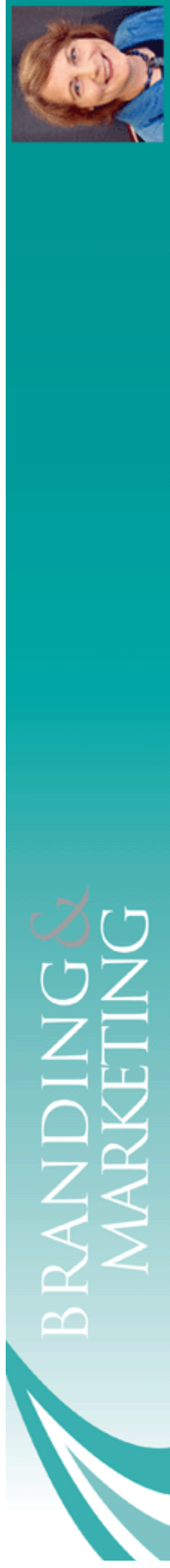




25 Ways to Brand and Market Your Business Using WordPress

Chris Brown
June 19, 2010

The resources you need to achieve the results you want.



In 1998 Chris Brown founded a full service marketing agency in Northeast Ohio to help other companies to

- Build awareness
- Reach potential customers
- Offer branding resources
- Improve marketing efforts
- Increase sales results





In 2006 began blogging on BlogSpot.com

- Co-Founder ABC Akron Bloggers Community
- Attended SOBCon '07, SOBCon '08 & FitBloggin' 10
- Jan 2008 moved to self hosted WordPress
- Publishes Branding & Marketing at BrandAndMarket.com
- Over 6000 subscribers and 800 posts

Why WordPress?



The resources you need to achieve the results you want.

Endorsements

Corporations add blogs to marketing

Favorable reviews mean
success of new product;
bad ones can sink sales

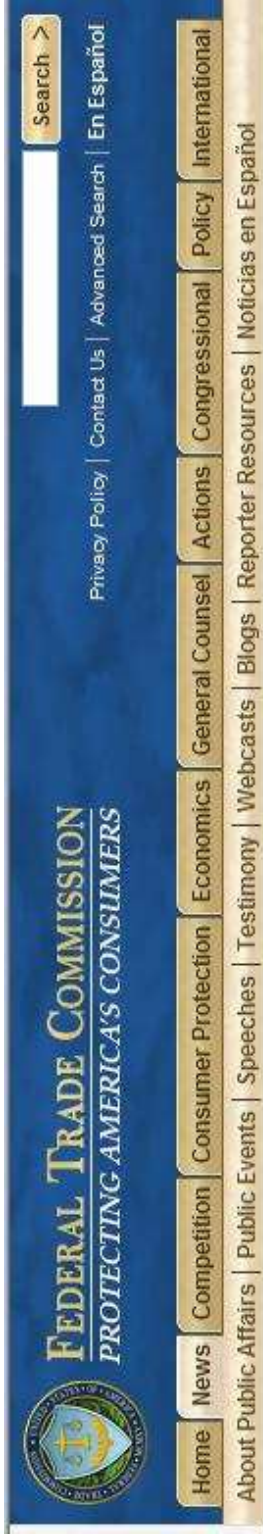
By Eric Pfanner
New York Times

LONDON: Corporations are growing increasingly conscious of the power, and potential pitfalls, of blogging. A favorable view from an influential publication can help ease a product's

an investment of "several hundred thousand dollars." Several of those services, which supplement Technorati's existing English-language and Japanese sites, began operating in "beta," a kind of live test, this month. Until February, they will be available exclusively to Edelman and its clients. After that, the information they provide will be available to all.

The resources you need to achieve the results you want.

Use FULL DISCLOSURE



For Release: 10/05/2009

FTC Publishes Final Guides Governing Endorsements, Testimonials

Changes Affect Testimonial Advertisements, Bloggers, Celebrity Endorsements

The Federal Trade Commission today announced that it has approved final revisions to the guidance it gives to advertisers on how to keep their endorsement and testimonial ads in line with the FTC Act.

The notice incorporates several changes to the FTC's Guides Concerning the Use of Endorsements and Testimonials in Advertising, which address endorsements by consumers, experts, organizations, and celebrities, as well as the disclosure of important connections between advertisers and endorsers. The Guides were last updated in 1980.

Under the revised Guides, advertisements that feature a consumer and convey his or her experience with a product or service as typical when that is not the case will be required to clearly disclose the results that consumers can generally expect. In contrast to the 1980 version of the Guides – which allowed advertisers to describe unusual results in a testimonial as long as they included a disclaimer such as "results not typical" – the revised Guides no longer contain this safe harbor.

E-mail this News Release if you send this link to someone else, the FTC will not collect any personal information about you or the recipient.

Related Items:



Click here for more information about the endorsement guides

The resources you need to achieve the results you want.

