



*Link & List Communicator*

# CUSTOM Link & LIST Communicators

**THE  
POCKET ADVISOR  
A LINK & LIST COMMUNICATOR**  
CONNECTING COMMUNITIES

**SCHOOL  
LINK & LIST  
COMMUNICATOR**  
PARENTS CONNECTING WITH SCHOOLS

**MEETING PACKS ONLINE  
DECISION SUPPORT  
COMMUNICATOR**  
LINKING TO MEETING DOCUMENTATION

**CLUB  
LINK & LIST  
COMMUNICATOR**  
MEMBERS CONNECTING WITH CLUBS

**CORPORATE LINK & LIST  
COMMUNICATOR  
NEWS / PRODUCT MANUALS  
CALENDARS / DEALS ALERTS  
VIP CUSTOMER LOYALTY  
PROGRAMMES / SALES**  
COMPANIES CONNECTING WITH CLIENTS

**CHURCH  
LINK & LIST  
COMMUNICATOR**  
CHURCH COMMUNITIES CONNECTING

**MOBI  
LINK & LIST  
COMMUNICATORS**  
COMMUNITIES CONNECTING WITH  
SUPPLIERS

## BROCHURE CONTENTS

• 4 CHANNELS & 4 COMMUNICATORS	3
• A LOCAL PROBLEM	4
• A LOCAL SOLUTION	5
• ABOUT WEBO	6
• PUSH VS PULL TECHNOLOGY	9
• INSTALLING THE LINK & LIST COMMUNICATOR	12
• THE ROLE OF THE LLC	15
• 4 CHANNEL INTEGRATION	
• THE TOOLBOX	18
• OVERVIEW: THE LINK & LIST COMMUNICATOR	20
• SCHOOLS & COLLEGES	22
• CAMPUS COMMUNICATION	23
• SCHOOL COMMUNICATORS	24
• IMPLEMENTATION	26
• SIDE PANEL QUICK LINKS?	34
• CLUB COMMUNICATOR	38
• COMPANIES & FRANCHISORS	42
• CORPORATE COMMUNICATORS	43
• CHURCH COMMUNICATORS	50
• <b>TUTORIAL ON BUILDING A LINK AND LIST COMMUNICATOR</b>	<b>52</b>
• DIGITAL MARKETING COMMUNICATION PLATFORM	
• BUILDER'S 10 STEP CHECKLIST	57



The Link & List Bulk Content Communicator is a module inclusion on the Webbo SaaS Bundle which includes four channel builders and four information communicators.



## A LOCAL PROBLEM

As content and connectivity approaches saturation local entities will need to find another way of being found on the internet and they will need to collectively market themselves so as to maintain awareness. Keyword abuse and the sheer size of the internet make realistic search result rankings increasingly unattainable.

Reputation & Referral marketing is an alternative to driving traffic to a website by way of SEO and other traditional means.

Ask yourself: Do my customers, taken as a whole, know those that could double my turnover in half the time? If your answer is yes, then you need to explore the opportunities that are included in the Webbo SaaS.

The Link & List Communicator can be donated to worthy causes and it can create awareness by way of adverts placed on it. It can also be used to create a "Pocket Advisor" on a sought after topic that can be used as a Reward to customers that write reviews or share e.g a legal firm that drafts ANC contacts could create a Wedding **Planner's** contact list of 600 suppliers that their clients would value highly.

There are many options for delivering content. The Link & List Communicator offers ease of creation and ease of use as keys to why it is a preferred content communicator.



# Webbo

**A company providing quick  
click-built affordable online information  
marketing solutions that work.**

**We are solution engineers with a focus upon  
information presentation and delivery with advanced  
online content managers for niche marketplaces.**

**Welcome to our world.**

## **A LOCAL SOLUTION**

Eyeballs linked to information pages, coupons, deals, galleries, etc from communicators that focus on neighbourhood lists, shopping mall vendors, niche activity/topic contact lists & niche pocket advisors that link to online content on specialist webpages, directory listings, blogs, websites and eCommerce stores on phones or PC's.

The L&L Communicator is a specialist phone friendly webpage that is built using the Webbo SaaS as a part of a website or it can be a completely independent Link & List Communicator that delivers content to users. It can be integrated with social media sharing or it can be set behind passwords to make it private. In addition documents can have keywords attached which can be searched on the Communicator to easily offer links to documents that match the searched keyword. It offers the opportunity to have a handy document library accessed by tapping a button on a phone or selecting a PC bookmark.



## About Us

### Webbo Group

- There are currently seven divisions; Webbo Directories, Webbo Hubs, Webbo Sites, Webbo WhatsGood Communicators, Webbo Meetings Communicators, Webbo LPM Communicators and Webbo Link & List Communicators.
- Bill Gates' insight that "Content is King" has prevailed and so too has the fact that "The Presentation of Information is Queen." Partnering both is a "Joker" in the form of connectivity as without it, well presented content will not be found.
- With the exponential growth of the internet, global search results run to hundreds of thousands of search results and phone handsets cannot manage search results without effective local filters.
- Local directories and Tap to dial Communicators (aka Content Libraries, Contact Lists or Pocket Advisors) are our solution to information search result overload.

### Webbo

- The focus of Webbo is on information presentation enablers and on Internet & Social Media Marketing Tools used to build highly engaged audiences and leads.
- Webbo is dedicated to the continuous improvement in support, on-going development & design.
- Webbo hosts online directories that build and showcase Listings, Websites/Stores, Blogs, LPM/Reputation & Referral Marketing Communicators, Link & List Communicators, WhatsGood Communicators and Meetings Communicators.
- Webbo button bookmarked Communicators (aka Contact lists and Pocket Advisors) on phone touchscreens access online databases without requiring operating system downloads nor application downloads.
- Button bookmarked Communicators, aka Contact Lists and Pocket Advisors on phones and PC's Link and List information sources and they offer tap to dial convenience on smart phones.
- kgWebbo, urWebbo and uhWebbo translate to mean "Business" in the sesSotho, isiXhosa and isiZulu African languages respectively.

### Directory Listings for Decision Support; not just "Results!"

- Featured Listings offer advanced content managers including, blogs, flipbooks, polls & opinion surveys, "Kwik Quote" pricing calculators and more.
- Free Listings boast adverts & Featured Listings have none.
- Listed entities offer contact info. & excite with digital coupons, videos, newsletters, maps, forms, website links & featured pages, etc.





## Our "Click Built" Site Builder is a Trend Setter

### Viral Blog Builder

Custom SEO, Social Network Integration, Privacy & Audio

Listen to chats or read posts. Users can post your blog topics with a single click to their Facebook and LinkedIn pages. Blogs are also seamlessly interfaced with Google Analytics for advanced usage statistics. Each post is Optimised for Search Engines re Titles, Descriptions & Keywords, etc.

### Website Builder; Creates Instant Independent but Linked Sites

Unlimited Pages, Online Quotes, Flip Books, Video, Agile Surveys, Text & Image Polls, Audio & Image Albums, Multi-layered page structuring plus more.

Create: De-linked pages for notices and events, Scroll Box pages, Flip Books, Albums (video, audio, flash and non-flash), Forms for online submission, Quick Online Quote pages, Image Slide Shows, Linked Image Rotators & Alternators, Template Editor, Bulk SMS, Facebook & Twitter share or count, Quizzes and Polls, etc.

### e-Commerce Store & Product Showcase Builder

Buyer Accounts, Digital Products, Variation (eg Size, Colour & Price) Management, Delivery & Payment Tracking

Sell, showcase or auction digital files (e.g. Music, Brochures & e-Books), products and services. Full variation mgt. (for colours & sizes). Credit card, EFT and custom payment channel creation including e-Money payment for loyalty programmes and staff purchases. Buyers can track dispatch and payment receipt. Product reviews, multiple images, Sales & Stock Mgt., fixed price & auction sales. Showcase products, services or people; showcase staff profiles in international companies with thousands of staff or e.g the 500 staff in a 5 star hotel.

## Build your site & "click" to publish or we can do it for you



The Quick Links on the right-hand-side of the home screen are optional. Where a Communicator is used for a newsletter, as an example, there will be no need for quick links. Where there is a need to Quick Link documentation then the links on the right can be enabled. The entire Communicator, or any link, can be password protected.





# TECHNOLOGY

Tap to Dial, Tap to Link, Simple and Affordable

## COMMUNICATION BASICS

- **PUSH VS PULL**
  - PUSH communication, such as twitter, e-mail and blog topic follow sends messages to users.
  - PULL communication, such as websites and Facebook require users to access information by actively navigating to a URL on their browsers.
- Our Link & List Communicator is a Webpage PULL Communicator. Users Bookmark the Webpage or save as a Button Bookmark on Phone Screens.
- Users Pull webpages when they want to be updated.
- When they tap the Button Bookmark which is a screenshot thumbnail or favourites line item the latest version instantly opens to the latest version.
- Quoted telephone numbers are tap to dial.
- Quoted URL and e-Mail LINKS are tap to open.
- Read as .html pages with a browser of your choice.
- Downloaded pages can be viewed offline.
- You can rename downloaded file names but not the .html file extension.

## PRIVACY

- Our Link & List Communicators have the following privacy setting options:
  - Unrestricted - anyone with the link can download & bookmark the Link & List Communicator.
  - Registration may be set as a requirement for opening a Link & List Communicator.
  - Link & List Communicators may be set to require PASSWORD access.

## TECHNOLOGY

- **LINK & LIST COMMUNICATORS** open the door to creating Information Rewards that can be used to reward users for writing reviews or for sharing.
- It is a "BOOKMARKLET APP" that makes use of HTML coding which is standard to all browsers.
- It is a unique way of LINKING to website pages.





### **Websites are built to:**

expand market reach  
so as to  
to attract new clients  
and to  
meet the needs  
of existing clients  
who  
recommend you  
to new clients.

### **LINK & LIST COMMUNICATORS**

**CONNECT COMMUNITIES  
AND  
BUILDS RELATIONSHIPS**

**THERE IS A SECRET TO  
ONLINE RELATIONSHIP BUILDING**

**"GET CONNECTED AND COMMUNICATE"**

**THE L & L COMMUNICATOR IS A MOBILE  
PHONE FRIENDLY PULL MARKETING CHANNEL**



**egs  
Pull  
Marketing  
Channels**

Websites  
You Tube  
Network Enquiries  
Article Enquiries  
Guest Speaking  
Blogging  
Social Media  
Advocacy  
**LINK & LIST  
COMMUNICATORS**

**egs  
Push  
Marketing  
Channels**

Direct Postal Mail  
Radio  
TV  
Print Ads  
Cold Calling  
Telemarketing  
Trade Shows  
Buying Lead Lists  
Pay per Click  
Direct e-Mail

**e-Mail  
marketing  
works but  
open rates  
are declining.**

**The trend is to  
Pull Marketing with Mobile Phones**

**Powerful Success Factors**

Pull Marketing with Compelling Offers  
Tap to Link Communicators  
Building Conversations and Relationships  
Multi-Channel Marketing



# INSTALLING THE LINK & LIST COMMUNICATOR

The "Communicator" Buttons are placed on a phones home screen or they are saved as bookmarks on a PC. Saving the pages as downloads for off-line use on PC's is also an option.

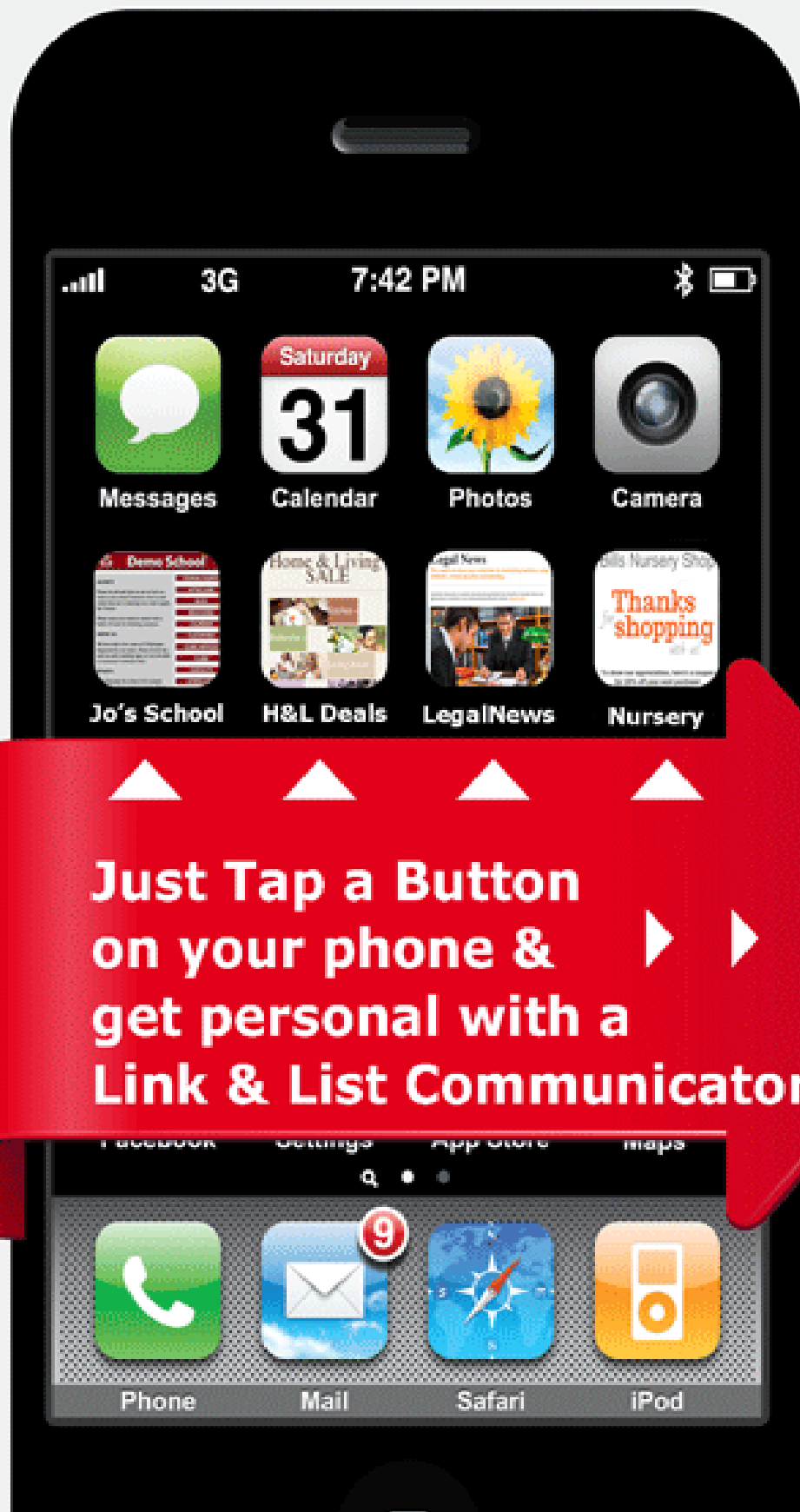
## Installation Summary

**PC's**  
Open the  
L & L  
COMMUNICATOR  
& Bookmark it.  
Tap the LINK to  
Open and read the  
COMMUNICATOR

**iPhones / iPads**  
Open the  
L & L  
COMMUNICATOR  
& Select the  
Add To Home  
Screen Option.  
Tap the Button to  
open and read the  
COMMUNICATOR

**Android Phones &  
Tablets**  
Download a  
Bookmarking App  
from the Play Store  
or select Menu  
& Add to Home  
Screen. Open the  
COMMUNICATOR  
& Bookmark it.  
Tap the Button to  
Open and read the  
COMMUNICATOR

**Windows Phones  
and Tablets**  
Open the  
COMMUNICATOR  
& go to the  
Options Menu  
& select the option,  
Add to Favourites.  
Tap the LINK to  
Open and read the  
COMMUNICATOR



Set out below is a guideline to installing the Communicator Button for the Demo School on iPhones and iPads. At the bottom of the page is an Android guideline for the Demo Home & Living Sale.

