

Compete Against Web Competitors — and Win!

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Simplicity for a complex online world.

The Website Doomsday clock



As soon as your
launch your Website,
newer

- information,
- web features and
- technology

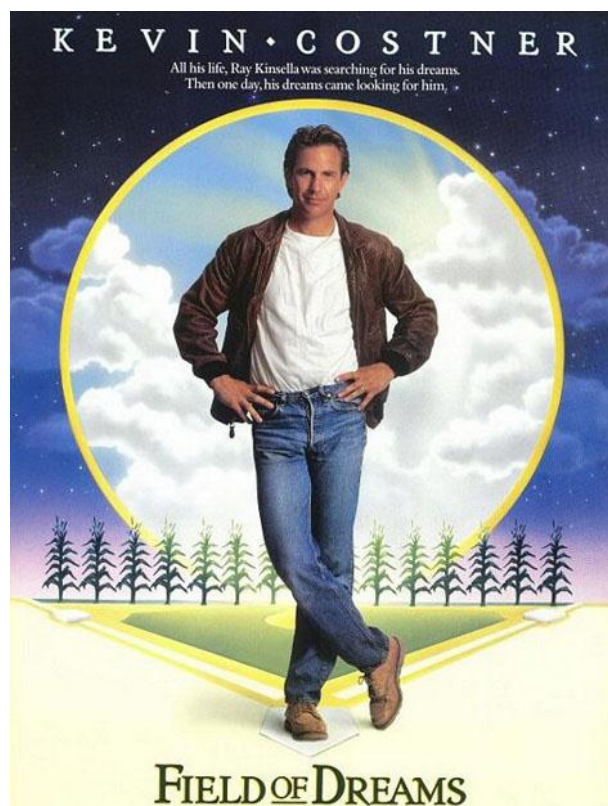
has begun making it
obsolete

Website Confession Time

You KNOW you have said this to a customer...

- UNDER CONSTRUCTION
 - “You *could* go to our website, but we are still working on it.”
- SPRING CLEANING NEEDED
 - “Some of our content is *real* old and we just have not had time to update it”
- I WOULDN'T GO THERE AFTER DARK
 - “Our site is a *little* confusing to navigate around, let me send you the direct link”

Do you remember the *Good Old Days*?



But then that all changed:

- Competitors – they forced us to innovate
- Customers - they demanded more
- Forced us to manage databases, and websites stores, and online product skus, spend more \$\$ and time, etc.
- And now we have to get a handle on all of this Social Media stuff too!

