Online Media

Made In Alaska Workshop

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Why go online?

- Connect with existing customers
- Find new customer
- Expand your business
- Create more ways to find your business
- Reach beyond your geographical location
- It's *FREE* or *CHEAP*

Who uses social media?

Age groups:

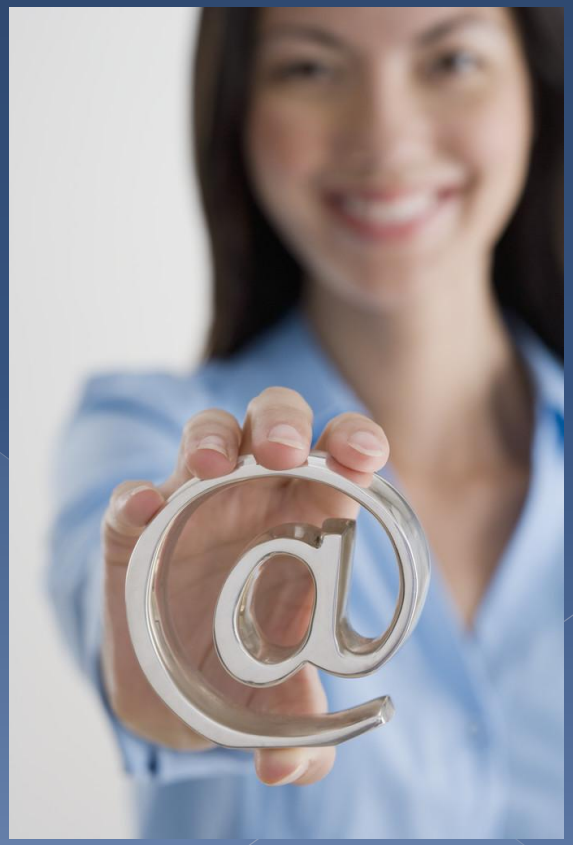
1. 30-39 years old
2. 20-29 years old
3. 50-59 years old

Time spent online:

- 64% - 5 hrs per week
- 39% - 10 hrs per week

Your online options:

- Website
- Blogs
- Online classified sites
- Social networking sites
- Business networking sites
- Email marketing
- Video sharing



Poll

What options do you currently use?

- Website
- Blogs
- Online classified sites
- Social networking sites
- Business networking sites
- Email marketing
- Video sharing

Website. Don't have one?

- Internet is new ***"Yellow Pages"***
- Online presence is important
- Free website hosting:
  - sites.google.com
  - www.webs.com
  - www.doteasy.com
  - www.bravenet.com

Helpful Alaskan Websites:

- Buy Alaska – No cost
  - www.buyalaska.com
  - (800)478-7232 Toll Free

- Made In Alaska Website – Permit holders
  - www.madeinalaska.org
  - 907-272-5634
  - Upload your product photo

Google is your tool

- Google Maps (Local Business Center)
  - www.google.com/lbc
- Google Analytics
  - www.google.com/analytics
- Google AdWords
  - www.adwords.google.com
- Google Alerts
  - www.google.com/alerts

