

*"Wendy's book is an impressively thorough account of the marketing options open to Internet businesses today. I have it within reach of my desk and I intend to make good use of it."*

—Michael Masterson, Publisher, Agora, Inc., Early to Rise

# CONTENT

# IS

Features the  
**SONAR**  
Content Distribution  
Model™

# CASH

Leveraging Great Content  
and the Web for Increased Traffic,  
Sales, Leads and Buzz

WENDY MONTES DE OCA, M.B.A.

Foreword by BOB BLY

## What People Are Saying About *Content Is Cash*

“Everybody talks about marketing with content, but Wendy Montes de Oca provides a systematic approach, SONAR, for actually doing it. By following her model you get higher search engine rankings and other results instead of just churning out an endless pile of articles that go nowhere and do nothing.”

—Bill Bly, copywriter

“*Content Is Cash* is a classic! We implemented Wendy’s SONAR system and saw results (traffic, qualified prospects and opt-in subscribers) within hours, not days or months. It’s easy to become overwhelmed with Internet marketing ‘advice.’ There were more than 26,000 books on Amazon.com this morning dealing with the topic. The SONAR system is not run-of-the-mill advice. You won’t find a more complete collection of content marketing anywhere on the planet. Highly recommended!”

—Marc Charles, Entrepreneur, Author, Freelance Guru

“Wendy’s book, *Content Is Cash*, is a great book for anyone who wants to leverage their content—publishers, marketers, you name it. It’s well organized and explains Wendy’s system that can help you build your website and drive a boatload of traffic, and do it in a cost-effective manner. As a writer, I gleaned insight on what kind of articles I should be writing—or what I should emphasize in the articles I’m already writing—to grab eyeballs and hopefully turn them into more sales for my company.”

—Sean Brodrick, Editor, [UncommonWisdomDaily.com](http://UncommonWisdomDaily.com)

“This book brings the urgent and swirling noise of contemporary marketing strategy and tactics all together. Wendy has written a practical, no nonsense guide to improving sales and marketing results for any size company. It takes contemporary marketing to a whole new level. Her proven SONAR model is easy to grasp and her style is easy to follow. This should be the next book every Chief Marketing Officer should read. And start banking the results.”

—Christopher C. Binkert, Chief Marketing Officer  
Soundview Communications, Atlanta, GA

“When it comes to marketing online, content is an afterthought for far too many marketers. It’s a pity because, as Wendy Montes de Oca points out in her new book, content can be a huge source of income for any business. That’s why I love that Wendy has comprehensively explained dozens of ways to leverage content for an online business. The best part is that—like the pro direct marketer she is—Wendy’s strategies are all trackable and quantifiable. So you know exactly how valuable your efforts are to your business.”

—Jason Holland, Associate Publisher, *Early to Rise*

“Wendy’s insights are priceless and have the ability to payoff in a big way. *Content Is Cash* is a must read for anyone tasked with driving more traffic and revenue in an increasingly more competitive online environment. I’m looking forward to implementing many of her tips, tricks and tactics in my own business immediately.”

—Julie McManus, President, Julie McManus Marketing Associates, Inc.

“Content is the single most important factor in building a thriving web business and no one drives that point home better than Wendy Montes de Oca. In *Content Is Cash* she takes the mystery out of putting your content to work for you. Anyone trying to build traffic, sales, or leads would be a fool to not have a copy of this go-to reference on their desk.”

—Alice Wessendorf, Managing Editor, HealthierTalk.com

“Wendy’s book is an impressively thorough account of the marketing options open to Internet businesses today. I have it within reach of my desk and I intend to make good use of it.”

—Michael Masterson, Publisher, Agora, Inc., *Early to Rise*

“Absolutely packed with useful, important information, just what you’d expect from Wendy Montes de Oca”

—Dr. Jonny Bowden, PhD, CNS, JonnyBowden.com

“Wendy told me about the SONAR system almost two years ago, and swore me to secrecy. Now she has done far more than just reveal the SONAR system. In *Content Is Cash*, Wendy gives you a complete blueprint for the *right way* to use free content. I especially recommend *Content Is Cash* to anyone who has tried using free content and been frustrated. Follow Wendy’s proven method, and you’ll have the cure for what frustrated you.”

—Conrad Hall, Best-Selling Author, Speaker, Radio Host  
Conrad Hall Copywriting, LLC

“Whenever I think about monetizing content, the first person that comes to mind is Wendy Montes de Oca. I’ve personally used just one of her strategies in this book to generate thousands of leads and establish instant authority in my niche. *Content Is Cash* is a must have in serious online marketer’s library.”

