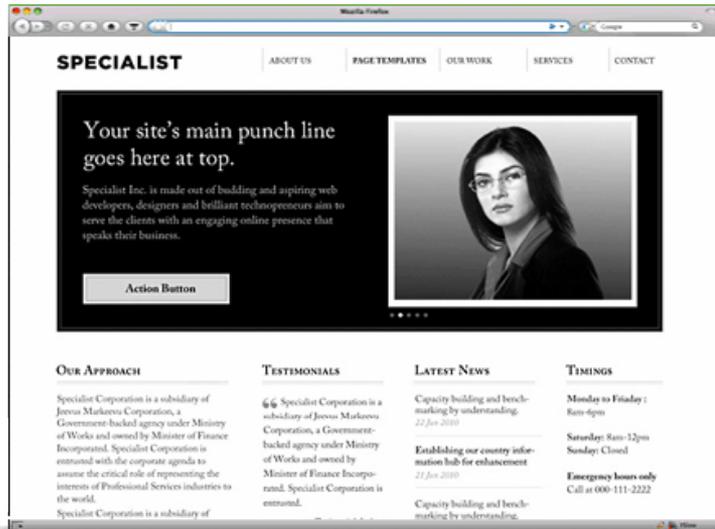


Websites / Email Marketing / Social Media

Making it work for your business

A Winning Trifecta



A Successful Online Strategy

1. Measureable Goals
2. Segmented Target Audience
3. The Right Content
4. Design & Technology

Measureable Goals

- Network expansion via twitter, facebook and blog
- Attract affiliates
- Attract registered users
- Increase Opt-in subscribers
- Increase customer retention
- Generate and qualify leads
- Increase revenue
- Enhance customer service

Audience - know your customer

Who are they and What do they need?

- Where do they go online
- Preferred method of contact
- Preferred forms of content
- Primary concerns
- Buying habits
- What drives their buying decisions
- Where do they live
- What do they care about
- Etc.

Audience - know your customer

- Break it down into segments.
- Personify the individuals in each segment

Companies don't visit your site, people do.



Susie

- Mother with young kids
- Minivan, drives carpool
- Suburban
- Green Conscious
- Upper Middle Class
- College Educated

