

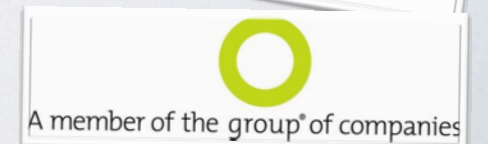
Michon, Int.

visible in a global market

BUSINESS **GROW** ONLINE

WORKSHOP 3

Web Marketing Strategy



OVERVIEW OF WORKSHOP

TWO

- ▶ Linking strategies..
- ▶ What is Social media..
- ▶ Keyword research (again)..
- ▶ Adding Video to your site..
- ▶ Give things Away on your website..
- ▶ Google Analytics - testing and tracking..

THE FUTURE!

JUST A REMINDER :-)

Sorry to be repetitive !



E-MARKETING

Lets Explore Some Online
Marketing Strategies



WHAT WE WILL LOOK AT TONIGHT...

- ▶ Email - Free delivery & very effective PLUS it can be put on autopilot!
- ▶ Social Media - Facebook pages, twitter, linked In, blogs & video. Staying in-touch with your customer base.
- ▶ PPC - Pay Per Click - Adwords & Facebook.
- ▶ SEO - Search Engine Optimisation.
- ▶ Banners & Ad space on other sites.



- ▶ Free contact with your customer.
- ▶ The money is in your list - if they already know you they are much more likely to buy from you in the future.
- ▶ You must collect your customer AND potential customers emails (examples - Bicheno Aquarium & Providore).

HOW ARE YOU GOING TO COLLECT EMAIL ADDRESSES IN YOUR BUSINESS?

- ▶ Ask your customer to write it down - old fashioned pen and paper..
- ▶ Encourage your customer/prospect to visit your website & signup there..

WHAT WILL YOU OFFER YOUR CUSTOMER/PROSPECT FOR THEIR EMAIL ADDRESSES?

- ▶ Some thing they want? Information works well online..
- ▶ A report
- ▶ A newsletter
- ▶ How to... etc.
- ▶ A free sample in the post.

STORING & MANAGING THOSE EMAILS

- ▶ Hard copy - printed in a book
- ▶ On computer software - Spreadsheet or email program (office outlook)
- ▶ Autoresponder - stored online

THE TIME CONSUMING METHODS OF MANAGING YOUR EMAIL LIST

- ▶ Hard copy - printed
- ▶ On computer software - Spreadsheet or email program

EMAIL ON AUTO-PILOT AUTORESPONDERS

- ▶ Email on steroids...
- ▶ Set followup messages to go out over a set period of time.
- ▶ Broadcast to the entire list at one time.
- ▶ Trusted email provider - ISP's let them through.
- ▶ Easy to collect online - simple to embed on your site.

A COUPLE OF AUTORESpondERS

- ▶ Aweber - we use and recommend - start at \$19 (USD) per month
- ▶ Mailchimp - we also use - has a **free** option for under 2000 on the list - then costs from \$10 (USD) per month

Login

Customers and affiliates login below

Customer Login (Affiliate ID)

Sign Up Form Gallery

Need a sign up form to match your website?
Choose from 400+ options!

[Go To Form Gallery](#)

Affordable Opt-In Email Marketing

Boost your website's traffic and convert more sales with affordable email marketing from AWeber.

[Sign Up For Just \\$1](#)

- Up to 500 Subscribers
- Send Unlimited Emails
- 30-day Money Back Guarantee

First Month Just \$1
\$19
per month

[Pricing for over 500 subscribers](#)

Advanced Pricing Plans

MONTHLY	QUARTERLY	YEARLY
\$19	\$49	\$194

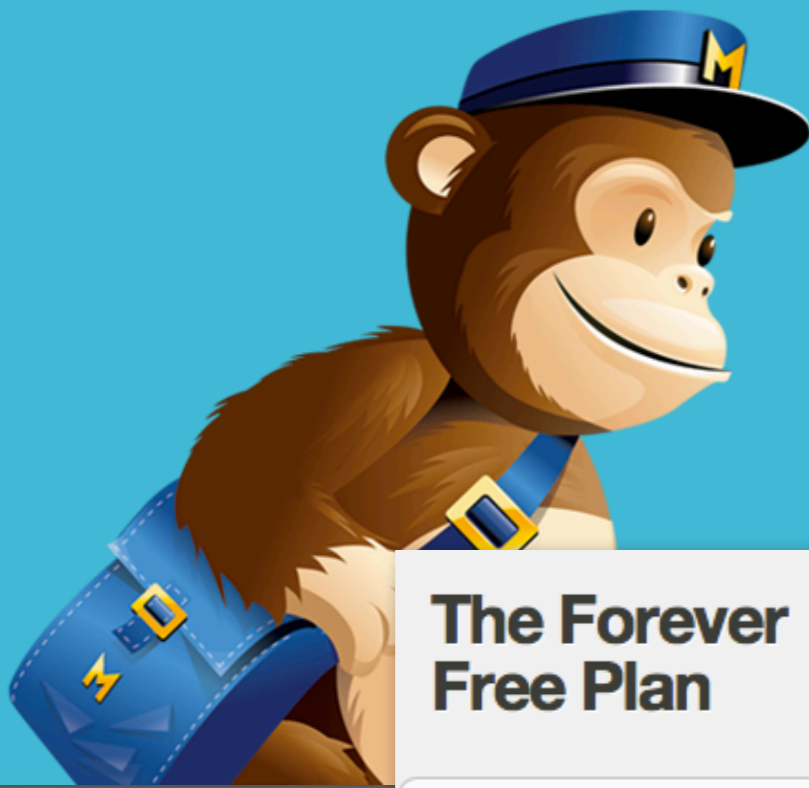
- Over 150 HTML templates
- Stunning, easy-to-create signup forms
- RSS to email
- Email analytics and QuickStats
- Email autoresponders
- and much more...



Subscriber Pricing (subscriber fees charged monthly)

Subscribers	up to 500	501-2,500	2,501-5,000	5,001-10,000	10,001-25,000	25,001+
Pricing	Included	\$10	\$30	\$50	\$130	contact us

Aweber



Easy Email Newsletters

MailChimp helps you design email newsletters, share them on social networks, integrate with services you already use, and track your results. It's like your own personal publishing platform.

MailChimp

The Forever Free Plan

Store up to 2,000 subscribers. Send up to 12,000 emails per month. No expiring trials. No contracts. No credit card required.

Sign Up Free

Monthly Plans

for frequent senders

If you send at least once a month, a monthly subscription is your best option. We'll bill your credit card every month based on the total number of subscribers managed in your account. Your monthly fee will be automatically adjusted as your list grows or shrinks.

[View international pricing](#)

	0 - 2,000	0 - 500	501 - 1,000	1,001 - 2,500	2,501 - 5,000	5,001 - 10,000	10,001 - 25,000	25,001 - 50,000
Subscribers								
Price	Free	\$10	\$15	\$30	\$50	\$75	\$150	\$240
Send Limit	12,000/month	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited

OPTIN FORMS

the **steps**

- ▶ Send your customer or prospects email address to the autoresponder for storage.
- ▶ The autoreponder can then send an email back straight away (an email you prepared earlier)
- ▶ Ongoing - emails can be sent at set intervals - now its on autopilot.
- ▶ When someone replies to one of these “automatic emails”, the email appears in your inbox and you can communicate with your customer/prospect..

