Marketing Website

Duties

NKC Banner

1. Add **[adrotate banner="46"]** aan onder kant van NKC artikel

NKC Artikels

1. Laai Artikel, Banner sal automaties daar wees
2. Maandag: Stuur mail link na paul

*Market Commentary:* **Nigeria - Real GDP growth rises in Q3**  
Nigeria’s real GDP growth improved in the third quarter on the back of higher oil production as well as an increase in non-oil GDP growth. Real GDP at factor cost expanded by 6.81% y-o-y in the third quarter of 2013, up from 6.18% y-o-y in Q2 and 6.56% y-o-y in Q1. [Read more](http://www.moonstone.co.za/?p=11913)

Link: <http://www.moonstone.co.za/?p=11913>

Job listing – Careers platform

1. 2 Options

* Featured option (ad appears on website & e-newsletter)
* Website option ( ad appears on website)

1. At joblisting, on dashboard, review ad for mistakes (Listing will display under “Pending Payment” tab)
2. Change the “author” to the clients name, update their profile picture and add “about us” of the company. (This will fall under “users” not job listings)
3. Send email to client, saying that you received the submission and the ad will be active once payment is received.
4. Wait for payment to be made (follow up when payment is not received in time period)
5. Activate ad

Careers platform ad in Monitor en II

1. Public/Marketing/Website/Career Platform/Newsletter Copy
2. Open previous document
3. Check if all jobs listed is active
4. Change footer to ms-dk/date?
5. Send document to anton van rooyen every Monday/Thursday mornings

MS Documents – Upload on website:

1. Save Document as PDF in Website uploads – public drive: marketing/webstite/website uploads/ RE
2. Login Moonstone website CMS: [www.moonstone.co.za/wp-admin](http://www.moonstone.co.za/wp-admin)
3. At Moonstone Dashboard
4. Select: WPS Filebase Pro
5. Select: Files
6. Browse for file in Uploads folder
7. Select relevant Category for the file
8. Add file
9. Send link to whoever wanted the file to be uploaded.

MS Blog– Upload on website

* ‘Add new post’ (top left hand corner on moonstone dashboard wordpress)
* Copy and paste Pauls writings from the Word document
* Title it
* Categorize it – Pauls Perspective
* Paul's Perspective
  + Cricket
  + SA Rugby
  + SA Sport
  + Sport general
  + Sport Spot
  + Super 15
  + World Cup Rugby
* Add Tags

Tags

Add or remove tags



Tags

* Add picture by Googling most recent picture of Pauls request. Save picture in pictures/website pictures.
* Add it next to related section by 
* Add photo as a ‘thumbnail’ and describe the pic as the individual name.
* Add Featured image by clicking on tab and selecting ‘Upload Files / Media Library’

Featured Image

[Set featured image](http://www.moonstone.co.za/wp-admin/media-upload.php?post_id=8678&type=image&TB_iframe=1)

* Preview the blog and if ok, ‘publish’
* Obtain link by selecting ‘ get short link’ and send to Anton Van Rooyen
* Add link to MS facebook page

<http://www.facebook.com/#!/pages/Moonstone-Information-Refinery-Pty-Ltd/267440846622609>

Newsletter Articles to upload to website

* To be uploaded on same day as release(Mondays, II and Thursdays, Monitor)
* In dasboard select New Post
* 
* Copy and Pauls Article into post, enter title above too
* Categorize the article ( depending on the particular topic)
* Make sure text all same size/format/colour
* ‘Preview’ the article before pressing ‘publish’
* Things to remember:
  + Change “Author”
  + Set Display Image (Size 610x220) (Use modern pictures, not the old MS Word Graphics)
  + Add Tags relevant to article

Social Media

* Try to post all articles on all social media platforms throughout the week. (Twitter, Linkedin, Twitter automatically posts on facebook as well)
* Join LinkedIn groups on which you can post articles that Paul writes

