

The "Online Adventures" Series - **Part 1**

## **Invent An Event!**



brought to you by  
Dina the Copywriter  
at [Wordfeeder.com](http://Wordfeeder.com)

**Leverage the Power in Networking Numbers to  
Create a Buzz for your Biz on a Shoestring Budget**



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## What is Event Marketing and How Can it Secure You a Power Position in Your Niche?

If you're not exactly sure what event marketing is, think of Earth Day, the Renaissance Faire, Woodstock, Shop Rite's Can-Can Sale, President's Weekend at Macy's... and let's not forget Valentine's Day, that "Hallmark Holiday" disguised as a day of Love but really meant to boost candy, card, dinner and gift sales.

I'm going to be blunt with you here, hope you can handle it. ;) Event marketing is not just an excuse to cheer about something. *Your motive in "inventing" and promoting a market-driven holiday or celebration is to gain new visibility in your niche, drum up excitement with your target audience, and ultimately increase profits for your business.* If you're still a little guy just yet, you may have to wait on those cash sales until next year when people know you better... but revenue earned by way of new customers who notice you during the event counts as profit and makes the event worth the effort in the long run.

Generally, your goal is this: **Position yourself at the helm of the event and drive mass traffic to the event so that folks develop an association between the event and your brand.** Event planning is a highly effective networking strategy in itself. In promoting the event and encouraging participation, you will become acquainted with many, many new faces and forge more solid bonds with old faces. In coordinating the event, you will learn who the "ideal" colleagues are to work with, and how your strengths can best be leveraged while putting other people to work on the tasks you find more challenging.

You may wonder how on earth you could possibly execute an event "virtually." The truth is... with so many active online networks and Power Groups forming, the internet is possibly the simplest and least expensive venue for your "invented event." Instead of a convention center, you have a "home base" website. Instead of live public speakers standing on a rented out podium in a rented auditorium, you have virtual "spotlight guests" on your blog or website. Your event won't require costly shipping of hard goods and transportation, because your "trade show booth" can be managed from a website that's launched once and remains live all year to generate residual traffic and help you rank better for the following year.

Who might want to join you in promoting an event, and what type of holiday or celebration could work with your niche? Basically, the idea is to just zero in on what your audience would find most valuable and attractive, in the celebratory sense. Following are a few ideas off the top of my head, but I'm sure that you can come up with something fabulous to fit your market.

If you sell gourmet pies, you could invent "Pie in the Sky" or a Month-Long Virtual Bake-Off. Complimentary vendors who might join your celebration: gourmet coffee distributors, Longaberger reps, companies who sell baking and kitchen equipment, folks who run dessert websites, other pie sellers (sorry, in event planning, you often have to deal directly with "the competition" but it's so much fun that nobody ever seems to mind.)

If you normally target the "alternative health" or audience of herbalists, a health fair has the potential to lure potential buyers in droves and get them on your mailing list. If your website is focused around writing or design, you can hold a contest to attract fresh talent. I've come across websites where designers are encouraged to "submit entries" which are then posted and judged, with prizes handed out. The creations are often very funny and a great way to scope out up-and-comers. Don't forget: *contestants should be encouraged to sign up for your paid memberships or at the very least get on your mailing list; otherwise the event is "virtually" pointless.*

Planning an event on the internet requires someone with dynamic leadership skills, a good sense of timing, a solid "people network," the ability to mesh with a variety of personalities, strong organizational skills, and of course- an expert handle on all the traditional means of online marketing.

**Skills needed for proper event execution:** website design, copywriting, email and list management, blogging, publicity, brand-building. If you possess these skills yourself, wonderful, but know there is an incredible amount of work involved, so getting backup assistance is imperative.

**Necessary resources:** web hosting, FTP (file transfer protocol), blog hosting, word processing, a good graphics program, numerous article marketing directories, several memberships to major web PR sites, a pdf creation tool, an advanced email management program (such as Microsoft Outlook), an online discussion forum, a subscriber sign-up form, file backup.

Want to witness event planning live in action? Please join me and my marketing friends for the First Annual **Web Content Awareness Day**, scheduled to launch on **February 9, 2006** at <http://WebContentAwarenessDay.com>.