—Brian T. Edmondson, Internet Marketing Expert,  
TripleYourProfits.com

“Wendy’s new book *Content Is Cash* is exactly what is needed in today’s turbulent business world. By reading and putting the tactics and strategies into action, you will position yourself for more profits and a stronger a business.”

—MaryEllen Tribby, Founder/CEO WorkingMomsOnly.com

“If you want to transform content into some very substantial money for your business, this must-read book will show you exactly how.”

—Martin D. Weiss, Ph.D., bestselling author

## What People Are Saying About Wendy Montes de Oca

“Wendy has already met and exceeded my expectations. Her marketing expertise is unparalleled. I can’t wait to go on from here.”

—Bob Bly, renowned copywriter and best-selling author, Bly.com

“Working with Wendy was one of the best business decisions I made this year... Wendy was a reservoir of creativity, thoughts, and ideas with her marketing strategies, web design, and copywriting magic.”

—Karen Keller, Ph.D., Karen-Keller.com

“Wendy is the Neiman-Marcus of Internet marketers. She’s a veritable ‘one-stop shopping’ center for virtually every service you could want or need that involves getting your name and brand out to the marketplace, from copywriting to SEO. What’s even more important is that she does all of them well.”

—Dr. Jonny Bowden, best-selling author and nutritional healing expert, JonnyBowden.com

“When it comes to the best marketing consultants out there, Wendy’s at the top of a very short list. She has the skills, resources, and connections to get the job done—whatever it is.”

—Len Bailey, copywriter, LEB Marketing

“Wendy is a creative, strategic thinker, and an implementer who gets the job done with success.”

—Chris Ruddy, CEO and publisher, Newsmax.com

“I highly recommend Wendy for any marketing, business development, Internet project, or list-building venture. I’m serious. I’ve worked with hundreds of direct marketing professionals, gurus, and company principals over the last 25 years. Wendy is in the top 2%!”

—Mark Smalley, owner, Mark Smalley Direct

“Wendy is a brilliant direct response and online marketer with innovative ideas for increasing revenue and generating website traffic and prospects. Her tactics were cutting edge and they worked! She catapulted marketing in equity research and helped both institutional and retail sales.”

—Matthew Quinn, Citigroup (formerly Salomon Smith Barney)

“Wendy Montes de Oca simply knows Internet marketing better than any person I have ever encountered. What I have learned is that Internet marketing is both a science and an art, but rarely does one person have both skills. Wendy has a formal background in marketing, a keen eye for analysis, and a creative flair second to none.”

—Dave Copeland, president and founder, AppleBoost Products, Inc.

For more about Wendy, visit <http://www.precisionmarketingmedia.com/testimonials.html>.



# CONTENT IS CA\$H

Leveraging Great Content and the Web  
for Increased Traffic, Sales,  
Leads and Buzz

Wendy Montes de Oca, M.B.A.

**que**<sup>®</sup>

800 East 96th Street,  
Indianapolis, Indiana 46240 USA



# Content Is Cash: Leveraging Great Content and the Web for Increased Traffic, Sales, Leads, and Buzz

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# Foreword

All the Internet gurus today would agree that the key to online success is to market with content. But unfortunately, not many people know how to fully and adequately leverage their content for optimum results.

I've seen it happen many times with marketers, business owners, and entrepreneurs. They try to use article marketing, to no avail. They then conclude that marketing with content doesn't work. They couldn't be more wrong.

You see, the problem is the lack of a systematic method for "syndicating" content and taking article marketing to the next level: getting it in front of as many eyeballs as possible and driving traffic to your website.

And that's the missing link and the key to unlocking the power of great content and the Web. Wendy has cracked the Internet code with her low-cost, high-performing SONAR Content Distribution Model™. It's like article marketing on steroids!

Wendy is the best-kept secret on the Internet today, the consultant behind much of my Internet success...and the success of some of the most well-known and respected publishers in the industry. She brought her "New York gusto" to Florida nearly a decade ago and completely changed the way many top publishers market online. Her concepts were so admired that, aside from her daily marketing leadership responsibilities, she often trained marketing staff, held offsite meetings, and spoke at industry events regarding her proven strategies.

When Wendy left her vice president role at one of the country's top publishers, Agora Inc., I was one of the first people to scoop her up for consulting work. I knew she would become a hot commodity as a freelancer, and I was right. Wendy's business quickly grew with new and referral clients...and more than three years later, it's still going strong.

I've known Wendy for many years now. I've seen her lead large and small online publishers to success with her breakthrough marketing concepts and the innate skill of being "strategically creative." She's an out-of-the-box thinker who gets results. Quite simply, her expertise is unparalleled.



