

The State Of The Web And How To Make \$\$\$ From It

A Free video education series for Grey and Bruce Businesses, Organizations and Individuals

The Goal: Increased comfort and participation of local business, not for profit organizations and area individuals online.

Premise: With an increased # of locals educated and empowered to use the web **we all benefit**. This free course will **provide the right mix of web business basics, best practices for present and insight on how to leverage the power of the web as a business and marketing tool.**

The Producer: *The State Of The Web and How To Make \$\$\$ From It* is produced by Ryan Wiseman of FindItGreyBruce.com/BrandCamp.ca. The video series will draw on Ryan's personal experience, years of web based research and writing, the best resources from around the web + the insights of leading business and web thinkers from around the region.



The Sponsors: The production costs for *The State Of The Web and How To Make \$\$\$ From It* are underwritten by an assortment of area businesses and organizations. Series sponsors will receive "name and URL recognition in each episode" + a 25 sec. logo/photo and audio tagline message included in 2 video episodes. Episode choice is available on a first come first serve basis. Series sponsors will also receive a logo and business synopsis on the Series Mini site @ FindItGreyBruce.com. For complete sponsorship details see below or please visit FindItGreyBruce.com/business.

Distribution: The series episodes will be published online @ FindItGreyBruce.com and included in our YouTube channel. Additional series promotion will include Facebook, Twitter, Kijiji and other online promotion. Each episode will remain online for a minimum of 365 days from date of launch. In all likelihood the series will be updated in 11 months and rereleased for another year. Initial series sponsors will have the first option to secure another year of sponsorship for the series.



Schedule: Production of the series will begin as soon as we have greater than 50% of the sponsors on board. From that point, one episode will be produced/released every 1-2 weeks until the completion of the 10 episodes.

The Style: Each episode in the series will include a mix of: video, web screenshots (static) and video screen capture (moving picture with audio) + Series branding and supporting sponsor acknowledgement slides. Each episode will have an associated web page with show notes, relevant links, downloads etc as well as sponsor identification.

The Content: The series will cover a variety of topics of interest to businesses and entrepreneurs looking to make the most of the Internet as a learning, marketing and relationship building tool. While the Internet by its very nature is ever changing, our goal is to produce “evergreen” web content that will have a long shelf life and maintain value to viewers for some time.

Proposed topics included in the series.

Google Local Business Centre – how to sign-up, add content and a look at how to manage your local business campaigns.

Free (or nearly free) Web Publishing platforms - Posterous, Wordpress.com ... and a number of other free resources for your small business website.

OK, I signed up for a Blog...Now What? - Blogging for business is a powerful tool if carried out right. People like to do business with those they know, like and trust. Blogging for your business is a great first step to develop such relationships. This video looks at best practices and provides a variety of examples/sources of inspiration.

Facebook for Business - A slightly more advanced approach to Facebook for business advertising friend/list splitting – Facebook ad campaigns – Facebook trend tracking

The real time web, what it means, how to track it and how to benefit. Twitter, Friendfeed, Google Alerts

E-commerce fly by – a considerably in depth topic covered in minutes with attention to the right questions to ask your developer/service provider, e-commerce business basics, how to manage shipping & taxes

The Future of Web is Video – a look at how web based video spots can benefit your business, where to promote/distribute your video as well as insight/tips on how to plan/produce your own.

The Link Economy – how to get links, how to give them and how we all benefit from the practice.

Gimme an S, Gimme an E, Gimmie an O: an SEO reference guide – a quick look at the topic of SEO and what steps a business should consider when attempting to or purchasing services for Search Engine Optimization

10 Audio and Video Podcasts reviewed. A look at 10 audio/video podcasts that can benefit your business practice.

Sponsorship Benefits – The State of the Web and how to make \$ from it.

Sponsor details.

10 x \$350 (+ GST) sponsorship packages are currently available.

Episodes: 10

Episode Length: 5 - 10 min. each. Each episode provides evergreen* web education, best use and marketing content.

Business Branding/Presence:

- Business Name + url/phone at the end of each episode
- logo + tagline message on 3 videos
- profile on mini-site

Shelf Life – Guaranteed online for 365 days. Initial course sponsors will have an first option to renew sponsorship after one year

Add a 60 second video promo to your Mini-site profile, + \$300:

The Upsell

For an additional \$300 we will visit your business and shoot an interview/required footage + photos to produce a 2 minute video spot to be included in your profile on the State of the Web mini-site + inclusion on our YouTube video channel. You can also promote your completed video spot anywhere online... how do I do that? **The Future of Web is Video** episode will tell you all you need to know.

Reserve your Sponsorship Opportunity today by calling Ryan or Deb at FindItGreyBruce.com, 519.371.7611.

*evergreen content = content designed and created with the goal that it remains pertinent for some time. Daily news = not evergreen. How to win at euchre, a step by step guide = evergreen as the details of how to win at Euchre haven't changed much over the years!