Sneak Peek: **Visit the Countdown to Web Content Awareness Day Blog** and learn how you can ride our wave of high web traffic!

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## Event Marketing: Five Ways to Psyche Yourself Up for a Blowout Mass Promotion on the Web

So you'd like to run an online promotion, maybe a Carnival of Knowledge, Who's Who in the World of Esteemed Marketers, World Cuisine Day, or some other such blitz. The point of course, is to position yourself as someone of authority in your niche, and to appeal to those who fall into your category to join the fun and help promote the grand event. Your ultimate, though somewhat cloaked goal in all this: *gain new subscribers, convert to paying customers.*

As fun as "inventing a holiday or special occasion" sounds, the big, scary question looms: what if you can't persuade people to follow your lead? What if no one shows interest, no one cooperates, your perfectly planned promotion is an utter flop and you're the laughing stock of the web? Nonsense. Ordinary humans pull this type of thing off every day, and there's no reason why you can't be wildly successful at creating a hype and a big buzz for your biz just like they did!

### Six ways to secure your confidence and your ultimate success:

**1. Square your shoulders.** The first step in all this is to resign yourself that you WILL make this happen, come hell or highwater. So you have to play some tricks on your own brain and stir up a sort of "delusions of grandeur" mentality. But it's not a delusion, your grandiose is real, darnit. YOU can do this, you have the power and skills to make a big splash in your niche and to guide others closer to this same success. You are trained, experienced, and you have the connections and tools to make it happen.

**2. Set your goals.** There are two types of goals you should isolate: the outcome of your actions, and the actions themselves. Meaning, you need to fathom the ultimate consequences of your plan before you can fashion the plan. If your "internal team goal" is to gain five hundred new email subscribers, then your obvious outward goal might be to develop multiple vehicles in your marketing that "carry" interested parties to your newsletter sign-up box and coax them to drop their name in the box. Sounds devious when I say it that way, but that's marketing and that's why we're here.

**3. "Time the meal."** Remember when you first began dabbling in meal preparation? Suddenly, mom's ability to time the carrots to finish cooking just as the roast was emerging from the oven and the potatoes were taking their last mash, was an amazing phenomenon. Much like the well-timed meal, you need to think ahead and determine exactly what needs to be done, how long it will take to execute each step, when it's time to move ahead with the next step, and how to "wrap it up" with finesse. Lay your plans carefully, and solicit the assistance of friends who will stick by you and see it through to completion. You can do it, I know you can!

**4. Eliminate the negative.** What if you reveal your plan to a friend and they put a crimp in your style with some nastiness, naysaying and general negativity? *Move along, and leave this person in the dust.* Whatever you firmly believe, you can will to be so... and if dreaming up an ingenious new holiday, occasion, festival, event, affair, congregation or other name for a group project holds promise for you, then you need to hang that wet blanket out to dry and set yourself to the task at hand. Anything is possible, just own your project and muster up the power of your own positive thinking.

**5. Accentuate the positive.** As you being to reveal your master agenda, you'll find that some folks just naturally fall in step with what you're doing, while others just ask entirely too many fishy questions and are full of pessimism, hesitation and reserve. Grab those enthusiastic supporters, and float them along with you on your journey, for these people are going to serve as your lifeline for the entire extravaganza. Leave the doubters in the dust, as they will drag you down with their waffling when what you must do right now is GO GO GO!

Get these five confidence boosters, and harness the power of your own effectiveness! This is the World Wide Web, and you have the freedom to choose your own actions and the drive to make it happen. Would you like to emerge as a leader in your industry this year? *Then start planning today.*

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## Essential Skills You MUST Acquire Before Diving Headfirst into Online Event Promotions

Suppose someone told you that it was your job to host an online event... *and you were starting tomorrow*. Think you'd feel comfortable just taking the plunge? If you've never "done" mass web promotion, then you're justified in feeling skittish about saying yes to such a project. Even so: some of the best professional relationships have come of group projects like online career fairs, info-go-rounds, "invented holidays," and group creations and celebrations. Don't miss your chance to be noticed in your niche. :)

What might be a good online promotion to rally team spirit with your colleagues and snag some new buying prospects? An Online Marketers' Virtual Breakfast... a pet network "dog show" with prizes for the winners... a Family Day on your forum... basically anything that's worth celebrating in real-life is worth creating a fun-filled website that you can drive traffic to. Be creative! That was why you became an entrepreneur, right? To tap that marketing brain of yours.

