

From a Whisper to a Scream: Marketing 2.0

Thank you for joining us. The webinar will begin momentarily.

Audio: Select "Use Mic & Speakers" to use VOIP or "Use Telephone" to get dial in number and access code.
If using VOIP, it is recommended that you connect headphones to your computer for the highest sound quality.

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WELCOME!



Over 500 attendees

Martha Stewart
Temple University
Green Mountain Coffee
National Geographic
Reader's Digest
US Tennis Association

Your Email Service Partner



Before we get started:

- For audio – Select “Use Mic & Speakers” for VOIP or “Use Telephone” to get dial in number and access code
- To ask a question – use the Question and Answer feature on the right
- This webinar is being recorded – you will receive a copy within the next three days *Only if you joined our mailing list during the registration process
- We are giving away 50 copies of Sandy’s book “The New Language of Marketing 2.0: How to Use ANGELS to Energize Your Market” *Winners will be notified via email by tomorrow afternoon

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From a Whisper to a Scream: Marketing 2.0

Sandy Carter

Vice President

SOA & WebSphere Marketing, Strategy, and Channels

IBM

What is Marketing 2.0?

A Powerful Mix of New and Traditional Marketing Tactics

Social Media

Social networks (e.g. Facebook, virtual worlds), gaming, widgets, wikis, Blogs, Twitter, RSS, podcasting, videocasting

+ Traditional Marketing

Marketing 2.0



Scenario 1

Scenario 2



Basic Definitions in Social Media

Virtual World: Immersive social experience

Facebook / Myspace: Social Networking

LinkedIn: Career-focused networking

Viral: Leveraging pre-existing social networks in self-replicating process

Serious Game: New way of education and enablement

Widget: Mini-web app

Wiki: Users freely create and edit web site content

Blog: Web-based discussion tool

Twitter: Micro-blogging web and mobile-based

Yammer: Corporate micro-blogging, segmented by enterprise domain name

RSS: Web-feed format used to publish frequently updated content

Podcast: Series of digital media files distributed over the internet for playback on portable devices

Videocast: Online delivery of video clips

Survey Monkey: Online Survey & Polling platform

SEO: Search engine optimization – maximizing exposure on search engines



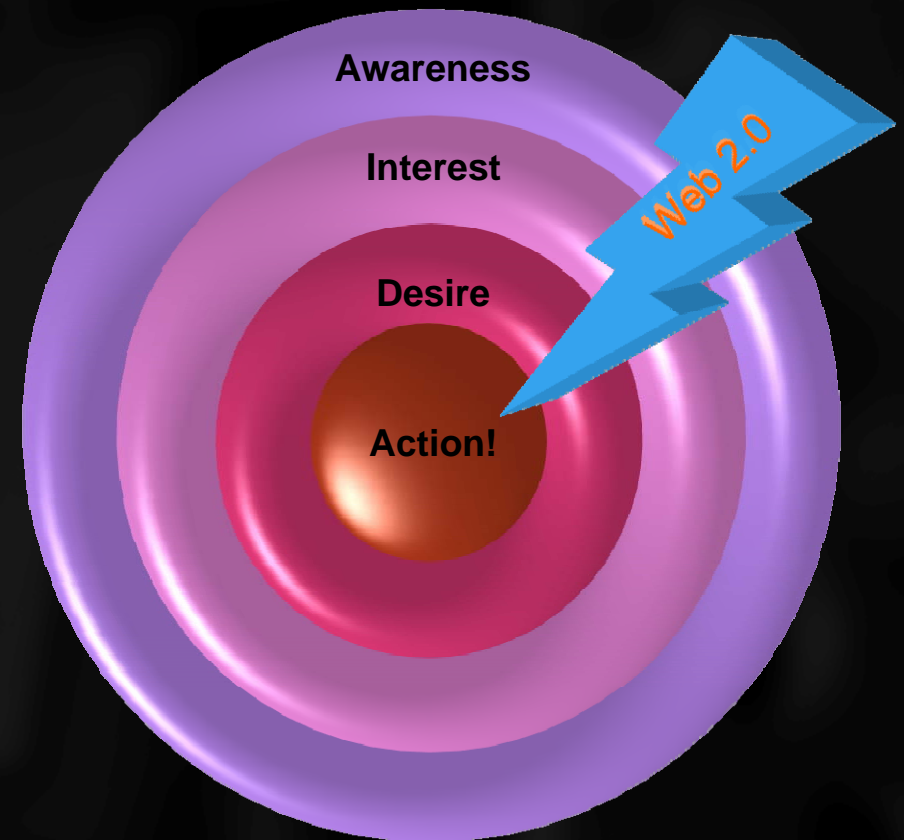
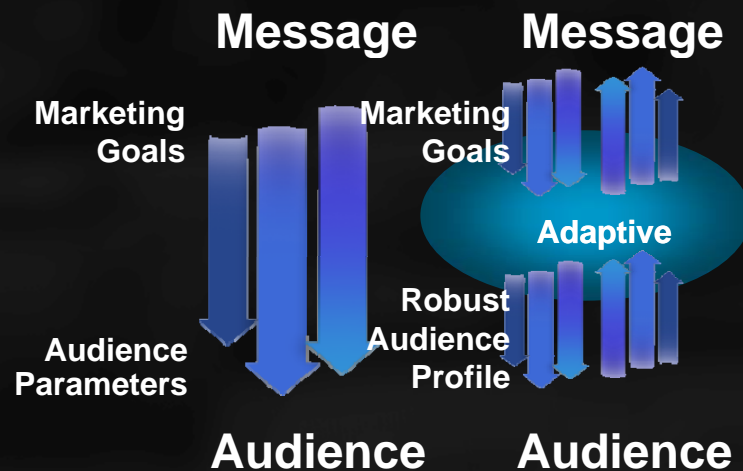
Why Now?

