

“From Outbound Marketing to Inbound Marketing: What 2010 Web 2.0 Means for Marketers”

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Gone are the days when television and radio advertisements captured the attention of millions of consumers and increased sales for huge corporations such as IBM and GE. Now, business has turned to the Internet, and information searching and social networking are dominating the way people research for products and services. This dynamic change in the economy means that marketers must revolutionize their traditional ways of reaching consumers in order to communicate with online.

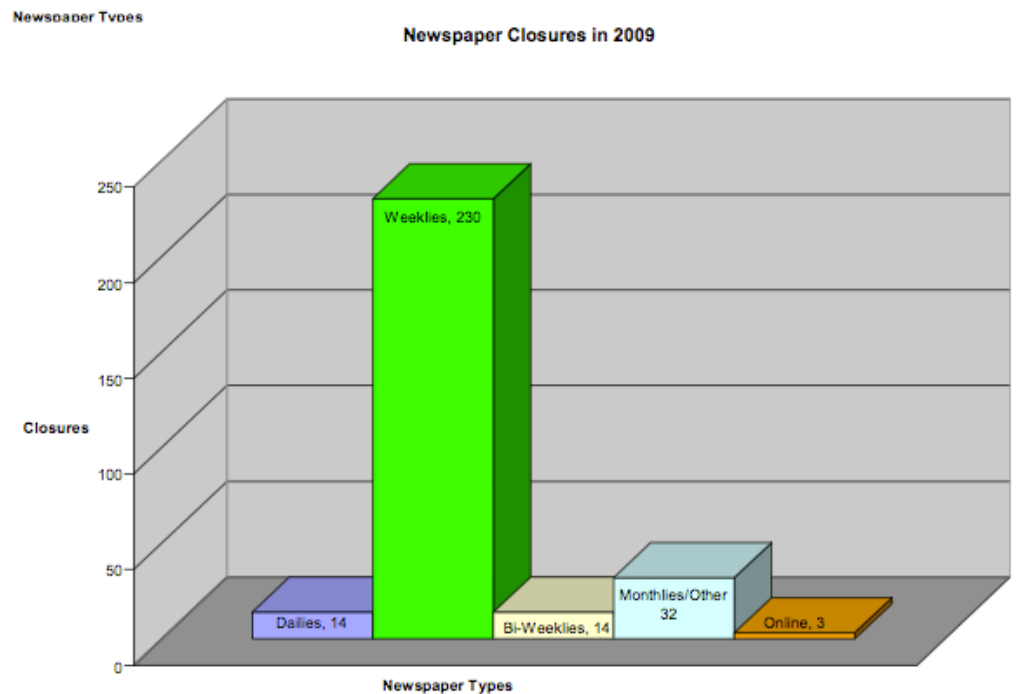
Ten years ago, television, radio, newspaper, magazine, and yellow page advertisements all worked very well for companies big and small. Today, people have learned how to block out these traditional outbound marketing techniques. The days of interrupting people's lives to show a minute clip about your company or product are coming to an end. Instead of tuning into advertisements to learn about products, people are going online to find this out, and are using social networking sites to gain valuable input from peers and colleagues alike.

In the past year alone, traditional media outlets experienced drastic changes due to changing customer preferences and increased usage of the Internet. To give an example, 293 newspaper companies shut down, eight magazines with circulation numbers over 1 million had to close shop, and 1,126 magazines in total closed. More than 10,000 jobs were lost in the radio industry alone, and over 100 television stations are reporting bankruptcies (Vocus Whitepaper). These stunning statistics show how hard of a hit traditional media took due to advertising changes. Although the economy did take a huge plummet recently, advertising just was not working enough to sustain these businesses.

Newspapers

It is quite obvious that writing on the Internet (blogging) is the new form of newspaper articles. “Blogs offered more opinions and provided more water cooler discussions.

Never mind that the skill of reporting quickly became a lost art. Once, three or four sources were required for a newspaper to go with a story; now just one source is enough for a blogger to put it on the Web site and spur a heated debate” (Vocus Whitepaper). 293 newspapers shut down in the past year, and only 45 started up; nine of which were first based online. The Wall Street Journal, USA Today, New York Times, Los Angeles Times, Chicago Tribune, and a few other major newspapers experienced over 421 layoffs and buyouts (Vocus Whitepaper). If major, well-known newspapers are folding, what is in store for the ones still in existence? I think the best move for them is to move their publications online and be supported not by subscriptions, but by online advertisements; the Wall Street Journal is already doing so. This shift in the newspaper industry will be drastic, however many newspapers may decide to form partnerships with other news media companies to utilize many more resources to survive. Also,



people are used to getting information for free online, so they are not making sense of having to pay for a newspaper when they can get that same information for free online.

Magazines

“Magazines that struggled in 2009 will cease to be in 2010” (Vocus Whitepaper).

With over 1,000 magazine companies shutting down, the realm of magazine readership

is a very different

environment today.

Rebecca Bredholt,

a managing editor

of magazine

content stated,

“The current

recession was like

a naturally

occurring brush

fire. It got rid of

dead wood. The green shoots we’ll see will be from online trade and association

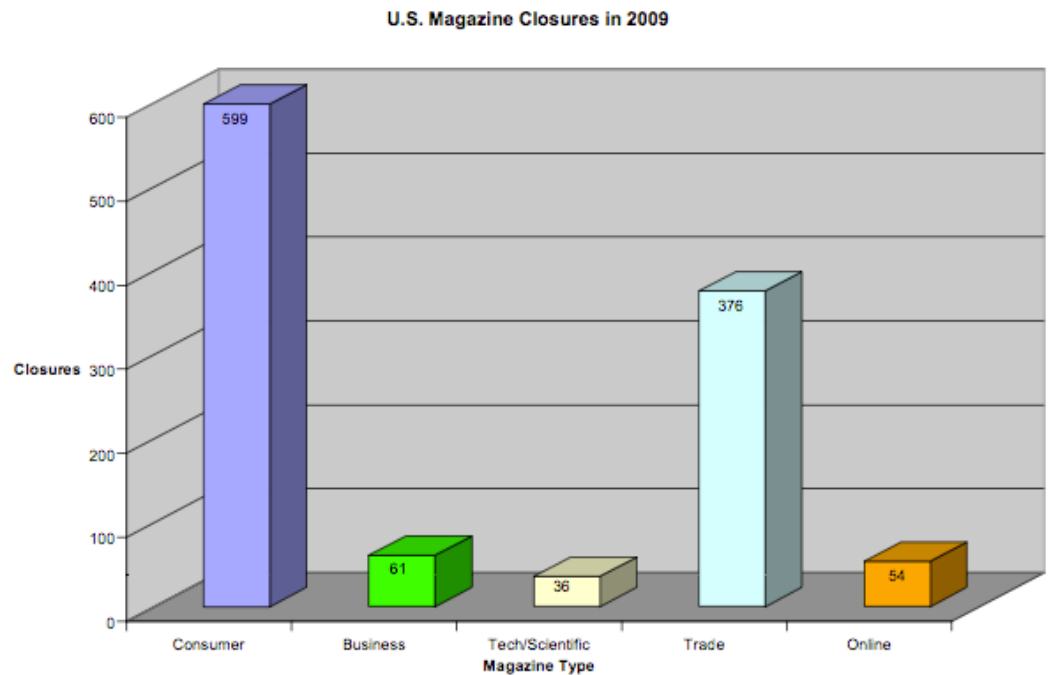
publications” (Vocus Whitepaper). Magazine companies will need to reconfigure their

strategy to either focus on a more specific niche interest, or move to online publications

instead. Personally, I have not subscribed to a magazine in many years. Instead, I use

Google Reader to subscribe to blogs and news sites to get my information. This causes

much less waste in paper, and is easier for me to filter through articles.

