

BUTTCAMP VIRGINIA BEACH

April 27, 2019

Scan the Messenger Code Below to Get Your FREE “How to Automate Your Business” E-Book



INSTRUCTIONS – IOS

- 1. Open Facebook Messenger App**
- 2. Click on your photo top left corner**
- 3. Click on your Profile Pic and Facebook Messenger code**
- 4. Scan code**

ANDROID: Watch this - <https://youtu.be/BCi2IZfLxbc>

Some New Stuff

- **Google+ is Dead**
- **Facebook Messenger – ManyChat.com \$2000.00 worth of training**
- **State Tax** – This is still a big mess
<https://www.taxjar.com/> <https://www.ebaymainstreet.com/news-events/state-and-federal-legislative-update-internet-sales-tax>
- **Google Trends** <https://trends.google.com/>
- **Mobile First indexing** – Using the mobile version of your site to decide your search placement
- **Google ratcheting up Non-Secure Site Warnings (SSL)**
- **“Google Webmaster Tools” is Now “Google Search Console”**
 - Reports on links coming in and out of your site
 - Your top linked pages
 - Top Sites Linking to your page
 - Mobile usability report

Straight from Google’s Help Section

- Monitor your site's performance in Google Search results:
- Make sure that Google can access your content
- Submit new content for crawling and remove content you don't want shown in search results
- Create and monitor content that delivers visually engaging search results
- Maintain your site with minimal disruption to search performance

- Monitor and resolve malware or spam issues so your site stays clean
- Discover how Google Search—and the world—sees your site:
- Which queries caused your site to appear in search results?
- Did some queries result in more traffic to your site than others?
- Are your product prices, company contact info, or events highlighted in rich search results?
- Which sites are linking to your website?
- Is your mobile site performing well for visitors searching on mobile?
- Separate Stats from Google Images Traffic from Regular Google Traffic
- Submit to Baidu Chinese Search Engine- Million searches a day in English <https://qpsoftware.net/how-submit-website-url-Baidu> (So far Google and Bing banned in China)
- Make sure you're in DuckDuckGo Search Engine – Submit XML Sitemap through Bing's Webmaster Tools site, or Yandex's Webmaster Site.
- **STRUCTURED DATA**
 - Will need a geek for this.
 - Certain things like FAQ, How To and Q&A content can be set up in a way that makes it easy for Google to find it.
 - Podcasts and videos will have their own structured data.
- **GDPR - General Data Protection Regulation**

- **Page Rank is Back** – Concentrate on backlinks from high quality sites in your niche
- **Google My Business** – Better control over what Google says about you.

Connected TV Advertising

- **Roku and Amazon Fire**
- **It's Video – not live**
- **Roku TV or Box / Amazon Fire Stick**
- **You must host the videos.**
 - **Vimeo Pro for Roku**
 - **YouTube for Amazon Fire**
- **You must make graphics and host them**
- **Roku Account and Roku Developers Account**
- **Ability to make a Json File (software available)**
- **Amazing Results**
- **Monetizing Methods**
 - **Third party advertising**
 - **Direct Sales**
 - **Affiliate Sales**
- **I'll do it for you.**

Internet Marketing: A Three Prong Attack to a Seven Figure Income Tom Antion's ButtCamp

OVERALL BENEFITS OF ELECTRONIC MARKETING

- **Speed to Market**
- **Low Cost / No Cost**
- **Low Risk**
- **Massive Distribution – Celebrity Status**
- **Minimum Skill Required**

9 Revenue Sources:

-
-
-
-
-
-
-
-
-

Prong 1 Great Website

- You can do it.

Keyword Research – Google Keyword Planner has a new look

Google Keyword Planner (must have a Google Account)

A NEW THING TO WORRY ABOUT - VOICE SEARCH - Search “queries” are becoming more conversational and long-tail searches more prevalent.

