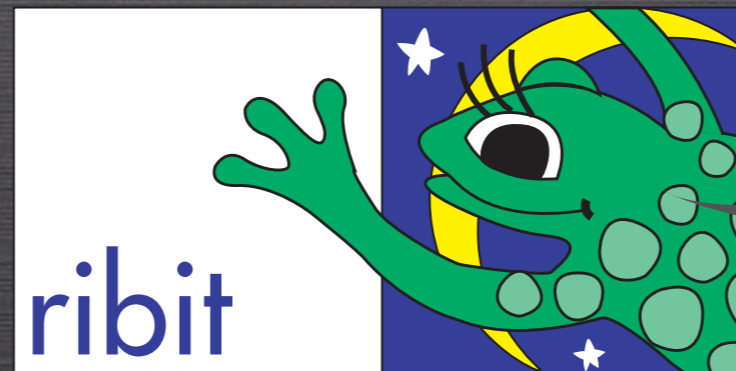


DIGITAL MARKETING, MOVING FROM MAIN STREET TO TECHNOLOGY CENTRAL

PRESENTED BY
ROBIN MOSS
PRESIDENT
RIBIT, A DIGITAL MARKETING AGENCY



SOCIAL MEDIA REVOLUTION

- Social Media Revolution Video

5 TAKE AWAYS

- Digital Marketing 101
- Web Site 101
- SEO 101
- Blogging 101
- E-Mail Campaigns 101

DIGITAL MARKETING

- Internet
 - Web Sites (public facing, secure)
 - Search - Search Engine Optimization
 - Blogs, Podcasts
 - Social Media (Linkedin, Twitter, Plaxo, etc.)
 - Content Creation and Syndication (Web Site, Blogs, YouTube, E-Mails, Newsletters)
 - RSS (real simple syndication feeds)
- Mobile
 - Short Message Service (SMS), Multi Media Messaging Service (MMS)
 - Mobile Internet access

PULL VS. PUSH

- Pull
 - Web Sites
 - Blogs
 - YouTube
 - Podcasts
- Push
 - E-Mail Campaigns / Newsletters
 - SMS
 - RSS Feeds

WHY YOU NEED A WEB SITE

- For the same reason you have a business card
- Your e-mail address should reflect your business name not Yahoo's / AOL's or gmail

GETTING STARTED

- Registering a URL
- Hosting
- Designing a Site

REGISTERING A URL

- GoDaddy - approximately \$11.20 / year
- Network Solutions - approximately \$35.00 / year

WEB SITE HOSTING

- Hosting - monthly rates run from \$3.00 per month and up

DESIGNING A WEB SITE

- I should get someone to help me if:
 - I don't work well with technology
 - I am building an e-commerce site
 - I want a professional looking site that is customized for my company
 - I want people to easily find me on the web

CHOOSING A URL

- You want a name that has meaning
- It is not too long
- It is available (either a .com or .net)

