

# eMarketing MiniGuide 2015

By

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The May 2015 Zillman Column features **eMarketing MiniGuide 2015** by Marcus P. Zillman, M.S., A.M.H.A. and is a comprehensive listing of eMarketing resources currently available on the Internet. Sections include: B2b Marketing; Book Self-Publishing; Content Marketing; Conversion Rate Optimization; Landing Page Optimization; Lead Generation, Lead Nurturing, Lead Scoring and Lead Management; Lead/Agile Software Development; Marketing Automation; Public Relations/Press Releases; Social Media Marketing; Web Marketing/Internet Marketing; Web User Experience; Miscellaneous; and Subject Tracer Information Blogs. The below list of sources is taken from my white paper titled eMarketing MiniGuide and is constantly updated with Subject Tracer™ bots at the following URL:

<http://www.eMarketingMiniGuide.com/>

These resources, sources and my custom search engine eMarketingBot (<http://www.eMarketingBot.com/>) will help you to discover the many pathways available to you through the Internet to find the latest eMarketing sources and sites.

## **B2B Marketing**

B2B Marketers Planning Workbook

<http://www.silverpop.com/marketing-resources/white-papers/all/2012/b2b-marketers-planning-workbook/>

Free 121-page B2B Marketing Handbook

<http://www.bly.com/content/B2BMktgHdbk.pdf>

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## **BOOK SELF-PUBLISHING**

Blogging 101 for the Independent Author

<http://www.bookbaby.com/free-guide/blogging-101>

Printed Book Design 101

How to turn your manuscript into a retail-ready printed book

<http://www.bookbaby.com/free-guides/printed-book-design-101>

The How-to guide for Writers

<http://www.bookbaby.com/free-guide/how-to-publish-ebook>

## **CONTENT MARKETING**

16 Companies from "Boring" Industries Creating Remarkable Content

<http://offers.hubspot.com/16-companies-in-boring-industries-creating-remarkable-content>

A Practical Guide to Killer Marketing Content

<http://offers.hubspot.com/download-a-practical-guide-to-killer-marketing-content>

Best Practices for Creating a Content Marketing Strategy

<http://mktg.actonsoftware.com/acton/form/248/05a4:d-000b/0/index.htm>

Content Creation Kit

<http://offers.hubspot.com/content-creation-kit>

Content Marketing for Demand Generation

<http://pages2.marketo.com/content-that-sells-webprnews-apr-2013.html>

Remarkable Content Ideas - Swipe file of content

<http://offers.hubspot.com/the-little-book-of-remarkable-ideas>

## **CONVERSION RATE OPTIMIZATION**

Conversion Centered Design

<http://offers.hubspot.com/conversion-centered-design>

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## **LANDING PAGE OPTIMIZATION**

101 Examples of Effective Calls-to-Action

<http://offers.hubspot.com/101-examples-of-effective-calls-to-action>

101 Landing Page Optimization Tips

<http://unbounce.com/101-landing-page-optimization-tips/>

How to Optimize Landing Pages for Conversions

<http://offers.hubspot.com/how-to-optimize-landing-pages-for-conversion>

Landing Page Checklist

<http://www.petersandeen.com/get-landing-page-checklist/>

The Step-by-Step Guide to Mastering the Design & Copy of Calls-to-Action

<http://offers.hubspot.com/mastering-calls-to-action>

## **LEAD GENERATION and LEAD NURTURING and LEAD SCORING and LEAD MANAGEMENT**

An Introduction to Lead Generation

<http://offers.hubspot.com/lead-generation-introduction>

An Introduction to Lead Nurturing

<http://offers.hubspot.com/free-ebook-an-introduction-to-lead-nurturing>

How to Use Workflows for Better Lead Nurturing

<http://offers.hubspot.com/how-to-use-workflows-for-better-lead-nurturing>

Lead Management Made Simple (contains Step-by-step instructions for creating lead nurturing campaigns)

<http://offers.hubspot.com/lead-management-made-simple>

Optimizing Lead Nurturing: How to Segment & Integrate Campaigns

<http://offers.hubspot.com/optimizing-lead-nurturing>



The 30 Greatest Lead Generation Tips, Tricks & Ideas  
<http://offers.hubspot.com/30-greatest-lead-generation-tips>

The Big List of Lead Scoring Rules  
<http://pages2.marketo.com/lead-scoring-checklist-target-marketing.html>