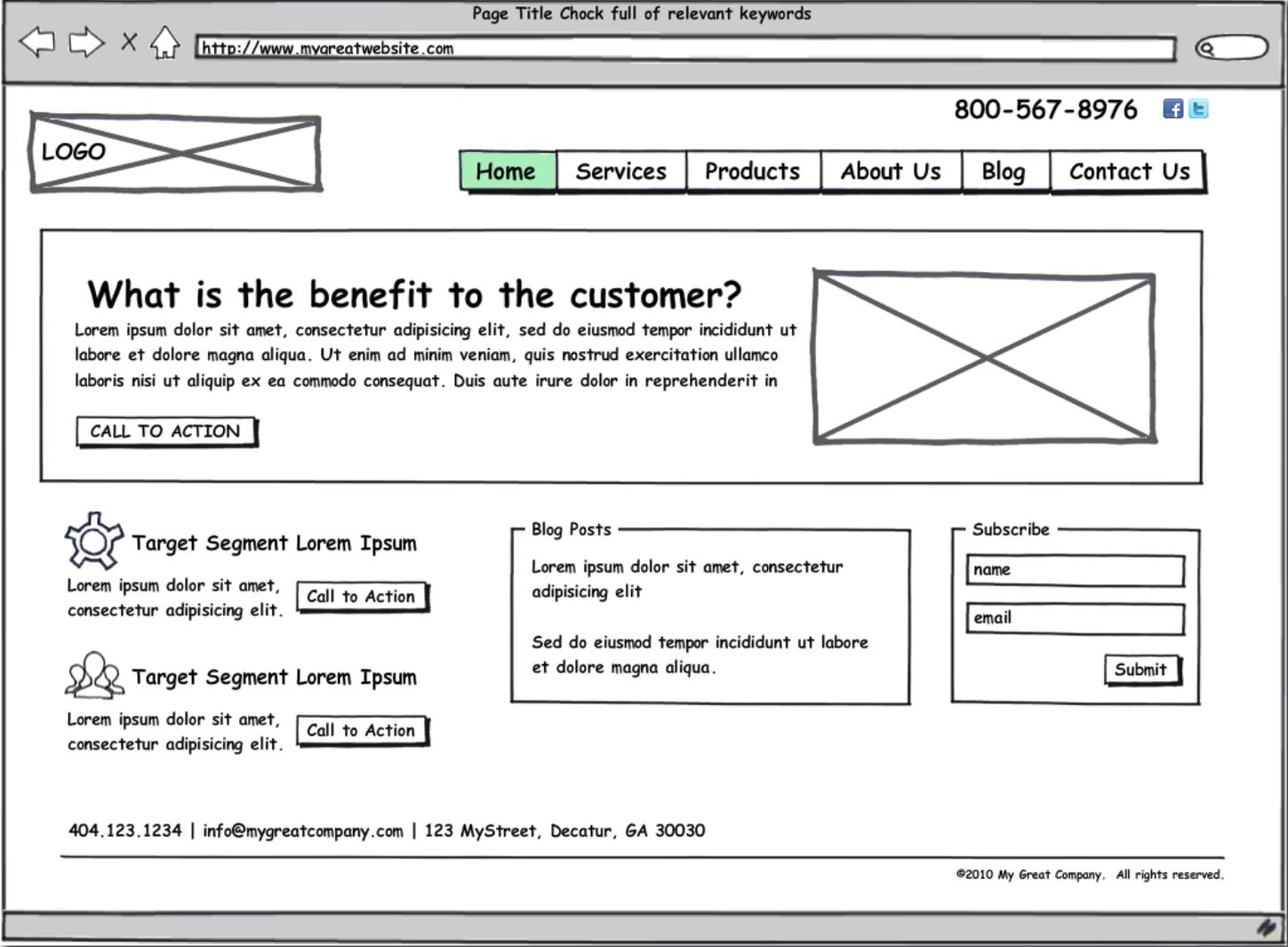
Content Strategy

- Define Content for each audience segment
- Distribution Plan:
 - Website
 - Blog
 - Facebook page
 - Twitter
 - Email
 - Social Bookmarking sites (Digg, StumbleUpon, Reddit)
 - Other Bloggers and centers of Influence
 - other social media channels

Websites

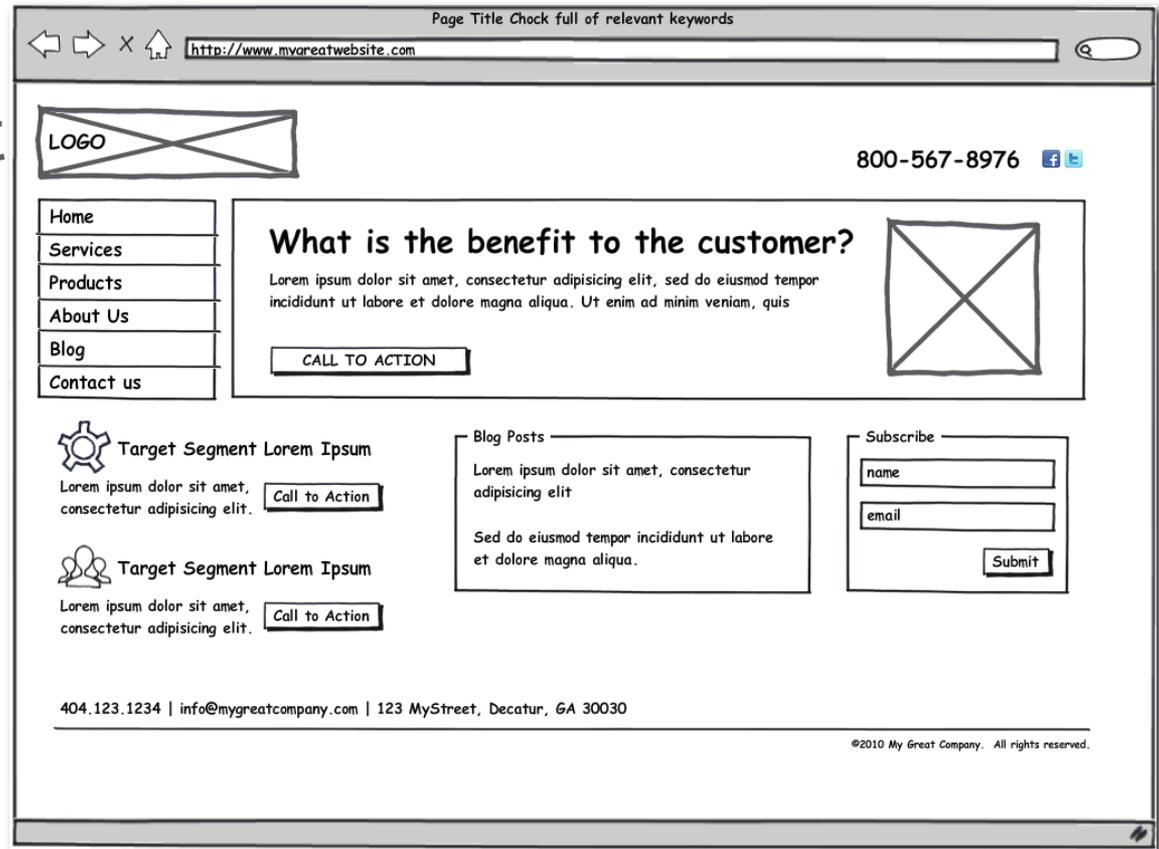
Don't plan for mediocrity, plan for success.