Wendy's SONAR system is powerful yet simple. Whether you're a Fortune 500 or start-up company, SONAR principles are easy to implement, with virtually no ancillary costs. SONAR was one of the tactics that helped grow a popular online publisher's list to more than 300,000 subscribers. It also helped build a new alternative health publication's list to nearly 30,000 subscribers in only three months.

I've seen firsthand how this unique and systematic method leverages something most websites have (content) to increase awareness and traffic. I was so impressed with Wendy's SONAR approach on my own business, that I interviewed her for a two-day teleseminar. My subscribers absolutely loved it! I received emails from attendees saying the strategy was "excellent...superb...and an invaluable marketing tool that all business owners or entrepreneurs should have."

And that's because the SONAR Content Distribution Model™ really works.

If you could give your business a boost for virtually no cost, wouldn't you want to learn how?

Get ready, because you won't be disappointed!

—**Robert W. Bly**

Best-Selling Author, Copywriter, Consultant, and Owner of CTC Publishing

Bly.com

## About the Author

**Wendy Montes de Oca, M.B.A.**, has a diversified background that includes nearly 20 years of experience in marketing, media, financial services, and law. She has a proven track record with both acquisition and retention efforts, as well as has both editorial and copywriting success. Her specialties include multichannel marketing (print, Web, email, direct mail, radio, and TV), with expertise in Internet marketing. During her career, Wendy has generated more than \$150 million in total revenues for various corporations, consulting clients, and her own consulting firm, *Precision Marketing and Media, LLC*.



Wendy has led the marketing efforts for many prominent organizations. For one online publisher, in only three short months, her search engine optimization (SEO) and lead-generation tactics increased website traffic ranking and visits by more than 3,160% and 62%, respectively, as well as traffic monetization that resulted in a return on investment of 221%.

She previously was the editor of a quarterly investment newsletter and has had several investment articles published in *Hometown News*. Her marketing articles have appeared in popular newsletters, websites, and blogs, such as *Target Marketing*, *Early to Rise*, *Makepeace Total Package*, and many more.

Wendy is an advisory board member for Bob Bly's TheLandingPageGuru.com, as well as a distinguished speaker/moderator at prominent marketing conferences such as Specialized Information Publishers Association (SIPA).

Her blog, [MuscleMarketing.Blogspot.com](http://MuscleMarketing.Blogspot.com), was named top Internet marketing blog by industry staple Best of Web.

Wendy has worked as a strategic marketing consultant and was the force behind the marketing efforts for several top publishers, entrepreneurs, and Fortune 500 companies, including Weiss Research & Publishing, Weiss Money Management, Newsmax Media, Chase Manhattan Bank, General Electric (GE), Automatic Data Processing (ADP) Retirement Services, and Salomon Smith Barney/CitiGroup.

Before starting her successful consulting firm, *Precision Marketing and Media, LLC*, Wendy was vice president of marketing and business development for the Internet's most popular wealth and success e-zine, *Early to Rise* (Agora Publishing), where her online marketing tactics and product development efforts helped bring in thousands of new subscribers and earned millions of dollars in revenues.

Wendy's groundbreaking online marketing strategies have been cultivated and taught to clients, colleagues, friends, freelancers, and former employers spanning the copywriting, publishing, financial, and health industries. She has often trained internal staff or led offsite group sessions to share her online marketing knowledge of increasing website traffic, visibility, leads, and sales. And because her web marketing tactics have been so cost-effective, creative, and successful, Wendy became known as "the marketing maven" by many of her industry peers.

Wendy earned a Bachelor of Science degree from St. John's University and a Master of Business Administration degree from Nova South Eastern University.

Throughout her career, she has been recognized with various awards for quality, innovation, teamwork, and new product/new business development.

Wendy lives in South Florida with her husband of more than 10 years and their son. *Precision Marketing and Media, LLC*, is headquartered in the Palm Beach area of Florida, with satellite offices in the New York City/New Jersey tri-state area.

- For more information, visit [www.PrecisionMarketingMedia.com](http://www.PrecisionMarketingMedia.com).
- To read Wendy's blog posts, visit [www.MuscleMarketing.blogspot.com](http://www.MuscleMarketing.blogspot.com).
- To sign up for Wendy's free newsletter, *Precision Marketing*, visit [www.PrecisionMarketingMedia.com/newslettersignup.html](http://www.PrecisionMarketingMedia.com/newslettersignup.html).
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## Dedication

*This book is dedicated to my loving husband, Jose, who complements my life and broadens my horizons through art, culture, travel, insight, and debate. Jose, you keep me on my toes yet keep me grounded. And to my adorable son, Matteo, who truly is a gift from God, you will always be my "little mijo." Thank you both for fulfilling my life with love and happiness. I feel blessed every day.*

## Acknowledgments

Sincerest thanks to my mother, Lorraine, and my brother, Chris, who always remain close in my heart, although many miles are between us.

