

Planning, Launching and Growing Your Business or Nonprofit on the Internet

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Introduction

I first want to take the time to thank you for attending this workshop. The purpose of our time together today is to fully equip your organization with the information necessary to plan, launch, and grow your business or nonprofit's presence on the internet. Today, we'll cover all of the essential, bottom-line, no-frills, real-world information that business and nonprofit leaders need to know without all the "techie stuff" that normally comes alongside this topic.

First, a little about me and my company:

- NetMinistry has been serving churches, ministries, and Christian businesses since 2002
- NetMinistry was first the name of a technology I built in 1999 and morphed into the 3nity Web Presence Management Platform. Today, it's the name of our company and the underlying platform behind everything we do.
- We've served over 60,000 organizations over the last 15 years.
- Our service is not a hosting service, although we do host websites. It's an entire platform for business and nonprofit activity online, which includes the ability to publish websites, content, media, live streams, blogs, social media, and more while taking donations, facilitating the sale of resources, managing online events and volunteerism, sending out mass communication, and tons more.
- I've been working in the internet industry since its beginning.
- I started programming when I was just 7 years old, after being taught by a fourth grade teacher, Mr Sorrentino.
- My wife, Mayra, is the General Manager (the "real boss") of the company and she lets me play CEO. We have four children – Erik (24), Josh (23), Jose David (21), and Trinity (16) - and live in our beautiful home right here in Tampa, Florida.

Let's Get Started!

Syllabus

- Introduction 2
- Planning & Building Your Web Presence 5
 - Define Your Goals & Expectations (5 Min)..... 5
 - Designate Your Website Building Team (5 Min) 5
 - Create Your Web Presence Blueprint (15 Min)..... 5
 - Distribute Editorial Responsibilities (5 min)..... 5
 - Set Realistic Deadlines (5 Min)..... 5
 - Siphoning for Social Media (5 Min)..... 6
 - Understanding the Mobile Revolution (5 Min)..... 6
 - Question & Answer (15 Min) 6
- Managing Your Web Presence 7
 - The Anatomy of an Effective Website Team (5 Min)..... 7
 - The Content Management System (CMS) (10 Min)..... 7
 - The Constituent Management System (CRM) (10 Min)..... 7
 - The Financial Transaction Management System (E-Commerce) (5 Min) 7
 - The Event Registration System (5 Min)..... 8
 - Media (Audio/Video) Management (5 Min) 8
 - Mass Communication (5 Min)..... 8
 - The Role of Social Media (5 Min) 8
 - The Importance of Mobile Reach (5 Min)..... 9
 - Question & Answer (10 Min) 9
- Promoting and Growing Your Web Presence 10
 - What Are the Possibilities? (10 Min) 10
 - Search Engine Optimization (10 Min) 10
 - Pay-Per-Click Marketing (PPC) (5 Min)..... 10
 - Mass E-mail, Text, and Voicemail (5 Min)..... 10
 - Social Media Campaigns (10 Min)..... 10
 - Sermon Publishing & Content Websites (5 Min) 11
 - Offline Marketing Strategies (5 Min) 11
 - Question & Answer (10 Min) 11
- Special Offer – Today Only! 12
 - Jose’s Pastor’s Conference Special 12

Visit my website at <http://www.josegomez.com>. For a free consultation, call Stacey Kelczewski, Website Business Manager, at (813) 441-9815. It would be our pleasure to serve your business or nonprofit.

Planning & Building Your Web Presence

In this workshop, we'll cover my methodology for planning your entire internet presence, including your website, social media, and internet marketing efforts. It's important to go through this process every time you are going to build or rebuild your website in order to get a 10,000 foot view of what needs to be done and how those things work together to create a successful business and nonprofit web presence.

Define Your Goals & Expectations (5 Min)

- How will you know if your web presence is successful?
- Make your measurements quantifiable.
- Set timelines for your measurements.
- Your website is a strategic, creative, and technical process. Understand what that means.
- Great results take effort, hard work, determination, knowledge, and skill.
- Don't fall for the "brother-in-law" pitch.

Designate Your Website Building Team (5 Min)

- Resist the urge to include more than two people in the process
- If you are too busy to correspond and meet, you are too busy to help with this process.
- Communicators make the best team members for the project.
- Give them creative freedom, but make them responsible for the results.

Create Your Web Presence Blueprint (15 Min)

- The Strategic Map is the cornerstone for web presence planning.
- The Site Map is the cornerstone for website development planning.
- Jose's Ultra-Secret-and-Low-Tech "Table" Method
- Content is the cornerstone for creative planning.
- Plan for user flow – starting with new visitors
- Understand Visitor Personas.

Distribute Editorial Responsibilities (5 min)

- Writing Content is crucial to making the website look and function properly.
- Content consists of text, photos, and multimedia elements.
- Yes, brother/sister – people DO read on the internet.
- Writers are not usually visual. Visual people are not usually writers.
- Write fast and longwinded. Then, publish and chop down.
- Consider your targeted key phrases, but write for people.
- Don't forget to write sharable content for social media.

