

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





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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!





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Acknowledgments and Thanks

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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.





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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 ”

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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
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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! ”

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As Nick so succinctly put it, the reply will eventually be “Aaaaaaaaaaaaaaah! Leave me alone.” Instead.... tell a story. Build a narrative. Create a story arc that teases your audience with interesting side issues, but will always relate back to your core business. Nick suggests using a content calendar to map out how and when you will share different elements of your story.

Move fast and break things

Straight from the Facebook staffroom. This simple philosophy underpins the business model of the world’s largest and fastest growing social network. “If you’re a perfectionist...stop!” Nick can’t stress enough, the time that’s wasted if you wait until everything is perfect. Try it now, fix it later. The very nature of the web is that it is in a constant state of flux. Waiting for total understanding or complete expertise about a particular aspect of your web strategy is pointless. By the time you master it, something new will be in its place. Hence, move fast and break things!



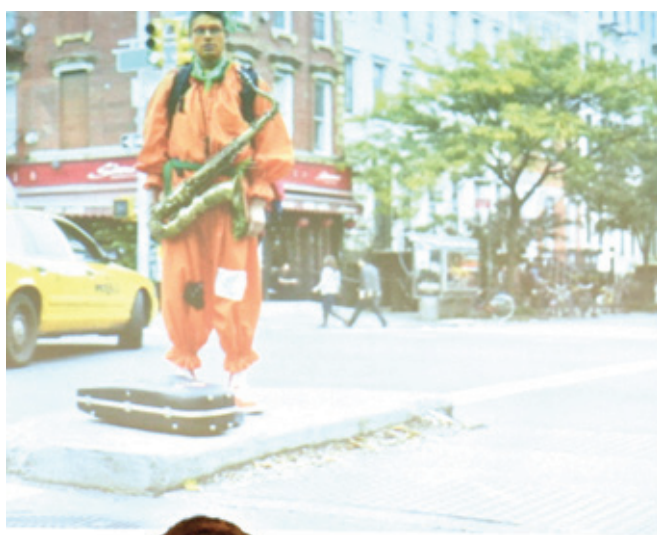


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Some insider news

- Facebook has a phone in Australia: **1800 088 163**
- Upcoming facility that will allow the user to customise their audience and select a specific target audience for particular content.
- Product being tested now that provides Facebook wi-fi, meaning if someone enters a business premises they will receive free wi-fi once they check into that business' Facebook page. Clever, useful, real time marketing.



Importance of mobility

Nick stressed that every business must have a website that is mobile friendly. Having a mobile phone today equates to having a computer in your pocket. Soon everyone will have one. Your business needs to be there ready and waiting.



Mel Kettle @melkettle

21 Nov

According to facebook's @nickbowditch if you are getting less engagement its because you are being less engaging #WSS12

Retweeted by Laura Fisher

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Wake up: social media and search are stealing your sales prospects

Mark Parker - [Smart Selling International](#): Social Media Speaker

Mark has been in the advertising and marketing business for over 20 years so his natural sympathy is toward those struggling with change. Pitching primarily to those who are afraid to take the leap he spelt out a few home truths:

Sales are no longer a monologue, but a dialogue in a digital world

No more “I talk, you listen” or “I sell, you buy”. The rise of consumer power has been almost absolute. Once upon a time sales was about controlling the conversation, now it’s about losing control. Mark explains that the buyer is searching for user generated content about business; they don’t want the corporate message anymore. He warns that businesses that fail to become a part of that online community and engage in online conversations will be left behind. Even an online complaint can be turned into an opportunity by a web savvy business



“ Once upon a time sales was about controlling the conversation, now it’s about losing control ”

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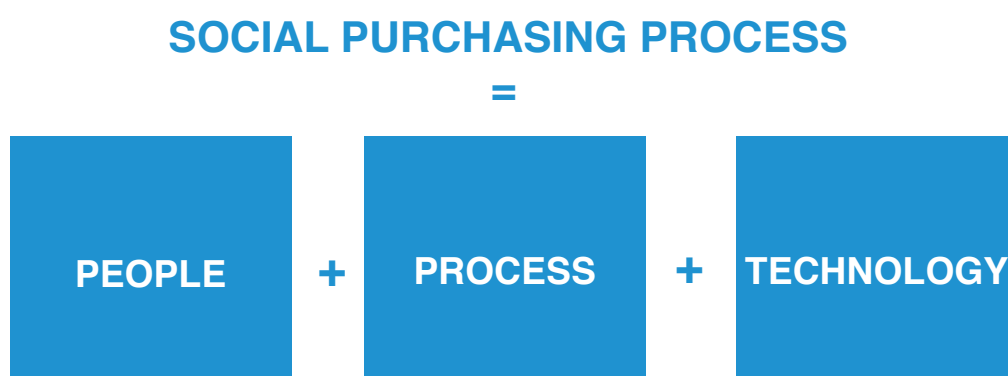
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Buyer research journey

Mark explored the changed ways in which consumers shop and learn. The bottom line is they use technology, so processes must evolve to acknowledge this. Today, successful businesses match how they market and sell with how the consumer shops and learns. There is no point advertising on television or in catalogues if the consumer is not looking there.

So Mark's equation is:



You need to get these three things aligned to reach the sale moment.



Cathie Wilson @copycat21c

21 Nov

Mark Parker @ #wss12, "Embrace change, or embrace irrelevance."

'Nuff said!

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Place your business at the centre of your customer's relationship with technology

Mark applauded the new product being tested by Facebook that would offer customers free wi-fi in exchange for a Facebook check in. This cuts to the heart of his point. You need to be where your customers are shopping and learning.



Mobility is the game changer

Mark earmarked the need for your website and business to be mobile friendly.



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Attracting buyers via the web using search, website conversations and email marketing

Paul Goldston - [Reload Media](#): Head of ROI

Will Swayne - [Marketing-results.com.au](#): Founder

Matt Johnson - [Vision6](#): Email Marketing Specialist

Adam Franklin sat down with these three marketing experts for a candid discussion about the nuts and bolts of web strategy.

Long term web strategy / short term web tactics

This means the need for an aggressive marketing plan in the short term, for example, provision of remarkable content as soon as someone visits your website, but a much more placid and patient strategy when nurturing those visits to conversion-to-sales.

“ Your business needs to know what keywords people are searching on in your industry ”



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Will Swayne introduced a simple case study of two different versions of a website homepage. The version that highlighted the free trial and removed distraction (or 'leaks', as Will referred to them) generated 90.2% more leads. A simple, powerful example of conversion optimisation.



Backlinks

The more backlinks you have from other websites, the higher your rank with Google you will be, which increases traffic to your website

Keyword search

Your business needs to know what keywords people are searching on in your industry. There are lots of free tools available on the internet to analyse this. Paul Goldston recommended 'Google Trends' (www.google.com/trends) as a good starting point. Here you can find out how many global searches per month have occurred for that keyword or cluster of words. You can monitor trends over monthly, yearly or even ten yearly periods. It is advised that you begin your search locally by filtering the search through region.



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Email Marketing

As a marketer you have legal and ethical obligations. Legally you must comply with ACMA's SPAM guidelines (<http://www.acma.gov.au>) but you also have an ethical obligation to deliver anticipated and timely emails to your opt-in subscribers.



Mark Parker @smartselling

21 Nov

Great tip fm @matthew_jj at #wss12 - respect your customers inbox - you've been invited in - don't abuse the privilege

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How to get people to talk about you and then monitor what's being said

Alex Tilbury - [The Courier Mail](#): Former News Director
Jess Whittaker - [Buzz Numbers](#): Brand Evangelist

Long-time journalist Alex Tilbury set us straight about the seismic changes happening in the newsroom since the advent of the internet and social media while Jess Whittaker made suggestions about using this to our advantage and monitoring our progress as we go.

Contact journalists with specific story leads

What better way to get noticed than on the news? News media websites are high authority websites. The more backlinks for your business from high authority sources, the better ranking by Google and ultimately the more traffic to your website. Alex spoke about possible future collaboration between News Limited publications like The Courier Mail and The Sunday Mail. An article mentioning you or your business might, in future, be syndicated across these publications increasing the number of backlinks from the news media.



“There are clever ways you can try to consistently keep your content fresh and relevant with the times”





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This could do wonders for a business profile and move you right to the top of Google search.

Monitor what is being said about you

Use a platform or portal that analyses everything you are doing online in one place. Most of these platforms are also able to analyse what your competitors are doing.



Understand trends and use them

If something is getting huge traffic, find a way to relate it back to your content. There are clever ways you can try to consistently keep your content fresh and relevant with the times:

- **Cyclical trends** — Christmas, Easter, school holidays
- **Current news event** — floods, London riots, schoolies
- **Ongoing interests** — talent and entrepreneurial stories
- **Australian Bureau of Statistics (ABS)** — monitor what new national statistics are to be reported soon and, if it fits with your business, offer to be a case study for the news report. It gives you free exposure and high authority backlinks to your website. See Mike O'Hagan's cheeky marketing stunt along the same lines below.





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Mantain a presence in the online community

Your reputation can rise or fall on Facebook or Twitter without your knowledge if you are not there to respond. Monitoring what is being said, and then engaging in the conversation, is crucial. More than ever your personal brand needs to be transparent and authentic. The businesses most likely to receive negative exposure on social media are businesses found not being true to their brand values and promises.



