

WECommerce News – Resources for WOMEN to Leverage the Internet and GROW Your Business!

November 29, 2010

“Technology does not drive change - it enables change.” Unknown

These eight words were never truer. Black Friday saw \$648 million in online sales, making it the heaviest online spending day to date in 2010 and representing a 9 percent increase versus Black Friday 2009.... (according to comScore) all because of the technology at our fingertips. The social networks, the email and mobile marketing, websites, blogs and video all worked together to make this year's increase a reality. How was your Black Friday? Did you participate? Did you shop online or go to the stores and start shopping? If so, thank you for helping to get our economy moving in the right direction. Forward!

After Black Friday, came Small Business Saturday, the inspiration of American Express Open for Business. It appears to have been an amazing day for Small Businesses. As of this morning their Small Business Saturday Fan Page on Facebook had 1,196,771 fans and each post had hundreds of comments. If you participated in Small Business Saturday you can share your story on Facebook here: <http://www.facebook.com/SmallBusinessSaturday?v=wall>

With Black Friday behind us, Cyber Monday upon us and the holidays just around the corner, now more than ever we need to start thinking of ways to increase traffic to our websites and through our doors, make the phones ring and the registers hum. Each week Women in Ecommerce™ helps you do more business on the web by finding new tools and sharing new ideas to help you grow and prosper.

Recent blog posts include: Working With Online Suppliers For Small Business by Charly Leetham, Eight tips to Create Search Optimized Webpages by WECAI and How to Choose the Right Social Media Consultant for Your Business By Kristina Jaramillo. Visit <http://bit.ly/WECAIBlog> to read these and others.

And if you need a few ideas to jump-start your holiday gift-giving be sure to check out the WE Magazine for Women Holiday Gift-Giving Guide filled with vendors and information-rich holiday articles here: <http://bit.ly/WEHolidays2010> (PDF)

If you have any questions regarding Women in Ecommerce™ or doing business on the web, I invite you to attend our next Q & A for members and potential members taking place on Monday December 6th beginning at 7PM EST. The first half hour is about answering your questions and then the conference line is open for anyone who would like to stick around and connect and network with me and other members. See below for more details.

If you have an expertise in a subject you feel our readers (both of WE Magazine and Women in Ecommerce) would be interested in, be sure and let me know. We would be delighted to share your content with our members and guests.

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In the next week or so you will be receiving a special message from me with several gifts to thank you for your continued support of Women in Ecommerce™. It is with great pleasure and gratitude the Board of Advisors and I thank you for reading our bi-weekly newsletter and sharing it with your own circle. WE look forward to continuing to provide you with the latest in news and information to help you GROW your business online and off in the years to come.

Warmest regards,

Heidi Richards Mooney, Publisher, WE Magazine for Women, Founder & Chief Visionary www.WECAI.org, Social Media/Internet Mentor & More

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WELCOME 24 NEW MEMBERS

In the past 3 weeks 23 Women and 1 Man have joined Women in Ecommerce. Please help me welcome the following Platinum Member: William Casey of Casey's Plumbing in Portland, Oregon. You can learn more about him at www.caseysplumbing.com.

Our newest Silver Members to Women in Ecommerce™ are: Marcella Ursery, Maria Camacho, Anna Kemp, Renee Olmsted, Carol Pauley, Lisa Efird, Angela colley, Solange Boice, Kelly Warren, Lisa Kaufman, Gail Giovanniello, Tedde McMillen, Tania, Kate Wilber, Joan Cartwright, Deanna Troup, Amanda Lomas, Carol Morgan, C. Casey, Colleen Brown, Bridgette Ahn, Connie Williams and Jacqueline Jackson

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MEMBERS IN THE NEWS

Congratulations to our Member of the Month for November: Dee Grohowski of GrohoBiz Services an accounting, bookkeeping, and payroll services home office. You can read more about her here: http://bit.ly/WECAINovSMOM

Congratulations to our WEBSITE of the Month for November: Kathleen Grandfield of Kathleen Grandfield Fine Chocolates, Jewelry and Goddess Culture. You can read more about her here: http://bit.ly/WECAINovSMOM

Congratulations to our Member of the Month for December: Charly Leetham of www.askcharlyleetham.com

Congratulations to our WEBSITE of the Month for December: Jessica Kizorek of Badass Business Women www.BadassBusinessWomen.org

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SAVE THE DATES!

TELECLASSES:

The Next ONLINE Q & A and New Member Orientation will take place Monday, December 6th at 7PM EDT. National and International Members are welcome to attend. Call our Women in Ecommerce Hotline at : (641) 715-3840 USE Access Code: 361467#. If you have any questions, drop me a line at heidi@wecai.org. This is your chance to ask me anything. If you have a question about how to get more traffic to your web, get better rankings or anything internet/social media related this is a great call to be on.

Women's Leadership Exchange "Connect with Your Customer" 1/2 Day Conference Comes to South Florida on Wednesday, December 8th from 8 am to 12 noon (Doors open at 7:30am) at IKEA Sunrise, 151 N.W. 136th Avenue in Sunrise, Florida.

Learn the latest strategies for propelling your business including social media and email marketing break-throughs revealed by experts and panel of thriving business owners You will also be invited to participate in facilitated Networking that ensures you build relationships that last long after the conference is over.

