

# PyroMarketing Tools

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**It's fast, affordable, and so easy the intern can do it. What are you waiting for?**

Here are a few action steps, organized according to PyroMarketing's four principles that you can immediately and affordably apply to your business. Decide to act on one each day and in just 17 days you will have the beginnings of a fairly robust PyroMarketing plan.

## Gather the driest tinder

1. Create a Brand Monitoring Dashboard
  - a. Create a [Google account](#)
  - b. Navigate to "my account" and choose "iGoogle." Set up an iGoogle page clicking "add stuff" and then "searching for gadgets." Search for the following gadgets and add them to your page. You can also click the links below to navigate directly to each gadget and then add it to your page.
    - i. Add "[Google Reader](#)"
    - ii. "[Tabbed reader.](#)"
  - c. Return to "My Account" and select "[Alerts.](#)" Google alerts searches the web daily for new occurrences of words and phrases you designate. Set up Google Alerts for your business name, your product names, your competitor's names, and any other word or phrase that may indicate a current or potential customer or a conversation about your brand. Set the "deliver to" option to "Feed." This will route all notices to the Google reader on your dashboard.
2. Identify discussion groups, forums, and blogs
  - a. Search [Google Groups](#) to find discussion forums related to your product or service
  - b. Search <http://www.technorati.com> for words and phrases related to your industry, product, or the consumer's need to find blogs and individual blog posts related to those topics. Then visit those blogs, join the conversation, and subscribe to that blog's feed so new posts appear on your dashboard.
3. Create a free [Filtrbox](#) account and set it to monitor key words and phrases related to your brand, products, and consumer interests.
4. Visit [Google Insights for Search](#) compare search volume patterns across specific regions, categories, and time frames for your keywords to identify where your driest tinder are located and when they are most interested in your product. Here are some [examples](#) of how to use this tool.
5. Go to [Meetup.com](#) and search for meetup groups related to the same passion or interest that causes people to buy your product. Join the local group. Contact Meetup about sponsoring related groups.
6. Establish a personal [Facebook](#) profile.

- a. Create a group related to your brand
  - b. Create a page for your brand. Cracker Barrel restaurants page attracted 22,000 fans in just two months
7. Create a personal [LinkedIn](#) profile
  - a. Create a LinkedIn profile for your business or brand and link it to your website
  - b. Ask your employees to create a personal LinkedIn profile and ask them to associate their page with your brand's page.
8. Start a blog at [www.blogspot.com](http://www.blogspot.com) and begin posting to it regularly. Use it to share interesting information, not sales/marketing propaganda. Join your customers in a discussion about your products or your industry.
9. Setup a [Google Adwords](#) account and establish a search campaign. Remember to set spending caps and also to limit the campaign to geographic areas where you do business.

#### Touch it with the match

1. Buy a FlipVideo Camera and use it to create some simple videos of people using or enjoying your product or service.
2. Open a [www.tubemogul.com](http://www.tubemogul.com) account
  - a. Open accounts with popular video sharing [sites supported](#) by TubeMogul
  - b. Upload your videos to TubeMogul and distribute them across popular video sites

#### Fan the Flames

1. Open an account with [www.textmarks.com](http://www.textmarks.com) so you can automatically respond to customer text messages with a text reply containing web URL's, discount offers, etc.
2. Make your own widget at <http://www.widgetbox.com/> and use it to distribute information from your blog or website feed.
3. Open a [www.sharethis.com](http://www.sharethis.com) account and embed it in your website so people can more easily share your online content with others.
4. Open a [www.delicious.com](http://www.delicious.com) account, then use it to tag your own website with the words and phrases you want associated with your brand or product.

#### Save the Coals

1. Open an account at [www.formlogix.com](http://www.formlogix.com) and create a registration form for your website.
2. Establish a [www.broadtexter.com](http://www.broadtexter.com) account. It's free. Then use it to create a database of customers you communicate with via text message.