The market has evolved

In a tough economic climate
Web 2.0 moves your clients to act faster

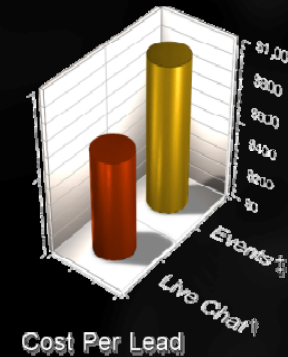
Web 1.0 Access information, purchase online

Web 2.0 Share, Collaborate, Experience,
Participate and Co-Create



Marketing 2.0: Better Return, Relationships and Results

Better ROI

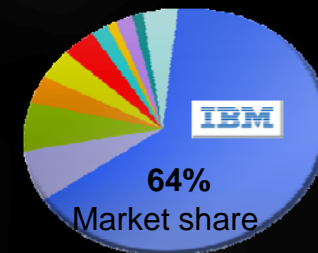


Better Collaboration



Twitter Rank: 97
One Hour
One Hundred Responses

Better Results



Source: WinterGreen Research, Inc.
Source: New Language of Marketing 2.0, 2009
Source: IBM
Source: DemandGen Report

*From a Whisper to a
Scream: Marketing 2.0*

Marketing 2.0 - Cookbook

Framework for Implementing Traditional and Web 2.0 Marketing



Analyze the Market



**Nail the Relevant
Strategy & Story**



Go to Market...Socially



**Energize the Channel
& Community**



**Leads and
Revenue**



Scream!



