



MarketingSavant

# MARKETTECH

08



**Marketing has not fundamentally changed since the creation of the marketing concept and our branching out as a child of modern economic theory. What has changed is how we, as marketers, talk with our customers and tools, techniques and especially the technologies that we employ in those conversations.**

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**T**his guide is meant to serve as an overview of the marketing technologies available to you, the seasoned marketer, in the upcoming year 2008. While not impossible, it would be difficult to chronicle every single piece of new marketing technology that you can use. We've provided you with the most accessible and actionable tools in this guide.

Marketech 08 includes a definition for each of the concepts and technologies listed. For the purpose of this booklet, we've chosen to source these definitions from Wikipedia, technology pioneers, industry associations, technology-fathering organizations and other resources that move a bit faster than the hard copy dictionary collecting dust in your cubicle. In fact, only\_\_of these definitions exist an\_\_edition of the\_\_that we have here at the office. Times have changed, and marketing technology moves fast!

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## FAQ'S

As with anything new, such as this guide, there are likely to be a few questions. Here are a few that we've anticipated, and I'm sure that there are likely to be more. Let us know what you think!

**Q:** How did you decide which technologies to put into this guide?

**A:** *This guide is the compilation of several months of surveying the marketing technology landscape and choosing those technologies that we feel can make an impact for marketers in 2008.*

**Q:** You seem to oscillate between general tools such as blogs and specific platforms like Facebook, why is that?

**A:** *The primary purpose of this guide is to address marketing technology at the category level, such as blogs, or social networks or widgets. In some cases, the ubiquity of a tool or platform lent itself to a dedicated page as its impact can be almost as profound as the category within which it fits.*

**Q:** Are the technologies listed in the order of importance?

**A:** *No. Everything is listed alphabetically, if for no other reason than the ease of organization.*

# 1

## SOCIAL MEDIA MINING, BUZZ MONITORING, CUSTOMER LISTENING

This guide is about what leading marketers will be doing with technology in 2008. There are opportunities abound for the savvy marketer, but none is more important than listening to the customer by tuning into their frequency in newsgroups, blogs, podcasts, and social media sites. In fact, as the marketing mix moved from a 'monologue' model to one of dialogue and conversation, success with marketing technology will be predicated on a successful buzz monitoring and customer listening strategy.



### WHAT IS BUZZ MONITORING?

Buzz monitoring is a phrase used in Online Public Relations and social media marketing to track relevant conversations on the Internet. It can be accomplished by paying for the service through a major provider of online conversation monitor methodology, or can be done in house through a variety of free services that are available to all marketers.

### IT ALL STARTS WITH SOCIAL MEDIA MONITORING

In order to fully engage in a customer community, develop a widget, or produce a worthwhile video that goes viral, you need to be in touch with the buzz about your business. Consumers want to talk to consumers, they don't trust marketers; they trust each other. Social media is a linkable, findable conversation medium and your customers are talking about you, right now, and you likely don't know what they're saying (Yet!).

Social media or buzz monitoring can be done professionally. Firms like Cymphony, Umbria, Factiva, Buzzlogic and dozens of other companies have sprung up to go beyond the blogs. They're monitoring and tracking ALL mediums that are used by social media enabled consumers. It's more than just listening; it's about applying benchmarks, heuristics and intelligence around social media, not just one-dimensional DIY tools.

## WHY SOCIAL MEDIA MONITORING FOR 2008?

While there are a good number of large organizations engaging one of the aforementioned firms to understand the marketing conversation, there are countless other companies, from small local businesses to Fortune 1000 enterprises that have yet to get a preview of what the buzz is all about. For them, there are a series of tools that are available that will make 2008 the year that they all start listening in. Understanding that you no longer own your brand and that your brand is a conversation is the first step.

## HOW DO MARKETERS FIND OUT WHO'S TALKING AND WHAT DO THEY MEASURE?

There are different parts of the conversation—enterprise, mainstream media, and consumer generated content. Unless you're monitoring the buzz, you won't know what's there. In every social media monitoring program, there are a few fairly obvious things that every marketer should track. If you need more reasons to track social media, think of the new product ideas, keyword research for SEO, warnings of possible scandals and customer reactions that you'll be able to amass.

## BEST PRACTICES FOR MONITORING THE CONVERSATION

Getting started monitoring the online conversation can be pretty straightforward, but there are a few guidelines that can help you get a jumpstart, maybe even before 2008.

1. Look for evangelists and help the spread the good word.
2. Engage with 'middle ground' consumers to influence them.
3. Look for "incidental detractors" and engage with them to fix problems.
4. Seek out and minimize "determined detractors"—the people who just can't seem to be happy.

### What to Monitor

- Blogs
- Newsgroups
- Social networks
- Podcasts
- Q&A venues (i.e., Yahoo Answers)
- Search engine results
- Wikipedia

### Buzz Monitoring Tools

- Google Alerts
- Technorati
- Flickr (photos)
- YouTube (videos)

### What to Track?

- Company name
- Products/Brands
- Executives
- Key Customers
- Patents
- Press releases
- Competitors
- Stocks
- Services

# 2

## ONLINE VIDEO, VIDEObLOGGING, VIDEO SHARING, VIRAL VIDEO

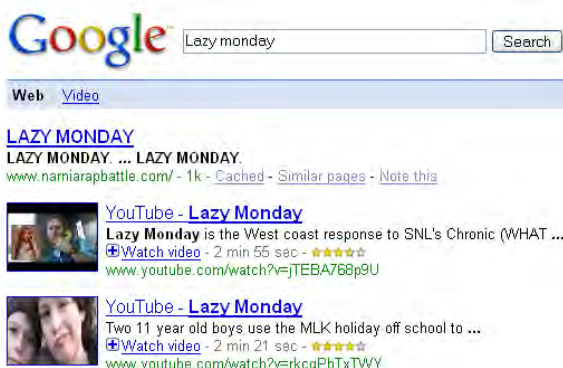


While it's often YouTube [www.youtube.com] that gets the majority of attention in the online video space, there is so much more to video that drives its efficacy for marketers. Take, for example, the once small high-end blender company, Blendtec. A 186-employee company in Orem, Utah, that built brand awareness with its "Will it Blend?" [www.willitblend.com] series. Millions of online viewers have watched Chief Executive Tom Dickson blend up dizzying array objects from lumber to the iPhone. For Blendtec, it was not really a question of "Will It Blend?" but "Does It Sell?" The answer is: Yes. According to George Wright, Director of Marketing for Blendtec, consumer sales have increased five-fold since the videos went up on YouTube and Revver [www.revver.com].

### WHY VIDEO MATTERS TO MARKETERS IN 2008

Well, for starters, you just can't beat the price! Even large brand marketers like Nike are producing quick, offbeat videos that cost little to produce and return millions of views and thousands of website visitors each month. Secondly, in one UK study online video consumption has nearly doubled in the past year

with an ever-growing appetite for online video content. Viral video is simply another way to reach an ever fragmenting group of consumers who have led to a more than 100-fold increase in the number of videos viewed on YouTube since the end of 2005. More to the point, videos are powerful tangible artifacts that are showing up increasingly in Google's blended search results.



### WHO'S USING ONLINE VIDEO?

Hundreds of small companies, ad agencies, large brands and Fortune 500's. Even Oprah Winfrey now has her own YouTube channel [http://www.youtube.com/user/OPRAH] which she says "will bring unique perspectives to this ever-expanding international online community." Brands like Nike, Warner Bros., MTV2, Dimension Films, Blendtec, Intuit, Nestle and dozens of others have created online videos or embraced their users creating them for marketing gain.

## WHAT'S THE QUICKEST PATH TO SUCCESS WITH ONLINE VIDEO?

Virility of online video is hard to predict, but not impossible. Here's a collection of tips from marketers who have achieved success in the online video space:

1. Focus on something fun or funny. Don't force your point; it has to be worth watching.
2. Tie branding closely to product attributes. Yes, drive awareness, but for the right reasons.
3. If you're trying to sell something, demonstrate the product. Show your product performing or resolving a problem.
4. It has to be "real". Consumers have little patients for hyperbole or smoke and mirrors.
5. Get to the point. Videos should be less than 2 minutes.
6. Tap into celebrities. Bonus if they have a cult following that matches your brand.
7. Create a viral launch. Videos can't stand alone; seed them on blogs, the media and your network at launch.

See the [Video](#) section on the resources page for a full list of video sharing sites.

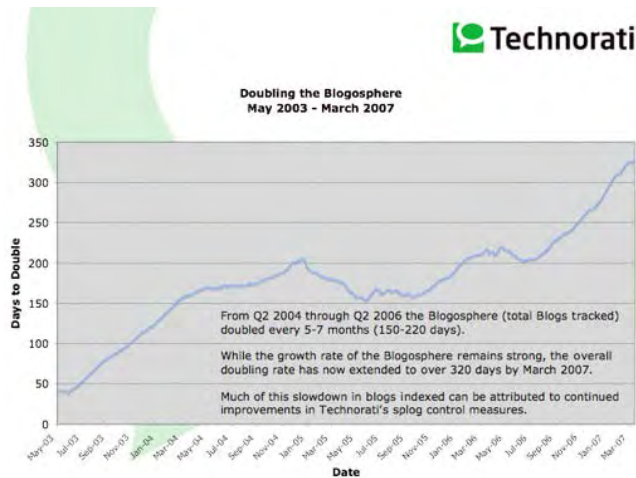
### Online Video Statistics

comScore [[www.comscore.com](http://www.comscore.com)] diligently tracks the online video space and has come up with some staggering numbers on the state of video.

- Nearly 75% of US internet users watched an average of three hours of online video in July of '07
- The average online video duration was 2.7 minutes
- One in three US internet users—36.7%—viewed video on YouTube.com
- The average online video viewer consumed 68 videos, or more than two per day.

# 3

## BLOGGING, BLOGGERS & WEBLOGS



Blogging has been around arguably since the late 1980's to early 1990's, but the official terms weblog, blog and blogging didn't surface until 1997, and gained popularity a few years later. Blogs are often the foundation for corporate social media and customer community programs.

### Definition:

A blog (a **portmanteau** of web log) is a website where entries are written in chronological order and commonly displayed in reverse **chronological order**. "Blog" can also be used as a verb, meaning to maintain or add content to a blog.

Many blogs provide commentary or news on a particular subject; others function as more personal **online diaries**. A typical blog combines text, images, and links to other blogs, web pages, and other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of many blogs. Most blogs are primarily textual, although some focus on **art (artlog)**, **photographs (photoblog)**, **sketchblog**, **videos (vlog)**, **music (MP3 blog)**, **audio (podcasting)** and are part of a wider network of **social media**. **Micro-blogging** is another type of blogging which consists of blogs with very short posts.

(Source: Wikipedia)

*Executives should blog if they have a vision they are trying to communicate, or if they are very visible in the media.*

Mark Cuban

## WHY BLOGS MATTERS IN 2008

Blogs stand for much more than just the technology they're comprised of or the vast sea of content that they've spawned in the past several years. Blogging is a metaphor for community, conversation, corporate social morals, truth and transparency.

## THE DOWNSIDES OF BLOGGING

The emergence of blogging has brought a range of legal liabilities and other often unforeseen consequences. One area of concern is the issue of bloggers releasing proprietary or confidential information. Another area of concern is blogging and defamation. A third area of concern is employees who write about aspects of their place of employment or their personal lives, and then face loss of employment or other adverse consequences. A number of examples of blogging and its sometimes negative or unforeseen consequences are cited here.

## MARKETER'S ACTION PLAN

The truth of the matter is, not every company needs to, or should blog. However, the ubiquity of blogs and their impact on our culture and social conscious mean that marketers need to at least pay attention to what's being said and engage in the conversation.

- Track your brand, product names and other important keywords with Google Alerts [[google.com/alerts](http://google.com/alerts)] (they now track blogs too) and Technorati [[www.technorati.com](http://www.technorati.com)].
- Develop a list of the top bloggers that are having a conversation about your industry, your company or matters that impact you. Get to know them, and let them get to know you.
- Develop or co-develop (with your PR firm) a plan for blogger relations and crisis communications.
- Start your own corporate blog only after you've done the above and have a grasp on the conversation already taking place.

### Blogging Statistics & Particulars

#### How many blogs?

As of September 2007, blog search engine **Technorati** was tracking more than 106 million blogs.

#### Why Marketers Blog:

- Establish authority
- Converse with customer base
- Search related benefits
- Instant feedback, reciprocity and commitment
- Easy syndication with RSS

#### Blog Vendors:

\*\* See the Additional Marketing Technology Resources on page \*

Fortune 500 Bloggers:

Just over 10% of the Fortune 500 are blogging. Here are just a few of those companies with blogs:

Microsoft	Motorola
Boeing	FedEx
Dell, Inc.	Nike
Lockheed	Pepsi
Wells Fargo	Avon
Merril Lynch	Apple
Disney	Shell

# 4

## WIDGETS & GADGETS

### WHAT'S A WIDGET?

According to MarketingSherpa: *"Widgets are small applications used to meet computer users' specific needs by providing quick access to Internet sites; desktop utilities, such as to-do lists, calendars, clocks, weather, games, entertainment; and tools, such as system resource monitors or application launchers. Most widgets look like a tiny window on the user's desktop or Web page. You might also see widgets referred to as gadgets, badges, capsules, gizmos, minis, modules, plug-ins or snippets."*



Widgets (or Gadgets, as Google calls them) are stand-alone min-applications usually tied to a large data source, such as a widget that showcases updated quotes on your favorite stocks. Widgets were made popular by their availability on Apple computers and the widget creating company, Konfabulator, later purchased by Yahoo! and renamed Yahoo! Widgets.

### WHY USE WIDGETS IN 2008?

Widgets work at the intersection of an acute need for specific information and an accessible source of valuable data. Marketers are already jumping on the widget bandwagon, but their ease of creation and perceived high value from consumers make

then uniquely positioned to deliver positive ROI in 2008. Widgets are becoming ubiquitous, with nearly 30% penetration in 2007, their poised for rapid growth. Widgets can be developed for Facebook, Google homepage, My Yahoo!, computer desktops and for placement on blogs and websites.

### TWO WAYS THAT WIDGETS WORK FOR MARKETERS (VIA MARKETINGSHERPA)

- Merchants can deliver offers via images, multimedia and coupons so viewers can click through to the product page and complete the transaction.
- Publishers can stream content to build brand and advertising dollars or increase paid subscriptions.

## WIDGETS SEEM SO NEW, WHO'S ALREADY USING THEM?

In spite of their newness, they hold great possibility for almost any company who has bits of data to share with its customers and wants access to their Yahoo or Google homepages or their computer desktop. UPS offers a widget to customers to track shipments right from the desktop and also provides an integrated RSS reader to keep up on important news. Sunflower Market, used a desktop widget shaped like a potted plant to send coupons and relevant information to consumers who downloaded it for their first store in Indianapolis. The widget helped exceed opening-month sales expectations by 18%.



