

	Online marketing	Description	Types of content	Audience	Cost	Analytics available	Strengths	Things to be aware of	Time allocation
	Own website	Your online reception desk and noticeboard.	Text, photos, videos, links, forums, etc (varies depending on the website you have)	80% of Australians have access to the internet in their own homes.	Variable depends on functionality	Yes, depending on your website they may be different. Google analytics is a free product which you can use to analyse traffic to your website.	The place where people can get to know your house online. It is an important form of customer service.	Search Engine Optimisation - so people can find the site. It is often the first place people come across your organisation, so be mindful of the impression you are creating.	A few hours a month, more when you are updating your program.
Social Media	facebook®	A social networking tool which connects people and provides ways for them to share information.	Text, photos, videos, links	As of October 2011 - 10.7 million users in Australia. The fastest growing user group is 45 to 54 year olds.	Free	Yes, called insights	It is popular, so you can reach a large audience. Updates are in current time which keeps them relevant. You can post a variety of content and it has many features/tools/applications. Spreads the word fast and people can join in the conversation.	Think about what you want to achieve and align your updates with your goals. A social media policy is a good idea so there is no confusion about the appropriate use of social media at your organisation.	15 minutes a day to check and then additional time to update depending on what is happening. Ideally, you need to post an update to your page at least weekly. You can cut down update time with programs like Hootsuite and Tweetdeck.
	twitter	A social networking and microblogging tool which allows you to share information by sending short messages called tweets.	Text, photos, videos, links	As of October 2011 - 2 million users in Australia	Free	Yes	Able to post fast, small bits of information in current time which keeps them relevant. It's a great source for news and info. Spreads the word really fast. Easy to join in the conversation.	The information moves through Twitter very quickly so things can get lost. The length of a post limits what you can say. A social media policy is a good idea so there is no confusion about the appropriate use of social media at your organisation.	15 minutes a day to check and then additional time to update depending on what is happening. Ideally, you need to tweet at least a few times a week. You can cut down update time with programs like Hootsuite and Tweetdeck.
	YouTube Broadcast Yourself™	A website where you can view videos and upload your own videos	Video	On average 6.7 million Australian's visit YouTube every month.	Free version with a storage limit.	Yes, you can link your account to Google Analytics	It is popular so you can reach a large audience. They have a non-profit programme designed to assist exposure of not-for-profits. You can store your videos here so that they don't take up space elsewhere.	You can only post videos to Youtube.	Varies greatly depending on how many videos you create and what you are primarily using YouTube for.
	flickr	An online photo management and sharing application.	Photos, video	On average 630,000 Australian's visit Flickr every month.	Free version with a storage limit.	Yes	You can store your photos here so they don't take up space elsewhere. A great place to share your photos and source others.	There is a cap to the amount of data you can upload a month on the free version.	Varies depending on how prolific your photo taking is and what you are primarily using Flickr for.
	Blogs	An online journal.	Text, photos, videos, links	80% of Australians have access to the internet in their own homes.	Free for the basics, customisation can attract a cost.	Yes, can link to Google analytics	Personal, informative, current, easy to update, can have a different tone to your website and can publish content you want to keep separate from your website. If you don't have a website a great way to get an online presence.	Make it interesting to your audience and conversational. Needs to be updated regularly to keep it relevant. There may be changes you want to make that require some specialised knowledge.	An hour a week.
External Websites	Online course finders	Online directories of courses	Text	People looking for courses including accredited and non-accredited.	Most are free, some work on a commission basis.	No	One of the places that people go to find courses on the web.	Some do charge a fee.	Depends on the course finder, the update time will mainly be when your new program is released.
	Gumtree	Online local classified ads	Text	Diverse, but very popular with English Language students.	Free	No	Popular with English Language students	This is a free site which anybody can post classifieds to. Your ad may be listed with other ads whose intention you can't verify.	Up to you.
	Local Government Authority websites	A website hosted and managed by the Local Government Authority.	Text	People within your or neighbouring Local Government Authorities.	Free	No	They are often peoples first point of call when finding out about their local area.	Each LGA will have a different arrangement about what Neighbourhood Houses can publish on their site and how to do this.	Depends on the information that is appropriate to post on the site and how this needs to be done.
	Neighbourhood House Network Website	A website hosted and managed by the Neighbourhood House network.	Text	Other Neighbourhood Houses in the network.	Free	Depends on the site.	Another place that your neighbourhood house's details can be found on the web.	The audience is probably going to be other neighbourhood houses in your network.	Depends on the information that is appropriate to post on the site.
	ANHLC Website	A website hosted and managed by ANHLC	Text	People looking for their nearest Neighbourhood House	Free	Yes	Used by people to find their nearest neighbourhood house.	Notify ANHLC when your details change so that the website can be updated.	None, except a few minutes to send an email if your details change.
Online Advertising	Google Adwords	An ad that displays on the top of a Google search when someone searches one of the keywords you have specified.	Text	People who use Google as their search engine.	Pay per click, you set the maximum amount you are willing to pay per day (there are Google Grants available).	Yes	Targeted based on keywords you specify. Increases traffic to your website. Google Grants are available.	You will be listed with other organisations who have specified the same keywords.	N/A
	Facebook Ads	An ad that displays on Facebook, based on location, age and interests you specify.	Text	People who are on Facebook	Pay per click, you set the amount you are willing to pay	Yes	Targeted based on criteria you specify. Increases traffic to your Facebook page or website.	You will be listed with other organisations who have specified the same keywords.	N/A
	Email distribution list	A mailing list containing people's email addresses	Text, photos, videos, links	People who have participated at your house who have an email address. People who have asked to be on / subscribed to the mailing list.	Free	No	Targeted, specific and relatively personal.	Use it wisely - if people receive too many emails from you they will start to get annoyed.	N/A
	SMS to participants	Bulk texting to participants.	Text	People who have participated at your house who have a mobile phone.	Varies (from 4c per text)	Depends on the tool you use.	Personalised and specific.	Use it wisely - if people received too many texts or texts they don't find useful they will ask to be removed from the mailing list.	N/A
	Student management systems	Software that manages student and course information. An example is VETTRAK.	Text	Feeds information to other online marketing tools like your website.	\$1,000+	Depends on the tool you use.	All your course and student information can be managed in one spot.	This isn't the primary function of a Student Management System, so you may be constrained with what it can do.	Depends on the Student Management System and the number of courses you have.
	E-newsletter	An electronic newsletter which is distributed to people via email.	Text, photos, videos, links	People who have participated at your house who have an email address. People who have asked to be on / subscribed to the mailing list.	Variable based on the tool you choose and the number of e-newsletters you distribute. (There are free options).	Yes, if you are using a tool like Mailchimp.	A low cost way of getting regular news to people.	Make sure the newsletter is laid out well so that people don't get overwhelmed.	A few hours per newsletter.

# e-marketing tools