

TS2 Secondary Research for Interview with Michael Hart

Joyce McKee

Let's Talk Trade Shows

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Please review a case study at the end of this document. Bella-Dura and their trade show performance.

Definition of Web 2.0

From Wikipedia:

Web 2.0 is a term describing the trend in the use of [World Wide Web](#) technology and [web design](#) that aims to enhance [creativity](#), information sharing, and, most notably, collaboration among users. These concepts have led to the development and evolution of web-based communities and [hosted services](#), such as [social-networking sites](#), [wikis](#), [blogs](#), and [folksonomies](#). The term became notable after the first [O'Reilly Media](#) Web 2.0 conference in [2004](#).^[2] ^[3] Although the term suggests a new version of the [World Wide Web](#), it does not refer to an update to any technical specifications, but to changes in the ways [software developers](#) and [end-users](#) use the Web. According to [Tim O'Reilly](#):

“ Web 2.0 is the [business revolution](#) in the [computer industry](#) caused by the move to the [Internet](#) as [platform](#), and an attempt to understand the rules for success on that new platform.^[4] ”

Some technology experts, notably [Tim Berners-Lee](#), have questioned whether one can use the term in a meaningful way, since many of the technology components of "Web 2.0" have existed since the early days of the Web.^[5]^[6]

From O'Reilly website – his discussion of Web 2.0

<http://www.oreilynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>

Joyce McKee's definition – it is about CONVERSATION and collaboration in many forms - social media sites, blogging, video sharing...etc.



bMighty

The Business Value Of Social Networking

Naomi Grossman 07.18.08, 11:20 AM ET

As social networks become ubiquitous, small and midsize businesses need to understand how they can exploit them. bMighty spoke with John McCrea, head of marketing for Plaxo, which manages 40 million online address books, to learn why entrepreneurs need to get into the game, how to do it and where this is all going.

bMighty: Is there business value in social networking for small and midsize businesses?

John McCrea: There are a few phases to social networking. The first phase was Friendster, MySpace and clones and it was pretty frivolous. Everyone connected as a friend. Strangers came together online. The second phase was about who you knew, maintaining and enriching your relationships. It was a way not to lose touch with people as you changed jobs or moved. The latest phase is an online representation of real world activity. Small and midsize businesses were always people who spent money on their Rolodexes and then on database software. They survive and thrive based on the power of personal networks.

I'll point to Plaxo as a network address book and "Pulse" as an online service as examples. Plaxo was a precursor to an Internet-based service and it's composed of members keeping up their contact information on their "implied profile page." Even then, many users would share birthdates and would get e-mails about who changed jobs, whose birthday it is, etc. It allowed people to connect and send flowers on a birthday or congratulate someone on a new job. It made networking stuff easier to do and made a smaller businessperson appear well organized and thoughtful. Pulse brings the address book to life. Users can connect up with different services on the Web. They can share postings on Flickr or a blog, where getting an audience can be hard.

[In Pictures: Top Tips For Building Your Online Network](#)

[In Pictures: Reasons To Love \(and Hate\) LinkedIn](#)

On Yelp, people write reviews. One of the things I found as a heavy user of social media is it's about what I'm promoting and what I'm sharing and what I'm consuming. I can see what people are saying about this brand. I look at Yelp and Twitter and see what they're saying about a business.

Web 2.0 lets people participate in a conversation. If you see they are saying bad things about your business, you can jump in and correct that. If it's true, you can fix those things and let the readers know.

Is there a value in internal social networking for small and midsize businesses?

At Plaxo, we have 50 employees and we have a Plaxo employee group in Pulse. A guy who joined us a few months ago from Cisco already knows these people. People who like to work in small and midsize companies enjoy the camaraderie. It also unburdens the e-mail system. In a small and midsize business, there's a lot of chatter in e-mail--you don't want people sending around attachments all the time. If I go to Hawaii for vacation, I can share the pictures.

If you're trying to win a significant piece of business from someone, then by virtue of them on Pulse [or a social network] you can know if they were in Napa for a wine tour. You can see if they like Chardonnay. It makes it easier to have a fun conversation. It makes you a more effective businessperson.

Because the nature of sharing in a social network is not driven by consumers; if you're not interested, you just skip it. With e-mail you really can't do that. We have abandoned social networking phase one where everyone is your friend and now you can choose if someone is your friend or work or family. People get categorized.

A user could create a poll and then share it with business connections, saying, for instance, Our business is considering adding the following new features or services. Which one would you like to see us add? You can get a rich conversation going.

So, is there value in smaller businesses joining social networks, like Facebook?

We're so early in the world of social media that I would say small and midsize businesses would do well to have representation on Facebook, LinkedIn and Pulse.

It's not a zero-sum game. Use all the tools. The third phase is just about to dawn and it is fundamentally about social networking and the Web becoming social. That's the world of the future.

Mainstream users will use dozens of services, sites will be socially enabled and your real identity and circle of relationships will become portable and useful all over the Web. If you are the kind of person who wants to do that now, it's hard. You have to create a new profile at each site. A bunch of us are solving that so your friends' list becomes portable. In that world, sites that aggregate from across the Web become not only useful but vital.

Naomi Grossman is assistant editor of bMighty.com.

NY Times and LinkedIn



The New York Times and LinkedIn have teamed up
to get you the industry news you need. Automatically.

What if you could have the news relevant to your industry, customized just for you? Now LinkedIn members can quickly get the news they're looking for in a customized headline feature on the [Business](#) and [Technology](#) article pages of NYTimes.com.

LinkedIn will power the NYTimes.com customized headline feature with the five latest Times articles relevant to LinkedIn members based on non-personally identifiable attributes. For example, LinkedIn

members who work in the energy sector will have the option to get relevant, targeted Times stories that cover the energy business.

Take advantage of the ultimate network and connect to over 24 million professionals in over 150 industries worldwide with LinkedIn. As a LinkedIn member you can create and search professional profiles, find industry contacts, get expert advice and generate new opportunities. Now you can also get customized, up-to-the-minute news on NYTimes.com.

Membership is free and joining just takes minutes. [Click here to join](#) LinkedIn and start getting your customized headlines today.

Once you sign in to LinkedIn, your headlines will be customized when you return to the NYTimes.com Business and Technology article pages.

Mike Walsh – Leverage Software’s blog entry

July 18, 2008

[Top 10 Ways that Social Networking will stretch your Marketing Investment during a Recession](#)

This Top 10 list describes ways in which an online customer community will stretch your marketing dollars. Social applications such as Online Customer Communities are about people connecting with other people and with information for the purposes of sharing. Buyers may resist advertising messages when budgets are tight, but if a trusted peer makes a recommendation then a peer is likely to respond, and buy. See, below, the ways that Social Networking and Online Communities allow you to stretch your marketing dollars in a down economy.

1. **Listen** to the ways that your customers (and potentially prospects) are talking about you. It is much less expensive, and likely more accurate, to do this through an online community than by conducting research panels and through expensive local user conferences. Listen and take action.
2. Develop case studies with your engaged community members to help **spread the word** about your company. User generated content that can be developed through a wiki, through an “ideas”

functionality or a peer discussion can be much more authentic and less expensive than outsourcing to marketing resources.

3. Engage your customers in a two way dialogue and allow them to engage with each other to **build loyalty** and connection to your company. No amount of advertising can build connection the way that one to one or one interaction can.

