



Content Provider Instructions for The 60 Second Marketer

Thank you for agreeing to be part of The 60 Second Marketer online community by providing content for the site.

There are two types of content that we're looking for:

1. Scripts for Online Videos
2. 60 Second Articles

To submit content, please send us the following:

1. Copy for your 60 Second Video or 60 Second Article: Scripts should be approximately 60 seconds in length. (A sample of an online script is included at the end of this document.) 60 Second Articles should be 400 to 600 words in length.
2. Bio, Photograph and Contact Information: Please provide a bio of approximately 100 words to be included in our contributor profile along with a digital photograph.

Suggestions on submitting your script or article to The 60 Second Marketer:

- Write about something that is current and actionable.
- Use a conversational style in your copy. Imagine you're talking to a friend.
- Successful topics in the past have included "The Most Common Search Engine Mistakes," "The Taste Test Coke and Pepsi Don't Want You to Know About," "How To Launch a Mobile Marketing Campaign," and "What's a Widget? I Need a Widget!"
- Our current video and article categories are included below. We'll be increasing the number of categories in the future, but for now, please submit video scripts or articles that fall under the following categories:
 - Branding and Marketing (Please note: we have more than enough content in this category already)
 - Direct Response Marketing
 - Interactive
 - E-mail Marketing
 - New and Emerging Media
 - Paid and Organic Search
 - Public Relations



Content Submission Checklist:

Please e-mail the following to Jamie.Turner@60SecondMarketer.com:

- Bio (100 words or fewer)
- Photograph
- E-mail address
- Company name
- Script or 60 Second Article

Thank you for your time and energy. We appreciate your help.

Sample Video Script

ANNCR:

What is a landing page and why do I need one?

A landing page is an entry point to a company's Web site that is typically not the home page. Landing pages are tied to either a special promotion or a specific product or service offering, and they usually appear when consumers click on online advertisements or type in a special Web address different from that of the company's home page.

Landing pages are used by retailers and service providers to push the user to perform a desired action such as making a purchase or submitting an email address.

By eliminating (or shortening) the "browsing" phase of the conversion cycle, landing pages are more effective in getting consumers to convert. Landing pages also make companies' Web sites more relevant to specific searches, and they boost sites' organic rankings by indexing.

To sum it up, landing pages add value to companies' Web sites, because they:

1. Promote or are relevant to specific products, services, or offers
2. Make sites more relevant to specific queries
3. Shorten the conversion process, AND
4. Boost companies' organic rankings.