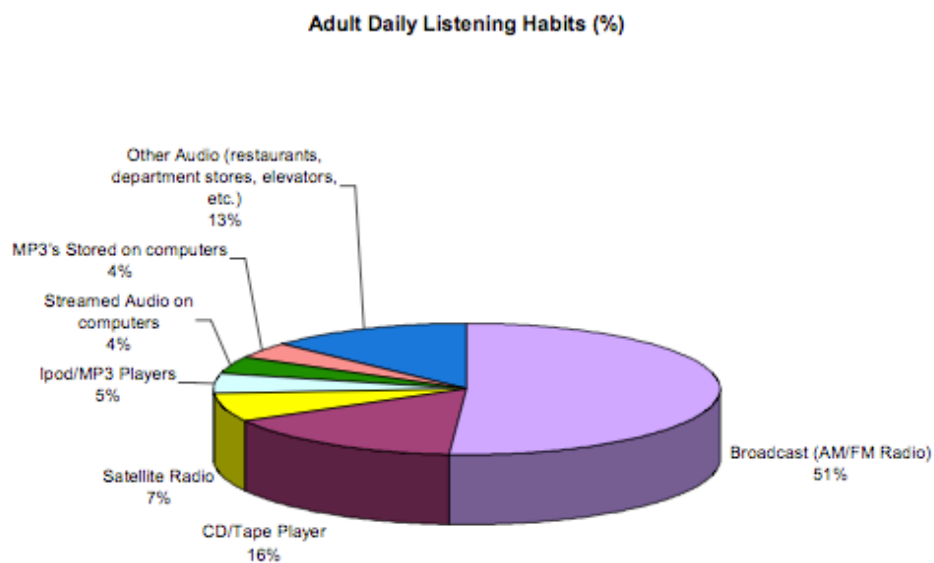


Television

According to a Vocus Media Research Group, approximately 100 television stations were affected and/or shut down due to massive bankruptcies. Julie Holley, a managing editor of television content at Vocus said, "So stations are continuing to broadcast through the bankruptcy while the parent organization gets back on its feet, meaning there is no obvious effect on what the viewers see" (Vocus Whitepaper). Companies are no longer able to support high cost technologies and staff to fill every position they used to hold, resulting in lower quality broadcasts, and the staff will have to hold a more varied role in the company. This will overall cause a strain in television companies, ultimately resulting in their demise, unless they can find a way to sustain themselves using new technology and the Internet.

Radio

Radio stations experienced a revenue decrease of 15-20% in the past year, and 10,000 jobs were lost. A majority of this loss was from the largest owner of radio stations, Clear Channel. "To keep costs low, stations have been forced to run nationally syndicated shows like Don Imus and Rush Limbaugh in favor of original



According to the *Council of Research Excellence*, on average adults (over 18) listen to 165 minutes of some form of pre-produced/live audio per day.

programming” (Vocus Whitepaper). Although radio stations realized a huge plummet in profits and employee losses, this medium is predicted to outlast all other types of media. They are predicted to continue to air shows on their Web sites and provide links to previously recorded material as well. This will help radio stations transition into the digital age while still maintaining their purpose. In addition, there will be more applications that will allow users to listen to specific radio stations. Radio and portable music devices, such as iPods and Zune, will become very popular in 2010. It seems that radio is adapting quite well with newer technologies, and may be able to sustain a competitive advantage during this unstable time in the media industry. “Radio has always been known as a survivor. When television, and later, cable TV came about, radio’s demise was widely predicted. But radio adapted, became more specialized, and differentiated itself with a sense of localism” (Vocus Whitepaper).

While radio is looking to adapt to new technology, there is hope for newspapers as well. A company called NewsCred had developed an online source for users to build their own customized newspapers. Users are able to generate a professional looking site which can include content of their choice. With a premium account, users can even create a news feed and an opinion site. To create their preferential content, users specify which types of topics they are most interested in reading about, and NewsCred generates a feed of this directly to their personalized site. Hence, the virtual newspaper, the new type of newspaper. This site also allows users to write editorials which can be featured on the front page of the virtual paper. Although this idea is a great revolution of the typical newspaper, NewsCred will face some tough competition; by iGoogle in particular. iGoogle is a new service by Google which allows registered users to have

news feed widgets, much like that provided by NewsCred. Other custom news sites such as Meehive and Kosmix provide the same direct threat that iGoogle does for NewsCred. (Kincaid). It will be interesting to see how this new online virtual newspaper will change how news is processed, and if it can stand up against strong competition.

In general, traditional media types are suffering due in part to the economy, and also because of changing customer preferences in regards to how they shop. "In all four mediums, marketing and interactivity dominated the year as platforms like Twitter went from semi-obscuring to a tool heavily utilized by the media" (Vocus Whitepaper). Companies with little presence in mainstream social sites were able to establish a presence due to Facebook and Twitter, where they were able to directly interact with customers. The former one-way communication tool has now turned to a two-way communication flow. Social media sites have allowed businesses to develop a more personal touch with consumers, and they can better respond to comments and complaints. Companies not only began embracing social media, but started to generate content using websites, photos, videos, and audio. The more presence a company has on the Internet, the more noticed and searchable they are; something consumers are looking for more and more today.

This is where inbound marketing techniques come into play. Inbound marketing "is a style of marketing that focuses on getting found by customers. This sense is related to relationship marketing and Seth Godin's idea of permission marketing. David Meerman Scott recommends that marketers "publish their way in" (via blogs etc.) in contrast to outbound marketing where they used to have to "buy their way in" (via paid advertisements) (Wikipedia). To accept inbound marketing concepts, one must first

understand that ten years ago traditional outbound marketing worked just fine, however now people are much better at blocking out these messages. This is where inbound marketing fixes that problem. Inbound marketing is about what others say about your company, not what you say about your company. People have become skeptical about what companies say in their self-promotions. It is much more credible to have customers come looking for your organization, find your content incredible, and spread good buzz. In addition, a remarkable strategy must be in place, which will be discussed in depth later on. The content strategy must be very unique and highly valuable to your customers. This not only drives them to your site, but increases the chance that they will become a lead or customer. Remarkable content also increases the likelihood that more people will link your site to theirs, which in turn increases your ranking on Google (Halligan, Shash).