**Become a
Thought Leader
in your Field.**





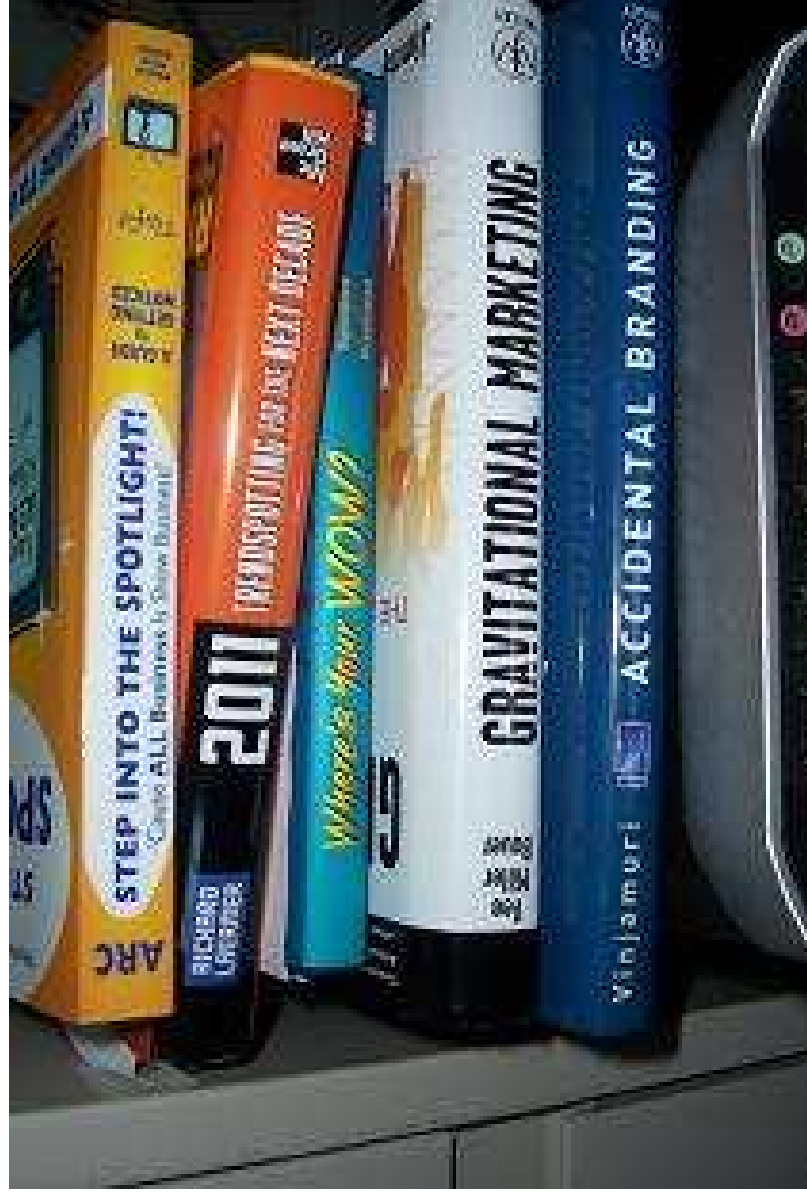
Build Community



Blogging helps turn some competitors into collaborators or referral sources.

The resources you need to achieve the results you want.

Review Books in Your Field



The resources you need to achieve the results you want.



Interview Experts in Your Field

Google Guru Ted Sauder
spoke at Cleveland
American Marketing
Association



Facebook Sales VP Sean
Sullivan spoke to
Cleveland American
Advertising Federation



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Competitors = Collaborators



Drew's *marketing* minute

BiG[®]
Brand Identity Guru

The BIG Kahuna

Branding Opinions From Our Fearless Leader – Scott White



BRANDING STRATEGY INSIDER >>
THE BRANDING BLOG



Friday, June 18, 2010

NEWS FEED COMMENTS

SmartMarketingStrategy

Insights and ideas for better marketing
from Jean Gianfagna



The resources you need to achieve the results you want.



Embedding Video is Easy in WordPress

1. Film a short video
2. Edit with Movie Maker (PC)
3. Add website and phone with text over video
4. Save as a MP3 on your computer
5. Create a YouTube Account
6. Upload to YouTube
7. Click on Embed to get Code

The resources you need to achieve the results you want.



Search

Browse | Upload

Edit Video

Edit Video

Annotations

AudioSwap

Captions and Subtitles

Insight

Promote

4 Secrets to an Effective Strategic Marketing Plan

BrandingAndMarketing

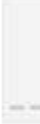
10 videos

Subscribe



BrandingAndMarketing — May 25, 2008 — This short clip offers 4 techniques to improve marketing effectiveness to achieve better results. Narrated by Chr...

3,221 views



Save to



Share

<Embed>

Embed your YouTube video about the benefits of your services into the blog

Upload a Welcome Message

Welcome to Branding & Marketing – a

Video Message from Chris Brown

by CHRIS BROWN on FRIDAY, APRIL 2, 2010 [EDIT]





Upload your company's 30 second commercial onto YouTube.
Embed it from YouTube into the multimedia window on your blog.

Marketing Resources & Results, Inc.

