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InSynch Business Services Ltd

eCommunication

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Purpose of the Day

- Summary of eMarketing Courses
- Collecting and storing customer data
- Creating a database in Excel
- Better use of eMail
- eMail Marketing
- Social networking
- Blogging and Twittering!
- YouTube and Flickr

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Summary of eMarketing courses

- How to get a Web site
- Domain names and hosting
- Web site or DIY
- Demystify Web design
- Important Web site design factors
- Writing a Web design brief
- The basics of marketing
- What keywords people are searching for
- An overview of on-line marketing
- Making changes to your Web site
- Improving your Web site
- The importance of Web site links
- Search engine marketing, 5 simple steps
- Web site critiques
- Summary of Intermediate course
- Web site statistics
- Link Popularity - Advanced
- Marketing your Web site - Advanced
- Web site enhancements
- Using eMail to market your Web site
- Search Engine Marketing - Workshop

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What is Customer data?

- Factual information about your clients/customers
- Changes over time
- Private to the individual
- Valuable
- A business asset
- Privacy, legality and ethics

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The Value of Customer Data

- Best opportunity for increasing business is through existing clients
- "Data Mining" – exposes trends
- Identify overall emerging trends/markets
- Important information for developing marketing strategy

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EXERCISE 1

List details of the customer information your business should collect

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Customer Information

- Title, name, address, postcode
- Telephone number
- eMail address
- Age?
- Family status
- Disabled?
- Hobbies/interests
- Business or personal customer
- Weekly stays, mid-week, weekend
- How they heard about you
- Feedback – guestbooks
- Mode of transport
- Suggestions for improvement

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EXERCISE 2

How could you collect customer information (data)?

List at least 3 ways

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Customer Data collection

- Enquiry / contact form on Web site or at Tourist Information etc.
- Booking form
- Business Cards (e.g. raffle)
- Telephone enquiries (permission)
- Promotional postcards / competitions / special offers
- “Loyalty cards”
- Subscription to newsletter
- Rent lists

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Collection of Data

- Must state for what purpose information is being collected
- Permission to contact in future
- Privacy policy should be available (e.g. on company Web site)
- Must comply with Data Protection Act
- Ability to “unsubscribe”

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Customers and Data Protection

- May have to register with Information Commissioner (electronic or manual records)
- Should only hold necessary information
- Information should be deleted if no longer required
- Information must be accurate and up-to-date
- Information must be held securely
- Must observe the customer’s rights
- Data Protection Act applies to most businesses

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Storing Data effectively

- Manual or Electronic
- Word documents
- Spreadsheets
(e.g. Microsoft Excel)
- Database
(e.g. Microsoft Access)

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Safe Storage of Data

Importance of backing up your data:

- Diskettes
- CDs
- USB Memory sticks
- External Hard drives
- On-line data storage
– www.carbonite.com

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Keep the data safe

- Password protect files
- Do not disclose without permission
- Anti-virus software
- Firewalls
- Spyware / Hackers etc.
- Responsible for safe keeping

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Electronic Options for Storing Data

- Microsoft Outlook Express
- Microsoft Outlook
- Microsoft Excel
- Microsoft Access
- Act
- Goldmine

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Access or Excel, pros and cons

- Excel
 - Simple
 - Limited database functionality
 - Easy to do calculations
- Access
 - Harder to use
 - Lots of functionality
 - More effective handling of lots of data

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Buying the software

- Excel
 - Comes with all versions of Microsoft Office
 - Cheapest retail price - £316.99
 - Student licence - £92.99
 - £110+ when bought with a new computer
- Access
 - Comes with different versions of office i.e Office Professional 2003
 - Cheapest retail price - £370.99
 - £240+ when bought with a new computer
 - Not included with student licence
 - Bought separately - £173.99
- eBay an Option – make sure new and unregistered

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Student Licences

- **Students:** Full or part-time student aged five or over enrolled on a course that will deliver an academic qualification publicly recognised by the Department for Education & Skills (DfES) or the Irish Department of Education (DOE)
- **Parents and guardians:** Parents and guardians who have a child who is a qualifying student and wish to buy software for their child's educational use.
- **Teachers:** Full or part-time registered to teach in a school, college or educational establishment recognised by the Department for Education and Skills (DfES), the Irish Department of Education (DoE), or the Higher Education Authorities (HEAs).

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Exercise 3

Create a database in Microsoft Excel

- The basics of Excel
- Using AutoFilter to sort information
- Other Excel functions

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What is eMail?

