

WEB STRATEGY SUMMIT E-BOOK:

19 experts share their experience and
knowledge about web strategy

By Sharon Barbour

WEB STRATEGY SUMMIT

BRISBANE 2012

E-BOOK

All the action from
Wed 21st, November 2012





WEB STRATEGY SUMMIT E-BOOK

By Sharon Barbour



WEB STRATEGY
SUMMIT

BRISBANE 2012



WEB STRATEGY SUMMIT E-BOOK

By Sharon Barbour

Table of Contents

- 5 Introduction** by Sharon Barbour
- 7 Acknowledgments and thanks**
- 8 Creating your web strategy system** — with Adam Franklin and Toby Jenkins from [Bluewire Media](#)
- 10 Facebook secrets: inside the world's largest social network and where it's headed next** — with Nick Bowditch from [Facebook](#)
- 13 Wake up: social media and search are stealing your sales prospects** — with Mark Parker from [Smart Selling](#)
- 16 Attracting buyers via the web using search, website conversations and email marketing** — with Paul Goldston from [Reload Media](#), Will Swayne from [Marketing-results.com.au](#) and Matt Johnson from [Vision 6](#)
- 19 How to get people to talk about you and then monitor what's being said** — with Alex Tilbury from [The Courier Mail](#) and Jess Whittaker from [Buzz Numbers](#)
- 22 How Mini Movers transformed its industry and continues to drive million dollar business growth via the web** — with Mike O'Hagan from [Mini Movers](#)





WEB STRATEGY SUMMIT E-BOOK

By Sharon Barbour

- 26** **What you think you know, but don't: tackling the risks and combatting the underbelly of the web** — with Tim Underhill from the [Australian Federal Police](#) and Malcolm Burrows from [Dundas Lawyers](#)

- 29** **How I used my blog and podcast to grow my audience to 100,000 people and make over \$1million from the internet** — with Yaro Starak from [Entrepreneurs-Journey.com](#)

- 32** **How four business women are using social media** — with Mel Kettle from [Mel Kettle Consulting](#), Anne Sorensen from [Marketing Is Us](#), Suzie Riley from [Surroundings Architecture](#) and Selina Power from [Bluewire Media](#)

- 36** **How these 21 year olds use apps, SEO, social media and content marketing to change their industry and accelerate the growth of their startup** — with Matt Williams and Jasper Boyschau from [No Yelling Driving School](#)

- 40** **Connect with us**

- 42** **Bonus Section:** Tweet Reach Report



WEB STRATEGY
SUMMIT

BRISBANE 2012



WEB STRATEGY SUMMIT E-BOOK

By Sharon Barbour



Introduction

By Sharon Barbour

If you intend to stay competitive and relevant in the digital age then **Bluewire's Web Strategy Summit 2012** was the place to be on 21 November 2012.

Direct access to some of Australia's most knowledgeable and web savvy business men and women was made possible through a variety of keynote speeches and panel discussions.

Covering web strategy topics from Facebook and SEO, to making the shift from traditional marketing to the new 'like me' world of social media, the web strategy summit provided knowledge and expertise vital to both new and established businesses.

For those of you who missed it, or for those of you who attended and wished you'd had been able to take more notes, this e-book provides the key 'take home' points from each speaker. It's a pocket book of knowledge with hot tips coming straight from the experts' mouths.

19 speakers in total, that's a whole lot of experience in one easy to read e-book!





