



# How To Use The PIB Web Site To Market Your Business

**Dick & Lynn Slackman**

**tenby technologies**

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# Tenby Technologies

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## ▶ Dick Slackman

- ▶ 30+ years of IT experience
- ▶ SIUE, AT&T, Union Pacific Railroad
- ▶ MS Comp Sci., BS Math
- ▶ 4 Software Patents

## ▶ Lynn Slackman

- ▶ 30+ years of IT experience
- ▶ AT&T, Union Pacific Railroad
- ▶ MBA, BBA Accounting



# How Many Websites Are There in the World?

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135,644,347

<http://www.domaintools.com/internet-statistics/>

# PIB Web Site Statistics for 2011

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- ▶ 10,878 visits
- ▶ 7,524 unique visitors
- ▶ 36,358 page views
- ▶ 2:25 minutes average time on site
- ▶ 89 countries
- ▶ 50 states
- ▶ 274 members, all business professionals
- ▶ Built specifically for People In Business



# Concepts For Promoting Your Business

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## Using the PIB website...

- ▶ To expand your internet presence
- ▶ Network online with other business owners
- ▶ Giving and getting business referrals

# Basics

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- ▶ Fill out your profile & keep it up to date
- ▶ Add photos
- ▶ Add events
- ▶ Send email blasts to your friends
- ▶ Post wall comments

# Updating Your Page

Change your title

Theme

Edit the info

Add a comment to your wall

Reorder the sections

The screenshot shows the 'People In Business' website interface. At the top, the title 'People In Business' is displayed in a large, stylized font, with the tagline 'Growing Business Together' below it. A navigation bar contains links: Main, Invite, My Page (highlighted), Members, Events, Forum, Photos, and Notes. The main content area is titled 'Welcome, Dick Slackman test id!' and features several sections: 'Profile Information' with an 'Edit' button and a '+ Add Profile Information' link; 'Comment Wall' with an 'Edit' button and a 'Comment on my own profile' link; 'Latest Activity' with an 'Edit' button and a text input field; 'My Photos' with an 'Edit' button and a '+ Add Photos' link; and a section for 'My Friends' with a '+ Invite More' link and a 'View All' link. The right sidebar contains a 'Dick Slackman test id' profile section with links for 'Sign Out', 'Inbox (4 new)', 'Alerts', 'Friends (1 request)', and 'Settings'. Below this is a 'Member Ads' section featuring two advertisements: 'iFestyle' and 'Dedicated to Helping Buyers and Sellers'. At the bottom, there are two text input fields for inserting content.

People In Business  
Growing Business Together

Main Invite **My Page** Members Events Forum Photos Notes

**Welcome, Dick Slackman test id!**

**Profile Information** Edit  
+ Add Profile Information

**Comment Wall** Edit  
► Comment on my own profile  
No comments yet!

**Latest Activity** Edit  
Share: Discussion • Event • Photos  
What brings you here?  
Share

**My Photos** Edit  
+ Add Photos

**My Friends**  
+ Invite More View All

**Dick Slackman test id**  
Sign Out  
Inbox (4 new)  
Alerts  
Friends (1 request)  
Settings

**Member Ads**  
iFestyle  
Search It...Find It...Live It  
Dedicated to Helping Buyers and Sellers  
CALL CHRISTA HOHMAN  
618-978-6608

--- insert your text or picture for the left box here --- insert your text or picture for the right box here

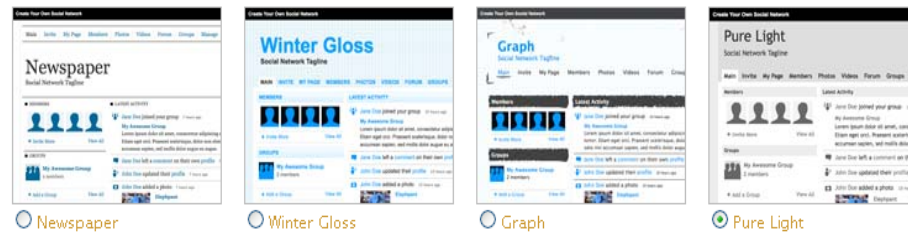
# Themes

1. Choose a theme

MAIN INVITE MY PAGE MEMBERS EVENTS FORUM PHOTOS NOTES

## Edit the Appearance of Your Page

First, choose a theme



2. Modify the theme as you like

Now, make it unique

Basic Theme All Options Advanced

### Colors

Header

Body

Module

Sides

### Text

Network Name

Body

Headers  AaBbCc

Body  AaBbCc

Save Cancel

3. Click **SAVE**

Dick Slackman test id

Sign Out

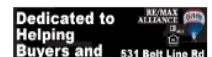
Inbox (1 new)

