

\$480 - Vouchers included
Five New Chapters | All New Case Studies | Updated Content



eMarketing

The essential guide to digital marketing

4th Edition



Rob Stokes
and the Minds of Quirk

What's inside: An introduction to **social media channels** and **the important differences** between these and more **traditional forms** of media. You'll find an explanation of the categories that these channels fall into; **content creation, sharing, aggregation** and more as well as the powerful role they can play in the marketing process.

14.1 introduction

In many ways, social media epitomises what the web is about: collaboration and the sharing of content, ideas and information. Social media is behind the explosion of content available on the Internet, as the various channels have allowed anyone with an Internet connection to be able to create and share content easily and for free. Because social media has so many participants, it is also very dynamic. In fact, this is the chapter that is most likely to be out of date the second this book has gone to print.

Simply put, social media are media (from written to visual to audio to audio visual) that are designed to be shared. Sharing means that it is easy to comment on, that it is easy to send, and that there are no high costs associated with viewing the media. And, because of the connected nature of the Internet, it means that sharing, commenting and viewing can all be tracked and measured.

Social media are also referred to as Web 2.0, consumer generated media, citizen media and new media. In fact, comparing social media to traditional media is probably the most useful way of defining what exactly this means.

Traditional Media	Social Media
Fixed, unchangeable	Instantly updateable
Commentary limited and not real-time	Unlimited real-time commentary
Limited, time-delayed bestseller lists	Instant popularity gauge
Archives poorly accessible	Archives accessible
Limited media mix	All media can be mixed
Committee publishers	Individual publishers
Finite	Infinite
Sharing not encouraged	Sharing and participation encouraged
Control	Freedom

Figure 14.1 A table comparing social media with traditional media.

The Internet, and the software developed to run on it, has made it simple for anyone to publish and distribute media. It has also made it simple for anyone to access the content that has been published.

The realm of social media is about collaboration, users generating content, sharing and, most of all, it is about connecting.

This chapter focuses on the various social media channels, while the next chapters look at how to use those channels strategically.

14.2 history

While in 2011 social networks such as Facebook are the first thing that come to mind when you think of social media; blogs are probably the earliest well-known example of social media. One of the earliest online journals recorded was www.links.net, the online diary of Justin Hall, which he kept for 11 years from 1994 (Harmanci 2005). From the very first days of the Internet, early adopters used the Internet to create personal content.

These online diaries were referred to as “weblogs”, but in April or May of 1999, Peter Merholz unwittingly coined the term “blog” by adding the following to the sidebar of his website peterme.com:

“For What It’s Worth
I’ve decided to pronounce the word “weblog” as wee’ - blog. Or “blog” for short.”

Developers began creating tools that made it easier for anyone to start a blog. Blogger, a popular blogging platform, was launched in August 1999 and acquired by Google in 2003. In 2001, Wikipedia, probably the most well-known wiki, was created.



Figure 14.2 Wikipedia, probably the most well-known wiki.

Technorati, which tracks blogs and tagged social media, launched in 2002. As of April 2008, Technorati was tracking 112.8 million blogs and noted in 2007 that 1.4 new blogs were being created every second.

Social media is not just about blogging, though, and several platforms that made sharing other kinds of content easier have come to the fore. Flickr, the online photo sharing tool, was launched in February 2004 and bought by Yahoo! in June 2005.

By this stage, the social media buzzwords and neologisms were being picked up by the mainstream press, and in 2004, Merriam-Webster dictionary chose “blog” as the word of the year.

YouTube, the online video sharing website, previewed in May 2005 and launched six months later. It was acquired by Google in November 2006 for \$1.65 billion. Their most recent figures show 48 hours of video are uploaded every minute (2011).

Twitter, which allows for users to share 140 character tweets, launched in October 2006. As of July 2011, they had over 200 million registered users, and 200 million tweets were written per day.

Facebook launched (originally as Thefacebook) in February 2004. Membership was restricted to Harvard students and then expanded to students at a number of other colleges in the USA. In late 2005, membership expanded to highschools and a select number of companies. Membership was opened to anyone worldwide older than 13 as of September 2006. Today, Facebook boasts more than 600 million active users, who collectively spend over 700 billion minutes per month on Facebook.

In 2006, Time Magazine named “You” as the Time Person of the Year for “the growth and influence of user-generated content on the internet.” In 2010, Time Magazine named Mark Zuckerberg, founder of Facebook, as the Time Person of the Year.



Figure 14.3 In 2006 Time Magazine named “You” as the Time Person of the Year.

14.3 key terms and concepts

term	definition
Blog	A blog is a type of website that allows users (bloggers) to post entries on different topics and often allows readers to comment on these posts.
Blogosphere	The world of blogs, bloggers and blog posts.
Bookmarking	Saving the web address of a web page or website so that it may be easily referred to. Bookmarks can be managed with a browser, or with an online tool.
Crowdsourcing	Harnessing the skills, talents and ideas of a broader community, usually through social media.
Chiclets	A small icon adjacent to a blog post, article or web page to indicate the availability of an RSS feed, or to allow users to share the information via social media. Named after the gum of the same name because of its unique, pillow-shaped icon.
Flog	A fake blog is known as a flog.
Folksonomy	Categorisation or taxonomy based on social media tags.
Permalink	A unique URL which points to the permanent location of a single blog post and its associated comments and TrackBacks.
Ping	Packet Internet Groper - a utility that verifies a link or a connection to the Internet.
Social Network	In the online sense, this refers to a type of website model where individual members become part of a broader virtual community.
Tag	In social media, tags indicate or label what content is about.
Taxonomy	Classification and division into ordered categories, usually hierarchical. In social media, taxonomy can refer to the categorisation of content on the Internet.
Trackback	A mechanism used in a blog that shows a list of entries in other blogs that refer to a post on the first blog.
Vlog	A video based blog, also called a video blog.
Wiki	A simple website that can be edited in real-time by a number of users.

14.4 how it works

Social media has changed the world in which we market. It can be used as an integral part of an online marketing campaign. Social media is all about the ways that we create, connect and share content online.

The following chapter addresses the strategic use of social media to achieve a variety of outcomes. Here we look at the various social media channels. Categorising social media channels is challenging, but it is a useful way to compare the various channels.

Social media channels can be categorised as:

- **Bookmarking and aggregating:** social curation and sharing of content.
- **Content creating:** using social channels to create and share content.
- **Social networks:** social channels that are built around social profiles.
- **Location:** a subset of social networks that are based on location.

14.4.1 Bookmarking and Aggregating

If there are websites you visit often, or that you would like to keep as a reference to come back to, it is easy to use your browser to “bookmark” them. This means that you store the URL so that you can locate it again easily. It also gives you a personal library of websites that you can store on your computer.

Social bookmarking sites, however, allow you to store these links online, use tags to describe them and share these lists with other users. Some of these sites allow you to submit URLs that other users vote on, while others allow you to use the tags saved to browse through the lists and libraries that have been generated.

Websites which are intended to encourage users to submit content to bookmarking and aggregating sites use chiclets. These are buttons placed around the content that make it easier to submit and share the article.



Figure 14.4 Examples of chiclets.

These services allow you to see what the community of web users finds useful, interesting or humorous. You are able to find other users with similar interests to yours, and explore the websites that they have found that you might not have come across yet.

Social bookmarking allows like-minded people to share interesting and relevant content with one another easily. It can also be an excellent tool for members of a company or organisation to earmark relevant websites and articles. Content submitted to a social bookmarking or aggregating site can dramatically increase traffic to a website, and expose the site to many new eyeballs.

Del.icio.us (www.delicious.com) is a social bookmarking site created in 2003 by Joshua Schacter. It was designed to be a site which would help Internet users organise online media in a quick, easy to access and user-friendly format. Currently owned by Yahoo!, the primary function of delicious is to allow you to store all of your bookmarks online and then to allow you to access those bookmarks from any computer anywhere in the world. del.icio.us is more of a community based tool in comparison with the other social bookmarking tools out there, as it allows others to see your bookmarks. Essentially it lets you identify other people whose interests and concerns parallel yours and grants you access to all of their bookmarks as well.

Check out www.delicious.com/quirkemarketingtextbook to see some of the URLs we think are relevant to your digital marketing studies and career.