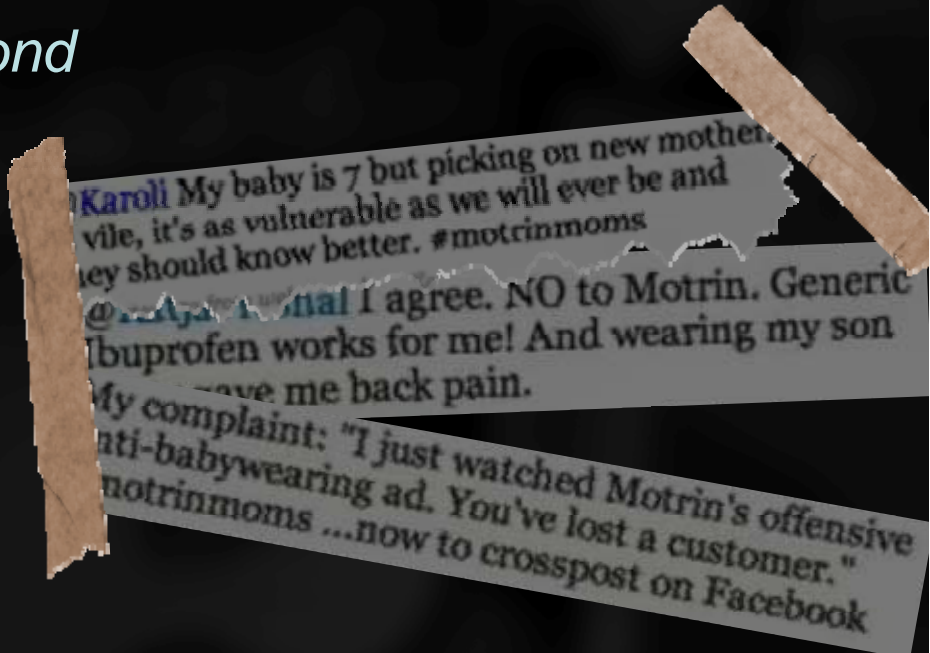


New Research Methods: The Power of Social Media

Be Prepared to Monitor and Respond

BANTER

**Blog
Analysis
of Network
Topology
and Evolving
Responses**



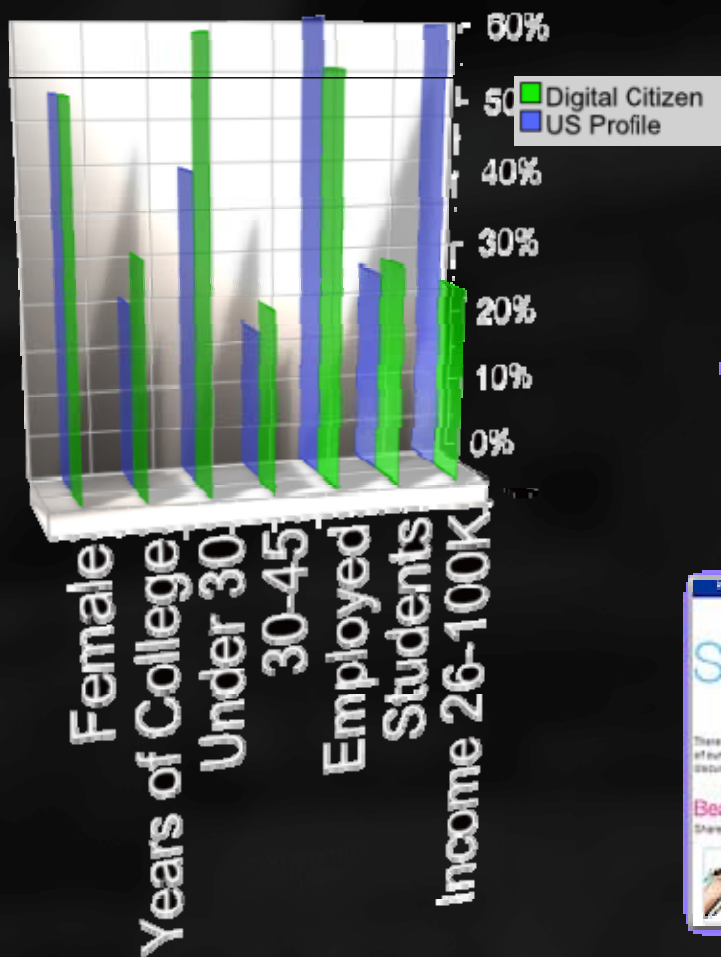
BANTER tool to help identify and listen to influencers and creators through blogs and communities



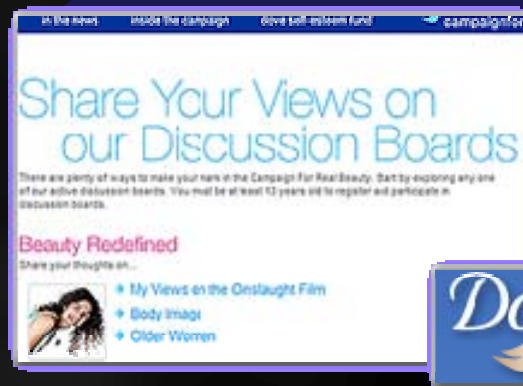



Analyze the Market & Create the Strategy: Segmentation

Digital Citizens & General Population



Observer	Participant	Tipper	Non-Digital
Reads reviews	Participates in Forums	Crosslinks posts with own blog posts	Does not engage the Internet
Watches online videos	Responds to surveys	Writes reviews	
Listens to podcasts	Plays online games	Fields referrals from peers	



Vital Stats 
 20% of employees at large U.S. companies now contributing to Web 2.0

U.S. Consumer Online Attitudes Survey, IDC 2008. N=3000
 US Census Bureau, 2000 Census Demographic Profile
 Source: New Language of Marketing 2.0, 2009

Key Actions



Analyze the Market

1. Identify key sites and blogs where conversations are happening
2. Develop a repeatable, systematic and focused process
3. Explore segmenting by Digital Citizen model
4. Develop your Social Sweet Spot model



