

Using The Web To Market Your Organization

Mark Brodeur

Director of Tourism

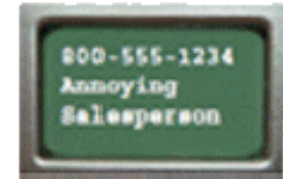
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Rhode Island Tourism Division
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mbrodeur@riedc.com



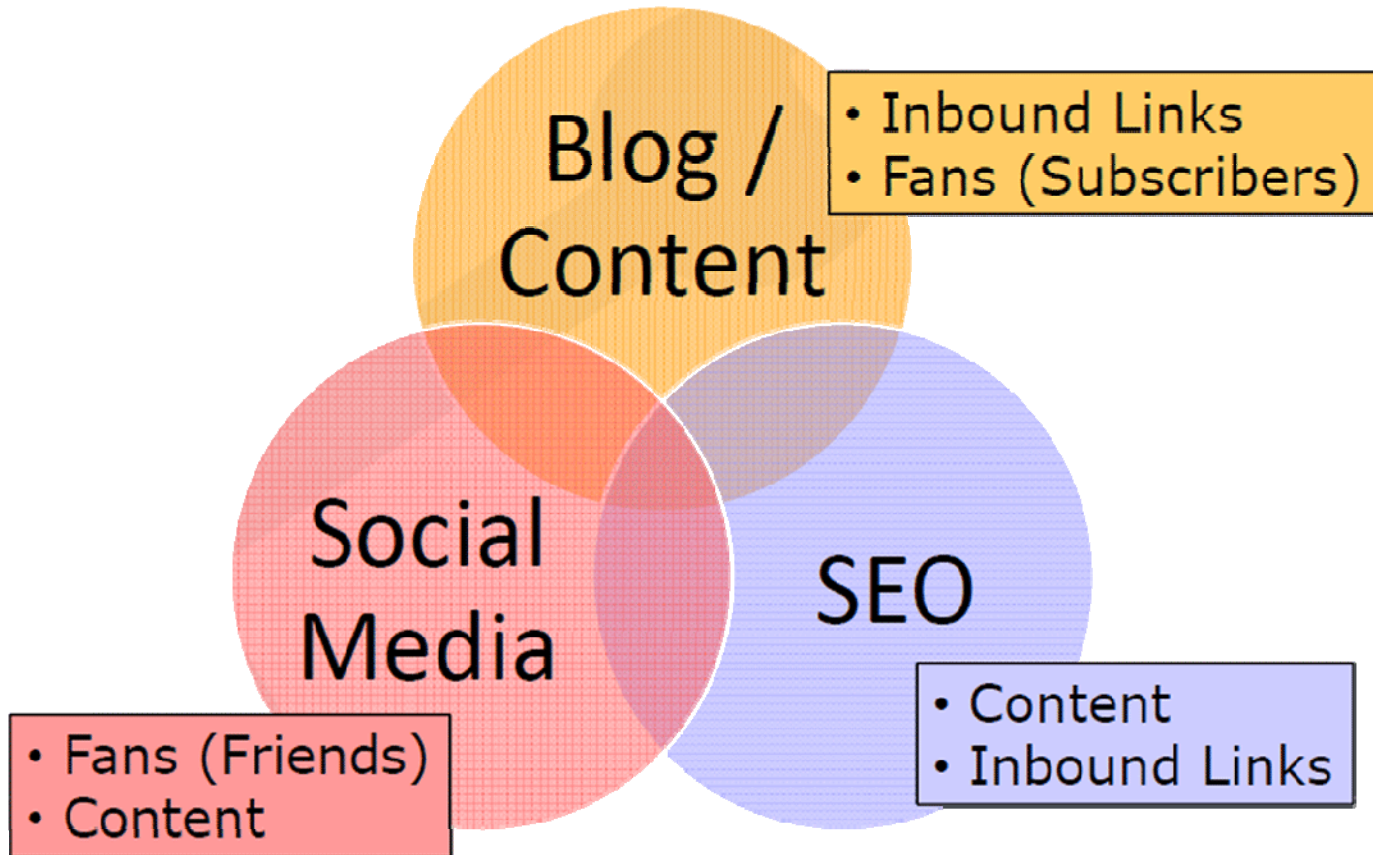
Outbound Marketing



Outbound Marketing



What Determines Success?



