

Using Internet Tools to Promote Your Business

Presented by: Mike Feravolo

Software Freedom Innovations

<http://Software-Freedom.com>

In today's economy you can't afford to sell the internet short as one of the most cost effective ways to promote your business. However making a few bad moves can also do much more harm than good, especially when using social networks or email marketing:

How to use Social Networking Groups to grow your business

Facebook	(Find Old Friends)
Linkedin	(Join Professional Networks)
MySpace	(Cyber Graffiti)
Meetup	(Meet People in Real Life)
del.icio.us	(Social Bookmarking)
Google Groups	(Free Tools to Start Your Network)
Wiki (Quick) Web Sites	(Work with People)

Why Blogging can hurt or help your business

Running your own Blog	(Word press)
Other People's Blog's	(Stay on Topic, Follow the Rules)
Message Board SPAM	(Don't Even Think of Doing it)

Taking Control of Your Domain

Domain Name Services (DNS)

Registering a Domain

Network Solutions (Own Rights to .COM & .NET)

DynDNS (Reliable Enterprise Grade Service)

DNSExit (Reliable Lost Cost Service)

GoDaddy (Well Known - Entry Level Service)

E-Mail Forwarding

E-Mail Domains

Accessing Data Online (Using DynDNS Free Service)



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How to know when an Email Marketing campaign is a success

What's Your objective?

- Promote an Event
- Bring people to your Store to Shop
- Sell Something on Impulse
- Forward to a friend

Building a Quality List (A Double Opt-In)

- Point of Sale (Associate email with purchase history)
- Special Events
- On the Web

Targeting Your Customers by Segmenting Your Mailing Lists

- Broad List (Newsletters, Special Events)
- Targeted List (Based on Interest or Purchase History)

Always Use a Reputable e-Mail Service to Maintain Your List

- Constant Contact
- Vertical Response
- i Contact
- Blue Hornet (Enterprise Level Service)

Tips for Writing Your Message

- Compelling subject line (No SPAM WORDS!!!)
- Concise copy with short paragraphs
- A Clear call to action message
- Link to a relevant landing page
- Use Eye catching graphics (HTML Messages)
 - Limit the Width 500 to 600 pixels (VGA: 640)

How to Measure Your Success

- Open Rate (Doesn't tell that they read it)
- Click Through Rate (Tracking the Links in Your Message)
- Call to Action Response
 - Online Purchase or A Coupon Redeemed in Person

