

# MarketStorm

## In This Issue:

4 THINGS YOU NEED TO DO TO BUILD YOUR LIST

MARKETING ON TWITTER

OVERCOMING LOW SELF-CONFIDENCE

THREE WAYS OUTSOURCING SOFTWARE JOBS CAN SAVE YOU MONEY

USING TUMBLR TO SAVE TIME



# OUTSOURCING AND MARKETING

4 Things You  
Need To Do  
to build Your

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**Online marketing may have developed a sudden surge these past few years, but many in the know how have felt its rise even from way then. As more internet based businesses are put up, the need to develop new marketing skills and knowledge based on this new medium have arisen. More and more marketing strategies are being discovered and developed to cope with the changing face of business the business world.**

The demand for online marketing tips and strategies have drastically grown and a new form of business has been born, internet marketing strategies. While there are companies that are all too eager to help your site and business build a clientele for a fee, there also many ways that can spread the word about your sites subsistence in a more cost-free way. One of this is Opt-in email marketing, also known as permission marketing.

Opt-in marketing requires the permission of a willing customer to subscribe to your marketing materials, materials that take form in newsletters, catalogs and promotional mailings via e-mail. The more opt-in marketing mail is sent, the more chances there is to bag sales and more sales. To do this, you must build a list of all those who wants to subscribe to your opt-in marketing list.

From your list, you will get your targeted customer, this is a good list since they already have shown interest in what you have to show and sell since they have willingly signed in for your list. These are the people who have liked what they have seen in your site and have decided they want to see more and maybe even purchase whatever product or service your company and site has to offer.

Many people would think that building their lists would take hard work and a lot of time to build and collect names and addresses. This is not so, it takes a bit of patience and some strategies but in doing this list, you open your site and your business to a whole new world of target market. Take the effort to take your business to a new level, if traffic increase and good profits are what you want, an opt-in list will do wonders for your business venture.

There are many sources and articles in the internet available for everyone to read and follow in building a list. Sometimes they may be confusing because there are so many and there different ways. Different groups of people would have different approaches in building an opt-in list, but no matter how diverse many methods are, there are always some crucial things to do to build your list. Here are four of them.

## **Put up a good web form in your site that immediately follows the end of your content.**

While some may say this is too soon to subscribe for a website visitors application, try to remember that your homepage should provide a quick good impression. If somehow a website visitor finds something that he or she doesn't like and turns them

off, they may just forget about signing up.

A good web form for subscribing to an opt-in list is not hard to do. Just write a simple short statement about how they would like to see more and get updated about the site. Then there should be an area where they could put in their names and e-mail address. This web form will automatically save and send you the data's inputted. As more people sign in, your list will be growing.

## **Make your homepage very, very impressive.**

You need to have well written articles and descriptions of your site. Depending on what your site is all about, you need to capture your website visitor's fancy. Make your site useful and very easy to use. Do not expect everyone to be tech savvy. Invest in having good

programming in your site, make your graphics beautiful but don't overdo it.

Don't waste your time making the homepage too overly large megabyte wise. Not all people have dedicated T1 connections, the faster your site gets loaded, the better. Go for a look that borders between simplicity and sophisticated knowledge.

## **THIS NEVER FAILS: Provide good service and products.**

A return customer is more likely to bring in more business. Even then and now, a satisfied customer will recommend a business always.

Word of mouth and recommendations alone can rake in more business than an expensive ad. As your clientele roster grows so shall your list. With more members on the list, the

more people will get to know about what you have new to offer.

4) Keep a clean and private list.

Never lose the trust your customers have entrusted you. If you provide e-mails to others and they get spammed, many will probably unsubscribe to you.

Remember, a good reputation will drive in more traffic and subscribers as well as strengthen the loyalty of your customers.





# Marketing On Twitter

If you want to let others know of your daily activities, Twitter will help to you do the same in the best way possible. Although some may wonder about the point of letting others know of what we do in our personal space, but it is believed to have the ability to generate market value for your business by finding solutions to that very same query.

At first Twitter may seem like any other instant messaging gadget. It works the best for those who have a wide range of interests and activities.



## How It Works

Twitter is instantly accessible. It connects you to a much wider geographic social base than your neighborhood or the college cultural community. Due to more and more people using the Internet to stay in touch with others as well as getting to know new people, Twitter is the best way to do all of this.

Maybe according to you your interests, activities and habits are

only for your family, friends and colleagues to know. But that is not the case in reality. People are way better connected today through the Internet than they were a few years back.

You can interact with those individuals who share a common interest with you but might be living half way across the world. You would never have known of each others' existence had it not been for a device such as Twitter.

## Using Twitter to Make a Difference

You can find out which URL is of the most interest to you by using Twitter to get to the bottom of this. While searching for your most favorite URL remember that websites contain content, but 2.0 sites don't. Therefore, you have to use specific URLs for Twitter to do its work.