## **LEAN/AGILE SOFTWARE DEVELOPMENT**

11 Best Practices of Peer Code Review  
<http://www2.smartbear.com/Best-Practices-Peer-Code-Review.html>

A Guide to Effective Load Testing  
<http://www2.smartbear.com/Inbound-LoadUIWeb-Pro-Effective-Load-Testing-eBook.html>

A Step-by-Step Guide to Cross-Browser Testing  
[http://www2.smartbear.com/Cross-BrowsersEBook\\_website-ebook-reg.html](http://www2.smartbear.com/Cross-BrowsersEBook_website-ebook-reg.html)

Best Kept Secrets of Peer Code Review  
[http://www2.smartbear.com/Best\\_Kept\\_Secrets\\_eBook\\_2012.html](http://www2.smartbear.com/Best_Kept_Secrets_eBook_2012.html)

Peer Code Review: An Agile Process  
<http://www2.smartbear.com/Peer-Code-Review-Agile-Process.html>

The Art of Software Quality: History, Philosophy, and Action  
<http://www2.smartbear.com/Inbound-SoapUI-Pro-The-Art-of-Software-Quality-eBook.html>

Up Your Game with Code Review  
<http://www2.smartbear.com/Inbound-Collaborator-Up-Your-Game-eBook.html>



## **AUTOMATION**

Marketing Automation eBook: Best Practices for Marketing Excellence and Operational Efficiency

<http://www.silverpop.com/marketing-resources/white-papers/all/2012/marketing-automation-ebook-best-practices-for-marketing-excellence/>

The Definitive Guide to Marketing Automation

<http://pages2.marketo.com/definitive-guide-to-marketing-automation-clickz.html>

The ROI of Marketing Automation

[http://onehourmarketing.tradepub.com/free-offer/the-roi-of-marketing-automation/w\\_mark18](http://onehourmarketing.tradepub.com/free-offer/the-roi-of-marketing-automation/w_mark18)

## **PUBLIC RELATIONS/PRESS RELEASES**

The Newsworthy Guide to Inbound Public Relations

<http://offers.hubspot.com/newsworthy-guide-to-inbound-public-relations>

## **SOCIAL MEDIA MARKETING**

30 Ideas for your Social Media Plan

<http://pages.radian6.com/30ideassocialmediaplan>

5 Steps to Effective Social Media Measurement

<http://www.salesforcemarketingcloud.com/resources/ebooks/5-steps-to-effective-social-media-measurement/>

50 Social Media Best Practices

<http://www.salesforcemarketingcloud.com/resources/ebooks/50-social-media-best-practices/>

Expert Insights on Social Media Marketing

<http://premiere.hightable.com/social-media-marketing-pdf-download>



Social Media Blueprint: A step-by-step Plan  
<http://pages.radian6.com/SocialMediaBlueprint>

Social Media Playbook  
<http://www.salesforcemarketingcloud.com/resources/ebooks/social-media-playbook/>

Social Media Pocket Guide  
[http://info.spredfast.com/BusinessInsiderNewsletterDrop\\_BusinessInsiderNewsletterDrop.html](http://info.spredfast.com/BusinessInsiderNewsletterDrop_BusinessInsiderNewsletterDrop.html)

Media Tactical Plan Template  
<http://pages2.marketo.com/b2b-social-media-template.html>

The 7 Whiteboard Sessions Every Social Strategist Needs to Have  
[http://info.spredfast.com/ClickZWebsiteAds\\_7WhiteboardSessions.html](http://info.spredfast.com/ClickZWebsiteAds_7WhiteboardSessions.html)

The Definitive Guide to Social Marketing - A Marketo Workbook  
<http://pages2.marketo.com/dg2-social-marketing-webpronews-2.html>

The Future of Social Media Lead Management  
<http://offers.hubspot.com/the-future-of-social-media-lead-management>

The Social Media Publishing Schedule  
<http://offers.hubspot.com/social-media-publishing-template>

## **WEB MARKETING/INTERNET MARKETING**

54 Pearls of Marketing Wisdom  
<http://offers.hubspot.com/marketing-wisdom>

A/B Testing for Marketing Optimization  
<http://offers.hubspot.com/an-introduction-to-ab-testing>

An Introduction to Closed-Loop Marketing  
<http://offers.hubspot.com/closed-loop-marketing>