Thank you to my dear friends Maggie Willard Cuello and the entire Staten Island Campus “St. John’s University Library Crew” (’89–’91), especially Matt Quinn. You’ve all known me for a long time and have always believed in my abilities.

Thanks to Ana Villamar for helping out around the house so I can get my writing done.

Thank you to my clients for your professional partnership and trust—as well as for allowing me to lead your business to the next level.

Many thanks to my colleagues who, over the years, influenced me in one way or another on my professional journey: Marilyn Strand, Mark H. S. Cohen, Ian Sheridan, Martin Weiss, Ph.D., Christopher Ruddy, MaryEllen Tribby, and Mark Ford.

Thanks to my special friends at Early to Rise, including Jason Holland, Jessica Kurrle, and Sarah Snoots, who helped distribute my marketing articles to their fabulous list of subscribers.

Thank you to the following clients and companies for helping bring this book to life by allowing me to use their real-life marketing examples for illustrative purposes: Dave Copeland (AppleBoost/Nutrition Intelligence Report), Suzanne Dixon (AppleBoost/Nutrition Intelligence Report), Bob Bly (Bly.com), Karen Keller, Ph.D. (Karen-Keller.com), Dr. Jonny Bowden (JonnyBowden.com), Jason Holland (EarlyToRise.com), and Maria Dolgova (TotalHealthBreakthroughs.com).

Thanks to the following editors and publishers for taking time and sharing with me their real thoughts on what makes great content: Michael Masterson (Agora, Inc.), Jason Holland (Agora, Inc./Early to Rise), Brian Kurtz (Boardroom, Inc.), Chris Ruddy (Newsmax Media, Inc.), Steve Kroening (Second Opinion), Alice Wessendorf (Healthier Talk), Sean Brodrick (Uncommon Wisdom Daily; Weiss Research, Inc.), Dr. Jonny Bowden (In Step with Jonny: Straight Talk Nutrition for the 21st Century), and Bob Bly (The Direct Response Letter). Special thanks to Curt Wilcox (Real Magnet) for passing on some important industry information and best practices.

An additional note of thanks to my friend Bob Bly for writing the Foreword to this book. I’ve enjoyed the many years we’ve worked together and anticipate many great collaborations in the future!

## We Want to Hear from You!

As the reader of this book, *you* are our most important critic and commentator. We value your opinion and want to know what we're doing right, what we could do better, what areas you'd like to see us publish in, and any other words of wisdom you're willing to pass our way.

As an associate publisher for Que Publishing, I welcome your comments. You can email or write me directly to let me know what you did or didn't like about this book—as well as what we can do to make our books better.

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# Introduction

*I've worked for some of the top newsletter publishers in the U.S., and I realized two things early on:*

*Content is king...and content is cash.*

*The free content (e-zines and e-newsletters) these publishers created was more than a tool to bond with subscribers. And it was much more than a product—albeit a newsletter or paid report. Truth be told, its value hadn't really been tapped into or harnessed until it was looked at from a broader angle and through the eyes of a direct response marketer.*

*As a direct marketer for nearly 20 years specializing in online marketing, I'm always looking for strategic and creative ways to leverage the one thing my employers or consulting clients seem to have a lot of: content.*

I'm also looking for ways to do it in the most cost-effective way possible. Although many of my former employers had decent marketing budgets, I always tried to employ as many low- to no-cost tactics as possible, leaving money for pay-per-click or online advertising efforts, and only when totally necessary to build the business.

Now, being a Type A personality and a Myers-Briggs ENTJ (extravert, intuitive, thinking, judging) helps me tackle all tasks from a very logical, pragmatic, methodical, concise, and efficient way. Building a marketing strategy around leveraging editorial content on the Web is no exception. I needed to think of ways to use the content at my fingertips for multiple purposes—simultaneously. My main objectives were these:

- Prospecting (lead generation)
- Increased website visibility
- Increased website traffic
- Sales

I looked at existing strategies and principles I'd used over the years and thought about how I could use the content resources I had access to in these platforms. I left nothing out, including direct response marketing, search engine marketing (SEM), social media marketing (SMM), search engine optimization (SEO), article marketing, online press releases, market research, and guerrilla marketing.

