

Web Marketing

Social Media Tools

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across their social networks. The resulting electronic word of mouth (eWoM) refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company. Thus the core of the issue is an ability to create content that people are interested in or will share. Here we will discuss the tools to distribute your material once you've created it. Whether you choose to use the passive approach (creating social media content to be made available for customers) or the active approach (using social media as a direct communication channel with your target audience) you will need to decide what websites to use and determine what you want to promote and who you want to target. I'll discuss the major social media sites here.

Twitter

Twitter allows companies to promote their products in short messages limited to 140 characters which appear on followers' home pages. Messages can link to the product's website, Facebook profile, photos, videos, etc. Twitter is also used by companies to provide customer service.

Facebook

Facebook pages are far more detailed than Twitter accounts. They allow a product to provide videos, photos, and longer descriptions, and testimonials as other followers can comment on the product pages for others to see. Facebook can link back to the product's Twitter page as well as send out event reminders. Perhaps most importantly, Facebook provides a static page that can be easily visited by any Facebook user with ready information. Unlike Twitter, which excels at providing instant or time sensitive updates, Facebook works well as a basis for ongoing campaigns and basic information about your organization. In a very real sense a company's Facebook page has become the new equivalent of their website.

Creating a Page:

Create a Page

Pages I Like Pages I Manage

Create a Facebook Page to build a closer relationship with your audience and customers.

 <p>Local Business or Place</p>	 <p>Company, Organization or Institution</p>	 <p>Brand or Product</p>
 <p>Artist, Band or Public Figure</p>	 <p>Entertainment</p>	 <p>Cause or Community</p>

Create a Page

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Create a Facebook Page to build a closer relationship with your audience and customers.

<p>Local Business or Place</p> <ul style="list-style-type: none">Book StoreFood/GroceryHealth/Medical/PharmacyHome ImprovementHospital/ClinicHotelLandmarkLawyerLibraryLocal BusinessMiddle SchoolMovie TheaterMuseum/Art GalleryOutdoor Gear/Sporting GoodsPet ServicesProfessional ServicesPublic PlacesReal EstateRestaurant/CafeSchoolShoppings/Retail	 <p>Company, Organization or Institution</p>	 <p>Brand or Product</p>
 <p>Artist, Band or Public Figure</p>	 <p>Entertainment</p>	 <p>Cause or Community</p>

Step 1: First you are asked to name a page and describe it.

The screenshot shows the 'Set Up Illinois Computer Help' page, Step 1: About. The page has a progress bar with three steps: 1 About (selected), 2 Profile Picture, and 3 Preferred Page Audience. Below the progress bar, there is a heading 'Add categories, a description and a website to improve the ranking of your Page in search.' followed by a note 'Fields marked by asterisks (*) are required.' There is a text input field for '*Category (ex: Chinese restaurant, museum)'. Below that is a larger text area for '*Tell people what your Page is about...' with a character count of 155. There is also a text input field for 'Website (ex: your website, Twitter or other social media links)'. Below the website field, there is a heading 'Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.' followed by a text input field for 'http://www.facebook.com/ Enter an address for your Page ...'. At the bottom, there is a question 'Is Illinois Computer Help a real establishment, business or venue?' with radio buttons for 'Yes' and 'No'. A note below says 'This will help people find this establishment, business or venue more easily on Facebook.' At the very bottom, there are two buttons: 'Need Help?' and 'Skip Save Info'.

Step 2: Profile Picture – You have the option to load an image from your computer or from your website. The recommendation would be to be consistent with the branding on your website.

Step 3: Preferred Page Audience – This will help determine when your site will appear as suggested advertising.

The screenshot shows the 'Set Up Illinois Computer Help' page, Step 3: Preferred Page Audience. The progress bar shows three steps: 1 About, 2 Profile Picture, and 3 Preferred Page Audience (selected). Below the progress bar, there is a heading 'Tell us about the people you'd most like to connect with. Anyone can find your Page, but we'll do our best to put it in front of the people who matter to you most.' There are several settings: 'Locations' with a dropdown set to 'Include' and a text input field 'Add a country, state/province, city, ZIP, DMA or a', and a dropdown set to 'Everyone in this location'; 'Age' with two dropdowns set to '18' and '65+'; 'Gender' with three buttons: 'All' (selected), 'Men', and 'Women'; and 'Interests' with a text input field 'Search interests', a link 'Suggestions', and a button 'Browse'. At the bottom, there are two buttons: 'Skip' and 'Save'.

We will look at good and bad examples of organizations Facebook pages and discuss their strengths.

Other Tools

- Review Sites – Yelp, Tripadvisor, etc
- Social Bookmarking/Discussion Sites – Reddit, Delicious, etc.
- Photo/Video Sharing – Instagram, Flickr, Tumblr, YouTube, Vimeo, etc.

Web Hosting

Free and Paid Hosting

https://en.wikipedia.org/wiki/Comparison_of_free_web_hosting_services

There are a huge number of web hosting services available, the key is choosing the one that's right for you. If you begin the process knowing what you want your website to be able to do that will greatly simplify the process.

- Do you need eCommerce?
- Will you be hosting a lot of images or large files?
- Do you have a preferred content management system?
- Want to be able to customize your website or would you prefer to work with a premade package?
- Is the ability to FTP files important?
- How much traffic do you expect your website to get?
- How big of a deal is it if your site is down for a few minutes? A day? A week?
- We'll discuss all these factors and they affect your choice of hosting services.

Search Engine Optimization

Website optimization, also called search engine optimization (SEO), describes the procedures used to optimize a website to rank well in search engines. This includes processes such as adding relevant keywords and phrases on the website, editing meta tags, image tags, and other components to make sure it is accessible to a search engine and improve the chances it will be indexed.

This also refers to the procedures to optimize the speed at which your website loads in a browser. This typically involves optimizing HTML or CSS scripts for faster loading, reducing the size of images, and minimizing autoplay features for audio or video content.