

HOW TO BECOME BIG ONLINE ON A SMALL BUDGET

Kathryn Murphy
Co-founder and Editor
PeopleLovePresents.com

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**KNOW WHAT YOU WANT TO BE
AND ACT ACCORDINGLY**

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SEO

Identify keywords- Google keyword tool

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THE CMO'S GUIDE TO: THE SOCIAL LANDSCAPE

2010 IS THE YEAR CMOS WILL HEAVILY INVEST IN SOCIAL MEDIA. HERE'S A GUIDE TO HELP YOU UNDERSTAND HOW BEST TO LEVERAGE MAJOR SOCIAL MEDIA SITES.

GOOD!

OK.

BAD!

WEBSITE

CUSTOMER COMMUNICATION

BRAND EXPOSURE

TRAFFIC TO YOUR SITE

SEO



A microblogging site that enables users to send 'tweets,' or messages of 140 characters or less

Use keyword search monitoring through a program such as Hootsuite, Tweetie or Radian 6 to track what people are saying about you and your competitors.

Offers unique opportunities for Web site integration and to engage with customers in a viral way, helping your company stand out from the masses.

Potential can be large, but promotion is an art form – promote your brand too heavily and turn off followers, yet don't promote enough and receive little attention.

Value to your site's SEO is limited, but tweets will rank high in search results – good for ranking your profile name and breaking news, though shortened URLs are of little benefit.



A social networking site where users can add friend, send messages and build their own profile

Great for engaging people who like your brand, want to share their opinions, and participate in giveaways and contests.

Facebook brand pages are great for brand exposure. Jump-start your brand exposure through the ad platform, or hire a Facebook consultant to help you grow your brand presence.

Traffic is decent and on the rise thanks to share buttons and counters, but don't expect massive numbers of unique visitors to go to your site.

Little to no value, aside from blogs picking up and featuring your posted links. Not worth the time expenditure.



An image and video hosting website where community members can share and comment on media

Unnecessary to spend too much time on this, though properly tagged photosets of company events can help customers put a face on the team behind your brand.

Participation in industry-related groups might get your photos, and thus your brand, viewed by people with similar interests, but numbers will be small.

Even if you get tens of thousands of visits to a photo hyperlinked with your URL, click-through rates are among the lowest around.

Heavily indexed in search engines, passing links and page ranks. Also helps images rank higher in Google Images and in building inbound links.



A social networking site for business professionals

Not the primary focus, but customer engagement opportunities are possible by answering industry-related questions, establishing yourself as an expert in the field.

Effective for personal branding and demonstrating your organization's professional prowess. Encouraging employees to maintain complete profiles to strengthen your team's reputation is advisable.

Unlikely to drive any significant traffic to your site, though you never know who those few visits might be from – perhaps a potential client or customer.

Very high page rank – almost guaranteed on the first page of search results – especially for your company name or individual employees' names, but that's about it.



A video sharing website where users can share and upload new videos

Whether you seek to entertain, inform, or both, video is a powerful channel for quickly engaging your customers, responding to complaints, and demonstrating your social-media savvy.

One of the most powerful branding tools on the Web when you build your channel, promote via high-traffic sites, and brand your videos.

Traffic goes to the videos. If the goal is to get traffic back to your site, then add a hyperlink in the video description, but don't expect traffic to correlate closely with video views.

Very good for building links back to your site because videos rank high. Also a tried-and-true way for your brand to gain exposure.



A social news site where users can discover and share content

Not the site's primary strength, though occasionally an objective third-party writeup as a PR effort, perhaps to counteract bad press or customer sentiment, can be promoted.

Opportunities are huge, especially for promoting objective press/blog coverage of your brand. Make sure content doesn't read like an ad, or your site might be banned for being overly commercial.

The grandfather of traffic spikes, so become active in the community or find someone who is. If your site is corporate, then consider launching an industry blog on a noncommercial Web domain to establish yourself as a thought leader.

Very good because even if your story doesn't become popular, then your page will still be indexed quickly. If your story does become popular, this is likely the best site in terms of getting linked to by bloggers.



A social news community where members discover and share webpages

Paid StumbleUpon traffic can be a very targeted method of communicating, but whether you're reaching your existing customers is purely random and costly to determine.

