

"Article Marketing Strategies"

Visibility Expert, Nancy Marmolejo, interviews
IdeaMarketers.com creator, Marnie Pehrson

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Article Marketing Teleseminar

Visibility expert and entrepreneur Nancy Marmolejo discussed the complex world of internet article marketing with IdeaMarketers creator Marnie Pehrson. This is a transcript of the highlights from this interview.

Introductory Comments



Nancy Marmolejo of www.VivaVisibility.com : “This is a very special teleseminar that I’m hosting today. My guest is Marnie Pehrson, the founder of www.IdeaMarketers.com, the longest-running article marketing directory on the web. Marnie is going to be talking to us today about the next generation of article marketing. She’s been doing this a while – I’m sure she’s seen lots of phases and trends in article marketing. For those of you who have not met Marnie or seen some of her handiwork, she is an incredibly prolific and impressive person. She has six kids, and she is the creator of 19 websites. Ideamarketers.com contains over 280,000 articles; it serves over 35,000 writers who submit over 16,000 articles in a typical month. She is also the author of 9 fiction novels and 10 nonfiction inspirational books. She’s been highlighting truth and talent for nearly 20 years, whether she’s writing a novel that spotlights individuals who have made a difference in the world or helping a talented entrepreneur create a platform for her life’s work. Marnie’s life is about underscoring truth and talent in innovative and compelling ways. Through Ideamarketers.com, she helps talented professionals deliver their message to the online world by creating a platform from which they can establish their expertise. She’s their secret weapon, always under-promising and over-delivering. Marnie is about finding and highlighting the WOW in people.”

Marnie Pehrson: “It’s great to be here. I really appreciate this opportunity.”

What Is Article Marketing?

Nancy Marmolejo: “The first thing I wanted to ask you: What is article marketing, in a nutshell?”



Marnie Pehrson: “You write an article about a topic you know about. You include a bio and a link to your website so that people can read something else you’ve written, perhaps sign up for your newsletter, or buy your product. It builds credibility and link popularity. It helps your visibility.”

Nancy Marmolejo: “You believe that people can use article marketing even if they don’t consider themselves a writer. Explain that a little bit.”

Marnie Pehrson: “There are a couple ways to go. You can use a ghost writer. We have a ghostwriting directory on the site where you can find other people who will write for you. You can also carry a tape recorder with you and just talk about your expertise, and then transcribe it. One little tip I usually give people to help them create a quick article is to come up with five tips on some aspect of their business. Write a paragraph about each one of the tips, and you’ve got an article. They can be 400 words. You don’t want anything really long for the internet.”

Nancy Marmolejo: “That’s true. I find myself making my articles shorter and shorter. So, let’s look at article marketing in relation to our overall strategy. How does it fit into an overall marketing strategy?”

Marnie Pehrson: “You want to have a purpose for writing an article. If you’re trying to make it part of a marketing strategy, you would want to have the article lead into a specific page on your website where the reader can get more information on that subject. Then, you would have a product, service, or newsletter to capture their information and follow up with them. You don’t want them to read randomly and go to a nebulous homepage where they can get lost.”

Nancy Marmolejo: “When I started article marketing, my purpose was to get people on my list. At the bottom of my bio, it says who I am, and how you can get my free audio course by visiting www.VivaVisibility.com. When I first did some article marketing several years ago, I was getting several hundred new subscribers a month. That bio box at the bottom of an article is one of the most important parts of it.”

Marnie Pehrson: “The title is crucial. The bio box, having links that work, your keywords, your summary – all of those play into what the search engines see.”

Keywords, Titles, and Search Engine Rankings

Nancy Marmolejo: “I understand that articles are very good for helping you improve your search engine ranking. Tell us more about that.”

Marnie Pehrson: “The search engines will come to these bigger article directory sites, like IdeaMarketers, and spider them quite frequently. They’ll pick up the content that is on the main page of the site. When somebody does a search you want your article to come up toward the top. The way you do that is to remember that the first three words of your article are the most important. They should be a phrase that someone would

typically search for. It ignores most of what's after that. I've seen that even with videos I've uploaded. Those first three words and the title are pivotal."

