



# Fáilte Ireland

National Tourism Development Authority

EVENT MARKETING

# Internet Essentials for Events & Festivals

# Workshop Content

- Developing a Marketing Action Plan for your online marketing activities
- **Branding – the starting point**
- Building an inspirational website that works
- **Effective content; text, image, video, PDF, blog, social media feed**
- How to make search engines like Google work for your festival
- **Online advertising and ‘pay per click’**
- Social Media
- **Email Marketing; data, design, test, send**
- Analytics; using online metrics to track performance

# Your Marketing Action Plan

## Planning for success

- MAP is part of Strategic Plan
- Brief background / history
- **Data:** Marketing tracking information from previous events – do you have?
- **Data:** Who are our customers? Do you understand the needs of different market segments?
- **Data:** Your customer database – analyse and review.
- **Offline Marketing** activities (partnership activities, TV, radio, magazines, newspapers, PR, leaflets, brochures, cards, direct mail, billboard, etc)
- **Online Marketing** activities (website, mobile web, SMS, Email, Social Media, Pay per click, Online ads, Online PR, Search Engine Optimisation, Blogging, Vlogging, etc)
- **Monitor** performance of each, evaluate and conclude
- **Marketing Budget, Timetable** and **Training** Needs
- **Responsibilities** (Pre, during and post event)



# Branding events

**“A brand is all about communicating the reputation of your event - its 'personality'.”**

What ***personality*** does your website communicate for example?

- Exciting and innovative?
- Bland and unexciting?
- Friendly and personal?
- Cheap and amateurish?



Successful branding is about **promoting your strengths**. Start by thinking about what makes your event stand out and what your core beliefs are.

Review customer comments from previous events, as you want to reflect the positive themes that are mentioned again and again.

Your branding will encompass your **logo**, the **colours** and **fonts** you use, the **style of copy** you write and the **style of images and video** your use – even the ‘tone’ of your social media activity.

# What makes a good event website?

## A good event website is one that:

- Clearly says What, When & Where it is
- Meets your objectives
- Is easy to update
- Is easy to find online
- Is easy to use / book
- Is well laid out
- Is engaging
- Is quick to download
- Is legally compliant
- Is up to date / accurate
- Adapts to the time of year



Lets consider some examples:

# Effective website design

## **The ideal homepage has some of the following features:**

- Bold branding
- Strong, engaging imagery
- Video
- Movement
- Easy to use search function
- Design reflecting quality / USPs
- Design reflecting core markets
- Prominent, prioritised 'call to actions'
- Prominent booking function
- Prominent telephone number
- Strong header & summary text
- Idiot proof navigation
- Accolades / PR coverage
- Skype facility
- 'Print this page' option
- Forward page to a friend option
- Email address / mobile no. collection
- PDF brochures / flip brochure option
- Bookmark & share option
- Social Media embedded / linked
- Blog
- Archive
- Sitemap

# Updating your website

## Content Management Systems (CMS)

Core functions: add/delete pages, amend text, add links, change images, add video clips, embed maps and social media, control SEO (pagenames, alt tags, meta-data, etc)

- Simple editor, e.g. Cushty CMS
- Software, e.g. Adobe Contribute
- Blogging CMS, e.g. Wordpress
- Open Source CMS, e.g. Joomla!

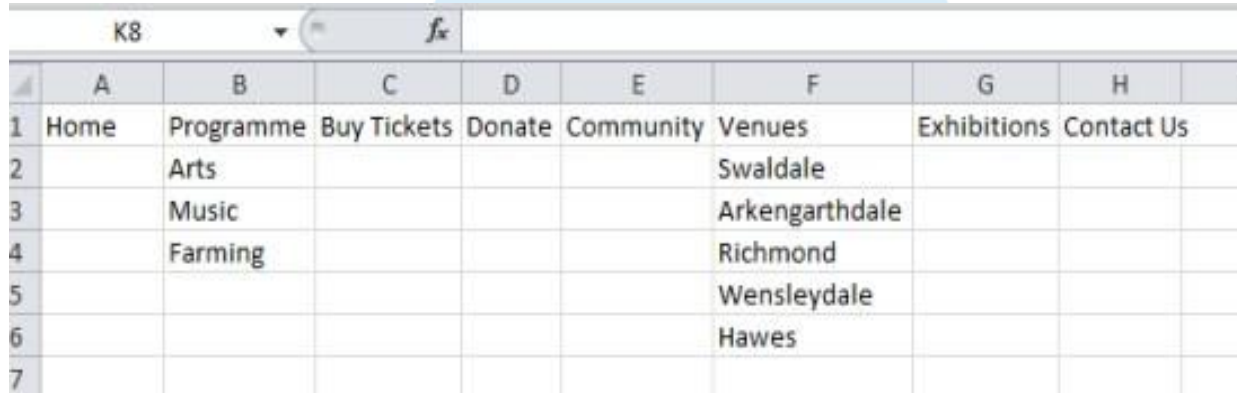
- Plug-ins
- Requesting a CMS is an important part of website tender document / process



# Developing website content

Moving around your website should be easy – we call this “navigation”.

**Step 1:** Plan out your navigation ‘buttons’ by using a simple spreadsheet



A screenshot of a spreadsheet with columns A through I and rows 1 through 7. The spreadsheet is used to plan website navigation buttons. The content is as follows:

	A	B	C	D	E	F	G	H	I
1	Home	Programme	Buy Tickets	Donate	Community	Venues	Exhibitions	Contact Us	
2		Arts				Swaldale			
3		Music				Arkengarthdale			
4		Farming				Richmond			
5						Wensleydale			
6						Hawes			
7									

**Step 2:** Write text content for each page and source suitable pictures, video, etc



Demonstration



# Manipulating your photos

- Practical session!
- Irfanview – free download
- Crop
- Resize
- Red eye
- Effects
- Save
- Batch process



# PDFs & Video

- PDFS – printable and index-able by search engines
- Video – simple video slide-shows of excellent images using windows live movie maker (free download)
- Video – plan out carefully, execute, upload (YouTube, Facebook, own site)

