

“Connect in the Cloud”

*How to Build an Online Community that Increases Profitability
for Your Business*



FREE Webinar

Series

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About this special Webinar series

So you're connected *to* the cloud. But are you forging connections *in it*?

- **Today, consumers are getting wiser and pickier about how, where and when they want to receive information.** If you're like most companies, you are going to the Cloud to find innovative ways to reach your target audience and using various SEO, branding, or social initiatives to do so. But how do you bring it all together in a streamlined, cost-effective way?
- **Online Communities are growing in popularity as a way for companies bring their marketing initiatives together** and be positioned as the go-to-resource for their industry group, but it's not an easy undertaking. Originally designed for social networking purposes, Online Communities for business must be targeted, content-focused and get companies ranked organically in search engine results- where most people look for information.
- **At TMC, we are always asked: how can I build the right kind of Online Community** that will meet my marketing objectives and make my company money? What's the special formula for success? Our experience building Communities for 10 years for over 200 sites gives us unique insight into how to build profitable, powerful Online Communities as we've gathered both successful practices and techniques companies should avoid to reduce the risk of failure.

This free educational Webinar series will cover 5 topics we've heard matter most to companies who are planning to build, or want to continue to grow and optimize their Online Communities. The sessions will include market research, real-time data gathering, and open forums for Q&A with the experts.



About the 2011 Online Community “Connect in the Cloud” Webinar Series



Note: All Webinars occur at 2:00pm EST/11:00am PST. Past Webinars are available for Free On-Demand Viewing



Part 1: Overview

Title and Information

Building Communities Online:

Reduce Marketing Spend While Boosting Sales, Search and Social Initiatives

(Wednesday, March 30th, 2011 at 2:00pm EST/ 11:00am PST)

The Facts

- **Most people start their search for information online**, but are increasingly picky about where and how they are marketed to.
- **The average company will increase their online marketing spend** allocation to 52% in 2011.
- **The top marketing priorities** for companies this year are Lead Generation Activities, Custom Content, Social Media and Search Engine Optimization.
- **Online marketing initiatives come with risk**, and it is sometimes difficult to measure the ROI and effectiveness of these methods.

Session Abstract

- **Part 1 of this series will cover:**
 - The **evolution** of targeted marketing, and how companies are using different online marketing techniques
 - Some **challenges** many companies are facing with their Pay-per-click, social or SEO initiatives
 - How an **Online Community** can solve many online marketing issues while positioning a company as a true thought-leader in their industry
 - **Difficulties** some Online Community owners face and how to overcome them



Part 2: Overview

Title and Information

Making Your Content Count:

How to Develop an Online Community that Builds Your Brand's Reputation and Drives Sales
(Wednesday, May 25th, 2011 at 2:00pm EST/11:00am PST)

The Facts

- **78% of companies report** that **Custom Content** is a very important or critical focus this year, which currently takes up approximately 33% of marketing budgets.
- Companies are focusing **more on custom content than search initiatives**.
- **Content must have the right balance** of objectivity and thought-leadership to reach the right audience.
- Many companies are challenged with what kind of content to develop, and how to ensure it is shared with their prospects and customers.

Session Abstract

- **Part 2 of this series will cover:**
 - **Recent trends and statistics** on where and how companies are investing in content marketing initiatives.
 - **Examples** of content elements being used
 - Which content elements **work best**, and those which **not be as effective** for an Online Community depending on your company's goals
 - **What to do** with the content once it's developed, how to organize it and how to ensure it is leveraged and shared across all possible channels.



Part 3: Overview

Title and Information

Rank Higher: How to Incorporate Smarter SEO Techniques Through Online Communities
(Wednesday, July 27th at 2:00pm EST/ 11:00am PST)

The Facts

- Companies are reporting a **61% increase** in spend in SEO activities this year
- **SEO Black Hat techniques** are being and punished, and recent algorithm changes made by Google will impact how companies are found online
- **Organic search ranking** is key to being positioned as a Thought Leader and companies who appear within search results are more likely to attract potential customers
- There are ways to **save money on SEO techniques** without sacrificing other, more important online initiatives

Session Abstract

- **Part 3 of this series will cover:**
 - **Challenges** with being found through search engines, let alone ranked highly.
 - **Dangers** in SEO techniques
 - **The best techniques** for boosting SEO with Online Communities *organically*
 - **Success stories** of companies who have succeeded, and others who have not.
 - How **small businesses and start-ups** can leverage these practices for their own SEO initiatives in cost-effective ways.



