

Easy As 1-2-3 Marketing Plan for Independent Human Resource Consultants

Column A		Column B		Column C	
<input type="checkbox"/>	Social Media	<input type="checkbox"/>	Networking (in-person)	<input type="checkbox"/>	Website or Blogsite
<input type="checkbox"/>	Blog	<input type="checkbox"/>	Conventions & Tradeshows	<input type="checkbox"/>	
<input type="checkbox"/>	Article Writing	<input type="checkbox"/>	Print Newsletter	<input type="checkbox"/>	
<input type="checkbox"/>	Electronic Newsletter	<input type="checkbox"/>	Direct Mail	<input type="checkbox"/>	
<input type="checkbox"/>	Teleseminars & Webinars	<input type="checkbox"/>	Print Advertising	<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>	Online Advertising	<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	

Instructions: Select two items from Column A, select one item from Column B, and select one item from Column C. This makes up your marketing activities for the remainder of the year.

Consistency is important to any marketing plan. To insure consistency, set aside four hours a week to write – write an article, write a blog post, write an electronic newsletter.

If you chose article writing, you'll need to submit your articles for publication online. Appendix A of this document contains a list of article directories you can submit your articles to for publication. Aim to publish an article every other week.

If you chose blogging, aim to publish a blog post at least once a week; several times a week is better. Appendix B of this document contains a list of sites where you can set up your blog.

If you chose Ezines/Newsletters, there are many free and paid sites on the Internet to help you publish your newsletter/ezine. Appendix C contains a list of ezine/newsletter sites on the Internet. Aim to publish your ezine once a month, but every other week is best.

If you choose in-person networking, in Column B, you don't need any advice from me. You already know how to ooze and schmooze, shake hands and play nice.

Social Media (Twitter, LinkedIn, etc.) is Internet reality. If you're not utilizing Social Media, you're missing out on a marketing opportunity that's ideal for human resource consultants. Appendix D contains a list of social networking sites. Pick one, pick several, but get in on the conversation.

Teleseminars and Webinars address the public's need for freebies. As an independent HR consultant, doing a teleseminar or webinar about a variety of topics not only feeds the public's

hunger for freebies, but somewhere down the road, you can package those teleseminars or webinars together and sell them as training materials, learn at lunch products, information products, etc.

About Column C: I know, I know; you've heard it all before – you must have a website. Only problem is you don't know how to do it – you don't know how to design a website, you don't know how to maintain it, you don't know how to get a domain name (heck, you don't even have one in mind), you don't know how to update a website, what if something goes wrong, isn't it expensive, etc.?

It really isn't as difficult as it seems. Domain names are easy. What is the name of your consultancy? There's your domain name. Your consultancy doesn't have a formal name? Not a problem. What's your name? There's your domain name.

Now that you've got a domain name, you need a place to put (host) your website. Finding a web host is probably the hardest part of this whole website equation. There are tons of web hosts, some good, some not so good and some very good. Personally, I aim for good because good web hosts means intermediate prices. Good web hosts also mean they provide you with the ability to design your website yourself through software running on the hosting company's servers. Much of this software walks you through the process step-by-step. Good web hosts also provide you with popular content management software (CMS) such as WordPress and Joomla.

Of course, I recommend my web host, Site Ground. I experience very little downtime with Site Ground, and they provide me with both WordPress and Joomla, as well as software for doing it yourself (DIY) web site creation and premium web site creation software. Oh, yes, they also provide me with unlimited email addresses. Currently, Site Ground charges me \$107.40 annually, that's just 29¢ a day. Heck, I can't get a cup of tea for 29¢ even if I make it myself. And, no, I don't make anything by steering you to my web host.

