

MARKETING RESEARCH WITH TUMBLR



BY DRHO.RD

FALL 2011

THE EBOOK

drho.ro/marketing-ebooks/research-with-tumblr

Marketing Research with Tumblr is a 16-week semester marketing class ebook for business undergraduate and MBA students. Marketing Research with Tumblr is designed to be used with a domain name, online tutorials, a text editor, Adobe Illustrator, Photoshop, InDesign, Fireworks, and iMovie.

THE WEBPAGE

drho.ro/marketing-classes/research/fall-2011

Blog posts and screencasts on the weekly topics covered in Marketing Research with Tumblr will be here. Marketing Research with Tumblr will be rewritten in January 2012.

Dr Horowitz

Marketing Professor

Sonoma State University School of Business and Economics and Wine Business Institute

sonoma.edu/sbe

sonoma.edu/winebiz



INTRODUCTION

If you have never heard of SEOmoz, Lynda.com, Kelby Training, Tuts+, and Rockable Press, then you are in for some serious learning treats.

TUMBLR

tumblr.com/about

en.wikipedia.org/wiki/Tumblr

fastcompany.com/1760460/what-tumblrs-success-can-teach-us-about-blogs-twitters-future

readwriteweb.com/archives/tumblr_leaves_posterous_in_the_dust.php

Tumblr is popular because it is free, easy to use, and easy to customize.

EBOOK TOPICS

This ebook contains my favorite educational resources on how to buy a domain name, start a Tumblr website, create a custom email address with Google Apps, use Tumblr, customize the HTML and CSS of a Tumblr theme, integrate your website with Google and social media, add social media buttons to your website, optimize your website for search engines, extend Google Analytics, conduct filmed interviews and focus groups, edit video with iMovie, conduct web surveys, create infographics with Illustrator and Photoshop, report results with InDesign and Fireworks, conduct Google Website Optimizer experiments, and record video screencasts.

SEARCHENGINE OPTIMIZATION AND INBOUND MARKETING

seomoz.org/blog/launching-a-new-website-18-steps

seomoz.org/blog/top-seomoz-posts-of-2010

seomoz.org/blog/inbound-marketing-is-taking-off

Exciting things are happening in the marketing research world right now.

Week 1

Materials, Domains, and Tools

Week 2

Tumblr

Week 3

Tumblr Themes

Week 4

Google and Social Media

Week 5

Social Media Buttons

Week 6

Search Engine Optimization

Week 7

Google Analytics

Week 8

Filmed Interviews and Focus Groups

Week 9

Video Editing

Week 10

Web Surveys

Week 11

Illustrator Infographics

Week 12

Photoshop Infographics

Week 13

Results with InDesign and Fireworks

Week 14

Google Website Optimizer

Week 15

Screencasting Results

Week 16

Share

Week 1

Materials, Tools, and Domains





MATERIALS, DOMAINS, AND TOOLS

This week is going to be a BIG one. Hang in there, next week will be easier. Welcome back to school!

We'll cover my favorite teaching materials, favorite tools, discuss how to buy a domain name, link the domain name to Tumblr, and create a custom email address.

Next week you'll learn how to use Tumblr.

MATERIALS

lynda.com

A Lynda.com video tutorial subscription gives you access to expert video tutorials that guide you through learning programs like Adobe Illustrator and topics like Google Analytics. These programs and topics are not easy to learn and substandard tutorials cause frustration. Purchasing a Lynda.com video tutorial subscription will be the best \$25/month you have ever spent (on marketing education). Try a free week pass and decide for yourself.

rockablepress.com/books/theme-tumblr-like-a-pro

Rockable Press has a sweet .pdf ebook called Theme Tumblr Like a Pro. If you want to learn how HTML and CSS are used in Tumblr themes then this ebook is the best place to start.

tv.adobe.com

Adobe has free tutorials at Adobe TV, which you can search for by product.

DOMAINS

sixrevisions.com/resources/12-excellent-tools-for-picking-a-domain-name

smashingmagazine.com/2009/08/29/10-tools-find-register-manage-domain-names

Search for buying a domain name resources.