Set Realistic Deadlines (5 Min)

- A quality website cannot be built in 15 minutes.
- Forget the promises of technology – it takes careful planning and time to build and tweak your website.
- 3-5 business days is an acceptable time for delivery of any graphical or content updates. For multimedia and web development, times can vary from one week to several months.

- Communication and approvals are the #1 slowdown to all web projects.
- The creative process is an iterative one. Expect hits, misses, revisions, and unexpected twists.
- Changes mid process cost time and money. Get the first version up fast and small. Grow and refine after you are live (Note: I just saved you money, time, and aggravation).

Siphoning for Social Media (5 Min)

- First priority, create a Facebook page for your organization.
- Customize your page.
- Post some helpful first messages – no “hello world” stuff.
- Staff and volunteer staff should share with friends.
- Next, your organization should share with friends. Make them do it during service.
- Plan for periodic sharing of anything that is helpful, starting with sermon notes.

Understanding the Mobile Revolution (5 Min)

- Build for mobile – over 60% of internet traffic lives there
- Mobile site vs Responsive Sites vs Mobile Apps. Who wins?
- No, pastor. You don't need that latest widget, app, or tech toy. Save your money.

Question & Answer (15 Min)

Write your notes below.

Managing Your Web Presence

In this session, we'll explore what it actually takes to manage an effective web presence. We'll talk about the various components and functionality behind internet outreach and the effects of social media on the work required to maintain an active, vibrant online community.

The Anatomy of an Effective Website Team (5 Min)

- Who is the best department to assign responsibility of the website to?
- The Pastor's role is to provide training, teaching, and hospitality content.
- The Writer is in charge of creating, editing, and aggregating text.
- The Media Specialist is in charge of finding and creating graphics, photos, and audio/visual materials.
- The Geek is in charge of publishing the authored materials and making them function properly in whatever platform you have chosen.
- **Save \$150,000!** Always follow US Copyright law. Use only content and creative materials that (a) your organization authored/created, or (b) you have paid for the right to use.

The Content Management System (CMS) (10 Min)

- Without a CMS, you are at the mercy of the geek. And heaven help us all if he/she leaves the organization.
- CMS allows almost anyone who can type to update the website quickly and easily.
- A good system will allow you to set levels of editing permissions in order to enable safe team collaboration.
- A good system allows you to organize your content in the same way your website is structured.
- CMS goes wrong when volunteers with lazy habits, bad taste, and/or inflated impressions of their own abilities take control. Carefully evaluate your webmasters.
- WYSISYG is your best friend. You should not have to know HTML or CSS to update your website – unless what you want to do is technically advanced.
- Use the support resources of your provider as much as possible. Platform hopping is similar to church hopping – you lose friends, you have to start over, and it's usually no better than where you came from because, in all likelihood, it has nothing to do with the service provider to begin with (said Jose without pointing fingers).

The Constituent Management System (CRM) (10 Min)

- CRM allows you to manage your membership as on individuals, groups, or one unit.
- Good CRMs create ONE database with the ability to segment it into multiple views, groups, and categories.
- A primary function of CRM is the ability to track information, notes, and correspondence to and from people in your database.
- Your website should automatically work with your CRM system. It should be as integrated as possible to avoid the "multiple database" issue.
- Every meaningful action on your website should result in additions and updates to your CRM.

The Financial Transaction Management System (E-Commerce) (5 Min)

- Secure payments can be facilitated for almost any type of financial transaction you can think of.

- Online Donations and stores are important for nonprofits who offer resources to website visitors.
- Systems that allow donors to set and management recurring giving plans are critical. This alone can double a nonprofit's income within 12 months.
- People must be compelled to pay for something online. A simple "donate button" is not enough.
- Publish your needs, projects, drives, causes, missionary efforts, and budget, (2) create goals for website visitors to assist with, (3) announce it to anyone who will listen for a predefined amount of time. Then, plan on doing it again and beat your previous results.
- Know the rules of PCI compliance. It may sound geeky, but you are ultimately responsible for any noncompliance issues.
- Bonus Tidbit: An SSL certificate does not insure any level of security beyond the milliseconds it takes to submit financial information. There is more to security than SSL – like encryption of data, separation of database infrastructure, destruction of non-essential data, and more.

The Event Registration System (5 Min)

- Online calendaring is incomplete without the ability to register for an event
- Google calendar is create for displaying calendar items, but has no true support for personal registration and volunteer management/scheduling.
- Mass communication with registrants and volunteers is critical to an event's success. Reminders, important information, and supplemental materials are all part of running events.
- Online payments and differentiating between reservations and paid admission is critical.

Media (Audio/Video) Management (5 Min)

- Audio and, specifically, video content has become a staple of online outreach.
- Most web visitors expect to see a preview of your nonprofit or business through video introductions.
- The most critical video for every nonprofit to have is a video to welcome and encourage new visitors to attend an event or meeting. Consider a preview of your service.
- Consider audio for full length sermons and video for 3-5 minute clips. Archived video is a waste bandwidth and storage unless it for visual teaching materials.
- Live streaming is becoming more popular and allows you to own your own broadcast.
- Remember to author or license all media, including music in the background.

