

Thank you for requesting this report – updated occasionally – email us if you have questions or need help. – Kenton

GOgitMMM™ Power Internet Marketing

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The latest, smartest and least-expensive marketing is based on **GOgitMMM** - (make a **G**reat **O**ffer - **G**et (prospect) **I**nformation **T**oday (adding to a database) - **M**arket, **M**arket, **M**arket - continuous marketing via one or more channels. Second-decade, 21st-century marketing is focused on the Internet. See more at Blog.ProsperSystems.biz.

Background

The effectivity of *conventional websites* on the Internet has been declining for years. Now the Internet is being used more and more for communications to support applications, e.g., email, maps, Facebook.

Examples / Resources

Website Types - which one(s) do you have?

- [] Brochure – **Free** LinkedIn personal or *the under-used business profile*,* **Inexpensive** template-driven site, or **Expensive** custom site
- [] Sales – Samples, Products, Services – template-driven site or custom with “shopping cart”
- [] Combo - not as effective as the next type ...
- [] Capture / squeeze / landing page – captures email address to start the marketing process

[Wired magazine, "The Web Is Dead. Long Live the Internet," Sept 2010, Gmail.com, Google Maps](#)

[LinkedIn.com, WebsiteYesterday.com-](#)
(uses WebSite Tonight template system)

[BillionaireU.com](#) (nice samples),
[GoDaddy.com](#) (heavy sales)

[BrianTracy.com](#)

[PowerInternetMarketing.ProsperSystems.biz](#) (get this report w/ hot links)

Free LinkedIn Use- Most domain providers can point a [www.YourCompanyName.com](#) domain to your LinkedIn profile.

[GoDaddy.com](#) (phone assistance OK; we can guide you as well)

THE Straight-Forward Steps to Successful GOgitMMM

Build the **Landing Page** – *Inexpensive*, or **free** as a page on your site

[See below, WebsiteYesterday.com](#)

Free sub-domain names – you can easily create then point [http://Subdomain.YourCompanyName.com](#) to pages on your site or anywhere else on the 'Net. Add'l pages on your site can add to your Search Engine Optimization (ranking) and coat-tail off the overall ranking.

[Sales.GOLDPanAm.com,](#)
[Skills.KentonHJohnson.com,](#)
[Invest.ProsperSystems.biz,](#)
[Groups.Google.com](#)

Make **Great Offer** – **Free** / minimal cost and **instant** is best (in declining effectiveness):

[Free Book Abstract](#) (page too large, and distracting links)

- Report (PDF delivered online) – one of your resource books can work
- Product (free/inexpensive and shipped free, or free to pick up)
- Service (charge \$20 if making an office appointment, more if traveling to prospect)

[Save on Life Insurance Report](#) (come on to subscribe to newsletter)

[Free Brian Tracy CD](#) (but have to go the shopping cart)
[See below](#) (just right)

Get Information Today – email address now, more on a linked page or later (initial response drops off 5% per each item requested)

Simple text files, [Excel](#), [EasyDatabase](#),

- Name, email address and add'l info are placed manually or automatically in a database or the internal database used by the emailer software.
- Most databases can be converted or downloaded to Excel so you can see what you really have – smart to save it on your computer with a date, in case the system goes haywire.

Databases: Simple text files, [Excel](#), [EasyDatabase](#), [CardScan](#), and the more complex versions in emailer software

Mailer software: [1ShoppingCart.com,](#)
[ConstantContact.com,](#) [iContact.com,](#)
[AWeber.com](#)

Market, Market, Market – continuously, gently – “drip marketing:”

- **90% info, 10% promo** – encourages opening your emails
- Start with email – free or very inexpensive – simple, 40-68 character-wide text, one short paragraph – fast to read, easy on cell phone
- Collect additional information as you engage them more via forms, calls, responses to emails or small then large purchases
- Sequenced (AutoResponder) from day sign up is best, but regular, short, powerful messages is the key
- Reference *brochure website for more details*
- Encourage them to participate in other exposure systems you may have or will create: online groups, Blogs, Facebook, Twitter
- Every 10th communication, drive to *sales website*, your store, office, email phone or online VOIP (Skype, Google Voice)

The simplest way to email is to copy the email addresses into the BCC line (Blind Carbon Copy vs TO or CC) , and click send.