Reload Media @Reload_Media

21 Nov

#wss12 Connect and develop REAL relationships with journos to get your great content out there. Start with real conversations!!

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Pauly Goldston @paulygoldston

21 Nov

#wss12 @jessdoubleya social media monitoring is like a tsunami alert for PR - gives you enough lead time to get ready for the wave!!

Expand Reply Retweet Favorite

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How Mini Movers transformed its industry and continues to drive million dollar business growth via the web

Mike O'Hagan - [Mini Movers](#): Founder and CEO

Not one to mince words, Mike O'Hagan spells out the keys to successful business and they're not what you think. Forget your carefully constructed business plan or initial capital investment, Mike says the world is changing faster than you can write the plans anyway and that most successful businesses started on a kitchen bench with no money whatsoever. He seems in agreement with the Facebook motto, 'Move fast and break things.' He describes himself as an entrepreneur who finds opportunities that can be developed into solutions that people will buy. "For every 20 crazy ideas, I might have one that works," and Mike sees this as central to his equation for success.

Experiment until you find an idea that works, then trial it, then systemise it

Once you have your idea, the following are 'must do's' when marketing in a world where 90% of people who want to buy something, will ask a friend or associate before they research themselves:



“ For every 20 crazy ideas, I might have one that works ”

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Memorable name

The first thing someone will do once a friend or associate recommends you or mentions you for the service or product they require, is to Google you. If customers need to ask how to spell your product or company name or, worse yet, can't even remember what it was, then you need to change your business name pronto.



Exceed Expectations

You have three choices:

- a)** You can have customers telling people how terrible your product or service is.
- b)** You can have customers telling people how amazing your product or service is.
- c)** You can have customers saying nothing whatsoever about your product or service.



Sandy Simpson @S4Sands

21 Nov

#WSS12 "life is changing quicker than you can write your business plan". Powerful words from Mike o'Hagan from Mini Movers

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According to Mike, it is the Australian way to share our experience with others. So how do you get people talking about you and referring you onto friends and relatives? You exceed their expectations. Wow them! Mike explained that your pricing, along with your branding, will determine people's expectations. Under-promise and then over-deliver! That's the key!



willswayne @willswayne

21 Nov

Mike O'Hagan was spending \$1mil p.a. on the Yellow Pages a few years ago. This year, \$63K. Sucks to be Sensis. #WSS12

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Social media is for commenting / entertaining / informing

If 90% of people looking to purchase a product or service will ask somebody first, the other 10% will find out through advertising. For Mike this is where social media comes in to play. He says the game has stayed the same but the rules have changed. It's still advertising but a new way of doing it. Branding is key in this arena and should match the values of the business.

For Mike's Mini Movers a bold, friendly branding was possible, but if your business is insurance then a more serious and professional branding would be required. Mike thinks outside the box when it comes to getting coverage.

Like our resident journalist Alex Tilbury suggested earlier in the summit, getting a mention in a news story is high profile and will provide a high authority backlink for your website.





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Mike was well aware of that when he arranged a meeting place with a news crew to discuss government tax... strategically in front of a giant Mini Movers van.



Mini Movers also had a memorable Xmas campaign with cheeky photos of removalists wearing nothing but the box that would pack your household goods! However you manage it, the goal of social media is to be different and to be noticed. Monitor what you are doing: if it's working keep going, and if it's not, try something new.



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What you think you know, but don't: tackling the risks and combatting the underbelly of the web

Tim Underhill - [Australian Federal Police](#): Federal Agent
Malcolm Burrows - [Dundas Lawyers](#): Principal

Tim Underhill and Malcolm Burrows gave a quick run-down about the potential risks on the web and how businesses might combat these.

Protecting and reporting

Computer protection, reputation management and privacy management might seem like obvious first steps when operating a business online, yet the Australian Federal Police are bombarded daily with complaints that involve Spam, Phishing and identity fraud. Even the most web savvy person might fall for an online hustle in an unguarded moment, so a sensible reminder of the necessity for computer security never goes astray. **For reporting:**

- > **Spam** – [ACMA.gov.au](#) & [Scamwatch.gov.au](#)
- > **Fraud** – Contact police
- > **Virus** – invest in anti-virus software
- > **Cyber-bullying** — Implement in-house protocols and policy



“ Standard procedures that can help protect you ”

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Mark Parker @smartselling

21 Nov

This session will be interesting - tackling the underbelly of the web
#wss12

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Data Security

The big message from Malcolm Dundas was the importance of data security. If there is a data breach in your business there can be serious implications. A data breach is when personal information is lost or subject to unauthorised access or use or disclosure, **for example:**

- > Lost or stolen laptops, storage devices (USBs, external hard drives, etc.)
- > Databases being hacked
- > Paper records being taken from garbage



At this stage, it is not mandatory to report a data breach unless there is a real risk of harm to an individual, but Malcolm recommends that if the police are requesting information it is wise to comply.

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Nevertheless, there are steps one may take through the court to refuse provision of information to the police. Malcolm explained that there is talk of some proposed changes to the Privacy Act that will increase compliance and make it mandatory to report any data breach.

Protection

Malcolm said that not a week goes by in his line of work without hearing about some sort of data breach or privacy breach. He listed some standard procedures that can help protect you, right from the outset, from the nasty underbelly of the web:

- > Engage best practice technological measures to protect against viral and malware threats
- > Conduct employee and contractor background checks if dealing with sensitive information
- > Engage a social media monitoring service
- > Develop and implement a Crisis Management Plan
- > Appoint a Privacy Officer and conduct a privacy audit
- > Cyber risk insurance.

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How I used my blog and podcast to grow my audience to 100,000 people and make over \$1million from the internet

Yaro Starak - [Entrepreneurs Journey](#): Entrepreneur

Yaro represents a growing tribe of people whose goal is to be able to work as little as possible from anywhere in the world from their laptop and make money. Yaro Starok is living that dream and he had some tips for delegates at the Web Strategy Summit 2012:

Create a never-ending story

Story telling is central to Yaro's blog, 'entrepreneur's journey'. In the beginning he told stories about how he was trying to make money online. Yaro explains that, "All the things I did in my life were told as stories on my website, which is what helped build my audience. Initially, I told my own stories. Then I shared others'." The story is what engages people. Without a story there is nothing.

Create a never-ending story

Yaro warned about the need to use content marketing effectively.



“Initially, I told my own stories.
Then I shared others”

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It's good to have a story and content, but if you don't know how to market it effectively it's pointless:

> **Email marketing** - Yaro heralds email marketing as a goldmine, an absolute necessity and one to initiate immediately. "I waited 12 months before adding an email capture form. I wish I had done it from the first day." The bottom line is that people check their personal emails daily, whereas they might only check your blog occasionally. The email newsletter is a stronger long term form of communication with your tribe

> **Podcasts** - An important and under-utilised marketing tool that allows you to interact directly with your audience, provides opportunity to interview other experts, creates an intimate community of subscribers, and allows for shared traffic.



Jess Whittaker @jessdoubleya

21 Nov

Do you know why ppl trust your company? these reasons will underpin your company msgs/marketing @yarostarak #wss12

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Know your tribe and create your brand around them

It is surprising to discover that many successful entrepreneurs have just a small group of hard core fans. Whatever the case, the key is how to retain their attention. Yaro said once you know your tribe, you will understand that you are the champion of an idea, a philosophy, a way of life.

Once you harness the power of your tribe you create your personal branding around that. For example, Yaro has a photo of himself drinking a coffee in a café with his laptop in front of him. It's a typical shot of him working and it could be anywhere in the world. This is his personal branding and it represents his tribe. Yaro swears by the power of the blog to help develop a brand, a tribe, a following.

Making \$

Yaro confessed that his most consistent stream of income is advertising, so the likeability of his brand, the popularity of his blog, the loyalty of his tribe, are all crucial to keep traffic flowing to his blog. The money comes through advertising, affiliate income and finally his products (eBook and courses).





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How four business women are using social media

Selina Power - [Bluewire Media](#): Social Media Advisor

Mel Kettle - [Mel Kettle Consulting](#): Founder

Anne Sorenson - [Marketing Is Us](#): Founder

Suzie Wiley - [Surroundings Architecture](#): Founder

Bluewire Media's very own social media specialist, Selina Power, chaired this panel discussion to uncover how each of these business women harnessed the potential of social media to grow their businesses. Two things became clear: social media is crucial in any modern day marketing equation, but its use will be unique to every business.

While Suzy Wiley used her blog as a means to build trust, and Facebook as a kind of insider view for the die hard, loyal fans; Anne Sorensen advised caution when starting out. As a salute to the power of social media, which she described as “networking on steroids”, Anne recommended being very clear about your brand and your objectives first, and then hit the blogging hard.

“Networking on steroids”



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Mel Kettle agrees that her blog is central to her success, but the real star of the social media world for her is Twitter. In fact she outed herself as a full blown addict, claiming that Twitter alone transformed her business and personal life for the better, providing business opportunities and connections that would have been impossible in any other forum. The combined social media experience of these women is extensive. Here is some of their specific advice:



Time is a key misconception about social media

Effective social media marketing can be achieved in 15 minutes a day. Once the initial set up is complete with Facebook, Twitter, LinkedIn etc, it is very easy to maintain. For Twitter, Mel suggested the morning, noon, night formula: that's 2 tweets in the morning, 1 at lunch and 1 in the evening.