What goes on my homepage?



Navigation - Don't Make Me Think!

- Across the top or down the left
- No Flash
- No cute labels
- No Drop-downs (controversial)



CONTENT IS KING

Big sites are not necessarily better sites.

- Eliminate what is not completely necessary
- Be Brief
 - Just enough for someone to decide you are worth talking to further
- Scannable content
 - Use headings, subheads and bulleted lists or just a few sentences vs. dense paragraphs

Everyone struggles with content - just do it.

Content - what's in it for me?

Customer wants to know:

BENEFITS

- Save time and money
- Lose weight fast
- Win 100million dollars
- Learn to do xyz in 3 simple steps

We are usually telling them:

FEATURES

- It can do this and this and this...
- We are so great because...
- Our clients love us
- We can help you...

Landing Pages

- Very focused content
- Increases conversions and SEO
- Drives the user toward some intended action
- Tied to a campaign (search, email, offline, etc)
- Clear Call to action (primary, secondary)



Design & Technology

- Content drives the solutions.
- Design should enhance the user experience, not get in the way.
- Functionality should enable site owner to gather info, solve a problem, sell widgets... not be the focal point.

Content Management System (CMS)



Should you have one? YES

- Use a popular one
- Open Source vs. Proprietary

Common Roadblocks

- Content
- Design by committee
- Scope creep
- Letting small things cause big delays in going live

Search Engines (SEO/SEM)

The screenshot shows a Google search results page for the query 'web design'. The search bar at the top contains the text 'web design' and the search button is labeled 'Search'. Below the search bar, the page displays 'About 458,000,000 results (0.37 seconds)'. The results are organized into several sections:

- Sponsored links:** Includes 'Jaw Dropping Web Design' from www.NeboWeb.com, 'Web Design Agency' from www.CocoDesign.com, '\$480 - Custom Web Design' from 123Triad.com, 'Web Design Library — One-stop Web Design Resource', 'Web Design - 12746 US Website Designers Listed.', 'Web design - Wikipedia, the free encyclopedia', 'Web Design Company | WebSite Design Company | Professional Website ...', 'Web Design - HTML XML - Web Development - Web Site Design', and 'Open Source Web Design - Download free web design templates.'
- Instant is on:** Includes 'Small Business Websites', 'Google Website Optimizer', 'Atlanta Web Design Pros', 'New Jersey Web Design', 'Custom Website Design', and 'Custom Web Design'.

The left sidebar contains navigation options like 'Everything', 'Images', 'Videos', 'Blogs', 'Books', and 'More'. The bottom of the page shows the status bar with 'Done' and '1 N/A'.

