

Become a Web 2.0 Marketer: How Small Businesses Get Noticed

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Webcast Moderator

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Welcome

Agenda for today's session:

1. How to create a blog that does double duty – it functions as a blog and as a company Web site
2. How to leverage social networking sites, such as Twitter, Facebook and LinkedIn
3. How to use content online, such as press releases and white papers, to position yourself as a subject matter expert
4. Audience Q&A



Webcast Panelist

Bobby Lehew

- Director of Operations for ROBYN, a fulfillment company that creates and distributes branded products and collateral printed materials through private-label company stores
- Bobby got his start in the industry 17 years ago packing boxes for a corporate catalog program. Now he oversees a multi-million dollar distributorship.
- Bobby's blog, <http://brandedmatters.com/> discusses issues related to the promotional products industry, follow Bobby on Twitter at www.twitter.com/bobbylehew

Webcast Panelist



Jennifer Brown

- Owner of 360 Promotions, based in Austin, TX
- 2009 Treasurer of CAPP (Corridor Area Promotional Products Association) and a founding member of the Austin chapter of NAWBO (National Association of Women Business Owners)
- Follow Jennifer at www.twitter.com/promogirl360

Panelist Question

How can I use a blog/Web site hybrid to grow my business and connect with clients and prospects online?

How Many Blogs Are There?

“Technorati currently states it’s tracking over **112.8 million blogs**, a number which obviously doesn’t include all the 72.8 million Chinese blogs as counted by The China Internet Network Information Center. Blog statistics often concern the English language blogosphere, but we shouldn’t forget about the millions of other blogs that aren’t always included in estimations.”

The Blog Herald (www.theblogherald.com)

What Is a Blog/Web Site Hybrid?

Many companies and associations use a blog platform to create a simple-to-build-and-update blog that also functions as a company Web site.

Benefits and Drawbacks of a Blog/Web Site Hybrid

- **Benefits:** It's easy to launch, add fresh content and move elements, such as photos, around on the site. Building a site on a blog platform helps you rank higher in search engines.
- **Drawbacks:** The site doesn't have an e-commerce element. If you don't update it frequently, the site will go stale for viewers and look like an amateurish blog.

Live Examples: Blog Web Sites

- Ecommerce Themes

<http://demos.ecommercethemes.com/index.php>

- Deep Order

<http://deeporder.itthemes.com/car/>

Example: www.robynpromo.com/blog

The screenshot shows a web browser window displaying the Robyn Blog. The browser's address bar shows the URL www.robynpromo.com/blog. The page has a blue header with the "ROBYN BLOG" logo and navigation tabs for "Corporate" and "Franchisors".

Article 1: Reusable, eco-friendly bags for Frigid Five
 Robyn recently donated 1,000 bags for the Edmond Running Club's "Frigid Five". The Edmond Sun reports: "Another 'first' this year is the use of reusable goodie bags, Wohltmann said. Adding an eco-friendly element fits in with an event that takes place in an outdoor setting, she said. Molly Brill, who serves on the event oversight board, said the bags, donated by Oklahoma City's Robyn Promotions and Printing, cost about the same as plastic. Brill said 1,000 bags were ordered to match the expected number of runners. The reusable bags are a way for the event to give back to the community, Brill said." *Friday, February 13, 2009 (No comments)*

Article 2: Creative Corporate Branding Becoming New Fad
 In case you hadn't noticed, logos have been cropping up in some very interesting places lately. On sidewalks and streets. On money. In the sand at the beach. On people's bodies. On hot-air balloons and hang-gliders. On cars. On food. At ROBYN, we've seen some companies get very creative with their logos. Using chalk or washable paint, firms have covered streets and sidewalks with their corporate brand. Stickers have been placed on quarters that were left in vending machine coin returns. Sandals with logos embossed on them have left their mark on popular beaches. And, get this: People have rented out space on their bodies and had company brands and web addresses temporarily (sometimes permanently - yikes) tattooed on them. Hot-air balloons and hang-gliders have offered themselves up as airborne billboards. Cars are covered in shrink-wrap ads from bumper to bumper. Even apples and oranges can be specially "masked" so your logo grows right into them. If you are intrigued by the concept of daring to be different, talk to ROBYN. We'll brainstorm unique ways to showcase your company's brand and message. Call us at (877) 211-9711 or [Click Here](#) to send us an email. *Wednesday, January 7, 2009 (No comments)*