Rethinking Marketing

•Outbound Marketing

- Telemarketing
- Trade Shows
- Direct Mail
- E-Mail Blasts
- Print Ads
- TV/Radio Ads

Interruption



•Inbound Marketing

- SEO / SEM
- Blogging
- Social Media
- RSS
- Free Tools/Trials
- Public Relations

Permission



Inbound Marketing

Blog

TechCrunch



You Tube

Technorati™

SEO

Google

Live Search

YAHOO!

Ask

Social Media

facebook

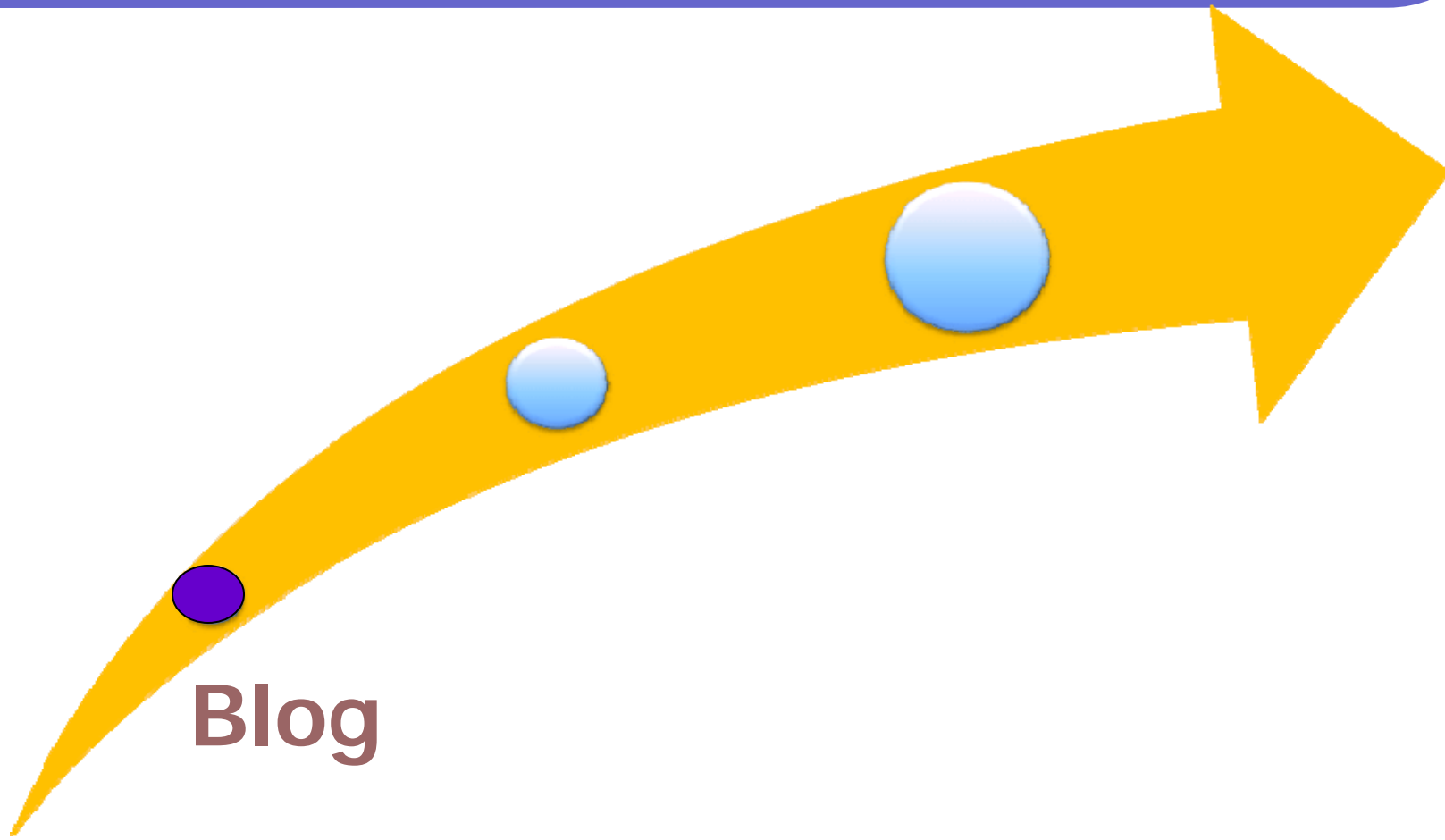
twitter

LinkedIn

delicious

digg

Exponential Effects



What to Publish?

