

Online Marketing

Table of Contents for this Section:

Your Liberty on the Rocks Website

Email

Social Networking Sites

Your Liberty on the Rocks Website

One of the first things you will be set up with when getting started is a website for your club. These websites/blogs can be used for many purposes, but the most important will be to provide information on when and where you meet. All posts on local blogs will also be syndicated to the main site.

Unless otherwise specified, the name of your blog will either contain the city in which your club is located (i.e. [www. city.libertyontherocks.org](http://www.city.libertyontherocks.org)), or the state. This depends on whether or not multiple clubs exist in your state. When there are multiple clubs, your website will be set up to allow all organizers within the state to utilize it. Each club will have its own section of the website. You will first receive a liberty on the rocks email account. As soon as it is activated, you will receive a username and password to log into your site as well as tips for getting started with your blog. Also see *Operating My WordPress Site* in the Resources section for more information on starting a blog.

Solicit the help of other organizers or members to add contributors to your site; but be sure they are aware of the mission and goals of the organization. More information about this can be found in *The Three Goals of LOTR: Education, Recruitment & Activism* section.

Using Your Site to Market Your Club

- **Frequency:** The frequency with which you write on your website will determine the number of viewers you will have. **You don't want to begin promoting your site until you have at least 5 blog posts on there – or else people won't be as likely to come back.** In order to use your website as a marketing tool, it is important that you post as often

as possible. That doesn't mean long, drawn out posts. Consider the popularity of the Drudge Report, which posts links to interesting articles. This is an easy way to keep people aware and educated on the issues relating to liberty without putting a ton of time and effort into it. Whether or not you post regularly, it is important that someone from your group posts all of your meetings, as they will then be listed on the main site.

- **Promote your Events:** The most important purpose for your blog is to alert readers as to when your group is meeting each month. To learn how to post events on a calendar, see *Operating My WordPress Site* in the Resources section.
- **Provide Your Insights:** Discuss, through the lens of liberty, current events and other areas of interest that will bring viewers to the site.
- **Gauge your Audience:** Ask for suggestions and feedback to learn more about your audience via a survey on your website. See *Operating My WordPress Site* for information on adding a poll to your site.
- **Promote Local Free Market Events:** Use it to get messages out to your members, as well as others, about other events and organizations in your local community that are working towards liberty. Often times these groups will return the favor, all you need to do is ask!

Promoting your Website

- **Create Surveys:** There is always some controversial topic in the mainstream or floating around Facebook, and people are interested in knowing the consensus is on it. So by creating surveys (once a week, a month, a quarter, etc.) you can help draw people to your site by luring them in with a survey. People not only love to know what others think, but also enjoy sharing their own thoughts on the matter. So surveys are the perfect tool! See *Operating My WordPress Site* for information on adding a poll to your site.
- **Post links on FB & Twitter (via Ping.fm):** If you write an article, or have posted an event on your website, link to it and provide a short explanation of whatever it is. Be sure that your short explanation entices people to actually click on the link – so make it sound exciting, interesting and worth reading! Don't forget to first shorten your link before posting. See *Shorten Links* below under **Ping.fm** to learn how!
- **Write Notes on Facebook:** When you write an article or blog post on your website, a good way to get people there is by posting a note on Facebook. You only need to add the first few sentences, and below it, provide a link to your site for people to continue reading. To know whom

to tag, learn more about the Liberty on the Rocks Application Tool by watching this video.

- **Use Tags:** When writing your posts, even if it is promoting your event, be sure to add “tags” to help people find your site. Consider the key terms that people might search for, and add them to the box on the right-hand side of your post. For example, if you write something about your meet-up, you might want to tag the name of the bar you are meeting in as well as the city and state.
- **Link to your posts on other sites:** Visit other blogs and add comments along with a link to your posts. However, you want to ensure you are leaving worthwhile comments that contribute to the conversation, as opposed to just link-dropping comments such as "Great post! Thanks!" Find the most popular liberty-oriented sites in your area (sometimes you can find these by searching on FB if you don't know what they are) and comment on them, post your links and link to them as well whenever you can. See *Operating My WordPress Site* for more information on how to “link” to others.

