

IMS 09 Notes

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People are using the web/Google to find their answers to what they want...

Universal Orlando Harry Potter theme park was launched to 7 HP bloggers

Another case study, Dentist in Boston, Dr Helaine Smith, "Healthy Mouth, Healthy Sex!"

eBook w/CC license. Now has 1740 hits w/this on Google, just crossed \$1million

w/yellow pages \$150k w/\$2/k month spend, hasn't done yellow pages in 18 months.

Hotel – don't talk about the product, creates personas, eg businessperson, corp sales manager, family choosing vacation spot, couple organizing a wedding, name them even!

ZipCar, has fan tribute videos on YouTube,

Convinced Obama won due to his use, understanding and leverage of Social Media.

Think like a publisher – consider hiring a journalist.

Top Gobbledygood word in 08 "innovate"

Back button is the 3rd most used web feature!

Still Alice book about alzheimers, used her blog to promote it and started blogging for the alzheimer's association, got hook to a literary agent and then got a \$500k contract w/S&S after having not been able to do anything.

USAF new medi guide on DMS's blog.

Erin Weed (young women self defense)– best marketing on Facebook.

"Say no to dirt" YouTube video by a B-B toilet company, 2.1million views!!!

Panel – Discovering power of your community.

Cross talk internally is just as important as external...need it to be able to effectively deliver.

Twitter allows us and edge to create moments.

You can fail early and often, but as long as you have flexibility you can move forward efficiently and effectively. Pretend you are a sociologist to figure out how social web works!

Charlene Li: @charleneli

Preso: <http://www.slideshare.net/charleneli/convince-the-curmudgeon>

Curmudgeon objections...

Fearful skeptic → cautious tester → realist optimist → transparent evangelist

Pair each of these together to move things along...

RO's lionel at Dell, Paula Drum etc

Measure right things – your goals determine your metrics. Use same metrics as corporate goals.

High order metrics – Net promoter score and Lifetime value

Too risky, prepare, but do benefits outweigh risk?

Walmart – many failures

Takes as much time as your audience needs or wants.

Aaron Strout @AaronStrout

92% of customers on community sites would recommend site to a friend

85% recommend the brand to a friend

66% more likely to purchase

63% have a more positive view

& some clients see 60x ROI!

Darren Guarnaccia

Continuity of message is key, copy and calls to action must be in line.

Website is the “6th man” of your sales team.

Tag all community content and score engagement.

Lifescrypt, find out what people are forwarding or reading...harvest the community content to bring people back, because engagement does lead to buying.

Self-segmentation is where things are going...do this organically on your own site.

Tom's Hardware uses a suggest pieces of content per how you arrived from a search site, create content for those searchers.

Wait for the right moment, watch for buying signals via lead scoring.

Brian Halligan @bhalligan

Coke, GM etc have been very good at Outbound marketing. We're now getting really good at blocking those messages out.

How you get found in the new order of things as opposed to the other way around?

People go to Google, or blogs or forums to find info to make decisions.

Between 1955/1995 20 companies would fall out and 20 would enter the Fortune 500 each each. Between 1995 and today 45 fall out/in. The ones falling out are outbound and ones going in are inbound.

What to do

Rethink your website – it's broken.

It should attract visitors and convert them into qualified leads.

Remark-able – you want the content on your site to be something that others comment on. Create it on your site (30% on your domain) the rest is all around the web.

“Watering holes” are now google, the blogosphere and social media, go there!

Jay Krall @jaykrall

Traditional/passive web metrics that matter:

- Unique visitors

- Email subs
- Rss subs
- Time spend
- Unique sessions

Social metrics that matter

- Inbound links
- Comments
- Unique Commenters
- Comment Engagement
- Citations on social bookmarking and news sharing sites.

Find patterns across multiple measures of influence, across commenting/bookmarking etc.

Rich Ullman @richullman

Go to where your customers live and then talk with people.

Analytics

Insights

Set relevant metrics

Mixingbowl.com is not just another sm site, but a mixing bowl...

Momslikeme.com – gannett property for consumer research – private community for aggregating opinions of moms.

Jeanne Hopkins MECLABS @mktgexperiments

$C(\text{probability of conversion}) = 4m (\text{motivation of user}) + 3v(\text{clarity of the value prop} - \text{why}) + 2(i-f) - 2a (\text{anxiety about entering info})$

i-incentive to take action

f-friction elements of process

Step 1: design a landing page that directly connects your email, blog, tweet, cta and test it.

Step 2: Identify your value proposition and be sure that everything on it supports that VP – test it!

Step 3: Identify friction on your landing page and build a new version that reduces it as much as possible – then test it!

Step 4: ...