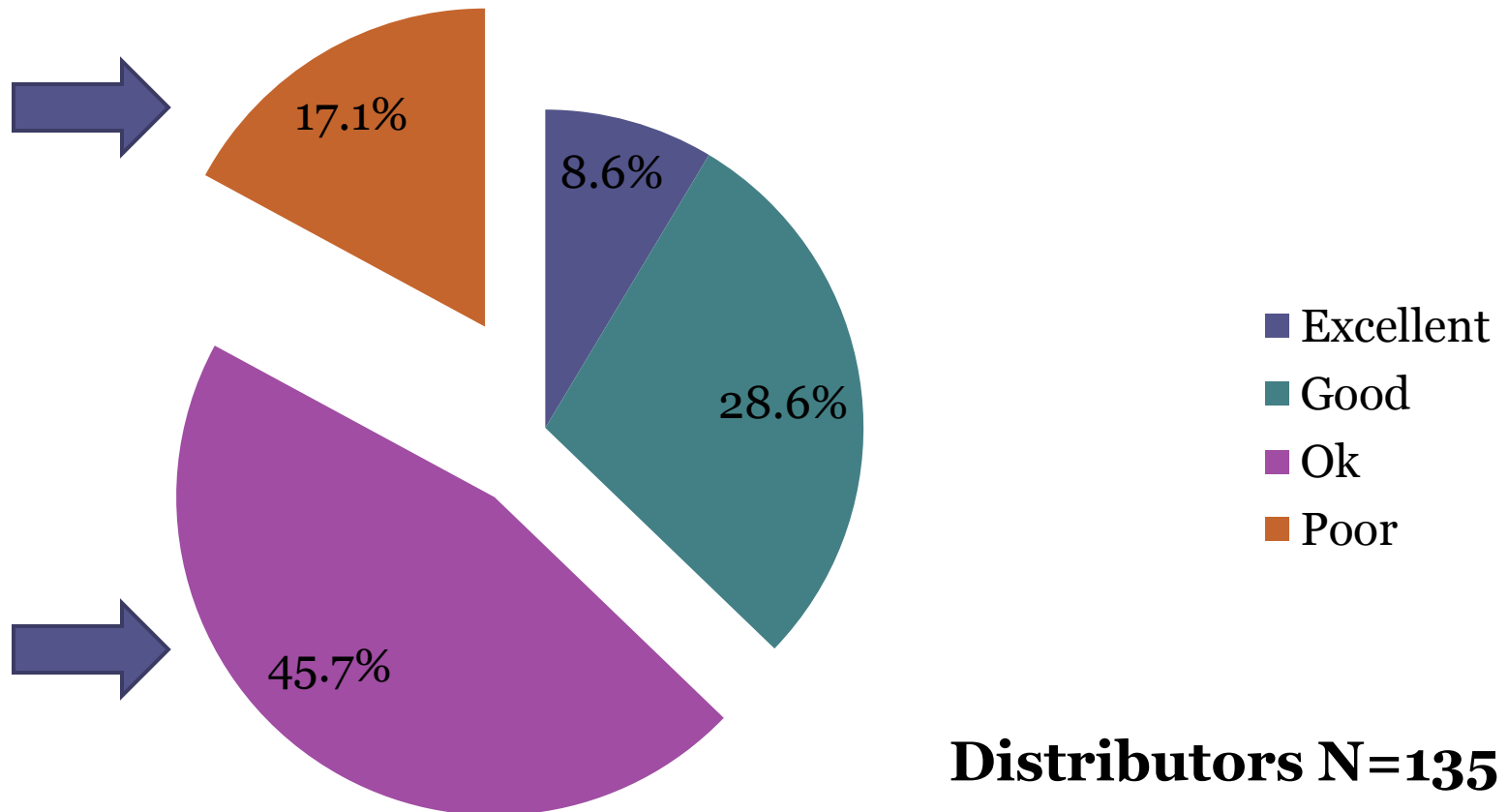
“Build it and They Will Come....”

YOU...just want to sell products



SURVEY:

How would you rate your company's current level of Online Marketing penetration?



My company's motto is...

“Simplicity for a complex online world”

- By the end of today's presentation, you will be given my 3 online principles to help you

*Compete against your web competitors
and win!*



Simplicity for a complex online world.

About Myself

- Michael Senger, CEO of StoneMass
- MBA in Marketing Information Technology, with 15 years experience in Online Marketing
- In 2007
 - Launched StoneMass, a web marketing services and product development company; specializing in web strategy, web design, and social media marketing
 - President of the San Diego Direct Marketing Association
- In March 2010
 - Launched SMpublisher™ –
 - Facebook product developed for the Promotional Products Industry to help Suppliers promote their product catalog throughout their Distributor's Facebook fan pages

SMpublisher™ for Distributors

Facebook fan page

- Distributors use their own Company's Facebook fan page to promote and sell a Suppliers products catalog
- Distributors benefit by:
 - Selling products on the hottest online medium (Facebook)
 - Managed/updated by StoneMass
 - It is free for you
- SnugZ USA , Crown Products, and Vantage...with more to come
- Distributors can sign up for free at
 - www.smpublisher.com