While traditional marketing methods tested the width of your wallet, inbound marketing is much different. If done right, companies can spend much less money and create an extensive web presence, generating a large amount of web traffic. A great way to get web traffic is through a company blog because blogging is more powerful now than ever. If you write about great topics that are valuable and relative to your customers' interests, they will talk about you and share your blogs. Blogging also gives you credibility and increases your visibility on the web. While writing your own company blog is critical, commenting on other blogs is equally as important. By reading what others are saying about your industry, you can reflect on their articles in your own blogs, start a conversation with the others by commenting on their blogs, and therefore you increase your online visibility (Halligan, Shash).

Another major topic of interest for inbound marketing is being found on Google. Companies must research which types of keywords are best to be found by Google in relation to your business. If you use a highly common keyword, you will get lost in the search results among all the other companies using that same keyword. However, if you use less popular yet highly relevant keywords, you will be more easily found. Getting inbound links to your company website is also very important for developing a great online presence. The more links to your page that are created on other sites, the better ranking you will have in Google. The more high-power sites that add your company website to theirs, the better ranking Google will give you. Google ranking is so important because then your site will be located higher up in the search results list as you improve your ranking and credibility online (Halligan, Shash).

Inbound marketing also involves getting found on social sites. Your company must create a consistent image of your brand by the look and feel of your pages, pictures, bio, etc. Posting valuable and interesting topics on your site is also important so that people will want to engage in conversations with you about those topics. Once you are found on Google, social media sites, and have a strong presence in the Web, you must learn to convert your website visitors into leads by making compelling yet simple calls to action, and then tracking this progress. Prospects must then be converted into leads by using highly effective landing pages and easy-to-fill-out contact forms. Then, leads must be converted to customers. By finding out what stage in the buying process the consumer is in, you can alter your communications with them, and keep following up until they are ready to purchase. This is especially important to do if the purchase is expensive and requires time to research and decide (Halligan, Shash).

Inbound marketing makes us realize that “gone are the days when companies could rely on carefully crafted press releases or flashy ad campaigns to communicate with their customers, often in an attempt to convince people that their products are the best in the field...people today demand a more honest and direct relationship with the companies with which they do business” (Gordhamer). Social media is the solution to developing a company personality and direct relationships with valued customers. However, social media will only work in the benefit of a company if that is where their target customers are ‘hanging out’.

Social media tends to be used more by younger generations and those who are technologically savvy. This presents a problem for some companies who may want to use it in their marketing strategy, but may not reach a significant portion of their target market via social sites. However, as the evolution of social media and other Web 2.0 tools evolve and become more widely used, those who are less technologically advanced will learn how to get on these sites. Also, there is widespread resistance by conservative people and traditional companies who do not embrace new technologies and fear the unknown consequences. For example, many college professors are reluctant to sign onto Facebook for fear of connecting with students and joining a social realm where they should not be associated.

Although there are drawbacks to the usage of social media, it is a very effective medium because of its inherent characteristics of developing personal relationships. Social media also allows information to spread at a very rapid speed and provides explicit and implied endorsements by those who send the messages. There are four major shifts that social media will be causing for businesses in the coming year. The first

shift is from companies trying to sell a product to making connections with the target market. Companies adept at the functions and best uses of social media strategies know that in order to be seen as trustworthy, they must focus less on the products and services they sell, and more on what helps their customers get to know the employees and company personality. This leads to a higher rate of engagement with critical prospects and customers, thus allowing them to feel comfortable doing business with these companies (Gordhamer). Trust is a major issue in today's corporations because of the various frauds that occurred in the past few years. I think social media is a great way to re-instill this trust and develop personal relationships with people. For example, the President and CEO of Timberland Company, Jeff Swartz, uses his Twitter account to develop an online personality by tweeting about his personal life and other topics that he is passionate about. This helps his followers understand him as a real person, even though he is behind the operations of a large, less personal corporation. Many executives are realizing the potential to develop the online brand of their company by tweeting about their personality and releasing less official statements (Gordhamer).

The second major shift in business today is that companies are switching from creating large advertising campaigns to smaller, yet highly effective tactics. Instead of stretching their budgets for large advertising spots, smaller acts are more valuable since people can share the experience via social sites. For example, If a company posts a blog with high content value, their followers or fans will see this and can easily share it via their social network, and this can then spread like a virus. This information may even be seen by more people than it would by a major television campaign today, especially since teens are tuning out of television more and more. CEO of Seismic, Loic Le Meur,

reported that he finds one of the most important jobs of a CEO now is to listen to what people are saying about their products in social networking sites and responding to them. For example, it is well known, especially in the public relations industry, that bad experiences are shared just as quickly as good ones, so if companies can listen to feedback about user experiences, they can handle a situation much more efficiently and quicker via social media (Gordhamer).

The third shift in business is from controlling a company's image to being themselves. Companies need to take down their facade of being a non-personal company that is only in business to make the bottom line: a profit. Although this may still be their ultimate goal, they must appear genuine and human in the process so that customers will feel more inclined to become engaged with such a company. Organizations need to give employees the free range to be themselves and put a "friendly face on the corporation" (Gordhamer). If followers and fans of a company executive see that he is a human being too, they are more likely to pay attention to him when he does talk about their business. Ann Curry, an NBC newscaster, has found that this is a very valuable tool for her when she is on Twitter generating her online personality and spreading news about NBC broadcasts (Gordhamer).

The last major social shift for businesses is from being hard to reach to becoming available everywhere. It is no longer acceptable to simply include an e-mail address or telephone number on a company website for a customer to contact them. People are looking to interact one-on-one with an actual person in real time when they wish to do business. They also like the choice of being able to contact a company in a way that they feel more comfortable, i.e. social networking sites. Twitter, Facebook, discussion

forums, or feedback sites on company websites are all acceptable and widely used tools to accomplish this. Twitter is becoming a source of Internet searches, so people will begin to search for a company or employee of a company on Twitter first before going to the company website. This shows a major social paradigm shift in today's dynamic business environment. Dell, for example, utilizes this new practice by using multiple channels for support, including Twitter, Facebook, Flickr, YouTube, forums, blogs, email, etc. This allows Dell's customers to connect with Dell via a channel they feel most comfortable using (Gordhamer).

