

Step 6

Marketing on internet

One.com Textalk Youtube

Mac OS X

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Liljedalsdata.se

Beginning

Operativsystem High Sierra 10.13.6

You must know Step 1, 2, 3, 5, 8

Webbpages

Start your browser.

Enter <http://studyit.eu>

This webpage show an conclusion of this company and how customers get contact with it.

Blogg

Enter <http://studyitblogg.liljedalsmarina.se>

Blogg show a personal picture of the company. Owner maybee describe himself or herself and customer may give a comment and ask questions.

Emma

Emma is living in the countryside. She is travelling around selling knitted clothes in different markets but she is thinking the best market is internet.

She has earlier published a webpage on internet through working with step 5. As she has webpage on webbhotel one.com she even may create a blogg there.

She even is going to start a webbshop.

Homepage

Here Emma is telling about her company. She is telling about her adress what her opening times are which markets she is visiting and a conclusion of her products.

She create a link to her blogg where she is writing about her life and thoughts and her costumers can ask about the products and about knitting.

Blogg

The differens between homepage and blogg is that blogg gives possibility to a conversation between Emma and her costumers.

Webbshop

Here we are only going to make a view over a webbshop at textalk.se.

As you will see it is quite a job to create a modern webbshop.

The costumer hopefully will find webpage and webbshop by searching words in some searching engine (f.ex. google). You are able to increase

chances by adding so many links as possible to and from your webpage as possible. You also may pay for marketing (google adwords).

You can increase chances that customer will find your webshop by paying for a better searchfunction to supplier of webshop.

Now you have 30 days for creating a webshop for free.

You are able to build many webshops but every one must have an own mailaddress and user name. You are not able to delete a webshop. When you have decided to activate the webshop you must be ready to pay for it.

You need a mailaddress as username to your blog and a mailaddress to your webshop. You can use the same address. To the address to webshop the orders which are done by your customers are sent.

Blogg

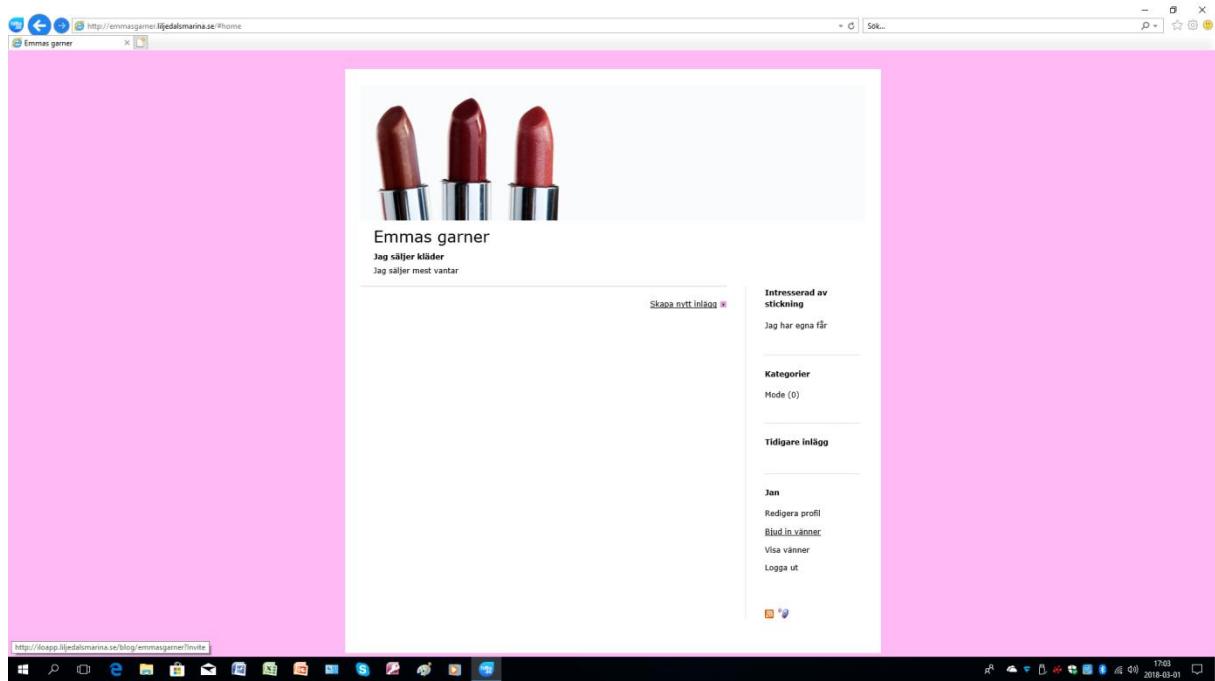
Don't think you shall create an acceptable blogg first time. Concentrate on basic things. You are going to change blogg many times.

Plan your blogg

There is quite a lot to think about when creating a blogg. You probably earn time by planning your blogg before creating it.

We suppose you have a mail address which is your username when you login to one.com. We also suppose you have one domain you want to place your blogg in. If you only have username/mailaddress to one.com this will also be mailaddress for blogg. When you create blogg you also register a bloggaddress. These three addresses you write in rows 11, 13, 15 in addresslist.

When creating blogg you have possibility to create a banner in blogg. You also have possibility to write something about yourself with headline and text.



When you created the blogg and enter by blogg adress you have to write mailadress of blogg and password of blogg. Then you will see banner on top of blogg and text about blogg and yourself. A user entering the blogg of course see the same.

Creating an insertion

Enter your blogg by bloggadress.

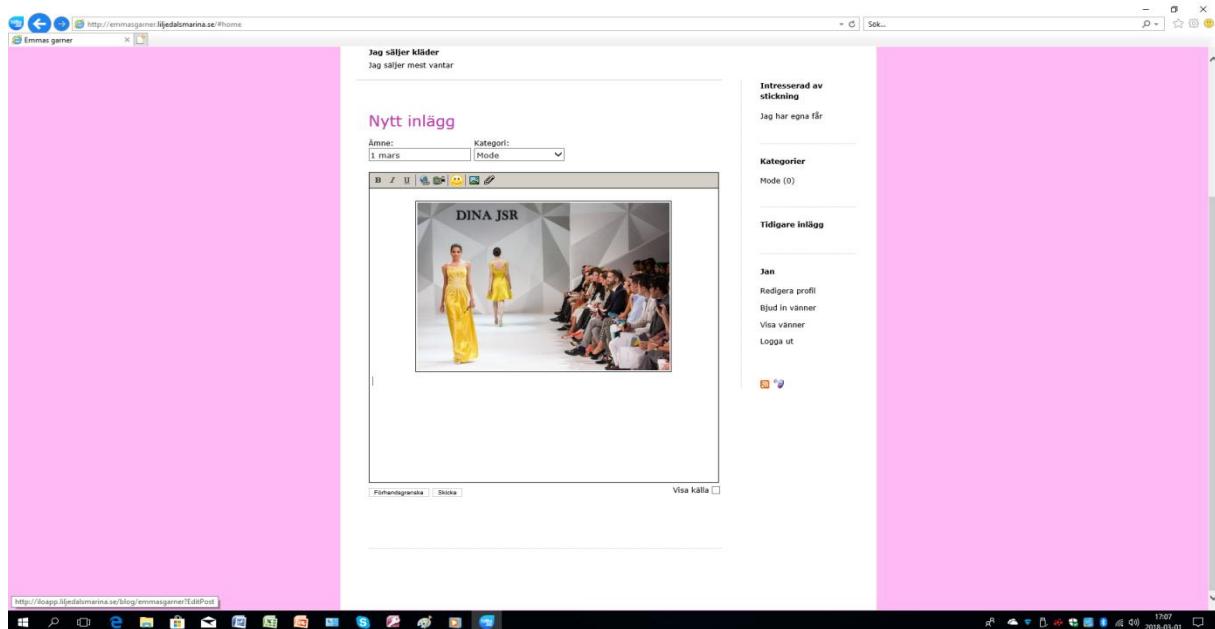
Loggin to your blogg by mailadress of blogg and password of blogg

Click right arrow.

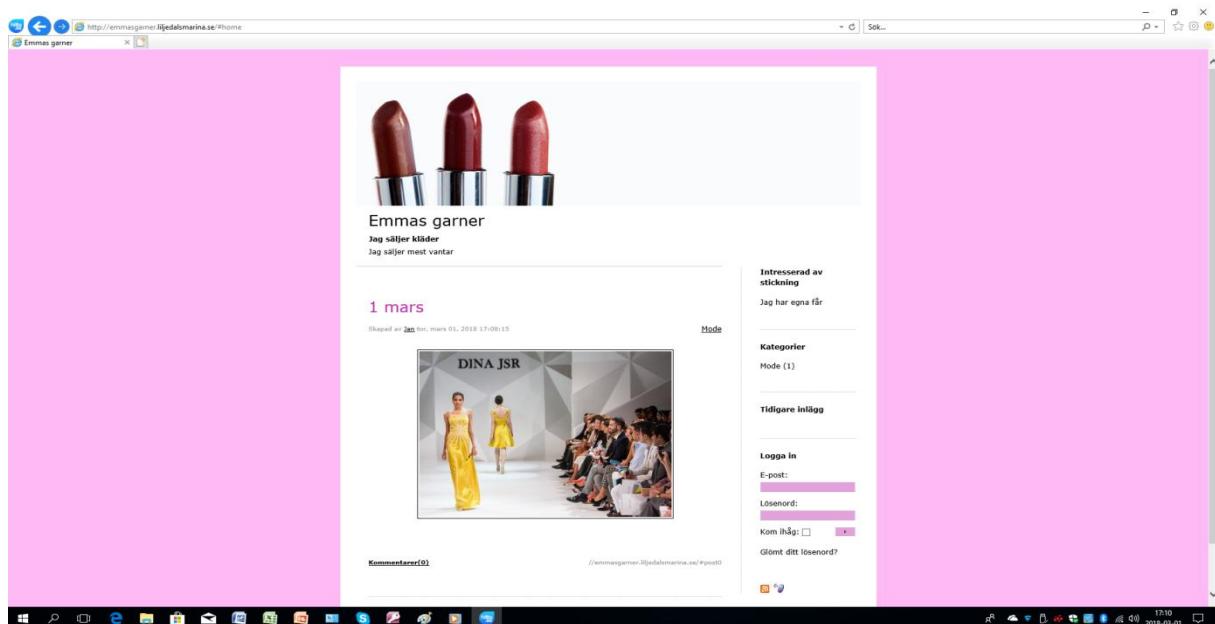
Click creating an insertion.

