

Consultants' Business Seminar 2005

Session 2-A: Marketing & Sales via the Internet

Let the Internet Do Your Marketing

Brian A. Berg

Berg Software Design

bberg@bswd.com - www.bswd.com



Let the Internet Do Your Marketing

- My Consulting Business
 - Engineer for 31 years
 - 5 years as an employee
 - 26 years as a consultant
 - Specialty is storage devices and interfaces
 - Optical and magnetic storage: CD, DVD, disk, tape, etc.
 - Storage interfaces: SCSI, IDE/ATA, Fibre Channel, USB
 - Work was originally drivers and embedded firmware
 - Has evolved to include system design, middleware and Expert Witness work in storage technology and patents

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- My “Baseline” Marketing Methods
 - Conferences: speaker, chair, organizer
 - Trade journal articles
 - Organization membership
 - PATCA, IEEE, IEEE-CNSV, ACM, Software Development Forum, Chamber of Commerce

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- My Online Marketing Methods
 - Membership is organizations that publish résumés online, and potentially in hardcopy
 - PATCA, IEEE-CNSV, etc.
 - Expert Witness Services
 - Bar Association of San Francisco (sfbar.org)
 - JurisPro.com
 - ALM (ALMExperts.com)
 - My own website (bswd.com)

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- My Website's Contents
 - Résumé
 - *Storage Cornucopia*
 - Links to white papers, standards documents, etc.
 - Bookmarked by clients and associates
 - Numerous storage sites link to this resource
- My Website's Benefits
 - I'm very highly ranked for searches on keywords important to my consulting work
 - Google ranks hits based on how many sites I link to, and how many sites link to me
 - I don't pay anyone for this high ranking

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- Top hits when googling my skill keywords or my name:
 - ✓ bswd.com
 - home page
 - résumé
 - *Storage Cornucopia*
 - Googling this unique term gets me the top 7 hits
 - storagecornucopia.com also points to this resource
 - ✓ My résumé on other sites
 - patca.org
 - californiaconsultants.org (IEEE-CNSV)
 - almexperts.com
 - jurispro.com
 - IDEMA.org (disk drive vendors association)
 - ✓ Standards organizations listserver archives – posted messages
 - my e-signature in IETF (iSCSI), T10 (SCSI), T13 (IDE/ATA) posts

Let the Internet Do Your Marketing

- Marketing using Listservers
 - Participate in listservers in areas of interest
 - *Get technical questions answered*
 - *Get access to the movers and shakers*
 - *Get your name in front of potential clients*
 - Use a good but brief e-signature
 - Manage listservers in areas of interest
 - I manage the PATCA and IEEE-CNSV listservers
 - I manage a number of lists related to my business interests
 - I manage some lists related to community groups
 - The “Serendipity Factor”

Let the Internet Do Your Marketing

- Conclusion
 - Join organizations that publish your résumé on the net
 - Set up a website for your consulting practice
 - include your résumé
 - include links to topics related to your business
 - Get other sites to link to you because of your links
 - Validate your web presence using keyword searches
 - Join and participate in listservers
 - Hopefully more business will come your way