

AloeRoot Web Services Presents: Ways You Can Make Money Online

Blog! One of the best ways to build up authenticity and authority in your field is to start a weblog. Post as often as you can; share information that your customers can use, be entertaining, write useful articles, and be available to exchange commentary with your audience. Give away advice and information for free and your readership will see the value of purchasing from you. Blogging is the best way to bring traffic to your site and gradually increase your web traffic.

Cost: Varies according to your situation and budget. Call 866-869-3835 or email info@aloroot.com for a custom quote.

Your Time Invested – between 15 minutes to 30 minutes a day; less if you're really inspired.



Flickr: If you manage many product photos or videos, Flickr is a great place to store, sort, categorize, annotate and share them – images hosted on Flickr's site can be embedded into your site easily, while your Flickr Photostream can be shared with people by email and through the large community of users at Flickr.com. Having your images in two places at once (flickr.com and your website) gives you more exposure and increases the ways in which you can be found online.

Cost: Varies according to your situation and budget. Call 705.474.5733 or email info@aloroot.com for a custom quote.

Your Time Invested – approximately one minute to write notes and keywords for each photo you wish to put online. More time if you wish to participate in the community of Flickr photographers.



Facebook is the most important of the social media websites, offering three ways for you to interact – a **Personal Account** allows you to connect with friends and colleagues by posting personal updates, photos etc. Joining a **Group** dedicated to a band or team or TV show connects you to other people who share your interests. Creating a **Page** allows you to spread the word about a specific product, service or business.

Cost to have AloeRoot develop a Page for your business: \$65

Your Time Invested for marketing your business using Facebook pages – 5/10 minutes per day.

Don't want to update it yourself? If you email us your photos, news items and other materials, we'll update your Facebook page for you and promote it using our social media connections. Cost: \$5 per update.

AloeRoot's Guide to updating your Facebook Page (Word or PDF Format): \$20



Twitter Integration: We recommend that you spend about ten minutes a day using Twitter to share short, conversational updates that may or may not relate to your business , expanding your online social network without aggressively promoting your products.

We have software available to embed your Tweets (Twitter updates) into your website automatically, so your site will be consistently refreshed with new content that demonstrates your social-media savviness and invites others to join you in conversation. You can also choose to maintain a Twitter account without integrating it into your website.

Cost of Twitter integration into your web site: \$20

Your Time Invested for marketing your business using Twitter – 5/10 minutes per day.

AloeRoot's Guide to using Twitter (Word or PDF Format): \$20



Kijiji Ads: Kijiji.com is a free classified ads site that allows you to post advertisements for your business, targeted to individual cities. You can purchase additional exposure (featured ad, top-of-page ad) for small weekly charges.

Cost to have AloeRoot write and design an effective ad for your business, pay to have your website address included, purchase homepage and top-ad status, and monitor your ad for ongoing renewal: \$75 per month per city.

Your Time Invested – only the time spent responding to customers who contact you through your ad.



Search Engine Optimization: in order to help search engines find your website, your site's code needs to be optimized to make it easy for the engines to find you, without falling prey to the pitfalls that will get your site blacklisted for bad practises.

Cost: included with any new AloeRoot website. If your site is already online, we charge \$35 to audit and optimize it for better results.

Your Time Invested – none.

Put the You in YouTube: Webinars, product demonstration videos, and how-to guides are excellent ways to bring value to your web audience and bring customers to your site. We can help you get your videos into YouTube and embed them into your website so your website guests can experience the excellence of your online offerings.

If you don't have any video to share, you can purchase advertising on YouTube - If the YouTube global audience were a country, it would be the 3rd largest country in the world with over 420 million unique visitors every month. You can leverage all those eyeballs to your advantage.

Cost: Varies according to your situation and budget. Call 705.474.5733 or email info@aloeeroot.com for a custom quote.

Your Time Invested

Monthly Newsletters: let us help you build up a list of interested customers who have opted in. We can help you avoid spam traps, communicate inoffensively and reach an engaged audience by email.

Cost: Varies according to your situation and budget. Call 705.474.5733 or email info@aloeeroot.com for a custom quote.

Your Time Invested – between 30 minutes and an hour every month to prepare your newsletter.

Google AdWords is Google's online advertising system. With AdWords you can set up campaigns of ads which will appear next to relevant content on websites around the Net.

For example, if you run a comics store, your ad will appear on pages related to comics, and next to the search results when people search for comics with Google. AdWords campaigns are highly customizable and require a lot of monitoring and management.



Cost to Purchase AdWords:

you set your own monthly budget and pay only when your ad gets clicked, up to your maximum amount.

Cost to have AloeRoot manage your AdWords campaign: \$30/month for ongoing keyword and campaign management.

Your Time Invested for marketing your business using Adwords – none.

Free (and really cheap) Ways To Market Yourself:

You can explore any of our paid options (above) and set them up for yourself if you're confident in your technical skills and have some time and determination. Allow AloeRoot to help - we'll save you hours of work, and give you the benefit of our many years of professional experience.

Here are a couple of free tips:

Use LinkedIn – like Facebook but for professionals only, visiting linkedin.com and creating a profile is a great way to put your name and organization out into the online public to be discovered. Connect with your colleagues or customers, post your resume or describe your business specialty, and write and receive recommendations to increase your online exposure.

Email Signatures – add a brief, effective sales message to every email you send. Share a helpful tip for free or find a way to encourage people to contact you and you add immeasurable value to your email. Need help? Ask us how to do it.

Join Yahoo! Answers and start answering questions - answers.yahoo.com lets you help other people find things out. If you have a special area of expertise, you can become known as a guru who offers good advice.

Jazz up your billing: add a marketing message, free insider tip, or coupon to your invoices to remind your loyal existing customers why you're such a good choice.

Start a Referral Program: give your customers a small discount or free product every time they send new business your way.

Improve Your Points of Contact: how does your customer perceive your business? Do they see your bill in their mailbox every month? Do they listen to your voicemail? Receive your email? These are your points of contact with your customer.

Make sure every point of contact is positive, polished, and shows your business in a good light. Uncluttered invoices, pleasant phone manners, and well-crafted emails all help to give a good impression of your company – something that's just as important as the quality of your product or service.

Have Questions? Write your notes here:



Call AloeRoot for help – 866-869-3835 or email info@aloeroot.com.