- Electronic Mail
- Most heavily used application on the Internet
- Common means of communication for businesses
- Low cost
- Easy to use
- Fast communication tool

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Getting an eMail account

- Web-based
- Provided by ISP (Internet Service Provider)
- Included with Web site Hosting service

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Web-based eMail

e.g. Hotmail / AOL

- Often FREE
- Virus scanning & anti-spam filtering
- Easy access
- Limited account space
- Limit on size of eMails
- Can be upgraded (cost)
- Not regarded very highly

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Provided by ISP

e.g. Tiscali / BT / Wanadoo

- No additional cost
- Virus scanning & anti-spam filtering
- eMail account lost if ISP changed
- Limited number of eMail addresses

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Hosting Service

- Linked to Web site domain name
- Reinforces Web address
- Professional image
- Unlimited eMail accounts

Accessing eMail

- Internet
- eMail client, such as Microsoft Outlook / Outlook Express

Microsoft Outlook

- Can be used to access multiple eMail accounts
- Good eMail management tool
- Contact information
- Calendar

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*Microsoft Outlook facilities
Microsoft Outlook versus
Outlook Express
Importing and Exporting data records*

Accessing eMail using Outlook

- Obtain the eMail account's POP3 (Post Office Protocol) server address username and password from your host
- Select "Tools" and then choose "Accounts" or "eMail Accounts" from drop down menu
- Add new "POP3" eMail account
- Enter SMTP server address provided by your ISP, e.g. smtp.btinternet.com

EXERCISE 4

Set up an eMail account in Outlook

*Refer to handout for settings -
everyone will have a different
eMail account*

Address Book

- Can add, edit and delete entries
- Can add sender to address book
 - highlight message
 - click on “tools” menu
 - select “add sender to address book”

EXERCISE 5

Add three contact details in the Address book of Outlook
(can be fictional)

Distribution Lists

- Single name for group of addressees
- Saves time
- Less likely to omit someone
- Can be edited

EXERCISE 6

Set up a Distribution List to include your three contacts

Organising eMail

- Folders
- Automatic removal of junk mail
- Saving eMail addresses
- Filing by topic / name
- Rules for organising mail

Folders

- Inbox is the default folder
- Folders can be organised by recipient, topic or project etc.
- Process can be automated by applying “rules”

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How to set up folders

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EXERCISE 7

Set up three sub-folders to your Inbox for categories relevant to your business

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Rules

- Allow a user to automatically move mail into selected folders
- Select “Tools” then “Rules and Alerts”
- Additional options can be applied
- Junk mail feature – automatic in Outlook

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How to set up Rules

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EXERCISE 8

Go through the process of setting up rules that will automatically filter mail into the new folders you have created within your Inbox

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Tips when composing eMail

- Check spelling and grammar
- Re-read before sending
- Do not use capital letters – SHOUTING
- Include relevant / meaningful title in subject line
- Write succinct paragraphs

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Benefits

- Automatic hyperlink to Web site
- Reinforces business name and Web site address
- Can be customised – font/colour etc.
- Can include images / business logo
- Strap lines can be used for additional promotion, e.g. *"XXX are pleased to announce a discount of 15% for all orders received before..."*

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eMail Policy

- Set out what an employee can and cannot use eMail for
- Increasingly necessary
- Responsible for content
- Business image and reputation

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Attachments

- Pictures
- Spreadsheets
- Word documents
- Video files
- Common source of infection
- Compressions software should be used for large files

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Compression Software

Winzip
PKZip

Ensure recipient is able to un-compress files sent

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Security Issues

- Can be easily read by another person
- Information that should NOT be sent by eMail:
 - Confidential documents
 - Libellous statements
 - Sensitive management material

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eMail Security

- Username
- Password
- Prevents malicious /inaccurate mail by third party

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eMail Marketing

- eMail is one of the most important on-line marketing tools for SMEs
- Also a customer service tool
- Businesses still wary
- Cost effective
- Effective!

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eMail Marketing

Benefits:

- Fast response
- Highly targeted
- Easy to track

Types:

- eMail mail shots
- eMail Newsletters

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Practical Examples

Garden Shop

- Send customers highly tailored information by eMail newsletter about plant care at appropriate times of the year

Holiday Accommodation

- Send details of late deals/special offers when occupancy low

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EU eCommerce Directive

- You cannot send unsolicited commercial eMails to prospective or existing customers unless they have opted in to receive them
- You must have an unsubscribe/opt-out option which is easily accessible
- It is illegal to use Web crawler software to trawl the Internet for eMail addresses

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Exception

You can send unsolicited commercial eMails to existing customers when marketing your own products/services that are similar to those bought by the customer in the past

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The Direct Marketing Association

- DMA
- Working to promote best practise in eMail marketing
- Excellent source of further information
- www.the-dma.org

