

Internet Marketing Kick It Up A Notch

assumption SEO SEM/PPC
already incorporated STATISTICS
TRENDS web2.0 Tools Social
Networking COMMUNICATION
Folksonomics analysis KPI
Reports OPTIMIZATION Website
Checklist eXtension Resources

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eXtension
more mind reach

Customer Trends

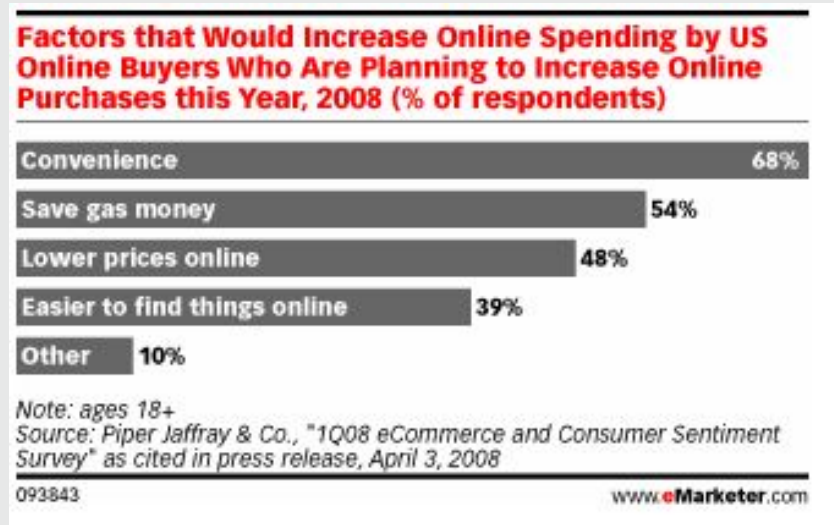
- 60 Billion Searches a month
- 90% of major purchases researched online
- By 2012, more than 145 million people, 67% of the US Internet population, will be reading blogs at least once per month.

Ten Golden Rules Podcast - <http://www.tengoldenrules.com>
And The Blogosphere: A Mass Movement from Grass Roots - [eMarketer.com/](http://www.eMarketer.com/)



Customer Trends

- Shift to online buying
 - improved satisfaction levels
 - merchants have figured things



May 15, 2008

http://www.emarketer.com/Article.aspx?id=1006307&src=article1_home



Marketing Trends

ADVERTISING FORMATS	2007		2006	
Type of Advertising	\$	% share of market	\$	% share of market
Display Advertising	4,455	21%	3,685	22%
Sponsorship	636	3%	496	3%
Rich Media (06 including Broadband Video)	1,657	8%	1,192	7%
Digital Video (07 only)	324	2%		21%
All Display	7,072	34%	5,373	32%
Keyword Search	8,805	41%	6,799	40%
Classifieds	3,321	16%	3,059	18%
E-mail	424	2%	338	2%
Lead Generation*	1,584	7%	1,310	8%
TOTALS:	21,206	100%	16,879	100%

<http://blog.searchenginewatch.com/blog/080516-095855>



Web 2.0 tools

Web 1.0		Web 2.0
DoubleClick	-->	Google AdSense
Ofoto	-->	Flickr
Akamai	-->	BitTorrent
mp3.com	-->	Napster
Britannica Online	-->	Wikipedia
personal websites	-->	blogging
evite	-->	upcoming.org and EVDB
domain name speculation	-->	search engine optimization
page views	-->	cost per click
screen scraping	-->	web services
publishing	-->	participation
content management systems	-->	wikis
directories (taxonomy)	-->	tagging ("folksonomy")
stickiness	-->	syndication

Web 2.0 Directory -

<http://www.go2web20.net/>

Examples

- Digg.com
- Skype.com
- Blogger.com
- Rocketboom.com
- Mahalo.com
- LinkedIn.com
- Chacha.com
- Flickr.com
- Facebook.com
- Twitter.com
- Revision3.com
- 37signals.com
- Squidoo.com



Web 2.0 Explained on YouTube - <http://youtube.com/watch?v=nsa5ZTRJQ5w>

Web 2.0

- Social Networking Sites
 - Facebook, LinkedIn, Myspace, Flickr, Digg, YouTube - (sites with user profiles)
- Communication Tools
 - Blog, vlogs, online forums, RSS feeds, podcasting, IM, eMail, text messaging
- Folksonomics
 - Social bookmarking, online collaboration, review sites
- Wiki
 - Online collaboration - wikipedia

Social Networking Sites

- Facebook, LinkedIn, Myspace, Flickr, Digg, YouTube - (sites with user profiles)

The image displays three overlapping screenshots of the Facebook interface. The top-left screenshot shows a search for 'business' groups, listing 'Web 2.0 (Entrepreneurs)' with 42,737 members and 'Marketing 2.0' with 8,335 members. The top-right screenshot shows the profile of the 'Geist Photography' group, including its description, contact info, and a photo gallery. The bottom screenshot shows a search for 'Caring for Aging Parents' groups, listing 'Social Innovation Conversations' and 'Historic Dow'.