Sign up for
more great
videos



Name:

Email:

Sign up!

[We respect your email privacy](#)

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LOOK AFTER YOUR EMAIL LIST

- ▶ Anti SPAM policy - be aware of it. If you get accused of SPAM too many times the ISP's will block you domain name or worse..
- ▶ Many autoresponders require double opt-in - this helps you comply with any anti - spam policy as they have consented twice to hearing from you.
- ▶ Don't always "sell" to your list - give them value so they look forward to your emails.
- ▶ Don't ignore them - email regularly so they know that on Tuesday's they get an email from you..

Social Media

The Internet is no longer a ONE way communication - it is a TWO way communication

LIST OF SOCIAL MEDIA SITES

- ▶ Facebook <http://facebook.com>
- ▶ Myspace <http://www.myspace.com>
- ▶ Youtube <http://www.youtube.com>
- ▶ Twitter <http://www.twitter.com>
- ▶ Blogs (free and on your website) free - <http://www.wordpress.com> & <http://www.blogger.com>
- ▶ Linkedin <http://www.linkedin.com/>
- ▶ Hub pages <http://www.hubpages.com>
- ▶ Squidoo Lens <http://www.squidoo.com>
- ▶ Plus thousands more....

MARKETING ON SOCIAL MEDIA

- ▶ Effective communication with your market.
- ▶ Address issues straight away
- ▶ It's where your customers (& competitors) are
- ▶ 2 way communication
- ▶ Reputation management - track your business online and respond quickly..
- ▶ Different Social Media sites suit different businesses.. eg:- my space - teenagers & facebook - adults .. (very general)

WIGGLY WIGGLERS

HOME

LIFE

SHOP

PODCAST

CINEMA

BLOG

Wiggly Wigglers

The Good Life
made easy!



Please note: deliveries are currently taking a couple of days extra to reach their destination (**this does not affect LIVE! Birdfood or flowers from the Wiggly Florist**). We're working to remedy the situation but, in the meantime, please accept our apologies. Please call us on 01981 500391 if you need more information.

Worm Cafe ...our best ever Wormery!



- Save your kitchen waste from landfill
- Produce your own compost
- No worm handling necessary
- Free liquid plant food for life
- Super easy stay open lid
- More robust, easy handling trays
- No need for a raincap
- Made from 100% recycled plastic

it's Worm Composting
...made easy

Wiggly Podcast

Welcome to the Wiggly Podcast Archive



The Wiggly Podcast is our weekly dose of Wiggly Life, it's like *The Archers*, but real!

Fantastic, if there is one Podcast you have to listen to, it's this. Totally addictive. The Wiggly Podcast is very informative but also

Now Showing... Our Latest Episodes

Click the play button to listen to any episode. We have too many shows to list them all on one page, so click on a year to show the episodes from **2005**, **2006**, **2007**, **2008**, **2009** or **2010**.

Wiggly Podcast 0219 It's tough being a baby hedgehog

Length: 26 mins 10 secs | **First netcast on Apr 05 2010**



Heather introduces the latest roving recordings from the boys, plus another Montycast. Following up on his interview with Hillary Benn MP, Farmer Phil has been talking with Jim Paice, MP for South East Cambridgeshire and currently the Shadow Secretary of State for Agriculture and Rural Affairs; while Richard has returned to Hugh Fearnley-Whittingstall's River Cottage where he talked to the particularly affable Alex Heaton and old friend Steve Lamb - who, it turns out, has some unconventional ideas about childbirth. Heather and Phil are off on their holidays so the Wiggly Podcast will return on May 6th 2010.

Right click and choose "Save Link As..." to **download and keep episode 0219**

Wiggly Podcast 0218 Graintrader

Length: 24 mins 17 secs | **First netcast on Mar 29 2010**

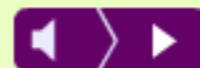


A farmer selling his wheat... now what could be more natural and wholesome than that? Farmer Phil talks to his grain buyer, William Fox, and finds out.

Right click and choose "Save Link As..." to **download and keep episode 0218**

Wiggly Podcast 0217 Introducing Trojan Fred

Length: 26 mins 21 secs | **First netcast on Mar 22 2010**



A trip round the Wiggly Warehouse to bribe the staff with fresh cream chocolates is only the precursor to a visit to the dark recesses of the round-topped barn, where Phil gives Heather the

Welcome to The Wiggly Cinema

Now Showing...



Our easiest wormery yet

Worm Café Features

Introducing the new Worm Cafe, our easiest wormery yet. (No sound) (1 min)



Composting with Bokashi

Bokashi Features

The basics of composting with Bokashi Active Bran, in just 60 seconds. (No sound). (1 min)



Tour the Hay Festival Garden 2009

Heather, Phil and Richard reminisce about the sights and events that took place in the Wiggly Garden at the Hay Festival of Literature 2009. (9 mins)



Matilda & Terry plant a wellington boot

Terry & Matilda Plant a Welly

Terry Walton shows a young visitor to the Hay Festival how to plant a miniature herb garden in an old wellington boot. (2 mins)




How to Open a Wiggly Bag

How to Open a Wiggly Bag

...it's surprisingly easy when you know how. (2 mins)

Today's Deal of the Day let's you **save 46% on Crow Country**. Don't delay, stocks are very limited

Follow Wiggly Wigglers on  | Follow Heather on  | Follow Farmer Phil on 

Bookmark and share this page with:  |  |  | 



Wiggly Wigglers

Join

2,337 members of their facebook group

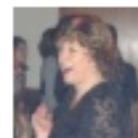
- Wall
- Info
- Photos
- Discussions

We have lots of corking pressies for gardeners, greenies and good lifers!

Information

Category: Business - Companies

Description:
 Wiggly Wigglers burst into life in 1990, with a vision of creating a new style of company. One that was environmentally sustainable and passionate about helping people bring a positive and measurable impact to their surroundings.
 A person's garden is more than an extension of the house, it is a source of wildlife, part of their organic lifestyle and a chance to break free from the rat race and get back to the wonder of nature. Wiggly Wigglers is not an ordinary company, it is helping you... [\(read more\)](#)



Beth Pryor Yesterday I planted my hedging plants that were on offer to FB wiggly wormers. They are brilliant! 30 bare root plants - more than I'd expected and they arrived the day after I ordered them. Thank you.

Yesterday at 2:17am · Report



Debbie Cole

not sure if I am doing this right?

Started my wormery about a month ago, went fairly slowly with adding stuff, also adding paper., the top layer is almost full but cannot see worms, also there is uneaten food which is looking very furry! I have had a few worms drown in the sump as a little water has leak...

See More

Sun at 4:47pm · Participate

RECENT ACTIVITY

- Rachel Fairman and Simon Sherlock discussed advice on starting over with worms on the Wiggly Wigglers discussion board.
- Simon Sherlock and Debbie Cole discussed not sure if I am doing this right? on the Wiggly Wigglers discussion board.
- Simon Sherlock discussed Near disaster <-- an anaerobic bottom layer on the Wiggly Wigglers discussion board.