Part 4: Overview

Title and Information

Powerful Promotions: Better Ways to Advertise and Boost Your Brand Online with Online Communities
(Wednesday, September 28th at 2:00pm EST/ 11:00am PST).

The Facts

- **Pay per click spending** is reported to consume 14% of marketing budgets, with an estimated 30% increase in spend this year.
- These techniques are **costly**, carry the **risk of high click-fraud** and typically experience low click-throughs
- Advertising on an Online Community is a delicate practice that requires a **careful balance** of brand awareness with general industry-knowledge.
- Without this balance, it is **hard to build trust** with potential customers who will come to your Community seeking credible information, not a sales pitch.

Session Abstract

- **Part 4 of this series will cover:**
 - How Online Communities serve as **collaboration sites** that can boost a company's thought-leadership and credibility in their industry space.
 - How Online Communities are also used for **branding and advertising** purposes, often used to supplement other e-mail marketing, online ad or other promotional campaigns.
 - How to **achieve balance** with your Online Community by ensuring you have the right content on your site, and are allowing collaboration and interaction to take place between you, your customers and prospects.
 - How to **promote your brand** in the right way through your Online Community



Part 5: Overview

Title and Information

From Social to Sales: Taking Social Initiatives to the Next Level with an Online Community
(Wednesday, November 30th at 2:00pm EST/ 11:00am PST)

The Facts

- **Social media is reported to be a top initiative** for most companies worldwide: More than 60% of Fortune 500 companies are using social media in their marketing and PR strategies
- **Common challenges** with social media include difficulty to measure ROI, additional, disperse channels that are difficult to manage, and challenges with gathering qualified leads
- **Companies need to be on social sites**; it's reported that over 90% of B2B buyers use social media to research and execute purchases. **But what's the best way to utilize these social channels** to share your content and messaging and connect with your customers and prospects?

Session Abstract

- **Part 5 of this series will cover:**
 - **How companies are currently using social media** for business and marketing purposes.
 - **Challenges** some companies face such as the difficulty measuring ROI and managing multiple, disperse sites
 - How companies can **optimize social media efforts through Online Communities** for maximum and measurable impact.
 - How to leverage Twitter, LinkedIn and Facebook profiles, as well as blogs and Wikis, to share content that promotes thought leadership and encourages collaboration.



Registration

To register for this Webinar Series, click [here](#):

You will have the option to select specific Webinar sessions that are most relevant to your company's marketing objectives. All Archived Webinars are available for On-Demand after the Live session has ended

SPONSORSHIP

TMCnet is currently accepting requests for sponsorship for this Webinar series

Sponsorship includes:

- *Inclusion on all Webinar run-of-site ads on TMCnet*
- *Your company information on all communications regarding sponsored Webinar (marketing pieces and e-blasts sent weekly)*
- *For sponsorship opportunities or more information, [contact us](#)*



Ways to Participate

E-Mail Us

Ideas , Questions, Best Practices and Lessons Learned

Participate in Real-Time
Polls during
Webinar Sessions

Prepare Questions in
advance for Q&A or
request to be a
speaker

Take the Post-Webinar Survey
to Offer Feedback and
Suggestions



[REGISTER](#)

Additional Resources and Research

Articles and Research about building Online Communities	<ul style="list-style-type: none"> • The Online Community Maven – Blog (Recent Articles Titles Below) <ul style="list-style-type: none"> • Nine Minutes about SEO (Podcast) • Mythbuster: All targeted marketing and SEO products are not created equal (Article) • How your SEO Firm Can Get You Banned from Google (Article) • “I Have the Content...Now What?” (Article)
Customer Case Studies	<ul style="list-style-type: none"> • Jabra Headsets • AlliedFiber
About TMCnet Online Communities	<ul style="list-style-type: none"> • Visit us online • View a snapshot of the Online Community Program • Contact Us
Previous Webinars	<ul style="list-style-type: none"> • Webinar Archives