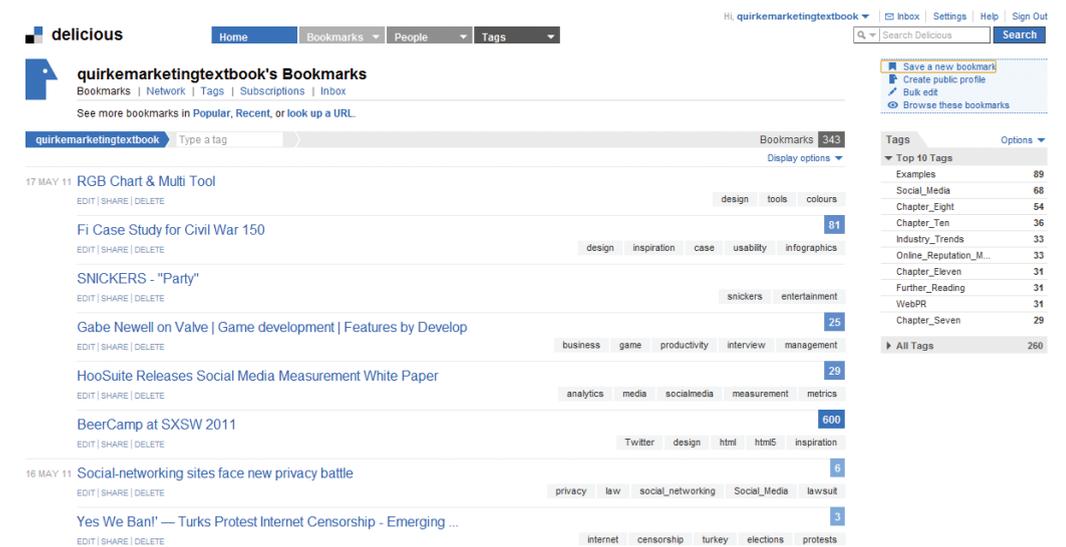


Figure 14.5 Delicious.com, a bookmarking service.

Digg (www.digg.com) and **Reddit** (www.reddit.com) are sites where users submit content which other users can then vote on. Popularity, based on votes, moves the submitted content up and down lists which are available on these sites. Submitting and voting requires registration, but there are many, many people who visit these sites to get an overview of content that is “hot”. In fact, in early 2011, Digg was at 135 in the Alexa rankings, with Reddit just behind at 139.

note

Alexa is a service that ranks the popularity of websites. It is based on the Internet habits of users of the Alexa toolbar as well as the Quirk SearchStatus Firefox extension, so these rankings are based on a percentage of the global Internet population.



Figure 14.6 Reddit.com, a social aggregator.

Appearing on the top of these lists generates a huge increase in traffic for the content sites, so much so that servers can crash if the leap in visitors is unexpected. Getting into the top listings is a prize eyed by many a marketer, but any attempt to manipulate listings usually backfires and can generate plenty of community backlash.

The communities around these sites differ demographically, and this is reflected in the content. For example, Digg has been technology focused, while Reddit tends to feature more general news.

Stumbleupon (www.stumbleupon.com) allows you to explore the web through your interests, based on how other web users tag content. Users select categories of interest and bookmark URLs to those categories. You can then choose to "stumble" through the web using the category of your choice. The service will randomly show you a website that has been submitted to that category.

Stumbleupon allows users to explore the web based on the taxonomy applied by other users. Instead of looking to search engines for relevance, users are instead appealing to the knowledge of a community.

note

Some Internet commentators refer to this taxonomy as a folksonomy – a way of categorising content that the community creates, as opposed to a central body.

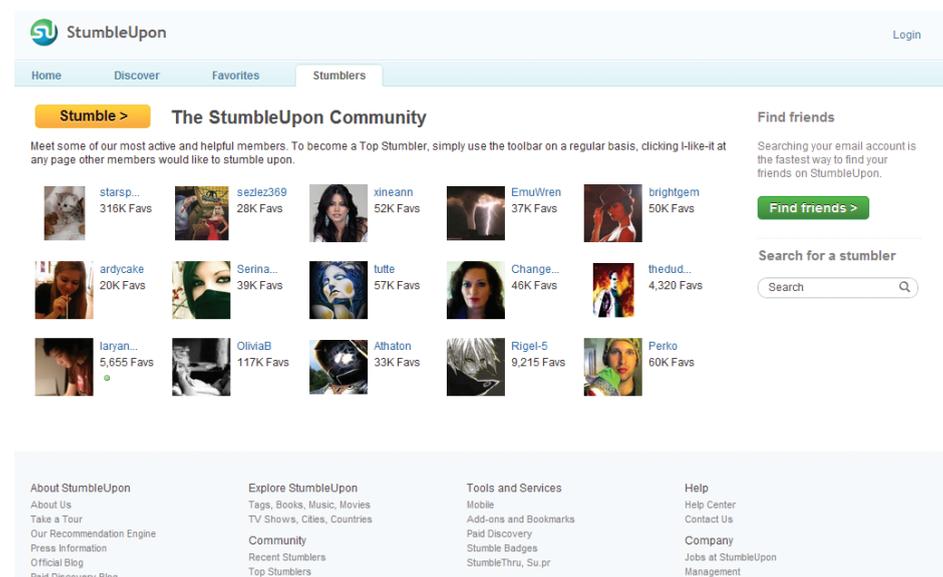


Figure 14.7 Stumbleupon is another approach to a social aggregator.

Bookmarking and aggregating as marketing tools

Seeing how users categorise your content will give you an idea of how your website and company are perceived by your audience. It might be remarkably different to what you think they see you as. Look at what other websites are tagged similarly. You might find new competitors, and possibly new ideas.

You can also use these services to share what other URLs your company finds interesting. This can be a useful resource to add to an online press room, as well as a utility that fanatics of your company would get really excited about.

To create link love and traffic, investigate what sort of content your target audience loves voting for, and go about creating that content. A word of warning: never do the content submission and voting yourself. It's one sure-fire way to incur the wrath of these communities.

Organic growth is the only way to go here. It might take time as you build your reputation and worth amongst the community, but the end result can be very worthwhile.

As a content provider, make sure you have the appropriate chiclet added to your content to make it easier to share.



Figure 14.8 Chiclets can be standard, like on www.gottaquirk.com above, or can be adapted.

14.4.2 Content Sharing

YouTube may be the first content sharing site that comes to mind, but users share images, audio and information as well as video. If it can be created, it can be shared. There are many sites that facilitate the sharing of videos, images and audio, and they are exceptionally popular. From Flickr to YouTube, they have all tapped into the fact that we love to create content for others to view.

The key word here is free: there are no fees for joining, whether you are uploading content or viewing content (although premium paid for memberships can allow you further features). This means that these sites attract an enormous audience. In fact, according to Alexa rankings, YouTube is the second largest search engine in the world!

Many of these services also encourage distribution of their content. YouTube allows videos to be embedded easily into other websites, and Flickr has generated a number of applications and widgets that allow the images to be shown all over the web (and even printed onto cards and stickers via www.moo.com).

Most of these websites rely on advertising to support the free services they offer. Some do, however, have a premium paid-for- membership version which is advert free.

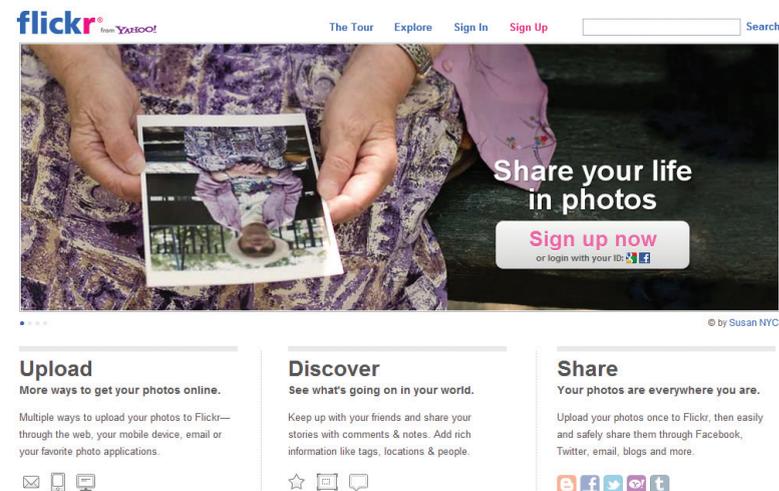


Figure 14.9 Flickr.com, a photo sharing network.

