

Business Matters

Volume 5, Issue 3

Seminole County Public Library System

July 2009

Savvy Web 2.0 Marketing

Congratulations! You've launched your small business website and it looks good. But don't stop there!

Take your marketing to the next level. With a little bit of extra effort, you can connect to your customers as a savvy Web 2.0 business.

Web 2.0:
the movement away from static webpages to dynamic and shareable content

Most small business owners know the value of having a website. In today's online market, the small

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Ebooks for Business on NetLibrary

What is NetLibrary?

NetLibrary provides access to the library's eContent collection.

eContent is the digital version of books, journals, and database content. You can access Seminole County Public Library eContent 24 hours a days, seven days a week.



Everyone is talking about eBooks these days! Some are taking the leap and buying an eBook reader, like Amazon's Kindle™, to the tune of several hundred dollars!

But did you know, thanks to the Library, that you can read eBooks for free on your own PC? The library's eBooks are readily available on www.netlibrary.com.

The 25,000+ business eBooks in NetLibrary cover topics such as startup, business plans, bookkeeping, management, and more.

NetLibrary provides page-by-page, chapter-by-chapter reading. It allows full-text searching of all the eContent of all the books at once.

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business website functions as a business card and as a product or service brochure. And, many businesses sell through their online store website.

But, there are very few businesses who are taking advantage of the social connection and marketing provided by Web 2.0 interactive tools. Web 2.0 elevates "word of mouth" advertising to a whole new level.

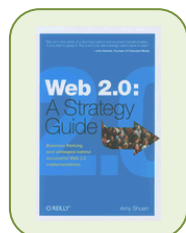
Some Interactive Web 2.0 Tools:

- [Blogging](#)
- [Podcasting](#)
- [YouTube](#)
- [Facebook](#)
- [Twitter](#)
- [Flickr](#)

Interactive online tools, such as blogs, podcasts, Flickr, YouTube, FaceBook, Twitter and more, have been shown to lead to an almost effortless "word-of-mouth" marketing. For example, an entertaining video demonstrating your product or service could potentially reach millions of customers on www.youtube.com.

With Web 2.0, small businesses can dialog with their customers online. And, when those customers begin to share testimonial audio, photos, videos and more with their hundreds of networked friends and acquaintances, the business benefits exponentially!

Read more about it in
[Web 2.0: A Strategy Guide](#)
By Amy Shuen.



[Available at your library.](#)



General BusinessFile ASAP

[General BusinessFile ASAP*](#), provides over 50 million articles, research on companies and industries from thousands of business, professional and trade journals. Great for business plans research!

Sample search:

*Writing a lawn and garden service business plan?
Looking for trends and forecasts
for the lawn care industry?*

**Try a keyword search for
*lawn trends forecasts.***

[General BusinessFile ASAP*](#) contains:

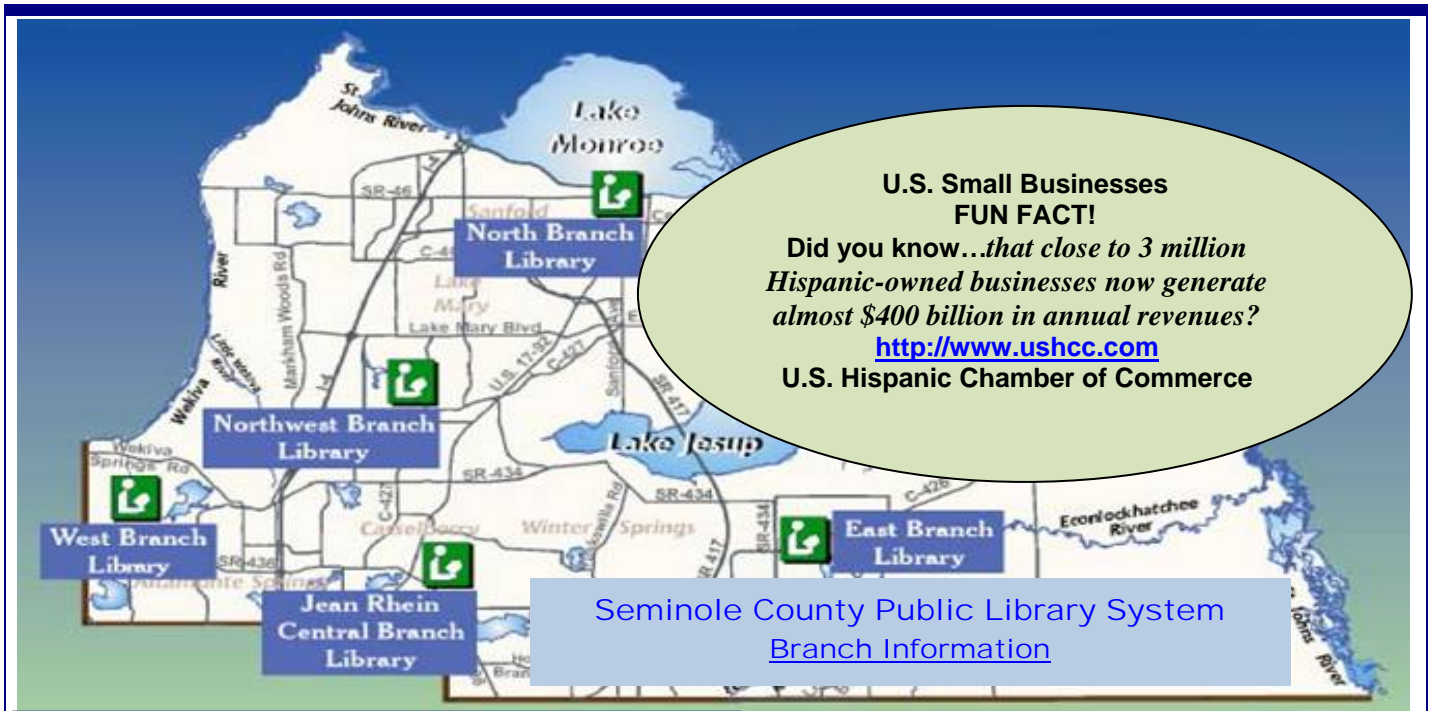
- ❖ Local-area business newspapers like *Orlando Business Journal*
- ❖ National business magazines like *Business Week, Forbes* and *Inc.*
- ❖ Industry & trade journals like *Construction Review, Packaging Digest* and *Adhesives Age*
- ❖ Profiles of 200,000 public & private companies with their latest news
- ❖ News & magazine articles on companies, industries, products and executives, management & business theory, economics
- ❖ International business news

***Available online with your Library Card.**

Small Business Seminars, Fall 2009 Business Startup 101 Business Plans 101

*Starting in September at the following locations:
Central, East and Northwest Branch Libraries*

A joint venture with the Small Business Development Center at Seminole Community College.



Calendar of Events

*Register Online

September 15, Tuesday, 6:00-7:30 PM
 Business Startup 101
 Central Branch - Casselberry

September 29, Tuesday, 6:00-7:30 PM
 Business Plans 101
 Central Branch - Casselberry

October 8, Thursday, 1:00-2:30 PM
 Business Startup 101
 East Branch - Oviedo

October 22, Thursday 1:00-2:30 PM
 Business Plans 101
 East Branch - Oviedo

November 3, Tuesday, 6:00-7:30 PM
 Business Startup 101
 Northwest Branch - Lake Mary

November 17, Tuesday, 6:00-7:30 PM
 Business Plans 101
 Northwest Branch - Lake Mary

NetLibrary eBooks continued from page 1

Looking for a book on how to create a "decision tree"? NetLibrary quickly scans hundreds of management books and directs you to the perfect ones, highlighting the exact pages that you need! The book's table of contents, indexes and appendixes are all available to "page" through virtually.

Decide now to check out NetLibrary. All that's required is setting up a login account in the library...and from that point on, access is available anywhere you go online.



To set up a NetLibrary account, ask at the Library's Information Desk.

Seminole County Public Library System

Monday – Thursday, 9:00 am - 8:00 pm
 Saturday, 9:00 am - 5:00 pm
 Sunday, 1:00 - 5:00 pm

CONTACT INFORMATION

Ginny Howerton
 Library Resources Manager, Business Services Program
vhowerton@seminolecountyfl.gov

Jane Peterson
 Director, Seminole County Public Library System
jpeterson@seminolecountyfl.gov