



Unravel the Internet December 5, 2006

Leverage the Power of Digital Media

Are You Ready?

[Tom Fraticelli](#), New Media Manager, WDBJ7

Tom Fraticelli discusses the future of WEB 2.0 technology and ways you can utilize this technology to grow your business. Tom has also included his notes in the presentation. If you have any questions please feel free to contact him.

Information on Video Technology

Video Emails are the Future

Rich Schott, President, MarylandInfo.com

We were introduced to this technology using a live web cast with Rich Schott. Rich demonstrated how powerful WEB 2.0 technology is and how it can impact your business. For additional information please contact [Ira Kaufman](#).

Social Media Marketing

Entering the Blogosphere

[Robyn Tippins](#), President, Real Web Presence

Robyn Tippins addressed blogging, podcasting, vlogging, viral video and other social media marketing. She started by explaining leetspeak, a new form of communication. Examples:

7337 – elite
NSFW – Not Safe For Work
LOL – Laugh Out Loud
ROFL – Rolling On The Floor Laughing
BRB – Be Right Back
AFK – Away From Keys
CU – See You Later
CH1X0R – Pretty Geeky Girl
K – OK
JK – Just Kidding
LTR – Later
OMG – Oh My God
GR8 – Great

Some sites that Robyn thought you would be interested in:

- Digg.com
- Del.icio.us
- Flickr.com
- Skype.com
- Sebo.com
- Imbee.com
- Rocketboom.com
- YouTube.com
- Blip.tv
- Sleepyblogger.com
- [Podcast in iTunes](#)

Secrets of High Search Engine Placements

Secrets of High Search Engine Placements **[Ira Kaufman](#), President, Online Advantage**

Ira Kaufman's company, [Online Advantage](#), consults on marketing strategy and designs websites that realize high search engine placements. Based on his expertise, he presented a practical outline for businesses to understand search engine optimization and apply it to their business.

Fixing Websites That Don't Work

Making Your Website Work **[Dave Cole](#), Internet Consultant, WSI**

Dave Cole is an Internet Consultant with WSI, a world-wide provider of Internet solutions and Internet consulting services. Dave's consulting focus is to help small and medium sized businesses profit from the Internet.

You can also view his white paper, co-authored with Ira Kaufman, [Fixing Websites that Don't Work - Increasing ROI Through Conversions.](#)

Grow Your Business with Email Marketing

Email Marketing to Grow Your Business **[Patsy Stewart](#), Operations Manager, Roanoke Biz2Biz**

Email Marketing is an easy, effective and affordable way to grow your business. Patsy Stewart presented a tool provided in partnership with Roanoke Biz2Biz and Constant Contact that can create and send professional emails and newsletters to your customers and clients.