I Use Thesis Theme



The resources you need to achieve the results you want.

Thesis = easy to install a video ad on every page



- BLOG
- ABOUT
- WORKSHOPS
- ABC MEET UPS
- BLOGROLL
- CONTACT
- WEBSITE

Subscribe: RSS or Email

Branding & Marketing is written by Chris Brown, owner of a full service marketing consulting firm, for business professionals who want to improve their marketing strategies, tactics and results.

[Share](#)

[Click here to email Chris.](#)

To search, type and hit enter

QUICK HELPFUL LINKS

[Click here to get help with your 2010 Marketing Program](#)

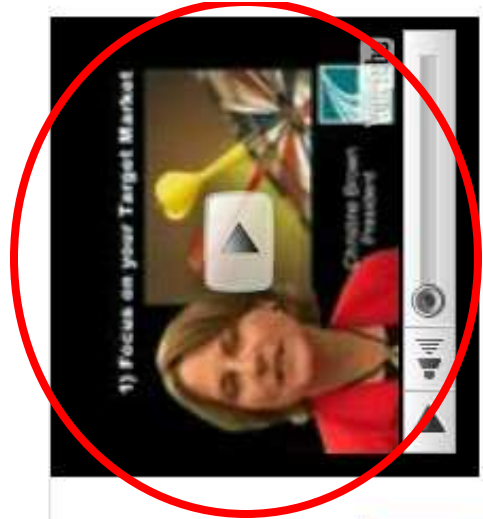
Google Guru Offers 4 Marketing Trends at Cleveland Marketing Association Meeting

by CHRIS BROWN on WEDNESDAY, JUNE 16, 2010 [EDIT]

[Like](#) Be the first of your friends to like this.

Ted Souder visited Cleveland's American Marketing Association meeting last week on his way to his new assignment in Paris.

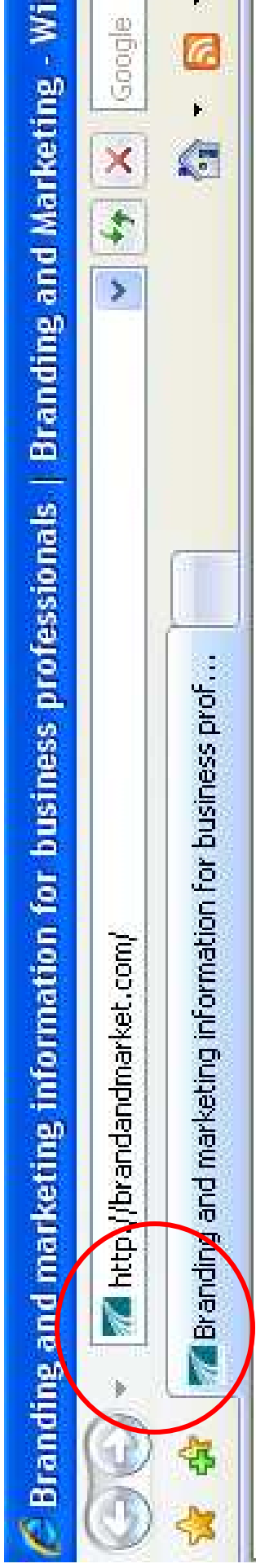
When he came to Cleveland to



Enter your email to subscribe to the newsletter.



Subscribe by EMAIL by clicking here.



Favicon

Brand your Blog with a Favicon in the address bar

To insert one, go to this address: www.favicon.cc

Follow the instructions to make a 16 x 16 pixel and upload it with your FTP client into your blog's root directory

Create a Branded Header



That Brands with Your Website



Pretty Link: Links Get Help: [Tutorials \(UPDATED!\)](#) | [Premium Support](#) | [One on One](#)

Connect with Pretty Link: [t](#) [f](#)

Help

Name	Hits / Uniq	Created	Links
10 SEO Tips for Improving your Rank on the Number 2 Search Engine: YouTube	531/528	2009-10-18 04:32:05	http://brandandmarket.com/2ndSearchEngin
			Target URL: http://www.imeasureupfor.com/brand/26742#...

Pretty Links Plug In

Let's you Brand any website page with your Blog – name, photo, and colors. Also makes it easy to tweet & works as a URL shortener with your blog as the origin.

Branding and marketing... [Share on Twitter](#)

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Inc. **\$99.99** Blackberry® Bold™ 9700 Smartphone **Simultaneous V**

ADVERTISEMENT

▶ START-UP ▶ RUNNING A BUSINESS ▶ FINANCE ▶ LEADERSHIP & MANAGING ▶ SALES & M

Semper Youngstown

Youngstown, Ohio, of all places, is attempting to reinvent itself as a technology center.