Transparency and personality are two traits that should be imperative for companies to embrace and practice on a daily basis. Social sites allow a new type of communication to occur, one which many corporations may have a hard time embracing due to resistance, and one which others who realize the significant social and Internet change will readily embrace. "We are now in the age of open communication, engaged dialogue, and transparency, and business success may now have less to do with the size of ad budgets, but on the quality of interactions with customers" (Gordhamer).

Since traditional advertising techniques are on the downturn, and developing more Internet content that is both relevant and engaging is highly popular, the move towards Internet-based marketing is rapidly occurring. Corporations are moving their communication tactics to the employee-level so that communication is no longer the primary job of a public relations or marketing department. For example, IBM decided to merge their marketing, public relations, and corporate responsibility functions into one department. IBM saw this as a move which would combine the company culture with the brand, with IBM values at the core of both (Debruyn). One-way communications from

company to consumer no longer works, and even large, more traditional corporations are realizing this. “The web is blurring the distinctions between corporate communications and individual employee communications with customers and stakeholders now” (Debruyn).

The most important way that companies can engage in two-way communications with consumers is by utilizing social networking sites. Social sites now have extensive search capabilities that may even revolutionize searching habits. Steve Rubel from Edleman said, “Social networks are going to start to make it easier for you to search content at point of information” (Convertiv). What does this mean for Google? Even though Google embraces social sites being on the uprise, they are terrified of what it may mean for the new age of searching. Twitter allows users to search for any topic, person, business, etc., and shows real-time results of what is being talked about. While Google will still dominate searches for years to come, with over 37% search domination, they do fear what social searches will bring (Convertiv).

Companies must now adapt to the changing social trends by developing their own social media business strategy. There are five main steps to establish this policy. The first is to establish clear objectives. “It includes not only looking inside the organization to establish appropriate practices, usage policies and content parameters, but it also includes looking outside the organization to determine the proper degree of engagement” (Lauby). This means examining the percentage of target market consumers that are on social media, what specific sites they are on and why, and how they prefer to connect with people and businesses. The answers to these questions will help determine the extent of the social media program that a company must establish in

order to effectively reach their key consumers, and how much ROI it will earn. General Motors, a generally conservative corporation, has now established a social media business strategy. Their director of global social media, Christopher Barger, reported that GM will become more responsive to people and customers, incorporate feedback to more quickly and effectively handle PR tasks, will make GM more “human” to the public, and will increase the awareness of the strength of their current offerings and company information (Lauby).

The second phase of initiating a social media strategy is to find an internal evangelist to own the social media development of the company. For example, at General Motors, social media is owned by the communications team. Some companies who may not have the time or resources to allocate towards social media development can hire an outside consultant agency specializing in social media tasks (Lauby).

Third, a company must consider their employees’ level of knowledge and interest in social media. GM posted a 45-minute demo on social media called Social Media 101, which served as an interactive training course that gave employees basic training on how, why, and where to engage in social media for GM. They then developed a 201 course where training was given for more tools and tips. As GM’s example proves, companies must motivate their employees to use social media to benefit the organization. This does not mean to simply brag about the company’s products, services, or ideas all the time, but be able to put a friendly face on the company by becoming more personable with customers and letting them see you as a caring, helpful employee with which they can do business (Lauby).

Next, a company must ensure that their technology infrastructure can support this new media. Although social media does not require high-tech products and applications, “you should still take a look at the technology capabilities of your company and make sure the system can support the strategy” (Lauby). Companies must determine which employees can access the social sites, if there are any firewalls that would be roadblocks to access, and what the guidelines and policies are for what is posted, when, and how frequently (Lauby).

Last, a company must learn to listen, something which proves to be harder than it seems for large companies. It is imperative to hear what consumers are talking about, asking, suggesting, etc. Listening allows for learning, and learning allows for better business development. GM has decided to “focus on making connections with persons in target companies, industries, and geographic regions and joined groups and lists of industry groups to ensure that we maximized our exposure and business opportunities” (Lauby).

Taking the time to plan the execution of your social media campaign will go a long way towards achieving success. A plan with goals, ROI expectations, and measurement metrics are crucial for success. However, many businesses are reluctant to join these sites, or do not know how it can benefit them. Only 9% of small and medium-sized businesses use sites like Twitter. 32% of those businesses plan to include a social media campaign in the next year (Betancourt). Studies also show that businesses that are newer are more apt to jump onto the social media bandwagon than those who are well established. 16% of small and medium-sized businesses that have been in operation for less than three years use Twitter, but only 2% of those same-sized

businesses that have been around for over eleven years use it. In order to avoid social media panic, there are five ways to ease into a plan and execute it properly and to your benefit (Betancourt).

First, a company must establish a crucial plan. Decide if social media usage makes sense for the type of business and industry you are in and if your key customers are using these sites. For example, if you are selling Medicare, chances are your customers are not using social media much, so this would not be a good strategy. However, if you are a reseller of iPhones, your customers are almost guaranteed to be younger, into business, and technologically savvy, therefore they are probably using social networks. Next, determine which social networks these consumers are on. If they are college aged, they may be more apt to be on Facebook. If they are business professionals, they should be on LinkedIn (Betancourt).

Second, it is best to take small steps towards the goal. Building a loyal customer base through social networks takes time to allow customers to come to you, see what you are doing, understand your brand personality, be assured you are not there just to sell them your products and idea, and find your content valuable. Jason Falls, a social media consultant, says “Social media is much more about building lifetime relationships with customers” (Betancourt).

Next, you must be willing to put time and effort into building your online relationships. Being present on a social site does not mean updating once a day, doing a weekly blog, and following up with contacts occasionally. In order to be successful on social sites, one must dedicate time to update about 15 times a day on Twitter, develop a consistent blog, and follow up with everyone who mentions your company name. It is

not necessary to sit around Facebook and Twitter all day, but allocate 1-3 hours a day to update statuses and respond to people. If a company does not have the time or resources to do this, many social media agencies are available to do this (Betancourt).

While developing your sites is very important, tracking the progress of them is equally as important. Falls said, “If small business owners want social media activity to drive customers to do something, then they need to know what to measure” (Betancourt). Conversion rates, meaning the number of people who clicked to your site and then made a purchase, must be determined. How is a company to track social media success or failure? It is quite different and less technical than traditional methods of measurement. Companies should evaluate their fans, followers, and subscribers of their sites, and the potential reach. For example, if only 50% of your Facebook fans use Facebook on a regular basis, then only half of your fans will have a chance to see your updates, which is not good. To hone in on these numbers, get raw numbers of views to your sites, estimate the number of followers, fans, subscribers, etc. that will see a single post, a week’s worth of posts, a month’s worth of posts, etc. Also, keep track of re-tweets and shares of posts to determine its resonance on the Internet. Next, determine the potential total reach for your content by adding up your followers and friends that share your content. After ‘follower-ship’ is determined, you must then determine how to turn visitors into leads and customers. Count the amount of transactions and conversions that originate from a social site to give you an approximation of how many conversions there are per x amount of potential reached consumers (Altitude).

