

Index

Note to the reader: Throughout this index **boldfaced** page numbers indicate primary discussions of a topic. *Italicized* page numbers indicate illustrations.

A

Abbott, Susan, “Customer Crossroads,” 107
action metrics, 307
Adams, Roger, 42
Adbusters Media Foundation, 19
AdGabber, 74, 75, 190
Advergaming, 21
advertising. *See also* word-of-mouth
 American attitudes on, 17
 backlash against, 26
 direct mail, 8
 effectiveness assessed, 298
 online, 9
 in podcasts, 229
 on social networks, 77
 and Social Web, 210
 spending on, 40
 time devoted to, 6
 traditional, 290
 trustworthiness, 20
Advertising Age, 19, 42, 212
advertising avoidance, 154
 viewer response to, 16–19
advertising campaign, response to, 132
airline marketing, 108–109
AJAX, 305
alli, 80
Always Be Testing (Eisenberg), 331
Amazon, 21
 online reviews, 176
 reviews of reviews, 248
America Online (AOL), 4, 19, 73
American Airlines, Travel Bag, 165
Americans, attitudes on advertising, 17
analog data, vs. digital, 86–87

Anderson, Chris, 250
Andreesen, Marc, 61–62
Angry Customers Tell 3000
 (Blackshaw), 106
animation, 63
anonymous ratings, disallowing, 247
anonymous survey, 138
AOL (America Online), 4, 19, 73
application developers, in Facebook, 75
Atom, 70
audience
 connections, 304–305
 defining, 291–292, 321
 participation in social media creation, 34
 understanding, 310
audio podcasting, 71, 174, 228–233
audio testimonials, 222
automobile dealers, 129
awareness, 94–95, 292
 building, 269
 marketers focus on, 43
 source of, 83

B

backlash
 against advertising, 26
 from rebates, 105
bacn, 278
bad reviews, 247, 249
ballot stuffing, preventing in reviews and ratings, 247
Bank of America Small Business
 Community, 203
banner ads, 90, 165
“Banner Blindness” study, 10
Barnes & Noble, 248

- baseline data
 - for marketing activities, 96
 - on relationship between marketing activities, 307
 - sources for, 294
 - Bazaarblog, 217
 - Bazaarvoice, 77, 176, 215, 256–257, 258, 258, 259
 - BBC News, 166
 - “Beach Walks with Rox,” 174
 - Bebo, 182
 - Berners-Lee, Tim, 61–62
 - Bernoff, Josh, *Groundwell*, 204, 205, 312
 - best practices, identifying, 321
 - “Beta-7,” 24
 - Better Homes and Gardens*, 332
 - Binhammer, Richard, 191
 - Bit Literacy* (Hurst), 279
 - Blackshaw, Pete, 97, 280
 - Angry Customers Tell 3000*, 106
 - The Blair Witch Project*, 43
 - blogosphere, 60
 - BlogPulse tool, 60, 61, 119, 144, 144, 146
 - Trend Chart, 146, 147
 - blogs, 57–59, 89, 173, 211–217, 330
 - as conversation, 266
 - corporate, 214–217
 - frequency, 192
 - paid, gone bad, 212
 - on touchpoint analysis, 107
 - visiting, 59
 - Blogsearch, 119, 330
 - Blu-ray/HD DVD battle, 143
 - BMW Facebook campaign, 205, 205–206
 - Boing Boing, 59, 71
 - bookmark list, remote storage, 68
 - Boomer mindset, 89
 - bounce rate, 305–306
 - “brand detractor,” 100
 - brands
 - marketers, 4
 - metrics on health, 337–338
 - reputation, 144
 - social media strategies for, 321
 - Bratton, Susan, “Personal Life Media,” 230
 - Brightkite, 169, 274, 275, 276, 334
 - Friends Map, 275
 - broadband Internet, 182
 - Brooklyn Museum of Art, smart use of social media, 235, 235
 - business model, on participation, 210
 - business objectives, 91–92, 309–310, 323
 - affirming, 320
 - business, on Twitter, 219
 - business partner, being viewed as, 138
 - business services
 - locating with mobile device, 274
 - business social networks, 74, 188–190
 - BuzzMetrics, 29, 38, 97
 - BzzAgent, 20
- C**
- Cadillac, Cimarron, 117
 - Caines, Dwight, 40
 - calendar services, 169, 269–273
 - call script, sample, 134
 - call sheet, of customers, 134–137, 135
 - CAN-SPAM act, 9
 - Cancelbot, 7
 - Cancer InfoLink, 231
 - Canter, Laurence, 6
 - Carlyle, Kathy, 199
 - copyright, 211
 - change, corporate blog as channel for
 - internal, 213
 - channels, 44, 163–171, 164
 - to generate awareness, 94
 - multimedia, 211–233
 - selecting, 328–336
 - social content, 166–167
 - social interactions, 168–169
 - social platforms, 164–166
 - charity, generating contributions to, 187

