

# The Guide To Online Visibility For The Time-Poor Business Owner



How The Average Small Business  
Owner Can *Plug In And "Be  
Everywhere"* While Still Having  
Time To Run Their Business And  
Go On Vacation

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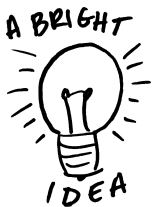
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Dear Fellow Business Owner,

It was a dilemma. I had developed [The "Be Everywhere" Strategy](#)<sup>1</sup>. The amount of continuing exposure and online visibility it would give me would, I knew, be extraordinary. The problem was the time it would take to implement.

I tried for example to set up multiple Tweets for a new blog post and schedule them out over forthcoming months to continue to drive traffic back to the blog from future followers.

It started to work, but the process seemed to take forever - writing out the Tweets, shortening the links through bit.ly, and then loading them into Hootsuite. Plus, it wasn't really what I wanted to do with my time nor did I consider it the best use of my time.

**And that was just one channel.**

What about then doing a post for Google+, a post for LinkedIn, and again for Facebook, all rewritten to suit the format of the particular platform. And then images to Pinterest, Instagram, etc. etc. *Arghhh!!!*

By the time I'd finished it was time to create the next blog post, and there was no time to actually run the business.

What I really wanted to do was to just create the content on the blog, and then have everything else done for me. I needed a process that would effectively take the content, adapt it as necessary, and profligate up through [the Content Tree](#)<sup>2</sup>.

I thought about using a bunch of outsourcers to take care of it for me, but based on past experience, the management of that would be a nightmare. Checking which piece of content was where at any particular time, tracking who was doing what and where. It sounded every bit as much of a pain and hassle as my initial approach of doing it manually myself.

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<sup>1</sup> <http://blog.vwriter.com/be-everywhere/>

<sup>2</sup> <http://blog.vwriter.com/be-everywhere/>

Again, I wanted and needed the time to actually run and develop my business, rather than following a tedious weekly schedule of people management.

And then it struck me. The dilemma was very similar to one I'd had over a decade previously when I first started article marketing.

*Back then, it was one of the most effective online marketing strategies around. The equivalent of social media engagement and influence today.*

I submitted articles for a while manually (it was the only option back then), but the process was so time-consuming and mind-numbingly tedious, that despite the benefits I stopped doing it.

I barely had the time to write another article, let alone start the whole process again of going around submitting them. And the very thought of starting that whole tedious cycle put me off putting pen to paper (or more accurately, *fingers to keyboard*) completely.

There was one glimmer of light. With my programming background, I suspected the whole process could be automated. And after a bit more testing and digging around, I knew it could be done.

And so I automated the process to the extent that all I had to do was submit the article to one site - my own - and it would then distribute the article to all the other channels.

Magic! SubmitYourArticle.com was born. It changed the face of article marketing forever, spawned a whole new article marketing industry in its wake, and distributed content for thousands of businesses across the globe.

More importantly, I was now able to take full advantage of article marketing without it consuming all my time. In fact, I found it far more efficient and achieved better results than doing it manually.

Could something similar be developed for my Content Tree strategy, and allow me to take full advantage of all the different content channels that were now available?

***I started to imagine a solution where all I had to do was concentrate on creating quality content for my blog, and the content would then automatically profligate through all these other channels.***

But I also knew effective content marketing was also about curating *other people's content* too, and effectively becoming an authority figure in a particular niche.

*The solution also needed to permit the curation of content from sources I'd vetted and approved of.*

The ideal solution for me:

- Would allow me to concentrate on what I did best, and have all the other practicalities taken care of ...
- Would not mean I had to manage or concern myself with staff, outsourcers, or any such hassles I didn't want to deal with ...

Plus, I've always loved *systems*. I just wanted to put something into one end of a *content marketing machine*, and have the system take care of everything for me.

