction](#)
- [ClickXchange.com](#)
- [Clickbank.com](#)
- [PrimaryAds.com](#)
- [AffiliateFuel.com](#)
- [Azoogole.com](#)

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Paid / “Platinum” Areas

- Have certain links that lead to your membership site >>> “Must be platinum member to proceed”
- Strategically place these links by free links.
- Upsell members to platinum areas. “If you want more resources like this, check out the platinum area”
- If using aMember, there are plug-ins that support most community platforms (joomla, drupal, postnuke). You can set various membership levels and restrict access to “platinum/premium” areas unless user pays.

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Paid / "Platinum" Areas

- Advertise platinum areas in all e-mail alerts (new private message, new friend request, etc).
- Create video tour of platinum area and post on action pages.
- Give trial offer (\$2.97 upgrade) to platinum/premium membership site for 30 days.

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JV with other sites

- Promote big launch within your community
- Our process:
 - <http://www.hearandplay.com/jazz>
 - We start building "buzz" about 2-3 weeks before.
 - Get users to opt-in to "notification list" or "waiting list"
 - Follow-up with them 3-4 times before launch date to remind them to take action on the first day (bonus offers and special pricing).
 - Send out launch mailing
 - Get other affiliates involved

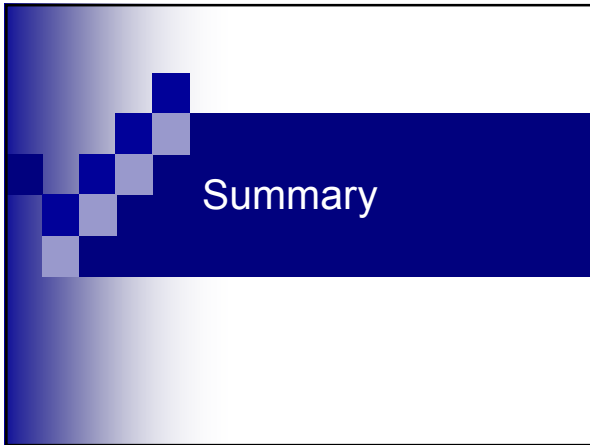
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Enticing "time-sensitive" special offers...

- "Limited Inventory" E-mail (only "x" amount of products to sell...)
 - How to justify your limited inventory → "used" products, "almost-new" products, making room for new products, etc.
- "Limited Inventory" Follow-up E-mail (last week, we sold "x" amount of products and only have "x" amount left...)
- OTHER STRATEGIES:
 - "Limited Time" E-mail, "30-day Trial" Offer, \$1 Offer, etc.

Results NittyGrittyMarketing.com

Ad Campaign Name	Ad Type	Program ID	Ad ID	Ad Size	Ad Status	Ad Type	Ad Status	Ad Type	Ad Status
\$39,290.45									
...
\$42,133.70									
...
\$41,697.89									
...



So we've talked about...

- More user engagement tactics
- Content creation
- Customer-Affiliates
- Testing & Tracking
- Monetization