A paid campaign can be good for brand awareness, especially following efforts to get free, organic traffic to your home page. Targeting is very accurate, but keep in mind you're paying 5 cents per visit (\$50 CPM).

Enables a diverse range of people to discover your content and share links via the su.pr link shortener on Twitter. Tagging helps, but you don't want the same people repeatedly giving you a thumbs-up.

Very good if your story makes it to the top page for its tag. StumbleUpon's large user base enables many people to find and link to your stories. For vanity name searches, profile pages rank well, too.



A social news site where community members can vote on stories

Editor-driven and moderated, so this shouldn't be your primary focus.

Noncommercial sites are heavily favored by moderators, so business sites should not waste time in this uphill battle.

Get in the moderators' good graces, and you have a chance to hit absolutely massive numbers – but it's a long shot.

If you make the front page of Yahoo, then you will get a ton of backlinks, but chances are unlikely unless you are a large, established brand.



A social news community where users post links to the site's home page

The community is fickle, and anything perceived as spam will be destroyed. However, look deep into the categorized "subreddits" to unearth small niche communities, and you could get valuable feedback.

Unless you're a bacon company, don't try to build your brand here. You'll end up banned from the site without even realizing what happened.

If Reddit loves you, then traffic is often right up there with Digg and StumbleUpon. Be careful. Push too hard for votes from your friends and risk being banned, but don't push at all and you'll wind up with nothing.

Make the front page and many reputable sites will pick up your story, generating valuable backlinks and extending trust to your site.



A social bookmarking site used for sharing and storing bookmarked pages

Site is intended for people to bookmark content. You can see what people tag with your brand name, but communication with them is nonexistent.

Not enough ongoing brand recognition to make it worth your while unless you want to be known for providing reference content for later retrieval.

Not as big as it used to be, but informative, massive reference pieces bookmarked for later use can net you a few thousand recurring monthly visitors.

Pretty much everything about the site helps: When your page is bookmarked, it's a direct link back to your site. When you're on the front page of the site, the big category tag pages are full of trust, which will pass directly to your URL.

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Before you set up a Facebook page or
Twitter account there are a few
questions you need to ask yourself...

Do you really need to?

Why do you need to?

What do you want to get out of it?

What are you going to do with it once
you have it?

Who is going to look after it?

SERIOUSLY,
WHO IS GOING TO LOOK AFTER IT?

Nestle's Facebook Page: How a Company Can Really Screw Up Social Media

By [Rick Broida](#) | March 19, 2010

 Like 52

 66 Comments




Business Hacks
Rick Broida

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Dave Johnson

 [Contact](#)

 [Author Bio](#)

Like the Force, Facebook can be a powerful ally — but beware the Dark Side. This is a tale of how a big company can land itself in a PR nightmare in a matter of minutes, all thanks to the power of social media.

About 10 hours ago, Chocolate-maker Nestle posted [a seemingly innocent request on its Facebook page](#): Nestle fans, don't

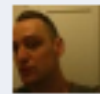
use an altered version of the company's logo as your profile pic, or your comments will be deleted. (I'm paraphrasing, but only a bit.)

The reaction from more than a few followers: Don't tell us what to do,





Nestle Thanks for the lesson in manners. Consider yourself embraced. But it's our page, we set the rules, it was ever thus.
8 hours ago · [Report](#)



Darren Smith Freedom of speech and expression
8 hours ago · [Report](#)



Nestle you have freedom of speech and expression. Here, there are some rules we set. As in almost any other forum. It's to keep things clear.
8 hours ago · [Report](#)



Paul Griffin Your page, your rules, true, and you just lost a customer, won the battle and lost the war! Happy?
8 hours ago · [Report](#)



Nestle Oh please .. it's like we're censoring everything to allow only positive comments.
8 hours ago · [Report](#)



[HabitatUK](#): [#mms](#) Our totally desirable Spring collection now has 20% off! www.habitat.co.uk/pws/Home.ice

2 days ago from *web* · [Reply](#) · [View Tweet](#)