Sidebar Content:
 - **Company Store Planning Guide**: Build your Company Store right the first time.
 - **The Company Store Series**: click here!
 - **7 Critical Elements for a Successful Company Store**
 - **PromoSearch**
 - **OTHER BLOGS**
 - [562 Blogtoplist](#)

The Best Blogging Tools



Some Other Suggested Blogs

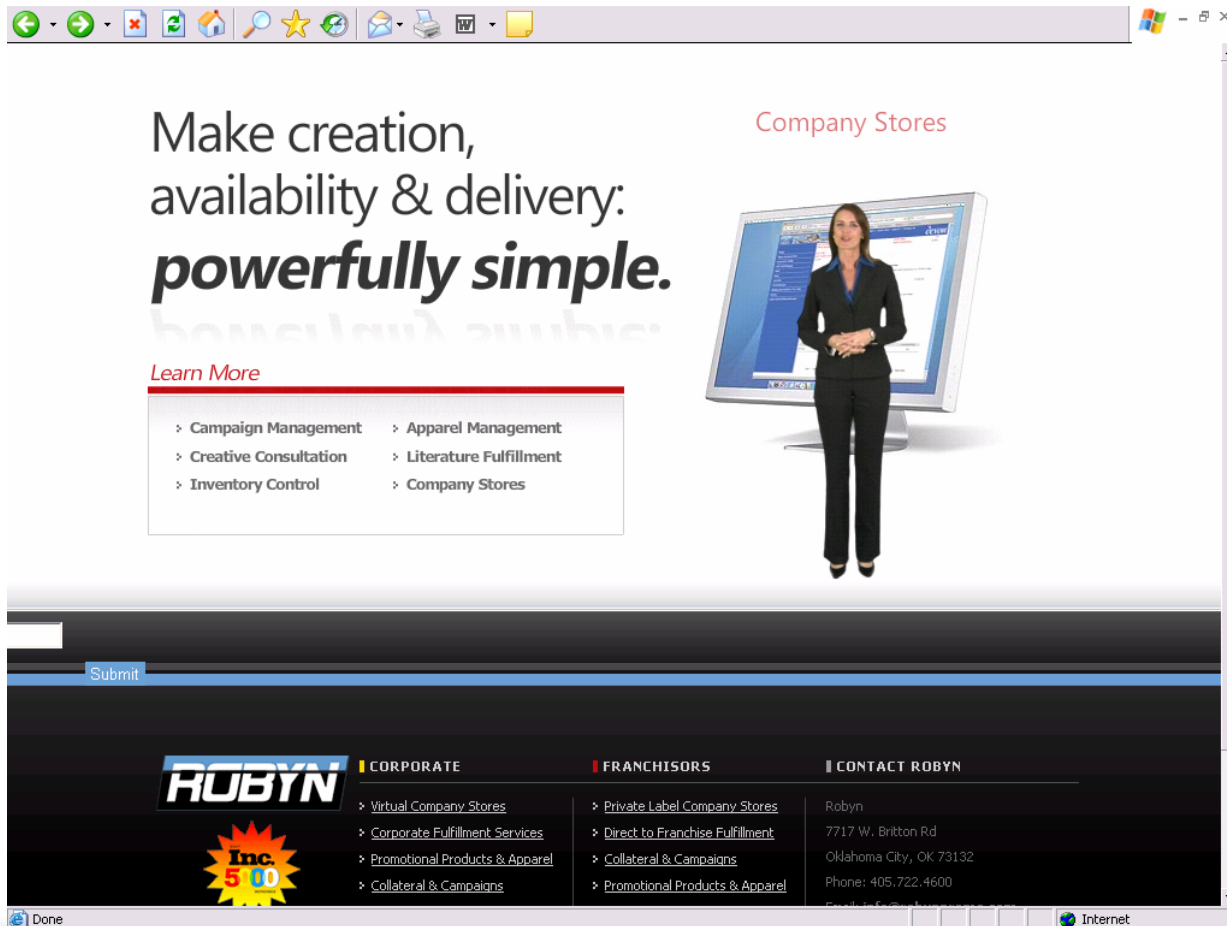
<http://www.micropersuasion.com>

<http://www.whatsnextblog.com>

http://www.ck-blog.com/cks_blog/

<http://sethgodin.typepad.com/>

Live Example: Content Managed Web Site



www.robynpromo.com



Example: Content Managed Web Site

"Inspiring! It teaches you a new way of thinking in a few hours — what more could you ask from a book?"
— Dan Heath, author of *Made to Stick*

"With style and wit, Dan Roam has provided a smart, practical primer on the power of visual thinking."
— Daniel H. Pink, author of *A Whole New Mind*

"This book is a must read for managers and business leaders. Visual thinking frees your mind to solve problems in unique and effective ways."
— Temple Grandin, author of *Thinking in Pictures*

"Anyone with a pen and a scrap of paper can work through complex business ideas — a remarkably comprehensive system of ideas."
— Publishers' Weekly

amazon.com. #5 Business Book of the Year

Best of 2008

BACK OF THE NAPKIN
SOLVING PROBLEMS and SELLING IDEAS
WITH PICTURES
DAN ROAM

My Book

About Me

Click on the napkin to see:

(A) Solve any problem with a picture. ☹️

(B) The 4 steps of visual thinking.

(C) The 5 focusing questions.

(D) The 6 ways we see (and show).

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How Do I Decide What's Right For Me?

Answer this question: What do you want to accomplish with your site?

- A consultative or thought-provoking Web site that positions you as an expert in your field? This requires a lot of content with frequent updates.
- An e-commerce site where clients can easily find all the products they're looking for and order them quickly?

Panelist Question