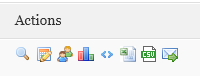
Queries received via website

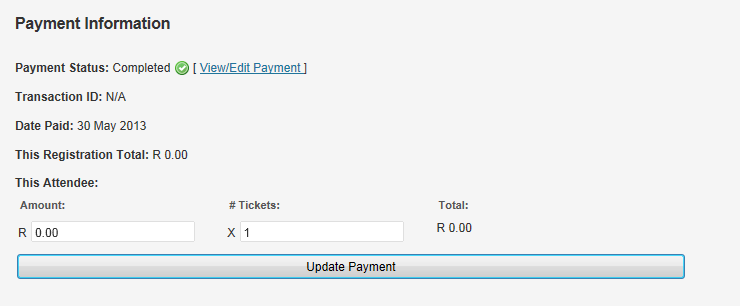
* Licensing - Abigail Sampson [ASampson@moonstoneinfo.com](mailto:ASampson@moonstoneinfo.com)
* Training / long term / short term FAIS accrdiatation etc - Ronel Nell [ronel@moonstoneinfo.com](mailto:ronel@moonstoneinfo.com)
* Examiniations – Fais Exam
* Newsletters – don’t forward as Anton v Rooyen receieved these
* Marketing ( eg, workshops/study material/DVD/courses/ ) – us

Moonstone people

* Make sure Moonstone collegues are always updated with their profile pic on the ‘my contact page’ on the website – contact Schalk with updated picture information and stipulate the department in which they work in.

Events Page (when setting up a Workshop eg.)

* When creating an event (workshop) call upon Schalk
* Make sure you have all details
  + - Event Name
    - Venue and address
    - Start and end date of registration
    - Start and end time of event
    - The presenters
    - What you will be charging each induvidual ( excl VAT)
    - Attendees limit
    - Refer to ‘Workshops’ folder in Public/Marketing for examples on how the invite looks
* To manage events:
  + - Wordpress / MS Events / Event overview and click on the specific event
    - There are various actions on the right hand side, which can be chosen from in order to control ( View/ edit/ delete/ attendees and Export to an excel speradsheet)
    - 
* To manage payment:
  + - Proof of Payment is asked for as the client books and pays
    - Client receives an invoice upon booking via our events page on the web
    - POP is sent to the email address stipulated through an email as an attachment along with the booking and invoice form
    - Once received, go back into the event and click on the induvidual.
    - Go to payment options and after checking the person paid the correct amount into the correct bank account, change his payment status to ‘Complete’



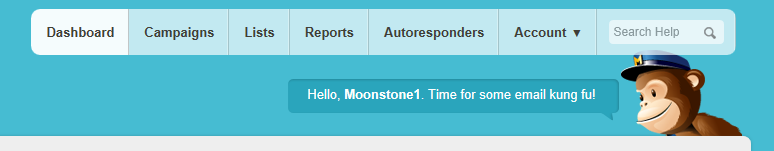
* + - Reconcile towards the end of the registration date with Marna in finance
    - She will print out a list showing all persons who have paid the specific amounts
    - Go into each person within the event and click on complete.
    - Contact those induviduals who have not paid 2 days prior to event.

Updating exam schedules

* Apon recieving update from Filansia – check and get confirmation from Ilsa Lotter first
* If correct, save doc in Website uploads, RE updates
* Then go to Moonstone Dashboard
* MS Filebase
* Files
* ‘Search’ ‘Moonstone Examination Dates - 2014’ in the search tab or for Afrikaans ‘ AFRIKAANSE EKSAMEN’
* Replace file by clicking on the ‘Browse’ tab
* Remember to always press ‘ Update’ at the bottom!
* Go to Pages and select “Regulatory Exam” page.
* Update hyperlink with new link to the updated file

Mail Chimp

* Use this mail system, before, during and after the event
* Before – is used to get the attention and detect approx. interest of attendees per event.
* Steps:

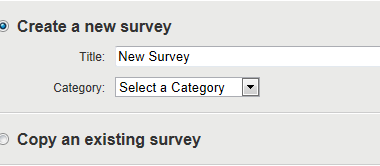


* + - Campaigns – you can either build a new campaign or replicate one my choosing’ My Templates’ depending on the function you want to perform
    - Or replicate straight from campaign
    - Refer to my templates and previous campaigns done in the past.
    - Create a list by adding email addresses (export via excel ) is the easiest
    - Always send a ‘test’ to your email address before sending it out

Survey Monkey (when wanting feedback or conducting a random survey)

* Use the templates that have been conducted in the past:
* Go into ‘Create Survey’