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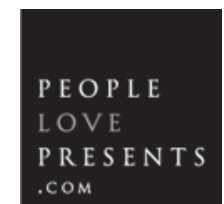
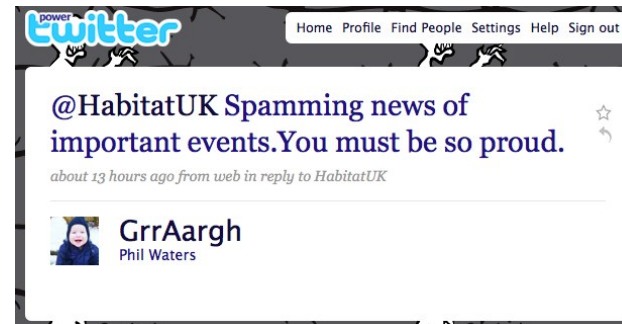
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habitat hashtag

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The web

Pages from Ireland

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[Habitat apologises for Twitter 'hashtag spam' - Telegraph](#)

24 Jun 2009 ... The furniture giant has been forced to apologise after using the Iran election to help publicise money-saving discounts at its stores.

www.telegraph.co.uk/.../Habitat-apologises-for-Twitter-hashtag-spam.html - [Similar](#)

[How not to use Twitter: HabitatUK as a case study | Social Media Today](#)

20 Jun 2009 ... Tags: getting started **habitat** **habitat** **uk** **habitatuk** **hashtag** spamming how not to use twitter social media social media brand damage trending topic ...

www.socialmediatoday.com > ... > The Ethics of Blogging - [Cached](#) - [Similar](#)

[HabitatUK apologises for Twitter hashtag issue | Social Media Today](#)

As a consequence, the **Habitat** press office contacted me this week to ...

www.socialmediatoday.com/SMC/104490 - [Cached](#) - [Similar](#)

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[Habitat Uses Iran Twitter Spam to Pimp Furniture](#)

24 Jun 2009 ... In some of the worst **hashtag** spam we've seen in a long time, European furniture maker **Habitat** has been caught spamming Twitter to increase ...

mashable.com/2009/06/24/habitat-spam/ - [United States](#) - [Cached](#) - [Similar](#)

[Twitter Hashtag Abuse and Spam](#)

Habitat Hashtag Use. The problem with these hashtags are that, Habitat is a furniture company -- why are they using hashtags for (Apple, iPhone, ...

hubpages.com/hub/Twitter-Hashtag-Abuse-and-Spam - [Cached](#) - [Similar](#)

[Habitat Turning Hashtag Spam Into 'Green Eggs & Ham'?](#)

16 Sep 2009 ... The power of social media and real-time search can turn on anyone in a moment's notice when misconduct online takes the spotlight.

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Whether or not you actively engage
in Social Media, it will engage with
you.



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Sales dropped 20%
Tropicana eventually reverted to
original branding.

Gap



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Less than a week after the new logo debut Gap announced they were sticking with the original logo.

Then they invited their fans to submit new ideas for a new logo.

Then they withdrew the invitation and stuck with the original logo.

Is Social Media the ultimate
focus group?

So how do PeopleLovePresents.com
use social media?

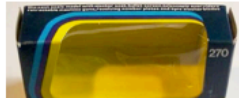
The Good, The Bad and The Most Wanted: Seth Godin

Posted in The Good, The Bad and The Most Wanted, Tuesday 21st September by Kathryn

We ask our favourite bloggers and web heroes about their most memorable gifts.



Inspirational, thought provoking and read by just about everyone, Seth Godin is one of our favourite men-about-web. He has spoken at TED, is the author of 12 bestselling books that have been translated into 33 languages, but as far as we know until now no-one has ever really known what he, really, really wants for Christmas. We were thrilled to catch up with Seth to hear about his gifting hits and misses.



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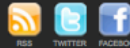
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Real Life Gifts

62nd Emmy Awards Gift Bags

Posted in Corporate, News, Wednesday 1st September by Amanda

Further to our speculation over the 62nd Emmy Award gift bags, we can confirm that the gifting suites about LA town were (as predicted) choc'ful of lovely presents.

Lucky (and not so lucky) nominees, presenters and celebrities played up their look at different venues dotted around the city.

The GBK and The TAC Luxury Gift Lounge at the SLS Hotel were handing out iPads, personal dry cleaners, dresses, hair care products, jewellery and cheeses, while over at the Petersen Automotive Museum the beauty and lifestyle binge continued, courtesy of the Secret Room.

Their swag bags included: Mucha shoes, trips to the Caribbean, Manbur clutches, Belly Buds, skincare and hair products, jewellery and gift cards for microdermatation.

