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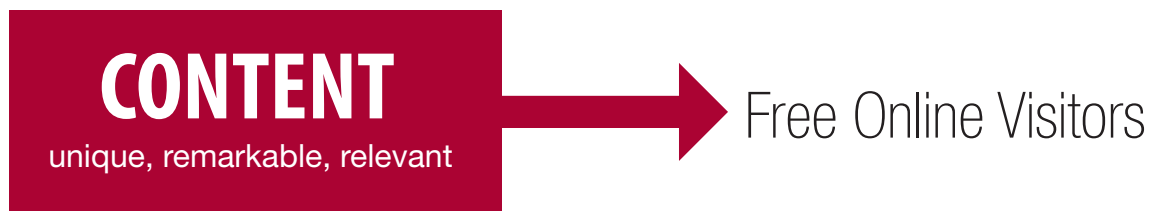
**DOMINATE YOUR
ONLINE MARKET
GUIDE**

Creating a Remarkable Online Business

Examples of Remarkable Business Strategies

- Offer **free** products, services, experiences, content.
- Offer truly **unique** and relevant products, services, experiences, content.
- **Push boundaries** (bigger, faster, cheaper).
- **Entertain** your customers.
- Offer world leading content as an **authority** in your industry.
- Give back to the community through philanthropic donations and services.
- Profoundly solve customer problems.

Communicate your remarkable strategy using online content.



Content Mediums: written text, audio, graphics, video, software, ebooks, press release, web application.

How does remarkable content help my search engine rankings?

- The more remarkable your content, the more web-users that become interested in your content and link to it.
- The search engines pick up on links to your content, boosting your search engine ranking. As a result more users find your content and the process multiplies.

Tactic 1

Every online business needs a remarkable business strategy to attract attention, links and the search engines to its products and services.

Creating a Remarkable Online Business

We now examine strategies and examples of remarkable online businesses.

Free

The Internet is based on the free exchange of digital information, content and ideas.

Offering free products, services or content online can be an amazing approach to increase the number of leads and links into your business.

Great Examples of Free

- **The New York Times, available online completely for free.**
- **Hotmail giving away email addresses for free.**
- **RSVP dating site - list your profile for free, other members pay to contact you.**
- **Googlemaps, yellow pages, white pages, facebook, youtube, all social networking sites.**
- **Skype PC to PC calls.**

Free Business Models (adapted from the book *Free* by Chris Anderson).

Direct Cross Subsidies – Give away something, sell something else.
e.g. Give away products, sell services. Give away services, sell products.
e.g. Give away mobile phones, sell talk time.
e.g. Free shipping for orders over \$25 (amazon.com).

Two Sided Markets – One customer class subsidises another.
e.g. Give away content, charge authors to publish (many scholarly journals).
e.g. Charge suppliers, customers get it free (ebay listings of products).
e.g. Apply for jobs for free, charge advertisers (seek.com.au).

Freemium – Some customers subsidise others.
e.g. Give away generic advice, sell custom advice.
e.g. Give away computer to computer calls, sell computer to phone calls (skype).
e.g. Give away web content, sell printed content (NY times).

What could you offer for free in your online business?

Creating a Remarkable Online Business

- **Unique and Relevant Products, Services, Experiences**
 Apple's iPad – tablet computer just released.
- **Entertain your customers**
 YouTube – hundreds of millions of videos watched per day.
 eonline.com – hugely popular celebrity gossip website.
- **Push boundaries (bigger, faster, cheaper)**
 amazon.com – the largest collection of books online
 dealsdirect.com.au – biggest Australian online store with 7,500 bargains.
- **Give back to the community through philanthropic donations and services**
 toms.com – Every pair of shoes sold, one pair given to a child in developing world.
- **Offer world leading content and advice**
 howstuffworks.com - easy-to-understand explanations of how the world actually works
 farnell.com.au - datasheets of every item they sell
- **Profoundly solve customer problems**
 myob.com.au - MYOB accounting software.

Small Business Case Study – Hero's Pizza

Business: Hero Pizzas, Como, Western Australia.
Catchphrase: Fresher, Healthier, Tastier Pizza (and they guarantee it)
Website: www.herospizza.com.au
Social Media Use: youtube, facebook



Remarkable Online & Offline!

HERO'S PIZZA.COM.AU

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 Get Your Meal for FREE

FREE! Slushies & Arcade Games While You Wait!

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Creating a Remarkable Online Business

Step 1 - Pick a niche

Trying to appeal to everyone is almost sure to fail, for the simple reason that everyone wants something different!

If something is average, it's boring!

What niche will your online business target?

(demographic, a specific target market)

Are your customers limited to living in a specific location?

(city, state, country, global)

Step 2 - What remarkable strategies can you use to promote your business, products and services? (consider the ideas given in the previous pages)

Creating a Remarkable Online Business

“In order to move, an idea has to be encapsulated in a medium.”

Seth Godin

Step 3 - What content can you produce from your remarkable business?

Online content use different mediums like: text, audio, graphics, video, software, games, online services, ebooks, press releases, social networking, forums.

e.g. - Video of how to use your products effectively.

e.g. - A custom software calculator to help customers use your product / service.

e.g. - Press release about your remarkable guarantee and offers.

Step 4 - Make your content easy to spread

How can your users easily pass your content to other users? Make sure you have lots of methods for users to very easily and freely pass on your content.

Examples - Email this page to a friend, link to a video page or youtube page, a free printable coupon for referring a friend, a music download, email newsletter.

**Leverage
human and
digital networks!**

What techniques can you use to spread your content?