## HOW TO SUCCEED WITH WIDGETS:

There are a few basics to leveraging widgets in your 2008 marketing plans. Widgets are not, nor should be complicated or too sophisticated. Their value lies in their simplicity and their ability to deliver an acute, highly relevant service or piece of information (think UPS shipment tracking or the Motley Fool stock tracker widget). Keep these things in mind:

1. **Type of Widget**—Deciding what type of web widget to build is important; not all types of widgets will work on all platforms. For marketing ends, you want the content of your widget to be as “viral” as possible. You’ll also most likely want to build your widget in Flash, as it’s the most accessible technology.
2. **Widget Functionality**—You can build a widget to support almost any feature you can imagine. Stock trackers, feed readers, games, weather, rate quotes, etc. Make sure that the content of your widget is of the utmost value to your customers and prospects to ensure pass-along and sustained interest and usage.
3. **Widget Seeding & Marketing**—Offer it on your home page, seed it in widget galleries, build it for multiple platforms (Yahoo Widget Engine, Facebook, desktop) and cross-promote the widget in your existing channels.

# 5

## UNIVERSAL SEARCH & THE FUTURE OF SEARCH

It used to be that Yahoo! And Google were the only games in town worth playing when it came to search engines. Google has certainly left its stamp on the world, but as with most things in marketing technology, search never stands still



for very long. While Google vies for supremacy with the 'one-box' and the concept of Universal search, our attention remains fragmented and small, vertical and media-specific search engines are gaining traction each and every day.

### WHAT IS UNIVERSAL SEARCH?

Google and the other search engines Ask 3D, Live Search and the new Yahoo! Search are undergoing the most significant transformation in years by altering how search engine results are displayed in that the "Universal Search" system will blend listings from news, video, images, local and book search engines among those it gathers from crawling web pages. Universal search differs from the two most common types of search, regular or horizontal search, and vertical search.

- **Regular Search**—Also known as a "horizontal" search in that you are searching across a wide spectrum of material in Google, Yahoo, Microsoft, Ask or any other general search engine.
- **Vertical Search**—When you slice down vertically through one topic area such as bicycles, or medicine. You search only against the news sites or against the medical information, for example, seeking narrowly focused more relevant results.

### HOW WILL UNIVERSAL SEARCH IMPACT MARKETERS IN 2008?

The bottom line is that marketers need to consider every single digital element that they produce to be a potentially searchable and findable asset in a search engine. David Berkowitz said it best: *"The moral for search marketers is they need to take a holistic view of search,"* Berkowitz said. *"For those who get it, this gives them an unprecedented chance to dominate entire search engine results pages and gain sizeable competitive advantages. Marketers need to consider every digital asset of theirs as an opportunity to gain more visibility in Google, whether it's an image, video, press release, store listing, blog post, or anything else."*

## HOW DO I INCORPORATE UNIVERSAL SEARCH INTO MY MARKETING PLAN?

Marketers in the upper echelon of search engine marketing players will see few, if any, strategy changes with the advent of Universal Search, as they're already leveraging their digital assets to the fullest. The most significant opportunity lies in the mid-market and small business sectors.

1. **Get Digital Assets in Order**—Inventory your digital assets like text, images, audio, video, blogs, email, media & PR, social networking, forums, etc. Each of these has just been given the power to drive traffic independently as well as improve standard search visibility.
2. **More Content Formats**—Get in the habit of creating content in multiple formats and getting those digital media elements into every nook and cranny on the Internet. If you're doing a photo shoot, get those photos on site and in Flickr. Oh, and take some video shots too and get those on your website and into YouTube.
3. **Tag All Content**—Make sure to name and tag all content appropriately to ensure findability and understandability once someone encounters your content, in any form.

The screenshot shows a Google search for 'Iraq'. The search bar contains the word 'Iraq' and the search button is visible. Below the search bar, the results are displayed. The top result is a Wikipedia article titled 'Iraq - Wikipedia, the free encyclopedia'. Below this, there are several image thumbnails. To the right of the main results, there is a 'Sponsored Links' section with several links related to Iraq, including 'U.S. News in Arabic', 'Iraq Studies', 'Care Packages to Iraq', and 'What Country to Attack...'. The page also shows related searches like 'iraq news', 'history of iraq', 'iraq religion', and 'iraq jobs'.

# 6

## SOCIAL NETWORKING & CUSTOMER COMMUNITY FOR BUSINESS & MARKETING

### WHAT'S NEW ABOUT SOCIAL NETWORKING?

Social Networks have been around since the beginning of the internet. In fact, the Internet is the original online social network dating back to the 1960's. So, what makes it worthy of being considered a 'must do' for 2008? For starters,



it's never been easier to target the right personas in social networks. The openness of Facebook, the launch of OpenSocial, the fact that over 55% of the online population participates in social networks all make the case for getting on board with an existing network, or crafting your own. Even conference organizers are creating temporary social networks for conferences that leverage the power of online and in-person connections to get the most value out of conferences.

### HOW WILL SOCIAL NETWORKING WORK FOR MARKETERS IN 2008?

There has been a fair bit of information written on why social networking will never work for marketing or business, or worse yet, why it is a waste of time. That was then, and 2008 is the future. Here's what's changed and why it matters now.

1. **There's Lots To Do in Social Networks**—It used to be that visiting a social networking sites was like going to a party with all of the cool kids, but there was nothing to do there. Not so any more. With social networks like Facebook quickly becoming the 'social operating system' on campus, and within professional groups and other old standbys like Plaxo (remember them?) and LinkedIn becoming more content rich, connected (via OpenSocial) and relevant (more content), there's never been a better time to get involved in an online social network.
2. **Low time investment—they integrate into your life**—Social networks used to be siloed sinkholes of time, but with their increased interactivity, RSS feeds and rise in relevance, they are actually time savers, especially for well-connected professionals, who can use one or two 'social dashboards' (the front page of Facebook or LinkedIn) to catch up on updates from across a vast network.

3. **Relevant and targeted traffic**—MySpace has become one of the largest music advertising platforms, LinkedIn is increasingly used to find qualified professionals for hard-to-fill roles, Facebook is a must for any campus entity hoping to reach its students and technology conferences feel so ‘old school’ when they aren’t using an online pre-conference and post-conference social networking site to connect attendees.
4. **FOAFs are friends you just haven’t met yet**—In 1973, Mark Granovetter published an oft-quoted work called the “*Strength of Weak Ties*” that illustrated how most jobs are actually found through acquaintances or friends of friends (FOAF). No where in history has the FOAF connection model worked at scale like it does in online social networks. This is one of the basic tenants upon which viral marketing and word of mouth marketing is built.
5. **The Internet is Not Enough**—Sure, we have the Internet, but that’s like saying the only community we need as US citizens is the United States itself. The Internet has grown too vast and fragmented for effective networking outside of clustered environments where likeminded community members can join up and change the world.

## THERE ARE SO MANY SOCIAL NETWORKS, WHICH ONES MATTER?

Which networks matter depends greatly on the objectives that you’re trying to achieve with your social networking and online community building endeavors.

Often times, the best networks and communities are those which are built from scratch by a company. See the list of the top 10 most trafficked networks to the right, and visit the resources section for links to a more complete listing.

**Top 10 Social Networking Sites for October 2007 (US, Home and Work)**

Site	Oct-06 UA (000)	Oct-07 UA (000)	Percent Change
Myspace.com	49,516	58,843	19%
Facebook	8,682	19,519	125%
Classmates Online	13,564	13,278	-2%
Windows Live Spaces	7,795	10,261	32%
AOL Hometown	9,298	7,923	-15%
LinkedIn	1,705	4,919	189%
AOL People Connection	5,849	4,084	-30%
Reunion.com	4,723	4,082	-14%
Club Penguin	1,512	3,880	157%
Buzznet.com	1,104	2,397	117%

Source: Nielsen Online

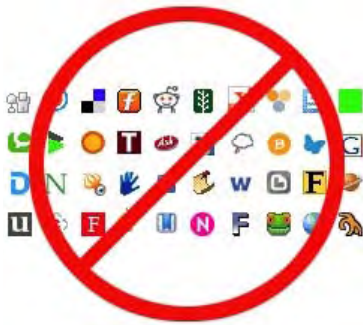
# 7

## SOCIAL MEDIA OPTIMIZATION SMO

### WHAT IS SMO?

#### Simple SMO

The idea of increasing *linkability* and making *tagging* easy is often defeated by marketers offering an “icon soup” of different social media sites.



Offering a single link to bookmark or subscribe, like this one from *AddThis* [addthis.com] is an elegant way to achieve the same goal, without confusing readers.



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.

### WHY DOES SMO MATTER IN 2008?

The rollout of “Universal Search” across the major search means that a much wider variety of content, often of the user generated nature, is finding its way into main stream search results. Factor in the mission of most search engines to bring the most relevant items to searchers, and you’ve got a perfect storm of viability for Social Media and the optimization of Social Media for search ranking and discoverability.

#### Social Media Optimization Best Practices

1. Increase your linkability
2. Make tagging and bookmarking easy
3. Reward inbound links
4. Help your content travel
5. Encourage the mashup
6. Don't Spam social media sites
7. Reward Helpful and Valuable Users
8. Participate
9. Know and Engage Your Audience
10. Create Worthwhile Content in All Forms of Media

### ARE THERE ANY SMO BEST PRACTICES YET?

Rohit Bhargava was credited with inventing the term SMO. His original five rules for conducting Social Media Optimization have been added on to and adapted, in true social media style, to develop top-ten list of social media best practices.

## WHO'S HAD SUCCESS WITH SMO?

According to Internet Retailer, the "Cyber Monday" rush has brought out a raft of SMO sightings on the major retailers sites.

- **Patagonia.com adds social tools to build brand and sales:**  
Patagonia.com started a blog earlier this year, called The Cleanest Line. The unedited blog is accessible on the site's home page and provides a forum for discussion
- **Wine.com builds on social shopping with new community site:**  
Based on the premise that better educated wine consumers buy more wine, Wine.com has launched a community site designed to generate traffic as wine enthusiasts share information on their personal preferences.
- **Wal-Mart ads reviews to web site:**  
Reviews are lifting conversion on highly rated products and giving customers another reason to visit, the e-retailer says. While a one-star review depresses sales, negative reviews prevent a sale that may lead to a bad Wal-Mart experience, thus reducing product returns. Wal-Mart said that shoppers add about 1,000 reviews every day.
- **CircuitCity.com unveils social networking destination:**  
CircuitCity.com has launched CityCenter Community, a social networking online gathering place for shoppers and sales associates.

### Alexa.com Top 10 Social Sites

1. Digg.com
2. Technorati.com
3. Stumbleupon.com
4. Esnips.com
5. Squidoo.com
6. Reddit.com
7. Gather.com
8. Rollyo.com
9. Blinklist.com
10. Newsvine.com

## REALLY SIMPLE SYNDICATION RSS

Really Simple Syndication or Rich Site Summary has been around for a decade, but had not received much fanfare as a marketer's tool until the last few years. With the rise of companies like Pheedo and FeedBurner and the evolution of RSS from an obscure syndication technology to a powerful information delivery, search optimization and advertising channel, RSS can no longer stand on the sidelines in the game of marketing.

### WHAT IS RSS?



According to the Wikipedia definition: "RSS (formally "RDF Site Summary", known colloquially as "Really Simple Syndication") is a family of **Web feed** formats used to publish frequently updated content such as **blog** entries, news headlines or **podcasts**. An RSS document, which is called a "feed", "web feed", or "channel", contains either a summary of content from an associated web site or the full text. RSS makes it possible for people to keep up with their favorite web sites in an automated manner that's easier than checking them manually.

RSS content can be read using **software** called an "RSS reader", "feed reader" or an "**aggregator**". The user subscribes to a feed by entering the feed's link into the reader or by clicking an RSS icon in a browser that initiates the subscription process. The reader checks the user's subscribed feeds regularly for new content, downloading any updates that it finds."

### WHY IS RSS IMPORTANT IN 2008?

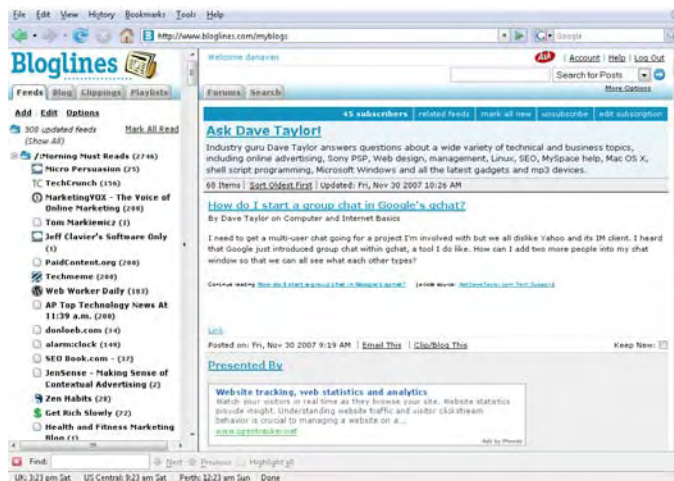
I believe that Phil Gomes writing in iMedia Connection put it best: "*Marketers and media folks who haven't woken up to web content syndication (through RSS or some other format) are, frankly, fighting the attention wars with stone knives and bearskins.*"

All the way back in 2005, a Forrester Research report indicated that "*57% of marketers said that they were interested in using Really Simple Syndication (RSS) as a marketing channel.*" That number has only gone up, and consumers have gone from wondering what RSS is, to demanding RSS as an available communication channel. In order to 'meet customers in the medium', RSS is an imperative on every corporate and media website.

## HOW DO MARKETERS USE RSS?

RSS has many benefits for marketers ranging from communication to time savings to penetrating the SPAM filtered inbox.

1. **Website Traffic**—RSS can help you generate additional traffic and reach new audiences. Considering the low cost of RSS implementation, this is reason enough to get started with RSS today. (Rok Hrastnik)
2. **Syndicate Content Through Widgets**—RSS enable content is easy to embed in widgets that can be placed on other websites (including your own) or through tools like Feed-Digest, RSS feeds can be turned into HTML pages in and of themselves thus helping to attract visitors.
3. **Advertising & Promotion**—RSS is a highly targeted advertising channel that has been used successfully to reach audiences in technology, automotive and other vertical markets.
4. **Distribute Rich Media Across Devices**—Use podcasting, videocasting, and RSS 'enclosures' to create broader reach for your marketing assets and tap into mobile RSS readership.



### Popular Web-Based RSS Readers:

- Bloglines [www.bloglines.com]
- Google Reader [reader.google.com]
- My Yahoo [my.yahoo.com]
- Newsgator Online [www.newsgator.com]
- Rojo [www.rojo.com]

A technology that some have called “SecondLife meets WebEx”, virtual events were once considered futuristic and incapable of holding the attention of an audience in a ‘virtual environment’, however, virtual events have grown from small-scale events to enterprise class trade shows that seriously rival their of-line terrestrial counterparts. As the number of vendor choices increase and the cost per event comes down, 2008 may be the year to dip your town into the virtual event waters.

### WHY VIRTUAL EVENTS MATTER IN 2008



While virtual events may never take the place of face-to-face trade shows, their cost effectiveness (complete shows average \$15K to \$50K), measurement ability and ease of tracking leads (think: no more business card fishbowls!) and prospectus for vast reach to both those who would have and those who'd never think of travelling to walk the trade show floor.

With a growing number of vendors in this space, we are sure to see the cost of these events continue to drop, the capabilities of the platforms continue to rise and an increasing acceptance of virtual events as legitimate venues for doing real business.

### VIRTUAL EVENTS AREN'T JUST ONLINE TRADE SHOWS

The efficacy of virtual events hinges on more than just being online gather place, they have several other advantages which make them ideal for marketers seeking to reach their target audience.