- **Blog**
- **Podcast**
- **Videos**
- **Photos**
- **Presentations**
- **eBooks**
- **News Releases**

Where to Publish?

flickr

photobucket

upcoming.org

yelp

podcast.net
THE PODCAST DIRECTORY

viddler

blip.tv
Your video, your way

REVERA

Google
Groups

slideshare

twitter

RSS
XML

You Tube

squidoo

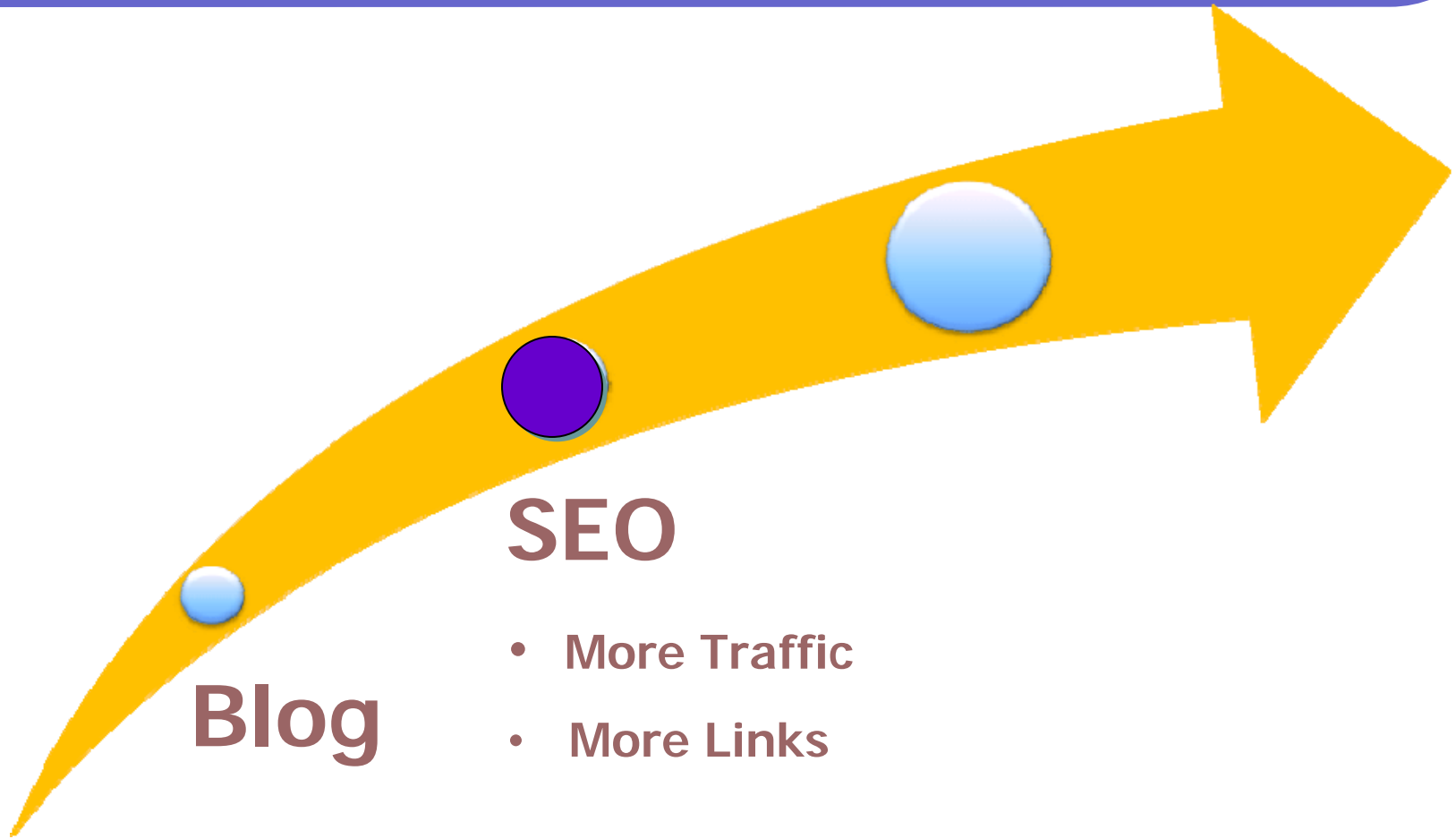
Blog Topic Ideas

- List of 5 ideas, trends or thoughts
- Publish a list of links
- Take a recent experience and share it
- Answer questions you received recently
- Comment on other blog articles
- Turn a press release into a blog article
- Check your email outbox

Blog Frequency

- **Steady Readership?**
 - At least weekly, more is better.
- **SEO Focused?**
 - Frequency is less important.

Exponential Effects

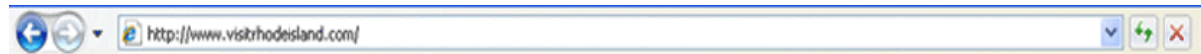


25% of SEO = On Page (Visible)

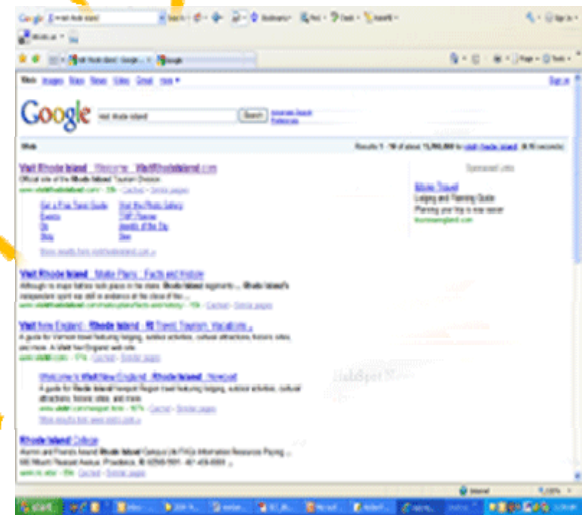
- Page Title



- URL



- H1, H2, H3 Tags



- Page Text

- Bold

25% of SEO = On Page (Invisible)