- Tremendous Return on Investment
- Suggested Keywords at the bottom of Google
- Look at your own site and literature
- Listen to\ask your customers
- Increasing emphasis on search intent over keyword text.
- Watch for “Buyer Keywords” and give them special emphasis
Example: “Where to Buy Protection Dogs”

Buying Type Keywords

Where to buy X, Where can I buy X, Where can you buy X, Buy X, X for sale, X for sale online, Who sells X,

Major Shift in Strategy

Paid Traffic and Viral Methods AKA Paid Advertising, Quizzes, Contests and Content Lockers. I've been doing this for years, but

-Let's Go Deeper

AMS -- Amazon Marketing

- You can now advertise your books
- Amazon is rising rapidly in paid advertising. It's the third largest behind Google and Facebook

Bing

- Good place to start
- Custom Audiences now available
- Making it easier to import ads from Google

Facebook

Pixels – Set them everywhere (Also for Google and others)

Facebook Epic Infographic

<https://www.wordstream.com/blog/ws/2018/12/10/facebook-ad-targeting-options> All the different choices you can make to target your ads.

Facebook Audiences

<https://adespresso.com/guides/facebook-ads-beginner/demographic-targeting/>

Interests

Affiliations

Custom

Lookalikes

Retargeting / Remarketing

Audience Strategy

- Cold
- Warm
- Hot

Facebook Bid Strategy –

- No more than 20% up or down when changing budgets

Choose daily budgets when:

- Your campaign will be evergreen
- You want to maximize strong performance
- You expect to change your budget regularly

Choose lifetime budgets when:

- You need run your ads on a schedule
- Your campaign has a set budget and end date

Relevance Score Being Retired

- **What was it?**
Was your ad campaign any good? – It always left you wondering what to fix.
- **Replaced with three New Metrics – This is good**
Quality Ranking - If you notice your quality ranking is lacking, that means your competitors are creating better ads.
Engagement rate ranking – Poor engagement rates mean you need to focus on the things that make Facebook users stop scrolling and take action.
Conversion rate ranking – If this is poor, you need to look at what happens to the visitor after they click.

Landing Pages **Note: Rules Change Frequently**

- Multiple Landing Pages a Must

“One size fits none.” There is no such thing as a universal landing page if you want to create the best customer experience. Too much information can annoy someone who already knows what they need. Too little information may cause a first-time visitor to move on to your competitor.

- Usually demands contact information, privacy policy and terms of service.
- Mobile Friendly
- Should be able to Navigate Away I.E. Not stuck on the landing page.
- No Automatic Popups – Button Press Popups are OK
- Ad content should match landing page content

- Put landing pages on your own domain (no leadpages, click funnels, etc.)
- No Exit Stalls like Exit Splash
- No banned content
- No Automatic downloads
- No Auto Play Videos
- Offer must be clear and include all details

MISC. Paid Ad Tips

- Ad Frequency

<https://www.jonloomer.com/2019/01/29/manage-facebook-ad-frequency/>

- You might want to bet big on longer keywords and to offer answers to questions in your ads
- Produce ads that get people NOT TO CLICK – Disqualify them.

=====

Linked in

- Introducing Lookalike Audiences,
- Linked in Ads now offer Interest targeting
- Video now taking off

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Advertising Your Podcast

- Overcast.fm
 - Spotify (audio ad)
-

Outbrain and Taboola

- General Pay Per Click on Major Sites
-

Quora

- Question site and people answer them.
- Your ad can show when someone asks a question
- If you don't pay, you must answer fast

Match Types

There are two match types — broad match and phrase match — and the ability to add negative keywords. Broad match targets “close variations” of the keyword. With the narrower phrase match option, your ad will only show when a user's search query includes the exact keyword phrase. Exclude words or phrases you don't want your ads to show for with negative keywords.

You don't want to use Broad Match too much because it's not targeted enough.

