

Using Online Tools to Recover After a Disaster Strikes

Presented by Lisa Kanda



Online Tools for Communication

1. Web Site & E-Commerce
2. E-mail Marketing
3. Surveys
4. Online Demonstrations
5. Video Chat
6. Case Studies



Include the following:

- Visually Appealing
- Crucial Business Information
- Contact Information
- Clear Navigation
- Social Media Integration
- Mobile Ready
- E-Commerce Functionality

Selling Online

◆ Other Websites

- Ebay
- Craigslist
- Etsy
- Square Market
- Shopify

◆ On Your Website

- Infusionsoft
- 1ShoppingCart
- PayPal
- Volusion

E-Mail Marketing

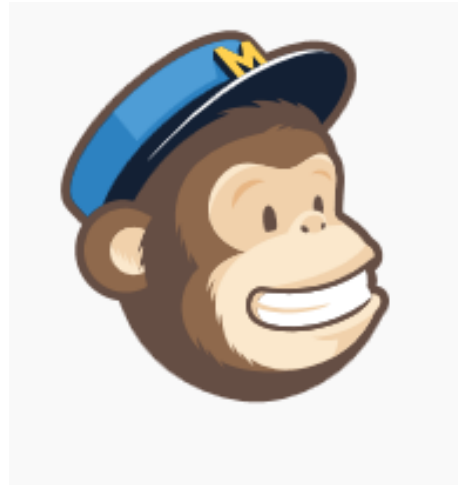
- ◆ Affordable
- ◆ Personal/Customizable
- ◆ Targeted
- ◆ Actionable
- ◆ Measurable
- ◆ Reach
- ◆ Mobile
- ◆ Scheduled

E-Mail Marketing

- ◆ Constant Contact
- ◆ Vertical Response
- ◆ iContact
- ◆ AWeber
- ◆ Campaigner
- ◆ Get Response
- ◆ Mad Mimi
- ◆ MailChimp

E-Mail Marketing

MailChimp

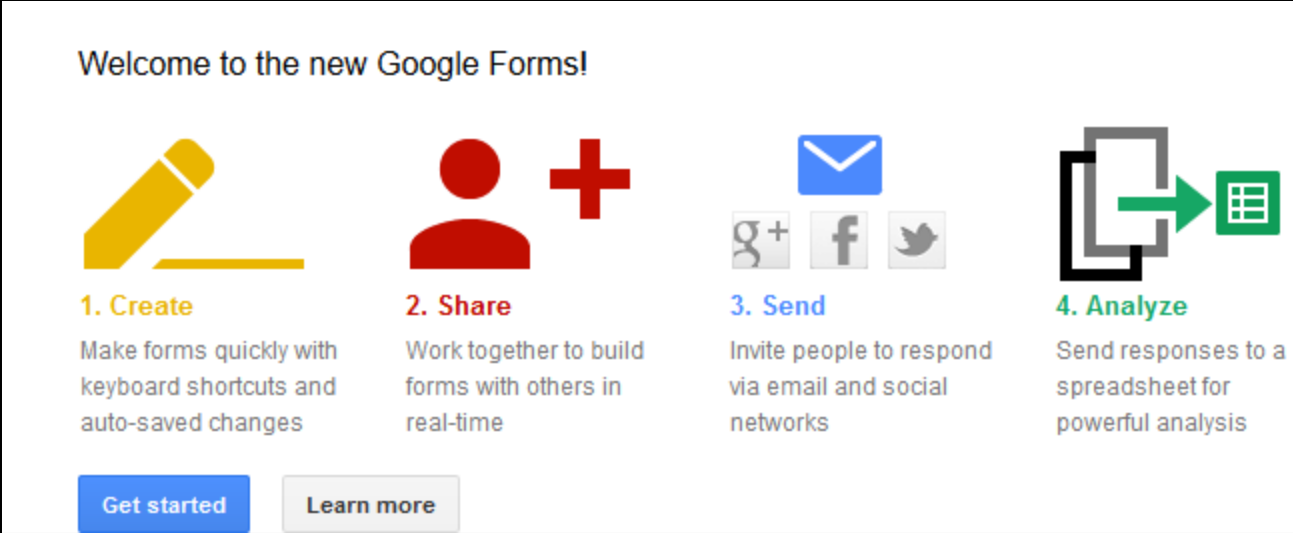


Subscribers	Emails per month	Monthly cost	
0 - 2,000	12,000	Free	Forever Free
0 - 500	Unlimited	\$10	If you have fewer than 2,000 subscribers, you can send up to 12,000 emails per month absolutely free. There's no expiring trial, contract, or credit card required. There are a few catches, though.
501 - 1,000	Unlimited	\$15	

Surveys

◆ Google Forms

Welcome to the new Google Forms!



