

2023

# Increasing Business Visibility, Exposure, and Influence



More leads More prospects  
More prospects More customers  
More customers More Sales  
More Sales More Business  
More Business Wealthy You

# The small business owners' biggest digital marketing challenges

not enough **LEADS**  
and  
not enough **TIME**

Moreno Perazzolo

The Customer Acquisition Architect

For more Visibility, Exposure, and Influence

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, affordable and it works. 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. Needs to connect with more qualified potential customers.
7. Wants to further their marketing reach.
8. Has a digital marketing budget and doesn't know how to apply it.
9. Recognizes the need to present their company, products, and services.
10. Has intermediate marketing experience.
11. Is confused with all the marketing technology available.
12. Guards the one commodity time the most.
13. Plans and schedules days and work.
14. Has time to explore the benefits of online digital marketing.
15. 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.
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 patient.
29. Has self belief.
30. Is or has the willpower to be a good communicator.
31. 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 usually another marketing tool and tactic. Are you confused and tired of all the marketing tools and methods 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; broadcasting Live Video to your target market, for example LinkedIn Live, Facebook Live and YouTube Live.

The added benefit is that video marketing content is easily and quickly produced: editing video from the recorded live event produces short marketing videos.

## The universal law of sales

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

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

First promote yourself so your prospects find you.

Secondly make them like you.

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

These three steps can take weeks and months before you see results. There is no such thing as overnight success.

## 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 because there is so much noise.

To stand a chance of surviving in this race of the fittest you must differentiate yourself from your competition.

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

So how do you differentiate yourself?

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

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

One - Visibility.

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 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.

How to 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 you are persuading only one person.

**The next best option is speaking in public.** You on a physical stage presenting to an audience, one to many, which 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 you do to easily and quickly get a large audience to see and hear you more often in more places live and interact with you in real time?***

The answer:

Launch live video events.

They are not recorded in a studio, edited, and saved. Therefore, the live video carries a lot of credibility and is the best way to build your trust.

The added benefit is that from the recorded live events, short marketing videos are created. This way saves a lot of time and effort because no additional recording is needed.

The marketing power of short marketing videos (1 to 2 minutes) is that once they are posted they can be watched from the convenience of the viewer's home or office in their time.

This methodology offers one elegant solution with two benefits – live video events and short marketing video content.

## 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 4 Marketing Tactics

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

### Live Video

The first marketing tactic is Live Video, giving you the valuable experience of presenting on the virtual stage, a much-needed skill in business.

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

### Short marketing Videos

The second marketing tactic is creating and posting short marketing videos.

Another benefit of Live Videos and Webinars is they are recorded. With the event recording it is easier to create short marketing videos, than from scratch! 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.

Our video production methodology is 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 You Now Online Live system enables you to do all this from the comfort of your office or home, easily and quickly.

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.

## Webinars

The third marketing tactic are webinars, the ultimate means for online promotion. It is not part of this promotion strategy, but an extension of live videos that will be covered in another eBook.

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.

## Editorial Calendar

The last and most important marketing element is **promotion**, your guiding tool is the editorial calendar, your plan guiding and keeping you on track.

The editorial calendar is a 3-month daily plan outlining all the activities to be executed, realizing the marketing strategy that will generate business results for you.

## 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: be seen and heard often where your target market is:

1. Engage your audience online live-in-real time regularly (Live Video once a month).
2. Create short (~1 minute) marketing video content consistently (from recorded Live Streaming events) forever.
3. Post once week (with SEO) consistently in places online where your tribe hangs out.
4. Create and grow your community; collect email addresses. The subscriber list is your company's most valuable asset!

## The You-Now-Online-Live Visibility Program

An opportunity for hands-on experience.

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 great cost.

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

Over time this method will increase your visibility, exposure, and influence.

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

All you need is to follow our methodology, work the plan in our sandbox, and the will power to get started.

A sandbox is the term used to denote a safe environment to try out new practices.

The sandbox is our Facebook Group.

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

If this methodology interest you, makes sense and want to try it out, you are invited you to join our group. You have nothing to lose.

The **easiest and quickest** way to increase your visibility, exposure, and influence to grow your business is to join our new 2023 Facebook group:

<https://www.facebook.com/groups/go.online.live>

It is the surest way to get known, liked, and trusted.

Your BIGGEST cost is COI, your Cost Of Inaction.

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