Only use “Broad Match” when:

People already know you

Very small markets

Your ads are doing great and you want to expand reach

- **Quora Promoted Answers Ad Unit - Similar to promoted Tweets and Facebook's promoted Posts**

<https://searchengineland.com/quora-unveils-new-promoted-answers-ad-unit-308935>

- **Quora Auction Insights tells you how you are winning or losing against other advertisers.**

Reddit

<https://www.reddithelp.com/en/categories/advertising>

- **Spend time there posting before you advertise**
- **Get to know it.**
- **Pick the right Subreddits (communities based around a subject)**
- **No sophisticated tools but getting better**
- **Not a place for fancy super polished ads**
- **Marketers have two ad type options: link ads and text ads.**
 - **Link ads, go to your URL off of Reddit.**
 - **Text ads, link to a Reddit post.**
- **People will give you feedback on your ads**
- **Not overloaded with marketers.They may be scared.**
- **Not protected like Facebook**
- **People can vote your ad down**

Pinterest Ads

<https://www.seerinteractive.com/blog/pinterest-advertising/>

- **Avoid including your brand logo on the creative—it makes your pin more sales-like (a big no-no),**
- **Interest + Keyword targeting usually has a higher cost-per-click than Audience + Keyword.**
- **Pinterest recommends a minimum of 100 keywords per pin,**
- **Pinterest will help with keywords based on their search data.**
- **CTR benchmarks: healthy is 0.20 percent, strong is +0.50 percent**

YouTube

- Best Bargain for paid ads – True View and Discovery
- All videos shot based on keywords
- Title is critical
- Description with clickable link as first thing seen
- Tags = Keywords
- Transcription (see resources for cheap transcription)
- Annotations (Gone) & Cards
- New call to action overlays. Easier to use
- Reminders to subscribe to your channel

- Bell Icon
- Link to your important videos
- Cheap Pay Per Click
- Call to action
- Buy underutilized Channels
- Need to set up a place permanently to shoot videos – You will be shooting hundreds of short videos.
- Playlists

Really Important Article when Putting in Video Ads with Regard to Video Bid Strategies

<http://www.clixmarketing.com/blog/2018/12/04/before-you-pick-your-youtube-campaign-goal-know-your-bidding-options/>

Article on Google Ad Changes

<https://adalysis.com/blog/the-top-13-google-ads-changes-of-2018/>

- **Many people are turning off Mobile Display Ads**
- **Now you might try to get on display and the sites you picked don't even have space for ads.**
- **All advertisers can now buy Google's 15-second non-skippable video ads**

Other Google Ads

- Lots more automation is ok for smaller less sophisticated advertisers They are using artificial intelligence and machine learning
- **Google Ads Pay per conversion in display ads**
Your account must have more than 100 conversions in the past 30 days to be eligible for pay for conversions. Additionally, the time between click and conversion must be shorter than 7 days for at least 90 percent of those conversions.
- **What Are Responsive Search Ads?**
With Responsive Search Ads, you provide up to 15 headlines and 4 descriptions for Google to choose from within an ad group. Over time, Google will test different combinations to learn what performs best for different queries. The big advantages Google touts with this ad type are the ability to take up more real estate, as these ads can show up to three headlines and up to two 90-character descriptions, as well as more ad flexibility.
- **I used to tell you Single Keyword Ad Group (skag) was good. No longer any good or worth the trouble**
- **Do not show ad on search partners**

Viral Methods to Drive Traffic

Quizzes

- **Thrive Quiz Builder**
- **Must have good title**
- **Short 3 minutes / 10 questions**
- **Easy questions first**
- **Reveal something about the person so they share**

Contests

- Contest Domination (ask me for affiliate link) & UpViral
- Watch the legality
- Prize should align with your products
- Extra entries if you get others to join
- Extra entries for sharing

Content Lockers

- Content Locker Plugin
- Good content but end is locked

Onsite Keyword Implementation

- Spiders work from the top of the page down



- **Title Tags**
Don't put the same ones on each page



- Heading Tags <H1> <H2> occasionally <H3>
<H1>Bomb Dogs</H1>
- **Bold**
- Skew keywords toward top of page (can't be in graphics)

- Don't ignore the rest of the page
- Internal Links w/ "Anchor Text"
- Naming of photographs
- Alternative Description of Photographs (Alt. Desc.)
- Site Map
- No Italics or Underlining



Inbound links (Darn important thing you can do to increase your visibility on the web)

- BackLink Guide <https://backlinko.com/backlinks-guide>
- Must have a blog on your site or you're wasting your time
- Tremendous Return on Investment
- Different Servers
- Deep linking
- Link Balance – Complimentary Websites, Press Release Sites, .edu, .gov, .mil, news sites, Blogs, Forums



- **Anchor Text**
EXTREMELY IMPORTANT CONCEPT!!!!

