

Bowie Seniors Computer Club Minutes for Sept. 2, 2010

Carl Bulger presided.

New Members:

Jacqueline Stewart

Sandy Lundahl- Sandy teaches a SAGE course.

When Dan Lee arrived to set up the laptop and projector, Sandy Lundahl was meeting one of her classes online using the webcam on her laptop. He asked her to demonstrate how she does this at one of our meetings and she agreed..

PRESENTATION: How Facebook and Twitter are used in marketing.

Bryan Hydock is the Digital Marketing Manager for the Ken Dixon Automotive Group in Waldorf. (www.kendixon.com) They sell Cadillacs, Chevrolets, Hondas, and used vehicles. He has been a salesman, finance manager, and sales manager before he developed his present job as he picked up computer expertise. He's had no formal computer training but is completing a B.A. In Business Administration and plans to begin work on a Masters degree in the same field. Eventually he would like to teach at the University of Maryland's University College - low cost computer classes perhaps.

Facebook, Twitter, and FourSquare have become major sales tools for him. He targets ads toward various demographics, depending on what make and model he's trying to sell. An ad for a large SUV or pickup with towing

capability and four wheel drive, for example, might be targeted toward people who have expressed an interest in boating, fishing, water skiing, hunting, and other outdoor activities on their Facebook profiles. He usually limits his customer search to those that live within traveling distance of Waldorf.

He employs a broad range of marketing tools: free pens, bags similar to reusable cloth grocery bags, TV, newspapers. To achieve name recognition for Ken Dixon Automotive, he communicates as if he is Ken Dixon himself.

Why does he use Facebook, Twitter, and Foursquare? He's "fishing where the fish are". Facebook, for example, has 500 million active users worldwide, half of whom log-in every day.

People spend over 700 billion minutes per month on Facebook. It is relatively inexpensive relative to Google, provides targeted advertising, and lifestyle-type marketing. Advertisers measure the "cost per click" and the number of impressions delivered. More targeted advertising such as Google may cost \$1 per click.

For those of us who are wary of sharing our personal information on Facebook, Twitter, and Foursquare (which even reveals your location), he recommends Google Docs, Google Gmail, Google Office Suite, and Google Voice phone service (currently free). In competition with Face-

book and Twitter social media, Google has Google Me.

CarFax and AutoCheck are good info sources for the history of used vehicles. CarFax is the best known (has the "best branding" in marketing manager Hydock's terminology).

Computer Discussions:

Vic Kiviat wants to know if it is possible to transfer a recording he has made on his Comcast Digital Video Recorder (DVR) to a DVD.

Eric Hein has been recording and editing practices and performances of the Senior Chorale. He's looking for someone to help him with Audio/Video Recording and Editing. He'll provide instruction. Contact him personally or by email: hein1@verizon.net.

At the next meeting Eric will expand a little on his August 5th presentation on Video Editing featuring VideoSpin by Pinnacle. This freeware video editor has many nice features, but some significant limitations. Some of those limitations will be addressed using other freeware from the [Club's Web Page](#); specifically XnView, WinFF, DVDStyler and Virtual_Clone_Drive.