Suggested Items to add to your Website

See *Operating My WordPress Site* for information on installing these items

- **Google Map:** Provide a Google map of your location (or a link to the Google map) under a Location tab on your site
- **Facebook Link:** Add a FB widget that links to your facebook page (this will only work with Facebook pages, not groups).
- **Friendly Links:** Providing a list of “friendly links” on your website allows you to promote other free market groups while solidifying what your group stands for. Be sure to only link to groups that are truly advocates of free markets and individual liberties, as it will reflect on the image of your group.
- **Events Calendar:** Use this to list all of your upcoming events
- **RSS Feed:** This allows you to put live feeds from other popular sites on your website, which will be updated automatically. A number of sites allow you to add their RSS feeds. See *Working with Free Market Groups* for a list of LOTR recommended feeds.
- **Link to Twitter:** There are two links you can have to Twitter. One is a live-feed (similar to the RSS Feed above) and the other is an online button with a link to your Twitter page. If your Twitter account is often updated,

we suggest that you link to the feed. You are also welcome to link to the national Twitter feed, which is regularly updated.

An abundance of tips are also available online for those interested in learning more about marketing their website. Here is a good place to start: <http://bit.ly/aN5SH>

Email

While it may seem “old fashioned” this day in age, it is still very important that you maintain an email list. Not only will it help you reach those who just aren’t into social networks such as Facebook, but it will also help you get your meeting invites out through various methods, making them (and your group in general) more likely to be seen. You can also use your email lists to get out important information, such as local news updates or events going on in the community.

Collecting Emails: Be sure to bring a sign-up sheet along to each of your meetings and encourage new members and guests to sign-in. Add all new email addresses in as soon as possible to ensure they receive an invitation to your next meeting. See *Logos, Pin-Ups, Flyers & Templates* in the *Helpful Tips and Resources* section to utilize our sign-up sheet template. Another way to collect emails is to paste an email widget onto your website, allowing people to enter their emails and sign-up from there. This can be done using both Google Groups and MailChimp. See *Operating My WordPress Site* for more information on adding these widgets to your website.

There are a number of different free services for creating email lists, though we have mentioned the three best (in our opinion) here.

Google Group

Set up an account by going to www.Google.com -> click on ‘more’, then ‘groups’ at the bottom -> click on ‘Create a Group’ on the right hand side. There are also options on this page to ‘Take a Tour’ if you’d like to learn more about using Google groups.

Google groups provide the option of admitting all members to post (i.e. send emails) to the group. This allows your group to conduct email threads if you are interesting in hosting online discussions or allowing other members to voice their opinions via the email list. Google groups also allow you to turn that feature off, so that no one but you is able to post. Google groups are simple and easy to use. The only drawback is that you must use your Google email address (although members don’t necessarily have to have one) to set up an account.

Once you set up the group, you can manually enter email addresses to invite individuals to join. Every time new email addresses are collected at your meetings you can enter them in to invite them to join your email list. You can also add a

'Google Group' tab to your website so that people can enter their email and join right then and there. To do so, click on 'Group Settings' on the right hand side of your Google Group dashboard. From there you can copy the html onto your website. See *Operating My WordPress Site* for further instructions on posting widgets to your website.

MailChimp

Set up an account by visiting www.Mailchimp.com.

Basic MailChimp service is free to use. This includes having up to 1,000 subscribers and sending up to 5,000 emails per month. MailChimp allows you to easily design your emails, including adding graphics and other fun links. It also allows you to address each email to the individuals on your list by first name, as long as you add them in (this is only done once when you add their emails).

Additionally, it provides you with feedback, including how many emails were opened and by whom. This allows you to test your marketing skills by trying different methods to get better "open rates". Sometimes it may be changing your subject line, other times it might be adding more interesting content, or even providing just the right amount of content.