The lists go on and on, but of course the most high profile gift bags were given at the venue. Here's what backstage visitors to the Nokia Theater got their mitts on:

- A year's supply of P.F. Chang's Home Menu Frozen Entrees
- Kodak Slice touchscreen digital camera
- Barnes & Noble's e-reader the NOOK, pre-loaded with skincare books
- Body Shop skincare
- Palm phones
- Vera Bradley duffel bags
- Moroccan oil gift sets
- 2 night stay at the St. Regis Monarch Beach in Laguna Niguel, California
- Scrabble Flash, electronic game
- Footwear from Magnanni and Pretty Ballerina's
- Vintage Revolution jeans
- Memberships to Crunch gym

Is it just us or is anyone else more drawn to the iPad and assorted cheeses on offer at the SLS Hotel?

via Huffington Post, images via Hollywood Today and Access Hollywood

If you need a unique corporate gift, or a cheese gift in particular (!) check out our unique corporate gifts.

ONE COMMENT

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Real Life Gifts

Halloween Competition: Win over £100 of Biscuiters Goodies!

Posted in Competitions, Friday 1st October by Amanda



Tell us about your Halloween Howlers for a chance to win!

The Treat:

The countdown to Halloween has begun and to celebrate we will be treating one of our readers to net 1, but 2 delicious Biscuiters biscuit tin of your choice. PLUS a copy of their new book *Biscuiters Book of Iced Biscuits* which will teach you how to make iced biscuits that look as good as they taste.



The Trick:

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Real Life Gifts

Best Ever 'I'm Sorry' Gift: Bono

Posted in Real Life Gifts, Wednesday 20th October by Amanda



When Bono forgot his wife Ali's birthday while recording The Joshua Tree, he came up with the best 'I'm sorry' gift ever.

He penned her a song, 'Sweetest Thing' to be precise.



Although originally featured as the b-side to 'Where the Streets Have No Name', it was later revamped and released as a single in its own right.

That's Ali sitting down willing to be impressed in the opening frames. The video goes on to be a 3 minute dedication,

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Emma Wagland



Rhiannon McHugh



Zara Burke



Rachie Littleme



Isabel Baker



Eloise Edwards

Photos

PeopleLovePresents.com

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Lara Sutch My best Halloween party effort was dressing all in pink and carrying a feather duster! – I was tickled pink! And my boyfriend dressed head to foot in tin foil – he was a baked potato!

Wednesday at 15:51 · [Comment](#) · [Like](#) · [Flag](#)



PeopleLovePresents.com Cute ideas! x

Yesterday at 03:30 · [1 person](#) · [Flag](#)



PeopleLovePresents.com How to say I'm sorry (if you're the lead singer in a rock band).



Best Ever 'I'm Sorry' Gift: Bono | People Love Presents Blog

blog.peoplelovepresents.com

When Bono forgot his wife Ali's birthday while recording The Joshua Tree, he came up with the best 'I'm sorry' gift ever.

Wednesday at 09:18 · [Comment](#) · [Like](#)



Rhiannon McHugh and Fergal O'Brien like this.



PeopleLovePresents.com How fantastic! Which one are you?

23 hours ago · [Flag](#)



Rhiannon McHugh When I was little I made my dad build a lifesize plastic coffin with a working door which I wore and dressed as Dracula's bride inside. Bet he wished he could have got away with putting a sheet over me and cutting two eyeholes! I got first prize in the Fancy Dress comp though, so well worth it :-)

Wednesday at 03:11 · [Comment](#) · [Like](#) · [Flag](#)



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Rhiannon McHugh I also made him make me a me-size cracker as a costume at Christmas. I had his idea as a child!

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PeopleLovePresents.com What's the worst gift you ever got? Share your disappointment with the world in REALLY TERRIBLE GIFTS



Really Terrible Girlfriend Gifts: A (Forged) Shooting Star | People Love Presents Blog

ow.ly

Before all the romantics out there start to get huffy, let me explain that I'm not implying that buying someone a star and naming it after them is a really terrible gift. No, today's really terrible gift is in fact Halley's Comet.

27 August at 16:11 · [Comment](#) · [Like](#) · [Share](#) · [Promote](#) · [Flag](#)

Jsen Wintle likes this.

