

Online Media

Made In Alaska Workshop

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Why go online?



- ◉ Connect with existing customers
- ◉ Find new customer
- ◉ Expand your business
- ◉ Create more ways to find your business
- ◉ Reach beyond your geographical location
- ◉ It's *FREE* or *CHEAP*

Who uses social media?

Age groups:

1. 30-39 years old
2. 20-29 years old
3. 50-59 years old

Time spent online:

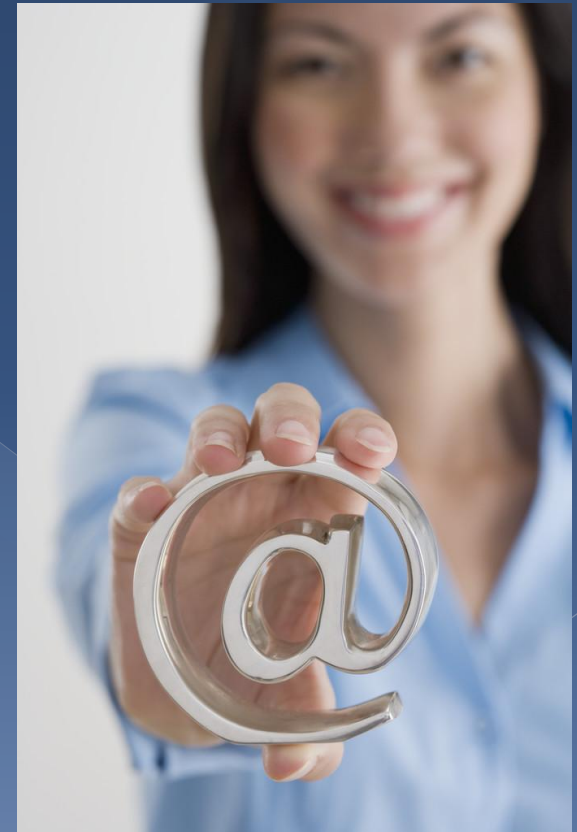
- 64% - 5 hrs per week
- 39% - 10 hrs per week



Your online options:



- ◉ Website
- ◉ Blogs
- ◉ Online classified sites
- ◉ Social networking sites
- ◉ Business networking sites
- ◉ Email marketing
- ◉ Video sharing



Poll

What options do you currently use?

- Website
- Blogs
- Online classified sites
- Social networking sites
- Business networking sites
- Email marketing
- Video sharing

Website. Don't have one?

- ◉ Internet is new **“Yellow Pages”**
- ◉ Online presence is important
- ◉ Free website hosting:
 - > sites.google.com
 - > www.webs.com
 - > www.doteasy.com
 - > www.bravenet.com



Helpful Alaskan Websites:

- ◎ Buy Alaska – No cost
 - > www.buyalaska.com
 - > (800)478-7232 Toll Free



- ◎ Made In Alaska Website – Permit holders
 - > www.madeinalaska.org
 - > 907-272-5634
 - > Upload your product photo



Google is your tool



- Google Maps (Local Business Center)
 - > www.google.com/lbc
- Google Analytics
 - > www.google.com/analytics
- Google AdWords
 - > www.adwords.google.com
- Google Alerts
 - > www.google.com/alerts

Blogs



Have you heard about Twitter?

- > Share information
- > Engage customers
- > Offer specials
- > Announce news
- > Promote new products
- > Provide value
- > Stay updated



Twitter Marketing



- ◉ Import your contacts
- ◉ Complete your profile
- ◉ Understand the dynamic of twitter
- ◉ Build your followers base
- ◉ Balance your followers/following ratio
- ◉ Make it worthwhile to follow you
- ◉ Learn from the best

Twitter Example

The screenshot shows the Twitter search interface. At the top left is the Twitter logo. A navigation bar contains links for Home, Profile, Find People, Settings, Help, and Sign out. The search bar contains the text 'city' and a search button. Below the search bar, it says 'Name results for: city' and '292 results in 0.000 seconds'. The search results list five accounts:

- city** / **CitydotCom** / City.com Co Founder of City.com
2,600 followers · from New York · updated 8:27 PM Dec 17th
- ItsOurCity** / **WHYY's It's Our City** A WHYY civic engagement project
1,580 followers · from Philadelphia · updated about 29 hours ago
- AndytheTourist** / **Tourist In The City** I podcast NYC in sTeReO at "TounstInTheCity". I follow people that somehow expand my expectations. Art from www.sitasingstheblues.com
979 followers · from New York City · updated 9:14 PM Dec 21st
- citypaper** / **Philly City Paper** Philadelphia City Paper — Philadelphia's Independent Weekly Newspaper.
730 followers · from Philadelphia, PA · updated 22 minutes ago
- CityRoom** / **City Room** News Blog from NYTimes.com
714 followers · from New York, NY · updated 32 minutes ago

Each account entry includes a profile picture, a 'Follow' button (or 'Following' for ItsOurCity), and a 'Follow' button. On the right side, there is a green sidebar with a bird icon on a branch. The text in the sidebar reads: 'Didn't find who you were looking for? Enter the email addresses of folks to invite'. Below this is an input field and a 'Send' button. At the bottom of the sidebar, it says 'Find people on other networks »'.

