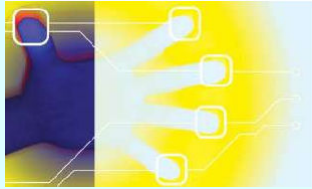


UVI-SBDC

Fundamentals of Web Marketing: Kick Your Site into HIGH Gear!

By Moneca Pinkett

- www.TechConnect.VI
- MonecaPW@TechConnect.VI
- (340) 774-0963

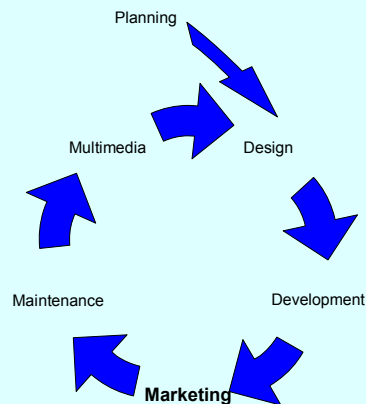


Additional Support Provided by

- Debra Stevens
- Dstevens@TechConnect.VI

Web Development Life Cycle

- Preliminary Planning
- Domain Naming
- Innovative Design
- Speedy Development
- Secure & Reliable Hosting
- **Cross Market Advertising**
- Periodic Maintenance
- Creative Multimedia
- Performance Tracking



What is Marketing?

- “The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.”
Source: American marketing Association
- “The business activity of presenting products or services to potential customers in such a way as to make them eager to buy. Marketing includes such matters as the pricing and packaging of the product and the creation of demand by advertising and sales campaigns.” Source: Microsoft Encarta Dictionary



Marketing Steps

- 1) analyze your customers and the business environment
- 2) identify key opportunities to meet customer needs and improve your profit margin
- 3) determine how to capitalize on those opportunities
- 4) implement your plan of action

Five-year plans and novel-length documents are required if you have investors.

By applying the basic marketing process, rather than a tactic here and a technique there, your chances of success.



What is Web Marketing?

- The process of using your resources to gain attention about a product, service, or **personality**.
- You do not need a website or email account to market online, but it helps.
- Beware! Once you get the traffic, you must be able to support it.



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Learn how to . . .

Kick Your Website into HIGH Gear

External Website Marketing:

- **Determine Target Audience**
- Develop Network Partnerships
- Mass Email
- Develop Quality Content
- **Research Appropriate Keywords**
- **List on Local, National, and International Directories**
- **Determine & Monitor your Ranking**

Internal Website Marketing:

- Use Testimonials
- Develop a Glossary
- Develop a Site Map
- Publish Answers to FAQs
- Publish & Contribute to a Blog
- Include a Photograph
- **Make it Easy to Contact You & Learn About the Company**

You Must Be Your Company's #1 Lobbyist



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Where are you now?

Please share information that could assist you in gaining 3 new link referrals TODAY.

1. What is your name?
2. What is your company's name?
3. Describe your company in 4 words.
4. Who is your target audience?



Lab Research – What is your ranking?

Search Google.com to find your ranking

1. Your Name
2. Your Company's Name
3. Your Company's 4 Keywords
4. Your Products or Services

ALL results are competitors of your potential customer's time, money, energy, and resources.

Here is a perfect opportunity for you and your company's uniqueness to shine!



Top 5 Ways to Market Online

1. Become a Avid Social Networker
2. Develop Resourceful and Engaging Content
3. Get Others to Link to You
4. Become a Blogger
5. Develop Search Engine Optimization



Present & Maintain a Professional Image

- Order Processing
- Customer Relationship Management
- Answers to FAQs
- Multimedia Elements:
 - ✓ Flash
 - ✓ Animated Banner
 - ✓ Video Stream
 - ✓ Audio Stream
 - ✓ Blog
 - ✓ Slide Show
 - ✓ Guest Book
 - ✓ Pop-Ups



An Innovative Design

- Your website should be unique & professional!

Homework

- List some websites with formats you would like to see in your site.
- What is your slogan or tagline?
- How do you plan to integrate your logo brand?
- What is your color scheme?