Share of conversation is another way to measure engagement and activity. It helps to understand buzz, presence, and recognition in important online conversations. “The hypothesis here is that if you’re mentioned in relevant conversations, you’ll gain mindshare and therefore increase the likelihood of someone choosing you over a competitor in the same market” (Altitude). To do this, you can monitor posts for a topic, subject, or market in which you want to be talked about, track the posts that mention you, and track the posts that mention that topic and you together at the same time (Altitude).

A third way to measure success is by the strength of referrals and recommendations. To do this, you must monitor posts for mentions of your brand’s name and classify tag posts that have a positive affiliation with your company, such as “Western New England College provided me with a great foundation for success!” Watch these numbers over time to see the changes in online outreach, shared content, and increased referral percentages. There are several other metrics to measure success, including social bookmarking, context, and traffic from shortened links. Clearly, there are many ways to measure a campaign, just like for traditional marketing. However, the ways to measure them are quite different, and social media analysts must understand what they mean.

Last, flexibility in your company’s plan is crucial for success. Some social sites may work better for you than others, so experimenting with a few to start off may work best, then adjust the strategy accordingly. If you do not see results from a site like Facebook after several months, then cut down on your usage with that site and move

your efforts towards a site that has higher conversion rates, such as Twitter or LinkedIn (Betancourt).

One study shows that although there is still resistance to using social media as a promotional tool, many executives are starting to jump on board. An integrated marketing services provider, Alterian, found that 66% of surveyed marketing professionals have decided to invest in social media marketing (SMM) this year. 40% of them say they will shift at least a fifth of their advertising budget to funding SMM activities (Wauters). While investing in SMM is very beneficial today, monitoring and analyzing the progress of these campaigns is just as important. Of the marketing professionals surveyed, 36% stated they will be investing in measurement tools as well. Almost half of the respondents do not monitor their SMM plans as of yet, which is a major flaw in their campaign management. However, over half reported that they are currently putting a significant amount of effort towards moving to a multichannel approach to customer relationship management (CRM). These promising statistics show that marketers today are realizing the drastic change from traditional marketing efforts to more non-traditional marketing involving two-way communication tools, such as social media and e-mail (Wauters).

As companies are developing their SMM programs and making plans for the coming year, new social media positions are being created; positions you would never think would have existed five years ago. *Social phone operators* are like the listening grid of social media sites for a company. Their daily tasks include “manning the dashboard, picking up the alerts, and routing posts that require engagement or attention to the right people on the community, support, or account teams” (Altitude). A *lead*

generation employee would be responsible for listening to discussions about the company's brand, their competition, or the industry trends. They also track where prospects and leads are 'hanging out' in the social media world and getting involved in those areas to start developing relationships (Altitude).

In a *social business development* position, an employee is responsible for developing offline business development with online touchpoints. For example, if other businesses are using forums, blogs, social networks, or discussion boards that you are using, make sure to develop those relationships outside of those mediums as well such as e-mail or conferences. A *social customer service and CRM* employee is required to provide customer service for social media sites. This person deals with customer issues on the Internet by either solving them immediately, or dealing with it through an existing medium, such as e-mail or a complaint form. An *Internal Community Manager* supports the organization's employees and team members in a social way. This person listens to what employees say, ensures they are creating good content online, and act as a connector from management to other areas of the organization. This helps tie together the social aspect of the organization itself. It is important to focus on what is going on inside the company, as well as outside, for a well-rounded social media campaign. This creates a functional environment both inside and outside, and ensures that the online content is understood by all employees (Altitude).

A *social logistics/operations manager* is responsible for controlling the information technology needs and requirements, policies, budgets, and teams to manage and coordinate the different tasks. Utilizing social networks requires the proper allocation of technology and resources so that the infrastructure can be supported. Also,

company regulations stating what can and can't be done on social sites must be established and controlled to ensure that all communications are ethical, appropriate, and within company guidelines. All employees must understand these needs, and adhere to them accordingly. Last, is an *analyst for social media*. This person is able to give insights about the social networking world and make suggestions accordingly. They analyze data and create keys to success. They then make recommendations to improve or best utilize the SMM program so that it is highly integrated into the core business (Altitude).

Before implementing the social media marketing plan, one must first understand the size, scope, and power of social media sites, Twitter in particular. Currently, there are over 20 million unique users of Twitter. CEO Evan Williams reported that usage hit an all time high in mid-January 2010. However, usage numbers were flatlined for weeks before this. Users are now accessing Twitter via other applications, not just through twitter.com. For example, a smart phone application called TweetDeck is the most used application for Twitter users. About 50% of Twitter usage is outside of twitter.com, due to these applications (Schonfeld). In fact, the first ever Twitter App store was created! This agency, onefourty, is based in Boston. With a little under 2500 Twitter tools and applications, they are the first Twitter App company, and a very innovative one at that (onefourty.com).

Just as traditional marketing methods are more successful when paired with another type of marketing (i.e. television and radio commercials running in the same campaign), social media also has an accomplice that gives the results a boost. SMS (or mobile marketing) is a great affiliate to a social marketing campaign. SMS can be used

like Facebook and Twitter, but it is better because it results in a quicker response to the promotion. Chad Hallert, Director at Ecommerce stated, “We tried stand alone offers with mobile, social and email...when you break them up to pieces, nothing really competes with e-mail, and the other two don’t look as valuable as they are” (Sutton). When SMS and social marketing are combined in a campaign, results are improved by 5-8%. This is because the SMS alert or Facebook update is added to an already existing campaign with a website, paid search and e-mail. The increased response rate is due to higher customer engagement (Sutton).

The more sites that a customer is involved in with an organization, the more engaged and likely to respond they become. Although SMS marketing is not big yet, it will be during the age of smart phones. Companies are even beginning to specialize in SMS campaigns. A company from North Boston, Convertiv, does just this. They believe that when SMS is added to a social media or search optimization campaign, results will be boosted (Convertiv.com). Mobile alerts are direct, and call for an immediate response from the consumer. Therefore, consumers can directly connect with the link to the campaign and make a purchase via their phone. However, mobile messaging is an intrusive technology which can be easily blocked out by consumers. With all the capabilities of smart phones today, I foresee mobile marketing becoming highly popular and effective, at least for awhile.

Google is now helping the progression of ad placement via mobile phones as well. Originally, Google was able to help marketers target ads by the consumers’ location, but now they have two new targeting capabilities. Mobile ads can now be targeted by the type of mobile device it is sent to, and by its carrier (i.e. AT&T or

Verizon). In addition, Google can then customize the download link based on the device it is received on. For example, if an ad is sent to the Android phone, the consumer will download the Android version of the ad, and if an iPhone user downloads the link, it will be through the Apple App store. Another opportunity that this high-tech targeting offers for marketers is that the smart phone users tend to be more affluent, therefore more able and ready to buy. It would be worth the extra money and time spent to develop more targeted mobile ads if they can be sent with such specifics (Schonfeld).