Mazda Hewitt

Near disaster <-- an anaerobic bottom layer

Hi all, I thought I'd relate a near disaster in my Can O' Worms... I've been overwintering my Can O' Worms in my basement where the temperature has been a

Create an Ad

1,000 SEO Backlinks



Get 1,000 SEO backlinks this month and every month on total autopilot Hands-free SEO is finally here! Just 12 cents each. Come see!

Like

5 Foods for a Flat Belly



This weird site shows surprising (healthy) food that help to burn stomach



wiggled

+ Follow

Lists ⌵



Name Heather Gorringe
Location Herefordshire UK
Web <http://www.wiggly...>
Bio wigglywiggers.co.uk - Making The Good Life Easy
Heather is Chief Wiggler, Farmer's Wife, Podcaster, and Giggler. Blog: <http://wigglywiggers.blogspot.com>

1,326 following 2,034 followers 112 listed

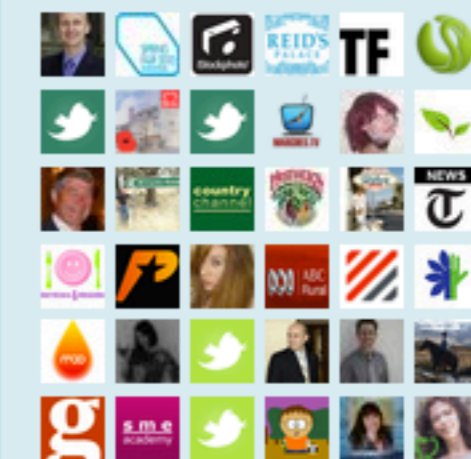
Tweets 3,101

Favorites

Actions

block wiggled
report for spam

Following



View all...

RSS feed of wiggled's tweets

Thanks for all the lovely comments about me on the front of the FSB magazine First Voice, for those who missed it (cont) <http://tl.gd/rq1m1>

about 10 hours ago via Tweetie

If all goes well, we'll be on Radio Glos in 1/2 an hour - listen live! <http://bit.ly/6l8gi3> (via @myzerowaste)

about 10 hours ago via Tweetie

Just ordering a club sandwich for lunch at @Reids_Palace - Madeiradon't miss it - lovely hotel! Thx for keeping us in the know tweeties

about 15 hours ago via Tweetie in reply to Reids_Palace

Great idea <http://ow.ly/1xNo7> #ukelection #ge2010 (via @BusinessZone)

about 15 hours ago via Tweetie

Tory manifesto hints at abolition of Business Link <http://ow.ly/1xNo7> #ukelection #ge2010 (via @BusinessZone)

about 16 hours ago via Tweetie



FarmrPhil

+ Follow

Lists



Name Philip Gorringe
Location Herefordshire, UK
Bio Farmer, Husband and Father, Podcaster. Has been known to be opinionated.

146 following 760 followers 39 listed

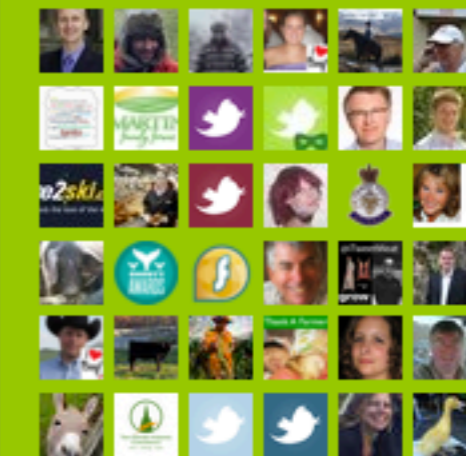
Tweets 2,659

Favorites

Actions

block FarmrPhil
report for spam

Following



View all...

RSS feed of FarmrPhil's tweets

@BeckyWhitefoot Likewise...I seem to have many thoughts on Bovine TB and it's possible remedies.....:-))

5:01 AM Apr 9th via TweetDeck in reply to BeckyWhitefoot

wiggled Cider victory... nearly! C'mon <http://blogs.ft.com/westminster/2010/04/tories-force-labour-to-drop-three-tax-rises/>

5:08 PM Apr 7th via web

Retweeted by FarmrPhil and 2 others

@tteague £60K for 3 boiler suits and a DVD player and they threw in a free tractor! :-))

7:15 PM Apr 7th via TweetDeck in reply to tteague

RT **@Big_Norm:** **@FarmrPhil** SA growers armed to fight herbicide resistance <http://ow.ly/1rVoY> - We have to use our science wisely & responsibly

7:14 PM Apr 7th via TweetDeck

RT **@FarmersWeekly:** Lambing proving a trial in many areas <http://bit.ly/O1MOzY> #farm I thought it was arduous enough

Wiggly Wigglers

Really Rural Living

TUESDAY, APRIL 13, 2010

➔ you made your bed, now lie in it


at last planting season is here! next to my bed sleep dormant seeds - waking slowly to the world of light and heat. my cold frame is looking a bit battered after falling off the shed so i've invited it indoors despite last year's how-many-more-pots-are-you-gonna-have-on-the-windowsills-and-for-how-long conversations!

i'm now looking at the bare earth on fast forward -- imagining the flowers and green leaves filling all that empty space. it's positive, and i feel that familiar spring feeling of total renewal.

been watching the birds too -- oddly we seem to have a robin/blue tit pair -- they are always together. and my blackbirds are back. they all have distinctive white marks on their head so i'm pretty sure its last year's pair or their progeny.

the worms too, guided by good advice on the mondo bizarro wiggly worm facebook group, are awake again. (who would have thought that the quickest and most thorough replies you could get online would be from keen worm composting enthusiasts?!)

i guess it's the deskbased amongst us who most need the balance of a bit of earth. quick replies and up to our elbows in dreams of chucking it all in for a simpler life.

Posted by meave at [Tuesday, April 13, 2010](#) [0 comments](#) [Links to this post](#) 


WEDNESDAY, MARCH 24, 2010

➔ messy play

well, i *was* organised before my little helper decided to muck in -- still,

Search the Wiggly Blog

Search

powered by 

Go to Wiggly Wigglers...

- ➔ [Wiggly Wigglers Website](#)
- ➔ [The Wiggly Cinema](#)
- ➔ [The Wiggly Shop](#)
- ➔ [The Wiggly Podcast](#)

Follow Heather on Twitter

- ➔ Thanks for all the lovely comments about me on the front of the FSB magazine First Voice, for those who missed it (cont) <http://tl.gd/rq1m1> [about 10 hours ago](#)
- ➔ If all goes well, we'll be on Radio Glos in 1/2 an hour - listen live! <http://bit.ly/6l8gi3> (via [@myzerowaste](#)) [about 10 hours ago](#)
- ➔ Just ordering a club sandwich for lunch at [@Reids_Palace](#) - Madeiradon't miss it - lovely hotel! Thx for keeping us in the know [tweeties](#) [about 14 hours ago](#)
- ➔ Great idea <http://ow.ly/1xNo7> [#ukelection](#) [#ge2010](#) (via

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SOCIAL MEDIA TIP

Use time saving syndication between various social media services.. i.e. Updating your websites blog sends a message to your twitter stream and your Facebook page.