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eDiets.com Case Study

The screenshot shows the eDiets.com website in a Microsoft Internet Explorer browser window. The page features a navigation menu with links for home, news, diet, fitness, recipe club, community, shop, view plans, and meal delivery. A search bar is located below the navigation. The main content area includes a 'Member Moment' section with a photo of a woman and text about her weight loss success. Below this is a 'Welcome to eDiets, the summer weight-loss community' section with a form to select weight loss goals and a 'Get A FREE Profile' button. To the right, there is a 'BREAKING NEWS...' section titled 'Epicurious picked eDiets!' with a photo of a meal. Further down, there are 'Introducing our diet report cards' and 'NEW Chicken Vestivo' sections. The bottom of the page features a 'Sexy SUMMER BODY' section with a photo of a woman and a 'Sign up for our FREE newsletters' section with a photo of two women. The browser's taskbar at the bottom shows various open applications and the system clock.

Lab Research – Who are your competitors?

- Research and analyze your competition
- Evaluate with a grade on a scale of A to F

Competitor's Report Card	
	Grade
Goggle	
Yahoo	
Clear Format/Style	
Up-to-Date	
Fast Loading	
Functionality	
Informative	
Multimedia	



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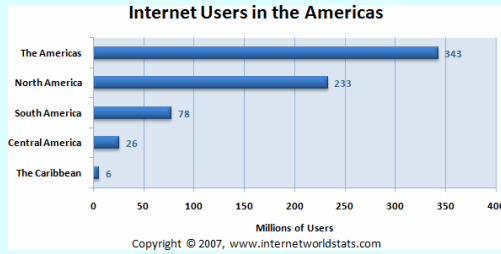
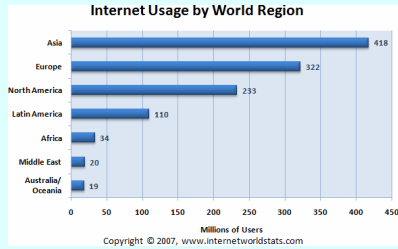
Business environments change. Technology is trendy. Marketing must be dynamic.

Superior marketing is and always has been analysis, then action!

Marketing is strategy development, then logical and strategic implementation.

Marketing is the way to customer satisfaction and increased profit.

Research Your Target Audience



United States Virgin Islands

YEAR	Users	Population	% Pen.	GDP p.c.*	Usage Source
2000	12,000	108,612	11.0 %	US\$ 15,000	ITU
2006	30,000	112,940	26.6 %	US\$ 14,500	CIA

www.InternetWorldStats.com



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Internet Usage and Population Statistics for the Caribbean

CARIBBEAN	Population (2007 Est.)	% Pop. Carib	Internet Usage, Latest Data	% Population (Penetration)	% Users Carib	Use Growth (2000-2007)
Anguilla	13,487	0.0 %	3,000	22.2 %	0.1 %	228.4 %
Antigua & Barbuda	72,377	0.2 %	29,000	40.1 %	0.6 %	480.0 %
Aruba	70,322	0.2 %	24,000	34.1 %	0.5 %	500.0 %
Bahamas	335,142	0.8 %	103,000	30.7 %	2.0 %	686.3 %
Barbados	287,353	0.7 %	160,000	55.8 %	3.1 %	2,506.7 %
British Virgin Islands	22,434	0.1 %	4,000	17.8 %	0.1 %	n/a
Cayman Islands	50,348	0.1 %	9,909	19.7 %	0.2 %	27.0 %
Cuba	11,365,124	28.7 %	190,000	1.7 %	3.6 %	216.7 %
Dominica	71,388	0.2 %	26,000	36.4 %	0.5 %	1,200.0 %
Dominican Republic	9,280,258	23.4 %	1,600,000	16.2 %	28.8 %	2,627.3 %
Grenada	101,008	0.3 %	19,000	18.8 %	0.4 %	353.4 %
Guadeloupe	458,174	1.2 %	85,000	18.6 %	1.6 %	962.5 %
Haiti	8,429,006	21.3 %	600,000	7.1 %	11.5 %	9,900.0 %
Jamaica	2,710,063	6.8 %	1,067,000	39.4 %	20.5 %	1,678.3 %
Martinique	400,229	1.0 %	130,000	32.5 %	2.5 %	2,500.0 %
Monserrat	4,796	0.0 %	n/a	0.0 %	0.0 %	n/a
Netherlands Antilles	186,026	0.5 %	2,000	1.1 %	0.0 %	n/a
Puerto Rico	3,962,545	10.1 %	1,000,000	25.0 %	19.2 %	400.0 %
St. Kitts & Nevis	39,382	0.1 %	10,000	25.4 %	0.2 %	400.0 %
Saint Lucia	169,576	0.4 %	55,000	32.4 %	1.1 %	1,733.3 %
St. Vincent & Grenadines	125,882	0.3 %	10,000	7.9 %	0.2 %	185.7 %
Trinidad & Tobago	1,330,164	3.4 %	160,000	12.0 %	3.1 %	60.0 %
Turks & Caicos	34,851	0.1 %	n/a	0.0 %	0.0 %	n/a
US Virgin Islands	112,940	0.3 %	30,000	26.6 %	0.6 %	150.0 %
TOTAL CARIBBEAN	39,822,875	100.0 %	5,216,909	13.2 %	100.0 %	832.6 %