* Either create and new one / or copy an exsisting one ( depending on your function)
* 
* Title and categorize the survey
* Discuss new questions with bobby and once decided then create new survey
* If using existing one, make sure all questions are relevant otherwise ‘edit’ each question.
* Always send a test survey, and always Preview the survey before sending it out
* After designing and sending out survey – monitor it / collect repsponses and analyse results



Creating Monthly Report

Login to <http://www.google.com/analytics/index.html>

Username: pkruger@moonstoneinfo.com

Password: moonstoneinfo



All previous reports are saved in Public/ Marketing / Management reports / 2014

The excel stats are saved in the Data graphs.xlsx

Follow the Index steps and work through these on new month ( copy and paste from previous months)

INDEX:

1: Website

a. Absolute Unique Visitors (AUV)

b. Traffic Sources

c. ‘Contact Us’ webpage stats

2: Campaigns / Events / Brochures

3: Blog

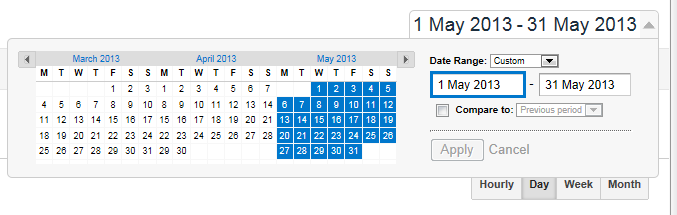
4: Social Media

5: Newsletters

6: DVD’s

TO START:

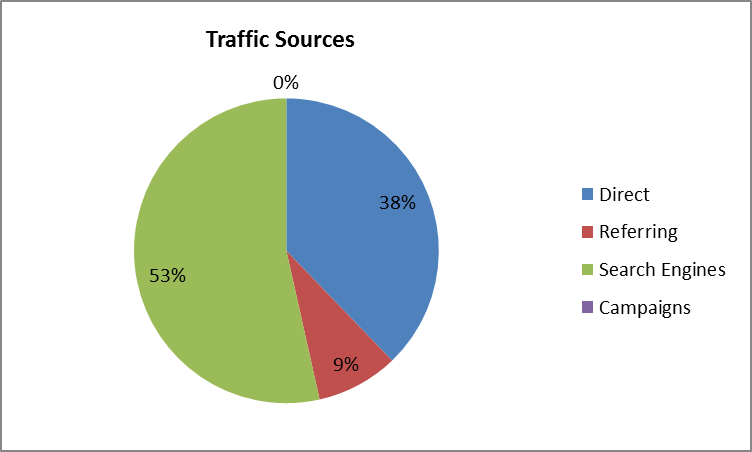
Choose your month and press apply:



A: Find Unique visitors and place amount in the excel spread sheet – ‘ Visits for Website’

b. Traffic Sources are also done by clicking on Traffic sources / overview and then refer to the pie chart which is displayed

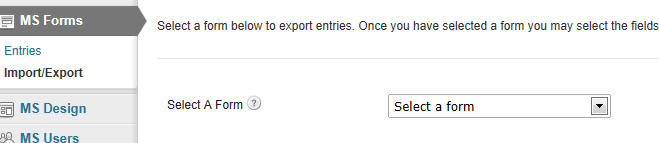
* Complete information on the Traffic Sources excel sheet then copy and paste chart into the Full REPORT



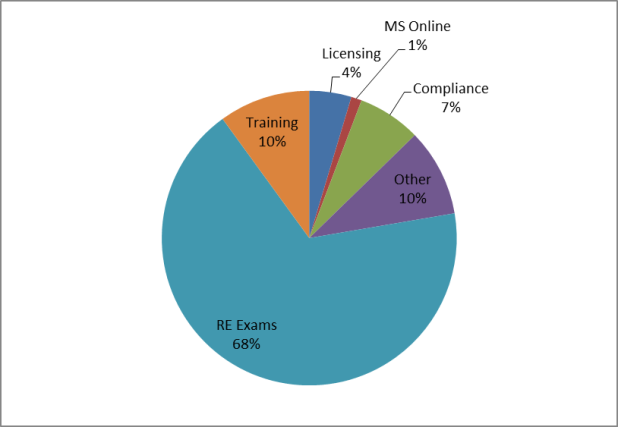
* Also record top referrals and keywords which is displayed