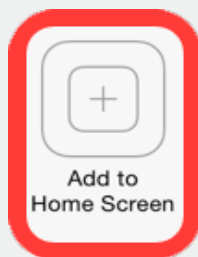


### Installing "Jo's School" on iPhones & iPads

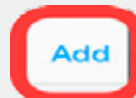
1. Go to the page to be bookmarked.
  - Scan A QR Code or Go to a URL
2. Tap the "Share" Icon.
3. Tap "Add to Home Screen"
4. Edit the Title & Tap "Add."



Share



Add to Home Screen



Add



### Installing "H & L Deals" on Android Phones & Tablets

Go to the page to be bookmarked.

Scan a QR Code or Go To a URL

**Using Chrome**, 1. Tap "Settings" Then  
2. "Add to Homescreen" & 3. Tap "Add."

**If You Use Other Browsers**

1. Tap the Menu Button (1 of the 3 icon options below ; e.g. 3 vertical dots))
2. Next, Select Bookmarks, Then
3. Tap Add Bookmark then OK to save.
4. Press and hold the Bookmark icon that you just saved.
5. Select Add Shortcut to Home or Add to Home Screen.



L & L COMMUNICATOR'S

WITH SEARCHABLE

QUICK  
LINKS

2

3

4

1

INTERACTIVE  
VIRAL BLOGS

CONTENT CAPTURE  
VIA SOCIAL MEDIA

WEBSITE  
CONTENT  
&  
PRESENTATION



# THE ROLE OF THE LLC

## WITH NEW vs EXISTING CUSTOMERS



Keys to  
Communication  
Success  
Include:  
Integrating  
Four "Pull"  
Communication  
Channels:

1. **Website**
2. **L&L Communicator**
3. **Blog**
4. **Social Media**

**Note**  
The Communicator is an  
independent module on the  
Web SaaS.

Content (Text, audio, image and video) relevant to communication is dependent on user needs. Largely, user needs depend upon, if they are new to a website or if they are established, long standing users. New users seek "about us" information whereas long standing users seek alerts, updates and other dynamic and specific information needs. A four channel "Pull" approach is recommended; 1. Website 2. Communicator 3. Blog 4. Social Media.

The LINK & LIST COMMUNICATOR is an INTERPERSONAL MESSENGER Long standing users seek not to browse but to QUICKLY AND EASILY obtain specific answers to information needs. Scroll & One-Click-Tap to information is the goal.

VIRAL BLOGGING takes blogging to the next level. It does this via INTEGRATION with Families on Facebook, Businessmen on LinkedIn, Short Messaging on Twitter, sharing Images and Video on Instagram, Twitter & Facebook. It's about reaching out to your audience on social media and on You Tube. Curate content from blogs, etc by linking to a topical content on a news feed Communicator.

Lastly, users are on SOCIAL MEDIA. You should embrace, integrate and manage their contribution; it's about teamwork!

## ENSURE INTERACTIVITY & BE UP-TO-DATE

### THE USER EXPERIENCE IS UNDERPINNED BY THEIR NEEDS

#### WHY IS THE PERSON ON YOUR COMMUNICATOR?:

- Are they new users browsing and exploring for a deeper understanding of your organisation? If so, the quality of their experience will be determined by the content and presentation thereof.
- Are they part of your existing community who seek an update? If so, they will be looking for alerts, updates, news or some other specific content - How fast and easily they are able to get the information update is critical to user satisfaction.
- DO YOU NEED AN INTER PERSONAL MESSENGER?
  - The L&L COMMUNICATOR provides a simple "Tap To Open" Link.
  - **IT'S SIMPLE, EFFICIENT AND IT WORKS!**
- Each of these four channels can be independent but integrating them to gather and deliver content is a powerful combination and a formula for success.

# 4 CHANNEL COMMUNICATION



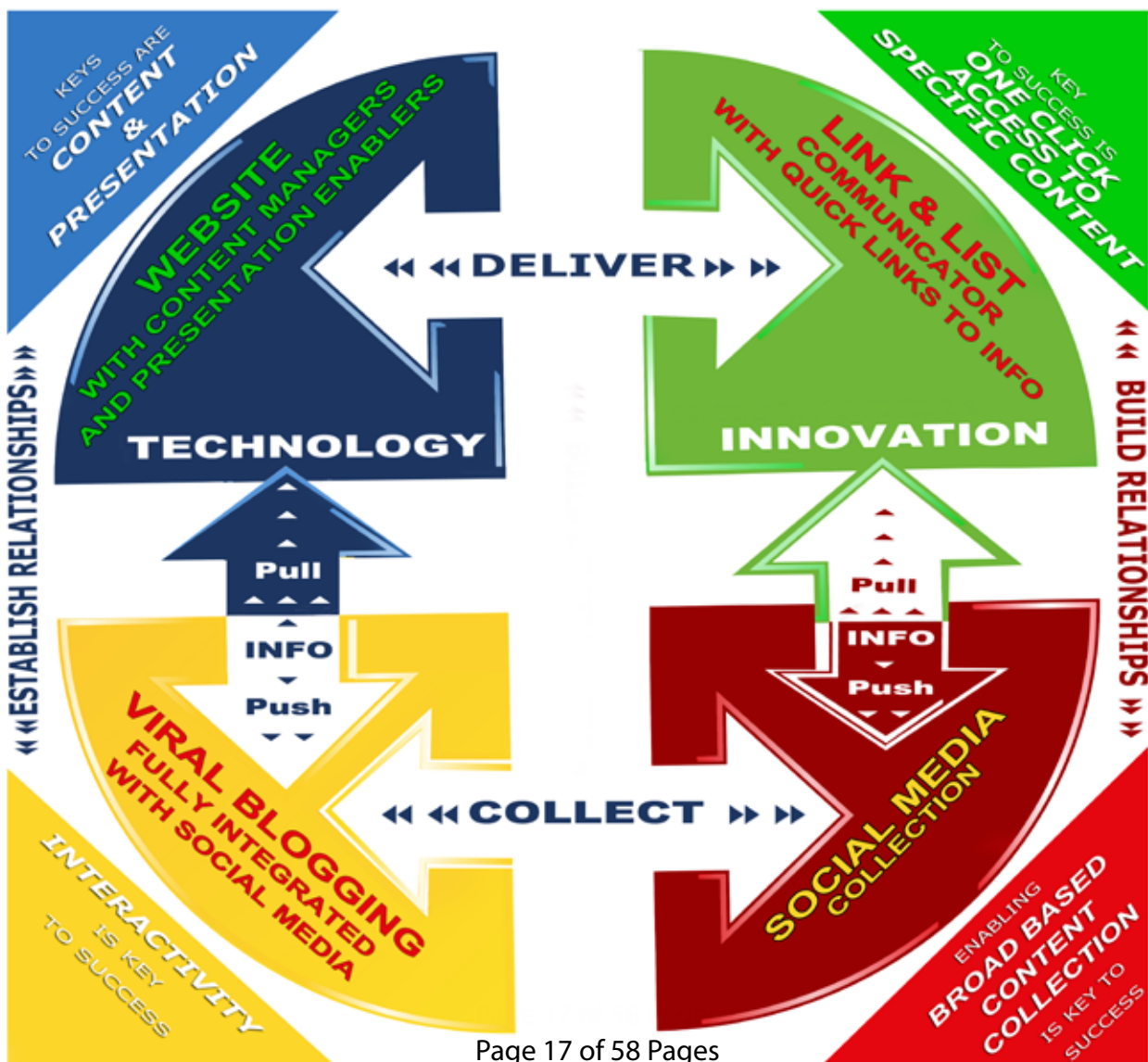
Above: The Four “Pull” Channels:

1. Website
2. Link & List Communicator
3. Blog
4. Social Media

Below: The Channel Focus    Right: The Detail



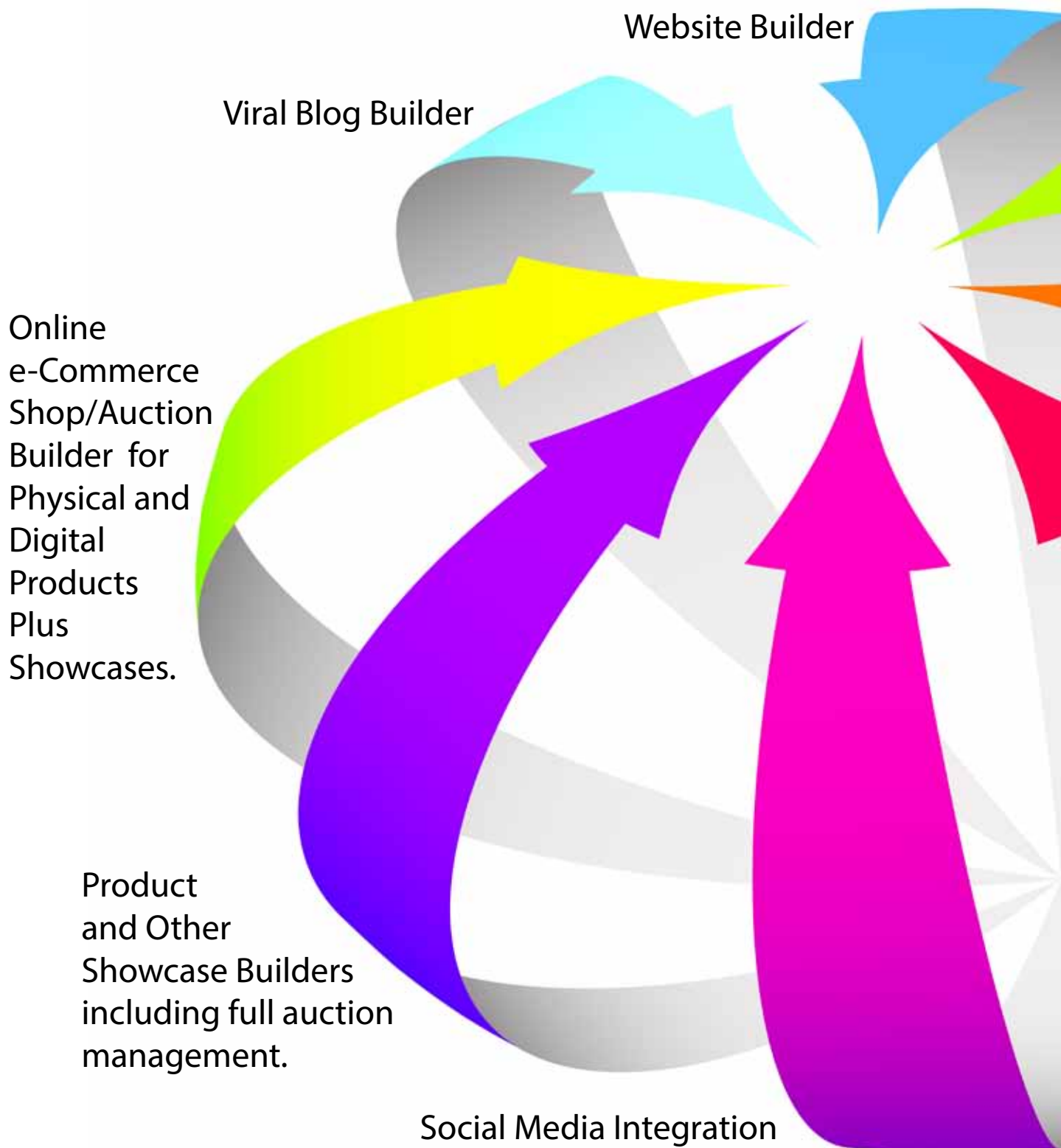
# CHANNEL INTEGRATION






# THE WEBO SaaS OUR TOOL BOX:

The challenge to make your content shine.



*Create a COMMUNICATOR to establish and maintain relationships with your customers.*



LPM Reputation & Referral Marketing  
Communicator

Meeting Packs  
Online  
Decision Support  
Agendas - Decisions  
Required - Online Voting -  
Action Plans & Feedback

Link & List Communicators  
for Quick Links to the latest facts, figures,  
news, schedules, calendars etc.

# OVERVIEW

The Link & List Communicator.

Its a WIN WIN as an information reward  
and as a user friendly content communicator.  
It gets you to the information that you need - fast!

**Customise the webpage width**

**Customise the menu tabs to the right**

**Clubs, Schools, Churches**

**Just Tap a Button on your phone & get personal with a Link & List Communicator**

**VACATION**

**Demo School**

**LL Communicator**



Captive audiences, niche communities, established/regular customers, franchisees, church communities, distributors and more are groups of people that seek updates, info on the latest ranges, pricing, availability etc. They do not want to browse and search websites. They seek Quick Links to facts, figures, news, announcements and the like. Having a direct link button on the phone's in your community offers the opportunity to take service delivery to the next level by having personal contact that leads to an enhanced relationship and advocacy.



# SCHOOL LINK & LIST

SCHOOLS  
&  
COLLEGES

Tap to Dial  
Tap to Link  
Simple  
and  
Affordable

STUDENTS  
TEACHERS  
& PARENTS

# CAMPUS COMMUNICATION

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Chat to us  
about your  
needs.

Campus  
Communicators  
are  
"Fully  
Customised"  
to accommodate  
individual needs.

Our Link & List Communicator offers information-on-the-go. It is used for a variety of purposes. It can be customised to suit the needs of crèches, pre-primary, primary and high schools, as well as by after school study centres, colleges and adult education centres.

Add your Logo, and further customise what you call it; School Link, My School Link, College Communicator, School eNews, etc.

Websites can accommodate these needs but the unique attraction is the tap to link and tap to dial facility that makes information easily accessible on smart phones. PC access is fully supported.

Costs are not only affordable but they are fixed and bandwidth is uncapped to accommodate reasonable usage expectations.

