

# ***Marketing: Creating An Online Presence For Your Organization***

Shawn Livengood

INF387C

February 28, 2009



# ***Why should my organization be online anyway?***

- 75% of American adults use the internet
- 91% of these users use a search engine to find information
- 83% look for info on a hobby or interest
- 81% look for information about a service or product they are thinking of buying
- source: Pew Internet and American Life Project ([www.pewinternet.org](http://www.pewinternet.org))

***Obviously, the internet plays a big role for people gathering information...***



- So what do I do to take advantage of this amazing thing called “the internet”?

# ***Build A Website!***

- ...and try to make it good.
- Users like interesting, engaging content, and clean presentation.
- Should be easy to navigate, and updated regularly (Evans & Ward, p. 98)
- If possible, hire a professional well-versed in design principles.



# ***Reach out to your audience with a blog***

- A great way to keep your target audience up-to-date with information about your organization
- Builds trust and empathy with people interested in or sympathetic to your values (Kent, p. 35-36)
- Users can subscribe to an RSS feed to receive blog updates directly to their email inbox and/or RSS reader
- Add a comment system so users can interact with your content
- Ensures that your website content remains “fresh” and engaging to both new visitors and people already familiar with your organization

# *Connect with your audience through social media*

- Myspace.com 
- Facebook.com 
  - Social profile sites where you can create an online identity to connect to your audience
- Twitter.com 
  - “microblogging” platform where you can send brief (140-character) updates and links to your “followers”

***Any Questions?***