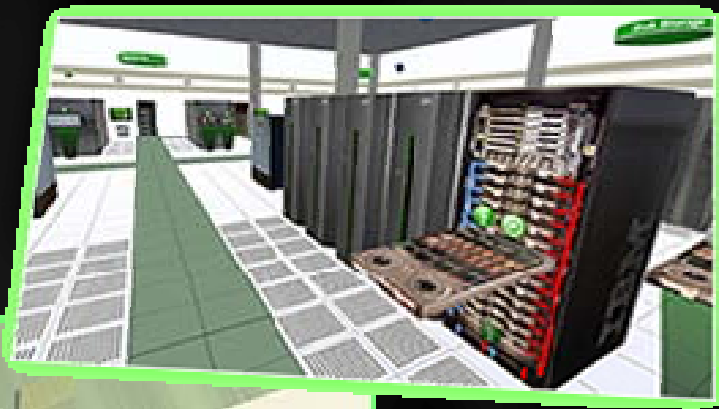


Nail the Strategy and Tell the Story

IBM Virtual *green* Data Center
Data Center in SecondLife

Corporate Social Responsibility

Branded &
Lightly Branded

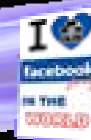


Live your strategy



Nail the Strategy and Tell the Story

Branded & Lightly Branded

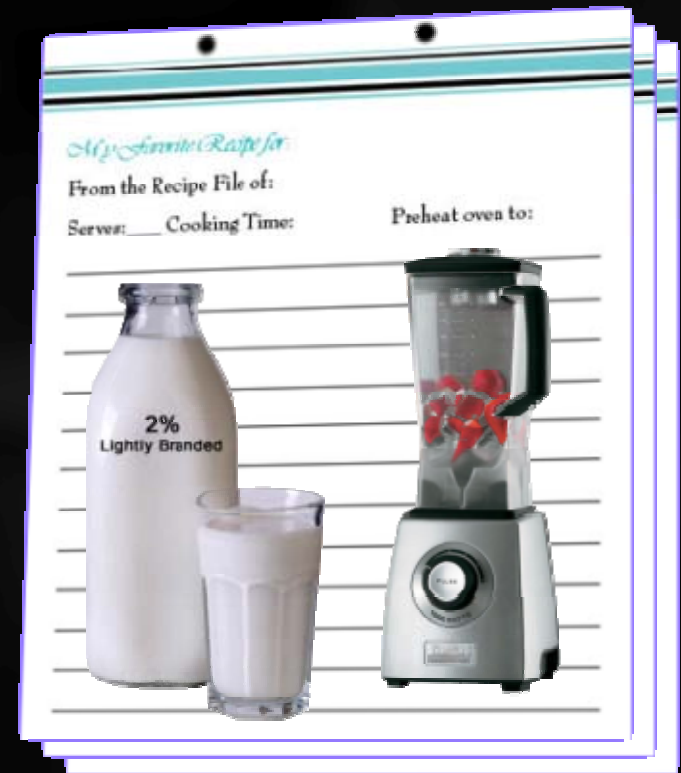


Key Actions



Nail the Relevant Strategy & Story

1. Use social media to demonstrate your strategy – i.e. Green, etc
2. Explore how you will operate differently as the orchestrator of the brand & not the owner
3. Look for opportunities to provide a human face to your brand
4. Develop your strategy with authenticity in mind