NOTES: (1) The Caribbean Statistics were updated on Mar. 31, 2007. (2) CLICK on each country name for detailed individual country and regional statistics. (3) The demographic (population) numbers are based on data contained in worldpopulation.com. (4) Bermuda is included together with the North American countries according to the United Nations Statistical Division listings. (5) The most recent usage information comes mainly from the data published by Nielsen/NetRatings, ITU, and other reliable sources. (6) Data may be cited, giving due credit and establishing an active link back back to internetworldstats.com. (7) For definitions and help, see the [site surfing guide](#). Copyright © 2007, Minivista Marketing Group. All rights reserved.



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Market Analysis

- **United States of America**
 - 210,575,287 Internet users as of May/07, **69.7%** penetration rate, Nielsen//NetRatings.
 - 69,431,802 broadband subscribers as of Jul/05 - 7,000 ISP (2002)
- **United States Virgin Islands**
 - 30,000 Internet users as of Dec/03, **26.6%** penetration rate
- **British Virgin Islands**
 - 4,000 Internet users as of Dec/02, **17.8%** penetration rate
- **Barbados**
 - 160,000 Internet users as of Sept/06, **59.8%** penetration rate

Source: www.InternetWorldStats.com



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Generate Income from Your Website

- Pay-Per-Click
 - Banner Ads
 - Featured Articles
- Monthly or Quarterly Campaign Cycle
- AdSense → sample →
 - **AdSense for content** automatically crawls the content of your pages and delivers ads (you can choose both text or image ads) that are relevant to your audience and your site content—ads so well-matched, in fact, that your readers will actually find them useful.
 - **AdSense for search** allows website publishers to provide Google web and site search to their visitors, and to earn money by displaying Google ads on the search results pages.

Ads by Google

[Cheap Airline Ticket Deal](#)

Official Air Ticket Deals! Find Cheap Air Ticket at 120+ Sites
www.Kayak.com

[IT Consulting Services](#)

Technology consulting services for U.S. Virgin Islands businesses.
www.highdesolutions.com

[Demo Beneteau yacht sales](#)

Yachts in British Virgin Islands Placement in charter fleet optional
roadharboryachts.com

[St.Thomas Real Estate VI](#)

Water Island St. John Land Condo Caribbean Home Virgin Islands
www.STThomasUSVireal.com



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Develop a Web Marketing Strategy

- Background Research:
 - Where are you now?
 - Who is linking to you?
- Internal Website Marketing:
 - Content Links
 - Multimedia
 - Pop-Up Windows
 - Present a Professional Image
- External Website Marketing:
 - Search Engine Listings
 - Pay-Per-Click Advertising
 - Banner Exchange
 - Blog Customer Reviews
 - Directory Listings
 - Link Referrals
 - Mass Emailing

Action is what is most important.