SOCIAL MEDIA TIP 2

- ▶ Services like posterous work on the Iphone.. You can be taking pictures and commenting on things when you are out and about and putting it up on the web - straight away... syndicating to blog, twitter & facebook..
- ▶ You can also email to posterous..
- ▶ Called micro blogging..
- ▶ Let me show you - example as if at a trade fair etc.

michellef's posterous

April 13, 2010

View from my house



michellef's p



Subscribe to





Michelle D Frost

- Wall
- Info
- Photos
- Boxes
- FriendFeed
- Web Address
- +

What's on your mind?

Attach:

Share

Options

View Photos of Me (3)

Edit My Profile

I love helping people get their businesses online, plus we create beautiful/functional websites @ <http://www.smikwebdesign.com>

Information

Relationship Status:
Married

Birthday:
January 5



Michelle D Frost View from my house
<http://post.ly/aGUy>



Posterous Photos

21 seconds ago via Posterous · Comment · Like · Share

RECENT ACTIVITY

Michelle and Robert Somerville are now friends. · Comment · Like

Michelle joined the group "The Idiot and the Odyssey: Walking the Mediterranean." · Comment · Like

What's happening?

140

Latest: View from my house <http://post.ly/aGUy> less than a minute ago

Tweet

Home



MichelleF View from my house <http://post.ly/aGUy>
less than a minute ago via Posterous



PhillMason Time to catch some Zzzzzeds Too much Muso for one day. Night all.
about 1 hour ago via TweetDeck



936hobart Rene Hidding – will be nominated as the Libs preferred candidate, position of speaker [#tas2010](#)
about 1 hour ago via TweetDeck



MichelleF
671 tweets

55

following

341

followers

9

listed

[Twitter · for · BlackBerry](#)
n. The Twitter branded app for BlackBerry.

Home

[@MichelleF](#)

Direct Messages

212

[Favorites](#)

[Retweets](#)

Search



Lists



[internet-marketing](#)

MICHELLE FROST

Michelle's view of the world! Well, I can't have anyone else's – can I? ;-)



HOME

ABOUT

April
14
2010

View from my house



PAGES

>> About

CATEGORIES

>> Internet Marketing

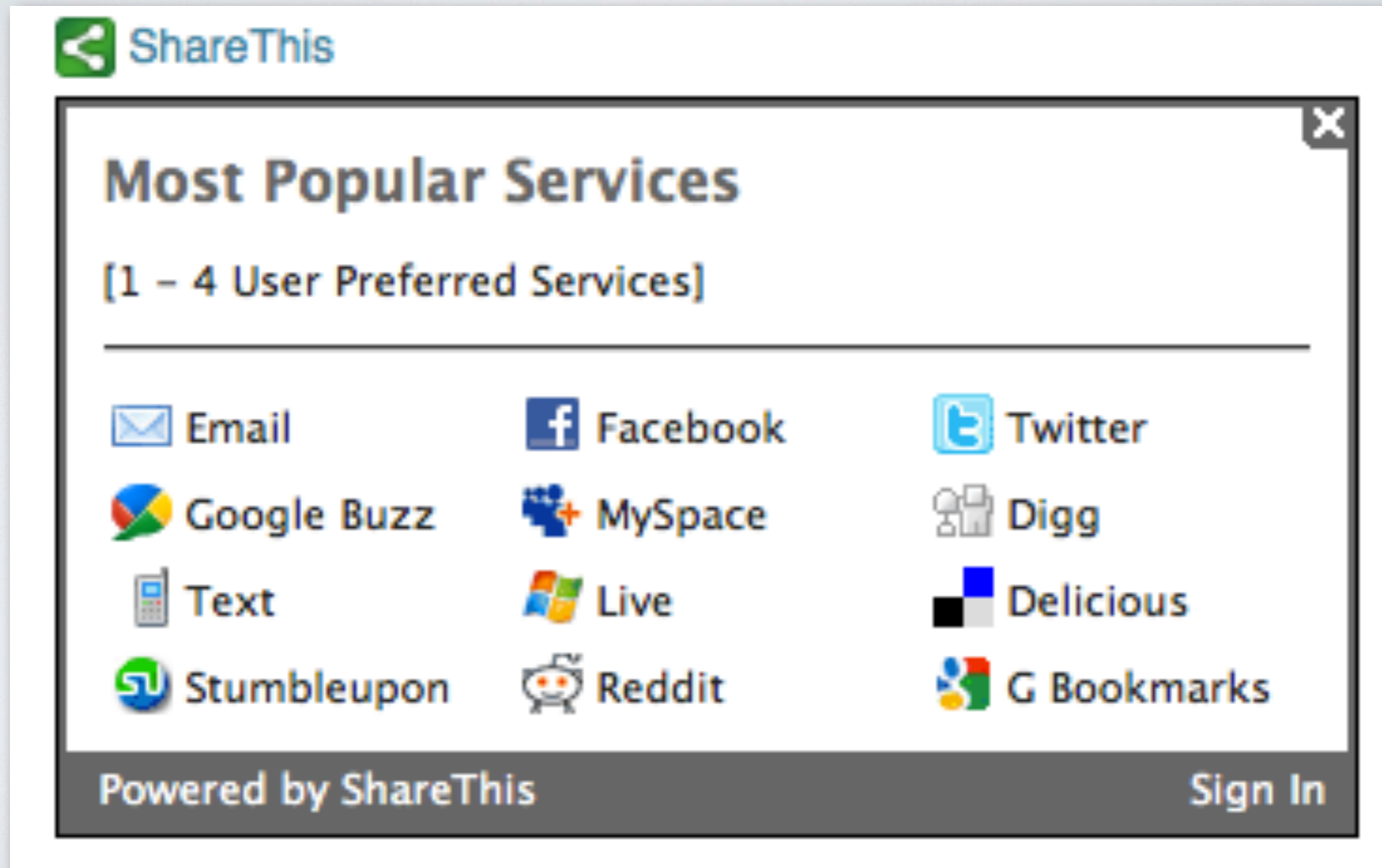
>> Product Launch

BLOGROLL

SHARING

Make it easy for your customers to share your site with their friends.

BLOG PICTURE WITH SHARE BUTTONS



The image shows a ShareThis widget interface. At the top left is the ShareThis logo. Below it is a window titled "Most Popular Services" with a close button in the top right corner. Under the title is the text "[1 - 4 User Preferred Services]". A horizontal line separates the title from a grid of 12 social sharing icons arranged in four rows and three columns. The icons are: Email, Facebook, Twitter, Google Buzz, MySpace, Digg, Text, Live, Delicious, Stumbleupon, Reddit, and G Bookmarks. At the bottom of the window, there is a dark grey bar with the text "Powered by ShareThis" on the left and "Sign In" on the right.