Write a headline for insertion f. ex. 1 april.

When creating insertion you may write text, adding photo, adding video .



Logout from blogg and login again.



Now blogg is looking like this.

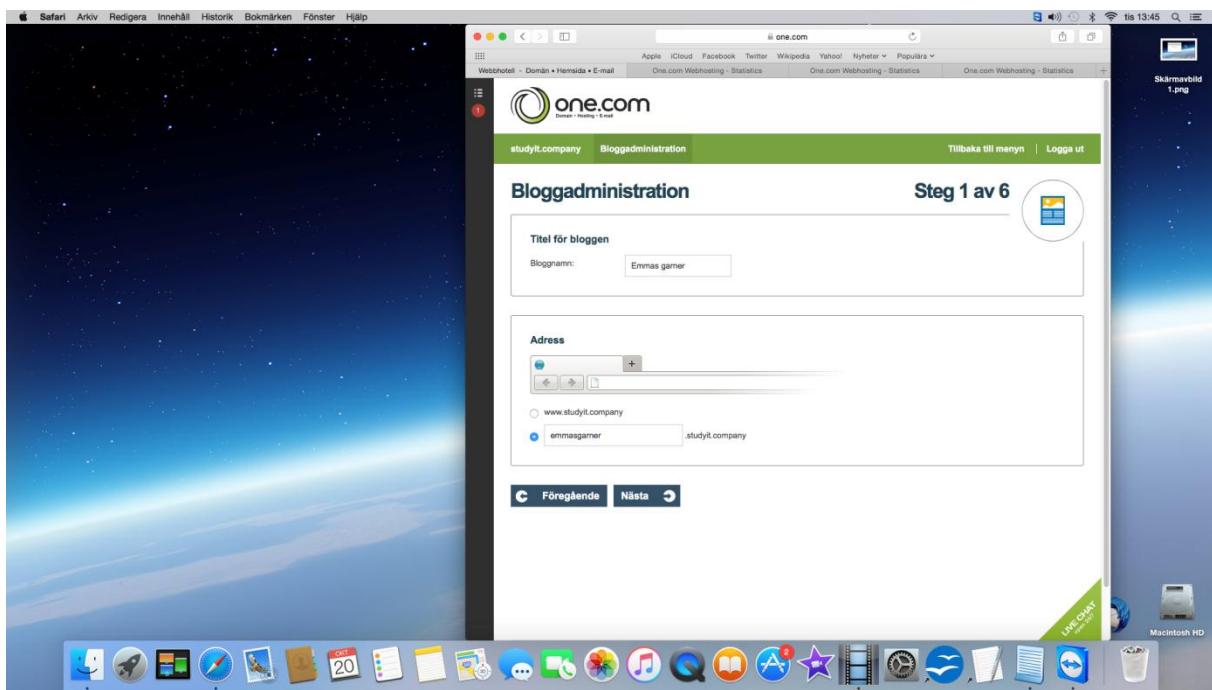
Now all users may write a comment which you as owner to blogg may answer in next insertion.

Create a blogg

Start One.com and login to Control panel by domain and password (Step 5).

Click blogg.

Click create blogg.

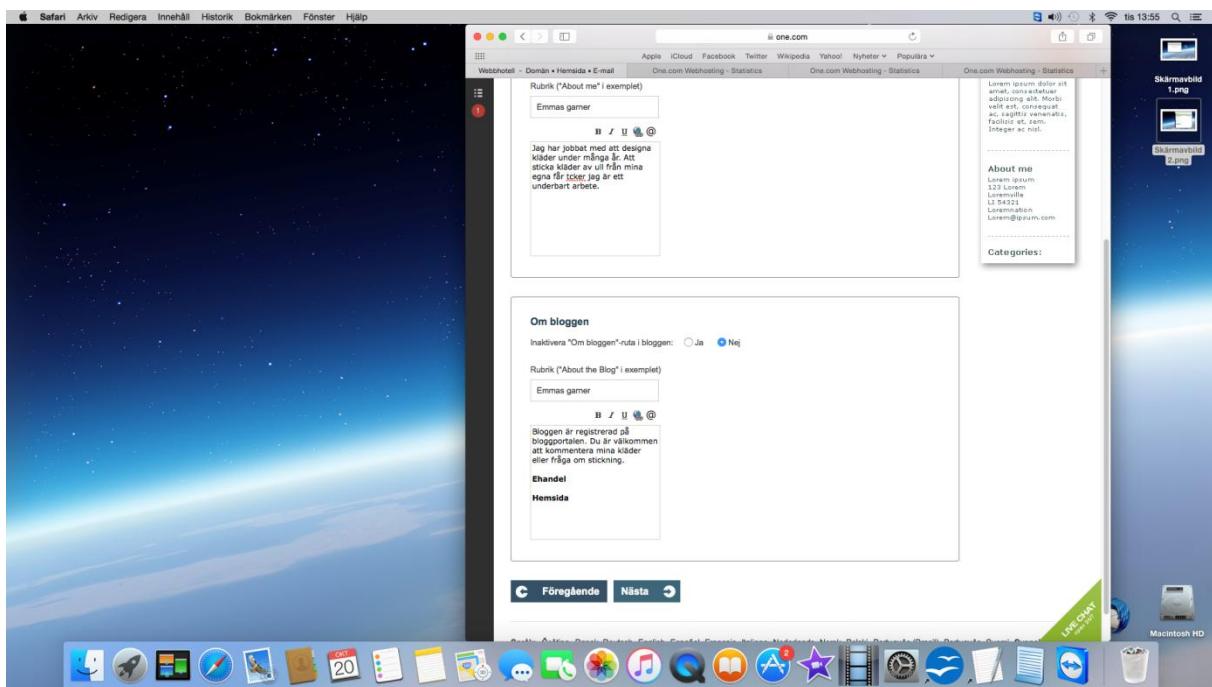


Write corresponding Emmas garner as name of blogg.

URL-adress to blogg is emmasgarn.studyit.company.

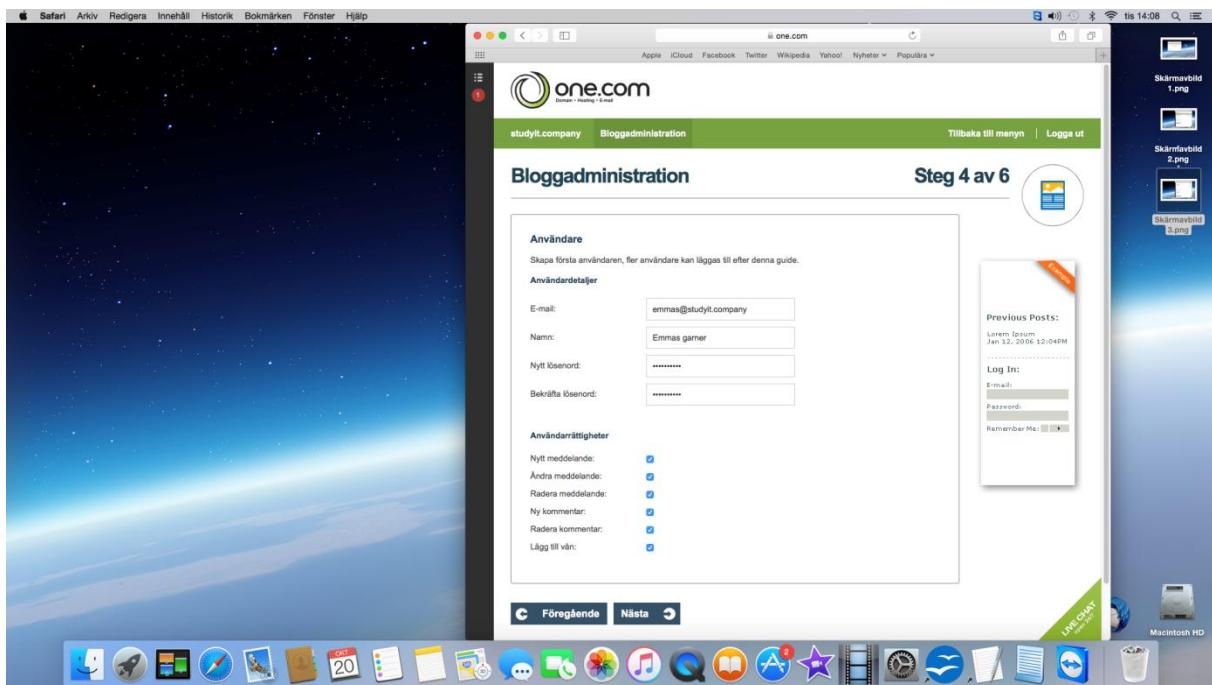
This address is on row 1 adresslist. Write your own on row 2 and click <Next>.