- **Highly scalable**—Invite as many prospects as you want without fear of running out of space, or food.
- **Robust lead collection & reporting**—The ability to leverage the registration database at the click of a mouse is one of the most powerful attributes.
- **Professional networking**—Automatic attendee connections and other networking features help both the host and the attendees achieve the most from the event.
- **Web 2.0 integration**—Much of the content from virtual events can be ported into blogs, podcasts and post-event communities
- **E-commerce**—Transact business right through the event platform.

## BEST PRACTICES AND POTENTIAL PITFALLS

The most important thing to remember in virtual events is to make it easy for attendees and to make everything as accessible as possible. If an attendee has to download an application, create and dress up an avatar, and learn new commands—your registration-to-attendee ratio will suffer miserably.

- Adjust promotion timing for the web—begin promoting 45-60 days out.
- Bring out the best content—attendees are only one click from leaving.
- Promote interactivity & personal connection.



There are also a few drawbacks to online events.

- Opportunity for personal interaction with presenters can be limited, so be sure to leave room for lots of audience Q&A.
- For online events that are available only on-demand, including speaker contact information is recommended.
- Facial feedback is unavailable in online events which chat and polling tools can help supplant.

### Who's Who in Online Events

- **Unisfair** [unisfair.com] is used by Tibco and RIM (BlackBerry) and costs \$40-50K per event.
- **InXpo** [inxpo.com] has worked with Nielsen and SuperValu and has packages ranging from \$30-50K.
- **iCogno** [icognoevents.com] boasts HP and Intel as clients and its packages start at \$15K.
- **Expo3D** [expo3d.com] customizes each event for no out of pocket fees. Pricing is based on event performance. They've worked with Pentadyne and Penton Media.

## HONORABLE MENTIONS IN MARKETING TECHNOLOGY FOR 2008

As we illustrated in the Marketech '08 Marketing Technology Guide, there is no shortage of marketing technology for marketers to pursue in 2008. In fact, there are many more technologies that we can discuss, but as much as we would like to believe that the long tail of marketing technology will lead to riches, there is only so much budget and bandwidth available to the modern marketer and we all need to focus our limited resources on those tactics and techniques which are likely to net us the greatest gain.

All that said, there are a series of remaining marketing technologies which may be just the ticket for certain marketers trying to reach specific demographics, but which fall outside the realm of 'mainstream' for the purpose of most of you reading this document. If you're the type that's looking for ever more ideas to reach your increasingly attention starved customer base, read on. What we'd like to leave you with are a host of definitions and a few ideas on what's next in marketing technology.

### IPTV (INTERNET PROTOCOL TELEVISION)



IPTV (Internet Protocol Television) is a system where a digital television service is delivered by using Internet Protocol over a network infrastructure, which may include delivery by a broadband connection. A general definition of IPTV is television content that, instead of being delivered through traditional broadcast and cable formats, is received by the viewer through the technologies used for computer networks.

For residential users, IPTV is often provided in conjunction with Video on Demand and may be bundled with Internet services such as Web access and VoIP. The commercial bundling of IPTV, VoIP and Internet access is referred to as "Triple Play" service (adding mobility is called "Quadruple Play"). IPTV is

typically supplied by a service provider using a closed network infrastructure. This closed network approach is in competition with the delivery of TV content over the public Internet, called Internet Television. In businesses, IPTV may be used to deliver television content over corporate LANs.

Certainly IPTV has arrived, as has movie delivery over IP. However, the promise of 'more interactive television' remains elusive.

## IN GAME MARKETING/ADVERTISING (IGA)

In-game advertising (IGA) refers to the use of computer and video games as a medium in which to deliver advertising. 2005 spending on in-game advertising was USD\$56 million, and this figure is estimated to grow to \$1.8 billion by 2010 according to Massive Incorporated, although Yankee Group gives a lower estimate at \$732 million. In-game advertising is seen by some in the games industry as offering a new revenue stream, allowing developers to offset growing development costs and to take more risks in game play.



When consumers think of the technology advances that they have witnessed in the past decade, it's hard to argue that video games, game consoles and online games have come a long way. The advances for marketers, however, have yet to arrive. Major universities have applied time and resources to developing models for determining the most effective in-game marketing models, but at the end of the day, the results amount to little more than understanding the most effective virtual billboard placement for novice vs. advanced players. The application for mainstream marketers here is still quite limited.

## MASHUPS

In technology, a mashup is a web application that combines data from more than one source into a single integrated tool; an example is the use of cartographic data from Google Maps to add location information to real-estate data from Craigslist, thereby creating a new and distinct web service that was not originally provided by either source.

Mashup originally referred to the practice in pop music (notably hip-hop) of producing a new song by mixing two or more existing pieces.

A mashup isn't so much something that a marketer would produce as much as your fans and customers would product on your behalf. The key to allowing your customers to create mashups on your behalf is to open up data such as a directory or something similar of worthwhile information that can be combine with something else to create a valuable web based tool (like a widget)

## HONORABLE MENTIONS IN MARKETING TECHNOLOGY FOR 2008

### 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.

The major problem that mobile marketing faces is one of acceptance. 75% of adults surveyed have no interest in receiving marketing messages on the mobile phones. Mobile marketing is almost always combined with another promotion or integrated marketing vehicle, such as an in-store contest, television or radio ad, pass along viral MMS video or something that requires an SMS message interaction to engage in the marketing message. Mobile marketing or marketing with SMS is popular, and is poised for growth in 2008, but it has not yet reached critical mass in the US where mobile is the 'killer marketing app' for reaching all but a teenage demographic. Look for more about mobile marketing in the resources section.

### VIRTUAL WORLDS, SECOND LIFE, AVATARS



Second Life is a 3-D virtual world entirely created by its residents. Since opening to the public in 2003, it has grown explosively and today is inhabited by millions of Residents from around the globe. You'll also be surrounded by the Creations of your fellow Residents. Because Residents retain the rights to their digital creations, they can buy, sell and trade with other Residents. The Marketplace currently supports millions of US dollars in monthly transactions. This commerce is handled with the in-world unit-of-trade, the Linden dollar, which can be converted to US dollars at several thriving online Linden Dollar exchanges.

In this case, the fiction has predicted a major new paradigm where interactive marketing is concerned. Businesses and individuals are looking towards Second Life as a new medium to grab attention and promote their products and themselves. Wells Fargo Bank, Sun Microsystems, Coca-Cola, and Toyota have all started building stuff and doing stuff in Second Life as a method for marketing themselves online. In August, Susanne Vega became the first musician to perform a "live" concert in SL space, through her avatar.

## PODCASTING

A podcast is a digital media file, or a related collection of such files, which is distributed over the Internet using syndication feeds for playback on portable media players and personal computers. The term, like “radio”, can refer either to the content itself or to the method by which it is syndicated; the latter is also termed podcasting. The host or author of a podcast is often called a podcaster.

Though podcasters’ web sites may also offer direct download or streaming of their content, a podcast is distinguished from other digital media formats by its ability to be syndicated, subscribed to, and downloaded automatically when new content is added, using an aggregator or feed reader capable of reading feed formats such as RSS or Atom.

While podcasting is a high profile marketing technology, it is very much like blogs, and the metaphors of blogging, mixed with the metaphors from radio apply to the medium. Look for more from this medium as we reach ubiquity with mobile phones that thoroughly integrate music and data storage into them, and as radio stations around the country, still stuck in a 1960’s model, get with the program and start offering more of their content in podcast mode.



# ADDITIONAL MARKETING TECHNOLOGY RESOURCES: WEBSITES, LINKS, BOOKS, BLOGS AND EVERYTHING ELSE

The purpose of this section of the guide is to give you a wealth of resources that can further the learning process on any of the technologies that we've discussed herein and help you put your marketing technology plans into action

### GENERAL RESOURCES, PUBLICATIONS AND WEBSITES FOR MARKETING TECHNOLOGY INFORMATION

American Marketing Association >> [www.marketingpower.com](http://www.marketingpower.com)

eMarketing and Commerce >> <http://www.emarketingandcommerce.com/>

MarketingSherpa >> [www.marketingsherpa.com](http://www.marketingsherpa.com)

ClickZ >> [www.clickz.com](http://www.clickz.com)

MarketingProfs >> [www.marketingprofs.com](http://www.marketingprofs.com)

Marketing Charts >> [www.marketingvox.com](http://www.marketingvox.com)

Marketing Vox >> [www.marketingvox.com](http://www.marketingvox.com)

TechCrunch >> [www.techcrunch.com](http://www.techcrunch.com)

The Top 50 Marketing Blogs To Watch In 2008 >> <http://www.evancarmichael.com/Tools/Top-50-Marketing-Blogs-To-Watch-In-2008.htm>

### BLOGS & BUSINESS BLOGGING

SixApart: Guide to Business Blogging >>

<http://www.movabletype.com/SixApartGuidetoBusinessBlogging.pdf>

Ogilvy PR: Welcome to Blogosphere: An Executive Blogger's Guide >>

<http://www.ogilvypr.com/pdf/bloggers-guide.pdf>

Cerado: The Business Blogging Field Guide >>

<http://www.cerado.com/download/CeradoBusinessBloggingFieldGuide.pdf>

ProBlogger: A - Z of Professional Blogging Tools >>

<http://www.problogger.net/archives/2006/06/27/a-z-of-professional-blogging>

Fortune 500 Business Blogging Wiki >>

<http://www.socialtext.net/bizblogs/index.cgi>

iMedia Connection: 10 blogging tips from 10 bloggers >>

<http://www.imediaconnection.com/content/17490.asp>



Register for updates to  
this guide at:  
[www.mtg08.com](http://www.mtg08.com)

## BLOG PLATFORMS (THERE ARE HUNDREDS, THESE ARE THE MOST POPULAR)

Blog software comparison chart from USC >>

[http://www.ojr.org/ojr/images/blog\\_software\\_comparison.cfm](http://www.ojr.org/ojr/images/blog_software_comparison.cfm)

Blogger >> <http://www.blogger.com>

TypePad >> <http://www.typepad.com>

WordPress >> <http://www.wordpress.org> and <http://www.wordpress.com>

MovableType >> <http://www.movabletype.com>

Squarespace >> <http://www.squarespace.com/>

Awareness (formerly iupload) >> <http://www.awarenessnetworks.com>

## BUZZ MONITORING

Marketing Pilgrim: Buzz Monitoring: 26 Free Tools You Must Have >>

<http://www.marketingpilgrim.com/2007/08/26-free-tools-for-buzz-monitoring.html>

Small Business SEM: SES Session Recap: Buzz Monitoring >>

<http://www.smallbusinesssem.com/ses-session-recap-buzz-monitoring/872/>

How to put the B in Buzz Monitoring >>

<http://www.wiliam.com.au/wiliam-blog/buzz-monitoring>

Search Engine Roundtable: Buzz Monitoring >>

<http://www.seroundtable.com/archives/014609.html>

Web Strategy: Companies that Measure Social Media, Influence, and Brand >>

<http://www.web-strategist.com/blog/2006/11/25/companies-that-measure-social-media-influence-brand/>

Center Networks: Firestorm 2.0 - Using Social Media Services to Track The Cali-

ifornia Fires >> <http://www.centernetworks.com/california-fires-social-media>

Media Guerrilla: More on Social Media Monitoring >>

[http://www.mguerrilla.com/media\\_guerrilla/2006/07/more\\_on\\_social\\_.html](http://www.mguerrilla.com/media_guerrilla/2006/07/more_on_social_.html)

# ADDITIONAL MARKETING TECHNOLOGY RESOURCES: WEBSITES, LINKS, BOOKS, BLOGS AND EVERYTHING ELSE

### EVENTS & CONFERENCES

Technology For Marketing & Advertising 2008 >>

<http://www.t-f-m.co.uk/page.cfm/link=151>

New Marketing Summit >> <http://pages.newmarketingsummit.com/WebSite/>

[Index.aspx?C=70000047&S=50000081](http://pages.newmarketingsummit.com/WebSite/Index.aspx?C=70000047&S=50000081)

### IN GAME MARKETING/ADVERTISING (IGA)

Wikipedia: Definition >> [http://en.wikipedia.org/wiki/In-game\\_advertising](http://en.wikipedia.org/wiki/In-game_advertising)

Engage Advertising >> <http://www.engageadvertising.com/>

Massive Incorporated >> <http://www.massiveincorporated.com/>

iMedia Connection: In-Game Advertising Dos and Don'ts >>

<http://www.imediaconnection.com/content/8489.asp>

cnet: In-game ads work, study says >> [http://www.news.com/In-game-ads-](http://www.news.com/In-game-ads-work,-study-says/2100-1043_3-5887880.html)

[work,-study-says/2100-1043\\_3-5887880.html](http://www.news.com/In-game-ads-work,-study-says/2100-1043_3-5887880.html)

### IPTV

ArsTechnica: An introduction to IPTV >>

<http://arstechnica.com/guides/other/iptv.ars>

DailyIPTV >> <http://www.dailyiptv.com/>

Wikipedia: IPTV definition >> <http://en.wikipedia.org/wiki/IPTV>

### MASHUPS

iMedia Connection: Marketing Mashup Tools >>

<http://www.imediaconnection.com/content/10217.asp>

Web 2.0 Mashup ecosystem >>

[http://www.ipods-and-onlinevideo-reviews.com/web\\_2\\_0\\_news\\_page\\_11.htm](http://www.ipods-and-onlinevideo-reviews.com/web_2_0_news_page_11.htm)

### MOBILE MARKETING

Wikipedia: Mobile marketing definition >>

[http://en.wikipedia.org/wiki/Mobile\\_Marketing](http://en.wikipedia.org/wiki/Mobile_Marketing)

Mobile Marketing Association >> <http://www.mmaglobal.com/>

Retail Wire: Overall receptiveness to mobile marketing >>

[http://www.retailwire.com/SmartReply/Images/Cht\\_Tip7-1.gif](http://www.retailwire.com/SmartReply/Images/Cht_Tip7-1.gif)

NOC: Mobile marketing in the U.S. vs. Europe >>

[http://newsweaver.co.uk/noc/e\\_article000554240.cfm?x=b11,0,w](http://newsweaver.co.uk/noc/e_article000554240.cfm?x=b11,0,w)

Mobivity >> <http://www.mobilemarketing.net/>

Cellit Mobile Marketing >> <http://www.cellitmarketing.com/>

## PODCASTING

Wikipedia: Podcast definition >> <http://en.wikipedia.org/wiki/Podcasting>

Business Podcast Marketing Case Study Proves Results >> <http://ezinearticles.com/?Business-Podcast-Marketing-Case-Study-Proves-Results&id=69230>

MarketingSherpa's Practical Podcasting Guide for Marketers >>

<https://www.marketingsherpa.com/article.html?ident=29679>

Podcast Design: Step-by-Step to a Plan >> <http://podcastingscout.com/>

## RSS – REALLY SIMPLY SYNDICATION

Definition of: Wikipedia >> [http://en.wikipedia.org/wiki/RSS\\_\(file\\_format\)](http://en.wikipedia.org/wiki/RSS_(file_format))

NYTimes RSS Feed page >> <http://www.nytimes.com/services/xml/rss/>

Stephan Spencer: RSS and SEO: Implications for Search Marketers >>

<http://www.stephanspencer.com/archives/2005/03/02/rss-and-seo-implications-for-search-marketers/>

MarketingStudies.net: Do Marketers Really Need RSS? >>

[http://rssdiary.marketingstudies.net/content/do\\_marketers\\_really\\_need\\_rss.php](http://rssdiary.marketingstudies.net/content/do_marketers_really_need_rss.php)

