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Star Global Newsletter Winter 2008

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Greetings,

Star Global created this monthly e-mail newsletter, filled with information about web based tools and technology to help optimize and empower your business online.

This newsletter issue discusses a few notable social media networking tools that can help you stay on top of what's available out there.

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Blog Software

In order to increase usage of your website by providing relevant new information to the public on a regular basis, it requires an ongoing and active posting of current industry news and information. This encourages people to return often. To help your company manage stories, media information, and build a resource centre with articles, conference material, publications etc., Star Global recommends using a blog to catalogue publically available, industry related information.

There are three types of blog software installations that I will discuss here.

1) [Blogger.com](#)

The first is by www.blogger.com
With this free, three step sign-up service, you can have a blog up and running in about 5



minutes. *Yes you can.*

Star Global recommends Blogger.com which can be set up and maintained as easily as using Microsoft Word.

An RSS feed is provided with any blog software. Articles can be syndicated throughout the Internet, and users may subscribe to the news feed using their preferred software or service.

2) Wordpress

The second type of blog software is provided by www.wordpress.org



The use of free Wordpress blog software allows the client to customize the look and feel to be the same as your website. Plus, Wordpress resides on your own hosting server, so that a backup of information is made every 24 hours (free blogger software is hosted on a public site, and if it is discontinued, there is no guarantee the blog content will be salvageable)

3) Wordpress Premium Themeshops

Operating on the same platform as the free Wordpress templates - snazzy, hot-dang designers have created awesome premium Wordpress templates for you to licence.

Check out these design shop like:
www.woothemes.com/
www.themeforest.net/



For about \$70USD, you can license a top quality Wordpress Theme that most suits your business.

The trick is to find a premium template that is 75% of what you want and customize it with graphics created from your illustrations.

This will help cut down on the time to invent a brand new premium theme.

Social Networking & Media

Twitter

Twitter is a free social networking and micro-blogging service, that



allows its users to send and read other users' updates (otherwise known as tweets), which are text-based posts of up to 140 characters in length. www.twitter.com

Del.icio.us

Delicious (formerly del.icio.us, pronounced "delicious") is a social bookmarking web service for storing, sharing, and discovering web bookmarks. The site was founded by Joshua Schachter in 2003 and acquired by Yahoo! in 2005. It has more than five million users and 150 million bookmarked URLs.

www.delicious.com/



Digg it

Digg is a website made for people to discover and share content from anywhere on the Internet, by submitting links and stories, and voting and commenting on submitted links and stories. Voting stories up and down is the site's cornerstone function, respectively called digging and burying. Many stories get submitted every day, but only the most Digg stories appear on the front page.

www.digg.com



reddit it

Reddit (also reddit) is a social news website on which users can post links to content on the web. Other users may then vote the posted links up or down, causing them to appear more or less prominently on the Reddit home page.

www.reddit.com



StumbleUpon

StumbleUpon is an Internet community that allows its users to discover and rate Web pages, photos, and videos. It is a personalized recommendation engine which uses peer and social-networking principles.

www.stumbleupon.com/



Facebook

Facebook is a social networking website launched on February 4, 2004.[1] The free-access website is privately owned and operated by Facebook, Inc. Users can join networks organized by city, workplace, school, and region to connect and interact with other people. People can also add friends and send them messages, and update their personal profile to notify friends about themselves.



www.facebook.com/

Facebook for Business

Facebook Ads

Promote your website or Facebook Page with highly-targeted advertising. Make your ads even more effective by attaching them to News Feed stories about the users' friends. Receive detailed analytics and reporting through Facebook Insights.



Facebook Pages

Connect with your customers on Facebook similar to the way they connect with their friends. Through a Facebook Page, users can show their support by becoming a fan, writing on your Wall, and other actions that automatically generate News Feed stories.

Facebook Insights

Gather insights on who's engaging with your Facebook Pages and who's clicking on your Facebook Ads. You can also see how much your presence is spreading virally without promotion. Facebook Insights is a free service included with Pages and Facebook Ads.

Facebook Platform

Facebook Platform enables you to create social applications that let users interact with their friends and your business. With many deep integration points, platform applications are effective ways for your business to leverage the social graph.

www.facebook.com/business/

E-Newsletters

Constant Contact <http://www.constantcontact.com/> is a great way to create professional e-mail communications. Starting at \$15 a month.

Here are some of the features:

- Create professional e-mails



- Personalized templates to match your business
- Update yourself
- Reports
- Click through statistics
- Who and what they clicked on
- Which promotion worked best
- Bounce Management
- Safe/Unsubscribe
- Manage your contacts
- Join your mailing list
- Constant Contact lets you import your existing e-mails from Microsoft Outlook, Excel, CSV or Text file. Plus you can consolidate all your e-mails, or group into categories for select sending.



Star Global has served over 600 clients for more than 11 years and has proven itself as a skilled and stable technology partner, with a goal to exceed our clients' expectations. Star Global specializes in developing and restructuring web sites for businesses.

Please give us a call if you need any help interpreting your web needs.

Sincerely,

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