Accept Adjustments and click <Next>



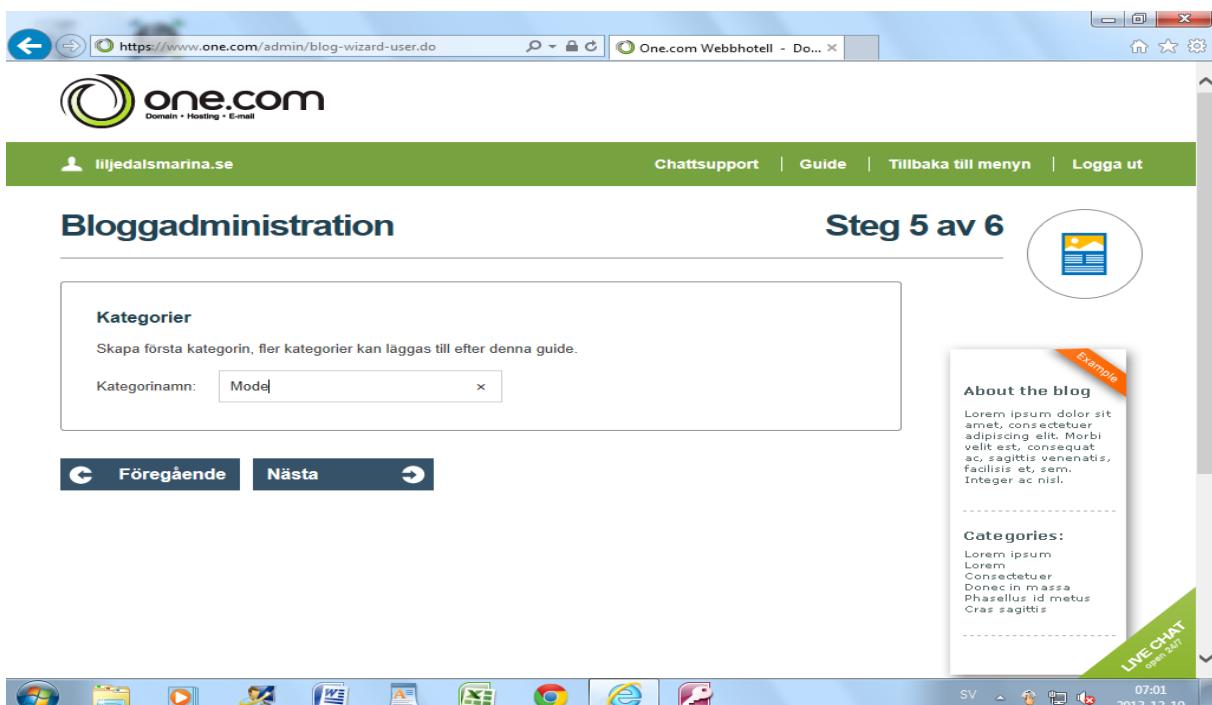
Here you write about yourself and the blogg.

Click <Next>



Here you write mailadress which is username for blogg and password you find out by yourself.

This address is on row 3 in addresslist and you can write your address and password in row 4. Click <Next>



Category is Fashion.

Click <Next>

You may choose among a number of forms for your blog.

The screenshot shows a grid of eight blog template preview cards. Each card includes a preview image, template information (Name and ID), and two buttons: 'Visa' and 'Välj'.

- MALLINFORMATION**
Namn: template1_black
Mall-ID: 121
Visa **Välj**
- MALLINFORMATION**
Namn: template1_building
Mall-ID: 122
Visa **Välj**
- MALLINFORMATION**
Namn: template1_green
Mall-ID: 123
Visa **Välj**
- MALLINFORMATION**
Namn: template1_grey
Mall-ID: 124
Visa **Välj**
- MALLINFORMATION**
Namn: template1_limegreen
Mall-ID: 125
Visa **Välj**
- MALLINFORMATION**
Namn: template1_pink
Mall-ID: 126
Visa **Välj**
- MALLINFORMATION**
Namn: <https://www.one.com/static/chat-requires-javascript.do>
Mall-ID: 127
Visa **Välj**
- MALLINFORMATION**
Namn: <https://www.one.com/static/chat-requires-javascript.do>
Mall-ID: 128
Visa **Välj**

You may try a form by Show and decide a form by choose.

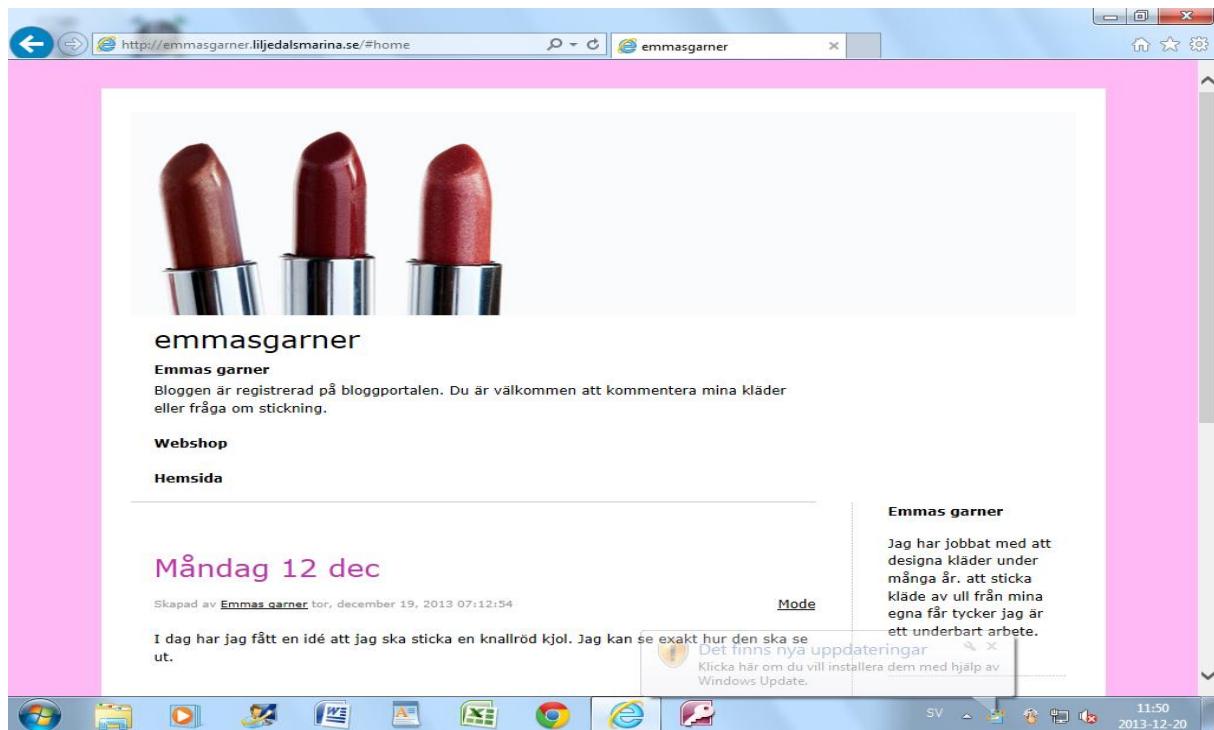
The screenshot shows a Mac desktop with a browser window open to the 'Bloggadministration' section of the One.com website. The window displays a list of installed blogs, with one blog named 'Emmas gnr' selected. The desktop background is a space-themed image with a starry sky and a planet.

Choose f.ex. form with three lipsticks.

Click <Create blogg> and logout from One.com.

Check the blogg

Check the blogg by URL-adress corresponding to <http://emmasgarner.studyit.company> (row 2).



Your description of blogg is on top and description of yourself is to the right.

Suppose you want to change description of blogg or about yourself.

Login to one.com

Click blogg.

Click Edit on same row as name of blogg.

Click About me an About blogg.

Here you can change text.

Click <Save> if you have changed.

Logout from One.com.

Creating an insertion

Use URL-adress to your blogg corresponding <http://emmasgarner.studyit.eu> (row 2)

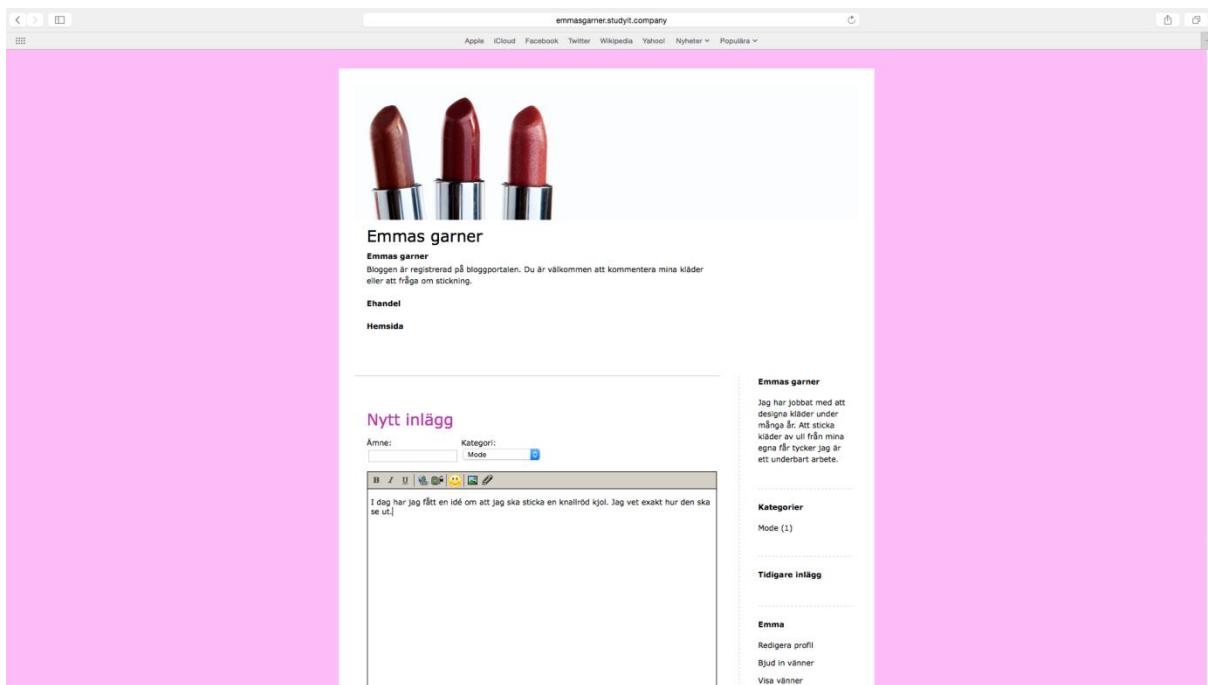
An insertion is when you as owner to the blogg write something.