Try out different images on landing page, in addition to tweaking copy, options, etc – be sure to not hide the price!

Kelly Shibari @ KellyShibari

Adult industry uses the concept of exclusivity as a tease, sign up to save more.

Conversations and making it more about the relationship than selling, will eventually lead to sales. Being human is important! Response is key!

Panel Using Outbound Comm for the New Web to Drive Exposure & Results

Email/press releases....

Forward to a friend is being replaced by share with your network! – Greg C

What many people define as Inbound Marketing is really Outbound Marketing in that it requires an “interruption” Matt C

Reality is that a press release needs to be visible on the social web. Marketing and PR hasn't kept up with the evolution of the press release. Brian S

Press releases need to be usable, searchable and actionable. Micheal P

Newsletters are just another part of the content distribution cycle. Matt C

Measurement???

Can be tracked via email and click through, conversion, etc!

Brian Solis still uses a ‘traditional’ press release service in addition to his new media techniques, he uses a variety of techniques! Michael P – PR NewsWire is just one tool in the toolbox.

Email database to socnet and back – per Greg C

Loic Le Meur @Loic

Launching products with 0 advertising, 0 marketing and 0 pr, just word of mouth.

Start by sharing and listening to your community.

Don't ask unless you have first shared!

Identify an exciting space that's not too crowded and then focus!

Ship as soon as possible, even if it is far from being perfect!

Gather feedback, because it's never been as easy!

If nobody talks about your brand, it's dead, even if it's negative.

New Internet Customers:

- No advertng
- Want it now
- If you suck they tell everyone
- Switch right away to your competitor

Good news

- Same for everyone
- Turn enemies into friends by talking
- You will always have real friends who will defend you.

Don't forget to innovate

Making users happy is a suckers game

It's between build your product in the open and let the users decide what they want.

Jason Falls Give them Content or Give them away – How Corp Website can Capture or Deter your Customers @ jasonfalls

Content is king, because consumer demand engagement, engaging content becomes conversation and websites being living breathing things.

Relevance, inbound links and regency

Define your:

- Product
- Audience
- Competitors
- Environment
- Success

Then build content around your consumer.

What would interest your audience?

- What do we know? (generally speaking)
- What can we give? (product, expertise)
- What can we explain? (how-to)
- What can we share? (other's content)
- Who can we interview?
- What can we have fun with?

What would our customers enjoy?

John Squire – Search Marketing & Attribution

The consumer consideration cycle, doesn't work to just give attribution to the last click, you need to be able to credit every single touch.

Listening and Monitoring Panel

It's your objectives that determine what you listen for.

Audit what you're already doing in terms of communication and outreach, jettison what isn't working.

Use monitoring tools to glean down to action and also to avoid duplications!

Tim Street @1timstreet

Use 'spectacle' and 'story' to make your video wildly popular.

Ex. People didn't initially understand movie tech, when the first film of a train pulling into a station was shown, people ran out of the theater in fear.

Ex. Popcorn/cell phones, star wars lightsaber kid, mentos/diet coke videos

Then add emotion – eg Brittany fan clip.

Conflict and questions are not a bad add either.

IMS 09 Notes Day 2

Paul Gillin @pgillin

Media world is declining, in 2008 circs of top 10 newspapers dropped 635k! Ave age of reader is 57. Us newsroom staffs reduced by 25% by 2001. Magazine decline, -12% in 08 and -22% in 09. Ave age of network evening news viewer is 62.

Internet surpassed newspapers as preferred source of news in Dec 08, closing in on TV.
Info is becoming de-centralized.

Multiple, multiple channels to share info w/each other.

Quality of traditional media is declining, as our other sources improve. #1 source of trusted info are your friends.

Future is about:

- Small markets
- Aggregation
- Inclusion
- Community
- Conversation
- Speed
- Flexibility
- Experimentation

Chris Brogan @chrisbrogan

Preso at

Old lead gen – offers, grabs, contests, same old stuff.

Now – marketing into business convos, storytelling not ads, mass customization

Ex – busker just playing guitar made zero, busker juggling and talking to people took in thousands! Using someone’s name always makes it better.

Treat people well and they’ll treat you well back.

Reward the faithful – CC example.

Things to spread and give (like books) help build relationships. Build café shaped relationships.

Remember the physical world when thinking about SM.

Always be connecting/communication/and empowering community.

John Battelle strategy to action – Federated Media @johnbattelle

Every marketer is now a publisher ever publisher is now a marketer and every consumer is both! Companies must leverage digital media to have conversations at scale – the digital economy.

Intersection of tech/culture...

Started (talk with back-office) w/old programming languages like Fortran/Cobalt that only programmers learned. Then we got other machines that talked better w/mainframes – talk between front and back office. Finally, talk w/customers, this is now possible due to search. We can finally talk to computers (google) in ways that make sense to us.