You should buy a domain name that is short, memorable, easy to get a tattoo of, easy to shave into your hair, and get a vanity license plate for. Search domai.nr to see what's available. Don't buy an international domain name unless you want to wait a month to get started. I buy domain names at GoDaddy. Don't let GoDaddy pull any used car salesman moves and upsell you fancy services. You should be aware that the address and phone number you give GoDaddy will show up online. If you are concerned about privacy you might want to pay GoDaddy extra to keep your address and phone number hidden, or find another domain name provider that does this for free.

SUBDOMAINS

help.godaddy.com/article/415

Be aware that you can create subdomains (<http://AwesomeThing.DomainName.com>), through GoDaddy or your domain name provider of choice.



TOOLS

Marketing Research with Tumblr is designed to be used with the following software: a text editor, Adobe Illustrator, Photoshop, InDesign, Fireworks, and iMovie.

TextWrangler is a free Mac text editor available in the computer labs. If you're using a PC get Notepad++.

Adobe Illustrator, Photoshop, InDesign, and Fireworks CS4 are in the computer labs. CS5 is the current version. You can download CS5 at adobe.com and use it free for 30 days.

We'll also be using lots of Google products this semester and I recommend Dropbox.

seomoz.org/blog/top-10-web-apps-we-love

seomoz.org/blog/how-i-get-things-done-and-how-you-can-too

Search for productivity tools and resources.

GOOGLE

mail.google.com

google.com/ig

google.com/reader

Do you like to watch commercials? No. Do you get spam in your email and social networks? Yes.

This is not good.

Get a Gmail account and import all of your email accounts into one Gmail account.

Filter all of your email that is spam and stop deleting emails. Life is too short to delete emails.

Don't email yourself every time something happens on Facebook and block people that Facebook spam you.

Start using Google Reader and iGoogle to get the news updates that you want.

GOOGLE APPS (FREE)

google.com/apps/intl/en/group/index.html

google.com/support/a/bin/answer.py?answer=60216

google.com/support/a/bin/answer.py?answer=33352

mail.google.com/support/bin/topic.py?topic=12913

Create a Google Apps (Free) account.

Verify domain name ownership by customizing a CNAME or TXT record in your DNS. GoDaddy or whoever you bought your domain name from can help you with this. You are paying for their phone service so don't be shy about calling them.

Enable Google Apps email and customize your MX records (call GoDaddy for help with the MX record customization).

Import your Google Apps email (You@DomainName.com) to your Gmail (You@gmail.com). Google is not going to help you with this, so google your error message if you get stuck.

Access your Gmail with your email client of choice on your PC and phone.



DROPBOX

dropbox.com

Dropbox is available for Mac and PC and can be accessed via the web (on school computers).

1PASSWORD

agilebits.com/products/1Password

The students who have trouble in my classes are the students who aren't prepared to manage multiple account usernames and passwords.

It's just going to get worse, so you might as well figure out how to get your usernames and passwords organized now.

1Password is great, but it's not free.

You can also save your usernames and passwords in a Dropbox text file or with Google Bookmarks in your iGoogle.

Week 2

Tumblr





TUMBLR

This week is going to be easy--just focus on learning Tumblr's user interface.

If you need help with last week's stuff now is the time to get help.

This week I'm going to share some of my favorite marketing research resources and get you thinking about Tumblr custom themes.

Next week is going to be tough again. Get ready for some HTML and CSS action.

LEARN TUMBLR

Learning Tumblr is like learning Facebook, the more you use it the better you'll understand it.

Write some blog posts in the different formats from the dashboard.

Check out the different menus in the Preferences-->Customize section.

Search the free Tumblr themes in the Theme Garden.

Search the paid Tumblr themes in the Theme Garden.

THEMEFOREST

themeforest.net/category/blogging/tumblr

Search the professional Tumblr themes at ThemeForest.

DOUGLAS RUSHKOFF

rushkoff.com

Rushkoff's discussion of focus groups in the Public Relations chapter in his book *Coercion* is great. His book *Get Back in the Box* is also great. Rushkoff's videos *The Persuaders* and *The Merchants of Cool* are totally awesome and discuss marketing research.

