


Fix My Website, Please!



Web 2.0 at the Speed of S L O W!

Strategies and Tactics for Getting the Best from the Conversation

Agenda

- Why should you care about Web 2.0?
- Definitions of Web 2.0 (and what makes it possible)
- What forms does Web 2.0 take?
- Deciding what to do about Web 2.0
- With which websites should I get involved?
- What tools can help me manage the conversation?
- Q&A

Resources from Today's Talk

- Every website and tool mentioned has a link on the resources page for this talk
www.Toolie.com/nsa/web20.html
- If you didn't get a handout, you can download the PDF of these slides from this website

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My Web 2.0 Investment In You

Drawing for a Flip Video Today

Pull Out a Business Card
You'll Be Added to My Webinars Mailing List Unless You Write "No Email" on the Back

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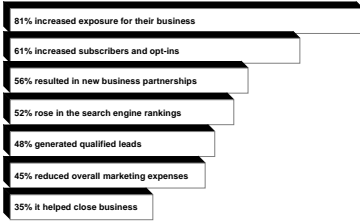
Why Should You Care About Web 2.0?

The Facts and The Philosophy

Facts & Figures from Just One Part of Web 2.0

- **Social Media Marketing** is the most visible part of Web 2.0
 - You know: Blogs, Twitter, Facebook, etc...
- Michael A. Stelzner commissioned a report on **Social Media Marketing** (28 pages)
 - 900 online marketers were surveyed
 - 90% of business owners surveyed are using it
 - 72% just started, or have only been using a few months
 - 64% spend 5 hours or more on it weekly
- So is it worthwhile??

Website Traffic, Leads, and Sales




81%	increased exposure for their business
81%	increased subscribers and opt-ins
56%	resulted in new business partnerships
52%	rose in the search engine rankings
48%	generated qualified leads
45%	reduced overall marketing expenses
35%	it helped close business

A Chance to Be Known

- As speakers we crave "face time"
 - We're about connecting with our audiences
- The Internet is by nature impersonal
 - Participating in it successfully requires that people Know, Like, and Trust You
 - Up to now the conversation has been one-way
- Delivering Your Message, Personally
 - In Web 2.0, the conversation becomes a two-way exchange
 - Connecting person to person to person
 - **Bringing value to others, not just marketing**

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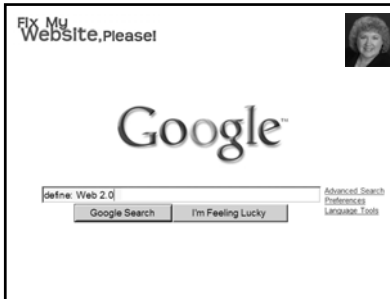


What is Web 2.0?

Bringing value to others, not just marketing

It Sorta Started with Blogs

- Anybody remember the discussions we had a NSA Conventions about blogging?
 - Who wants to hear my opinion?
 - Who would listen to my opinion?
 - How much should I say about myself?
 - Is this a business or a personal blog?
- Then we saw the effect of blogging on the Presidential election ...
 - Grass-roots reporting, opinions, and WEB TRAFFIC!
- We just saw the effect of Twitter on the street gatherings in Iran
 - Instantaneous updates when nothing else was getting through
- The conversation is now Two-Way, and you need to be both talking AND listening!



Definitions of Web 2.0

- "Web 2.0" refers to what was perceived as a second generation of web development and web design. It is characterized as *facilitating communication* ...
en.wikipedia.org/wiki/Web_2.0
- The second generation of the World Wide Web, especially the movement away from static web pages to dynamic and shareable content and social networking
en.wiktionary.org/wiki/Web_2.0
- The use of World Wide Web technology and web design that aims to facilitate creativity, information sharing, and, most notably, collaboration ...
www.anylineonline.com/search-engine-marketing-glossary.html
- A term that refers to a supposed second generation of Internet-based services. These usually include tools that let people collaborate and share information online, such as social networking sites, wikis, communication tools, and folksonomies (tagging).
searchenginewatch.com/define

