

08.26.10 WEBINAR: Cash Cows & Content Kings

WEBINAR TOPICS

- Building a content-rich "sticky" Website
- Converting 1st time visitors into repeat visitors
- Balancing revenue against the dreaded "clutter"
- What will people pay for; what they won't pay for

On Thursday, August 26 from 2-3pm Eastern, BIM will again partner with strategic media advisory experts [Frank N. Magid Associates](http://www.frankmagid.com) on a free, one-hour **Webinar: Cash Cows & Content Kings**.

We'll explore effective methods of monetizing your website, including proven strategies for building content-rich, "sticky" pages and sections. Jaime Spencer, Executive Director Magid Media Labs will share the latest research on these topics, and further elaborate on the importance of free, original and quality content. For more info or to reserve your space go to <http://www.broadcast-interactive.com/webinar>.



NOTE: Participation is limited to current BIM/TitanTV clients.

Content Management System (CMS) Releases

Broadcast Interactive Traffic & Project and Local Sales managers email product updates as they happen. But we'll also recap them monthly in *The PUB* to insure everyone is in the loop. Let us know if you have questions/comments!

7.6.10* SEO-Friendly URLs	Content item URLs recently got a little longer. This is because Titles are now included, improving your site's search engine visibility. This is an automatic change and requires no adjustment to your current publishing workflows. (<i>*new for majority of clients</i>)
7.6.10* Body Not Required	"Body" field is no longer a required CMS field for Story content types, allowing for more flexibility to use Story as a plain photo gallery or video if desired. (<i>*new for majority of clients</i>)
7.19.10 Facebook Video	Sharing video on Facebook just got a little bit easier. In the past, visitors to your site could post links to video clips to share with friends. Now, when visitors click <i>Share on Facebook</i> , they can embed video clips directly onto their Facebook pages. This increases your site's visibility on Facebook, and increases your opportunity for video views each month.
7.21.10 CAPTCHA Added to <i>Email This</i>	A new version of the <i>Email This</i> tool was released, to allow for inclusion of a CAPTCHA -- colorful images with distorted text at the bottom of Web registration forms. This will reduce the amount of junk email generated by bots, or automated programs that generate spam.

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Contest Ends Aug 8th
 NEXT: Halloween Oct 11-Nov 8

Blackberry Launcher

[WFRV](http://wfrv.com) out of Green Bay, WI recently enabled [a new shortcut](#), providing Blackberry users with better access to the WFRV mobile website. If you'd like to create a similar custom launcher for your site, contact your TAP Manager or email us at info@bimlocal.com.



6.24 Social Media Webinar Highlights

Many thanks to our clients & partners who dialed in for our [Social Media Optimization & Integration Webinar](#). We've highlighted a few *research nuggets from our partner Magid Media below. You may also request the presentation by emailing Angela Wheaten at awheaten@bimlocal.com.

- More than half of 12-64 year olds regularly use social networks.
- Males 35-44 demonstrate the most growth in use of social networks.
- 43% of females 55-64 use social networks regularly.
- Boomers are the most likely of all groups to use social networking for information, to take polls/quizzes or for news.

*Magid Media Futures, May 2010