Online classified sites

- Craigslist.org
 - > Post classifieds:
 - Jobs
 - Housing
 - Personals
 - For sale
 - Community
 - Services
 - > Discussion Forums



Craigslist.org

craigslist

post to classifieds

my account

help, faq, abuse, legal

search craigslist

for sale >

event calendar

S	M	T	W	T	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27

haiti earthquake relief

avoid scams & fraud

personal safety tips

craigslist blog

craigslist factsheet

best-of-craigslist

job boards compared

craigslist movie & dvd

craigslist foundation

anchorage / mat-su^w

other cities

us states

countries

community

activities lost+found

artists musicians

childcare local news

general politics

groups rideshare

pets volunteers

events classes

personals

strictly platonic

women seek women

women seeking men

men seeking women

men seeking men

misc romance

casual encounters

missed connections

rants and raves

discussion forums

1099 gifts pets

apple haiku philos

arts health politic

atheist help psych

autos history queer

beauty housing recover

bikes jobs religion

celebs jokes rofo

comp kink science

crafts l.t.r. shop

diet legal spirit

divorce linux sports

driving loc pol tv

housing

apts / housing

rooms / shared

sublets / temporary

housing wanted

housing swap

vacation rentals

parking / storage

office / commercial

real estate for sale

for sale

appliances arts+crafts

antiques auto parts

barter baby+kids

bikes beauty+hlth

boats cars+trucks

books cds/dvd/vhs

business cell phones

computer clothes+acc

free collectibles

furniture electronics

general farm+garden

jewelry garage sale

materials household

rvs motorcycles

sporting music instr

tickets photo+video

tools toys+games

wanted video gaming

services

beauty automotive

jobs

accounting+finance

admin / office

arch / engineering

art / media / design

biotech / science

business / mgmt

customer service

education

food / bev / hosp

general labor

government

human resources

internet engineers

legal / paralegal

manufacturing

marketing / pr / ad

medical / health

nonprofit sector

real estate

retail / wholesale

sales / biz dev

salon / spa / fitness

security

skilled trade / craft

software / qa / dba

systems / network

technical support

transport

tv / film / video

web / info design

writing / editing

anchorage

bellingham

cariboo

comox valley

fairbanks

fraser valley

kamloops

kenai

nanaimo

peace country

prince george

skeena-bulkley

southeast ak

sunshine coast

territories

vancouver

victoria

whistler

whitehorse

yellowknife

us cities

atlanta

austin

boston

chicago

dallas

denver

detroit

houston

las vegas

los angeles

miami

minneapolis

new york

orange co

philadelphia

phoenix

alabama

alaska

arizona

arkansas

california

colorado

connecticut

dc

delaware

florida

georgia

guam

hawaii

idaho

illinois

indiana

iowa

kansas

kentucky

louisiana

maine

maryland

mass

michigan

minnesota

mississippi

missouri

montana

n carolina

n hampshire

nebraska

nevada

new jersey

new mexico

new york

north dakota

ohio

oklahoma

oregon

argentina

australia

austria

bangladesh

belgium

brazil

canada

caribbean

chile

china

colombia

costa rica

croatia

czech repub

denmark

ecuador

egypt

finland

france

germany

great britain

greece

hong kong

hungary

india

indonesia

ireland

israel

italy

japan

korea

lebanon

luxembourg

malaysia

mexico

micronesia

netherlands

new zealand

norway

Craigslist.org

○ For Sale -> Furniture

anchorage craigslist > for sale / wanted > furniture - all [\[help \]](#) [\[post \]](#)

search for: in: furniture only search titles
price: min max has image

[Fri, 05 Feb 12:46:42] [\[partial list of prohibited items \]](#) [\[avoid recalled items \]](#) [\[PERSONAL SAFETY TIPS \]](#) [\[AVOIDING SCAMS & FRAUD \]](#) [\[success story? \]](#)

Fri Feb 05

[Birch Cabinet](#) - (LAZY DOG ANTIQUES & COLLECTIBLES) <<[furniture by dealer](#) [pic](#)

[Dresser](#) - \$150 (Anchorage) <<[furniture by owner](#) [pic](#)

[King frame and mattress](#) - \$300 (Wasilla) <<[furniture by owner](#)