- checkout process, options for customer ratings, 241
- Chili's, 107, 107
- Chuck (television program), 310–311, 311
- Chuckssecret.com, 310
- “Church of the Customer,” 107
- Circuit City, support community, 196
- Cisco, “Human Network” campaign, 212
- CitySearch, 169, 272
- class-action suit, on Honda mileage estimates, 172
- classic hoax, 24
- A Clockwork Orange*, 17
- clouds, 66
- CMO blogs, 214
- collaboration
 - of information creation and sharing, 34
 - in problem solving, need for, 14
- collective, power of, 50
- collective reputation, 81
- Comcast, 165, 220
- comment-to-post metric, 306, 338
- comments, in blogs, 57
- commercials
 - DVRs for skipping, 11
 - as interruption, 8
 - on television, 18
 - time devoted to, 6
- communications
 - by customers, 106
 - mobile, 273–277
- Communispace, 80, 296
- communities, 73, 80, 195–200
 - customer, 200–203
- CommunityGuy.com, 59
- compact discs (CDs), 87
- company policies, on Internet use, 56
- competitive intelligence, 331
- competitors
 - Google Alerts to monitor, 98
 - news feeds of, 331
- CompuServe, 4, 19, 182
- Condé Nast, 165, 332
- connecting to Internet, vs. “always on,” 182
- connections, 303–307
 - audience, 304–305
 - influence, 305–306
 - loyalty, 307
 - to social feedback cycle, 304
- connections-to-connections networks, 27
- consensus
 - building, 238–240
 - and marketing, 240–249
- consideration phase of purchase cycle, 79, 82, 82–86
 - marketers’ perception of, 43
 - marketing challenge in, 269
 - social feedback cycle and, 157
- constraints, on network connection, 53
- consumer-generated media, 86–90
 - intensity and polarity of, 158
 - vs. marketer-generated messages, 140
- “consumer online service,” 4
- consumers. *See also* customers
 - control of messages, 12
 - impact of post-purchase activities, 43
 - view of, 17
- content metrics, 295, 299–301, 312–313
- contributory impact of social media, 228
- control
 - impact of, 53
 - vs. influence, 38
 - RSS for, 70
- conversation, quantifying, 132–149
- conversation starters, 277
- conversion, metrics on, 307
- copying data, analog vs. digital, 86–87
- copyright laws, 253
- corporate blog, 214–217
 - as channel for internal change, 213
- Couzin, Gradiva, *Search Engine Optimization*, 176
- credibility, 192–193, 267
 - negative reviews and, 247

Current TV, 90
“curve jumping” solutions, 333
customer communities, 200–203
“Customer Crossroads,” 107
customer life-cycle stage, 118
Customer Relationship Management (CRM), 43
customer satisfaction, 104
customer service, 103
 call to, 196
customer view, switching perspective to, 96
customers
 actual experience, 108
 communication by, 106
 defining pathway for potential, 39
 direct experience of brand, identifying places, 113
 information sharing by, 27
 listening and talking to, 111
 selecting for calls, 135
 value calculation, 85
 willingness to evangelize, 128
Cymfony, 29, 38, 97, 144, 301
 Orchestra platform, 295
 social media metrics platform, 143