Below insertion is text Comments (0) which means no user has been writing a comment to insertion. Comments (1) means 1 user has written a comment.

If you click comment you can read a comment and you can delete a comment when you are logged in.

Login to blog by the mailadress and password you used when you created the blogg (row 3)

Click Create insertion.



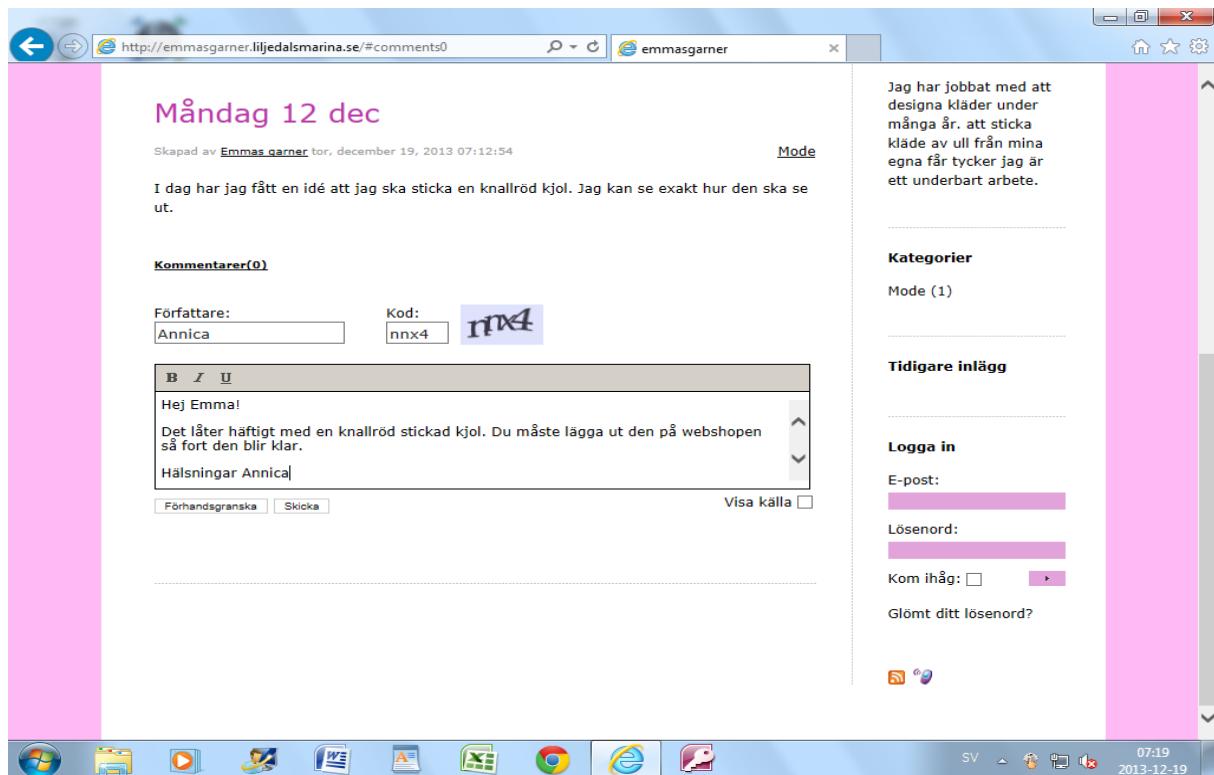
Write an insertion and click <Send>

Logout.

Write a comment

Pretend you are a customer.

Enter corresponding <http://emmasgarner.studyit.eu> (row 2)



Click Comments, write a comment and click <Send>

Comment (0) has been changed to Comment (1) and a user clicking there can read the comment.

Webbshop

Beginning

Webb editor (Steg 5) is a tool for developing webpages. Textalk is a tool for developing webbshops.

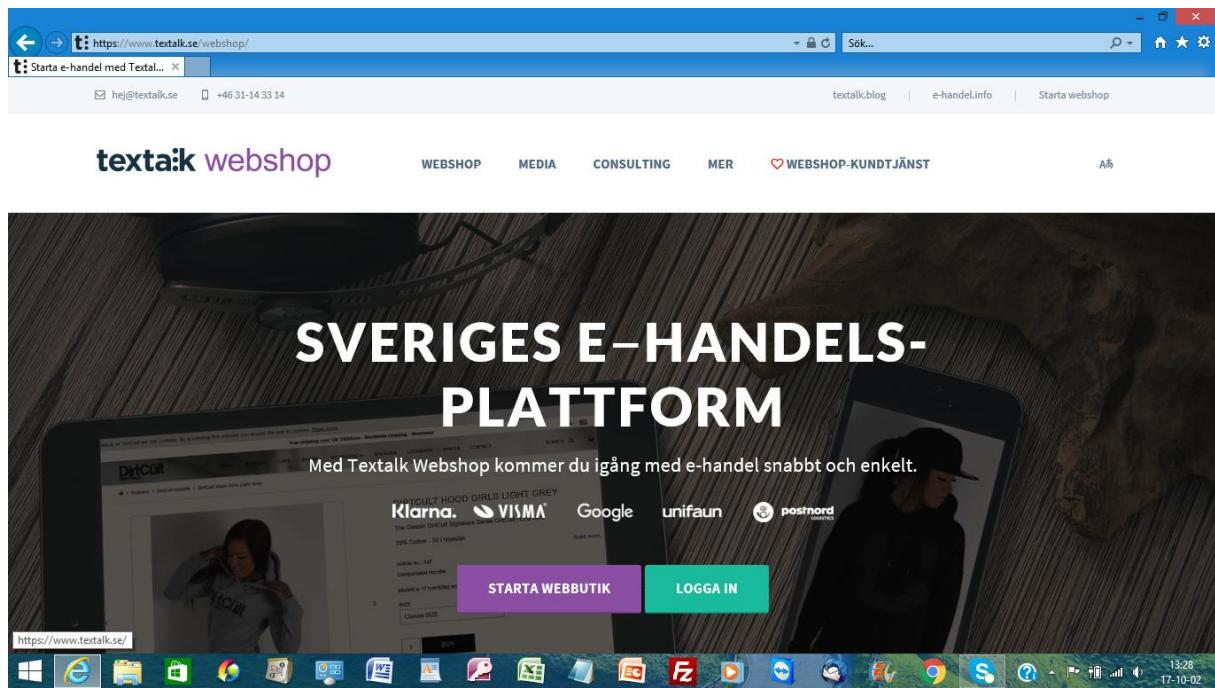
Developing tool of today is quite complicated and too big to go thru in course of this level. Though we will take a tour to help you start if you decide to use textalk. You are able to try textalk without costs for 30 days. When you have a acceptable webbshop you activate your webbshop. Then it is reachable for your costumers you start paying. If you have developed a webbshop which does not satisfy you you have to log in by a new username and password and start from the beginning.

You need a mailadress and password to login to textalk. Write this in row 6 in adresslist.

To create a webbshop

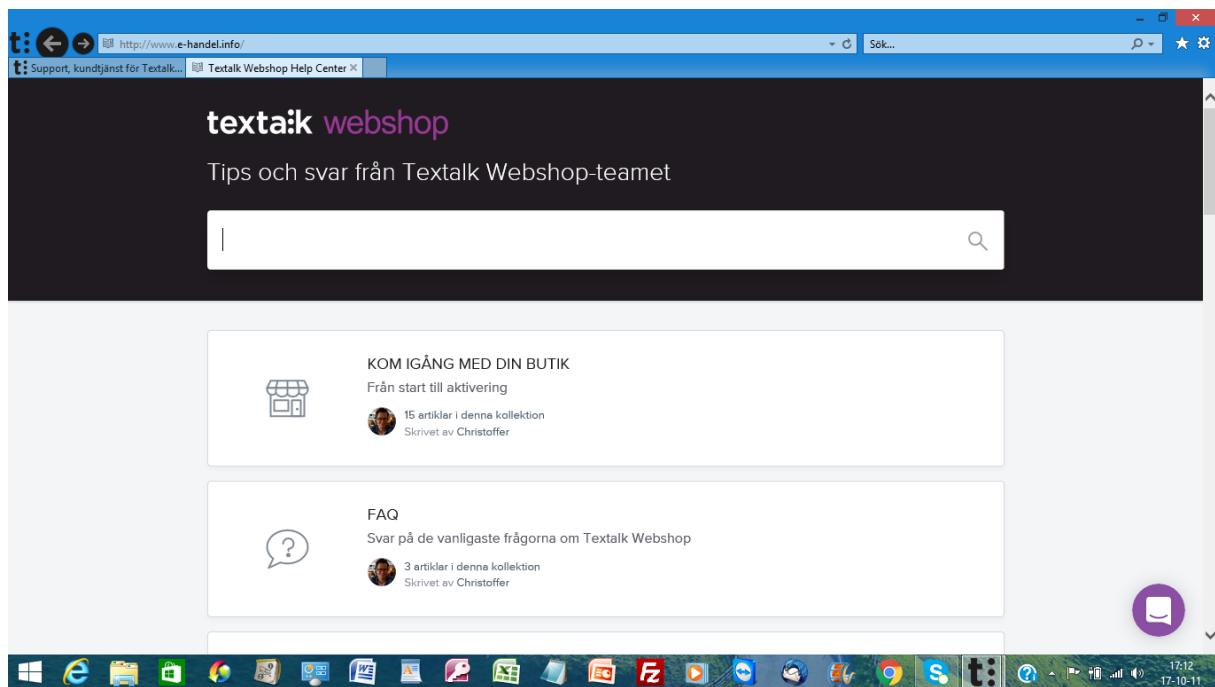
StartSafari

Enter <http://shop.textalk.se>



If you drag icon for textalk to the left of URL-adress to writing desk you can enter faster i the future.

Click Webbshop costumer/manual.



Here you may click Manual and get a picture of how to build your webbshop.