Ex: Distributor's Fan Page displaying a Supplier's product catalog

SMpublisher™ for Distributors

Facebook fan page

- Distributors can sign up for free at www.smpublisher.com
- Don't have time to launch your own Facebook Page?
 - **Announcing StoneMass' White Glove Service:**
 - Set up and creation of your Facebook Fan Page
 - Including adding your logo, company info, mission, contact and photos
 - Set up your admin access for you and others
 - Invite your Facebook friends to “like” you
 - Add SMPublisher to your Facebook corporate page to include your favorite suppliers: Crown Products, SnugZ USA and Vantage US
 - StoneMass' "How to Kick-Start your Business on Facebook: The 1st 30 days" Guide with helpful hints, tips and tricks on how to successfully jump start your business page on Facebook.
 - Visit www.smpublisher.com for more info



What we will Accomplish Today

- **SHARE:** Our ever changing online world
 - What about this social media stuff?
 - Your customer now has more choices to get online information
 - Your customer has greater expectations!
- **LEARN:** How can you take business advantage with minimal resources?
 - Lets dispel any voodoo associated with building and maintaining a website
 - Creating an integrated and cohesive online presence
 - Let's turn Challenges into Opportunities
- **ACTION:** Getting started and measuring success
 - I will have you take away three principles that will give you an online advantage over your competition

Are we ready to get started?

Let's get into the
mind of *our*
customer



Online Marketing Handbook

1997 Edition

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How online has influenced consumer decision making

Google™

I want to buy a:



Web 2.0

facebook

You Tube

twitter

Social Media



5 Years Ago

Today

2020 -

Principle #1

- “That platforms and technologies may change (and must change) online, but your customer is always driven by the same behaviors to make informed decisions”



What is this Social Media stuff?

- Imagine 1000's of online cocktail parties that start and stop at any given time, where anyone can...