Commit

Once you commit to social media you must remain consistent. If you join Twitter for example and begin developing relationships, then drop off the scene, only to suddenly return, this will not instill trust or develop relationships effectively.





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In fact, Selina from Bluewire used 'commitment' as the one word that sums up social media to her. Remaining committed to the communication and the relationship is paramount for social media to work for you.

Strike a balance with content delivery

While content might be king, you can still overload your community with too much. Remember just as it is easy to follow someone on Twitter, it is easy to unfollow also. Being sensitive to your community, and treating them like real people having real conversations, will help you get a feel for the pace at which you should provide content. Anne Sorenson suggested only two tweets carrying major new content per week, and having a content calendar in place with a scheduled release of content over time across all social media channels.



Holistic marketing plan

The world of social media is diverse and there are many platforms on which you will have a presence. Your message should be clear and consistent across all marketing avenues.





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Complaints

The greatest fear for any business is having a complaint broadcast across the social media network. All four women argued that you need to have a real social media presence in order to know what is being said about you, and then you must be ready to respond in real time. The world of social media moves fast. If you don't respond quickly then everything will move on and the last lingering thought people will have about your business will be this particular complaint. An immediate response is necessary on the same platform that the complaint is given. Then take the conversation offline.





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How these 21 year olds use apps, SEO, social media and content marketing to change their industry and accelerate the growth of their startup

Matt Williams - No Yelling Driving School: Founder & CEO

Jasper Boyschau - No Yelling Driving School: VP Marketing

Watching these two young men in action is inspiring in itself. They represent a section of the youth who are not afraid to 'have a go', and who admire and aim to emulate the same level of success as people like Tim Ferris. Fearless, funny and fiercely passionate, here are Jasper and Matt's key take home points:

Fake it 'til you make it

Matt was unapologetic when he confessed that when starting out there is a lot of "pretending to know what you are doing" going on. He says embrace this reality and fake it 'til you make it. Mirroring Facebook's motto of 'move fast and break things', the boys caution anyone who is waiting until they know everything: that day will never come. Get started and learn on the go.



“ Fake it 'til you make it ”

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By Sharon Barbour

Authenticity and transparency

A tip of the hat to the global trend toward more transparency in business, Jasper and Matt embrace this completely with a full suite of social media platforms in their marketing processes. They encourage feedback from their clients on social media platforms like Twitter and Facebook, which in turn develops trust and a genuine sense that the business wants to improve and attend to the needs of the client and is not just some empty façade chasing dollars.



Brevity and natural language

Dropping jargon and buzzwords, the boys aim to keep it simple and without ambiguity. Knowing their target market is young learner drivers, they know that they are pitching to an instant gratification audience who want the information yesterday. This understanding led to their decision to price all their products on the website; an unusual but effective approach for their target demographic.



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By Sharon Barbour

Backlinks from different industries

While most businesses aim to guest blog and get backlinks from other websites that are within the same industry, Jasper and Matt broadened their horizons. As they grew their business they were also learning about online marketing. They figured, 'Why not blog about that, too?' This provided the opportunity to engage in different communities that can still create traffic to your primary business.



Mel Kettle @melkettle

21 Nov

If your kids are about to get their L plates tell them to check out the No Yelling driving school app. It is AWESOME! And free #WSS12

Expand

No quick fix for SEO

For Matt and Jasper's business, search is key. There is no repeat business in their kind of industry so search will always be central to their leads. They argue that you must develop an holistic strategy. At the heart of this strategy must be the belief that giving free content is good policy. Many people are scared to give away too much information but, according to the boys from No Yelling driving School, you can never give too much away. It builds trust - an invaluable marketing tool.

Scratch your own itch

Matt says to think of yourself as a giant backscratcher. If you have a problem, chances are that someone else has it too: so find a solution, then market it. Lead with free content and then introduce products.

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Be memorable and creative

Use humour and art to surprise people and remain memorable. For example, No Yelling Driving School takes a photo of every newly licensed client with their instructor. The scope for such a simple idea was phenomenal. For example, these can then be posted on Facebook. A particularly good-looking client garnered a huge number of comments, which led to a photo shoot, a vote by the community for the best photo, which became the head photo on their website for the month. This links to Nick Bowditch's idea of a story arc. It builds hype and interest around your primary business.

Monitor both your own and your competitors' progress

Semrush is a free online tracking program that Jasper and Matt use to stay abreast of progress in social media and SEO.

Good luck!

Enjoy applying the knowledge you have gained from the shared experience of these diverse experts.





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By Sharon Barbour

Connect with Us

You can follow each of the speakers contained in this e-book on Twitter. All speakers have been linked directly to their Twitter address.

Toby Jenkins @Toby_Jenkins
Adam Franklin @Franklin_Adam
Nick Bowditch @nickbowditch
Mark Parker @smartselling
Paul Goldston @paulgoldston
Will Swayne @WillSwayne
Matt Johnson @matthew_jj
Alex Tilbury @AlexTilbury
Jess Whittaker @jessdoubleya
Mike O'Hagan @MrMiniMovers

Tim Underhill
Malcolm Burrows @ITCorporateLaw
Yaro Starak @yarostarak
Mel Kettle @melkettle
Anne Sorensen @marketingisus
Suzie Wiley @suziewiley
Selina Power @Selina_Power
Matt Williams @mattthink
Jasper Boyschau @JasperBoyschau



➤ **Sharon Barbour**
Bluewire Media Copywriter
and Right Copywrite Freelance Copywriter

If you would like a hand with your web strategy, please get in touch with Bluewire Media via **1300 258 394 (1300 BLUEWIRE)** or www.bluewiremedia.com.au

If you would like copywriting services, please get in touch with Sharon Barbour via www.rightcopywrite.com

To buy another copy of the e-book, please visit
www.bluewiremedia.com.au/web-strategy-summit-2012-e-book.





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Bonus Section: Tweet Reach

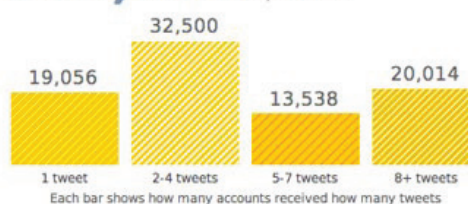
The TweetReach report of all the #WSS12 tweets from the event

reach

85,108
accounts reached

exposure

552,406 impressions

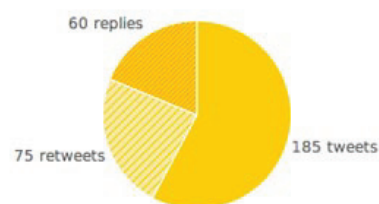
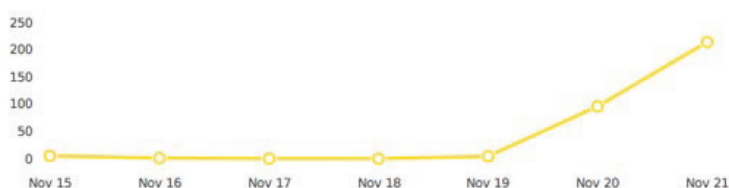


activity

320 tweets

68 contributors

7 days



top contributors

highest exposure
169.4K impressions



@marketingisus

most retweeted
28 retweets



@Bluewire_Media

most mentioned
46 mentions



@Bluewire_Media

most retweeted tweets

- 6** **melkettle**: Facebook in Australia now has a phone number 1800 088 163. Yay! [#WSS12](#) 8 days ago
- 5** **melkettle**: 1 billion people on Facebook with 140 billion friend connections. [#mindboggling](#) [#WSS12](#) 8 days ago
- 3** **Bluewire_Media**: Free tools for PPC and SEO keywords: Google Trends, Google Keyword Tool, Traffic Estimator, Google Analytics [#wss12](#) 8 days ago

contributors

	Tweets	RTs	Impressions
1 marketingisus	19	3	169,388
2 Bluewire_Media	59	28	85,374
3 melkettle	15	18	78,630

tweets timeline

- Nov 21, 2012 at 8:44pm UTC
- GarthLedwidge**: RT [@Bluewire_Media](#): Starting your Web Strategy is like running a marathon. At first it is hard but it will soon be routine! [#WSS12](#) [@Franklin_Adam](#) 8 days ago





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4	nickbowditch	5	0	51,800
5	yarostarak	3	0	46,283
6	HeatherSmithAU	5	0	24,356
7	JohnRussellAus	9	1	16,401
8	smartselling	15	1	11,462
9	LucasLerner	1	0	7,069
10	Franklin_Adam	11	1	4,795
11	MktgIsUsToolKit	4	0	4,624
12	Reload_Media	8	1	4,598
13	MktngResults	10	4	3,649
14	jessdobleya	6	0	3,551
15	AlexTilbury	5	1	3,345
16	ITCorporatelaw	3	1	3,267
17	Toby_Jenkins	6	2	2,643
18	TrendsBrisbane	1	0	2,594
19	_adriankh	1	0	2,191
20	ValleyEdge	3	0	2,025
21	vision6	2	0	1,846
22	willswayne	6	6	1,693
23	launhexpert	1	0	1,621
24	JB_AU	1	0	1,586
25	NicoleMSenior	1	0	1,505
26	Schmiet	2	0	1,284
27	s13_eisbaer	4	0	1,184
28	copycat21c	10	1	1,166
29	StefanPopovic	2	0	1,164
30	SophPaulin	7	0	1,055
31	contentwriteroz	1	0	972
32	iGo2	1	0	821
33	JakkIG	2	0	692
34	laurafisher87	7	1	686
35	MelissaCadzow	1	0	640
36	Reputationz	1	0	601
37	paulygoldston	5	0	579
38	Jamesgauci	10	2	550
39	RockafellaSkank	2	0	510
40	GarthLedwidge	16	0	480