ROB WALKER

robwalker.net

Buying In is great. Rob Walker uses Tumblr.

MARKETING BOOKS, VIDEOS, TUTORIALS, AND SKILLS

drho.ro/marketing-teaching-materials/books-and-ebooks

drho.ro/marketing-teaching-materials/videos-and-documentaries

drho.ro/marketing-skills

More of my marketing book and video recommendations.

Marketing skills I like to learn and to teach.

Week 3

Tumblr Themes





TUMBLR THEMES

If you are going to use Tumblr after this semester, then I recommend using a custom theme that you like. This week I'm going to share my favorite resources for learning how to customize Tumblr themes. I'm also going to show you how to add custom HTML and CSS to your Tumblr theme. Next week we are going to integrate your website with Google and social media.

ROCKABLE

rockablepress.com/books/theme-tumblr-like-a-pro

If you are serious about learning how HTML and CSS are used with Tumblr then watch these video tutorials and read this eBook.

W3SCHOOLS

w3schools.com/html/default.asp

w3schools.com/css/default.asp

Great free resources to learn HTML and CSS.

In order to customize your Tumblr theme you have to understand HTML and CSS.

I recommend reading each HTML and CSS topics and doing all of the examples.

TUTS+

net.tutsplus.com/tutorials/html-css-techniques/css-noob-to-ninja-the-complete-video-series

net.tutsplus.com/tutorials/html-css-techniques/discover-cutting-edge-css3-techniques-free-premium-series

Great introduction and advanced CSS video tutorial series.

LYNDA

lynda.com/Web-Interactive-training-tutorials/88-0.html

Great video tutorials for learning HTML and CSS.

FIREBUG

getfirebug.com/screencasts

With knowledge of HTML and CSS you can customize your Tumblr theme using Firebug and a text editor.

PAID HTML AND CSS AT CODECANYON

codecanyon.net/category/css

codecanyon.net/category/html5

Search CodeCanyon for professional HTML and CSS. HTML5 and CSS3 are hot.



FREE HTML5 AND CSS3

lab.simurai.com/css/buttons

ubuwaits.github.com/css3-buttons

net.tutsplus.com/tutorials/html-css-techniques/subtle-css3-typography-that-you-d-swear-was-made-in-photoshop

You can also find free HTML5 and CSS3 to add to your Tumblr website.

Week 4

Google and Social Media





GOOGLE AND SOCIAL MEDIA

Last week's custom theme stuff was the kind of work that web designers do.

This week's Google and social media stuff is the kind of work that marketers do.

Next week will require some additional HTML and CSS customization for social media buttons, so keep practicing your HTML and CSS skills.

GOOGLE AND SOCIAL MEDIA RESOURCES

seomoz.org/blog/launching-a-new-website-18-steps

seomoz.org/blog/top-seomoz-posts-of-2010

seomoz.org/blog/social-media-marketing-facebook-twitter-arent-enough

seomoz.org/blog/the-social-media-marketers-seo-checklist

seomoz.org/blog/build-your-social-media-embassies

Search for Google and social media resources.

GOOGLE

google.com/intl/en/about/products/index.html

Google is always rolling out new products

profiles.google.com

If your Tumblr blog is a personal blog then get a Google profile and link to Tumblr.

google.com/webmasters

Register your site with Google and tell it where your sitemap lives.

More on Google Webmaster in Week 6 when we talk about SEO.

google.com/analytics

Add the Google Analytics tracking code to your site.

More on Google Analytics in Week 7 when we revisit Google Analytics.

feedburner.google.com

Redirect your default Tumblr RSS feed (<http://DomainName.com/rss>) to a FeedBurner rss feed (<http://feeds.feedburner.com/DomainName>).

google.com/places

Have your business show up on Google Maps.

google.com/cse

Learn how people are searching your website and have their search results appear in Google's search results format.

google.com/merchants

List your wares on Google.