ShareThis

Most Popular Services

[1 - 4 User Preferred Services]

- Email
- Facebook
- Twitter
- Google Buzz
- MySpace
- Digg
- Text
- Live
- Delicious
- Stumbleupon
- Reddit
- G Bookmarks

Powered by ShareThis [Sign In](#)



TIME FOR A JUICE BREAK :)

PAY PER CLICK

PPC

GOOGLES VERSION ADWORDS

- ▶ Great place to start
- ▶ Ads appear on the right hand side
- ▶ Pay per Click is based on keywords/phrases
- ▶ 5 cents - \$5
- ▶ Set a daily budget
- ▶ Can get into the content network and cost per million

GOOGLE ADWORDS



carpet hobart

Search

About 10,700,000 results (0.35 seconds)

[Go to Google.com](#) [Advanced search](#)

- Everything
- Images
- Videos
- News
- Shopping
- Places
- More

Hobart TAS
[Change location](#)

The web
[Pages from Australia](#)
[More search tools](#)

carpet

Ads

Reward yourself with a new floor & Earn up to \$3000 towards a holiday!
www.carpetchoice.com.au/YourChoice

A 34 Albert Road, Moonah TAS - (03) 6228 2925 - [Directions](#)
[+ Show more nearby carpetchoice.com.au locations](#)

Bunnings Quality Carpets

A huge variety of **carpets** at the lowest price to suit your home.
www.bunnings.com.au/Carpets

B 404 Brooker Hwy, Moonah TAS - (03) 6271 4200 - [Directions](#)
[+ Show more nearby bunnings.com.au locations](#)

Carpets One Tasmania

The One Store For Your Perfect Floor. Find Your Nearest Outlet.
www.carpetone.com.au/TAS

Carpets Hobart - Floorworld - Hobart Carpet

Carpets Hobart - Floorworld offers a wide range of carpets, timber, laminate and vinyl cushion flooring. With a variety of traditional styles and colours ...
www.carpethobart.com.au/ - [Cached](#) - [Similar](#)

Contact Us: Carpets Hobart - Floorworld - Hobart Carpet

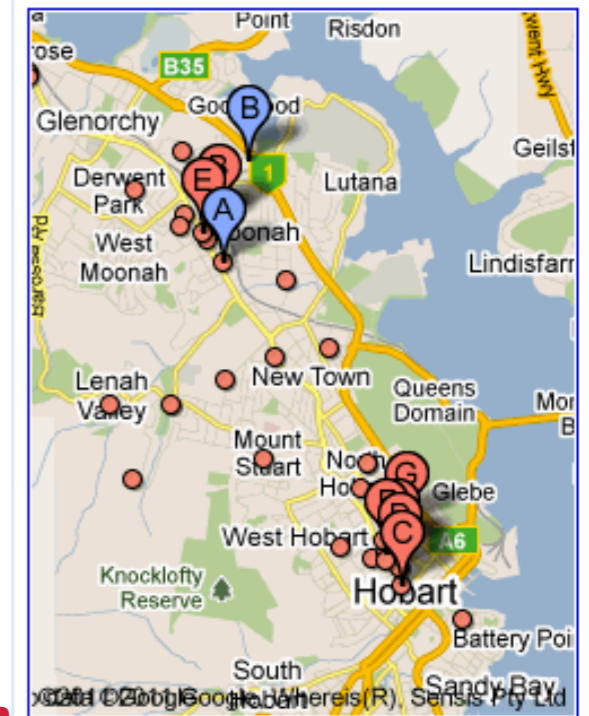
Carpets Hobart - Floorworld offers a wide range of carpets, timber, laminate and vinyl cushion flooring. With a variety of traditional styles and colours ...
www.carpethobart.com.au/index.cfm/contact/ - [Cached](#)

Services: Carpets Hobart - Floorworld - Hobart Carpet

Carpets Hobart - Floorworld offers a wide range of carpets, timber, laminate and vinyl cushion flooring. With a variety of traditional styles and colours ...
www.carpethobart.com.au/index.cfm/services/ - [Cached](#)

Carpets Prices, Timber Flooring, Floating Floor | Carpet Choice

Carpet Choice is the right choice for your flooring needs, with a huge range of **carpet**, timber, laminate and vinyl.
NSW - VIC - WA - QLD



Ads

Rugs Hobart

A Huge Selection Of Rugs To Choose From - Delivery To Hobart
www.buyster.com.au/Rugs

Carpet - Hobart

Search Online For **Carpet** Or **Carpet Tiles** In **Hobart** Now
www.yellowpages.com.au/Carpet

Wholesale Carpet Experts

One Stop Shop For Flooring Needs Save Upto 50% Direct Buy, Visit Us!
www.carpetshed.com.au



\$5.00 TO SET-UP

Google AdWords Change Language: English (Australia)

Advertise your business on Google

No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.

[Start now »](#)

Want help creating your first campaign?
Call: 1800 988 571

You create your ad...

You choose keywords, set your budget and decide where your ad will be displayed...

People click on your ads and connect with your business!

Sign in with your **Google Account**

Email:
ex: pat@example.com

Password:

Stay signed in

[Sign in](#)

[Can't access your account?](#)

ADGROUP

Ad group: craft online 4/20/10 - 5/1/10 Go

[Get Your Craft Online](#)
 Bonus Craft Website with new Craft Business Online Course.
www.craft-business-online.com

1 of 1

|| Paused
Ad group default bids (Max. CPC) [Edit](#) ?
 Default bid **\$0.80** Display Network bid **auto** ?

Settings Ads **Keywords** Networks Audiences

All but deleted keywords Segment Filter Columns Search

These keywords refine search, and determine which placements are good matches for your ads.

[View Change History](#)

+ Add keywords Edit Change status... See search terms... Alerts Automate More actions...

<input type="checkbox"/>	● Keyword	Status ?	Max. CPC	Clicks ?	Impr.	CTR ?	Avg. CPC ?	Cost	Avg. Pos.	Conv. (1-per-click) ?	Cost / conv. (1-per-click) ?	Conv. rate (1-per-click) ?	View-through Conv. ?
<input type="checkbox"/>	craft online	Ad group paused	\$0.80 <input checked="" type="checkbox"/>	40	3,306	1.21%	\$0.61	\$24.42	3.7	0	\$0.00	0.00%	0
<input type="checkbox"/>	crafts online	Ad group paused	\$0.80 <input checked="" type="checkbox"/>	32	2,770	1.16%	\$0.64	\$20.49	4.2	0	\$0.00	0.00%	0
<input type="checkbox"/>	craft business	Ad group paused	\$0.80 <input checked="" type="checkbox"/>	22	1,892	1.16%	\$0.60	\$13.18	3	0	\$0.00	0.00%	0
	Total - Search ?			94	7,968	1.18%	\$0.62	\$58.09	3.7	0	\$0.00	0.00%	0
	Total - Display Network ?			10	15,572	0.06%	\$0.49	\$4.92	3.7	0	\$0.00	0.00%	0
	Total - all keywords			104	23,540	0.44%	\$0.61	\$63.01	3.7	0	\$0.00	0.00%	0

MULTIPLY AD'S

Ad group: paper_pieces 11/22/06 - 6/15/07 Go

[Quilt {keyword:Patterns}](#)
Who Else Wants Free Patterns And Expert Quilting Advice.
www.creative-quilting.com/forum

1 of 2

● Enabled
Ad group default bids (Max. CPC) [Edit](#) [?](#)
Default bid **\$0.10** Display Network bid **\$0.03**

