

New Media Tools for Your Events or Business
Mike McAllen and Jon Trask - 255B
Tue July 14, 2009
3:45 PM

Contact Info:

Mike McAllen

mike@GrassShackRoad.com MeetingsPodcast@gmail.com

www.grassshackroad.com

www.meetingspodcast.com

Jon Trask

Jon.Trask@alliantevents.com MeetingsPodcast@gmail.com

www.alliantevents.com

www.Meetingspodcast.com

SEO

<http://www.grader.com/> (Website Grader)

<https://www.google.com/webmasters/tools/>

<http://www.google.com/analytics>

<http://4q.ipercceptions.com/>

Master SEO Checklist for any site launch:

<http://www.searchengineguide.com/stoney-degeyter/the-best-damn-web-marketing-checklist-pe.php>

Determining when to blog/write/post about things:

<http://www.google.com/insights/search/#>

<http://www.google.com/trends>

VIDEO

www.willitblend.com

www.mybarackobama.com

<http://kogibbq.com/> (Kogi BBQ Case Study)

<http://www.gozags.com/inspiredseason/> (Gonzaga Athletics Case Study)

<http://www.bakershours.com/> (Ed Morita Case Study)

<http://www.sanjosedoubletreehotel.com/> (Doubletree San Jose Hotel Case Study)

<http://tv.winelibrary.com/> (Gary Vanerchuck Case Study)
<http://www.meetingspodcast.com> (Meetings Podcast Case Study)
<http://www.sparkmediasolutions.com> (David Spark Case Study)
<http://www.youtube.com/watch?v=6WPVWDkF7U8> (Professor Monica Rankin Case Study)
<http://www.areallygoodejob.com> (Murphy-Goode Winery Case Study)

More Social Media Case Studies

http://www.davidmeermanscott.com/case_studies.htm

Three Week Action Plan

Week 1

1. Sign up with Google and get a Gmail account
2. Sign up for Google Reader
3. Sign up with Google Adwords
4. Check out Google analytics for your website
5. Put your site in Websitegrader.com
6. Sign up with Facebook
7. Sign up with Twitter
8. Sign up with LinkedIn - Look into industry groups
9. Google Reader - blogs
10. Flickr.com - creative
11. You Tube - (TubeMogul if you are planning to do video)
12. Download iTunes - Meetingspodcast
13. Google Forums - miforum - meco - meetings

Week 2

1. Comment on 2 blogs - stay with the conversations
2. Comment on a forum in each group you joined in Facebook & linkedin

3. Ask or answer a Q & A on LinkedIn
4. Post 3 pictures and tag correctly to Flickr.com
5. Attend Twitter Chat #eventprofs
6. Add 5 blogs to your Google Reader
7. Think about a company or personal blog
8. Think about a podcast or videocast (what do you want to say? What is the story behind it?)

Week 3

1. Start your own blog - blogger.com (free), wordpress.com
2. See about a company blog - find people who might want to be involved. (Big job)
3. Commit to one post a day follow strategy!
4. Buy flip video if interested in doing video. Shoot some video-post
5. Start Podcast - record and post
6. Continue with week one and two group activity