

Build Your Online Marketing Plan:

Simple Strategies to Increase Website Traffic, Build Buzz, and Sell More Services

Before self-publishing her first book, Stephanie Chandler decided to build an audience online. The success of that effort led to consulting gigs, corporate sponsorships, major media coverage, product sales, and a variety of other opportunities. In this content-rich presentation, she shares strategies that consultants can use to develop a marketing plan focused on building an audience online.

You will learn how to:

- ◆ Identify and attract your ideal audience online
- ◆ Optimize your website—your most important marketing tool
- ◆ Leverage blogging to increase site traffic and boost sales
- ◆ Get visibility with internet media sources
- ◆ Use the most effective content marketing strategies available
- ◆ Build a loyal base of mailing list subscribers
- ◆ Get booked as a guest on podcasts and internet radio shows
- ◆ Produce and promote videos, webinars, and teleseminars
- ◆ Utilize Facebook, Twitter, LinkedIn, and Pinterest—all without a big time commitment (really!)

With so much competition, it is critical to build a marketing plan that works. Whether you've been in business for years or you're just getting started, a plan that includes effective online marketing strategies can have a dramatic impact on your bottom line.

Stephanie Chandler is the author of nine books including *Own Your Niche: Hype-Free Internet Marketing Tactics to Establish Authority in Your Field and Promote Your Service-Based Business*. Stephanie is also founder and CEO of NonfictionAuthorsAssociation.com, a vibrant educational community for experienced and aspiring writers and NonfictionWritersConference.com, an annual event conducted entirely online. A frequent speaker at business events and on the radio, she has been featured in *Entrepreneur Magazine*, *BusinessWeek*, *Inc.com*, and *Wired* magazine. For author and speaker information, visit StephanieChandler.com.