Alerts

Friends (1 request)

Settings

Member Ads





# Adding Photos

1. Click the **Photos** Tab

2. Click **Add Photos**

The screenshot shows a web application interface with a navigation bar at the top containing tabs: MAIN, INVITE, MY PAGE, MEMBERS, EVENTS, FORUM, PHOTOS, and NOTES. The PHOTOS tab is selected and highlighted in blue. Below the navigation bar, there are links for All Photos, All Albums, My Photos, My Albums, and My Favorites. A '+ Add' button is located next to these links. A blue arrow points from the text 'Click the Photos Tab' to the PHOTOS tab. Another blue arrow points from the text 'Click Add Photos' to the '+ Add' button. The main content area displays 'All Photos (407)' with a 'View Slideshow' link and a search bar. A 'Sort by: Latest' dropdown menu is also present. Below this, a grid of photo thumbnails is shown, each with a caption and author. The thumbnails include: a photo of two men on a mountain labeled '\_DSC1409 by Daniel R. Dodson'; a diagram labeled 'GSBtothis by Timothy Gray'; a diagram labeled 'Take your business from this... by Timothy Gray'; a graph labeled 'The Slight Edge Advantage by Timothy Gray'; a photo of two women labeled 'mother daughter team by Courtney Cardona'; a photo of a woman labeled 'single picture by WHITNEY WISNASKY-BETTORF'; a photo of two women labeled 'mother daughter team by WHITNEY WISNASKY-BETTORF'; a photo of a man labeled 'Anh Le, CPA and Investment Advisor by Anh Le'; a photo of a man labeled 'Last Page - Willie by Monica Wessel'; and a photo of a man labeled 'Last Page - Alex by Monica Wessel'. On the right side of the interface, there is a sidebar with a user profile for 'Dick Slackman test id', a 'Sign Out' link, and links for 'Inbox (1 new)', 'Alerts', 'Friends (1 request)', and 'Settings'. Below this, there is a 'Member Ads' section featuring advertisements for 'trade swap barter.NET', 'ALLEGRA MARKETING + PRINT + MAIL' with the tagline 'We're More Than Ink On Paper.', and 'iFestyle' with the tagline 'Search It...Find It...Live It'.

# Adding Photos

MAININVITEMY PAGEMEMBERSEVENTSFORUMNOTESPHOTOS

All PhotosAll AlbumsMy PhotosMy AlbumsMy Favorites

## Add Photos

### Add Photos From Your Computer



I am uploading these photos under the [Terms of Service](#).  
You can add up to 100 photos at a time, and each photo may be up to 10MB in size. We support photos in the .jpg, .gif, and .png file formats. You can also try the [simple uploader](#).

### Add Photos by Phone or Email

 Send photos to:  
[DS1000226@peopleinbusiness.ning.com](mailto:DS1000226@peopleinbusiness.ning.com)

**Dick Slackman test id**  
Sign Out  
Inbox  
Alerts  
Friends - Invite  
Settings  
Quick Add...

**Ads by Google**  
**Obama & Bernanke's War**  
Secret War On The Dollar Exposed!  
Washington Doesn't Want You To Know  
[www.UncommonWisdomDaily](http://www.UncommonWisdomDaily)  
**"Breaking Dawn" Casting**  
Casting ID# 52152, Grab a Twilight Role Before The Deadline Ends!  
[ExploreTalent.com/TwilightCa](http://ExploreTalent.com/TwilightCa)  
**Is Your Bank In Trouble?**  
Free list Of Banks Doomed To Fail. The Banks and Brokers X List. Free!  
[www.MoneyAndMarkets.com](http://www.MoneyAndMarkets.com)  
**1 Trick of a tiny belly**

# Adding an Event

1. Click the Events Tab

2. Click Add an Event

**People In Business**  
Growing Business Together

MAIN INVITE MY PAGE MEMBERS **EVENTS** FORUM PHOTOS NOTES

Upcoming Events Past Events My Events

[+ Add](#) **Dick Slackman test id**

Sign Out  
Inbox (1 new)  
Alerts  
Friends (1 request)  
Settings

**Member Ads**

trade **SWAP** barter.NET

**Popular Event Types**

networking (64)  
meeting (60)  
mary (55)  
kay (55)  
radio (50)

[View All](#)