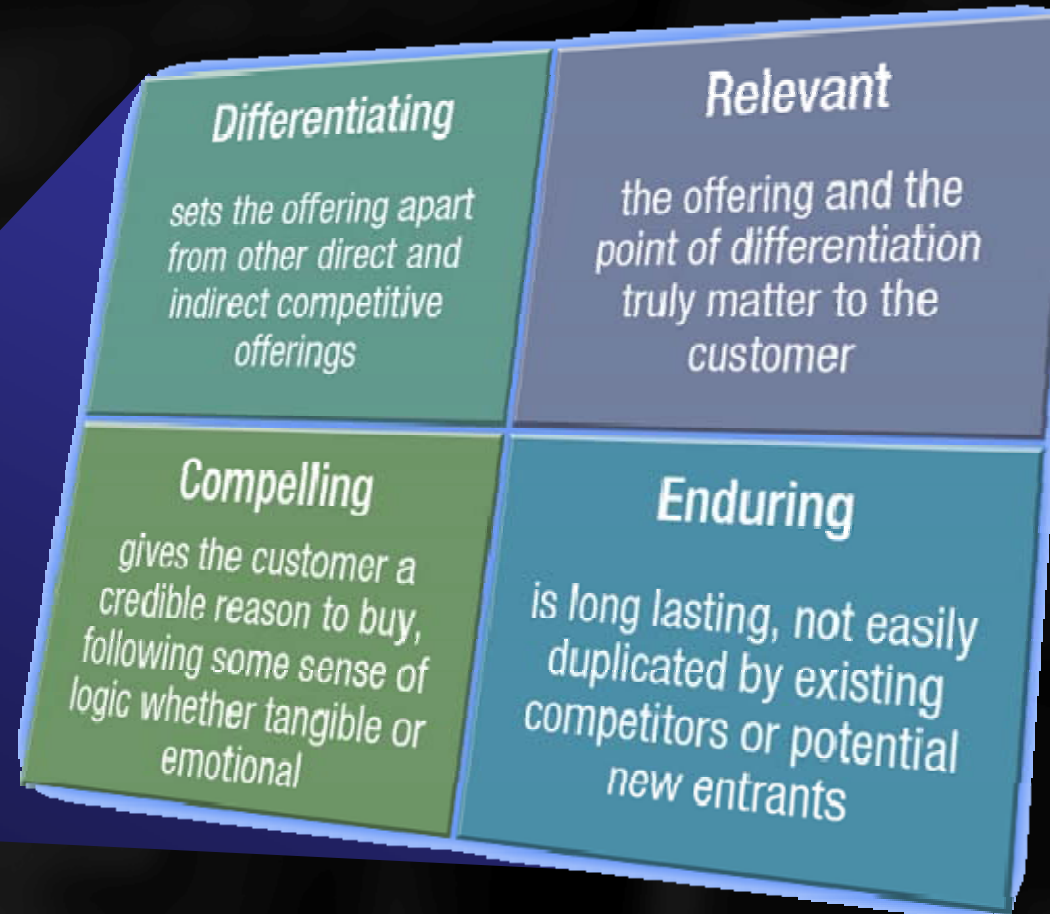


Go To Market ... **Socially**

Value Proposition

Relationships

Influencer Value



Develop your value proposition with your customers



Go To Market ... **Socially**

Building relationships drives business value

Customization

Value Proposition

Relationships

Influencer Value

Co-Creation

Collaboration



Over 10,000 conversations to date



Go To Market ... **Socially**

The Wheel of Influencers Has Broadened

Value Proposition

Relationships

Influencer Value

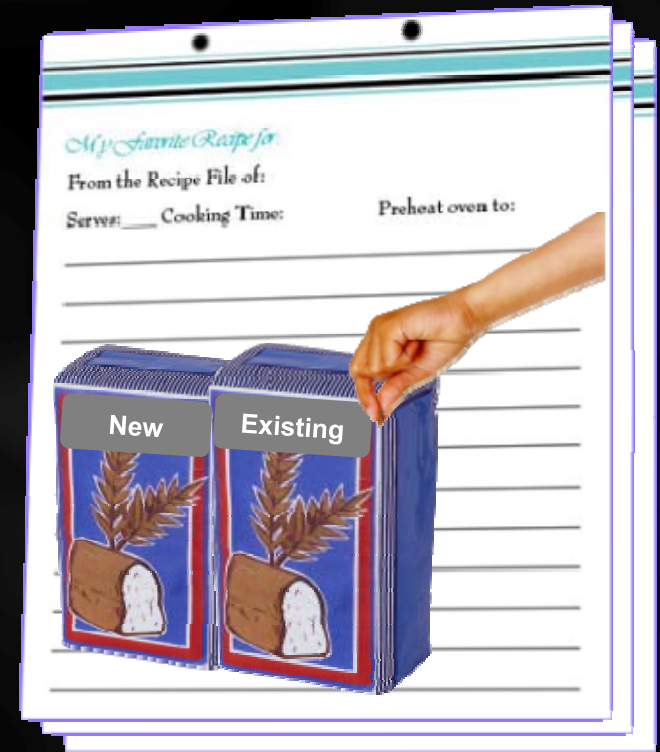


Key Actions



Go to Market...Socially

1. Develop your wheel of influence -
What does your wheel look like?
2. Use social media to define and
develop value proposition
collaboratively
3. Embrace co-creation with your go-
to-market plan
4. Execute so that every influencer
feels touched individually





Energize the Channels and the Community

The New Technology Vessels



Energize the Channels and the Community - Education

Serious Gaming

Virtual Spaces

Social Networks

Blogs

Twitter



Vital Stats
Average age: 33
47% in 18-49 bracket
24% over 50



The Cast



Teachable Moments – Logan’s “Scavenger Hunt”



*From a Whisper to a
Scream: Marketing 2.0*



Energize the Channels and the Community - Education

BusinessWeek

IBM's Management Games

No fooling around: Big Blue is promoting a video game that could change the way companies develop leaders and manage projects





Energize the Channels and the Community - Sharing

Serious Gaming

Virtual Spaces

Social Networks

Blogs

Twitter

Virtual Event

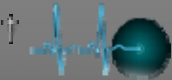




Energize the Channels and the Community - Dialogue

SOA Social <http://soasocial.com/>

Vital Stats



