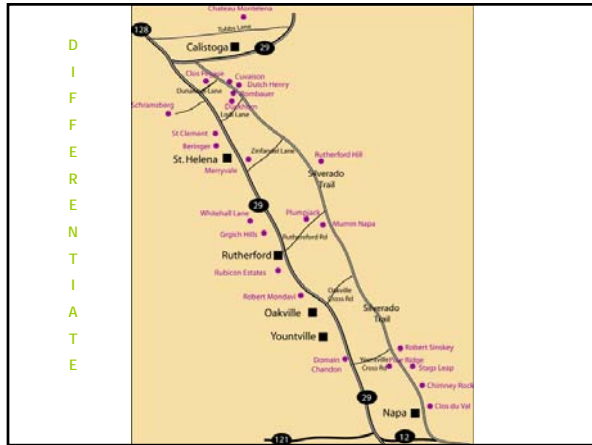
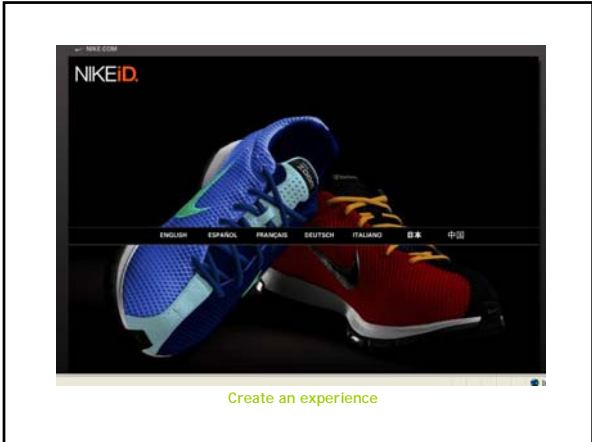


Tech Tools for Marketing

Geni Whitehouse














"59% of consumers consider customer reviews to be more valuable than 'expert' reviews."

- BizRate

 www.EvenANerd.com

"There are over 75,000 new blogs created each day, updated to the tune of over 1.2 million posts per day, or over 18 updates a second."

Technorati

 www.EvenANerd.com

Word of Mouth

- "3/4 of consumers rate Word of Mouth as the #1 influencer of purchase intent." - Nielsen
- Facebook has 35 million unique users per month, and growing.
- MySpace has 69 million unique users per month
- More than 35 million US adults regularly share their opinions online about products and services. And that doesn't even count people who passively read these opinions without commenting.

 www.EvenANerd.com

Word of Mouth

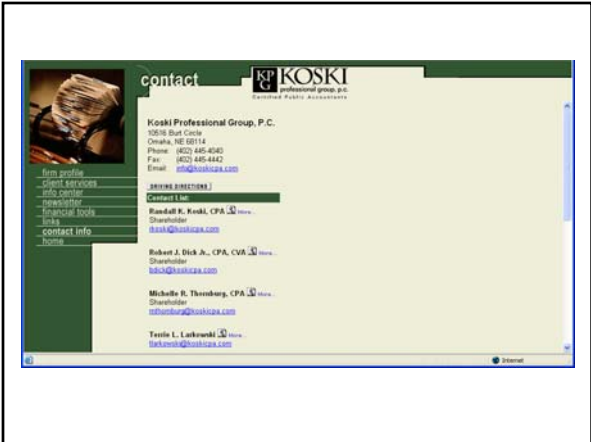
P&G recently stated that a social media campaign on Beinggirl.com was 4x as effective as TV ads.

 www.EvenANerd.com



What is different about you?





This is not a tagline

“Designed by ProSystem fx Site Builder “



Tagline

- ☞ “We bring good things to life.”
- ☞ “You are now free to move about the country.”



Not just for kids

- ☞ Myspace - bulletins and groups, music
- ☞ Facebook - groups and blogs
- ☞ LinkedIn - professional networking
- ☞ Nymz - reputation site
- ☞ Rappleaf - rankings based on how connected you are

Social Networking





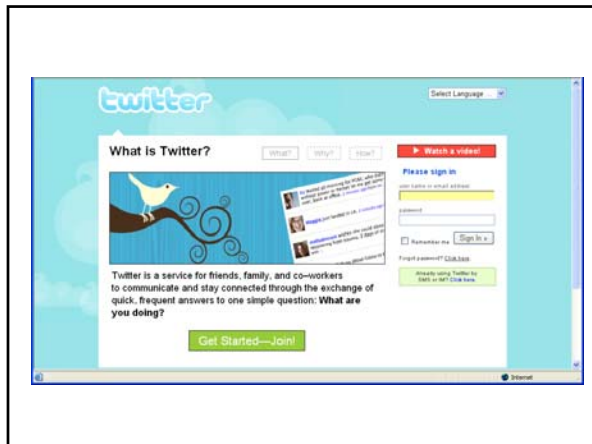
The real power

- 🌐 Websites - www.weebly.com
- 🌐 Blogs and Feeds
- 🌐 Twitter - 140 characters
- 🌐 Jott
- 🌐 Youtube
- 🌐 Flickr
- 🌐 Google Images

 www.EvenAnerd.com



Google Image



Best place to start

- ☞ What is your tagline?
- ☞ Put it on your invoices and statements
- ☞ How are you keeping track of your customers?
- ☞ What are you putting on your e-mail?



Tools to purchase

- ☞ Constant Contact - subscription
- ☞ SwiftPage - subscription
- ☞ PRWeb - per release
- ☞ [Andiamo Systems](#) - per transaction
- ☞ [Kinko's mailers](#)



Keeping track

- 🔗 [Google Analytics](#)
- 🔗 Customer Relationship Management tools
 - 🔗 ACT!
 - 🔗 Salesforce.com
 - 🔗 SugarCRM



Monitoring results

Campaign Name	Status	Budget	Actual
World Game Marketing Campaign	PAUSED	\$10,000.00	\$10,000.00
Active	Active	\$10,000.00	\$10,000.00

Item Name	Start Date	End Date	Original Budget
Item 1: Advertisement	10/15/2014	12/31/2014	2,500.00
Item 2: Sponsorship Conference Booth	10/15/2014	12/31/2014	5,000.00
Item 3: Industry Advertising	10/15/2014	12/31/2014	2,500.00



Fill in the blank

- 🔗 The best time to get a loan is
- 🔗 The time to begin networking is
- 🔗 The time to begin marketing is



Thank you!

Geni @ EvenANerd.com

Pleasanton, CA

925 202 1980



Coming Soon!



How to Make a Boring subject Interesting

52 ways that even a nerd can be heard