- Description

Visit Rhode Island :: Welcome :: *VisitRhodeIsland.com*

Official site of the Rhode Island Tourism Division.

www.visitrhodeisland.com/ - 30k - Cached - Similar pages

- Keywords

Meta

Keywords :

Rhode Island, Official Tourism, Tourri, Tour Rhode Island, Tour RI,

- Alt text on images



internet marketing software



THE WALL STREET JOURNAL

75% of SEO = Off Page

- Recommendations from Friends
 1. “I know Mike Smith”
 2. “Mike Smith is a marketing expert”
 3. You trust the person saying this

- Links are online recommendations
 1. A link: www.visitrhodeisland.com
 2. Anchor text: **Internet Marketing**
 3. Link is from a trusted website

SEO Benefits of Blogging/Publishing

- Blogs/Content are a magnet for links
- Links power most of SEO

Exponential Effects



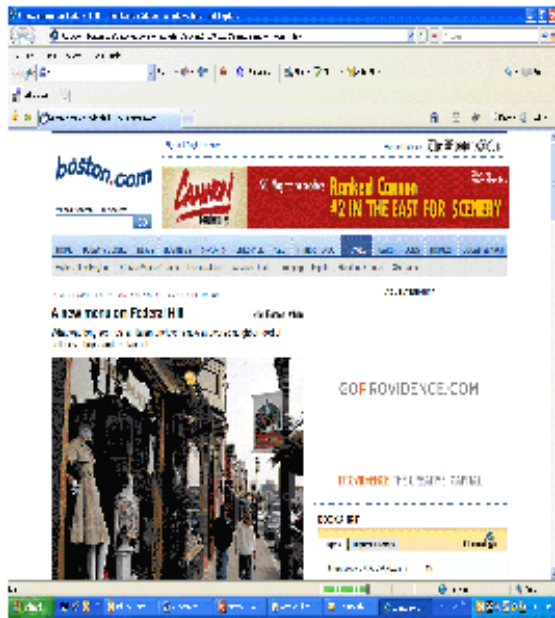
Business Cocktail Party Advice

- Meet people and start conversations
- Answer questions – help others
- Ask questions – trust others' advice