Mass Communication (5 Min)

- Mass communication is the most effective use of data for a business or nonprofit.
- Send mass e-mails with regularity over frequency.
- Mass text messaging is an effective way to send timely reminders and notifications. Over 90% of text messages are read as opposed to 25-50% of email.
- Mass voice messaging is also an effective medium for distributing important timely information.
- Use technology that allows you to do all three – or use the best of breed for each.
- Measure mass communication by end results, not open rates.

The Role of Social Media (5 Min)

- Keep members connected throughout the day, not just throughout the week.

- Nonprofits have the perfect context in Facebook. It's about community. The more sincere the connection, the more effective the communication.
- Twitter is best for distributing news, updates, and short snippets of content with links to your online content.
- LinkedIn produces high level community relationships. LinkedIn Groups allow for participation.
- Instagram is now the premier photo sharing platform.
- At the end of the day, social media is about creating mindful awareness of your organization through highly relevant, engaging content.

The Importance of Mobile Reach (5 Min)

- Mobile devices give your organization the opportunity to stay with your members and visitors everywhere they go.
- The first step of mobile is to make it easy to access your business or nonprofit information online from mobile devices. There are two main ways to accomplish – a mobile splash page or a responsive website.
- The most aggressive form of mobile outreach is the native mobile apps. This provides you with real estate right within the phones of your members and potential visitors.
- Push notifications and geo fencing are among the latest most effective trends in mobile apps.

Question & Answer (10 Min)

Write your notes below.

Promoting and Growing Your Web Presence

In this session, we'll explore what it means and requires to expand your reach throughout the most relevant places on the Internet. We'll cover topics such as search engine optimization (SEO), e-mail marketing, social media techniques, and other less conventional methods of marketing your business or nonprofit online.

What Are the Possibilities? (10 Min)

- Defining your measurements for success are the most critical aspects to growing your web presence. If you don't know where you are going, you'll never get there.
- Small business and nonprofit websites can range from several dozen visits a month to tens of thousands.
- Visitor Persona #1: The Seeker
- Visitor Persona #2: The Content Googler
- Visitor Persona #3: The Social Referral
- Visitor Persona #4: The PR Follower
- Visitor Persona #5: The Event Attendee
- Visitor Persona #6: The Member / Client
- Visitor Persona #7: The Irregular Visitor

Search Engine Optimization (10 Min)

- Optimizing for the search engines ensures that your web presence is highly relevant to the issues, regions, and business offerings the right people are searching for.
- Content is the most important aspect of search engine optimization.
- Inbound links from trusted websites the second most important aspect of SEO.
- Outgoing links to relevant, trusted sources are the third most important aspect of SEO.
- Page titles and long-tail address create opportunities for creative SEO strategies.
- Make your website a resource – not just a brochure.

Pay-Per-Click Marketing (PPC) (5 Min)

- The easiest, fastest way into online advertising is pay-per-click.
- Catch users when they are searching for you. Jump to the top of the listing.
- Target phrases from the perspective of someone searching without knowing who you are.
- Target felt needs as well as popular key phrases.

Mass E-mail, Text, and Voicemail (5 Min)

- Once again, regularity over frequency. Be consistent.
- Clearly identify yourself in e-mail campaigns. Make the content short, relevant, and to the point. Write short summaries with links to your website.
- Text messages should be for reminders and notifications, not "God bless you." Don't abuse your access. It should feel like a helpful service.

Social Media Campaigns (10 Min)

- Be prepared for a long path to social prominence, but it's worth it in the long run.
- Create sharable, helpful content that starts a dialogue.

- Don't talk about you. Talk about what matters to your audience.
- Rally people, don't preach to them.
- Sharing scripture references is not online ministry. I apologize to those that offends. It is the most skipped over type of post according to online polls.
- Tell people to share. That alone increases sharing by 40-200%
- Remember that every social network now has a way to promote posts and run performance based ads.
- Fill out your profiles. All executive staff should have LinkedIn profiles with photos and full resumes. Link to those from their bios on your website.

Sermon Publishing & Content Websites (5 Min)

- Publishing your sermon notes is very easy and is an excellent way to establish yourself online.
- SermonAudio.Com
- SermonCentral.Com
- OnePlace.Com
- Your Blog
- Your own media center

Offline Marketing Strategies (5 Min)

- Use press releases to generate timely, focused traffic.
- Use e-mail signatures to help people find out more about what you represent.
- Use your website address on all printed materials to allow recipients to explore you online.
- Put every form downloadable permission forms to benevolence requests online. Then refer people there for assistance and access to valuable materials.

Question & Answer (10 Min)

Write your notes below.

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To take advantage of the special, just fill out the form below and turn it in to me at the end of the conference. It was a pleasure meeting you and spending time on this critical area of modern business and nonprofit activity.

Company Name: _____

Your Name: _____

E-mail Address: _____

Phone Number: _____ Best Time / Day: _____