Moving into an era of conversational interface, back and forth w/search. Mobile will have a lot to do with this.

Look at google search results and brands can only control content on a few of the SERs.

The brand online is a whole slew of user gen content!

Super fresh search is what Twitter is all about.

Comscore – 900million people visit conversational sites each month – almost 2X yahoo!

Find convos you want to join or start

Find the leaders of those convos.
Add value to those convos.
Dare to let you brand create content/convos (make media)

Panel - Innovative Marketing Programs Using New Media

Campaigns must be integrated to be most effective.
Someone on twitter is speaking on behalf of your company, would you put an intern in front of a hundred TV cameras??! Jamie Dicken. (Twintern)
Print is the place to cut! Bernie Borgess

Bryan Elliott @bryanelliott1

Working on connecting brands, students and charitable orgs to action sports.
Harley Davidson in SM, need to connect w/the brand and not the agency (big method)...

Susan Rice-Lincoln @susanrlincoln

How can you use social media if you don't know how to be social???
Corporations need to find their own humanity.
If your company was a person, what kind of a person would it be?
How to be social action plan:

- Transform to corporation/person
- Define Brand 2.0
- Share essence internally
- Find your corporate voice
- Be confident, show flaws.

SM has been long on tactics and short on strategy (abstract) so far. Good starting point for SM strategy is think about what to achieve?!
Social Media is global, not just American! Don't be too US centric.

Panel - Media in Transition Panel

Is destruction of main stream media inevitable, or....?!
Destruction is still going on,
Recession is probably responsible for half of the change in traditional media, other half is due to changing shape of media.
Disclosure is almost more important than verification.
There will be smaller 'newsrooms' that are oriented around content and sales in the future, no big ones, but these will be owned by some old and some new companies. – Ken Doctor.
There's no 'glory' for journo's in 'hyper-local' stories. But, this is where new content will be focusing. – Tom Foremski
"Mass" is no longer the daily newspaper. SF papers are now in the 30% for penetration, used to be over 100%!!! – Ken D

Every company is media company! But, there are things that an independent media can provide that a brand cannot. A separate perspective for one. – Tom F
Needs to be a way to deliver micro-targeted information to all sorts of audiences – doesn't exist, but would be very beneficial in the future. Dean T
American's need to think about and decide on how they pay for the news that they get. – Ken D
Much innovation is about moving around content that someone else is producing. The problem is now that there is far less stuff being moved.–Ken D
New media model site examples:
Use sponsorships as opposed to advertising! – Tom F
IDG working well because they are driving business leads Tom F
Minpost.com – npr like model newwest.net politico – branding/promotion & huffpo Ken D
Venturebeat and techmeme Dean T

Tim Ferris @tferriss

Don't get seduced by new tools as they come out – focus on the data!
Whatever tool you use to measure data, remember that it will only focus on certain people. Ex FDA only tests certain drugs on certain populations.
Tweetvolume.com certain terms on twitter.
People have to trust the messenger before they trust the message.
Phenomenon, polarize and then community...
Focus on self-defense first – establish accounts to protect your brand name.
A mediocre blog is more of a liability than no blog at all – commit to long term or don't do it at all – aside from “self-defense”
<http://www.reputationdefender.com/> great resource, for checking rep.

Raquel Krouse

Engagement works with causes in the social media space and it's a win-win when brands jump in.
Technology is enabling change in conventional giving, moved from collection jars to mobile and widget giving ex chipin. Mapping mashups allow you to see where things are happening, like wells. Free rice is a game to see where rice is being donated. Ride-a-thons in a gym, for virtual campaigns.
Social media users can make a difference.
Joining social causes in social media is helping people to define their identities by showing what it is that you care about – Facebook Causes.
Brands – chevy tree widget, chevy plants a tree and then you need to water it.
HDloveHB campaign, Hagen Daas supports honeybees
TripAdvisor more than footprints, 1 million users voted on where \$1million would go.
Build on a consistent theme, Ben & Jerrys and Common Cause on FB
Timerberland on JustMeans or SocialVibe
Real results deliver from Social Media ex coke zero and jones soda saw increase in brand favorability, purchase intent and drinking frequency w/their campaigns.

Dharmesh Shah @dharmesh Inbound Marketing Tips from the Trenches for Entrepreneurs

Outbound marketing was driven by the width of your wallet

Inbound is only limited by the depth of your creativity

SEO – make it easier for Google to make their customers happy – find the right content. Very clear dimension to SEO, older sites do better. What degree is a site trustworthy depends to a large extent to how long it's been up.