The diagram illustrates the four-step process of using Google Forms. Step 1, 'Create', is represented by a yellow pencil icon and describes making forms quickly with keyboard shortcuts and auto-saved changes. Step 2, 'Share', is represented by a red person icon and a plus sign, describing working together to build forms in real-time. Step 3, 'Send', is represented by an envelope icon and social media icons for Google+, Facebook, and Twitter, describing inviting people to respond via email and social networks. Step 4, 'Analyze', is represented by a document icon with a green arrow pointing to a spreadsheet icon, describing sending responses to a spreadsheet for analysis. At the bottom of the diagram are two buttons: 'Get started' (blue) and 'Learn more' (grey).

- 1. Create**
Make forms quickly with keyboard shortcuts and auto-saved changes
- 2. Share**
Work together to build forms with others in real-time
- 3. Send**
Invite people to respond via email and social networks
- 4. Analyze**
Send responses to a spreadsheet for powerful analysis

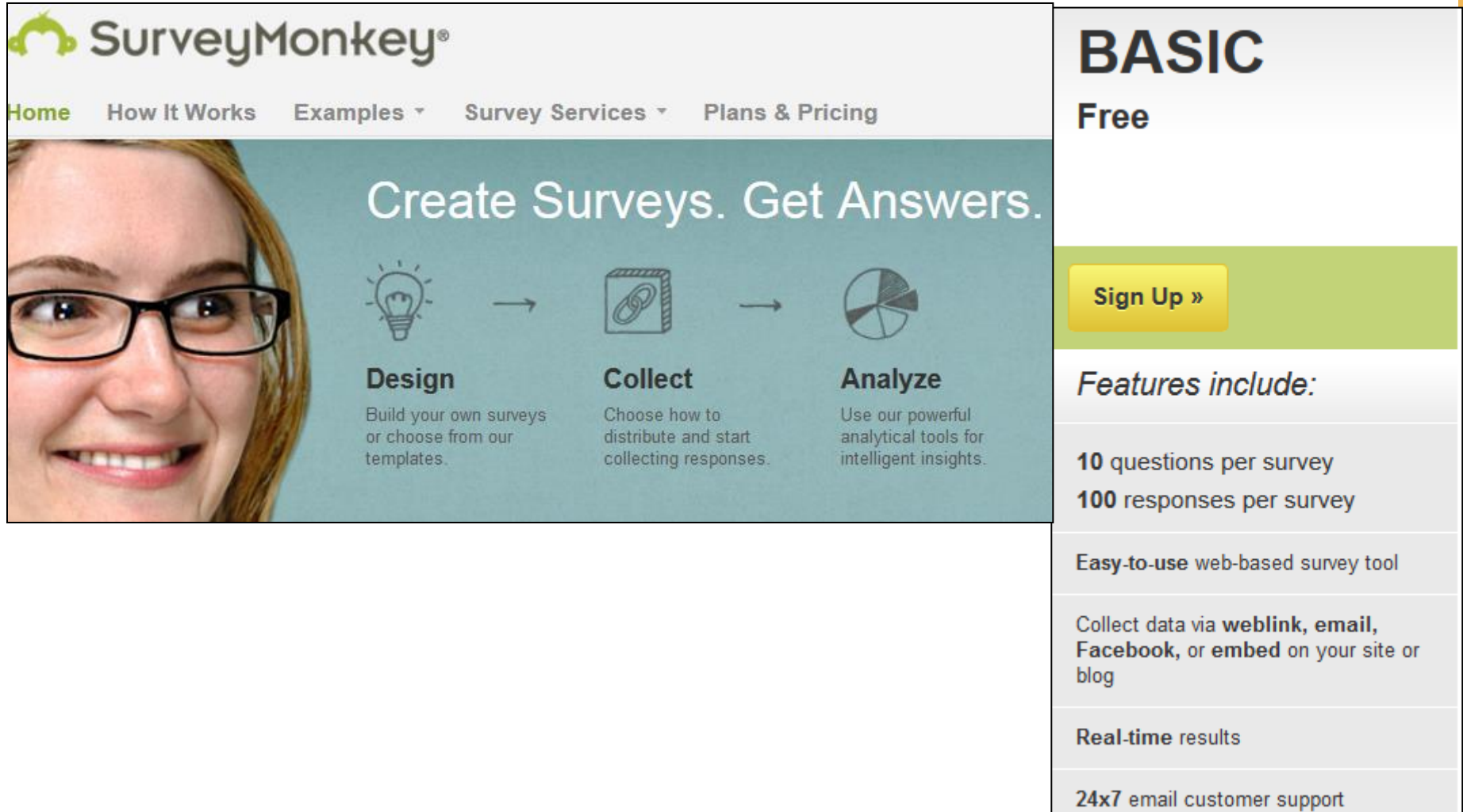
[Get started](#) [Learn more](#)