GarthLedwidge: RT @Bluewire_Media: @NickBowditch tells us the importance of a Story Arc. Are you using a story arc in your social media strategy? #WSS12
8 days ago



GarthLedwidge: RT @Bluewire_Media: The Facebook moto: Move Fast and Break Things! @NickBowditch #WSS12
8 days ago



GarthLedwidge: RT @Bluewire_Media: Facebook has a phone number? Put this number in your speed dial 1800 088 163. #WSS12
8 days ago



GarthLedwidge: RT @Bluewire_Media: @NickBowditch says Edge Rank does not exist! #WSS12
8 days ago



GarthLedwidge: RT @Bluewire_Media: People + Process + Technology = Social Purchasing Process. #WSS12 @smartselling
8 days ago



GarthLedwidge: RT @Bluewire_Media: @paulygoldston recommends a call to action at the end of every copy #wss12
8 days ago



GarthLedwidge: RT @Bluewire_Media: Free tools for PPC and SEO keywords: Google Trends, Google Keyword Tool, Traffic Estimator, Google Analytics #wss12
8 days ago



GarthLedwidge: RT @Bluewire_Media: @jessdobleya key insight: Negativity of a brand is caused by not sticking to your brand values #wss12
8 days ago



GarthLedwidge: RT @Bluewire_Media: Failure Rate doesn't exist. They were just ideas that didn't work. @MrMiniMovers #WSS12
8 days ago



GarthLedwidge: RT @Bluewire_Media: People look at pricing and rank and immediately develop an expectation. Great words from @MrMiniMovers #WSS12
8 days ago



GarthLedwidge: RT @Bluewire_Media: Be different and be noticed. Great parting words from @MrMiniMovers #WSS12
8 days ago



GarthLedwidge: RT @Bluewire_Media: Young people should be required to think before they post! 2 minutes or 2 hours should be better than 2 seconds. #WSS12
8 days ago



GarthLedwidge: RT @Bluewire_Media: Email marketing is still a large part of web strategies. Is it a part of yours? #WSS12
8 days ago



GarthLedwidge: RT @Bluewire_Media: "1000 True Fans" and "Tribes" are suggested reads from @yarostarak #WSS12
8 days ago



GarthLedwidge: RT @Bluewire_Media: Semrush could be the new must have web tool! #WSS12
8 days ago



southcreative: RT @melkettle: If you don't like change you need to start embracing irrelevance @smartselling #WSS12 #lovethis
8 days ago



Franklin_Adam: @WendyJohnston62 always a pleasure Wendy! Thank you #WSS12
8 days ago

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41	balbuena	2	0	454
42	PRapprentices	1	0	345
43	tonybarlow	2	0	334
44	MeganMeineke	7	0	314
45	m_herbert	1	0	292
46	CathyShay	1	0	201
47	LaPartners1	1	0	170
48	matthew_jj	1	0	160
49	jc_corry	2	0	155
50	JoelAdamSmith	9	0	129
51	S4Sands	4	0	127
52	jbrownhams	1	1	121
53	StephiIF	2	0	114
54	southcreative	1	0	110
55	jaykilleen	1	0	107
56	KellyBowditch	1	0	104
57	wallacea	1	0	103
58	SomerseteSafe	1	0	76
59	Shadforth_Aus	1	0	74
60	KDPRknows	1	0	60
61	Webinarsandmore	1	0	47
62	unitseven	1	0	42
63	okamuralcco8	1	0	22
64	BrookeBoyschau	1	0	22
65	benseydel	1	0	20
66	mollnerexxky8	1	0	18
67	WendyJohnston62	1	0	3
68	imgem	1	0	2



WendyJohnston62: @Franklin_Adam #WSS12 excellent summit Adam. Lots of insights and takeaways. Thank you.
8 days ago



yarostarak: A gift of champagne for speaking at the #wss12 today (web success summit). Not sure how to say the name thou [instagr.am/p/SSQpaSmL9x/](#)
8 days ago



copycat21c: @Franklin_Adam OMG. Awesome day at #wss12. Thank you!
8 days ago



smartselling: Great day with the @bluewiremedia team with #wss12 - high quality presenters! (@ Qantas Business Lounge) [4sq.com/WinbRc](#)
8 days ago



Reload_Media: @Bluewire_Media great stuff today guys! A really great event. Thanks again for having us! #wss12
8 days ago



ITCorporatelaw: #WSS12 congrats to @Bluewire_Media for organising what was a great day
8 days ago



KDPRknows: @Franklin_adam long day at #WSS12? @ponydining has the knock off drink covered...See you at the watering hole #ponybrisbane!
8 days ago



HeatherSmithAU: @marketingisus under a rock I heard nothing about #wss12 until u appeared in my twitter stream Ann :-)
8 days ago



MeganMeineke: Thank you @Franklin_Adam @Toby_Jenkins @Bluewire_Media for an interesting and very informative day #WSS12
8 days ago



jamesgauci: #wss12 was bloody excellent. Congratulations to all involved, and cheers to the tweeters!
8 days ago



marketingisus: Thanks @Franklin_Adam @Toby_Jenkins and all at @Bluewire_Media for a great event! Fantastic! #WSS12
8 days ago



Bluewire_Media: Thank you all for attending #WSS12 . If you have any feedback we would love to hear it! Be sure to fill out your feedback form!
8 days ago



Reputationz: Reputation-winning advice > RT @melkettle Keep your website language simple and avoid ambiguous language. Aim to establish trust #WSS12
8 days ago



Bluewire_Media: Semrush could be the new must have web tool! #WSS12
8 days ago



Bluewire_Media: Find a way to scratch your itch and share it because others may want to scratch their itch too? #WSS12
8 days ago



melkettle: If your kids are about to get their L plates tell them to check out the No Yelling driving school app. It is AWESOME! And free #WSS12
8 days ago



MktngResults: @matthink = mini @mrminimovers #WSS12
8 days ago

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SomersetSafe: RT @marketingisus: Advocating internet safety @ThinkUKnow_Aus valuable advice thinkuknow.org.au #esafety #WSS12
8 days ago



marketingisus: Thanks @HeatherSmithAU You would have enjoyed today. Next time? :) #wss12
8 days ago



marketingisus: RT @smartselling: Really like what @suziewiley is doing with @pinterest #wss12
8 days ago



nickbowditch: RT @jamesgauci: I'm noticing a correlation... Does #wss12 have 12 guest speakers because there was a discount on cases of Veuve Clicquot? #jk
8 days ago



melkettle: Keep your website language simple and don't use ambiguous language. Aim to establish trust #WSS12
8 days ago



marketingisus: RT @Toby_Jenkins: @varostarak thanks for sharing your insights Yaro! Great session! #WSS12
8 days ago



unitseven: @paulygoldston hope they looked after you today mate. I took a photo of the office while everyone was at #WSS12 imgur.com/GON5N.gif
8 days ago



melkettle: The guys from the No Yelling Driving School are now speaking. What an AWESOME biz name! #WSS12
8 days ago



melkettle: "@Franklin_Adam: @melkettle So which photo came first, the chicken or the egg?? #WSS12 #sorry #dadjoke" the chickens of course!
8 days ago



HeatherSmithAU: RT @franklin_adam: Totally agree "@valeriekhoo is one of the Aussie social media people I look up to!" @melkettle at #WSS12
8 days ago



Franklin_Adam: Totally agree "@valeriekhoo is one of the Aussie social media people I look up to!" @melkettle at #WSS12
8 days ago



smartselling: Follow up point re @melkettle point re social media policies - don't forget to update staff exit procedures #wss12
8 days ago



JoelAdamSmith: Thank you @Bluewire_Media for an awesome event #wss12
8 days ago



Franklin_Adam: @melkettle So which photo came first, the chicken or the egg?? #WSS12 #sorry #dadjoke
8 days ago



varostarak: @Toby_Jenkins no worries Toby, happy to be here #wss12
8 days ago



smartselling: Really like what @suziewiley is doing with @pinterest #wss12
8 days ago



LaPartners1: RT @melkettle: 1 billion people on Facebook with 140 billion friend connections. #mindboggling #WSS12
8 days ago



JohnRussellAus: @melkettle its great to hear from someone whose in their element - passion truly aligned with vocation. My kitchen is always open! #WSS12
8 days ago



Toby_Jenkins: @varostarak thanks for sharing your insights Yaro! Great session! #WSS12
8 days ago



varostarak: Thanks for the warm reception #wss12 crowd. It was 18mins I will remember forever.
8 days ago



copycat21c: RT @MktingResults: Find out your customer's core problem and give them an A to Z on how to fix it! @varostarak #wss12
8 days ago



copycat21c: So glad I came to #wss12 today. Brain is overflowing, but I'm havin' a ball. Thanks @melkettle for the invite. :)
8 days ago



ValleyEdge: RT @marketingisus: 1000 true fans sethgodin.typepad.com/seths_blog/200... via @ThisIsSethsBlog #WSS12
8 days ago