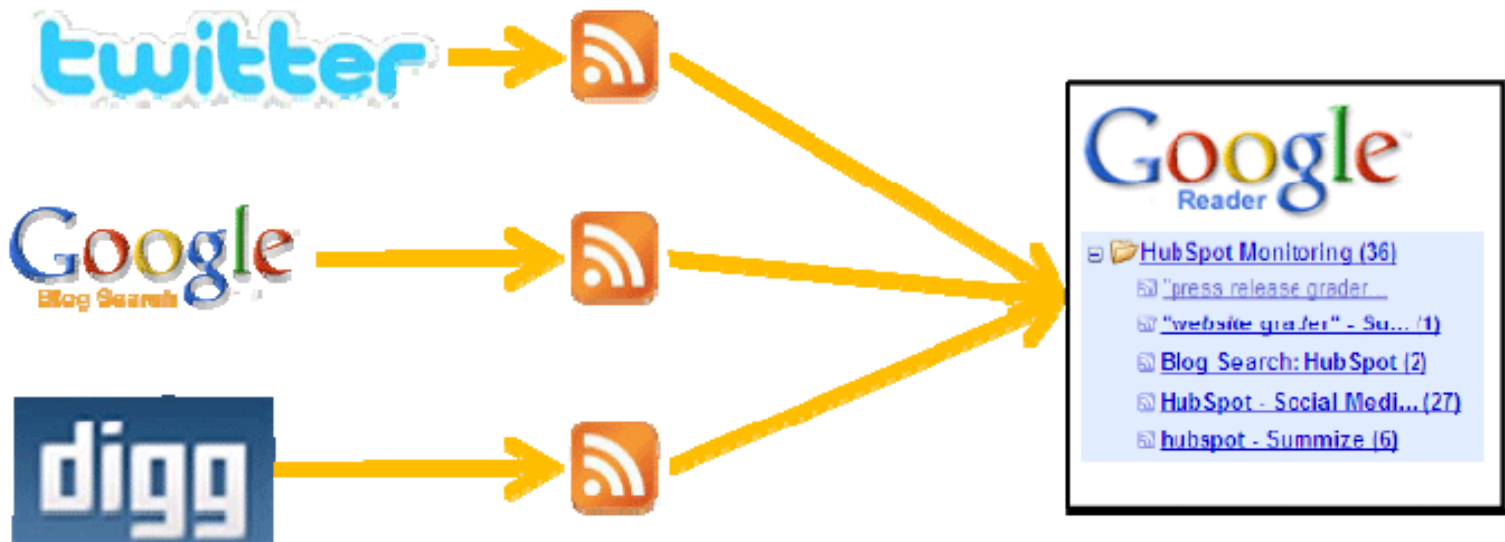
Social Media = Cocktail Party

- Become a real member of the community
- Add value to the community
 - Ask and answer questions
- More effective than live cocktail parties
 - No boundaries of time or space
 - Other people can listen in easily

Promote Your Content



RSS Monitoring



Tools

Google Analytics

The screenshot shows the Google Analytics homepage. At the top, there's a navigation bar with "US English" and a search box. Below that, the "Google Analytics" logo is on the left, and navigation links for "Home", "Features", "Support", "Blog", and "Conversion University" are on the right. A large orange banner reads "It's not just for AdWords." followed by "Google Analytics tracks all of your referrals, ads, search engines, email promotions, and even offline initiatives." Below the banner, there are three main content areas: "More enterprise features" with a small dashboard image, "Improve your online results" with text about visitor insights, and "Test your website and increase conversions." with text about Website Optimizer. On the right side, there's a "News & Announcements" section with a "Access Analytics" button and a "Sign Up Now" link. At the bottom, there are three columns for "Product Tour", "Case Studies", and "Professional Services".