If you want to find out what subject interests you the most in any field Twitter will find this out for you as well. You can also find others who share the same taste and interact with them to receive updates regarding the topic under discussion as well as share your information on the topic with them.

If you want to receive and send tweets to those living near you about common interests and activities, you can do so through Twitter. In this way you can stay connected with all those who indulge in similar habits as your own both near and far.

If you want to make contact with people who make a difference regarding your interests and hobbies you can search them out on Twitter.

In order to find someone worthwhile to keep a close watch on you need to see if they have posted anything that they have created on their own or not. If they are ones who only re post others' content then there is no point wasting your time on these individuals.

Following such people and their posted content can help you in gaining useful information about various subjects of your interest.

On the flipside, if you are one of those who post useful original content on the Internet and use Twitter to improve your connections socially then there

will be many followers who will worship you for your content.

Remember that when you are posting content regarding issues that are important to you, there are others out there who are also following this content regularly. Therefore, whenever you post such content make sure you send tweets to all those who are your followers and others who would want to join this list.

Make sure that your content is original and useful for those who are reading it. If you find something on whatever you are interested in suddenly, then make sure you let others following the same topic as well, through Twitter.

Your content can be through Facebook, a webpage you may have designed, a blog you may have written or even videos and pictures that you may have taken. The topics can be varied and the content matter can be as

quirky and strange as you wish them to be.

But always remember that by posting such content on Twitter you are influencing the thought process and opinions of thousands around you who take an interest in the same topic. Therefore, be careful of what you post to whom. You want to let people know that you believe in something and that you are willing to do something about it instead of just speculating or arguing about it. Therefore, this will be a sort of inspiration for those who also want to join a cause that they believe in or a petition for some change that they want.

Be creative with your content. Present it as you want to. Do not conform to any typical idea. Make the content interesting for those who are following it.

## Why Should You Use Twitter?

If you want to know what your contemporaries are thinking about, or what they are doing about these thoughts to bring about positive changes in the society then Twitter is one of the most effective media to do this. Not only will you be exposed to a variety of information on a host of issues, but you will also be able to interact with those who are posting these things and are acting about these beliefs and causes.

Not only will this be a way for you to contribute to the cause that you believe in, but it will also keep you connected with your peers. It is obvious that change can be brought about only when a community stands united in its front. Twitter presents itself as a channel for this community to act and interact.

Therefore, do not waste any more time and use all the information, trivia and notes that you have collected about various issues that may interest others like you and put them up on Twitter and wait for it to become the topic of discussion on the forum within moments. In this way you will know what the general opinion about your topic is. You can work on your issue accordingly or even gather support of those who are in favor of this in order to bring about a vital change.

Twitter is a medium of communication provided to anyone and everyone who is involved in issues involving the society, economy, politics, and subjects of every other kind that one can think of. This is a medium to put one's word across to others and make a statement. If you have this opportunity in front of, the best is to grab it and make full use of it.



OVERCOMING  
LOW-SELF  
CONFIDENCE

How fine life would be if we all felt like a million dollars 24 hours a day, 7 days a week! We would never, ever feeling like we have woken up in a pit, full of self-confidence lows, having the energy to just jump out of bed and meet the day with loads of enthusiasm and knowing that we are going to get through the day without worries of any kind. The sun will shine all day, with just enough breeziness to keep our bodies cool. Life is good, oh so good.

## **BUT NOT if you are a person imprisoned by low self-confidence.**

Low self-confidence is a very nasty characteristic to have inside us. It makes us feel weak. It makes us lose faith in our actions and dreams. It can even stop us from going forward in our lives with relationships. It allows so many ugly negative thoughts to take hold of our minds. Some will even try to escape this gripping emotion through the comfort they feel in their eating patterns. Some begin to trust the emotion that creates mistrust, in order to derail their thinking, only setting them up for a history of jealous explosions.

## **The Darkness Begins**

We begin to act selfish, constantly thinking that every action made is directed at us in some negative way or that we are the butt end of the joke when we see people laughing and happen to be looking our way. We feel that we are being compared with others. We feel we cannot ever do anything right. We see negative in every word that is said about us. We want to share our pain and loneliness, so that everyone around us can feel equally sad. We become habitual riders on the roller coaster of self-pity. We want to be the only person in the world with any good qualities. We want our partners to see only us and desire only us. We want our partners to only have fun when we are around them. We do not allow ourselves to

have fun because we are allowing our selfish habit of low confidence to stand in our way. Notice all the WE`s in this paragraph.

Our negative trap is working well, isn`t it? The trap of low self-confidence is what will trigger all the lows in our emotions such as: low self-esteem, low energy levels, low sexual desires, low positive thinking, low care in personal hygiene, low desires in life period.

