

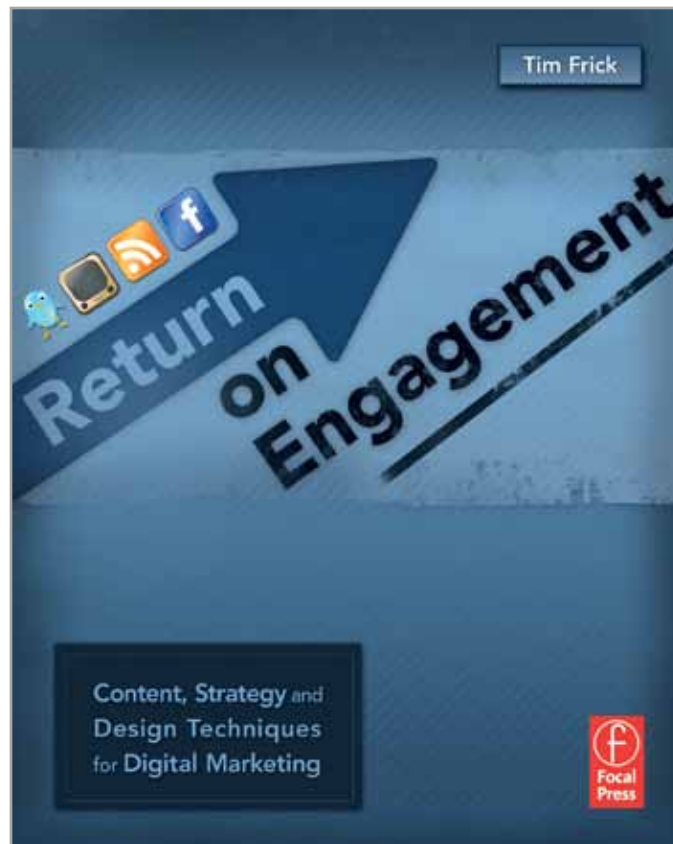
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# RETURN ON ENGAGEMENT:

## Content, Strategy & Design Techniques for Digital Marketing

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## **RETURN ON ENGAGEMENT** FEATURES INCLUDE:

- *Detailed real-world examples of companies and organizations who have implemented these techniques and reaped the benefits.*
  - *Hands-on tutorials with screen grabs that cover how to use many of the digital marketing tools outlined in the book.*
  - *Companion website that includes code snippets, links, resources, RSS feeds, profiles, community interaction, and more.*
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# PREFACE:

## GENERAL INTRODUCTION

The preface offers a detailed overview of the book's primary features and content, as well as a bird's eye view of technologies and techniques that can be used to harness effective digital marketing and communications results. It also includes an overview of the general professional landscape for those who want to use the internet as a means of marketing their products or services. The distinction between marketing objectives, content development, and production techniques will also be explored.



# PART ONE: THE STRATEGY

## CHAPTER ONE: THE GRAND PLAN

Assessing the mediums by which you will implement and deliver your message is just as important as assessing the message itself. This chapter breaks down options for adopting and maintaining long-term design and technology strategies—both on your site and off—that meet marketing objectives and are flexible enough to change with an organization’s fluctuating needs over time as well.

## CHAPTER TWO: ON-SITE STRATEGY

Your website is the home base of your digital marketing, business and communications efforts and often provides a first impression of your organization to would-be customers. This chapter covers strategy-building techniques for creating and maintaining an effective site over time, including approaches for technology, content, keywords, information architecture, design, accessibility, SEO, syndication, rich media, analytics, and user-generated content.

## CHAPTER THREE: OFF-SITE STRATEGY

This chapter offers a strategy roadmap for using online tools to make connections, create relationships, and drive qualified traffic to your website. Techniques for extending your site or blog’s content strategy to social media endeavors over an extended period of time are covered as well.



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## PART TWO: ON-SITE TECHNIQUES

### CHAPTER FOUR: CONTENT

This chapter focuses on implementing specific techniques from your on-site strategy as they relate to site content elements, such as information architecture, keywords, written content, and creating SEO-friendly page metadata, sitemaps, and so on.

### CHAPTER FIVE: DESIGN

Professional, credibility-based design can foster great user experiences that engage, entertain, educate, sell, increase brand loyalty, or a combination of the above. This chapter focuses on best practices for design, usability and creating seamless user experiences through effective use of typography, color, stylesheets, navigation, forms, search, and other commonly used site features, as well as pros and cons of various common web page layouts. The chapter includes a case study of a design team that has seen success using some of these techniques as well.

