

M. Sullivan Web Newsletter

Dear Mary,

Wow, who would have thought that an image of a well-tattooed fellow would generate so many comments! But that just proves the power of great marketing. Zombie Boy was fascinating, and he was mesmerizing to watch (and I had to buy the music from that video).



The paperwork (and tea) it takes to create a newsletter!

I wasn't sure that I could top that, and I won't try, but thank you for reading these newsletters for the past year. It's a lot of work to create them, but I'm able to connect with you all and hopefully entertain and inform.

This month is mostly fun links and laid back topics.

Newsletter 10
December 2011

Interesting Sites
& News

Shit Girls Say

Listen, it's totally not true! But watch [episode 1](#) and newly [released 2](#).

More YouTube content helps careers!

The Frantics created a DVD with some of their sketches and their sketch "[Her First Period](#)" was featured on [funnyordie.com](#).

It's very funny watching the fellows squirming while one guy talks to his daughter on his cellphone in a crowded train about her first period.

It's been a good way to sell their new DVD, The Frantics Reunion.

Anglican Church in NZ uses shocking Advertisement

I wish everyone a Merry Christmas, Happy Chanukah and a very Happy New Year.

Mary

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Website of the Month



The owner of Wayward Tools Inc has been selling his automotive service equipment for over ten years now, with total experience in the field over 45 years. Equipment for repair garages, body shops etc. Dennis is changing direction and is offering a consulting service to investigate, report, recommend and institute a comprehensive marketing plan for any company interested in establishing or improving their sales of automotive service equipment in Canada. The implementation of the new Wayward Tools website is intended to change direction for the company and to focus on new potential markets in this ever changing economy.

Dennis has always understood the value of a website with up to date information, and sticky content. His new site didn't need all the information or equipment any longer, so is clean and to the point. If anyone you know is exploring new markets regionally or across Canada for the introduction and sale of their automotive repair equipment or wants to research the potential of the market throughout Canada they can contact Dennis through his new and updated website at: www.waywardtools.com.

Viral Marketing II

You have to be careful if you want people to think about issues. An [Anglican Church in New Zealand](#) put up a poster of the Virgin Mary looking shocked as she looks at a positive pregnancy test. The poster (or billboard) was recently destroyed by an outraged Catholic. But it got people talking!

[Join Our Mailing List!](#)

Interesting Stuff

How Twitter helps a small bookstore thrive

[Omnivore Books](#) in San Francisco has a twitter account that follows the good rule of 1/3rd personal and 2/3rds professional. She's made it quite funny and people have searched out her store because of proprietor, Celia Sack's humorous tweets.

Example of reply to a tweet about a newspaper thief
"For the person that used to steal ours, we once smeared the inside with dog feces and put it back in bag for them. It worked."

Groupon Deals not good for Small Business

A [recent article in the paper](#) was about a small bakery that offered their cupcakes for a discount from \$40 a dozen to \$10. So many people took them up on their offer, they ended up losing \$20k, their year's profit. 70% of small

In October I got the best response to the article about "Zombie Boy" and the marketing for Dermablend Makeup. This month in another inspired move, the [Dutch Department Store Hema](#) marketed a new bra by modelling it on a male model! Now some people have gotten themselves all in a tangle about how wrong that is, but frankly it is genius. What better marketing for a bra that promises to give you cleavage, than try it out on a subject who was not meant to have it?



Andrej Pejic looks great in a dress and if he does, what will it do for flat chested women?
Now that is marketing.

Hosting

I have now started hosting for all my clients, and anyone else that needs hosting for a website. The price is \$90. a year for basic sites (which most of my clients are), and slightly higher fees for those who want SSL (secure sites) or other more advanced hosting. This is a better deal that I was getting before, so I will likely be switching many of you over, but I will ask first.

It will also, in many cases, mean that you get one invoice for your hosting and domain rather than two separate ones, from two separate places.

Facebook and the Famous

Facebook really doesn't like it's customers much. But then, that's not true, because you and I are not its customers, that title belongs to the advertisers that have made Facebook rich.

The writer, Salman Rushdie (who is also famous for the Fatwa against him after he published The Satanic Verses) has come to blows with Facebook recently when they deactivated his account and demanded proof of his identity and then changed his account to Ahmed Rushdie (his real first name). He never uses his first name, never has been known as that name but the Facebook police decided that his account should be his passport name.

After he posted this on Twitter, Facebook reluctantly let him go back to the name he has always been known as.