Settings **Ads** Keywords Networks Audiences

All but deleted ads Segment Filter Columns Search

983 [View Change History](#)

0 Clicks

Nov 22, 2006 Jun 15, 2007

[+ New ad](#) [Change status...](#) [Alerts](#) [Automate](#) [More actions...](#)

<input type="checkbox"/>	● Ad	Status ?	% Served	Clicks ?	Impr.	CTR ?	Avg. CPC ?	Cost	Avg. Pos.	Conv. (1-per-click) ?	Cost / conv. (1-per-click) ?	Conv. rate (1-per-click) ?	View-through Conv. ?
<input type="checkbox"/>	● Quilt {keyword:Patterns} Who Else Wants Free Patterns And Expert Quilting Advice. www.creative-quilting.com/forum	Campaign paused	30.78%	5,533	286,801	1.93%	\$0.07	\$373.01	4.4	13	\$28.69	0.23%	0
<input type="checkbox"/>	● Quilt {keyword:Patterns} Come Get Your Hands On Lots Of Free Quilting Ebooks And Advice. www.creative-quilting.com/forum	Campaign paused	12.64%	2,207	117,793	1.87%	\$0.07	\$144.70	4.2	16	\$9.04	0.72%	0
	Total - all deleted ads			6,589	527,275	1.25%	\$0.07	\$490.50	4.6	0	\$0.00	0.00%	0
	Total - Search ?			5,998	168,279	3.56%	\$0.12	\$690.12	3.7	16	\$43.13	0.27%	0
	Total - Display Network ?			8,331	763,590	1.09%	\$0.04	\$318.09	4.7	13	\$24.47	0.16%	0
	Total - all ads			14,329	931,869	1.54%	\$0.07	\$1,008.21	4.5	29	\$34.77	0.20%	0

ADWORDS TIPS

- ▶ Include your keyword/phrase in your ad
- ▶ Keep an eye on your budget
- ▶ Make sure the landing page has the keyword in the URL and prominently on the page
- ▶ Don't use too many keywords in an ad group - the key is to be specific..

FACEBOOK VERSION

FACEBOOK PPC



- ▶ Very targeted ads - i.e. only to women who are over 40 and live in tasmania. (birthday example)
- ▶ Use pictures.
- ▶ Cost per click or per impression.
- ▶ Set a budget.

caseconnect@tourismtasmania.com.au

18 May Launceston, 19 May Burnie & 27 May Hobart
<http://www.tourismtasmania.com.au/calendar>



Tourism Tasmania Corporate – Business Calendar
www.tourismtasmania.com.au

6 hours ago · Like · Comment · Share



Digital Coach Space
Seems appropriate to share!



16a How to upload and embed video
www.youtube.com

This Tourism E kit tutorial is produced as a part of the Australian Tourism Data Warehouse online training modules. For a pdf copy of this tutorial, visit ww...

138 Impressions · 0% Feedback
Friday at 2:27pm · Like · Comment · Share



Howard Smith
Snowing at Cradle Mountain yesterday..wonderful!

Friday at 6:00am · Like · Comment

Digital Coach Space likes this.



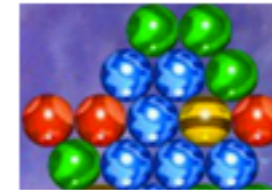
Frankie Forsyth Good to hear Howard, got any good photos?
Friday at 10:45am · Like

Howard Smith Will dig some out - Frankie

Sponsored

Create an Ad

New Game on Facebook



Bubble Saga – The new Bubble shooter that spins! Take your skills to a new level now. Warning – Highly Addictive!

James Schramko LIVE!
fastwebformula3.com



Don't miss this live event with pros of Internet marketing! They can teach YOU the essentials to fast profit success! Register NOW!

Up to 80% off Boots
brandsexclusive.com.au



Great deals on top brands. Join Australia's #1 shopping club for free!

Need Social Media Help?



Run viral, social media promotions to spread your business like Wildfire!

Advertise on Facebook

Get started in three easy steps.

1. Design Your Ad

FAQ

Destination URL. 196 characters left.

Example: <http://www.yourwebsite.com/>

Title 4 characters left.

Body Text 6 characters left.

Image (optional)

[Remove uploaded image.](#)

Craft Business Online



Free videos show you how to make money from your craft online. Don't waist another day - turn your craft into a real business...

Chris likes this ad.

Facebook Ads

Advertise your own web page or something on Facebook like a Page, Event, or Application.

Ad Format

Your ad will automatically be optimized to fit the format of the page where it is delivered. When your image is displayed, it will be up to 110x80 px.

[More info](#)

Approval Process

Ads are reviewed to ensure that they meet our content guidelines.

We recommend reviewing:

[Suggested Best Practices](#)

[Common Reasons for Rejection](#)

2. Targeting

FAQ

Location

Country:

Facebook Ads uses IP address and a user's profile information to determine location. Use the country field to target up to 25 countries or utilize state/province or city targeting (if applicable) to

Estimated Reach

172,812,620 people

- who live in one of the countries: **Australia, United States, Canada, United Kingdom, New Zealand, South Africa, Netherlands, Italy or Spain**

Demographics

Age: -

Target people on their birthdays

Sex: All Men Women

Interested In: All Men Women

Relationship: All Single Engaged
 In a Relationship Married

Languages:

By default, Facebook targets all users 18 and older. Try testing different targeting filters to reach your exact audience.

Likes & Interests

Scrapbooking x Quilting x Macrame x Macramé x
Crafting x stamping x card making x Cake Decorating x
Cross-Stitching x Sewing x Candle Making x
Woodworking x jewellery x Jewelry x embroidery x
Crocheting x Knitting x Crochet x

Suggested Likes & Interests

- scrapbook
- Decorating
- Karen Kingsbury

Estimated Reach

1,833,160 people

- who live in one of the countries: **Australia, United States, Canada, United Kingdom, New Zealand, South Africa, Netherlands, Italy or Spain**
- age **30** and older
- who like **scrapbooking, quilting, macrame, macramé, crafting, stamping, card making, cake decorating, crossstitching, sewing, candle making, woodworking, jewellery, jewelry embroidery, crocheting, knitting or crochet**

Likes & Interests targeting is based on information users list in their Facebook profiles like favorite movies and music, groups and Pages they have connected to and other information they have shared on the site. It also includes religion, political views and occupation/job title.

3. Campaigns and Pricing

[FAQ](#)

Account Currency

Australian Dollars (AUD) ▾

Campaign Name

Craft Online

Daily Budget What is the most you want to spend per day? (min 1.00 AUD)

10.00

Schedule. When do you want to start running your ad?

- Run my ad continuously starting today
 Run my ad only during specified dates

Pay for Impressions (CPM)

Pay for Clicks (CPC)

Max Bid (AUD). How much are you willing to pay per click? (min 0.01 AUD)

0.80

Suggested Bid: 0.77 – 0.89 USD

Estimate: 13 clicks per day

[Simple Pricing Options](#)

Campaigns

Ads in the same campaign share a daily budget and schedule.

Max Bid

You will never pay more than your max bid, but you may pay less. The higher your bid, the more likely it is your ad will get shown. All amounts are in AUD (AUD\$).