By Bill Donahue | May 1, 2010



Use Links Make it Easy to Find the Your Company Website

QUICK HELPFUL LINKS

[Click here to get help with your 2010 Marketing Program](#)

[View in mobile format](#)

[Marketing Resources & Results](#)

[How to Create a Speaker Sheet](#)

[How to Market your Company's Anniversary](#)

[Trade Show Checklist & Tips](#)

BRANDING & MARKETING

WORKSHOPS | ABC MEET UPS | BLOGROLL | CONTACT | WEBSITE

Google Guru Offers 4 Marketing Trends at Cleveland Marketing Association Meeting

by CHRIS BROWN on WEDNESDAY, JUNE 16, 2010 [EDIT]

Like Be the first of your friends to like this.

Ted Souder visited Cleveland's American Marketing Association meeting last week on his way to his new assignment in Paris.

When he came to Cleveland in May 2008, I really enjoyed his 10 Best Marketing Practices. This time he shared a main point: *Have them see together with you.*

or Email

Marketing is written owner of a full consulting firm, professionals who their marketing s and results.

all Chris.

and hit enter

IL LINKS help with your Program format rces & Results

Enter you subscrib newsllett

Foill Subscrill clicking fill send Yc blog articl

The resources you need to achieve the results you want.

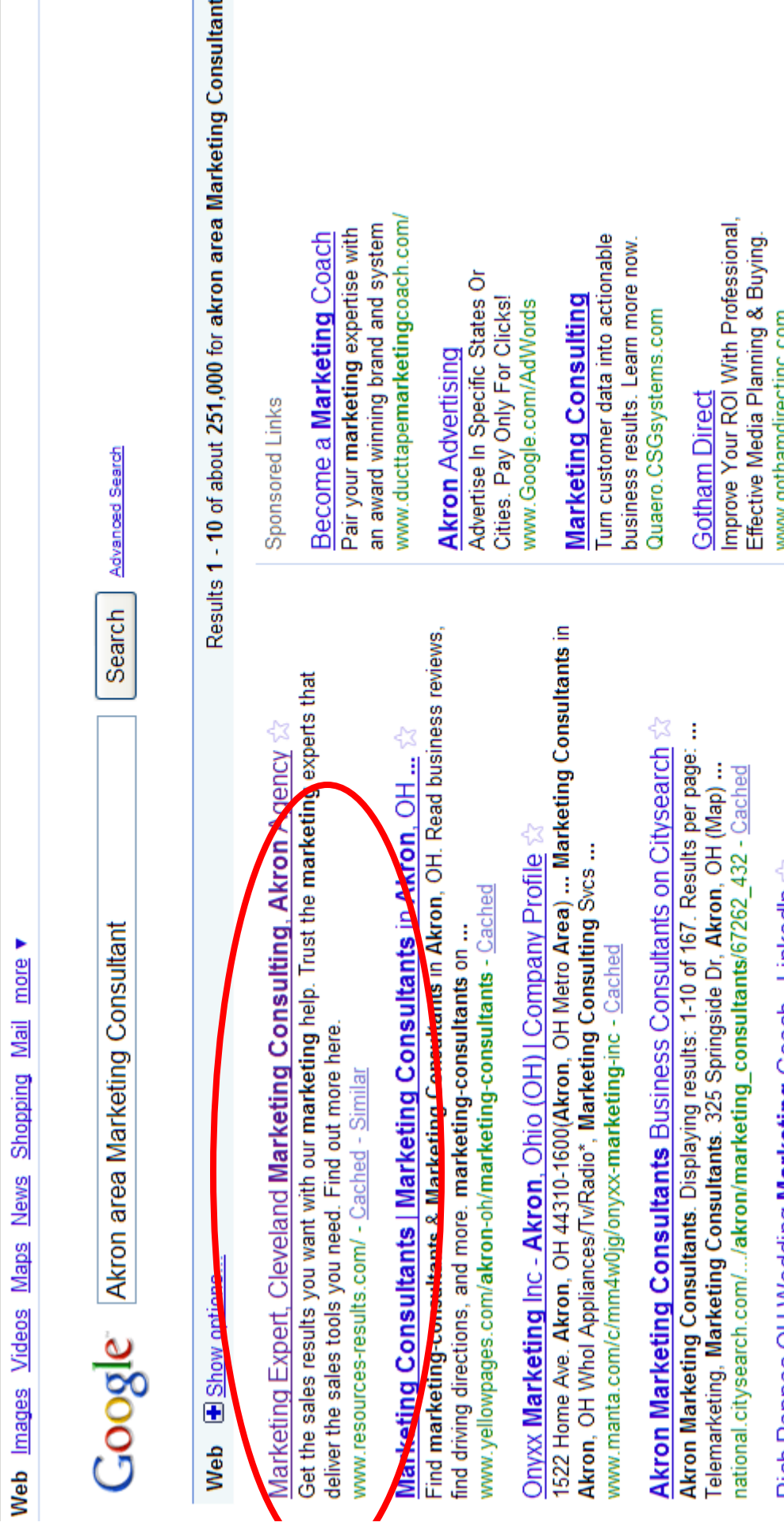
SEO Hyperlink your keyword phrase on your blog to your website

This Code: I am a


<a href=<http://www.resources-results.com>>Akron area Marketing Consultant.