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EXERCISE 9

Write down at least three ways that you could collect eMail addresses from potential and existing customers

Building own list

- Subscription to newsletter
- To receive news of special offers etc.
- Entry to competition
- Booking form
- Contact form on Web site

Points to Remember

- Never send eMail to someone who does not want it
- Always provide unsubscribe / opt-out option
- Do not abuse permission granted
- Don't alienate or annoy your customers with deluge of daily eMails

Buying an eMail list

- Use reputable list broker
- See the DMA
- Only buy opt-in lists
- Check the source of the lists – how, where and when were people signed up
- Be specific – target by location, age, sex, interests etc.
- Cost approx. £250/1,000 eMails per year

eMail Marketing Campaign

Two options:

- in-house
- outsource to third party

In-house Marketing Campaign

- eMail merge using Microsoft Word
- Do not use "bcc" field – spam
- Use HTML with caution
- Software e.g. broadc@st HTML (£175)
- More advanced eMail functions, on-line service - see www.constantcontact.co.uk, www.emailtools.co.uk or www.emailcenteruk.com

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Facilities on Software

- Reporting/tracking tools
- Subscription manager
- Returned mail handler
- List manager
- Personalisation facilities
- Filters to sort incoming mail
- Import/export information

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How to do an eMail merge

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EXERCISE 10

Run through the process of eMail merging Microsoft Word into Microsoft Outlook to send a promotional eMail message

eMail addresses are provided

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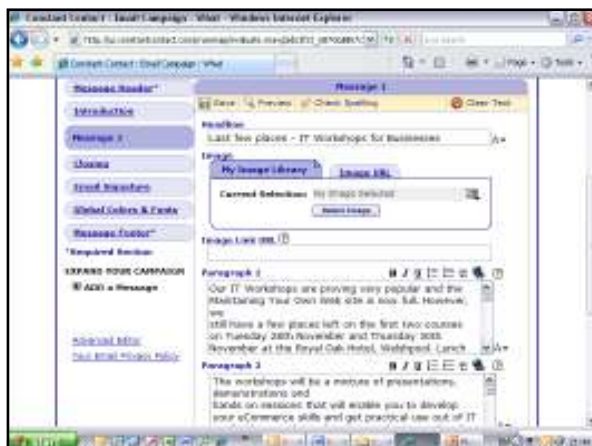
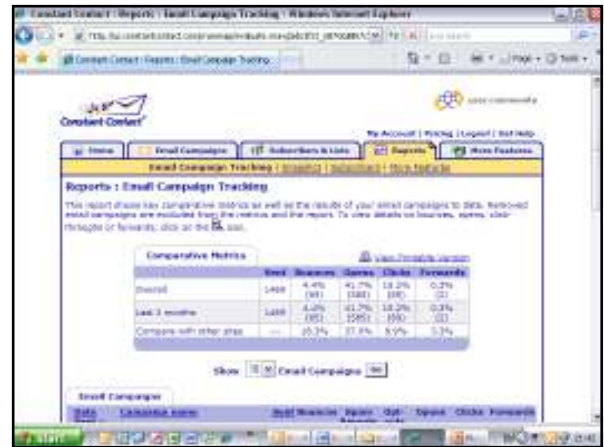
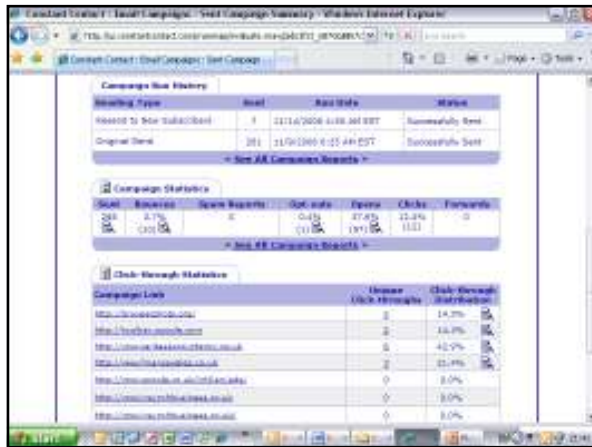
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ConstantContact eNewsletter and on-line subscription facility on Web site

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Social Networking Sites

- Started as general online communities in 1994
- A precursor to blogging
- 2002-2004, 3 sites emerged as most popular in world, becoming global mainstream user sites - Friendster, MySpace and Bebo
- 2004, Facebook launched, becoming fastest growing site in the world
- Now over 200 social networking sites

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Social Networking Sites

- Focus on building on-line communities between people with shared interests/activities
- Used regularly by millions of people
- Most are Web based
- Can interact via eMail and instant messaging