D

dashboard
 developing, 146
 framework for, 161–162, 163
data
 analysis, 123–124
 evaluating and ranking, 119–122
 gathering of touchpoints, 111–114
 intern for collecting, 300
 organization, 114–119
Dear, Brian, 334
degree of influence, 85, 85
Del.icio.us, 68, 97, 252
delight, 133
delivered experience, promise and, 43

Dell computer company, 129
 IdeaStorm, 87, 200
 support forums, 198–200
democratization, of information, 90
“derelict blog” syndrome, 284
detractors, 141
 impact of, 128
 working to reduce, 132
Dial Corporation, “Coast BMX Full Grind,” 21–22, 22
Digg, 244–245, 245, 250, 251, 252, 306
 and *Wall Street Journal*, 254
digital video recorder (DVR), 10–11
 penetration, 28, 28
Digital Voodoo, 191
direct control route, and influencing crowd, 37
direct mail advertising, 8
disclosure, 24, 167, 173, 192
disconnects between operations and marketing, 105
dissatisfied customers, communication by, 131
distribution, and digital content impact, 87
DIYDashboard, 295
Do Not Call Implementation Act of 2003, 11
Dodgeball, 169, 274, 276, 334
“dollars per point,” 40
Dotglu, 205
double opt-in email, 155
DoubleClick, 9
DSL (“Digital as a Second Language”), 63
DVR (digital video recorder), 10–11
 penetration, 28, 28

E

Earthlink, pop-up blocker, 10
effectiveness, assessment for traditional advertising, 298
Eisenberg, Bryan, *Always Be Testing*, 331

- Ellett, Dave, 43
- email, 6
- Bacn and priorities for, 278, 279–280
 - Inbox filtering, 278
 - as “killer app,” 19
 - managing, 279
- eMarketer, 294
- embedded applications, 77, 165
- employees, social networks to attract and retain, 187
- enclosures in RSS, 71
- Encyclopedia Britannica*, 32
- encyclopedia, socially built online, 32
- engagement, 306
- Entertainer’s Secret, 222
- Environmental Protection Agency (EPA), 171–172
- episodes in podcasts, 229
- etiquette, on Social Web, 184
- evangelist, 84, 128–130, 130
- event listing services, 169
- Eventful, 169, 169, 269–271, 270
- demand, 271
 - subscription to search, 273
- events, 269–273
- expectation
- based on Social Web, 291
 - vs. performance, 241
- experience, 81
- vs. promise, 104–105
- exposure, vs. influence, 16
- eye movement detection devices, 10
- F**
- Facebook, 74, 164, 182, 190, 193
- application developers in, 75
 - applications, 186
 - Graffiti, 206
 - for marketing, 188
 - ProductPulse, 75–77, 76, 160, 193
 - with Social Vibe, 186
- Fair Isaac’s FICO forums, 203
- fake blog campaign, 23–24
- false identity, 191
- Favorites lists, remote storage vs. local, 68
- Fedak, Chris, 310
- feedback, combining touchpoints with, 157–159
- feedback loop, 38
- Feedburner’s online toolset, 175
- feeds, 280–282
- creating for individual social actions, 265
- Fields, Bill, 329
- films, social media impact, 40
- filtering, 16
- value of, 17
- FireFox, subscribing to feed on, 72
- Fiskars Brands, 34
- Flickr, 64, 210, 225–227
- Whole Foods Market on, 225–227, 226
- floor traffic, 42, 116
- Foreman, Richard, 318
- Forrester Research, 294
- report, 12, 83
- free offers, risk of, 202
- FreeLine Skates, 227
- Friend-to-Friend, 76
- FriendFeed, 169, 264, 266, 267, 281, 281–282
- Friendster, 182
- G**
- Gallucci, Giovanni, 320
- General Motors, Chevy Volt, 118
- generational norms, 89
- Geocities, 19, 182
- Gigli*, 40
- Gilliatt, Nathan, 156
- