

THE TOTAL ONLINE PRESENCE BLUEPRINT

Written by John Jantsch



The Total Online Presence Blueprint

A 12-month step-by-step approach to growing your business by tapping the awesome power of a fully integrated online presence.

I've been taking business owners through the beta of my Total Online Presence Program of late and the comprehensive nature of this mindset is certainly reinforcing the overwhelming amount of stuff there is to do online if you are to tap the full potential of building a Total Online Presence.

That was a really long sentence to say – *“Dang, there’s a lot you have to do to get this right.”*

But here’s the good news (or maybe it’s the horrible news), it never ends, you’re never done, it’s just part of who you have to become. What I mean is there’s no point in worrying about getting it all done this week or this month unless you only plan to be in business for a month or so.

You must come to think of building a Total Online Presence as an intention and a continuous work in progress.

With that in mind, I present a 12-month plan of attack or blueprint for working on your presence in the coming year. I’ve long taught this “live by the calendar” approach as I think it helps business owners, who wear many hats, get above the overwhelm by taking it topic by topic and manageable bit by bit in an attempt to forge something that looks like continuous progress.

Enjoy!
John Jantsch



- John Jantsch
Duct Tape Marketing



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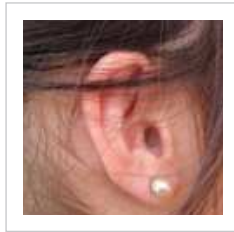
Month 1

Create a Listening Station

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Month 1 - Create a Listening Station



Setting yourself up to actively monitor what's being said to you, about you, about your market, your competitors, by your customers, is step number one. Employ a combination of free and paid tools such as [Google Alerts](#), [Google Reader](#), [HootSuite](#) and [SproutSocial](#) to filter, aggregate, follow and monitor your online presence and establish a routine of processing this information on a daily basis.

- Set up [Google Alerts](#) for: Your brand, your name, your products, 5 key journalists, your core competitors
- Create [Twitter](#) List of: your key customers, key journalists, key industry influencers
- Set up [Hootsuite](#) or [TweetDeck](#) with: your mentions, your brand, your name, your Twitter Lists from above
- Set up [Google Reader](#) with: Customer blogs, industry blogs, interesting blogs, competitors' blogs (Use AllTop, Google Blogsearch and RSS Search Engine to uncover)
- Add [Rapportive](#) browser plugin to Gmail or Outlook Social Connector for Outlook. (These allow you to see publicly available social media participation from anyone that sends you an email)
- Create paid [Sprout Social](#) or Mention accounts and set up monitoring as suggested above for all social networks.

Month 2

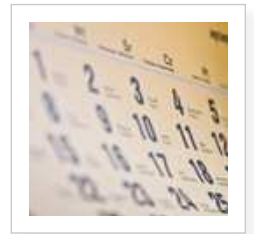
Set-up Foundational Content Calendar

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Month 2 - Set-up Foundational Content Calendar

Using your own brainstorming, combined with some smart keyword research, set up a calendar of monthly themes that will make up the focus of your content for the month. This can be a mix of your own content, guest content, video, audio and related content produced by others. The content created around these foundation themes will become the backbone of your SEO efforts.



- Research Key Content Themes: Brainstorm, ask and consult [Google Keyword Tool](#)
- Create a list of 12 monthly Foundation Themes – i.e.: referrals, sales, technology
- Visit a blog aggregation site such as [AllTop](#) and find blogs related to each theme
- Using [Google Reader](#) subscribe to as many blogs as seems appropriate
- Visit [Quora](#) and subscribe to any theme topic RSS feeds
- Explore ways to expand content distribution – i.e.: add video, add podcast, create transcripts, compile related blog posts into eBook
- Create [Scoop.it](#) account and set up topic pages. Get [bookmarklets](#) and start building on things you publish and find related to your themes
- Create Google and Bing Webmaster accounts to start understanding your SEO

Month 3 Get More Sharable

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Month 3 - Get More Sharable

This month you're going to work on several fronts. You are going to audit everything you're putting out there and make it easier to share. That means adding social media buttons to all of your content, adding ways for people to share your emails and adding sharing options to your printed and offline materials. In addition, you're going to start exploring ways to share more of other people's content.



Drawing links to your content is essentially networking and you start this process by filtering and sharing good stuff that your followers and readers want to know about. One of the best ways to do this is to scan your blog subscriptions and employ a tool like [Buffer](#) to share 10-12 great finds each day.

