



California Partnership for
Access to Treatment

Outreach and Education for a Healthier California

Making the best use
of finite resources
for online
communications



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Nonprofit Online Strategy: 1999-2002

“Build it and they will come.”

Create a destination

- Build an online presence with your news and information about your topic
- Publish regularly

Expertise and authority wasn't as important at this stage.



“Build it and they will come.”

From the 1989 film, *Field of Dreams* starring Kevin Costner

Nonprofit Online Strategy: 2002-2006

“Promote it and they will come.”

Create a destination

- Build an online presence with your news and information about your topic
- Publish regularly

To drive traffic to your site:

- Start an e-mail list to drive traffic from each mailing
- Pay or trade for online ad space on other websites to drive traffic

As the web grew in voices, expertise became incredibly important.



"Half the money I spend on advertising is wasted; the trouble is I don't know which half."

John Wanamaker,
marketing pioneer

Nonprofit Online Strategy: 2006-2008

“Take your content to your audience.”

Create a publishing schedule

- Publish regularly on your topic of expertise

To get your content in front of your audience

- Focus on “write once, publish multiply” by sending out content through e-mail, Facebook, MySpace. Experiment with video versions uploaded to YouTube.
- Use your regular publishing schedule to become authoritative on your topic, which is a natural form of search engine optimization.

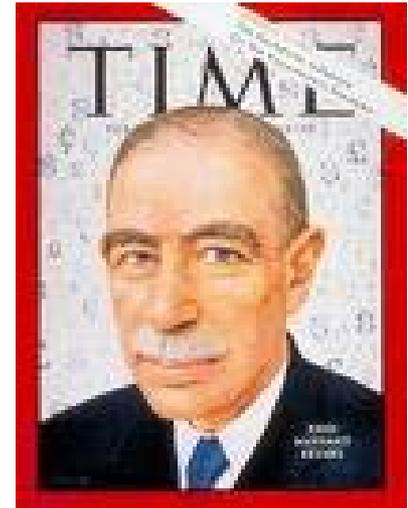


“Go where the money is...and go there often.”

Willie Sutton, one of America’s most prolific bank robbers

The Changing Environment

- In the last 24 months the following facts have changed:
 - Technology continues to offer advanced communications functionality for little or no cost for everything from e-mail to cellphone text messaging;
 - There has been an aggregation of audiences in portals that dwarf anything you could attract solely to your own online presence directly.
- In the face of a changing environment, your online strategy must change as well.



