



**The Power of Integrated Marketing:
An Introduction to the Static Web, Social Web, and Mobile Web
By Heather Mansfield
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Today's Presentation

- **The Big Picture: Integrated Communications**
 - **Web 1.0 = The Static Web**
Top Three Web 1.0 Best Practices
 - **Web 2.0 = The Social Web**
Top Three Web 2.0 Best Practices
 - **Web 3.0 = The Mobile Web**
Top Three Web 3.0 Best Practices
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The Big Picture: Integrated Communications

- **Web 1.0** = Websites, e-newsletters, and “Donate Now” buttons
- **Web 2.0** = Blogs and Social Networking Sites
- **Web 3.0** = Mobile Websites, Group Text Messaging, Smartphone Apps, and Mobile Social Networking

Top Three Web 1.0 Best Practices

1. Less text, more images on your website! Example: [Cardinal Glennon Children's Medical Center, St. Mary's Health Center](#)
2. Your e-newsletter should not be published as an electronic version of your print newsletter. Rather, much shorter with only 1-4 stories and sent 2-3 times per month. Example: [Partners In Health](#)
3. Prominently feature your e-newsletter sign-up on your homepage. Example: [Anderson Hospital](#)

Top Three Web 2.0 Best Practices

1. Launch a blog! The Social Web is driven by fresh content. Use blogging to tell the story of your hospital and the patients you serve, and to increase your SEO. Example: [Sharing Mayo Clinic](#)
2. Find your social networking voice! Drop the press releases on Facebook and Twitter, and get real. 😊 Example: [St. Louis Children's Hospital](#)
3. Build your digital and video libraries for Flickr and YouTube. Examples: [Children's Hospital Boston](#), [Phoenix Children's Hospital](#)

Top Three Web 3.0 Best Practices

1. Claim your Facebook Places Page, Foursquare Venue, and Gowalla Spot! Examples: [Barnes-Jewish Hospital](#), [St. John's Hospital](#), [Shawnee Mission Medical Center](#)
 2. Launch a mobile website! Example: [SHARP Mobile](#)
 3. Experiment with text alerts for appointment reminders, event announcements, health tips, etc. Example: [Centers for Disease Control and Prevention](#)
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Questions?



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