

*Grow Your Business
With Less Effort
On Purpose*

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How to Get Good Buzz



How do you get good buzz? It's not what you might think so before you start sharing your formulas, let me explain. What I mean is - how can you get good word-of-mouth and social media buzz?

A common frustration that my brand new small business clients have is how to put all of their marketing pieces together. They learn how to connect all of their marketing systems through my Entrepreneurial Edge System™. Once they integrate their marketing systems and put them on

autopilot, one of the common questions I get is, "How do I get good buzz, particularly when adding blog marketing to my Marketing Mix™?"

In taking a systems approach, it is important to link all of the ways you market, whether it is social media marketing, e-newsletter marketing, or blog marketing. I've covered a number of articles on my blog about social media and e-newsletter marketing, so this week, I'll cover blog marketing and how you can integrate social media marketing to get good buzz.

So what is a blog and what's a system that will engage others and drive traffic to it?

First, a blog is a term used to describe a site that provides a platform to continuously connect with your community or build one if you're just getting started. It also allows you to share your expertise generously in the written form. It differs from a vlog which delivers your message through video. For many reasons, I have a hybrid, which includes video and the written word on my blog.

Blogs, in general, tend to have some common elements including an RSS Feed to notify your followers of new content and share buttons to social media sites making it easy for people who love your content to share your articles.

Often times, however, an entrepreneur's greatest frustration is having their community use those share buttons. As the Systems Guru, you probably have figured I'm going to say, there's a system for that! Actually, there are many systems for driving traffic and integrating your marketing systems.

An integral part of any system is cultivating relationships. If people don't connect with you or your content, they are not going to share it. Yet, when you provide consistent value, people will recognize it, depend on you, return for more and share it with their friends.

So when Social Buzz Club Co-Founders, Laura Rubinstein and Kathryn Rose created a site around relationships and systems, they created a powerful solution for entrepreneurs to get the word out in their area of genius. This site includes other like-minded relationship-oriented entrepreneurs. Social Buzz Club makes it easy for others to share your information with their communities, like Facebook, LinkedIn, and Twitter.

When you get to know this community, you'll find that they are a group of givers. It's no wonder Social Buzz Club is growing in leaps and bounds. They set up their system to foster a philosophy of reciprocity among high-achieving influencers. When you share Social Buzz Club Community Members' blogs, articles, and information, you receive points. It's easy to share, too! With a few clicks of your mouse, you easily distribute other member's blogs on Stumbleupon, Twitter, LinkedIn, Facebook and more. You redeem your points by posting your articles. The community (or their community of followers) then shares, comments or likes your blogs.

It's an effective way to tap into a community of relationship-oriented influencers, integrate your marketing systems and drive traffic to your blog so you get your message out to the masses and get noticed in your area of genius. There's another benefit to this community: Leverage through collaboration.

For a free revealing webinar on the 5 Simple Ways to Create More Social Media Buzz, Traffic and Profits, [register now.](#)

Lisa Mininni is the best-selling author of *Me, Myself, and Why? The Secrets to Navigating Change* and President of Excellerate Associates, home of the sought-after Entrepreneurial Edge System, which shows business owners how to automatically bring in pre-qualified prospects and turn them into invested clients 98% of the time. For her brand new eBook, *Get More Clients Now! 3 Steps to More Clients, More Money, and A Business You Love*, visit <http://www.freebusinessplanformat.com>