The 1c: Moonstone ‘’Contact us’’ Webpage statistics – is done via the MS Dashbord

* Select MS Design then select a form - Choose contact Page – Sept 2012



* Select ‘Please select the relevant department’
* Capture correct date range( start and End)
* ‘ Download Export File’
* Export and sort colum A by selecing A-Z
* Count each relevant department and capture in Excel spread sheet in Marketing/ Management reports and Stats ( ‘ Contact us’ graph)
* Copy and paste graph in month ‘Full Report’

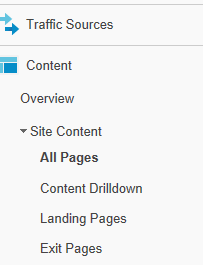


3: Moonstone Blog: ‘Pauls se Perspektief ‘

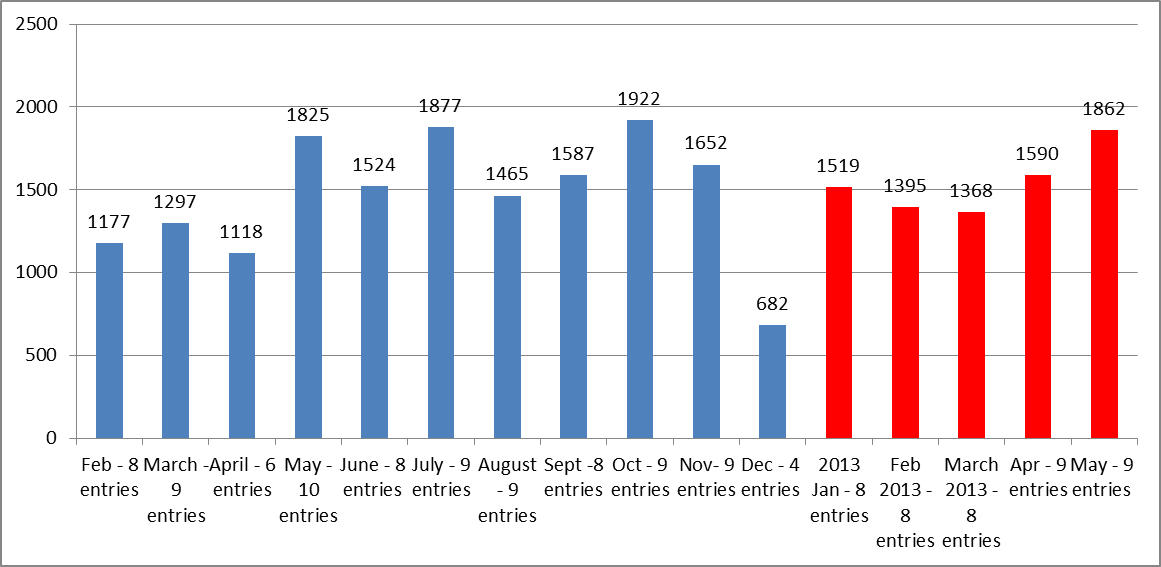
* Is done via Dashboard
* Select ‘ all posts’ on left hand side
* Use the Show all dates and choose month. Then Filter by selecting Pauls Perspektief



* Capture names of blog entries
* Then go to google analytics
* Content / Site Content / Overiview and All pages



* Capture Unique Page views per entry
* Calculate Ave Monthly Blog visits by dividing the total visits by the number of entries
* Capture this on the BLOG ENTRIESExcel Stats sheet and copy into the full report



4: Moonstone Social Media -

* Captured by login into each media account – stats are shown on webpage

5a: Moonstone Newsletters

* Request form Anton – at end month

5b: Newsletter Advertisements

* Media Marx Stats are sent by Michelle
* Total earning for newsletter stats are received by Tracy van Heerden on a monthly basis

6: Moonstone DVD Orders

* Received by Tracy van Heerden on monthly basis
* Capture on excel spread sheet and copy new graph into Full report

NB Make a summary report by taking the details from FULL report.

May - M & C - Summary Report

Points and stats to capture on Summary:

1: Website  
2: Blog   
3: Social Media   
4: Newsletters

5: DVD’s