**Upcoming Events (5)**

December 31 Saturday

 **Nancy Herold Performing At The Oatman House Tearoom New Years Eve Celebration**  
December 31, 2011 from 6pm to 9pm - The Oatman Haus Tea Room  
I will be performing my acoustic originals along with some Irish Traditionals from 6 - 9 pm CST at The Oatman Haus Tea Room's New Years Eve celebration. Please call for reservations for a wonderful e...  
Organized by [Nancy Herold](#) | Type: [live](#), [music](#), [new](#), [years](#), [eve](#), [celebration](#)  
**You have not responded.**

January 10 Tuesday

 **Teens: Learn How to Build Your Own Website for Free**  
January 10, 2012 from 6pm to 7:30pm - O'fallon Public Library  
As part of the O'fallon Public Library young adult lecture series Tenby Technologies will be presenting a talk on how teens can build their own websites for free. The lecture will not be technical, b...  
Organized by [Dick Slackman](#) | Type: [education](#)  
**You have not responded.**

**December 2011**

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**January 2012**

S	M	T	W	T	F	S
1	2	3	4	5	6	7

**ALLEGRA.**  
MARKETING • PRINT • MAIL  
**We're More Than Ink On Paper.**

**liFacti**

# Adding an Event

1. Enter an Event Name
2. Add an Event Image
3. Add a description, event type, start time, location, address, & phone number
4. Click **Add Event** button

MAIN INVITE MY PAGE MEMBERS **EVENTS** FORUM PHOTOS NOTES

Upcoming Events Past Events My Events

## Add an Event

Step 1: Create an Event Step 2: Invite members

**Event Information**

Name

Image

Description

Event Type

Starts  12/27/2011  6  :  00  PM ☐ All Day

Ends  12/27/2011  7  :  00  PM

Location

Add a general location such as "The Fillmore" so your event will show up in area results

**Privacy**

☒ Public: Anyone can RSVP and see event details

☐ Private: Only invited people can RSVP and see event details

☐ Disable RSVP

☐ Hide Guest List

**Add Event** Cancel

Dick Slackman test id

Sign Out

Inbox (1 new)

Alerts

Friends (1 request)

Settings

**Member Ads**

**lifestyle**

Search it...Find it...Live it

**Dedicated to Helping Buyers and Sellers**

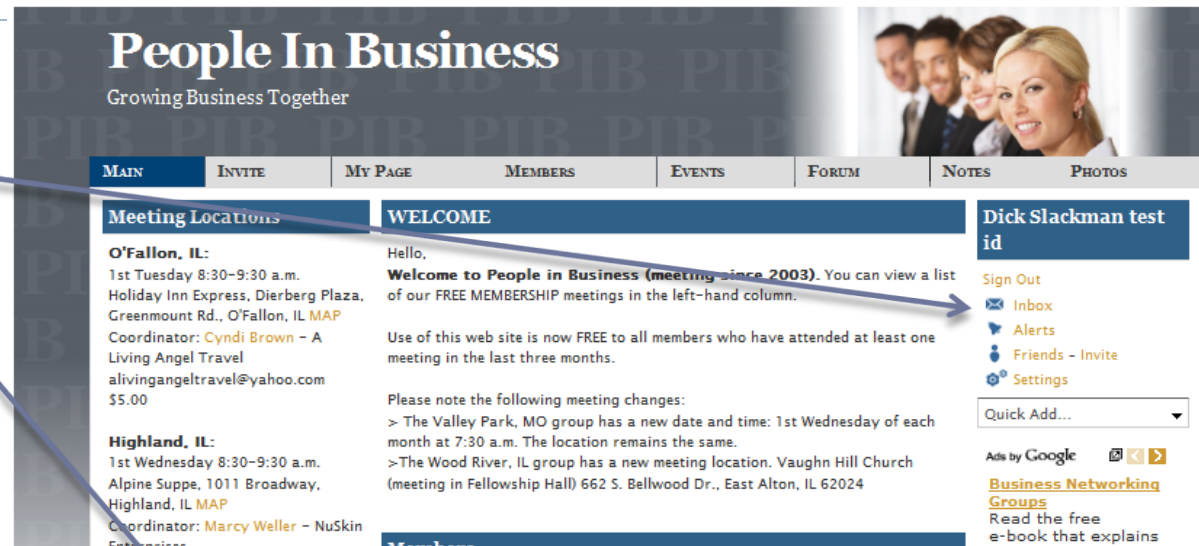
531 Belt Line Rd  
Collinsville, IL 62234

