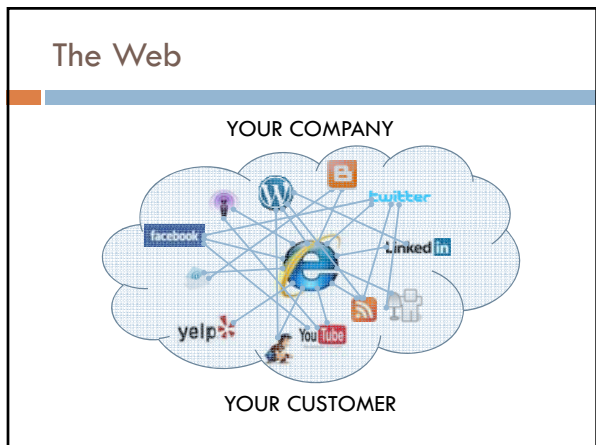


WEB-BASED MARKETING

James Collier
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What are we talking about?

- Understanding the difference
- Using the web to connect with current and potential customers
- Using the web to generate new leads



Where to start?

- Start with your website
- Keep it simple
- Focus on your audience

Elements of a website

- Design (what does it look like?)
- Information (what does it say?)
- Structure (how do I find that information?)
- Interaction (what can I do?)

Basic guidelines

- Shorter is better
- It's not print

Beyond the website

- Email marketing
- Blogging
- Social networking/media

Challenges online

- Fragmentation
- It's easy to invest in the wrong areas

Benefits online

- It's relatively inexpensive, compared to traditional media (so there's room for trial and error)
- It's flexible
- It's measurable

Final thoughts

- Don't assume you know what you need
- Don't assume it's free
- Don't use tools because they're trendy
- For social tools, remember that they're "social"
- Know how to measure success

Local Resources

- Marketing Think Tank (marketingintheknow.com)
- Fresno Design Alliance (fresnodesignalliance.org)
- Chamber of Commerce (fresnochamber.com / clovischamber.com)
- Central Valley Business Incubator (cvbi.org)
- Ignition Series (coming soon)

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