## Content - Presentation - Availability

### Campus Communicator Functionality

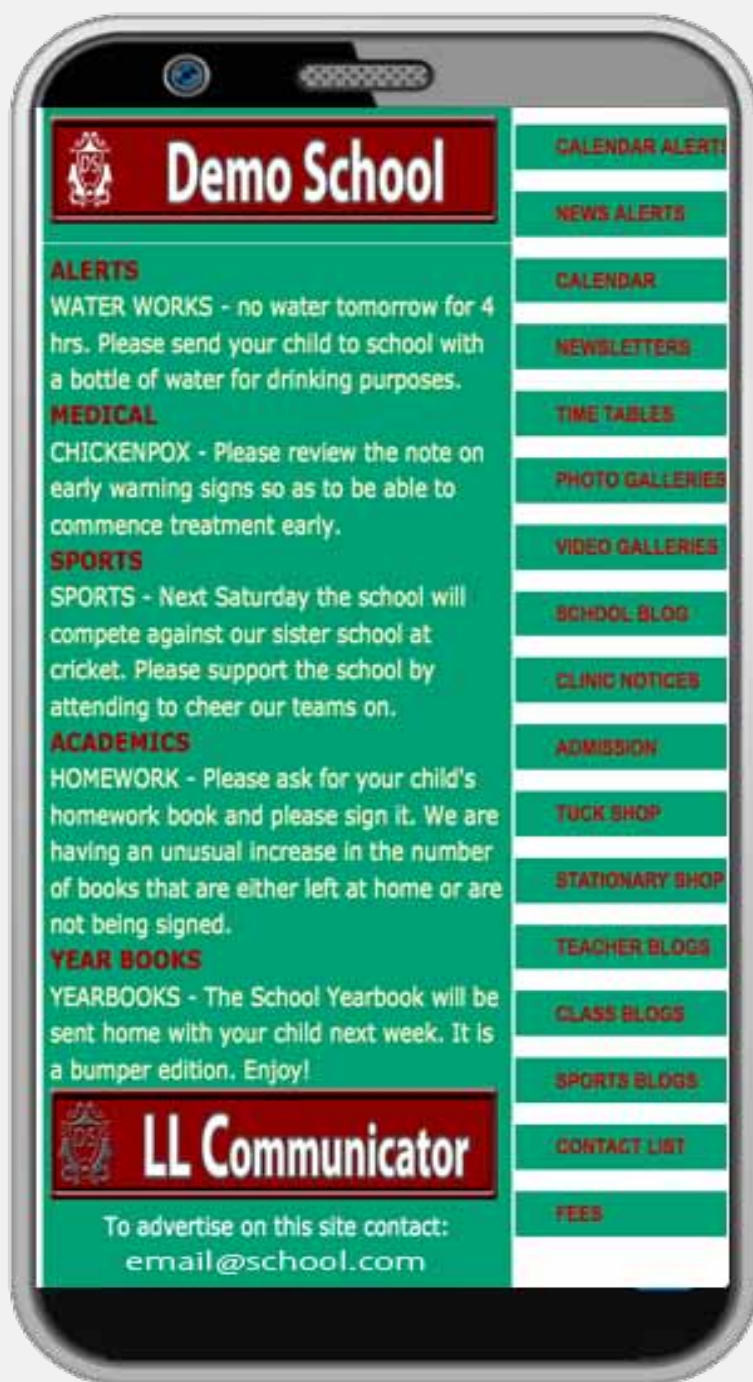
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A Blog Topic "Follow Subscription" will "Push" Topic Alerts to you.  
You can have "Pull" Access to a custom School Link & List Communicator::

- Tap the icon on your phone screen and a small phone friendly page opens that offers an update on calendar events in the current week and it could highlight a variety of announcements and alerts.
- Offer links to specialist webpages such as:
  - "Tap to dial" lists of emergency numbers
  - News Pages
  - Website Pages on, e.g. extra mural lessons & activities
  - Picture and video galleries
  - Individual team sports webpages
  - School Club and Association webpages
  - Information pages on Fees, Timetables, the School Calendar, etc.
- It could feature advertising banners that you can sell
- You could add a Contact List with Links to Local Businesses who offer Specials and Deals to school registration card holders. This option would open the door to the benefits of collective marketing.



# SCHOOL COMMUNICATORS



## e.g. of a **SCHOOL LINK**

- **The Landing Page**
  - School Calendar Alerts
  - School News Alerts
  - Links to other pages
- **Calendar Page**
  - This can be an interactive Google Calendar
- **Newsletters & Brochures**
  - Tap to read the latest and past newsletters
- **Class Time Tables**
  - Tap to read or download
- **Picture & Video Galleries**
  - School & class albums
- **General Information**
  - School Blog
  - Childhood illnesses
  - Traffic & parking rules
- **Administration**
  - Admission documents
  - Uniform shop hours
  - Tuck Shop hours
  - Stationary requirements
  - Fees schedules
- **School Contact Information**
- **Parent Contact Information**

**L**inked webpage technology offers easy access to information on-the-go. It minimises typing and it maximises tap to link functionality thus improving the user experience.

**I**n many instances students and parents are on the go and having the facility to Tap and Link makes access to information a breeze.

**N**ow, with your customised SCHOOL LINK & LIST newsletters, class time tables, administration documentation, picture galleries, video galleries, and more are a tap away.

**K**nowing what's on when is important to one's schooling as is being on time for classes, on time with assignments and more.

- **The Landing Page**
  - Tap to read more, dial or LINK
- **Calendar Page**
  - Tap to open
- **Newsletters & Brochures**
  - Tap to open Page Pop-ups, Flip Books or downloads
- **Class Time Tables**
  - Tap to read or download
- **Picture & Video Galleries**
  - Tap to view or play
- **General Information**
  - Join blog discussions
  - Tap to open Page Pop-ups, Flip Books or downloads
- **Administration**
  - Tap to open Page Pop-ups, Flip Books or downloads
- **Tap to dial, e-mail or LINK**
- **Submit changes online**

## NO SIZE LIMITATIONS

Within usage norms no size limits apply to:

- The number of pages that are referenced,
- the number of picture galleries,
- the number of video galleries,
- the number of flip books,
- the number of document downloads,
- the number of online quoting pages,
- the number of forms and the number of form submissions e.g change of address, extra mural attendance confirmation

## BLOG BUILDER

- A blog is included in the Webto SaaS that is fully integrated with Facebook and LinkedIn for sharing with friends and connections. Twitter archiving and following is managed by the blog as is Google analytics and Search Engine Descriptions.

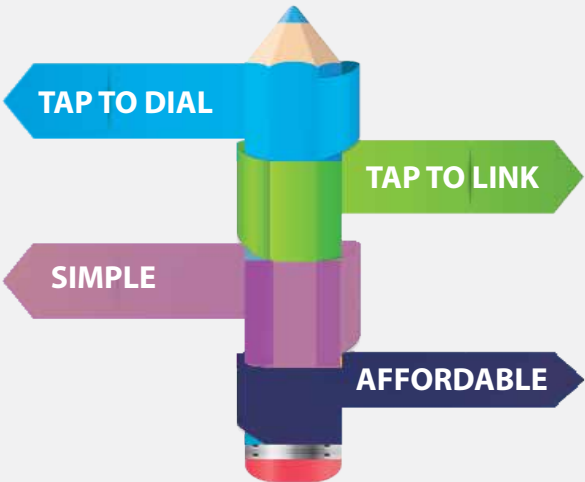
## FLIP BOOK BUILDER

- A Flip Book Builder is also included in the Webto SaaS for viewing brochures, magazines and documents online.

### OTHER

- Chat to us about adding an online shop for books, uniforms, etc.

Schools may use the full Webto SaaS to create websites, blogs, online shops etc or they can use it to only build a L & L Communicator.





# Implementation



## Strategy

Site with Blogs, Quicklinks & Advanced Social Media Integration,  
Implemented by a Broad Based Committee, Focussed on a Shared Plan.

### Establish a Communications Committee

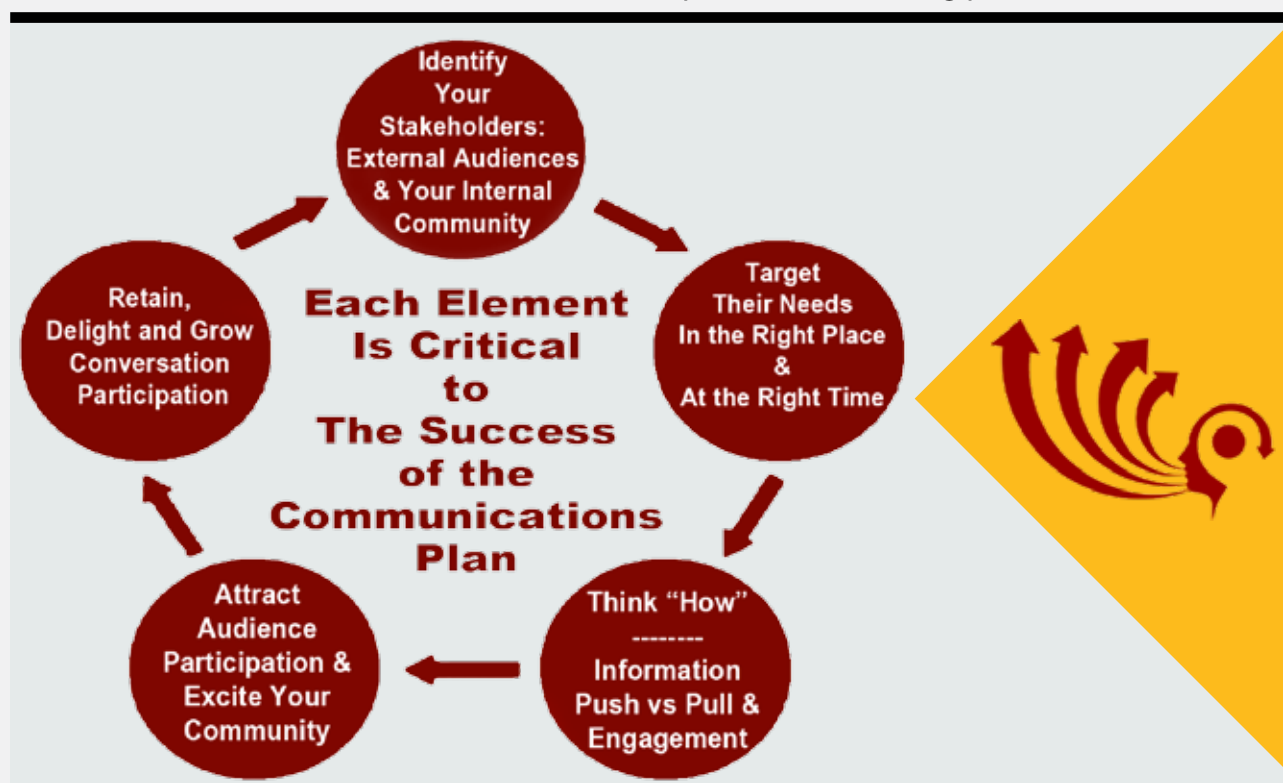
Students, teachers and parents have busy schedules and will not be able to build the four channels needed to establish the relationships needed with the community. By creating a committee and coordinating the contributions of committee members, drawn from students, teachers, parents and the broader community the workload will become manageable.

### Implementation Challenges

Once the Vision for School Communications has been set the strategy to achieve it needs to be established as a part of the Communications Plan. The implementation of ideas may face challenges such as: 1. Affordability, 2. Participation and 3. Content Management Enablers.

Implementation may, on the other hand, be enhanced by:

- The sense of community that the local neighbourhood have. Do they work together on matters such as crime watch initiatives?
- The degree to which the student fraternity are mature and responsible.
- The extent to which parents collaborate with teachers and students on school projects.
- The relationships that exist with local businesses, religious groups, etc.
- Involving adults with time e.g. Retired parents or grand parents. What skills exist in the school community and how can they mentor or contribute to the learning experience.
- Engaging with the student group to evaluate the effectiveness of how students participate, collaborate or are consulted and take ownership of decision making processes.







Retain, Delight &  
Grow Participation

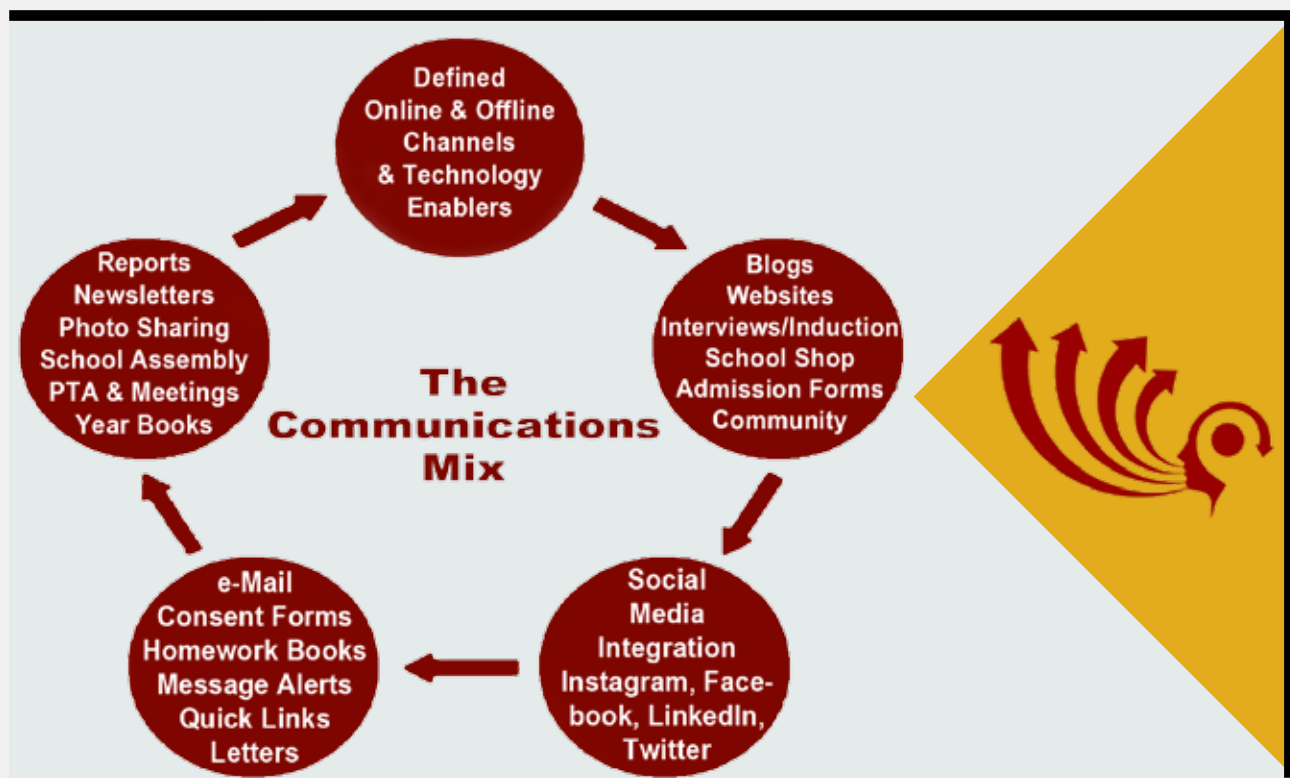


Keys To  
Communication  
Success

Mobile Access  
& Channel Mix

Great school websites get the following matters right:

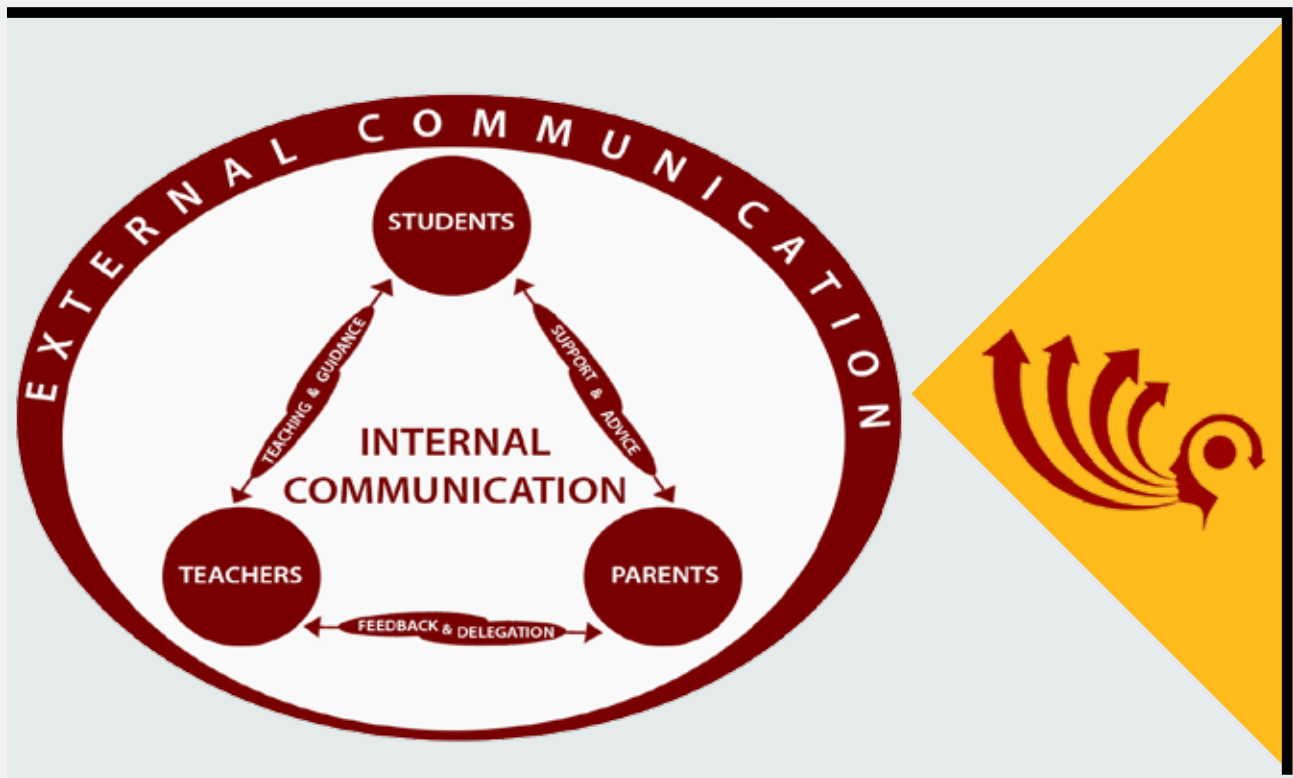
- 1. Responsiveness:** Social Media has taught communities and individuals to engage & chat.
- 2. Mobile Communication:** Phone handsets now manage communications with individuals.
- 3. Simplicity:** Quick Links to Frequently Viewed information such as Alerts, & Online Calendars.
- 4. Pictures and Video:** Pictures & videos contributed by all in the community creates interest.
- 5. Directory/Contacts:** Tap to dial or e-mail contact lists for phones are handy and appreciated.
- 6. Teachers/Classes:** Teachers (or subjects) and classes should have webpages and blogs.
- 7. Links and Lists:** Prioritise popular links and avoid drop-down options.
- 8. Site Usage Analysis:** Use Google Analytics to establish what are the popular go-to pages.
- 9. Dynamic Calendars:** Use auto updating Google Calendars. PDF calendars get out of date.
- 10. Phone Friendly Landing Pages:** Quick Links to specific frequently accessed pages is key. Cramming content into narrative home pages is not user-friendly - you have to read it all to find if there is something there for you! Rather break up the content and link to clearly labelled stories. Simply put, success lies in offering quick links to frequently sought after information that is normally answered by contact details or the date and time of an event.
- 11. Staying Fresh:** Establish a broad based communications committee to shoulder the burden of maintaining a steady supply of fresh content.
- 12. Communications Mix:** Websites alone cannot meet modern user needs. The school website needs to be integrated with other communications channels including the social media.



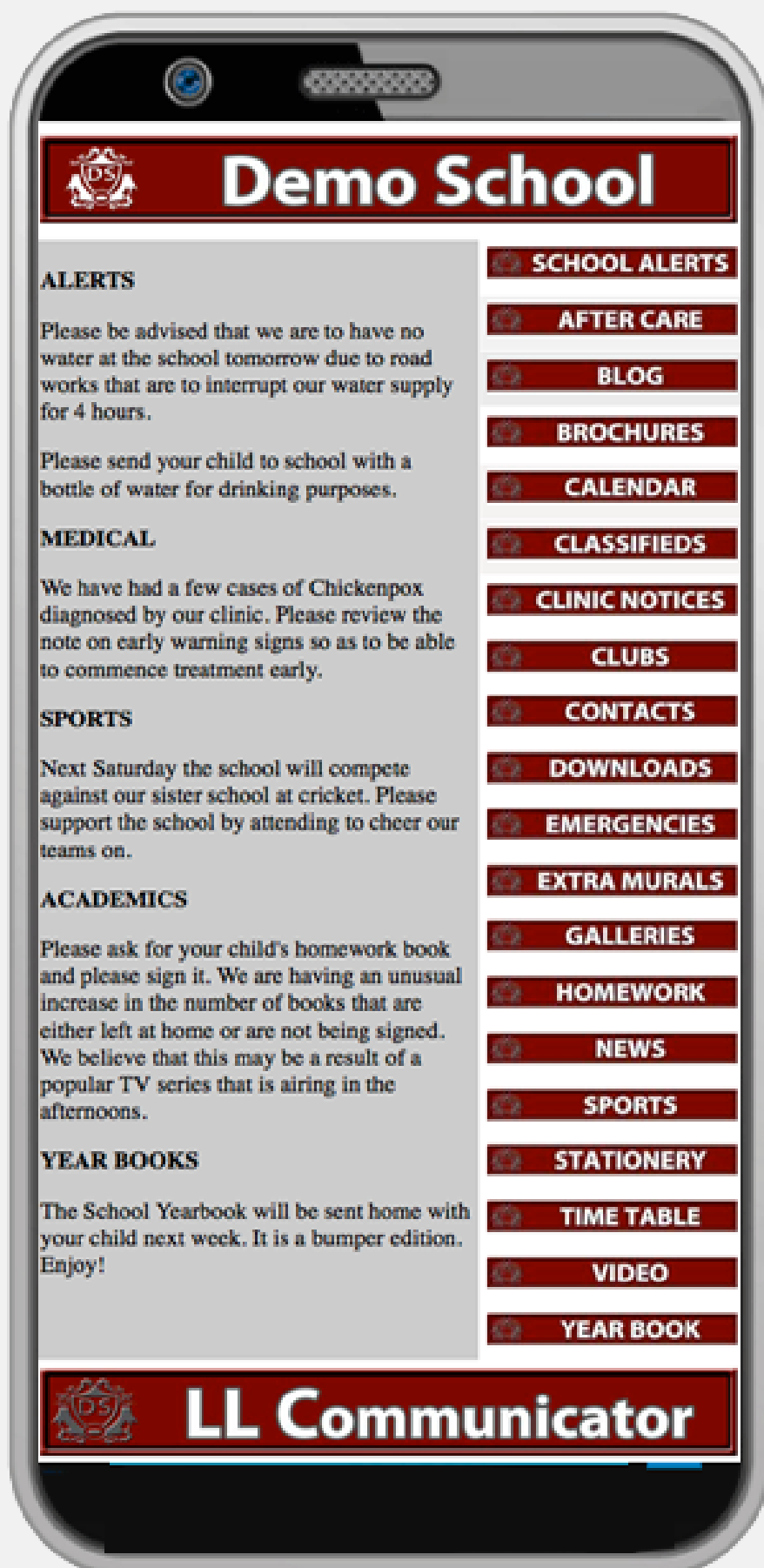


## Eight Reasons for Link & List Popularity

- 1. Regular Users:** Regular users seek specific information; news, event details, teacher contact details, who has been selected for a team etc. The L&L Communicator's Quick Links does this.
- 2. Phone Friendly:** Website pages are often too wide for phone handsets. The Link & List Landing page is half the page width, allows for side panel links & supports scroll down viewing.
- 3. Fresh Content:** The L&L Communicator is a shared webpage that is optimised for bookmarking and auto updating. PDF downloads are a thing of the past.
- 4. Ease of on-the-go use:** Tap to dial and tap to link functionality makes for ease of use.
- 5. Simple Design:** The Link & List Communicator design is a small phone friendly page with the Menu Bar down the right hand side.
- 6. Bookmarking "How To":** On a PC, open the Link & List Communicator page and bookmark it. On an iPhone/iPad open the page and select the option "Add to Home Screen." On an Android Phone/Tablet e.g. Samsung 1st download a bookmarking APP from the Play Store and use it to bookmark the page. On a Windows Phone just add to favourites.
- 7. Simple Landing Page:** Each Menu tab on a L&L Communicator links to a webpage. The order is in line with analysed popularity. The body of the page runs a summary of recent Alerts that were tweeted. The L&L Communicator pages "Get you to the knitting fast!"
- 8. Push vs Pull Drivers:** Push; Message Alerts are tweeted to subscribing handsets. Pull; Users open the bookmarked Quick Links to be updated on recent message alerts.



# THE LINK & LIST COMMUNICATOR



## HOSTS:

Alerts  
and links setup to  
pages for e.g.:  
NewsFlash

Updates

Calendar

Tap to Dial /e-mail  
Contact lists

Forms

Timetables

Teacher Blogs

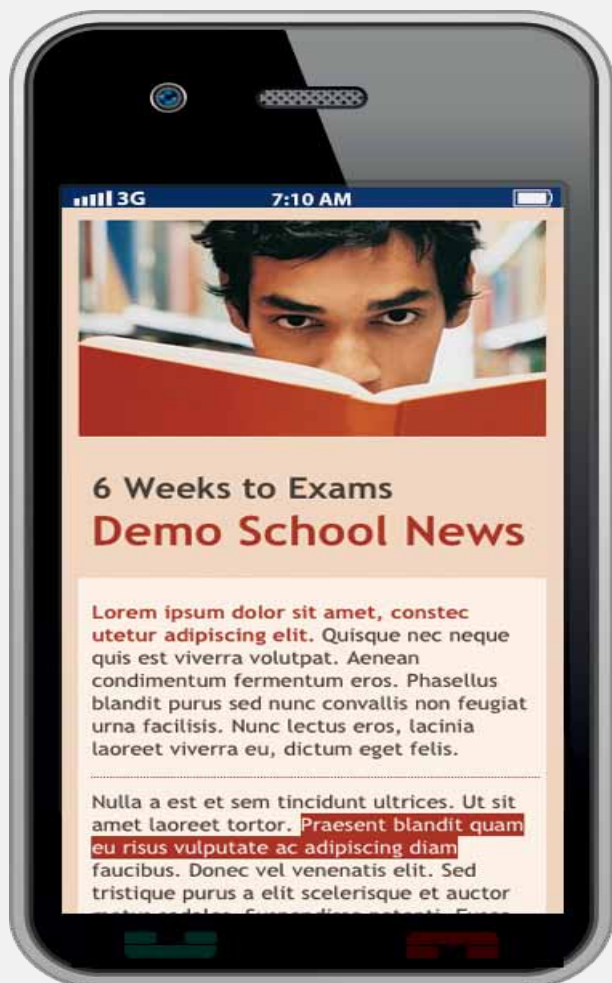
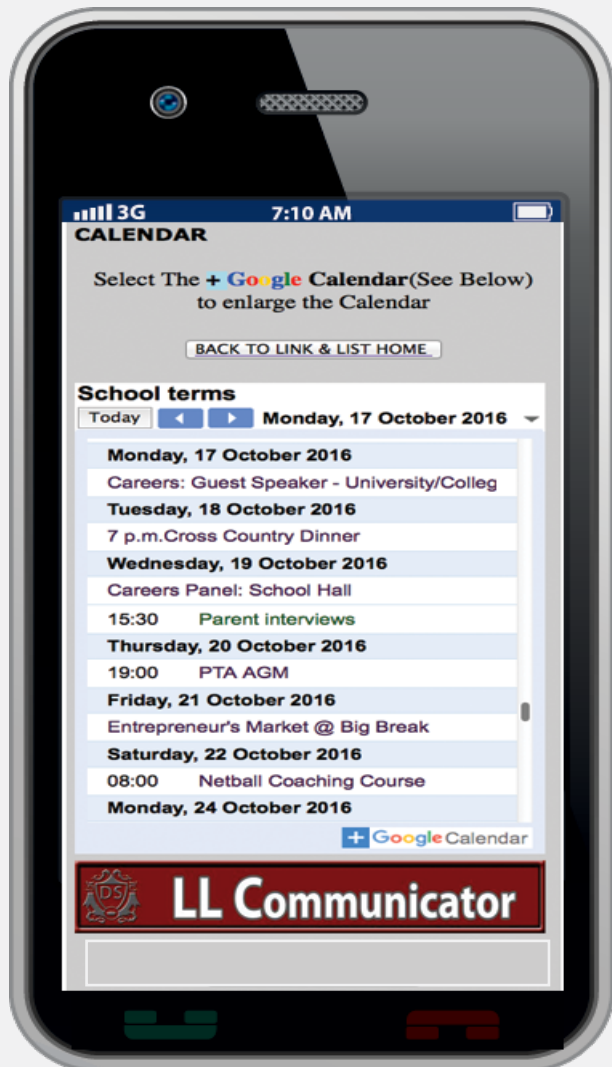
Class Blogs

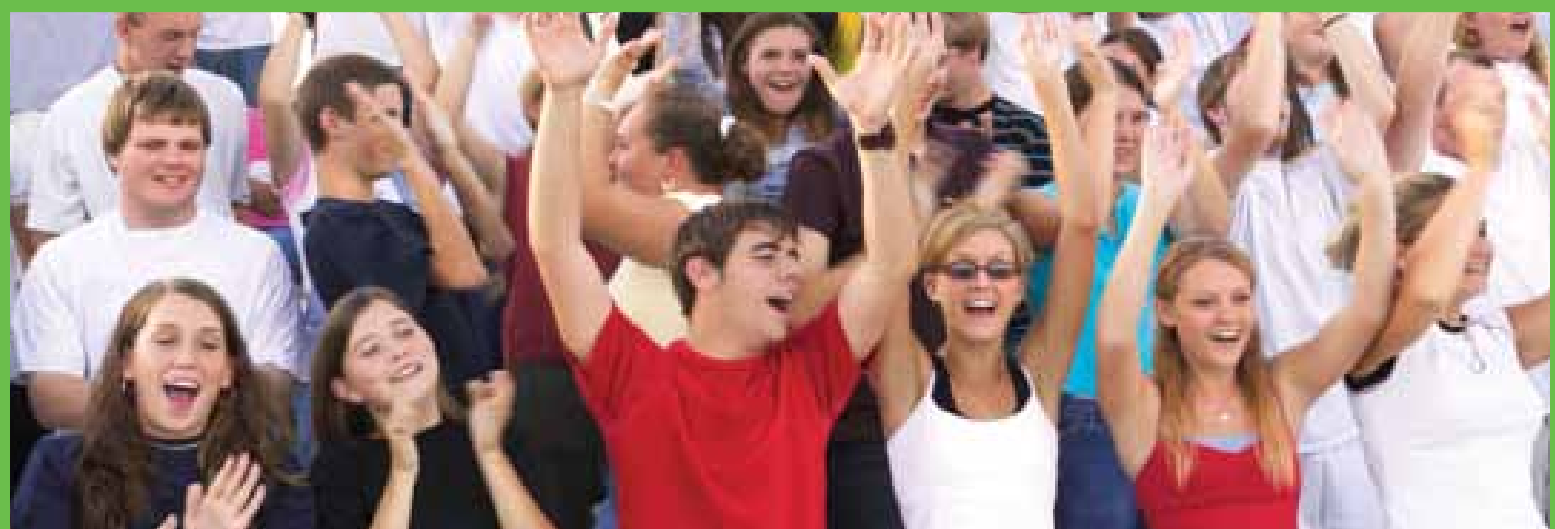
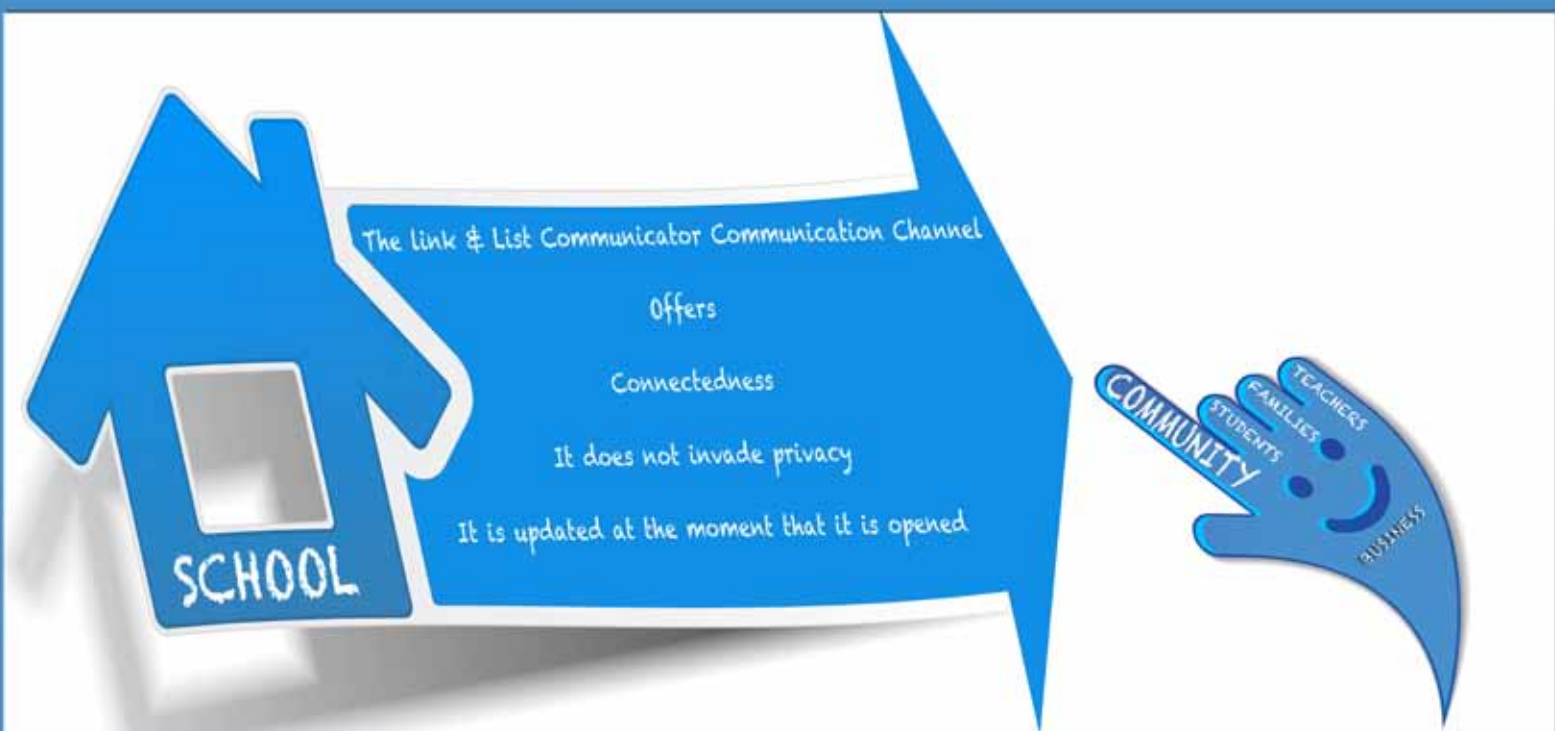
Sports Blogs

Videos

Picture Galleries,  
etc.







# SCHOOL COMMUNICATION CHANNEL

## WEB SAAS VIRAL BLOGS



### HOSTS:

Two-way communication with text, images and video

Adds story links to user families on Facebook & to businessmen on LinkedIn

Displays Twitter, Instagram & Facebook Albums

Displays old tweets ie A Twitter Archive

Offers a topic follow option







Topics can be set behind passwords

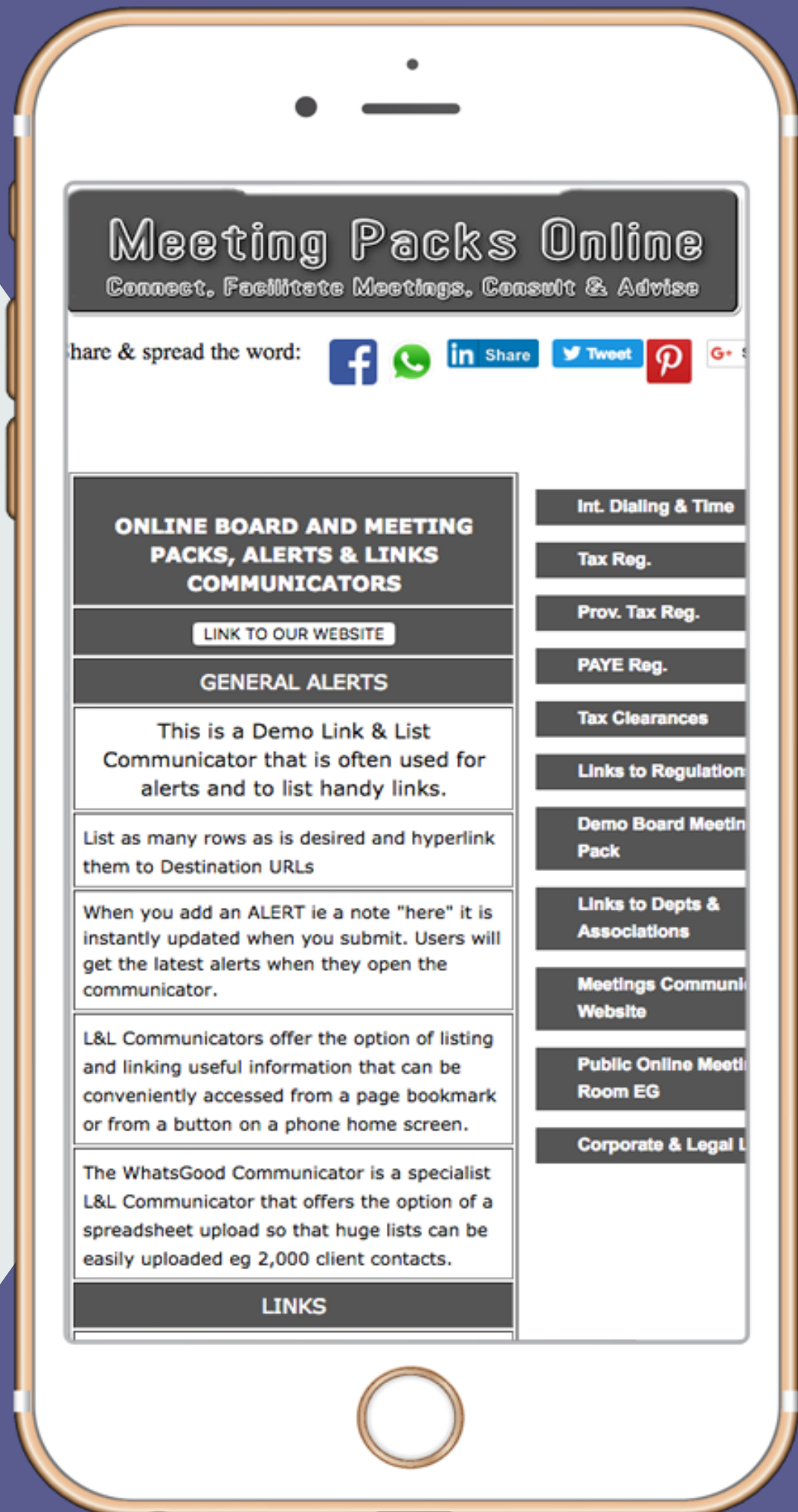


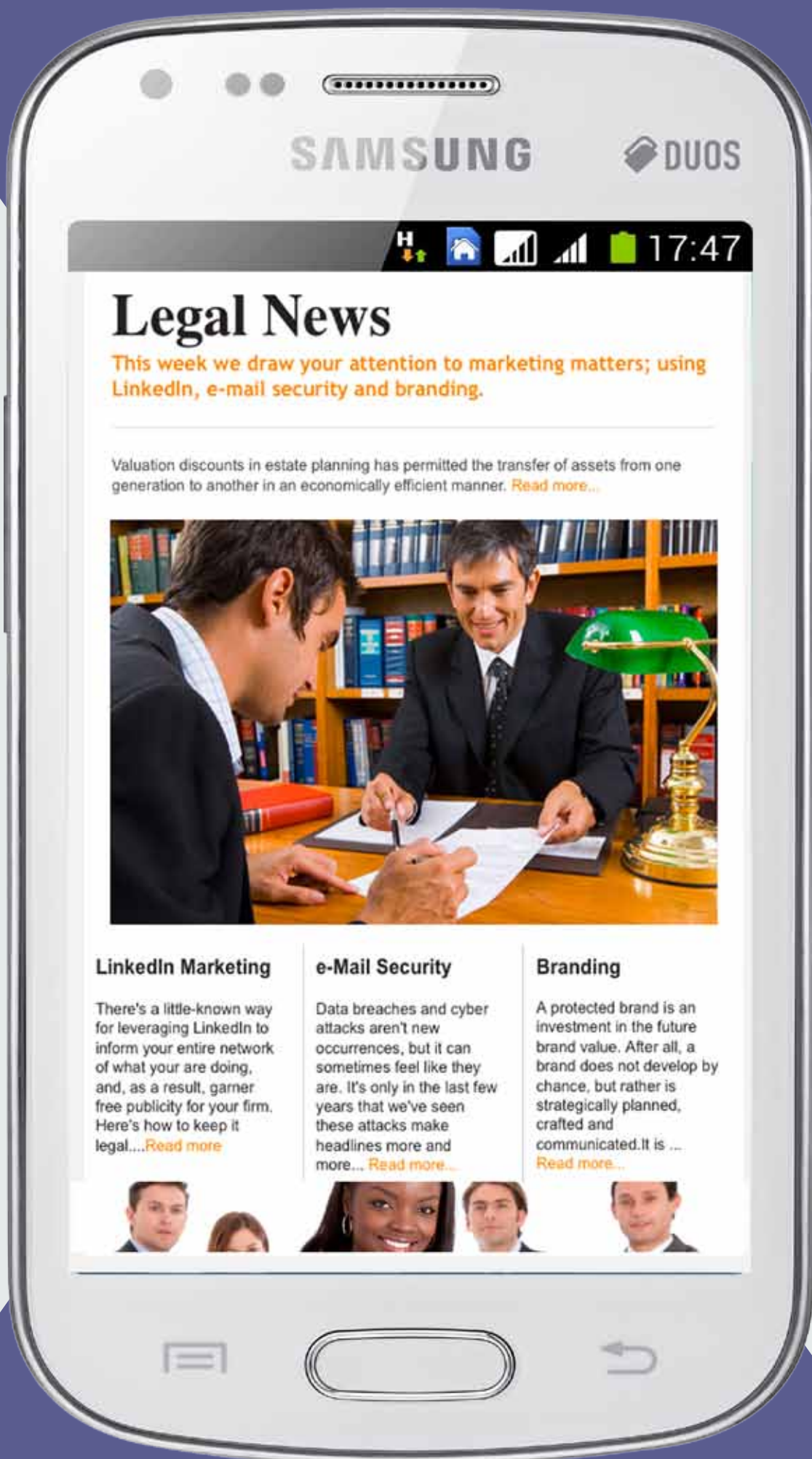
# SCHOOL COMMUNICATION CHANNEL

## WEBO SaaS SOCIAL MEDIA INTEGRATION

### DEMO SCHOOL SOCIAL MEDIA DIRECTORY

Social Media Channels							Committee Chairperson Evelyn Jo
Events	Content Sharing, Discussions & Feedback	Showcase School Culture / Photo & Video Sharing	Viral Marketing to Families	Alerts eg's	Viral Marketing to Business	Showcase School Culture / Video Sharing	Committee Member
Induction	Story Feedback &	#DemoSchoolInduction	SMLS	Alerts&Chat	SMLS	Video	Name
Open Day	Story Feedback &	#DemoSchoolOpenDay	SMLS	Alerts&Chat	SMLS	Video	Name
Matric Dance	About Feedback &	#DemoSchoolMDance	SMLS	Alerts & Chat CTA's eg re setup	SMLS	Video	Name
High School		SDA	SDA	SDA			
School	Comms	#DemoSchool #DemoSchoolAlerts	SMLS	Alerts Chat Badges Ready & eg	SMLS	Video	Name
Grade 8	Comms	#DemoSchoolGr8	SMLS	Alerts&Chat	SMLS	Video	Name
Grade 9	Comms	#DemoSchoolGr9	SMLS	Alerts&Chat	SMLS	Video	Name
Grade 10	Comms	#DemoSchoolGr10	SMLS	Alerts&Chat	SMLS	Video	Name
Grade 11	Comms	#DemoSchoolGr11	SMLS	Alerts&Chat	SMLS	Video	Name
Grade 12	Comms	#DemoSchoolGr12	SMLS	Alerts&Chat	SMLS	Video	Name
Sports							
All Sports	Comms	#DemoSchoolSports	SMLS	Alerts&Chat	SMLS	Video	Name
Basketball	Comms	#DemoSchoolBB	SMLS	Alerts&Chat	SMLS	Video	Name
Cricket	Comms	#DemoSchoolCricket	SMLS	Alerts&Chat	SMLS	Video	Name
Hockey	Comms	#DemoSchoolHockey	SMLS	Alerts&Chat	SMLS	Video	Name
Rugby	Comms	#DemoSchoolRugby	SMLS	Alerts&Chat	SMLS	Video	Name
Swimming	Comms	#DemoSchoolSwim	SMLS	Alerts&Chat	SMLS	Video	Name
Demo School Date: _____						BACK TO LINK & LIST HOME	
Notes: CTA's / Calls to Action   SMLS / Social Media Link Sharing - Click to place a link to the Blog topic on your Facebook or LinkedIn pages & SMLS with friends/business connections. SDA / See Display Above - There are radio button display options above. Comms: Documentation posted for comment & feedback. Video Sharing							