I discovered that the opportunities were endless. Using content as part of our marketing plans could achieve many goals:

- Help with SEO and website visibility
- Create buzz
- Reinforce credibility
- Drive website traffic
- Promote lead generation
- Inspire like-minded readers to take action
- Drive sales

Even better, the efforts being deployed were quantifiable. Being quantifiable—or measurable—is a fundamental principal for any direct response marketer.

So, I developed a systematic approach to finding content in areas many publishers never imagined. I then created a manual process for repurposing the content and disseminating it to targeted locations on the Web in a synchronized manner. That's when the SONAR Content Distribution Model™ was born.

SONAR represents the following online marketing distribution platforms (or channels):

- S Syndicate partners, content syndication networks, and user-generated content sites
- O Online press releases
- N Network (social) communities and social bookmarking sites
- A Article directories
- R Relevant posts to blogs, forums, and message boards

I originally wrote about SONAR on my blog, [MuscleMarketing.Blogspot.com](http://MuscleMarketing.Blogspot.com), back in June 2007. Then I shared what I had discovered with the marketing team I was leading at the Internet's most popular wealth and success e-zine, *Early To Rise (ETR)*, and put it to practical use. To expand its reach even further, I republished my SONAR blog post in ETR's newsletter, exposing it to more than 300,000 eager subscribers.

The feedback I received was tremendous. I then spoke about SONAR at well-known industry conferences such as the Specialized Information Publishers Association (SIPA) and even conducted a teleseminar about it with direct marketing and copywriting legend, Bob Bly.

I was so excited about my findings, the results, and the accolades that I wanted to share SONAR with as many people as possible: marketers, editors, bloggers, publishers, entrepreneurs, freelancers, business owners, and more!

Businesses large and small were all salivating about this easy-to-implement strategy that didn't involve much time—and, even better, didn't involve much (if any) money.

I've been on this mission for the past three years or so, trying to spread the word about something that actually works during a decade when everyone seems to claim to be the next "Internet guru" and wanting to charge you an arm and leg just to give you some theories.

SONAR is not a theory; it's an established strategy. In an economic climate in which companies are closing down left and right, business owners are searching for a real solution to save their businesses—and a way to do it economically.

That's where I am today, sharing this proven, powerful, and cost-effective web content marketing strategy in the most prominent forum possible: a book.

SONAR is not a theory; it's an established strategy.



The best part of SONAR is that you don't have to be a marketing genius to implement it. Anyone from novice to expert can take advantage of SONAR. Any website with content, whether it's contextual, audio, or video, has the ability to ultimately turn traffic into sales.

## What's in This Book

Inside this book, you'll discover that it doesn't take a lot of time or money to build your website and drive a boatload of traffic through an easy-to-learn and wildly successful strategy called the SONAR Content Distribution Model™.

SONAR is the synchronized distribution of content in a systematic and targeted way that will help boost your business for little-to-no advertising cost. Each letter in SONAR represents a free online channel in which your content will be disseminated.

This effective, yet efficient, model will show you step-by-step how to leverage your content (whether it's contextual, audio, or video). This model also will help you find content you never even thought of using—in a comprehensive way that will gain you increased website visibility, traffic, and buzz. Even better, you'll learn how to harness the additional website visits and exposure for lead generation and sales.

SONAR is not a theory, but a proven strategy that gets results.

Find out what the ideal SONAR website looks like and discover the “blueprint” to building your own SONAR site. You'll learn hot tips on how to implement SONAR for your own business as well as how to master each of SONAR's critical components including article marketing, online PR, social media marketing, search engine marketing, search engine optimization, and guerrilla marketing (covert marketing in relevant blogs, forums, and message boards). You'll also learn how to measure your SONAR efforts, see some real-life performance history, and get the “inside secrets” to other components in your online marketing mix, including online advertising and media buying, affiliate marketing, joint ventures, and ad swaps.

As a special bonus—in addition to learning my SONAR Content Distribution Model™, you'll also get a broader perspective from my friends and respected colleagues. Learn the inside scoop on what makes great content that gets read and passed around as well as other business “must do's” from some of the top publishers and editors in the industry, including Boardroom Inc., Agora

This effective, yet efficient, model will show you step-by-step how to leverage your content...

Inc./Michael Masterson, Early to Rise, Newsmax Media, Inc., Soundview Publications, Inc., Bob Bly, and more.

Whether you're a novice or an expert—this book is the ultimate Internet marketing tool and the ONE and ONLY book you'll ever need to boost your website's exposure and performance.

## Who This Book Is For

This book is ideal for marketers, editors, bloggers, online publishers, business owners, entrepreneurs, solopreneurs, freelancers, consultants, copywriters, and webmasters.