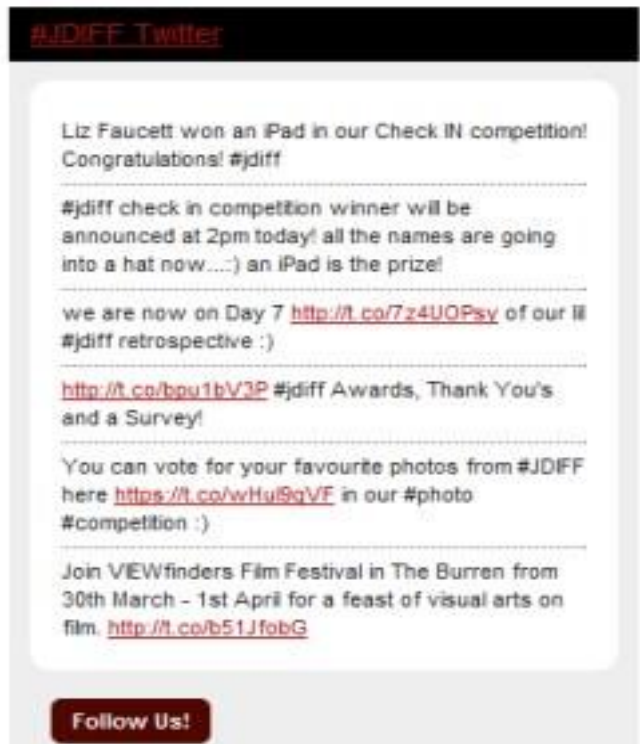


# Blogs & Social Feeds

- Blog – A journal for your event to which you can add all sorts of interesting content. Others can subscribe to your posts and comment



- Social feeds – usually Facebook and / or Twitter. Your 'wall' content gets pulled through to an area on your website.



# Getting found in Google

## Key steps to improving your position in Google:

**Step 1:** Write down the 'priority search phrases' you'd like to be found in Google for

**Step 2:** Include those search phrases in the text on your website

**Step 3:** Write a header (H1 tag) which also incorporating your most important search phrases

**Step 4:** Write your meta-tags (title, keywords, description) incorporating your most important search phrases

**Step 5:** Generate a site map which will ensure Google finds each page on your website

**Step 6:** Ask other people and businesses to link to your website (these are called 'inbound' links) – this process never stops!














**Step 7:** Keep updating your website on an ongoing basis

# 1. Choosing your search phrases

<https://adwords.google.com/select/KeywordToolExternal>

**Keyword ideas** [Sign in with your AdWords login information to see the full set of ideas for this search.](#)

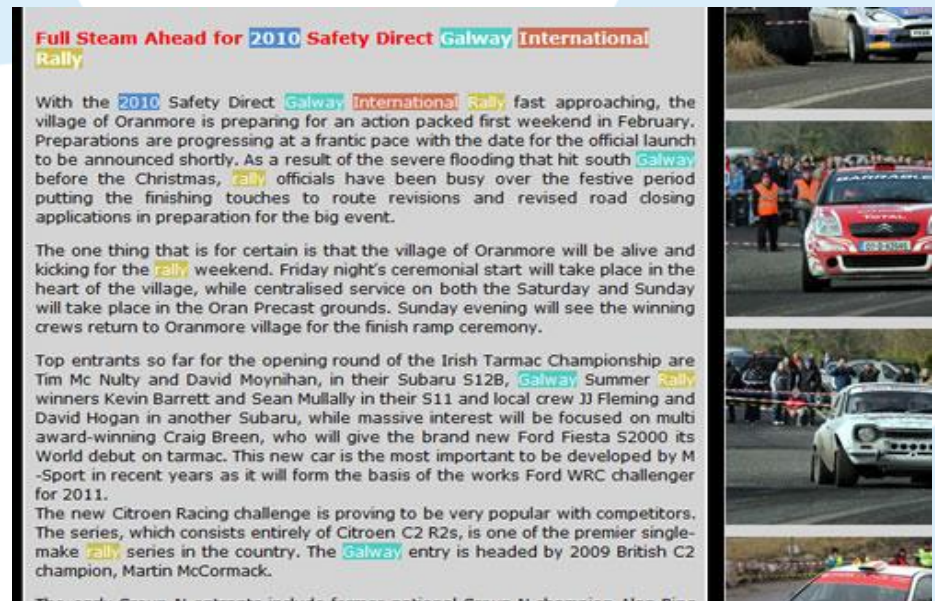
Download ▾

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches
<input type="checkbox"/> marathons ireland		1,900
<input type="checkbox"/> half marathon ireland		1,300
<input type="checkbox"/> 10k runs ireland		260
<input type="checkbox"/> 10k run ireland		320
<input type="checkbox"/> running races ireland		320
<input type="checkbox"/> running events ireland		390
<input type="checkbox"/> 10k ireland	-	1,000
<input type="checkbox"/> marathon ireland		4,400
<input type="checkbox"/> half marathons ireland		720
<input type="checkbox"/> running ireland		6,600
<input type="checkbox"/> british 10k run		1,900
<input type="checkbox"/> run to the beat half marathon		590
<input type="checkbox"/> celebrities running marathon		880
<input type="checkbox"/> asics 10k run		590

# The optimisation process

## Step 2: Adding search phrases to your copy

- Your key search phrases should be added to your copy so when scanning it, Google will believe the page to be relevant to the customer's search
- The search phrases should not account for any more than 10% of the total copy used on the site. This is called keyword density.
- In this example, the words highlighted are 'Galway International Rally 2010'.
- Priority search phrases need to be carefully woven into the text.



**Full Steam Ahead for 2010 Safety Direct Galway International Rally**


With the 2010 Safety Direct Galway International Rally fast approaching, the village of Oranmore is preparing for an action packed first weekend in February. Preparations are progressing at a frantic pace with the date for the official launch to be announced shortly. As a result of the severe flooding that hit south Galway before the Christmas, rally officials have been busy over the festive period putting the finishing touches to route revisions and revised road closing applications in preparation for the big event.