Looks like this: [I am an Akron area Marketing Consultant.](#)

And contributes to results like this:



The screenshot shows a Google search interface with the search term 'Akron area Marketing Consultant' entered in the search box. The search results page displays several links, with the top result being 'Marketing Expert, Cleveland Marketing Consulting, Akron Agency'. A red circle highlights the search results area. The page also includes a 'Sponsored Links' section with several advertisements for marketing services.

Web  Show options

Results 1 - 10 of about 251,000 for akron area Marketing Consultant

Marketing Expert, Cleveland Marketing Consulting, Akron Agency ☆
Get the sales results you want with our marketing help. Trust the marketing experts that deliver the sales tools you need. Find out more here.
www.resources-results.com/ - [Cached](#) - [Similar](#)

Marketing Consultants | Marketing Consultants in Akron, OH ... ☆
Find [marketing-consultants & Marketing Consultants in Akron, OH](#). Read business reviews, find driving directions, and more. [marketing-consultants on ...](#)
www.yellowpages.com/akron-oh/marketing-consultants - [Cached](#)

Onyxx Marketing Inc - Akron, Ohio (OH) | Company Profile ☆
1522 Home Ave. Akron, OH 44310-1600(Akron, OH Metro Area) ... [Marketing Consultants in Akron, OH](#) Whol Appliances/Tv/Radio*, [Marketing Consulting Svcs ...](#)
www.manta.com/c/mm4w0jg/onyxx-marketing-inc - [Cached](#)

Akron Marketing Consultants Business Consultants on Citysearch ☆
[Akron Marketing Consultants](#). Displaying results: 1-10 of 167. Results per page: ...
[Telemarketing, Marketing Consultants, 325 Springside Dr, Akron, OH \(Map\) ...](#)
national.citysearch.com/.../akron/marketing_consultants/67262_432 - [Cached](#)

Sponsored Links

[Become a Marketing Coach](#)
Pair your marketing expertise with an award winning brand and system
www.ducttapemarketingcoach.com/

[Akron Advertising](#)
Advertise In Specific States Or Cities. Pay Only For Clicks!
www.Google.com/AdWords

[Marketing Consulting](#)
Turn customer data into actionable business results. Learn more now.
Quaero.CSGsystems.com

[Gotham Direct](#)
Improve Your ROI With Professional, Effective Media Planning & Buying.
www.gothamdirectinc.com



Repurpose a blog post into the lead article in your e-newsletter

Newsletter from Marketing Resources & Results | Branding & Marketing

Chris Brown, Marketing Resources & Results [cbrown@resources-results.com]

To: cbrown@resources-results.com



The **resources** you need to achieve the **results** you want.

Marketing Resources & Results

Dec. 31, 2009

[10 Ways to Improve Your Marketing Results for 2010](#)

Improve Your Marketing Results for 2010

Happy New Year! While 2009 was a challenging year for many, 2010 shows great promise for a more prosperous year. Do you have your marketing programs in place for next year?

Will you be using these [10 Ways to Improve YOUR Marketing Results in 2010?](#) Best wishes for a happy, healthy and prosperous 2010.



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Use the Blog to Get E Newsletter subscribers



Enter your email to
subscribe to the
newsletter.


GO




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Embed the Blog Headlines

 **Branding & Marketing
Blog Feed**

Branding & Marketing
Own Your Brand Category
June 9, 2010

 [Subscribe now](#)

POWERED BY FEEDBURNER

The resources you need to achieve the results you want.



Embed Your Blog

Intergrate your blog into Social Media



The resources you need to achieve the results you want.

Pull Your WordPress Blog into your LinkedIn Profile

WordPress [Remove]

Branding and Marketing [edit]



Google Guru Offers 4 Marketing Trends at Cleveland Marketing Association Meeting *2 days ago*

Ted Souder visited Cleveland's American Marketing Association meeting last week on his way to his new assignment in Paris. When he came to Cleveland in May 2008, I really enjoyed his 10 Best Marketing Practices. This time he shared 4 main points. Here they are, together with my notes & comments! 1. Mobile [...]

What is Your Social Media Strategy? *3 days ago*

Video: Strategy Marketing with Social Media — how should social media fit into your marketing program? Here are my notes & thoughts jotted down before recording the video that is linked below. Social media is only a tactic. Just like having a brochure, a website and a direct mail campaign are tactics, it's just one of the ways [...]

Strategic Use of Social Media — Panel Discussion on Marketing — June 16, 2010 *7 days ago*

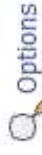
I'll be speaking as part of a panel discussion next week about "How to Strategically use Social Media in your Marketing" as part of an ongoing luncheon sponsored by Simplex-IT. Joining me on the panel will be Norma Rist, author of Small Business Savvy and owner of Norma J. Rist CEO Consulting Inc.; and Deborah Chaddock Brown, publisher [...]

Own Your Brand Category and Position in Your Customer's Mind with a few Words *9 days ago*

I think that using branding as a key strategy for your marketing program is a very smart, shrewd



Use Networked Blogs to automatically publish the blog onto the Company's Facebook Fan Page



Marketing Resources & Results, Inc.



