

2.0 Marketing Teacher Resources

WMEA Best Practices Presentation

October 28, 2010

NAME/ DESCRIPTION	LINK
Alexa (Marketing Research Data for Websites)	http://www.alexacom/
Retail Alphabet Game	http://www.joeykatzen.com/alpha/ver5/
Prezi (Presentations Made Different)	http://prezi.com/
Text Polling , (Great for Class Application)	http://www.poll Everywhere.com/
Big Hug Labs (Easy, Fun, Photo Projects)	http://bighugelabs.com/
Animoto (Videos Made Easy)	http://animoto.com/
Kathy Schrock's Guide for Web 2.0 Tools	http://school.discoveryeducation.com/schrockguide/edtools.html
Delicious (Social Bookmarking, Keep your Bookmarks with you)	http://www.delicious.com/
Wordle (Create Word Clouds, Great for Vocab Words)	http://www.wordle.net
EXAMPLE: http://www.wordle.net/show/wrdl/2274386/Viral_Marketing	
Clusty (More Word Clouds, Tags words that Match)	http://www.clusty.com
Picnik (A FREE Photoshop Application)	http://www.picnik.com
Flickr (Photo Sharing Site, with a Social Networking Element)	http://www.flickr.com
Common Craft (Technology Demonstrated Easily, Videos)	http://www.commoncraft.com
Glogster (Improve the Future with a New Way of Thinking)	http://edu.glogster.com/
Pixton (Comic Strip Maker, Great for Sales Presentations)	http://www.pixton.com
Doodle (Online Scheduling tool, Creates a Visual Schedule)	http://www.doodle.com
Simple Truths (Great Free Videos, Customer Service, etc)	http://www.simpletruths.com/movies.asp
Always Learning Blog (Kim Cofino, Keeps YOU Learning)	http://kimcofino.com/blog
Naomi Harms (Innovative Educator 2.0 Blog)	http://blog.innovativeeducator.us/
Centre for Learning & Performance Technologies	http://www.c4lpt.co.uk/Directory/
PB Works (Free Wiki Space, Get the Handout Online)	http://www.pbworks.com

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CHECK OUT THE LIST OF GOOGLE RESOURCES

iGoogle (Customizable Google Homepage)

Google Docs (Free Word, Spreadsheet, and Presentation Software)

Google Sites (Create your own Webpage, FREE)

Google 411 (Call in Information, Will be Closed Down by Google)

Google for Business Educators (Finally a site just for US)

Google Docs Certification (Become a Google Certified Instructor)

LINK

<http://www.google.com/ig>

<http://docs.google.com/demo>

<http://sites.google.com>

<http://www.google.com/goog411/index.html>

http://www.google.com/events/business_educators/index.html

<http://edutraining.googleapps.com/>

CHECK OUT THE LIST OF YOUTUBE VIDEOS

Did you Know Video (21st Century Skills Video-Shift Happens)

<http://www.youtube.com/watch?v=TZiRJeWfVtY>

Key Concept – BRAND = TRUST

- first video – 9, 400, 00 viewers to date
- second video – 1,100,000 viewers to date
- third video – 270,000 viewers to date
- PR response from Taylor Guitars

<http://www.youtube.com/watch?v=5YGc4zOqozo>

<http://www.youtube.com/watch?v=h-UoERHaSQq&feature=fvsr>

http://www.youtube.com/watch?v=n12WFZq2_0

<http://www.youtube.com/watch?v=VEqvCktdSBM>