Blogs

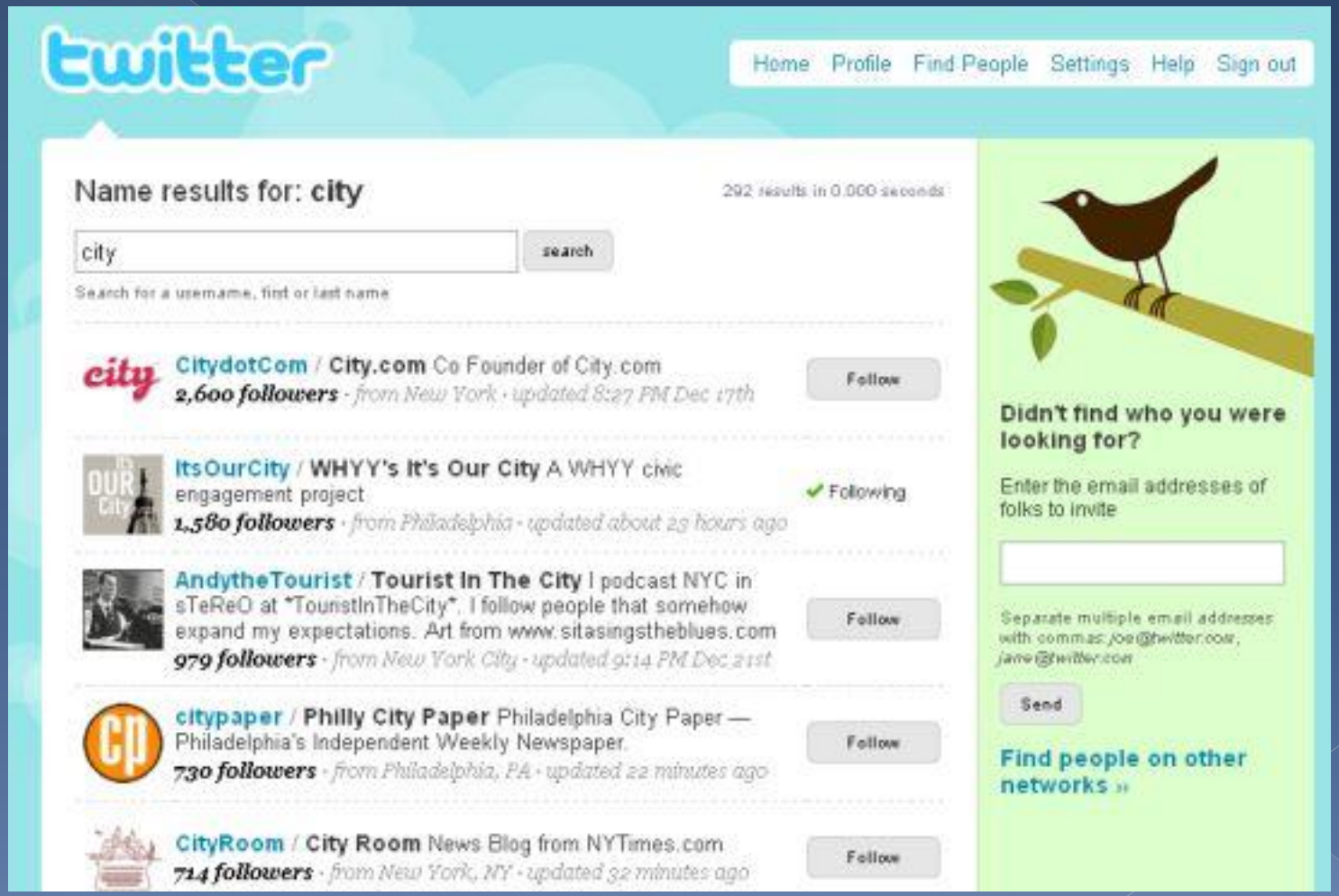
Have you heard about Twitter?

- Share information
- Engage customers
- Offer specials
- Announce news
- Promote new products
- Provide value
- Stay updated

Twitter Marketing

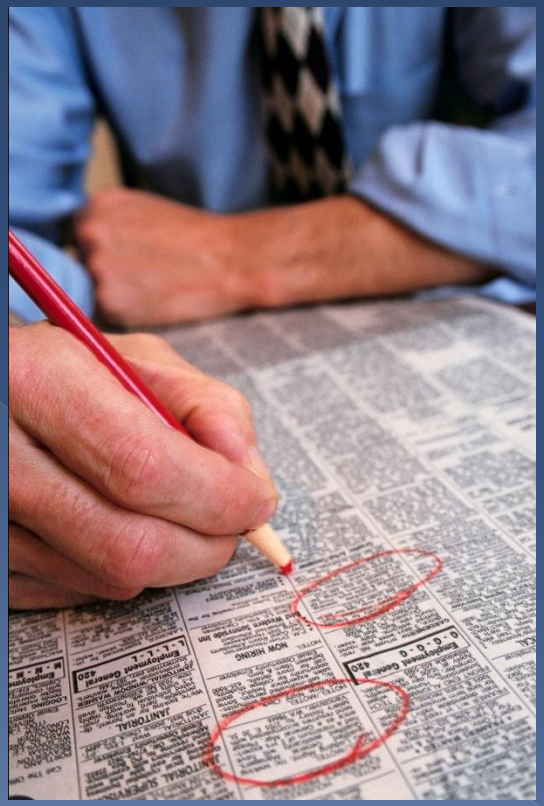
- Import your contacts
- Complete your profile
- Understand the dynamic of twitter
- Build your followers base
- Balance your followers/following ratio
- Make it worthwhile to follow you
- Learn from the best