START A TOPIC
ENGAGE,
COMMENT,
or just *LISTEN*



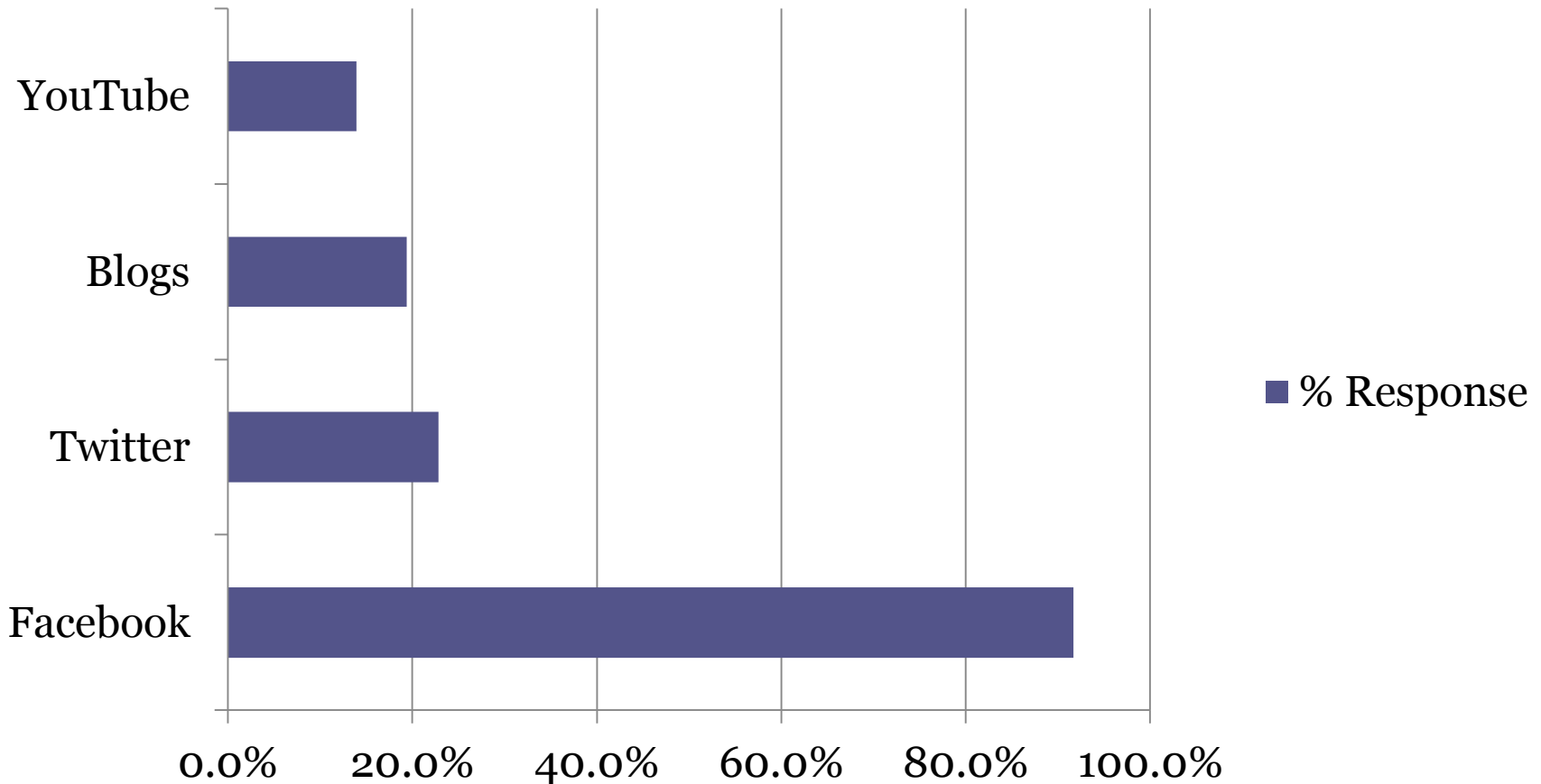
More about Social Media

- This conversation is happening everywhere:
- And being used on many different devices:



SURVEY

Where do you think your customers spend most of their time online? **Check all the apply** $N = 135$



Social Media's Impact on Companies

- VW – Meet the Volkswagens FACEBOOK Campaign
 - Nation-wide campaign utilizing television, radio and newspaper; **call to action....**
 - www.facebook.com/vw
 - Promote fan unity and community via Facebook
 - Facebook page with 750,000 fans; on Jan 2010 – 272,000..178% growth
 - Videos, facts, events information, and fan posts



Simplicity for a complex online world.



VW USA

Cars · Herndon, Virginia



Wall

VW USA · Top Posts ▾

Share: Post Photo Link Video

Write something...

Wall

Info

Friend Activity

2012 Beetle

2012 Passat

2011 Jetta

VW Deals

Photos

More ▾

749,710 people like this

Likes

See All



VW Beetle



VW USA

What color VW suits you? Is it the [VW Jetta](#) in Tempest Blue, the [VW Golf](#) in Tornado Red, or a [VW Type 2](#), custom painted to tickle your fancy? Tell us below in the comments.

2 hours ago · Like · Comment

147 people like this.

View all 306 comments

Write a comment...



Noah Arribas-Layton

So did the price of the 2.slow jetta really go up \$500?

2 hours ago · Like · Comment



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Saturday at 6:02pm · Like · Comment · Share



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www.equinedentistrywithoutdrama.com

These are definitions used in modern equine dentistry to describe issues seen inside the horse's mouth. These dentists evaluate the movement of the jaw and adjust this movement through filing off edges in a manner that aligns the jaw. I feel that there are three issues that invalidate these procedur...