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“Groundswell”

“a spontaneous movement of people using online tools to connect, take charge of their own experience, and get what they need – information, support, ideas, products and bargaining power from each other”

2006 Forrester Report

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Social Networking Sites

- Bebo
- Buzznet
- Facebook
- Friends Reunited
- MySpace
- Netlog
- Windows Live Spaces

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Business Applications

- Social networking services having major impact on businesses and work
- Low cost means of connecting people and expanding contact base
- Can act as customer relationship management tool
- Blogs, contact details, pictures, events, slide shows and videos
- Advertisements possible using banners/text ads
- Global reach
- www.linkedin.com connects professionals and has 36 million users in over 200 countries

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Facebook

- Free access social networking Web site, privately owned
- Name refers to paper facebook's depicting students (US colleges/preparatory schools)
- Founded by Mark Zuckerberg and fellow Harvard University students Dustin Moskovitz and Chris Hughes
- Membership initially limited to Harvard students
- Now, membership available to everyone over 13
- More than 175 million active users worldwide
- The most popular Social Network, followed by MySpace and Twitter
- In August 2008, Facebook valued at between \$3.75 billion and \$5 billion (BusinessWeek)

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Facebook

- Increasingly used by businesses
- Public Profiles –customisable presence for organisations to join and communicate with Facebook users
- “Posts” appear in News Feeds, providing dynamic relationships
- Best Practices Guides available
- Free!
- Not suitable for every business?

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EXERCISE 11

Think of and discuss ways in which having a Facebook profile could benefit your business

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Facebook business profiles

Pleisure Holidays
Cwtch Restaurant*
Others – look for examples

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Facebook Page

- Focuses on content posted by Page administrators
- Lets “fans” become brand advocates
- Multiple customizable tabs
- Wall – central location for recent information, including videos, photos etc.
- Status updates sent to “fans” News Feeds
- Events, Reviews, Discussion topics
- Can measure engagement and interaction (Insight Tools)
- Profile picture – business logo/image
- Can control content posted by fans
- Can add third party Platform applications

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Advertising on Facebook

- Global reach
- Primarily “young” audience but attraction expanding
- Similar to Google Adwords – pay-per-click or impression
- Highly Targetted (age/geographical location)
- Keywords
- Real time reporting available
- *See Handout*

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EXERCISE 12

Design an advert for your business
on Facebook

<http://www.facebook.com/ads/create>

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Blogging

- A Blog (Weblog) – type of Web site maintained by individual/organisation, with regular entries of commentary, discussion etc.
- Entries displayed in reverse-chronological order
- Can contain text, images, links, graphics/videos etc.
- Technorati – in December 2007, had >112 million blogs – (Blogging Portal)
- Business blogs used for branding, marketing, public relations, customer relationship building
- Blogger.com, bravenet.com, blog.co.uk, blogspot.com

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EXERCISE 13

Browse Technorati or other Internet
sites for examples of business blogs

<http://technorati.com/business/>

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Twitter

- Free Social Networking and micro-blogging service
- Founded in 2006 as research/development project
- Enables users to send and read other users' updates ("tweets")
- People sign up to receive "tweets" from other people/organisations
- Senders can restrict delivery
- Can send messages via SMS or RSS
- Often referred to as "the SMS of the Internet"
- November 2008, 4-5 million users estimated
- Often used by celebrities
- See <http://twitter.com/BarackObama>

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YouTube

- www.youtube.com
- Upload and sharing of videos
- Owned by Google
- Approaching 100 million videos online
- 150,000 to 200,000 posted every day
- It would take over 430 years to watch all youtube videos

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Using YouTube in your business

- Videos of your business
- Videos of activities and guides to the area
- Videos of your business found on YouTube
- Could be found in Google searches
- Videos can be embedded in your Web site
- Promotes your Web address

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EXERCISE 14

Look on YouTube for examples of similar businesses using YouTube

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Uploading a video to YouTube and embedding it in a Web site

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Flickr

- www.flickr.com
- Image sharing site
- User groups can be used to share photos
 - Previous guests/customers
 - Products/photos of the area

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Flickr Tips

- It is against Flickr Terms and Conditions to actively market your business on Flickr
- Use your web address as your Screen Name
- User groups can be used to share photos
- Use your Profile to promote your business
- Find groups and share your photos with these groups
- Add comments to photos which will show your screen name
- Link to your Flickr URL
- www.flickr.com/photos/insynch

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Using Flickr

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SMS Messaging

- Costs from as little as 5p a text
- Useful for pubs and groups
- Event reminders
- www.2sms.com

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Questions / Evaluation

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