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Cross Market Advertising

- Are there any specific sites in which you want to link to?
- Are there any specific sites in which you want to link from?
- Should other goods and services be advertised on the website?



Pay-Per-Click Advertising

Locally:

- Virgin Islands Daily News - <http://www.VirginIslandsDailyNews.com>
- <http://www.USVIGuide.com>
- Virgin Islands Best Travel Guide <http://www.VINow.com>
- <http://www.VIMovingCenter.com>

US (Nationwide):

- Go Guides - <http://www.GoGuides.org>
- Best of the Web - <http://BOTW.org>
- Google AdWords – <http://www.Google.com>
 - Simple, effective ads and display to people already searching online for information related to your business. This is all based on keyword advertising.
 - When a searcher visits Google and enters a query — “*St. Thomas vacation*” — Google displays a variety of relevant search results, such as links to articles containing Caribbean travel advice, or websites dedicated to St. Thomas vacation villas. Google also displays AdWords ads that link to online businesses selling wedding packages, water sports, historic tours, or other products and services related to the query.



Internet Directory Listings

Search Engines:

1. Google (FREE)
2. Yahoo (\$300)
3. AOL
4. MSN

Local Searching:

1. Innovative Online Phone Book Directory – <http://www.viphonebook.com>
2. VI Source (online newspaper)- <http://www.visource.com/>
3. Virgin Islands Daily News - <http://www.VirginIslandsDailyNews.com>
4. USVI Department of Tourism – <http://www.usvitourism.vi/>

Free Listings:

1. **Froogle** – <http://froogle.google.com>
2. **Craigs List** – <http://caribbean.craigslist.org/>
3. **MySpace** – <http://www.myspace.com>
4. **FaceBook** – <http://www.facebook.com>
5. **Links2Go Tagged Directory** - <http://www.links2go.com/>
6. **Open Directory Project** - <http://dmoz.com/>



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Pricing Sample with Demographics

Ad Types:

- **Listing** – Photo or Logo, brief description up to 80 words, up to three telephone numbers, e-mail, website link. \$185/year.
- **Skyscraper** – graphic ad (120x300). Skyscraper ads are \$350 a year. They link directly to your website. They appear in the right column of content pages.
- **Banner ads** (468x60). They appear at the top of pages and are \$65/month; so \$780 a year. The banner ad campaign includes a free listing.

Visitors/Traffic:

- 60% have used or will use on-line referrals for part/all of their plans.
- Persons interested in relocating are 50/50 male/female.
- 60% are married without children. A greater percent are between ages 36-65.
- **56% of persons interested in moving to the USVI said they wanted to purchase property in the islands in the next 6 months to 2 years.**
- Persons interested in moving to the USVI are doing so to seek permanent residence and as a consideration for retirement.
- VI Moving Center averages about 6,650 unique visitors a month.

Virgin Islands Now: (<http://www.vinow.com>) Virgin Islands Best Travel Guide

VI Moving Center: (<http://www.vimovingcenter.com>) Relocation Guide for the USVI

Sample Skyscraper



Banners must have movement to get attention



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Lab Research – Who is linking to you?

<http://www.marketleap.com/publinkpop>

Free

- **Link Popularity Check**
 - **Search Engine Saturation**
 - **Keyword Verification**
- Search engines are able to tell the amount of links that are pointing in to your website.
 - Google does not report all inbound links pointing to your site and only show a small percentage.
 - Compare your site to your competitors and see how you match up!
 - It's very important to have **quality** inbound links as opposed to **quantity**.
 - Be on the lookout for **quality** websites and strike up a referral relationship with them!



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5 Web Marketing Myths

1. It all starts with a great website.
2. More traffic translates to increased profits.
3. Do whatever it takes to build your list.
4. I have to outsource web marketing.
5. Just follow the winning formula and you will get rich.



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Now,

Kick Your Website into HIGH Gear

External Website Marketing:

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An Innovative Design

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 - What is unique about your business?
 - Is that uniqueness apparent in your website?
 - List some websites with formats you would like to see in your site.
 - What is your slogan or tagline?
 - How do you plan to integrate your logo brand?
 - What is your color scheme?
 - Social network and share some links.