Nancy Marmolejo: "Does the title have to have those keywords in it as well?"

Marnie Pehrson: "I would put them in it. It needs to make sense, but if you're selling Manhattan real estate, then that should be in the first three words of the title."

Nancy Marmolejo: "I think people are thinking, 'Oh, *that's* why my articles aren't being trafficked back to me.' There are so many billions of websites out there now, we have to be specific."

Marnie Pehrson: "A lot of us like to be really catchy with our titles to be cute, but if you're going for search engines, you want to use a phrase that people will actually type."

Nancy Marmolejo: "You can be cute in your subtitle or your second paragraph."

Marnie Pehrson: "Or after the first three words."

Article Syndication & RSS Feeds

Nancy Marmolejo: "One thing that I like about working with you at IdeaMarketers is that you have article syndication. I'm able to take the RSS feed from your site and have my articles pop up on my website or Facebook pages. There are different ways that you get an article out there. It doesn't just sit there until someone finds it. You spread it out. What is that all about?"

Marnie Pehrson: "In a nutshell, there are different ways that we stream the content out. One of the very first ways is an RSS feed, so that people can pick up your last ten articles and put them on their websites. I post mine on my blog, Facebook, etc. There is no great setup for that; it's just a URL that you plug in.

Another way we syndicate your articles is to feed them out to websites that want more content. Many people like to beef up their sites with content so that their sites will come up higher in search engines. We accommodate them by feeding categories of articles to them – we have close to 200 categories right now. Anyone with a publisher account could come in and get the first 15 or 30 ranked articles and feed those into their website.

Another way that we syndicate is to give you your own syndicated column. There is a snippet of code people can put on their site to have your latest article fed onto their web site. Anytime you come up with a new article and tell the system to syndicate, it automatically changes the article on all sites carrying your feed. If 100 people have your

code on their site when you syndicate an article, the websites will all change in that instant.”

Nancy Marmolejo: “I get requests all the time for people who want to reprint the articles. One of my clients, who is one of your experts, was offered a magazine column—just from checking things out on your site.”

Marnie Pehrson: “There are a lot of print publications that use it. You may think a little magazine may not do you any good, but one of my clients told me she got three clients from one of her articles that got picked up. Not only are your articles getting picked up and used online, but offline as well in print publications. If you’ve crafted your bio correctly, you ought to be getting customers.”

Caller Questions

Nancy Marmolejo: “I’m going to open up the line. We can take about three questions.”

Patty from California: “Could you please tell me what RSS is?”

Marnie Pehrson: “It stands for ‘Real Simple Syndication.’”

Nancy Marmolejo: “That’s basically the pipeline for your article or blog to pop up elsewhere. It’s a little magic wand.”

Listener from Madrid, Spain: “My question is about ‘splogs,’ or spam blogs. How do you prevent your articles from being picked up and republished on these spam blogs?”

Marnie Pehrson: “I assume you mean without giving you credit.”

Listener from Madrid, Spain: Yeah. I’m having a problem with spam blogs picking up my content and republishing it.”

Marnie Pehrson: “You can file a complaint. If they’re running Google ads or any kind of ad network on their site, you can report them. Google will pull their ads until they get their content off it. I wouldn’t go that route first. I would contact them first and ask them to take your stuff off.”

Listener from Madrid, Spain: “When we publish articles through your website or other article marketing websites, what measures are in place to prevent that content from being syndicated to other blogs that I wouldn’t want to be associated with?”

Marnie Pehrson: “If you don’t want your articles to be syndicated, you can not check that option, and then your articles won’t stream out on other sites. We give you control of whether you want to syndicate it or not. If you do, it will syndicate in its entirety with your bio and contact information. We can’t really control who goes on our website and grabs articles. The web is a free-for-all. You can set up Google alerts if you are worried about someone using it.”

Listener from Madrid, Spain: The back links are coming in through my blogs.