ValleyEdge: RT @Bluewire_Media: "1000 True Fans" and "Tribes" are suggested reads from @varostarak #WSS12
8 days ago



ValleyEdge: RT @ITCorporatelaw: #WSS12 the product launch formula,
8 days ago



MktingResults: Find out your customer's core problem and give them an A to Z on how to fix it! @varostarak #wss12
8 days ago



HeatherSmithAU: RT @marketingisus: 1000 true fans sethgodin.typepad.com/seths_blog/200... via @ThisIsSethsBlog #WSS12
8 days ago



jessdoubleya: Do you know why ppl trust your company? these reasons will underpin your company msgs/marketing @varostarak #wss12
8 days ago



MktingResults: 1000 True Fans article: bit.ly/2PQqaE via @varostarak #wss12
8 days ago



launchexpert: bit.ly/90663M RT @ITCorporatelaw #WSS12 the product launch formula, bit.ly/SQt9F
8 days ago



JaggiG: RT @melkettle: And if you want everyone to see everything then get on twitter :) @nickbowditch #WSS12
8 days ago



JaggiG: RT @MktingResults: "Move fast and break things!" Love it! Sound advice from @nickbowditch #wss12
8 days ago



marketingisus: 1000 true fans sethgodin.typepad.com/seths_blog/200... via @ThisIsSethsBlog #WSS12
8 days ago

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Bluewire Media: "1000 True Fans" and "Tribes" are suggested reads from [@varostarak](#) [#WSS12](#)
8 days ago



ITCorporatelaw: [#WSS12](#) the product launch formula,
8 days ago



StephiliF: RT [@MktingResults](#): Common theme of today... "Story Telling". It gets people to engage...it sells your business [#wss12](#)
8 days ago



Bluewire Media: Email marketing is still a large part of web strategies. Is it a part of yours? [#WSS12](#)
8 days ago



molinerexxky8: RT [@Bluewire_Media](#): What you think you know, but don't: tackling the risk & combatting the underbelly of the web. [#WSS12](#)
8 days ago



MktingResults: Common theme of today... "Story Telling". It gets people to engage...it sells your business [#wss12](#)
8 days ago



Jamesgauci: I'm noticing a correlation... Does [#wss12](#) have 12 guest speakers because there was a discount on cases of Veuve Clicquot? [#ijk](#)
8 days ago



icorry: [@Franklin_Adam](#) I want to hear more about your laptop? [#WSS12](#)
8 days ago



paulygoldston: [@itcorporatelaw](#) [#wss12](#) is it true that politicians don't have to comply to privacy laws?
8 days ago



JohnRussellAus: [@Franklin_Adam](#) do you often use the random guy in the cloak approach mate? ;) haha great! [#WSS12](#)
8 days ago



MeganMeineke: RT [@Bluewire_Media](#): What you think you know, but don't: tackling the risk & combatting the underbelly of the web. [#WSS12](#)
8 days ago



melkettle: Next up Malcolm Burrows [@itcorporatelaw](#) [#WSS12](#)
8 days ago



smartselling: Is it just me or is [@Franklin_Adam](#) airing his dirty laundry? [#wss12](#)
8 days ago



marketingisus: Advocating internet safety [@ThinkUKnow_Aus](#) valuable advice [thinkuknow.org.au](#) [#esafety](#) [#WSS12](#)
8 days ago



Bluewire Media: Who can remember that moment when they got their first Spam email? [#WSS12](#)
8 days ago



JB_AU: RT [@Bluewire_Media](#): Young people should be required to think before they post! 2 minutes or 2 hours should be better than 2 seconds. [#WSS12](#)
8 days ago



Bluewire Media: If you have kids that are using web 2.0 then this is the presentation for you. [#WSS12](#)
8 days ago



melkettle: RT [@Bluewire_Media](#): Young people should be required to think before they post! 2 minutes or 2 hours should be better than 2 seconds. [#WSS12](#)
8 days ago



Bluewire Media: Young people should be required to think before they post! 2 minutes or 2 hours should be better than 2 seconds. [#WSS12](#)
8 days ago



smartselling: JUST in case [@Franklin_Adam](#) hogs question time again - my [#wss12](#) Q for the panel is cyber-bullying in the workforce - tips on responding
8 days ago



smartselling: This session will be interesting - tackling the underbelly of the web [#wss12](#)
8 days ago



Shadforth_Aus: RT [@brownhams](#): [#WSS12](#) Wow! Mini-Movers Yellow Pages spend down from \$1m to \$62k in just 3 years - & some people still think the world hasn't changed!
8 days ago



Bluewire Media: What you think you know, but don't: tackling the risk & combatting the underbelly of the web. [#WSS12](#)
8 days ago



ITCorporatelaw: [#WSS12](#) about to speak social media summit - how appropriate my 1000'th tweet
8 days ago



HeatherSmithAU: RT [@alextilbury](#): Hilarious talk from Mike O'Hagan at [#wss12](#) 'no such thing as bad publicity'. You can get journos to talk to you if you...
8 days ago



HeatherSmithAU: [@alizasherman](#) u could follow [#wss12](#) Brisbane conference happening right NOW!
8 days ago



SophPaulin: You have redeemed yourself!! Nice tweet. [@Jamesgauci](#) [#wss12](#)
8 days ago



jaykilleen: RT [@willswayne](#): Mike O'Hagan was spending \$1mil p.a. on the Yellow Pages a few years ago. This year, \$63K. Sucks to be Sensis. [#WSS12](#)
8 days ago



AlexTilbury: Hilarious talk from Mike O'Hagan at [#wss12](#) 'no such thing as bad publicity'. You can get journos to talk to you if you have a crack at govt.
8 days ago



marketingisus: [@Bluewire_Media](#) Great [#newsjacking](#) example by [@MrMiniMovers](#) [@dmiscott](#) [@Franklin_Adam](#) [@Toby_Jenkins](#) [#WSS12](#)
8 days ago



Bluewire Media: Be different and be noticed. Great parting words from [@MrMiniMovers](#) [#WSS12](#)
8 days ago



s13_elsbaer: RT [@willswayne](#): Mike O'Hagan was spending \$1mil p.a. on the Yellow Pages a few years ago. This year, \$63K. Sucks to be Sensis. [#WSS12](#)
8 days ago



Bluewire Media: People look at pricing and rank and immediately develop an expectation. Great words from [@MrMiniMovers](#) [#WSS12](#)
8 days ago

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MktngResults: "@willswayne: Mike O'Hagan was spending \$1mil p.a. on the Yellow Pages a few years ago. This year, \$63K. Sucks to be Sensis. [#WSS12](#)"
8 days ago



jbrownhams: [#WSS12](#) Wow! Mini-Movers Yellow Pages spend down from \$1m to \$62k in just 3 years - & some people still think the world hasn't changed!
8 days ago



jessdoble: RT @jamesgauci: [#wss12](#) "You can't stand out and grow unless you're different!" Loving the [#commonsense](#) [#wisdom](#) @MrMiniMovers
8 days ago



jessdoble: @johnrussell: its not about no. of words its about the value/relevancy of the content, I will read 5000 words if it benefits me! [#wss12](#)
8 days ago



jamesgauci: [#wss12](#) "You can't stand out and grow unless you're different!" Loving the [#commonsense](#) [#wisdom](#) @MrMiniMovers
8 days ago



okamura: RT @willswayne: [#WSS12](#) @NickBowditch - most people "crow peck" their friends with unrelated info on FB. You gotta tell stories.
8 days ago



Bluewire Media: You might not remember his name but you will always remember Mini Movers! [#WSS12](#)
8 days ago



jamesgauci: I love hearing a truly passionate entrepreneur talk shop. "I'm the world's worst manager"... You give us all hope, @mrminimovers! [#wss12](#)
8 days ago



paulgoldston: RT @willswayne: Mike O'Hagan was spending \$1mil p.a. on the Yellow Pages a few years ago. This year, \$63K. Sucks to be Sensis. [#WSS12](#)
8 days ago



johnrussell: [#WSS12](#) @MrMiniMovers - "Experiment and adapt, the world moves too fast to do otherwise." Planning for a future we're blind to is redundant
8 days ago



joeladamsmith: I too want a lot of money @mrminimovers [#wss12](#)
8 days ago



AlexTilbury: YellowPages marketing budget has gone from \$1m to \$60k in three years. Says the 100% owner of MiniMovers. [#wss12](#)
8 days ago



willswayne: Mike O'Hagan was spending \$1mil p.a. on the Yellow Pages a few years ago. This year, \$63K. Sucks to be Sensis. [#WSS12](#)
8 days ago



TrendsMap: [#wss12](#) is now trending in [#Brisbane](#) [trendsmap.com/au/brisbane](#)
8 days ago



Bluewire Media: \$1m in Yellow Pages? [#WOW](#) great insight from @MrMiniMovers [#WSS12](#)
8 days ago



marketinginsus: "Experiment and systematize. The world is moving too fast for cumbersome business plans." says
8 days ago



AlexTilbury: Mike O'Hagan says its easier to love your business and customers if you love money more. [#home](#) truths from Mr Mini Movers [#wss12](#)
8 days ago



S4Sands: [#WSS12](#) "life is changing quicker than you can write your business plan". Powerful words from Mike o'Hagan from Mini Movers
8 days ago



