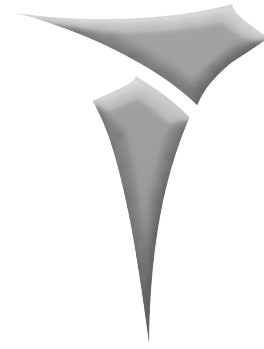


BEST PRACTICES IN INTERNET MARKETING



Strategies for Resonating with Today's Consumer

NOTES

YOUR WEBSITE

- It's all about Fast and Easy
- Pictures sell better than Pricing
- Video sells better than Pictures

e-MAIL IS STILL KING

- Why Now and Who Cares
- Message Segmentation
- Cross-Platform Integration

BLOG YOUR PERSONALITY

- Play to the Voyeur in your Customer
- Tell Behind the Scenes Stories
- Develop a Personality

GOING MOBILE

- Developing messaging for Smart Phones (and regular phones)
- Is .mobi for you?

GOING SOCIAL

- Social Networks are the 4th most popular online activity
- 10% of our online time is spent on Social Media (much higher the younger the user)
- If Facebook were a country, it would be the 4th largest
- The internet took 4 years to hit 50 million users
- Facebook took nine months to hit 100 million users

MYSPACE

- It's about the Music

FACEBOOK

- The Difference between Profiles and Pages

TWITTER

- Real Time Suggestions in short bites

NING

- Create your own Social Network

ONLINE REVIEW SITES

- Monitor your brand through regular searches and News Alerts

Social Statistics courtesy of Econsultancy



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