

Why Integration Marketing?

How To Harness The Power of Other Online Businesses,
Create A Win-Win And Make More Profits



Disclaimer

This e-book has been written for information purposes only. Every effort has been made to make this ebook as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this e-book provides information only up to the publishing date. Therefore, this ebook should be used as a guide - not as the ultimate source.

The purpose of this ebook is to educate. The author and the publisher does not warrant that the information contained in this e-book is fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this e-book.

Table of Contents

Introduction	4
Chapter 1: How Integration Marketing Can Increase Your Profits Faster & Easier	8
Chapter 2: Integration Internet Marketing Strategy	13
Chapter 3: Clever Integration Marketing Tactics.....	24
Chapter 4: Conclusion	36

Introduction

What is integration marketing?

Integration marketing (IM) is much like this proverb from the Bible, which states, “The spider takes hold with her hands, and is in kings' palaces.” The spider has integrated itself into someone else’s world, in this case the king’s, thus, benefiting from the position the palace real estate gave her without paying a dime for it. Can you see the basic principle here?

For practical purposes, let’s define integration marketing from a dictionary. Webster says that the word integration, a noun, means; *the act of making entire or complete*. Thesaurus.com says integration means *unification*. These definitions are pretty powerful when you consider what integration marketing means to the world of business especially online.

In the offline world, you have companies that piggyback one another within marketing campaigns. Nike may give you 25% off a pair of sneakers when you buy an Izod shirt at full price. Both companies have merged, or integrated, for a particular marketing campaign. You may not want the sneakers but good chance someone else will and both parties will financially benefit from the adventure.

“Integration internet marketing is then the unification of marketing processes, sometimes called distribution channels, for a common or related purpose.”

4| Why Integration Marketing

All you need to do now is understand how the spider, in this case Nike, is taking hold with her hands. How many other marketing campaigns are Nike involved with that is helping them market their 25% off sneaker sale? This is truly exponential expansion at its best.

What is online integration marketing vs. JV Partnerships?

The online world operates, or should, in exactly the same way as the offline world. Google, Adobe, Alexa, and Ask all involve themselves in online integration marketing. If you download Adobe Acrobat, there is a good chance you will be given the opportunity to install the Alexa toolbar unless you uncheck the option. Each one of these companies is gaining online real estate presence by coat tailing other marketing campaigns that are congruent to their own.

Major online companies who unify themselves with the marketing efforts of other companies make their own mission entire or complete as the definition above stated. They know how valuable this concept is to their business, question is, does the solo online entrepreneur know? If you watched most marketing efforts today, the answer would be NO.

Joint-Venture (JV) Partnerships are different than the completeness of integration marketing. They represent a taste of IM but not the true essence because JV Partnerships can end as fast as they start and are not always constructed to be long term as IM.

Two or more parties, usually members of the same online mastermind, create a marketing adventure where one party's product or service will be shared across the network of the other partners. Each partner generally has a list they market to in cases like joint adventures and, of course, there are commissions made. This is called affiliate marketing.

Long-term IM happens when JV partners continue to offer something from the other member in their marketing funnel. The product or service offered is always something congruent with or similar to what the customer has purchased. In other words, there must be relevance for you to have success.

How does an entrepreneur use online integration marketing?

The answer to this question is not as easy as saying, "One, two, and three." Online IM is used in the following places:

- Opt-in pages – bonuses are often offered here and may be from other marketers.
- Email – this is usually coming from someone's marketing funnel you have subscribed to. Here you can see the upsells after your initial purchase.
- Thank-you pages after a purchase – can and should contain more relevant information to the consumer either for free or sale.
- Blogs – many entrepreneurs form affiliate partnerships with others providing them html code to add in a blog post or sidebar in the form of a widget. The image with link stays indefinitely adding that much

more exposure to the original marketer as long as the website owner blogs regularly and continues to engage with his or her target audience.

Once you truly understand the concept behind online IM you will find yourself immersed in research and development. Perform due diligence in the creation of your content, its marketing and launch, because other experienced marketers will not host you in their campaigns if they think for a minute you are a charlatan. R&D involves your product or service and those who will want to integrate with it which leads us to our final point in this introduction.

Integration marketing creates a “win-win” situation

The name of this game, if you want to call it that, is value. No one wins if everyone is a charlatan. The internet is as real a world as the offline world. The web hosts billions of real people who are looking for real answers from real entrepreneurs that have their act together.

Integration marketing unifies experts by creating a situation where superior products and services come together in marketing to a specified target audience. The benefits experienced by all are:

- Brand Exposure
- Relationship Building with other list customers
- Credibility & Trust
- Monetary

Chapter 1: How Integration Marketing Can Increase Your Profits Faster & Easier

The classic lemonade stand is a great example of how you can increase your profits faster and easier with integration marketing. Keep in mind the spider mentioned above. Lemonade stands are also about real estate if you look at it from a Robert Kiyosaki point of view. He would say, “Why own only one lemonade stand when you could be making money from a hundred of them?”

Lets’ say you have the best lemonade stand in your neighborhood and the most profitable. The only problem is there is only one you and one lemonade stand. Suddenly, you remember some customers that came by who were eating cookies they got from a cookie stand down the street and how they ramped and raved about them. So, you get on your bicycle and ride down to investigate.

You soon discover that the owner not only had the best cookies around but, she also has 100 stands all over the neighborhood selling her cookies. Immediately, your little entrepreneurial mind goes to work. She has the best cookies and I have the best lemonade. Everyone that buys my lemonade mostly comes from or goes to her stand. Because these two products go together he is able to negotiate, if he’s smart, with the young girl who owns the cookie stands.

Bingo, integration marketing is born and it’s a win-win situation.