Just like the Google Group, you can add a MailChimp widget to your website to allow people to join then and there. See *Operating my WordPress Site* for information on adding these widgets to your website.

While MailChimp could seem intimidating to some at first, it is fairly simple to use. It also provides excellent tutorials to help get you started. Visit <http://www.mailchimp.com/support/videos/> to learn more about getting started with Mail Chimp.

Pingg

Set up a free account by visiting <http://www.pingg.com/>.

Pingg is not to be used as an email list necessarily, but as a way to send out invitations to events. The benefits of Pingg versus a Google Group or MailChimp, is that people are able to "RSVP" on the email, giving you a better indication of how many are coming. It also allows you to determine who has opened your emails and who hasn't. The downfall of allowing people to RSVP is that often times people choose not to (it's that commitment thing again), making it seem as though no one is attending your event, which may discourage some. Although Pingg is useful when you want to easily create a "fancy" email invitation and attempt to track all who will be attending. It also allows you to schedule reminder and thank you emails so that you don't have to send them out yourself.

Social Networking Sites

Ping.fm

Go to <http://ping.fm/> to create an account!

Ping.fm is a site that allows you to post on numerous sites all at once. For example, you can set your account so your posts show up on your Facebook and Twitter pages. Similar to Twitter, the number of characters you are able to use is limited. On ping.fm, you are not encouraged to use more than 140 (although you *can* go above that amount). Keep in mind that Twitter only takes up to 140 characters, so be aware that if you have more than that it will be cut off, including any links you have posted.

Shorten your links! Since you are only allowed to use so many characters on Ping.fm, it is important to shorten your links so they don't take up all the room. As a matter of fact, it is best to shorten your links anytime they will be seen by viewers (as opposed to being the underlying hypertext). In order to do this, copy your link->go to <http://tiny.cc/> -> paste your link into the box at the top of the page, then copy the smaller link and paste it wherever it needs to go on the web.

Facebook

Getting Started on Facebook

- You must be a member of facebook to utilize the site, which we highly recommend you do! If you haven't joined, go to www.facebook.com and sign up!
- Stats to consider (we hope these will convince you to join if you haven't already!):
 - Facebook has an average rate of 135 million users per month. 64% of which are between the ages of 13-34 (42% 18-34)
 - According to the Nielsen Company, Americans spend an average of 7 hours per month on Facebook
 - Additionally, there are now more than 500 million users on the social networking site
- When setting up your group or page, be sure to add as much information as possible about your local club to let people know what you're all about.

Provide the days, times and location where you meet. You will additionally want to create an event each time there is a meet-up.

- Choose a name for your chapter. We encourage you to use your city, combined with 'Liberty on the Rocks', although you can choose other descriptive words as well. This could include the county you are in, a major landmark near your club, etc. Ultimately, you want to choose the name that best fits your chapter.
- Choose a picture to represent your club. If you would like to utilize the Liberty on the Rocks logo, you can download it from the Resources section. If you don't utilize our logo, try to utilize something both liberty-oriented and original if possible.
- 'Invite' or 'Suggest' friends and other liberty-oriented individuals on Facebook to your group and/or page and encourage them to invite their friends as well.

Group vs. Page

There are a couple of differences between a group and a page. Essentially, the group is best for creating events and inviting people to them, but not much else. The page on the other hand, is great for marketing your club as well as sending micro-targeted messages based on geographic location, age and/or gender.

We recommend that you set up both a group *and* a page, however, if you would rather have one or the other, determine which will best fit the needs of your local club by reading the information below.

Groups

- **Benefits of a Group:** Groups are beneficial when it comes to creating events because they allow you to send messages to guests based on whether they have RSVP'd "Yes", "Maybe" or "Have not replied". Pages do allow for event creation, but do not allow you target guests in this way.
- **Creating an Event:** To create an event on your Facebook group, click the 'Events' tab at the top of the page (if you do not have one yet, click the + button to the right of the tabs to add 'Events'). Next, click 'Create an Event' on the top right-hand side. Follow the instructions from there and be sure to add a photo to your event. Invite any individuals you know who are not yet "members" of your group, but are friends of yours on Facebook.