Suggested Bid

This is the approximate range of what other advertisers are bidding for your target demographic.

More Help

[CPC vs. CPM](#)

[Review Ad](#)

Review Ad

[Help Center](#)

Please review your ad for accuracy.

Ad Preview:

Craft Business Online



Free videos show you how to make money from your craft online. Don't wait another day – turn your craft into a real business...

Michelle D Frost likes this ad.

Like

Ad Name:

Craft Business Online

Audience:

This ad targets users:

- who live in one of the countries: Australia, United States, Canada, United Kingdom, New Zealand, South Africa, Netherlands, Italy or Spain
- age 30 and older
- who like scrapbooking, quilting, macrame, macramé, crafting, stamping, card making, cake decorating, crossstitching, sewing, candle making, woodworking, jewellery, jewelry,

Account Credit Card

First Name:

Michelle

Last Name:

Frost

Credit Card Number:



Expiration Date:

Month Year

CSC:

What's a CSC?

Billing Address:

Billing Address 2:

City/Town:

State/Province /Region:

Zip/Postal Code:

Country:

United States

[I have a coupon to redeem.](#)

Campaign: Craft Online

Campaign Name: Craft Online [edit](#)
 Status: Active [edit](#)
 Daily Budget: \$10.00 [edit](#)
 Duration (Pacific Time): 4/9/2010 5:40 am - Ongoing [edit](#)

Lifetime stats ▾

Select rows to edit

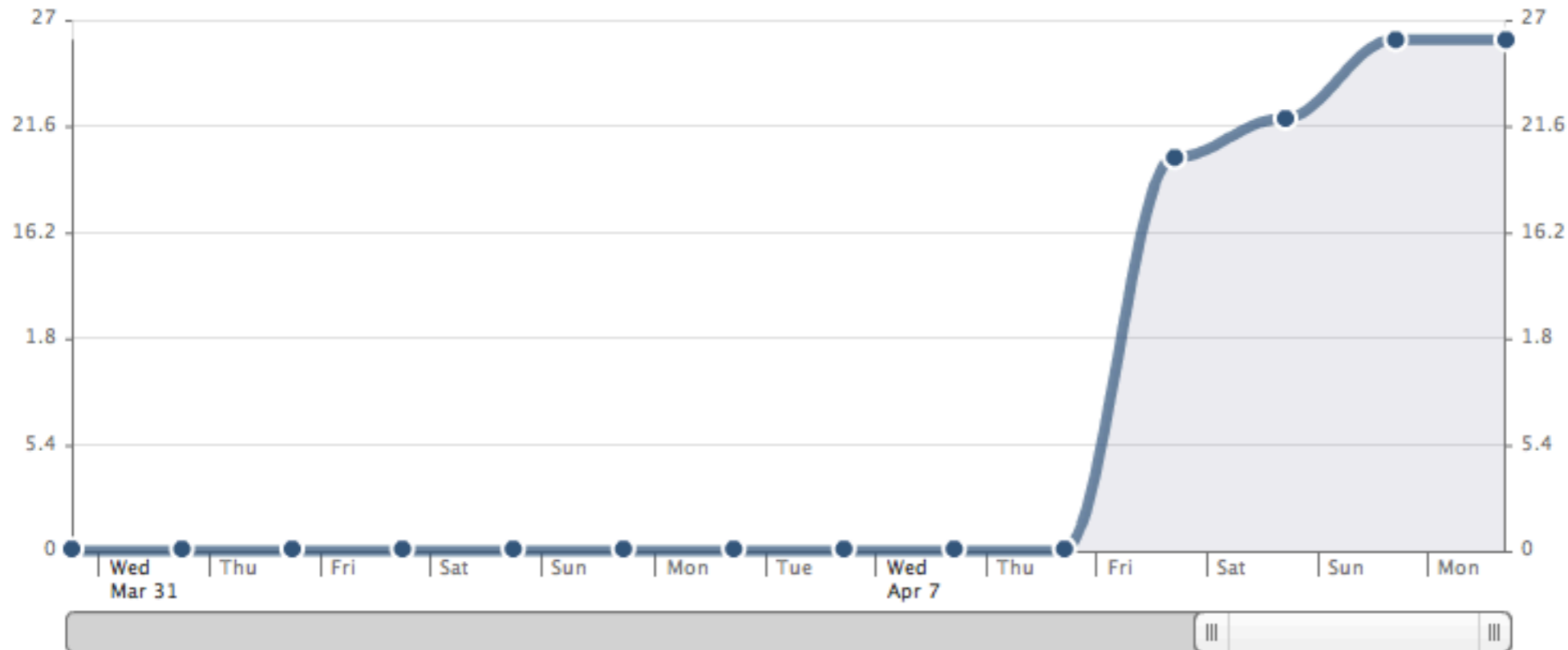
1 result ◀ ▶

<input type="checkbox"/>	Ad Name	Status	Bid	Type	Clicks	Impressions	CTR (%)	Avg. CPC	Avg. CPM	Spent
<input type="checkbox"/>	Michelle D Frost	Active	\$0.80	CPC	113	130,204	0.087%	\$0.44	\$0.38	\$49.76
Totals					113	130,204	0.087%	\$0.44		\$49.76

Show Deleted Ads

1 result ◀ ▶

Choose a graph: Clicks ▾



SUPER HINT

Keyword research (and knowing who your customer is) is **vital** when creating your ads and bidding on keywords/phrases.

