

Planning Your Online Marketing

To be effective at Internet Marketing:

- Start with the outcome you want.
- Work backwards to develop strategies.
- Set clear goals and activities.
- Know your Audience.



What is Your Outcome?

- Be Specific
- Choose measurable results
- Focus on a Niche
- Set small goals and if they work, do them again but bigger.
- Measure Measure Measure

Strategic Communication and Automation

- Email
- RSS
- Phone Text
- Integrated Communities
- Search
- Online Advertising



Blogging

- Internal Blogs
- External Blogs
- Free Blogs
 - Wordpress.Com
 - Blogger.com
- Tags and Categories
- Capture Relationships
- SEO Strategies – Comparable Searches
(Target other Local Entertainment)



Email

- Multiple Lists
- Subject Line Secrets
- Split Testing
- Good Message, Not Newsletter



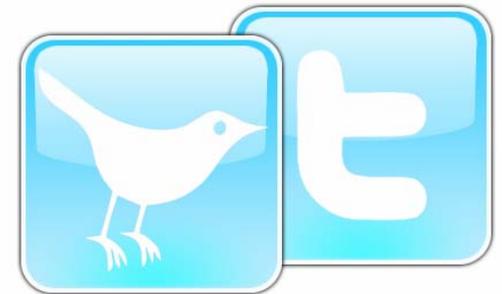
Linking things Together

- RSS
- API
- Fancy letters for steaming, defined text you can do stuff with.



Twitter

- What is it?
 - Why is it important?
 - How do you automate it?
-
- twitterfeed.com - Posting
 - socialtoo.com - Following



Tumblr

- What is it?
- Why is it important?
- How do you automate it?

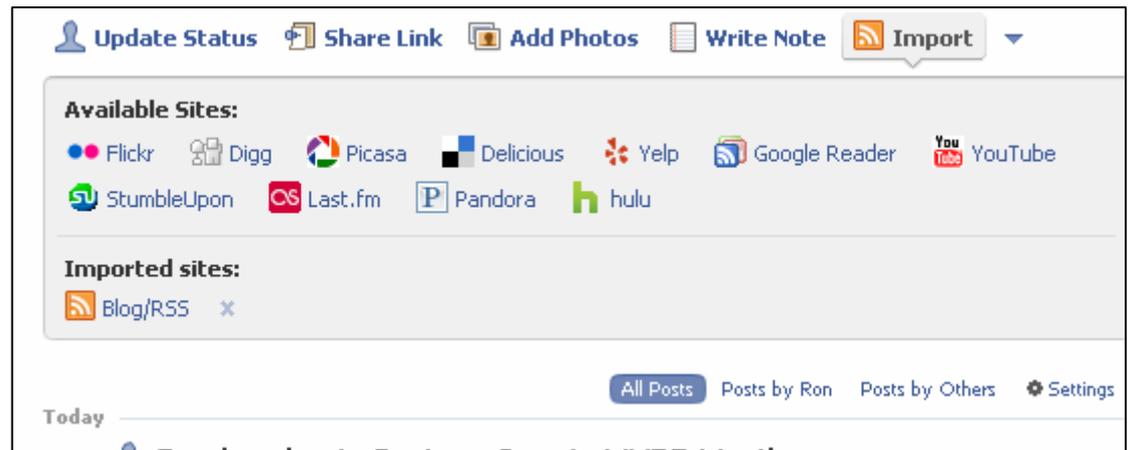
- FaceBook Integration



FaceBook

- What is it?
- Why is it important?
- How do you automate it?

- Facebook Feed
- Images



Social Bookmarks

- What is it?
- Why is it important?
- How do you automate it?



- | | |
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| <input checked="" type="checkbox"/> Propeller.com | <input checked="" type="checkbox"/> Slashdot.org |
| <input checked="" type="checkbox"/> Digg.com | <input checked="" type="checkbox"/> Technorati.com |
| <input checked="" type="checkbox"/> Del.icio.us | <input checked="" type="checkbox"/> Stumbleupon.com |
| <input checked="" type="checkbox"/> Twitter.com | <input checked="" type="checkbox"/> Reddit.com |
| <input checked="" type="checkbox"/> Tagza.com | <input checked="" type="checkbox"/> Fark.com |
| <input checked="" type="checkbox"/> Newsvine.com | <input checked="" type="checkbox"/> Furl.net |
| <input checked="" type="checkbox"/> swik.net | <input checked="" type="checkbox"/> Connotea.org |
| <input checked="" type="checkbox"/> Links Marker | <input checked="" type="checkbox"/> Sphinn.com |
| <input checked="" type="checkbox"/> Blinklist.com | <input checked="" type="checkbox"/> Faves.com |
| <input checked="" type="checkbox"/> Mister-wong.com | <input checked="" type="checkbox"/> Spurl.net |
| <input checked="" type="checkbox"/> Netvouz.com | <input checked="" type="checkbox"/> Diigo.com |
| <input checked="" type="checkbox"/> Backflip.com | <input checked="" type="checkbox"/> Bibsonomy.org |
| <input checked="" type="checkbox"/> Folkd.com | <input checked="" type="checkbox"/> Linkagogo.com |
| <input checked="" type="checkbox"/> Indianpad.com | <input checked="" type="checkbox"/> Plugim.com |
| <input checked="" type="checkbox"/> Myjeeves.ask.com | <input checked="" type="checkbox"/> Buddy Marks |
| <input checked="" type="checkbox"/> Connectedy | <input checked="" type="checkbox"/> MyLinkVault |
| <input checked="" type="checkbox"/> Google Bookmarks | <input checked="" type="checkbox"/> Jumptags.com |
| <input checked="" type="checkbox"/> Fetch | <input checked="" type="checkbox"/> OYAX |
| <input checked="" type="checkbox"/> A1 Webmarks | <input checked="" type="checkbox"/> Bookmark Tracker |
| <input checked="" type="checkbox"/> myVmarks | <input checked="" type="checkbox"/> Mixx.com |
| <input checked="" type="checkbox"/> Wirefan.com | <input checked="" type="checkbox"/> Dizzed |
| <input checked="" type="checkbox"/> Symbaloo | <input checked="" type="checkbox"/> Ximmy |
| <input checked="" type="checkbox"/> Erollover | <input checked="" type="checkbox"/> YuppMarks |
| <input checked="" type="checkbox"/> Health Ranker | <input checked="" type="checkbox"/> Ka-Boom-It.com |

Video & Audio

- What is it?
- Why is it important?
- How do you automate it?

- YouTube
- Yahoo Video
- Viddler



Online Advertising

- Google Adwords
- Local Advertising
- Newsletters



New Media Strategy

- Creating Content
- Automating Visibility of Content
- Capturing Relationships

- Ambassador Program



Find Out More

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