

# MARKETING & UNTANGLING THE WEB

Understanding the web so you can have a competitive advantage



# INTRODUCTION

A little about me

HELLO

my name is

Steedan

Crowe

# Sports



# Sporting Goods





# Web Hive

- Web Hosting
- Consulting
- Web Design
- Web App Development



# ONLINE SUCCESS

I didn't invent Facebook, how can I be successful online?



# WHAT IS SUCCESS?



# ENGAGEMENT

# FIVE KEYS TO SUCCESS

## 1. Agility





# 1. AGILITY

- Adapt to community responses
- Keep improving
- Keep things fresh and interesting

# FIVE KEYS TO SUCCESS

1. Agility
2. Be Authentic



# 2. BE AUTHENTIC

- Admit when you suck
- Help others



# FIVE KEYS TO SUCCESS

1. Agility
2. Be Authentic
3. Involvement



# 3. INVOLVEMENT

- Let your audience join in

# Old Spice



**SMELL LIKE A MAN, MAN.**

# 3. INVOLVEMENT

- Let your audience join in
- Natural and organic
- Talk to your users
- The feedback loop
- Compliment your followers
- Don't reject
- Follow up

# FIVE KEYS TO SUCCESS

1. Agility
2. Be Authentic
3. Involvement
4. Do it then improve it



# 4. DO IT THEN IMPROVE IT

- Blendtec Total Blender
- Less than \$50 budget
- Online sales have grown by 500%
- They started with:

<http://www.youtube.com/watch?v=30mpnfL5PCw&feature=plcp>

- Then they improved:

<http://www.youtube.com/watch?v=ZWP80UytprE&feature=plcp>

# FIVE KEYS TO SUCCESS

1. Agility
2. Be Authentic
3. Involvement
4. Do it then improve it
5. Focus





# FOCUS

- Distinct group of users
- Topic centric



# YOUR ENGAGED, NOW WHAT, ABOUT THEM?

Giving users a reason to support what you're doing.

# BE DIFFERENT

- The Power of words:

<http://www.youtube.com/watch?v=zYd4UPF6qWo>



LET'S GET  
THIS OUT OF  
THE WAY

SEO, what is it?

# SEO

SEO (Search Engine Optimization)

- Keyword Density
- Relative Title
- Incoming Links
- Fresh Content
- Good sentence structure



# IS THIS THING ON?

How to know if your online marketing is working.

# GOOD THINGS TAKE TIME

- It takes a while to build your audience
- It's about quality not quantity
- Are you providing incentive?

# TRACKING INTERACTION

- <https://www.google.com/webmasters/tools/>
- <http://www.google.com/analytics/>
- <http://campaign.webhivehq.com>
- <http://www.facebook.com/photographyandimaging>



# TOOLS

Having the right tools for the job is essential

# WRITING CONTENT

- Research keywords

Google keyword tool: <https://adwords.google.ca/>

- Writing for the web - Writing Checklist
- Before you go live

# WRITING CHECK LIST

- ✓ What is the title of this page?
- ✓ How can this page be summarized in one or two sentences?
- ✓ If a user only scans this page what is the one message they should take away?
- ✓ Who is the page aimed at?
- ✓ What is the user trying to achieve on this page?
- ✓ What is the call to action for this page?
- ✓ How might the user have arrived on this page?
- ✓ What elements must appear on this page?

# BEFORE YOU GO LIVE

- Will anyone else want to read this?
- Is it easy to understand what this post about?
- Make your article easy enough for most people to understand.
- Is your content well organized?
  - ▶ subheadings for individual paragraphs is crucial
  - ▶ can reader's scan your content easily?
  - ▶ Highlight important content
- Is there enough detail?
- Check your facts and site your sources.

# MANAGING CONTENT

- Wordpress
- Tumblr
- Facebook
- 500px
- Youtube
- Flickr

# RECOMMENDED READING

- *“Free - The Future of a Radical Price” - Chris Anderson*



THANK YOU

# STILL HAVE TIME?

Will it Blend? - Diamonds

[http://www.youtube.com/watch?v=Pnonj\\_84Ju4&feature=relmfu](http://www.youtube.com/watch?v=Pnonj_84Ju4&feature=relmfu)