- Supplement your RSS Reader with additional blogs of interest to your clients
- Create Buffer account and share 10-15 good pieces of content in networks (I use [Reeder iPhone app](#) as this makes it easier to share all your feeds in a variety of ways)
- Create a list of 10 potential guest blog targets for your content
- Create a list of 2-3 guest bloggers for each foundational topic
- Add Sociable Plug-in to your blog and web pages
- Add social sharing to your email signature
- Use your ESP's functionality to add sharing and social capabilities to your email marketing
- Consider 2-3 newsletter list partners that might cooperatively share sign-ups

Month 4 Create a Point of View eBook

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- 2 Set-up Foundational Content Calendar
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Month 4 - Create a Point of View eBook

This month comes with one and only one task – create an eBook that will be the backbone for your lead capture program. By creating a tool that summarizes how your firm is different, by either presenting highly valuable content or outlining your unique methodology, you create the foundation for trust building while giving people a reason to start a conversation beyond [Twitter](#). This also gives you a tool to start reaching out to potential strategic partners for list swaps and co-branding opportunities.



- Outline one list type process that would allow you to position your brand – i.e.: *7 Steps to Small Business Marketing Success*, *7 Essential Stages of a Total Online Presence*
- Audit your current content to determine if you have 6-8 blog posts that could complete an eBook
- Determine future content that would allow you to build an eBook
- Pick 2-3 monthly themes and consider targeting for eBooks
- Search “topic” filetype:pdf to find potential collaborators for eBooks
- Create a list of 3-5 strategic partners for eBook co-branding campaigns

Month 5 Clean Up Your Content Delivery Platform

- 1 Create a Listening Station
- 2 Set-up Foundational Content Calendar
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- 5 **Clean Up Your Content Delivery Platform**
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Month 5 - Clean Up Your Content Delivery Platform

It's time to take a good hard look at what we used to call your web site. Content delivery now means your blog, podcast, videos, eBooks, newsletters and brand assets placed in other networks around the web such as [YouTube](#) and [Slideshare](#). And, of course, this also means your web site, your email capture process, your contact process, your about us page, your on page SEO factors and your page load speed.



- Start blogging consistently based on your themes
- Add a podcast and find guests related to your monthly themes
- Create a curated content newsletter
- Look into Google+Hangout Live to [YouTube](#) for live programming
- Start using [Instagram](#) to tell your stories visually
- Focus on [Facebook](#) News Stream
- Upload presentations to [Slideshare](#)
- Add [Scoop.it](#) content pages to your web site

Month 6

Become Serious About Landing Pages

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Month 6 - Become Serious About Landing Pages

Now that we are producing keyword rich content it's time to start driving people to get that content, to download that eBook and to connect for specific events and presentations. This month you're going to get serious about creating landing pages for very specific purposes such as signing up for your email newsletter, downloading your eBook or attending a free educational online seminar. Once you learn the mechanics of what makes a good landing page you can replicate the process to test and personalize for a variety of environment and occasions.



- Create a landing page for Newsletter sign-up using a tool such as [Premise](#)
- Create landing page for eBooks
- Create landing page for online or offline event
- Add a video sales message to each of your landing pages
- Test multiple headlines for each landing pages
- Test multiple calls to action (CTA)
- Create form driven automatic testimonials using a tool such as [Wufoo](#)

Month 7 Revamp your Email Communication

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Month 7 - Revamp your Email Communication

This month you're going to get serious about remaking your basic email newsletter as well as employing autoresponders to help follow-up with prospects and customers. By adding your monthly content theme material mixed with other people's content you'll produce a far more valuable newsletter that people want to receive. In addition, you're going to start using your ESP's tools to segment and personalize content for different audiences.

- Promote your content system with curated email content
- Find ways to repurpose content into video, audio, eBooks and articles
- Create one email course in a series of emails
- Build a reverse email campaign that forces focus on follow-up and results



- Add email follow-up sequence to every product and service
- Consider creating email-based training for your internal staff
- Clean up your email list with routine purging

Month 8 Tackle Social Profiles

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Month 8 - Tackle Social Profiles

I know that with all of the emphasis on social media these days, waiting until month 8 to mention it may seem odd. My view is that without addressing many of the steps that I emphasized in the previous months, social media participation is simply a distraction. Now, I can make a case for claiming and building profiles whenever you can, but serious consideration should be focused here now. Get serious about claiming, completing and enhancing your [Twitter](#), [LinkedIn](#), [Google+](#) and [Facebook](#) profiles. Don't stop there, branch out to industry networks, [Yelp](#), [Foursquare](#), [Instagram](#) and [Pinterest](#) profiles. Consider a service like KnowEm to create even more profiles.