The one thing that is for certain is that the village of Oranmore will be alive and kicking for the rally weekend. Friday night's ceremonial start will take place in the heart of the village, while centralised service on both the Saturday and Sunday will take place in the Oran Precast grounds. Sunday evening will see the winning crews return to Oranmore village for the finish ramp ceremony.

Top entrants so far for the opening round of the Irish Tarmac Championship are Tim Mc Nulty and David Moynihan, in their Subaru S12B, Galway Summer Rally winners Kevin Barrett and Sean Mullally in their S11 and local crew JJ Fleming and David Hogan in another Subaru, while massive interest will be focused on multi award-winning Craig Breen, who will give the brand new Ford Fiesta S2000 its World debut on tarmac. This new car is the most important to be developed by M-Sport in recent years as it will form the basis of the works Ford WRC challenger for 2011.

The new Citroen Racing challenge is proving to be very popular with competitors. The series, which consists entirely of Citroen C2 R2s, is one of the premier single-make rally series in the country. The Galway entry is headed by 2009 British C2 champion, Martin McCormack.

The early Group N entrants include former national Group N champion, Alan Finn



# The optimisation process

## Step 3: Write an appropriate header

- The header or <h> tags in your website text should contain your key search phrases, e.g.



- In this example, what key search phrases could have been prioritised?
- Sub-headers can also be used, but must have context (not be completely irrelevant to the surrounding text).

# The optimisation process

## Step 4: Write your Meta-Tags, incorporating priority search phrases

- Title, keywords, description
- Look at meta-tags of sites that are doing well. To do this go to their website and choose 'source' from the 'view' menu. They're usually in the code at the top of the page.
- **Title tag:** most important and should be around 10 words, e.g.  

```
<title>Music festival Ireland | Traditional Irish Music Events Galway | Cooley Collins  
Traditional Music festival</title>
```
- **Keywords tag:** keep simple and specific to main search phrases, e.g.  

```
<meta name="keywords" content="Cooley Collins | Galway Music festival | Music events  
Ireland | Traditional Irish Music" >
```
- **Description tag:** keep simple and to around 20 words, adding in search phrases but making sure it still reads ok e.g.  

```
<meta name="description" content="Cooley Collins Traditional Irish Music festival is a 3 day  
event in Galway, Ireland, celebrating everything that's great about traditional Irish music. Welcoming  
locals and visitors from across the globe.">
```
- Make sure the tags are different for each page on the website – always try and relate them to the content of that page. Remember, once they're done, they're done!!



# The optimisation process

## Step 5: Creating a sitemap in XML

- XML sitemaps allow Google to easily find all of the pages on your website.
- Go to [www.xml-sitemaps.com](http://www.xml-sitemaps.com) and download the sitemap for your site.
- Add this to the root directory of your website files.

Please enter details for sitemap generation

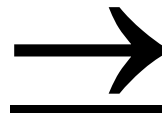
**Starting URL**  
Please enter the full http address for your site, only the links within the starting directory will be included. For instance, "domain.com" and "www.domain.com" are not the same.

**Change frequency**  
None

**Last modification**  
 None  
 Use server's response  
 Use this date/time:

**Priority**  
None  
We have automatic priority calculation implemented for online sitemap generator now!

Check your settings and click button below  
 Maximum 500 pages will be indexed in sitemap



### Initial website address

<http://www.joginthebog.ie/>

### Download un-compressed XML Sitemap

<http://www.xml-sitemaps.com/download/www.joginthebog.ie/sitemap.xml> (2.65Kb)

### Download compressed XML Sitemap

<http://www.xml-sitemaps.com/download/www.joginthebog.ie/sitemap.xml.gz> (0.37Kb)

### Download ROR Sitemap

<http://www.xml-sitemaps.com/download/www.joginthebog.ie/ror.xml> (8.81Kb)

### Download HTML Sitemap

<http://www.xml-sitemaps.com/download/www.joginthebog.ie/sitemap.html> (5.58Kb)  
[\[view\]](#)

### Download Sitemap in Text Format

<http://www.xml-sitemaps.com/download/www.joginthebog.ie/urlist.txt> (1.38Kb)

# Link building to success

**Step 6: Link Building** - proactively generating links to your website from other popular, relevant websites

- Link building is a crucial, but often ignored part of the search engine optimisation process
- All of the previous hard work can mean nothing without building these inbound links to your site
- Website traffic via these links (people clicking through) can account for over 50% of traffic to your website
- The links can offer the added bonus of boosting your position in Google for key search phrases



# Link building to success

## a) Review your current links

- Go to [www.backlinkwatch.com](http://www.backlinkwatch.com)
- Close pop-up box and enter website address
- Click on the 'check backlinks' button (avoiding adverts!)
- All of the links found by this website will be displayed below

**BACKLINK WATCH!**

*"Search Engine Optimization now revolves around link building".  
Inbound Links make your website stand out prominent in the SERPs. In today's SEO world, more than 95% of the focus is on building quality backlinks.*

<b>Affiliate programs</b> 1000 visitors GUARANTEED @ \$7.49 <b>One Way Links</b> 3,000 Backlinks for \$10	<b>Links From PR9 Sites</b> 1,000 Backlinks for \$9.99 <b>Buy 100 PR5+ One-Way Links @ \$50</b> Web Hosting Reviews	<b>PR-7 links on Actual PR pages</b> <b>Buy 45 PR5+ Backlinks \$295</b> Quality Deep Links
--	--	--

Enter URL:

**Buy 100 PR5+ One-Way Links @ \$50**

please don't forget to visit  
PageRank Checker: 700 DC6

Type URL of your website to get complete detailed information about quality and quantity of backlinks pointing to your website.  
It will show you "anchor" text, pagerank, total outbound links on that page, and nofollow flag for each of your inbound link available.