However, emailer software makes regular emailing straight-forward and allows many more email addresses than straight emailing.

Excel data can also be MailMerged into Word for custom letters, bills, etc, as well as loaded into other systems such as QuickBooks, Google Contacts.

To fully utilize your database, expand it to include other marketing/sales info: keywords, source of contact, notes, sign-up and call-back dates, purchases

All Marketing Methods - start with email then branch out based on testing (5-10% of your contact marketing budget):

- Electronic: email, text (SMS) mail, video, webinar, discussion groups, recorded message, auto-dialer, fax broadcast, private membership website
- Conventional: direct mail, printed newsletter, show, MeetUp groups, seminar

Simply copy email addresses into an email BCC line, [MS Word MailMerge](#), [ConstantContact.com](#), [iContact.com](#), [Aweber.com](#)

[ExcellentHouses.com](#) (collection form via GoDaddy's WebSiteTonight), [Political Input Form](#) (in a Google Docs database – good form, candidate destabilized)

[1ShoppingCart.com/autoresponder](#)

[Google Group](#), [Google Blogger](#), [LinkedIn.com](#), [Facebook.com](#), [Twitter.com](#)

Databases: Simple text files, [Excel](#), [EasyDatabase](#), [CardScan](#)

Mailer software: [1ShoppingCart.com](#), [ConstantContact.com](#), [iContact.com](#), [Aweber.com](#)

[MS Word MailMerge](#), [QuickBooks](#), [Google Contacts](#)

[Excel](#), [EasyDatabase](#), [CardScan](#)

[SMS mailers](#), [YouTube](#), [GoToMeeting](#), [Google Groups](#)

[MeetUp.com](#) (excellent way to provide group information), [MarketingClubDenver.com](#) (bi-weekly, super leader and group), [CEOSpace.net](#) (ubiquitous group of business builders - meets weekly or so in many cities in USA and Canada)

Get Your Free Report - THE Latest Power Internet Marketing		
<p>The latest, smartest and least-expensive marketing is based on GOgitMMM™ - (make a Great Offer - Get (prospect) Information Today (adding to a database) - Market, Market, Market - continuous marketing with at least 90% small, golden nuggets of information via one or more channels.</p> <p>Second-decade, 21st-century marketing is focused on the Internet.</p> <p>Expert, 40-year Consultants at Prosper Systems have compiled years of research into a very powerful, tight, clear report ...</p>	<p style="text-align: center;">Free Report</p> <ul style="list-style-type: none">• Powerful Step-by-Step Process• Clear Example Links• Inside-Information Links• Three Reusable Database Input Forms coming in a future email and will appear in this report soon• Experts available to guide you through the process	<p>First (required) Last (required)</p> <p>Email Address (required)</p> <p>Comment (optional)</p> <p style="text-align: center;">REQUEST REPORT</p> <p>PDF report delivered immediately.</p> <p>Requesting this report gives us permission to email you more, valuable business information from time to time. Our promise: your email address will never be shared with anyone or exposed in a broadcast email.</p>
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Notes:

- First Column could be a picture or video (and may be in a few days) – currently the second place the reader will look, may be first with a picture or video
- Second Column purposely has **Red Title** and much “white space” – to attract the eye – most probably will be the first place the reader looks
- Third Column is the final, action place, and leads directly to the report PDF.
- The info and links at the bottom are for verification and credibility, not distractions. It is tempting to make this a lead-in to a brochure or sales website, but best to keep it simple, and let the **Market, Market, Market** part of the **GOgitMMM** system drive them to the your website(s) at the appropriate point in developing the relationship.