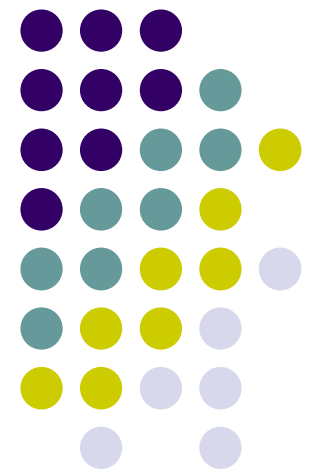


“How to *Boost Profits* For Your Business with ICT”

Presented By
Ken Shipley



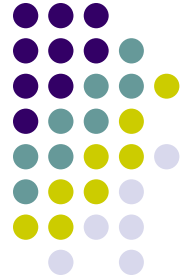
For a Free Consultations & Your Own
Customized Internet Marketing Blueprint,
meet me after the seminar @kenshipley

Ken Shipley



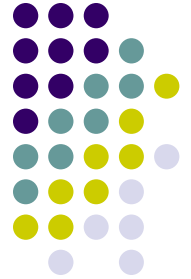
- Who I am, **Caribbean Entrepreneur**
- What I do, Manage my **Web Development Company**
- My Hobbies, **Technology Enthusiast**

What ICT has done for me

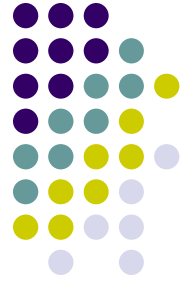


Today's Agenda

- Free Internet Tools & Services
- You NEED to Have a Website
- Internet Marketing
- Intermission



Internet Tools and Services



- ICT Information Communication Technologies
- Many Services cost nothing but time and expertise are required to use them effectively
- Most free services online make money via advertising.



Importance of a Website

- You need a website before a business card.
- When you want to buy something, where do you go to search for it?
- According to InternetWorldStats.com, by June 2008, the number of Internet users in the US had reached over 220 million (72.5% of US population)
- Get a website for your business. Period

How to get a website



- **Create one yourself**

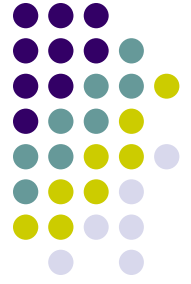
- Blinkweb.com
- SiteSell.com
- WordPress.com

- **Outsource**

- Family and friends
- Freelancer
- Web Development Company



Things your website should have



- Blog
- Contact Form
- Easy Navigation
- Optimization

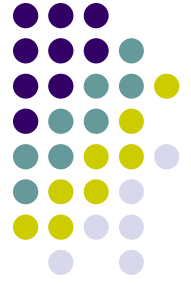


And now for an intermission



Internet marketing

- Receipts, business cards, brochures
- Search Engine Optimization
- Google Maps listing
- E-mail Marketing Campaigns
- Article Marketing
- Video Marketing
- Social Media (Twitter, Facebook, LinkedIn, etc.)
- Blogging
- Forum Marketing



Internet marketing

- Build a community around your product using social networks.
- Lower costs of distribution information by making everything digital
- Manage your company's reputation online
- Use free internet services to measure your marketing campaigns

Sources



Photos courtesy Getty images

Source youtube

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Ipsos MediaCT, March 2009