- Organic
- Pay per Click
- Ongoing effort
- NO GUARANTEES

SEO Basics

- Target niche or longer phrases like *Atlanta Apple computer repair* vs. *Apple computer repair*
- Page Titles, Content
- Site Structure
- Inbound Links
- Google Maps and Google Places

Page Title Chock full of relevant keywords

http://www.mygreatwebsite.com/relevant-keyword-filename

LOGO

Home Services Products About Us Blog Contact Us

Keywords in Heading

Keywords used in the page text. Lorem ipsum dolor sit amet, keyword adipiscing elit, sed do eiusmod tempor keyword ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud keyword ullamco laboris nisi ut aliquip ex ea keyword consequat.

Keywords in Subheading

Keywords used in the page text. Lorem ipsum dolor sit amet, keyword adipiscing elit, sed do eiusmod tempor keyword ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud keyword ullamco laboris nisi ut aliquip ex ea keyword consequat.

Keywords in Subheading

Keywords used in the page text. Lorem ipsum dolor sit amet, keyword adipiscing elit, sed do eiusmod tempor keyword ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud keyword ullamco laboris nisi ut aliquip ex ea keyword consequat.

keyword in image name and alt tag

Keywords used in the page text. Lorem ipsum dolor sit amet, keyword adipiscing

404.123.1234 | info@mygreatcompany.com | 123 MyStreet, Decatur, GA 30030

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Common Mistakes

- Poor Planning & Lack of overall strategy
- Flash
- Search engine negligence
- No Calls to Action
- Focusing on what we want instead of what the audience wants
- If you build it, they will come. NOT.
- Too much clutter

Email Marketing

Email Marketing - it works!

Sell more by reaching 20 people 10 times each than reaching 200 people only once.

- It's free-to-inexpensive
- Permission-based (Opt-in)
- Segmented + One-to-One
- Frequency Scheduling - out of sight out of mind
- Targeted Call to action - link to landing page
- Monitor and measure - tweak - repeat.
- Easy to share (viral)

Email Strategy

- Complement other online/offline efforts
- Special offers & promos
- Useful articles/content to subscribers
- Link to landing pages to close the deal
- Brand Awareness (out of sight/out of mind)
- Regularly scheduled

Email Marketing Tools



- Build & Manage Your List
- Design HTML Email Campaigns
- RSS to email
- Send with Confidence
- Email Campaign Tracking

Social Media

SOCIAL MEDIA for business

Communicate & Connect

- Join the conversation
- Start the conversation
- Promote website content
- Promote events
- Word of Mouth referrals/endorsements by others
- FREE



Blogs

- Positions you as an expert
- Creates a community of followers
- Comments enable interaction between customers and company
- Keeps your site updated with fresh content - which is good for SEO

Facebook



- As of 5/10/10 - More than 400 million active users
 - 50% of our active users log on to Facebook in any given day
- Connect and engage with people and spread your reach to their friends.
- Easily engage fans with video, pictures, events, coupons
- Increases SEO
- Put a Like button on your website



Linked-In

- Professional version of Facebook
- Ties in with blogs, slideshare, etc
- Groups - reach 100s of 1000s of market segments
- Answers - become reliable, trusted expert
- Good for SEO
- Link to/from your site

Basic Account: Upgrade Welcome, Jodi Hersh · [Add Connections](#) · [Settings](#) · [Help](#) · [Sign Out](#)

LinkedIn Home Profile Contacts Groups Jobs Inbox (5) More... People

Female Executives Connect - Apply now to be part of the prestigious Cambridge Women's Network! - From Max Powers

[Edit My Profile](#) [View My Profile](#)

Jodi Hersh you

President and Creative Director at Orange Star Design, Inc.
Greater Atlanta Area | Graphic Design



Jodi Hersh Did you know that each American will talk about roughly seventy brands a week or ten brands a day? (from the Anatomy of Buzz, E. Rosen) via Twitter 

1 day ago · [Like](#) · [Comment](#) · [See all activity](#)

Current	• President & Creative Director at Orange Star Design, Inc.
Past	• Art Director at Dynamic Press • Graphic Designer at Tom Graboski & Associates
Education	• University of Michigan
Recommendations	15 people have recommended Jodi
Connections	225 connections
Websites	• Orange Star Design, Inc. • Twitter • Facebook
Twitter	jodihersh
Public Profile	http://www.linkedin.com/in/jodihersh

Summary

Jodi's passion for art dictates her attitude toward life — her devotion to her work, her thriving and award-winning studio. Jodi has over 20 years of experience as a designer and earned her BFA in graphic design and photography from the University of Michigan School of Art & Design.