SOCIAL MEDIA

facebook.com/help/?search=insights

Create a page so that you can get Facebook Insights.

google.com/search?q=twitter+analytics

Search for Twitter analytics resources.

youtube.com/t/advertising_insight

YouTube Insight is similar to Google Analytics.

flickr.com/help/stats

Get stats on your photos.

bit.ly

Sign up for a free URL shortening account with bit.ly or j.mp.

LYNDA GOOGLE AND SOCIAL MEDIA RESOURCES

lynda.com/Google-training-tutorials/117-0.html

lynda.com/Facebook-training-tutorials/197-0.html

lynda.com/Twitter-training-tutorials/448-0.html

lynda.com/Flickr-training-tutorials/213-0.html

Great video tutorials.

Week 5

Social Media Buttons





SOCIAL MEDIA SHARING BUTTONS

Adding comments, a facebook like box, twitter tweet buttons, and other social media sharing buttons take away from Tumblr's reblog and like functions, but you never know what the boss is going to want, so you should know how to add social media sharing buttons to Tumblr.

Next week we'll cover search engine optimization for Tumblr.

COMMENTS

disqus.com

intensedebate.com

Commenting systems have social media sharing buttons built-in.

A lot of Tumblr themes are already setup to be used with Disqus.

FACEBOOK

developers.facebook.com/plugins

Facebook lets you add all kinds of social stuff.

developers.facebook.com/docs/reference/plugins/like-box

Add a Facebook box to your sidebar with the iframe option.

Wrap your facebook like box in a div with a unique id and style the div.

HTML:

```
<div id="fblikebox">
<!--insert iframe code here-->
</div>
```

CSS:

```
#fblikebox {
    display: block;
    width: 200px;
    height: 400px;
    padding: 1px 2px 3px 4px;
}
```

developers.facebook.com/docs/reference/plugins/like

Add Facebook like buttons to individual blog posts with the iframe option. Make sure the permalink "{Permalink}" of each blog post is getting liked.

Wrap your facebook like button in a div with a unique class and style the div.

HTML:

```
<div class="fblikebuttons">
<!--insert iframe code here-->
</div>
```



CSS:

```
.fblikebuttons {  
    display: block;  
    width: 200px;  
    height: 50px;  
    padding: 1px 2px 3px 4px;  
}
```

TWITTER

twitter.com/goodies/tweetbutton

Make sure that people are retweeting your @username, blog post permalinks "{Permalink}", and blog post titles "{Title}".

Wrap your facebook like button in a div with a unique class and style the div.

HTML:

```
<div class="twittertweetbuttons">  
<!--insert iframe code here-->  
</div>
```

CSS:

```
.twittertweetbuttons {  
    display: block;  
    width: 200px;  
    height: 50px;  
    padding: 1px 2px 3px 4px;  
}
```

ADDTTHIS, SHARETHIS, AND ADDTOANY

addthis.com

sharethis.com

addtoany.com

These services have good videos on why you should use them and are good if you want a one-stop-shop for lots of social media sharing buttons.

Week 6

Search Engine Optimization





SEARCH ENGINE OPTIMIZATION

This week we're going to optimize your Tumblr site for search engines.

If you want to try out some of the premium SEOmoz content then try their free month free pass. Just be sure to cancel you account before your credit card gets hit.

LEARNSEO

seomoz.org/blog/best-seo-blogs-top-10-sources-to-stay-uptodate

Search for SEO resources.

seomoz.org/learn-seo

Check out the learn SEO page at SEOmoz.

seomoz.org/blog

I follow the SEOmoz blog.

seomoz.org/webinars

Great SEO webinars.

LYNDA

lynda.com/Web-Design-tutorials/seosearchengineoptimizationgettingstarted/52344-2.html

lynda.com/Business-Online-Marketing-SEO-tutorials/Analyzing-Your-Web-Site-to-Improve-SEO/82409-2.html

Lynda has SEO tutorials.

SEOTOOLS

seomoz.org/tools

seomoz.org/dp/the-internet-marketing-handbook

addons.mozilla.org/en-US/firefox/search/?q=seo&cat=all&x=0&y=0

There are lots of great SEO tools.

SEARCHENGINE MARKETING

seomoz.org/blog/link-building-tips-for-personal-blogs

seomoz.org/blog/link-building-101-the-almost-complete-link-guide

Can you get people to link to your site?