Nancy Marmolejo: “That happens a lot with blogs. Weigh out the benefits and risks. There is a risk to everything, but I think the benefits are 99% higher than any of those risks. It’s really obvious when a spam blog picks it up – there’s usually no formatting, no paragraph breaks. It’s just a big blob of words. We have to do what we can to get them off there, but I wouldn’t let that prevent me from posting more content online.”

Angel from CA: “If they didn’t want her to tag them with the blog, they could have not put her tag-back link in. They don’t know this is something that is bothering her. They could have copied and pasted from the blog.

Listener from Madrid, Spain: “I know it’s spam, because when I go to these blogs, they get content from health care, personal finance, etc. My content is very specialized. It’s educational content. When I go to these blogs, it’s a hotspot of stuff, and it’s spam. They’re trying to raise their ranking, so they’re pulling content from different sites. It’s not a naïve person.

Nancy Marmolejo: “That is a truth that this is happening out there. Obviously, there are a couple of different ways to resolve the issue of spam blogs picking up our articles.”

Marnie Pehrson: “The main thing you want to do is try to get in contact with the person who put your stuff on there and ask them to pull it first. I appreciate that when somebody does it to me, because I have a lot of writers, and sometimes writers come in and put plagiarized content in there. I’ve had my Google ads pulled because somebody did that and I didn’t get any kind of warning at all. As a courtesy, let the webmaster know that this is a problem, report it through proper channels, and then if they ignore you, then you can take more drastic measures like contacting Google.”

Duplicate Content & Syndication

Nancy Marmolejo: “I have a couple more questions for you. One has to do with duplicate content, because I’ve heard that you shouldn’t take one article and just

duplicate it all over the web; that could actually hurt you. What is the latest on writing an article and then sending it out to several different article submission sites?"

Marnie Pehrson: "Anything over a certain number is just a waste of your time. Google is going to display the copies of your article that are on the sites that have been around the longest or are well known 'authority' sites. The others are going to be thrown into a supplemental index. Google doesn't want to bring up 200 copies of the same article on a search. It brings up the first two or three. If you're posting your articles on your own site and internet directories, make yours unique. It doesn't have to be completely unique, but at least 30% different from what you put on the article directory sites. That way, you're getting unique content for your own site. As far as the directories go, I wouldn't put the same exact article on more than about ten of them. One thing you can do, and I read this on Matt Cutts' blog <http://www.mattcutts.com/blog/> – he's the guy who runs Google – is to put a blurb at the bottom that states where the article is syndicated, and link it back to the main site. Then Google will realize that it's syndicated."

Nancy Marmolejo: "So, mix it up a little bit. You might want to have versions A, B, and C of each article, where you're basically keeping the content intact – you're just changing a few things around, maybe just the wording a little bit."

Marnie Pehrson: "And change your titles, so they don't all come up on the same search."

The IdeaMarketers Bidding System:

Nancy Marmolejo: "These are good tips. I want to talk about your website, IdeaMarketers. What I like is that it's a really easy site to work with. There are some article sites where you need to know a secret handshake and have a decoder ring. You've made yours really easy. I like the bidding system. I've had colleagues, even before I was working with you, contact me and say, 'Whoa! I just put myself on the front page of IdeaMarketers, and I just got 4 clients in one week!' Tell us a little bit about what you call your bidding system and how that works."

Marnie Pehrson: You set your own pricing for advertising. You can promote your articles, your press releases, your books, or your E-books on our site. If you bid high enough, they could be on the homepage or one of the channel pages. The whole site is sorted from highest to lowest bidders. If somebody comes in and says, 'I'm willing to pay \$30 a week for my article to be on the homepage of IdeaMarketers, their article will come up higher than somebody who paid \$25. Same thing with the books. If you bid \$15 for a book to be advertised, it would come up higher than another book that somebody paid \$10 to advertise. A bid lasts 7 days or multiples thereof."

Nancy Marmolejo: “But it doesn’t cost anything to submit articles to your site.”

Marnie Pehrson: “No. You can submit for free. If you want more prominent promotion, you can bid whatever you want. You set your own price, and it’s about the top 70 articles in each major category that are on the homepage.”