Because the SONAR Content Distribution Model™ is powerful and cost effective, it's also ideal for companies of any size—small, mid-size, Fortune 500, boutique firms, start-ups, home-based businesses, and info-publishers.

In a nutshell, this book is a “must have” for virtually anyone who wants to use the Web to make money for themselves, their company, or their clients. It's the only online marketing book you'll ever need.

## How to Use This Book

This book is written with both newbie and experienced online marketers in mind. There's loads of helpful illustrations, comprehensive information, real-life examples, performance history, tips for success, and even a template for benchmarking.

Of course, most of the book stems from my near 20 years of marketing and editorial experience working for top publishers and Fortune 500 companies. I also share my insight as a thriving consultant and the creator of SONAR. In addition, I've included coveted business insights from some of the most respected publishers in their fields.

By the time you finish this book, you'll learn how to turn content into cash using the SONAR Content Distribution Model™. Using SONAR will help with increased website visibility, traffic, brand awareness, lead generation, subscriber bonding, industry credibility, and sales.

## Conventions Used in This Book

As you read through this book, you'll note several special elements that present additional information and advice beyond what you find in the regular text.



### *Note*

This is a note that presents some interesting information, even if it isn't wholly relevant to the discussion in the main text.

---

## I THOUGHT OF SOMETHING ELSE

I use sidebars to dig a little deeper into the topic at hand. Some sidebars are used to explain something in more detail when doing so in the main body text would've been intrusive or distracting. Others offer material that truly is ancillary but important to your overall understanding. Don't skip the sidebars, as you'll find important information in them!

# SONAR in Action: Results and Analytics

*As mentioned earlier in this book, the SONAR Content Distribution Model™ isn't just theory; it's a proven, systematic strategy that has worked repeatedly across industries.*

*This chapter includes case studies to illustrate SONAR's effectiveness. The tactics used to reach the performance levels mentioned in the following case studies are the very ones mentioned throughout this book.*

*Although I'm not at liberty to share specific company names, I can highlight SONAR performance for a company's niche. I also can share details of my own company's SONAR performance.*

*This data is a compilation of my own tracking research and metrics using the tools I discuss in this chapter—such as the 3 Os, Google Analytics, and back-link checkers—as well as both anecdotal data and performance data provided to me by the companies and clients that I've worked for. To help organize the data, I sometimes used a Benchmark and Progression Chart.*

The SONAR process, although efficient and effective, might seem daunting when you're first learning it—especially if you're not accustomed to working in a systematic, methodical manner. You may feel overwhelmed uploading your content to the various, targeted websites within the five SONAR distribution platforms—the same time frame, every week. However, based on my personal experience—actually implementing SONAR and training others to use SONAR—the learning curve is typically short (that is, a few weeks), and the results will be worth it.

It's important to keep things in perspective. Remember that the time you spend each week deploying these FREE tactics, and the results you will see, outweighs the time you spend employing SONAR tactics.

All of following results were achieved without spending any money on external advertising or related costs (such as media buys, list rentals, and so on).

## Case Study #1

**Business Niche: Professional Services**

**Company: Precision Marketing and Media, LLC**

As part of my weekly SONAR marketing efforts, I uploaded content to several SONAR channels, including LinkedIn, Digg, StumbleUpon, and other social media, online PR, and top article directories—all in about an hour per week. For every one article from my blog that I repurposed and circulated in a relevant and targeted LinkedIn marketing group (via “Discussion” or “News” submissions), that article created interest, engaged readers, encouraged participation, and generated about five leads for my consulting services per week. That's five leads per group, per week, for a total of up to 25 leads per week with no out-of-pocket advertising costs. This occurred steadily for nearly two months, resulting in several consulting clients. Bottom line: Just one consulting client's monthly retainer covered time spent on my SONAR marketing efforts more than tenfold.

## Case Study #2

**Business Niche: Alternative Health**

**Company: Confidential**

For one alternative health website, the SONAR Content Distribution Model™ helped produce the following results in three months:

- Increased organic page (traffic) ranking and visits by 3,160% and 81.5%, respectively, with no outside advertising tactics.
- Grew the list by more than 20,000 names.

- SONAR tactics were implemented by me directly, on average spending a total of about 2–4 hours per week. Because this was a bi-weekly publication, SONAR efforts culminated around the circulation dates of the e-newsletter.