Twitter Example



Online classified sites

- Craigslist.org
  - Post classifieds:
    - Jobs
    - Housing
    - Personals
    - For sale
    - Community
    - Services
  - Discussion Forums



Craigslist.org

craigslist

anchorage / mat-su w

post to classifieds
my account
help, faq, abuse, legal

search craigslist
for sale >

event calendar

S	M	T	W	T	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27

haiti earthquake relief
avoid scams & fraud
personal safety tips
craigslist blog
craigslist factsheet
best-of-craigslist
job boards compared
craigslist movie & dvd
craigslist foundation

community

activities, lost+found, artists, musicians, childcare, local news, general, politics, groups, rideshare, pets, volunteers, events, classes

personals

strictly platonic, women seek women, women seeking men, men seeking women, men seeking men, misc romance, casual encounters, missed connections, rants and raves

discussion forums

1099, gifts, pets, apple, haiku, philos, arts, health, politic, atheist, help, psych, autos, history, queer, beauty, housing, recover, bikes, jobs, religion, celebs, jokes, rofo, comp, kink, science, crafts, l.t.r., shop, diet, legal, spirit, divorce, linux, sports, dying, loc pol, t.v.

housing

apts / housing, rooms / shared, sublets / temporary, housing wanted, housing swap, vacation rentals, parking / storage, office / commercial, real estate for sale

for sale

appliances, arts+crafts, antiques, auto parts, barter, baby+kids, bikes, beauty+hlth, boats, cars+trucks, books, cds/dvd/vhs, business, cell phones, computer, clothes+acc, free, collectibles, furniture, electronics, general, farm+garden, jewelry, garage sale, materials, household, rvs, motorcycles, sporting, music instr, tickets, photo+video, tools, toys+games, wanted, video gaming

services

beauty, automotive

jobs

accounting+finance, admin / office, arch / engineering, art / media / design, biotech / science, business / mgmt, customer service, education, food / bev / hosp, general labor, government, human resources, internet engineers, legal / paralegal, manufacturing, marketing / pr / ad, medical / health, nonprofit sector, real estate, retail / wholesale, sales / biz dev, salon / spa / fitness, security, skilled trade / craft, software / qa / dba, systems / network, technical support, transport, tv / film / video, web / info design, writing / editing

other cities

anchorage, bellingham, cariboo, comox valley, fairbanks, fraser valley, kamloops, kenai, nanaimo, peace country, prince george, skeena-bulkley, southeast ak, sunshine coast, territories, vancouver, victoria, whistler, whitehorse, yellowknife

us cities

atlanta, austin, boston, chicago, dallas, denver, detroit, houston, las vegas, los angeles, miami, minneapolis, new york, orange co, philadelphia, phoenix

us states

alabama, alaska, arizona, arkansas, california, colorado, connecticut, dc, delaware, florida, georgia, guam, hawaii, idaho, illinois, indiana, iowa, kansas, kentucky, louisiana, maine, maryland, mass, michigan, minnesota, mississippi, missouri, montana, n carolina, n hampshire, nebraska, nevada, new jersey, new mexico, new york, north dakota, ohio, oklahoma, oregon

countries

argentina, australia, austria, bangladesh, belgium, brazil, canada, caribbean, chile, china, colombia, costa rica, croatia, czech repub, denmark, ecuador, egypt, finland, france, germany, great britain, greece, hong kong, hungary, india, indonesia, ireland, israel, italy, japan, korea, lebanon, luxembourg, malaysia, mexico, micronesia, netherlands, new zealand, norway

Craigslist.org

- For Sale -> Furniture

anchorage craigslist > for sale / wanted > furniture - all [help] [post]

search for: in: furniture Search only search titles
price: min max has image

[Fri, 05 Feb 12:46:42] [partial list of prohibited items] [avoid recalled items] [PERSONAL SAFETY TIPS] [AVOIDING SCAMS & FRAUD] [success story?]