Video sharing

Online video consumption continues to grow year on year as bandwidth gets faster and cheaper. Sharing video content is easy with social video sites such as YouTube. Anyone can upload videos captured on devices from webcams and mobile phones, to high end, professional productions.

There are several video sharing platforms. Some of the most popular include YouTube (www.youtube.com) MetaCafe (www.metacafe.com) and Viddler (www.viddler.com).

note
A vlog is a video blog.

YouTube has 60% of all online video viewers with up to 2 billion viewers in an evening and over 138 240 videos uploaded every day (YouTube, 2011). This makes it both the premier online video site and social video sharing site online. This implies that most video consumption on the web is already based on social media, and that there are over 4.67 billion online viewers of video overall (YouTube, 2011). YouTube was acquired by Google in 2006 for \$1.65 billion.

YouTube is a complex site offering numerous features, yet it is simple to use.

While it is possible for unregistered users to watch most of the publicly available videos, a quick, straightforward registration process allows members to upload an unlimited number of clips, comment on and add video responses to them and subscribe to content feeds that catch their attention and interest. Frequently enhanced functionality and clever features on YouTube continually push the site to deliver bigger and better services to its ever-increasing user base.

YouTube and Marketing

There are two aspects to marketing through YouTube: promotion of content through YouTube; and advertising next to content on YouTube.

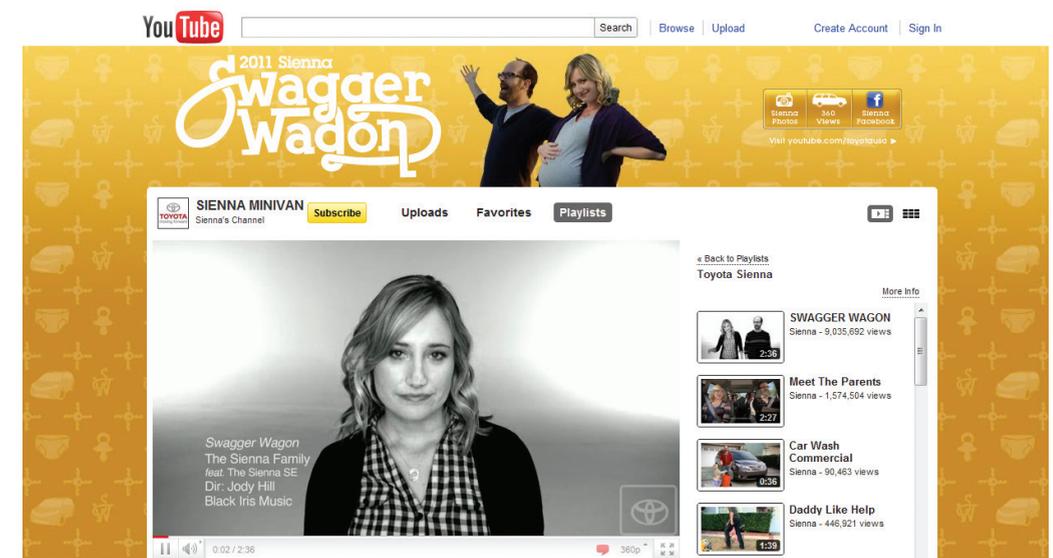


Figure 14.10 Content promotion through YouTube can be a powerful tool.

YouTube offers Brand Channels. Brands can customise their own channel on YouTube, from backgrounds and logos, through to playlists and additional community features. Some notable brand channels include www.youtube.com/Sienna, created to promote Toyota's Sienna Minivan. Organisations and brands can further promote their own content on YouTube using YouTube's Promote Your Video.

With 48 hours of video uploaded every minute, and tens of millions of video views each day, YouTube presents an advertising opportunity to marketers. Through Google AdWords, adverts can be placed on YouTube videos.

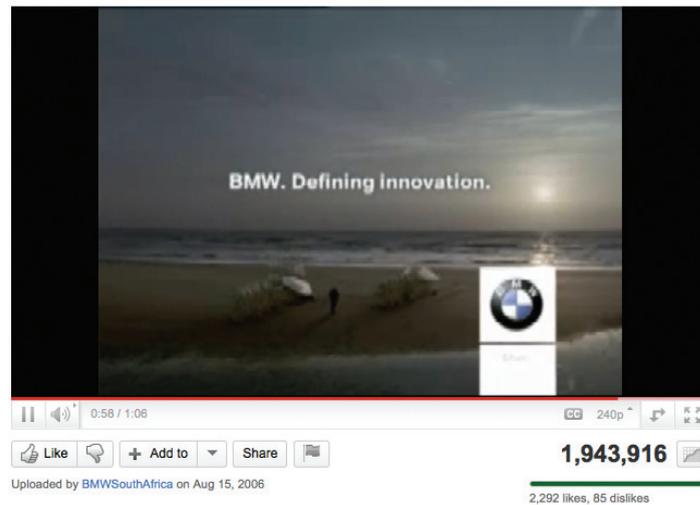


Figure 14.11 BMW South Africa's YouTube success.

Using social services such as YouTube allows video creators to tap into an existing community of avid video viewers. For example, YouTube has changed the way we view video commercials. Marketers such as BMW have shown that if an advert is good enough, many people will choose to watch it. BMW has created a BMW South Africa channel on YouTube (www.youtube.com/BMWSouthAfrica), and have uploaded many of their adverts. One of them has been viewed close to two million times. These are people who have chosen to watch this advert at a media cost of zero! Other advertisers have realised that far longer adverts can be created and uploaded. As long as the content is good, there will be viewers. Time constraints are not the same as they are for television networks.

Savvy marketers also realise the potential of watching for organic mentions of their brand, and then capitalising on this. An unknown teenage girl, with the YouTube account name Bowiechick, made a 75 second video clip about her break-up with a boyfriend. While making the clip she played with some of the effects on her new webcam, like putting ears on her head and a moustache

on her face with its facial tracking software. Three days after uploading the video, 178,000 people had seen this video and 900 had commented on it. The comments had nothing to do with the break up but rather with the Logitech webcam she had used in the video. Following this, the camera broke into Amazon's Top 100 bestselling products list. Logitech were obviously listening and made the most of the opportunity by becoming YouTube's official partner (Sandoval 2006).

Online video sharing also makes it possible for conferences to generate a far greater audience than ever before. The companies that sponsor or run these conferences are able to engage with a larger audience by making freely available videos of the various sessions held. TED (www.ted.com) and Nokia's Nokia World are excellent examples of organisations that increase interest by making their remarkable presentations available for free.

Knowledge sharing – the wiki

Howard G. "Ward" Cunningham, pioneer of the wiki, began programming the WikiWikiWeb software in 1994 and installed it on the website of his software consultancy in 1995. Back then he described a wiki as "The simplest online database that could possibly work." 13 years later this is probably still the most accurate description.

note

"Wiki wiki" means "rapidly" in the Hawaiian language.

Essentially, a wiki is a piece of software which users can create and edit online, using simple mark-up language via a web browser. They support hyperlinks and have a simple text syntax for creating new pages and links between internal pages. In its most basic form, a wiki is a website that supports user collaboration through a variety of functions.

There are numerous types of wiki software available that share the following characteristics:

- **Create and update documents:** Wiki users have the ability to create and update documents easily.
- **Review versions:** Most wikis store each version of a document. This functionality makes it easy for users to view the various modifications that a document has undergone over time.
- **Community-oriented tools:** Most wikis provide users with an ability to engage in some form of discussion about the documents on which they are collaborating.

Wikis can be open to all, such as Wikipedia (www.wikipedia.org) and Wikitravel (www.wikitravel.org); they can be open to or aimed at certain communities only, such as Geek Dinner attendees (geekdinner.pbwiki.com); or they can be private and open only to individuals within an organisation. Internal wikis are exceptionally useful for creating knowledge bases within organisations and companies.

note

If you'd like to try out setting up your own wiki, www.pbwiki.com provides free wikis and has a host of features.