## Case Study #3

**Business Niche: Financial**

**Company: Confidential**

A popular finance and investing website achieved the following results after using SONAR marketing tactics for four months:

- Traffic visits increased by nearly 80%.
- Organic page (traffic) ranking increased by nearly 150%.
- And because the website had been set up to harness traffic (through select lead generation and sales elements, which I'll discuss more in Chapter 9), this surge in traffic was monetized for a return on investment (ROI) of 221%.
- SONAR tactics were implemented by me directly, on average spending a total of about 2–5 hours per week. Because this was a daily publication, I spent less than an hour per day on SONAR efforts after the e-newsletter went live.

## Case Study #4

**Business Niche: Alternative Health and Nutrition**

**Company: Confidential**

For another health website, the following results were demonstrated six months after utilizing SONAR marketing tactics:

- List growth of nearly 35%.
- Total revenue growth year-over-year of nearly 50%.
- Total website traffic increase of nearly 110%.
- Six months' gross organic Internet sales of nearly \$150,000 (with no outside advertising expense).
- Average SONAR time spent each week was approximately 1–2 hours and occurred the day the newsletter went live.

## Case Study #5

**Business Niche: Alternative Health and Nutrition**

**Company: Confidential**

For this online website, the following milestones were achieved within 10 months of implementing SONAR strategies:

- List growth was five times larger than its initial list size.
- Organic Internet sales were 10 times more than in the previous two years combined.
- Website page (traffic) rank increased 1,300%.
- Average SONAR time spent each week was approximately 2 hours and occurred the day the newsletter went live.

## Case Study #6

**Business Niche: Professional Services**

**Company: Confidential**

Just two weeks after deploying SONAR tactics, Google Analytics for this website displayed the following results:

- Average weekly visits more than doubled, for a total increase of 128.66%.
- Average weekly home page sign-ups (lead generation) increased more than four times.
- Alexa traffic rank increased 103% and 104% for global and U.S. scores, respectively.
- Sales increased nearly 700% from historical (lifetime) average.
- In addition, nearly four months after implementing SONAR, Alexa page (traffic) rank for domestic and global visits increased 164.82% and 143.36%, respectively, and organic lead generation increased 32.41% (net).
- Overall, year-over-year website visits were up 505.76%.



### Note

It's important to note in this particular scenario that the SONAR tactics for the most part were implemented by a third-party hired by the client. And for whatever reason unbeknownst to me and outside of my control, this third-party didn't deploy SONAR exactly as I had directed and trained them to do so (that is, frequency, recommended websites, timing, and relevance). So these results, although impressive and substantial, are still not the optimum results—they actually could have been higher.

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## Case Study #7

**Business Niche: Professional Services**

**Company: Confidential**

After implementing new social media and online marketing tactics, including SONAR, one publisher reported a year-over-year increase of nearly 10,000 new leads for that time period and a year-over-year sales increase of more than 25%.

- Average SONAR time spent each week was estimated to be 2–4 hours and occurred the day the newsletter went live. SONAR implementation was split between myself and a third-party the client hired. This third-party was unfamiliar with SEO, social media, and press release creation, so additional time was spent on training and work review as part of the learning curve.

## Case Study #8

**Business Niche: Health**

**Company: Confidential**

Three months after implementing SONAR and other recommended Internet marketing tactics, one online health publisher reported these results:

- An increase in e-newsletter subscribers of approximately 35%.
- Organic website traffic visits that more than doubled.
- Average SONAR time spent each week was approximately 2–4 hours and occurred the day the newsletter went live. SONAR implementation was split between me and an in-house staffer; therefore, extra time was needed for work review.



## SONAR: Keeping It Real and Replicating Results

Did you ever get an email promotion with promises such as “Earn \$10,000 in 10 hours,” “Make \$1 million a year on the Internet,” or “Get 60,000 email addresses in just two months”?

These claims are usually marketing ploys that focus on a consumer’s emotion and the greed factor. The claims could be completely false or could have some shred of truth behind them, but they’re repositioned and spun in such a way that they’re misleading—and nearly all the valid data is lost.

I’m always skeptical about such claims, and they often rub me the wrong way. Here’s why:

Recently, a client said to me, “Susan is saying she’s received 50,000 email addresses in about a month. And George sent an email saying he’s made more than \$50,000 in one day! How is that possible? Can we do something like this? Do you know how they did it?”

My initial thought reminded me of something I’ve heard since I was a kid: If it sounds too good to be true, it usually is. Then I paused, took a deep breath, and replied:

“As far as rapid list growth, you can’t compare your average, run-of-the-mill start-up company with limited resources, limited leverage, and no network of contacts to a company that has an established online presence with access to lists or friends in the industry to help with cross-marketing and list-building efforts. You heard only half the story. These claims might be true, but in my experience, they’re an anomaly. These are not the results your average start-up company can realistically obtain in such a short time span. So proceed with caution.”

