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#YouNowOnlineLive



No leads No prospects

No prospects No customers

No customers No Sales

No Sales No Business

No Business Poor You

# The Small business owners' biggest digital marketing challenges

not enough **LEADS**

and

not enough **TIME**

Moreno Perazzolo

The Visibility, Exposure, and Influence Architect

Vancouver Media Marketing

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## Who should read this eBook?

This is for business owners of all types who are looking for a better way to market themselves and their business in this most competitive world of business. This method is easy, quick, and affordable. Here there are no secrets or hype, which marketing is mostly renowned for!

This marketing strategy is for the person who

1. Has a successful business
2. Has an established Internet presence
3. Knows who their ideal audience/subscriber is
4. Knows there is a need for video marketing
5. Knows there is a need for live online event marketing
6. Has a digital marketing budget and doesn't know how to apply it
7. Recognizes the need to show their tribe the company, products, and services
8. Has intermediate marketing experience
9. Is confused with all the marketing technology available
10. Guards the one commodity time the most
11. Plans and schedules days and work
12. Has time to explore the benefits of online digital marketing
13. Does not want to own digital marketing, has the time to shoot raw video all online but wants someone else do the editing and distribution
14. Needs to connect with more qualified potential customers
15. Wants to further their marketing reach
16. Searches new ways for connecting with prospects
17. Is prepared to invest in solutions that work
18. Values authenticity in people

19. Is not good at working on their business
20. Technology has not been their best friend
21. Loathes manipulative sales techniques
22. Is open to making small advancements and take calculated risks to make change possible
23. Understands the importance of building relationships
24. Does not believe in overnight success
25. Understands that marketing is an ongoing endeavour
26. Does not chase 'silver objects'
27. Is not afraid of hard work
28. Is or has the willpower to be a good communicator
29. Never gives up

## Introduction

Do you find yourself asking

How do I find more clients?

How do I find the right kind of client?

How do I find good clients?

How do I find clients with a bigger budget?

The answer given is yet another marketing tool and tactic. Are you confused and tired of all the marketing tools you are bombarded with?

I was until now!

Using only a few manageable tools you already have, you will get clarity, peace of mind and marketing results.

Today's most effective marketing strategy for small business owners is Live Streaming, which is live broadcasting to an audience over social media channels. The two types of Live Streaming comprising this approach called Rapid-fire Marketing are Live Video and Short Video.

## The universal law of sales

With everything marketing we must never forget the **universal law of sales** that still governs business!

We do business with people we know, like and trust. Our sales endeavours follow these objectives in that order.

First ensure your ideal prospects easily find you.

Secondly make them like you, at least feel comfortable about who you are.

Thirdly build your credibility; it is a prerequisite for doing business with you.

## Differentiation

The world of business is extremely competitive; it is a survival RACE of the FITTEST!

It is more difficult than ever to be seen and heard online there is so much noise.

To stand a chance of surviving in this race of the fittest we must differentiate ourselves from our competition.

Forget about being better or different than your competition; it is too competitive, costly, and often unnecessary.

So how do we differentiate ourselves?

**The BEST differentiator today is to be seen and heard more often in more places than your competition!**

To be seen and heard more often in more places than your competition helps you in 3 critical ways:

One - Visibility.

You know that Knowing you means more than simply seeing your ads and website; prospects want to see your moves and hear your stories.

Two - Exposure.

When potential customers see and hear you often, they will start Liking you. To Like you they need to see and hear more from you in ways that are informative, educational, entertaining, and easy for them to consume.

Three - Influence.

When you come across as influential, they start believing what they see and hear from you and will start Trusting you. For that to happen people need even more from you, they need to interact with you live, where you answer their questions in real time.

Then potential customers will decide to use your products and services, exchanging their hard-earned cryptocurrency for your help.

Be Seen and Heard in More Places More Often

**The important question to ask now is, “WHAT must one do to be seen and heard in more places more often?”**

The most effective sales tactic is meeting prospects 1-on-1, either offline or online. The obvious disadvantage is we are persuading only one person.

**The next best option is speaking in public.** You on stage presenting to an audience, one to many, which we all know works very well for boosting sales and growing your email list. However, the disadvantage is the overwhelming logistics for both you and your audience, especially you; organization, planning, sourcing people, delegating, travel, venues, equipment and materials, catering, following up, chasing people, costs.

The question above should be rephrased; a better question is:

What must we do to easily and quickly get a large audience to see and hear us more often in more places live and interact with us in real time?

The answer:

New engaging and interactive media referred to as live streaming, streamed video sent over the Internet in real time, without first being recorded, edited, and saved. For our purpose this comprises two elements and one bonus:

[1] live video

[2] virtual live events also known as webinars

The bonus is video all created online.