How can I use social networking sites to connect with clients and prospects?

Does Social Networking Matter?

The future of social networking can be summed up in this statement by Chris Anderson, author of *The Long Tail*:

“Social networking should be a feature, not a destination, and the one-size-fits-all model of Facebook and MySpace will eventually give way to a multitude of narrowly focused sites with social networking built in, such as the **220,000 niche networks** hosted on the Ning (www.ning.com) platform.”

Connect Online



Welcome to the ASI Social Network



asisocialnetwork.com

Benefits and Drawbacks of Social Networking

- **Benefits:** Using social media tools is one of the easiest ways to connect with your customer and prospect network and to engage in professional branding to build your business. Online social networking can help you connect with Millennials and Gen-Yers, who are coming into the market and will be responsible for buying decisions.
- **Drawbacks:** Like offline networking, social networking requires out-of-the-office time and careful cultivation. It's also not a silver bullet for B2B sales.

What Is Twitter?

Twitter is a micro-blogging site with more than 5 million users.

How it works: Twitter allows you to post updates (called Tweets) as often as you want (and limited to 140 characters). When you follow other people on Twitter, you see their tweets. When they follow you, they see your tweets.



What Can Twitter Do for Your Business?

- You can send your followers useful business tips, promotions your company is offering, questions and surveys and Web links.
- You can connect with high-profile people in your industry.
- You can help increase your Web traffic and customer leads.
- Plugins: TwitterFox and TweetLater



Drawback to Twitter

Most people who see Twitter the first time either flat-out “get it,” or they say, “Why bother?” The problem is, they think they have to read every single update that rolls across their screen of choice. **Don’t.** Just let it roll past you like a stream.