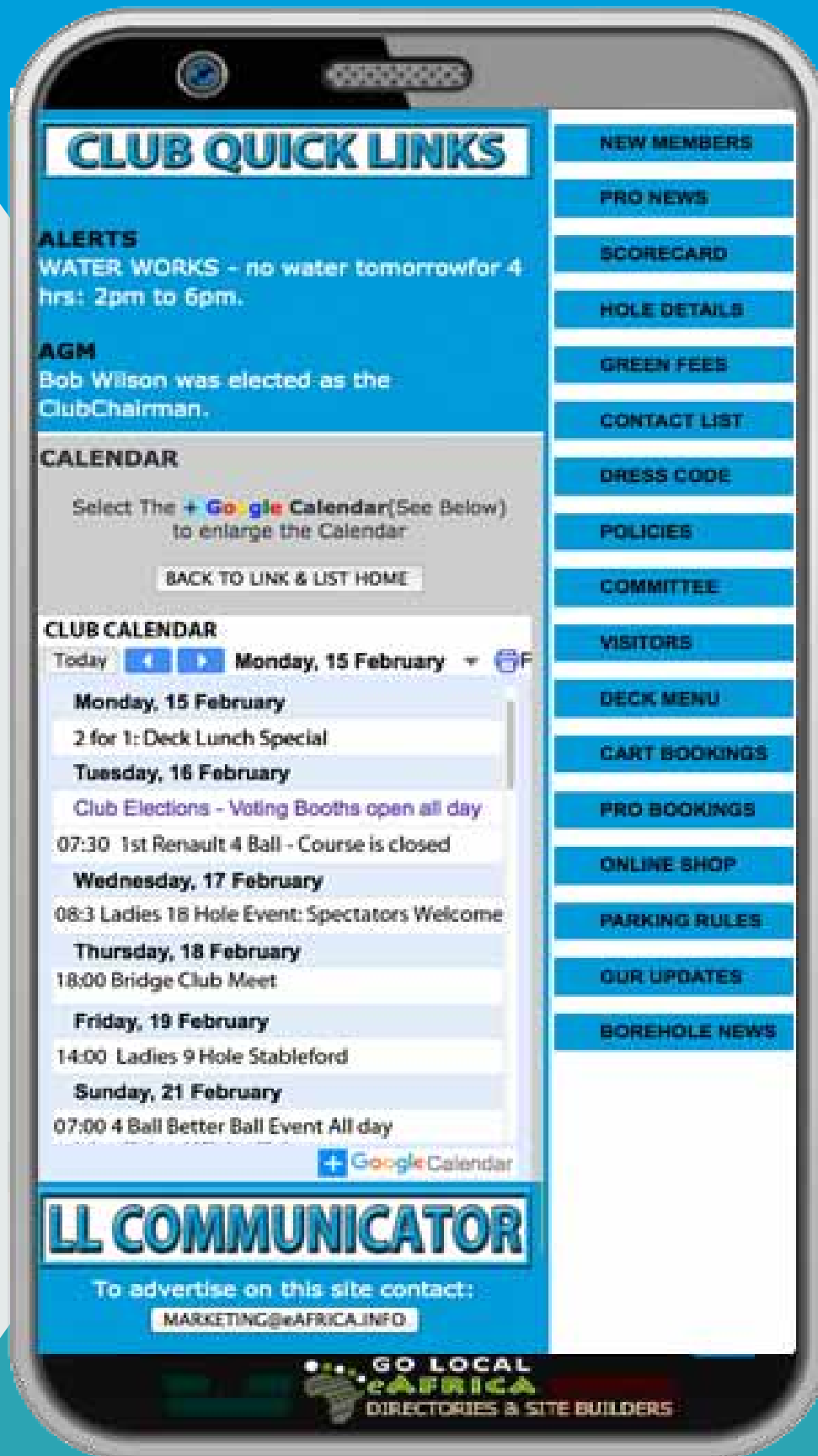






# CLUBS

## CLUB LINK & LIST



# MEMBERS



# MEMBERSHIP COMMUNICATION

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You are sure to agree with Bill Gates' observation that content is King! If stories are not engaging, exciting, amusing, entertaining or interesting to you in some way, you will most likely not read them.

Have you ever fallen asleep in a "PowerPoint" presentation?

The right time for content delivery varies from member to member. Our Club Link & List allows members to place the link on phones and PC's and it auto updates when members want to read it. Information "pulled" vs "pushed" is far more likely to be read.

Content needs to be readily available, and it needs to be attractively presented. If it is easily found it is more likely to be read. In short, our Link & List Communicator is a Link to auto updating webpages and lists that open when tapped by users on their phones (or PC's).

Magazines,  
newsletters &  
e-newsletters  
are critical to  
membership  
retention.

If content is King,  
convenience &  
presentation are  
Queen!

## Content - Presentation - Availability

### CLUBS & ASSOCIATIONS

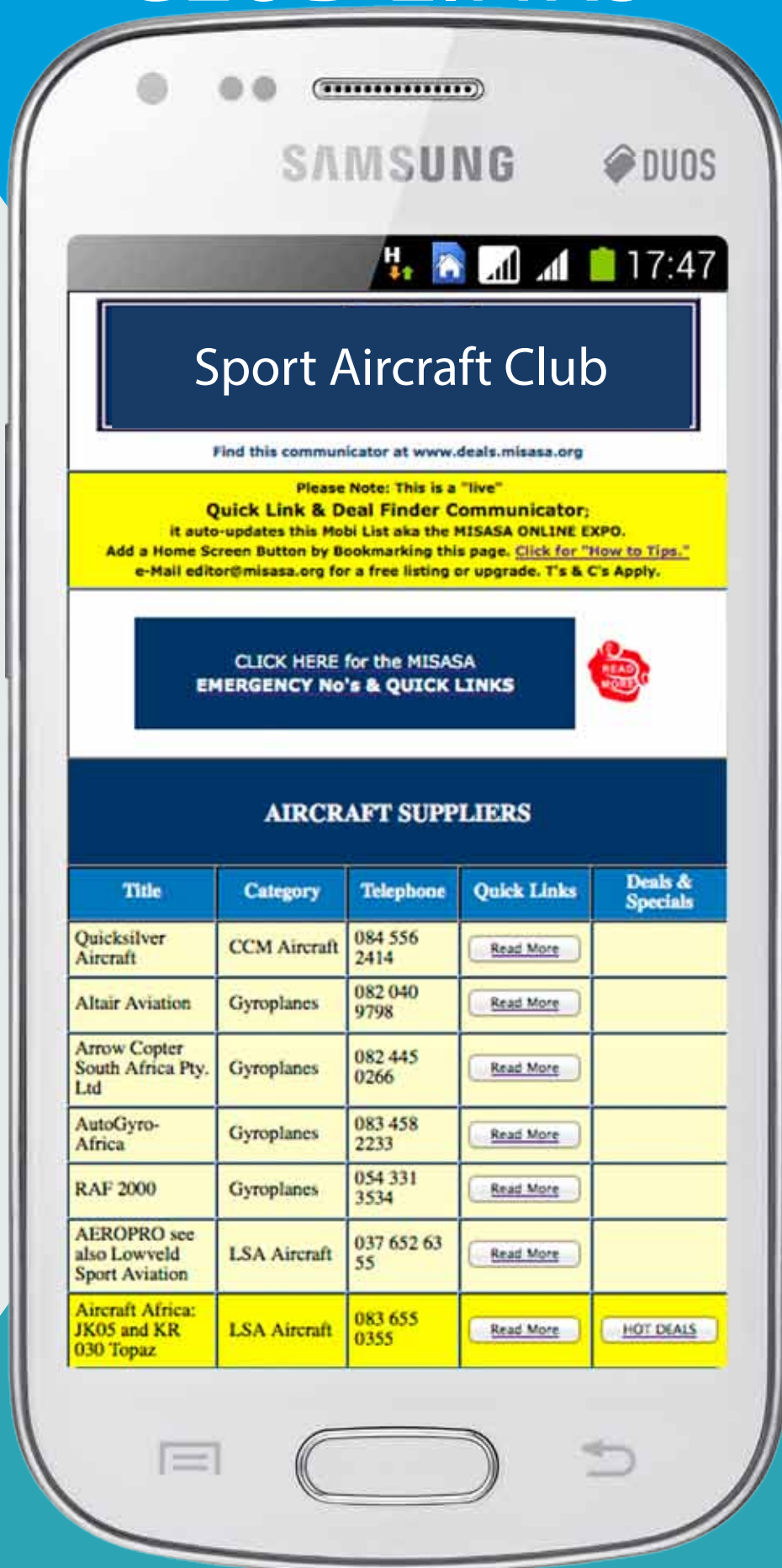
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- Communication is a key to service delivery.
- Service delivery drives membership retention.
- Being up-to-date on club matters establishes a sense of inclusion.
- Inclusion is a cornerstone of a club's camaraderie.
- Camaraderie is a foundation that bonds club membership.
- Publications offer advertising revenue opportunities.
- Surveys show that :
  - 75% of club members seek the communication of club news.
  - 62% of club members seek the communication of club events.
  - 53% of club members seek the communication of products & services.
- Digital publications built on new technologies are expected by members.

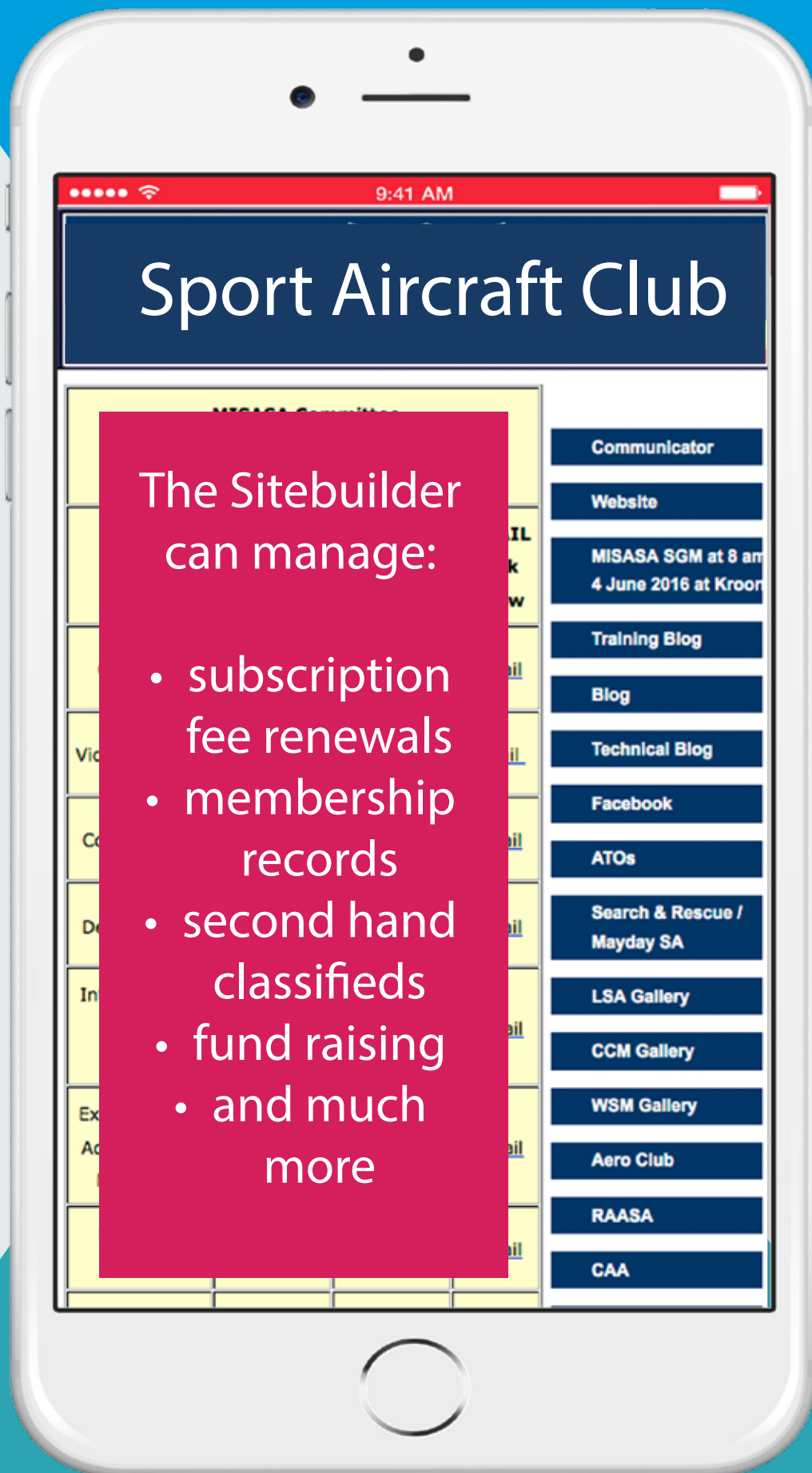
Tap  
to  
Dial.  
Tap  
to  
Link.  
Simple  
and  
Affordable