# Link building to success

## b) Review competitors' links

- Do the same as the previous slide, using your competitor's website address
- Click through to the sites you think you could get listed on
- Ask them for a free link or find out about advertising costs

**BACKLINK WATCH!**

*"Search Engine Optimization now revolves around link building".  
Inbound Links make your website stand out prominent in the SERPs. In today's SEO world, more than 95% of the focus is on building quality backlinks.*

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Enter URL:

**Buy 100 PR5+ One-Way Links @ \$50**

©2008 www.backlinkwatch.com  
All rights reserved.  
PageRank Checker: 700 DCs

Type URL of your website to get complete detailed information about quality and quantity of backlinks pointing to your website.  
It will show you "anchor" text, pagerank, total outbound links on that page, and nofollow flag for each of your inbound link available.

# Link building to success

## c) Reciprocal links

- Getting one-way inbound links can often be difficult, as you looking for something for nothing!
- Often you'll need to add a link to your site in a sort of swapping deal. Just try to make sure they have a higher pagerank than you before you contact them.
- Obviously you'll need some sort of 'links' page. This can often be pretty well hidden on your home page, so Google finds it, but customers don't see it easily.



# Link building to success

## d) Get links from directories

- Good option, as there is usually no need to link back to them.
- Can be global, national, regional or local.
- Avoid pure link 'farms', as they can damage your rating.
- Go for travel-related ones if possible.



The screenshot shows the DMOZ open directory project search results for the query 'galway events'. The page has a green header with the DMOZ logo and the text 'open directory project'. Below the header is a search bar containing the text 'Search: galway events'. The results are divided into two sections: 'Open Directory Categories (1-5 of 5)' and 'Open Directory Sites (1-20 of 304)'. The categories list includes 'Sports: Gaelic: Organizations: Ireland: Galway (0 matches)', 'Regional: Europe: Ireland: Galway: Localities: Galway City: Business and Economy (11)', 'Regional: Europe: Ireland: Galway: Recreation and Sports (1)', 'Regional: Europe: Ireland: Galway: Business and Economy (9)', and 'Regional: Europe: Ireland: Galway: Localities: Galway City: Travel and Tourism (5)'. The sites list includes 'Galway GAA' (Football and Hurling in Galway), 'Conference Centre, NUI Galway', 'Galway Motor Club', 'Galway County & City Enterprise Board', and 'Galway City Tours'.

DMOZ open directory project

Search: galway events

Open Directory Categories (1-5 of 5)

1. [Sports: Gaelic: Organizations: Ireland: Galway](#) (0 matches)
2. [Regional: Europe: Ireland: Galway: Localities: Galway City: Business and Economy](#) (11)
3. [Regional: Europe: Ireland: Galway: Recreation and Sports](#) (1)
4. [Regional: Europe: Ireland: Galway: Business and Economy](#) (9)
5. [Regional: Europe: Ireland: Galway: Localities: Galway City: Travel and Tourism](#) (5)

Open Directory Sites (1-20 of 304)

1. [Galway GAA](#) - Football and Hurling in Galway. Contains fixtures, news, results.  
-- [http://www.sportsmanager.ie/13.php?compid=77&period=1&club\\_id=4&defaultpage=1&userid=6929](http://www.sportsmanager.ie/13.php?compid=77&period=1&club_id=4&defaultpage=1&userid=6929) [Sports: Gaelic: Organizations: Ireland: Galway](#) (1)
2. [Conference Centre, NUI Galway](#) - Details of the accommodation, catering, meeting and leisure facilities, along with events, amenities, rates and a booking form.  
-- [http://www.nuigalway.ie/administration\\_services/conference\\_facilities/](http://www.nuigalway.ie/administration_services/conference_facilities/) [Regional: Europe: Ireland: Galway: Localities: Galway City: Business and Economy](#) (11)
3. [Galway Motor Club](#) - Details of rallies, hill-climbs and autocross, with news, profile, photos, notes for beginners and entry forms.  
-- <http://www.1st.ie/~jordan/> [Regional: Europe: Ireland: Galway: Recreation and Sports](#) (1)
4. [Galway County & City Enterprise Board](#) - Advice, grant aid and assistance to start-up and established businesses based in Galway, including online tools and links to courses.  
-- <http://www.galwayenterprise.ie/> [Regional: Europe: Ireland: Galway: Business and Economy](#) (1)
5. [Galway City Tours](#) - Offers guided walking tours of the city. Profile, route, price and timetable.  
-- <http://www.galwaytours.ie/> [Regional: Europe: Ireland: Galway: Localities: Galway City: Travel and Tourism](#) (5)

# Link building to success

## e) Articles and Press releases

- Good option, as there is usually no need to link back to them.
- Hundreds of online PR sites are available.
- Can add 'keywords' or search tags to each article submitted
- Usually free of charge and can have a strong influence on Google

Example of PR article written from a general perspective, then linked to at the bottom using key search phrases and tags. Listed on [www.free-press-release.com](http://www.free-press-release.com).

The screenshot shows a webpage from 'Free Press Release' with a navigation bar and a main article. The article is titled 'Galway International Oyster Festival, 24th September- 27th September 2009' and is dated September 2, 2009. It includes social media sharing options for Facebook and Twitter, and a 'Submit press releases to USA Today, AP, NYT, Wired, Twitter' box with a 'starts @ \$30' button. The article text describes the festival as a highly anticipated event in Ireland, not just for Irish nationals, but for food lovers worldwide. It mentions opportunities for guests to taste delectable seafood prepared at the festival.

**Free Press Release**  
Press release distribution service since 2001.

Already a member? [Logout](#) [Create Free Account](#)

HOME | PR SERVICE | TOOLS & TIPS | CONTACT US | **Submit Press Release**

QUICK LINKS: Art & Entertainment | Automotive | Business | Computer | Education | Health | Home & Family | Lifestyle | Sports | Technology

You are here: Home > Lifestyle > Travel & Tourism > Galway International Oyster Festival, 24th September- 27th September 2009

### Galway International Oyster Festival, 24th September- 27th September 2009

By [annataylor](#) on September 2, 2009 - Ireland

68 [Print](#) [Email to Friends](#) [PDF](#) [Facebook](#) [Twitter](#)

The Galway International Oyster Festival is one of the most awaited for event in Ireland and not just for the Irish nationals.