The IdeaMarketers Expert Platform Program

www.IdeaMarketers.com/experts/invitation.cfm

Nancy Marmolejo: “I never really understood the whole bidding system until I came on board as one of your official experts. I have to give a testimonial for her expert platform program.

“If you sign up with Marnie as one of her official experts, she holds you by the hand and walks you through this. There are so many resources. It was so incredibly easy. I consider an expert to be somebody who has more knowledge than your target market in a specific area. Your area of expertise is that gap between where your target market’s knowledge stops and where yours begins. If it’s a wide enough gap, you can confidently position yourself as an expert and give information. It doesn’t matter what you’re an expert in, because people go to her site for everything in the how-to department. These articles get picked up by blogs, websites, print publications, etc. It increases your ranking in the search engines. She has a really exquisite program for experts. It has been incredible for me.”

—Nancy Marmolejo, www.VivaInvisiblity.com

Marnie Pehrson: “You can go to <http://www.ideamarketers.com/experts/invitation.cfm>, and that will give you all the information about our expert program. We have official experts for each of our categories, and we’ll even create new categories and reassign articles if someone has an idea for a category that would be a good fit for our site.”

Nancy Marmolejo: “What are some of the advantages of a person having an expert page?”

Marnie Pehrson: “It acts as a media room for you. We put just about everything but the kitchen sink into it for you: your videos, audio, blogs, articles, events, etc. We build this page for you that we can send the media to, and then we give you \$240 every month in Idea Dollars™. With those Idea Dollars you can usually keep three to four

items on the homepage of Ideamarketers throughout the month. It gives you good saturation on the homepage so that you're getting spidered by search engines.

We have lots of networking opportunities with the other experts, including telecalls. One of our calls is a 'pick Marnie's brain call' where I'm available to answer any questions and offer consulting. I offer that to our experts every third Wednesday. We also have a mastermind call among the experts where we can brainstorm with each other, form JV's, etc. We also do a monthly panel discussion and record those and get them out online. We do a lot of media promotion for these panel discussions. We turn them into reports that the participating panelists can give away on their sites as a freebie."

Nancy Marmolejo: "My favorite part is that it's a no-brainer. You guys do everything. I just show up, look cute, and write some articles! The most I do is go in there and bid on the articles or let my virtual assistant bid on them. I also connect myself with other experts. She has a Facebook group just for her experts. We're even starting ventures with one another and hiring each other. There is this wonderful support that is happening. I also like the idea of getting all the tips, because most other sites don't give you the how-to stuff, like where to put the keywords, how many keywords, etc. You are really very helpful in that area, Marnie."

Marnie Pehrson: "I really enjoy promoting the experts. It's a fun playground to me. The more you give me, the more I can promote you. For example, Brenda Coté is doing her classes this month, and I've been able to promote that. I'm always open to what the experts want."

Media Rooms

Nancy Marmolejo: "You mentioned media rooms. Some people will say, 'I don't need a media room. I don't want to be on *Oprah*.' Why do people need a media room, and why is your site a good place to have that?"

Nancy Marmolejo: "Well, you do want to be quoted in articles or press releases. Maybe you don't want to be on *Oprah*, but maybe you're okay with a radio interview. The media room is a one-stop glance that the media can have to see your articles, what books you've written, your bio, video/audio, your newsletter, etc. It's like how Facebook lets you look at people at a glance. This puts all your business credentials and expertise on one page for easy access. Busy reporters don't have time to dig around and hunt information. The easier you make it for them, the more likely they'll select you to interview."

Nancy Marmolejo: "Because the information is on your site as well as the experts individual site, does that help with the search engines?"

Marnie Pehrson: “It does help. One of my experts, Phil Davis, does branding and naming. He told me one time that his media room comes up first if you put in ‘naming experts.’ People call him and say, ‘I need to know that you really are a good naming expert and that you’ve been around awhile.’ He’ll say, ‘Well, go on Google and put in ‘naming experts.’ Because he comes up so high, it’s like Google endorsed him and they hire him.”

Books & E-books

Nancy Marmolejo: “We have a lot of authors on the line. Let’s talk a little bit about that, too. How does the article marketing help with E-books?”