Fri Feb 05

Birch Cabinet - (LAZY DOG ANTIQUES & COLLECTIBLES) <<*furniture by dealer* pic

Dresser - $150 (Anchorage) <<*furniture by owner* pic

King frame and mattress - $300 (Wasilla) <<*furniture by owner*

Neutral Rug Tan Cream Taupe 5 x 8 - $20 (South Anchorage) <<*furniture by owner*

Nice Sofa/sleeper, makes into a full size bed - $250 (Seward) <<*furniture by owner* pic

Drop Lief Kithen Table w/ 4 Chairs - $200 (Lower Hillside) <<*furniture by owner*

LEATHER AND WOOD ENTRY BENCH - VERY NICE - $285 (ANC - SOUTH END) <<*furniture by owner* pic

Kitchen Table W/Matching Chairs - $100 (Anchorage) <<*furniture by owner*

TV Entertainment Center - $100 (Anchorage) <<*furniture by owner*

TV Hutch / Entertainment Center w/ TV - $85 (Wasilla/ Meadow Lakes) <<*furniture by owner* pic

Moving Sale - (Palmer) <<*furniture by owner*

Full Bed and Frame - $200 (Wasilla) <<*furniture by owner* pic

Social Networking Sites

Facebook, Myspace, Orkut, Hi5, Etc.

- Interact with your customers
- Post fast updates and specials
- Make it interesting and engaging

- Post pictures, videos, links, events, etc.
- Add ***Friends*** and ***Fans***
- Share your stories
- It's FREE!

Facebook Marketing Tips

- Create a nice profile
- Add your business contacts
- Start a group
- Buy ad space
- Post in Facebook marketplace
- Promote your blog
- Advertise your events

Facebook (Anchorage Markets)

facebook Home Profile Friends Inbox Olya Semiryazhko Settings Logout Search

Anchorage Market & Festival
A Downtown Summerfest

Edit Page
Promote with an Ad
Add to My Page's Favorites
Suggest to Friends
Remove from My Page's Favorites

Anchorage Markets

Information

Location:
741 E 13th Ave
Anchorage, AK, 99501

Phone:
907-272-5634

Insights

See All

Anchorage Markets Anchorage Market & Featival starts on Saturday, May 8th this year! on Thursday clear

Wall | Info | Photos | Discussions | Reviews | +

What's on your mind?

Attach: Share

Anchorage Markets | Just Fans | Settings

Anchorage Markets Anchorage Market & Featival starts on Saturday, May 8th this year!
Yesterday at 10:24am · Comment · Like

Anchorage Markets at Anchorage Market & Festival

Summer Fun
112 new photos
October 29, 2009 at 12:02pm · Comment · Like · Share

Anchorage Markets Sign Up for email newsletter at www.anchoragemarkets.com
October 29, 2009 at 11:41am · Comment · Like

RECENT ACTIVITY

Anchorage Markets edited their Phone, Location and Website.

Get More Fans

Advertise your page and pay only for new fans and clicks. Preview below.

Anchorage Markets

Your Text Here

Olya Semiryazhko is a fan.

Become a Fan

Facebook advertising

- Set your daily budget $$$
- CPM (Cost per impression)
  - Minimum 0.02
  - Suggested 0.29 – 0.34
- CPC (Cost per Click)
  - Minimum 0.01
  - Suggested 0.63 – 0.74

Business Networking Sites

LinkedIn, Biznik, E.Factor, Startup Nation, etc.

- Meet people in your area and industry
- Get recommendations
- Read and write articles
- Join groups, find contacts

It's FREE!

LinkedIn for your business

- Generate more business
- Check out the competitors
- Gain visibility
- Conduct market research
- Facilitate introductions
- Show recommendations

Email Marketing

Constant Contact, Exact Target, Benchmark email, Stream send, Vertical response, etc.

