



## HOW TO

# GRAB CUSTOMERS' ATTENTION WITH CREATIVE CONTENT

### BUILD YOUR SITE TRAFFIC BY TRYING OUT ORIGINAL IDEAS

It is estimated that there are over 1 trillion Web pages online today<sup>1</sup>. That's a mind boggling number, and it underscores one of the biggest challenges faced by small businesses online: How to make your products and services stand out in a very large crowd.

### GET STARTED BY GETTING LINKED

The key to getting noticed on the Web is simple—create something worth talking about, and then make sure people link to your site. Why is this so important? Typically, your site might only get a handful of visitors per day, but if you create something that piques the interest of a popular blogger and they link to your content, you could have thousands of visitors. By getting that blogger to talk about (and link back to) your site, you stand to increase your site traffic exponentially.

For example, a Web site for working mothers called [Mommy Tracked](#) gets bloggers to link to its site by offering giveaways—including a cosmetics shopping spree, expensive car seats, a \$500 gift certificate to a popular children's clothing store, and more—that are so attractive that people can't resist spreading the news. Since users have to sign up for Mommy Tracked's free newsletter to enter the contests, the site greatly increases its chances of turning one-time visitors into devoted Mommy Tracked readers.

Here are some other ideas for creating buzz-worthy content:

- Offer a valuable resource—for example, a timely review of a product that relates to your business, an engaging top 10 list, or a useful how-to guide
- Publish exclusive interviews with prominent people in your industry
- Create an outrageously fun game or build an indispensable online application
- Write something that will spark debate
- Become an expert in your niche and blog about it

### THE NEXT FRONTIER: VIRAL MARKETING

Viral, guerilla, alternative, word-of-mouth—whatever you call it, less-than-conventional online marketing tactics can have remarkable results. But you need to be creative and take risks. The best kind of viral marketing involves creating something at very little expense that's so engaging and original that people will pass it along to their friends, family, and social network—and of course link back to your site.

### MORE MARKETING TACTICS TO BUILD BUZZ

- Write about something controversial or cover breaking news
- Disagree with an authority in your industry
- Provide tongue-in-cheek commentary
- Coin a new acronym and use it frequently

1. <http://googleblog.blogspot.com/2008/07/we-knew-web-was-big.html>





## VERISIGN STRATEGIES FOR SMALL BUSINESS

### WILL IT BLEND?

One of the best examples of viral marketing comes from a company that made a blender so powerful it could chew up just about anything you threw in it. The company demonstrated this by posting a simple series of videos on YouTube, each of which posed the question, “Will it blend?” It did—and the promotion was so successful that many small businesses have taken to asking, “What’s our ‘Will it blend?’”

Don’t be shy—trying out creative new marketing ideas can be a very cost-effective way to draw more people to your Web site. However, remember that it’s also important to help people understand that your site is trustworthy. VeriSign Trust Seal can help you establish that trust and set you apart from your competition. To learn more, visit the VeriSign Trust Seal Web site at [www.verisign.com/trust-seal](http://www.verisign.com/trust-seal).

### LEARN MORE

For more information about how VeriSign Trust™ Seal can bring trust to your business online, please call: 866-878-7847, 650-426-5333 or email: [trustteam@verisign.com](mailto:trustteam@verisign.com). Visit us at [www.verisign.com/trust-seal](http://www.verisign.com/trust-seal) for more information.

### ABOUT VERISIGN

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