<http://www.Antion.com> OK

[Public Speaking Tips](#) Way Better

[Public Speaking Tips](#) From high page rank site, or .edu, .gov or .mil **BEST**

Must have a variety of anchor text or you will NOT look natural.

Getting Links

- Articles by you (Article strategy has totally changed)
 - Articles about you
 - Videos
 - Social Media
 - Blog postings by you (blog tours) (NOW SPARINGLY & CAREFULLY)
 - Blog postings about you

- Press Releases in major services (also see ‘Publicity’ below) (NOW SPARINGLY & CAREFULLY)
- Appropriate High-Quality Directories (see below)
- GREAT CONTENT = LINK BATE
(Example: Glossary for your industry.)

<https://www.majesticseo.com/>

Quality General Directories

IMNSHO (In my not so humble opinion) — **No longer worth the trouble or expense**

Niche directories OK

Stop These Link Strategies

(They will either get you a Google Penalty or aren’t worth your time.)

- Multiple links to sites you control (accidental footer / sidebar links) etc.
(Use “NoFollow” tags)
- Trading Links with other sites
- Private blog networks
- Bulk submission to search engines and directories (only use good ones)
- Forum Signatures
- Footer Links on other sites
- Paid links (unless you buy an entire page)
- Bulk blog commenting
- Link / Resource Pages

You Must Add Social Media

- Facebook – Facebook Social Plugin for Comments

Google/Search Engine Primer

You must do the same standard things I've been teaching for years PLUS

FAQ's, Long Tail Keywords, Co-Citations (Be Near the Top Dogs – I call it the “Good Neighborhood”)

- Easier than ever (doesn't mean you don't have to work at it consistently)
- No longer are we designing to game Google. Virtually all focus is on the visitor.
- Must look “natural”
- Longevity
- Single Topic
- Many Pages - **NEW 1000-2000 WORDS PER PAGE**
- Proper Keyword Placement
- Speed (above the fold shows in one second or less)
- Inbound Links
- Description Metatags - Search term relevant to page - why us. Our name - Unique Selling Proposition [why you're the best or why now]. – 160 characters

<https://www.charactercountonline.com/>

- Social Proof – For example look at bottom of <https://www.tomantionwebinars.com/>

Misc. Website Stuff

- **Responsive Themes That Load FAST!!!**
- **Google Mobile speed Tool**

<https://www.thinkwithgoogle.com/feature/testmysite>

The speed of both their entire site and of individual pages

Whether their site/page speed is faster or slower compared to the prior month

Whether their site speed/page speed ranks Fast, Average, or Slow

How their site speed compares to others in the industry

The potential impact of site speed on revenue

A detailed list of recommended fixes to increase speed on up to 5 pages on your site

- **Speed up WordPress**

First Byte time

Image optimization

Look at the resources in the **waterfall test** to see what is slowing things down.

Look at a site's hosting. I've cut page load time in half just by putting in on a better hosting plan.

Get rid of extra plugins.

- Nick Nichols Way back in '99 I coined the term "Large Useless Graphic" or "LUG" for the globes and other irrelevant images that were placed on home pages - usually due to the inability of the site owners to create meaningful text content.

Kristi Hagen said, "It's the plague of the huge hero images."

- **Cell phone reduces conversion of regular site**

Two Column fine on tablet and desktop -- Content on left, promotion on right. When switching to cell phone in portrait mode, Content shows first. promotion at bottom. Conversions drop.

What to do? Mix a little bit of promotion between main content on main column.

- Tiny text menus at bottom of desktop site look terrible on mobile
- Google Cheating You - Grabbing your content with a link to you so hidden people get their info and stay on Google results page.
- Powerful and More unique calls to Action
Subscribe to Our newsletter
Get powerful marketing tips

Donate today.