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[#HappyNewYear2011](#)

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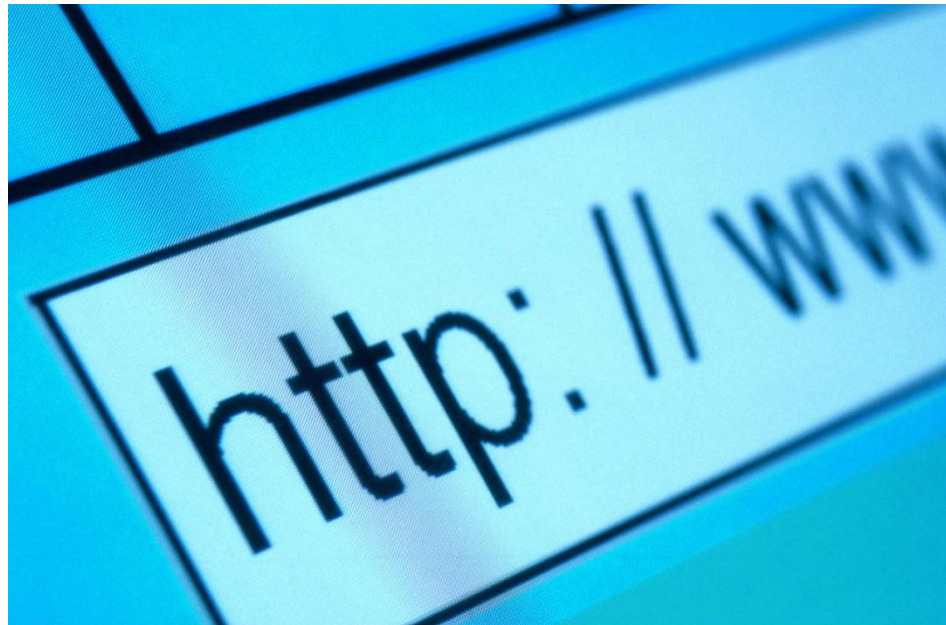


Following



Principle #2

- To ensure a *sustainable competitive advantage*, you must have an *integrated online footprint*.



How can I take advantage with minimal resources, budget, and knowledge



How can you take advantage with minimal resources

- Goal:
 - My company will have an integrated website presence utilizing social media
- Objectives
 - Launch company website for under \$1000
 - Create Launch Facebook Fan Page
 - Sign up for SMPublisher – www.smpublisher.com
 - Create Twitter account
 - Integrate website with Facebook and Twitter accounts
 - Update all your online content on from one location with computer/ phone

Have you Paid too Much for your website?

- Your competition can purchase predesigned website templates - \$65 each
- Your competition is using boutique agencies who are outsourcing to designers and developers from overseas at a minimal hourly cost
- Your competition already has a cost and business advantage over you

MonsterTemplates.com



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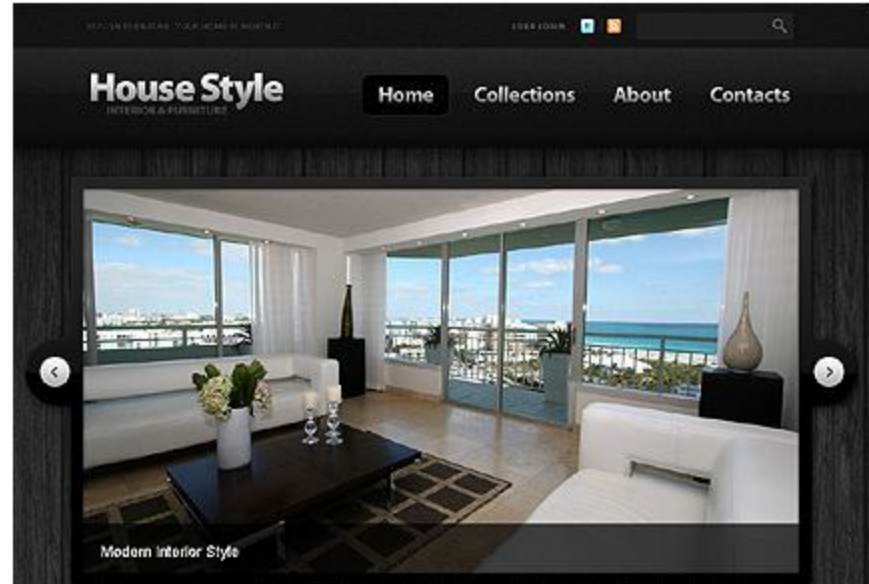
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Modern Interior Style

About Us



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Design Ideas



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Categories

Twitter

Links

Testimonials

Manage your content, time with Social Dashboards....