KEYWORDS

google.com/webmasters/tools/keywords

Use Google Webmaster's keywords tool to see how Google is crawling your site.



TITLES AND META DESCRIPTIONS

```
<title>{block:PostSummary}{PostSummary} | {/block:PostSummary}{Title}</title>
```

```
{block:Description}<meta name="description" content="{MetaDescription}" />{/block:Description}
```

Make sure your titles and meta descriptions are unique for each of your posts.

Make sure that your titles and meta descriptions are the right length and full of keywords.

HEADER, STRONG, AND EM TAGS

```
<h1>My Awesome <strong>Keyword</strong> Blog</h1>
```

```
<h2>Because <em>keywords</em> are awesome</h2>
```

Make sure that your <h1> through <h3> tag structure makes sense. Your blog post titles should be <h1> or <h2> tags and the title at the top of your page should be in <h1> tags.

Use strong tags in your HTML.

Use emphasis tags in your HTML.

ALT AND TITLE TAGS

```
<a href="http://DomainName.com/keyword1-keyword2" title="keyword">
```

```

```

Your links should have title tags and your multimedia tags should have alt tags.

PERMALINK URLS/SLUGS

```
http://DomainName.com/post/1553580601/keyword1-keyword2-keyword3
```

Your post URLs should have words in them and they should be the right length.

DUPLICATE CONTENT

```
<a href="{NextPage}" rel="nofollow">Next Page</a>
```

```
<a href="/archive" rel="nofollow">Archive</a>
```

```
<a href="/mobile" rel="nofollow">Mobile</a>
```

You only want Google to index your home, post, and page URLs. All your other Tumblr URLs should be nofollow links.

CANONICAL URL

```
<link rel="canonical" href="http://DomainName.com" />
```

Set your canonical URL.

CLEAN UP YOUR THEME

Get rid of links in your theme that you didn't put there.

LINK JUICE

Link to your important posts and pages in your home page's header, sidebar, and footer.

CONTACT INFO

Make sure a mailing address, phone number, and email address is on your home page.



WEBSITE SPEED

developer.yahoo.com/yslow

Make sure that your browser is not resizing images.

Week 7

Google Analytics





GOOGLE ANALYTICS

This week we'll look at how you can extend Google Analytics functionality with goals, event tracking, and campaigns.

LEARN GOOGLE ANALYTICS

seomoz.org/blog/overcome-the-google-analytics-learning-curve-in-20-minutes

Search for learn Google Analytics resources.

google.com/support/conversionuniversity

Learn Google Analytics at Google Conversion University.

lynda.com/Google-Analytics-training-tutorials/411-0.html

Corey Koberg has a sweet Google Analytics Essential Training.

lynda.com/Google-AdWords-training-tutorials/488-0.html

David Booth has a great Google AdWords Essential Training.

GOOGLE ANALYTICS ALTERNATIVES

regulargeek.com/2010/05/29/25-free-google-analytics-alternatives

getclicky.com/#theotherguys

Search for Google Analytics alternatives. You need a service that is not self-hosted for Tumblr.

GOALS

google.com/support/analytics/bin/answer.py?hl=en&answer=55515

Goals are great for on-site analytics like traffic funnels.

EVENT TRACKING

seomoz.org/blog/google-analytics-event-tracking-to-monitor-calls-to-action

code.google.com/apis/analytics/docs/tracking/eventTrackerGuide.html

Adding Event Tracking to Google Analytics involves adding inline JavaScript, which is a little tricky. It might be easier to use bit.ly links to measure clicks on specific on-site and off-site links.

CAMPAIGNS

google.com/support/analytics/bin/answer.py?answer=55518

Campaigns are used to measure the effectiveness of promotional campaigns at bringing traffic to your site.

MOBILE

Get the Google Analytics phone or tablet app so that you can show off your traffic at any time.

Week 8

Filmed Interviews and Focus Groups





FILMED INTERVIEWS AND FOCUS GROUPS

This week we get to take a break from the web stuff and have some fun with video.

Next week we are going to edit the video and get it onto YouTube.

