

[Free] Marketing in a Web 2.0 World Using Social Media, Webinars, Blogs, and More to Boost Your Small Business on a Budget

Marketing in a Web 2.0 World Using Social Media, Webinars, Blogs, and More to Boost Your Small Business on a Budget

Peter VanRysdam, Brian Goldfarb, Brian Goldfarb
ebooks | Download PDF | *ePub | DOC | audiobook



[Download](#)

[Read Online](#)

#2153998 in eBooks 2010-07-02 2010-07-02 File Name: B003VD1BJM | File size: 43.Mb

Peter VanRysdam, Brian Goldfarb, Brian Goldfarb : Marketing in a Web 2.0 World Using Social Media, Webinars, Blogs, and More to Boost Your Small Business on a Budget before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing in a Web 2.0 World Using Social Media, Webinars, Blogs, and More to Boost Your Small Business on a Budget:

0 of 0 people found the following review helpful. Simply focused and clearBy EPSI purchased this book in 2009 for

"entering" in the social media or web 2.0 world, and I learned a lot from this author. Peter lets you know everything about this sensational world. I earned my MBA in marketing and my thesis was based in Web 2.0 Thanks to Peter and his thoughts I got top grade3 of 4 people found the following review helpful. Not just a must read; a must have!By Kim WhiteBy the time I finished reading this book the pages were dog-eared and full of my notes and highlights. Every section has practical advice that you can start doing today and mostly at no cost.This is one of the best, easiest to read marketing books I've ever read. The writing style is very conversational and doesn't talk above the reader or refer to anything that only a seasoned marketer would get. (And if there's a term you don't know, there's a glossary in the back.)As a web project manager I've worked closely with marketing teams in the corporate environment for companies large and small. But as I've recently started my own small business I wanted to make sure I was clear on what steps to take to market my small business without the help of a marketing team on hand. Halfway through the book, I stopped to implement some of the suggestions from the book with one of my new clients. The client was very happy with the results.This book has already paid for itself. And I'm keeping right here on my desk because I'm sure I'll be reaching for it on a regular basis.0 of 0 people found the following review helpful. My Silent ConsultantBy CustomerThis is a little gem of a marketing resource. I usually carry it with me when discussing any aspect of "web". I open it to the appropriate topic and quote away. Dear and Peter, I hope I've inspired a few sales at least!

Small businesses have been fighting an uphill battle for decades when it comes to marketing. Big corporations have more resources, more brand recognition, and most importantly, more money. This has allowed them to control the conversation. Web 2.0 technologies have leveled the playing field by giving small business an equal voice. Tools like blogs, interactive Web sites, and social networks have become some of the most powerful marketing tools for many small business owners. As of late 2009, more than 55.6 million adults, about 1/3 of the population, access social networks at least once a month an 18 percent increase from 2008, according to Forrester Research. Social networks like Facebook, LinkedIn, Myspace, and Twitter provide marketers direct access to their customers in a way never before possible. Businesses of all sizes can reach their target audience quickly and effectively through these tools but only when used correctly. Marketing in a Web 2.0 World shows you how to take advantage of the latest technologies to market your business. The best part is that many of the tools require little or no money to implement. You will learn how the social Web, and the various social networks that make it up, has fundamentally altered how the Internet is used as a marketing tool, allowing businesses to reach out and touch their target demographics like never before. You will be able to recognize and start optimizing your site to reach those demographics, and you will understand how your customers use the social web. You will learn how to establish your Web site as your marketing hub, drawing in visitors through the best search engine optimization (SEO) practices, Webinars, and blogs. You will find that Web 2.0 and social media marketing is not a fad but a fundamental shift in how business is being done today. Dozens of individuals have been interviewed for this book, from small business owners to marketing directors at national brands, providing their expert opinions and insights in to how the Web has evolved and what it will mean for the future of business marketing and promotion. You will learn how the perspective of marketing firms in major companies across the world has changed and how a small business s message can reach a global audience. You will learn how to use videos and podcasts alongside topnotch Web copywriting to reach your target while establishing yourself as a leader in your industry. If you are a small business owner, or just someone itching to make a big impact in Web 2.0, and has lost sleep worrying about your marketing budget, Marketing in a Web 2.0 World shows you how to take advantage of the most important resources available to any businesses willing to invest their time.