[Neutral Rug Tan Cream Taupe 5 x 8](#) - \$20 (South Anchorage) <<[furniture by owner](#)

[Nice Sofa/sleeper, makes into a full size bed](#) - \$250 (Seward) <<[furniture by owner](#) [pic](#)

[Drop Lief Kithen Table w/ 4 Chairs](#) - \$200 (Lower Hillside) <<[furniture by owner](#)

[LEATHER AND WOOD ENTRY BENCH - VERY NICE](#) - \$285 (ANC - SOUTH END) <<[furniture by owner](#) [pic](#)

[Kitchen Table W/Matching Chairs](#) - \$100 (Anchorage) <<[furniture by owner](#)

[TV Entertainment Center](#) - \$100 (Anchorage) <<[furniture by owner](#)

[TV Hutch / Entertainment Center w/ TV](#) - \$85 (Wasilla/ Meadow Lakes) <<[furniture by owner](#) [pic](#)

[Moving Sale](#) - (Palmer) <<[furniture by owner](#)

[Full Bed and Frame](#) - \$200 (Wasilla) <<[furniture by owner](#) [pic](#)

Social Networking Sites

facebook

Facebook, Myspace, Orkut, Hi5, Etc.

- > Interact with your customers
- > Post fast updates and specials
- > Make it interesting and engaging

hi5

myspace.com
a place for friends

orkut^{beta}

- Post pictures, videos, links, events, etc.
- Add **Friends** and **Fans**
- Share your stories
- It's FREE!



Facebook Marketing Tips

- Create a nice profile
- Add your business contacts
- Start a group
- Buy ad space
- Post in Facebook marketplace
- Promote your blog
- Advertise your events



facebook®

Facebook (Anchorage Markets)

facebook Home Profile Friends Inbox Olya Semiryazhko Settings Logout Search



Anchorage Market & Festival

A Downtown Summerfest

Edit Page
Promote with an Ad
Add to My Page's Favorites
Suggest to Friends
Remove from My Page's Favorites

Anchorage Markets

Information

Location:
741 E 13th Ave
Anchorage, AK, 99501

Phone:
907-272-5634

Insights


See All

Anchorage Markets


Anchorage Market & Festival starts on Saturday, May 8th this year! on Thursday clear

Wall Info Photos Discussions Reviews +

What's on your mind?

Attach:   **Share**

Anchorage Markets Just Fans Settings



Anchorage Markets Anchorage Market & Festival starts on Saturday, May 8th this year!
Yesterday at 10:24am · Comment · Like



Anchorage Markets at Anchorage Market & Festival



Summer Fun
112 new photos
 October 29, 2009 at 12:02pm · Comment · Like · Share



Anchorage Markets Sign Up for email newsletter at www.anchoragemarkets.com
October 29, 2009 at 11:41am · Comment · Like

RECENT ACTIVITY

 Anchorage Markets edited their Phone, Location and Website.

Get More Fans

Advertise your page and pay only for new fans and clicks. Preview below.

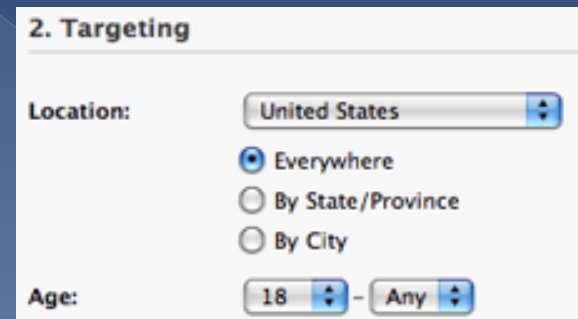
Anchorage Markets



Your Text Here
Olya Semiryazhko is a fan.
 Become a Fan

Facebook advertising

- ◉ Set your daily budget \$\$\$
- ◉ CPM (Cost per impression)
 - > Minimum 0.02
 - > Suggested 0.29 – 0.34
- ◉ CPC (Cost per Click)
 - > Minimum 0.01
 - > Suggested 0.63 – 0.74

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.A screenshot of the Facebook targeting settings interface. The title is "2. Targeting". Under "Location:", there is a dropdown menu set to "United States" and three radio button options: "Everywhere" (selected), "By State/Province", and "By City". Under "Age:", there are two dropdown menus: the first is set to "18" and the second is set to "Any".

2. Targeting

Location:

Everywhere

By State/Province

By City

Age: -

Business Networking Sites

LinkedIn, Biznik, E.Factor, Startup Nation, etc.

- Meet people in your area and industry
- Get recommendations
- Read and write articles
- Join groups, find contacts



It's FREE!