8| Why Integration Marketing

Let's say he sells his 8 ounce cup of lemonade for just \$1.00. On average, the youngster sells 25 cups a day, not bad for a kid. Now he has the potential of making a hundred times more if he is able to establish an IM relationship with the girl. Maybe this is exaggerated a little, as far as what kids may actually do but, I think you see the concept.

The young little guy has the potential of making \$2500.00/day minus the cut for the little girl who doesn't do anything but serve a product already made for her. He will not make \$2500 because there's a good chance at least fifty percent of cookie buyers will not want lemonade with their cookie. For the young entrepreneur, it makes no difference as long as he has increased his profit margin and his exposure.

If he sells ten cups per day per location, the profit is still great at almost a thousand dollars. He pays the girl a quarter for every cup sold leaving him a profit of \$750.00 not bad for two little kids. Take this example and apply it to what you are doing, or want to do online.

The concept of exponential expansion

The example above represents exponential expansion or rapid growth through integration marketing, in this case, the unification of two or more marketing efforts. Growth accelerates in the form of customer acquisition and sales based on exposure shared by each party. The numbers can increase rapidly 8, 16, 32, 64, 128, 256, 512, 1024, 2048 and so forth.

To scale it back, exponential expansion will not happen as evenly as the numbers above suggest. The rapid growth still can occur in a great way when your product hits the other partners marketing funnel. People talk and share things that bring them results.

Integration marketing is not limited to the number of IM partners because things can go viral on the internet. Viral marketing is just as powerful as integration marketing when you think about it. View things going viral as your marketing efforts gone wild and breaking outside the structure of any campaign you or your partners planned.

Free giveaways are a great way to create a viral event amid other things. Exponential growth can be triggered by just a few excited customers who are getting results with your product or service. Everybody knows somebody and when word can spread beyond the borders of a typical email list things grow quick. Nothing beats an ecstatic testimonial.

Video Genesis - A real online example of integration marketing

You can read a book all day long and get some good out of the thing but there is nothing like a real life example of integration marketing. As a reminder, IM is different than one time gigs on the internet. Long-term relationship is the key for experiencing the exponential expansion as you just read because it takes time to reach those phenomenal numbers.

Mike Filsaime and Andy Jenkins are two guys that have been around the internet for a long time. Each has their own expertise. Mike is an awesome

10| Why Integration Marketing

online internet marketing guru, to put it honestly and Andy is a video marketing expert from Hollywood. Put these two together and you have a solid, experienced team and a one of a kind product *Video Genesis*, both keys for successful IM.

Obviously Mike and Andy are not the only two entrepreneurs out there doing what they do. These guys know people who know people who, well, you know. Marry you know who with their product training and you will see online integration marketing at its best with potential million dollar launches, seriously.

Enter screen left, Mike Koenigs and Pam Hendrickson of Make Market Launch IT another highly successful training program from two of the internet's top product creators and marketers. They join efforts with Mike and Andy of Video Genesis for an immediate JV project by marketing the opportunity to access Video Genesis to their member list for a special price, plus, gain access to other bonuses from them exclusive to this Mike and Andy's launch.

If Mike and Andy have multiple business partners adding their product somewhere in their marketing funnel, I think you can see the leveraging power inside integration marketing. Sometimes these pacts are not long-term and that is okay. Exposure can lead to other connections where long-term "piggybacks" can be created.

Google and Alexa toolbars

Perhaps, you have downloaded free software for your web browser or other program such as Adobe Acrobat. You will notice that during the installation process you will have the option of installing the Alexa, Ask or Google toolbar for your web browser. Ask, for example, is riding the Java market. Whenever someone installs or updates Java they are prompted to obtain the Ask toolbar and default their browser to Ask's website. Uncheck if you do not want to install them.

There are multitudes of IM campaigns going on today especially in the tech industry. This arena would be a great place to study strategies of companies who understand the field where they do business. Those who find a way to integrate a relative product or service into an existing marketing stream are well on their way to winning the game of exponential expansion and increased profits inside their businesses.

Study the tactics of companies like Google, Ask, and Alexa even if they appear sleazy. You may get some useful honest ideas while discovering what works and what does not. One other thing to pay close attention to is the way customers react to certain sales tactics. Research on Google will call up some rather interesting customer responses to companies that annoy with offerings that end up making lives miserable.

Chapter 2: Integration Internet Marketing Strategy

Before we get into some great information, let's define the word strategy by way of Webster's dictionary, Thesaurus.com and the internet. When you talk strategy, in relation to marketing, you will find that the word itself is over used and under defined. The deeds of many online marketers prove this to be true.

Thesaurus.com says, "Strategy is a plan of action." Webster says, *"Strategy is a careful plan or method for achieving a particular goal usually over a long period of time. The skill of making or carrying out plans to achieve a goal."*

These are good definitions just not "great" definitions because there is more to internet marketing strategy than just the definition *a plan of action*. Plans are only good if they are and if they are worked. You cannot work a plan without knowing these three things:

- Who the plan is for
- Where these people live online
- How to reach them

The point being strategy is more than just a plan although you need one. Great plans are born out of thorough research not by surfing the web for

only ten minutes. Strategy takes study and requires understanding before you implement your plan.

The very first strategy is to prepare the guy or gal in the mirror. Yes, the first line of business is getting you ready for integration internet marketing. Too many want-to-be entrepreneurs have zero patience and a zero quality product or service. There's no way a successful online entrepreneur is going to offer you a spot on their blog or the thank you page of one of their products if they do not know and trust you.

Trust, quality, and credibility all take time, time that you are going to have allowed before you can execute a results driven strategy for success. The first thing for you to do is:

- Create a business plan – this involves your mission statement, goals, product creation layout, website registration, hosting, content creation, content packaging, content promotion, profiles established in key social networks as Facebook and Twitter, etc.