Give a dog a happy loving home

Register Now

Meet Tom in Person. He doesn't smell that bad ;)

- PDF's now Google is taking answers from your pdf's and highlighting them in position zero (that's the highest)
- Click Through Rate (CTR) super important Page Title and Page Description. (Confirmed by a Google internal document)
- Remove pages from Google You can submit the URL to Google's URL removal tool within Search Console.

Sales Process

- Sales Process -- Copywriting <https://www.copywriting901.com/>
- Sales Process -- Audio <https://www.ScrewTheCommute.com> Podcast
<http://www.GreatInternetMarketing.com/retreattestimonials.htm>
- Sales Process – Video
<http://www.GreatInternetMarketing.com/videoselling>
<https://www.youtube.com/>
<https://www.techsmith.com/> Camtasia (Screen Capture Video)
- Facebook Live – Switcher Go App, Belive.tv , OBS (more complicated)
- Viral Methods
- Copywriting – <https://www.CopyWriting901.com>
- Sales Process – Shopping Cart System <http://www.KickStartCart.com>
- <https://www.howtouseashoppingcart.com/>

PODCAST TIPS

- Good quality Microphone
- Quiet recording environment
- Recording software
- Libsyn podcast host
- Graphics – iTunes 3000x3000 pixels
- Marketing plan
- Interview podcasts are more complex
- Recording has to be exacting quality for Amazon Alexa/Echo
- Good show notes
- Develop an app
- Lots of other details

Upselling

Mail Merge

Autoresponders

Built in Affiliate program

Conversion Tracking



Prong 2 Database (Get serious about it)

- DHTML – 185 to 400 - Email

Tom Antion's ButtCamp April 2019

Contact Tom at orders@antion.com Phone: 757-431-1366 FAX: 757-431-2050 Page 25

- **Facebook Messenger 1.x Billion People**
 - **Must be conversational**
 - **Can only promote 24 hours from last contact they participated in**
 - **Cheaper ads going direct to messenger (Facebook Likes you to keep them on their platform.**
 - **When using your Facebook Code (like on the cover of this handout) you must give people instructions on how to use it.**
 - **Can develop a bot persona. Mine is “Screwy” to match my podcast.**
 - **Can add delays.**
 - **Can deliver files**
 - **<https://www.ManyChat.com> (They have a FREE 10-hour masters course)**
- **Phone Ringless Voice Mail – (RVM) <https://www.SlyBroadcast.com>**
 - **Telephone Numbers (should only be used 4 people that have heard of you)**
- **<https://www.GreatPublicSpeaking.BlogSpot.com> Feedblitz.com (still there with tons of content)**
- **Social Networking – How about ~~being my friend~~ errr, I mean wasting my time?**
- **SEO**
 - **Pay per click**

Viral Methods

- **Content Lockers**
- **Quizzes**
- **Contests – Contest Domination & UpViral**



Prong 3 Product Development

- **Books / Ebooks Bloking (“Screw the Commute” Paid Facebook Group)**
- **Ebook Creation – <http://www.UpWork.com> <http://www.CraigsList.com>**
- **PLR = Private Label Rights**

- Videos
- DVDs – Gift and theatrical market
- CDs
- Other Downloadables – Software, Screen Savers, Tip-of-the-Day, etc.
- E-Courses
- TeleSeminars
- Webcasts – <https://www.tomantionwebinars.com/> Both a sales technique and database

<https://www.cafepress.com/tomantion>

What's new

- <https://www.ScrewTheCommute.com>
- <https://www.tomantionwebinars.com/>
- <https://www.selfiestupidity.com/>
- <https://www.amazingpublicspeaking.com/>
- <https://www.greatinternetmarketingtraining.com/>



- <https://www.imtcva.org/> <https://www.imtcsuggests.com/>
- <https://www.imtcblog.com/>



<https://www.seminarscammers.com/>
<https://www.scambrigade.com/> For TV Show Trailer



Tom was selected by Reel Mountain Pictures out of Hollywood to be the Subject of the new Documentary “The American Entrepreneur”
See the trailer <https://www.Facebook.com/AmericanEntrepreneurFilm>
(Please Like the page and leave a comment.)