After graduating, Jodi returned to her hometown of Miami where she worked as part of team designing signage and graphics for Universal Studios and Royal Caribbean Cruise Lines. Jodi broadened her range of experience by art directing for a printing company where she gained valuable working knowledge of developing technologies and processes.

[Forward this profile to a connection](#)



Jodi's Activity [edit](#)

Jodi Hersh is now connected to **Becky Straka**
1 day ago

Jodi Hersh Did you know that each American will talk about roughly seventy brands a week or ten brands a day? (from the Anatomy of Buzz, E. Rosen) via Twitter 

1 day ago · [Like](#) · [Comment](#)

Jodi Hersh Did you know that each American will talk about roughly seventy brands a week or ten brands a day? (from the Anatomy of Buzz, E. rosen)

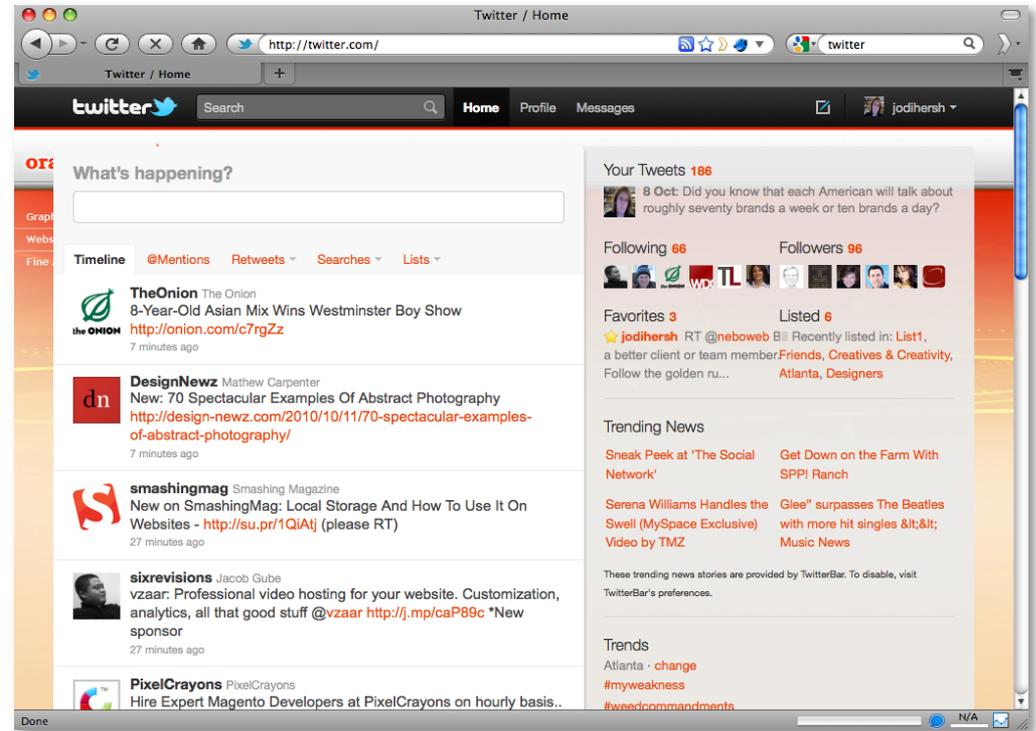
1 day ago · [Like](#) · [Comment](#)

Jodi Hersh is now connected to **Charlie Brusco, Kriston Sellier, and 4 other people.**
1 day ago