# CLUB LINKS

INFO & DEALS LINK & LIST



# CLUB LINKS

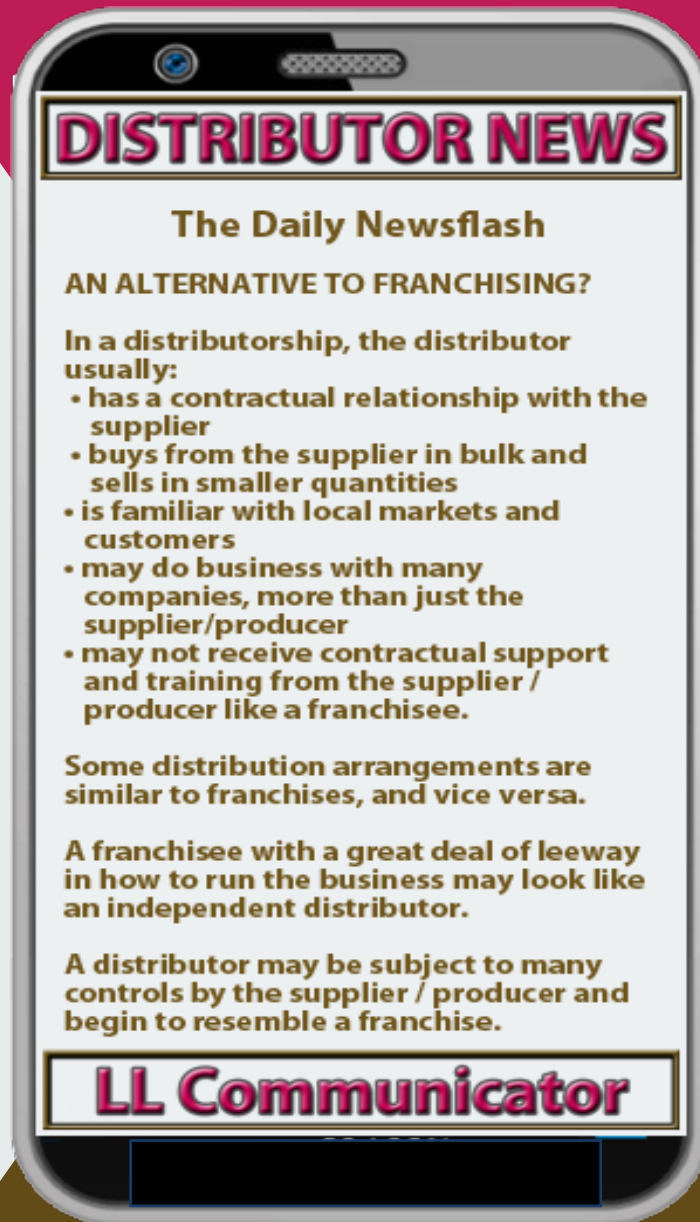




# COMPANIES FRANCHISORS & DISTRIBUTORS

NEWS LINK & LIST

COUPONS & DEALS



# CLIENTS, STAFF & FRANCHISEES

# CORPORATE COMMUNICATION

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Social Media  
and  
Digital  
Marketing  
have changed  
how we  
communicate  
and, for many,  
how we  
do business.

What are the  
benefits?

More small to medium sized businesses establishing a connection and building relationships with clients is the vision for our "Communicator." Enterprise Customer Relationship Management (CRM) & traditional marketing still dominates attention from those with big budgets. Audio and TV, as examples, are beyond the reach of the average SME budget, but they can still compete.

The Link & List Communicator is simple, affordable and it works. It levels the playing field in many ways (see below) for small to medium business. A great online user experience, coupled with a flawless supply chain and outstanding personal service is well within the capacity of SME's. Couple this with our News Link featuring **How to Information**, **Coupons** and **Deals** plus "Tap to Dial" convenience, for support and service and the playing field, previously based on size, will be levelled. Our Corporate Communicators are non-intrusive yet their presence begs an answer to update curiosity. Excitement builds loyalty and loyalty offers up sell and cross sell opportunities. Keeping staff up-to-the-minute with a News Link will enhance their capacity to enhance service delivery within an aligned strategy.

## Content - Presentation - Availability

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### Digital Marketing Strategies Offer Many Benefits

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Including:

- The opportunity to level the playing field with service and well structured information feeds at the right time.
- Costly television, radio and magazine channels can be countered with instant access to Mobi Links to tap & e-mail staff, tap and phone support, tap and view webpage technology and more.
- Campaigns are measurable in real time by simply counting inbound contact traffic; telephone, e-mail and web analytics.
- Adapting campaigns to feedback is quick and easy. Pages that do not convert can be easily changed until lead generation expectations are met.
- Good content that excites can go viral via Facebook sharing, LinkedIn sharing, etc. When friends share with friends the reach multiplier explodes.
- With the addition of calls to action that excite, a Corporate Communicator offers value for money returns that are hard to match.
- Easily loaded LINKS make digitally marketed calls to action attractive.

Tap  
to  
Dial.  
Tap  
to  
Link.  
Simple  
and  
Affordable

---

# THE CORPORATE LINK & LIST COMMUNICATOR

## **HANDY**

Tap a Button on a phone and browse

## **EASY**

Scroll and Tap to Link. Easy to share.

## **CELEBRATE SUCCESSES**

Tap to view news on Achievers

## **TAP TO VIEW**

Latest News, Product Brochure Flip Books, Price Lists, Service Manuals, Stock Holdings, etc

## **TECHNICAL DISCUSSIONS & ORDER TAKING**

Tap to access a blog. Reps can fill out orders on their phones that are e-mailed in for processing.

## **GO VIRAL**

Share with friends on Facebook and with connections on LinkedIn

- Integrated with Facebook

- Integrated with Google

Analytics

- Integrated with Google for

SEO Descriptions

- Integrated with Twitter

## INTERNAL COMMUNICATIONS

Surveys have shown that about half of SME employees feel excluded at work. The advantages of a motivated workforce are many. Key to motivation is inclusion and this is achieved, in part, by engaging staff. Our Link and List Communicator is a Pocket Advisor that gives easy access to information on Linked webpages and on Lists on phones and on PC's that will assist SME's to connect with their teams. Making the switch to mobile communications is a big change for many SME's that requires leadership, time and effort. It takes a progressive leader to build a SME team and our Link & List Communicator can assist to keep it simple and affordable.

You've probably seen, first hand, how Facebook has changed attitudes to online chat. People want to be consulted, they seek information, they want to engage and chat. Naturally you want your teams to be inspired, informed and engaged. Our Link and List Communicator puts all the options in the pockets of your staff on their phones or at their desks on their PC's.

It's time to communicate with your team and the Link and List Communicator will help you achieve your communication goals.





## BRING YOUR WEBSITE TO LIFE WITH OUR LINK & LIST COMMUNICATOR



IT INCREASES CUSTOMER SATISFACTION, IMPROVES CUSTOMER RETENTION, LOWERS  
VIP CUSTOMER MARKETING COSTS AND IT PUTS SME'S AT THE FOREFRONT OF  
TECHNOLOGY IN A SIMPLE AND AFFORDABLE WAY

### Link to:

- Blogs
- Download Pop-Up Files
- e-Mail Page Pop-Ups
- eCommerce Classifieds
- eCommerce Shop
- eCommerce Auctions
- Flip Books
- Independent Webpages
- Link & List Dropdowns
- PDF & VIDEO Downloads
- Form Creation & Submission Webpages
- Product or Service Showcase Webpages
- Picture Galleries
- Quick Quote Webpages
- Tap to DIAL Webpages
- Tap to LINK Linked Webpages
- Video Galleries

## EXTERNAL COMMUNICATIONS

- Mobile communications with customers is revolutionising customer marketing and it is increasing customer satisfaction.
- To succeed mobile communications must be easy to install and simple to navigate to information of interest.
- Information presented by way of crisp charts, infographics and pictures has more chance of being read.
- Calls to actions and real benefits from participation will build customer loyalty and retention.
- TAP and DIAL or LINK to VIP customer support is a way of allocating key clients to specific client handlers who are capable of meeting the requirements of these customers.
- Tap to LINK and VIEW webpages that provide frequent shoppers with notices on specials in advance of general announcements builds VIP customer appreciation.
- Tap to view support or How To manuals offers convenience to on-the-go customers.
- Tap to access online coupons on phones for "Loyalty Customers" offers the ability to offer specials to those that are your most important customers.







IMPERSONAL

- Once-off Suppliers
- Fellow Shoppers in a Shopping Mall
- Friends of Friends
- Pump Attendant: Local Filling Station
- Neighbours
- Doctor and Patient
- Work Colleagues
- Team Mates
- Pastor
- Cousins, Nieces, Nephews, Uncles & Aunts
- Best Friends
- Siblings and Parents
- Husband and Wife

INTER PERSONAL

COMMUNICATE > CONNECT > RELATIONSHIPS > LOYALTY > ADVOCACY



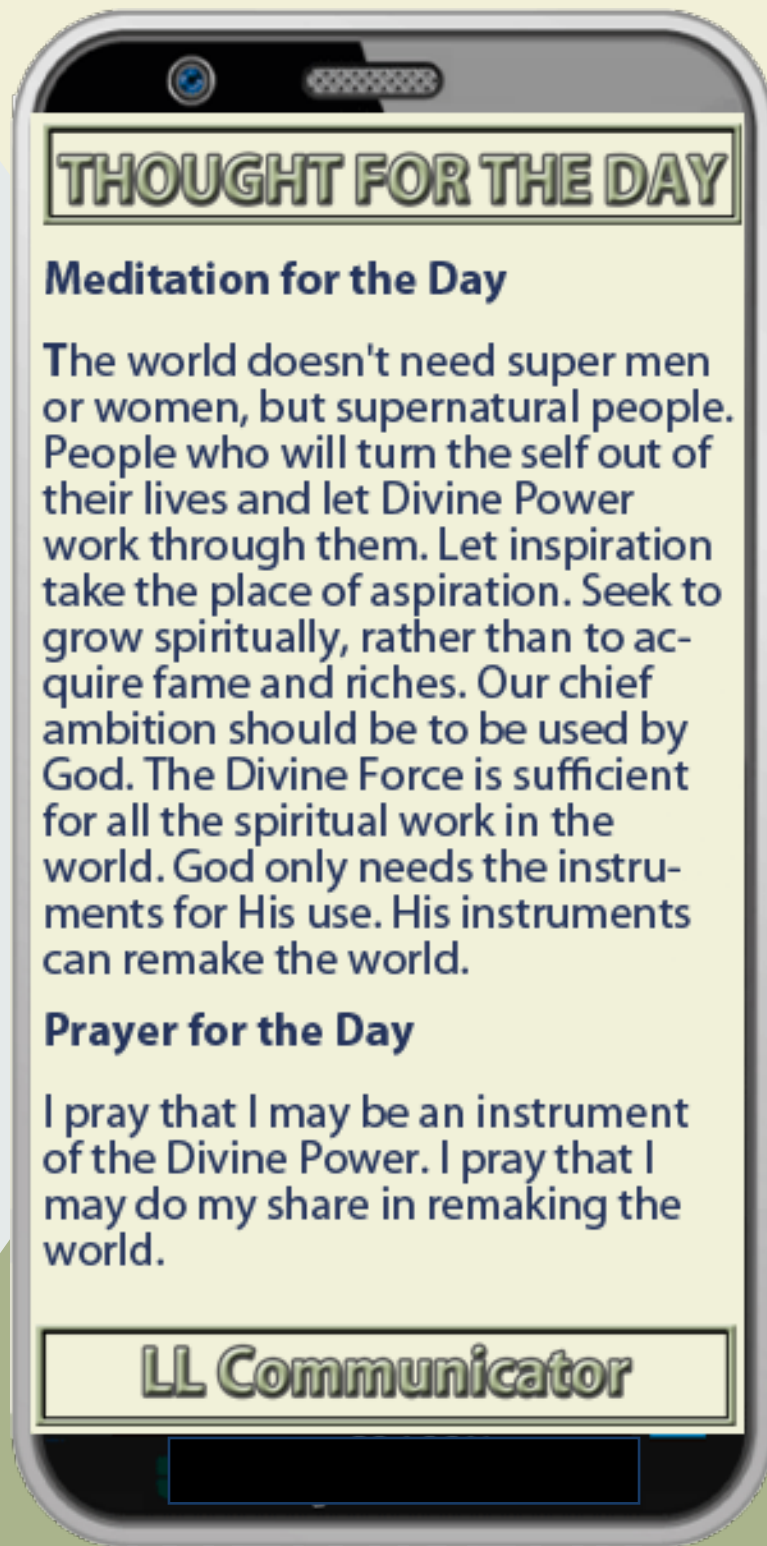


## INTERNAL MARKETING

The Link & List Communicator opens a direct line of communication from the Supplier to the Phone in the Pocket of the User or to a PC. Used to promote learning, enhance understanding, to relate and share, to influence attitudes, to offer help or advise, alternatively, to entertain the user this connection can be a powerful channel to take established relationships to loyalty and advocacy.



## PASTORS & ELDERS



# CHURCH COMMUNICATION

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People lead busy lives. Establish a communication strategy and use defined communication channels for specific purposes, such as :

- Twitter for daily inspirational messages
- Facebook for members to share their personal stories, families and friends
- CHURCH LINK for news, announcements and calendar alerts
- Blogs for two way discussions
- Websites for about us information and for organisational clarity on the vision, mission and progress towards defined goals for the church. Do not include dated day to day posts in the body of the website, whilst current at the time of writing, these will date the site and give the impression that it is a dated site.
- Online shops for raising donations and for managing the donation of product related appeals, e.g. a blanket campaign in winter.

## INVITE

Participation

## INFORM

Offer opportunities  
to question

## INCLUDE

Seek participation

## INSTRUCT

Teach something

## INSPIRE

Action

## Content - Presentation - Availability

### Effective Church Communication Includes:

---

- Keeping church bulletins crisp. Say less and more will be read, say more and less will be read!
- Use the CHURCH LINK to allow people to Tap & Open webpages when they have the time to read church bulletins, announcements, prayers, etc.
- Keep church bulletins fresh and meet expectations. Market the timing for updating links such as daily messages of inspiration, weekly sermon updates, monthly flip book newsletters, etc.
- Build inclusion by offering opportunities to sign up for events and to participate in a variety of ways.
- Limit regular and habitual e-mail as you will find that critical messages are not opened.
- Communication is best established when it is a two way exchange - LINK to a blog for discussion on active ministry topics.

Tap  
to  
Dial.  
Tap  
to  
Link.  
Simple  
and  
Affordable

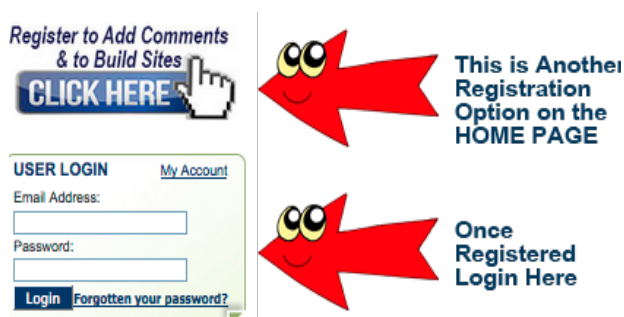
# TUTORIAL ON BUILDING A LINK & LIST COMMUNICATOR

## How to Build your Link & List Communicator.

### LOGIN

Login on your site or Login on the Home page of the Web Directory ( See Below).