(And while I'm talking about it, have I mentioned that my Ryze Network colleagues and I are getting ready to launch the **First Annual Web Content Awareness Day on February 9, 2006**? Well, we are and it's going to be a fun-filled day chock full of tips and advice that the new marketer can use to build an online biz. Visit <http://WebContentAwarenessDay.com> for more info.)

So, the idea of event marketing seems rather titillating... but you're not so sure you can hack it. Before you put your skills to the real-world test, run through this list to figure out whether you qualify as someone who can make an online promotion fly.

### Essential Skills Needed Before Diving Headfirst into Online Event Promotions

**Skill 1. Killer copywriting ability.** You have experience writing web copy (and your copy provokes REACTIONS). Other alternative: your staff or freelance copywriter is going to manage the online event for you. *Why do you need a copywriter?* Because if you can't persuade people that this event will be the hit of the century, then you may as well cancel the plan, man...

**Skill 2. Refined web design skills.** Of course, you'll want your online event to generate profit. For that reason, the person who designs your website should not only be graphically advanced, but adept at setting up a shopping-cart type system where goods can be purchased. (Hey, what's a county fair without funnel cake sales, right?) You'll also need a subscriber box to collect email addresses... maybe a forum or guestbook... basically, a \*real\* designer will know how to add that fancy stuff that will make your Big Day interactive and fun.

**Skill 3: People skills.** Do you refer to yourself as the Hobbit, and live in a hole underground for most of the year? If you dread human contact, then you're going to be unpleasantly surprised when the tidal wave of emails and phone calls come flying in once your event "takes off." If this idea has you cowering in a corner gnawing your fingernails off, consider hiring a professional people person or opting for more low-profile activity on the web!

**Skill 4: Integrated content assimilation.** Internet marketers are fast on their feet. The best ones know that just ONE article can be leveraged for maximum content efficiency across multiple marketing venues and "refreshed" for instant reuse. The best marketers know how to take a few paragraphs and a couple of links and with a few tweaks give that tired old copy a new home and a new life on the web.

**Skill 5: Networking Skills.** This is the most fundamental requirement of online event launch. If you don't have a network within your niche that full of people who are receptive to this crazy scheme of yours, the event simply will not take off. Or maybe, it'll launch okay but you'll make a little ripple when you could have made a bowling-ball-in-a-lake kinda splash. If your network

members are close comrades, you can work out barter arrangements or alternative payment options (example, a percentage of the profits).

That covers it- the five essential must-haves for an online event promoter. If you've got it, go for it. If not... well, there's always next year. Just keep honing those skills and you'll get where you need to be for sure. :)

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## Event Marketing: Five Ways to Rally Your Support Team to Ultimate Success

One morning, you woke up and realized that you were creating an online marketing bonanza, and that by some miracle a group of people were following along with the plan. Not bad, for an ordinary human! But then just when you were getting comfortable with the idea, you found out that you still have to work for the respect. Suddenly a handful of your followers dropped out of the cheering section just like that... and still others began resisting your suggestions to move the agenda forward. So what do you do when morale is at an all-time low and the support network has begun to unravel and separate like so many lost sheep?

You've got to rally the team and fuel the plan with some high-octane morale-boosters and incentives to keep the momentum alive.

**1. Manifest the Group Destiny.** One prosperity teacher who I know discourages her students from saying what they don't wish to happen. I emphasize: *start declaring what you'd like to happen, and it will come true.* You don't have to spew your affirmations directly at people, many find that a turnoff. But there are "indirect" ways to put a positive message out into the great beyond that will come back around with proof positive that your plan is going to take off and soar. Your team is listening and they will "catch" those good vibrations and naturally become a part of the story as you tell it. End result: cooperation, enthusiasm, success!

**2. Match the Function with the Ability.** If you know that one of your group supporters is wildly creative but somewhat chaotic, then don't assign her the task of managing the email drip campaign, save that for your Power Planner instead. Give your Creative One her moment of glory by having her write some articles or dream up a clever advertising pitch to alert your audience of the upcoming promotional extravaganza. Your team player will shine like the sun when you give her spirit a chance to dance in the limelight doing what she was meant to do.