Marnie Pehrson: “E-books and books that you write appear on the system for free. They appear on your articles and your bio page. If you bid on them, you can get higher promotion. The cool thing about books and E-books is that they don’t have the intermediate step of going to an article first. They go straight to your sales page. It’s building traffic straight to you.”

Teleconferences & Press Releases

Nancy Marmolejo: “Tell us a little about teleconferences and press releases.”

Marnie Pehrson: “We’ll take a specific topic, like social media, and we’ll have three experts get on a call with a professional facilitator. She will make sure everybody is part of these calls and is able to put in their 2 cents on each question. We record it and make the recording available to our list of 27,000+ people. We also do a press release and put it on PRWeb and promote the page that was created. We have bios of all the experts on there and any special resources, and then the download for the recording. We take the recording and one of my assistants transcribes it into a report, and we give that report to each of our participating experts, who can turn around and tell their people about the class. It builds credibility in their reader base’s minds, because they’re one of these panel experts on the call. They can take the report and give it away as a bonus or freebie item. I don’t care if they turn around and sell it as a product.

You could apply this to your situation as well. Take your own telecalls and repurpose them. A lot of times we just use telecalls one time, but take it a step further. Put out press releases or transcribe your call into a report.”

How the Expert Platform Program Works

Nancy Marmolejo: “Tell us a little more about the expert platform program.

Marnie Pehrson: "We've set up several blogs on different subjects, like a relationship blog, wealth and success, business, etc. We take each of our experts and assign them to each of these blogs. We'll find a blog that you posted on your own site or an article you wrote, and take an excerpt and link it back to your blog or expert profile. That way, you're building links off of these blogs and each of the experts gets into the rotation. We do that same type of thing with articles, where we'll come up with an article topic and let all of our experts contribute a quote or resource that goes well with it. We build articles out of this information and quote you as the expert within it and link to you. You're constantly being quoted as the expert in blogs and articles."

Nancy Marmolejo: "People don't need to do any extra footwork for this. I'm sitting at my desk and I get this E-mail from Marnie that says, 'You're in this blog.'" And then another one that says, 'You're in this press release.' Those are fantastic because they always drive huge amounts of traffic."

Marnie Pehrson: "You can either send us specific items or we can find things from your existing information to include. Each expert is different. Some like to be very involved and give us things, others don't have the time. For those that are too busy, we pull existing information from your blogs, media profile or articles to include. We might even plug in a YouTube video. We will do the footwork, or if you want us to promote something specific, we'll do that, too."

Q&A with Marnie Pehrson

Nancy Marmolejo: "I'm going to unmute the call. If you have a question, we're going to do a little Q&A with Marnie."

Caller: "I'm a little confused about the \$240 and IdeaDollars. Is there a charge for being an official expert?"

Marnie Pehrson: "It's like an online publicity program. It's \$200 a month or you can save and pre-pay a year. I'm a writer and know what it's like to want a publicist but not have the \$4,000-\$5,000/month that they charge. So, I've worked to figure out ways to be an online publicist for people who don't have the huge budget. I've systematized and automated this process as much as possible to do the online PR for them a fraction of the cost a publicist would charge."

Nancy Marmolejo: "It gets you incredible traffic. Her official expert package isn't the only way to get your stuff out there. Anybody can start an account with her and start publishing articles, but there are some nice perks that go with her expert package."

Nancy from San Antonio: “Earlier, you said something about if we wanted to have our own syndicated column. I didn’t quite get how that happens.”

Marnie Pehrson: “When you go into IdeaMarketers once you have an account, there’s a column on the menu for syndication. One of them is ‘columnist syndication,’ it will walk you through it. You set up a subject, select an article, push a button, and it’s done.”

Nancy from San Antonio, TX: “Do you ever do anything with cartoons?”

Marnie Pehrson: “I haven’t done that, but you could load them in if you know how to do an image tag in an article. Or you could put it in as the image associated with the article – there’s a blank for a web address if your cartoon is on the web.”