Appendix A: Article Directories on the Web

Article Site	Site URL	Alexa Ranking*
Amazines	www.amazines.com	4,556
ArticleAlley	www.articlealley.com	2,419
ArticleBiz	www.articlebiz.com	8,992
ArticleCity	www.articlecity.com	5,826
ArticleCube	www.articlecube.com	7,527
ArticleDashboard	www.articledashboard.com	2,705
ArticlesBase	www.articlebase.com	379
ArticlesFactory	www.articlesfactory.com	12,474
ArticleSphere	www.articlesphere.com	16,051
ArticleTrader	www.articletrader.com	7,456
BusinessKnowHow	www.businessknowhow.com	13,733
Buzzle	www.buzzle.com	842
ContentDesk	www.contentdesk.com	110,409
Evan Carmichael	www.evancarmichael.com	11,442
ExcellentGuide	www.excellentguide.com/article	42,733
EzineArticles	www.ezinearticles.com	129
GoArticles	www.goarticles.com	1,775
HubSpot	www.hubspot.com	1,779
IdeaMarketers	www.ideamarketers.com	3,231
iSnare	www.isnare.com	6,151
PromotionWorld	www.promotionworld.com	24,418
SearchGuild	www.searchguild.com	202,456
SearchWarp	www.searchwarp.com	5,963
SelfGrowth	www.selfgrowth.com	3,920
SelfSEO	www.selfseo.com	7,152
Web-Source	www.web-source.net	9,913
WebWorldIndex	www.webworldindex.com	14,699

*Why is Alexa ranking important? Because the smaller the number, the more popular a site is, according to Alexa. So, if you want the articles you write to appear in the most popular article directories, you want to aim to have your articles published with EzineArticles, Buzzle and ArticleBase.

Appendix B: Blogging Sites on the Web

Application	URL	Price	Alexa Ranking*
Blogger	www.blogger.com	Free	8
LiveJournal	www.livejournal.com	Free	81
TypePad	www.typepad.com	\$8.95/mth. (free trial)	172
WordPress	www.wordpress.com	Free	16

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Appendix C: Ezine/Newsletter Sites on the Internet

Site	URL	Price
Aweber	www.aweber.com	\$19/mth. (\$1 trial)
Campaigner	www.campaigner.com	\$10/mth. (free trial)
ConstantContact	www.constantcontact.com	\$15/mth. (free trial)
EasyContact	www.easycontact.com	\$9/mth. (free trial)
Emma	www.emma.com	\$30/mth.
EzineDirector	www.ezinedirector.com	Free up to 250 per month
iContact	www.icontact.com	\$9.95/mth. (free trial)
MailChimp	www.mailchimp.com	Free to 250 subscribers
MailerMailer	www.mailermailer.com	\$29.95/mth. (free up to 200 messages per month)
MyNewsletterBuilder	www.mynewsletterbuilder.com	\$10/mth. (free trial)
RatePoint	www.ratepoint.com	Free to 125 email addresses
SendLoop	www.sendloop.com	\$35/mth.
StreamSend	www.streamsend.com	\$19.90/mth. (free trial)
VerticalResponse	www.verticalresponse.com	\$10/mth. (free trial)

Appendix D: Social Networking Sites

Site Name	URL	Alexa Ranking*
Bebo	www.bebo.com	762
BlackPlanet	www.blackplanet.com	2,726
Classmates	www.classmates.com	1,101
Facebook	www.facebook.com	2
Friendster	www.friendster.com	402
GaiaOnline	www.gaiaonline.com	1,673
hi5	www.hi5.com	79
LinkedIn	www.linkedin.com	29
MeetUp	www.meetup.com	537
myHeritage	www.myheritage.com	2,589
MyLife	www.mylife.com	1,706
MySpace	www.myspace.com	22
MyYearbook	www.myyearbook.com	1,036
NetLog	www.netlog.com	229
Ning	www.ning.com	133
Orkut	www.orkut.com	1
Plaxo	www.plaxo.com	1,644
Ryze	www.ryze.com	19,594
SkyRock	www.skyrock.com	333
Tagged	www.tagged.com	164
Twitter	www.twitter.com	11
Yahoo 360	www.yahoo360.com	4
Zorpia	www.zorpia.com	3,305

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