

Chat comments from Housefile Building Webinar Call 1 of 2

Kent Gilliam: If you have any questions after this webinar, feel free to ask questions in our community thread here: <http://community.convio.com/t5/Webinars-Kits-Downloads/Community-Monthly-Webinar-Housefile-Building-May-8th-amp-15th/m-p/45043#M227>

Susan: will we get a copy of these slides after?

Mark Malafarina: +1

Judy: How do you define "active email subscriber"?

Kent Gilliam: Yes. We will send an email after next Tuesday's call with all of the info. You will be able to view a recording of this webinar today at www.convio.com/communitywebinars.

Kent Gilliam: Active email means that they are currently subscribed to your email program. Anyone you are able to reach via email.

Kent Gilliam: Need to download the latest Benchmark Report? Here's a link to get that: <http://resources.convio.com/rs/convio/images/2012-Convio-Benchmark-Report.pdf>

Kent Gilliam: "Total" equals every record in Cons360. "Usable" equals subscribed to email and status NOT "removed"

Kent Gilliam: Great case study on Michigan Humane's success in growing their housefile: <http://www.convio.com/our-clients/case-studies/michigan-humane-society.html>

Kent Gilliam: One of my fav reg flows (ok. I helped build it but I love it none the less): <http://spca.bc.ca>

Kent Gilliam: Think about using tools like Gigya. Here are some examples: <http://community.convio.com/t5/Third-Party/Gigya-Examples-with-links/m-p/45211/highlight/true#M133>

Heather Icenogle: Will you also send a transcript of the chat so we will have all these links later?

Kent Gilliam: Yes. Chat transcript will be included.

Heather Icenogle: Thank you!

Kent Gilliam: Please remember that Convio has policies about how emails are added to your housefile. It's called the "Convio Acceptable Usage Policy" which can be found here: <http://community.convio.com/t5/Luminate-Online/Convio-Acceptable-Usage-Policy/m-p/44114/highlight/true#M10896>

Mark Malafarina: Do you have any #s on effectiveness for paid search ads?

Kent Gilliam: Let's ask Rachael what she's seen lately.

Kent Gilliam: Survey: Paid Search Found To Be As "Trusted" As TV Product Placement Ads Are:
<http://marketingland.com/report-paid-search-as-trusted-as-tv-product-placement-ads-6765>

Kent Gilliam: Free kit will be available after the conclusion of next week's call at
www.convio.com/communitywebinars

Kent Gilliam: When you do contests, consider using CAPTCHA functionality to avoid bot registrations with fake emails. Especially for "popular" prizes.

Kent Gilliam: Don't forget to add a pledge to your Facebook page. You can use the registration form from our FREE Facebook Kit for a pledge form. <http://community.convio.com/t5/Webinars-Kits-Downloads/New-Facebook-Kit-v3-0-Designed-for-Timeline-now-available/mp/42666/highlight/true#M214>

Kent Gilliam: Forgot to mention that the FB kit is made to fit the "Timeline" layout.

Kent Gilliam: HelpCenter information on managing ecard campaigns:
http://help.convio.net/site/PageServer?pagename=Admin_Ecard_Admin

Kent Gilliam: To view their site and contest: <http://www.habitat-nola.org/>

Kent Gilliam: Speaking of Twitter... Don't forget to follow @ConvioHelp at
www.twitter.com/conviohelp.

Kent Gilliam: Recording will be available today. The kit will be ready after our final call next Tuesday. An email will be sent next Tuesday with all of this information.

Kent Gilliam: Community board for webinars and kits: <http://community.convio.com/t5/Webinars-Kits-Downloads/bd-p/kittemplatesdownloads>

Kent Gilliam: LearnCenter URL. You must be logged into the Convio Customer Center:
https://secure2.convio.net/customer/site/PageServer?pagename=SSO_LearnDotcom_Redirect