Listing subscribers: In the Listing Member's Portal the Admin Panel Option: Setup a Shared Newsfeed Webpage refers to setting up a newsletter that is shared by users tapping the icon on their phone home screens.



Web Directory subscribers: You will find the Link & List Communicator in their Admin Panel. As a Web Directory subscriber login to your site at your site's URL. Select Members' Portal and you will find the Link & List Communicator option in the Admin Panel.

### THE BUILD

In this Tutorial we will build a Link & List Communicator for a Home & Living Decor Store.

- You can build multiple Link & List Communicators.
- Each will have a URL and the main Link & List Communicator page can refer to one or more other Communicators e.g. to one that has a Google Calendar on it, etc.

Shared Webpage Title Status ( See the screenshot on the opposite page)

- Set to Active (If inactive the page title will not show at the top of the page created with the WYSIWYG Editor)

Webpage Sharing Restricted to Registered Members Only:

- Set to Inactive (If Active only registered members are able to share the page).

Shared Webpage Password Locking:

- Set to Inactive (If Active the Communicator will be set behind the password).

Webpage Type:

- Set to Independent ( If set to Website or Store then the Communicator will be displayed as a website or store page with the website or store menu bar presented below the header. If Independent the Communicator will open as an independent webpage.



Shared Webpage Title Status :

☐ Active ☒ Inactive

Webpage Sharing Restricted To Registered Members Only :

☐ Active ☒ Inactive

Shared Webpage Password Locking:

☐ Active ☒ Inactive

Webpage Type

☐ Website ☐ Store ☒ Independent

Page Width

468

Header Height

Background colour:

F4F1E9

Text colour:

503828

Hover colour:

F4F1E9

Hover text colour:

B0785F

Password:

Title:

Home & Living L&LC

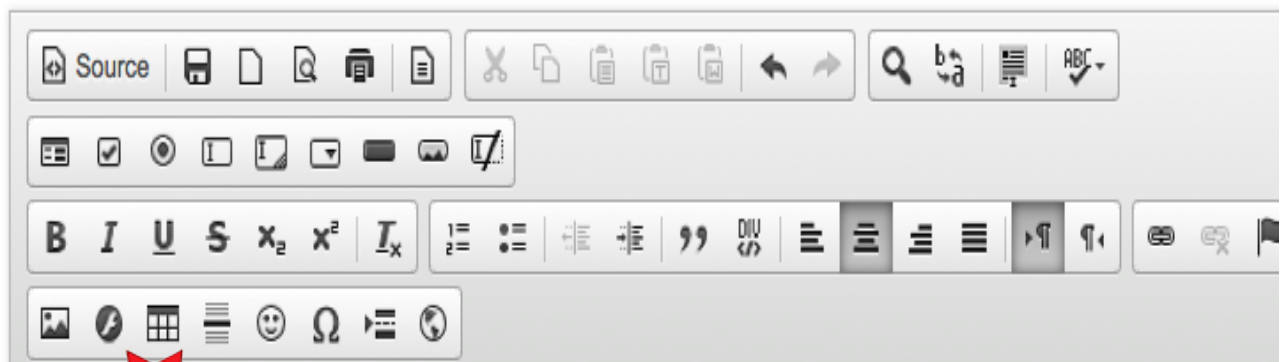


Table Properties	
Table Properties	Advanced
<b>Rows</b> <input type="text" value="12"/>	<b>Width</b> <input type="text" value="300"/>
<b>Columns</b> <input type="text" value="6"/>	<b>Height</b> <input type="text"/>
<b>Headers</b> <input type="text" value="None"/>	<b>Cell spacing</b> <input type="text" value="1"/>
<b>Border size</b> <input type="text" value="0"/>	<b>Cell padding</b> <input type="text" value="5"/>
<b>Alignment</b> <input type="text" value="Left"/>	
<b>Caption</b> <input type="text" value="Home &amp; Living LLC"/>	
<b>Summary</b> <input type="text" value="This is the H &amp; L Sale LLC"/>	

Page Width:

- Set to 468 - This will allow 300 for the page body (1/3 of a normal webpage) and 168 for the menu tabs down the right hand side.

Header Height:

- Leave blank. The header extends across the top above the body and the right hand side menu tab options. I will have a plain text heading and thus this is not needed. Also a Header Added within the body is a preference of mine.

Colours:

- Click in the boxes and select a colour or type in the colour codes required.

Password:

- Even if inactive the password must be entered.

Title:

- Home & Living L & L C ( This title will display on the list of communicators).

CKEditor

- Select the Four Arrows Icon to open the Editor page to a Full Screen View. Select the ? on the bottom row (on the right) for a guide to page formatting.

## Table Layouts & Formatting

**You now need to create the table layout that you desire.**

Think of it as a graph paper grid that you use to join cells and fill in the background colours. e.g. Highlight cells - right click and merge the cells. Then, highlight cells and right click to select Cell Properties followed by entering the background colour.

Once you have the cells at the required size and colour you upload images and text.

The text in this e.g. has been formatted as Normal (Div) - Times New Roman at various sizes and colours.

You should cut images before you load them( so that you minimise file size to maximise page opening speed) but the Editor can also resize them.

The Listing Builder has a wide variety of content management enablers. These include:

- Setup Directory Search Tag Descriptions ( Data to assist Directory Search).
- Search Engine Descriptions ( Data to assist SEO)

You can have as many quick link menu titles down the right hand side as you wish. You can also create drop down options from each of these for the presentation of sub-menu quick link titles.

## Back to the table:

We will use a table to create our page layout. Select the table icon and enter the specifications for the table. Such as:


- 6 columns
- 20 rows
- 300 pixels wide
- 5 pixel padding ( this will leave a 5 pixel gap from the edge of the table)
- left aligned

Now add images and text to cells in the table.


Select all the cells in the table and set up the table properties e.g. Cell > Cell Properties and set the width to 50 (6x50 will be 300). Horizontal Alignment = Left and Vertical = Middle. Background colour is #f4f1e9. Each Cell has a different background colour. That's it.

>--- Phone Friendly 300 Pixels Wide---< > --- 168 Pixels-->


# Home & Living SALE




Kitchen




Bathroom



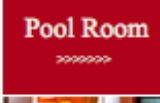
Bedroom




Living Room




Man Cave




Pool Room



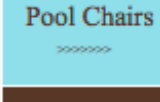
Study Room



Indoor Deck




Braai




Pool Chairs

END OF SEASON - 50% SALE

New ranges have arrived!  
Take advantage of this end of range sale.  
We also have a range of fabrics that must be seen!



We support social media: It's where we share.



- Kitchen
- Bathroom
- Bedroom
- Living Room
- Man Cave
- Pool Room
- Study
- Indoor Deck
- Braais
- Pool Furniture
- VIP CLUB DEALS
- KZ-N Weekenders
- KZN Weddings
- Westville Contacts
- Gauteng Weddings
- Gauteng Weekenders
- Fourways Contacts
- KZN Directory
- Gauteng Directory

**Add Link** [Add Main Menu](#)

Menu \*

Url \*

Sequence Number \*

Status ☐ Active ☒ InActive

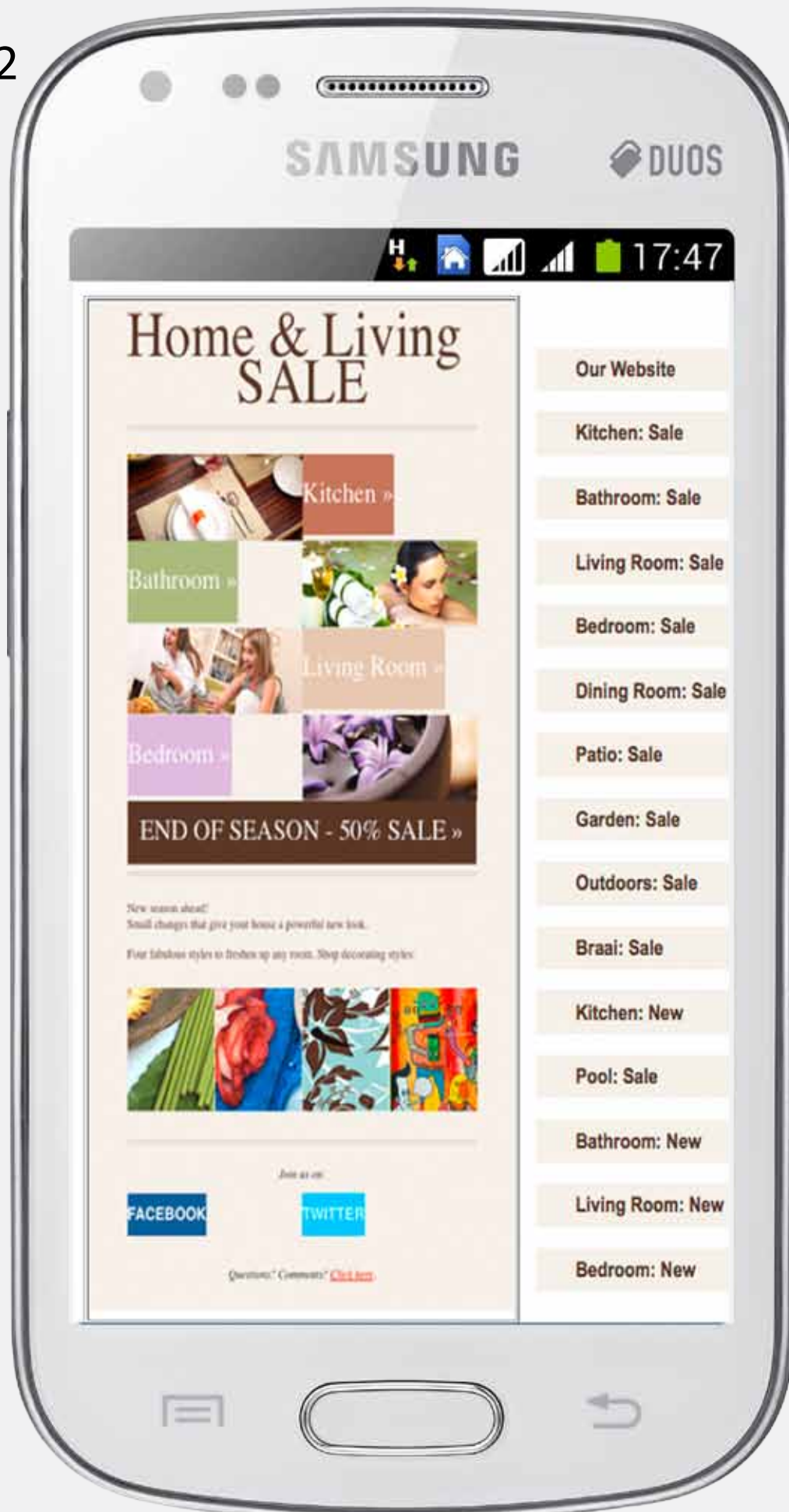
[Add SubMenu](#)

## Home & Living Sale

### Less 50%



e.g. 2







# Digital Marketing Communication Platform Builder's 10 Step Checklist

## Step 1

- ✓ Sign up
- ✓ Template
- ✓ Background
- ✓ Header
- ✓ Side Panel
- ✓ Categories
- ✓ Marquees
- ✓ Info Presenters
- ✓ eCommerce
- ✓ Ts & Cs
- ✓ Templates
- ✓ Validity Dates
- ✓ Admin PINs
- ✓ Admin Training
- ✓ Briefing Page
- ✓ App Setup
- ✓ Structure Rewards
- ✓ Adding Listings
- ✓ App Analysis
- ✓ Customer Launch

## Step 2

- ✓ Loyalty Programme Marketing
- ✳️ Coupon Marketing
- ✳️ Loyalty Marketing
- ✳️ Reputation & Referral Marketing
- ✓ Customer Loyalty Accounts
- ✳️ Points / Tiers
- ✳️ Reward Structures

## Step 3

- ✓ Bulk Content Communication
- ✓ Link & List Communicators
- ✳️ Contact Lists
- ✳️ Product manuals
- ✓ Information Rewards
- ✓ Sponsored Communicators
- ✳️ Schools, Online Trade Shows, Clubs, Churches, Rep / Legal Reference Libraries, etc

## Step 4

- ✓ WhatsGood Communicators
- ✓ Information Rewards
- ✳️ Lifestyle - What to do
- ✳️ Getaway Destinations
- ✳️ Local Buddy Deals
- ✳️ Local Restaurant Specials
- ✳️ Local Home & Garden
- ✳️ Local Home Maintenance

## Step 5

- ✓ Online Meeting Rooms
- ✓ On phone/PC Meeting Packs
- ✳️ Live Minute Taking
- ✳️ Video Conferencing

## Step 6

- ✓ Specialist Page Presenters
- ✳️ Locked or Unlocked Linked/Independent Landing Pages with Social Image Albums
- ✳️ Sign-up Opt-in Webforms
- ✳️ Automated Quote Builders
- ✳️ Keyword Search Webpage Builders

## Step 7

- ✓ Specialist Image Presenters
- ✳️ Flash & Non Flash | Locked or Open Album Builders
- ✳️ Video Album Builders
- ✳️ Slideshows
- ✳️ Image Rotators (Mirror Balls)
- ✳️ Image Alternators & Gif Builders
- ✓ Specialist Page Viewers for very Large Pages (eg building plans)
- ✳️ Scroll Box Webpages (with Vertical & Horizontal Webpage Scroll Bars)
- ✳️ eBook Flipbooks
- ✳️ Powerpoint Presenters
- ✓ Specialist Agile Quizpage Builders

## Step 8

- ✓ Blog
- ✳️ Guest Blogger Appointments
- ✳️ Topic Categories
- ✳️ Comment Management
- ✳️ Social Media Integration Options
- ✳️ Followers
- ✳️ Topic Categories
- ✳️ Comment Management
- ✳️ Social Media Integration Options

## Step 9

- ✓ eCommerce Store / Showcase for Physical and Digital Products
- ✳️ Fixed Price
- ✳️ Unpriced Classifieds
- ✳️ Managed Auctions
- ✳️ Promo Codes
- ✳️ Payment Gateways
- ✳️ Personnel Library (Doc & Video CVs)
- ✓ Order & Delivery Tracking
- ✓ Variation Mgt (eg Size/Colour)

## Step 10

- ✓ Website Builder
- ✓ Template Selector & Editor
- ✓ Meta SEO Setup
- ✓ Form Builder
- ✓ Marquees
- ✓ Dropdown Menu Setup
- ✓ Specialist Page Inclusion



# Link & List Communication with the Webo SaaS

**The Link and list Communicator App for Phones**



**We Deliver One Click Content to Communicator Apps on Phones**