Click login.

Registrate your own data as in picture (row 6)

Mark Webbshop bas.

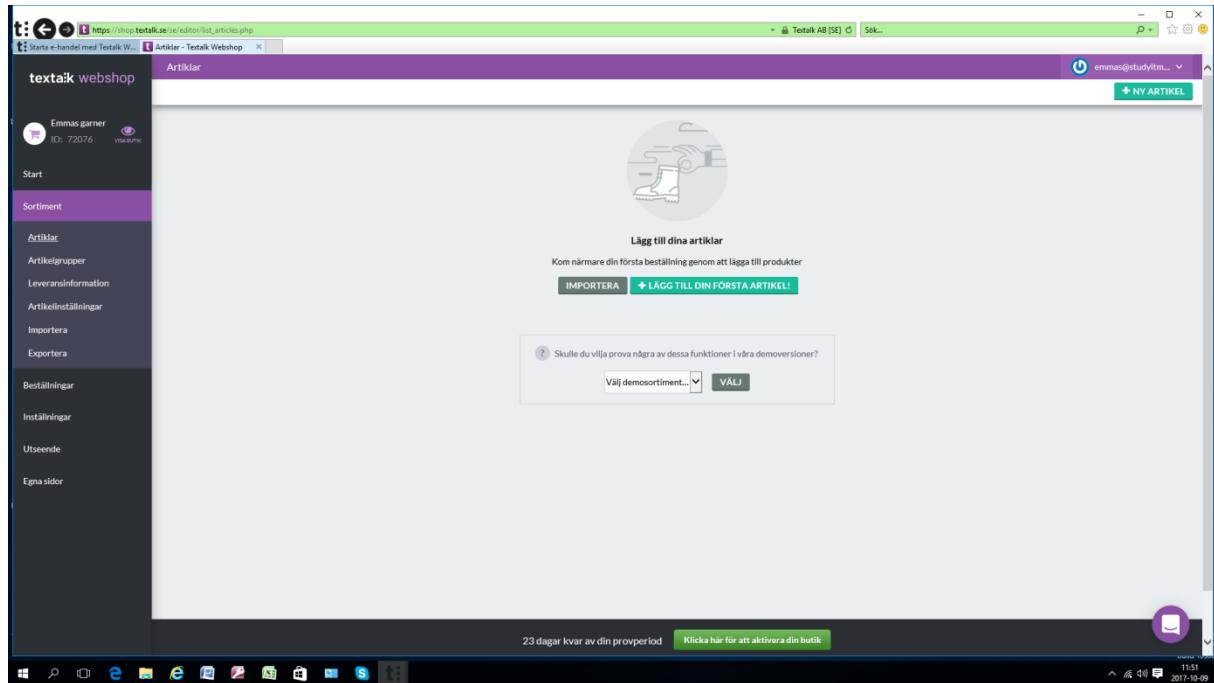
Do not activate your shop.

Click <Create shop>

Note that this mailadress you always shall use when communicate with textalk.

Noone is able to enter your shop before you have activated and payed for it.

Click Asssortment/Articles.



Click Add article.

Write your first article.

Name of article: Knitted cap grey size S

Description: Grey knitted cap

Articlenr:1001

Price: 250

Click Articles

Write next article.

Article name: knitted skirt grey size S

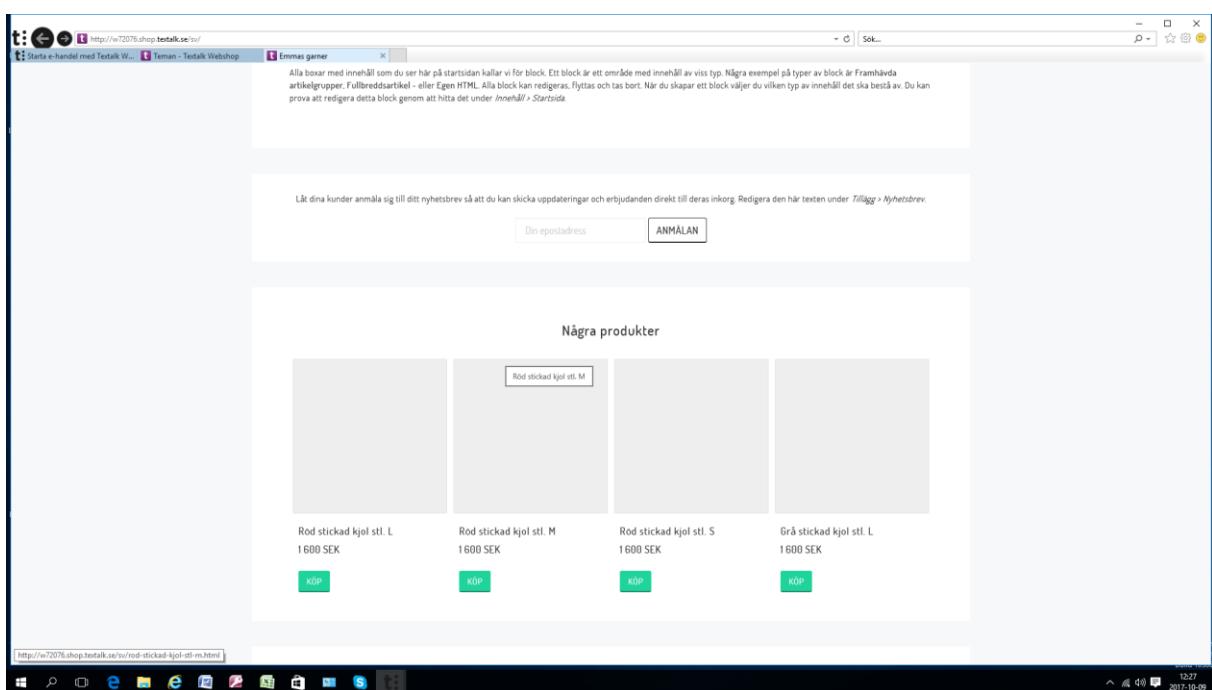
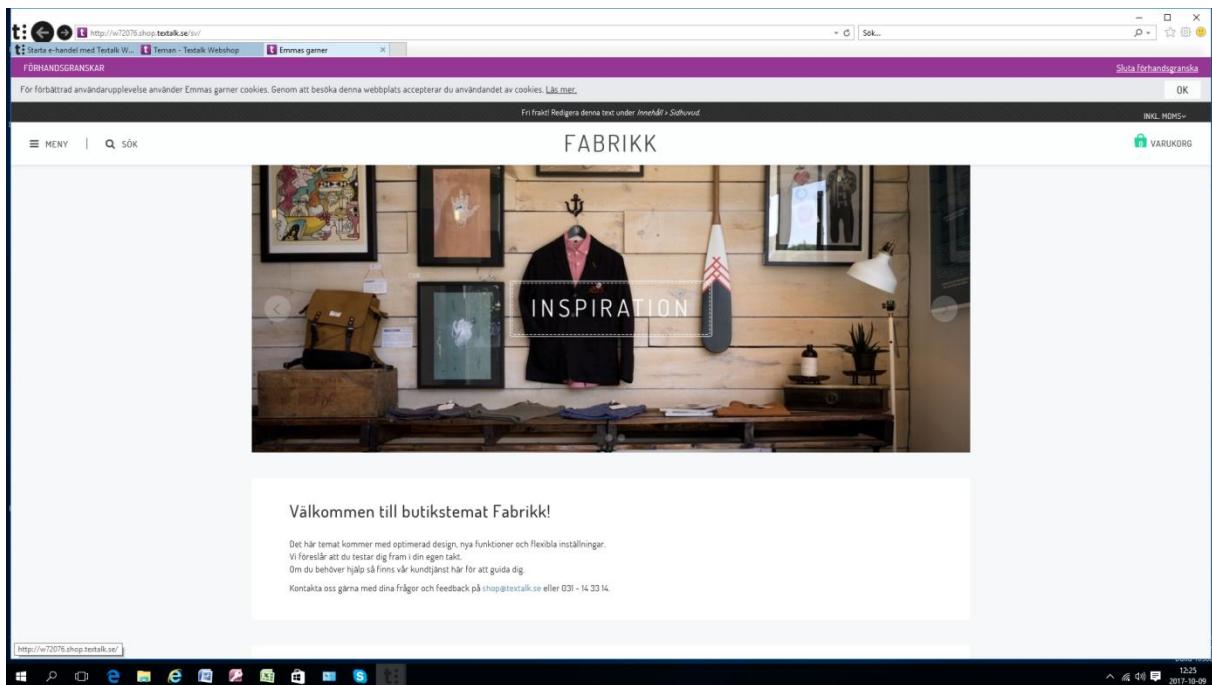
Description: Grey knitted skirt.

Article nr: 2002

Price: 1600

Continue until you have 12 articles.

Click Look/Förhandsgranska/computer



As you can see your shop will look like this if you have choosen theme fabrikk.

You have possibility to add photos of your articles I your shop. Step 13 and 14 are about handeling and treating of pictures.

Searching engines

If you know your costumers will find your webbpages f.ex. with help of advertisement you are lucky. If you have to get costumers in some other way you may have a problem.

Here we only mention a couple of points to consider.

Design your webbpages with a little text but many searching words. Searching words are words you think your costumers use to find what they are looking for.

Try to use words which are unique for your company. In this way you can see if your page is registered in some searching engine.

Take all chances to link to and from your webbpages. This will increase chances to be registered by a searching engine.

You can advertise by google adwords. You decide a budget and a number of searching words. Your advertisement will be shown in relation to your budget.

If you have a webpage at one.com you will find statistic over your domain.

This is a huge area but there is a lot to read in books and on internet.

Youtube

Orientationclub OC Compass has decided to announce a videocompetition among members to get more members in club. A jury are going to choose three contributions which shall be published on youtube together with information and address to webpage of the club where you may can register as a member.