Bluewire Media: Failure Rate doesn't exist. They were just ideas that didn't work. @MrMiniMovers [#WSS12](#)
8 days ago



m_herbert: RT @Bluewire Media: @jessdoble key insight: Negativity of a brand is caused by not sticking to your brand values [#wss12](#)
8 days ago



johnrussell: @jessdoble any advice in relation to blog word lengths for great customer engagement? [#WSS12](#)
8 days ago



Bluewire Media: Viagra Fencing... now that is remarkable and memorable @MrMiniMovers [#WSS12](#)
8 days ago



Bluewire Media: @MrMiniMovers is in the house! We look forward to hearing his insights. [#WSS12](#)
8 days ago



paulgoldston: @jamesgauci haha and how! The question is, is mixing new vs traditional a strategy made of unobtainium? I think not!! [#wss12](#)
8 days ago



StephieF: RT @willswayne: [#WSS12](#) @NickBowditch - most people "crow peck" their friends with unrelated info on FB. You gotta tell stories.
8 days ago



jamesgauci: I feel like we're really getting to [#TheCore](#) of Traditional vs New Media at [#wss12](#) right @PaulGoldston ?
8 days ago



MktgInsus: Keep an eye on forthcoming biz stats to shape potential stories related to yr business for the media [#WSS12](#)
8 days ago



S4Sands: [#WSS12](#) protect ur online reputation by being aware of what's being said and be in a position to respond.
8 days ago



paulgoldston: [#wss12](#) Journos LOVE case studies on the news of the day supported with hard facts. Great way to build relationships and get GREAT links!
8 days ago



paulgoldston: [#wss12](#) @jessdoble social media monitoring is like a tsunami alert for PR - gives you enough lead time to get ready for the wave!!
8 days ago



LucasLerner: Best then [#HolidayCookies](#) is [migre.me/byRYu](#) [#news](#) [#СнаптакБарселона](#) Versace Eros [#wss12](#) you can [#qo2connect](#) [#QuikQuiz](#) say Ya Beauty!
8 days ago



Bluewire Media: People look at pricing and rank and immediately develop an expectation. Great words from @MrMiniMovers [#WSS12](#)
8 days ago

WEB STRATEGY SUMMIT

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WEB STRATEGY SUMMIT E-BOOK

By Sharon Barbour



Bluewire_Media: @smartselling @jessdoblevea very true Mark!
#wss12
8 days ago



smartselling: @Bluewire_Media @jessdoblevea Or having brand values that don't change as community sentiment does! i.e. Coles #WSS12
8 days ago



MeganMeineke: @jessdoblevea negativity arises because a brand promise has been broken, social media keeps us accountable, more true to our brands #WSS12
8 days ago



SophPaulin: @jamesgauci sorry to bore! Your tweets are much more valuable :) #wss12
8 days ago



Bluewire_Media: @jessdoblevea key insight: Negativity of a brand is caused by not sticking to your brand values #wss12
8 days ago



marketingisus: This is the post @franklin_adam mentioned: Wasted kindling sethgodin.typepad.com/seths_blog/201... via @ThisIsSethsBlog #WSS12
8 days ago



KellyBowditch: RT @laurafisher87: Small business content is "crow pecking us into submission" haha well said @nickbowditch #WSS12 #tellbetterstories http://t.co/NxEbCWfW
8 days ago



Bluewire_Media: Use the overwhelming information content to analyse the key trends using appropriate tools to back up your web strategy @jessdoblevea #wss12
8 days ago



smartselling: @AlexTilbury - seems to me that journo's are just like consumers - be relevant and engaging with them! I guess they are human! #wss12
8 days ago



MeganMeineke: @AlexTilbury the power of relationships is today still relevant and more important than ever #WSS12
8 days ago



Bluewire_Media: Create real relationships with the journos in your business area @alextilbury #wss12
8 days ago



MktngResults: "@smartselling: Great tip fm @matthew_jj at #wss12 - respect your customers inbox - you've been invited in - don't abuse the privilege"
8 days ago



willswayne: Advice from journalist @AlexTilbury at #WSS12: (To journos), "Press releases are like a crazy old uncle at Christmas"
8 days ago



jamesgauci: Maybe I should stop tweeting and start writing some copy like @AlexTilbury says... #wss12 #guilty
8 days ago



MktngResults: "Readers won't pay for breaking news, but they will pay for good analysis, insight & behind the scenes information" @AlexTilbury #wss12
8 days ago



Reload_Media: #wss12 Connect and develop REAL relationships with journos to get your great content out there. Start with real conversations!!
8 days ago



Bluewire_Media: Welcome the new panel @alextilbury @jessdoblevea #wss12
8 days ago



jamesgauci: These winning tweets aren't adding enough value to my time here! #wss12 #boringseminartweets
8 days ago



jessdoblevea: RT @Bluewire_Media: Free tools for PPC and SEO keywords: Google Trends, Google Keyword Tool, Traffic Estimator, Google Analytics #wss12
8 days ago



MktngResults: RT @Bluewire_Media: Free tools for PPC and SEO keywords: Google Trends, Google Keyword Tool, Traffic Estimator, Google Analytics #wss12
8 days ago



Bluewire_Media: An amazing and insightful panel @willswayne @matthew_jj @paulygoldston #wss12
8 days ago



Bluewire_Media: Free tools for PPC and SEO keywords: Google Trends, Google Keyword Tool, Traffic Estimator, Google Analytics #wss12
8 days ago



MeganMeineke: Capture the demand that already exists by putting yourself in the right place through SEO #WSS12 @paulygoldston
8 days ago



johnrussell: #WSS12 Business stigmatizes mistakes as bad things. Trying new strategies & creativity can often cause mistakes. Mistakes are not the enemy
8 days ago



Bluewire_Media: @paulygoldston SEO101 make it searchable and customer relevant #wss12
8 days ago



Bluewire_Media: Not every communication is consented for e-marketing. Don't be a spammer and obtain the correct connection #wss12
8 days ago



Bluewire_Media: Regulate your spamming - acma.gov.au #wss12
8 days ago



smartselling: Very cool to see #wss12 trending on Twitter - go tweeters!!!
8 days ago



marketingisus: #WSS12 When considering email copy think about the customer problems your service solves. Great advice fm @matthew_jj @vision6
8 days ago



Bluewire_Media: Joke of the day: "what's the difference between a horse and a camel - a camel was designed by a committee!" thanks @willswayne #wss12
8 days ago



jessdoblevea: EDMs with a lot of content include call to action at sev points throughout rather than just at the end @paulygoldston #wss12
8 days ago



SophPaulin: Great @willswayne - yes, you need the right 'tactical' elements for web conversion, but the 'strategy' (the WHAT u offer) is key!! #wss12
8 days ago

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By Sharon Barbour



johnrussellaus: #WSS12 Respect & Nurture a subscriber, be patient, personalize... You never know where the relationship will end up or how long it will last
8 days ago



Bluewire_Media: @paulygoldston recommends a call to action at the end of every copy #wss12
8 days ago



Bluewire_Media: Nurture, Add value, Build trust - the key factors of a strong email marketing campaign @matthew_ji #wss12
8 days ago



smartselling: Great tip fm @matthew_ji at #wss12 - respect your customers inbox - you've been invited in - don't abuse the privilege
8 days ago



melkettle: Respect the invitation into people's inboxes by adding value. Be respectful #WSS12
8 days ago



jessdoubleva: Just arrived in Bris for #wss12 lookin forward to panel with @AlexTilbury how to make ppl talk about u + then listen to what is being said
8 days ago



vision6: @matthew_ji and crew about to kick off the panel at #wss12
8 days ago



Bluewire_Media: We can't wait to see the next panel #WSS12
8 days ago



laurafisher87: #WSS12 great tea break talking to very interesting people!!
8 days ago



NicoleMSenior: RT @melkettle: Facebook in Australia now has a phone number 1800 088 163. Yay! #WSS12
8 days ago



S4Sands: @Bluewire_Media very excited to hear from Tim Underhill and I loved Nick. Very cool. #WSS12
8 days ago



MelissaCadzow: RT @melkettle: 1 billion people on Facebook with 140 billion friend connections. #mindboggling #WSS12
8 days ago



Schmiet: Not Facebook?! RT @melkettle: And if you want everyone to see everything then get on twitter :) @nickbowditch #WSS12
8 days ago



RockafellaSkank: Not Facebook?! RT @melkettle: And if you want everyone to see everything then get on twitter :) @nickbowditch #WSS12
8 days ago



marketingisus: smartpen.com.au What a great idea! By @smartselling #WSS12
8 days ago



SophPaulin: Great quote from Erik Qualman via @smartselling #wss12 ow.ly/19pfr
8 days ago



balbuena: RT @Bluewire_Media: Starting your Web Strategy is like running a marathon. At first it is hard but it will soon be routine! #WSS12 @Franklin_Adam
8 days ago



MeganMeineke: We don't have a choice on whether we do social media, the question is how well we do it #WSS12 @smartselling
8 days ago



jamesgauci: RT @melkettle: And if you want everyone to see everything then get on twitter :) @nickbowditch #WSS12
8 days ago



balbuena: RT @Bluewire_Media: The Web Strategy Summit #WSS12 is about to start! What question are you dying to ask?
8 days ago