## **Imagine watching a movie...**

and in this movie there is a person trying to get through life struggling with all the WE`s that I have just described to you. Would you not be thinking, or if you are like me yelling, at them to STOP? Would you not be thinking of ways to help them? Weird isn`t

it? The person in that movie is you, all you have to do is step outside of yourself, and your ability to fix all of those WE`s is so simple. We always think that we look funny in pictures, but when we look at other people in pictures, we do not criticize them or pick them apart. Well neither does anyone do that to our picture. We are our worst enemy when we allow low self-confidence to take priority in our minds.

## **How do you fight this horrible war against yourself?**

Habits are a very, very good way. I have done blogs on habits many times. This is probably because it is through creating positive thinking habits that we can drown out the negative stuff that controls are world of peace and happiness. I am not saying it

will happen overnight. I am not saying that it will happen after one time of defeating the negative. What I am saying is that the more we feel that we are just as special as anyone else in the world, or ask ourselves, will this issue that is causing me so much pain and agony mean anything tomorrow? If this is my last day on earth, do I want to spend it like this? Try to feel like you are all new every morning.

Nothing that happened yesterday will defeat our day today. What may seem so devastating in that second, really is only because we are allowing it to feel that way.

Changing your track is a very important thing. I don't care what you have to think about in order to do that, just do it.

Think about anything to get your mind to change.

Eventually your mind will do

that on its own. Yes, it's all habits and only you can do this. This is something you must do for you. Your self-respect will guide you and give you strength. The higher you build your self-confidence, the stronger all of you becomes. Then you will be able to defeat all of the negative emotions that fight to control your thinking. Do this for you. It's no different than quitting smoking, exercising, taking care of yourself, even cosmetic surgery.

## **REMEMBER...**

All of these changes can and should only be done with your best interest as your goal. No one else really cares in the end. How you live your life and find happiness is totally up to you, so kick low self-confidence today!

# Three Ways Outsourcing Software Jobs Can Save You Money

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Pay an individual outside of your company to complete a software project for you and you could find yourself saving money in the process. This is a concept which may seem counterintuitive to some but those who have embraced the idea of outsourcing realize the cost savings associated with process is one of the benefits. Outsourcing results in an overall cost savings for a number of reasons. Outsourcing contributes to reduced labor costs and greater productivity. Additionally, outsourcing virtually increases manpower giving companies greater capabilities.

## **Reduced Labor Costs**

For many the most important reason for outsourcing is to reduce labor costs. Employers may not be obligated to offer benefits such as social security, Medicare and workers' compensation to the workers who are completing the outsourced work. Additionally, these individuals often have their own offices and computer equipment and are capable of completing their work offsite.

Labor costs can be a significant part of a company's budget for the year. A company that is able to reduce their labor costs will be able to enjoy a greater profit margin without making any other changes to their business operations.

There are certainly other changes which can be made to increase profitability but reducing labor costs is a guaranteed method of increasing profitability while other methods of increasing profitability such as marketing different niches will not guarantee success.

## **Greater Productivity**

Another benefit of outsourcing is increased productivity. Greater productivity can be another cost savings benefit for companies. When work is outsourced there are a number of factors which contribute to increased productivity. Productivity may increase due to workers being assigned appropriate projects, workers being more efficient and less cases of underutilization.

Assigning workers to tasks that are beyond their capabilities is one way to cause a decline in productivity. While challenging employees to think for themselves and take on increasing responsibility is worthwhile, giving an employee an assignment he is not qualified to complete can be damaging to productivity because of the learning curve involved. This is why it is so important to outsource complicated software tasks to experts in the industry. They are often able to complete complex tasks quickly and efficiently.

Outsourcing also makes employees more efficient because by allowing individuals to focus on only one task at a time there is less time spent transitioning

from one task to another. Many employees and employers think multi-tasking is a way to increase productivity but it can actually have the reverse effect. Employees with too many responsibilities may feel pressured to work on each task each day. This can be detrimental because each time the employee switches from one task to the next it is necessary to get back up to speed with the new task and remind himself where he left off when he stopped working on the project.

Finally, outsourcing can lead to greater productivity by reducing underutilization. For example outsourcing very specialized projects requiring expert analysis is preferable to maintaining this expert on staff when their services are only needed occasionally. If

this were a salaried employee he would be greatly underutilized. However, outsourcing these occasional projects to an expert prevents the underutilization phenomenon.

## **Increased Manpower**

Another way outsourcing can save you money is through providing your company with increased manpower. This is especially important for smaller companies who would normally be precluded from attempting to secure larger government projects. This is because there are typically requirements regarding the number of employees a company must have available to work on the project. Maintaining a network of qualified individuals gives a company

more bargaining power when negotiating larger contracts.