Pages

- **Benefits of a Page:** Pages are best used for marketing and promoting your club.

- **Creating an Event:** Similar to a group, in order to create your event on a page, click the 'Events' tab at the top of the page (if you do not have one yet, click the + button to the right of the tabs to add 'Events'). Next, click 'Create an Event' on the top right-hand side. Follow the instructions from there and be sure to add a photo to your event. When creating your event on a page it **will not** automatically send to everyone who is a "fan". You will need to click 'Select Guests' in order to ensure it gets sent out. Otherwise it will show up on the wall of your page, and in your 'Events' section. See *Sending Updates* below to learn how to 'Update' fans about your event.

- **Using your Page for Marketing:**
 - **"Tagging"** allows you to post information onto the wall of the group/page, or individual you tag. The logo of your group will show up alongside the note (rather than your personal photo). This is a great marketing technique for getting your group out on Facebook.
 - How to "tag":
 - To "tag" a group, event or person, you must first be a friend, member or have "liked" the page.
 - Type the information you want to post on another wall into your page's wall post.
 - To "tag" someone in the wall post, type in the @ key and then begin typing in the name of the group/page/individual you want to "tag". This will create a hyperlink to the group/page/individual and will also show up on their wall (unless they have that feature turned off, which happens from time to time).
 - When to "tag":
 - Invite people to your meet-ups
 - Promote your events or your group on other pages/groups
 - Thank people for coming out to your events
 - Post questions or comments that will encourage others to comment (this will make your posts more likely to show up in news feeds on facebook)
 - **Sending Updates** allows you to micro-target your messages based on geographic location, age and/or gender. It also allows you to send invitations to your upcoming meetings via updates rather than messages in an inbox. As an example of micro-targeting your message, you could send one invitation to the men of your group, and another to the women. This allows you to word the details of the event differently depending on the gender. It is a great way to experiment with marketing techniques to see the ones that work best for you. (i.e. if you're not getting enough women, try sending

invites only to women and word them in a way that would appeal to that particular sex).

In addition to sending updates through your local groups page, you are also encouraged to send updates out through the main LOTR Facebook page. Fans of the main page are all around the country, so be sure to specifically send the update to your city. If you attempt to and your city does not show up (or surrounding cities within range of your meeting) it means no one from that area is a fan just yet. In that case, check back before your next meeting to see if that has changed!

- How to send an update:
 - Click 'Edit Page' on the left hand side of the page
 - Next, click 'Marketing' and then 'Send an Update'
 - If you would like to target your message to a specific audience, click the box that says 'Target this Update'

Facebook Tips

Promoting & Expanding Your Group or Page

1. Invite the 'Facebook Friends' of all group organizers to your FB group or page

Go through your list of Facebook friends and invite any who are free market-oriented and live in your area. Do not invite people outside of your area, as they will not appreciate receiving invitations to events they cannot attend. Encourage new members on the group or page to also invite their friends as well. Be sure to continually add any new liberty-oriented Facebook friends to your group throughout the year.

2. Keep your page updated

This will help attract more fans to your page as your posts will show up in the news feed. The more comments you get on your posts, the longer it will stay at the top of the feed and the more exposure it will get. One way to keep a steady flow of content is to add an RSS feed to your page. This could be from the national site, from your website (if it's updated regularly) or from the website of a free market organization or news source. However, the RSS feed only works with pages, not groups.

To add an RSS feed to your FB page: First, determine which website you'd like to feed information from, then locate their RSS button on their website and click on it (it is usually near the top right). You will then be

given a link to subscribe to their “feed”. Copy that link, you will paste it in on Facebook. See *Working with Free Market Groups* for a list of LOTR recommended feeds. Next, go to the ‘Notes’ tab on your page at the top (add one if you don’t have one yet). Then, click on ‘Edit Import Settings’ located on the bottom of the left hand column. Follow the instructions from there.