More Definitions

- Web 2.0 does not refer to any specific change in the technology of the Internet, but rather the behavior of how people use the Internet. ...
www.twinty.com/en/glossary
- The transition of the World Wide Web from a collection of websites to a full-fledged computing platform serving web applications to end users.
www.tib.org/multiplatform/Multiplatform_Glossary.aspx
- A term describing the supposed second generation of web applications that encompass 'community' sites. Examples include wikis, social networking sites, blogs etc
www.nirve-digital.co.uk/glossary.html
- A term used to describe a new generation of Web services and applications with an increasing emphasis on human collaboration.
www.headland.co.uk/pages/glossary

In Summary: Web 2.0 Defined

- **Web 2.0 is a set of technologies that facilitate communication over the Internet**
- Collaborative computing
 - Online applications like GoToMeeting/GoToWebinar
- Dynamic and sharable content
 - Wikis (create-your-own-encyclopedia) to build a base of knowledge
 - Google Docs that reside only on the Internet
- Social networking
 - Facebook, Twitter, blogs
- Social bookmarking
 - Folksonomies -- tagging to categorize content

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Implications for Our Business Models

How does this change things?

Web 2.0 Interaction

- You need to reveal your personality and a minimal amount of personal info
 - If they wanted a dry description of you, they could just "Google" you
- A little vulnerability goes a long way
 - Mentioning your interests and hobbies in passing "humanizes" you
- **For example:** I market myself as a tech expert, but I also mention the wild birds that visit the feeder outside my office window
 - We'll see an example on my Facebook page
 - Occasionally I post bird photos from my digital camera

Web 2.0 Collaboration

- Sharing Information
 - Using GoToWebinar to teach a class
 - Working with a virtual assistant in the Philippines and sharing Google Docs
 - Collaborating with a colleague on a paper that you store online
- Shared Organization: so much info out there, we rely on "friends" to help us sort through it
 - Tagging blog entries and bookmarking websites in Digg or del.icio.us
 - Creating a "wiki" of professional information to support your colleagues and your industry
- Shared Networking
 - Social Networks like Ning replacing traditional group websites

What Makes Web 2.0 Possible?

- Cheap and secure online storage
 - Amazon Simple Storage Service (S3)
- XML Interconnectedness
 - Data Exchange via **Text**
- RSS ~ "Pull" Technologies
 - Versus the "Push" of sending broadcast emails or email newsletters
 - Blog Feeds and the accompanying "pinging"
 - Podcast Feeds
 - Twitter Feeds
 - Facebook (FriendFeed)
 - Feeds from Social Bookmarking
 - You can even put a feed on a regular website!

The Push for Free Content

- Shared information in “wikis”
 - Deliberately donated writing with copyrights released to the world
 - Deliberately donated images, graphics, photos with varying copyrights, mostly public domain
 - Collaborative software development so that the software itself is free to use and maintained by a group
- Speakers beware: not everyone understands that your content is not free!
 - Clear and deliberate copyright notations on your materials are essential!

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What Forms Does Web 2.0 Take?

Two-Way Communication

- Blogs with Comments
 - You write, readers write back!
- Online Profiles like Facebook
 - Wall-to-Wall, an instant commentary
- User Groups
 - Yahoo Groups for shared interests: MacSpeakers, NSA Prayer Group
- Social Networking Sites
 - Creating a network for collaboration and referrals
 - Free versions of “forums” (like Ning), many containing ads to cover the costs

Shared Audio/Video

- Your Voice on Your Website or Blog
 - Audio introductions or instructions
- Your Demo Video on Your Website
 - Speakers *were* ahead of the game on this
 - Now it also needs to be you casually introducing yourself to visitors
- Your Promotional Videos on YouTube
 - Samples of your knowledge and handiwork
- Your Photos on Facebook
 - Not just you in action onstage, but you and your colleagues chatting at NSA Convention

Online-Only Connections

- Connectors other than through email
 - Facebook (requires a free account)
 - Twitter (requires a free account)
 - LinkedIn (requires a free account)
- Online Bookmarking for Shared Information
 - Digg
 - del.icio.us
 - StumbleUpon

Collaborative Computing

- Wikis
 - Collections of information (some free, some paid): my favorite is Wikipedia.org
- Google Docs
 - Working and storing documents entirely online
- GoToMeeting, GoToWebinar, LiveMeeting, WebEx
 - Meeting online instead of in person
- Teaching over the Internet instead of a classroom
 - Teleseminars are audio only
 - Webinars let your audience see slides and demos
 - Over 120 Webinars in 2 years...