What is Your Social Media Strategy? Video: Strategy Marketing with Social Media — how should social media fit into your marketing program? Here are my notes & thoughts jotted down before recording the video that is linked below. Social media is only a tactic...

Tuesday at 12:37pm · Comment · [Like](#)

Marketing Resources & Results, Inc.



Strategic Use of Social Media – Panel Discussion on Marketing – June 16, 2010 I'll be speaking as part of a panel discussion next week about "How to Strategically use Social Media in your Marketing" as part of an ongoing luncheon sponsored by Simplex-IT. Joining me on the panel will be Norma Rist, author of Small Business Savvy and owner of Norma J. Rist...

June 14 at 12:22am · Comment · [Like](#)

Marketing Resources & Results, Inc.



Own Your Brand Category and Position in Your Customer's Mind with a few Words I think that using branding as a key strategy for your marketing program is a very smart, shrewd move. (Shrewd sounds nasty, but I mean it in a very complimentary way.) The great thing about branding is that it works in the long term. It's a real investment in your business. ...

June 14 at 12:22am · Comment · [Like](#)

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Use Your Blog on Your Twitter





Speaker
Marketing
Consultant
Entrepreneur
Author


www.brandandmarket.com





Home Profile Find People Settings Help Sign out


- 


ChrisBrown330 I am speaking @PodCampOhio #pwcbus and will share 25 ways I use my WordPress Blog to brand and market my company
less than 10 seconds ago via web
- 

cincyvideos I'll probably be the only one at #pwcbus without my laptop. But I'll have a notebook...the spiral kind LOL
about 1 hour ago via TweetDeck
- 

TCagley I am speaking right after lunch at #pwcbus topic: "Podcasting for a Technical Audience". I hope I do not get any Skyline Chili on me!
12 minutes ago via TweetDeck
- 

wyliemac I've set up a ScribbleLive feed for #pwcbus. You can follow here: <http://scribliv.me/17552>
12 minutes ago via web
- 

newmediacincy wishing folks heading up to @PodcampOhio tonight and tomorrow safe travels and much fun! #pwcbus
14 minutes ago via Digsby
- 

danieljohnsonjr wishing folks heading up to @PodcampOhio tonight and tomorrow safe travels and much fun! #pwcbus
14 minutes ago via Digsby
- 

sbostedor Will be bringing an ProScope Mobile to #pwcbus that was just sent to me by the folks at Bodelin.com sent to us - super

Name Chris Brown
Location Hudson, Ohio Akron Cleveland
Web <http://brandandma...>
Bio Strategic marketing consultant. Woman business owner. Gardener. Toastmaster. Blogger. Wife. Mom of 2.
736 following **1,764** followers **128** listed
Tweets 595
Favorites
Lists women-business-owners
 View all
Following
 View all...
 RSS feed of

Promote Company News

Athena International – Celebrating Leadership by Women

The [October issue](#) of [Inside Business](#) features 11 women in Northeast Ohio who are making a difference in their community, providing opportunities to develop women leaders and achieving success in their professional life.

[Athena International](#) is an organization that supports developing and honoring women leaders, inspiring women to achieve their full potential and creating balance in leadership worldwide.

You can read more about Athena on my "[Real Women, Real Careers](#)" blog where I profiled [Mary Ann Corrigan-Davis](#) from Cleveland and [Theresa Carter](#) from Akron, the award recipients, for their outstanding service to the community, success in their career and leadership to women.



Guiding Lights We applaud the 2007 Athena Award Finalists.

ATHENA Finalists
 Theresa Carter
 Mary Ann Corrigan-Davis
 Barbara Brown
 Christine M. Brown
 Judi Firestone
 Margaret Flynn
 Dr. Merle Griff
 Linda Kahn
 Megan O'Bryan
 Susan Pierce
 Maria Quinn

Ten Under 10 Award from COSE

By CHRIS BROWN on SATURDAY, MAY 20, 2006 [EDIT]



On Tuesday ten companies in Northeast Ohio with 10 or fewer employees were selected for their commitment to innovation, growth, the community and environment, diversity and excellent customer service. The awards were presented in Westlake by the [Cleveland Council of Smaller Enterprises \(COSE\)](#).



[Marketing Resources & Results, Inc.](#) was one of the 10 companies selected for recognition. The COSE Ten Under 10 Award is designed to salute small businesses that play a vital role in the economic development landscape of Northeast Ohio. COSE is committed to celebrating those entrepreneurs who are making an impact in the region and recognizing the many success stories within the small business community.

Branding & Marketing is designed for business professionals with an interest in branding and marketing. Information about building awareness. Links and resources for the marketing business. Branding Trends. Marketing Trends. Links to Blogs about Branding and Marketing. www.resources-results.com

The resources you need to achieve the results you want.



Promote Your Speaking Engagements

Strategically Speaking: Social Media Marketing

June 16, 2010 in Hudson and sponsored by [Simplex-IT](#) and Bob Coppedge. Listen to the 1 1/2 hour event [here](#).