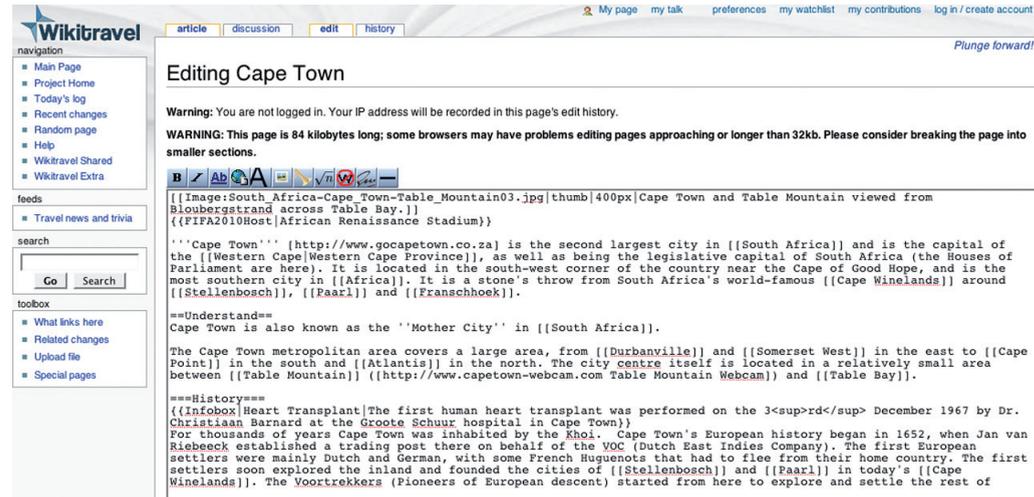


Figure 14.12 A wiki can be edited by anyone who can access it!

Wikipedia: the most famous wiki of all

Wikipedia (www.wikipedia.org) is a free, web-based, content encyclopaedia rated one of the top ten visited sites in the world. Originally created in 2001 by James Wales and Larry Sanger, this online encyclopaedia has received both praise and criticism. Roughly 15 times the size of Encyclopaedia Britannica, with more than nine million articles in over 250 languages, this encyclopaedia is increasing in size at an exponential rate (Wikipedia: About). However, with the increased adoption of this tool, criticism has also increased as to the validity of the definitions.

All definitions seen on Wikipedia are written by a collaborative team of volunteers from around the world. Anyone can submit a definition and these can then be edited by anyone who has access to the Internet. This combination of contributors leads to a democratic way of including the most up-to-date information. Since definitions are reviewed frequently, it should decrease the amount of bias and inaccuracy, while building a unique social network with people of similar interests contributing.

Companies should also take note of what is being written about them on Wikipedia, and make transparent efforts to correct information.

Blogging

A blog is a website where entries (blog posts) are typically displayed in reverse chronological order. Technorati, a blog and social media tracking engine, defines a blog as a "regularly updated journal published on the web." Blogs usually allow for comments on blog posts. A typical blog will feature text, images and links to other blogs and websites related to the topic of the blog.

Blogs range from the personal to the political and everything in between. They can be written by one person or by a group of people. Some are aimed at the blogger's immediate family and friends, and others rival leading newspapers in terms of reach and readership. Blogs are mostly textual, but can comprise solely of images, videos, audio or a combination of any of these.



Figure 14.13 Technorati.com, a blog aggregator.

According to Technorati data, there are over 175 000 new blogs created and over 1.6 million posts updated every day (over 18 updates a second). That's a lot.

The power of blogs is that they allow anyone to publish and share ideas, and anyone can read and respond to these. They have given consumers and companies a voice and blogging has opened up a world of information sharing possibilities.

The basic elements of a blog post are:

- **Author** : the person who wrote the blog post.
- **Blog post title** : the title of the blog post, which is usually used to create a unique URL, or permalink, for the blog post.
- **Tag** : tags are the categories used to describe the blog post, and aid services such as Technorati in categorising blog posts.
- **Comment** : comments left by readers of the blog are shown with the blog post.
- **TrackBack** : a notification of other blogs linking to a post, often displayed below blog post.

note

RSS stands for Really Simple Syndication and allows for information to be syndicated, well, simply. It means that instead of you visiting various websites for updates and information, information is packaged and sent to your RSS reader. Information is supplied by websites in a standard feed format, and your RSS reader knows how to turn that into something that makes sense to you. As soon as an RSS feed is updated, i.e. new information is added, it appears in your RSS reader.

RSS readers can be integrated with an email client, can work offline or can be online only. Some are free, and some are not. Look at your email client to see if you can set one up there, or try www.bloglines.com, www.google.com/reader or www.feedException.com. Find the one with the features that suit your needs.

RSS readers are a useful way to keep up to date with blogs as well, as most supply an RSS feed of their posts. Still confused? Take a look at www.commoncraft.com/firefox/rank-checker/.

Some other elements of a blog include:

- **RSS feed** : an RSS feed allows for readers to subscribe easily to the blog
- **Categories** : blog posts can be allocated categories
- **Blogroll** : a collection of links to other blogs or websites commonly read or used by the blogger
- **Archives** : previous posts remain available for visitors to search through. Archives are usually categorised by date

Whether blogging as an individual or a company, there is plenty to be gained from the process. You can:

- Create an online identity
- Create a voice for yourself or your company
- Promote engagement with your audience
- Create a community

Blogging and SEO

Search engines value regular, fresh content, and by blogging you can create just that. The more you post, the more often search engines will spider your site, looking for additional, relevant content. Basing your blog on the keyword strategy created during the SEO process can also ensure that your website ranks for those key phrases. Blogs, by their social nature, can also increase the incoming links to your website.

Using a blog platform designed to be search engine friendly is crucial to harnessing the SEO power of blogging. Some features of SEO-friendly blogging software include:

- Each blog post should be assigned a unique page which can be easily accessed and indexed by the search engines. This is called a permalink
- It should be possible to tag pages with keywords relevant to your SEO strategy
- Each post should be enabled to have its own unique metadata (title, description and key phrases)
- Social bookmarking functionality should be built in

Corporate blogging

Blogs can be very successful marketing tools. They're an excellent way to communicate with staff, investors, industry members, journalists and prospective customers. Blogging also helps to foster a community around a brand, and provides an opportunity to garner immediate feedback on developments. This is an audience made up of players key to the success of a company: that makes it important to get blogging right.

Generally the tasks that a blogger undertakes include:

- Writing posts
- Replying to comments from readers
- Monitoring other blogs within the industry
- Keeping up to date with the latest industry news
- Building relationships with other bloggers in the community
- Commenting on other blogs

For corporate blogs, it is important to outline a strategy and establish guidelines before starting a blog, especially as there will most likely be a number of contributors. Transparency and honesty are important, but companies should also be aware of sensitive information being blogged. If there are "no go" areas they need to be clearly defined to the parties involved. While certain topics can be restricted, ultimately the bloggers should be granted the freedom to express both negative and positive points of view about the approved topics.

Positive claims are more believable if the blogger is able to express negative views as well. For example, Robert Scoble in his popular blog www.scobleizer.com admitted that the Firefox browser was better than Microsoft's Internet Explorer. Robert Scoble was an employee of Microsoft at the time. This honesty gave him a credible voice, and so his positive views on Microsoft are respected by the community.

Corporate blog content should be:

- Industry relevant
- Appealing to your target market
- Transparent and honest
- Personal and entertaining
- Related to what's going on in the blogosphere
- Posted regularly

Promoting blogs

While Technorati may be tracking 112.8 million blogs it doesn't mean that all of these blogs will still be active by the end of the year - in fact only 55% of blogs make it past the first three months (Sifry 2006). Longevity rests in the hands of the blogger, but here are some tips to raise the profile of a blog:

- **List the blog in blog directories**: while they're not as popular as search engines many Internet users do in fact visit them while looking for information. Examples include: Google's Directory (www.google.com/dirhp) and BlogCatalog (www.blogcatalog.com).
- **Ping web services with updated content**: sites like Ping-o-Matic (pingomatic.com) and Feed Shark (feedshark.brainbliss.com) offer a service whereby they ping multiple web services, blog directories and search engines to let them know that a blog has fresh content.

- **Use TrackBacks:** If a blogger writes a new entry commenting on, or referring to, an entry on your blog, and both blogging tools support the TrackBack protocol, then the commenting blogger can notify your blog with a “TrackBack ping”. The receiving blog will typically display summaries of, and links to, all the commenting entries below the original entry. This allows for conversations spanning several blogs that readers can easily follow.
- **Participate in the blogosphere:** You can’t expect anyone to engage on your blog if you’re not engaging on theirs. It’s all about fostering a sense of community.
- **Make use of aggregators:** Examples of aggregators include Technorati and Atomu.