Tier 1

- Add more description and links to your [LinkedIn](#) Profile
- Complete About page on [Facebook](#)
- Add author=rel attribute web site for [Google+](#)
- Add branded Header graphic to [Twitter](#) profile

Tier 2

- [Yelp](#)
- [Foursquare](#)
- [Instagram](#)
- [Google+](#) Local
- [KnowEm](#)



Month 9 Address Social Integration

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Month 9 - Address Social Integration

Now that you've built profiles it is time to start going deeper. Choose the social network that allows you to reach the greatest number of prospects. Depending upon your business this might be [LinkedIn](#) or it might be [Facebook](#). I believe that most businesses need to up their game in a number of networks to cover the favorite for their entire market, but it's important to also get much deeper in at least one so you can learn how to engage in a way that attracts leads and converts fans and friends to email subscribers and customers.

- Create and follow a routine to amplify your content
- Focus on one or two prime objectives in your social media participation
- Like 10 [Facebook](#) Pages and begin to interact with each
- Share your ideas instead of your pitches
- Join 10 [LinkedIn](#) Groups that have active conversations and engagement
- Create a [Twitter](#) list of potential strategic partners
- Create one piece of "gated" [Facebook](#) content using a tool such as [Shortstack](#)
- Merge online and offline social networking



Month 10 Work Out Conversion

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Month 10 - Work Out Conversion

This month your entire focus should be on the conversion process. So many businesses focus on generating traffic when the money is in, well, the money. This begins with understanding everything you can about the usability of your web site, A/B testing your landing pages and setting up analytics goals and funnels to track every ad, call to action, headline and offer.



- Add [Google Analytics](#) and merge with [Webmaster](#) and [AdWords](#) accounts
- Set up goals for newsletter and eBooks
- Create visual funnels that lead to all product or service opportunities
- Create Tracked Links for all campaigns with Google URL
- Identify your top three traffic conversion channels
- Enlist three referrals and content swap partners
- Explore ways to personalize content with tools such as [4Q](#), [Get Smarter Content](#) or [Survey Funnel](#)
- Add site search with [Google Custom](#) or [WordPress](#)
- Set up a UserTesting test to get feedback on your site
- Add engagement tools such as Click to Chat from [Olark](#) or scheduling with [Schedulicity](#)

Month 11

Start Employing Smart Advertising

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Month 11

Start Employing Smart Advertising

Here's another category that lots of people want to jump right into. It's true you can run some ads and maybe generate traffic before you ever create any kind of organic presence, but I believe that your advertising gets far more effective if you can use it to create awareness for strong content offers, have a firm foothold in some social networks, test and measure your conversion tactics and are prepared to capture leads and build the kind of trust that helps you fully monetize your traffic.

- Use PPC as a cheap testing bed for all ad headlines and conversion
- Link your AdWords account to your Analytics account
- Create one foundational content AdWords Exact match campaign
- Create one Facebook Offer for free content
- Create monthly Sponsored content for themes
- Explore aspects of mobile intent



Month 12 Develop Mobile Friendliness

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Month 12 - Develop Mobile Friendliness

We end the year by looking at ways to tap the fact that almost every one of our prospects and customers has a mobile device that allow them to shop, search and locate things they intend to buy, consume and engage. While this is an evolving front in terms of marketing, the very first step is to make your content ready for consumption on mobile phones and tablets. Mobile ads and text messaging will become increasingly important for marketers so now is the time to start learning the most practical ways to use these new tools.

- Add WPTouch Plugin to your WordPress site
- Start redesign considering a Responsive theme such as child theme on Genesis framework from Studio Press
- Consider a Mobile specific highlight site with a tool such as [DudaMobile](#)
- Claim your [Yelp](#), [Foursquare](#) and [Facebook](#) locations
- Explore SMS for list building with a tool such as [Jatxt.com](#)





About John Jantsch

John Jantsch is a marketing consultant, award-winning social media publisher and author of two best-selling books, [Duct Tape Marketing](#), [The Commitment Engine](#) and [The Referral Engine](#).

His blog was chosen as a Forbes favorite for marketing and small business, and his podcast, a top ten marketing show on iTunes, was called a “must listen” by Fast Company magazine.

About the Ultimate Marketing System

Created by John Jantsch, the [Ultimate Marketing System](#) is a complete small business marketing system consisting of 5 modules that include audio, video, workbooks, worksheets and additional materials – the product of over 20 years of working with some of America’s most successful small businesses and independent professionals.



Hire a Duct Tape Marketing Consultant

John Jantsch also created [The Duct Tape Marketing Consulting Network](#) that trains and licenses small business marketing consultants around the world. These marketing consultants help you complete your ultimate marketing plan. You’ll receive one-on-one attention from a marketing pro that can help you craft a powerful marketing plan, hold you accountable for completing each step, and then show you how to implement the plan to grow your business.

To get started with a consultant complete a free [Signature Brand Audit](#) (a \$250 value) and Duct Tape Marketing will assign a consultant that best meets your needs.