We squeezed so many people into this event. Lots of great questions and comments.



April 2010 I showed the Cleveland Business Advisors organization how to help their clients attract new customers with LinkedIn. Contact me to have me speak to your organization about marketing topics.



The resources you need to achieve the results you want.

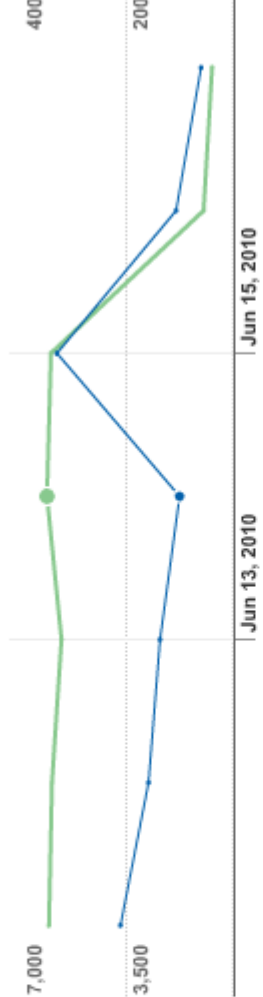
Track with Feedburner

Branding & Marketing

[Analyze](#) | [Optimize](#) | [Publicize](#) | [Monetize](#) | [Troubleshoot](#) | [My Feeds](#)

[June 14](#)

Feed Stats Dashboard



Day	Feed Stats	Subscribers
Monday, June 14, 2010	~6,500	~350
Jun 13, 2010	7,000	400
Jun 15, 2010	~6,800	~380

Monday, June 14, 2010

◆ **6,095** subscribers [i](#)

◆ **101** reach [i](#)

[See more about your subscribers »](#)

Popular Feed Items

NAME	VIEWS	CLICKS	D'LOADS
Total	426	36	0
Strategic Use of Social Media — Panel Discussion ...	98	4	--
Own Your Brand Category and Position in Your Cust...	65	4	--

Headline Animator Stats

468x60 White

short

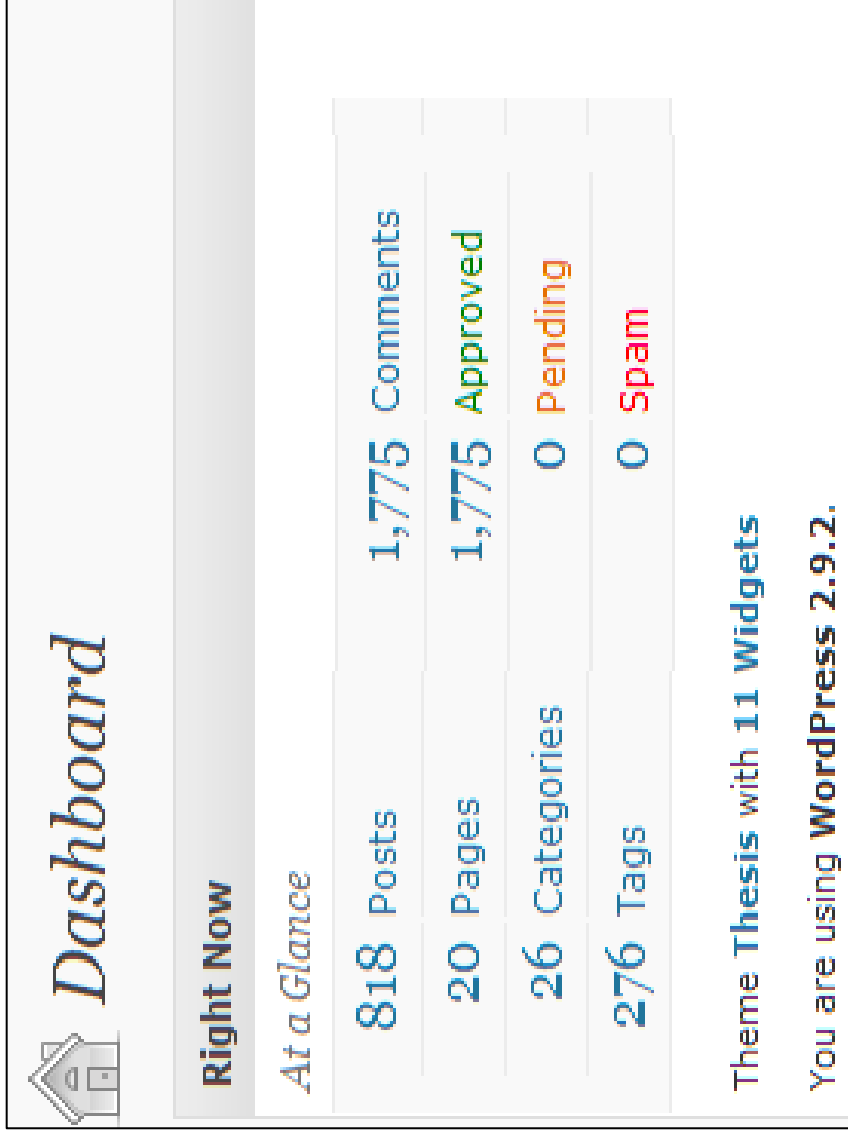
180x100 White

all grey

↓ SERVICES

Configure Stats

Track % of Comments to Posts



Dashboard

Right Now

At a Glance

818 Posts	1,775 Comments
20 Pages	1,775 Approved
26 Categories	0 Pending
276 Tags	0 Spam

Theme **Thesis** with **11 Widgets**

You are using **WordPress 2.9.2**.