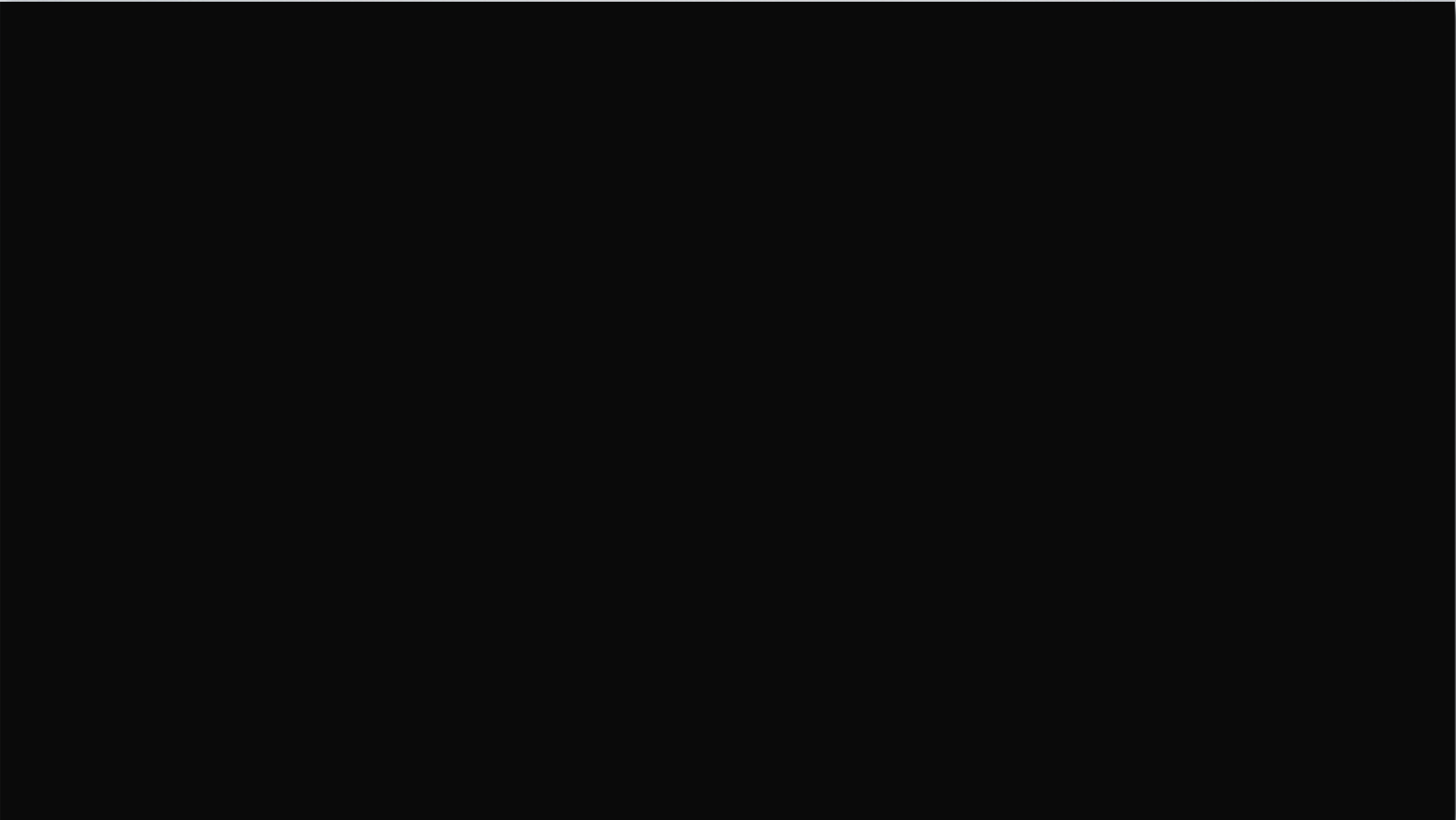
SEARCH ENGINE OPTIMISATION

SEO

- ▶ Basically making your site look great to the search engines.
- ▶ Keywords/phrases vital

Google vs Yellow Pages

lets watch a video :-)



ON PAGE SEO

what you can do **ON** your website

- ▶ Keywords/phrases in the URL,
- ▶ Keywords/phrases in the title tag,
- ▶ Keywords/phrases in the H1 & H2 (page headings),
- ▶ Keywords/phrases in the image names,
- ▶ Keywords/phrases in the emphasised text on the page,
- ▶ Update your website regularly using relevant keywords.

Keyword in title tag

Vaunatu Villas

Keyword in URL

http://www.familyaccommodationvanuatu.com/



HOME THE VILLAS GETTING THERE ABOUT VANUATU BOOKINGS CONTACT US

Keyword in menu



VANUATU VILLAS. RELAX. UNWIND. ENJOY.

Keyword in heading

Looking to holiday in Vanuatu?

Welcome to Vanuatu Villas... A place to truly relax and unwind as you enjoy the rich and diverse group of islands that is Vanuatu. Whether you are looking to explore this wonderful land or aiming for a truly peaceful, tranquil holiday, Vanuatu Villas is the place for you, your family and friends. With superb ocean views and nestled among native trees and coconut palms, Villa Belle and Villa Chelle offer the complete self contained holiday package.

Check Availability

OFF PAGE SEO

WHAT YOU CAN DO OFF YOUR WEBSITE

- ▶ Get links from “relevant” websites and have the links created using your keyword/phrases.
- ▶ Create pages in social media site (facebook, hub, squidoo etc.) that link back to your site.
- ▶ List in directories - DMOZ & YAHOO
- ▶ All this activity will increase your Google page rank.
- ▶ Get more relevant links..

AFFILIATE MARKETING/JV

- ▶ Basically you pay someone else for sending you a lead/sale.
- ▶ You set the commission - 50% of sale or 3 cents a sign up.
- ▶ There are websites you can list your affiliate package on - they generally track this for you too.
- ▶ This is a great way to get your traffic boosted by other people.
- ▶ HINT: you can also sell other peoples things on your website for a commission.

➤ Drive clicks and sales



Advertisers

Publishers

Agencies

News & Events

CJU Online

About Us

➤ **COMMISSION JUNCTION,**
A VALUECLICK, INC. COMPANY,
IS A GLOBAL LEADER IN THE
ONLINE ADVERTISING CHANNELS
OF AFFILIATE MARKETING AND
MANAGED SEARCH



We drive quality results, deliver superior service and develop sustainable relationships for advertisers and publishers through our performance-based solutions

➤ **advertisers**

Drive quality results and extend your reach by partnering with affiliate marketing's most productive network of publishers. Further increase sales by complementing your customized affiliate marketing program with a fully-managed and integrated, comprehensive search engine marketing solution.

- [Learn more about our affiliate marketing solutions](#)
- [Learn more about CJ Search™, our managed search solution](#)

➤ **publishers**

Maximize your revenue opportunities by developing sustainable relationships with top-tier advertisers. Perform and get paid for every sale and lead you generate. For qualifying publishers, take your program to the next level with our industry exclusive solution for top performers. [Join our unparalleled network of publishers](#) and learn more about our commitment to the long-term success of top-performing publishers.

BANNERS & ADS

- ▶ Just like in the real world people can sell you ad space on their site.
- ▶ Find a site that is relevant that you like and ask them if you can buy some ad space for a banner.
- ▶ Make sure the site has a descent page rank and descent traffic.
- ▶ You can use a tool like SEO quake to investigate other sites.

QUILTING WEEKLY GRAPHIC



Copy & paste the code below onto your website. Then contact me, for a chance to win a free class!

```
<div style="position:
relative; width: 125px;
height: 125px;
text-align: center; ">
<a style="border-bottom:
none"
href="http://www.quilting
```

OVERVIEW

- ▶ **Email** - collect your customer and prospects email addresses.
- ▶ Social Media **IS** your friend!
- ▶ **PPC** - if you have a little advertising money its a great way to get some traffic quickly.
- ▶ **SEO** - use your keywords on and off your site.
- ▶ You can contact other websites to advertise on their site!
- ▶ If you only do one **10th** of what we've talked about tonight you will be ahead of 99% of your competition!!



Biz Grow Online Work Presentation PDF



Thank you for attending the Business Grow Online Workshops. We hope you got a lot out of it - please let us know what you liked and what you didn't like?

If you would like a copy of the presentation in PDF format, please provide your details below. You will then be sent to a download page, so you can download the PDF - each slide has a full page so they are easy to read ;-)

Enjoy..



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Biz Grow PDF's

Name:

Email:

NEED MORE?

- ▶ **Next workshop** 8th June: Engaging in E-Business..
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- ▶ simon@michoninternational.com
- ▶ <http://www.michoninternational.com>
- ▶ Follow us on **Twitter** ;-) @MichelleF & @becauseIhadtoo & **Facebook** - Michon International
- ▶ Like us on Facebook - <http://www.facebook.com/MichonInt>