An Introduction to Facebook for Business  
<http://offers.hubspot.com/facebook-for-business>

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An Introduction to Google+ for Business

<http://offers.hubspot.com/step-by-step-guide-to-linkedins-new-company-pages>

An Introduction to LinkedIn for Business

<http://offers.hubspot.com/step-by-step-guide-to-linkedins-new-company-pages>

How to attract customers with Twitter and Vine

<http://offers.hubspot.com/how-to-attract-customers-with-twitter-and-vine>

How to launch your app and get traction [10 Steps to Smarter App Marketing]

<http://welcome.tapstream.com/deck-ebook2/>

How to Optimize Email Marketing for Conversions

<http://offers.hubspot.com/free-guide-to-optimizing-email-marketing-for-conversions>

How to use LinkedIn for Business

<http://offers.hubspot.com/how-to-use-linkedin-for-business>

How to use Pinterest for business

<http://offers.hubspot.com/how-to-use-pinterest-for-business>

How to Unlock the ROI of Your Marketing with Analytics

<http://offers.hubspot.com/unlock-marketing-analytics>

Increasing Marketing Campaign Profitability with Predictive Analytics

<http://reg.accelacomm.com/servlet/Frs.frs?Script=/LP/40109763/reg>

Marketing Metrics Success Kit

<http://pages2.marketo.com/marketing-metrics-success-kit-form1.html>

The Definitive Guide to Marketing Metrics and Analytics

<http://pages2.marketo.com/dg2-marketing-metrics.html>

The Essential Guide to Internet Marketing

<http://offers.hubspot.com/essential-guide-internet-marketing>

The Internet Marketing Written Style Guide

<http://offers.hubspot.com/the-internet-marketing-written-style-guide>



The Six Marketing Metrics Your Boss Actually Cares About  
<http://offers.hubspot.com/the-six-marketing-metrics-your-boss-actually-cares-about>

## **WEB USER EXPERIENCE**

A Guide to Ensuring a Quality Web Experience  
<http://www2.smartbear.com/inbound-altersite-quality-web-experience-eBook.html>

How Nonverbal Website Communication Gets You Sales and Subscribers  
<http://diythemes.com/thesis/nonverbal-website-intelligence/>

UX Design for Startups  
<http://uxpin.com/ux-design-for-startups.html>

## **MISCELLANEOUS**

100 Ideas that Changed Marketing  
<http://offers.hubspot.com/100-ideas-that-changed-marketing>

101 Headline Formulas  
<http://www.petersandeen.com/101-headline-formulas/>

An Introduction to Business Blogging  
<http://offers.hubspot.com/an-introduction-to-business-blogging>

A Data Quality Primer:  
Using Data Quality Tools and Techniques to Improve Business Value  
By David Loshin  
<http://www.melissadata.com/whitepaper/data-quality-tools-ebook.asp>

How to Make Your First IOS App  
<http://www.kinvey.com/email-how-to-make-an-app-ios>

How Writing and Publishing an eBook Can Grow your Business  
<http://www.bookbaby.com/free-guide/ebook-publishing-business>





The Telecom Glossary

<http://mynetwork.ciena.com/ciena-telecom-glossary.html>

Website Redesign Planning & Progress Kit

<http://offers.hubspot.com/website-redesign-planning-progress-kit>

## **Subject Tracer™ Information Blogs**

Subject Tracer™ Information Blogs created and developed by the Virtual Private Library™ combine the best of the latest tools on the Internet. Using bots, blogs and news aggregators the Subject Tracer™ Information blogs generate RSS feeds with the latest resources to create a current information resource flow through niched subject tracers. I am proud to be the creator of the Internet's first Subject Tracer™ Information Blogs:

Virtual Private Library™

<http://www.VirtualPrivateLibrary.com/>

Agriculture Resources

<http://www.AgricultureResources.info/>

Artificial Intelligence Resources

<http://www.AIResources.info/>

Astronomy Resources

<http://www.AstronomyResources.info/>

Auction Resources

<http://www.AuctionResources.info/>

Biological Informatics

<http://www.BiologicalInformatics.info/>

Biotechnology Resources

<http://www.BiotechnologyResources.info/>

Bot Research

<http://www.BotResearch.info/>



Business Intelligence Resources

<http://www.BIResources.info/>

ChatterBots

<http://www.ChatterBots.info/>

Data Mining Resources

<http://www.DataMiningResources.info/>

Deep Web Research

<http://www.DeepWebResearch.info/>

Directory Resources

<http://www.DirectoryResources.info/>

eCommerce Resources

<http://eCommerceResources.info/>

Education and Academic Resources

<http://www.EducationResources.info/>

Elder Resources

<http://www.ElderResources.info/>

Employment Resources

<http://www.EmploymentResources.info/>

Entrepreneurial Resources

<http://www.EntrepreneurialResources.info/>

Fact Checker Directory

<http://www.FactCheckers.us/>

Financial Sources

<http://www.FinancialSources.info/>

Finding People

<http://www.FindingPeople.info/>



Games Resources

<http://www.GamesResources.info/>

Genealogy Resources

<http://www.GenealogyResources.info/>

Grant Resources

<http://www.GrantResources.info/>

Green Files

<http://www.GreenFiles.info/>

Grid, Distributed and Cloud Computing Resources

<http://www.GridResources.info/>

Healthcare Resources

<http://www.HealthcareResources.info/>

Information Futures Markets

<http://www.InformationFuturesMarkets.com/>

Information Quality Resources

<http://www.InformationQualityResources.info/>

International Trade Resources

<http://www.InternationalTradeResources.info/>

Internet Alerts

<http://www.InternetAlerts.info/>

Internet Demographics

<http://www.InternetDemographics.info/>

Internet Experts

<http://www.InternetExperts.info/>

Internet Hoaxes

<http://www.InternetHoaxes.info/>



Intrapreneurial Resources

<http://www.IntrapreneurialResources.info/>

Journalism Resources

<http://www.JournalismResources.info/>

Knowledge Discovery

<http://www.KnowledgeDiscovery.info/>

Military Resources

<http://www.MilitaryResources.info/>

New Economy Analytics, Resources and Alerts

<http://www.NewEconomyAnalytics.com/>

Outsourcing/Offshoring Information and Resources

<http://www.OutsourcingOffshore.us/>

Privacy Resources

<http://www.PrivacyResources.info/>

Reference Resources

<http://www.ReferenceResources.info/>

Research Resources

<http://www.ResearchResources.info/>

RestStress™

<http://www.RestStress.com/>

Script Resources

<http://www.ScriptResources.info/>

ShoppingBots

<http://www.ShoppingBots.info/>

Social Informatics

<http://www.SocialInformatics.info/>



Statistics Resources and Big Data  
<http://www.StatisticsResources.info/>

Student Research  
<http://www.StudentResearch.info/>

Theology Resources  
<http://www.TheologyResources.info/>

Tutorial Resources  
<http://www.TutorialResources.info/>

World Wide Web Reference  
<http://www.WWWReference.info/>

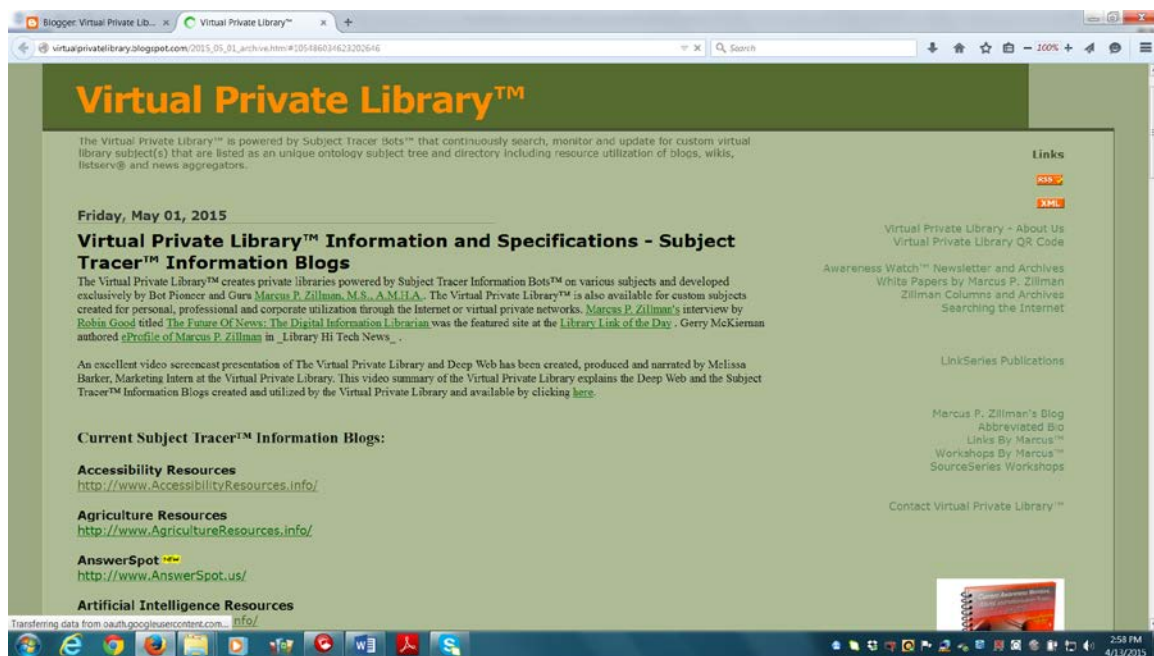


Figure 2: Virtual Private Library™