[Ads by Google](#) [Press Releases](#) [Business Plan](#) [Offshore](#) [Small Business](#)

FOR IMMEDIATE RELEASE  
(Free-Press-Release.com) September 2, 2009 --  
The Galway International Oyster Festival is one of the most awaited for event in Ireland and not just for the Irish nationals; it is also one of the most looked forward to event for guests coming here from all over the world! For food lovers and especially for people who love to gorge on seafood delicacies, the Galway International Oyster Festival will offer opportunities on tasting some of the most delectably prepared seafood

Submit press releases to USA Today, AP, NYT, Wired, Twitter

starts @ \$30

FreePress.com

**More in Lifestyle**

Lifestyle | Popular Industries

- Beauty
- Fashion
- Food / Beverage
- Other
- Travel & Tourism

**Latest Exclusive News Release**

- Moornings New Base at Saba Rock BVI

The Moornings group has installed a base at Saba Rock Resort North Sound Virgin

# Link building to success

## f) 'Paid for' links

- Sometimes it's not enough to use free resources and there are plenty of sites who'd like your cash.
- Many have free 'entry level' adverts, then charge for 'enhanced entries'.

*When considering paying for an entry, always consider:*

- can the site be easily found for your key search phrases?
- is a customer ever likely to find your weblink and click through to your website?
- is there a time-limited free trial option?
- do you have access to web stats to monitor the number of people who have clicked through?



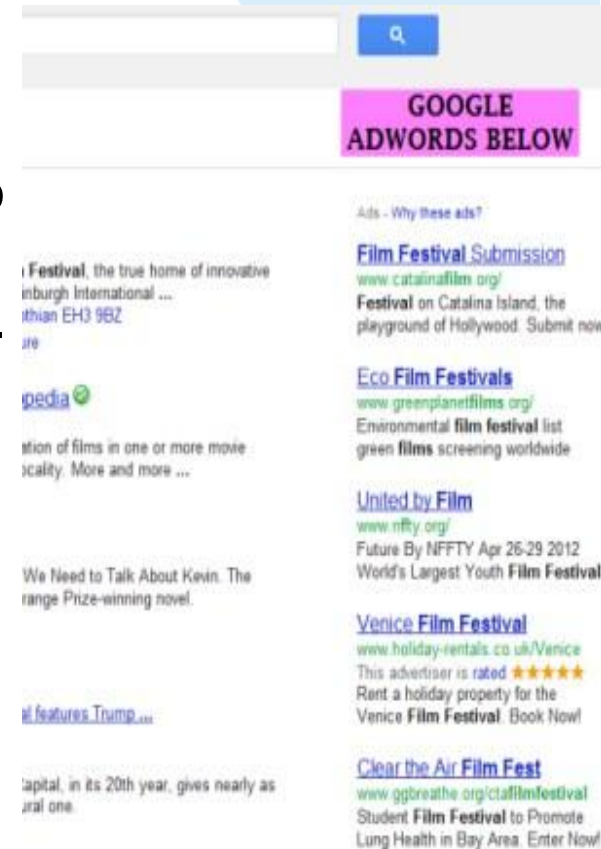


# Google Adwords

## Key highlights of *Adwords*

- It's Free to set up, then you 'pay per click'.
- You choose the search phrases you want your ads to appear for. They appear at the top and to the right hand side of the organic listings in Google (depending on the search phrase used).
- You can direct people to specific pages on your site and you write the ad content (limited space)
- You can set a maximum daily budget to ensure you don't overspend.
- You can turn it on and off at any point

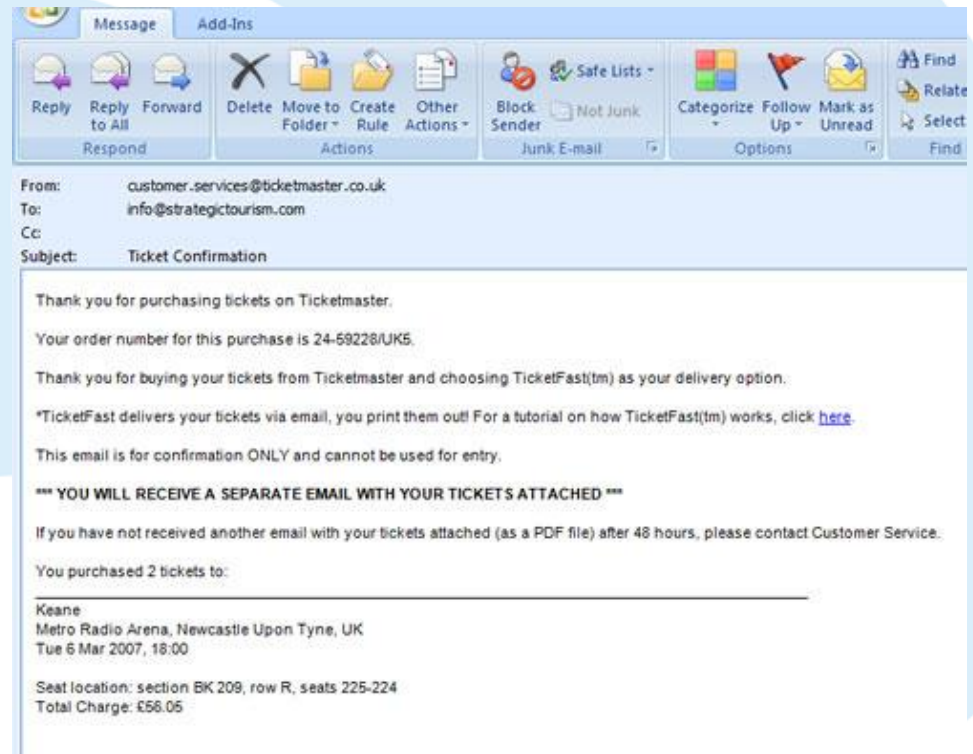
Adwords will send you clicks, but your website has to convert them to a booking – is it good enough yet?



