

# The **Canadian** Institute of Marketing

excellence in professional development

## From newbie to novice

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In 2011 I left the world of traditional sales and marketing in my manufacturing business and entered the world of social media and online marketing. I began writing my books on sales and marketing.

In the beginning I was a true newbie in every sense of the word. I was a follower and easy prey for those waiting for my entry into their world. It has been a challenging experience and one of indecision and confusion. It was a journey of hopes and dreams, failures and despair. This experience was my entry fee to online marketing.

Looking back I can say that I should have known better for some of the things I purchased and pursued. Now I remember many of the expressions of caution I was once told.

“There is no free lunch.”

“If it’s too good to be true it probably is.”

Let’s not forget! “Rome was not built in a day.”

### My Rant

One of the biggest things I found online was inflated values for products or services and the give-away items that you got for purchasing the main one. What ever happened to providing offerings at true value without needing additional value offers?

Is it really free when you pay 10 times the value of the main product to get to your bonuses? If bonuses are needed, how valuable is the main product anyway or even the free ones?

During my time as a newbie I learned that while I was looking for the quick way to generate revenue and the latest secret method or software to begin the money making process, I was missing the true way to success which is traditional hard work. The road to success is not much different online than what I practiced and followed prior to entering this new online marketing world. Hard work, honesty, integrity and providing quality products and services still rule. What I had feared the most was not-knowing enough about this new world of marketing, and as a result it became my greatest enemy and

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it made me an easy prey.

The road to success is not a straight line or staircase where one is always travelling up. The greatest lessons learned along the way will come from one's own failed pursuits. Many mistakes are made and many wrong pathways taken, but the result can be positive and the lessons learned are not easily forgotten.

### As a Novice

It is a great feeling to once again have confidence and certainty in my efforts. Getting an education can be costly.

Marketing is still about getting the prospects attention and holding that attention long enough to deliver your call to action. It's still all about finding what your customers' needs are and delivering value in your products and services that solve their requirements. People who offer these are the online marketers with integrity and sustainability.

The great thing about online marketing are the tools one can use to make the job of marketing and sales so much easier and fast. My biggest challenge was finding the right ones and sifting through all of the shiny objects and so-called "magic bullets."

### Ideas for the Newbie

Blogging – If done correctly and valuable content is provided, blogging can be extremely effective. Using relevant keywords for your Search Engine Optimization (SEO) results is the best way to attract followers. Blogging takes continuity, persistence and time to build a following. The best part is that it is free except for the time spent. Set a daily plan to work on your blogs and once you start posting them, keep the frequency consistent or you will lose your audience very quickly.

Websites – Creating, managing and hosting your own website can be a challenge. GoDaddy makes it easy, and they are great with service and advice. I use WordPress which is an option on Go-Daddy. They can be found at [www.godaddy.com](http://www.godaddy.com). After managing to get people to your site you still need to attract their attention and stay to consider your call to action.

Whoever said, "build it and they will come" was definitely not talking about websites. Websites take a lot of care to create the right appearance, and they must have holding power when the prospects arrive. You need to utilize the right key words to perfect your Search Engine Optimization (SEO) and develop other ways to bring traffic.

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YouTube – This is another way to obtain free promotions, and it brings traffic to your website or landing page. You can utilize your web cam to create short videos of 2 – 5 minutes, and it is very easy to upload to be viewed on line. [www.youtube.com](http://www.youtube.com). Make sure you provide a link to your website or landing page directly below the video. It is very easy to follow the instructions provided by YouTube. You can easily put your YouTube video link on your sites and blogs or other social media sites and send people to landing pages or web site.

Social Networking sites – There are many social media sites that will bring free traffic when used the right way - and one needs to find their niche and get involved. In this area I am still learning but there are a lot of free videos on YouTube to help anyone get started.

Tools that might help the Newbie - As well as some experienced online marketers

Promotion and creating traffic – one of the best sources I have found on YouTube for great free advice on bringing traffic to your site or landing page is found at this link.

[http://www.youtube.com/watch?v=5bKM\\_rphj3E](http://www.youtube.com/watch?v=5bKM_rphj3E). PS This is a site with good information, but the delivery may be offensive to some.

Google Key word planner - is free and is a great way to find the right keywords to attract the search engines to your blogs and website. Type the name Google keyword planner into your Google search. The link is usually at the top of your search results.

Google Analytics – is a great way to get important feedback on activities.

Digishop is a free WordPress plugin that allows you to sell offerings on a website through PayPal (another tool). Type the name (Digishop) on the WordPress plug in, search and download.

Camtasia – is a tool for recording and editing videos. It is not free however, and will involve purchasing the software, but it is an effective way to prepare professional videos for whatever needs may be. There is a one month free trial to see how it works. It can be found at [www.TeckSmith.com](http://www.TeckSmith.com)

Megaphone – If you are you looking for a way to build a landing page without a website (or even with one) this software will allow you to create a landing page or opt in page, a thank you page and also provide place to sell your downloadable offerings. You can connect responses to an automated email service and collect addresses for delivery and future correspondence. Megaphone offers a very reasonable monthly rate to get started at [www.megaphoneapp.com](http://www.megaphoneapp.com). Their tutorials to explain their services are very informative.

Aweber - This email service provider and auto-responder is one of many. It can be found at [www.aweber.com](http://www.aweber.com). Aweber has a one month free trial. Their rates seem reasonable and training tutorials are detailed.

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## Summary

These are a few of the vehicles and tools available to make marketing much easier, especially for the newbie. I have achieved clarity in many elements of online marketing and the panic and urgency to jump on the next trend is hopefully behind me. I have moved on from my newbie status and am now entering the stage of a novice with knowledge. I no longer chase every shiny object or seek the magic bullet to obtain the hundreds of thousands of dollars that are being made online by others.

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