Keywords – ones that are related to your business and what volume are those words searched, then pick ones that you can rank well for. Winning this battle means that you're on the first page of Google's SER.

Page Rank – inbound links matter most (that's hard to do). Then page title!

Powerful page titles (NO home in page title):

1. Use your important key words
2. More words, less weight
3. Earlier words are more important
4. Don't forget the humans!

Describe what the business does and then a pipe and company name.

In order to succeed in inbound marketing you need to make “non-linear leaps. Don't just trudge along consistently, something big needs to happen. Take some risk and try something new!

Make something hot.

Craft content for the up-vote (eg StumbleUpon or Digg)

Create something that is shareworthy – spread it!

Don't be afraid to take a stand and be polarizing.

Follow known patterns of success (based upon where you're trying to spread)– see what's going viral and copy it!

2.1 million accounts rated daily on twitter grader itself.

LinkedIn is great place to be as well, check the groups if not there, create one. Name a group as if you'd want to put it on a bumper sticker.

Experiment early. Easy to make excuses, make magic!!!

Timothy Young @timyoung Sharing the Invisible, using web 2.0 to enhance internal communications

Avg age of employees at SocialCast is 26.

Celebrity and Sharing and Real Time = whoopsy! (keg stand FB photo)

Today we build our relationships online, social media is just a clever name for building relationships online. We're not addicted to FB or Twitter, but to our friends.

Tim Marklein

Advocacy, Badvacacy and upsetting the apple cart.

Advocacy is changing a lot of what we used to think about marketing, it's the new wave.

45% of people are “Advocate” 9% are high intensity – tell everyone and 36% are low intensity only tell a handful.

Advocates can help a company grow an average rate of 2.5x faster than their competitors. “The pitchforks and axe-handles of the day are BlackBerries and iPhones” Advertising Age

Badvocates are out there (20%) and they wield significant influence. Tell on average 14 people.

Apple Cart #1 marketing channels...we need to re-think channels, reach and influence.

Day-to-day hub – “inside” advocacy sources

Expert hub – “outside” advocacy sources

Social Hub

Mega Hub

AC#2

AC#3 Prepare and engage like people, not lawyers – be prepared, defend yourself, embrace dissatisfaction, apologize, don’t ignore, inoculate

AC#4 Insight doesn’t live in silos, aggregation is key. New metrics are emerging and old ones are being challenged.

Measurement, advocacy isn’t all digital, but it can be measured.

AC#5 Budgeting – programs and headcounts aren’t socialized

#6 Organizational Structures, traditional marketing needs to adapt or suffer.

Robert Rose @therobrose – Web Content Management, bringing sexy back.

You’re in the content biz if you’re an online marketer.

Launch small bite-sized bits of content easily and quickly.

LifeTime Fitness launched a completely separate site for Experience Life magazine. So successful with their community site, that they’re even selling advertising.

Web Content lives beyond the bounds of your website. Tech is an enabler of the convo not an impediment.

Tom Webster @webby2001

Preso: <http://www.edisonresearch.com/home/archives/2009/04/new-media-consumer-2009.php>

People on Social Networks tend to own more than 1 computer (over 50%) and 89% own a mobile phone.

85% of population is online.

Total pop 12+ 24% had a profile on a soc site in 08, up to 34% this year.

About 5% of all people are actively on Twitter...just a small number, but growing, but be aware that they’re not the last word.

Create sharable content!

Louis Gray @louisgray

See: <http://burnurl.com/3kkQ5m> for preso

Finding the signal through the noise is how people like Scoble keep up w/things.

Tim O'Reilly @timoreilly Create more value than you create

Preso: to be uploaded...

It's not about your product or your story, its about your community.

Stop think about what you can get out of marketing and what you can give back to it.

Be more like Vin and Cin than Larry and Sergei.

Maker Faire is an example of creating and sharing!

Web 2.0 all about trends as to where the web was going in 2003. Believed that there was a lot more internet to come.

They try to identify trends based upon early adopters and then try to help the process along.

What assets do you have that increase value through participation?

-knowledge about customers?

-Knowledge from your customers

-Your brand as it is spread by others?

Interesting fact, John Culberson (R-TX) is the most 'social' member of congress.

Most common words in Tim's tweetstream are people's names and RT.

In social networks, you gain and bestow status through those you associate with...

Housingmaps.com was the first ever mashup – off Google maps, google embraced, took those tweeks and made their own API.

Beer for data, great example of sharing from Afghanistan.

<http://twitter.com/digitalroyalty> advise Shaq and other Twitterati

Work on stuff that matters.

Figure out where you want to go, and then work backwards from there. Example of going on a road trip, you don't head out to do a tour of gas stations even though you'll need to stop at a bunch of them.