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Deciding What to Do About Web 2.0

Creating a Strategy
Managing Contacts

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Time for Conversation

Write down the answers to the following questions, then we'll have partner or table discussions

Is Your Audience Already Web 2.0-Savvy?

- Questions to ask yourself:
 - Are your customers entrepreneurs or corporate citizens or in between?
 - Are they participating in Facebook, Twitter, etc. now?
 - Are you already getting the contacts and new leads you need?
 - Do you currently blog? If you get comments, do you respond?
 - Are you ready for an up-close and personal interaction with your “online audience”?

Business, Personal, or Both?

- How “personal” is your business now (are you doing coaching, for example)?
- How much of YOU will YOU be willing to reveal?
 - Do you write easily? Chat online with others using Skype or Instant Messaging?
- Would your business require you to be the “voice” of your social connections?
 - Do you want to conduct the conversation?
 - Could you delegate part of the communication to an assistant?

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“Engage!”

...with apologies to Captain Picard...

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On Which Sites Should I Get Involved?

Sites for Interaction
Sites for Sharing Information

Facebook

- Originally developed for the college market, now heavily used by online business owners
 - Personal profile page can be used for business
 - “Fan” page specifically for businesses
- Groups can be created by anyone
 - Usually centered around common interests
- Small “apps” encourage interaction
 - Mostly annoying to those trying to do business
 - Feel free to ignore or block those applications
 - Concentrate on person-to-person interaction
- Set up a “Fan” page when you’re clear on what part of your business to feature
 - Take it slowly; pay attention to the reaction

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Demo: Facebook

[Your Primary Personal Profile](#)
[A Potential Business Profile](#)

Twitter

- “Micro-blogging” over the Internet (140 chars)
 - Originally intended as personal commentary on the things you do “between” work and everything else
 - Now a favorite place to market with teaser-text and shortened URLs
- “Following” others means paying attention to their commentary
 - Followers often means others auto-follow you
 - Fastest way to collect new contacts, but not always well-screened
 - Watch followers carefully and block unsuitable followers
- Use a Twitter management tool to keep up

Demo: Twitter

[Toolie's Twitter Account](#)

LinkedIn

- More of a “corporate” feel to this site
 - Focused on finding colleagues from past employment, classmates from college/university, or fellow association members
 - Quite deliberate in its intent to produce genuine connections
 - More structured in methods for finding and connecting to others
 - Less “chatty” than the other sites
- Lots of NSA Members on LinkedIn

Demo: LinkedIn

[Toolie's LinkedIn Site](#)

Industry-Specific Sites

- There is probably some kind of networking site devoted to your industry
 - Find one and get connected
- My Google search for “web designers” and “social network” yielded 5 networks
 - Designfloat.com
 - Designrelated.com
 - Commandshift3.com
 - Pixelgroovy.com
 - Design21.com

Value-Add: Social Bookmarking

- A way to share your “finds” on the Internet on your subject of choice
 - You find a website you like
 - You “tag” it with your classification
 - It gets shared with your “network”
- Most commonly used bookmarking sites
 - Digg
 - del.icio.us
 - StumbleUpon
- Industry-specific sites are also out there

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Demo: Digg

An Example of Bookmarking with Digg

Shared Video Websites

- YouTube is the biggest one
 - Capturing casual videos to share
 - Posting promotional videos
 - Creating how-to videos
- Videos going “viral” mean hundreds, thousands, or millions of visits by interested persons
 - Most subscribe to categories
 - Some are links passed around in email
- Shared video sites often involve ads, or offer related videos that take the focus off YOUR message
 - YouTube shouldn't be your ONLY strategy, but should be a part of your marketing

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Demo: YouTube

Other sites: Vidler, Vimeo
Search Engine: Google Video

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Tools of the Trade

Staying on Top of the Conversation

What You Need for Each Site

- Small, low-resolution photo (72-100 ppi)
 - Square 80 or 100 pixels @72 ppi
- Generic bio you can customize per site
 - Might also have a generic intro video
- Main website link (some allow more)
- Chosen contact email
 - Not usually revealed except for the service contacting you
- Results you want from the site
 - Contacts, clients, customers, referrals? Or simply a social connection?