This is one of the best, easiest to read marketing books I've ever read. The writing style is very conversational and doesn't talk above the reader or refer to anything that only a seasoned marketer would get. --Kim White, Web Project ManagerFrom the Inside FlapIf u cant get ur msg across in 140 letters or less, then I probably don t care what you say. I wish this #foreword was that short #fb As we move into a world of community, grass-roots, socially integrated marketing that is powered by the Internet, marketers must begin to internalize the challenging concepts of less is more concise is powerful. I am a marketer. Since 2003, I have marketed to developers and designers, the very people who not only embody Web 2.0, but those who helped create it. These customers tend to be on the bleeding edge of new-age marketing. Reaching them requires playing by new rules, and even though I work for a giant software company, these new rules dictate that I operate just like the stories you will read within the pages of Marketing in a Web 2.0 World Using Social Media, Webinars, Blogs, and More to Boost Your Small Business on a Budget. In my business, people say marketing is taboo. You will hear things like, You don t market to a developer or designer. Marketing is blasphemy. The truth, however, is that you do market to developers, just not in traditional ways. What is exciting for me is that the methods I have employed for years are now becoming the new staple for marketing to the broader set of customers; these are the exact techniques that you will learn about in this book. Over the last seven years, I have seen massive changes in the way savvy marketers use technology. Each new advancement in technology that eventually goes mainstream leads to a subsequent change in consumer behavior that opens the doors to a variety of new ways to interact with and reach customers. These advancements impact my market first, and we have been forced to react

sooner. First, it was through the need of a rich, interactive web presence. We had to build Web properties that had the right pre-sales information, and ones that acted as a hub for learning and social engagement. This meant we had to have fresh content that helped our customers be successful and engage them through blogs and forums. We built an online world where our customers could interact with each other, answer questions, receive recognition, and simultaneously deliver the marketing messages and brand power we were seeking. The ecosystem of customers became the channel for delivering our story, a channel that was more credible than any internal voice could ever be. Second, we had to get smart about search. We saw that the majority of our customers found the location of their information from search engines. That meant focusing tons of energy on search engine optimization, friendly URLs, link ranking, keyword content, and usability. As marketers, we focused our energy on making sure that when someone asked Google a question, our website was the answer. And that the answer was usable, attractive, and easy to navigate for a large community. Third, we had to go social. The social graph, the complex set of connections (followers, friends, fans, etc.) that one has online, has massive potential for reach. A link that gets posted to Twitter that gets retweeted 100 times could hit 25,000 to 100,000 potential customers in seconds. You have to integrate the social concepts directly into your Web properties and marketing. Connect traditional marketing to digital and scale your message through the graph. The beauty of a Web community, being smart about search, and going social is that this is cheap to do with the right dedication and a few tips and tricks. Marketing in a Web 2.0 World has everything you need to know to help propel your business (and your marketing prowess) into the Web 2.0 era and turn what may feel like toys for geeks and kids into real business results. --Brian Goldfarb

About the Author Peter VanRysdam is the author of the book "Marketing in a Web 2.0 World: Using Social Media, Webinars, Blogs, and More to Boost Your Small Business on a Budget," which helps small business marketers compete on a level playing field against the big boys. Peter is the Chief Marketing Officer and co-founder of 352 Media Group, a web design and development company with clients including Microsoft, Superpages.com, Wells Fargo, and hundreds of small and medium-sized businesses. He is married to fellow marketing enthusiast Megan VanRysdam, and the couple has a daughter, Abigail.