You are also encouraged to post your own quotes and links a few times each week. It can be as simple as posting the link to an interesting story or article with a short sentence or two describing it (in an enticing way of course!). Be sure to post information that relates to your mission and keep an educational angle in mind.

3. Post photos from your events

Taking photos at your events makes it easier for you to market your group. To post photos on your FB page or group click on the ‘Photos’ tab at the top. (If you don’t have one, click the + button to the right of the tabs and add ‘photos’). Next, click ‘Add Group Photos’ on the right-hand side. From there you can upload all the recent pictures of your group. You will be able to add captions (if you want), and most importantly, you are able to tag the people in the photos (as long as you are friends with them). Each time you tag someone in a photo, it shows up on their wall, putting it in front of a larger group of people outside of your group page. The individual tagged will also appreciate the gesture (unless it’s a horrible picture, in that case, you may not want to post it!). All photos you post also show up on wall feeds.

4. “Tag” local groups and individuals to provide information about your club or event*

When you “tag” another group/page/individual on your page’s wall, the information you provide will show up on their wall with a photo of your club’s logo. It will also show up in the News Feed. Therefore, you can “tag” groups or individuals in order to get out information or to simply encourage conversation.

The best way to keep your comments at the top of the News Feed is to get other people to comment back. Therefore, consider posing questions relating to liberty (for example: Now that Republicans have gained power, will we see a smaller government emerge?) or post information on controversial topics (without taking a side) that will cause people to want to respond. To learn more about how to ‘tag’, see *tagging* under *Pages* above. *Note: Your club’s logo will only appear when using a page. If done using a group, your personal photo will appear.

5. Post liberty-oriented videos

Post videos on your page by clicking on the 'Video' tab at the top. If you do not have one, click the + button and then on 'video' to add it. You can upload liberty-oriented videos you have already created, or those you create with your group. *See LOTR Video Samples in the Helpful Tips & Resources Section* to see examples of videos done in the past.

6. Cross-promote with other groups/pages

Locate other local groups that will agree to promote your group in exchange for you promoting theirs. Promotion can be done by messaging members and providing a link and brief description of an organization or by simply linking to an organization on the group/page wall, along with a brief description.

7. Get as much help as possible!

Find others who can help populate your facebook group or page with members. They can be friends or other local activists you find on facebook who have large friends lists and are willing to invite them to your group or page. The first thing to do is to ask!

Promoting Your Events on Facebook

1. Create your event on your group and/or page

Send it out to members via an invitation or an update. Use it as a reference when promoting the event elsewhere. Also, once you post be sure to share it on your profile page.

2. Send an update through the main Liberty on the Rocks page

To send an update through the main page, first click on 'Edit Page' on the left hand side->Marketing->Send an Update. Next, be sure to click the box to 'Target this Update' so it is only delivered to fans in your area.

3. Write a note to get the event posted on the 'walls' of Facebook friends (see video instructions here)

Every time you tag someone in a note it shows up on their wall. This allows you to promote your event to a larger number of people, including those who may not already be fans of your group on Facebook. After you have

written your note, utilize the (link to video) Liberty on the Rocks Tool Application to determine which friends on Facebook are the most “popular” (i.e. which have the most activity on their FB wall). You can tag up to 30 friends in your notes. However, you must be certain not to “over tag” a friend. Be sure to change up who is ‘tagged’ in your notes each month, so that no one feels you are “spamming” their FB wall.

4. ‘Tag’ local FB groups to invite their members to your meeting

See *tagging* above under *Pages*. Be sure to add a link to your event in your post

5. Encourage people to RSVP

It’s important for people to RSVP on Facebook since high attendance numbers encourage others to also attend. However, since many don’t like that “commitment” of saying Yes or No, it’s up to us to ask them to. When you are creating posts or marketing elsewhere, be sure to include a link (using www.tiny.cc or <http://bit.ly/>) and ask individuals to RSVP.