Jodi Hersh is now connected to **Rob Dietrich, Stephanie Warner, and 2 other people.**

Twitter

- See if people are talking about you, join the conversation
- Provide aggregated useful insights to followers (content expert)
- Good for SEO
- Integrate into your site



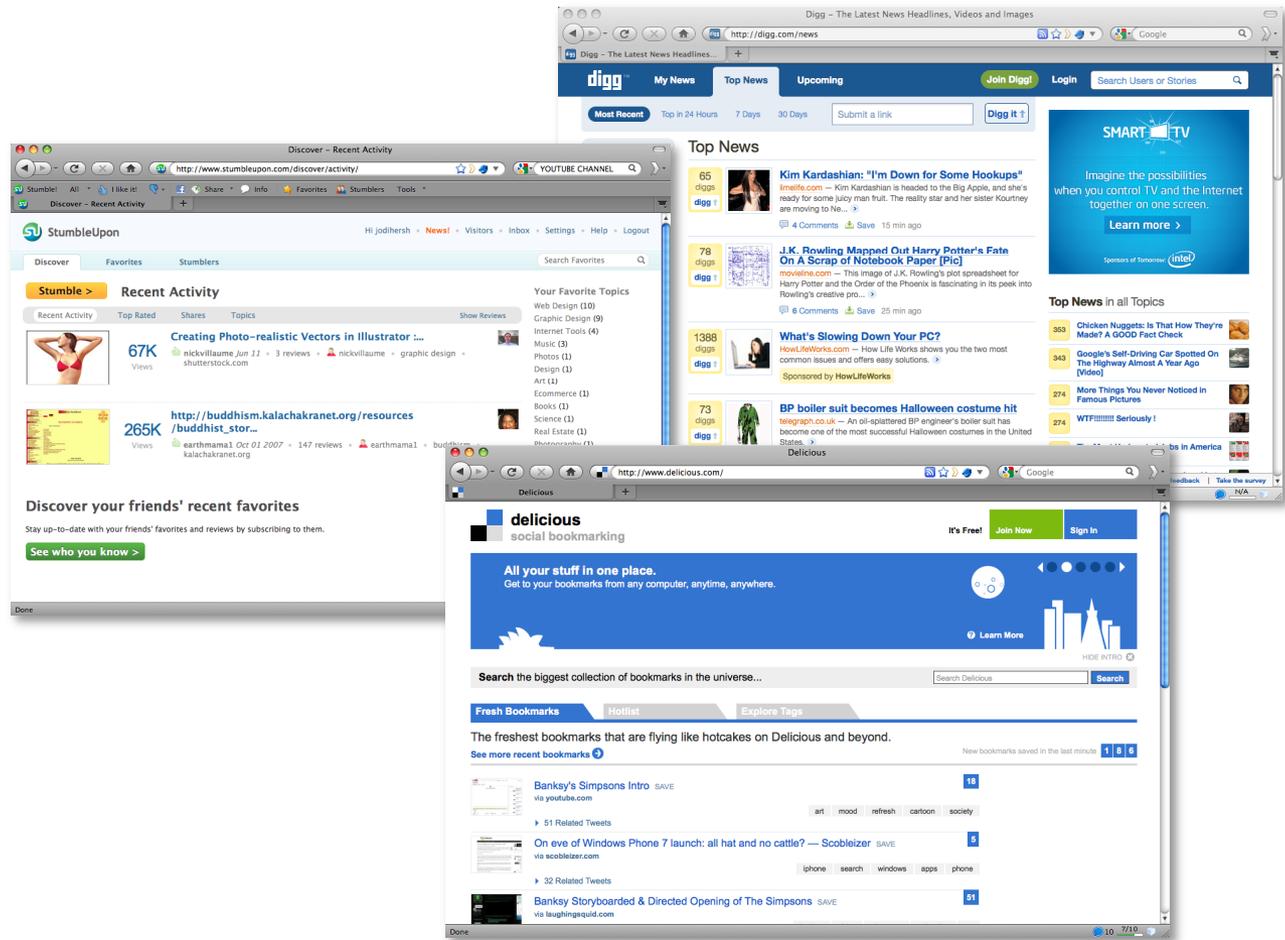
YouTube

- Create a channel
- Video blog (vlog)
- Demos/Instructional
- Clips about employees or interesting things about your business
- Good for SEO