Google Alerts

The screenshot shows the Google Alerts homepage. At the top right, there's a user profile for "mbrodeur@iedc.com" with links for "Settings", "FAQ", and "Sign out". The "Google Alerts (BETA)" logo is on the left. Below the logo, it says "Welcome to Google Alerts". The main text explains that Google Alerts are email updates of the latest relevant Google results. It lists several handy uses of Google Alerts, such as monitoring a developing news story, keeping current on a competitor, and getting the latest on a celebrity. There's a "Create an alert with the form on the right" section and a link to "click here to manage your alerts". On the right side, there's a "Create a Google Alert" form with fields for "Search terms", "Type" (set to "Comprehensive"), "How often" (set to "once a day"), and "Your email" (set to "mbrodeur@iedc.com"). A "Create Alert" button is at the bottom of the form. At the bottom of the page, there's a copyright notice: "© 2007 Google - Google Home - Google Alerts Help - Terms of Use - Privacy Policy".

Tools

www.alex.com

The screenshot shows the Alexa website interface. At the top, there's a search bar and navigation links like "Traffic Rankings", "Alexa Toolbar", "Webmaster's Corner", "Company", and "Help". The main content area displays information for "visitrhodeisland.com", including its category ("Top > Regional > North America > United States > Rhode Island > Travel and Tourism"), a traffic rank of 475,894, and a "Traffic History Graph for visitrhodeisland.com". The graph shows "Daily Reach (percent)" on the y-axis (ranging from 0.002 to 0.02) and "Reach" on the x-axis. There are also several promotional banners for AdBrite, Update Your Site Info, and Advertise Your Site.

www.dmoz.org

The screenshot shows the DMOZ website interface. At the top, there's a search bar and navigation links like "about dmoz", "dmoz blog", "suggest URL", "help", "link", and "editor login". The main content area displays a grid of categories including "Arts", "Business", "Computers", "Games", "Health", "Home", "Kids and Teens", "News", "Recreation", "Reference", "Regional", "Science", "Shopping", "Society", "Sports", and "World". Each category has a list of sub-categories. At the bottom, there's a "Become an Editor" link and a copyright notice: "Copyright © 1998-2008 Netpage".

4,573,884 sites - 81,728 editors - over 590,000 categories

Tools

Brave River Solutions
875 Centerville Road, Building 3
Warwick, RI 02886

Telephone: 401.828.6611
Fax: 401.828.4834

www.braveriver.com

The screenshot shows the Brave River Solutions website homepage. The header includes the company name and navigation links: Home, About Us, News, Services, Success Stories, Careers, Contact Us, and Login. The main content area features a large image of a computer keyboard with the text "IT Support" and "GET ORGANIZED, AND DO MORE WITH LESS". Below this, there are sections for "eBUSINESS SOLUTIONS", "IT SUPPORT SERVICES", and "CONSULTING SERVICES". A "RECENT NEWS" section lists articles such as "Brave River Solutions Develops New Home on the Web for Laptop Users" and "Brave River Solutions Lists Upcoming 2008 Goals". A "NEWSLETTER SIGN UP" form is also present, along with a "WHAT ARE YOU LOOKING FOR?" section containing several questions and answers.

www.prwebdirect.com

The screenshot shows the PRWeb website homepage. The header includes the PRWeb logo and navigation links: Home, Search Engine Promotion, Get Free Publicity, Write a Press Release, and Order Now. The main content area features a section titled "About the PRWeb Direct™ Wire Service" which describes the service and its benefits. Below this, there is a section titled "Maximize Your Online Visibility With the PRWeb® Newswire Service" which describes the service and its benefits. A "Daily Traffic Rank Trend" chart is displayed, showing the ranking of PRWeb.com, Entrepreneur.com, and Business.com over time. The chart shows PRWeb.com consistently ranking in the top 1000, while Entrepreneur.com and Business.com rank lower. A list of distribution partners is also shown, including Chicago Tribune, Philadelphia Inquirer, Dayton, Boston Globe, Houston Chronicle, AP Digital, Miami Herald, USA Today.com, CNN, AP Digital, USA Today, APNews.com, AP Digital, USA Today, The Daily News, Atlanta News, New York Times, Chicago Sun Times, Detroit Free Press, Dallas Morning News, NewsTrove.com, AP Digital, Washington Post, Los Angeles Times, San Jose Mercury News, and USA Today.