The argument for using fake names goes back to who the real customers of Facebook, Google+ are. Data that is tied to real people is valuable for businesses and governments alike. Companies buy this data at great cost and they want it to reflect real people. This is fine for you and I, but in the world of some other countries with uprisings, it could mean that you are killed for posting the truth.

It is this sort of inflexibility that may eventually be the demise of these types of social networks.

businesses say that they hate Groupon. **But**, I hear you say, **that exposure will be great for her in the future.** Maybe, but maybe not, as people who bought her \$10 a dozen sale cupcakes aren't likely to buy them again for \$40. They may have been just in it for the deal.

Internet Links

Can you tell me how to get to Sesame Street?

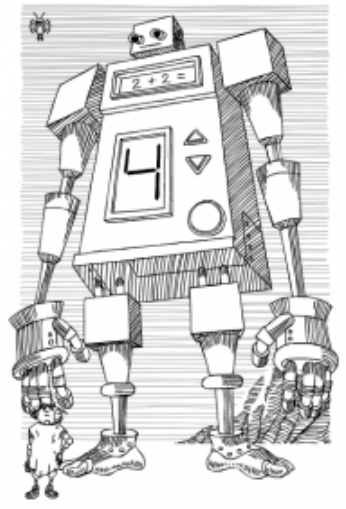
Bert & Ernie will now be able to give you directions, not likely to Sesame Street, but anywhere else in North America thanks to GPS manufacturer, Tom Tom. [You can watch their outtakes](#) in this video here. They are also doing a Star Wars collection, [Darth Vader](#) is pretty funny too.

2001 Rules for Websites still true!

I cut out an article in **June 2001** about 100 ways to design better websites, and came across it recently. Although technology and the guidelines for building a better website (according to [WC3 - the World Wide Web Consortium](#)) have changed dramatically in the past ten years due to smartphones and tablets, the basic ideas are pretty much the same. I'll list a few of them here:
Layout:

Google Doodles

It is always a bit like Christmas on days that Google has a different header on their page. And lately they have become much more elaborate. I was sent an email from the UK recently to look at their Google page (at google.co.uk). It was completely different from ours for the day, featuring an [elaborate interactive puzzle](#) with robots, and you had to solve one part before going on to the next. This puzzle was a tribute to commemorate acclaimed science fiction writer Stanislaw Lem. In the U.S. on the same day, they got an [interactive Turkey](#) for Thanksgiving. Google has employed artists that work on these images full time, and the ideas on what to feature are often sent in to them from the public. After you look at or play with a doodle, they will often send you to a search that explains what the significance of the day is.



If you want to see the Google Doodle museum of all the doodles by year, [click here](#). For the history of the doodle, which started in honour of the first Burning Man Festival in 1998 [Read about it here on Wikipedia](#).

- **The message:** What are you trying to say? You really have to focus on what your message is, and getting to the point.
- **Define the Audience:** Knowing the type of user will help you know how they will use the site.
- **Use great images:** That saying "a picture says a thousand words" is still so true.

[Read more here >>](#)

Windows 7

I'm sure a lot of you are now using the Windows 7 operating system. I know some of you are Mac users, so you will want to skip this small article. There are some cool applications that are built into Windows 7 that you may not have noticed yet.

The Snipping Tool. You've always been able to press the PrtScn (or print screen) key on your keyboard and paste it to a program, but this tool lets you make little notes, circle things and then saves it without having to paste it somewhere. Type "snip" in your start menu to find it.

Sticky Notes. This is a great tool for when you want to remember something and see it on your desktop for easy access. You can change the colour (really important) and put it anywhere on your desktop! then delete it and save paper when you are finished.

[more here >>](#)



See you next year....

That's it for another month, and I missed November due to volume of work! (not a bad place to find yourself)

If you would like your website featured, or have anything you'd like me to introduce, or answered, please feel free to email me.

Happy New Year!

Mary Sullivan
Germars Web Design

Finger Prints for Zebras

Even Grevy's Zebras are benefiting from the internet. At first, Hans and Ute Klingel would take photographs and then once home would file the information on file cards to record each one. But now there is software that uses a 3-dimensional model to fit a generic body shape to the photo. Posture and fattening & thinning of the animal (e.g. during pregnancy) are accounted for.

What will they use it for?

The database will provide critical information to scientists and managers for planning future conservation action.

For more info see [Grevy's Zebra Trust](#)