4. Allow your customers to create their blog around your brand. This is an inexpensive way to build momentum around your brand while **giving your customers a voice**.

5. **Create educational** podcasts about your products and your overall space, and distribute them throughout the community. For cost-free creation, invite your customers to create these through a contest series.

6. Use widgets to **distribute content inexpensively**. Distribute your community content and message through widgets and RSS feeds into facebook, your newsletters, your homepage or other customer, prospect and partner touch-points.

7. Create video interviews and video press releases and other bits of video to build more personable relationships. Video creation is inexpensive as is distribution through YouTube and other channels. Create video with you partners and customers to **strengthen these customer and partner relationships**.

8. Let your customers tell your prospects about their success. Invite your prospects into the community. Your customers are the least expensive and most educated sales staff that you have. **Word of Mouth Marketing** is the most cost effective method of selling.

9. Get your customers to self-support each other. Why pay a support staff when your customers can more effectively support each-other? **Share-source your support** function with your client base.

10. Enable your customers to add and rate feature requests to allow them to build your next products. Your customers can now work with you and **augment your product development** and product marketing teams for free. These mechanisms show your customers you care about which products are useful to them, which – in the end - drives loyalty.

Recommended resources to learn more on this topic:

Jeremiah Owyang – Forrester Research - <http://www.web-strategist.com/blog/>

Chris Brogan – CrossTech Media - <http://www.chrisbrogan.com/>

Jake McKee – Ant’s Eye View - <http://www.communityguy.com/>

Twitter

ABC News Report - Video

<http://abcnews.go.com/Video/playerIndex?id=5427671>

USA Today

July 21, 2008

By Jefferson Graham, USA TODAY

SAN FRANCISCO — "What are you doing?"

That question is the rocket fuel for Twitter — a hot social-network service that lets you tell people what you are up to at any given moment of the day — via cellphone, instant messenger, or the Web. Never heard of it, you say?

"What are you doing?" is the question Twitter asks "Twitterers" to answer in a simple text message as they connect with friends, co-workers or the wider world. Twitterers "tweet" about everything from what they had for lunch to how much they enjoyed their latest Netflix DVD. If that sounds silly and incredibly narrow at first, don't worry, you're not alone.

"When people hear about Twitter, their immediate reaction is that it's the simplest and stupidest idea in the world," says co-founder Biz Stone.

"They do not want to know that their brother is eating a hot dog right now," he says. "But then they discover that their friends are on it. And so are the L.A. Fire Department, NASA and JetBlue. Then they get it."

Boy, do they.

Twitter has become so popular, so fast, that keeping up with its fast-growing user base is a real issue. So many people now use Twitter to update friends that the system often crashes.

That could be about to change. Twitter executives are working feverishly to solve the problem through a new investment (\$15 million, according to several tech blogs) from Spark Capital and Amazon founder Jeff Bezos and putting off expansion plans (i.e., making money) until the network issues are resolved.

"Twitter took off really quickly, and honestly, we were surprised and had to play a lot of catch-up," says

Stone. "Now we're focusing 100% on reliability."

Twitter no longer exists just for friends to tell friends that they're on their way to the gym or out to eat. It's become a kind of hypergrapevine news resource — a way of instant messaging your circle of friends about your interests ("Did you hear what Obama said today?") or consumer rants and raves ("The customer service at Zappos.com rocks!").

The service is even credited with breaking news about fires and other natural disasters.

Twitterers, as they call themselves, post their updates at Twitter.com or by using text- or instant-message tools.

A cottage industry of websites — including TweetScan, FriendFeed and Summize (which Twitter recently acquired and renamed Twitter Search) — have popped up to service the Twitterers and their tweets, by making it easier to search through the chatter for specific topics or people.

Tweets of gold

Savvy businesses see gold in the information: Consumers are talking about them on Twitter, and they get to respond more quickly than ever.

"In the past, companies would hire a market research firm to understand their audience," says Mike Hudack, CEO of Blip.tv, a New York-based video website.

"Now we use Twitter to get the fastest, most honest research any company ever heard — the good, bad and ugly — and it doesn't cost a cent," he says.

With Twitter, Hudack can monitor every mention of Blip.tv and see exactly what people are saying. He can drop notes about things the company is thinking of doing and get instant feedback about whether they're worth pursuing.

To get started on Twitter, you begin by searching to see who else is using the service and ask permission to "follow" their postings. Twitter subscriber Joe Rogel — known as Granola Joe on Twitter — says the service is a great way to reach those who might otherwise be inaccessible.

Blip and other young companies such as shoe retailer Zappos.com are on Twitter. So are food retailer Whole Foods and cable company Comcast, whose customer service issues — especially online — are legendary.

Frank Eliason, a customer service manager for Comcast, spends his day communicating with Twitterers about the company — hoping to resolve issues. Comcast isn't on Twitter to turn around the firm's customer service perception issues but simply to "build better relationships with our customers," he says.

Whole Foods, which started using Twitter in June, just wants to hear what people are saying about the company.

"It's amazing how many people say, 'I'm off to Whole Foods for lunch,' " says Slayton Carter, Whole Foods' online community development coordinator.

Getting beyond the tech crowd

Zappos CEO Tony Hsieh uses Twitter to make himself available to the public. He says he receives up to 200 tweets daily.

"For people who follow us on Twitter, it gives them more depth into what we're like, and my own personality," he says.

Zappos tested a new site, zeta.zappos.com, recently on Twitter, "and we were able to make some improvements based on the comments," says Hsieh.

When Twitter co-founders Stone, Jack Dorsey and Evan Williams began working on their new Web idea, Dorsey suggested a site that emulated the "status" feature of instant-messaging services, which lets people know whether you're online. Twitter also adopted the short character limit of text messages and IMs.

As Twitter users know, if you can't say it in 140 characters or less, your idea won't get out there.

And since Twitter combines use of the Web, IMs and text messaging, measuring the site's popularity is tough. The privately held company does not disclose numbers.

Traditional online measurement firms report only Web usage, which is only half of the equation because so much of Twitter usage is via mobile phones. Still, Web measurement firm Compete says Twitter's audience grew to 2 million users in May from 200,000 in May 2007.

Not everyone loves Twitter. Phil Leigh, an analyst for Inside Digital Media, says he goes on the site with an open mind and just doesn't get it.

"That some guy saw *Wall-E* and thought it was a great movie is wonderful, but it's just not that interesting to me. If somebody has something important to say, they can say it in an e-mail."

Allen Weiner, an analyst at Gartner, says that Twitter's audience right now is limited to the "cognoscenti," but that it's a testament to Twitter's growing popularity that so many third-party applications (such as Summize and FriendFeed) have sprung up to feed on its success.

Many news and media outlets (from cable giant CNN to tech blogs such as Techcrunch) have responded to the popularity of Twitter by offering instant news updates to share with friends. This adds to Twitter's growing stature, says Weiner.

Twitter's problem is keeping its users happy. So many people go on it that at times — often, in fact — the system crashes, and Twitter is unusable.

Stone and Dorsey say the problem is that Twitter became more popular than they ever envisioned and that the system they created wasn't built for masses. An influx of engineers is working to rebuild it, and they say the situation should be resolved within the year.

Bijan Sabet, a general partner at Spark Capital, says the cash infusion should help solve the problem. But Weiner doesn't think it will go far enough. "I'd be stunned if by the end of the year, somebody doesn't buy

Twitter," says Weiner. "They need the kind of global infrastructure a big company could provide that would make it 100% reliable."