Social Network

MySpace.com

The screenshot shows a MySpace profile page for Roger McGee. At the top, there is a navigation bar with links for Home, Browse, Search, Invite, Apps, Mail, Blogs, Favorites, Forum, Groups, Events, MySpaceTV, Music, Comedy, and Classifieds. A search bar is visible with the text "User Shortcuts:" and "People". A "powered by Google" logo is also present. On the left side, there is a small red box that says "MySpace.com Visit us Now". The main profile area features a profile picture of Roger McGee, a man with a long white beard and hair, wearing a dark jacket, playing a Native American flute. To the right of the picture, the profile information reads: "Native American flutes " and " Bronze Sculpture "" (with quotes around the text), Male, 57 years old, ENTERPRISE, Oregon, United States, and Last Login: 5/16/2008. Below the picture are links for "Pics" and "Videos". To the right of the profile information, there are three sections: "Roger is in your extended network", "Roger's Latest Blog Entry" (with links for "Subscribe to this Blog" and "View All Blog Entries"), and "Roger's Blurbs" (with a link for "About me:"). The "About me:" section contains a paragraph of text: "Hello...I am Roger McGee, a self taught artist, Sculptor and a maker of Native American flutes. (www.wind-dancer-flutes.com) I was born in the Bayou country of South Louisiana in the small town of Kinder. It was a winding path that lead to my passion for the Native American Flute... As a professional sculptor for over 28 years I often found inspiration in the variety of music I listened to". At the bottom of the profile, there is a "Contacting Roger" section with links for "SEND MESSAGE", "FORWARD", "ADD TO FRIENDS", "ADD TO FAVS", "INSTANT MESSAGE", "BLOCK", "ADD TO GROUP", and "BANK USER".

<http://www.myspace.com/rogermcgee>

Communication Tools

- Blog, vlogs, online forums, RSS feeds, podcasting, IM, eMail, text messaging

– <http://grammar.quickanddirtytips.com/>

The screenshot shows the Grammar Girl website. The header features the logo "Grammar Girl™ Quick AND Dirty Tips FOR BETTER WRITING" with a cartoon character of a girl with glasses. It also says "Hosted by Mignon Fogarty" and "Quick AND Dirty Tips™". Navigation links include "QD TIPS HOME", "ABOUT GRAMMAR GIRL", and "CONTACT GRAMMAR GIRL". A search bar is present.

The main content area is titled "CURRENT EPISODE" and features the episode "Graduated versus Graduated From" (Episode 107: May 16, 2008). It includes a "PLAY" button, "DOWNLOAD" and "SUBSCRIBE" options, and a question: "How can you make your alma mater proud?". Below this are links for "Read Episode Transcript" and "View Comments (10) | Add Comment".

To the right, under "RELATED GRAMMAR GIRL EPISODES", there are links for "Unlawful Versus Illegal" (Episode 68: July 27, 2007), "Neologisms" (Episode 67: July 20, 2007), and "Addictive Versus Addicting" (Episode 16: July 06, 2007), along with an "ALL EPISODES" link.

A "RECENT PODCAST EPISODES" section shows "More Than Versus Over" (Episode 106: May 09, 2008) and "Yoda Grammar" (Episode 105: May 01, 2008). The "Yoda Grammar" episode includes the text: "Is Yoda speaking 'real' English? In this episode we dissect the subject-verb-object order." and a "PLAY" button.



At the bottom, there are sections for "Sentence Length" and "Subject-Verb Agreement".

On the left sidebar, there is a "QUICK AND DIRTY TIPS PODCASTS" list with items like "Grammar Girl", "Money Girl", "Mighty Mommy", "Legal Lad", "Traveling Avatar", "Modern Manners Guy", "Get-It-Done Guy", "Sales Guy", "Small Biz Tech Girl", and "Make-It-Green Girl". Below this is a "SIGN UP FOR THE NEWSLETTER" button and social media links for Twitter, Facebook, Flickr Group, MySpace, and YouTube.

On the right sidebar, there is an advertisement for a book: "Click Here to Pre-Order the Book!" with an image of the book "Grammar Girl's Quick AND Dirty Tips FOR BETTER WRITING" and the text "On sale 7/8/08". Below that is a "blubrry" logo and an advertisement for "WORD GIRL" featuring a cartoon girl and a monkey, with the text "WATCH WEEKDAYS ON PBS GO! CLICK HERE".

Blog

THE FRUIT COMPANY .: ABOUT



FRUIT, GIFTING, TOURISM, AND THE COLUMBIA GORGE

World's Most Expensive Gift Baskets


May 05th, 2008 | Category: The Fruit Company

231
diggs

[digg it](#)


Everyone has received or given a gift basket at least once in their life, but have you ever given a \$75,000 dollar little basket of goodies? We were interested in the over the top gift baskets out there and we compiled a list of what we thought were the most interesting.

Japanese Fruit Baskets- \$100+



In Japan, the act of fruit giving is an important tradition practiced between families, businesses and communities. The fruits given as gifts can't be any ordinary fruit—they . Gifted fruits are usually grown in closely monitored green houses, and only beautiful, blemish-free and uniformly sized specimens are wrapped as gifts. In Japan, a single flawless cantaloupe decorated with a ribbon and placed in a wicker basket sells for anywhere between \$100 and \$250 dollars—it's hard to imagine how much a large fruit basket goes for!

Marks and Spencer Christmas Gift Basket- \$1,500





For the 2007 Christmas season, the British department store Marks and Spencer put out one of the most expensive

SEARCH THIS SITE



THE FRUIT COMPANY

- Shop Fruit Baskets
- Shop Gift Towers
- Shop Gift Boxes


 THEFRUITCOMPANYBLOG

-  [World's Most Expensive Gift Baskets](#)

BLOGROLL

-  [Hood River County Blog](#)
-  [The Fruit Company](#)
-  [Travel Oregon](#)

FEATURED MONTHLY FRUIT



<http://blog.thefruitcompany.com/>


Folksonomics

- Social Bookmarking
- Online collaboration/sharing
 - <http://www.yelp.com/>
 - <http://national.citysearch.com/>

The screenshot shows the Yelp website for Sidney, Nebraska. The header includes the Yelp logo and navigation links like 'Welcome', 'About Me', 'Write a Review', 'Find Reviews', 'Invite Friends', 'Messaging', and 'Talk'. Below the header, there's a search bar with 'Search for' and 'Near' fields, and a 'Search' button. The 'Near' field is filled with 'sidney, nebraska'. To the left, there's a 'Yelp Needs Your Help' section with a message from 'The Yelp Guys'. Below that is a 'Popular Searches' list with various categories like 'Acupuncture', 'Bakery', 'Barber', etc. On the right, there's a 'Featured Yelpers' section with user profiles and a 'BUFFERING' video player.



Recommendation Site



Real People. Real Reviews.™

sidney, nebraska

[Welcome](#) [About Me](#) [Write a Review](#) **[Find Reviews](#)** [Invite Friends](#) [Messaging](#) [Talk](#) [Member Search](#) | [Account](#) | [Log In](#)


Dude's Steak House

★★★★☆ based on 5 reviews [Rating Details](#) »

Category: Restaurants [\[Edit\]](#)

2126 Illinois St
Sidney, NE 69162
(308) 254-9080


Price Range: \$\$ **Accepts Credit Cards:** Yes **Attire:** Casual
Good for Groups: Yes **Good for Kids:** No **Takes Reservations:** Yes
Delivers: No **Take-out:** No **Waiter Service:** Yes
Wheelchair Accessible: Yes **Outdoor Seating:** No **Alcohol:** Full Bar

[Edit Business Info](#) [Is this your business?](#) [First to Review](#)  Dave M.

5 Reviews for Dude's Steak House

Sort by: **Recent + Votes** ▼ | [Time](#) | [Rating](#)

Selected Review

 **Elite '08** ★★★★☆ 24 56 03/15/2008

Dude's Steak house. Wow. Just wow.


Its like stepping back in time, when you walk through the doors....to a time when family run resto's were the norm, rather than the exception and where home cooking was the order of the day.

The food was lovely. The service was homey. The wine list was comical. With the right group of people and the right mind set, this place is very enjoyable. The **steaks?** I'd take one of Dude's **steaks** over Gibson's any day.