**3. Remember the Little Details.** Which teammate said what at the last meeting of the minds? To whom do you owe extra credit? Someone went the extra mile and told a few friends about your upcoming bonanza, who was that and how can you thank them? A good group leader has the ability to see both trees and forest - that means taking everyone into consideration, thinking holistically "for the good of the group," yet remembering those little details that differentiate your participants and make them unique in the ways they can give to the cause.

**4. Show Your Gratitude.** At certain points in your online promotional effort, you may find yourself drowning in work and generally feeling maxed out and taken for granted. Instead of directing the frustration at your support team, strive to be that bigger person. You don't need someone to pat you and hand you a cookie because you're a grown adult... and you answer to nobody but yourself. You own this dream plan, and miraculously, other people are following your star! Your participants have put aside their own priorities to make *your vision* their own. Nobody told them to do this, they did it because they believe in you... *so remember to thank them profusely for the things both large and small that they bring to the table.*

**5. Don't Have a Petty Party.** When tension is high, teammates may display subtle forms of resistance, and you may find this highly frustrating. Rather than dwell in another person's passive aggression, attack the problem with an Insta-Fix and move ahead. That fix might just be "reinforcing your team member's effectiveness" by reminding him of what he does best and then asking pleasantly if he can help you. Because ultimately, *you need his help.* Most people want to feel appreciated and needed. So if you genuinely value their contribution, then you should have no trouble clearing the static in your communication channel and propelling things along.

The power in numbers is clear when you sit back and survey the results of your group effort. Could you have made nearly as great a splash as a lone maverick? My guess is no. So fuel the group on, to the tune of a higher idealism, and then smile as your dreams are brought to life.

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## Event Promotions: the Art of Writing Great Copy to Blast Out Your Supporters

Often, online event promotions take on a "frenzied" quality, and that's because most events require a short burst of energy to hit the public with just the right timing. You may have astutely picked up that those who take charge of network group events develop an exclamatory quality to their communication which can actually be quite unnerving to those of us who don't care to be hurried and hassled along.

So how is one supposed to make folks sit up and take notice of the Grand Event on such short notice, without coming across like a squawking chicken running around with its head cut off? And how does one get people to click that link without turning their website into a cacaphony of flashing lights, bells, whistles, all caps and urgent calls to action?

Why, *it's all in the copywriting*, of course. And while some webmasters decide to just "opt out" of the copywriting process, the fact remains that no one's going to click that link without a big incentive as to WHAT'S IN IT FOR THEM. I mean it, nobody gives a flying fig about that one little link among many other links, boxes, buttons and other distracting doo-hickeys propped here and there and everywhere on your page. I don't care if you had tears of joy in your eyes as you typed the href line all full of good intentions... they WILL NOT click the link unless you give them a darned good reason why they should.

So the point that I'm making here, is that if you want to unleash a powerful promotional campaign on the web in a minimal amount of time, you are strongly advised to get a web copywriter who embodies the following characteristics:

1. Your copywriter must be aware of **strategic keyword placement** and categorical content as a mass traffic generator.
2. Your copywriter must be able to whip out those **copywriting guns** and blow your reader's mind at a moment's notice.
3. Your copywriter must be able to dive head-first into the mind of your **target customer**, extract exactly what that person wants, and then deliver the dream by way of your website's written message.
4. Your copywriter must have a gift for crafting a message that's **organized, magnetic, and includes a strong call to action.**
5. Your copywriter must instinctively know how to "**switch it up**" depending on which audience you're addressing at which time.\*
6. Your copywriter must be diligent in **building your brand** in every single piece of communication you send out there!

Accept nothing less.

\*Did you know that in Online Event Promotion, you're looking at two very different target groups, each of which requires his own special "language" and emotional incentive to act? Your first group is your event participants, and your second group is your event's spectators and attendants. Your email campaign must be custom-tailored to each of those groups, and this requires the fancy footwork of a talented perspective-hopper! Look to a seasoned copywriter who's up for the challenge.