The resources you need to achieve the results you want.



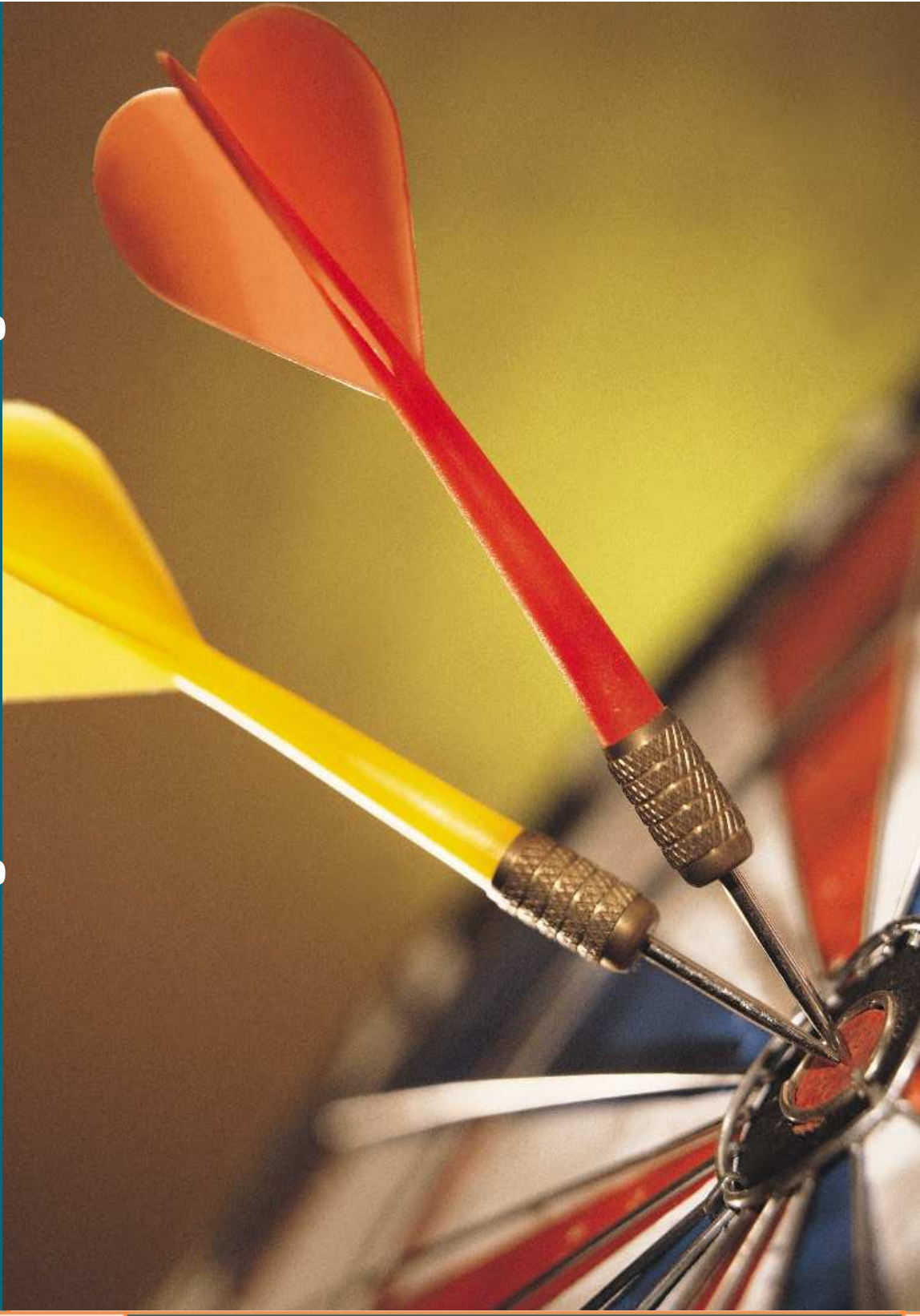
Track New Visitors to the Website



The resources you need to achieve the results you want.



Use these 25 Tips to Brand & Market Your Business Using Your WordPress Blog



The resources you need to achieve the results you want.



Connect with me

Read my Branding & Marketing blog:
www.BrandandMarket.com

Friend me on  **ChrisBrown330**



Follow me on **ChrisBrown330**

Link to me on  **ChrisBrown330**

Become a **FAN** of my company on Facebook:
www.Facebook.com/MarketingResults

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