◆ Survey Gizmo

◆ Wufoo

◆ Survey Monkey

Survey Monkey



The image shows a screenshot of the SurveyMonkey website. At the top left is the SurveyMonkey logo. Below it are navigation links: Home, How It Works, Examples, Survey Services, and Plans & Pricing. The main banner features a woman's face on the left and the text "Create Surveys. Get Answers." in the center. Below this text is a three-step process: Design (represented by a lightbulb icon), Collect (represented by a box with a link icon), and Analyze (represented by a pie chart icon). Each step has a brief description. To the right of the banner, the "BASIC Free" plan is highlighted in a yellow box, with a "Sign Up »" button. Below this, a list of features is provided, including 10 questions per survey, 100 responses per survey, easy-to-use web-based survey tool, data collection via weblink, email, Facebook, or embed, real-time results, and 24x7 email customer support.

SurveyMonkey®

Home How It Works Examples Survey Services Plans & Pricing

Create Surveys. Get Answers.

Design
Build your own surveys or choose from our templates.

Collect
Choose how to distribute and start collecting responses.

Analyze
Use our powerful analytical tools for intelligent insights.

BASIC
Free

[Sign Up »](#)

Features include:

- 10 questions per survey
- 100 responses per survey
- Easy-to-use web-based survey tool
- Collect data via **weblink, email, Facebook, or embed** on your site or blog
- Real-time results
- 24x7 email customer support

Online Demonstrations

- ◆ Anymeeting
- ◆ Quickscreenshare (beta)
- ◆ Freescreensharing
- ◆ Join.me

Join Me

join me by LogMeIn

Free Trial What is it? Enterprise Apps Help

In IT together Log In

Make this meeting the one to remember.

New feature: Recording

start meeting a quick, free download to get started

join meeting

free for Windows, Mac & mobile

Pricing

Free trial

join.me for enterprise

Video Chat - Skype

This is all free...



Your Skype account and the latest downloads.



Video and voice calls to anyone else on Skype.



Instant messaging and file sharing.

...and you pay for these



Calls to mobiles and landlines worldwide at low rates.



Send text messages from just a few pennies.



Group video calls with up to 10 people.

Video Chat – Google

The screenshot displays the Google Hangouts interface. On the left, the 'Hangouts On Air' section features a 'Start a Hangout On Air' button and a description: 'Broadcast your conversation to the world for free on YouTube. Learn more'. Below this are two live broadcast thumbnails. The first thumbnail shows a man with a headset and the text 'Midday Motivation LIVE with Copeland Richards and Nora Whalen'. The second thumbnail shows a man in an orange shirt with a microphone and the text 'Peace Talk Radio | How to Peacefully Disobey'. On the right, the 'Video Hangouts' section has a green header with icons for video chat, a 'hi' speech bubble, and a person with headphones. Below the header, it says 'Video Hangouts are great for talking about anything.' and 'No one in your circles is having a video Hangout.'

Case Study - Medical Office



BEFORE

AFTER



Case Study - Medical Office

- ◆ Social Media – Facebook
 - Appointments
 - Reviews
- ◆ E-mail Marketing
- ◆ Updated Website

Case Study – Retail Store

- ◆ E-Commerce Web Site
- ◆ E-Mail Marketing
- ◆ Facebook Business Page

A collection of quality stone jewelry, home decor, and accessories with a little Jersey Shore Heritage.






*Hand-crafted
quality from the
best designers*

[SHOP NOW](#)

Case Study – Home Builder

- ◆ Facebook Business Page
- ◆ Facebook Groups
- ◆ Online Reviews

 
When you are in the market for a builder with integrity, one who values your choices and needs - furnishing quality and service where other's let go, trust in RBA homes to deliver the home of your dreams.
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I've had the pleasure of working with RBA over the last five years. They are very professional and pleasant people to work with. I highly recommend them for projects of all shapes and sizes. I am an architect who has prepared the drawings for home additions, apartment buildings, and a church multi-function building that they constructed. They always go above and beyond what is required.
Bob Hazelrigg, AIA., PP.
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★★★★★
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 [Adam Heather Barker](#)
★★★★★
[Like](#) · [Comment](#) · about 6 months ago

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