QUALITATIVE MARKETING RESEARCH

en.wikipedia.org/wiki/Marketing_research

Wikipedia has a great section on marketing research.

en.wikipedia.org/wiki/Marketing_research#Marketing_research_methods

Check out the section on marketing research methods.

en.wikipedia.org/wiki/Qualitative_marketing_research

Filmed interviews and focus groups are qualitative marketing research methods.

INTERVIEWS AND FOCUS GROUPS

There are lots of great examples of interviews and focus groups.

Rushkoff's chapter on public relations in Coercion has a great example of focus group techniques.

onthemedia.org/episodes/2007/07/06/segments/81581

Jancee Dunn's book Star Reporter has good examples of interview techniques.

FILMING INTERVIEWS AND FOCUS GROUPS

Get a recording device--a digital camera, camcorder, or smart phone.

Write a list of questions about a product or service that go from general to specific.

Try to use a tripod.

Consider the lighting conditions.

Consider the background sound.

Only film the subject.

Get your subjects talking.

Don't let your subjects start acting.

DSLR CAMERAS AND VIDEO

kelbytraining.com/online/classes.html&category=video

lynda.com/Home-Computing-Video-tutorials/Video-for-Photographers-Shooting-with-a-DSLR/73565-2.html

Both Lynda.com and Kelby Training have some good tutorials on how to shoot video with a camera.

These tutorials offer good tips on things to consider when it comes to recording video.

Week 9

Video Editing





VIDEO EDITING

This week we get to edit the filmed interviews and focus group videos from last week.

Editing video can be tough. Ideally we'd cover graphic design before motion graphics.

iMovie is a great way to learn video editing, but more advanced stuff is possible with Final Cut, Adobe Premiere, and Adobe After Effects. Photoshop even has some video capabilities.

VIDEO EDITING RESOURCES

ae.tutsplus.com/articles/roundup/29-facebook-pages-that-you-should-already-like

There are lots of great motion graphics resources.

VIDEOHIVE

videohive.net/page/top_sellers

Check out professional stock video at VideoHive.

AUDIOJUNGLE

audiojungle.net/page/top_sellers

Check out professional stock audio at AudioJungle.

PREMIERE AND AFTER EFFECTS

tv.adobe.com/product/premiere-pro

lynda.com/Premiere-Pro-training-tutorials/287-0.html

tv.adobe.com/product/after-effects

lynda.com/After-Effects-training-tutorials/150-0.html

More advanced video editing and motion graphics programs

PHOTOSHOP

tv.adobe.com/product/photoshop

lynda.com/Photoshop-CS4-tutorials/extended-for-video/50783-2.html

psd.tutsplus.com/tutorials/text-effects-tutorials/quick-tip-create-sparkling-animated-text-in-photoshop

psd.tutsplus.com/tutorials/designing-tutorials/quick-tip-create-an-animated-banner-ad-in-photoshop-cs5

Animated .gifs!

YOUTUBE

simplyzesty.com/video/7-incredibly-youtube-features-tricks

simplyzesty.com/video/20-great-youtube-features-and-tricks-you-need-to-know

Search for YouTube resources.

Week 10

Web Surveys





WEB SURVEYS

This week we'll put together an online survey.

The next three weeks we'll look at ways to present your results with Adobe Illustrator, Photoshop, InDesign, and Fireworks.

QUANTITATIVE MARKETING RESEARCH

en.wikipedia.org/wiki/Marketing_research#Marketing_research_methods

en.wikipedia.org/wiki/Quantitative_marketing_research

Wikipedia has a great section on quantitative marketing research.

WEB SURVEYS

google.com/search?q=web+surveys

Search for web survey options.

POLL DADDY

polldaddy.com

support.polldaddy.com

support.polldaddy.com/survey-embed

We are going to use PollDaddy.

Your goal is to keep people on your Tumblr website while they fill out your PollDaddy survey.