Skapa mappen \Dokument\OC Compassen

Download a video from net

You may download a video where you found the booklet by placing cursor at OC Compass, click right, choose download link, clicking arrow down, drag the file to Harddisc/Document/OC Compass and release. Click continue to use demo version/click arrow right to test.

Create a video by using Impress, window computer and movie maker

You may create the video by creating text by Impress and after that combining textpart with the three video parts bidrag 1, bidrag 2 och bidrag 3 in a windows computer. Then you use the corresponding windowscourse. I have recorded three videos with a camera Sony cyber shot which has given three video files .m2ts. These are representing the three contributions. You may download the

three contributions from studyit.eu where the booklet is. The three files are called bidrag1.m2ts, bidrag2.m2ts and bidrag3.m2ts.

Leta upp en lämplig hemsida som kan representera klubbens hemsida. Här användes studyit.eu. Skriv in en lämplig adress på rad 8 i adresslistan. Hur du gör en hemsida behandlas i steg 5.

Find a suitable webpage which can represent webpage of the club. Here we use studyit.eu. Write on row 8 address list. How to create a webpage is described in step 5.

A presentation by Impress

Create a powerpointpresentation like this.

Picture 1

OC Compass

Picture 2

Hallo! We are an orientation club in forests around Pinelake. We usually arrange a springcompetition and an autumncompetition. Some time every year we meet and listen to some training advises.

After this presentation are 3 videomovies showing howe fun orientation is.

At last is the adress to our wbbpage where you may registerate yourself as a member and know what´s up in our club.

Picture 3

Contribution 1

Photografer: Johan Berg

Picture 4

Contribution 2

Photo: Anna Svensson

Picture 5

Contribution 3

Photo: Lisa Berg

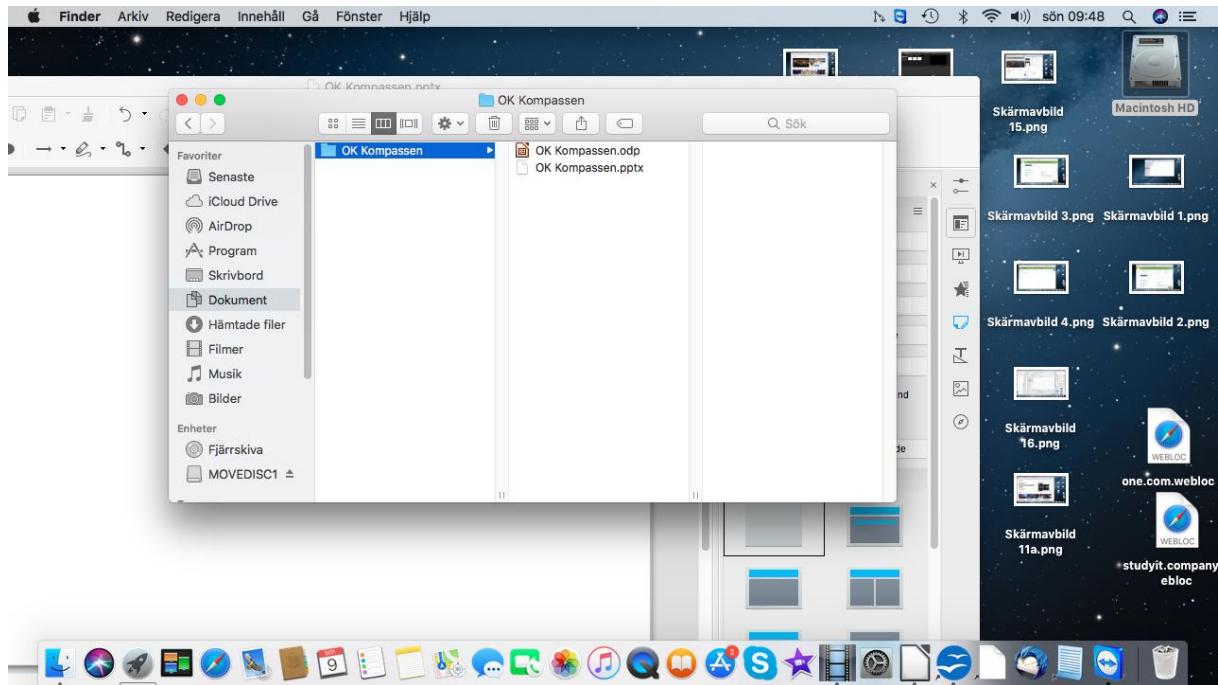
Picture 6

Adress to our homepage. Studyit.eu

To save click OC Compass/Document/OC Compass/Save

Click File/Save as and choose Microsoft PowerPoint 2007-2013XML.

Click Use Microsoft Power Point och spara som OK Kompassen.pptx i samma mapp.

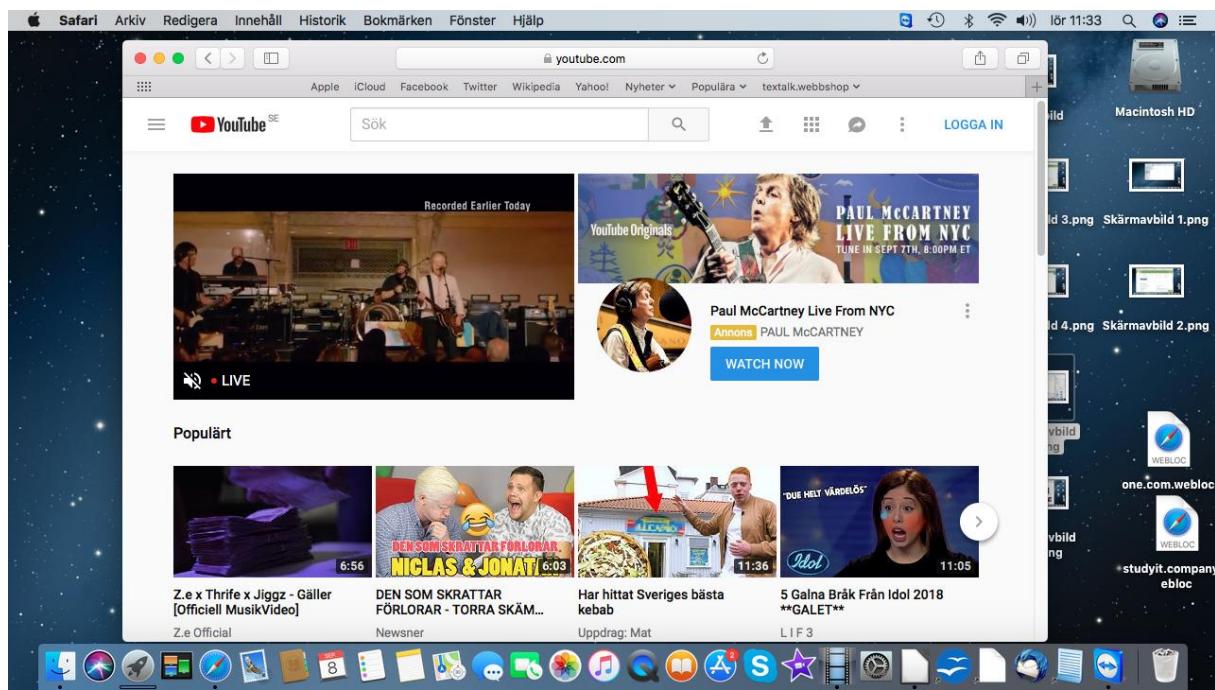


Copy OC Compass.pptx till USB-minne.

Move USB-memory to a windows computer and create OC Compass.mp4 according to windowinstruction .

Create youtube account

Enter youtube



If you don't have a gmailaccount in your computer this picture is shown

Click Logain on top to the right.

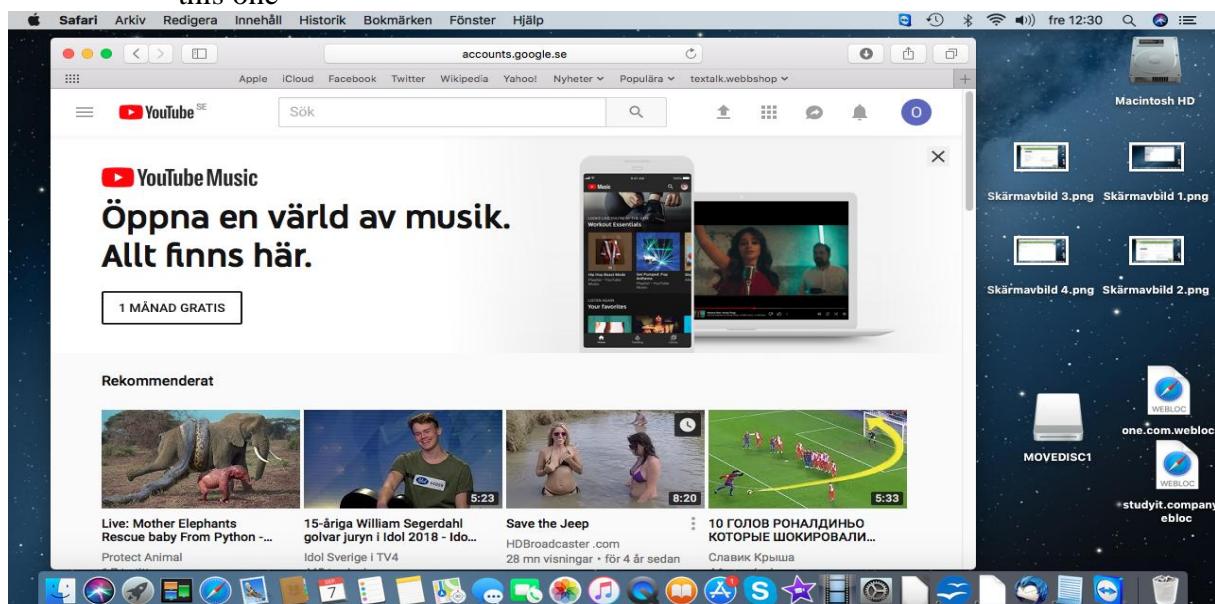
Click use another account

Click create an account

Now you have to give first name, last name, adress and password to create a gmailaccount