Only \$29 ~ when you Register at www.womensleadershipexchange.com

Hurry because space is limited: Only 150 top women business leaders will have access to this event!

Local Chapter Meetings:

SAVE THE DATE! December 13th, Member Holiday Event ~ **A Dish and A Wish**. WE are planning a get together to celebrate the holidays and to help a family who could use a hand this season. Stay tuned because your invite will be coming soon.

The South Florida Chapter is hosting our next membership meeting on Thursday, January 20th at the Tower Club in Fort Lauderdale from 11:30 to 1:30 pm. Did you know that by the end of 2010 more people will access the internet with a mobile device than with a pc and approximately one in every three mobile searches is local? That is why our topic is "*How to Use Mobile Marketing to Attract More Customers to Your Website*" with Jeff Sass of MYXER.

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Nominate Your Favorite Woman in Ecommerce!

Women in Ecommerce is getting ready to publish our very first list of Women in Ecommerce™ to Watch and we need your help. Do you know a woman doing business on the web that is both successful and well-known in her industry? If so, we'd like to know about her.

Here's the criteria to be selected a Woman in Ecommerce:

Must be a woman run website or online business (coaching, consulting, retail, wholesale, professional services, ecommerce solutions provider, etc.).

The individual must use the internet to promote her business either in the form of a blog, website or social network where her customers can connect to do business with her.

If the business is owned by more than one individual, the company must be at least 51% woman-owned.

Woman must be at least 18 years old and in business at least 2 years.

Woman must be easily contacted and found online.

To nominate your Favorite Women in Ecommerce™ send us her name, Company Name (if applicable) and the URL where we can find out more about your nominee.

Self-nominations welcome.

The 2011 list will be unveiled in early January 2011.

To nominate someone, send a message to Heidi (at) wecai.org with *Women in Ecommerce™ to Watch Nomination* in the subject line.

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[WECommerce News Top Ten Resources, Tips and FRE^EBies this issue](#)

“One machine can do the work of fifty ordinary men. No machine can do the work of one extraordinary (wo)man. ~Elbert Hubbard

1. Tips for Competing in the Luxury Market ~ When a small business is competing in the luxury brand market, they are up against stiff competition from large corporations with big marketing budgets. This doesn't mean that you can't compete. It means you have to be better and smarter than your competition. As a small business, you have more agility than a behemoth. If your brand isn't working for you, you can probably change your company's image without going through endless board meetings. Read More at [Open Forum by American Express](#)

2. **Social Appvertising** is the newest word online. What's it mean? Using social media to spread a brand's message through Tweets, shares and “likes” may have been enough in the past. Now, however, companies are taking it one step further by using interactive applications in their campaigns. Facebook apps, in particular, are being employed by brands that wish to maximize consumer engagement to its highest level, whether it's a design contest or experimenting with one's skin color. Source: [Trendhunter](#)

3. CellSea – Editing a video to fit into your portable media device can be a lengthy process particularly when the video is hosted online and not on your computer. You have to download the video, pass it through a video editor and converter, and then transfer it to your media device. But CellSea aims to make that task easier. Read more: [CellSea: Instant Video Editor And Converter Online.](#)

4. Audioboo – Sometimes recording an audio speech is better than writing it as the former can convey a richer meaning that cannot be captured by written words. Audioboo is a web and mobile platform that allows you to easily share an audio recording over the internet. With this social networking site, you can easily upload or record an audio recording to your account. Read more: [Audioboo: Easily Share Your Audio Recordings Online](#)

5. Check out [One Look Reverse Dictionary](#) – it's pretty simple. You enter an idea or concept and it gives you a list of words and related concepts. This is a great tool for writers, speakers and marketers.
6. Go2It -Do you have tons of links you want on your page but you don't want your page to reach the moon? Get [Go2It](#). It lets you place millions of links in one drop down menu. Not only that, since there is no configuration, it's very easy to setup! And it's FR.EE!
7. Goodguides mission is to help shoppers pick the greenest shampoo, toothpaste and everyday products www.goodguides.com
8. Qwiki www.Qwiki.com takes information of the most popular web topics and turns it into an interactive presentation on your chosen subject, narrated by a computerized voice.
9. Appointy.com is a free calendar that lets people see your availability and set up appointments with you.
10. Motifake – The Internet, in addition to being a massive knowledge resource, is also a huge collection of entertaining websites. If you find yourself in a 'down' mood, you can log onto one of many websites and get a good laugh. One such website is 'MotiFake'. Read more: [MotiFake: Get Funny Fake Motivational Posters](#)

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Etc.

Are You Enjoying This Issue? If so, please pass it on to all of your friends and colleagues. Even better, send them to www.WECAI.org to sign up and they will receive two FREE Special Reports (E-mail Marketing Strategies" and "Why You Need an Internet Presence) and an Audio Brief (Components of a Good Website Design) just for signing up! The sign up box is on the left hand side below the MENU.

Miss an issue? You can now view past issues of WeCommerce News Archives on our new site! Go to: <http://bit.ly/NewsArchives> and check it out.

Need a new domain? Want to transfer your domain and save money? Need inexpensive hosting, email accounts and more? Check out WECAI Domains at www.WECAIDomains.com

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