Last semester it took this kind of customization to make an image launch your PollDaddy survey:

```
<script src="http://i0.poll.fm/survey.js" type="text/javascript"></script>
```

```
<a onclick="return polldaddy.launch(this,'1570A3115931ADFC');" href="http://polldaddy.com/s/1570A3115931ADFC">
```

```

```

```
</a>
```

Be sure to substitute your unique survey id number for the id number above.

Week 11

Illustrator Infographics





ILLUSTRATOR INFOGRAPHICS

Now that we have some survey data let's make it look good.

This week we'll use Adobe Illustrator.

Next week we'll use Photoshop.

The week after next week we'll use InDesign and Fireworks to make interactive .pdfs and web pages.

Graphic designers use Illustrator, Photoshop, and InDesign, but I think it's important for marketers to understand these programs too.

INFOGRAPHICS

fastcompany.com/1749649/5-infographics-tools-for-business

seomoz.org/blog/the-noob-guide-to-online-marketing-with-giant-infographic-11928

seomoz.org/blog/2010-industry-survey-results-infographic-surprising-trends

seomoz.org/blog/how-to-build-links-with-infographics

Search for infographics resources.

FREE ILLUSTRATOR GRAPHICS

google.com/search?q=free+vector+graphics

Search for free Illustrator vector .eps and .ai files that you might want to use in a chart or graph.

GRAPHICRIVER

graphicriver.net/item/infographic-vector-graphs-and-elements/165096

Search GraphicRiver for paid vector infographics.

ILLUSTRATOR INFOGRAPHICS

vector.tutsplus.com/tutorials/designing/quick-tip-use-illustrator-effects-to-spice-up-your-graphs/

vector.tutsplus.com/tutorials/designing/quick-tip-spice-up-your-graphs-with-column-designs

vector.tutsplus.com/tutorials/designing/how-to-create-outstanding-modern-infographics

lynda.com/Illustrator-CS5-tutorials/one-on-one-mastery/61022-2.html

lynda.com/Illustrator-CS4-tutorials/one-on-one-mastery/774-2.html

Illustrator's graph tool is old, but it gives you a good starting point for making cool charts and graphs.

LEARN ILLUSTRATOR RESOURCES

lynda.com/Illustrator-training-tutorials/227-0.html

Deke McClelland's One-on-One video tutorial series is awesome.

tv.adobe.com/product/illustrator

AdobeTV has free Illustrator resources.



FONTS

typenow.net/themed.htm

fontsquirl.com

dafont.com

google.com/webfonts

google.com/webfonts/v2

Custom fonts are fun.

Week 12

Photoshop Infographics





PHOTOSHOP INFOGRAPHICS

I hope you enjoyed using Illustrator last week.

This week we're moving on to Photoshop.

Next week we'll use InDesign and Fireworks to create interactive .pdf and HTML and CSS files.

FREE PHOTOSHOP GRAPHICS

google.com/search?q=free+photoshop+graphics

Search for free Photoshop .psd graphics.

GRAPHICRIVER

graphicriver.net/item/world-infographic-elements-visual-information/124461

Search GraphicRiver for paid Photoshop infographics.

PHOTOSHOP INFOGRAPHICS

deke.com/content/dekes-techniques-018-creating-a-3d-pie-chart

deke.com/content/dekes-techniques-019-splitting-and-modifying-3d-meshes

blog.lynda.com/2011/05/02/dekes-techniques-18-creating-a-3d-pie-chart/

Photoshop CS5 Extended lets you make a sweet pie chart.

PHOTOSHOP RESOURCES

lynda.com/Photoshop-training-tutorials/279-0.html

Deke McClelland's One-on-One video tutorial series is awesome.

tv.adobe.com/product/photoshop

AdobeTV has free Photoshop resources.

Week 13

Results with InDesign and Fireworks





RESULTS WITH INDESIGN AND FIREWORKS

Now that you have some cool graphics let's make them into clickable .pdf and HTML and CSS files.

INTERACTIVE .PDF FILES WITH INDESIGN

graphicriver.net/category/print-templates/brochures

Search GraphicRiver for InDesign report templates.

INTERACTIVE HTML AND CSS WITH FIREWORKS

Adobe Fireworks is a cool website prototyping tool that lets you export a design to HTML and CSS and get your results onto Tumblr custom page.