Adding “Friends” on Facebook

1. Set up a Separate Facebook Account

If you don’t feel comfortable adding “friends” you don’t know to your personal page it may be useful to set up a separate facebook page to use for all LOTR related activities. However, facebook doesn’t allow individuals to have more than one account, so if you do choose to create a second account for the purpose of your group, you must use a different email address. We suggest using your Liberty on the Rocks email for this purpose.

2. Use a Liberty Themed Picture

It helps if you use a liberty themed picture for your personal profile, such as a Gadsden flag for example. This will show prospective “friends” that you are a liberty-focused individual, which will increase your chances of being “accepted” as their Facebook friend.

3. Add Personality to Your Page

With the amount of spam that is going around facebook, some basic personal information (such as favorite quotes or music) helps to show potential “friends” that you are indeed a real person.

4. Look for “Friends” in Other Liberty-Oriented Groups/Pages/Events

Peruse other liberty-oriented groups, pages and/or events (Examples include: Local Tea Party Rallies, local think tanks, Ron Paul groups, Libertarian groups, Republican/Conservative groups, Glenn Beck groups, Tea Party groups, etc.) to find like-minded people in your area whom you can “friend” and invite to your Facebook page/group.

5. Look for Liberty-Oriented Photos in Your Network

Always be on the lookout for individuals on facebook in your network who have liberty-oriented photos (i.e. Gadsden Flag, anti-Obama photos, etc.). When you find them, add them as a friend and then invite them to your group! Oftentimes, Facebook will even suggest these individuals to you, don't pass up the offer!

6. Add a Note to Your Friend Requests

To increase your chances of having your friend requests accepted, you can add a note along with your invitations, saying something like “Hi! I am a liberty minded individual who has started a group for those who believe in less government and free markets. I'd like to invite you to join!”

Twitter

Get started with your Twitter account by visiting www.Twitter.com.

Twitter is a site that can be used to bring more attention to your group and to provide followers with educational information as well as the latest updates about your club. It only allows for 140 characters to be used per ‘tweet’, so it is necessary to keep these updates brief and to the point. Your Twitter account can be used as an overall marketing device and a way to share interesting stories or articles, local events, videos, pictures (you can integrate a Flickr account as well) and/or information about your meetings. To learn how to shorten your links, see **Shorten your links!** above under *Ping.fm*.

To customize your Twitter page, click on ‘Profile’ at the top, and then on ‘Edit Your Profile’ underneath the information about your group. You will then be

provided a host of options. Click on 'Profile' to change your bio and to add a photo. To change the skin (or theme) of your page, click on the 'Design' tab and choose a new template.

You may also want to follow other groups on Twitter, especially local groups, to stay up-to-date on what they are doing. It's important to be aware of the activities of other free market groups so that you may 1) Attend their meetings when possible to promote your group 2) Invite representatives from those groups to your meetings and 3) To try and ensure that your events don't overlap.

Using Other Social Networking Sites

While facebook and Twitter are the big ones (and therefore most important) there are also other networking sites you may use to get the message of your group out to the online community. Check out some of the sites listed below to find places to post your events. Also be sure to find out if there are any sites particular to your region or state that post and promote liberty-themed events. It is best to explore all your options and go with those that yield the greatest results.

Examples of Sites For Posting (or mentioning) Your Events

Post your events (or website) on as many free social networking sites as you can!

Bureaucrash Social | <http://social.bureaucrash.com> (As a member)

Craigslist | www.craigslist.com (be sure to find your city's craigslist!)

Eventful | www.eventful.com

Eventbrite | www.eventbrite.com

Meetup.com* | www.meetup.com

Myspace | www.myspace.com

*Meetup.com is not a free site; you must pay to use it. You can, however, look for groups on Meetup.com that are local and would be willing to promote your events.

Getting Help From Others Online

- Ask other groups in your area (including Conservative and Libertarian groups) to help promote your meetings by sending information to their members online.

- Be on the lookout for online sites in your area that exist for the sole purpose of keeping track of all liberty-oriented events in your community. If you find one, alert the contact person on the site about your chapter and when you meet!