That’s why I wholeheartedly believe in the SONAR Content Distribution Model™. It’s real, it’s proven, and it involves virtually no ancillary costs to deploy, so practically anyone can do it—companies large or small, start-up or established.

As long as someone has content, the SONAR system can be duplicated and replicated for their specific needs. Results will happen in a realistic time frame because SONAR’s main objectives are to generate targeted, organic traffic, increase website visibility, and raise awareness or industry buzz—all without advertising costs. So, if you’re looking for a “get rich quick” scheme, SONAR is not for you.

...if you’re looking for a “get rich quick” scheme, SONAR is not for you.

How the website traffic SONAR generates is then monetized for profits depends on how well the website has been optimized and designed to harness traffic leads (email capture) and sales.

When you see one of those “too good to be true” email promotions or hear a somewhat unbelievable claim, ask yourself some rational questions that focus on the nuts and bolts behind the numbers:

- Where is this sales number coming from?
- What is the price per unit of what was sold and reported?
- How many total customers or orders were calculated into this figure?
- How many net sales, orders, or customers were there after factoring in cancels, returns, cost of goods sold, and advertising?
- How much was spent on advertising, marketing, or list rentals to make this sales number happen, and for how long?
- How frequently were these lists marketed to?
- How long has this person been running an online business: Is it a web “start-up” or “staple”?
- What is this person’s web presence? Does this person have a long list of friends and colleagues to reach out to for promotional help, or is the person using organic methods?

You’ll hear a lot of inflammatory claims, especially with Internet marketing products. Many of these claims don’t give the reader the full and complete picture—they’re giving only a strategic snapshot. If business owners or copywriters offer up some of the aforementioned considerations when footnoting their “claim,” then at least they’re attempting to be honest and present all the facts supporting their figures.

This makes me think of another cliché that I’ve heard since I was a kid, and it couldn’t ring more true: Let the buyer beware.

Anytime you see or hear a claim that seems unbelievable, take it with a grain of salt, because there’s more to it than meets the eye.

## How Is SONAR Measured?

The SONAR Content Distribution Model™ incorporates many online marketing tactics: article marketing, online press releases, social media and bookmarking, and interactions with like-minded individuals in message boards or forums.

When you look at SONAR marketing, much of the tactics are search engine and social media related.

Many online marketers are deploying social and search engine marketing strategies but don't necessarily know how to quantify the results and measure them against their marketing budget, goals, and resources available.

To help measure my SONAR and social media and search engine marketing initiatives, I looked at the analytical data from three vantage points based on my real-life experience: Internet marketing, direct response, and PR. Because many of these core elements are in SONAR, the forms I used to measure each of these efforts separately are the same that I use for measuring SONAR. I call them the three Os—outputs, outcomes, and objectives.

## The Three Os—Outputs, Outcomes, and Objectives

- **Outputs**—Measure effectiveness and efficiency, such as new subscriber sign-ups and spikes in website traffic during your campaign. Outputs also measure analytics, such as referring website sources, visits, unique visits, and visit percentages.
- **Outcomes**—Measure behavioral changes, such as internal customer and subscriber feedback (calls, emails, and forum postings) on your website, and external reputation monitoring or visits to targeted chat rooms during your campaign to see the buzz.
- **Objectives**—Compare direct product sales during the time of the campaign to other sales that occurred before the campaign. Objectives establish a baseline, giving room for sales assumptions tied to your effort.

Several free online tools can help track and quantify your SONAR and social media marketing efforts:

- **Google Analytics**—Check the Referring Sources page to see how much traffic was generated by the social media sites you've been active in. Look at overall traffic to the website during the same time period of your efforts. If you have a sign-up or email form, look for lead spikes during the time period of your effort.
- **Google Alerts**—Set alerts for your name, your company name, and keywords in your content. You'll get notified via an alert if your content or your message gets picked up and goes viral.
- **Back-Link Checkers**—Google Webmaster Tools enable you to check back-links going to your site during the same time period as your effort.

## LINK POPULARITY CHECK

Link popularity analysis is one of the best ways to quantifiably and independently measure your website's online awareness. Some free web tools I use to check back-links are [iwebtool.com](http://iwebtool.com) and [backlinkwatch.com](http://backlinkwatch.com).

Other free resources to check out include these:

[www.seopro.com.au/free-seo-tools/link-checker/](http://www.seopro.com.au/free-seo-tools/link-checker/)

[www.iwebtool.com/backlink\\_checker](http://www.iwebtool.com/backlink_checker)

[www.backlinkwatch.com/index.php](http://www.backlinkwatch.com/index.php)



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