

# Online Communication Skills



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# E-Marketing

“**Internet marketing**, or **online marketing**, refers to advertising and **marketing** efforts that use the Web and **email** to drive direct sales via **electronic** commerce, in addition to sales leads from Web sites or emails.”

( *Webopedia* )

# E-Marketing

1. Email Marketing
2. Message (SMS, Viber)
3. Smart Phone Apps
4. Websites
5. Search Engine  
Optimization (SEO)
6. Social Media Management

# 1. Email Marketing

- o How to find emails?
  - o Google Advanced Search
  - o Email Hunter Tools
- o How to send emails?
  - o Google Group
  - o Email Sending Tools  
(ex. Mailchimp – Has cost)





google advanced search

Sign in

All News Books Videos Maps More Settings Tools

About 85,700,000 results (0.31 seconds)

### Google Advanced Search

[https://www.google.co.uk/advanced\\_search](https://www.google.co.uk/advanced_search)  
Search pages that you've visited · Use operators in the search box · Customise your search settings · Google Home Advertising Programs Business ...

### People also ask

- How do you do an advanced search on Google?
- How do you search a website using Google?
- How do I filter Google searches?
- How do I do a Google search?

Feedback

### Google Advanced Image Search

[https://www.google.co.uk/advanced\\_image\\_search](https://www.google.co.uk/advanced_image_search)  
Advanced Image Search. Find images with... To do this in the search box, all these words: Type the important words: winter hoarfrost. this exact word or phrase:..

### Google Advanced Search

[https://www.google.com/advanced\\_search](https://www.google.com/advanced_search)  
You can also... Find pages that are similar to, or link to, a URL · Search pages you've visited · Use operators in the search box · Customize your search settings.

### Advanced Search

#### Find pages with...

all these words:

this exact word or phrase:

any of these words:

none of these words:

numbers ranging from:  to

#### To do this in the search box.

Type the important words: tri-colour rat terrier

Put exact words in quotes: "rat terrier"

Type OR between all the words you want: miniature OR standard

Put a minus sign just before words that you don't want:  
-rodent, -"Jack Russell"

Put two full stops between the numbers and add a unit of measurement:  
10..35 kg, £300..£500, 2010..2011

#### Then narrow your results by...

language:

region:

last update:

site or domain:

Find pages in the language that you select.

Find pages published in a particular region.

Find pages updated within the time that you specify.

Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov

numbers ranging from:  to

Put two full stops between the numbers and add a unit of measurement:  
10..35 kg, £300..£500, 2010..2011

### Then narrow your results by...

- language: **any language** Find pages in the language that you select.
- region: **Iraq** Find pages published in a particular region.
- last update: **anytime** Find pages updated within the time that you specify.
- site or domain:  Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov
- terms appearing: **anywhere in the page** Search for terms in the whole page, page title or web address, or links to the page you're looking for.
- SafeSearch: **Show most relevant results** Tell **SafeSearch** whether to filter sexually explicit content.
- file type: **Microsoft Excel (.xls)** Find pages in the format that you prefer.
- usage rights: **not filtered by licence** Find pages that you are free to use yourself.

**Advanced Search**

### You can also...

- [Find pages that are similar to or link to a URL](#)
- [Search pages that you've visited](#)
- [Use operators in the search box](#)
- [Customise your search settings](#)

Any country ▾ Any time ▾ All results ▾ Clear

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toman-k@hotmail.com, 7801984422.

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# Free Email Provider Email Sending Limits

## **Google Gmail Email Sending Limit**

- 500 emails per day when sending from their web interface
- 100 emails per day when sending from a desktop email client
- 10mb per message

[Gmail email sending guidelines](#)

## **Windows Live Hotmail Email Sending Limit**

- 100 emails per day
- 10mb per message

[Windows Live Hotmail email sending guidelines](#)

## **Yahoo Email Sending Limit**

- 100 emails per hour
- 10mb per message for Yahoo
- 20mb per message for Yahoo Plus