View all 15 comments



PeopleLovePresents.com Oh dear. It's true what they say, you can choose your friends, but not your family! You might like to use our shortlists feature in the future to avoid further disappointment. Save the gifts you want and email it to them. It's not very subtle, but it is effective!

28 August at 12:24 · [Like](#)



Maria Graham I might try to hit them over the head with it and it's likely they still wdnt get it!!!! But will give a try!!!

29 August at 15:18 · [Like](#) · [Flag](#)

Write a comment...



PeopleLovePresents.com How to say I'm sorry (if you're the lead singer in a rock band).



Best Ever 'I'm Sorry' Gift: Bono | People Love Presents Blog

blog.peoplelovepresents.com

When Bono forgot his wife Ali's birthday while recording The Joshua Tree, he came up with the best 'I'm sorry' gift ever.

Wednesday at 17:18 · [Comment](#) · [Like](#) · [Share](#) · [Promote](#) · [Flag](#)

Fergal O'Brien and Rhiannon McHugh like this.



Nichola Crosse im in this video!

Thursday at 12:13 · [Like](#) · [Flag](#)



PeopleLovePresents.com How fantastic! Which one are you?

Thursday at 22:55 · [Like](#)

Write a comment...



PeopleLovePresents.com Which of these \$1,000,000 gifts would you like the most? We can't decide between the Mercedes Benz 1954 300 SL Gullwing and the submarine. You could drive the car every day, but NO-ONE has a submarine...



Million Dollar Corporate Gifts | People Love Presents Blog – Great Gift Ideas for All

blog.peoplelovepresents.com

If you're looking for a way to GUARANTEE you land that next deal, check out these million dollar corporate gifts. Those with a smaller budget can check out our stylish corporate gift ideas here. (We promise– not a logoed mug in site).

11 August at 10:12 · [Comment](#) · [Unlike](#) · [Share](#) · [Promote](#) · [Flag](#)

You, Orlagh Collins and 3 others like this.



Vena Doyle Definitely the Benz, it's so pretty!!!! Submarine...not for me, too confined!!

11 August at 12:43 · [Like](#) · [Flag](#)



Lorna Begg I would definitely go for the car also – so amazing. The submarine is brilliant also but as you can drive the car everyday but with the sub you'd have to get yourself a beach side house or a pool and then the equipment...it's a total pyramid scheme submarine buying!

11 August at 13:01 · [Like](#) · [Flag](#)



Orlagh Collins Taking the suits to Miami for the mother of all weekenders would be a pretty surefire way to win friends and influence people, no?

11 August at 17:18 · [Like](#) · [Flag](#)

Write a comment...

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What's happening?

140

Latest: @EnglishMum We're right there with you.. roll on the bank holiday weekend! x about 11 hours ago

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Home



berniceburnside So quick! "@squidlimerick: so here is your youtube moment re uncomfortable holiday #latelate @tubridytweets <http://youtu.be/Sx6jAcInNOM>"

half a minute ago via Twitter for iPhone

Reply Retweet



nytimesarts ArtsBeat: 'Paranormal Activity 2': An Inside Look <http://nyti.ms/bVEdC8>

3 minutes ago via The New York Times



nytimesarts ArtsBeat: The Week in Culture Pictures, Oct. 22 <http://nyti.ms/ajVEK9>

3 minutes ago via The New York Times



GabbyBernstein Checking out "MOVE INSPIRATION THROUGH YOU" on her future: <http://ning.it/dcs0bC>

3 minutes ago via Ning Network



presentpeople

867 tweets

876

following

673

followers

15

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Alain de Botton
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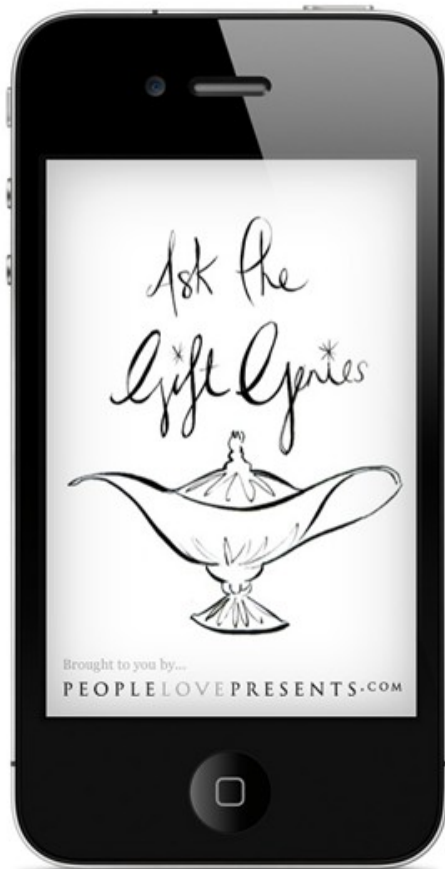
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Need gift ideas? The PeopleLovePresents.com Gift Genies are here to help. We don't sell any of the gifts we feature so you can trust us for impartial advice.

