



STRATEGIC USE OF NEW MEDIA

stafford@covalentlogic.com

WHEN I SAY NEW MEDIA

- > E-mail Newsletters / one-to-one campaigns
- > Social Networking – Facebook, MySpace, LinkedIn (primarily)
- > Bebo, Blogs & YouTube
- > Online Advertising
- > Widgets & Flash games
- > And, of course, product, promotional and corporate Web sites.

WHERE NEW MEDIA FITS

Interactive is good for:

- > Niche Messaging
- > Re-marketing
- > Advance Testing of Mass Messages
- > Full marketing cycle – promote, inform and sell in one medium

WHAT NEW MEDIA ISN'T

- > A magic bullet to reach 15-25 yr olds
- > Easy, cheap or free
- > Independent of other media
- > For marketing, exclusively.

All Web sites should be designed
with full business process in mind.

DEVELOPMENT CYCLE

- > Set Goals
- > Execute
- > Assess – survey, reports, comments
- > Adjust
- > Assess - reports

Interactive is never finished.

GOALS

- > Be realistic – a beautiful Web site isn't going to change the world.
- > Combine interactive goals with offline goals. It's not a separate world anymore.
- > If you build it, you still have to get them to come. Plan for promotion.

EXECUTION

- > DIY & Free will come off just like it does when you DIY home construction.
- > Plan the launch, as well as the project.

ASSESS

- > Random comments from interested folks don't matter.
- > Judge based on your goals.
- > Don't be afraid to be wrong.
And admit it.
And modify your plan.

TRENDS IN NEW MEDIA

- > Design
- > Technology
- > Content
- > Navigation

DESIGN

- > Mobile-centric
- > Personalization
- > Truly Interactive Flash



*Watch it wiggle, see it jiggle is dead.
Movement has purpose now.*

DESIGN



DRAG the items
into their proper spot
on the bus to proceed
to the next round!

81550

COVALENT
logic



AUDIO OFF ON

SKIP TO THE NEXT ROUND

PLAY AGAIN

PRINT | REQUEST BROCHURE

WWW.STSLA.ORG

Solutions Through Science
is a Louisiana partnership of
chlorine & vinyl companies, the
Louisiana Chemical Association,
the Chlorine Chemistry Division
of the American Chemistry
Council and The Vinyl Institute.

Our companies make the
chlorine and vinyl that go into
the products used by school
buses everyday.

OUR MEMBER COMPANIES »



TECHNOLOGY

- > Separation between the desktop and the Web is disappearing with universal access
- > Email is going away – replaced by social networking “dashboards”



Change is one thing, progress is another.

– Bertrand Russell

TECHNOLOGY



OFFICE OF THE GOVERNOR Bobby Jindal

STATE OF LOUISIANA

"I'M ASKING YOU TO ONCE AGAIN BELIEVE IN LOUISIANA."

HOME ABOUT ADMINISTRATION NEWSROOM ISSUES INTERACT

News > Press Releases

Subscribe to news feed

E-mail this to a friend

Printer-Friendly Version

NewsGator Inbox

NewsGator



Subscription to "Governor Bobby Jindal | State of Louisiana > Press Releases" added.

OK

Announcing the
SU, the



CONTENT

- > Appropriate
- > Expected
- > Unexpected
- > Visitor-centric



“Beautiful can't make up for empty.”

— *Business Week*

CONTENT

Self-Centered

- > Social Networking
- > Customized
- > Personalized

Members of the "millennial generation" are more selfish and narcissistic.

– NPR report

CONTENT



facebook Stafford Wood Kendall Friends Applications Inbox 3 Home

BREC Browse more Places

It all starts at BREC!

Add to my Page's Favorites

Share +

Fans

6 of 13 fans See All

Bill Blackwood

Jared Kendall

Chris Burkstaller

Shannon Jackson-Forbes

Kristi Barnett-Williams

Lisa Noble

Information

Location: 6201 Florida Blvd.
Baton Rouge, LA, 70806

Phone: 225-272-9200

Mon - Fri: 8:00 am - 5:00 pm

Website: <http://www.brec.org>

Parking: Parking Lot

Mini-Feed

Displaying 4 stories See All

Yesterday

BREC created an event. Thursday at 1:55pm

Pets and Pals Day

When: 10:00AM Saturday, September 20th

Where: Raising Cane's Dog Park @ BREC's City Brooks Community Park

August 5

BREC added new photos to BREC- pics around East Baton Rouge Parish. Aug 5th at 2:15pm

Added to: **BREC- pics around East Baton Rouge Parish - 11 Photos**

NAVIGATION

Guidelines to follow:

- > Rule of 7
- > Parity: Audience, Action, Content
- > Layman terminology
(ask your dad to visit the site and try to accomplish a task)

*If we think about the obvious long enough,
it dissolves.*

- Mason Cooley

NAVIGATION

Interactive Navigation:

- > Maps
- > Category Clouds



Getting there is half the fun.

NAVIGATION



DEVELOPMENTS

PROPERTIES FOR LEASE

ABOUT US

CONTACT US

LOGIN

INNOVATIVE DEVELOPMENTS

DYNAMIC IMPACT

Louisiana Properties

Select a city to view properties in the area >>



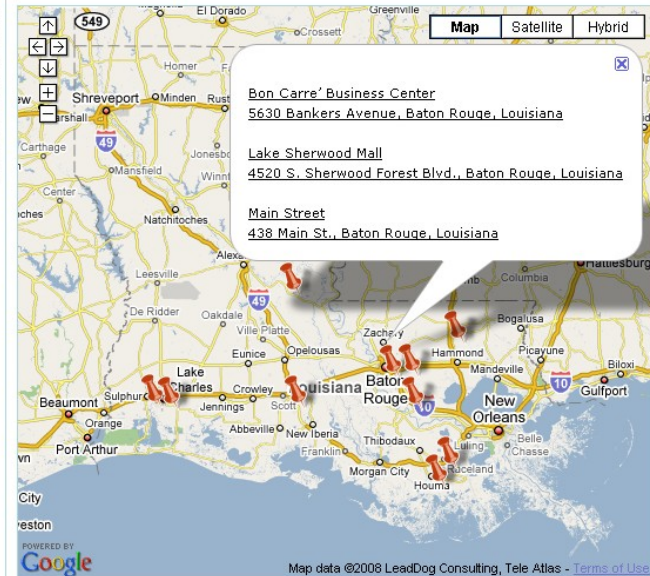
FEATURED PROPERTY

Bon Carre' Business Centre
5630 Bankers Avenue
Baton Rouge, LA 70808

Bon Carre' Business Center is a nearly one million square-foot technology, research, and business hub which is anchored by a high-tech data storage facility and is the current home for a number of high-tech businesses. With current occupants and future tenants under contract, the property is over 86% occupied with over 30 companies and more than 5,000 employees.

LOOKING TO LEASE?

SELECT ANOTHER STATE >>



WEB 2.0



*I think Web 2.0 is of course a piece of jargon, **nobody even knows what it means**. If Web 2.0 for you is blogs and wikis, then that is people to people [connection].*

But that was what the Web was supposed to be all along.

- Tim Berners-Lee



Download this presentation at
www.covalentlogic.com

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