Blogs as a marketing tool: listen and engage

Blogs are powerful because of their reach, their archives (information is seldom deleted and is thus available long after it has been posted) and the trust that other consumers place in them. For a marketer, they present opportunities to learn how others perceive your brand and to engage with your audience. Some brands get this right; some get it wrong.

Above are some guidelines for corporate blogging, but marketers do not need to be bloggers to use this tool. As with all other social media, blogs provide a snapshot of audience sentiment regarding a brand. Marketers can also listen to blog activity around competitors to gain market insights.

Although blogging is the best way to engage with bloggers, companies can also interact with bloggers by commenting on relevant posts. Demonstrating the capacity to listen to bloggers and then respond using the same medium can reap tremendous benefits with this community.

Blogging platforms that can be used to set up a blog quickly and easily include:

- **WordPress** (www.wordpress.com)
- **Tumblr** (www.tumblr.com)
- **Posterous** (www.posterous.com)
- **Blogger** (www.blogspot.com)

Microblogging

Microblogging is a form of blogging that allows a user to publish short text updates, usually limited to 140 characters which can be viewed by anyone or restricted to a community as specified by the microblogger. This can be accomplished using various communication tools such as instant messaging (IM), via the web, text messaging on your mobile phone, even a Facebook application. The most popular microblogging service is Twitter (www.twitter.com), which was launched in July 2006. These posts are usually short thoughts

or URLs to interesting articles. On Twitter, posts are called tweets and are limited to 140 characters. Despite frequent disruptions to Twitter’s service, its users are fiercely loyal. As of June 2011, Twitter has more than 200 million members, with 200 million Tweets being written each day.



Figure 14.14 Profiles on Twitter can be branded to represent your organisation’s identity.

Twitter users are denoted with @ and their username (e.g. @robstokes for www.twitter.com/robstokes).

Posts broadcast on Twitter are referred to as tweets. These can be directed at a user by including @username in the tweet. Tweets can be tagged using hashtags (such as #measure). You can click on hashtags, or use them for search, to access all tweets that have been tagged with that hashtag. You can also choose to follow a hashtag, meaning that you will see all public messages with that tag, whether you follow the user or not.

This can be a very useful way to collate information at events such as conferences. If you’re not at the event, you can still follow messages from the event by following the hashtag. For those at the event, all tagged messages can be broadcast in a shared location. High volume use of tags results in those topics trending – meaning that the tag is highlighted in various ways by Twitter.

Twitter has proved immensely valuable in breaking events, where realtime information is useful and powerful. For example, when US Airways Flight 1549 landed in the Hudson River in New York after striking a flock of geese, it was tweets that broke the news, and supplied the first images of the scene.

note

You can follow Quirk on Twitter:
www.twitter.com/quirkagency or
www.twitter.com/quirkeducation or
www.twitter.com/quirklabs.

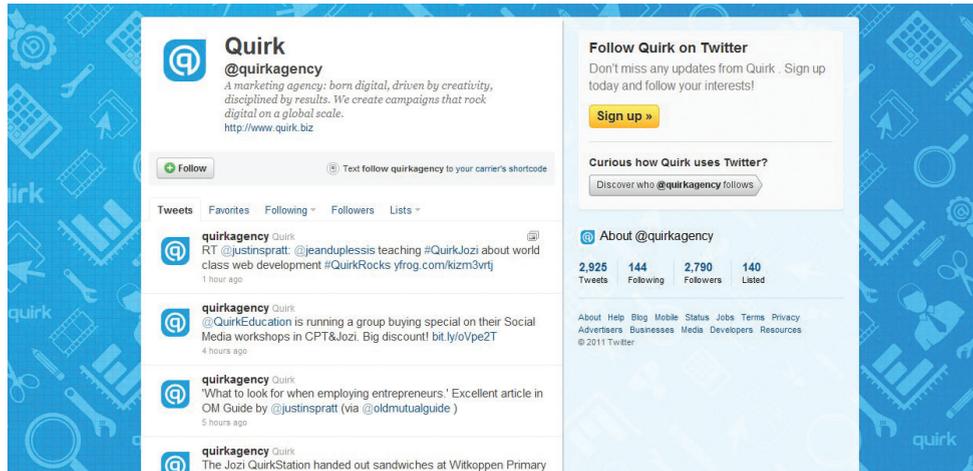


Figure 14.15 A Twitter feed, appearing at www.twitter.com/quirkagency.

Twitter as a marketing tool

Twitter has become a popular and important marketing tool for many organisations, brands and individuals. Many brands use it successfully for rapid customer service (for example @comcast, @klm and @mwebguy).

Its immediacy allows for news to be broadcast to dedicated followers and fans first, as popstar Lady Gaga has done with single releases (@ladygaga).

Dell lists several Twitter channels (www.dell.com/twitter), many of which exclusively release offer information (@delloutlet).

Twitter has released some advertising opportunities on Twitter with Promoted Tweets and Promoted Trends, but at the time of writing does not have a self-service advertising option.

Podcasting

A podcast is a digital radio (or video) programme downloadable from the Internet. Podcasting started to take off around 2004 and it zoomed from 'geekdom' to mainstream so quickly that 'podcast' was voted 2005 'word of the year' by the editors of the New Oxford American dictionary. Podcasts started as audio blogs. People then figured out a way of distributing them using the same RSS feeds used to distribute blog post information. It was then possible to subscribe to a podcast as one would a blog. Suddenly you could listen to a whole range of programmes and voices whenever and wherever you wanted to. It was radio without a station telling what you could hear and when. Plus, just as blogs have allowed people to become writers without having to deal with a media channel controlled by someone else, podcasting has allowed anyone who fancies it to become a broadcaster.

With the right kind of 'podcatching' software on your computer the latest edition of any podcast you subscribe to is automatically downloaded every time you log on. Most people use iTunes. Go to <http://www.apple.com/itunes/store/> for loads more information on podcasting and a huge list of available podcasts. You can listen on your computer or transfer the file to an iPod or any other kind of MP3 player. You don't have to have an iPod to listen, the name came from the fact that the iPod was taking off at the same time and the 'pod' (play on demand) part fitted this new medium. Podcasts are usually free.

Creating a podcast

Podcasts are usually recorded and edited using home equipment and done for the love of it. There is specialised podcasting software available like Apple's Garage Band or Quicktime Pro. These packages make it quite simple to record, mix and format the audio files correctly. Just like bloggers, though, many podcasters are trying to figure out ways of making money from their podcasts and turn listeners into revenue.

Podcasts as a marketing tool

Podcasts offer an incredible opportunity for marketers. The bottom line is that you now have a way of getting content to your target markets without having to persuade a media channel to carry it or to pay huge advertising rates.

Podcasts are:

- **Targetable:** you can create highly relevant, niche content and then promote it to a specific target market.
- **Measurable:** you can see exactly how many downloads and subscribers you have.
- **Controllable:** it's your content.
- **Responsive:** set up a blog alongside your podcast and alter content according to the comments, you are actually having a conversation with your market.
- **Boundary free:** it's the Internet.
- **Relatively inexpensive.**

However, the content must be:

- **Excellent quality:** like anything on the Internet, it is just as easy to unsubscribe as it is to subscribe. Quality content is what keeps listeners coming back.
- **Real:** while there is value in having product or service information embedded in a website, there is no point at all in producing an audio version of a company brochure as a regular podcast. Consumers are losing faith in the content of traditional media. Even if editorial is not actually paid for, a lot of the time it has been influenced in some way by advertisers. Although there are podcasts that carry adverts, people can fast forward straight past them and the chance of real success lies in branded content.

This is not about advertising or even just product information. It is about coming up with ideas for real programmes that, through informing or entertaining, enhance your customers' experience of your brand.

14.4.3 Social Networking - Connecting

Social networking refers to the forming and substantiating of online social networks for communities of people. The communities are people who share interests and activities, or are interested in exploring the interests and activities of others. And to complete the definition of online social networking: the building of these social networks requires the use of software.