Tom Antion’s ButtCamp April 2019
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Crowdfunding

- **Major Players**
- **Success Stories**
- **Why do people participate?**
- **Best Practices**

Video

Text

Realistic Goals / BackUp Plan

Momentum

Rewards

- **Tips**

Personal Thanks

Tweet/Facebook about contributors

Network

Add Rewards

Publicity Stunts - Sleep Strike / Happy Dance

Advanced Internet Selling Techniques

- **Thank You Page Selling**
- **Upselling Theory**
- **Advertorial**
- **Split Testing**
- **Confirmation page selling**
- **Video Selling** <https://www.greatinternetmarketing.com/videoselling>

**Get a \$50,000.00 Video for only \$3000.00 . . .
I'm going to show you how.**

Video Notes:

Resources

<https://www.amazingpublicspeaking.com/> Largest public and professional speaking membership site on the Internet.

<https://www.ScrewTheCommute.com> New Podcast

<https://www.ScrewTheCommute.com/resources> Lots of paid and free resources

<https://www.howtouseashoppingcart.com/> Free ebook on shopping carts

<https://www.kickstartcart.com/> The shopping cart system we sell

<https://www.greatinternetmarketingtraining.com/> Sample Membership site

<https://www.tomantionwebinars.com/> Free high content webinars

<https://www.fatsotennis.com/> Tennis DVD for the overweight and hopelessly out of shape

<http://wedding-speeches.org/> Sample of Minisite

<https://www.greatinternetmarketing.com/videoselling> Best video player

<https://www.protectiondogselite.com/> Protection Dog Site

<https://www.selfiestupidity.com/> Coming Soon

The Public Speaking Channel on Roku TV and Amazon Fire

:: Let's Talk Social Media for Business! ::'

By Lakia Robinson

What is your overall goal on social media?

- Provide _____
 - Get people to your _____
- Buy your _____ and _____

- Join your _____

Social Media presence

- Header
- Pinned posts
- Stories (Facebook & Instagram)
- Content to post
- Videos, graphics, blog posts, webinars, curate content, interviews, seminars, podcasts, products and services, etc.

Tools & Resources

- Canva.com

- Photoshop

- Pixlr

- Images:

- Pixabay

- Unsplash

- Videos:

- Anchor.Fm

- Wavve video

- Headliner.app

- Inshot

- CamTwist

Tips & Tricks

1. Plan postings in advance.

2. Use scheduling tools.

- a. Evergreen posts -- MeetEdgar

b. Real time posts -- Buffer.com

3. Take a break

MISC Social Media

- **Twitter tool** - Timing is Everything Insights tool for publishers to tell them when is the best time to Tweet
- **Social Media Moguls** – Collaboration between me and SelfGrowth.com
<https://www.socialmediamogulclub.com/TomAntion.html>

Marc Bullard's YouTube Training

Many Ways to Make Money Online

Websites

Links

Traffic

YouTube can also make you money

Drive traffic to a product

Revenue from ads

Paid content

How to Make Money with YouTube

1. Create Content

2. Upload Content

3. Optimize Content

4. Socialize Content

5. Repeat

YouTube Optimization

1. Title

2. Description

3. Tags

YouTube Socialization

1. Answer Comments
2. Make Comments
3. Subscriber Messages
4. End Screens
5. Video Content

YouTube Repetition

Repeat above process over and over again

Ways to Make Money

- Sell Your Own Products
- Tutorials
- TV Series
- Affiliates
- Ads (external and internal)
- Paid Content

What is Youtube looking for?

Watch Time

Views

Information

Title Your Videos With:

- “Tutorial”
- “Description”
- “How to”
- “Explanation”
- “Instructions”
- “Lecture”
- “Training”

Want it done for you? MarcBullard.com

Want to learn every other detail involved with YouTube marketing as well as everything else your business needs?

<https://www.GreatInternetMarketingTraining.com> and

<https://www.IMTCVA.ORG>

Extra Page for notes: