

Expanding your business into the social and emerging digital media space means examining how different aspects of your company operate, from traditional, outward-facing marketing and communications to in-house perceptions of how social, digital and emerging media are changing the business landscape around you.

This guide is split into three sections:

- 1) Social media self-guided tour
- 2) Strategy questions for digital & social media planning
- 3) Marketing technology and social media terms

SOCIAL MEDIA – SELF-GUIDED TOUR

Before you engage in the **TechnoMarketing – Social & Emerging Digital Marketing Workshop**, it is beneficial to acquaint yourself with some of the more popular social media tools and sites and the nuances of working in social media.

This “Self-Guided Tour of Web 2.0 and Social Media Tools” will give you the perspective you need to get the most from the workshop. The fact is, the only way to really “get” Social Media and Web 2.0 is to “Join the conversation.” This is a mere primer in all that social media has to offer, but it will get you started down the right path.

If you’re already experienced in these tools, great! Please skip ahead to the next section with some questions you should consider as you develop or refine your digital & social media marketing strategy.


Listen to Social Media and the Internet Conversation


As part of our social-media strategy, let’s presume all businesses need a way to listen to their audience, their customers, their partners, and their detractors. Let’s begin with the tools we use to listen to the conversation. Start with Google Alerts and subscribe to keywords pertinent to your brand. You’ll get daily emails telling you when your keywords show up on the Web.


	www.google.com/alerts	Keywords:
Additional resources	www.keotag.com www.technorati.com	www.summize.com http://crazyegg.com


Social Bookmarking


Social bookmarking is an excellent way to share the collective intelligence of the Internet. This is near the top because you may want to “bookmark” some of these other sites using del.icio.us.


	http://delicious.com/	Username:
Additional resources	www.digg.com www.reddit.com	Password: www.diigo.com www.technorati.com

RSS Feed Aggregators		
<p>Sign up for Bloglines, a free Web-based RSS reader that will allow you to follow numerous blogs and news sites. Add the feed from www.danavan.net to get started, then look for the RSS button on your favorite news sites to subscribe to more feeds. (e.g., Look at the RSS feeds on the Wall Street Journal Website: http://online.wsj.com/public/page/0_0813.html)</p>		
	http://www.bloglines.com	Username:
		Password:
Additional resources	Google.com/reader	

Find and Subscribe to Blogs of Interest		
<p>Reading blogs through RSS readers is how blogs were meant to be read. Use Google Blogsearch and other resources to find blogs you like using keywords from your hobbies, company or industry. Subscribe using your new Bloglines RSS reader account.</p>		
	google.com/blogsearch	Keywords:
Additional resources	www.blogpulse.com	www.technorati.com

Start Your Own Blog (and Make at Least One Post)		
<p>This is a great way to see how blogging really works. It's free and quick. Use Blogger for this exercise – they have excellent step-by-step help.</p>		
	http://www.blogger.com	Username:
		Password:
Additional resources	How-to Start Blogging:	http://www.wikihow.com/Start-a-Blog
BONUS:	Add comments to blogs, such as mine – www.danavan.net	

Find Videos about Your Industry		
<p>Companies and individuals create videos for every conceivable purpose. You'll be amazed at how many companies are using videos in their social media marketing plan. Find videos using keywords from your industry. Bonus points if you can find videos on your company.</p>		
	www.youtube.com	Keywords:
Additional resources	Organizations using video on YouTube:	http://www.youtube.com/groups_main http://www.youtube.com/user/leobuild http://www.youtube.com/user/INDIUMcorporation
BONUS:	Find two specific videos on YouTube:	a. "web 2.0" / "The Machine is Using Us" b. "social bookmarking in plain English"

Wikipedia		
Do you know what's been written about your brand on Wikipedia? Have you found your competitors entries? Use www.wikipedia.org to find your own company and to look up your competitors. If you're not in Wikipedia, look up entries for some of your favorite national brands and write a mock version of your own Wikipedia entry.		
	www.wikipedia.org	Keywords:

(Advanced) Set up a MySpace, Facebook, or LinkedIn Account		
Get connected to the social-networking crowd by creating a profile on one of the major social networks and connecting with your peers. For business users, I recommend creating a profile on LinkedIn first.		
	www.linkedin.com	Username:
		Password:
Additional resources	www.facebook.com www.myspace.com	Find a social network for your industry or hobby: http://en.wikipedia.org/wiki/List_of_social_networking_websites
BONUS:	Connect with me on LinkedIn or Facebook: <ul style="list-style-type: none"> • http://www.linkedin.com/in/danavandenheuvel • http://www.new.facebook.com/people/Dana_VanDen_Heuvel/59002070 	

STRATEGIC QUESTIONS

- 1) Consider how your business and industry currently works. To what degree can you leverage the dynamic capabilities offered by social and emerging media?
- 2) Does your business or industry group change quickly enough to support the real-time publishing model?
- 3) How do social and emerging marketing tools fit into the rest of your communication and marketing strategy?
- 4) If you took the perspective of a CEO and strategic planner, what's the risk of being a leader or a laggard in this space in your industry? When do you make digital marketing a strategic priority?
- 5) If you took the perspective of a CIO or program manager, how do you evaluate each of the technologies and tactics to understand how they add value to the enterprise?

- 6) If you are a project team member or leader, are you ready to brainstorm with your peers on how the dynamic capabilities offered by social and emerging media could be applied effectively to your business?
- 7) Think about your own business, professional, and social networks. With whom do you keep in touch and how often? How do your linkages and "social capital" contribute to the effectiveness and value of your network in situations ranging from mentoring and career planning to summer internships for a friend of a friend of a former boss. What is your online persona?
- 8) What is your company's tolerance for risk (e.g., initiating new or untested marketing tactics, launching bold corporate initiatives, etc.)?
- 9) How does your company normally react to negative commentary from the media, politicians, customers and other stakeholders?
- 10) How uncomfortable would your company be advertising in a publication or on a Web site that often contained editorial content critical of your company or industry, yet whose readers very closely matched your target audience?
- 11) Please rank your knowledge of social media in general – i.e., how familiar are you with various forms of social media and how they are used?
- 12) Please rank your knowledge of how social media are impacting your industry's customers and other stakeholders – i.e., suppliers, consumers, distribution partners, professionals, policy makers, etc.
- 13) Have you ever personally used social media (i.e., read or posted a message to an online forum, written or submitted comments to a blog, edited a wiki, etc.)?
- 14) Are you willing to accept the prudent risk that may go along with venturing into the emerging marketing technology space?
- 15) Have you ever been introduced to the protocol/etiquette of engaging in "social media" marketing and how to engage stakeholders with this strategy?
- 16) Do you have an anti-spam policy and data-use policy in place insofar as they relate to your marketing outreach efforts?
- 17) How much time and how many resources do you estimate you'll have to devote to your new digital and social media marketing efforts?
- 18) Do you have a good relationship with the teams that oversee your technology infrastructure to determine capabilities and concerns about your new digital social media strategy?

COMPETITIVE ASSESSMENT

- 1) Survey the digital and social media marketing efforts of your top competitors. What tools are they using and how are they using them?
- 2) What offensive and defensive measures are you pursuing in light of your competitors movement in digital & social media marketing?

MARKETING PLAN QUESTIONS – GOALS, OBJECTIVES, OUTCOMES

- 1) What goal or vision have you set for your digital marketing program?
- 2) Have you defined the overarching “marketing problem” that you'd like a digital or social media marketing solution to solve?
- 3) Who are the audiences for your marketing messages?
- 4) How much data is available from this target market? (i.e. “We have 2000 email addresses that we’ve collected.”)
- 5) Think 3 and 12 months out – what does success look like if your digital and social media marketing program has “done its job”?
- 6) What measurements and criteria will be used to evaluate this success?
- 7) What are the possible revenue models for the Website that would make it self-sustaining and able to aid in meeting your objectives?
- 8) What is the average lifetime value of a customer/subscriber?
- 9) How important is SEO to you? What percentage of your incoming traffic is search-driven? Is Web searching the behavior that really drives people to your site?
- 10) What digital and social media marketing tactics have you seen that intrigue you and that you feel would enhance your organization’s efforts?
- 11) Have you envisioned the “ideal” Internet marketing program/plan/wraparound strategy for your organization? If cost wasn’t an obstacle, what do you see?
- 12) What existing digital/Internet marketing systems, models, or processes do you have in place? (i.e. “We do a monthly newsletter.”)

TACTICAL QUESTIONS

- 1) As users visit your site, do you learn from and connect with them, or do you just present information to them?
- 2) How do you attract users to participate on your site? What brings them there initially, and what encourages them to come back?
- 3) How much does it cost you to acquire and retain customers? Can you reduce those costs through social and emerging marketing tools?
- 4) How can the different facets of your marketing communications and social/emerging marketing strategy support each other? What dots can you connect?
- 5) To accelerate adoption, how low can you go? What can you give away to draw people in and then monetize/capitalize on their presence to make your efforts and incentives profitable?
- 6) How do you support your active community members?
- 7) What are some immediate and practical ways to raise awareness in your business, organization, and ecosystem about the power of social networks and communities to trigger social influence and adoption?
- 8) Do you (or should you) provide mechanisms for your users to communicate among themselves? What's the value of offering those tools to your user base?
- 9) Have you identified key individuals in your user base who have developed the trust of others and can make things happen on your site and in your customer ecosystem?

ADD YOUR QUESTIONS HERE:

MARKETING TECHNOLOGY AND SOCIAL MEDIA TERMS

Before you pack your marketing bags and embark on a journey into the world of social media, you'll need to know the language. Listed below are some of the basic terms and concepts and their respective definitions. We'll cover many of these terms and concepts in the event, but it's helpful to familiarize yourself with the concepts ahead of time.



Advergaming

The practice of using video games to advertise a product, organization or viewpoint.

Avatars

Graphical images used in virtual worlds to represent people. Users can create Avatar visual personalities selecting a gender, body type, clothing, behaviors and name.

Banner blindness

A phenomenon in web usability where visitors on a Website ignore banner-like information.

Beacon

1. **Beacon** is a part of Facebook's advertisement system that sends data from external Websites to Facebook, ostensibly for the purpose of allowing targeted advertisements and allowing users to share their activities with their friends.
2. A **Web Beacon** is an object that is embedded in a Web page or and is usually invisible to the user but allows checking that a user has viewed the page or e-mail. One common use is in e-mail tracking.

Blogs

Shortened from the original term "Weblogs," these self-published websites containing dated material, are usually written in a journal format. Content such as text, pictures, video and/or audio have URLs plus other ways of identifying them by keywords (tags). This allows visitors to pull items to their desktop through subscriptions or aggregators without having to visit the actual website. Blogs often have links to other relevant online content, plus invite feedback through "posts" which are comments from readers.

Buzz Monitoring

Buzz monitoring is a phrase used in Online Public Relations and social media marketing to track relevant conversations on the Internet.

Chat

Real time interaction on a web site, with a number of people adding comments via text entries.

Consumer-fortified media (CFM)

Product developers create a promotion or advertising spot, but its meaning is shaped, or fortified, by the conversation, commentary and debate that wraps around the content.

Consumer-generated media (CGM)

First-person commentary posted or shared across a host of expression venues, including message boards, forums, rating and review sites, groups, social networking sites, blogs, video-sharing sites, etc..

Crowdsourcing

This refers to harnessing the skills and enthusiasm of those outside an organization who are prepared to volunteer their time contributing content and solving problems.

Feeds

The means by which you can read, view or listen to items from blogs, podcasts and other RSS-enabled sites without visiting the site, by subscribing to a directory or aggregator such as iTunes or Bloglines.

Folksonomy

A term for the collaborative, but unstructured, way in which information is categorized on the web. Instead of using one, centralized form of classification, users are encouraged to assign freely chosen keywords (called tags) to pieces of information or data.

Friendvertising

A way to advertise that takes word-of-mouth referrals from friends and applies it to the internet. It's when someone introduces or otherwise advertises new products to his or her friends.

Link Baiting

The process by which websites, blogs, etc. encourage links from other sites to improve popularity and raise positions on search engines. The enticement may include content, online tools, free downloads, or anything else that another site owner might find worthy of a link.

Lurkers

People who read but don't contribute or add comments to forums.

Mashups

An online service or software tool that skilled "techies" develop by combining two or more tools to create an entirely new service.

Meme

A unit of cultural information such as a popular tune, catch-phrases, beliefs or fashions that can virally propagate from one mind to another. Online, it may be shared among bloggers or participants of social sites as a game, activity or quiz (e.g., name 50 favorite authors, the 100 worst songs, 10 favorite movies).

Metaverse

A virtual world described in Neal Stephenson's 1992 science fiction novel *Snow Crash*, where humans, as avatars, interact with each other and software agents, in a three-dimensional space that uses the metaphor of the real world.

MMORPG (massive multiplayer online role-playing game)

A genre of computer role-playing games (CRPGs) in which a large number of players interact with one another in a virtual world.

Mobile Marketing

Mobile Marketing is meant to describe marketing on or with a mobile device, such as a mobile phone. Marketing on a mobile phone has become increasingly popular ever since the rise of SMS (Short Message Service) in the early 2000s in Europe and some parts of Asia when businesses started to collect mobile phone numbers and send off wanted (or unwanted) content.

Narrowcasting

A term used in opposition to “broadcasting” to describe a podcast’s ability to reach a narrowly focused, highly interested audience.

Netnography

Is a form of ethnography which involves conducting ethnographic studies (the descriptive study of a human society based on data obtained primarily from fieldwork), on the Internet through analysis of postings across electronic message boards.

Pass-along rate

The percentage of people who pass on a message or file on the Internet. Usually associated with viral marketing.

Ping

An acronym standing for “packet Internet grouper” or “packed Internet gopher,” this is an automatic notification sent when a blog has been updated. It also describes the automatic communication between networked computers/servers.

Podcast

A digital broadcast made available on the internet. Currently the majority of these broadcasts are audio files sent to directories through XML feeds and RSS – or Really Simple Syndication – formatted XML files. The word “podcast” is derived from “pod” as in Apple’s iPod, the popular portable audio player, and “cast” from “broadcast,” meaning “to transmit for general or public use.”

Podcatcher

A term for programs used to automatically subscribe to and download podcasts; also called an aggregator. Podcatchers typically seek out new podcast episodes or items as soon as the program is opened.

RSS

Standing for Really Simple Syndication, RSS is the XML format that allows you to subscribe to content on blogs, podcasts and other social media, and have it delivered to you through a feed.

RSS feed

RSS is a family of Web feed formats used to publish frequently updated works – such as blog entries, news headlines, audio, and video – in a standardized format. An RSS document (which is called a “feed”, “web feed” or “channel”) includes full or summarized text, plus metadata such as publishing dates and authorship.

Shilling

1. In online discussion media, satisfied consumers or "innocent" parties may express specific opinions in order to further the interests of an organization in which they have an interest, such as a commercial vendor or special-interest group. Websites may also be set up for the same purpose.
2. In marketing, shills are often employed to assume the air of satisfied customers and give testimonials to the merits of a given product. This type of shilling is illegal in some jurisdictions but almost impossible to detect.

Social bookmarking

The collaborative equivalent of storing favorites or bookmarks within a web browser. Social bookmarking services such as del.icio.us or Furl allow people to store their favorite websites online and share them with others who have similar interests.

Social media

The term used to describe the tools and platforms people use to publish, converse and share content online. These include blogs, wikis, podcasts, and the sites dedicated to share information, stories, photos, audio and video files, and bookmarks.

Social-media marketing

In the context of Internet marketing, Social Media refers to a collective group of web properties whose content is primarily published by users, not direct employees of the property. Social-media marketing includes writing content that is remarkable, unique, and newsworthy, which is then marketed by popularizing it.

Social media optimization

Social media optimization (SMO) is a set of methods for generating publicity through social media, online communities and community websites. Methods of SMO include adding RSS feeds, adding a "Digg This" button, blogging and incorporating third party community functionalities like Flickr photo slides and galleries or YouTube videos. Social media optimization is a form of search engine marketing.

Social media optimization is in many ways connected as a technique to viral marketing where word of mouth is created not through friends or family but through the use of networking in social bookmarking, video and photo sharing websites. In a similar way the engagement with blogs achieves the same by sharing content through the use of RSS in the blogosphere and special blog search engines such as Technorati.

Social networking

Sites developed to help people discover new friends or colleagues with shared interests, related skills, or a common geographic location. Leading examples include Friendster, LinkedIn and MySpace.

Tagging

A way of categorizing online content using keywords that describe what can be found at a website, bookmark, photo or blog post.

Trackback

One of three types of Linkbacks, methods for Web authors to request notification when somebody links to one of their documents. This enables authors to keep track of who is linking, and so referring, to their articles.

User-generated content (UGC)

Also known as **Consumer Generated Media (CGM)** or **User created Content (UCC)**, refers to various kinds of media content, publicly available, that are produced by end-users.

Video Podcast

A podcast with enclosures containing video files rather than audio ones. Unlike audio podcasts which may only contain MP3 files, various file types can be used when podcasting video.

Viral marketing

The planned promotion of a product, brand or service through a process of interesting actual or potential customers to pass along marketing information to friends, family, and colleagues. This word-of-mouth advertising is usually accomplished by a creative use of social media and other non-traditional marketing channels.

Viral Video

The term viral video refers to video clip content which gains widespread popularity through the process of Internet sharing, typically through email or IM messages, blogs and other media sharing websites. Viral videos are often humorous in nature and may range from televised comedy sketches to unintentionally released amateur video clips.

Virtual worlds

Sites such as Second Life, where individuals can create profiles and representations of themselves (avatars) to interact with others in an imaginary world. Marketers have taken up real estate on Second Life in an attempt to extend their brand to potential new customers.

Widget

A portable chunk of code that can be installed and executed within any separate HTML-based web page by an end user without requiring additional compilation. They are derived from the idea of code reuse. Other terms used to describe web widgets include: gadget, badge, module, webjit, capsule, snippet, mini and flake.

Wiki

An online, collaborative work space for multiple users of a web page – or set of pages –that can be edited collaboratively. The best known example is wikipedia, an encyclopedia created by thousands of contributors across the world. Once people have appropriate permissions – set by the wiki owner – they can create pages and/or add to and alter existing pages

YouTube

YouTube is a video sharing website where users can upload, view and share video clips. YouTube was created in mid-February 2005 and uses Adobe Flash technology to display a wide variety of video content, including movie clips, TV clips and music videos, as well as amateur content such as videoblogging and short original videos. In November 2006, Google Inc. acquired YouTube.

Source: OneUpWeb,Wikipedia, Webopedia and the American Marketing Association