## **And so, starting with Twitter as the first content channel, that's what I built ...**

Perhaps you already use Twitter to some extent in your business - it certainly shouldn't be ignored:

- Twitter is the world's second largest social network, with **288 million active users** worldwide ...
- *Over a fifth* of the world's population use it on a monthly basis ...
- Since 2009, its active user numbers have grown a staggering 714%!

And it's suitable for virtually *any* market ... for example, their fastest growing age demographic is in the 55-64 age bracket, which has grown 79% since 2012.

That's just Twitter. *Other channels ... Facebook, LinkedIn, Google+, and more ... will be added in to the system over time.*

And this *Content Marketing Machine* system is proving so effective and efficient, I'm now making that solution available to others.

**Tip:** To watch a video demo of how the system works, simply log into your account at <https://clients.vwriter.com>. If you don't yet have an account you can grab one for free at <http://vWriter.com>.

## Let me show what it can do ...

Here's the basic process:

- To set up a new machine, you simply need to supply a content feed (also known as a RSS feed) - *this could for example be the feed for your blog, but any feed can be used, tons of different sites provide them ...*



- Each time the feed is updated with new content (for example, a new blog post is published), a new content order is automatically generated on vWriter.com ...
- For the Twitter *Content Marketing Machine*, this will be an order for a certain number of Tweets (it's up to you) ...
- Our specialist writers then create the Tweets for you ...
- Once you accept the Tweets (or choose to accept them on auto-pilot), the Tweets are then scheduled to be automatically published to your Twitter account.

Want to drive consistent **#WebTraffic** to  
your blog? Collect email. As simple as that!  
[bit.ly/1mIV4wX](http://bit.ly/1mIV4wX)



For example, every time you publish a new post to your blog, you might want 12 Tweets created, and schedule them to be published once a month for the next year.

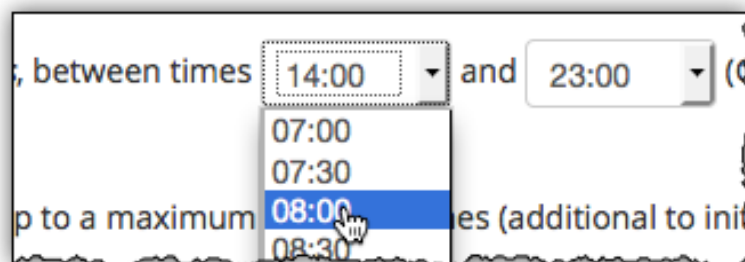
*This would help keep traffic coming back to your blog, and take advantage of your blog's 'historic content' as your post gradually got older.*

Or if you just want a single Tweet created, that's fine to ... it's completely up to you.

**Each Tweet is hand-crafted**, and based on different parts of your post. You can supply a pool of possible hashtags for each Tweet, and then the writer will select the most appropriate one (or two if you'd prefer) to incorporate into the Tweet.

In this way, every time you publish new content, all the follow-up Tweets are taken care of for you automatically, all professionally written and tweeted out when you want them to be.

*You can even specify the exact time-window when you want your Tweets to be published. Your followers may be more active at a certain time of day, and this allows you to take full advantage of that. Doing so can make a marked difference in the levels of engagement and numbers of new followers you can attract.*



(By the way, while we have freelance writers on vWriter.com for other types of content, to ensure consistency with how the Tweets are created, we use a specially-trained internal team of writers ... I'll show you the process they use a bit later in more detail, but all the Tweets are based on and closely match the content supplied via the content feed.)

Of course, it's best not to solely push your own content on social media, but to mix it up with quality content from elsewhere (otherwise known as *content curation*) ... *and the system has been designed with exactly that in mind.*

***This also means you can use the system regardless of whether you currently publish your own blog yet or not.*** You can still start to build authority, influence, and followers on social media, and use it to start building up traffic to your website.

“Once again, Twitter is our major source of referral traffic ...”  
- brightideas.co, February 2014

“Twitter.com ... a site that generates amazing traffic with one off messages that are quickly sent at the speed of light”  
- searchenginemag.com, January 2014

You can enter in as many content feeds as you like ... and create one or more *Content Marketing Machines* from each one.

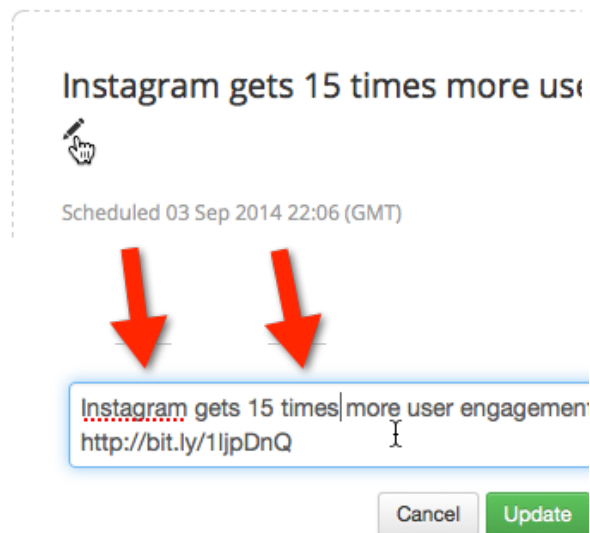
Your aim is to become a trusted source of information on a particular topic. So we'd recommend finding the thought-leaders in your niche, and using their feeds, whether from their blogs or elsewhere (eg. SlideShare account).

You could also for example use news feeds, and use our advanced keyword filtering feature to ensure Tweets are only created based on content that's relevant for your audience.

Here are some other powerful features built into each *Content Marketing Machine* to ensure they work in the most effective way possible for your business:



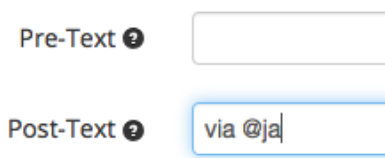
- **Adjust the auto-acceptance time for your Tweets.** The standard is 72 hours, so if you haven't requested revisions or accepted the Tweets within 72 hours, they're automatically accepted for you. But once you're comfortable with how the system works you can adjust this time period all the way down to zero hours. This could mean the first Tweet is published within just an hour or so of a new post (or other content) going online.
- **Edit any Tweet, any time.** As long as it hasn't yet been published, you can edit any Tweet at any time, including its scheduled publication date. You can also delete a Tweet if you want before it's published. *You maintain full control.*



- **Choose to auto-Tweet as soon as new content is published.** If you want a Tweet to go out immediately, select this option, and we'll create a Tweet automatically based on the title of the content.
- **Full publishing/scheduling control:**
  - Choose to publish each Tweet from a particular content item every *X* number of months, weeks, days, hours ... even minutes
  - As stated previously, choose the exact time window when you want the Tweets to be published
- **Automatic link tracking and shortening.** Each Tweet will contain a link back to the original content item, and we'll automatically shorten this link for you via your own *bit.ly* account and help you track your click-throughs and see your traffic

build as your follower count increases (it's free to sign up with bit.ly if you don't already have an account). You can also add as many different bit.ly accounts as you wish (for example, if you work on behalf of different clients). *Other shortening services will be added in over time.*

- **Tweet length control.** Specify the maximum character count for the Tweet. Some social media experts for example advise keeping Tweets under 100 or so characters, as this can encourage retweeting.
- **Repeat publishing facility.** You can choose for each individual Tweet to be *repeat published*. For example, if you have followers all over the world, a Tweet published at a certain time will get limited visibility. Instead you can choose to repeat a particular Tweet X number of times, publishing each repeat every X number of minutes, hours, days, weeks or months.
- **Quantity limits.** Some feeds you supply may publish new content far more frequently than you actually want to Tweet. With this in mind, you can state you only want Tweets created for X number of content items every X number of minutes, hours, days, weeks or months. Be as sporadic ... or as frequent ... as you wish.
- **Set pre- and post-text for your Tweets.** You can provide specific text you want to be added to your Tweet, either or after each Tweet. For example, you might want to add '@via [Twitter username]' to the end of Tweets that have been created based on a content feed from a certain key influencer/individual, and help gain their attention.

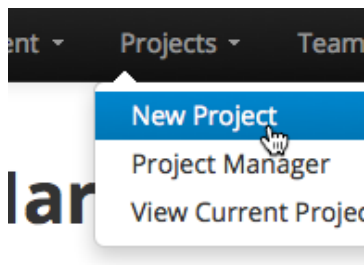


The image shows a form with two input fields. The first field is labeled 'Pre-Text' with a help icon (question mark in a circle) and is currently empty. The second field is labeled 'Post-Text' with a help icon and contains the text 'via @ja'.

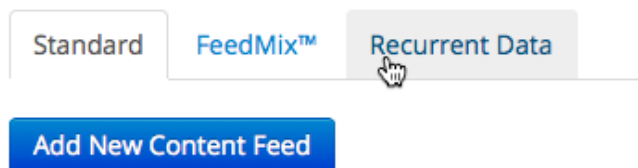
- **Filtering controls.** You may know that for a particular feed, only certain content items are of potential interest to your audience (for example, news feeds). To give you fine control over the content you want Tweets to be created about, you can specify whether the content should include certain keywords. You can also state content should be ignored if it contains any of your excluded keywords.
- **Save as draft.** Rather than have the content orders go direct to our writers, you can request they are simply saved as a draft to your account. You can then check

each order to ensure it's content you really want, or to help fine tune the relevant Content Marketing Machine. *Again, you have full control.*

- **Notification options.** Choose whether or not to receive email notification of when a new content order for Tweets has been created and/or when your Tweets have been completed.
- **Add multiple Twitter accounts.** Perhaps you help manage different Twitter accounts for clients, or manage multiple accounts of your own. You can add as many different accounts as you wish, it takes just seconds to add each one via our automated feature.
- **Easy management via *Projects*.** For easy management, set up different Projects in your account for different sets of Content Marketing Machines. For example, you might have different Projects for different clients, or different websites or businesses.



## Advanced Content Feeds



As well as the standard content/RSS feeds, you can also create a couple of advanced types of content feeds, exclusive to vWriter.com.

## FeedMix™ Feeds

A FeedMix™ feed allows you to **combine two or more feeds**, and then treat it as a single feed for a Content Marketing Machine.

This can be useful for curating content and building your authority.

For example, if your Twitter account tweeted about the latest technology news, you might combine a number of technology-related news feeds into a single FeedMix™, and then set up filtering options to only look for content related to say the iPad or Kindle.

You could then further state you only want a maximum of one item tweeted about a day, and your Twitter account would reflect a number of different sources for your information.

You can create as many *Content Marketing Machines* as you want, simply supplying a content feed for each one.

## Recurrent Data Feeds

This is another powerful type of feed, this time allowing you to **supply your own data**, which can then be published (and from there, Tweeted) at a frequency of your choosing. The data for the feed will just continue cycling round until you tell it to stop.

Name

Description

Publish once every

Here are some examples of how you could use this:

- 101 tips on a particular topic related to your niche - you can then send out Tweets about these on auto-pilot

- Existing historic posts on your blog - the data can also include links, which will be automatically shortened and tracked for you via bit.ly.
- Different offers to make to your followers - for example, you might have 12 monthly offers, and Tweet them all out over the course of a year. Or 52 weekly offers. Or anything else you choose.
- A list of quotes - eg. motivational quotes.

The data can be uploaded in bulk by CSV file or entered on a singular basis manually. And you can edit or delete any data item at any time, as well as add further data as and when you wish.

## Data

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Add New Data ...



## How the Tweets are Created

Our specialist team of Twitter-trained writers create Tweets based closely on the original content source.

They will look for some of the most Tweetable information in the content, and then craft a Tweet from that. Where possible, the exact words from the content source will be used, and then adjusted as required to fit your desired character count.

This is one of the most effective ways to create engaging and informative Tweets. Such Tweets, individually created rather than robotically scraped, pique curiosity and encourage click-throughs and other engagement activities such as Favoriting, retweets, and attracting followers to your account.

And it's certainly a lot more effective than automated Tweet systems that make your Twitter account look robotic, impersonal, and discourage followers that you could otherwise be communicating with.

your site structure and your site navigation instantly. It has to be super obvious where they are, how to get back, how to get forward. That's why breadcrumb navigation is really, really important, and this goes double or triple important for mobile. No one's going to dick around trying to sort through your website navigation on a phone.

#2

Breadcrumb navigation is really important especially for mobile sites. #SocialMedia [bit.ly/1IWBOHh](http://bit.ly/1IWBOHh)

Scheduled 02 Sep 2014 10:21 (GMT)

Content from <http://www.convinceandconvert.com/jay-today-tv/are-you-hiding-your-best-content-on-your-homepage/>

Tweets are created for you within just hours, initially well within 24 hours.

But as the service expands and grows, we're aiming to get this down as rapidly as possible to just minutes.

So within just a few minutes of a new piece of content being published on a feed, you could have up-to-the-minute Tweets going out to your Twitter account with the latest information.

## Social Media Is Still ... Well, Social

Of course, none of this is designed to take the 'social' out of social media. Instead, it's designed to supplement your social media activities, and make it far easier for business owners to run highly effective and engaging social media accounts.

It doesn't for example replace connecting and communicating with your fans and followers, posting other updates, and building those all-important relationships.

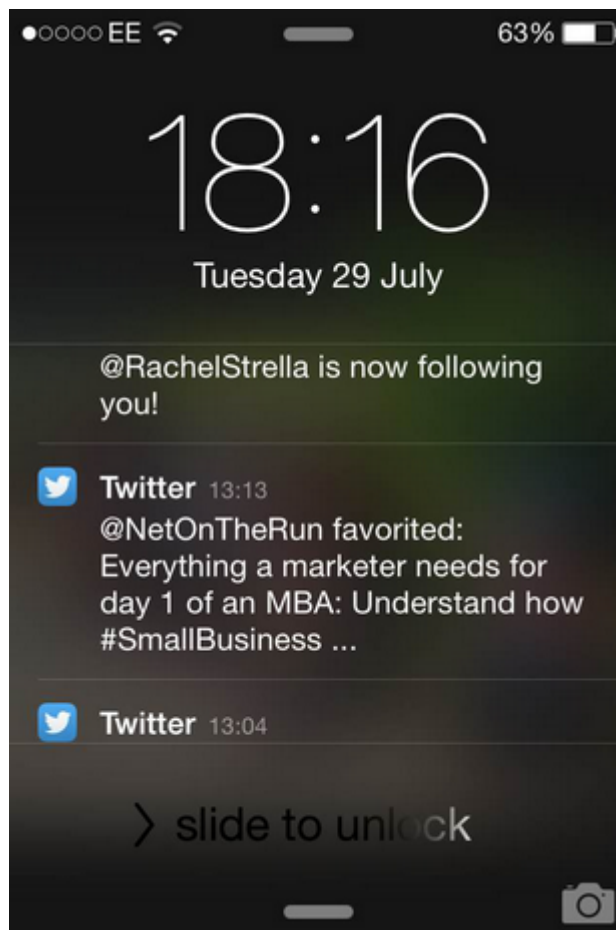
But, by automating what can be automated through a highly efficient system, it does give you a lot more room and a lot more time to do all of that more effectively.