Social networking is all about using the tools of the Internet to connect and build relationships with others. Social networking sites such as Facebook (www.facebook.com), MySpace (www.myspace.com) and LinkedIn (www.linkedin.com) allow users to create personal profiles and then interact with their connections through sharing media, sending messages and blogging. Not only do social networking sites allow you to interact with the members of your own virtual Rolodex, but they allow you to extend beyond your personal network. In addition, organisations such as businesses, bands, charities, etc can also create and maintain profiles on many of these networks.

The screenshot shows the LinkedIn homepage with the following elements:

- Navigation bar: Home, What is LinkedIn?, Join Today, Sign In
- Header: Get the most from your professional network
- Three main service areas:
 - Re-connect:** Find past and present colleagues and classmates quickly. LinkedIn makes staying in touch simple.
 - Power your career:** Discover inside connections when you're looking for a job or new business opportunity.
 - Get answers:** Your network is full of industry experts willing to share advice. Have a question? Just ask.
- Call to action: Ready to get started? [Join now](#)
- Footer: Help Center | About | Blog | Careers | Advertising | Recruiting Solutions | Tools | Mobile | Developers | Language | LinkedIn Updates | LinkedIn Answers | LinkedIn Jobs | Jobs Directory | Company Directory | Groups Directory | Service Provider Directory | Title Directory | LinkedIn Corporation © 2011 | User Agreement | Privacy Policy | Copyright Policy

Figure 14.16 LinkedIn.com, a professional social network.

Social networks have created new meaning for the term “friend” with many connections existing solely online. In the realm of social networking, it is unnecessary to have met someone in order to connect with them.

Personal profile pages remove much of the anonymity of the Internet. Users of social networks reveal a great deal of information about themselves, from basic demographics such as age, gender and location, to nuanced and detailed lists of likes and dislikes. Although explicitly made known to a user's connections, users are also divulging this information to the networks, and hence to the networks' advertisers. Users tend not to be aware of the data that is amassing regarding their online profile.

Social networks can be general, such as Facebook, or niche, such as LinkedIn or Dopplr (www.dopplr.com). LinkedIn is a network for professionals. Members connect to others that they know professionally and are able to recommend members that they have worked with. Dopplr is a social network for frequent travellers. Members can share their trips, and make plans to meet up when schedules overlap.

There are social networking platforms that allow anyone to build their own social network using the underlying technology of the platform. Two popular platforms are Ning (www.ning.com) and Motribe (www.motribe.com). Motribe focuses on building mobile social networks.

Facebook – 600 million friends and counting

Facebook has become the most dominant personal social network in the world. According to figures that Facebook releases, 600 million users have returned to the site in the last 30 days. Because people are spending so much time, so frequently on Facebook, naturally advertisers and organisers would like to capitalise on that audience.

Facebook, over the past few years, has launched a number of ways for brands and organisations to use the social network to connect with potential customers.

Pages and Tabs

A Page is profile for a brand, organisation or celebrity. It looks very similar to a personal profile, and in the same way that two people can add each other as friends on Facebook, people can choose to connect with a brand on Facebook by liking its Page.

There is some required information for each Page: a profile image, some “About” information which can include links, the Wall and more detailed information which is housed in a tab called “Info”. Tabs are distinct pages of information on the brand's Page. The Wall is where posts by the brand and posts and comments from users appear. This is the same as the Wall on a personal profile.

Tabs can be used to house richer, more graphic content. Information in the tabs can be served through an application or through an iFrame, allowing for interactions within them.

note

In 2007, Facebook launched Beacon, a service that shared a person's online purchases activities on select websites with their list of Facebook friends, and with Facebook. This caused an outcry, as Facebook users did not want to have freely available the list of purchases they had made. Facebook quickly amended the way Beacon works, but the fact remains that they are able to collect this data about their users.

discussion

How is someone's Facebook profile likely to differ from their LinkedIn profile?



Figure 14.17 Savanna Facebook page showing Tabs and the Wall.

Applications

Applications are developed by third parties to be used by users on Facebook. Applications include games such as Farmville (www.facebook.com/farmville), contests, virtual gifting, photo uploaders and more.



Figure 14.18 FarmVille is an example of a very popular Facebook application.

Branded applications are a way for organisations to create branded experiences for their Facebook fans. Viral sharing can be built right into the application, exposing the application to the user's friends, and making it easier for the user to invite friends to add the application as well.

Facebook makes frequent updates that might affect applications, so they've made several developer resources available. The one to watch is the Developer Roadmap (<http://developers.facebook.com/roadmap>).

Promotions and Competitions

Promotions and competitions can be run by brands through their Facebook page, but must use an application that has been authorised by Facebook to do so, and ensure that they comply with Facebook's terms and conditions. Wildfire (www.wildfireapp.com) is an application that can be used to run promotions on Facebook.

Engagement Ads and Ad Space Units (ASUs)

Facebook offers two types of advertising: Engagement Ads and ASUs. Engagement ads need to be booked through a media partner, and come with a minimum spend of several thousand US dollars. These are the larger, interactive adverts which appear on the News Feed – the page that users see when they log into Facebook. Engagement Ads include video adverts, polls, virtual gifting and more. ASUs are the smaller simpler adverts that are usually on the right hand side of the page. These can be self-managed and are bought on an auction basis. Adverts can be used to drive users to a Facebook Page, Application or to external websites. Adverts can show who in the users social circle has interacted with the advert.

Facebook Connect

Facebook Connect allows users to log into services external to Facebook using their Facebook login details. They can then grant permission to have information, such as photos, shared between Facebook and the service they have logged into. This can make it easier for users to log into new services without having to create new usernames and passwords. They can also easily see who else in their social circle might use that service, and share information back to their social circle.

Like Button

The Facebook Like button allows users to indicate that they like or recommend content, images, media or websites, and to share that recommendation with their social circle. The Like button can be used by any website, allowing visitors to recommend their site and content easily, and to see who of their friends might like the same content.

While you can Like a web page, you can +1 a result on a SERP as well as website content. This means giving it the thumbs up as well as sharing it with your network of contacts via your personal profile. This will improve the content's ranking since it is viewed as a form of endorsement, thus reflecting that the link is relevant.

News Feed

The News Feed is the information users see when they login to Facebook. It's a selection of recent posts and updates from their friends, and from the brands that they have connected with on Facebook. Facebook uses an algorithm to determine what information to show in the News Feed.

For a brand with a Page, the ideal is for posts, stories and comments to appear in a user's News Feed. The user is more likely to interact with content in the feed, or to follow through to the page, than if there was nothing to prompt them.

note

Just because it's a social network doesn't mean it's the right place for every company to be marketing.

First, determine if your target market is using the social network, and next determine if it is the right place to be marketing to them.

Social Networking as a Tool for Marketers

Social networks, free for their members, tend to rely on advertising for their revenue. Because of demographic information collected by the social networks, advertisers are able to target their adverts to a particular audience.

Most social networks offer opportunities for brands to create a presence on the social network, and to make use of the existing social network to connect with and reach out to customers.

Google+

At the time of going to print, Google had just introduced its own social networking platform called Google+. This new social network represents Google's answer to social networking giant, Facebook and was launched in June 2011, after being in development for a year under the leadership of Google's Senior Vice President of Social, Vic Gundotra.

Google+ has introduced new seamless ways to interact through bespoke features such as Circles, Sparks, Huddle and Hangouts.

Through HTML5, Circles allows users to target their sharing with customised groups (friends, family, classmates etc.). These circles are created through a simple drag and drop process. By using Circles, users are able to limit sharing by breaking up their network into distinct clusters of contacts.

Sparks then acts as an aggregator, finding elements on the web that the user might find interesting, based on the interests they've entered.

Real-time communication is available through Huddle, a group messaging system, and Hangouts – where users can enter video chat rooms and let others know that they're interested in chatting. If users are already chatting within a circle, other circle members will be notified and can join in.

Google+ began testing with a limited field on 28 June 2011 and it is yet to be seen whether social media users will migrate from existing tried and tested networks such as Twitter, Facebook and LinkedIn to this new social networking tool.

14.4.4 Location and Social Media

Foursquare, Gowalla and Facebook Places

Social media has also seen the introduction of location services such as Foursquare (<https://foursquare.com/>), Gowalla (<http://gowalla.com/>) and Facebook Places (<http://www.facebook.com/places/>). These services allow users to 'check in' at locations they visit via mobile devices such as mobile phones and tablets like the Apple iPad.