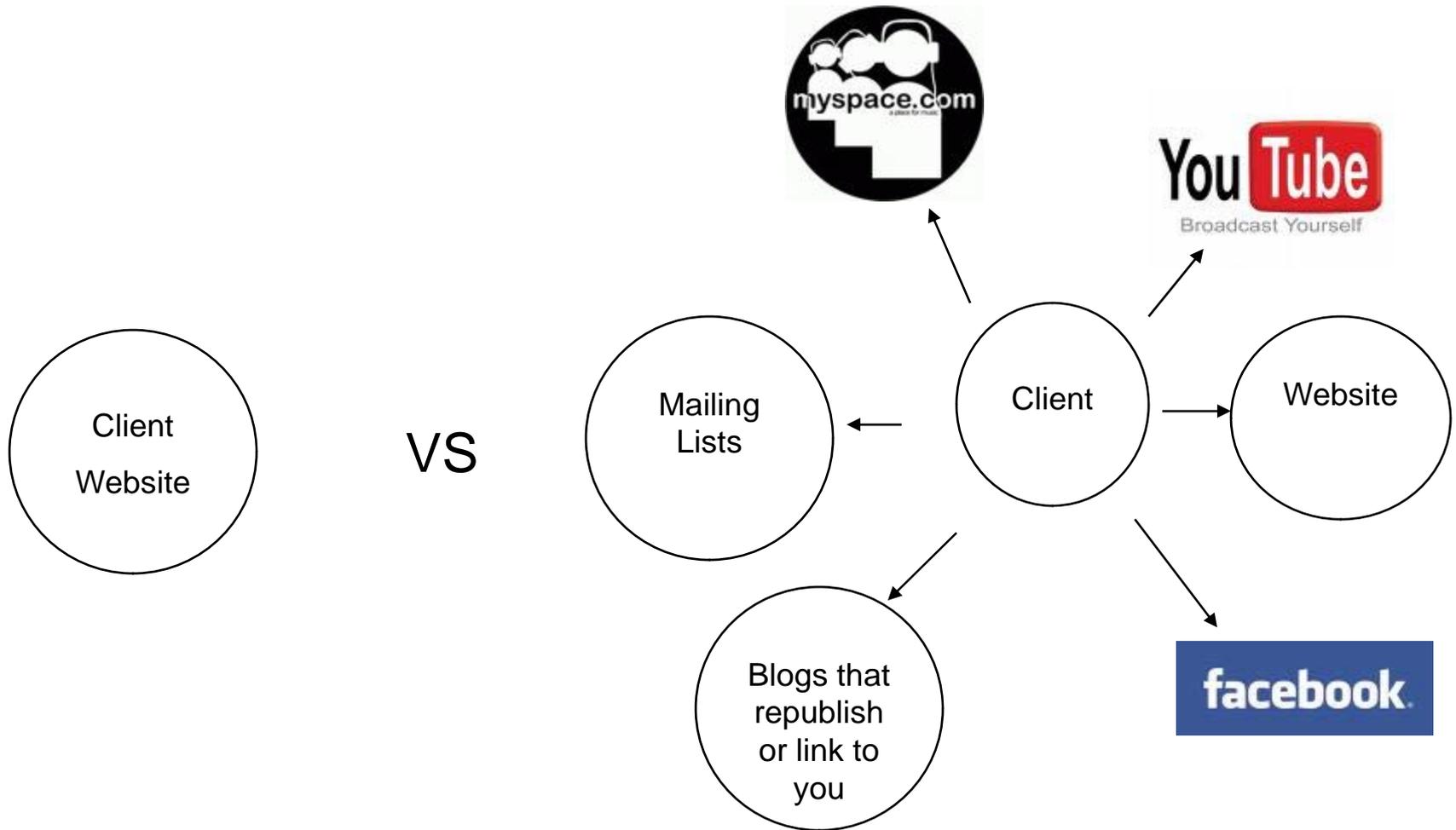
"When the facts change, I change my opinion. What do you do, sir?"

John Maynard
Keynes

Where is the audience?

