

# Regional Online Marketing Program

## Part 1

Establish your online presence ALL FOR FREE

“The most popular site is Facebook, used by 78 percent of online households, followed by MySpace (42 percent), LinkedIn (17 percent) and Twitter (10 percent).”

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### **RULE #1: Establish your online presence ALL FOR FREE:**

#### WORDPRESS

Wordpress.com allows you to blog about your business on a larger scale. Create and distribute files to the general public, & have conversations about products and your projects.

See a tutorial on [how to use Wordpress](#).

#### TWITTER

Check out this article on [How to use Twitter for your marketing](#)

WHY should you use Twitter?

1. **Personal Branding.** Twitter is a social media platform you can use to build your personal brand. It has the primary benefit of developing a casual persona and establishes you as a social personality that is connected and approachable. As Twitter adoption increases, new users will be drawn towards well established Twitter personas.
2. **Get Feedback.** Need an alternative perspective on how a website looks or the right course of action to take? Blast out a message asking for advice and you'll receive replies from other users. This collective intelligence can be used as fodder for articles or projects.
3. **Direct traffic.** Twitter can be used to get traffic to your websites or the sites of friends. If you ask your friends to tweet about it, the message will spread faster and further as other active users pick it up. There is a viral nature to all types of news, even on a site like Twitter.

4. **Read News.** Twitter users often link to useful sites or articles and can be a source of scoops and alternative news. You can also subscribe to Twitter feeds for specific websites/conferences, which allows you to receive and view content quickly. This is very useful for active social news participants.
  
5. **Make New Friends.** Like any other social network, Twitter has a built-in function for you to befriend and track the messages of other users. This is an easy way for you connect with people outside of your usual circle. Make an effort to add active users you find interesting. A Twitter acquaintance can be developed into a long lasting friendship.
  
6. **Network for benefits.** Twitter can be used as a socializing platform for you to interact with other like-minded people, especially those in the same industry. It can be used to establish consistent and deeper relationships for future benefits such as testimonials or peer recommendations.
  
7. **Business Management.** Twitter can be used as a company intranet that connects employees to one another. Workers can liaise with each other when working on group projects. Particularly useful when certain workers go out often in the field. Updates could be set to private for security reasons.
  
8. **Notify Your Customers.** Set up a [Twitter feed](#) for the specific purpose of notifying customers when new products come in. Customers can subscribe via mobile or RSS for instant notification. Twitter can also be used to provide mini-updates for one-on-one clients.
  
9. **Take Notes.** Twitter provides you with an easy way to record important ideas or concepts you want to explore further. Include links relevant to ideas you want to explore. Note taking can also be done offline via mobile applications.

10. **Event Updates.** Businesses can use Twitter as a means to inform event participants and latest event happenings/changes. This is a hassle-free way of disseminating information, especially when you don't have the means to set up a direct mobile link between you and the audience
  
  11. **Find Prospects.** Twitter can be used as a means to find potential customers or clients online. Do a search for keywords related to your product on [Twitter Search](#) and then follow users. Tweet about topics parallel to your product and close prospects away from public channels by using direct messages or offline communications. Discretion and skill is needed in this area.
  
  12. **Provide Live coverage.** Twitter's message size limit prevents detailed coverage of events but it can allow you to provide real-time commentary which may help to spark further discussion or interest on the event as other Twitter users spread the message. Very useful for citizen journalism.
  
  13. **Set Up Meetings.** Twitter can help you organize impromptu meetings. For example, you can twitter a message while at a cafe, event or art gallery and arrange to meet fellow users at a specific spot. It's an informal and casual way of arranging a meeting.
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