MarketingSherpa: MarketingSherpa's RSS Help Page >>

<http://www.marketingsherpa.com/article.html?ident=27189>

iMedia Connection: Start Using RSS Today! >>

<http://www.imediaconnection.com/content/9606.asp>

ClickZ: 10 Ways for E-Marketers to Use RSS >>

<http://www.clickz.com/showPage.html?page=3623776>

# ADDITIONAL MARKETING TECHNOLOGY RESOURCES: WEBSITES, LINKS, BOOKS, BLOGS AND EVERYTHING ELSE

### RSS SERVICE VENDORS

Pheedo: RSS Advertising >> <http://www.pheedo.com>

FeedBurner (Google) RSS Analytics >> [www.feedburner.com](http://www.feedburner.com)

About.com: Top 10 Windows RSS Feed Readers and News Aggregators >>  
[http://email.about.com/od/rssreaderswin/tp/top\\_rss\\_windows.htm](http://email.about.com/od/rssreaderswin/tp/top_rss_windows.htm)

RSS Compendium - RSS Readers - Web-Based >>  
<http://allrss.com/rssreaderswebbased.html>

### SEARCH & UNIVERSAL SEARCH

Search Engine Land: Google 2.0: Google Universal Search >>  
<http://searchengineland.com/070516-143312.php>

Search Engine Watch: What Does Universal Search Mean for SEM? >>  
<http://searchenginewatch.com/showPage.html?page=3625951>

HP Blog: Universal Search and Ask3D – What Blended Search Models Mean to Marketers >>  
<http://h20325.www2.hp.com/blogs/webexperience/achive/2007/09/14/4426.html>

Online Marketing Blog: Small Business Guide to Optimizing Universal Search >>  
<http://www.toprankblog.com/2007/10/optimizing-universal-search/>

### SOCIAL MEDIA OPTIMIZATION

Search Engine Watch: Social Media Optimization: It's Like SEO, For Social Sites >>  
<http://blog.searchenginewatch.com/blog/060829-150053>

eBizMBA: 30 Largest Social Bookmarking Sites | October 2007 >>  
<http://www.ebizmba.com/articles/social30.html>

Rohit Bhargava: 5 Rules of Social Media Optimization (SMO) >>  
[http://rohitbhargava.typepad.com/weblog/2006/08/5\\_rules\\_of\\_soci.html](http://rohitbhargava.typepad.com/weblog/2006/08/5_rules_of_soci.html)

Search Engine Guide: The Beginner's Guide to Social Media Optimization >>  
<http://www.searchengineguide.com/lisa-barone/the-beginners-guide-to-social.php>

GrayWolf's SEO Blog: The Dark Side of Social Media Optimization >>  
<http://www.wolf-howl.com/seo/the-dark-side-of-social-media-organization/>

Social Media Optimization - SMO – SMOmashup >> <http://www.smomashup.com/>

Pronet Advertising: Introduction to Social Media Optimization >> <http://www.>

[pronetadvertising.com/articles/introduction-to-social-media-optimization.html](http://pronetadvertising.com/articles/introduction-to-social-media-optimization.html)

Social Bookmark Creator >>

<http://www.toprankblog.com/tools/social-bookmarks/>

Social Media Optimization Blog >> <http://social-media-optimization.com/>

## SOCIAL NETWORKING

TechCrunch: Details Revealed: Google OpenSocial To Launch Thursday >>

<http://www.techcrunch.com/2007/10/30/details-revealed-google-opensocial-to-be-common-apis-for-building-social-apps/>

Mark Granovetter: The Strength of Weak Ties >> [http://www.si.umich.edu/~rfrost/courses/SI110/readings/In\\_Out\\_and\\_Beyond/Granovetter.pdf](http://www.si.umich.edu/~rfrost/courses/SI110/readings/In_Out_and_Beyond/Granovetter.pdf)

[http://www.si.umich.edu/~rfrost/courses/SI110/readings/In\\_Out\\_and\\_Beyond/Granovetter.pdf](http://www.si.umich.edu/~rfrost/courses/SI110/readings/In_Out_and_Beyond/Granovetter.pdf)

Cnet: Five reasons social networking doesn't work >>

[http://www.cnet.com/4520-6033\\_1-6240543-1.html](http://www.cnet.com/4520-6033_1-6240543-1.html)

CNNMoney: The Missing Link >> [http://money.cnn.com/magazines/business2/](http://money.cnn.com/magazines/business2/business2_archive/2006/12/01/8394967/index.htm)

[business2\\_archive/2006/12/01/8394967/index.htm](http://money.cnn.com/magazines/business2/business2_archive/2006/12/01/8394967/index.htm)

Social Customer Manifesto: Why You Shouldn't Ignore Social Networks >>

[http://www.socialcustomer.com/2007/01/why\\_you\\_shouldn.html](http://www.socialcustomer.com/2007/01/why_you_shouldn.html)

JasonKolb.com: Cisco's Social Networking for Business >>

[http://www.jasonkolb.com/weblog/2007/03/ciscos\\_social\\_n.html](http://www.jasonkolb.com/weblog/2007/03/ciscos_social_n.html)

Information Today: Online Social Networking for Business: An Interview with

Konstantin Guericke, Marketing VP, LinkedIn >>

<http://www.infotoday.com/online/nov04/bardon.shtml>

Wikipedia.org: List of social networking websites >>

[http://en.wikipedia.org/wiki/List\\_of\\_social\\_networking\\_websites](http://en.wikipedia.org/wiki/List_of_social_networking_websites)

Rev2.org: 33 Places to Hangout in the Social Networking Era >> [http://www.](http://www.rev2.org/2006/07/11/33-places-to-hangout-in-the-social-networking-era/)

[rev2.org/2006/07/11/33-places-to-hangout-in-the-social-networking-era/](http://www.rev2.org/2006/07/11/33-places-to-hangout-in-the-social-networking-era/)

Top Ten Reviews: Social Networking Sites >>

<http://social-networking-websites-review.toptenreviews.com/>

Neighborhood America: Enterprise Social Networks >>

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

# ADDITIONAL MARKETING TECHNOLOGY RESOURCES: WEBSITES, LINKS, BOOKS, BLOGS AND EVERYTHING ELSE

### SOCIAL SHOPPING

The New York Times: Like Shopping? Social Networking? Try Social Shopping >>  
[http://www.nytimes.com/2006/09/11/technology/11ecom.html?\\_r=1&partner=rssnyt&emc=rss](http://www.nytimes.com/2006/09/11/technology/11ecom.html?_r=1&partner=rssnyt&emc=rss)

### TRENDS

IBM: IBM Consumer Survey Shows Decline of TV as Primary Media Device >>  
<http://www-03.ibm.com/press/us/en/pressrelease/22206.wss>

TV & Online Video Convergence  
<http://www.technewsworld.com/rsstory/54425.html>

### VIDEO

Blendtec interview on Forrester Groundswell: willitblend.com: Speaking through YouTube >> <http://blogs.forrester.com/charleneli/2007/07/willitblendcom-.html>

Blendtec "Will it Blend" viral video site >> <http://www.willitblend.com/>  
YouTube >> [www.youtube.com](http://www.youtube.com)

MarketingProfs (Stephan Spencer): How to Market on YouTube >>  
<http://www.marketingprofs.com/7/how-to-market-on-youtube-some-examples-spencer.asp>

MarketingSherpa: Video + Humor + Viral = Lead-Gen Success for Data Backup Firm >> <http://www.marketingsherpa.com/article.html?ident=29883>

USA Today: Marketers are into YouTube >> [http://www.usatoday.com/tech/news/2006-04-17-youtube-marketers\\_x.htm?POE=TECISVA](http://www.usatoday.com/tech/news/2006-04-17-youtube-marketers_x.htm?POE=TECISVA)

8 tips to make your YouTube video go viral >>  
<http://www.webinknow.com/2007/08/8-tips-to-make-.html>

MarketingCharts: Google Video Sites Capture Lion's Share of Viewers, Videos Viewed in July >> <http://www.marketingcharts.com/interactive/google-video-sites-capture-lions-share-of-viewers-videos-viewed-in-july-1617/>

Contentinople (CMP Media): List of video sharing sites >>  
[http://www.contentinople.com/proddir/dir\\_list.asp?dir\\_id=7](http://www.contentinople.com/proddir/dir_list.asp?dir_id=7)

Light Reading: List of 45 video sharing websites >>  
[http://www.lighreading.com/document.asp?doc\\_id=112147](http://www.lighreading.com/document.asp?doc_id=112147)

Complete list of video sharing websites from Light Reading. Enter video site name into a search engine to locate the current URL

5min	eSnips	Motionbox	Super Deluxe
Addicting Clips	Expert Village	Multiply.com	SuTree
Aggrega	Eyespot	MyHeavy	TeacherTube
AniBoom	Famster	MySpace	Treemo
ApnaTube	Flixya	MyVideo	Twango
Atom Films	Free IQ	OneWorldTV	Uncut Video
Blinkx	Funny or Die	Ourmedia	uVouch
Blip.tv	GodTube	Panjea	UVU
Bolt	GoFish	Pawky	Veoh
Break.com	Google Video	Phanfare	Viddler
Brightcove	Grouper	Photobucket	Video Webtown
Buzznet	Helpful Video	Podcast Spot	VideoJug
Castpost	iFilm	Podshow	VidiLife
Clesh	JibJab	Pooxi	Vidipedia
Clickcaster	Jumpcut	Porkolt.com	Vidmax
Clipshack	Kwegoo	PureVideo	ViewDo
College Humor	Liberated Films	Putfile	Vimeo
Cozmo.tv	LiveDigital	Rever	vMix
Current.tv	LiveVideo	Rooftop Comedy	Vodpod
Cuts	Lulu.tv	Scenemaker	vSocial
Dailymotion	ManiaTV	Sclipo	VuMe
Dave.tv	Mediabum	Sharkle	Yahoo Video
DivX Stage6	Meevee	Soapbox	Youare.tv
Dovetail.tv	MeraVideo	Stashspace	YourKindaTV
DropShots.com	Metacafe	Stupid Videos	YouTube
	Middio	Sumo.tv	ZippyVideos

Source: LightReading.com

## VIRTUAL EVENTS

BtoB Magazine: Virtual events' success grows >> <http://www.btobonline.com/apps/pbcs.dll/article?AID=/20071008/FREE/71008034/>

Biznology: Virtual Events Return Real Value >> [http://www.mikemorán.com/biznology/archives/2007/09/virtual\\_events.html](http://www.mikemorán.com/biznology/archives/2007/09/virtual_events.html)

Virtual Event Best Practices with Unisfair >> <http://www.virtualworldsnews.com/2007/09/virtual-event-b.html>

A Virtual Events Snapshot: (All data provided by Unisfair)

- Average live duration: 1.5 days
- Average archived days: 90
- Average registration: 3,102
- Average attendance: 1,587
- Show Up Rate: 52%
- Sponsor/Exhibitor Booths: 15
- Leads Generated per Sponsor: 348
- Conference Sessions: 5 per day
- Average attendee time at event: 2 hours 31 minutes
- Average Locations Visited: 16
- Average Attendee Interactions: 13
- Average Downloads per attendee: 5
- U.S. Attendees: 58%
- International Attendees: 42%

# ADDITIONAL MARKETING TECHNOLOGY RESOURCES: WEBSITES, LINKS, BOOKS, BLOGS AND EVERYTHING ELSE

### VIRTUAL WORLD (SECOND LIFE) MARKETING

Naturlasearchblog: Brave New Future of SEO & SEM? Marketing thru Second Life >> <http://www.naturlasearchblog.com/archives/2006/10/24/brave-new-future-of-seo-sem-marketing-thru-second-life/>

Webpronews: The Marketing Potential of Second Life >> <http://www.webpronews.com/blogtalk/2006/06/26/the-marketing-potential-of-second-life>

Second Life: Marketing Section >> <http://wiki.secondlife.com/wiki/Marketing>

openPR: First customer satisfaction survey in Second Life >>  
<http://openpr.com/pdf/17221/First-customer-satisfaction-survey-in-Second-Life-insufficient-customer-care-and-opportunities-for-interaction-between-Second-Life-users-and-companies-identified-as-the-main-weakness.pdf>

Second Life Grid: How Organizations Use The Platform >>  
<http://secondlifegrid.net/how>

### WEB 2.0

All things Web 2.0 directory >> <http://www.allthingsweb2.com>

PEW Internet: Riding the Waves of Web 2.0 >>  
[http://static.scribd.com/docs/aoi8swiquwc99.swf?INITIAL\\_VIEW=width](http://static.scribd.com/docs/aoi8swiquwc99.swf?INITIAL_VIEW=width)

### WEB 3.0

[http://publications.mediapost.com/index.cfm?fuseaction=Articles.showArticleHomePage&art\\_aid=57532](http://publications.mediapost.com/index.cfm?fuseaction=Articles.showArticleHomePage&art_aid=57532)

<http://www.personalizemedia.com/index.php/2006/08/27/virtual-worlds-web-30-and-portable-profiles/>

[http://civicminded.corante.com/archives/2006/08/second\\_life\\_targets\\_existing\\_b.php](http://civicminded.corante.com/archives/2006/08/second_life_targets_existing_b.php)

[http://www.readwriteweb.com/archives/eric\\_schmidt\\_defines\\_web\\_30.php](http://www.readwriteweb.com/archives/eric_schmidt_defines_web_30.php)

<http://www.beloit.edu/~pubaff/mindset/>

<http://www.nytimes.com/2006/11/12/business/12web.html>

<http://www.iht.com/articles/2006/05/23/business/web.php>

## WIDGETS

UPS Widget >> <http://www.widget.ups.com/widget/en-gb/index.html>

MarketingSherpa: Special Report: Marketing With Widgets - Usage Data, Tactics & Test Results >> <http://www.marketingsherpa.com/article.html?ident=30137>

Widget Best Practices: Clearspring >>  
<http://www.clearspring.com/docs/tech/widget-dev/best-practices>

TechCrunch: Desktop Widgets 101 >>  
<http://www.techcrunch.com/2007/01/29/desktop-widgets-101/>

Sexy Widget: Reviews and analysis of widgets, toolbars, and distributed businesses of all flavors. >> <http://www.sexywidget.com/>

Makeuseof.com: 6 Cool FREE Widget Platforms for your PC >>  
<http://www.makeuseof.com/tag/widgets-and-widget-platforms/>

Popular Widget Platforms & Providers:

- Yahoo Widget Engine
- Facebook
- Google Gadgets
- Clearspring
- Widgetbox
- Musestorm
- Snipperoo
- MySpace

## WORD-OF-MOUTH MARKETING

WOMMA >> [www.womma.org](http://www.womma.org)

MarketingCharts: Word-of-Mouth Marketing Spending to Top \$1 Billion in 2007 >>  
<http://www.marketingcharts.com/interactive/word-of-mouth-marketing-spending-to-top-1-billion-in-2007-2424/>

## 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 25 basic conversation starters, partially excerpted from OneUpWeb's recent Pocket Guide to Social Media. For the purpose of consistency and timeliness, most other definitions herein are sourced from Wikipedia [[www.wikipedia.org](http://www.wikipedia.org)] or Webopedia [[www.webopedia.com](http://www.webopedia.com)]



### 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.

### 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-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.

**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).

**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.

**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.

## MARKETING TECHNOLOGY AND SOCIAL MEDIA TERMS

### **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.

### **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 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.

### **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.

### **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

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