CALL CHRISTA HOHMAN  
618-978-6608

trade **swap** **barter**.NET

# Send an Email

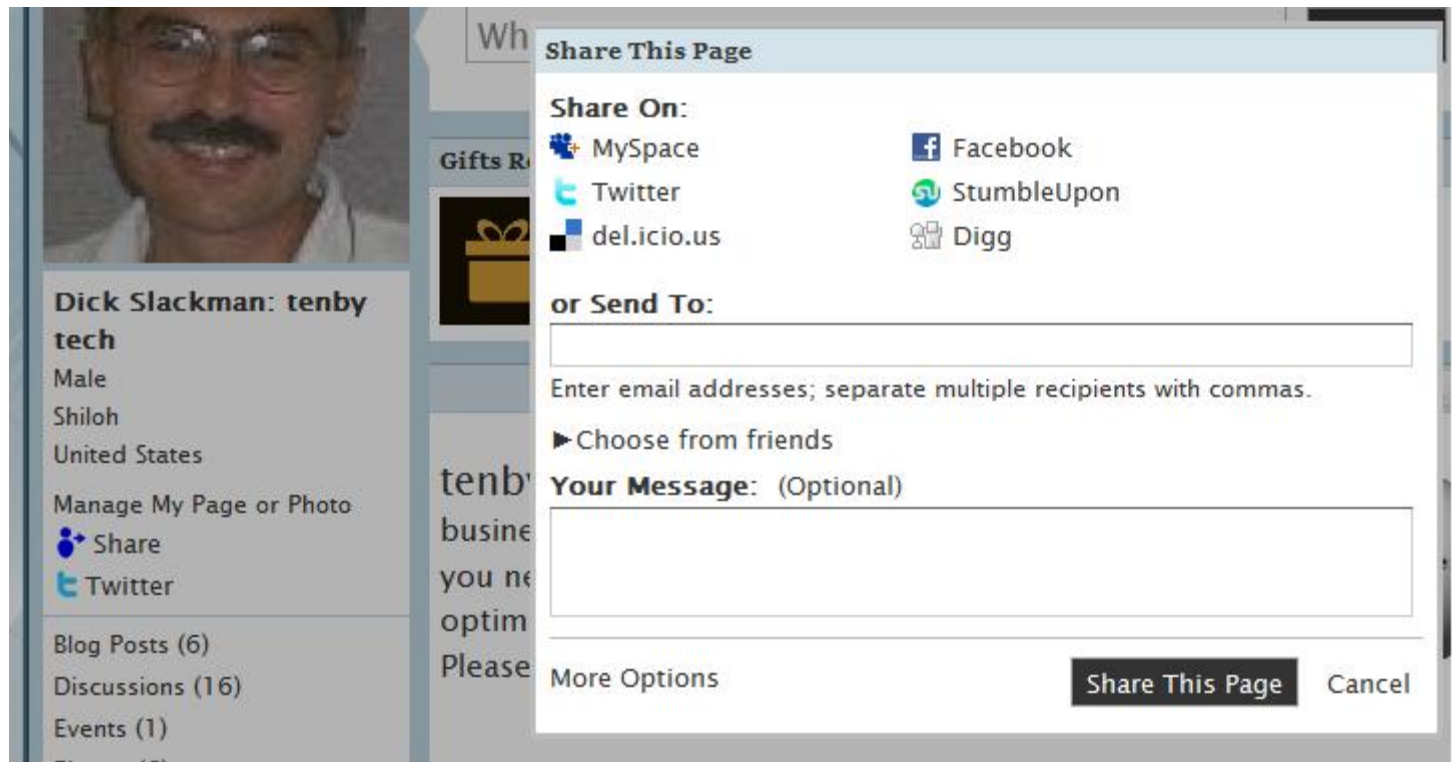
1. Click **Inbox**
2. Click **Compose**



# Social Media Updates

- Update MySpace, Twitter, Del.icio.us, Facebook, Stumbleupon, Digg directly from the PIB web site


Share →



# Participate In PIB Forum Discussion

## People In Business

Growing Business Together



[MAIN](#) | [INVITE](#) | [MY PAGE](#) | [MEMBERS](#) | [EVENTS](#) | **[FORUM](#)** | [PHOTOS](#) | [NOTES](#)


[All Discussions](#) | [My Discussions](#) | [+ Add](#) | [Dick Slackman test id](#)

[Sign Out](#)  
[Inbox \(1 new\)](#)  
[Alerts](#)  
[Friends \(1 request\)](#)  
[Settings](#)