By 'checking in', users are able to share their location with their friends and find others that are checked in as well. They can add reviews about their location and some sites like Gowalla also allow users to upload photos of the locations they are checked into. Foursquare offers users the opportunity of becoming 'mayors' of locations when they have visited those particular locations more than anyone else.

These location services appeal to marketers for a number of reasons since marketers can obtain, engage with and retain customers by leveraging them. For instance, if people see their friends checking in at certain places, they are more likely to want to go there, particularly if their friend posted a positive review of the location.

These services also offer rewards and special deals to users who have checked in, incentivising them to return as well as to share the location with their friends. An example is when Starbucks in the US used Foursquare to offer all mayors of Starbucks stores a one dollar Frappuchino coupon at any branch.

14.5 tracking social media campaigns

As with anything digital marketing, you need to be able to track and measure your campaigns in order to understand how successful they are, and what you can do to improve them.

With most social networking channels, you do not actually host your presence, which means that custom tracking is limited. For the most part, there is a strong reliance on the tracking offered by the various channels. However, in some cases, it is possible to integrate tracking to some extent if you are directing traffic to a web property that you own and host.

Facebook Insights

Facebook Insights is available to page administrators, and provide data on how people are interacting with your content and your page. Information includes demographic information about the people connecting with your content (age, gender and location breakdown), data that shows which tabs and which content posts are seen and interacted with, and data that shows how many and when people might hide your content from their News Feed. There is also data that shows how people got to your page.

YouTube Insight

YouTube insight is available to all YouTube users for their videos and channels. As well as showing video views and popularity broken by geographical territory, there is some demographic information shown as well. Discovery data shows how people got to your video.

One of the most useful reports for any video is audience attention, showing when people stop viewing a video, or rewind sections of video, and comparing this to videos of a similar kind.

Twitter Analytics

Currently, Twitter Analytics is only available to Twitter advertisers, but there are a number of tools that use the Twitter API to provide analysis. HootSuite's Twitter management tools have built in analytics (www.hootsuite.com), and Twitalyzer (www.twitalyzer.com) is another tool that can provide analytics.

Important metrics for Twitter include how many people interact with your content by clicking through on links or retweeting messages.

Click Tracking With URL Shorteners

When you are sharing links on services like Twitter, you should be tracking to see how many people actually click on the links that you share. URL shorteners offer analytics that show how many people are clicking on links, when they are clicking on them, and where in the world they are.

URL shortening services provide an easy way to share long links by providing a short URL that redirects to the original link. This is especially important when sharing links in messages with limited character counts, such as Tweets.

There are several URL shortening services: bit.ly, goo.gl, ow.ly. When selecting which URL shortener to use, consider whether or not they keep the click analytics private or not.

For example, we might want to Tweet a link to a blog post on GottaQuirk, Quirk's blog.

The URL to a post might be:

<http://www.gottaquirk.com/2011/02/08/the-future-of-online-reputation-management-software/>

That's 89 characters!

Using goo.gl, a URL shortening service, the link becomes:

<http://goo.gl/wQXM0>

It's now just 19 characters, and can be tracked.

14.6 web analytics

Web analytics software like Google Analytics still play a part in social media tracking. With Facebook applications and tabs, tracking script can be inserted in pages where content is served through an iFrame. When you are sharing links to your own site and content, campaign tracking parameters can be used to track the source of visit and report on it in your web analytics tool.

For example, for the link demonstrated above, we might use campaign tracking before we shorten the URL, so the URL before shortening becomes:

http://www.gottaquirk.com/2011/02/08/the-future-of-online-reputation-management-software/?utm_source=twitter&utm_medium=social_media&utm_campaign=ORM

The campaign tracking is appended on the end of the URL:

[?utm_source=twitter&utm_medium=social_media&utm_campaign=ORM](http://www.gottaquirk.com/2011/02/08/the-future-of-online-reputation-management-software/?utm_source=twitter&utm_medium=social_media&utm_campaign=ORM)

14.6.1 Social Media and Marketing: Rules of Engagement

Social media implies a democratisation of information, and requires authenticity and openness from those who would deliberately use it for marketing. Relying on the connected Internet, it means that good stories as well as bad stories spread and stick around. Jeff Jarvis may have had problems with Dell in 2005, but you can easily find all relevant communication with a quick Google search.

Although engaging publicly with a wide audience, marketers need to remember that they are communicating with individuals. While marketers should engage in the conversation, and possibly lead it, they cannot control it.

Marketing to content creators

The influence of bloggers means that they should form a part of any PR strategy (see the *WebPR* chapter for further details).

Supply content creators with the tools and resources so that they can easily talk about your product.

Marketing to content consumers

Social media allows anyone to have a say, and the same tools that are available to individuals are available to companies. Company blogs allow a brand to build a personality and to interact with their target market. Entertainment created and spread via social media increases brand touch points. Using the same channels that are available to your consumer aids in understanding the consumer, and evens the plane of conversation.

When using social media to reach out to content consumers, go to where your consumers are. The media used is dictated by your users.

For example, a nightclub for students can create a Facebook group to advertise its weekly specials, and interact with fans, while Land Rover enthusiasts would probably be more comfortable with a forum.

With all interactions, marketing messages need to be labelled as marketing messages, with a disclaimer added if necessary. Trying to hide them as something else will only decrease your authenticity.

Marketing to content sharers

Content sharers are content consumers who also pass your message on, whether by using chat or email, or by sharing a link on a blog or submitting your content to a bookmarking or aggregating service. They are a crucial link in the chain that passes your message around. Make it as easy as possible for sharers to share by using chiclets and unique and easy to read URLs.

Advertise on social media platforms

While marketers can use the tools of social media to convey their message, also important are characteristics that define a social media website. Social media allows users to express themselves, and this means that demographic information can be compiled to allow for more useful and targeted advertising. This presents many opportunities for targeting advertising, and for finding creative ways to reach an advert fatigued demographic.

The image shows three examples of Facebook sponsored advertisements. Each ad has a 'Sponsored' label in the top left and a 'Create an advert' link in the top right. The first ad is for 'The Dark Carnival', featuring a dark, atmospheric image and text describing a fan page for fantasy and sci-fi. The second ad is for 'Real Men Play This Game!', showing a character from a game and text inviting users to join a strategy game. The third ad is for 'R54.86 Auto Insurance?', featuring a blue car and text advertising a specific insurance rate.

Figure 14.19 Facebook ads are often used as a form of targeted advertising.

14.6.2 The Benefits of Social Media to Marketers

- People are finding it easier to switch off or ignore traditional advertising, particularly through traditional media environments such as TV or radio. Social media gives brands the opportunity to **interact with customers through targeted communications** which customers can choose to engage with on their terms. For example a consumer may visit a branded YouTube channel as opposed to deliberately ignoring advert breaks on television.
- Social media's potential to **go viral** is one of its greatest benefits - if users like the content they will share it with their own communities.
- Social media allows you to **create an online community** for your brand and its supporters.
- Social media can tie in nicely with any of your other online marketing tactics - a **holistic digital marketing strategy** is always the best strategy.
- Social media allows you to engage with an online community and allows you to **connect your brand** to the appropriate audience.

- Social media has created a **forum for brand evangelists**. Companies should embrace as well as monitor this as users with negative opinions of your brand have access to the same forum.
- The various platforms allow you to **access a community** with similar interests to your own - networking without borders.
- The numerous interactions allow you to **garner feedback** from your communities.
- Feedback from social media sites helps drive both **future business** as well as marketing strategies.
- The range of media enables you to **learn more** about your audience's likes, dislikes, behaviour etc. Never before has this much information been available to marketers - market research just got a whole lot cheaper.
- **Niche targeting** just got a whole lot easier!

There are huge risks as well as opportunities. Social media facilitates a two-way conversation between customer and company. This necessitates that the company shifts approach from "deploy and watch" to one of constant involvement with the audience.

14.6.3 Social Media has Changed the Traditional Media Landscape

To keep up with their audiences, traditional media have had to adapt. This has changed the way that they publish, both online and off, as well as how they can sell advertising.

For example, many newspapers now publish their content online as well as in their print publications. Online they can allow for instant commentary on their articles. It allows an instant snapshot of what their readers think, which can then be used to make editorial decisions. Print stories can be supplemented online with video, and this has been embraced by many news organisations. Visit www.thetimes.co.za to see how one newspaper is using video online.