LYNDA

lynda.com/InDesign-training-tutorials/233-0.html

Lynda has lots of great resources to help you learn InDesign.

James Fritz has a sweet InDesign CS5: Interactive Documents and Presentations series.

lynda.com/Fireworks-training-tutorials/203-0.html

Jim Babbage's Fireworks Essential Training is good.

ADOBE

tv.adobe.com/product/fireworks

tv.adobe.com/product/indesign

AdobeTV has free resources.

Week 14

Google Website Optimizer





GOOGLE WEBSITE OPTIMIZER

This week we'll create a Google Website Optimizer A/B test.

EXPERIMENTS

en.wikipedia.org/wiki/Marketing_research#Marketing_research_methods

en.wikipedia.org/wiki/Experimental_techniques

Wikipedia has a good section on marketing research experiments.

GOOGLE

google.com/intl/en/websiteoptimizer/tutorials.html

Google Website Optimizer tutorials are a good place to start.

LYNDA

lynda.com/Google-training-tutorials/117-0.html

David Booth has a Google Website Optimizer Essential Training tutorial.

TUMBLR

Use Tumblr custom pages to do an A/B test by creating a custom page for A, a custom page for B, and using your home page as the conversion page.

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN"
    "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en">
<head>
<style type="text/css">
    body {
        display: block;
        width: 600px;
        margin: 10px auto;
        background-color: black;
        text-align: center;
        font-size: 20px;
    }
    a {
        color: white;
    }
</style>
</head>
<body>
    
    <a href="http://link-to-your-conversion-page">Click Here!</a>
</body>
</html>
```

Week 15

Screencasting Results





SCREENCASTING RESULTS

Screencasts are fun!

See if you can incorporate Illustrator, Photoshop, and iMovie into creating a screencast.

SCREENCASTING

mashable.com/2008/02/21/screencasting-video-tutorials

smashingmagazine.com/2008/08/19/screencasting-how-to-start

webdesignerdepot.com/2010/04/how-to-make-a-screencast-for-your-website

Search for screencasting resources.

SCREENR

screenr.com

Screenr is free and web-based. We will use it in the computer labs.

SCREENCASTS WITH GRAPHIC DESIGN AND VIDEO EDITING

When you combine screencasts with Illustrator's, Photoshop's, and iMovie's capabilities you can do some cool things with marketing research results.

If you know your final video is going to be 720p, you can create a 1280px x 720px Illustrator or Photoshop file that you can import into iMovie.

Photoshop also has some video capabilities.

ILLUSTRATOR GRAPHIC STYLES AND PATTERNS

graphicriver.net/category/add-ons/illustrator/styles

graphicriver.net/category/add-ons/illustrator/textures-fills-patterns

Search Graphic River for Illustrator graphic styles and patterns add-ons.

google.com/search?&q=illustrator+graphic+styles

Search for Illustrator graphic styles.

google.com/search?&q=illustrator+patterns

Search for Illustrator patterns.

PHOTOSHOP LAYER STYLES AND VIDEO

graphicriver.net/category/add-ons/photoshop/styles

Search Graphic River for Photoshop layer styles add-ons.

google.com/search?&q=photoshop+layer+styles

Search for Photoshop layer styles.

lynda.com/Photoshop-CS4-tutorials/extended-for-video/50783-2.html

Chad Perkins has a cool Photoshop CS4 Extended for Video series.

Week 16

Share



ACKNOWLEDGEMENTS

Thank you to all of the educators who share their content online and thank you to my students who listen to me talk about all of this stuff. Thank you to Sonoma State University for giving me the academic freedom, computers, and software to be able to teach this stuff. Thank you to my family for letting me stay in school for so long and supporting me along the way. Thank you to my friends for dealing with my oversharing.

BIO

drho.ro/marketing-professor/bio

Dr. Horowitz (@DrHoro) is a marketing professor at Sonoma State University who uses his marketing ebooks and WordPress website DrHo.ro to teach marketing classes. Dr. Horowitz teaches web design, graphic design, video editing and search engine optimization skills in his marketing research, promotion management, and retail management classes.