A flock of chirps

Stone says the secret of Twitter's success is realizing that folks don't want to use the Web for private conversations but public ones. Nearly 90% of Twitter users make their updates public, so everyone can read them.

"It encourages other people to see what they're saying," says Stone. "People aren't doing one-to-one e-mail or instant messages anymore. Just look at comments on MySpace and blogs. They're communicating with one another in an open way."

Just like birds.

In choosing a name for the service, Stone suggested Twitter, and the co-founders jumped for it. "It's what birds do when they converge," says Stone. "The sound they make is technically defined as a trivial chirp. How perfect ... hear a trivial chirp on your phone, look down and it's your friend. During events, you can move as one with your friends, just like birds, because you all know what everyone is up to."

And if the bird analogy doesn't persuade you to use Twitter, we'll leave the last word to Dorsey: "Is there anyone you care about? Twitter is about keeping in touch and making the world smaller."

So ... what are you doing right now?

Find this article at:

http://www.usatoday.com/tech/products/2008-07-20-twitter-tweet-social-network_N.htm

Blogging

From the Digital Alex Blog

[Blog Strategy - Answer These 6 Questions](#)

Posted by [DigitalAlex](#)

January 4, 2008

If a blog is in your past or future, there's nothing like the new year to make you ask: **What is my blog strategy?**

In this post, I'm going to talk about crafting your own blog plan using [Digital Alex](#) as an

examples and talk about the 6 key questions to help guide your blog:

1. Why should I blog?
2. What is the point to this blog?
3. What do I want to talk about?
4. What kind of readers am I targeting?
5. Who do I want to talk with?
6. Which of the 8 types of bloggers do I want to be?

Write Your Blog Strategy with 6 key Questions

I'm going to start with a little reminiscing (I promise to keep it brief).

In the summer of 2007, [web analytics blogger](#) and [Commerce360](#) adviser Avinash Kaushik swung by our offices for a day of guru style enlightenment.

Among the many things he recommended was to start blogging to learn more about interactive marketing. Seeing as how it landed him a job at Google, who was I to argue?

About 5 months and 72 posts later, the experience has proven to be very educational. In thinking about goals for 2008 (because I am a dork like that), I decided to keep the blog going and see if I can make a run of it.

However, anything worth doing is worth doing well. Thus, it was time to write a proper blog strategy for [Digital Alex](#).

While thinking about the best way to maximize the return on my time, I came up with **6 key questions to plan out a blog**.

#1 - Why should I blog?

Effort without direction is just wasted energy. Blogging well takes a lot of time and, in some niches, it can be a slow rise to the top. Creating a vision for your blog makes it easier to stay the course.

Everyone's vision will be different. For some, it's another channel for business or part of their site's marketing (SEO, etc.). For others, it's self-promotion. For still others, it's about personal expression or a cause.

I think a good vision statement is simple and short (2-3 sentences). It should set direction and lend itself to more specific and measurable goals.

The vision for Digital Alex is that:

My blog will become a well regarded resource for information on marketing optimization and interactive marketing strategy read by interactive marketers at the manager, director and VP level.

Digital Alex will serve as an extension of my personal brand and raise my profile in the interactive marketing community, particularly in NY and SF, in order to establish me as an authority and worthwhile writer and speaker.

I wrote my vision to combine the value I want to deliver, who I want to reach and the return for me. That's a great goal in general, but what does that mean in numbers?

#2 - What is the point to this blog?

Vision statements are great motivation, but isn't that a bit too nebulous to measure? One of the best ways to achieve a longer term goal is to break it down into smaller, more achievable milestones and quantify the goal.

Translate your vision into short, mid and long-term **goals**. Motivating goals have 3 qualities in common:

1. They're specific - Be detailed and break out goals with multiple parts
2. They're measurable - You must be able to gauge your progress
3. They have a deadline - A ticking clock helps you prioritize and determine whether you're generating results fast enough.

My mid-term (2008) goals are:

- **Subscribers** - 1000+ subscribers by 12/1/08
- **Inbound Links** - Get 100 new, quality blog links by 12/1/08
- **Keywords** - Rank in the top 10 for at least 5 targeted keywords
- **Non-analytics targets**
 - Land one major writing gig by Q1 08
 - Build relationships with 3 key interactive marketers in 2008

Each of these goals is trackable either with some tool (Google Analytics, Feedburner) or simply as a yes/no as to whether I accomplished it (e.g. writing gig).

Getting to my vision will take a good amount of time. These blog goals give me something more achievable to aim for.

Plus, I can measure how likely I am to reach each target based on my monthly progress. For example, if I only get 2 quality links in January means I probably have to step it up in February

and future months.

Of course, I actually have to write something if I want to reach these goals...

#3 - What do I want to talk about?

Your blog is your personal playground. If you want people to read, however, something has to be in it for them. Time is the most finite of resources for many readers—how will you continually earn theirs?

As I mentioned in my first post about [starting a blog](#), you can distinguish yourself in any number of ways, but it usually boils down to 2 things: having something unique to say or having a unique way of saying it.

First you have to first explore the blogosphere to see how people are talking about what interests you.

Do you love food? Maybe a lot of people are writing about TV chefs and creating recipes, but no one is posting about earth friendly family dinners.

Fascinated by *Dancing With The Stars*? The web is awash in show recaps and commentary, but is anyone detailing the steps to recreate the dances? (I have no idea; I don't watch TV).

These are simple and silly examples, but the point is that the intersection of personal interest and talent with community/market demand is the best place for you to blog.

I struggled the most with this part of my blog strategy. You can tell when you look back at my blog posts in 2007 that I sort of floated about from topic to topic as they intrigued me. I'm a generalist who is interested in a lot of things—marketing strategy, web analytics, conversion, multivariate testing, user experience and more.

After much toying, I settled on a core theme inspired by [eMetrics](#) (thanks [Jim!](#)):
Marketing Optimization - Plan, act, measure, improve.

I love to edit and improve in my job and elsewhere. This central focus will let me weave in marketing strategy, web analytics, testing, search marketing and more as appropriate.

There are plenty of very smart people writing on this topic. I'm relying on 2 things to distinguish [Digital Alex](#):

1. My plain and approachable style
2. Detail oriented posts (hence this one)

I'm hoping that my holistic approach and simple style will prove useful to even more people in 2008 and beyond. Time will tell...

The ultimate judge are the readers, which begs the next question:

#4 - What kind of readers am I targeting?

You should love what you write. If you're aiming for more specific goal beyond self-expression, your readers also need to love what you write.

Just like picking a blog topic, setting a target set of readers also helps you focus your content. If you're writing a blog about Earth-friendly family dinners, then you probably won't write too many articles about foie gras appetizers for 8, right?

Knowing your readers is key to being able to answer the question: How does *everything* I'm writing help the people I want to reach?

Picking the right set of readers also helps with your goals and promotion. If you say you want 100K readers, but you're targeting CEOs of Fortune 500 companies, you need to realize the universe of people you could possibly reach isn't even that big.

Simultaneously, if your goals depend on the right people reading your blog, then you need to make sure you're speaking to them appropriately and promoting your blog where your target audience is likely to find it.