As mentioned, TV adverts can be placed online for free via channels such as YouTube. This opens adverts to a new audience, and allows for adverts that can be created without the restrictions of television. Adverts can be extended and now additional footage can become as important as the advert. Quality adverts are voluntarily and deliberately viewed, as opposed to deliberately ignored.

14.7 tools of the trade

As a creator of content, there are a plethora of platforms for the budding social media enthusiast. Throughout the chapter, we have listed the URLs for some of the most popular services, most of which are free.

Instead of going back through the chapter, visit <http://www.delicious.com/quirkemarketingtextbook>. Use the tags to navigate to the social media tools you need to get started.

14.8 pros and cons

Social media allows marketers insights into their demographic and the chance to engage with their audience in a channel selected, and preferred, by the audience.

It allows marketers to capitalise on the creativity of their consumers to spread their message further, often at very low costs.

Lastly, social media provide avenues for establishing direct, personal contact on a level not available to traditional marketing campaigns.

However, companies need also be aware that good messages spread as well as bad ones, and the connectedness that can prove so useful can also be a conduit for negative messages to be distributed.

This new landscape is one in which the customer really is king, and any attempt to dethrone the king can have dire consequences. Efforts to control the conversation in social media are soon found out, can backfire horribly. Any company embarking on a social media strategy needs to be sure to monitor their reputation online. It is crucial to know what is being said in order to be able to respond and communicate in the social media sphere.

14.9 summary

Social media is also known as consumer generated media and it refers to the creation and sharing of content by consumers on the Internet. It has allowed a democratisation of the Internet, where all Internet users now also have the opportunity to be creators as well as consumers of content.

Social media refers to the online technology platforms allowing users to:

- **Bookmark and aggregate content.**
- **Create and share content.**
- **Use other Internet users' preferences to find content.**

Most social media services are free to all participators and rely on advertising for revenue. Social media provides targeted demographic information to advertisers looking to direct their advertising.

14.10 the bigger picture

Social media can have SEO benefits for a website, particularly when a company engages in the various social media. By using the services of social media, either to create or share content, websites can attract links, all helping to enhance search engine rankings. Companies can also use their SEO keyword strategy to focus their social media efforts.

Social media can provide a targeted network for online advertising, allowing detailed demographic information to play a role in media planning and buying. Companies can also make use of the increased engagement of consumers to create engaging advertising for these mediums, such as advertising within videos and social network applications, or merely making use of increased time on page metrics to create more intricate advertising.

Affiliates often use the new opportunities presented by social media to find new avenues for targeted traffic, resulting in revenue growth for the company being marketed this way.

Social media plays a large role in Online Reputation Management (ORM), viral marketing and WebPR. Social media is used to express opinion, and so is the bedrock of ORM. Any company or brand hoping to communicate to this connected audience, needs to learn to listen to social media. ORM is all about the tools of listening, and using social media to guide the conversation.

chapter questions

1. Visit www.guardian.co.uk. List the ways that this print publication is embracing social media.
2. Why is transparency so important to marketing using social media? Has this halted or accelerated the use of social media for marketing?
3. What is the difference between advertising using social media and marketing using social media? What are the benefits of social media to each, and what are the challenges?

14.11 references

Alexa (April 2 2008)
www.alexacom.com/data/details/traffic_details/digg.com
 [Accessed 2 April 2008]

Alexa (April 2 2008)
www.alexacom.com/data/details/traffic_details/youtube.com
 [Accessed 2 April 2008]

Arrington, M. (September 6 2007) *Exclusive: Screen Shots and Feature Overview of Delicious 2.0 Preview*
www.techcrunch.com/2007/09/06/exclusive-screen-shots-and-feature-overview-of-delicious-20-preview
 [Accessed 2 April 2008]

Comscore Press Release (8 February 2008) *U.S. Internet Users Viewed 10 Billion Videos Online in Record-Breaking Month of December, According to comScore Video Metrix*
www.comscore.com/press/release.asp?press=2051
 [Accessed 27 May 2008]

Comscore Press Release (14 March 2008) *YouTube.com Accounted for 1 Out of Every 3 U.S. Online Videos Viewed in January*
www.comscore.com/press/release.asp?press=2111
 [Accessed 27 May 2008]

Ehrlich, B (25 May 2011) YouTube: Two Days' Worth of Video Uploaded Every Minute
<http://mashable.com/2011/05/25/youtube-6-birthday/>
 [Accessed 5 July 2011]

Livingston, G (28 August 2007) *Beware of Facebook Frenzy*
www.livingstonbuzz.com/2007/08/28/beware-of-facebook-frenzy
 [Accessed 16 June 2008]

Harmanci, R. (20 February 2005) *Time to get a life -- pioneer blogger Justin Hall bows out at 31*
www.sfgate.com/cgi-bin/article.cgi?file=/c/a/2005/02/20/MNGBKBEJ001.DTL,
 [Accessed 27 May 2008]

MacManus, R. (28 April 2008) *Report: Social Media Challenging Traditional Media*
www.readwriteweb.com/archives/report_social_media_challenging_traditional_media.php
 [Accessed 27 May 2008]

Merholz, P. (17 May 2002) *Play With Your Words*
www.peterme.com/archives/00000205.html
 [Accessed 27 May 2008]

Sandoval, G. (April 4, 2006) *YouTube's 'Bowiechick' and the spiders from marketing*
<http://www.zdnet.com/news/youtubes-bowiechick-and-the-spiders-from-marketing/147526>
 [Accessed 27 May 2008]

Sifry, D. (April 17, 2006) *State of the Blogosphere, April 2006 Part 1: On Blogosphere Growth*
www.sifry.com/alerts/archives/000432.html
 [Accessed 27 May 2008]

Technorati About Us

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

[Accessed 27 May 2008]

Twitter (30 June 2011) 200 million Tweets per day

<http://blog.twitter.com/2011/06/200-million-tweets-per-day.html>

[Accessed 5 July 2011]

Website Monitoring Blog (May 2010) *YouTube Facts and Figures*

<http://www.website-monitoring.com/blog/2010/05/17/youtube-facts-and-figures-history-statistics/>

[Accessed 16 May 2011]

Yen, Y. (March 25 2008) *YouTube looks for the money clip*

techland.blogs.fortune.cnn.com/2008/03/25/youtube-looks-for-the-money-clip

[Accessed 27 May 2008]

further reading

- www.gottaquirk.com – the blog from the minds of Quirk, filled with the latest in social media and digital marketing.
- www.mashable.com – a blog that covers social networking and social media.

Make your mark with eMarketing

eMarketing: the essential guide to digital marketing is a one-stop resource to **kick start your online marketing career**, or to give it a much needed boost. Featuring the tools and tactics essential to **search engine optimisation, video optimisation, media planning, pay per click advertising, social media, mobile marketing, conversion optimisation, online reputation management** and more!

eMarketing: the essential guide to digital marketing comes from over 12 years of practical experience in the world of eMarketing from a leading international digital agency.

Updated fourth edition features:

- Over \$480 in vouchers to jumpstart your learning!
- All the **key terms and concepts** for a firm foundation.
- 22 chapters with real life **case studies** showcasing digital Marketing in action.
- The **best online resources** for further studies.

\$480 Vouchers included

Reviews and Comments

"The first thing you should do is obsess about the terms in this book. Vocabulary is the first step to understanding, and if you don't know what something means, figure it out. Don't turn the page until you do."

Seth Godin: Author Purple Cow, Permission Marketing and Linchpin

"If you are a marketer, this is a must have book; if you know a marketer, do him or her a favour and get it for them; if you are just interested in eMarketing and want to expand your general business knowledge, buy two copies - someone will want to borrow this from you."

Jaco Meiring: Digital - Investec

Learn more about digital marketing

Quirk offers distance learning courses in branding and marketing. Based on our experience and expertise, these are comprehensive and practical courses with certification. Visit www.quirk.biz/courses for more.

Explore more at the Online Resource Centre for students and educators. Visit www.quirk.biz/emarketingtextbook.

Lecture slides, guides and additional resources!

quirk

Quirk believes that education should be freely accessible, and has licensed this textbook under a Creative Commons Licence. You can use it however you want, as long as it's not for commercial purposes, you share all changes and you attribute it to Quirk! For further information, or for a free online version of the textbook, visit www.quirk.biz/emarketingtextbook.

ISBN 978-0-620-50266-5



9 780620 502665