The internet world is changing rapidly and you must too if your strategies are going to win the battle. Avoid going the long way around in your endeavors but don't choose the easiest road either. Do things the right way and you will have many opportunities for involvement in integration marketing.

The second strategy comes from your plan, which is, know your target audience. This is one of the biggest mistakes most online marketers make

trying to market your product or service to everyone. This strategy never works. Did I say never? Good, because I meant it! Research your ideal client's demographics and psychographics first before you launch your marketing strategy. Get to know them. How will you connect with the other businesses you want to integrate with if you do not know who your audience is?

Identifying your ideal avatar will determine who you merge your marketing efforts with. This is why it is important to know them before you waste your time shooting in the dark with a less than luster marketing plan. Go to Facebook and you will see what I mean.

The third and most important strategy for a successful integration marketing plan is to get mentored by an industry professional. As you roll your impatient eyes at me, let me explain why and hopefully save you a ton of time and money in the process.

1. They have ploughed a marketing path you can walk down
2. They have made many mistakes you can learn from
3. They can train you to become an expert
4. You build a trusted relationship with an industry expert

The most valuable part of being mentored, other than the experience and relationship, is you will glean from their already established marketing funnel. What teacher doesn't show off their students? By being mentored you can have access to one of your first integration internet marketing campaigns as long as your content is good.

Every business avenue on the internet has an expert you can connect with.

1. Facebook - Amy Porterfield & Mari Smith
2. LinkedIn - Kevin Knebl
3. Product Creation and Launch – Mike Koenigs & Pam Hendrickson
4. Video – Andy Jenkins & Mike Filsaime
5. Twitter – Michael Hyatt

Godaddy's Internal Integration Marketing Strategy

Another great unification strategy is internal integration marketing. This form of integration is where you would introduce new products or services to your existing list. Some refer to this as upselling. The benefit from doing this is you are keeping your marketing communication fresh with existing customers.

Godaddy is really good and annoying when it comes to upselling or even introducing someone else's product. Go to godaddy.com and try to register a domain. You will soon discover the many upsells that await you before you can simply checkout.

Even though it is annoying Godaddy makes money from thousands upon thousands of customers. The company doesn't let the experience end at buying a domain this is why you can get hosting, software to build your site, and extra security for your domain. These extra items add up and make a ton of profit for the company.

Learn from businesses like Godaddy. You may not have as many products and services as they do but have something in your marketing funnel at all times even if it comes from another marketer. Just verify that the product is congruent to your target audience.

Finally, investigate companies like Godaddy and see if you can build a relationship with them that can lead to an opportunity to integrate your marketing process into theirs. Anything is possible. Rule nothing out!

How to Find Integration Marketing Partners

Start with the leaders. Subscribe to their blogs, like their Facebook pages and, if at all possible, be mentored by them. The fastest way to avoid 98% of the mistakes made by most entrepreneurs online is to not make them. The way to accomplish this is by being mentored by an expert.

Your mentors will have incredible connections for you to benefit from. Beware of the “fly from the nest and be out on your own” philosophy. No way, stay in the nest and close to momma bird as long as possible until you are ready to fly or launch on your own. Patience is the most important ingredient you will have in your arsenal so use it often.

The next strategy for finding integration marketing partners is connecting with the students of the experts. Let’s say you want to become an expert at Facebook marketing. In order to accomplish your goal, register for a webinar offered by a leader like Amy Porterfield <http://www.amyporterfield.com/webinar/>.

With these types of webinars, the expert usually showcases a couple of their students so have a pen handy. You can also look through their website or Facebook fanpage to find some of their students. Once you have a couple, repeat the same strategy as you did with the leader. Like their Facebook page, subscribe to their blog, get to know them and build a relationship with them. Comment on blog posts and establish your presence inside their world.

Warning: Be genuine, honest, and sincere. Spammers get canned!

The benefit of connecting and forming a partnership with students is they are the stars of tomorrow. They have hopes, dreams, ideas, ambition just like you and are on the path to great success. There is no greater time to hook up with them than at the time where they are about to launch out themselves.

Integration marketing partners can be found on Facebook, LinkedIn, and Twitter. Youtube is another great place to find IM partners. Subscribe to their channel and follow the protocol. Pinterest, believe it or not, is a fantastic place to connect with IM partners. Each social media platform requires due diligence on your part.

If you are a Twitter fanatic, you want to connect with Twitter experts like Michael Hyatt, author of *Platform, Get Noticed In A Noisy World*. He is a Twitter fanatic. Kevin Knebl is a highly sought after LinkedIn specialist. Both these individuals have mastered their craft. You will to if you will ever hope to build an IM partnership with people of this caliber or their students.

What to Say to Potential Partners

“Actions speak louder than words.”

Before approaching a potential IM partner, you want to make sure you are walking the walk and have done your homework concerning them first. Never randomly approach an entrepreneur without knowing everything

about them, their product and service, customer demographics and the like. This is not a blind date and cannot be treated as such. You should have built a relationship with these partners already.

Integration marketing involves two or more marketing processes, which means, something is happening you can potentially ride if you will. You can't form a partnership if nothing is happening, so, you need to know when things are happening. One way to stay aware of product launches is to be on that leaders email list.

Obviously, there are going to be products out there already that you can integrate into but, again perform all the protocol that you read in the above sections before engaging the owner. Let's break down the approach and what you should say to potential integration marketing partners.

1. No cold calling – you got to get to know your potential partners there is no way around it. This means consistent communication and relationship building.
2. Be open about your intention – Inform them that you have a product or service you would like them to review. Ask them if there is a place in their marketing funnel for your product offering.
3. If they are open to the idea, then negotiate the benefit they will receive by allowing you to advertise on their highly trafficked blog or appear on the thank you page after their customers have purchased

a product.

