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David Cain
MediaSauce
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Making Connections

Online Networks Become Business Platforms

Since the beginning of time, people have always had an interest in what other people are doing. If you doubt it today, consider the popularity of reality television and online social networking web sites.

While social networking began as a byproduct of the fascination with other people's lives through Facebook and MySpace, it is proving to be much more. These online networks commonly referred to as "social communities" create both a marketing channel for businesses and an opportunity for business connections.

Think of an online network as an Internet inside the Internet. If the Internet is a sea of people with varying interests, then a social network is really a smaller pool of people consisting of fragments or niches based on interest. However, the "community" might also consist of a much larger general interest audience with the ability to find people based on specific information in their profiles.

Read the full story at www.bizvoicemagazine.com on March 10



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Answering the Economic Call

Institute to Provide Pension Plan Leadership

Economic development policies in the 21st century have evolved into a complex set of strategies. Unlike the early theories of the 1970s, today's policies are based on a broader philosophy.

As the National Council of State Legislatures points out, the new economy requires us to engage in policies that go well beyond the single approach of trying to attract new businesses to a state. Today, we need to concentrate our efforts on such things as improving the competitive edge of our existing businesses through enhancing productivity and developing new products.

This, in part, is the logic that dictated the creation of the Institute for Pension Plan Management at Indiana University-Purdue University Fort Wayne. Indiana has a strong and viable retirement planning industry presence as home to some of the most respected pension plan providers in the business. This is one of the industrial bases that we can, through careful nurturing, cultivate and grow.

The Institute for Pension Plan Management will be able to provide a pool of trained candidates ready to step into (available) positions and hit the ground running. It will also provide online training courses for existing workers.

Read the full story at www.bizvoicemagazine.com on March 14



Erin Sparks
Site Strategics
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Web Site Analysis

Know the Basics, Recognize Limitations

At the very core of Internet marketing is the ability to measure results. With the ability to understand when a user came to your web site, where they came from, what page was accessed and where they left, measurements have become invaluable in making a web site generate better leads and transactions.

Measuring the behavior of web site visitors, or web analytics, refers to the use of data collected from a web site to determine which pages or areas of the web site work toward the business goals and which need improvement.

To begin, there must be a clarification of terms that are used to describe what is to be measured. For years, the term hit has been misused or misinterpreted when describing web site use. Commonly thought of as "someone coming to a web site," a hit is only a request of a file from a server.

A visit is a more accurate description of a web page being viewed. A visit is an accounting of a web page being accessed, not how many file requests were made.

Read the full story at www.bizvoicemagazine.com on March 19