Dude's gets four starts from me because I couldn't have a decent glass of wine with my **steak** and because there was no creamed spinach on the menu (or any spinach, at all) and for me its just incomplete without spinach.

Yes, I tried the "oysters." Do it.

[Bookmark](#) [Send to a Friend](#) [Link to This Review](#)



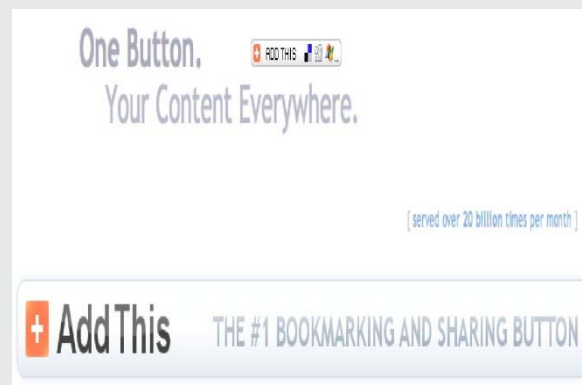
View Larger Map/Directions »

Browse Nearby:
[Restaurants](#) | [Nightlife](#) | [Shopping](#) | [Coffee](#) | [All](#)

Build Your Own MROC

Market Research Online Community

- Involve your customers
- Start a Blog
- Create an Online Community
- Set up a Social Network business account
- Incorporate RSS Feeds and/or social bookmarking tools - <http://www.addthis.com/>



One Piece Many Deliverables

- Written content
 - Make a Press release
 - <http://www.prweb.com/>
 - <http://www.businesswire.com/>
 - <http://digg.com/>
 - Create an eNewsletter
 - Add to Blog
 - Article for website
 - Convert to audio/video
- It's all about the customer!



Interactive Marketing

Keys to developing a social strategy

- 1) Know your customer
- 2) Know your objective
- 3) Develop around your customer
- 4) Pick appropriate Web 2.0 tools

Objectives: The Key To Creating A Social Strategy,
by Josh Bernoff, October 2007 - <http://forrester.com/>



Web Analytics

- Define KPI
- Read Reports
- Analyze Data
- Optimize and Take Action

Actionable Web Analytics - Jason Burby and Shane Atchison

However beautiful the strategy, you should occasionally look at the results.

–Winston Churchill



Web 2.0 Analysis

- Measuring the success
 - RIA
 - RSS



- FeedBurner -

<http://www.feedburner.com/fb/a/home>

- Subscribers
- Reach/Reads
- Clicks to Website

Website Checklist



Website Analysis Checklist

HOMEPAGE	
Name of Company	
Logo	
Brief description on Home Page (use keywords)	
Who are you? Summary of About (think keywords)	
Contact Info	
eMail	
Fax	
Snail Mail	
Telephone	
Address including physical and mailing – found on every page	
Do not use a “Splash Page”	
Brief News & Updates	
Sitemap	
Search Capability	
SITE PURPOSE - Everything that goes into your web site must have a purpose.	
What is the purpose of the site?	
Every single feature must either <ul style="list-style-type: none"> - Help your visitors achieve their goals, or - Support the site's goals without obstructing the visitor's goals 	
Is it obvious to the intended audience?	
Is the topic or item the audience is looking for obvious on the home page	
Can it be found in less than 3 clicks?	



eXtension

Entrepreneurs and Their Communities

<http://www.extension.org/entrepreneurship>

All links tagged under

Building Entrepreneurial Communities -

<http://del.icio.us/drsadie>

Look for the Entrepreneurs and Their
Communities COP group in FaceBook



Resources

- Wilsonweb.com
 - <http://www.wilsonweb.com/>
- Microsoft Small Business Centre
 - <http://www.microsoft.com/australia/smallbusiness/themes/sbcsitemap.mspix>
- TenGoldenRules
 - <http://www.tengoldenrules.com/>
- Conversation Marketing
 - <http://www.conversationmarketing.com/cmonline/intro.cfm>
- eMarketer
 - <http://www.emarketer.com/>
- Clickz
 - <http://www.clickz.com/>
- Social Bookmarking and Marketing - Dr. Ralph Wilson, Web Marketing Today
- Actionable Web Analytics, Jason Burby and Shane Atchison
- Web Analytics - An Hour a Day - Avinash Kaushik
- National eCommerce Extension Initiative -
<http://srdc.msstate.edu/e-commerce/index.html>