4. Always entreat; never push yourself on another entrepreneur. The successful strategic approach is attraction marketing. Attract your potential IM partner to you through your content and marketing process.

Know Your Battlefield, a.k.a, Niche

In the Vietnam War, landmines were a common weapon used by the enemy against foreign troops. These awful traps were unseen and undetectable that is why so many died and why it was important for leaders to know the battlefield so they could discover what they had to work with and how to develop a successful strategy for winning. Business is no different when it comes to the need for battle strategies.

In the previous pages, you read about the importance of knowing your target audience. The people you market to are not the only element on the battlefield of business. A very successful product creator and marketer, one of Tony Robbins former employees gone solo, said, “If you are going to reach your ideal client, you must create a product or service that will stand out from the crowd.”

Pretend your target client is trapped on an island one mile from the mainland. They are calling for you to help because you have what it takes to save them. Fast and furious, you jump into your boat and go sailing off into the great waters to rescue your client. All of a sudden you are stopped by a massive entourage of little boats on their way to the same island looking for your customer!

- What are you going to do?
- How will you differentiate your boat from all the others?
- 90% of those other boats are charlatans who don't give a care about your client they just want the reward.

The wisest thing you could do is brand your boat so the ideal client can identify their rescuer. Branding your boat will also create a visual difference that will create association with who you are and what you have to offer (your content). The second wisest thing you could do is communicate. Call the stranded client on the scary island and tell them you are coming and what they need to look for and where to find you when you arrive.

The other little boats can arrive at the island and find no success while you are sailing away with success because you took the time to know your target audience and provide instructions to them on what to do to and how to find what they were looking for. If you can accomplish this, the integration marketing partners you seek will have no problem merging marketing efforts.

An entrepreneur is someone that sets themselves apart in the following manner.

1. They research everything
2. They create a complete plan of action based upon research results
3. They allow flexibility in their plan because things can change fast
4. They implement their plan
5. They make adjustments
6. They test everything and measure the metrics
7. They never quit until they win

99% of the marketing noise on the internet never does these things. This is why there are 99%ers and 1%ers in the world, both offline and online.

Chapter 3: Clever Integration Marketing Tactics

The words clever and tactics can sound kind of mischievous so we will explain the meanings with regards to their use on the internet. The word tactics is defined as a strategy. Synonyms for tactics are words like maneuver, stratagem or trick, and campaign.

From a military perspective according to Webster dictionary, tactics represents, *“the science and art of disposing military and naval forces in order for battle and performing military and naval evolutions. In the most extensive sense, tactics, la grande tactique of the French, comprehends everything that relates to the order, formation and disposition of armies, their encampments.”*

The latter meaning has a better feel to it right? There is a big difference in being clever and tactical versus deceitful and misleading. To be clever means you are being ingenious. Marry the two words together and you have this meaning, “An ingenious order or placement of one’s product and/or service inside the marketing stream of another entrepreneur’s system.” Multiply the meaning by many partners and you have a win-win situation.

The complete definition of Clever Integration Marketing Tactics is:
“The ingenious merger of information systems strategically positioned for success.”

The mobile apps industry is a great example of clever tactics. Think about it for a moment, the mobile phone created a platform for mobile app developers to create products that they could sell using a device created by another business. The mobile app industry is a billion dollar industry and an example of integration marketing.

Look at how easy it is to create an app for your website? You can even install a plugin and check off a few settings in the admin area of your website so that your site is visible to mobile app devices. Integration marketing is not always about a direct relationship with an IM partner it can be indirect.

A mobile application (app) developer creates a snazzy app that does something cool like allow a user to pay for their food through the drive through at Starbucks. The guy or gal behind the register scans the app on their smarty phone, gives them their food and receipt and off they go. But, how is this called integration marketing?

The customer is happy but so is the app developer because he makes around 70% of the sale. The mobile app distribution center, like Apple's itunes, is happy too because they make the remaining 30%. Now, multiply this time's the millions and millions of downloads occurring each year and you will have a large profitable integration marketing campaign.

Kind of makes you want to develop an app, doesn't it?

Building Value Builds Relationship

Never build junk even if you are good at selling junk. No one wants to buy junk. If you sell this sort of stuff, you will hurt your brand and credibility and it is just not worth doing. Again, a reminder from Proverbs, “A good name is to be chosen than great riches, and loving favor rather than silver and gold.”

Build value, think value, and, above all, be value.

The word value is popular amongst internet marketing leadership. When you think of words like importance, worth, and priceless, you are exploring the meaning of value. Your product and service will aid in the building of integration marketing partnerships. Look, you have to build value or no one is going to want to do business with you.

Professional product creators, marketers and product launchers can smell a charlatan a mile away. There is no way to pull the wool over their eyes. Attraction marketing is the name of the game. Become irresistible to your potential partner and you will be using a clever tactic they use on their partners and customers.

Attraction marketing is simply the art of becoming a magnet to your target audience and, in this case, your IM partners. They are drawn by the value of your content found at your website and in the various marketing channels across the web. Value is also be measured by the demonstration of your marketing skills.

Start Small then Build Big

The old adage, “Rome wasn’t built in a day” comes to mind. One of the biggest mistakes newbie entrepreneurs make is they try building Rome overnight. If you are going online to build a new business or an extension of your existing offline business, you need a website with a blog. Ignore anyone who tells you different.

Platform is the keyword to embed in your mind. The element that makes integration marketing work is platform or else why partner with a business if they have not established online presence? Your marketing process will be as a boat stuck in dry dock.