MktingResults: Marketing Tip: What are the top 10 questions your customer service team are asked? There's your Marketing Plan! @smartselling #wss12
8 days ago



jamesgauci: Ten bucks says Mark was talking to Myer. Freudian presentation photo slip? #wss12 #freudianslip
8 days ago



MeganMeineke: Exciting day at #WSS12 learning more about web strategy. How are your key customers using technology?
8 days ago



marketingisus: The article is written by David Edelman Dec 2010 HBR #WSS12
8 days ago



adriankh: RT @melkettle: 1 billion people on Facebook with 140 billion friend connections. #mindboggling #WSS12
8 days ago



marketingisus: Branding in the Digital Age: you're Spending Your Money in All the Wrong Places - @harvardbiz hbr.org/2010/12/brandi... here's a link #WSS12
8 days ago



laurafisher87: #WSS12 "customers want a little more than fluff and giggle, they want some meat on the bone" - Mark Parker, @smartselling
8 days ago



nickbowditch: RT @melkettle: 1 billion people on Facebook with 140 billion friend connections. #mindboggling #WSS12
8 days ago



nickbowditch: RT @copycat21c: Says Nick Bowditch at #wss12 "If you're a perfectionist, STOP it." I can feel my throat closing over just thinking about it! #nerdperfect
8 days ago



nickbowditch: Thanks @Franklin_Adam and @Toby_Jenkins for inviting me to speak today at #wss12. Hope the rest of the day goes well.
8 days ago



Bluewire_Media: People + Process + Technology = Social Purchasing Process. #WSS12 @smartselling
8 days ago



tonybarlow: RT @willswayne: #WSS12 @NickBowditch - most people "crow peck" their friends with unrelated info on FB. You gotta tell stories.
8 days ago



Bluewire_Media: Targus asks the top 3 asked questions of the week and then use that as their marketing strategy for the week! Great idea. #WSS12
8 days ago

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By Sharon Barbour



RockafellaSkank: RT @melkettle: Facebook in Australia now has a phone number 1800 088 163. Yay! #WSS12
8 days ago



Reload Media: #wss12 control your prospects through ongoing dialogue and funnel marketing
8 days ago



Franklin Adam: #WSS12 "sales, marketing & customer service is now blurred" @smartselling
8 days ago



Webinarsandmore: RT @Bluewire Media: Make your fans influence your friends of fans and they will do the work for you! Great tip from @NickBowditch #WSS12
8 days ago



contentwriteroz: RT @melkettle: Facebook in Australia now has a phone number 1800 088 163. Yay! #WSS12
8 days ago



johnrussellaus: #WSS12 We are educating people today with no idea with what the world will be like in 5 years. Can SM help the required shift in education?
8 days ago



Bluewire Media: If they care enough to complain, you should care enough to respond! @smartselling #WSS12
8 days ago



Reload Media: #wss12 Great web strategy guides users unconsciously
8 days ago



JoelAdamSmith: I talk, but I don't want you to listen, I want a dialogue to solve your problems. So lets talk! #wss12
8 days ago



Reload Media: #wss12 in a recent survey, 96% of people said they didn't do what the web strategist wanted them to do. The other 4% didn't understand the Q
8 days ago



Bluewire Media: @smartselling has take the stage! Any questions for him? #WSS12
8 days ago



Toby Jenkins: #wss12 search + social = bad news for sellers (if you're doing the wrong thing...)
8 days ago



BrookeBoyschau: @SophPaulin @jasperboyschau @Bluewire Media hope you all have a learned day! #WSS12
8 days ago



copycat21c: Mark Parker @ #wss12, "Embrace change, or embrace irrelevance." 'Nuff said!
8 days ago



benseydel: If you don't like change, embrace irrelevance. :) #wss12
8 days ago

Nov 21, 2012 at 12:00am UTC



melkettle: If you don't like change you need to start embracing irrelevance @smartselling #WSS12 #lovethis
8 days ago



Bluewire Media: Who wants a bottle of wine? Your best tweet could win it for you! #WSS12
8 days ago



laurafisher87: #WSS12 session #2 hearing from Mark Parker @smartselling about social media - using @prezi too!
8 days ago



SophPaulin: I know I should have gone the book...self control is not my strong point! Thanks #wss12
8 days ago



wallacea: Move fast and break things - Nick Bowditch, Facebook for SMB #WSS12
8 days ago



copycat21c: RT @melkettle: 1 billion people on Facebook with 140 billion friend connections. #mindboggling #WSS12
8 days ago



jamesgauci: Quote of the day: "EdgeRank doesn't exist." - FB employee #wss12
8 days ago



Toby Jenkins: RT @MktngResults: "Move fast and break things!" Love it! Sound advice from @nickbowditch #wss12
8 days ago



s13_eisbaer: RT @melkettle: According to facebook's @nickbowditch if you are getting less engagement its because you are being less engaging #WSS12
8 days ago



s13_eisbaer: RT @melkettle: And if you want everyone to see everything then get on twitter :) @nickbowditch #WSS12
8 days ago



copycat21c: RT @Bluewire Media: Make your fans influence your friends of fans and they will do the work for you! Great tip from @NickBowditch #WSS12
8 days ago



laurafisher87: RT @melkettle: According to facebook's @nickbowditch if you are getting less engagement its because you are being less engaging #WSS12
8 days ago



copycat21c: RT @melkettle: Facebook in Australia now has a phone number 1800 088 163. Yay! #WSS12
8 days ago



MktngResults: "@willswayne: #WSS12 @nickbowditch - most people "crow peck" their friends with unrelated info on FB. You gotta tell stories."
8 days ago



MktngResults: "Move fast and break things!" Love it! Sound advice from @nickbowditch #WSS12
8 days ago



copycat21c: RT @melkettle: According to facebook's @nickbowditch if you are getting less engagement its because you are being less engaging #WSS12
8 days ago



melkettle: And if you want everyone to see everything then get on twitter :) @nickbowditch #WSS12
8 days ago



Bluewire Media: @NickBowditch says Edge Rank does not exist! #WSS12
8 days ago



melkettle: According to facebook's @nickbowditch if you are getting less engagement its because you are being less engaging #WSS12
8 days ago

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By Sharon Barbour



CathyShay: RT @melkettle: Facebook in Australia now has a phone number 1800 088 163. Yay! #WSS12
8 days ago



MktgIsUsToolKit: RT @marketingisus: Love Facebook motto 'move fast and break things!' via @nickbowditch #WSS12 #facebook
8 days ago



copycat21c: Says Nick Bowditch at #wss12 "If you're a perfectionist, STOP it." I can feel my throat closing over just thinking about it! #nerdperfect
8 days ago



marketingisus: Love Facebook motto 'move fast and break things!' via @nickbowditch #WSS12 #facebook
8 days ago



melkettle: Facebook in Australia now has a phone number 1800 088 163. Yay! #WSS12
8 days ago



sl3_eisbaer: RT @Reload_Media: Hahaha Facebook wifi is coming - cool! Check in to a business to access wifi! #wss12
8 days ago



Bluewire_Media: Facebook has a phone number? Put this number in your speed dial 1800 088 163. #WSS12
8 days ago



marketingisus: Influencing the influencers RT @Bluewire_Media: Make yr fans influence yr friends of fans & they will do the work for u @NickBowditch #WSS12
8 days ago



Bluewire_Media: The Facebook moto: Move Fast and Break Things! @NickBowditch #WSS12
8 days ago



SophPaulin: @BrookeBoyschau all in a morning's work!! Looking forward to @jasperBoyschau at #wss12
8 days ago



melkettle: Facebook estimate a revenue if \$1 b in next year from mobile #WSS12
8 days ago



Reload_Media: Hahaha Facebook wifi is coming - cool! Check in to a business to access wifi! #wss12
8 days ago



melkettle: Listening to @nickbowditch from Facebook speaking on SMB strategies. Anyone got for any questions for him? #WSS12
8 days ago



Bluewire_Media: Facebook WiFi! Lets get excited! #WSS12
8 days ago



Bluewire_Media: Have you been using the new custom audience feature on Facebook? #WSS12
8 days ago



Bluewire_Media: Make your fans influence your friends of fans and they will do the work for you! Great tip from @NickBowditch #WSS12
8 days ago



marketingisus: @Bluewire_Media @nickbowditch suggests to integrate your story arc into your content calendar as part of your social media strategy #WSS12
8 days ago



JohnRussell: #WSS12 at Bluewire Media's Web Strategy Summit fb.me/ww3lqgK
8 days ago



JoelAdamSmith: @nickbowditch you are a genius! People want to be engrossed but sme's are not doing it well enough... #wss12
8 days ago



Reload_Media: Love the idea of integrating story arcs into social and digital strategy #wss12
8 days ago



laurafisher87: Small business content is "crow pecking us into submission" haha well said @nickbowditch #WSS12 #teltbetterstories http://t.co/NxE8cWfh
8 days ago



melkettle: 1 billion people on Facebook with 140 billion friend connections. #mindboggling #WSS12
8 days ago



willswayne: #WSS12 @NickBowditch - most people "crow peck" their friends with unrelated info on FB. You gotta tell stories.
8 days ago



SophPaulin: Your company's story is how you differentiate yourself from your competitors. Learn your story & tell it! @nickbowditch #wss12
8 days ago



Bluewire_Media: RT @JohnRussell: #WSS12 Bluewire Media's key note speaker, Facebook's Nick Bowditch with @Franklin_Adam & @Toby_Jenkins http://t.co/UKS6i0dZ
8 days ago