Wouldn't you love it if your online event became the season's biggest sensation? How do you think you'd feel if suddenly folks started treating you as a respected thought leader in your field?

Your copywriter can make that happen for you... that is, if you find that perfect one. :)

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## How to Ditch a "Nasty Nellie Olsen" Who's Sabotaging Your Online Event... Gracefully!

So you decided to throw one of those "virtual bashes" to gain you prestige and prominence in your niche... and everyone's being helpful and cooperative, how fantastic! Oh, except that one problem child, she's calling, she's emailing, she wants you to explain it all over again, she wants attention, she wants you to bend the rules for her... but what's she offering in exchange? Nothing that you need or desire! Yes, there's always the Nellie Olsen of the bunch, tossing those curls, stamping those feet and cramping your style. What's a busy online event planner to do?

**1. Lay the ground rules.** Your event must have milestones, deadlines, submission processes, exemptions and disclaimers to "SYOA," if you know what I mean. These are the laws that must be carefully laid out and woven into your ongoing campaign to ensure that a "Naughty Nellie" won't come along and trip you up when your guard is down. If you feel skittish about laying the laws, I'll give you my email address right now and you can call on me to get your "copywriting protection" against the Event Sabotager. Trust me, you will need it - dina/AT/wordfeeder.com.

**2. Distance yourself.** If you're always accessible during a vigorous event campaign, you'll never get anything done. Is old Nellie problem-solving for you again, suggesting that if you go get outside help then you would have more time to cater to her endless needs? This is nonsense, you're the Master Planner, and you must dodge the Nellster as nicely as you can. So, answer her question, post information where she can clearly see it, and then become unavailable.

**3. Don't back down.** If you give in to one self-absorbed person, next thing you know, the rest of the group will be clamoring their "whataboutmes". (Well, hopefully your group has more class and style than this, but one never knows.) Don't cave to the pressure of a chronic demander who's asking you to give them special treatment, trying to bribe you with things you don't want, or manipulating the rules and attempting to force-feed you your own words so that they get their way in the end. Someone who is this persistent has likely done zero to support you. They're looking out for number one and that's no one you want on your side. Remember - if they don't get what they want now, they won't be back to ask you for more later. Hold your ground!

**4. Highlight the good eggs.** During the course of your event promotion, you'll be "public speaking" to the group at certain points. Focus on the people who have pitched in with support, time, effort, creativity, connections, word-of-mouth marketing, assistance, and anything else that you'd consider instrumental in making the event fly. Be sure to thank them graciously at every turn, because in comparison to Needy Nellie these people are a Godsend! Turn your attention on the good eggs, and that unpleasant vision of your tormenter getting the best of you will soon fade away.

**5. Ask for cash.** It doesn't take a brain surgeon to figure out that Nellie the Needler has got a tight grip on those purse strings. So if she continues to prod you for special favors, give her a big smile and ask for payment. You're an online marketer after all - there are no regulations or rules except the ones that you lay down for the projects that you own. As an online marketer, you've probably devoted a heap of nonbillable hours to this extravaganza anyway. There comes a point where if someone can't observe your deadlines or requirements and is making demands of your time you should just ask for payment. Either outcome of this will be desirable: Nellie actually pays you (a small miracle in itself), or the more likely scenario - she runs away to go pester someone else.

Yes, there will always be that one person who makes your life a living hell. Get away from them if you can. After all, you've got a major event to plan.

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## Help, My Inbox is a Flood Zone! Online Event Planning and Strategic Email Response

The idea of starting your own online event seemed harmless enough. You thought, oh, I'll just create a little website where computer geeks can have an online Technology Convention, or Animal Lovers can have a Pet Parade, or Donut Officials can swap recipes at the Donut Hole, or... (fill in your own idea and niche market here).

And then what happened? Word spread. Emails starting coming in. And then emails starting POURING IN. And now? *You can't get a lick of "real work" done because you're inundated with emails from folks who want to know more, more, more.*

HOW are you supposed to be a skilled Event Commandier if no one can find you under that mountainous pile of overdue correspondence? Solution: **Employ Strategic Email Response.**

Here are a few tips to protect you from the email deluge and keep you on top of your online promotion game.

