MAKING DIGITAL HAPPEN
ONE ORGANIZATION AT A TIME

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04/21/2012
Introduction

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Chrisp Media, LLC
Web Development and Online Marketing Company in Champaign, IL that focuses on getting small businesses and community organizations online.
www.chrispmedia.com
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Online Presence

Nationally, only half of small businesses are online.

That number is a lot less for community organizations.
Why is being online important?

- Traditional advertising methods are often financially out of reach
- Word of mouth is not as effective without an online link
- The phone book is dying
Reasons for not being online

• We don’t have the time
• We don’t have the money
• We don’t have the technical know-how
Time, Money, Know-How

• Not that much time is required
• You can get online for free
• If you can fill out an online form or send an email, you can get online
Popular Solutions

- Twitter
- Facebook
- Google Sites
- WordPress
Twitter

An online microblogging service that allows people send and receive messages up to 140 characters
Pros of Twitter

- Over 140 million active users
- Only takes minutes to set up
- Easy to connect with other people, businesses and groups through the follow feature
- Can be customized to match your brand

Ideal for businesses and organizations with frequent calls to action.
Cons of Twitter

• 140 character limit can’t always convey entire message
• Content isn’t always indexed in search engines
• No place to put detailed company information
• Have to abide and adjust to Twitters ever changing terms and look and feel
Facebook

An online social-networking service that allows people and groups to share messages, photos, videos and events.
Pros of Facebook

• Over 850 million active users
• Only takes minutes to set up
• Easy to connect with other people, businesses and groups through the like feature
• Has a dedicated place for all business and company information

Ideal for businesses and organizations that want to engage and converse with customers/members.
Cons of Facebook

• Content isn’t always indexed in search engines
• Who sees your content is not always controlled by you
• Have to abide and adjust to Facebook ever changing terms and look and feel
• Not a great place to share non video or image files
Google Sites

An online website creation tool that allows anyone to design a free website
Pros of Google Sites

• Easy to collaborate and share files
• Can use a custom domain if desired but not necessary
• Has numerous themes that can be customized
• All content is indexed and searchable

Ideal for businesses and organizations that want a simple website with easy to find information
Cons of Google Sites

• Content is not fully controlled by you
• Have to abide and adjust to Google’s ever changing terms
• Must use Google tools for certain features
• Storage limits
WordPress

An online content management system that allows people to create featured filled websites
Pros of WordPress

• 22% of all new sites created with Wordpress
• Scaleable and fully customizable
• Open source platform
• All content is indexed and searchable
• Content can downloaded, backed-up and archived

Ideal for businesses and organizations that want a robust website with dynamic features like blogs, e-commerce and memberships
Cons of WordPress

- Platform is often hacked and is updated frequently
- Strong Learning Curve
- Knowledge of HTML, CSS and PHP necessary for advanced features
- There are other more powerful open source content management systems available
You can use more than 1 tool!

Many businesses and organizations have Twitter, Facebook and a Google or WordPress website.

The main requirement is not money and know-how but time.
THANK YOU!