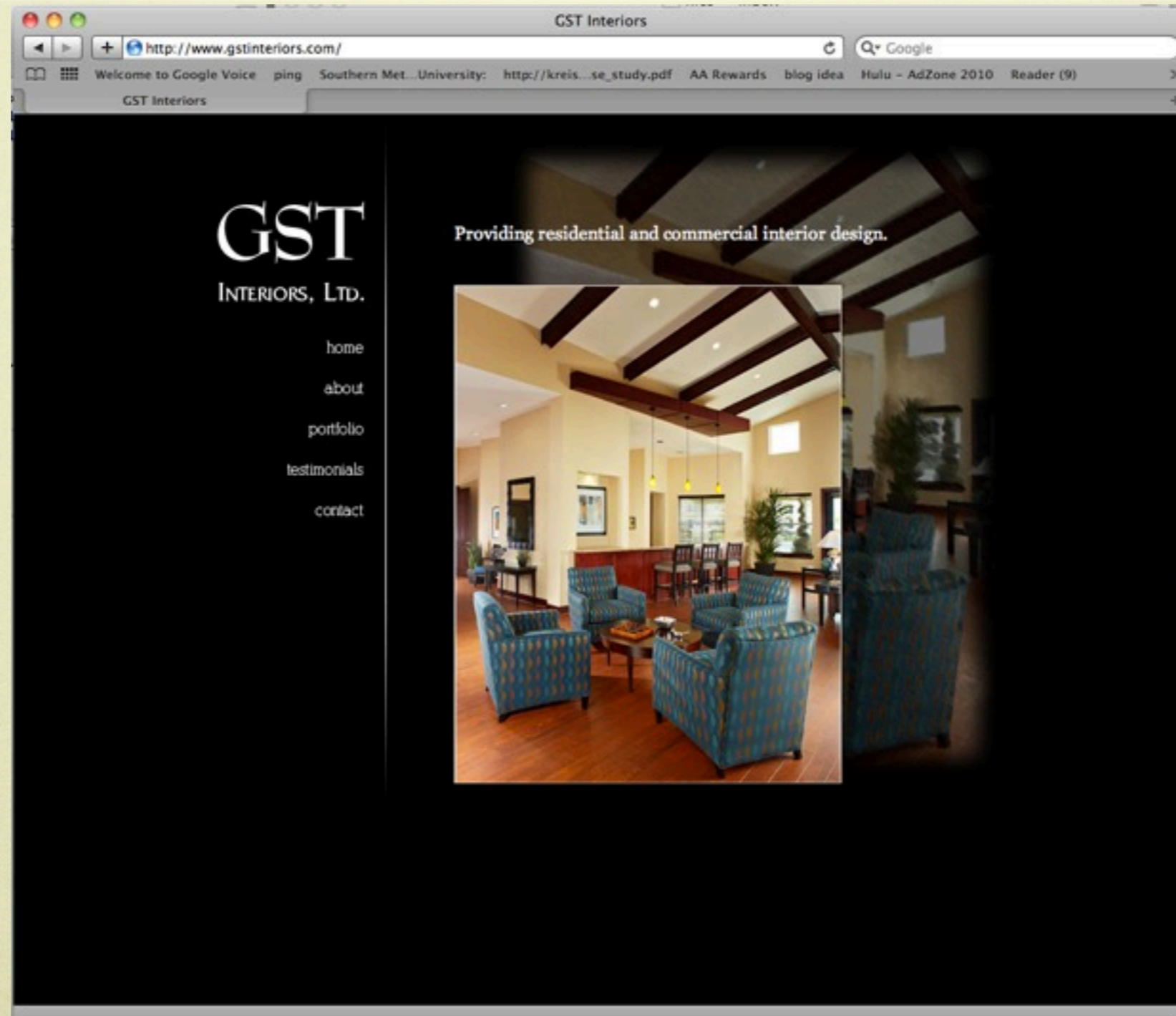
BUILDING YOUR PRESENCE

- You are NOT Kevin Cosner
 - If you build it, they will not come...

WHAT A WEB SITE CAN DO

The screenshot shows a web browser window titled "Infusion Ministries - Infusing Worship" with the URL <http://www.infusionministries.com/>. The browser's address bar and search bar are visible. The website's header features a large banner with the "infusion ministries" logo and a background image of a person playing a guitar. Below the banner is a navigation menu with links: Home, About Us, Music Store, Contact, World Outreach, and Writer's Blog. A secondary navigation bar includes "Login here", "Register", and "Lost your password?". The main content area is split into two columns. The left column features a promotional image for "Collin Creek Worship Christmas (LIVE)" with the text: "Collin Creek Worship's new worship project 'Christmas (LIVE)' is now available. Click on the Music Store above to listen to samples and purchase." The right column contains a "Headlines" section with a list of recent posts, an "Upcoming Events" section showing "None", and a "Latest Poll" section titled "Which continent will be your next travel destination?" with options: North America, South America, Europe, Asia, Australia, Antarctica, and Africa. A "View results / View all polls" link is provided. The footer of the website includes the copyright notice "Copyright© 2004 Infusion Ministries : A Ministry of Collin Creek Community Church" and technical information: "Powered by LDU : Design by R&B". The browser's status bar at the bottom shows the URL <http://www.infusionministries.com/index2.php?c=missionnews>.