WEB STRATEGY SUMMIT E-BOOK

By Sharon Barbour



WEB STRATEGY SUMMIT

BRISBANE 2012



WEB STRATEGY SUMMIT E-BOOK

By Sharon Barbour

Acknowledgments and Thanks

Thank you to Sharon Barbour for generously writing this e-book. A big thanks to Nigel Heyn from [Sales e2e](#) - our major sponsor for the Web Strategy Summit. And thanks also to the [Australian Institute of Management](#), [Entrepreneurs Organisation](#) and [Startup Smart](#) for partnering with this event. **Thanks to the following speakers who shared of their experience and knowledge so freely.**

Toby Jenkins	>	Bluewire Media
Adam Franklin	>	Bluewire Media
Nick Bowditch	>	Facebook
Mark Parker	>	Smart Selling
Paul Goldston	>	Reload Media
Will Swayne	>	Marketing-results.com.au
Matt Johnson	>	Vision 6
Alex Tilbury	>	The Courier Mail
Jess Whittaker	>	Buzz Numbers
Mike O'Hagan	>	Mini Movers
Tim Underhill	>	Australian Federal Police
Malcolm Burrows	>	Dundas Lawyers
Yaro Starak	>	Entrepreneurs-Journey.com
Mel Kettle	>	Mel Kettle Consulting
Anne Sorensen	>	Marketing Is Us
Suzie Wiley	>	Surroundings Architecture
Selina Power	>	Bluewire Media
Matt Williams	>	No Yelling Driving School
Jasper Boyschau	>	No Yelling Driving School

Also thanks to Adam Franklin, Tony Barlow, Ann-Maree Lee, Angela Logovik, Garth Ledwidge and Montse Balbuena for contributions in content, editing, photography and design.





WEB STRATEGY SUMMIT E-BOOK

By Sharon Barbour

Creating your own Strategy System

Toby Jenkins - [Bluewire Media](#): CEO

Adam Franklin - [Bluewire Media](#): Marketing Manager

Famous for their comprehensive [Web Strategy Planning Template](#), the Bluewire boys explained that the first step is to know where you want to get to. Their template is a system that incorporates all aspects of web marketing — you design it according to your specific goals. Bluewire Media web strategy adheres to a few fundamental principles:

Content is King

Content fits the puzzle of your web strategy together. It drives backlinks, Twitter, Facebook, Blogs and Email Marketing; it determines Google rank. The bottom line: you need to give some content away for free.

Lead Nurturing

According to Bluewire Media, understanding the following statistic will teach you how to nurture a lead with patience and finesse.

Obviously you want the 75% ready to take action but you can't rush the process from a visit to a sale.



“ Rewarding relationships take time to develop ”

WEB STRATEGY
SUMMIT

BRISBANE 2012



WEB STRATEGY SUMMIT E-BOOK

By Sharon Barbour

Just like getting to know someone in real life, rewarding relationships take time to develop. Get to know your visitors, make them a part of your community and, most importantly, give them access to information (which 75% of them are looking for).



> FIRST VISIT

No RISK Offer

For example:

- Blog with remarkable content

> NEXT VISIT

Low Risk Offer

For example:

- Premium content that is free but visitor must submit their name and email address details

> ONGOING VISITS

Increasing Visitor Experience

For example:

- Drip feed products and access to more information
- Calls to action that begin the sales process.



Anne Sorensen @marketingisus

21 Nov

@franklin_adam likens web strategy to training for a marathon .. Consistent and persistent, strategic effort will reap rewards #WSS12
Expand

WEB STRATEGY SUMMIT

BRISBANE 2012



WEB STRATEGY SUMMIT E-BOOK

By Sharon Barbour

Facebook secrets: inside the world's largest social network and where it's headed next

Nick Bowditch - [Facebook](#): Small Business Marketing Consultant

Nick Bowditch epitomises the new school. Arriving at the summit with a laptop and a laidback attitude, he wore faded blue jeans and his one concession to tradition - a collared shirt (not tucked in and without a tie). Why does what he wore make a difference? Because it looks like what he says. And what he is saying is this:

Tell a Story

People remember good stories. Your story is what differentiates you from your competitors. Figure out what your story is and tell it. Be it. Dress it. Nick's whole persona, right down to his clothes and presentation, depicts the Facebook brand.

Nick painted a bleak picture of many business web strategies today. He called it being "crow-pecked into submission." Ouch!



“ If you're a perfectionist...stop! ”

WEB STRATEGY
SUMMIT
BRISBANE 2012

10