50% of online Americans use social networking services (SNS)

U.S. SNS users grew 10% last year

U.S. advertising spend on SNS will double over the next four years from \$1.3 billion in 2008 to \$2.6 billion in 2012

Sources: U.S. Internet Advertising 2008–2012 Forecast and Analysis: Defying Economic Crisis (IDC #212149, May 2008), U.S. Online Consumer Behaviors Survey (August 2007), U.S. Consumer Online Attitudes Survey, (June 2008)

Source: New Language of Marketing 2.0, 2009



Energize the Channels and the Community - Dialogue

<http://socialmediasandy.wordpress.com/>

Serious Gaming

Widgets

Social Networks

Blogs

Twitter



Energize the Channels and the Community – Dialogue

<http://www.dell.com/twitter>

- Used for promotions, customer service and community building activities
- Who you follow influences your followers

The screenshot shows the Dell Twitter page. A callout box on the right lists links to other social media: Facebook, RSS, Video, Idea Factory, Flickr, Boards, and Blogs. A central callout box highlights '28 Twitter Streams' and '8 Non-English Geo-Specific'.



TheDryCleaner

Name Jerry Pozniak
Location New York, NY
Web <http://JeevesNY.com>
Bio Dry cleaner to the stars. Have been profiled in the NYT, NY Mag, and TimeOutNY. Here to give away free tips and news about garment care, and to learn from you.

506 following | 309 followers | 338 updates

Tool Chest

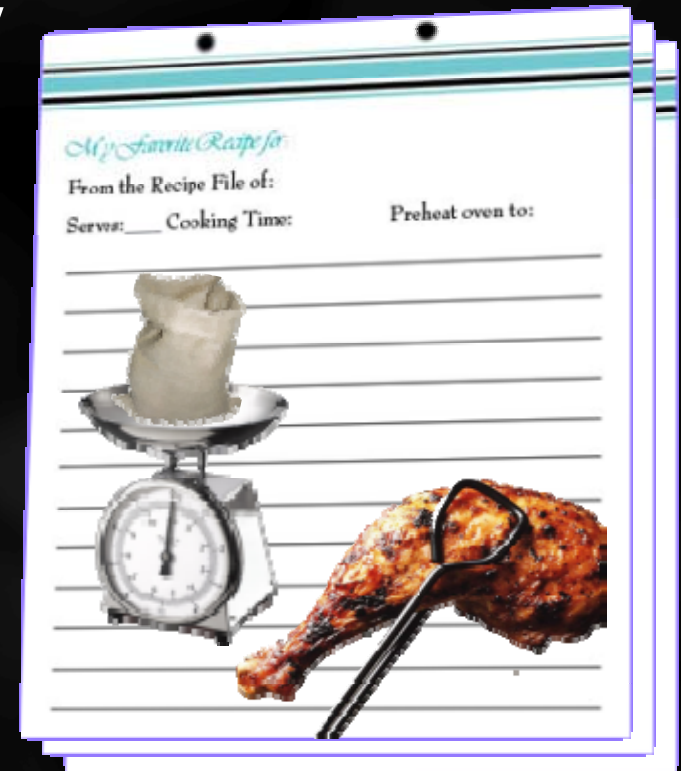
Tweetscan.com / search.twitter.com – search Tweets for company/keywords
<http://dossy.org/twitter/karma/> - See who follows you and follow them
<http://is.gd/> & <http://bit.ly/> - shorten URLs to a bare minimum
Tweetlater.com/ - Schedule tweets & much more
TweetDeck.com/ - Breaks Twitter feeds into bite-sized pieces