Start small and build big is an online tactic for success. With patience at the helm, you will be able to, in time, establish yourself as an industry expert in your field. Here are a few ways to start small:

1. Register a domain – put a lot of thought into your site name. The site name should be easy and keyword related unless you are using your name as the site name which is great.
2. Hosting service – use a reliable hosting service like Hostgator or Godaddy.
3. Website Theme – I am going to give you some advice that can set the visual element of your site apart from everyone else on the web. Choose a theme congruent to your overall content offering. The next

bit of business is to take as much control of the theme as possible even though they usually come premade. To start, redo the header area and choose a color scheme for the rest of the site that is in harmony with the header and the story it should be telling to your ideal audience.

4. Blog two to three times a week, at least, content useful to your audience.
5. Choose ONE social media platform, preferably where your customers are, and market there.
6. Establish profiles in major social media locations like Facebook, Twitter, LinkedIn, Youtube, and Pinterest - if applicable.
7. Guest Blog – find those leaders who are doing what you want to do and connect with them. This is how you can build small. Find an opportunity to write a post for their blog, nothing spammy, just solid, valuable content.
8. Repeat steps 4, 5, and 7.
9. Lastly, use clever and tactics to post your website content on these other platforms. Still focus on ONE platform to master but branch out. Pay close attention to how these other platforms work and select the type of format that best serves each. One size does not “fit all.” Think

video (Youtube), audio (Facebook, Twitter or LinkedIn), pdf (Google Plus), webinar, photo (Pinterest) or blog post.

The first integration internet marketing partner you connect with may not be a big guru of sorts but, rather, someone selling an ebook or a mini-video course and free for that matter. This is fine because you are starting small. Add an ebook to this campaign that is value-packed and, hey, give it away for free too! The small campaigns are a great way to establish a list and nothing builds a list faster than content that is results driven and free.

Success cannot be measured in monetary terms alone. In fact, many successful entrepreneurs will tell you that they were successful before making their first dollar and that success was in the process not the end result. Small IM partnerships will give you plenty to learn from and help you prepare for the bigger campaigns yet to come.

Success Attracts Future Partners

As you have success with smaller IM partnerships, you will find this attracting other entrepreneurs to you. Stay in a posture of intense integrity and credibility each step of the way. Don't let up when the larger opportunities come. A good name goes much farther than the monetary rewards of a successful launch campaign with less than perfect customer service on the back end.

Memorize this phrase, "It's not all about me!" Partnership means, *an alliance*. Be mindful of the others involved with you because they have as

much to lose or gain as you do. You will, no doubt, acquire petitions from other business people, both small and great, to partner with you. If you do, it is because you started small and built big and effectively.

Successful campaigns gain exposure by customers and entrepreneurs alike. The real fun will begin when others want to showcase you and what you are all about. Remember exponential expansion? It's not all in the dollars and cents. The true expansion happens with people.

Over time, the news spreads from one marketing camp to another. In these camps, there are leaders and upcoming leaders that will take note of the news of your online success. This is what strategy and being patient and building smart is all about. The Video Genesis and Make Market Launch IT businesses are a prime example of success attracting success and merging for a campaign.

Don't look for the big names only but also for the smaller businesses to partner with and to learn from. The success you desire lies within your ability to be a patient learner, observer, and executer of your own marketing plan. Yes, patience is a clever tactic too.

Note: Never go into a partnership without laying all the details on the table for all parties involved.

Success Should Be Repeated

Measure everything you do because success should be repeated. There is nothing worse than baking a pie from scratch and not remembering what ingredients you used and their quantities because you didn't write it all down. Everyone loved it but you cannot reproduce.

Google analytics allows you to install code to your blog that tracks traffic, the demographics, posts and pages visited what browser they used, and did they log on using a smart phone, etc. Autoresponders like Aweber tell you what percentage of your list actually opened the email you sent out to them. All of these tools allow you to track your campaigns.

Discover what strategy or tactic worked and didn't work and make adjustments as previously said, plan the work but put some flexibility in those plans. Studying the results of your campaign efforts will require the use of that allowed flexibility. The sports world does this when they are trying to win a ball game so do thou likewise!

Do more of the things that resonate with your audience. Repeat, repeat, and then repeat again. Ask yourself,

1. Which of my blog posts received more visits?
2. What social media platform gave me the most traffic?
3. What advertising venue generated more traffic?
4. What blogs sent me traffic as a result of guest blogging or blog commenting?
5. Where in my marketing funnel did traffic choke?

6. What traffic stream generated the most sales?
7. How many subscribers am I acquiring every month?

When you were younger, do you remember how your teacher constantly repeated things? After a while, the things they repeated got embedded in your brain even until this day. Success should be repeated over and over again. On the internet, whatever is working, great or small, for Pete's sake repeat it!

Tweak as you go in order to gain the further shore with your product or service, and, most importantly, your clients. Keep yourself from loving your plans so much that you refuse to change them if they need changing. Plans of action need to stay adjustable because you just don't know how the market is going to respond to one of your campaigns until you launch the campaign.

Don't Overlook Your Blog!

Your website is the central location of everything you do on the internet, at least, it should be. Don't overlook your blog by getting consumed by all the other avenues of traffic and commerce. Make your website the central brain of all you do on the web.

NY Times Best Selling Author, Michael Hyatt, has over 342,000 subscribers at his website. That is nothing to sneeze at by any means. How would you like to have 342,000 people to directly market to? If you listen to Michael's story, it did not come easy. Even though he was the former CEO of Thomas Nelson Publishing, he started as a complete novice when it came to blogging.

Mr. Hyatt is a diligent fellow and being new to something did not deter him from learning all he could. The man consistently blogs every single day something not even the best bloggers do. He is rated as a top blogger and the result he gets with his audience accents his rating.

Don't overlook your blog!