Alongside the concept of SMS and social media creating better results, social media paired with e-mail marketing is also highly effective. Many companies have utilized e-mail blasts for years, but have not yet combined it with social media. A study by eMarketer reported that 48% of marketers have a “forward to a friend” button on the e-mail blast, but only 13% include a feature to let the recipient share it via social networks. If e-mail campaigns become easier to share with other people, they will be much more effective (Ostrow). This will virtually create even more viral content. With the explosion of smart phone ownership, almost anyone has access to their email on their phones. They can then have 24/7 access to email and also 24/7 access to share it with others. A study by Marketing Sherpa reported that just by incorporating a share button on an e-mail gives the campaign a 25% boost in receiver interaction and much higher inbound traffic from those social networks. This brings the marketing process to a closed loop of communication where it can be shared, discussed, and acted on almost instantaneously. “Huge gains were reported in traffic via social sites: 2,070% from LinkedIn, 1,680% from Twitter, and 1,351% from Facebook” (Ostrow). It is also critical to include a very visible link to your social sites on the e-mail so that consumers can

connect with you there as well. This will further enhance their engagement with your company. Therefore, if they see a tweet about a campaign on Twitter and also receive an e-mail from it, they will be more engaged, remember it longer, and will likely be more apt to purchase.

Once social media and e-mail campaigns are integrated, companies must ensure that they cross promote the messages to create consistency. For example, you can remind your followers on Twitter, fans on Facebook, or connections on LinkedIn about your e-mail newsletter or RSS feed to gain more information from your company. The content in the e-mail or newsletter must, however, be of high value to the recipients. They will not like to read your newsletter if it contains pointless or irrelevant information. The information must also be 'share-worthy.' In addition, all content sent via social sites or e-mail do not have to promote your product or service, but they can instead provide valuable tips or information to prospects or leads (Ostrow). The combination of intriguing content and sharing options in e-mails will allow a company's Internet campaign to be highly visible, attractive, and it will spread like a virus! David Gallant of HubSpot in Cambridge, MA says "The most important thing they need is great content." Content can be generated so many ways by using media such as the ones in this picture.

What else has spread like a virus? Searches per minute on search engines! A report by comScore found that consumers over age 15 made more than 29 million searches per minute last year. Globally, search queries increased by 46% last year. Google was used 66% of the time as the search engine of choice. Not surprisingly, Microsoft's new Bing search engine comprised only 3% of searches in 2009. Globally,

Internet users over 15 made more than 131 billion searches last year, and 3.6 billion were made each day (Lardinois).

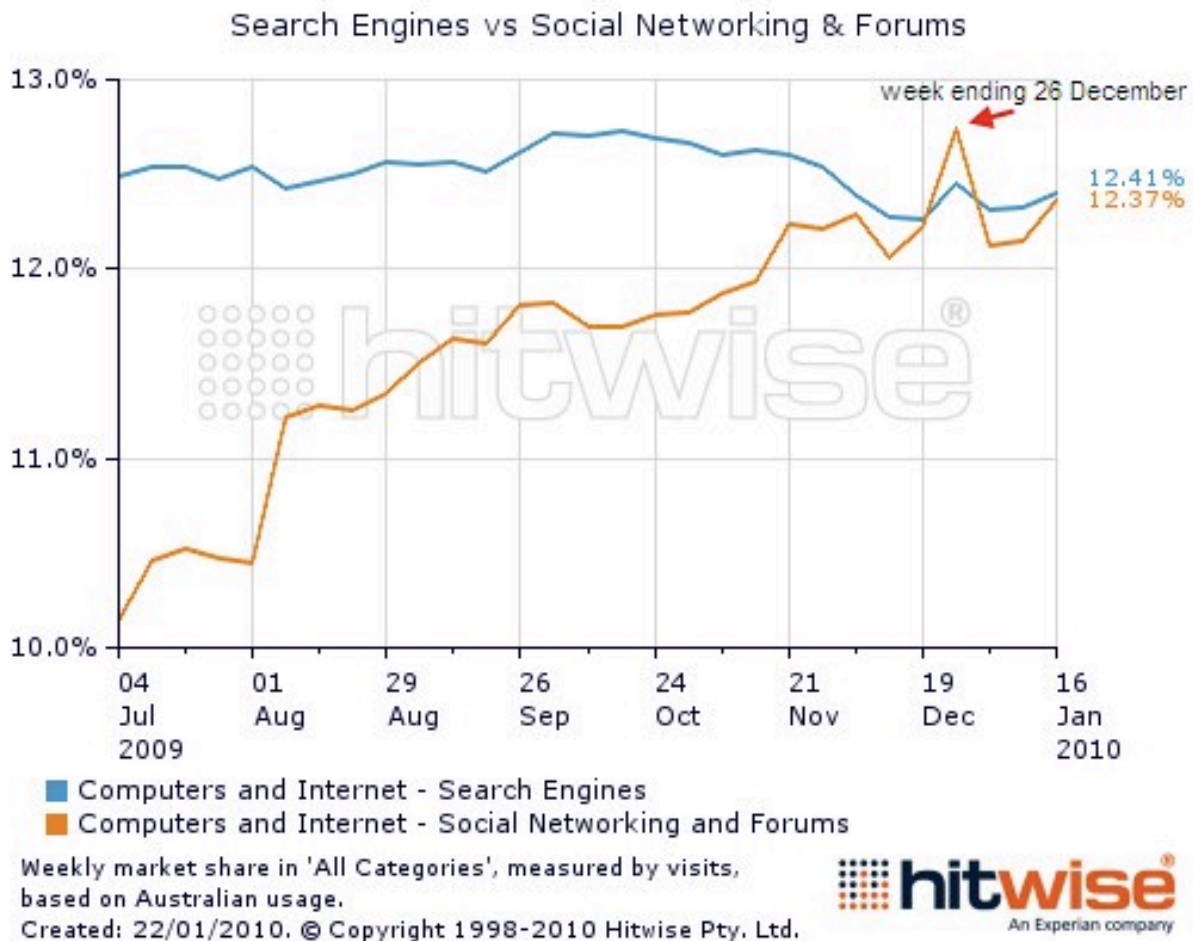
These shocking statistics show how powerful and pervasive Internet technology is today. People are virtually turning to their computers for every question they have. Organizations must realize the drastic change in consumer information search habits. They now spend hours more each day on the Internet than they did five years ago, so companies should too. If an organization is smart and consumer-centric, they should get online and meet their consumers on these sites, interact with them, develop relationships, and have a lot of searchable content. Due to the high volume of content, your one company website can easily be lost. You must develop tons of content, whether it is videos, blogs, pictures, or social sites, you must be very searchable on Google. Google AdWords and research on search engine optimization (SEO) can give great insights on how to increase your presence and search-ability via the Internet.