The screenshot shows a Google search interface. At the top right, there is a search bar with a magnifying glass icon and a blue button. Below the search bar, a pink banner reads "GOOGLE ADWORDS BELOW". The search results are displayed in two columns. The left column shows organic search results, including a snippet for "Festival, the true home of innovative inburgh International ..." and a snippet for "pedia". The right column shows Adwords ads, including "Film Festival Submission", "Eco Film Festivals", "United by Film", "Venice Film Festival", and "Clear the Air Film Fest". Each ad includes a title, a URL, and a brief description.

# Email Marketing

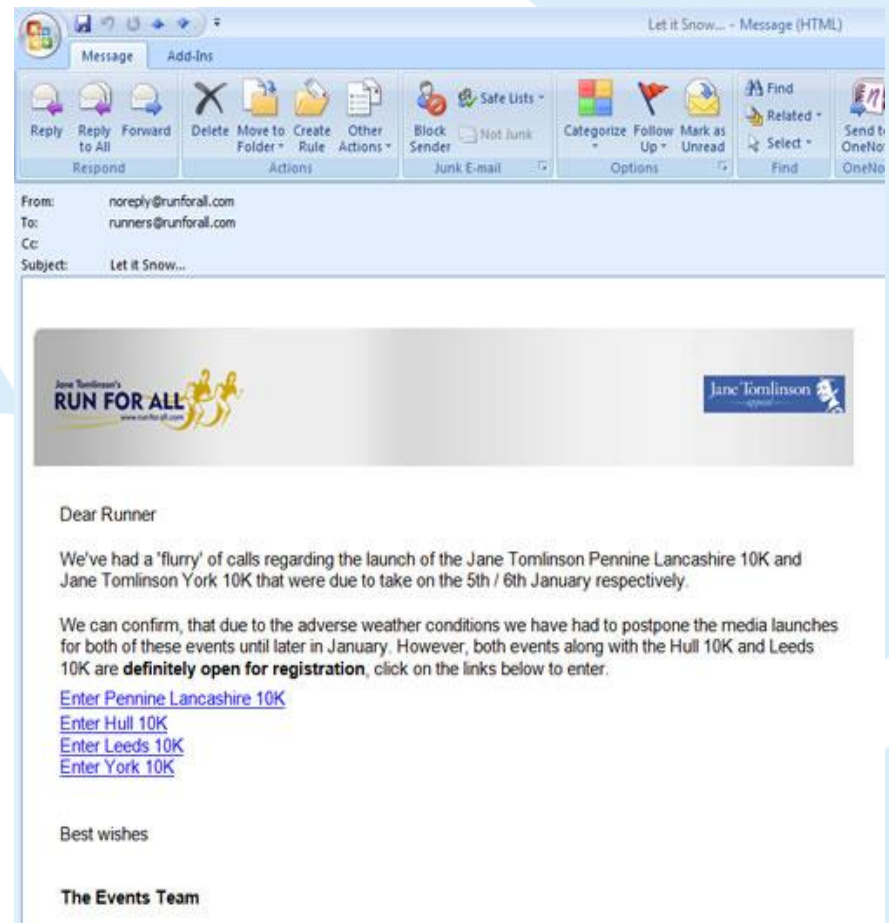
- Remind customers of your festival / events
- Promote new dates or venues / locations
- Invite feedback / research
- Personalised communication between you and customer
- Reassurance that you are 'contactable'



# Email marketing

## eNewsletters :

- Cheaper to produce than printed equivalent
- Faster to produce, so can have more frequent publications and therefore more up-to-date content
- Web-enabled, so can provide link-throughs to your website, booking facilities, other attractions
- Reinforces and promotes your branding
- Can be developed in a number of different formats concurrently



# Email – factors to consider

To view this newsletter in your web browser [click here](#)

## Revolving Gallery

FRIDAY 9TH - SUNDAY 11TH APRIL 2010

Dear Gary Lowthian

Revolving Gallery invite you to their next exhibition. This will take place from Friday 9th April to Sunday 11th April at Gray's Court. Join us as we showcase our 'Spring Collection' featuring 6 professional artists - all varying in styles, subjects and compositions.

This impressive line up includes a selection of works by Andrew Crane, Eva Bauer, Jacob de Graaf, Natalie Bell, Nathan Chenery and Nikola Orpen.

### Timings

#### Friday 9th April: 7.30 – 9.30pm, Preview Evening.

This is your opportunity to hear from the artists about their inspirations and motivations over a glass or two of wine. Please note that due to the nature of the building, there are restrictions on the number of guests we can have at this event. If you would like to attend this special event, please add your details to the [guest list](#).

#### Saturday 10th - Sunday 11th April: 10am - 5pm, Main Exhibition.

The exhibition will continue over the weekend so please come and enjoy the art at your leisure.

