



Growing New Markets via the Web

With Pen Lister MSc Dist & Janet Gordon BA Hons

The Wow Agency, Faculty of Computing, London Met University

In partnership with Knowledge Connect

Welcome to today's seminar.
We will be taking a mad dash through the dazzling world of Web 2.0, Social Media and Web Analytics, and considering all the important issues in your internet life

Morning Sessions

9-9.30am Introduction

Developing Your Internet Profile

9.45am - 10.40am

- 'Business Card' websites
- Keeping your website up to date - open source solutions
- E-commerce pros and cons

The first session introduces the building blocks of existing on the internet. We'll be discussing how to approach your first website, how to maintain your website and initial thoughts about E-Commerce solutions, and whether E-Commerce is right for you.

Social Media - Are You in on the Conversation?

11am - 11.45am

- Can your customers talk to you or about you online?
Blogs, Facebook Pages, YouTube Video, Twitter and all the rest
- Why bring customers back to your site? - 'Goal Conversion'

This session focuses on various Social Media and Web 2.0 technologies available and how to utilize them to best effect for promotion and marketing, as well as brand development and customer communication channels. We'll also start to think about Goal Conversion.

Are you in touch with your customers?

11.45am - 12.15am

- Are you in touch regularly with your 'public'?
Subscriptions: RSS, HTML Emails
- Databases of customers & potential customers
- Goal Conversion!

A tour of various technologies that can be used to develop customer subscriptions, what they are for, what you can achieve with them, and how to keep track of who's doing what with the subscription channels you run.

12.30-1.30pm Lunch



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The afternoon sessions cover all things User orientated. How to provide what your users want in the best possible way, an introduction to metrics and important legal considerations. A short summary ends the day.

Afternoon Sessions

1.45pm - 2.30pm

The User Experience Introduction to Usability

- How to find out what your users need
- How to make your website design and online content user friendly

A number of key issues concerning your likely users are discussed in this session, and how these issues relate to your website or other digital presence. This session should have a direct impact on your future internet strategy in many ways.

2.45pm - 3.25pm

The User Experience Introduction Web Analytics

- What are your online visitors doing on your website?
- Which pages of your site are most popular?
- Where are your visitors coming from, or going to, after they leave?

Sounds difficult, doesn't it? Well, this session will introduce you to the concepts involved in web analytics, and just how much useful information is available to you about your users and what they are up to on your website. And it's all free.

3.45pm - 4.45pm

A brief look at the Legal Aspects

- Accessibility issues: DDA; WAI
- Data Protection and user privacy
Secure databases and ethical hackers, Third party opt out/opt in
- Safety on Social Networks

We need to consider some important legal issues involved when using online technology - this session covers some principal areas to be aware of and possible consequences of not taking account of them. Legal obligations, best practice, and legal protection should things go wrong.

4.45pm - 5pm **Summary**



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Background

Pen Lister



After several years as a pro singer-songwriter, I then worked in market research for Pergamon Press, for The Daily Mirror, The European & other tabloids. A period working for a music merchandise company taught me all about customers and selling.

Various jobs involving computers showed me that was my future. I self trained as a web developer and took on freelance work, then gained an MSc Multimedia Systems (Dist) and secured a job lecturing at London Met.

Aside from lecturing, I'm still involved in commercial web development through the Wow Agency, working with graduates and real clients on digital projects of all types.



Janet Gordon

Working for a successful pop duo in the early 90s, I became interested in the internet and found myself involved in the development of the first record company web site in the UK.

After teaching myself HTML, I delivered evening classes for several years before coming to London Met as a mature student, graduating with a BA First Class Hons in Multimedia Systems with Spanish & English Studies.

I now teach at London Met, and also work on digital media promotion campaigns for new music releases using a variety of technology, such as Email campaigns, development of websites and creation of digital viral content.

Sources

Internet Profile

Jakob Nielsen, Steve Krug, Preece et al, Open Source, Hot Scripts, Jenny Le Peuple, Smashing Magazine, A List Apart

Social Media

Erik Qualman - Socialnomics, Tracy Tuten - Advertising 2.0, Wertime and Fenwick - Digital Marketing, Mashable, New Media Knowledge, Wired, Facebook, Nixon McInnes

Subscriptions

Pen Lister, WhatIsRSS, FeedBurner, W3Schools, Mullen & Daniels - Email Marketing, Smart Insights, Campaign Monitor, MailChimp, SmartFocus, IndieResults, Marketing Sherpa, Lyris

Goal Conversion

Dave Chaffey - Internet Marketing, Avinash Kaushik - Occam's Razor blog, Google Analytics

User Experience: Usability & Web Analytics

Jared Spool, Jakob Nielsen, Preece et al, Smith Atakan, LinkedIn Usability group, Quesenbury, Usernomics, Nixon McInnes, ComScore, ClickyMedia, Kissmetrics, Brandwatch, CWS, Getelastic

Legal Aspects

W3C, England & Finney - Managing Interactive Media, Directgov, HiSoftware, OUT-LAW, Information Commissioner's Office, Intellectual Property Office, Website Law

NB: This list of sources is not everything we use - that list would be too long and change too much. For ongoing and updated resources, please go to <http://activate.penworks.net>