I broke my target audience into primary and secondary groups based on my vision and goals:

- Primary:
 - Interactive marketers at the manager, director and VP level
- Secondary:
 - Members of the media that serve the interactive marketing audience
 - Influential bloggers read by interactive marketers
 - Organizers of conferences
 - NY/SF bloggers

I still have to do more work to find out more about these people, their interests and good ways to reach them. With a more defined set of target readers, hopefully it'll be easier and more rewarding than writing and hoping to get noticed.

#5 - Who do I want to talk with?

One of the things I didn't realize right away is that it's called *social* media for a reason. No matter how obscure the niche, there is a community of people talking about what interests you

(and your readers). You need to join that community.

Being social works in your favor for a lot of reasons.

First, it's fun. Blogging friendships lead to sharing and collaboration that let you achieve more than you could by yourself. [June](#) and I developed a mutual admiration of each other's writing naturally and regularly exchange links and sometimes blog on similar topics.

Second, being social helps raise your exposure and extend your online reach. [Li](#) invited me to be a staff writer for her blog. [Manoj](#) gave me an opportunity through his Facebook group and has extended an open invitation to guest blog (more are coming soon Manoj!)

It's also important to keep on top of the relevant news and discussions about your topic. Writing about hot trends or expressing your view in a particular debate is likely to be timely to your audience and possibly get you links. You can't write well if you don't read other good blogging.

There are tons of people writing on the various components of marketing optimization. I follow a lot of analytics-centric bloggers like [Justin](#), [Ian](#), [Gary](#), [Avinash](#), [Eric](#). I also read bloggers with a broader focus like web strategist [Jeremiah](#), persuasion architect [Bryan](#), SEO [Aaron](#), multi-channel folk like [Kevin](#) and general marketers like [Seth Godin](#).

#6 - Which of the 8 types of bloggers do I want to be?

What to write, how often to write, what tone to use—these are all your choices.

As I outlined in my Start a Blog in 5 Steps [white paper](#), jumping into social media isn't particularly hard. Doing it well, however, is.

Having read 100's of blog articles, I've noticed 8 types of bloggers. Some types you aspire to, others you should avoid.

#1 - The Tour Guide

The Tour Guide doesn't produce much original content. Instead, he culls the best of the web on a particular topic and puts it in one place.

[Smashing Magazine](#) has built an entire presence on this very strategy. Admittedly, I have a weakness for graphic design.

#2 - The Guru

The guru is an expert level author on his or her topic of interest.

People flock to this blog when they're new to the area, if they have a detailed and tough question

or just to keep up on the latest developments in a field.

Avinash and Eric fit the bill in the world of analytics.

#3 - The PR Puppet

Have you ever read a blog where the write-up of a particular product, website or service were just too carefully worded? The PR puppet strikes again!

This kind of blogger feeds the blog content beast by lifting large sections of press releases without adding much analysis.

#4 - The Contender

The contender is a new blogger. She might be just new to the blogosphere or new to her topic in particular.

Unproven but determined, the Contender has to earn her way to the top and keep her eyes on the prize.

The biggest risk to the contender is that she loses focus or gives up before people catch on to what she has to offer.

#5 - The Repeater

The blogosphere is often characterized as an “echo chamber”—a place where little is created and much is just repeated.

The Repeater’s blog has a lot of echos—content or commentary that originated from other blogs, news or hot trends without any synthesis or value added.

#6 - The Anti-Socialite

Some bloggers are just stingy with the links. Others don’t understand that commenting and interacting with the community is enriching and productive.

The Anti-Socialite exists (or pretends to exist) in a silo. She doesn’t care who’s reading or commenting. She’s not appreciative of her place in the blogosphere. She might also have a bad reality show.

#7 - The Reviewer

The Reviewer loves to express his opinion. Whether it’s a new product or website, he loves to

pick it apart and weigh in.

He's also likely to give his opinion about the hot topics of the day in his community. Something controversial? Something innovative? You can be the Reviewer has something to say.

[TechCrunch](#) writes a lot of posts in this vein.

#8 - The Navel Gazer

The Navel Gazer is all about one thing: herself. Readers be damned, this is her blog and she's going to write about whatever is interesting to her.

You've stumbled upon a Navel Gazer if you read the blog and you don't get anything from it. "I", "me" and "my" are more common than "you" and "your".

Sometimes Navel Gazers are entertaining, but it's usually short lived fascination.

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Personally, I'm hoping to be a bit of a Tour Guide and a bit of a Contender. I want to produce enough original content and collect enough in one place to be a regularly used resource.

Conclusion

A little thought goes a long way toward focusing your blog and your goals. I personally feel like I have more direction and a clearer sense of what I hope to achieve.

I plan to measure and report along the way as I learn again what works and doesn't work. Your additions and comments are definitely welcome right on the blog or at alex @ alexlcohen . com.

If you like this post, please consider submitting a review to StumbleUpon or adding it to other social media sites. You might also enjoy my white paper about [starting a blog](#).

<http://www.alexlcohen.com/blogging/2008/01/04/blog-strategy-answer-these-6-questions/>

From Chris Garrett

10 Reasons Commenting is Good For Bloggers

Remember **last week** I asked you to try commenting more?

Please try this. For the next week make an effort to comment on more blogs. Each day post more

comments than the last, on more blogs. Comment well, not just “ditto”. Add something of value, your own thoughts.

So what was all that about?

I don't think we comment enough and I put that down to bloggers not realising the benefits. Here are the benefits as I see them, let me know if I miss any:

1. **It's the right thing to do** - people complain about not enough comments on their own blog but don't take enough time to comment on others. We all like some attention or an occasional pat on the head for a job well done. Treat others as you would like to be treated yourself!
2. **Make friends and influence people** - Blogging is partly a networking activity. People are more likely to link to you (or more) if they have heard of you. Get yourself out there, make friends.
3. **Clicks** - People click your link to see what other interesting stuff you write about. Obvious but true.
4. **Develop a Bloggers Eye** - Find the point of interest in a story. By commenting you are training your brain to think of something interesting.
5. **Create Commentable Content** - By observing which posts you commented on and which you did not (or couldn't no matter how hard you tried!) you develop an awareness of what works to attract comments.
6. **Comments = Ideas** - You managed to comment. Could your comment be expanded into a post ...?
7. **You never know who is reading** - It amazes me who reads my comments on obscure blogs that I thought only myself and a handful of others read. My comments on one blog lead to a consulting gig. You never know unless you try.
8. **What you give you get more of** - I strongly believe what you put out comes back to you. You will get more comments yourself. Try it.
9. **Keep Match Fit** - Exercise your writing muscles, the more you practice the more you improve. Comments should be short, fast, to the point and make an impact. They are excellent tests of your writing skill.
10. **Comment on Fresh Blogs For Fresh Perspectives** - If you are always among the same crowd you will find inevitably the same thoughts being reflected back over and over. Break out! I advise people to comment on new blogs every day. By not commenting on the same old blogs, or especially setting a goal to comment on more blogs than the day before, you will be forced to leave your blog-reading comfort zone and visit new blogs. This exposes you to new ideas, different ways of looking at things, and hopefully a way out of the echo chamber.

Blogging is not just about saying your piece, it is also about going out and joining the **conversation** where it is happening. It's about reaching out to people and exposing yourself (steady!) to new ideas. Some giving as well as all this taking back we focus on.

Ask not what the blogosphere can do for you but what together we can do for the blogosphere.