## What You Can Expect

One of the best strategies to start building your followers on Twitter is to simply post more. And this is the perfect tool to use to do exactly that.

It's early days for a new Twitter account I'm now using this system with, but I've now got an unstoppable system in place that continues Tweeting relevant, interesting and timely updates with practically no or minimal involvement from me, and it will continue to grow easily.

Already this is the type of thing I'm continually seeing on my iPhone screen as my followers grow and my interaction with others in the Twittersphere increases, all through my use of the *Content Marketing Machine*:



***Already, another line of communication with prospects and customers is opening up to me and becoming available to my business.***

## This Is Only The Start

As previously mentioned, this is *only the start*.

We'll also be adding in *Content Marketing Machines* for other channels like LinkedIn, Facebook and Google+ ... and more besides, including further features related to Twitter.

I'm sure you can see already the potential to free up your time while allowing you to take full advantage of everything Twitter can offer your business:

- **Boost conversions.** An active Twitter timeline gives you a ton of credibility, which can only increase as your follower count grows. And higher credibility leads to higher sales and leads conversions.
- **Grow traffic.** Twitter is one of the top sources for online traffic. *Are you taking full advantage?*
- **Build authority.** Build your authority and influence in your niche as your follower count grows.
- **Build engagement.** Have interesting, relevant and engaging updates posted to your Twitter account 24/7, including *while you sleep* or go on vacation. Free up your time to communicate, connect and engage with your followers.
- **And more ...**

For most businesses, effective use of Twitter and other social channels is becoming increasingly essential. This is the ***first system in the world*** that can push out hand-crafted updates to your social media channels on auto-pilot ... it's like having your very own *social media manager* but at a fraction of the cost.

## Your Next Step

To watch a video demo of how the system works and how to set up your first Content Marketing Machine, simply log into your account at <https://clients.vwriter.com>.



Or if you don't yet have an account, get started now by grabbing a free account at <http://vWriter.com>.

After logging in, you'll find the demo on the home page.



## Any Questions?

If you have any questions, please just contact us at [supportteam@vwriter.com](mailto:supportteam@vwriter.com) - we look forward to hearing from you!

With warm regards,

Steve Shaw



## About Steve Shaw

Steve Shaw has ran an online business since 2001. He started out creating popular software products for prominent marketers like Jonathan Mizel and Ryan Deiss.

He rapidly moved into creating and marketing his own software products, including a product that helped business owners add popup windows to their websites. For a relatively short period, using popups on your website was a very effective marketing technique. For example, they could help build opt-in lists.



*But they were kind of annoying!* Their increasingly widespread usage led to browsers building in popup blockers, which are still a part of browsers now. Popups that appear within the web page you're viewing (rather than as a new browser window) are still used frequently by marketers and business owners today, an echo of this earlier technique.

In 2003, he launched SubmitYourArticle.com, the article submission service. SubmitYourArticle.com was the first automated article marketing system in the world, and served thousands of business owners from around the world, helping them achieve top rankings for their sites and build traffic and authority. It also spawned many imitators and competing similar services.

Article marketing became so prolific, and unfortunately so swamped with spam content, that it eventually forced major algorithm changes from Google that diminished the benefits of article submissions for legitimate business owners.

Those changes among others helped create the *online visibility crisis* that's referred to in this report, and helped encourage the *race to embrace* social and content marketing strategies as a sustainable, long-term alternative.

*(The added benefit of such strategies, as will be explained further, is that they ensure a business is far less dependent on SEO and Google's latest algorithm for their survival.)*

With over a decade's worth of 'in the trenches' online experience, including masterminding with top business owners and marketers in both the US and the UK, Steve's real passion lies in developing automated online-based systems that take advantage of the power of the Internet to help business owners market their businesses effectively.

He lives in the heart of rural North Yorkshire in England with his wife and four children aged between 4 and 14. Oh, and a cat called Idgey, named after the character in *Fried Green Tomatoes*.