

PATCA
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**Promoting Your Consulting
Services On Craigslist**

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Agenda

Generally Cover Table of Contents

- Introduction
- Marketing Vs. Sales
- Marketing Overview
- Marketing Plan Start
- Pull Marketing
- On-Line Ad Basics
- Craigslist
 - ◆ Craigslist as an Ad Platform

Agenda (Cont'd)

- Market Research
- Generating Your Resume Like Ad
- Your Business Website
- Post Your Resume Like Ad On-Line
- An Ongoing Marketing Process
- Check your On-Line Listing
- Dealing with Spam
- An Ongoing Sales Process
- What Success Looks Like

Marketing Vs Sales

Two Distinct Disciplines

- Marketing is the ways to bring person to you for business
 - Networking, Newsletters, Articles, Speaking, web site, etc.
- Sales Efforts
 - Closing the deal, person to person
 - Very rarely does a deal close without such contact

Marketing

Two Types

- Push Marketing
 - Newsletters, Articles, Telemarketing, etc. if directed to qualified potential clients.
 - Person not necessarily searching for someone at that time
- Pull (Magnet) Marketing
 - Web, Craigslist, listings on groups, etc
 - Person is currently searching for someone

Marketing Plan Start

What Business are you in?

- What – Type of Service?
Differentiators?
- Who – Target Company
Demographics? Competitors?
- Where – Location, geography, etc?
- When – Hours of operation, season of year, phase of company or product life, etc?
- Why – does company need your services? Overload, New Funding, etc.

Pull Marketing

Pull Marketing

- Focus on Searchers
 - Go to Where Searchers Gather
 - Stand out from the competitors
 - Niche Marketing much more effective

Craigslist

Searchers Gather Here

- Uses simple keyword search (Exact String Search). ie no logic
- Post under "Resumes"
- Result must be "resume like" preferably from an individual
- Results shown in time order

Basics

Critical Areas

- Most Wanted Response
- Keywords - Differentiation
- Headline – Draw user to content
- Related Content – Relate to results of Search

Market Research

Who Might be Searching?

- Identify Target Audience
- What search words will they use?
- These are not your words, but theirs

Who comes up?

- Your Competitors
- Your Competitor's "story"

Study Competitors

Best Guess Keywords

- Who comes up?
- What copy do they use?

Competitor's Headlines

- Do they appeal to potential user of your service?
- How effective are they?
- Do they Appeal to you or others?

Generate Keywords

Best Guess Keywords

- Yours, not potential client's
- At least use competitors words

Create High Quality Keywords

- Keywords from service users
- Most effective to use Indeed.com
- Select words used by your potential clients

Dice Keywords Generation

Search for Similar Requirements to your own

- Enter keywords in Indeed
- Locate potential Postings

Store words in text file

- Go into listing
- Copy most important data into one file
- Get 20 to 50 such listings

Dice Keywords (Cont'd)

Strip out "nonsense" words

- Mostly title, and internal content
- Essence of the Requirements

Run Statistics on Words

- Need a listing of words and frequency of use.
- Copy the list into an Excel File

Keyword Selection

Sort Words in Excel

- First by Frequency
- Next Alphabetically

Remove Unimportant Words

- Usually numbers and common words
- Use care not to eliminate critical numbers, ie 802.11 as 802 and 11

Keyword Selection #2

Eliminate Unnecessary Words

- Keep frequently used words
- Carefully go through list
- Carefully decide on less frequently used words – some are crucial

Create a Text File of Words

- Use comma separated Excel Output
- Pull these into a text file and save as keywords

Generate Resume

Use Competitive Resume Review

- Should be "Resume like"
- What service do you offer?
- I dare you to understand what I can do for you

Backup the Promise of Keywords

- Avoid user coming to your page only to find your resume not useful
- All keywords should relate to this "copy"

Generate Resume #2

First Screenful Appearance

- This is first impact and impression
- Remember “What’s in it for me?”

Easy to Read Style

- Relatively short and “uncluttered”
- Describe what service you intend to supply for them
- Remember – Avoid “I dare you to understand what I can do for you”

Generate Resume #3

Easy to find Contact Info

- Show link to your target “Landing Page”
- Use individual phone number and email
- Answer inquiries “professionally”

Generate Headline

Use Competitive Analysis

- What would make you stand out?
- Avoid “trashy” appearance
- Keep it succinct and on point

Try different ones

- Vary them from posting to posting
- Keep looking at the competitors

Post Resume On-Line

Learn to Use Craig's List Postings

- Merge all copy into a single text file
- Include various Headlines
- Post Keywords in special section
- Separate Keywords from body?

Check Listing

Check On-Line Listing

- Enter test keywords
- Compare to others that come up
- Tune the resume and Headline

Track Responses

How is the Posting Working?

- Note the “hits” you are getting
- Use Web Stat Page to look for sources of clicks
- Use of “Landing Page” for collecting data

What's Next?

Final Steps to Process

- Test, Test, Test
- Create Final Landing Page

Summary & Final Questions

Further Questions?

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