I didn't manage to comment on more blogs every day, but I did make a ton of comments. It sparked ideas, conversations, new contacts, opened up opportunities, attracted more subscribers and I **had**

a lot of fun.

Those of you who tried it, what did **you** find?

<http://www.chrisg.com/10-reasons-commenting-is-good-for-bloggers>

Technorati: Currently tracking 112.8 million blogs and over 250 million pieces of tagged social media.

<http://www.technorati.com/about/>

From the Wall Street Journal

June 30, 2008, 12:54 pm

Most Corporate Blogs Are Unimaginative Failures

Many businesses have launched corporate blogs in an effort to better communicate with customers and capture a little Web-2.0 mojo. But Huffington Post they ain't: Not only are these corporate blogs boring as paint, but the businesses behind admit they don't have much value.

A new study by [Forrester Research](#) reviewed 90 blogs run by business-to-business companies in the Fortune 500, and surveyed about twice that many B2B marketers. Like most businesses, these companies want to use the Internet to reach their customers. But because B2B companies are selling to people who follow their products professionally and not for pleasure, they face a greater challenge than companies that sell primarily to consumers.

They're not handling that challenge well: Forrester found that most B2B blogs are "dull, drab, and don't stimulate discussion." Seventy percent stuck to business or technical topics, 74% rarely get comments, and 56% simply regurgitated press releases or other already-public news. Not surprisingly, 53% of B2B marketers say that blogging has marginal significance or is irrelevant to their strategies—the rest call it somewhat or highly significant—and the number of new corporate blogs among the companies Forrester tracks has dropped from 36 in 2006 to just three in 2008.

Forrester doesn't recommend that businesses give up on blogging, however. Instead, it suggests that they spice the blogs up. Most B2B bloggers publish irregularly, don't stick to it for very long, and rarely inject personality into their posts. That's a formula for failure. In order to make a blog lively, a business has to offer visitors something more – musings from an executive, insight into how a product decision was made, something funny. Forrester cites Sun

CEO [Jonathan Schwartz's blog](#) and Tibco's "[Greg the Architect](#)" videos as good examples of B2B blogs.

Of course sometimes there's an interesting nugget buried in an otherwise stale corporate blog: Dell, in a blog aimed at businesses that resell its computers, last week described its new "[Windows Vista Bonus](#)" plan, which is code for continuing to sell computers with Microsoft's XP operating system installed even though the older operating system is officially being retired today. This being a corporate blog, the post has zero comments.

-Ben Worthen

Podcasting

From FeedBurner

April 18, 2006

Expanding Universe: Podcasting Market Update

Podcasting - fad or changing media landscape? (Disclaimer: the Web 2.0 police require the use of "changing media landscape" and/or "mash-up" in all communications). As discussion about the growth of podcasting percolates in the industry, we thought it was a good time to release some statistics from the point of view of the world's largest manager of podcast feeds (ahem, over here, that's us). After just 18 months since enclosures started finding their way onto iPods everywhere, podcasting has already made a significant impact on the creation and consumption of content worldwide. Consider:

1. FeedBurner alone manages more podcasts than there are radio stations worldwide (yep, we looked it up)
2. Podcasting is outpacing the speed of adoption of the last "most successful consumer product launch in history" (more on that in a minute)
3. Podcast directories are growing, and driving activity back to podcasters' originating Web sites. As we saw with text feeds, distribution begins as a mechanism to drive traffic back to the originating source and then evolves

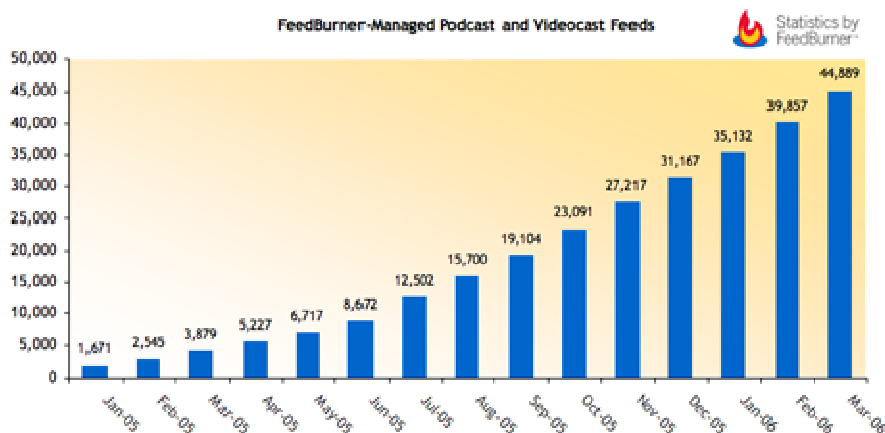
to become its own consumption medium

First, The Bigger Picture

At the time of this update, more than 168,000 publishers (bloggers, podcasters and commercial publishers) call FeedBurner home. This translates to over a quarter of a million feeds under FeedBurner management, and over 60 million feed requests a day by an aggregate subscriber base in excess of 11 million. FeedBurner's global market stats continue to paint a picture of steady growth across all flavors of feeds - text, audio and video. Podcast feeds (those that contain a media enclosure) represent just under 20% of all FeedBurner feeds and this percentage is consistent with the more than 1,000 new feeds created every day at feedburner.com.

More Podcasts Than Radio Stations Worldwide

FeedBurner recently surpassed a major milestone of 44,000 podcast feeds under management which, according to the [CIA World Factbook](#), exceeds the total number of radio stations worldwide. Since our [last update](#) on the topic, the creation of podcast feeds has averaged 15% growth month over month. You can get a sense for this growth by reviewing the chart below. Or, if you prefer a more active audio/visual experience, check out [Feedstorm](#). Or, you can ignore both and just trust us.

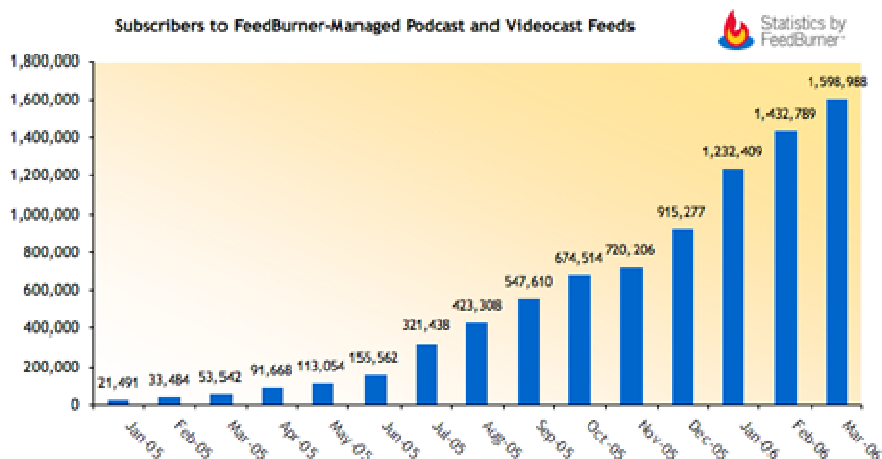


People Are Tuning In

Podcast listenership may have a long way to go before catching up to the U.S. radio

audience, but while radio audience is declining, podcast circulation is consistently *growing* nearly 20% per month. Today, there are more than 1.6 million aggregate subscribers to FeedBurner-managed podcasts, and this number has more than doubled in the past six months. Since we recently [started tracking podcast downloads](#) within feeds, we've also seen the ratio of downloads to subscribers average 2:1, suggesting a significant secondary market for podcast listenership beyond just the feed's subscribers. (For more on this, see "Uncommon Uses" below.)