Outsourcing is really ideal in this situation because it enables the company to work with highly qualified individuals when necessary without having to retain these individuals as salaried staff members. This is significant because niche experts often become so specialized that working as an independent contractor is really their only option because as a salaried employee they are more of a liability to companies than they are an asset. This is because many companies do not want to bear the burden of keeping these individuals on staff when they can outsource the work to them on a per contract basis.

# Using tumblr. To Save Time

If you use multiple social networks, it may be a good idea to consolidate your workload, so that you don't spend a large chunk of your time repeating the same tasks. One way in which you can do this is by using Tumblr

Much like the Facebook app I mentioned earlier, Tumblr allows you to post to all of your accounts at one time. This means that you can tweet, post a Facebook status update, and post to any of your other accounts at the same

## **Integrating Your Twitter Feed with Your Homepage**

If you want to make your site more dynamic, you may want to consider adding a scrolling Twitter feed. In brief, this is basically just a script which cycles through all of your tweets, displaying them in

sequential order in a nice-looking frame.

This is always a nice touch to add to your site. It will not only improve the appearance of your site, but it will also create the feeling of dynamicity.

## Using Tumblr.com for Longer Tweets

As I've mentioned before, Tumblr can be an incredibly useful tool for businesses who want to want to create a presence in the blogosphere. It can also be used for other things, too.

For instance, if you find that you are often unable to communicate enough information in a 140-character Tweet, you may want to consider using Tumblr to Tweet instead. This will allow you to write a message of any length; and then allow Tumblr to automatically Tweet the first 140 characters of it with a link back to the blog post.

## Tumblr vs. Other Blogging Platforms

In addition to its integration with Twitter and Facebook, Tumblr offers other significant benefits—most of which become apparent when you compare it to other blogging platforms.

Of all the benefits Tumblr offers, one of the most important is its simplicity. Going even further than WordPress, Tumblr offers an extremely basic user interface that allows you to choose between functions such as “text” and “pictures.” This can be very important if you want to use Tumblr quickly and move on; however, if you want a more customizable platform, then you may want to consider doing your own programming or using WordPress.

## Selecting a Tumblr Theme

One important part of using Tumblr correctly is selecting a clean theme that you can use on your blog. Since many people who read your Tweets for the first time may end up on your Tumblr page, it is important to create a good impression quickly. Otherwise, you risk losing a potential customer before you've had any time to pitch to her.

One option is simply to select one of the available Tumblr themes. These are largely clean and professional; however, it is likely that visitors will have seen them elsewhere.

Another option is to go to your Tumblr dashboard, and then click "customize," "theme," and the "use custom HTML." You can then take HTML code from any site that offers free Tumblr themes and paste it into the form

# Alternatives to Tumblr.com

In the last few tips, I've covered how to use Tumblr exhaustively; however, what I did not mention is that there are a number of good alternatives to Tumblr. If you want to check out these alternatives services, here are some selections from beebom.com:

## WordPress

It's impossible to talk about blogging platforms without mentioning WordPress. Powering up 25% of all the websites (as of February 2016), it is undoubtedly the most popular Tumblr alternative that you should consider.

WordPress comes in two variants, a free and open source script based content management system (CMS) that can be installed on a web server, and a freemium blogging platform that helps you get your first blog started in seconds.

WordPress is extremely customizable, thanks to the innumerable themes and functionality enhancing plug-ins

available for it. Not just that, it has everything you'd expect from a solid blogging service, including multi-user support, social network integration, SEO, and custom tags/categories. In essence, if you want a fully loaded blogging service, WordPress is an absolute no-brainer.

## Blogger

Owned by the tech giant Google, Blogger is one of the easiest blogging platforms out there. And if you're invested in the Google ecosystem, this is just the Tumblr alternative for you. It includes a super simple web-based post editor, and you can have up to 100 blogs

per account. Blogger also has options for viewing detailed stats, such as monthly page-views, traffic sources etc. for your blog. Oh, and there is full integration with Google's AdSense program as well, for easy monetization. Lastly, all the regular blog features such as multi-user support (with permissions), posting via email, and comments are supported too. But even with all of that, Blogger isn't without its downsides, most notable of which is that it doesn't let you host your blog on a web-server. So if you have your own custom domain, you have to use DNS functionality to redirect it to the blog.

## Soup

It may be oddly named, but Soup almost exactly mirrors Tumblr in both user interface and features, thus making a strong case for a robust Tumblr alternative. From texts to quotes, and from images to videos, it lets you post everything, and then some more. It can directly import posts from a large variety of social networks (e.g. Twitter, Reddit, SoundCloud), and lets you automatically publish posts to Facebook too. Also, you can point your custom domain to your Soup micro-blog easily. There are many Soup groups (based on topics like animals, TV shows etc.) that users can join and post to, thus creating a collaborative stream of posts. In a nutshell, Soup is a simple micro-blogging platform that works.