Look, if you refuse to establish the foundation and framework necessary to build your business and survive on the internet, there are no clever tactics that will make you tons of profit. This is why 98% of all businesses fail within their first five years whether offline or online.

So far, you have learned about:

- Video Genesis - A real online example of integration marketing
- Google and Alexa toolbars
- The concept of exponential expansion
- Godaddy's internal integration marketing strategy
- How to find integration marketing partners
- What to say to potential partners
- Know your battlefield, a.k.a, niche
- Mobile Apps - a real world integration marketing example
- Building value
- Starting small then branching out and building big
- Success attracts future Partners
- Success should be repeated
- Don't overlook your blog

At the beginning of this chapter, clever and tactics was defined for you in an effort to clarify the terms with relation to integration marketing. There was no need to make these words sound cheap in a world where charlatans who know how to use copy exist to pick the pockets of newbie entrepreneurs. Here is one more tactic or strategy you can implement, it is called mastermind groups.

A mastermind group is usually defined as a small number of leaders who have come together for the common cause of growing their businesses. This group can include some of their students who have paid to be in the elite training they provide and have excelled within it. You may not directly

partner with every member of the mastermind, per say but, you will benefit from their marketing of your content within their social media circles and email lists.

In other words, you may not be directly integrated inside of every member's marketing funnel in some permanent manner. They may not put you on the forefront of one of their campaigns or the back end. You just might benefit solely from their marketing channels.

The opposite can also occur for you inside a mastermind group. Some or all can decide to get behind one of your product or service campaigns by forming an IM partnership. Again, many of these leaders may also be a direct mentor so why wouldn't they want to promote a prize student? The benefit can be astronomical.

Mastermind groups can be found inside most major trainings that cover internet marketing, product creation, and social media. The best way to find information is to ask the experts themselves. For example, if you want to know about Facebook, connect with Amy Porterfield and ask her how to locate a mastermind that centers on Facebook marketing.

One last thing, most masterminds are made up of individuals of "like precious faith" so to speak. You may find it taking some time and doing to attach yourself to one and benefit from its structure. Follow the advice in this book and you will get there soon enough.

Chapter 4: Conclusion

The internet is a noisy place. No, it's a super noisy place but a great place just the same time. Many have referred to it as the information super highway. Truly it is. When was the last time you heard the phrase go to the library? Today you hear "just Google it!"

Knowledge is everywhere and it is up to you to stand out in this vast ocean of information and get noticed. The previous chapters were designed to help you accomplish this goal so that you do not waste time and money and energy doing all the wrong things. You will make mistakes anyway, but, if this book can eliminate a few of them for you, it has done its job.

Your product, service, and marketing message must arise above all the noise on the web if you are going to connect with your ideal client and your ideal integration marketing partner. Picture yourself standing in a crowd of 1,000 people. All are waving red flags. What can you do to stand out? Your answer is correct, waive a white flag!

Differentiate yourself from the rest of the marketers online. The process is relatively simple.

- Build a website designed to target your ideal client both in content and in appearance (most ignore appearance – big mistake!)
- Establish the framework of your site in terms of SEO
- Know the demographics of your client

- Know their pain and problems
- Market to those problems
- Provide a real solution to their problems
- Capture their name and email
- Build a relationship with them
- Format your content around their preferences for information

The reason you want to follow this protocol is because potential IM partners will look to see if you know these things or not. If you do not know them, there's a really good chance they will not partner with you. Practice what you preach. They cannot afford to merge with someone less in experience than themselves.

Another thing, be mindful of the content format your IM partner uses. Are they a video person or solely a webinar type? Maybe they are podcasters and that is their thing. The idea is for you to make sure you are compliant because there may be a chance their audience is a podcast audience who don't exactly like reading blog posts.

Remember, this is integration marketing. The process is not all about you and your product. There is a merger happening so be careful about "standing out" too much against your partners content. Look like you belong there in every way possible. Wherever you are in their funnel, merge your content so that it looks like it is not someone else's.

Never draw attention away from your partner!

Go Home if You Have No Patience!

In the eighties there was a board game invented called Risk, a sort of military game which involved strategy and world domination. Simply, you started small and had to roll the dice and hopefully win big. The game required you to think about expansion and advancement.

The board layout resembled all the major countries of the world. Each country, once taken, increased the number of troops you could have which, if used properly, could help you win the game by conquering the earth. The game required patience to play because it could go on for hours as each player strategized to win.

Building a business takes time, faith, and patience. The internet needs another course, not on marketing, but on patience. You could call it patient marketing. If you cannot be patient, build patient, build partnerships with patience, based upon your business vision, then go home.

Go back and work at a job where you are guaranteed a paycheck every week or two weeks. The internet is just not for you. Post on every silly Facebook “post your business here” group you want, it will never work. Partners don’t go there to find others to connect with. These groups are spam groups with spam-minded individuals who hope, by some miracle of God, that someone will see their post and sign up or buy from them.

Go home if this is you the internet is not for you.

Rome Wasn't Built In a Day

But, just in case the Internet is for you, let's talk about building. Rome, which was formed in the eighth century B.C. and lasted till around 480 A.D., was not built overnight. Because it was not built overnight, we still have remnants of its history in the 21st century, how cool is that?

Will your business be around in 2000 years from now? The point is clear; build your business to last. There is too much fly by night here today and gone tomorrow marketers on the internet don't be one of them. Profits increase with any business over time. Give yourself the time to do the right things so you can maximize your efforts.

Amazon Kindle is a perfect example of how not to build your business. Pam Hendrickson, of Make Market Launch It, once said, "If you build it they will not come. The film, Field of Dreams was great, but, it just doesn't work in the real world." There are countless numbers of authors that write books and post them to Amazon thinking they will be NY Times Best Sellers tomorrow.