Social Dashboards



...many, many more

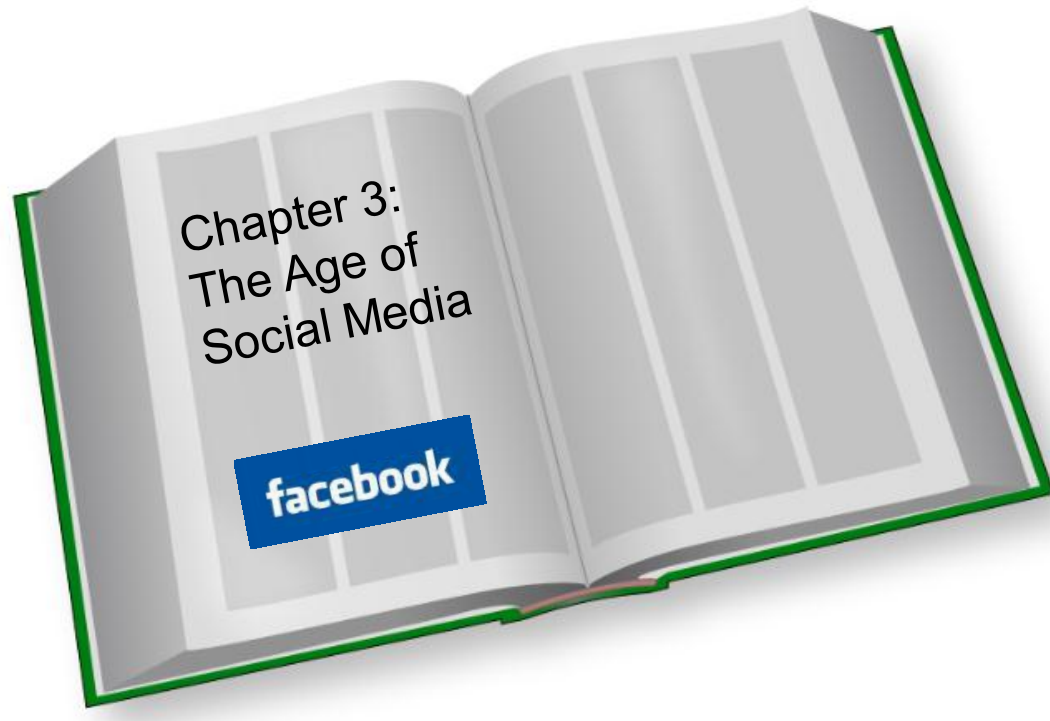


facebook

twitter

Principle #3

- The internet is still an unfinished book; Social Media is a new chapter...it is never too late to make your move.



5 Rules for Online Metrics and ROI

1. Everything we do online can be tied to a ROI.
2. Don't pay a \$ for measuring online metrics
 - Website: Google Analytics
 - Facebook: Insights
3. Keep it simple
 - measure against your goals and objectives
4. Measure, tweak, and measure
5. Read my blog:
 - <http://www.stonemass.com/blog/tag/web-metrics/>

Other sessions to consider

- **“Generate Red Hot leads: Where to Find New Clients”**
 - Today 4:00 – 5:00
 - Are you still using traditional sales and marketing approaches, or have you considered online and social media tactics?
- **“10 Steps to Successfully Launch and Manage Your Social Media Campaigns”**
 - Thursday 2:45-3:45, in General Education 1
 - A deeper dive into Social Media Marketing

Thank you



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