From $15/month

- Updates
- Reminders
- Special promotions
- News

Create an email sign up list

Constant Contact

- Use hundreds of templates
- Use your contact list
- Create various email lists
- Schedule emails
- Send out online surveys

Video Sharing

www.YouTube.com

- Create your own channel
- Post videos, presentations, commercials
- Make it unique

- It's FREE

Tips and Tricks

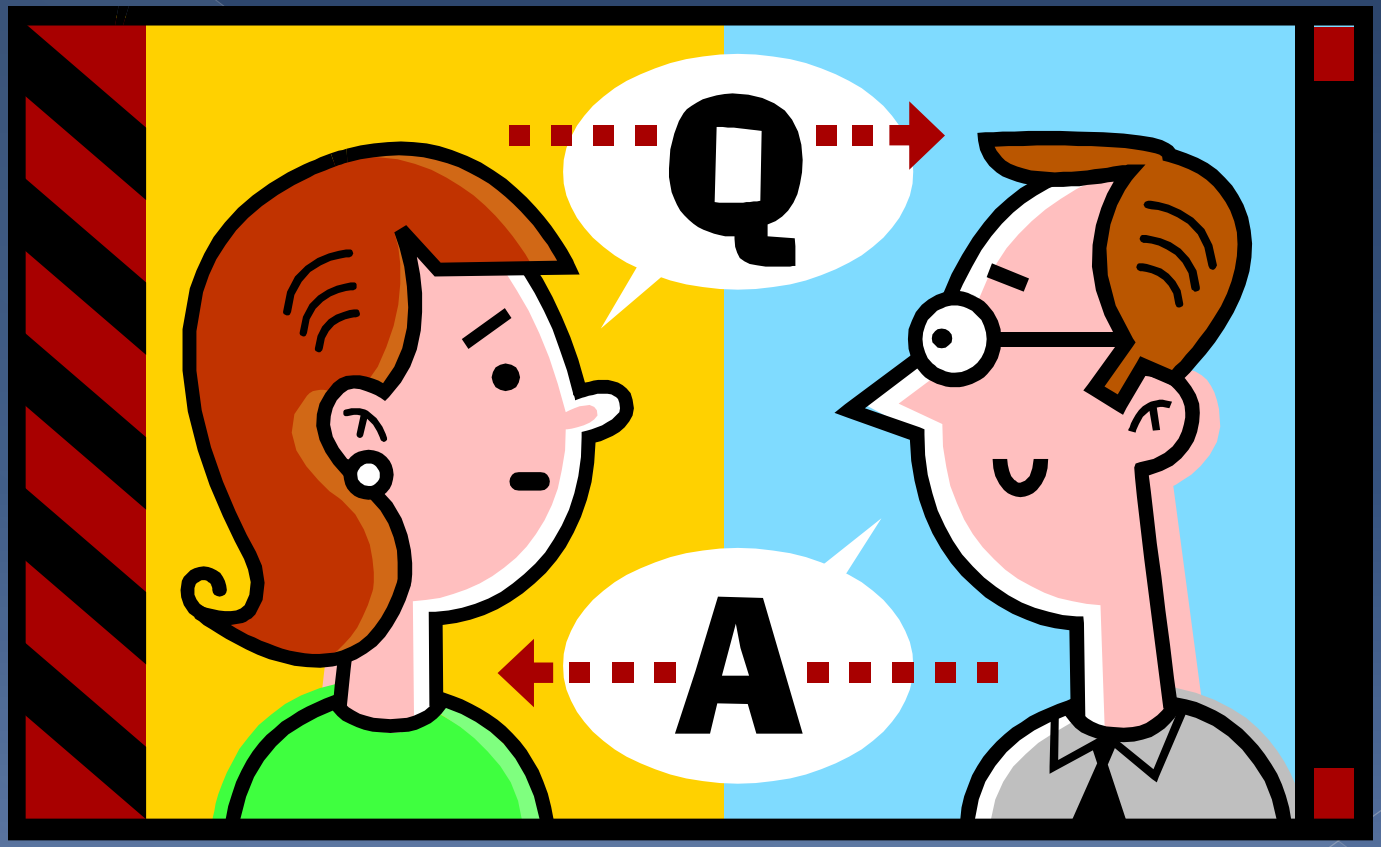
Time is Money

- Set your goals
- Limit your time
- Know what is effective
- Separate work and personal networking

Tips to Succeed

- Start with 1 or 2 options
- Avoid self-promotion
- First give, then ask
- Use your real name
- Do it only if you enjoy it
- Don't annoy your followers/fans/friends

Questions?



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