### Forum Discussions (70)

Sort by: Latest Activity



#### Featured Discussions





##### Frequently Asked Questions

Here are some FAQs about People in Business and the People in Business Social Network.  
Started by Dick Slackman: tenby tech

[Latest Reply](#)

Discussions	Replies	Latest Activity
<div><h5>Are you a FACEBOOK sceptic? Free event to see if this applies to your business.</h5><p>LinkedIn Groups Group: LinkedWorking St. Louis Subject: Facebook Marketing Guide (link inside) This Thursday I'm hosting a special Fac...</p><p>Started by Monica Wessel</p></div>	1	Dec 14 Reply by Monica Wessel
<div><h5>PIB Web Site to Offer Ad Space</h5><p>In order to cover the cost of web site hosting, People in Business will be offering (only to its membership) the ability to buy ad space on...</p><p>Started by Dick Slackman: tenby tech</p></div>	2	Nov 29 Reply by Dick Slackman: tenby tech





# Change Your Web Address

Make your PIB web page easier to remember

The screenshot shows the 'People In Business' website interface. The top navigation bar includes links for MAIN, INVITE, MY PAGE (which is highlighted), MEMBERS, EVENTS, FORUM, NOTES, and PHOTOS. Below this, the 'My Settings' page is displayed. On the left side of the settings page, there are links for Profile, Privacy, Email, and My Page (which is highlighted). The main content area is titled 'My Page Settings' and includes sections for Photo, Twitter, Appearance, and Address. The 'Address' section shows the current URL: 'http://peopleinbusiness.ning.com/profile/DickSlackmantes'. A blue arrow points from the word 'Address' to the text input field for the address. On the right side of the page, there are additional links and advertisements, including 'Dick Slackman test id', 'Sign Out', 'Inbox', 'Alerts', 'Friends - Invite', 'Settings', and several Google Ads.

PeopleInBusiness.ning.com/profile/**yourname**

Settings > My Page > Address

Peopleinbusiness.ning.com/profile/DSlackman



# Submit Your PIB Page To The Search Engines

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- ▶ Big 3: Google, Yahoo, & Bing
- ▶ Add your PIB page to Search Engines
  - ▶ <http://www.google.com/addurl/>
  - ▶ <http://www.bing.com/docs/submit.aspx>

# Social Bookmark Your Page

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- ▶ [StumbleUpon.com](#)
- ▶ [Digg.com](#)
- ▶ [Del.icio.us](#)
- ▶ [Reddit.com](#)



# Backlinks (aka in-links)

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- ▶ Create links from the internet to your PIB web page
- ▶ Draws people to your page
- ▶ Improves the ranking of your page



# Referrals

- ▶ Use the PIB member list to make referrals
- ▶ Member list is searchable by
  - ▶ name
  - ▶ company
  - ▶ product
  - ▶ business category
  - ▶ any key word

The screenshot displays a web application interface with a navigation bar at the top containing links: MAIN, INVITE, MY PAGE, MEMBERS (highlighted), EVENTS, FORUM, PHOTOS, and NOTES. Below the navigation bar, there are links for 'All Members' and 'My Friends', and a '+ Invite Friends' button. A 'Featured Members' section shows a grid of member profiles, including Joshua A. Schuette, Justin Ward, Wendi Maertz, Marcy Weller, Susan C. Bailey, Nicol Financial, and Lillian Guccione. To the right of the featured members is a sidebar with a 'Dick Slackman test id' button, a 'Sign Out' link, and a list of notifications: 'Inbox (1 new)', 'Alerts', 'Friends (1 request)', and 'Settings'. Below the featured members is a section for 'All Members (265)' with a search bar, an 'Advanced Search' link, and a 'Sort by: Recently Added' dropdown. The main content area displays a grid of member profiles, each with a 'People in Business' icon, a name, and links for 'Comment' and 'Give a Gift'. The profiles shown are Amanda Majewski, Jessica Baird, James A. Williams, Valerie Holmes, Daniel R. Dodson, and Crystal Nestler. On the far right, there are two advertisements: one for 'ALLEGRA MARKETING • PRINT • MAIL' with the tagline 'We're More Than Ink On Paper.', and another for 'lifestylers' with the tagline 'Search it...Find it...Live it'. At the bottom right, there is a small advertisement for 'Dedicated to Helping Buyers and Sellers' with contact information for a business in Collinsville, IL.

# Thank You So Much For Listening To Our Presentation

- All slides will be available on our web site  
➤ [www.tenbytech.com](http://www.tenbytech.com)
- We will stick around after the meeting if  
you have more questions

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