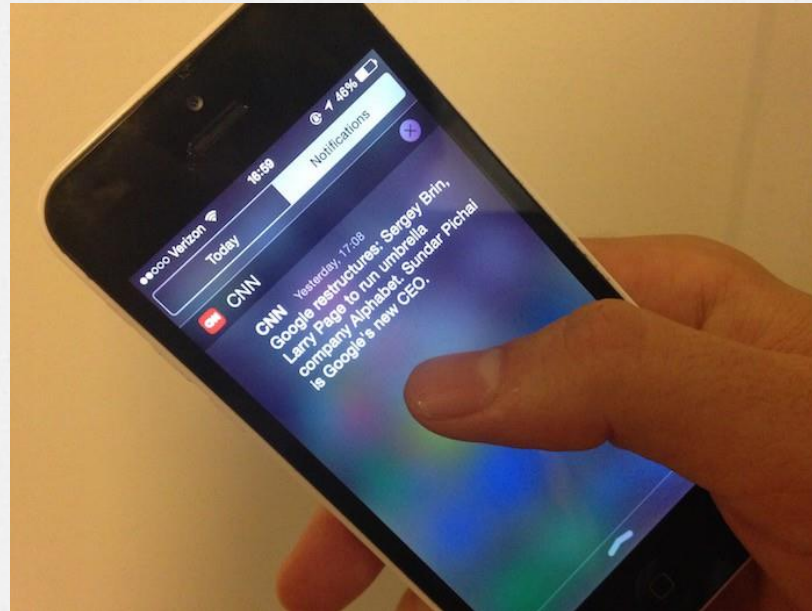
## 2. Message



- o How to find numbers?
  - o Create numbers through Excel
- o Sending message via bulk SMS and Viber has cost
- o It can be done through special tools.
- o Numbers can be checked if they have viber or not.

## 3. Smart Phone App

- o Create a special application for Android and iOS
- o Send notification for free...



## 4. Website

- o You can create your own website, using Blogger, Wordpress, Joomla, ...etc.
- o Work on templates.
- o Professionalism of your website shows your prestige.



## 5. Search Engine Optimization (SEO)

- o How to be appeared in the first three pages on Google when people search?
- o Google AdWords
  - o Pay money, Cost Per Click (CPC)
  - o Based on Keywords
- o Google AdSense – Earn Per Click (EPC)
- o If you perform Google criteria, Google gives points and priority.

# 5. Search Engine Optimization (SEO)

## Google Criteria

- i. Keywords available in the URL
- ii. Keywords available in the website
  - o Page contents
  - o Titles
- iii. Increase number of links
  - o Put links on the words

# 5. Search Engine Optimization (SEO)

## Google Criteria

- iv. Age of the website
  - o Older websites have more priority
- v. Page Rank (PR)
  - o Google Rank (0 → 10)

# 5. Search Engine Optimization (SEO)

## Google Criteria

- o How to increase Page Rank?
  - o Increase backlinks (Publish your links in the popular websites)
  - o Publish your subjects and articles in the worldwide websites
- o Popular websites that their PR = 9/10
  - o **Facebook**
  - o **Twitter**
  - o **Wikipedia**



## 6. Social Media Management

- o Facebook
- o Twitter
- o Google+
- o LinkedIn Page for business
- o Skype Ads
- o YouTube Channel

# 6. Social Media Management

## Facebook

- o Used by nearly 15,000,000 people in Iraq
- o Profile : Personal
- o Page : For business
  - o Good design (Logo, Cover)
  - o Reliability factor (Address)
  - o Promote your page by increasing likes
- o Group : Can be used for business or social purposes

# 6. Social Media Management

## Facebook

- o Websites to buy Logo and Cover designs
  - o [www.fiverr.com](http://www.fiverr.com) (International)
  - o [www.khamsat.com](http://www.khamsat.com) (Middle East)
- o Facebook ads
  - o Google → write “Facebook ads manager” → Create an advert
  - o You can indicate the region for your ads
  - o Your fb account must be in English for ads.
  - o Use computers, not mobiles for ads management

# Summary

- ✓ E-Marketing
  - ✓ Email Marketing
  - ✓ Message (SMS, Viber)
  - ✓ Smart Phone Apps
  - ✓ Websites
  - ✓ Search Engine Optimization (SEO)
  - ✓ Social Media Management

Thank  
you