LinkedIn for your business

- Generate more business
- Check out the competitors
- Gain visibility
- Conduct market research
- Facilitate introductions
- Show recommendations



Email Marketing



Constant Contact, Exact Target, Benchmark email, Stream send, Vertical response, etc.
From \$15/month

- Updates
- Reminders
- Special promotions
- News



Create an email sign up list

Constant Contact



- Use hundreds of templates
- Use your contact list
- Create various email lists
- Schedule emails
- Send out online surveys

Video Sharing

www.YouTube.com



- Create your own channel
- Post videos, presentations, commercials
- Make it unique

- It's FREE



Tips and Tricks

Made In Alaska, 741 East 13th Avenue, Anchorage, AK 99507
3/11/2010

Time is Money

- ◉ Set your goals
- ◉ Limit your time
- ◉ Know what is effective
- ◉ Separate work and personal networking

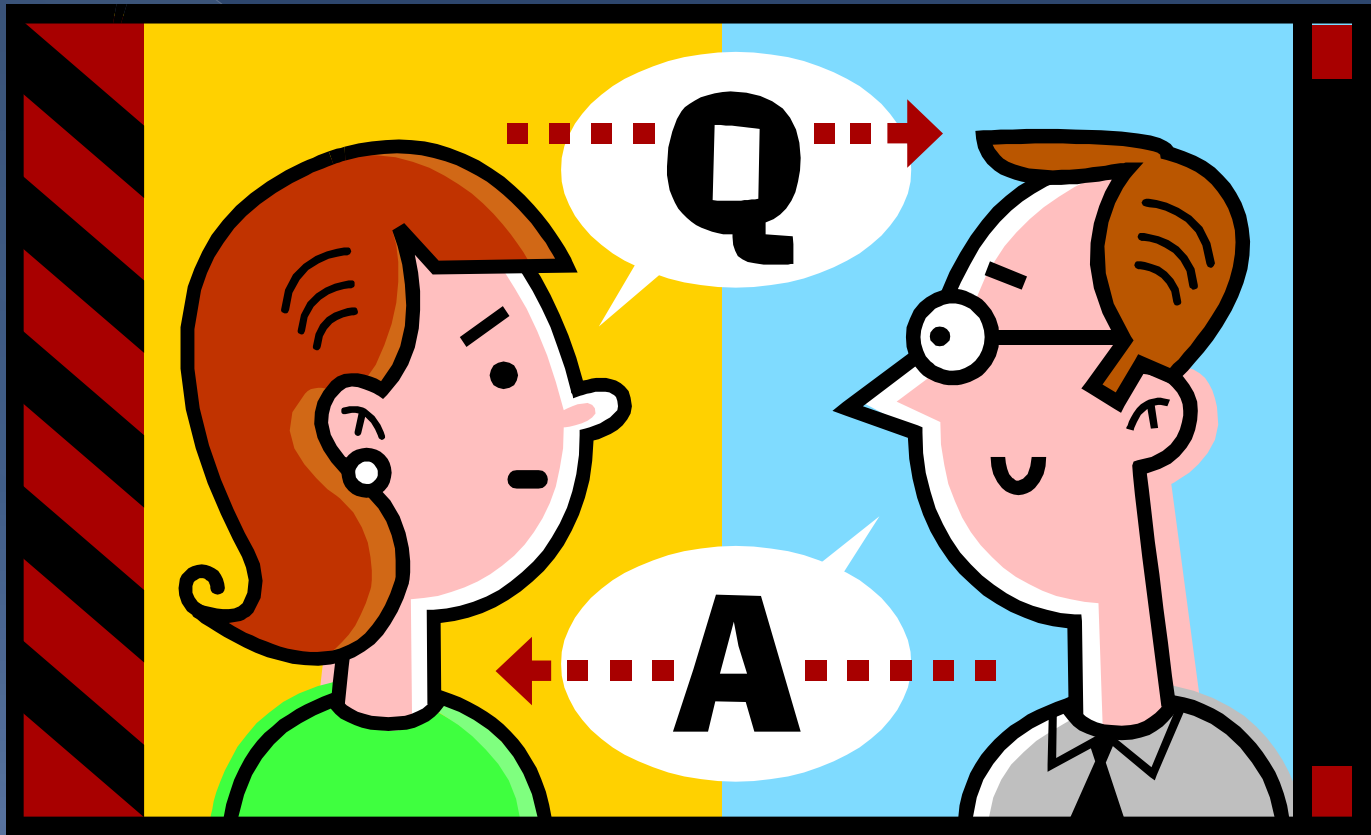


Tips to Succeed

- Start with 1 or 2 options
- Avoid self-promotion
- First give, then ask
- Use your real name
- Do it only if you enjoy it
- Don't annoy your followers/fans/friends



Questions?





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907-272-5634