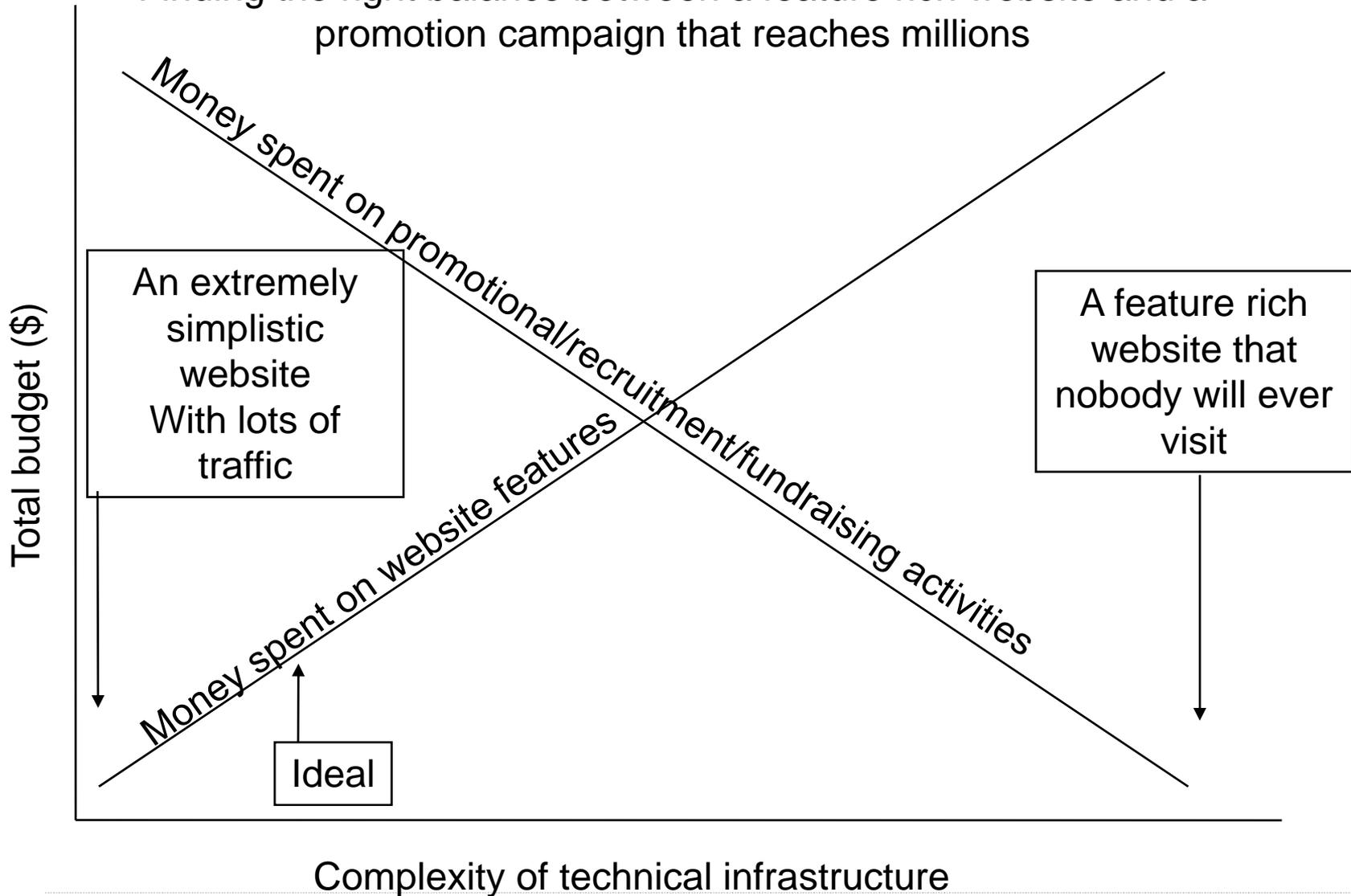
Rank	Domain	People Count
1	google.com	135,291,588
2	yahoo.com	131,844,268
3	msn.com	78,408,649
4	live.com	76,890,429
6	myspace.com	60,267,059
7	youtube.com	58,661,346
8	aol.com	57,565,091
9	wikipedia.org	57,041,540
11	microsoft.com	53,037,685
13	about.com	38,373,275
14	craigslist.org	37,463,362
15	go.com	33,639,174
16	blogspot.com	33,564,166
18	facebook.com	31,948,779
21	cnn.com	29,091,022
22	ask.com	27,643,652
25	flickr.com	24,187,845
		1,290,114,079
	1/100th of 1%	129,011

Portal vs Portable



Tradeoffs

Finding the right balance between a feature rich website and a promotion campaign that reaches millions



So what should I focus on in 2008-2009?

Stage One: Establish a writing schedule

1. Decide what topics you want to be authoritative on and craft a weekly or semi-weekly publishing schedule.
2. Write and reproduce in multiple places. Just focus on the text, don't worry about audio or video at first.
3. No really, you need to write compelling material. Go back and focus on #2.
4. Spend a little time every day recruiting your audience on major portals (Facebook, e-mail, MySpace, etc)

Stage Two: Break out into other formats, venues

1. Investigate other websites where you can syndicate your existing content to. Perhaps take one of your editorial vehicles and arrange a deal for it to be published on another venue with exactly the kind of readers you want.
 2. Consider "channel-jumping" your content: record your news onto a video camera and upload the video to YouTube weekly.
-

So what should I focus on in 2008-2009?

Stage Three: Promoting your material

1. Promote yourself and your material through channels such as digg, stumbleupon
2. Start scouring news websites for mention of your issues and promote yourself in the comments of online news website. Use technorati or Google news search for this.
3. Find the top fifteen websites in your space that publish regularly and have a large audience you want access to. Start referencing them in your own regular postings and encourage them to link back to your new material.

What tools will help me to do this?

Running your website: Typepad (close to free) or Wordpress (free)

Running your e-mail list: Constant Contact (close to free)

Hosting your videos: YouTube (free)

Analytics on your readership: Google Analytics, Feedburner,
YouTube Insights (free)

Writing really good material on a regular basis: PRICELESS

Example editorial ideas for BreatheLA

- Tips for the elderly/parents/asthmatic on days with poor air quality
 - E-mail alerts targeted to caregivers
 - Text messaging tips targeted to caregivers
 - Facebook items
- Personal “model” stories of parents having successful conversations with their children’s doctor’s about asthma
 - E-mail tips
 - Videos of re-enacted conversations

Questions?



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