While Google did dominate 66% of the 131 billion searches last year, they are facing a threat by social media. As stated earlier, social searches are becoming much



more popular now. People are no longer just turning to Google for a question; they now ask their peers in social sites. It is odd to think that Google and Facebook are now major rivals since they seem in distinctly different industries, but they are. “For perhaps the first time ever, social

networking sites have surpassed the traffic search engines



receive” (Kirpatrick). Social searches increased dramatically this past year and just surpassed search engine sites (as seen in graph above). Search engine queries have flatlined, while social searches have increased dramatically in the past eight months. YouTube searches (2% of queries) are also included in the social networks calculation above. This demonstrates the fact that new types of searches are popping up everywhere, and Google needs to watch out. Many believe that real-time searches, such as that provided by Twitter, will be the new type of search in the near future. A major sea change would occur if social networking dominated search in terms of online

visits. This would mean that every person's content piece would be fair game for real search results, we will be subscribing to more RSS feeds than ever to keep up with news and trends, and new search platforms will emerge (Kirkpatrick). Imagine a world where you turn to YouTube to see a friend say hello to you, you search for news about Obama on Twitter, and you use Facebook to find an old friend. Where does Google fit in? If this sea change will take place, Google must improve their unique selling proposition (USP) quickly in order to keep their dominant market presence.

A major reason why search results and social sites have become such hot topics of interest is because of the *multimedia teen*, or Generation M2. As expected, this age group spends more time than anyone utilizing technology. A study by Kaiser Family Foundation found that kids 8-18 years old spend almost eight hours a day using media. However, with access to so many types of media (social sites, Internet, smart phones, applications, iPods, etc.) these teens are multi-tasking, therefore fitting in over 10 hours a day using media! For example, teens typically will be watching television while texting, or listening to their iPod while on the computer. In addition, they have dramatically increased their media use by 66% since 2004 (Melanson). Personally, I do not find this surprising because I too multi-task and use all types of media all day long. However, those as young as eight who do this is a bit surprising. Also since 2004, cell phone ownership among Generation M2 consumers raised from 39% to 66%, and ownership of iPods jumped from 18% to 76%, more than a four time increase! (Melanson) "With teens spending more time with media in a week than the average person does at a full-time day job, we can only wonder what this next generation will look like as they enter

the work force. Oh wait, aren't they called 'bloggers'?" (Melanson). (See chart below for more statistics on teen media usage).

Media Use Over Time

Among all 8- to 18-year-olds, average amount of time spent with each medium in a typical day:			
	2009	2004	1999
TV content	4:29 ^a	3:51 ^b	3:47 ^b
Music/audio	2:31 ^a	1:44 ^b	1:48 ^b
Computer	1:29 ^a	1:02 ^b	:27 ^c
Video games	1:13 ^a	:49 ^b	:26 ^c
Print	:38 ^a	:43 ^{ab}	:43 ^b
Movies	:25 ^a	:25 ^{ab}	:18 ^b
TOTAL MEDIA EXPOSURE	10:45 ^a	8:33 ^b	7:29 ^c
Multitasking proportion	29% ^a	26% ^a	16% ^b
TOTAL MEDIA USE	7:38 ^a	6:21 ^b	6:19 ^b

While the amount of media usage increased in general for teens, television viewing time actually decreased for once, and was replaced by listening to music, playing on the computer and with video games, reading, and watching movies. Dr. Michael Rich, a Boston pediatrician said, "media may have become essentially 'like the air they breathe, the water they drink and the food they eat'" (Dybwad). I now notice children as young as ten carrying around Blackberry devices, and almost everyone walks around with an iPod earpiece in their ear. I also find more and more of my friends joining additional social networking sites. This is a neat phenomenon to see since I jumped on board the social networking bandwagon way before my friends, and to see the influx of numbers joining is fascinating and correlates perfectly to this study.

Another hot topic of interest in relation to the Internet is Internet radio and e-readers. An L.E.K Media Consumption Survey that studied over 2,000 consumers found that e-readers are a big hit, older people are on the Internet more than would be expected, and online radio is becoming mainstream. 32% of Internet radio users listen to at least 5.6 hours a week, which is a drastic change from a year ago. Those who have an iPod listen to 8.9 hours of music each week, and e-reader owners consume 18.2 hours of new media a week, resulting in a very captive audience (Biggs). A product that was just released is Apple's iPad, which includes the feature of an e-reader. Reading news will never be the same after this invention. Watch out Kindle and net books, here comes Apple with yet another innovative and revolutionary product that will change the way things are done and the way information is processed (apple.com). Loyal Apple consumers will be the first to endorse this product, and others will catch on fast. In addition, those aged 50-64 use about 8.3 hours of Internet a week, whereas 24-39 year olds use it for 6.8 hours (Biggs). I find this last statistic the most surprising however, it does have logic. Older folks are retired and have more time to browse the Internet and catch up with old friends. Those in the 24-39 year range are in the midst of their career and spend most of their time at work or with family, so they cannot devote as much time to technology, even though they may have access to it all and may be technologically savvy.

Case Studies

The incredible outburst of help during the Haiti crisis showed the true power of social media and the spread of viral news. To say it was an amazing phenomenon both with how quickly the information was disseminated and also with how much money was

raised would be an understatement. The news of the earthquake in Haiti, not surprisingly, was reported on Twitter two hours before any news channel broadcast the event! The American Red Cross implemented their social media campaign to help raise money, and it proved to be more than successful; they raised over \$20 million through mobile channels in a texting campaign. “The speed and quantity with which the American public retweeted and posted to Facebook the need for donations to help with relief efforts in Haiti was (for anything we’ve seen at the Red Cross) unprecedented” reported Wendy Harman, American Red Cross’ social media manager (Livingston). This is the first major event where a texting campaign was used as a global effort to help those in need, and it sure won’t be the last. From victims to rescue workers in Haiti, mobile phones were used to communicate with each other and save lives (Livingston).

For example, I was watching CNN the day after the tragedy and people were texting in about who was alive, and then that was broadcast so that friends and family in the United States would rest assured that their loved ones were safe. I thought this was incredible that mobile messaging was used to save lives and contact people via the media. “Generally speaking, mobile entered a new era in its history, becoming a primary channel for cause-based action” (Livingston). What is more astonishing is that mobile donations reached \$21 million through the American Red Cross alone, but previous mobile donations between all types of charities in other mobile campaigns only reached \$4 million during previous tragedies (Livingston).