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Bronwyn Greene boyfriends 30th coming up - what do i get him?? he loves football, and hates all jewellery.....

07 October at 09:52 · [Comment](#) · [Like](#) · [Flag](#)



Ask The Gift Genies If he enjoys playing football you can design him a one of a kind pair of football boots on Nike ID <http://nikeid.nike.com/>. Or if he's more of an armchair football fan they will also do a personalised replica shirt for his favourite team. Olé!

07 October at 10:46 · [Flag](#)



Anthony Muldoon lads i need help, mums 60th birthday, thoughts?

06 October at 08:31 · [Comment](#) · [Like](#) · [Flag](#)



Anthony Muldoon oh and she is a classy lady

06 October at 08:34 · [Flag](#)



Ask The Gift Genies We do love a boy who loves his mum! 60 is a significant birthday that deserves something special. For a really thoughtful gift, fill this classic silver keepsake box <http://bit.ly/cDQhxx> with things that bring back happy memories; old photo...

[See more](#)

06 October at 15:32 · [1 person](#) · [Flag](#)



Anthony Muldoon interesting concept ladies, cheers!

15 October at 02:22 · [Flag](#)



Idirline O'n I need gift advice for someone who shall remain nameless (its meant to be a surprise!). I usually get them Cath Kidson design bags or Orla Kiely accessories but I want something new! Its for a big occassion, but must be under €500. Anything related to Travel would be good, especially Paris. Any suggestions?

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Gift Genies



TheGiftGenies

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@northernmum1 <http://bit.ly/9fV8q0>, <http://bit.ly/9mViH>,
<http://bit.ly/9P0gAY>, <http://bit.ly/axRjVj> let us know if you need
any more help! x

10:34 AM Oct 7th via TweetDeck in reply to northernmum1

@northernmum1 Here are a few of our favourites: <http://bit.ly/dAjuX>, <http://bit.ly/bchMMo>, <http://bit.ly/cyq1Dr>,
<http://bit.ly/9Fclbi>

10:33 AM Oct 7th via TweetDeck in reply to northernmum1

@northernmum1 What's your budget? We'll try and find
something suitable. x

9:16 AM Oct 7th via TweetDeck in reply to northernmum1

Name Ask The Gift Genies
Location UK and Ireland
Web <http://www.people...>
Bio Need gift ideas? The
PeopleLovePresents.com Gift
Genies are here to help. We
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feature so you can trust us
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Ways to promote your Facebook Page

- Your own network
- ‘Like’ on your site
- Facebook ads
- Competitions (you have to use an app-Wildfire)
- Great content
- Interact with your fans



BACK TO LISTING



Add to shortlist



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BLAME THE MOTHER

'Mama Ain't Raisin' No Fool' T-Shirt/Body Vest from **Nippaz With Attitude**

Price: **£16.99** (approx. €19.13)

[BUY NOW](#)

Kathryn Murphy, Suzanne Fitzgerald and 3 others like this. [Unlike](#)

EDITOR'S NOTES

Inspired by the legendary lyrics of Tupac Shakur, no-one will put baby in the corner sporting this t-shirt. Sure to deter bullies and dealers alike, this tee is also quite the compliment to 'dear mama'. Comes a variety of cool colours.

Delivery information

Win a pair of Hunters
peoplelovepresents.com



It's festival season! And PeopleLovePresents are giving away a pair of Hunter Wellies to celebrate! Sign up to our newsletter to enter

WIN A £299 Bell Tent
peoplelovepresents.com



Sign up to the PeopleLovePresents REMINDERS service. Not only will you never forget another birthday, you could win a beautiful tent!

Win a Dualit Radio!



PeopleLovePresents are giving away this Dualit DAB Lite® Digital Radio! Enter our Father's Day Competition for a chance to win.

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Kathryn Murphy (Kathryn McDonagh)
[Wall](#) [Info](#) [Photos](#) [+](#)

Attach: [Share](#) [Options](#)

**Kathryn Murphy** Ranelagh, but not as you know it. Shocking.
[Dublin Poverty – Mount Pleasant Buildings \(Part 1 of 2\)](#)
www.youtube.com
A Documentary on the mount pleasant building flats in Dublin during the late 1960s. These buildings were one of the most run down, tightly cramped, poverty stricken areas in Dublin at this time. Many people who lived here could not afford to pay their rent in their previous homes so their only alter

Yesterday at 16:00 [Comment](#) [Like](#) [Share](#)

[View photos of me \(56\)](#)
[Edit My Profile](#)

Information
Relationship Status:
Married to
Bryan James Murphy

RECENT ACTIVITY

Kathryn likes [JUST Mobile](#) (Technology product/service).

Kathryn commented on [Alvin Perry's](#) status.

Kathryn commented on [Maia Dunphy's](#) photo.

Kathryn likes [dpwilliams](#) (Website).

Kathryn commented on [James Daly's](#) link.

[Create an advert](#)
Win a Dualit Radio!

PeopleLovePresents are giving away this Dualit DAB Lite® Digital Radio! Enter our Father's Day Competition for a chance to win.
[More adverts](#)

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Ian Reichenthal

Search



Web [+ Show options...](#)

[Hey, Ian Reichenthal](#)

www.alecbrownstein.com

Googling yourself is a lot of fun. Hiring me is fun, too.

[splendAd - Ian Reichenthal commercials](#)

Ian Reichenthal commercials. Creative Director. Snickers - Intro (2007) ... Group Creative Director Summary: A collection of people from different ...

www.splendad.com/people/show/903-Ian-Reichenthal - [Cached](#) - [Similar](#)

[Joel Kaplan - The best in advertising, design, and digital ...](#)

Creativity Online culls the best visual and idea-centric communication from around the world and the talent behind it. The site highlights ad campaigns, ...

Customise your page

Tailored landing page- FMBL

Involver Apps- link to YouTube
Videos, RSS feed etc

facebook

Email

Password

Log in

Keep me logged in

Forgotten your password?

Sign Up

JUST Mobile is on Facebook

Sign up for Facebook to connect with JUST Mobile.

JUST.
MOBILE

JUST Mobile

Like

Wall

Info

Welcome

Sweepstakes

Photos

Boxes

»

JUST Mobile is Ireland's new pre-pay Mobile network offering cheaper calls and cheaper texts. 1 cent of every minute, of every call, goes to community causes and charities. Best bit is, YOU choose the cause and we pay. Nice!

Information

Founded:
4:29pm April 29 2010

2,195 people like this



Aine
Regan



Kat Walsh



Furry
Byrne



John
Gildea



Helen
Clarke



Grainne
Keating

Links

3 of 75 links

See all

JUST Mobile - Irish-ness
22 October 05:45

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PeopleLovePresents.com is the insider's guide to the best gifts on the web.
<http://www.peoplelovepresents.com/>

801 people like this

Photos

2 of 8 albums [See all](#)

PeopleLovePresents.com (as seen on the VOGUE blog) Created about 4 months ago

4 of 6 photos by others [See all](#)

Million Dollar Corporate Gifts.mov

The Boys And Girls Lego Table

Proper Dinner Party Etiquette for Women

Dinner Party

Gift Ideas for every occasion from PeopleLovePresents.com.

How To Choose The Perfect Gift

PeopleLovePresents.com

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PeopleLovePresents.com is the insider's guide to the best gifts on the web.
<http://www.peoplelovepresents.com/>

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Hello Dolly
'Gertrude' Handmade Rag Doll Introducing the delectable 'Gertrude', who comes straight from Paper Bird's 'Mrs. Crimmins' collection of handmade dolls. Wearing a silk green dress and donning a mid-brown cashmere hairstyle, Gertrude is sure to become the most popular doll in the nursery. All 'Mrs. Crimmins' dolls are lovingly created from tea dyed unbleached cotton, vintage...
[Read Full Article](#) [Share](#)

Picnic-ing pretty
4 Person Wicker Picnic Basket This chic 4 person nautical picnic basket has everything you need to picnic in style. Well almost; crusty baguette, ripe Brie and chilled Chablis also obligatory.
[Read Full Article](#) [Share](#)

Feel Good Fashion
The 'Nessa' Bag Another limited edition lovely from talented Irish Designed Ana Faye, the fabulous Nessa bag is made from environmentally friendly leather, free from chrome and heavy metals, and is also fully biodegradable and recyclable. With it's beautifully rich olive colour and utility pocket features, being right on-trend has rarely felt so good.
[Read Full Article](#) [Share](#)



Measure ROI

Define your objectives and strategy
(not just number of followers)

Branding | Buzz generation | Traffic |
Sales | Registrations | Referrals | Links |
Reduction in costs and processes |
Customer Service/ feedback

Use tools like Google Analytics and
Facebook Analytics

Useful Tools

Facebook- Wildfire (for competitions)

Facebook- Involver (Apps)

Facebook Vanity URL-

[http://www.facebook.com/
username/](http://www.facebook.com/username/)

Twitter- Tweetdeck

Blog- Use Wordpress (good for SEO)

Social media is like teen sex.
Everyone wants to do it.
No one actually knows how.
When finally done, there is
surprise it's not better.

Avinash Kaushik, Google's Analytics Evangelist

ONLINE ADVERTISING

Google Adwords

Facebook Ads

‘Traditional’ Advertising- Banners, etc

Can you barter ad space with non-competing sites?

Affiliate marketing

TRADITIONAL PR

Most media have websites

Links in from high page rank sites:

The Irish Times pr 8

Vogue.co.uk pr 7

Smashingmagazine.com pr7

moo.com's scrapbook

This is - as the title would suggest - a scrapbook from the folks at moo.com

It's a place to gather great MiniCard or Business Card designs we see, or handy links we come across.

If you're wondering who MOO is, we're an online printing company. We print Business Cards, MiniCards - and more.



09:28
29th JUN 2010

notes: 2

tags:

business cards

peoplelovepresents.com share gift ideas on their [Business Cards](#). Very clever!

This Glossy lifestyle



Damien Hirst butterfly-print deckchair, €357, www.peoplelovepresents.com.

UNDER WRAPS

PeopleLovePresents.com is a new Irish-owned website dedicated to take the hassle out of present buying and to help customers find the

perfect gift. Established by cousins ORLAGH COLLINS and KATHRYN MURPHY, the site has also launched Ireland's exclusive Online

Shopping Directory. The creative pair are particularly interested in applications from Irish e-tailers to join their directory as "there is a real opportunity for Irish businesses to capitalise on the demand for online shopping," says Murphy.



LorraineELLE Have been sent some pencil's with 'Lorraine rules ok?' on them from peoplelovepresents.com. Am still laughing.

10:21 AM Jul 13th via web

@presentpeople Are you the people who sent me the 'What would India do?' pencils? Thanks if so, I love them.

2:00 PM Aug 12th via TweetDeck in reply to presentpeople

Reply Retweet



indiaknight
India Knight



Handle With Care
Handbags have moved down to pure, clean styles

the
VOGUE
blog

A photograph of a white box containing four pencils. Each pencil is light-colored with a gold band near the eraser. The text 'TIOBA, UNEDITED' is printed on each pencil. The box is open, showing the pencils arranged in a row.

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28 July 2010 • Comments

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the
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beauty blog

Viggo Mortensen's most intense scene falls almost from the instantly to the ground.

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Spreads
With a tubular handle
Shapers material and you
yourself!

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peoplelovepresents.com

Personalised Monopoly board, £79.99, peoplelovepresents.com

Personalised Monopoly board, £79.99,
Peoplelovepresents.com

No home would be complete without a few fabulous boardgames lurking in a cupboard for a rainy day. However have this Monopoly board personalised with places relevant to your friend, and we're sure it will take pride of place. Perfect for alleviating the post Crimble blues!

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BLOGGERS/ INFLUENCERS

Approach with caution!

‘Scatterbomb’ technique not a good idea

Put some thought into how you approach them

AWARDS

Good if you win



Expensive and time consuming if you don't!

THANK YOU

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