Key Actions



Energize the Channel & Community

1. Determine what your goals are first— i.e. education, sharing, etc.
2. Learn, learn, learn – drive education to your organization
3. Experiment with what works!
4. Start by adding to what you already do – like adding social functionality to your website or optimize for search engines
5. Constantly listen!



From a Whisper to a
Scream: Marketing 2.0



Leads and Revenue
Show Me the Money!

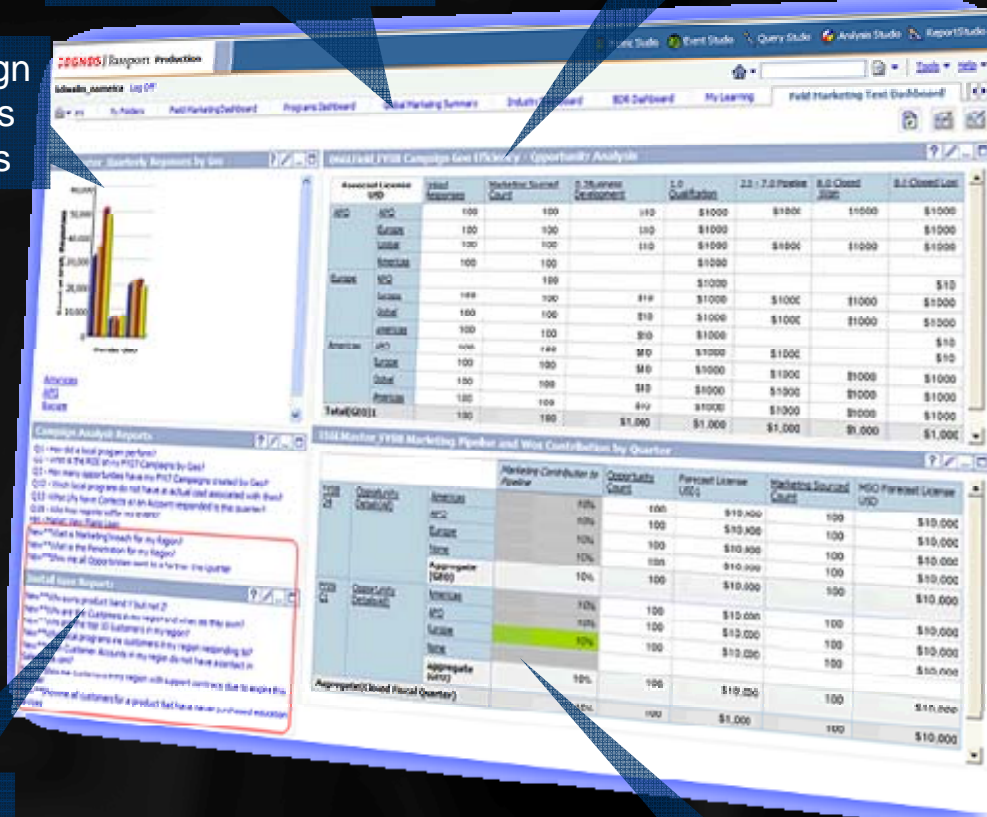
Response
Management Section

Campaign
Effectiveness
Section

Campaign
Analysis
Reports

Leads & VLR
Dashboards

The New Metrics



Install Base
Reports

Pipeline
Contribution
Section



Leads and Revenue

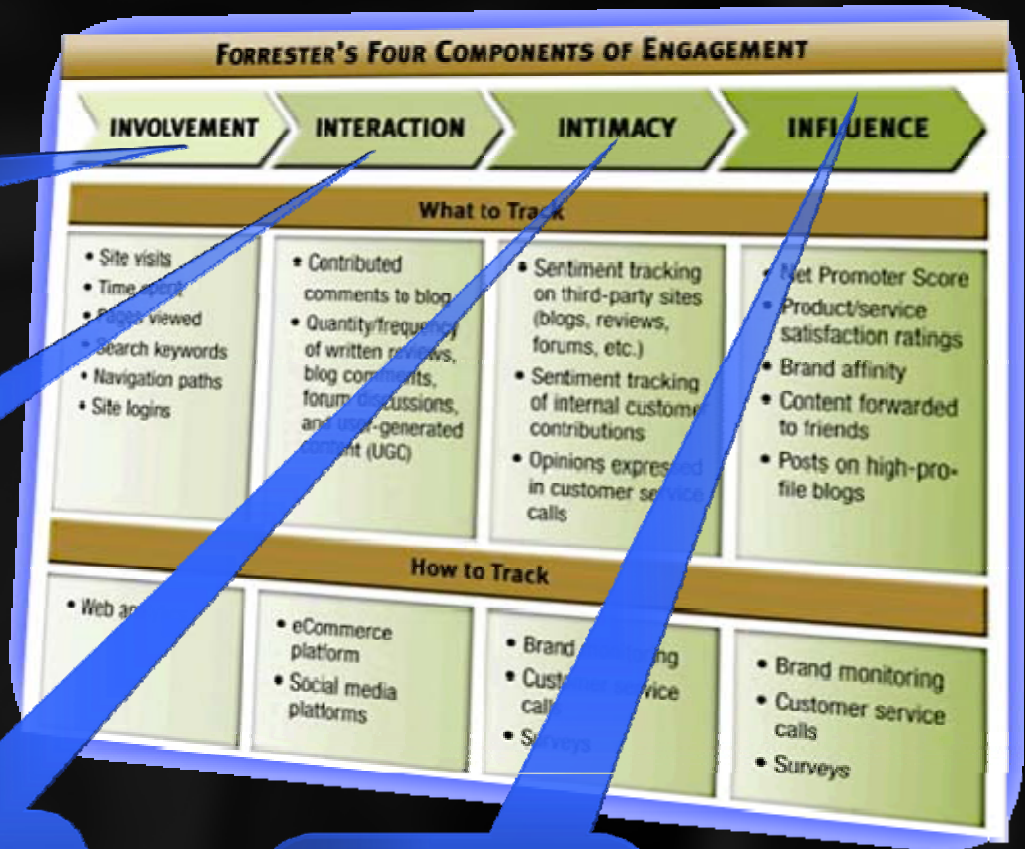
Show Me the Money!

Frequency of
relevant
conversations

Conversations
mention the
brand on
popular
communities

Conversions
to
relationships

Relationships
to
purchases

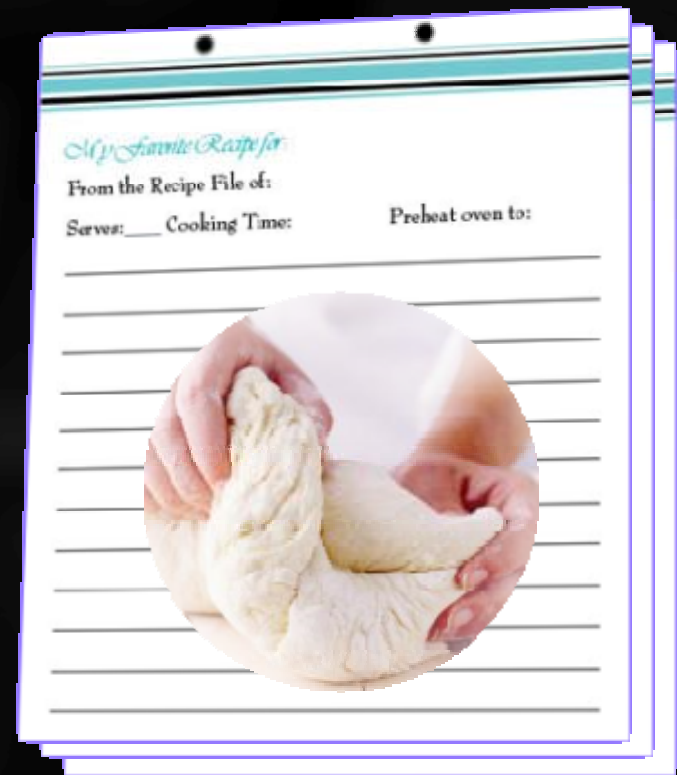


Key Actions



Leads and Revenue

1. Select the right set of metrics – both qualitative and quantitative
2. Build a marketing dashboard, not a single ROI calculation
3. Design your dashboard to be relevant to your business
4. Track what's valuable, not just what's measurable





Putting it All Together – Basic Recipe

Goals Greater volume of leads through more web traffic
Improve conversion through positive experience

Traditional Tactics	Add on Marketing 2.0 Tactics
Co-sponsor events	Online polling to build agendas, Facebook and LinkedIn profiles and groups help share information, offers and encourage conversations around targeted topics
Static web banners	Blog feed banner
Newsletters Sponsorships	Interactive signature, drive to widget download
Microsite	Video/Blog comments, user ratings of offers
Email blast to rented lists	Register for mobile alerts
Sponsored webcasts	Live chat , user-generated forum