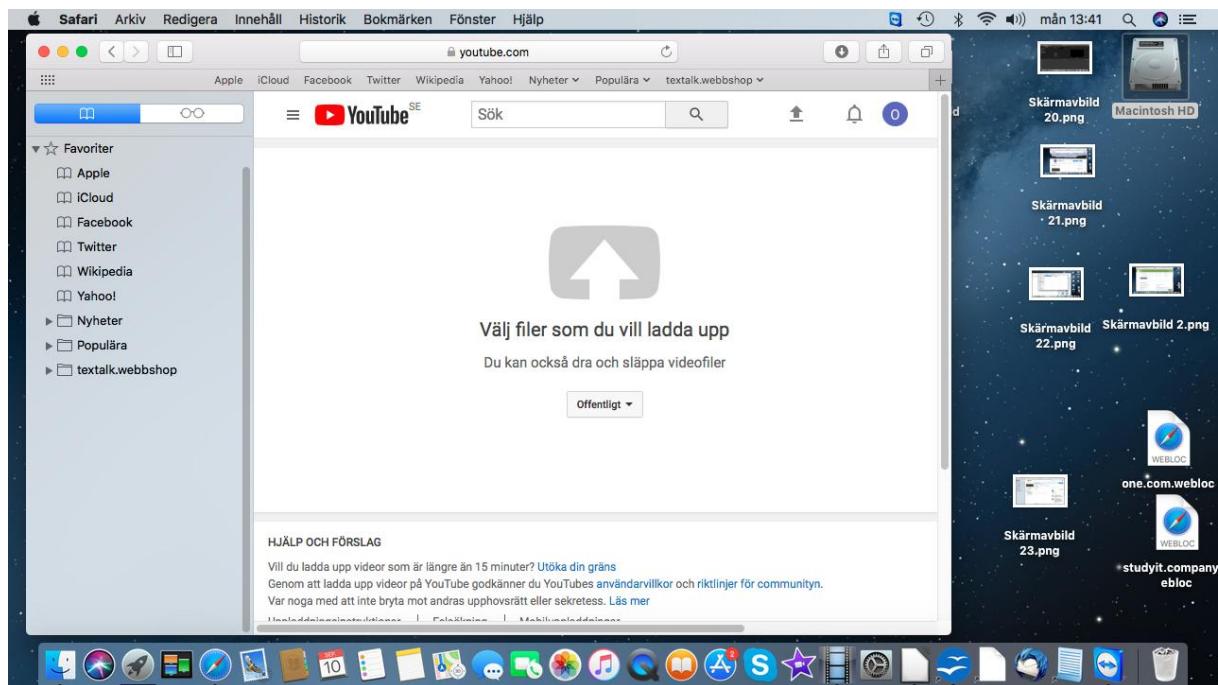
Here we use omvarlden555@gmail.com. Write your adress on row 10 in adressslist.

If you have a gmailaccount you will be logged in automaticly and picture will be this one



An icon on top to the right with first letter in your account is showing you are logged in.

In future it may be important to know when you are logged in to youtube and when you are not.



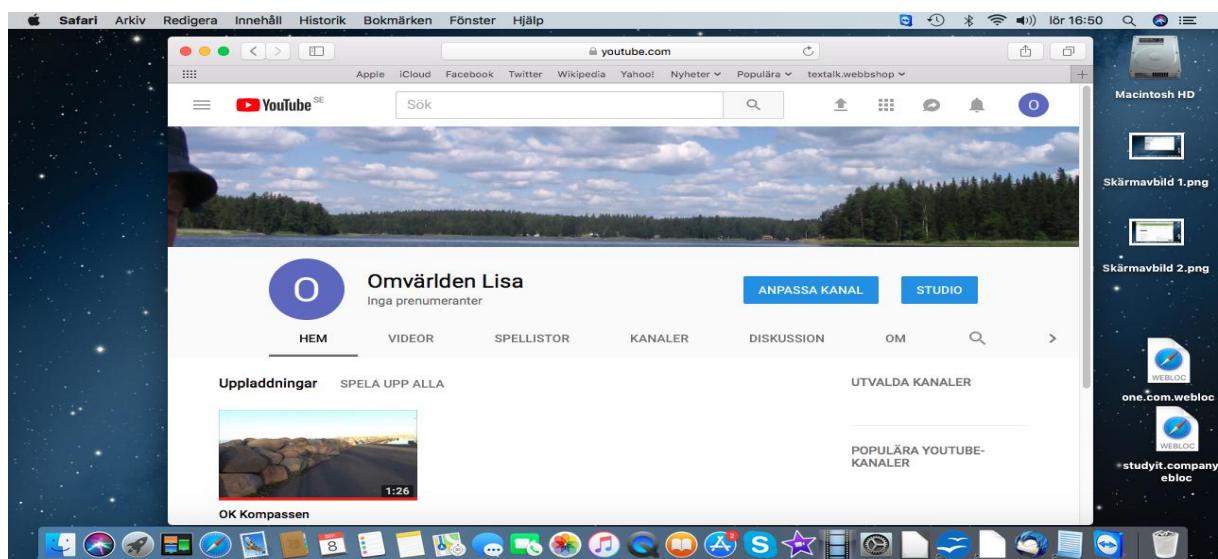
Click arrow up

Drag OC Compass from harddisk to picture and release

Now the video will be uploaded to youtube

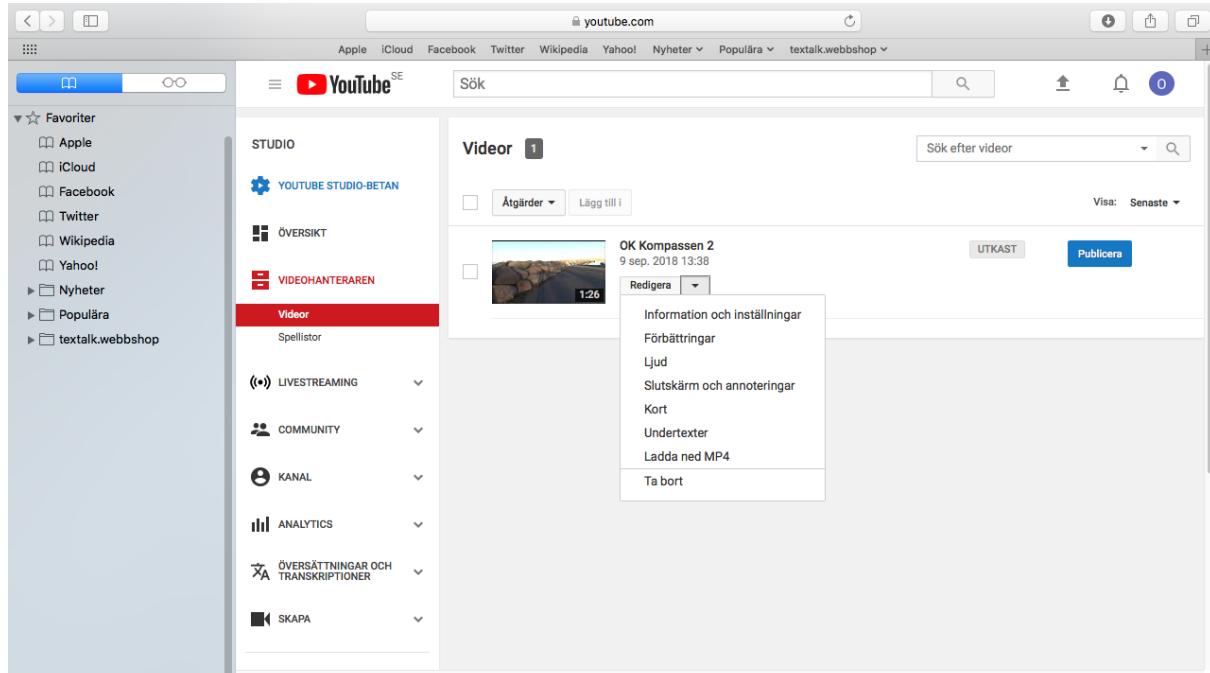
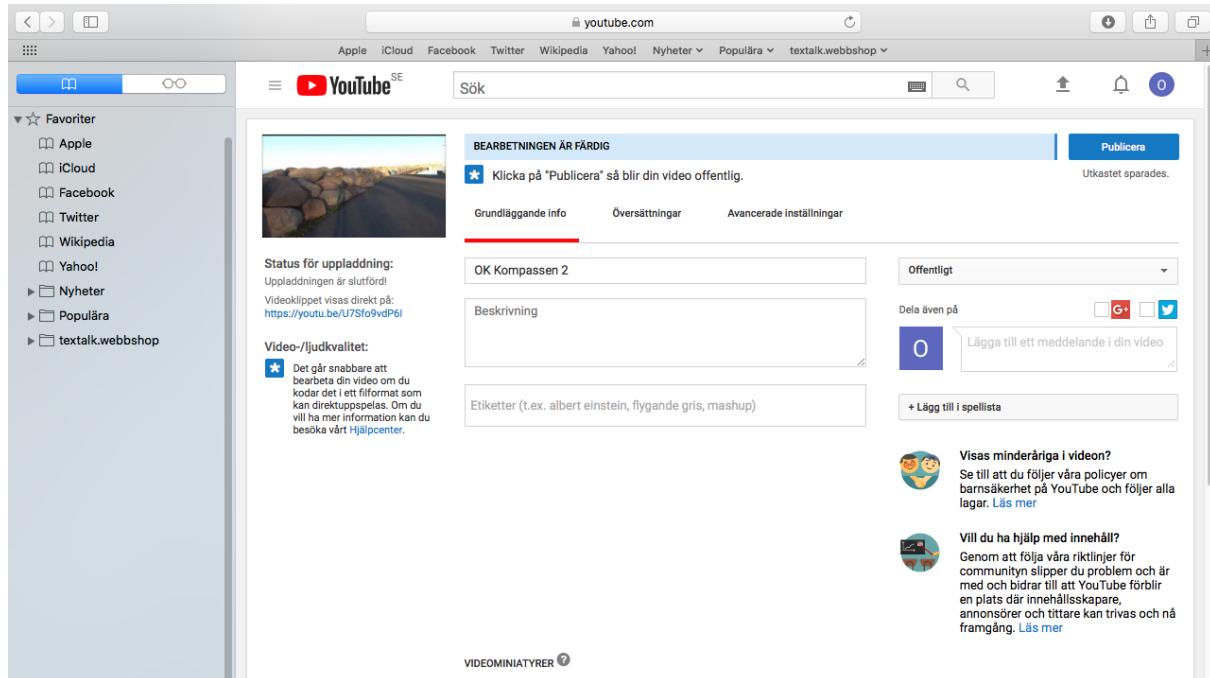
Click the three lines to the left

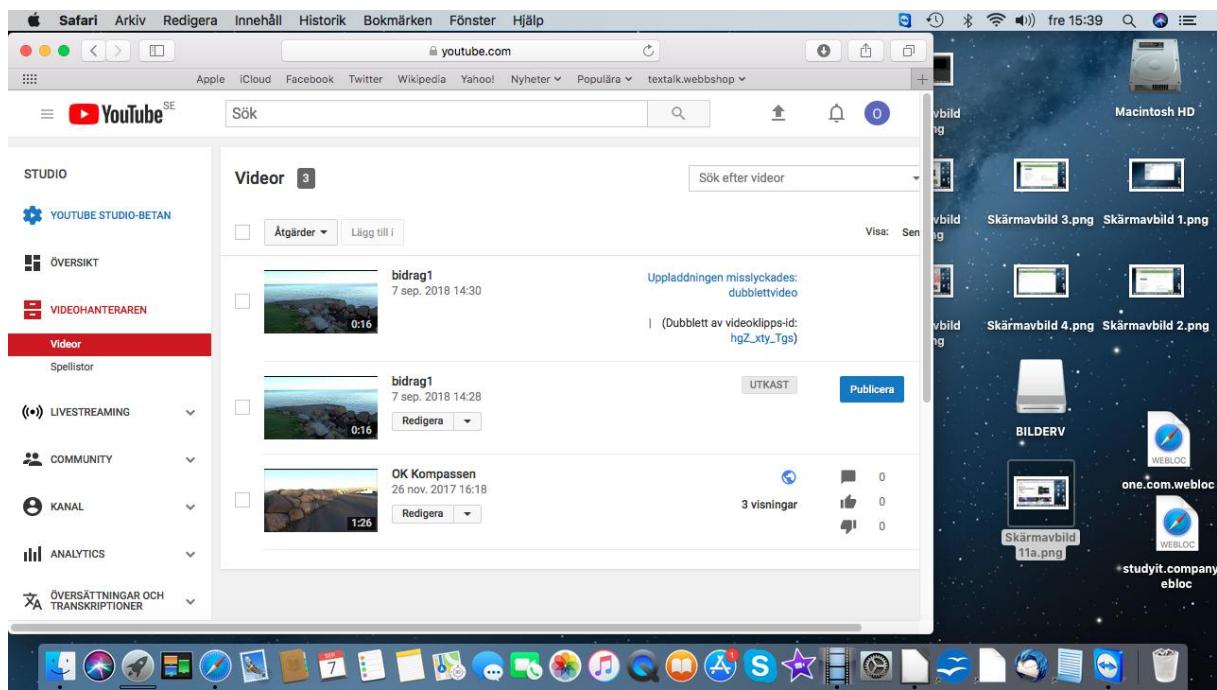
Click my channel



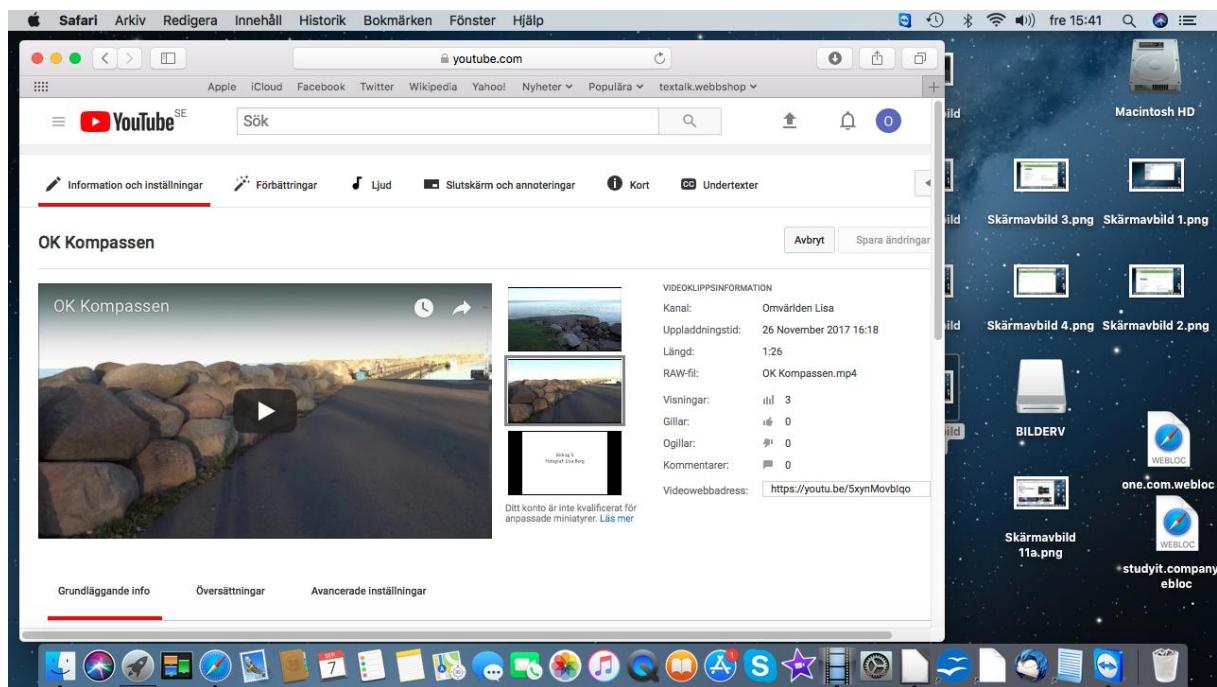
Here you may place a photo. If you place cursor in picture there will be a camera and you may place a photo from your computer. Choose for instance photo 3 which you can find where you found the booklet.

Click <Adapt channel>/Video handler



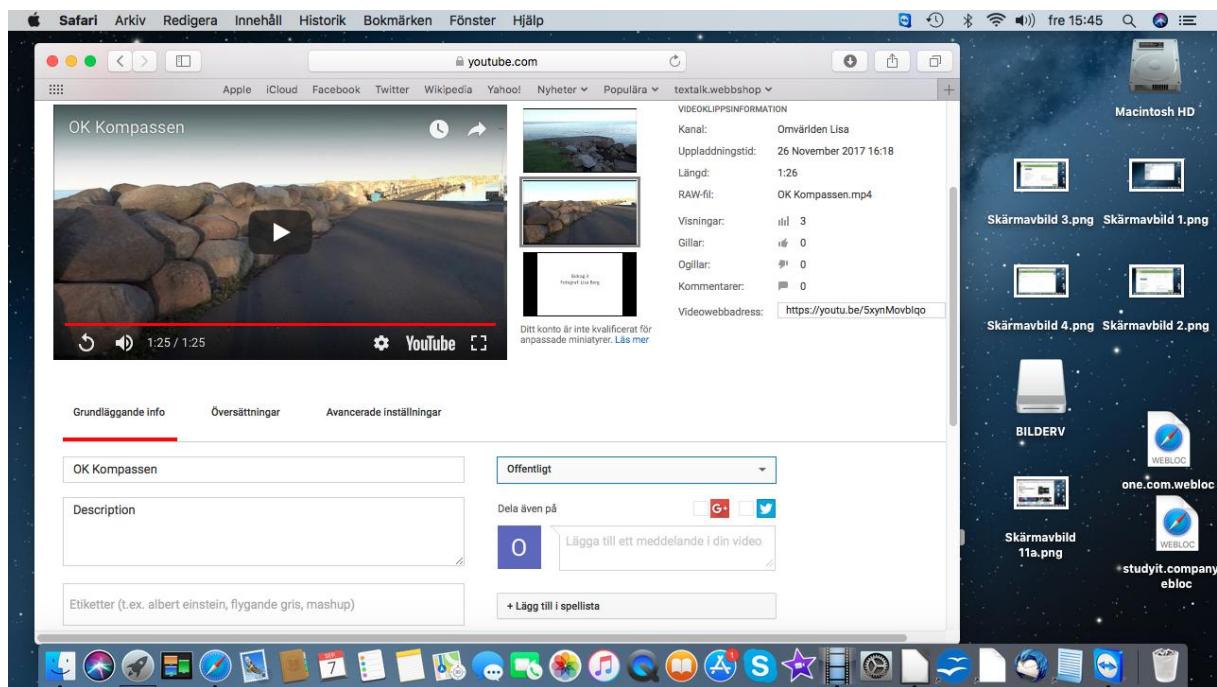


Click Videohandling/Edit/Info and adjustments.



Now you can see name of the video is OC Compassen the name you gave to the videofile. Status f the video is publish or private. If are going to change things you may not publish your video yet then you maybee will keep it private.

If you change status you have to save this.



Here you also can see URL-adress of the video.

Markera adressen, högerklicka och välj kopiera.

Here you can see all videos you have uploaded to your youtubeaccount and if you click the arrow you can delete a video.

If you search for your video when you are logged in you can serch on OC Compass. Then the video is shown together with other videos.

If you search by pasteing URL-adress you will not get any result.

Logout from youtube and start any webbreader and serch on URL-adress by pasteing it. As you can everyone see your video now. If you serch on UC Compass you see all societies named OC Compass and maybee you can find yours.