



Sample Web 2.0 Marketing Outline

Created by Endagon Innovations

(Insert Date Here)

I. Social Media

- a. Twitter (Online customer service, contests, the hub of everything “social”)
- b. Facebook (Second most important – be active, use search, engage)
- c. Content Aggregation (Coded and set up to update all networks at once)
- d. Content Submissions (Leverage tools like Digg, Reddit, Stumbleupon)
- e. Social Bookmarking (Del.icio.us and others)
- f. Crowdsourcing (Use SM to invite audience participation, ask questions, and poll)
- g. Sponsored posts (Pay for a positive blog or tweet from a reputable source)
- h. Industry Networks (Find and engage with demographic)
- i. Secondary Industry Networks (Find and engage with secondary demographic)
- j. Ning (Leverage networks to merge into our very own Ning network)
- k. Groupon (if product or service is being offered)
- l. Ebay (if product or service is being offered)
- m. Yelp
- n. Get Satisfaction (Be active in order to socialize; advanced customer service)
- o. Setster – Very cool way to increase customer service through appointments on site

II. Blogging

- a. Wordpress (blog.domainname.com)
- b. Industry news (aggregate popular news from main industry)
- c. Secondary Industry news (news covering success stories and the like)
- d. "Client or Story of the week" (highlight a customer and write about their story)
- e. "Team member of the week" (highlight a "behind the scenes" employee)
- f. Celebrities (leverage current events and pop culture whenever possible)
- g. Pop culture (Timing is everything)
- h. Media news (Especially those that relate to the industry)
- i. Product or corporate developments/changes
- j. Crowdsourcing (Polls, feedbacks for a future product or service, etc.)
- k. Industry Tips (Free information creates trust)
- l. Industry Opinions (Controversy can be good)
- m. Videos (Videos sometimes tell a story better than text can)
- n. Pictures (Post and aggregate on networks)
- o. Events (Always review corporate events and encourage future attendance)
- p. Industry-related feeds (Bring in news from other sources and cite)
- q. Guest blog posts (From someone external)
- r. External blog posts (We write guest posts on other popular blogs)
- s. FUTURE: Team member blogs (more focused topics)

III. SEO

- a. Keyword research
- b. Competitive analysis
- c. On-site (staging)
- d. Internet Business Promoter (Optional)

- e. Linkbuilding
- f. Directories (DMOZ, Zoominfo, search engines, etc.)
- g. Industry directories
- h. Secondary Industry directories
- i. Press releases
- j. External Splash and Landing pages (optimizing and strategizing)

IV. Contests

- a. Twitter (What can be given away? Products? Services?)
 - i. @ reply everyday to enter
- b. Video submissions
- c. Company theme song
- d. Blog posts
- e. Site reviews
- f. Product reviews
- g. OVERALL: Point system concepts, that include multiple activities, are most effective and fun for everyone involved

V. PPC

- a. Google
- b. Facebook
- c. MySpace
- d. NOTE: Not employed unless absolutely necessary

VI. Videos

- a. Humor always wins
- b. How-to's
- c. Crowdsourcing (Contests / personal introductions)
- d. Team member bios

- e. Corporate overview
- f. Industry tips
- g. Secondary Industry tips
- h. Screencasts
- i. OVERALL: Publicize videos as much as possible

VII. Press Releases

- a. Leverage trends
- b. Blog the content in a unique way
- c. Aggregate them (networks – M2?)

VIII. Mobile

- a. iPhone application(s)
- b. Mobile versions of site
- c. Text updates for visitors (opt-in)
- d. Shortcode to find out more information on the company
- e. Daily/weekly industry tips

IX. Sponsors/Partners

- a. Sponsored blogs and tweets
- b. Create and leverage database of industry-related blogs
- c. Reciprocal linking with all partners and friends
- d. Guest blogs (both ways)