**Author Information:** Marcus P. Zillman, M.S., A.M.H.A. Executive Director of the Virtual Private Library is an international Internet expert, author, keynote speaker and corporate consultant in the area of information retrieval, knowledge discovery, knowledge harvesting, artificial intelligence and bots/intelligent agents. He has created

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numerous world wide web sites including 54 Subject Tracer™ Information Portals and Blogs; written a number of internet miniguides, white papers, manuals and books; hosted over 160 weekly Internet television shows, writes a weekly and monthly column on Current Awareness on the Internet; writes a monthly newsletter Awareness Watch and delivers keynote presentations throughout the international marketplace. He also actively delivers one and two day workshops for key industry sectors displaying how the Internet can be used as a tool to maintain current awareness and professional competencies. Additional websites by Marcus P. Zillman, M.S., A.M.H.A.:

Marcus P. Zillman's Blog  
<http://www.zillman.us/>

Marcus P. Zillman Abbreviated Bio  
<http://www.zillman.info/>

White Papers by Marcus P. Zillman  
<http://www.WhitePapers.us/>

Internet MiniGuides™  
<http://www.InternetMiniguide.com/>

Awareness Watch™ Newsletter  
<http://www.AwarenessWatch.com/>

Marcus P. Zillman's Columns  
<http://www.ZillmanColumns.com>

LinkSeries Publications  
<http://www.LinkSeries.com/>

Links By Marcus™  
<http://www.LinksByMarcus.com/>

Workshops By Marcus™  
<http://www.WorkshopsByMarcus.com/>

SourceSeries Internet Research Workshops  
<http://www.SourceSeries.com/>



Watch Marcus™

<http://www.WatchMarcus.com/>

listen to marcus™

<http://www.ListenToMarcus.com>

**Research White Papers, Articles, Lectures and Speeches by Marcus P. Zillman, M.S., A.M.H.A.:**

Academic and Scholar Search Engines and Sources

<http://www.ScholarSearchEngines.com/>

Bots, Blogs and News Aggregators

<http://www.BotsBlogs.com/>

Business Intelligence Online Resources

<http://www.BIOOnlineResources.info/>

Cloud Computing Resources Primer

<http://www.zillman.us/white-papers/grid-distributed-and-cloud-computing-resources-primer/>

Current Awareness Discovery Tools on the Internet

<http://www.zillman.us/white-papers/current-awareness-discovery-tools-on-the-internet/>

Deep Web Research and Discovery Resources 2015 Article - LLRX and Online White Paper

<http://zillman.blogspot.com/2015/01/llrx-deep-web-research-and-discovery.html>

<http://DeepWeb.us/>

eMarketing miniGuide 2015

<http://www.eMarketingMiniGuide.com/>

eReference Library Link Toolkit

<http://www.eReferenceLibrary.com/>

Finding Experts By Using the Internet

<http://www.FindingExperts.info/>



Finding People Resources and Sites

<http://www.FindingPeople.info/>

Healthcare Bots and Subject Directories

<http://www.HealthcareBots.info/>

Knowledge Discovery Resources 2015

<http://www.KDResources.info/>

New Economy Resources 2015

<http://www.NewEconomyResources.com/>

Online Research Browsers

<http://www.zillman.us/white-papers/online-research-browsers/>

Online Research Tools

<http://www.OnlineResearchTools.info/>

Online Social Networking

<http://www.OnlineSocialNetworking.info/>

Searching the Internet

<http://www.SearchingTheInternet.info/>

Using the Internet As a Dynamic Resource Tool for Knowledge Discovery

<http://www.zillman.us/white-papers/using-the-internet-as-a-dynamic-resource-tool-for-knowledge-discovery/>

Web Data Extractors

<http://www.WebDataExtractors.com/>

Web Guide for the New Economy

<http://www.WebGuideNewEconomy.com/>

White Papers By Marcus P. Zillman, M.S., A.M.H.A.