Bluewire_Media: @NickBowditch tells us the importance of a Story Arc. Are you using a story arc in your social media strategy? #WSS12
8 days ago



JohnRussell: #WSS12 Bluewire Media's key note speaker, Facebook's Nick Bowditch with @Franklin_Adam & @Toby_Jenkins http://t.co/UKS6i0dZ
8 days ago



Bluewire_Media: #WSS12 looking for tips on how to tell your story through images? Check out this page! facebook.com/humansofnewyor...
8 days ago



Bluewire_Media: #WSS12 Check out Humans of New York Facebook Page @NickBowditch mentioned. facebook.com/humansofnewyor...
8 days ago



Bluewire_Media: @NickBowditch reminds people the importance of storytelling by relating it to cave paintings. We all started telling stories! #WSS12
8 days ago



JoelAdamSmith: What story are you telling to your community? #wss12
8 days ago



Toby_Jenkins: #WSS12 @nickbowditch those who win on #FB are the best at telling their stories
8 days ago



Bluewire_Media: "Story telling is so important" - very true @NickBowditch #WSS12
8 days ago

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By Sharon Barbour



Bluewire Media: We Can't wait to hear @NickBowditch from Facebook speak about his time at Facebook. #WSS12
8 days ago



JoelAdamSmith: "train hard, win easy" #wss12
8 days ago



Bluewire Media: If you have any questions throughout the day tweet them and @Selina_Power will ask them for you! #WSS12
8 days ago



willswayne: @Franklin_Adam at #WSS12. "Lead with generosity". If you feel like you're giving too much away, you've probably got the balance right.
8 days ago



marketingisus: @franklin_adam likens web strategy to training for a marathon .. Consistent and persistent, strategic effort will reap rewards #WSS12
8 days ago



Bluewire Media: Starting your Web Strategy is like running a marathon. At first it is hard but it will soon be routine! #WSS12 @Franklin_Adam
8 days ago



marketingisus: RT @Toby_Jenkins: #WSS12 first step to building trust is free no-risk content @Franklin_Adam
8 days ago



Bluewire Media: Want to know more about how @Bluewire_Media is using Hubspot as a part of our Web Strategy? Talk to @Franklin_Adam in the break! #WSS12
8 days ago



Toby_Jenkins: #WSS12 first step to building trust is free no-risk content @Franklin_Adam
8 days ago



Bluewire Media: @Franklin_Adam be sure to post on your blog remarkable and sharable content. Don't forget to have a call to action! #WSS12
8 days ago



MktgIsUsToolkit: RT @marketingisus: We're underway! @bluewire_media Web Strategy Day @franklin_adam @Toby_Jenkins #bluewire <http://t.co/8VqsQLiq> #WSS12
8 days ago



marketingisus: #WSS12 RT @marketingisus: We're underway! @bluewire_media Web Strategy Day @franklin_adam @Toby_Jenkins #bluewire <http://t.co/bdBCxXMq>
8 days ago



Bluewire Media: @Franklin_Adam talks about how the funnel works for your website! #WSS12
8 days ago



Bluewire Media: Want to download the Web Strategy Planning Template @Toby_Jenkins drew on the board? #WSS12 Here it is: bluewiremedia.com.au/web-strategy-planning-template
8 days ago



smartselling: Great intro fm Toby and Adam at #wss12 with the @bluewiremedia team
8 days ago



willswayne: @Toby_Jenkins at #WSS12: "Key to web strategy is matching customer goals + business goals" {Most companies are lop-sided}
8 days ago



melkettie: Looking forward to speaking at #WSS12 later today. Thanks @Franklin_Adam and @Toby_Jenkins for the invite :)
8 days ago



JoelAdamSmith: Let it begin! #wss12 -- Sent from Camera Effects - [bit.ly/i0aBo0](http://t.co/i0aBo0) <http://t.co/ix0ajUni>
8 days ago



smartselling: @Bluewire_Media where is the coffee? #wss12
8 days ago



laurafisher87: Getting started in a few short minutes. Web Strategy Summit @ Aus Institute of Management #WSS12
8 days ago



Bluewire Media: The Web Strategy Summit #WSS12 is about to start! What question are you dying to ask?
8 days ago



S4Sands: #WSS12. Very excited to be here today.
9 days ago



vision6: Looking forward to a great day with @Bluewire_Media #wss12
9 days ago



JoelAdamSmith: Are you one of the cool cats coming to the #wss12 -- Sent from Camera Effects - [bit.ly/i0aBo0](http://t.co/nihVoShT) <http://t.co/nihVoShT>
9 days ago



nickbowditch: Giving the keynote this morning at @Bluewire_Media's Web Strategy Summit in Brisbane. #wss12
9 days ago



smartselling: Locked and loaded for #wss12 - keynote about how search and social is changing sales foursquare.com/smartselling/c...
9 days ago



iGo2: RT @franklin_adam: @briansolis urges Aussie business to "sit up & pay attention to #SocialMedia " Timely for #WSS12 <http://t.co/3fl3jNCp>
9 days ago



JoelAdamSmith: Getting pumped and excited #wss12
9 days ago



matthew_jj: Looking forward to an awesome day of learning #wss12
9 days ago



Franklin_Adam: @briansolis urges Aussie business to "sit up & pay attention to #SocialMedia - or get left behind!" Timely for #WSS12 <http://t.co/GIGLyfIG>
9 days ago



tonybarlow: Heading over to assist the cool cats at @Bluewire_Media with #WSS12 !
9 days ago

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By Sharon Barbour



willswayne: @Franklin_Adam and co... really looking forward to being on the panel at #WSS12 today and meeting lots of smart peeps.
9 days ago



smartselling: @Franklin_Adam Oh...OK. So less red wine + more preparation = STELLAR PERFORMANCE - got it...I'm dialled in like #clickfrenzy... #wss12
9 days ago



Franklin_Adam: @smartselling I would be flattered that a pro like yourself is putting in this much preparation to do a stellar performance at #WSS12 ;)
9 days ago



smartselling: @Franklin_Adam would you be angry if you knew I was still working on my prez? Not that I am -just asking!
#wss12
9 days ago



Franklin_Adam: @organicisland @jc_corry @copycat21c @tonybarlow @Selina_Power @matthew_ji @matththink @smartselling @cxq945 @ITCorporateLaw See u at #wss12
9 days ago



Franklin_Adam: @WendyJohnston62 @TCbeaumont @willswayne @varostarak @tonybarlow @suziewiley @furnbagz @paulgoldston @melkettle See you tmro at #WSS12
9 days ago



Franklin_Adam: @JoelAdamSmith @jbrownhams @KylieMallan @laurafisher87 @Go2TheMaxx @MeganMeineke @Public_Relator @s4sands @traderiskau See you all at #WSS12
9 days ago



jmgem: @Franklin_Adam, I'll see you at #WSS12 tomorrow with mah boys @matththink and @jasperBoyschau
9 days ago



Franklin_Adam: @AngelaMogridge @ashbrian @vision6 @SCGrammarSchool @EvolveComposite @jamesgauci @jmgem @BrisbaneAirport See you all tmro at #WSS12
9 days ago



copycat21c: Looking forward to tomorrow's Web Strategy Summit 12 #WSS12 w/ @melkettle bit.ly/QQ55ik.
9 days ago



Toby_Jenkins: #WSS12 @AlexTilbury @Franklin_Adam See you then Alex!
9 days ago

Nov 20, 2012 at 12:00am UTC



AlexTilbury: Looking forward to seeing @Franklin_Adam & @Toby_Jenkins at #WSS12 tomorrow in Brisbane. bit.ly/QQ55ik
9 days ago



Bluewire_Media: How are you using social media for business? Find out from 4 business women at #WSS12 bluewiremedia.com.au/web-strategy-s...
10 days ago



Franklin_Adam: A few tickets remain to see 19 speakers at Web Strategy Summit 2012: this Wed 21st Nov in BRISBANE. bit.ly/QQ55ik. #WSS12
10 days ago



jc_corry: See 19 speakers at Web Strategy Summit 2012: Wed 21st Nov BRISBANE. Tix from \$247 +GST. RT to win. #WSS12 bit.ly/QQ55ik
10 days ago

Nov 17, 2012 at 12:00am UTC



StefanPopovic: Second and last day at the Skills Show. Enjoyable but my God my feet are KILLING me! #WSS12
13 days ago

Nov 16, 2012 at 12:00am UTC



StefanPopovic: At the world skills show for the next few days with @PRapprentices and the Pearson team. Come and say hello! #wss12
14 days ago



PRapprentices: We are at the World Skills Show for the next 3 days! Come and see us for more information. Located at stand 1-129 (yellow area) #WSS12
14 days ago



Bluewire_Media: Wake up; social media and search are stealing your sales! #WSS12 bluewiremedia.com.au/web-strategy-s...
14 days ago



Bluewire_Media: It is not too late to get tickets for the Web Strategy Summit. #WSS12 bit.ly/W7FXzw
14 days ago



Bluewire_Media: Who are you most looking forward to meeting at #WSS12 ?
14 days ago

Nov 15, 2012 at 2:05am UTC

WEB STRATEGY SUMMIT

BRISBANE 2012

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WEB STRATEGY SUMMIT E-BOOK

By Sharon Barbour

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