Pocket-Sized Video Camera

- Flip Video is most popular
 - Format is 640 x 480, which naturally fits computer formats
 - You do NOT need an HiDef camera for Internet...yet...
- Other recent additions
 - KODAK Z16 Pocket Video Camera
 - Toshiba Camileo S10 Pocket Video Camera
 - Creative Vado Pocket Video Camera
 - RCA Small Wonder Traveler Digital Camcorder
 - DXG-567VKC 5.0 Megapixel HD Digital Video Camera
 - MoviePix CM-ME-DV-20HDRD DV-20 HD
 - AIPTEK A-HD 720P 5MP CMOS HD Camcorder
- Links to all of these are on the Resources Page

Tie Your Services Together

- Facebook and Twitter are the center of the universe
 - Most other services will let you tie them to one or the other
- Other sites tap into your established networks
 - Your commentary on Twitter shows up on Facebook, FriendFeed.com, etc.
- You can add HTML code to your website that pulls in your commentary
 - Twitter, FriendFeed, etc.
- You can add HTML code to your websites and blogs that let others bookmark your site on the spot
 - AddThis for websites, Sociable for Wordpress blogs


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Demo: Two Apps
to Manage Twitter


TweetDeck
TweetLater

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Demo: My Way Interactive

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Your Web 2.0 Strategy

Complete the My Strategy Section
(8 minutes)
Discuss at Your Table (2 min each)
Choose a Table Representative


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Drawing!

Pull Out a Business Card
*You Will Receive
My Website Tips Newsletter
Unless You Write "No Email" on the Back*


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Questions?



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Reminder: Resource Page

www.toolie.com/nsa/web20.html

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Thank You!
Go Forth and Do Tech!



Web 2.0 Glossary of Terms

Here is a brief description of the terms used in the presentation.

- **Facebook:** social media/networking site.
- **Folksonomy:** the concept of “tagging” information with category names.
- **Google Video:** Search engine to video across the Internet.
- **GoToMeeting:** application for collaborating in realtime with 1 to 10 other people. Users can view each other’s computer desktops.
- **GoToWebinar:** Citrix application for broadcasting a live audio and video presentation from a computer (like PowerPoint slides, demos).
- **LinkedIn:** social networking site aimed at the corporate or more formal audience.
- **LiveMeeting:** Microsoft application for broadcasting a live audio and video presentation from a computer (like PowerPoint slides, demos).
- **RSS:** Really Simple or Rich Site Syndication, a text-based data exchange technology for moving data around the Internet.
- **Social Bookmarking:** process of identifying, marking, categorizing, and sharing favorite websites with others in a self-selected network.
- **Social Networking Site:** website designed to foster communication between online users. Typically organized around a favorite topic or mutual interests.
- **Tagging:** a grass-roots (as opposed to academic) method of identifying and classifying information, with the intention of sharing those classifications with others.
- **Tweet:** a single 140-character message delivered initially through the Twitter network.
- **TweetDeck:** one of dozens of applications that help manage the flow of tweets.
- **TweetLater:** application/website for managing communications from Twitter, scheduling tweets, delivering tweets, and other tasks.
- **Twitter:** micro-blogging platform for communication. Messages are limited to 140 characters so they can be viewed on mobile devices as well as online from a computer.
- **Viddler:** video hosting service with both free and paid options.
- **Vimeo:** video hosting subscription service aimed at professional videos to be hosted on the subscriber’s site (such as a speaker’s demo video).
- **WebEx:** online meetings application for broadcasting a live audio and video presentation from a computer (like PowerPoint slides, demos)
- **Wiki:** a body of knowledge assembled by its users and hosted online, and generally intended to be free information.
- **Wikipedia:** one of the largest examples of free information contributed by users in the form of a wiki.
- **XML:** text-based technology for passing structured data (like database data) across the Internet.
- **YouTube:** hosted video website supported by advertising.