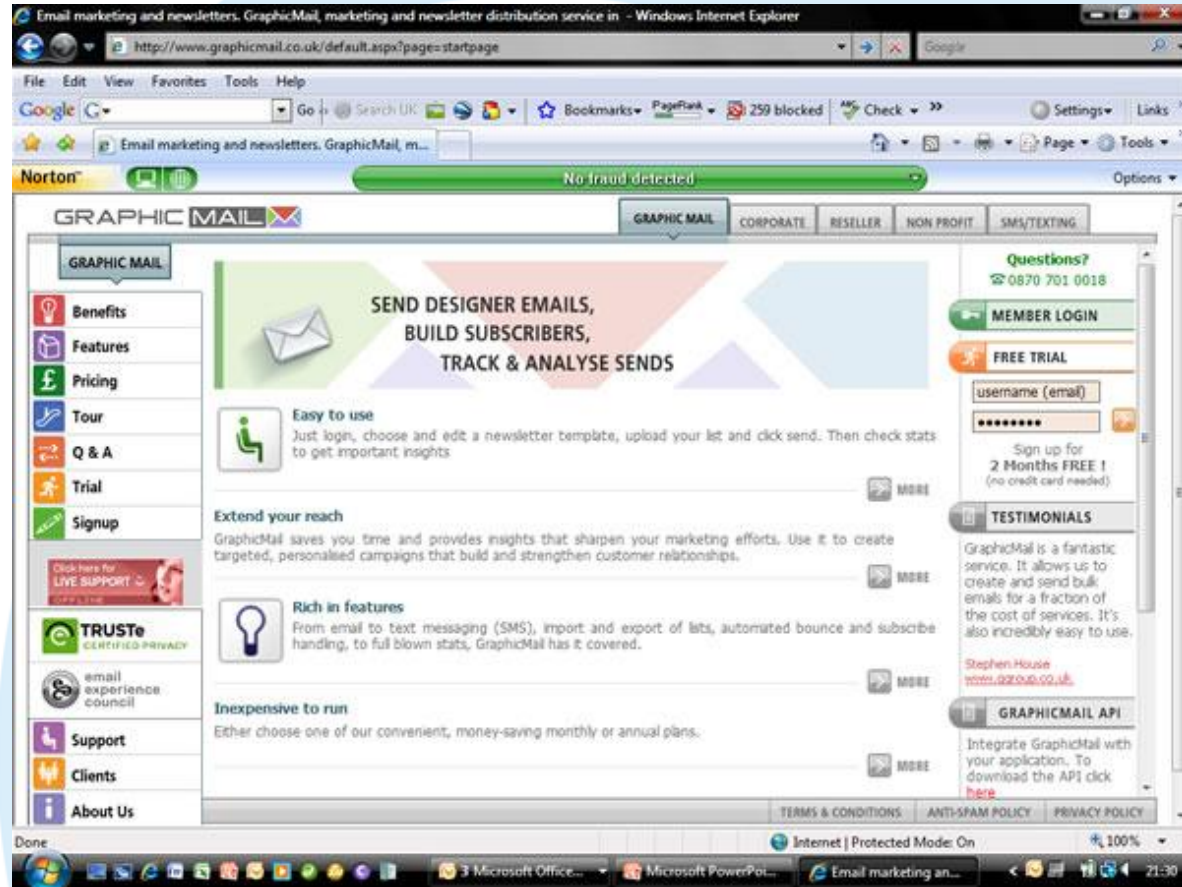
### Location

The exhibition will take place in Gray's Court, York. This is located just behind the Minister, on the corner of Ogleforth and Chapter House Street. A tea-room and historic house, Gray's Court is located in one of the

- Aims [TOMA]
- Loyalty v direct bookings
- 3 x messages, prioritise
- Personalised
- Branded
- Visually distinctive
- Clear objective
- Call to action?
- Subject line
- Engaging & relevant content
- Snappy text
- Track stats and improve

**•All reliant on gathering email addresses consistently & accurately**

# Email Marketing – doing it online



[www.mailchimp.com](http://www.mailchimp.com), [www.constantcontact.com](http://www.constantcontact.com), [www.graphicmail.com](http://www.graphicmail.com)

# Social Media

1. “**Social**” | relationships and conversations (e.g. With customers)
2. “**Media**” | tools and platforms (e.g. Facebook, twitter)

“**Social Media** is a way of using the Internet to instantly collaborate, to share information and ideas or simply to have a conversation.”

This can take the form of video [e.g. YouTube], audio [e.g. Napster], images [e.g. Flickr] and text [e.g. Twitter].

Often, social media platforms combine all of the elements [e.g. Blogger, Facebook]

# Facebook

## Set up a Facebook Fan page

<http://www.facebook.com/pages/create.php>

- Takes 20 minutes to set up, though it's best to have some photos ready
- Can have multiple 'administrators'
- Build the content over time – reflect your brand values and keep it up to date
- Encourage customers to post information comments, pictures, videos, etc), as their friends will see this and may be interested)
- Add a link to the facebook page from your email signature
- Add a link to the facebook page from your website
- Promote the page via all your marketing channels, including chatting with your customers



The screenshot shows the Facebook profile page for 'Cork Midsummer Festival'. The page header includes the Facebook logo, a search bar, and the page name 'Cork Midsummer Festival' with a 'Like' button. Below the header, there are several sections: a cover photo with the festival logo, a navigation menu on the left (Wall, Info, Friend activity, Photos, Events, Twitter, YouTube, Notes, Links), and a main content area. The main content area features a post from 'Cork Midsummer Festival' dated 9 March 2012, seeking a marketing intern. Below this is a post from 'Tom Creed' dated 12 hours ago, promoting a dance piece. At the bottom, there is another post from 'Cork Midsummer Festival' dated tomorrow, promoting an event for International Women's Day. The page also shows 4,399 likes and 65 people talking about it.

# Twitter

## Set up a Twitter account

<http://www.twitter.com> & click 'sign up now'

- Takes 5 minutes
- Choose relevant name, e.g. [www.twitter.com/galwayfestival](http://www.twitter.com/galwayfestival)
- Need one, small square image
- Add in your website address
- Start tweeting on a regular basis – monitor responses & reply.
- Use priority keywords in your tweets
- Encourage “retweeting” to boost referral visits
- Link to Facebook and [www.facebook.com/twitter](http://www.facebook.com/twitter) or maintain independently if you have the resources.