WHAT A WEB SITE CAN DO



SEARCH ENGINE OPTIMIZATION (SEO)

- Search Engine Optimization
 - Content is King
 - Code is still important
 - Backlinks
 - Meta information

BLOGGING IS KEY

Blog

Welcome to our New ribit Web Site

April 19th, 2010

Yes, we are the cobbler's child. At least every five years we totally redo our web site. Trash the old one and start over from scratch.

This time we decided to leave the old content management system we used (short tutorial - a content management system is a database driven system that allows us to build you a web site where the content of the pages is separate from the design and structure of the web site. This allows us to be able to give the web site owner a user name and password that will allow them to update the content on the pages without changing the design or structure of the web site, using a content editor that is "similar" to editing in your basic word document editing software package.) and switch to WordPress.

WordPress offered a lot of advantages, ease of use being first and foremost. WordPress also has a huge community building Plugins, small applications that add functionality to the "base" program. You want more SEO (search engine optimization - what you need to get higher in the Google rankings) than you get out of the "box" from WordPress, there is a plugin for that. You want a Captcha field (those annoying squiggly letters that automated programs can't generate to "steal" the form) to go with your contact form, there is a plugin for that. You want it, someone has probably already made a plugin for it.

So why didn't we "switch" sooner. We at ribit pride ourselves on not only creating sites that work, that incorporate the SEO you need, that connect you to the Social Media, that have a blog, but we create sites that have unique designs that reflect the the owner of the web site - that will help them reach their marketing goals and objects. Whenever we looked at WordPress sites, well, they looked like WordPress sites.

The challenge for us was how to make a WordPress site that doesn't look like a WordPress site. This is what we ended up with, different frog paintings on each page, the blog (okay the blog looks like a WordPress blog), a portfolio that is very clean and highlights just a smattering of our work.

We are going to be added to the site in the coming weeks, keep coming back to see how the site progresses. And welcome to our new site!

ribit

Home
About
Portfolio
Approach
Contact
Blog
Archive

t
f
in
RSS

Site Map

BLOG

ShareThis

BLOGS

- Keep your content fresh
- When search engines go to your site an updated blog helps your rankings!

WHAT E-MAIL CAMPAIGNS CAN ADD TO MARKETING EFFORTS

- Inform
- Connect
- Call for Action
- Synergies

HOW DO I START

- Can- Spam Act of 2003
 - You must use an “opt-in” list
 - Your e-mails must have an “unsubscribe”
 - People must be able to “manage” their accounts
 - Privacy - you want each e-mail to be sent to only the recipient

E-MAIL CAMPAIGN PRODUCTS

- Constant Contact
- iContact
- MailChimp
- Hundreds of Others...

E-MAIL CONTENT

- Do you want to send a monthly newsletter
- An occasional e-mail with “specials” or announcements
- Give them a call to action
 - Link to your web site (blog, article or store)
 - A phone number

E-MAIL VISUALS

ribit
a digital marketing agency



**Wish you and yours a very Hoppy Holidays!
and a Hoppy New Year!**

ribit will be closed for the week between Christmas and New Years. If you need to reach us, please call the office and leave a message or e-mail us at ribit@ribit.com and we will get back to you as quickly as possible.

You are receiving this e-mail because you are a client or friend of ribit!

[Unsubscribe](#) robin@ribit.com from this list.

Our mailing address is:
ribit
4287 Beltline Road #135
Addison, TX 75001

[Add us to your address book](#)

Copyright (C) 2009 ribit All rights reserved.

[Forward](#) this email to a friend
[Update your profile](#)

FOR MORE INFORMATION

Robin Moss

972.239.8866

www.ribit.com

robin@ribit.com

www.linkedin.com/in/ribit

www.facebook.com/ribitdotcom

<http://twitter.com/robinatribit>

