

# **Brief Marketing Manual**

*for*

## **Integrated HealthCare Medical Website**

*created by*

**SonicPoint.net**

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# Online Promotion

## Affordable Pay-Per-Click (PPC) Advertising

If you're familiar with PPC advertising, then you might initially think - Google, Yahoo, MSN and Ask.com (*the big 4*). However, that's also where you pay the most per click.

There are also *second-tier* search engines that offer *cheaper* PPC. You might get less traffic per keyword, but since you're going to go wild with [tons of cheap keywords](#), you will get a ton of traffic inexpensively.

I recommend registering as an Advertiser with all of the following 9 search engines. Then simply do a Cost Per Click Cap at 15¢ per keyword and you'll never pay over 15¢. In many cases, you'll pay only 5¢ per click. And that, my friend, is fantastic!

Here are the 9 search engines:

[\*\*7Search\*\*](#) – better Return-On-Investment (ROI) than Google or Yahoo!

[Miva](#)

[Advertise.com](#)

[LookSmart](#)

[FindologyFindology](#) – minimum bid only 3¢

[Google](#)

[MSN & Bing.com](#)

[\*\*Yahoo!\*\*](#) - good quality clicks, more volume than MSN

[Ask](#)

## SAMPLE ADS

With such a vast amount of information on your new medical site, **you can literally create thousands of ads and *landing pages* quickly and easily.**

1000's of nursing jobs available in USA at  
[yoursite.com/jobsearch.php?search=nurse](http://yoursite.com/jobsearch.php?search=nurse)

You can place ads like this for every single medical job title!! And if you want to lower your PPC cost/investment, simply add a location like this...

[17 radiologists needed in Phoenix.](#)

Find your next position at

[yoursite.com/jobsearch.php?search=radiologist&location=phoenix](#)

If you just want to advertise jobs in a certain state or city, do this...

[1,000's of medical jobs available in](#)

Michigan. Find them free at

[yoursite.com/jobsearch.php?location=michigan](#)

or...

[100's of health jobs available in](#)

Tampa, FL. Find them free at

[yoursite.com/jobsearch.php?search=health&location=tampa](#)

... you get the idea, right? You simply change the “search” and “location” values after the question mark in the URL (web address).

You can also create thousands of ads and **landing pages for the videos** like this...

[Free video: watch a beating](#)

heart get sliced up at

[yoursite.com/videos.php?tag=beating+heart+surgery&sort=relevance](#)

[Free video – how to cure diabetes naturally](#)

[yoursite.com/videos.php?tag=cure+diabetes&sort=relevance](#)

[Free video – understanding acid reflux completely](#)

[yoursite.com/videos.php?tag=Acid+Reflux](#)

... and on and on and on.

**How do you create landing pages?** Simply go to your health site. Think of any health topic (niche) you want to promote. Type it in one of your very own search engines. Then copy and paste the URL *after* the results are returned. That's how you create any tens of thousands of landing pages! *Simple, isn't it?*

Now let's make the web address in your ad more “user friendly.”

**Using PHP, here's what to do:**

1. open your favorite text editor (Notepad?) and start a new document/file

Copy/Paste, or re-type exactly, the following code:

```
<? header("Location: URL"); ?>
```

Replace **URL** with the actual url or web address where you want to send your visitor. For example, if you're advertising Health Jobs in Tampa, FL, your URL would be:

<http://yoursite.com/jobsearch.php?search=health&location=tampa>

Now click File|Save As **healthjobstampa.php** (yes, #3 above is the *entire* file)

Then upload the file to your web server and point your browser to

yoursite.com/healthjobstampa.php to see if it goes to yoursite.com/jobsearch.php?

search=health&location=tampa

Now your ad would be: 100's of health jobs in Tampa, FL. Find them free at

yoursite.com/healthjobstampa.php

That's a lot more readable, isn't it? And you will definitely want to do this method for *all* of your offline advertising!

## Search Engine Optimization (SEO) With Niche Keyword Articles

There are now two categories of *Article Marketing*: the standard written article and the relatively new video article. That's right... *video* article.

Article marketing is the technique of writing articles that are posted and [distributed online](#) for the purpose of driving traffic to a particular website or product you're promoting. These articles are then distributed to article directory websites such as EzineArticles.com, GoArticles.com and dozens of other article sites.

For example, you could write 7 articles about diabetes like reversing diabetes, diabetes control, diabetes diet, importance of insulin and so on. Once written, you distribute them and over a couple weeks to months, your articles will get published by various websites and email lists. In fact, you can [see over 3,000 sites](#) picked up my old articles from past websites.

But what if you don't write well? Don't have the time to write? Or just don't want to write? Fortunately there are other options.

Well, for starters if you hate writing articles and you can't afford to hire people to write for you then don't. Get free articles. The first place to look at for free articles is the public domain. Here you won't have problems with copyright infringement and the following penalties and fines if you get caught for plagiarism.

Public domain articles are articles freely given to the public for public use. [You can do whatever you want with them](#). You can place it on your site, name it as yours, put it in a newsletter its you decision. Always remember though that you will have to choose articles that is very relevant to your site.

The downside to public domain articles is that since it is free for everybody, many of your competitors may have access to them as well. Since every site needs to be original and unique even though you have the same niche, this could be a predicament. You may also have to edit them a bit to place more keywords and keyword phrases to make them better.

Another way to get free articles is to allow other sites which has the same subject or topic as yours to submit articles to your site. This would be only to augment your existing content or else all your articles would be leading to other sites since these articles would have resource boxes with them that could link or direct the readers to their site. That's why it is important to have your own articles; you could use them to link your site to other sites as well.

But, to truly feel the impact of what a good article to you, go for original ones. There are many article writers who do part time and freelance article writing jobs that charges only minimal fees. You can get good articles that have all the keywords and keyword phrases

you need and people are looking for.

The investment you made for these articles would be worthwhile because you could use them for all the benefits you could offer. You hold copyrights to them and you will be able to use them anyway you want. As your articles help you in building your business and your site, you will have more articles to write and maybe then you won't be having second thoughts about articles. [Find article writers at Google](#).

Google may be the number search engine where people can find your articles. But the number two search engine is now YouTube. Yes, YouTube (owned by Google). Because of this phenomenon, someone created the Video Article.

A video article is just someone reading the article while you watch related royalty-free stock photos and/or video clips plus the paragraphs chopped into bullet points for easy reading. But the beauty is you get to advertise your site in your video should show in the search results in both Google and YouTube. This increasing exposure and links for your website.

Now you can fiddle around with trying to make your own videos. But I don't recommend it unless you have top-notch experience. Short of that, here's a great service for you. No muss. No fuss. [Convert articles to high quality videos in a matter of minutes](#). No experience.

# Offline Promotion

This method is simply placing tiny, inexpensive classified ads in newspapers to get traffic to your website. Except, you place one ad with one network and they place all the ads for each newspaper.

It works best if you use this method for advertising jobs. Use the sample ads and shortened URL method like above.

[Suburban Newspapers](#)

[State by State Classified Ad Networks](#)

[Nationwide Advertising](#)