The process does not work that way it takes time, effort, and patience. Once a person's book is at Amazon, they have to launch the rest of the campaign because no one knows they are there. One can view the Amazon ranking for their books and see if the book has traffic and sales or not. The same holds true with your business website and all that you are offering and whether or not it is generating traffic and sales.

In previous interactions with other Amazon authors, it came to light that most authors did not have or believe they needed an online platform to be successful. The thought process these novices possessed was, upload it and they will come, only to be sorely disappointed at the results. If you joint venture with 100 hundred authors at Amazon with no platform or audience, you might sell ten or so books if they socially share consistently over a couple days.

Take the same scenario of 100 authors but apply platform and online presence to the mix and you have a different ballgame altogether. If every one of these authors had a lead list of 2000 people each, would the chances for more than ten book sales be probable? Yes, I think so too!

The problem is people are lazy and want to build Rome in a day. Instant gratification plagues society today like diseases of the past. More dreams are destroyed, best-selling novels left unnoticed all because of impatience. If I cannot get an immediate ROI, then I quit!

Great things last because great time and effort were put into their creation and execution. We have the light bulb today because someone stuck with the process until they got the crazy thing to work. We fly in airplanes because someone did more than create a machine and stare at it hoping someone would take notice.

The Spider and Social Media

In the introduction, we mentioned the spider and how she takes hold and is in king's palaces. Have you ever heard a spider enter your house, car, or garage? No one hears a spider they look up one day and there it is. The spider is quiet and clever and everywhere.

Remember chapter three, Clever and Tactics? Social media is where you can truly implement your clever and tactical plan or strategy for your business. This is where you need to become the spider. Take hold when no one sees you doing so. Integrate yourself in areas where others will not go and are not paying attention.

Form your marketing spider web in high traffic places where you will capture leads. Spiders don't just show up and do nothing they spin a defined web designed to do two things; navigate and capture. Have you ever studied a spider web and noticed how complex they look? What does that tell you?

The intricacy of the web tells the observer that the spider has engineered something with a purpose in mind. The end result is food captured by a product that continually serves without the spider having to do too much other than go get its food. Perhaps a crude example but for the internet it fits.

Your website is the center of your spider web on the internet. If you recall, a spider web has anchor points that are responsible for the stability of the

web. Cut them and the whole web implodes. These anchor points should be points on the internet that will bring stability and reinforcement to your overall online platform and most importantly, give you the ability to navigate back and forth to some high traffic areas.

Anchor points can be:

- Facebook
- Twitter
- LinkedIn
- Pinterest
- Youtube
- Your partners Integration Marketing website(s)
- Your Training sites if using a different url and server

Try to visualize standing in the center of your spider website, so to speak, and looking outward. Where do you want to spin your next strand of web? Let's say you choose Facebook as an anchor point. Where else on Facebook are you going to spin a line of web? Visualize!

In a spider's web, there are many lines of web, some connecting each anchor point to one another and hundreds of others connecting everywhere in between. So, it is not one line of web from your blog to Facebook only that you are building. The anchor brings you to a new place to move around in and from.

Once inside, you can spin your web and connect with various businesses and groups, some private and others open to join. Build a business page in

42| Why Integration Marketing

addition to your profile. This will be the main anchor point on Facebook because your profile is more for personal use although a connection.

Can you see why building your own platform even before connecting with another IM partner's is so important and why it takes patience to do so? Successful IM partnerships happen when individual businesses have strong online presence. So get spinning!

Advertising note: Ads do not spin the entire web for you.

There must be something solid the traffic can come to once your ad has done its thing. Otherwise, you wasted money. However, this brings up another strand in your web. If you chose Facebook for an anchor point, Facebook ads are a great way to generate traffic back to your Facebook business page and, ultimately, into your marketing funnel back at your website.

The whole purpose of the spider and the spider web was to paint a picture of how you can strategize within a particular platform. There is a small difference between the internet, the spider, and its web. The spider can build and watch the bugs come but, you can't! You have to work those anchor points.

There are a few other forms of marketing that are popular on the internet that apply to the topic of integration marketing. We will talk of one in depth in these closing remarks.

Attraction Marketing

Attraction marketing, the process of attracting people to you based on personality, character, content, mindset, credibility, testimonials and so forth, is another powerful tactic that should come out from your main nerve center or website. See the film called, *The Secret*, for more about the law of attraction.

Your value needs to send out signals that attract. If your website and marketing web were made up of electrical wires, your goal would be to send electrical current out from the center to all the destination points. Attraction marketing is the air about you created by all your activity on the internet. Make it a positive one.

A negative attitude will never attract a positive IM partner. No one wants to hang around negative, pessimistic people. If you are new to the web, kindly understand that business owners flock around people that can and will feed their success. No negativity is allowed!

Your content will reflect you as a person, good or bad. Everything you do on the internet needs to have positive attraction built into it. Make all your content and the marketing message so irresistible that people have to fight hard to not connect with you, either as a customer or partner.

Attraction marketing is not fluff as some would imply. This marketing title is merely a result of the law of attraction principle which states, "We send out

signals that attract the things we receive in our everyday lives, whether positive or negative.”

Godaddy is by far the master of upselling. In fact, they do it so much it irritates. Be it said, it is a great thing to do in moderation. There is a great chance that potential integration marketing partners will opt-in to your marketing funnel to check out how you do things. They will inspect your email messages and, most importantly, your call to action.

These entrepreneurs are not going to announce themselves, unless you know of them being on your list already. Pay attention to the following items in your email marketing campaigns.

- The frequency of your emails – everyday or twice a week?
- The titles of your emails – short and sweet and provocative
- The first paragraph - Does it engage and lead?
- The call to action – how many times do you lead them to open a link for more information?
- The length of the email
- Your email signature
- Do you have an upsell - these can be free which lead to something for sale later on
- How effectively do you talk about others content in a promotional manner, that is?