<http://www.WhitePapers.us/>





**Internet Tutor by Marcus P. Zillman, M.S., A.M.H.A.**

<http://www.InternetTutor.info/>

Visit this site to learn about the availability of Marcus P. Zillman to tutor you or your associate one on one in the privacy of your residence or office on the latest happenings of the Internet including Internet basics to advanced Internet searching using bots and creating your own personal blog.

**Internet Speaking by Marcus P. Zillman, M.S., A.M.H.A.**

<http://www.InternetSpeaker.net>

Visit this site to learn about Marcus P. Zillman's speaking engagements for your organization meetings and events. View and listen to his previous presentations as well as his weekly television shows.

**Internet Consulting by Marcus P. Zillman, M.S., A.M.H.A.**

<http://InternetConsultant.BlogSpot.com/>

Visit this site to obtain information about obtaining the consultation services of Marcus P. Zillman for your company including eCommerce audits, utilization of bots, blogs and news aggregators or the creation of your own personal virtual private library powered by Subject Tracer™ Information bots!

**Current Awareness Monitors, Alerts and Information Traps**

<http://www.ecurrentAwareness.com/>

Marcus P. Zillman's latest report Current Awareness Monitors, Alerts and Information Traps for is available for purchase online and for immediate download. This report is a comprehensive listing of the latest resources, sources and sites for current awareness on the Internet. This is a must read for anyone who must stay current in their profession and/or business activity as the list of URLs will keep you at the leading edge of your career.

**Market Intelligence Resources**

<http://www.MarketIntelligenceResources.com/>

Marcus P. Zillman's just released professional Internet MiniGuide is titled Market Intelligence Resources and is available for purchase online and immediate download. This 193 page digital miniguide represents a comprehensive listing of the latest resources, sources and sites to discover the latest Market Intelligence sources available on the Internet with many of them freely available! Designed specifically for today's entrepreneur, professional and/or investor.



### **Entrepreneurial Links 101**

<http://www.EntrepreneurialLinks.com/>

Marcus P. Zillman's newly released 231 page eReference digital book for the up and coming entrepreneur. Entrepreneurial Links 101 gives an alphabetical listing of the very best Internet and World Wide Web sites covering Entrepreneur Resources, Business Intelligence Resources and an extremely comprehensive list of Online Research Tools. This is considered by many to be the entrepreneur's bible for finding relevant and competent online resources!

### **Internet Privacy and Security Resources**

<http://www.InternetPrivacySecurity.net/>

Marcus P. Zillman's latest eReference digital publication is a selected comprehensive alphabetical listing of the latest resources and sites covering all aspects of privacy and security currently available over the Internet. From the board room to the family room, these resources and sites give you the information you need to maintain your privacy and security as you use the Internet in your business and personal life.

### **Research Resources Online Guide**

<http://www.ResearchResourcesOnline.net/>

Marcus P. Zillman's latest [LinkSeries Publication](#) is a 340 page digital guide of a selected comprehensive alphabetical listing of the latest and greatest resources and sites covering all areas of research that is currently available over the Internet. The guide covers online research resources and tools for the Newbie to research as well as the Seasoned researcher. Contents include: a) Research Resources, b) Research Tools, c) Student Research Resources Toolkit, d) Knowledge Discovery/Management and Data Mining Resources, e) Knowledge Discovery/Retrieval and the World Wide Web Resources, and f) Subject Tracer™ Information Blogs.

### **The Survivor's Manual for The New Economy.**

<http://www.NewEconomyManual.com/>

Marcus P. Zillman's latest LinkSeries Publication is a 239 page digital read that gives excellent resources and annotated sources for the new economy analytics, alerts, ecommerce, financial sources, invisible and deep web resources, social and business networking sources along with new economy competitive and business intelligence resources and an extremely comprehensive listing of new economy online tools.