Computer hardware needed

Today's high-speed Internet and high-quality audio-visual technology easily connect you live with anyone anywhere where there is an Internet connection.

Your high speed Internet connected laptop with a state of the art webcam and microphone is all you need to present you, your company, products and services to a live virtual audience, answering their questions in real time.

Addressing the audience's questions in real time is a very effective way to build your business credibility.

## The trident promotion formula of 3

The greatest advantage of live streaming is it is live and interactive. Attendees can see and hear you, engage with you live in real time. As they ask you questions you answer them. No online marketing tactic offers more credibility.

The **first** live streaming app to implement is Live Video, because it is the easiest and gives you the experience presenting online to prepare you for the ultimate live streaming app which is the webinar (virtual live event).

Examples of Live Video are LinkedIn Live, Facebook Live, YouTube Live, Instagram Live.

Video content is king of the internet. A 2021 survey showed video viewership reached 92% of internet users worldwide, with Live Streams taking the 4th highest place in popularity.

The **second** live streaming app to implement is the Virtual Live Event also known as the Webinar. It is the ultimate means for online promotion

The greatest advantage of the webinar is the control it affords you over your audience, from promotion, registration, attendance, interaction through to follow up after.

Webinars enable you to educate and train people, not sell, and you will be respected for that.

You build trust, authority, credibility and establish yourself as an expert or thought leader.

Prospects that attend webinars are the most engaged and overall are the best customers, smartest and more action oriented. They are the preferred qualified leads to connect with online.

With a webinar you have complete control over your event. A moderator keeps the show on track. You are the main speaker. A second speaker adds variety making the event more interesting.

Sound complicated? We set everything up for you; all you do is show up with your expertise and know-how. Every detail is planned and tested so there are no surprises.

### Short marketing Videos

Another benefit of Live Videos and Webinars is they are recorded. With the event recording it is easy and quick to create short marketing videos (Rapid-Fire© videos), videos where your target market see and hear you! They are a most effective way for more prospective clients to get to know you; videos work 24/7 365 days a year with no extra effort on your part.

A benefit not to be overlooked is Rapid-Fire videos are inexpensive compared to high end professional videos; a few hundred dollars compared to thousands of dollars.

There is no doubt that a combination of engaging videos and interactive Live Streaming will grow your business.

The Rapid-Fire© system enables you to do all this from the comfort of your office or home, easily and quickly.

## Today's Method to Marketing Success

All the salient marketing components have been introduced thus enabling you to apply today's system to marketing success: to be seen and heard often where your target market is.

1. Engage your audience live-in-real time (Live Video and webinars)
2. Create video content consistently over a long period of time (from recorded Live Streaming events)
3. Post consistently in places online where your tribe hangs out
4. Create and grow your own community

Use the editorial calendar as your plan to guide you and keep you on track.

## Editorial Calendar

Then last important marketing element is **promotion**, the marketing plan also know as the editorial calendar.

Broadcast the good news that you are having a Live Video or Virtual Live Event/Webinar.

Broadcast more good news, let everyone know you have posted a must-see video, give them the link, adding 'go watch it now'.

The editorial calendar is usually a 3-month daily plan outlining all the activities executed to produce a successful marketing strategy that will get you business results.

Example of marketing activities: Where and when to post videos: on your website, social media channels, how frequently do you post the same video, add them to your email autoresponder, how do you repurpose the same video, change the thumbnail, the title, the description, the search engine tags, add #tags.

## Rapid-Fire You Now Online Live Hands-On Program

Your opportunity to get hands-on EXPERIENCE. See to Believe and Experience to Believe.

It is more difficult than ever to be seen and heard online there is so much noise.

There are only two ways to break through the clutter.

One is to saturate the Internet as much as possible with professional advertising in multiple formats using all platforms and media. Only huge corporations can afford this option at a great cost.

The other way is to target your audience with custom message sequences, video, and online live events.

This method will increase your visibility, exposure, and influence.

More people will get to know, like and trust you.

All you need is a plan, a sandbox, and the will power to get started.

We give you the plan and the sandbox. The will power to get started is in your hands!

Benefits:

1. Help set up and promote your Live Video events and webinars.
2. Help distribute and promote your short marketing videos.

The **easiest and quickest** way to **experience hands-on** launching your own Live Video events and creating short marketing videos that will grow your business is to join our LinkedIn group, today, **now**, not tomorrow and you know why!

LinkedIn group - [You Now Online Live - Visibility, Exposure and Influence for Credibility](#)

Your BIGGEST cost is COI, your Cost Of Inaction.

\_\_\_\_ **Welcome!** \_\_\_\_