### CHAPTER SIX: CONTENT MANAGEMENT SYSTEMS

Implementing a site-wide content management system will not only simplify the process of site content updates but inevitably increase give you control over extended functions such as forms, e-commerce, forums, blogs, and increase your search engine rankings as well. This chapter will cover the ins and outs of working with various available CMS options, compare blogging systems vs. CMS, and demystify the workflow process of configuring a CMS for your own site. This chapter will help you decide which CMS option may be right for your site and get you started on the path of managing your own online content.



## CHAPTER SEVEN: DEVELOPMENT

Development challenges such as security and scalability for building marketing-driven social sites and web applications are explored along with semantic markup techniques such as microformats and RDFa. This chapter also covers techniques like CSS/JavaScript optimization, progressive enhancement and other ways of tweaking your site's code to attract both people and search engines. The pros and cons of using APIs, widgets, Facebook apps, and other data-sharing approaches are covered as well.

## CHAPTER EIGHT: BLOGS

This chapter offers an overview of blogs, the technology behind them, how they work, how you can extend their functionality through plug-ins and extensions, and why they are important digital marketing tools. Included are instructions for setting up and configuring your own blog and a case study on a successful career-changing blog implementation.

## CHAPTER NINE: REALLY SIMPLE SYNDICATION

Really Simple Syndication is an easy way to aggregate your content across multiple sites and devices. Most (if not all) blog software has built-in RSS features. This chapter will focus on what the technology is and how it can be used to market your blog, your site, your products or your services. The chapter will also discuss RSS' role in podcasts, social media, and other feed-driven sites like FriendFeed. Media RSS feeds for sites with extensive video libraries are also covered.

## CHAPTER TEN: ON-SITE TECHNIQUES: E-MAIL MARKETING

This chapter covers techniques for implementing successful branded email campaigns and integrating email marketing with your overall content strategy. Approaches for tracking and content segmentation are also discussed. The chapter includes a case study on successful email campaign implementation as well.



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## PART THREE: OFF-SITE TECHNIQUES

### CHAPTER ELEVEN: SOCIAL MEDIA OVERVIEW

Social networking and web data sharing technologies revolutionized the way we use the internet to communicate, socialize, and do business. This chapter offers a brief overview of popular social tools such as wikis, microblogging, social bookmarking, review sites, and so on. Niche social tools centered around common community interests are also discussed in terms of their relevance to targeted content marketing.

### CHAPTER TWELVE: SOCIAL MEDIA OPTIMIZATION

This chapter focuses on best practices for optimizing different types of content on various social sites. Issues of privacy and challenges inherent to working with user-generated content are discussed, as are online content creation tools and techniques for individual profile customization. The chapter also includes a case study of successful social media optimization techniques.

### CHAPTER THIRTEEN: WEB VIDEO

This chapter offers a production process overview for creating effective web video content and covers tips and techniques for getting great results from your production efforts. It also includes a case study about using online video as a successful marketing tool.

### CHAPTER FOURTEEN: VIDEO SHARING AND DISTRIBUTION

This chapter covers a variety of tools and techniques available for hosting, sharing and distributing videos, as well as a discussion of potential options for helping search engines better understand your video content through semantic metadata.



## CHAPTER FIFTEEN: MEASUREMENT

Once you have all your digital marketing efforts in place, how do you know if they work? This chapter outlines options for using website and social media monitoring tools to make sense of how your on-site and off-site digital marketing efforts stack up. Clickstream data, landing pages, split testing, alerts tools, blog metrics, social media measurement, and an overview of Google Analytics, among other things, are covered in detail. The chapter also includes a case study interview with a company that creates analytics tools for measuring online performance.

## CHAPTER SIXTEEN: BRINGING IT ALL TOGETHER

The final chapter features an extensive case study of a project that contains most elements outlined in the book. Book of Odds is a multidisciplinary, standards-based web project that includes widgets, mobile development, blogs, semantic SEO, user experience design, strategy (on and off-site), and a number of other topics outlined in this book.

## E-CHAPTER: CHAPTER SEVENTEEN: MOBILE CONTENT

This online-only chapter focuses on creating content for mobile and web-enabled devices, including how to extend existing site content for deployment to these devices, as well as challenges inherent to designing for a wide variety of screen sizes, resolutions, platforms, and so on. The chapter includes a project case study as well.

## RESOURCES

The book closes with a list of resources used as research for writing 'Return on Engagement'.