Live Example: Twitter

Let's look at Twitter.com
live.



What Is LinkedIn?

- **LinkedIn** is a business-focused social networking site launched in 2003. As of February 2009, more than 35 million registered users from 170 industries were using the site.
- **How it works:** The site lets registered users build a list of contact details for business contacts (called connections). Your contact network is built up by your direct connections and the connections of each of their connections (termed *second and third degree connections*). You can ask your contacts for introductions to their connections.
- [Click here](#) to learn how to create a powerful profile

What Can LinkedIn Do for Your Business?

- You can find business contacts in your industry, along with potential clients in industries you wish to serve. You can join alumni, industry or professional groups. You can also scope out your competition's employees.
- The site is all business – it replaces blogs, photos and lists of your favorite movies with resumes, critiques of your work and other information a potential client or colleague will find useful. You can use a Six Apart and Word Press application to display your latest blog postings with your LinkedIn profile.
- The LinkedIn Answers feature allows you to post questions for the community to answer.

What Can LinkedIn Do for Your Business?

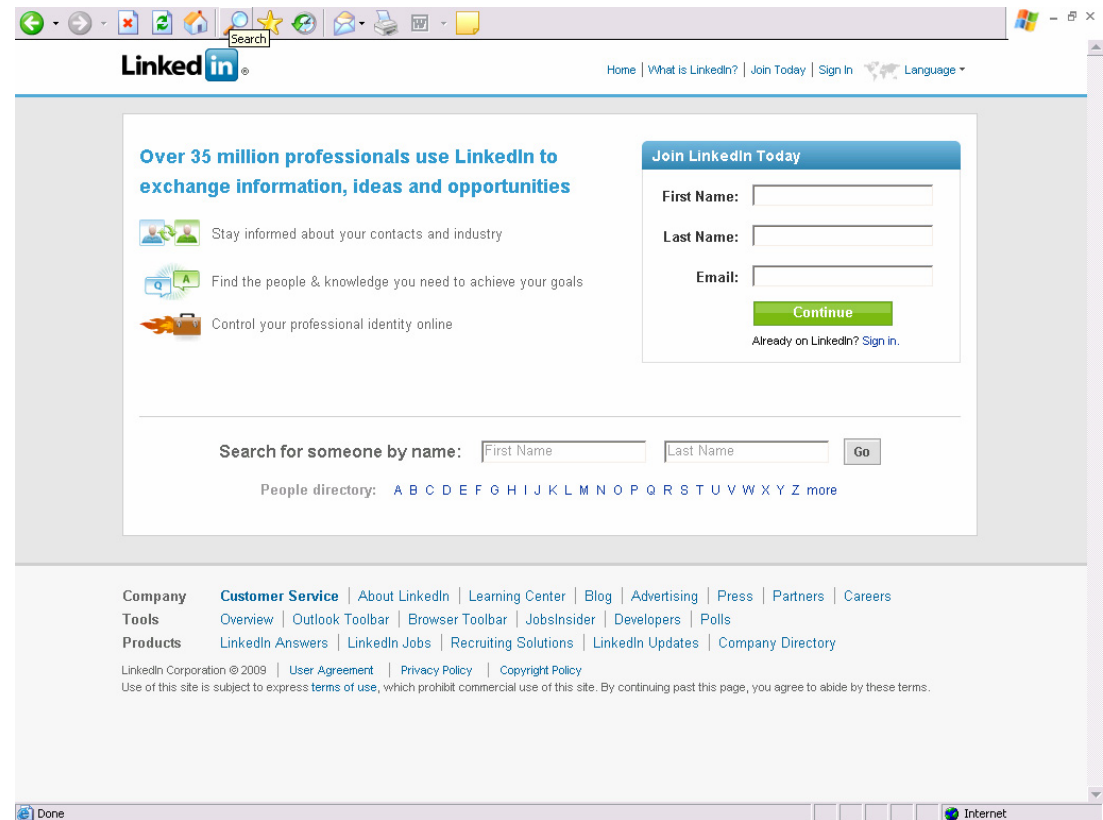
- A LinkedIn profile allows you to publicize Web sites, so you can promote your business name, blog or Web site to search engines, enhancing your search engine results.
- You can use InMail to receive business opportunities from other LinkedIn users.
- LinkedIn News delivers news about key daily topics: a user's company, products, industry and competitors, drawn from more than 10,000 publishers and blogs.