**1. Divide and Conquer.** Can you separate your email correspondents into specific classifications? For example, if you're running an online event, you might quickly figure out that Active Participants and Volunteers counts as one grouping, and Passive Spectators and Prospects counts as another. In the world of email communication, never the 'twain shall meet.

**2. Stockpile Your Email Arsenal.** Basically, I'm saying pre-write the emails. If you've carefully planned your event from A to Z, then you know at which stages you want to send out alerts, revive the group's enthusiasm, get them to click those links, announce time-sensitive developments or send out notes of appreciation. Write your standard email reply ahead of time so you can grab and send as needed.

**3. Employ List Management.** There are several well-known email list managers out there that you can use to track open rates and send targeted campaigns. Three off the top of my head: ConstantContact.com, AWeber.com, KickStartCart.com (also has an e-commerce feature built in). Several of these comes with a free trial that can really come in handy if your event is scheduled to run its course in less than three months' time.

**4. Spiff it Up with HTML.** There's something about an HTML layout that reduces your reply rate. If you send a very small group of people a customized HTML-designed email, you can expect that most members of the group will NOT write back. I have a theory that HTML feels less personal and therefore doesn't elicit a private response, but who knows. At any rate, it cuts down on meaningless banter while building your brand with a graphic template. So DO make HTML part of your email campaign effort!

**5. Hit Forward.** Over the course of your online promotional effort, you will find that new recruits enter the fold daily. You'll want to get them up to speed on certain email announcements, while side-stepping other limited time only notifications that no longer apply. Just sort your emails by date or subjectmatter, and then hit FORWARD. Delete the extra gobbeldygook, insert the new address, remove the FW: and send. Oh-- and give the email a quick scan for "other people's names" so you don't accidentally address the wrong person!

All of this may seem like extra work. But if you're still relatively small and you're using an online event promotion to expand your network of contacts and get to know other folks in your field a bit more intimately, then you'll want to be available to personally handle email inquiries whenever possible. You know these marketers who dump you on a list, send you whatever the latest email was and expect you to jump on the Happy People Brigade? Do you respond to those guys? My guess is THAT'S A BIG NO.

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## How to Generate Mass Traffic to an Online Event in Record Time

If you want to kick off a new online holiday or event, you'll need to do it with a Big Bang. Make your entrance, and then keep the momentum going by cattle-driving traffic and human interest to the source. Yes, cattle-driving! You need to climb on that imaginary horse and start corralling people in! Everyone on the web is highly distracted, even your best buddies. Help them notice you, remember you, and get your name out into mass circulation. Make it fun, and don't forget to have fun yourself. People are attracted to others who seem to be having fun. :)

In online event planning, your two best friends are your social network of humans and the search engines. You can't possibly pull this thing off unless both are wound into the plan - and it should be pretty clear why. If you stick with search engine tricks alone, you'll find that your website begins to pull some rank on Google because you've driven those search words via the major marketing generation methods... but there's an absence of life at the point of contact. That's no good. If you concentrate solely on your human network but fail to tap the engine power, you'll get a small group of excited parties all sitting in a closed circle and blinking at each other. I guess small and intimate isn't terrible, but we're talking about an online event here and that phrase connotes BIG. So, use search engine optimization AND word of mouth to spread it far and wide.

Let's talk about the ways you can viral-market your internet promotion and blast it out there in a short period of time.

**1. Article marketing.** Article marketing is at the heart of every great marketing effort. Don't get me wrong - blogging is instant entertainment, but if you want credibility, then write potent, info-rich articles or have someone write them for you. Your articles are going to get picked up and added to other people's websites, so you'll want to mention the event name and the URL to the event website in each one that you write for your promotional effort. Submit your article to as many article directories as possible but beware the No Advertising Rule! If these guys catch you being too promotional your article will get the shaft and there goes your big article marketing Event Master Blaster Plan. Email me if you need a jumping point for your article marketing campaign: Dina/AT/Wordfeeder.com.

**2. Networking.** Don't even attempt online event planning unless you already have a solid online network of marketing colleagues in place. Your friends are the ones who already love you, admire you, will listen to what you say and join in for the group project. Very few "random finds" on the web will just catch wind of your Pied Piper event promotion tune and start following along (but when they do, it's really cool). You'll want your network topic to be themed around your event. So, if yours is a Kids' Artwork Show with a portion of the proceeds going to a children's hospital, then your network should ideally be for work-at-home moms and parents. DON'T promote your event on a network of unrelated subjectmatter. That's a great way to drive people away completely!