Audience size runs the gamut. Some podcasts have a very large audience, like NPR's [On The Media](#) from WNYC, New York Public Radio, with more than 16,000 loyal subscribers (and as many as 40,000 who download media right from the Web site). Others are more personal podcasts created to keep friends and family up to date. While iTunes is the clear favorite for podcast subscribers, a healthy 43% of the market listens (or watches) their favorite podcasts using other applications. That said, the two most significant jumps in podcast circulation in the past 18 months can both be tied to iTunes: In July, when iTunes 4.9 launched with podcasting support, and the end of last year, when millions of people unwrapped an iPod (Apple sold 14 million iPods in Q4 last year).



Success, As Defined by History

Another promising indicator of the success of podcasting is its comparison to

another media technology shift that received a lot of hype in its early days: The DVD. Back in 2000, the DVD format, just 3 years old at the time, was declared [the most successful product launch in consumer electronics history](#), outselling the VCR five to one. Using these statistics as a benchmark, in less than two years, the number of podcasts available online is tenfold that of DVD titles in nearly half the time. In fact, at the 18-month mark for DVDs, there were fewer than 3,000 DVD titles available, and an install base of under 1.5m.

Is it fair to compare podcasting to the DVD? After all, DVD production is an expensive technology, developed to aid in the distribution of movies. Podcasts can be about anything, created by anyone, and can cost next to nothing to produce. But that's part of the point: Advances in technology, the wide availability of audio creation tools, ease of podcast configuration and distribution using services like [SmartCast](#), aided by a passionate group of content creators have helped to fuel this growth. With the media landscape shifting from a centrally managed business to one in which anyone can be a content producer, podcasting demonstrates just how far we've come in a short five years.

One DVD Site Makes the Transition to New Media

Geoff Kleinman is in perhaps the best position to observe this transition. As DVDs and DVD players were first gaining traction in the market, [Geoff](#) launched [DVD Talk](#), an online resource to help people decide what to watch on DVD. The site includes detailed reviews, columns and [DVD Talk Radio](#), a weekly podcast with periodic interviews with Academy Award winning directors, comedians and other entertainment-related folk. Today, as a default feed on MyYahoo!, there are more than 67,000 subscribers to the [DVD Talk feed](#), a number that is quickly gaining on the 90,000 subscribers to the online magazine's weekly email newsletter. DVD Talk is averaging about 15 million page views per month and the DVD Talk Radio podcast reaches over 1,500 listeners per week.

Uncommon Uses

Looking beyond simple subscriber numbers, FeedBurner's StandardStats service reveals "Uncommon Uses," which are often surprising details about podcast

consumption that have been completely overlooked in the podcast adoption discussion. A growing number of sites are resyndicating podcast feed content, going far beyond what we traditionally think of as a subscriber. For DVD Talk Radio, this insight reveals a number of podcast directories generating a sizable amount of traffic on behalf of the DVD Talk feed (see [here](#) and [here](#) for two examples). One directory alone generated over 6,000 views of DVD Talk Radio episodes, and the directories are averaging a click-through rate back to the DVD Talk Radio Web site of .8%.

Is this the industry norm? Not yet. (That's why we call them *uncommon* uses.) But it illustrates how the viral nature of distributed media can significantly expand a potential market - and as the number of popular podcasts hosted through FeedBurner continues to increase, it's a pattern that is often repeated.

Podcast Content to Suit a Range of Interests

As you might expect, FeedBurner's 47,000+ podcasts cover every possible subject. In addition to the legion of vibrant independent podcasters, mainstream sites like [Newsweek On Air](#), [Sound Opinions](#), the world's only broadcast rock and roll talk show and Australia's multilingual broadcaster [SBS Corporation](#) are also leveraging the magic of FeedBurner's SmartCast service to optimize their content for distribution far and wide (and when we say "the magic of FeedBurner's SmartCast service", we mean magic not as in "how did they do that" but as in "oooooh, pretty", you know, like fireworks). [Accident Hash](#), a Boston-based show hosted by C.C. Chapman strives to give a voice to independent artists around the globe. And even traditional marketers are diving in, uncovering creative ways to promote their feeds and drive subscribers to new audio content. For example, [Castrol SYNTEC](#) recently launched a series of podcasts to give listeners insights on racing, cars & music, and of course, motor oil! Keeping with the automotive theme, Matt Borland - the pit crew chief for the No. 12 Alltel Dodge racing team - uses a [weekly podcast](#) to connect with fans by providing exclusive insider recaps of each NASCAR Cup Series race, commentary on NASCAR's hot topics, emerging trends in the sport and a preview of the upcoming races.

Finding and subscribing to podcasts is getting easier too. More and more directories

are aggregating and categorizing podcast feeds. Several directories including [PodNova](#) and [Podfeed](#) offer FeedBurner-specific ranking based on those podcasters who have made their subscriber statistics public. (FeedBurner podcasters can make sure they are listed by activating the Awareness API within the "Publicize" tab).

First Walk, Then Run

While all of this rapid adoption is exciting, it's clear that we are still in the early stages of podcast's emergence as a sustainable medium. As the audience continues to grow - and the past 18 months are a reasonable basis for some predictions - we expect to see more hockey-stick-like charts and continued fragmentation in the consumption of the content. In the new world, media is transformed from a "hits" business, in which there are very few content producers with millions of readers/listeners/viewers and no other participants, to a [long tail](#) of millions of content producers with reader/listener/viewer numbers ranging anywhere between zero and millions. Podcasting appears to be set to follow this pattern.

Though we're certain all of our podcasters do it for love, we know that many will want to find ways to make money from their hard work. For them, we have good news. Later this year, we will be expanding the [FeedBurner Ad Network](#) to include advertising opportunities for rich media feed publishers, with specific programs that will embrace this growing medium and provide it with the tools to integrate podcasting into publishers' digital media strategies for audience measurement and monetization.

Before the end of the year, FeedBurner will likely manage well over 100,000 podcasts representing upwards of 5 million subscribers. The more feeds that run through FeedBurner, the more visibility we have into the shifting dynamics of content consumption, and the more insight we'll give publishers about their content. In the meantime, while the audience continues to grow, podcasters will continue to require tools that make the management, measurement, mashing up and delivery of their content even easier. Having now satisfied the Web 2.0 police (we wedged "mash-up" in there at the last minute), we'll now get back to delivering the podcasts.

Video

This comes from a March 2008 report by comScore (NASDAQ: SCOR), a leader in measuring the digital world statistics.