The screenshot displays the Twitter profile for '2011SolheimCup'. The profile header includes the Solheim Cup logo, the name '2011SolheimCup', and the location 'Co. Meath, Ireland'. The bio states: 'The most prestigious international team event in women's professional golf, contested biennially between Europe and the USA.' Statistics show 55 following, 114 followers, and 6 listed. The tweet list includes:

- Tweet 1: 'There is a touch of spring about Killeen Castle, and it really does look stunning! <http://bit.ly/cwbXyM>' (2:42 AM Apr 14th via Facebook)
- Tweet 2: 'Check out the updated Solheim Cup team standings after the Kraft Nabisco Championship in California last weekend. <http://bit.ly/diCWKQ>' (9:21 AM Apr 8th via Facebook)
- Tweet 3: 'Thank you all very much for your wonderful comments about your Solheim Cup experiences! It was very hard to pick a... <http://bit.ly/cqt7vb>' (9:15 AM Mar 19th via Facebook)
- Tweet 4: 'Last chance to get involved in our ticket give-away! See below comments and leave your own before 5pm (GMT) to be... <http://bit.ly/ac9TEO>' (4:00 AM Mar 19th via Facebook)
- Tweet 5: 'Ticket give-away!! We are offering one lucky facebook friend two season passes for the 2011 Solheim Cup in Killeen... <http://bit.ly/au5mn0>' (10:07 AM Mar 18th via Facebook)

The right sidebar shows a 'Following' list with profile pictures and an 'RSS feed of 2011SolheimCup's tweets' link.



# Google Analytics

## Key highlights of *Analytics* (website monitoring):

- It's Free
- Small piece of code on each page
- Excellent level of analysis
- Great for general statistics and tracking individual campaigns
- Can link to Google adwords for excellent 'drill down'
- Go to [www.google.com/analytics](http://www.google.com/analytics) and click 'sign-up'

# Simple website monitoring

## The Dashboard



# Simple website monitoring

## Traffic Sources



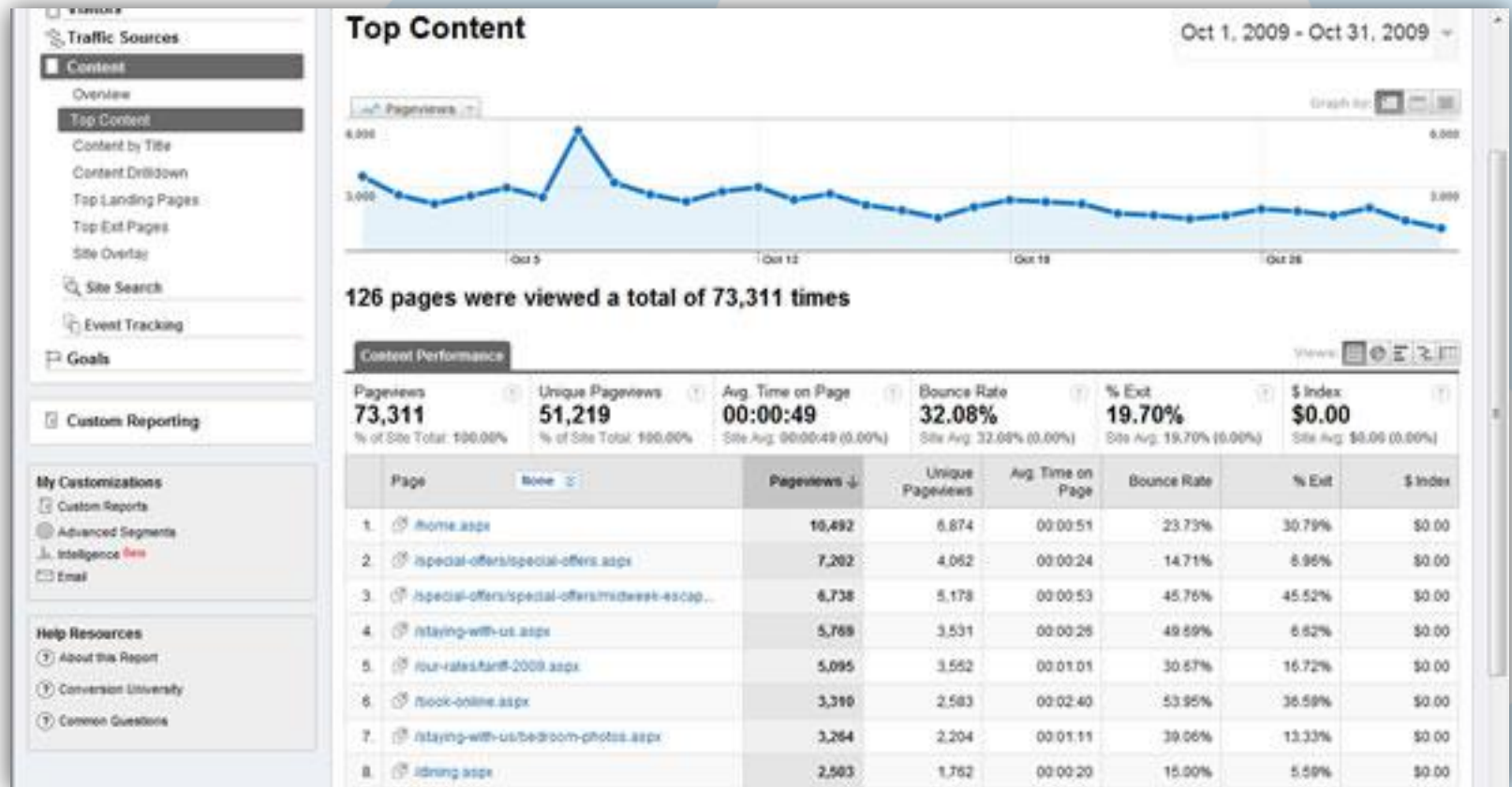
# Simple website monitoring

## Keywords



# Simple website monitoring

## Top Content



Thank you.

Any final questions?

## **KEEP IN CONTACT**

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Facebook

[www.facebook.com/webcheck](http://www.facebook.com/webcheck)

Online Resources

[www.failteireland.ie/WebSupports](http://www.failteireland.ie/WebSupports)

Courses Available

[www.failteireland.ie/Business-Supports/Websupports/Events](http://www.failteireland.ie/Business-Supports/Websupports/Events)

Online Business Tools

[www.businesstools.failteireland.ie](http://www.businesstools.failteireland.ie)

For any other questions, contact the Business Supports team on **01-8847762**