Social Bookmarking sites

- StumbleUpon
- Reddit
- Digg
- Delicious



Benchmarking

- Monitor
- Report
- Tweak
- Repeat

Tips & Tools

Helpful tools

Google Analytics

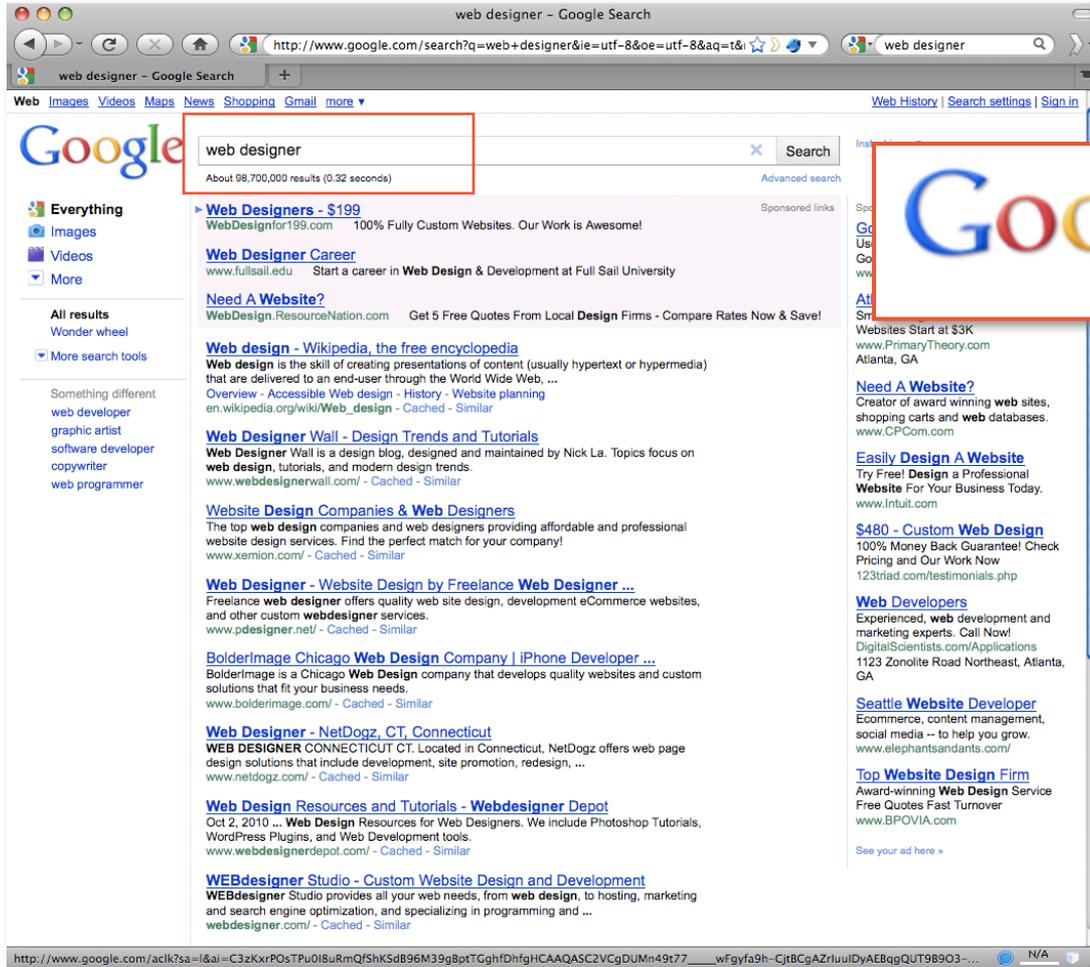
bit.ly

 hootsuite™

 PostRank™

 twitterfeed

Choosing a web designer



Tips

- Get referrals
- Review examples of their work
- Generalist vs Specialist
- Be prepared:
 - Creative brief
 - Goals
 - Audience