Putting it All Together – Advanced Recipe

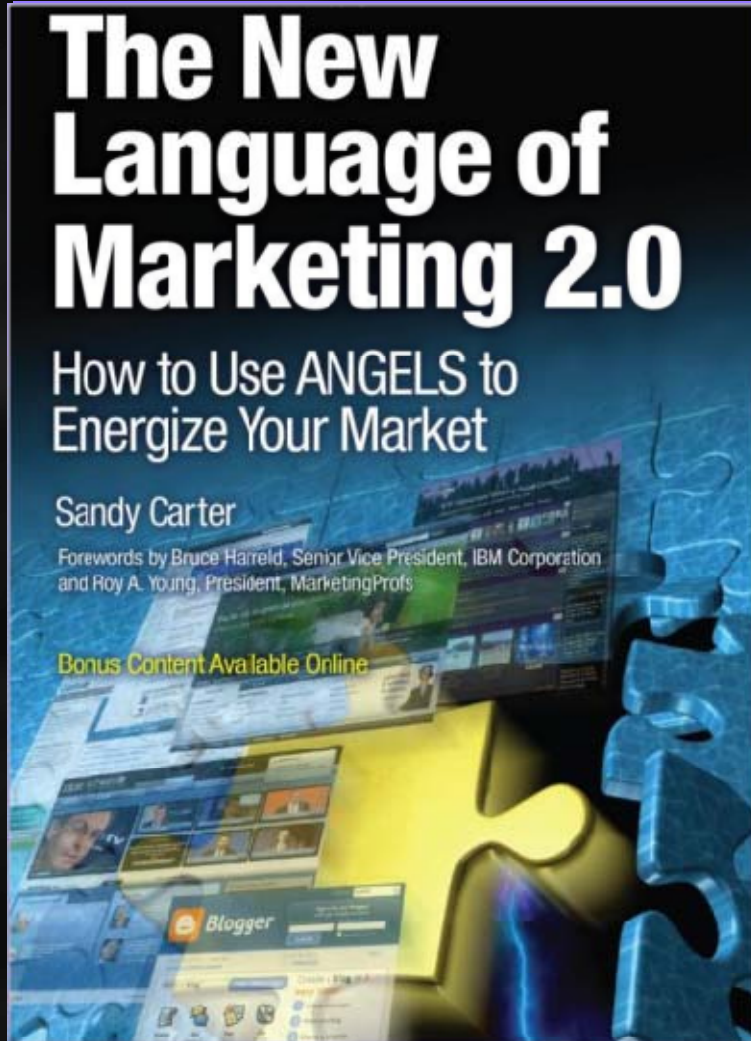
Goals: Greater loyalty through community collaboration
Improve conversion through positive experience

Traditional Tactics	Add on Marketing 2.0 Tactics
SMEs speak or work peds at events	SMEs to post relevant comments, links, podcasts, links on existing community sites
User/Customer Group meetings	Establish an online community
Set up a board of advisors (or sales focus group to get feedback on your strategy or test your messaging	Target specific focused blogs and communities to help influence sentiment and get feedback on positioning and products
Push branded messages	Create two-way channel for your brand - Facilitate creation of community generated content - videos, podcasts and allow users to remix & comment socially

Top 5 Do's to Marketing 2.0

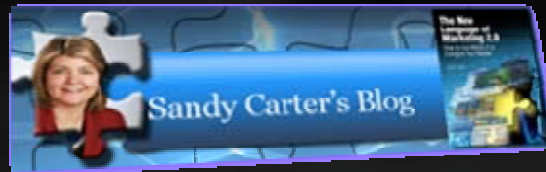
1. Keep your eyes on Profit Generation
2. Remember Marketing is about intimate relationships
3. Leverage the power of Web 2.0
4. Understand the value of the Influencer
5. Tune your Marketing Mix

How to Order the Book



- Available Now
 - Amazon.com
 - Amazon Kindle
 - Barnes & Noble
 - Borders
 - [IBM Press Books](#)

Resources



<http://socialmediasandy.wordpress.com/>



http://twitter.com/sandy_carter



<http://www.soasocial.com/>

Referenced media links

Motrim Moms ad: <http://www.youtube.com/watch?v=BmykFKjNpdY>

Moms backlash: <http://www.youtube.com/watch?v=LhR-y1N6R8Q>

Coke and Mentos experiment #137: <http://www.eepybird.com/dcm1.html>

IBM Virtual Data Center: <http://www.ibm.com/3dworlds/businesscenter/us/en/>

SOA Swap'd Video: http://www.youtube.com/watch?v=g_YRk-oWiVE

Intel Centrino user-created video: http://www.tudou.com/programs/view/O_AL46HULM8/

My Virtual Model: <http://www.mvm.com/>

SmartSOA Virtual Forum: http://www-01.ibm.com/software/solutions/soa/events/smart_soa_virtual_forum.html

Innov8 Intro: <http://www.youtube.com/watch?v=EZnfBOoriaM>

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www.listrak.com/contact-expert.asp

www.listrak.com

877.362.4556



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More ways to learn with Listrak



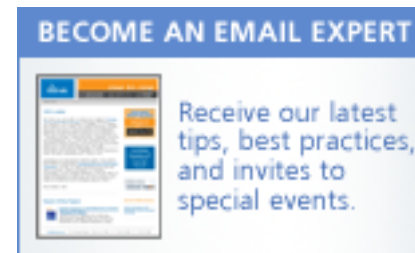
Next free webinar:
Factors that Impact Deliverability
Matt Elliott
www1.gotomeeting.com/register/742294153



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