**3. Landing page and email drip campaign.** Your landing page should be accessible from your articles and other "outreaching" content vehicles. When your reader clicks the link, he should be "hard sold" on why this is going to be fantastic, what's in it for him, and compelled to drop his name in the box. Your email subscriber base should continue to grow throughout the event's developments. Use it as a megaphone to 'rally the team', send updates, and guide others to help spread the word and click the links to your blog, articles, ebooks and other web traffic helpers. Frequently tell the team what they'll get out of this. Offer them gifts. Without an incentive, nobody will want to be your groupie and I for one wouldn't blame them in the least.

**4. Blogging.** Blogs get indexed quickly! If you want your mass event to power up the Google ladder, then choose a blog hosting company that will "help you along." TypePad has been working well for me. Fill your blog with categorized keywords and turn your "major search term" (the name of your holiday) into something that will ring a bell and prompt folks to start typing into the Google box out of sheer curiosity. Your blog should contain plenty of links that "point" to your hot pages; for example, any fun contests or activity pages you plan to run, your articles. Include

your landing page at the end of every post. This will lend clarification for the confused who just landed from outer space and also "grab" them for the email list. Your blog should be highly interactive. Initiate discussions; blast out participants and supporters by linking to their websites. Make your blog sticky, and offer plenty of reciprocal links as incentive to keep watching your show.

**5. Web PR.** Web PR is needed so those RSS feeds can sound off your news to the mass communication circuit online. Just like article marketing and blogs, you'll want to include the name of your event frequently (about three times per press release) so that the search term will get carried along on those content feeds and bring you higher up on Google. Think of that web surfer, glazing over your press release and reading a term like "Web Content Awareness Day" multiple times. It sinks in somehow. Later, when he stumbles across you again, suddenly he's compelled to hunt for more info and he types those words into the search box. That's how the momentum keeps building and it's a great reason to submit to free PR sites. If you email me, I can help you out: Dina/AT/Wordfeeder.com

**6. E-Books.** E-books are super-vitamins for your website's page rank. When people open up your info-laden PDF file, that counts as a page view. Page views give you a push in the search engine hierarchy. So DO give away free information. Link to your free downloadable e-book from your blog, from your group emails, from your network posts and from your "main holiday website" after you launch it. Encourage friends to pass your e-book along to keep the page views coming. Links in your e-book should point back to... guess where? Your blog and your landing page. Are you getting a feel for how all this content is connected?

**7. Your Big Yap.** Huh? I'm talking about word of mouth. Don't forget to USE YOUR VOICE in all of your event promotion materials. So many people forget to "speak to their audience" in their marketing, and every time I see it I want to slap myself silly. Don't just plunk a link or a photo down and think people will click it. There's so much going on out there, you need to be heard. I'm not just saying that because I'm a copywriter and I love words. Clear, simple, compelling communication is crucial. Don't be afraid to tell your reader what to do. And ALWAYS tell him what he gets out of it, always! If you have any questions about this EMAIL ME: Dina/at/Wordfeeder.com.

As you can see, it takes some knowledge of cohesive internet marketing to be able to manipulate the search engines while getting folks excited about your big jamboree.

Want to witness event planning live in action? Please join me and my marketing friends for the First Annual **Web Content Awareness Day**, scheduled to launch on **February 9, 2006** at <http://WebContentAwarenessDay.com>.

Sneak Peek: **Visit the Countdown to Web Content Awareness Day Blog** and learn how you can ride our wave of high web traffic!

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# ARE YOU READY TO EMBARK ON YOUR OWN ONLINE ADVENTURES?

Join me and a fantastic cast of exceptional content creators for the **FIRST ANNUAL WEB CONTENT AWARENESS DAY - FEBRUARY 9, 2006**

Bookmark this page so you won't miss a thing: <http://WebContentAwarenessDay.com>



**Warm up for the Big Celebration - come participate in the Countdown to Web Content Awareness Day Blog by pasting in this link:**

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See you there! :)

*Dina*