Margaret from West Palm Beach, FL: “I clicked through your site and got to www.1ChapterFree.com. I’ve just written a book. Also, I’m an expert on workers’ compensation, and that’s very specialized and sort of a niche area. I don’t see that kind of category on your IdeaMarketers site. I also wanted to ask about the other site that I found, 1ChapterFree.com and how that works.”

Marnie Pehrson: “We’re willing to make new categories. We’re doing that all the time and streamlining categories to make them more specific. As far as 1ChapterFree.com, it’s another site I have where you can post a sample chapter of your book, and people can read it and click to buy. It doesn’t cost anything. You can go in there, get an account, and add your stuff.”

Margaret: “Now, if I have articles and have submitted them to one place, could I sign up with you and send those articles to you?”

Marnie Pehrson: “Yes. We don’t require unique content.”

Nancy from San Antonio, TX: “The area I’ve been working on is Type II Diabetes. It seems like your categories are the ones in bright yellow, and I haven’t drilled down on any of it. Is there something like that?”

Marnie Pehrson: “The categories are at the bottom of every page on the site. There’s a huge directory of them. Right now, we’ve got a health/fitness category, but we’re creating new categories all the time. Diabetes actually pulled up about 130 results, so that’s definitely big enough for its own category under the life section.”

Nancy Marmolejo: “And with diabetes being such an epidemic, it’s a very hot topic. A lot of people are looking for information on that.”

Nancy from San Antonio, TX: "I've been doing a program for three years, but I don't charge. I'm not a nonprofit and I'm not a company. I've been doing it neighbor-to-neighbor. Since I don't have something I'm selling, I don't have a place to drive them."

Nancy Marmolejo: "Do you have a blog?"

Nancy from San Antonio, TX: "No. I retired a few weeks ago just so I could get my hands around this and figure out how to be a key player. I'm interested in all of this and ending Type II Diabetes by returning to a natural state of health, being fit. My nickname is 'Monkey Mama,' and the program is the 100 Monkey Club. It's been a runaway hit, but I haven't sold anything. I keep funding it personally, but inside of retirement, my funds diminished. I basically retired to force the hand and figure out how I'm going to do this."

Nancy Marmolejo: "It sounds like you're in a beginning point. All you need to do now is get serious about it. Put up a content-specific blog, syndicate it, and watch what happens after that. It sounds like you're really dedicated and working this, so you may find yourself appearing on other websites and being asked to comment in the media."

Marnie Pehrson: "And don't be afraid to charge for something just because you're offering a good service that you want everybody to have. Don't be afraid to write an E-book. Don't be afraid to charge for your expertise."

"This is an unsolicited testimonial. 8-9 years ago, I had my first exposure to Marnie Pehrson. If you want to know about Marnie, she's been around for years and years and years. Sherry Lowry introduced us. There is so much out there on the Internet. Marnie is a good, solid human being with a great, solid business. There is such a thing as newness and spontaneity, and there is something for having the longer relationships. I'm happy to follow you anywhere, Marnie."

-Elizabeth Crouch, Seattle, WA

Final Comments

Nancy Marmolejo: "I want to thank everybody who asked questions. The unsolicited testimonial that Marnie is a great human being is absolutely true. There is a lot of stuff out there on internet marketing, but you get the big fancy box and open it up, and there's nothing in it. It's frustrating. With IdeaMarketers, you get more than you think you're getting. If anybody is considering positioning themselves as an expert, I highly recommend it. It's a great investment that more than pays for itself. Even if you're not

at that point, utilize her site because of the things that you can do with it. You can choose to bid on your articles or not.

- Put yourself out there
- Get that syndication
- Be really wise with your keywords in your title and body
- Have a compelling bio box

This is great visibility for you and your business.

Teleseminar Expert Websites:

- Learn more about the Expert Program at <http://www.ideamarketers.com/experts/invitation.cfm>
- Nancy Marmolejo is the IdeaMarketers.com visibility expert. Visit her website at www.VivaVisibility.com to get her free seven-part audio course and learn more about internet visibility.
- Marnie Pehrson is the founder of IdeaMarketers.com. Visit her portal website at <http://pwgroup.com> to learn more about article marketing and creating a platform for your business.