The idea is to practice what you are going to be doing with those future partners. Don't be as annoying as Godaddy. Keep a rule of thumb based

upon the 80/20 rule. Give away eighty percent of free information and twenty percent that leads to a sale.

Integrate in your sales pages additional bonuses to the products they are purchasing. Give away some for free and others for a discount price when they buy x, y, and z product. Also, include a product on the thank you page. The rule of thumb is to never disconnect from your customer. Always keep the dialogue open.

The product on the thank you page can be free or even someone else's. Your future integration marketing partners just might buy the things you are offering in order to feel out the effectiveness of the marketing funnel. What a great way to show them you understand the principle of integration by offering another product.

Keep everything relevant in your campaigns. In order for there to be a win-win for everyone involved things need to be relevant or else your brand could suffer. If you are marketing a video series on Twitter Domination, every product that you upsell, cross-sell, inside the email, sales page, or thank you page must be congruent to the main message, in this case, Twitter Domination.

Use every part of the process to achieve success or you will leave money on the table. Each email should be purposeful with intent not something you have to do because you have to or you will fall behind. Keep your marketing campaign alive with fresh content.

A good way to stay fresh is to sharpen your skillsets with training and live events.

Continued Education

There comes a time when you have to sharpen your skills. One way to do this is to stay active in learning new things about:

- Your target audience
- Your Blog
- Search engines and how it effects your blog
- Social Media
- Your competition
- Marketing
- Personal Development
- Advertising

Most start by reading books from notable authors as Tony Robbins, Stephen Covey, Napoleon Hill, and some others like we mentioned in earlier chapters. Another way to increase your skills is through online training courses which cover topics of interest like product creation, time management, how to launch a product, and the psychographics of your target market.

These training programs provide a one on one experience with an expert in whatever the topic is that you are studying. Here is a list of some of the most notable online trainers in areas mentioned above.

- Tony Robbins – Time Management, Personal Development
- Amy Porterfield – Facebook Domination

- Kevin Knebl – LinkedIn
- Pam Hendrickson – Product Creation
- Twitter – Michael Hyatt
- Video Marketing – Mike Koenigs and Maria Andros
- Youtube – Mia Davies

There are many others, of course. This is just a small list of names to get you started in a right direction. You can search out Amazon for books on the topics of choice and get great results. A book or two a month can do wonders for your business vocabulary and excite fresh new ideas that can catapult your business to new heights.

The best entrepreneurs are the ones that are always evolving who keep their eye peeking into the future so they can stay a step ahead of everyone else and be ready for the next change in technology which will affect their business. On to live events, perhaps the best part of keeping you fresh.

Live events are hands down the best way to learn something new about your craft. The benefits are enormous.

- Networking
- Different leader perspectives
- Testimonials
- What works and what doesn't
- Changes in technology
- Changes in people habits
- The atmosphere

- Integration Marketing Partnerships!
- Brand exposure

Another benefit to live events is the fresh content one can take away from these types of events. Business can drain you like anything else. So, getting fresh ideas and inspiration for things you want to create and market is huge.

With that said, don't forget to step away from the computer, your business, the whole kit and caboodle and give yourself some R&R. The human mind and body can only take so much. One of the best things you can do to re-energize yourself for success is to get away from the desk for a good while and spend some time with the family.

This time of rest and relaxation will allow the way you see things to clear up. Business is like art in many ways. When an artist stays close to the canvas for too long, he or she has the potential of muddying up the painting. They have to step back to make sure every element is in proportion.

Do the same for your own sanity and the life of the business. Step away because it will help keep all the working parts of the business in their proper place. No solo business owner, company, or business partners function well when running on empty whether in mind or sleep deprivation.

Finally, your health depends on you doing the right things to keep oyu life in balance.

Building on a Budget

If you are building on a budget, it will be important for you to focus on integrating your product or service in places where it will not break you financially. Start small and build big, remember? Offer a free product your first time around as long as the other party is not charging you for the ride into their marketing funnel.

In that free product, put an upsell which leads back to your website. There you can bring them into your funnel and potentially have the opportunity to make a sale or two. There are plenty of free things to do while starting out if that is the position you are in right now.

Financially, it is good practice to spend less than you make. Build through value, free value and attract traffic that will open up with credit card in hand. Don't be cheap but don't spend money until it is necessary. How the financials get handled is super important to the success of everything you do by yourself or with an IM partner.

The last thing to discuss will be the money side of your business. The sub title of this book is *How to Harness the Power of Other Online Businesses, Create a Win-Win and Make More Profits!* This will be awfully hard to accomplish if you do not keep your finances in order.

Beware of the excitement of making money. It would be embarrassing to find out you made nothing from all that hard work. Here are a few helpful tips from some of the best financial minds of today.

- Fill out a financial statement
- Understand your financial statement
- Don't ignore good bookkeeping and accounting skills
- Read Rich Dad Poor Dad by Robert Kiyosaki
- Read Rich Dad sequel "Cashflow Quadrant"
- Live at your level of means
- Spend less than you make
- Focus on the assets column of your financial statement
- Don't hurt your home life if you are starting out
- Plan a spending strategy like you plan for marketing or anything else you do on the internet for your business
- One step at a time
- Be patient

If you have to wait a week to do something, then wait a week. There is no reason to hurt your purpose, plan, and vision it's just not worth it no matter how gung-ho you are about the business. When there is family involved, communicate and never make them suffer from a decision that could be made later.

Patience builds smart even if it isn't fast. Becoming wealthy is much more fun when you make good decisions along the way that keep it fun. Build your partnerships with those who will assure long-term success.