Another amazing aspect of this tragedy relief effort was the way that the world was able to experience the extent of the catastrophe via the Internet. “People got to experience the disaster and the relief efforts through the eyes of those on the ground,

and felt compelled to act. The incredible response was overwhelming” (Livingston). The social media campaign was very powerful when it was combined with traditional marketing efforts as well. As CNN was reporting the event, and NFL broadcast how to donate to the Red Cross, social media fit in very well and helped tremendously in the effort. A non-profit blogger, Beth Kanter, reported, “From my view point, there seems to be better coordination between social media efforts and more traditional efforts--in part because social media has been used more by the traditional organizations” (Livingston). I think that the Haiti tragedy made many businesses, traditional and non-traditional, realize the immense impact and viral potential that social media has, and will embrace it more willingly in the future.

Although the pictures and stories were depicted through social media and news channels, the full story was not able to be told through mobile or social mediums due to their limited capabilities. The bigger story behind the tragedy was the immense poverty that the Haitians were in, and how helpless they really were when this occurred. Tom Watson from CauseWired reported, “[Social media] told the light and obvious version- that most people in Haiti are poor, that Haiti has a long and difficult history. Again, I think that social media will begin to tell that story and to involve people closely in the months and years ahead...I’m hoping it finds some staying power in Haiti” (Livingston). I felt that I got a better picture of the disaster through videos and reporters on the news, instead of on social media. It seemed that social media campaigns, although successful, focused mostly on the immediacy of the event and need for donations, instead of what it was like for these people, and how they would never be able to fully recover from it. However, without social and mobile marketing, it is unsure how much money would

have been raised via other types of media, so those new marketing tactics are to thank for the amazing outpouring of help.

Another drawback of this type of mobile marketing was that the impact was short lived. The immediacy was widely felt, and people responded, but as the news goes, people are onto the next story three days after a major story. This means that results are incredible the first few days, then people forget and responses drop incredibly soon after (Livingston). I still think that although mobile and social marketing do have two major drawbacks, the immediacy and helpfulness was very important to help Haiti. I believe that mobile donating will be the new trend for non-profits, as it is so easy and quick for the donator to give. For most donators, this event was the first time that they experienced SMS payments (Schonfeld).

There are several advantages to donating via SMS, such as being the quickest form of donating, it lowers the barrier of the number of processes to donate, and opens up the opportunity for many more donors to give. James Eberhard, CEO of Mobile Accord, reported that there are 270 million mobile phones in the United States alone, and all of them can send text messages if a plan is made. Another opportunity for non-profits with mobile giving is that they will gather a large database of phone numbers, allowing them to follow up, ask for further donations, and develop lasting relationships. "As text donations become more common, they may also pave the way for regular mobile commerce payments" (Schonfeld).

In addition to the Red Cross' amazing mobile and social messaging campaign, many other companies are using social media to create offline social good. Many organizations are using online channels to generate interest in their offline activism.

Changents.com is a company that connects people that want to make a difference. People who want to be involved with Changents can participate in 'virtual volunteerism' or by helping with online or offline activities if they are able. Changents matches change agents with specific needs to users with similar talents. For example, if a change agent wanted to raise money to run in the Boston Marathon, they would be matched with a PR specialist to help publicize the event for them. Changent's CEO Deron Triff said, "Once the users started getting hooked by the change agents' stories, it turned into this whole offline movement" (Rowley).

Whytuesday.org was established to increase voter participation and political action around the country. They have a video blog which shows commentary on presidential candidates and other politicians, and suggestions of how the American voting system can be changed. This group also answers the question of why Tuesday is the day to vote in America. Jacob Soboroff, co-founder and correspondent of *whytuesday.org* said, "We use social media to remind people that voting is the one right that gives us all of our other rights. We use our video blog to get politicians on the record about election reform and hold them accountable for changes that need to take place" (Rowley).

In addition, there are three online social action hubs: *takepart.com*, *causecast.org*, and *care2.com*. All three were created to bring together users and activists to teach each other about what they learn online and offline to make change happen. *Takepart.com* gives users tools to write articles on topics of interest, start online activism groups, and create engaging information to get others involved. This group was used during the Haiti crisis to gain support and donations as well. I think this is a great

organization since it allows people who may not have or know of the resources needed for an activist movement to create change. *Causecast.org* allows members to share up-to-date information on current issues, and also brings together different people for a similar cause. Action leaders, including celebrities, PR agents, and human rights activists all join this group to make change happen. “The Causecast community encourages users to take a stand and make their own voices heard online through videos and blogs, and in the field” (Rowley). In 2009, Causecast allowed people to come together to join Rescue for Invisible Children to help and save young people in war-afflicted countries. I think this is an incredible network of people that are joined not by personal similarities, but by passions, and it is all online. *Care2.com*’s purpose is to encourage people to make online petitions for important social issues they want changed or acted upon. Petitions, including one to bring home a five-year old child to the U.S. from Brazil during an ugly divorce, are created online. Care2 got over 59,000 signatures on the petition! It is great to see that non-profits are forming to utilize the Internet to form, discuss, and disseminate important information, and then act on it offline. This is an incredible, new movement of human activism that the Internet is fully able to support.

Another social media case which shows the true power of the Internet is that of an astronaut sending the first ‘tweet’ from space! Mike Massimino (@Astro Mike on Twitter) sent this first tweet. There is now new software on the space shuttles that made it possible for him to tweet in real-time to the world. He said, “Hello Twitterverse! We r now LIVE tweeting from the International Space Station- the 1st live tweet from Space! :) More soon, send your ?s” (Grove). This new technology not only allows

astronauts to now tweet live from space, but they can also access the Internet and connect with family and friends in real-time. NASA reported, “This personal Web access, called the Crew Support LAN, takes advantage of existing communication links to and from the station and gives astronauts the ability to browse and use the Web” (Grove).

Last is the news about Bill Gates and his use of Facebook and Twitter. Gates used to have a Facebook account, but found it annoying because of so many friend requests, so he closed it. However, just last week he re-created a new Facebook page. He also sent his first Twitter update, which was about the Haiti crisis. Currently, he has a little under 400,000 followers just in the past week alone! Also, President Obama joined Twitter and sent out his first tweet from an aid center in Haiti, along with many other celebrities, both political and musical that did this as well (Kincaid).

There is a general and popular trend of companies turning away from traditional marketing efforts that used to work years ago, to more non-traditional ones that are highly popular and effective today. Because so many consumers now have easy access to computers, Internet, and have smart phones, they are basically hooked up 24/7. This means that businesses must also be on the Internet and create a strategy to increase Internet content, provide valuable and unique information, and develop lasting relationships with the target market. Inbound marketing techniques, social networking sites, and Web 2.0 tools are now the new tools of trade for marketers who realize the changes in the digital age. This is a very exciting time for marketers, especially for recent college graduates, because they can experience a drastic sea change that will forever alter the way we do business.

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