Drawbacks to LinkedIn

- The site could benefit from *some* social media components.
- You may have to wade through a lot of spam messages in your InMail to find the legitimate ones that will benefit your business.
- A resume-generator tool would be helpful.

Live Example: LinkedIn

Let's look at
LinkedIn.com live.



What Is Facebook?

Facebook is a popular social network that began as a student network in 2004, but now allows anyone to join.

How it works: Create a personal or business profile page on Facebook. When you add users to your “friend” list, they’ll always know when you update or add material to your profile or blog. You can find new friends by joining Facebook groups, browsing profiles or using the “classmates and coworkers” search.



What Can Facebook Do for Your Business?

- You can friend hundreds of people around the world based on certain search criteria (for example, interest in an activity, product or service, such as embroidery).
- Any time you interact with a friend or they interact with you, that activity appears at the top of their activities list – and their contacts will learn more about you in the process.
- You can use the “blog merge” feature to create your own blog, or you can merge your existing blog right into Facebook’s blog.
- Decorators can use this site to start/join embroidery groups; market to college contacts; and display photos of their work.

Drawbacks to Facebook

- It's difficult to track how many people are actually converting to a sale directly from your Facebook interactions.
- Your Facebook page needs to be updated regularly – you need to provide quality notes/info to your groups and friends to maintain your brand.
- You need to be a leader in creating groups and event pages, or you can miss out on networking opportunities.
- Negative press or complaints about your business can spread like wildfire across Facebook.

Develop a Successful Social Media Lifestyle

- **Always be cultivating:** Make your participation in social media a lifestyle change, not a to-do task.
- **Learn to live a balanced life with social media:** Save your office hours for as much face time with your clients as possible; cultivate social media in off-hours (if possible – this is getting harder and harder to do).
- **Start small but diversify:** Try Twitter, Facebook, LinkedIn and the ASI Social Network (and other NING networks).

Panelist Question

How do I place content, such as press releases and white papers, online to position myself as a subject matter expert?

Position Yourself as a SME

Position yourself as a subject matter expert (SME) by creating relevant content and posting it in the *right* places on the Web.

Do this by:

- creating press releases
(tool: PRWeb: www.prweb.com)



- creating white papers
(tool: “How to Write a White Paper – A White Paper on White Papers”:

www.stelzner.com/copy-HowTo-whitepapers.php)

- creating a resource center on your Web site with materials to help your clients do their jobs better

Benefits and Drawbacks of Being a SME

- **Benefits:** There's a huge potential for building a lifelong network of clients who trust your opinion, and career- and business-building opportunities abound when you provide helpful and relevant content to your customers.
- **Drawbacks:** Creating useful content takes time, attention to detail and a lot of careful cultivation.

For More Information

FREE at the ASI Show! Chicago

**Marketing in a Web 2.0 World: How Small Business Can Be Heard
in a Big Way**

Bobby Lehew, ROBYN

Tuesday, July 21, 2009, 1:30 p.m.-3:45 p.m.

Blogging, social media, PR and the new Web world: Come learn how small businesses can get heard in a big way. Discover tools that will help you harness the power of the Conversation Age and raise the online visibility of your company.

**To see all education at The ASI Show! Chicago visit
www.asishow.com/education or www.asicentral.com/education.**

Audience: Q & A Session

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