



C O S T A D E V A U L T
a wordwise company

*Creative Solutions . . .
from Concept to Completion*

At a Glance

- Founded in 1985
- Certified M/WBE (local and state)
- More than 375 awards
- Clients range from small businesses to Fortune 500 companies



Integrated Services


- Branding
- Marketing Communication
- Web/Multi-Media
- Graphic Design
- Strategic Public/Community Relations
- Crisis/Issues Management
- Social Media
- Events

Industry Expertise

- Transportation
- Non-profit
- Professional Services
- Legal/Medical
- Banking/Financial Services
- Real Estate and Development
- Retirement Communities/Senior Living
- Energy/Public Utilities
- Technology
- Education

Names You Know

- LYNX
- Florida Department of Transportation
- Darden Restaurants
- Siemens Power Generation
- Lockheed Martin
- Florida Hospital
- Burnham Institute
- Rollins College
- OUC - The *Reliable One*
- The Orlando Magic
- Walt Disney Attractions



**WEBSITE
DEVELOPMENT
& PUBLIC
INVOLVEMENT**

Public Involvement



Florida Scenic Highways
www.floridascenthighways.com

- Serves as a resource to the public for interest/education
- Provides a service



Martin MPO
Scheduled to Launch October 2010

- Encourages the public to get involved in something they are not already interested in
- Goal is to inform

Florida Scenic Highways



- Eye-catching, colorful design
- Complex programming
- Beautiful photography
- Something of interest for every age group
- The "tourism" version of the website integrates a custom CMS with a WordPress platform and Flash elements
- Detailed mapping component to highlight the more than 25 byways throughout Florida
- Interactive features for both kids and adults (e.g., games, videos and the ability to post stories from the road)

Martin MPO

- Provides county officials and staff with important information and access to reports
- Encourages public involvement of local residents
- Community forum where citizens can address issues of concern
- Organizes all meeting minutes and planning documents for easy reference
- Equipped with SEO components and Google Analytics to track visitor statistics



Website Components

- Design (good vs. bad)
- Navigation
- Social Media
- SEO



Good Design

- Clean lines
- Simple design
- Thoughtful organization



Good Design



- Clear call to action
- Easy registration
- Clutter-free

Good Design



- Eye-catching color palette
- Clean, simple design

Bad Design



- Distracting color palette
- Lacks focus/concentration
- Cluttered design

Bad Design



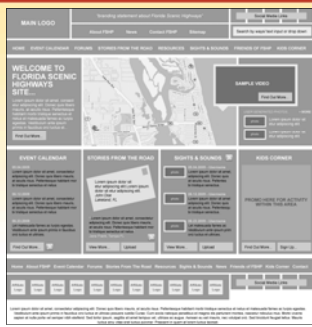
- Dated design
- Long loading time
- Lacks professionalism

Bad Design



- Cluttered
- Copy heavy
- Text is hard to read
- Lacks organization

Navigation



Navigation



Navigation



- Caters to multiple audiences
- Features clearly labeled boxes for easy use

SOCIAL MEDIA

“ It took radio 38 years to reach 50 million listeners. TV took 13 years to reach 50 million users. The Internet took four years to reach 50 million people. **In less than nine months,** Facebook added 100 million users. ”

-Erik Qualman
Socialnomics.net

Social Media is Here to Stay

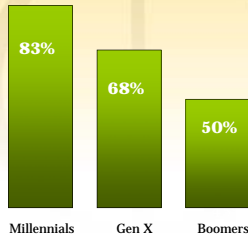
"Grown Up Digital"

- 77 million Baby Boomers (born 1946-1964) = 23% of U.S. population
- 81.1 million Gen Y/Millennials (born 1977-1997) = 27% of U.S. population
- "Echoing" effect = largest swell in U.S. population



Always Connected

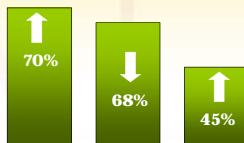
- Percentage of Americans that sleep with their cell phone



New Ways to Communicate

Where do consumers get information?

- 70% - social media websites
- 68% - corporate websites
- 45% - share content via social media
- Information sharing via Facebook surpasses e-mail



Search Engine Optimization

- 42% of search users click the top-ranking link
- Only 23% of searchers progress to the second page
- Attracts prospects from organic listings on Google and Yahoo and drives them to your website using keyword/phrase strategies
- Provides presence on social media websites, such as Twitter, Facebook and MySpace, as additional lead generation tools
- Primary focus is to create additional leads and new customer conversions



Website Traffic/Google Ranking



Benefits of Social Media

Build brand awareness

- Genuine interaction with clients/potential clients
- Increase your online presence and website traffic
- Build better connections with others in your industry
- Learn and share information
- Establish yourself as an authority (75% of journalists start their research online)

Social Media Isn't...

- Traditional marketing “digitized”
- An easy opportunity for new business
- Free
- Stand alone



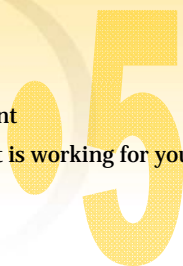
Social Media Is...

- Conversational (e.g., not “100% polished”)
- Strategic
- Valuable... when done correctly



Getting Started: Five Steps

1. Create measurable objectives
2. Research and listen
3. Choose the right tools
4. Create meaningful, real content
5. Stay with it and measure what is working for you



Questions to Ask

- Who are you trying to reach?
- How are they using social media?
- What are people saying?
- Where are they saying it?
- Are they talking about you?



Based on the Answers...

- Choose the right tools
- Create interesting, helpful content (think information – *not* sales)
- Cultivate influencers
- Promote others
- Share, share, share



Questions?





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