- *US Internet users viewed 11.5 billion videos online during the month of March 2008, a 13% net gain over February 2008 and over 64% gain over 12 months ago.*
- *139 Million U.S. Internet users watched an average of 83 videos per viewer in March 2008.*
- *73.7% of the total U.S. Internet Audience viewed video online during the month of March.*
- *84.8 million viewers watched 4.3 billion videos on YouTube, alone!*

The Power of Word of Mouth

July 10th, 2008 by Jenni Beattie · [No Comments](#)

If you were ever unsure of the power of word of mouth (WOM) consider these following facts:

- Recommendations from family and friends trump all other consumer touchpoints when it comes to influencing purchases, according to new data from Publicis media network ZenithOptimedia. (AdAge, April, 2008)
- According to a global Nielsen survey of 26,486 Internet users in 47 markets, **consumer recommendations are the most credible form of advertising among 78% of the study's respondents.** (Nielsen, "Word-of-Mouth the Most Powerful Selling Tool")
- **Most word of mouth is positive.** Across all of Bazaarvoice US clients, 80% of product ratings are 4 or 5 stars out of 5. Across all of Bazaarvoice UK clients, 88% of product ratings are 4 or 5 stars out of 5. ("J Curve," Bazaarvoice and Keller Fay)
- Online social network users were **three times more likely to trust their peers' opinions** over advertising when making purchase decisions. ("Social Networking Sites: Defining Advertising Opportunities in a Competitive Landscape," JupiterResearch, March 2007)
- The two leading reasons people contribute content to social shopping sites are the **need to feel part of a community (31%)** and recognition from peers (28%). (IBM Institute for Business Value, August 2007)

- **Consumers trust friends above experts** when it comes to product recommendations (65% trust friends, 27% trust experts, 8% trust celebrities). (Yankelovich)
- **86.9% of respondents said they would trust a friend's recommendation** over a review by a critic, while 83.8% said they would trust user reviews over a critic. (Marketing Sherpa, July 2007)
- When asked what sources of information they are "very likely" to consult before making a decision about their entertainment options, **62% named Web sites with user reviews as their top choice**, even beating out a knowledgeable friend (59%). (Marketing Sherpa, July 2007)
- **91% of US adults regularly or occasionally seek advice about products or services.** (BIGresearch)
- Adult Internet users surveyed chose **recommendations from friends as the one type of promotion they consider most worthwhile.** (DoubleClick)
- Review users noted that reviews generated by fellow consumers had a **greater influence than those generated by professionals.** (comScore/The Kelsey Group, October 2007)
- **64% of consumers reported wanting to see user ratings and reviews**, based on a study of 5,000 online shoppers. (Forrester, 2008)
- **94% of UK online researchers** use online customer reviews. (JupiterResearch/Bazaarvoice, January 2008)
- **71% of online shoppers read reviews**, making it the most widely read consumer-generated content. (Forrester)
- Compared to a base group that didn't read or contribute product reviews at all, people who read a review were 30% more likely to purchase a product and **visitors who wrote a review were 80% more likely to convert**, based on analysis across several Coremetrics clients. (Coremetrics, reported in BtoB, March 2007)
- In an online survey of 4,000 consumers, **70% said they had done internet research on "everyday grocery products,"** and 63% said they had done so for health and beauty products. (Prospectiv, 2007)
- Among the 46% of respondents who had posted or planned to post reviews about their online shopping experience, **88% said those reviews either were, or would be positive.** (Nielson, 2007)
- Almost two-thirds (**62%**) of consumers read consumer-written product reviews on the Internet. (Deloitte & Touche)
- **70%** of online consumers said they use the Internet to **research everyday grocery products.** (Prospectiv, 2008)
- Of merchants who adopt customer reviews, **58% said improving customer experience** was the most important reason for adding reviews to their sites, followed by building customer loyalty (47%), driving sales (42%), and maintaining a competitive advantage (37%). (eTailing Group, 2008)
- By 2020, 84% of marketers agree that **building customer trust will become marketing's primary objective**, and 82% agree that collaboration with customers will prevail over marketing. (1to1 Media survey of the 1to1 Xchange panel, April, 2008)
- 11% of retailers reported a **20% or more overall increase in conversions** as a result of adding reviews to their sites, 21% reported an 11% to 20% increase and 5% reported a 1% to 10% increase. (eTailing Group, 2008)
- Ratings and reviews is the second most important site feature behind search and **online buyers who cite ratings and reviews most useful site feature has more than doubled** from '05 to '06. "Retail Marketing: Driving Sales Through Consumer-Created Content" says retailers who adopt

ratings and reviews as a differentiator and retention strategy will gain market share. (Jupiter)

- **42% of consumers said they prefer being able to find the answers they need online on their own** if they had a question or wanted help while shopping online. (Harris Interactive, May 2007)
- **The share of traffic to question-and-answer Web sites has more than doubled from 2007 to 2008** (HitWise, 2008)
- **Yahoo Answers had 25.3 million visits in February 2008** (comScore Media Metrix, March 2008)
- **42% of 1,179 online consumers surveyed have left a site without purchasing** multiple products because they couldn't get a question answered about one of the products in their shopping cart; 41% decided not to make a planned purchase because they couldn't readily find a piece of information about the product or service. (Jupiter Research, September 2007)
- Shoppers who browsed the site's new **"Top Rated Products"** page, which features products rated most highly by customers, had a **59% higher conversion rate** than the site average and spent 16% more per order than other browsers of products. (Bass Pro Shops)
- Shoppers who browsed the site's **"Top Rated Products"** page, which features products rated most highly by customers, had a **49% higher conversion rate than the site average and 63% more per order** than other site shoppers. (PETCO)
- Giving shoppers the ability to sort products within a category by customer rating led to a **sales increase of 41% per unique visitor**. (PETCO)
- A large apparel retailer saw **site-wide conversion rates increase by 90%** (Q1 07 vs. Q1 06) just months after launching Bazaarvoice Ratings & Reviews. (Bazaarvoice customer case study)
- Marketing Experiments tested product conversion with and without product ratings by customers. **Conversion nearly doubled, going from .44% to 1.04% after the same product displayed its five-star rating**. (Marketing Experiments Journal)
- **Conversion rates are higher on products with less than perfect reviews (less than 5 stars) than those without reviews at all**, indicating that the customer feels that the product has been properly reviewed by other customers. (Burpee)

Hattip to [Augustine's blog](#) for putting together such a stellar list.

Forrester: B2B Blogging Takes Nose Dive by Gavin O'Malley, Monday, Jul 7, 2008 9:53 AM ET The number of business-to-business firms to begin blogging last year plummeted compared with 2006 as corporate bloggers ran into roadblocks stemming from a misalignment between invested effort and expected returns. That's according to a new report from Forrester Research, "How To Derive Value From B2B Blogging."

B2B marketers should embrace strategies prominently used by mainstream bloggers to attract readers, build conversations, and engage community members in sharing their experiences with

their online peers, the report's author advises.

To track B2B blog progress, Forrester reviewed 90 company blogs from Fortune 500 and top technology firms to see how blogging has matured since 2006.

Rather than a crop of new, successful examples, Forrester was disappointed to find that the number of new corporate blogs took a nose dive.

"The gap between blog hype and reality widened in 2007," said Laura Ramos, Forrester analyst and chief author of the report. "After counting 36 companies that started promoting corporate blogs on their Web sites in 2006, the number of B2B firms starting up blogs dropped sharply to 19 in 2007."

Additionally, with just three new blogs discovered in the first quarter of 2008, Forrester estimates that only a dozen or so firms will get fresh blogs off the ground this year.

Corporate bloggers are apparently struggling to sustain a conversation, while many B2B marketers are failing to realize that good blogging style should resemble a coffee shop conversation, not a whitepaper.

As a result, most B2B blogs are dull, drab, and don't stimulate discussion, according to the Forrester report. More than 70% of the corporate blogs it reviewed stick strictly to business or technical topics and don't share much personal insight or experience.

