Websites & Social Media

What Can It Do For Your Business?

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Overview

- Websites Deconstructed
- Social Media Overview
- Promotion, Interaction, and Sharing
  Hawking, Trolling, and TMI
- Parking Lot: What is on YOUR mind?

The Wrong Way
to think about your company website

- It's no different than
  - A flyer
  - A magazine
  - A newsletter
  - A billboard or other "fixed" media
- It's a "set it and forget it" promotion element

The Right Way
Obvious

- Gather information
- Generate leads
- Sell products, set up payments, collect donations
- Announce events, news, etc.
- Serve as an electronic "promo packet"
- Share information and knowledge

The Right Way
Less Obvious

- Create Community
- Provide an outlet for your company to give back
- Act as the hub of your online presence
  (all roads lead back to your website)
- Serve as an application platform for various functions
  - Task list
  - CRM
  - Online Support
  - Discussion forums

In the end...

You get out of it what you put into it

Transformational Techniques

- Think of the website as the FIRST location for all business-related content. Everything else comes second.
- Write a short (1-3 paragraph) article each week.
- Promote your sales as "success stories", which also provide promotion to your customers
- "Adopt" a cause, and devote a section of the site to supporting that cause.
- Create a forum where customers can discuss your products, services, and where you can respond.

What if...

You treated your website AS your company?

Let your site embody your organization's character, personality, style and goals.

Social Media
The Usual Suspects

facebook

twitter

LinkedIn

KLOUT

Google+

YouTube

digg

SOCIAL MEDIA EXPLAINED (DONUT EDITION)

twitter	« I'm eating a donut »
facebook	« I like donuts »
foursquare	« This is where I eat donuts »
YouTube	« Here's a video of me eating a donut »
Instagram	« Here's a vintage photo of my donut »
Pinterest	« Here's a pretty donut recipe »
imgur	« Here's a viral picture of my donut »
LinkedIn	« My skills include donut eating »
Spotify	« Now listening to "Donuts" »
Google+	« I'm a Google employee who eats donuts »

Social Media
Why Should I care?

- Adds channels to your station
- Gives customers options
- Broadens your reach
- Improves search-ability

- Short burst of engaging text/images that encourage people to click over your website for more.

DEMO: Social Media update

What if...

This was your business card:

The Dark Side of the Force

- Sticks and Stones
  - Do Not Feed The Trolls
- Image and Brand management for a new age
  - The ClueTrain Manifesto
- Only you can stop TMI
- Every employee is a spokesperson now
- Every customer is, too

Disaster Recovery
Better yet, disaster avoidance

- Embrace dialogue
  - As part of your culture, not just during a crisis
- Devote some time each week to "ego surfing"
- Develop a reputation for transparency and class
- During a crisis:
  - Good: Respond promptly
  - Better: Be the first to respond
  - Best: Be the first to report
- Have the tech stuff pre-done: pages, hashtags, etc.

Do's and Don'ts
Of Business Social Media

- No sexting. Ever.
- Create "personas" for the business, use those not your personal account.
- Possibly get a second device

Q & A & D

Questions?
Comments?
Discussions?

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