Team blogging may lighten the burden, but group blogs seem even more impersonal as writers bounce between topics and fail to deliver a unifying narrative thread. Team efforts also suffer from participation ups and downs. In the past year, for example, about half of Intel's featured bloggers have moved on to other pursuits.

As a result, 74% of B2B blogs receive a minimum of commentary or trackbacks because readers fail to find conversations worthy of their involvement.

Successful blogging, Forrester insists, is not a one-way street, but most corporate bloggers yak away about their companies and products, seemingly oblivious to whether their audience is listening or not.

Similar to last year, 56% of blogs we examined simply regurgitate company news or executive views, while relatively fewer blogs work to establish thought leadership by enlisting internal experts--with deep, specific knowledge of a particular topic--as their primary blog authors.

Gavin O'Malley can be reached at gavin@mediapost.com

An Exhibitor case study – Bella-Dura

We just completed a campaign for a client where we did use the web, eblasts, etc to reach out to a core audience prior to a trade show - and yes it did work!

But let me provide a bit of background first. The client is an innovative fabric company called Bella Dura. It does not sell direct, it weaves its revolutionary fabric for distributors, so our goal was to introduce the concept, the attributes, of the fabric to both distributors and designers alike to generate interest and pull-through demand. Oh, and we had a tiny budget (but don't we all now-a-days!). Thus the need to use other means of reaching potential customers - the web.

Bella-Dura had planned to participate for the first time in the Hospitality Design Expo in Las Vegas. This is the largest hospitality show and is attended by interior designers, architects, builders, developers, etc. Despite having been around for years, the brand had virtually no recognition in what they considered their core markets - much less any presence in the hospitality market. Compounding that problem, they were placed in an unfortunate location in the basement (where often first timers are placed).

Our job was to re-brand the company for this new market and garner it attention. We did so by creating an integrated marketing campaign that branded the company, built momentum for the show, and garnered leads/interest for them at the show. We created a completely new website, all downloadable and printed collateral, ads, pr campaign, which all culminated in a stunning booth (if we do say so ourselves) in a prime lower level location that did exactly what we had intended - it resulted in many solid leads which are now resulting in sales and recognition as the 'new kid' in the hospitality performance fabric arena.

The campaign was completely aligned - all images and verbiage for ads, collateral, web and exhibit were reflexive and reinforced each other (beautifully).

Here is a rundown of how we used electronic media/web:

- Complete redesign of website utilizing key images, product, etc.
- Revamped registration on website as more efficient way to garner email addresses and leads
- Optimized site for searches
- Built in an online raffle targeting designers on the site
- Designed to build their database and get the word out about HD
- Designed to drive designers to site as information tool
- Sent out a series of e-blasts to enter the raffle and notify about presence at HD
- Co-branded digital marketing tactics - eblast and banner ads to continue the momentum
- Sponsored the badge mailer from the show again w/info about presence at HD and the raffle
- All of the above were designed to drive people to the site, to inform, and to capture viewers and emails
- The result was amazing attendance at the show. The booth was packed for the entire show. Many people commented on the web, the online raffle, and they increased web traffic by 400%!

I have a great deal of visuals to provide - eblasts, web, ads, mailers, collateral and of course of the booth itself. If this is what you are looking for let me know and I will be happy to provide more detailed info.

I'll end this with a funny endnote - our exhibit designer was walking the floor of the show after installation

when someone stopped him and said, "Have you heard of Bella Dura? It's this brand new, green fabrics for hospitality - you need to check it out!"



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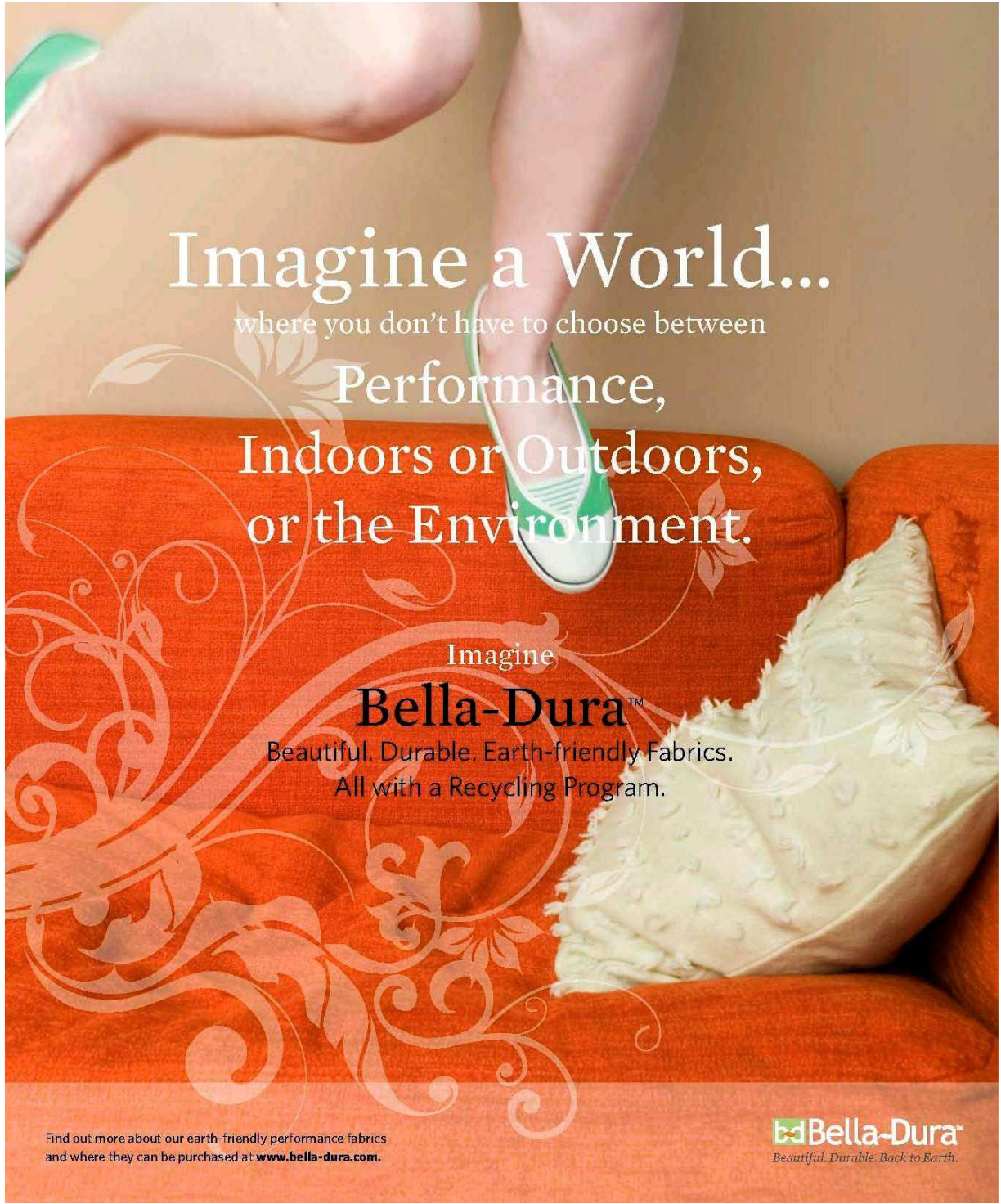
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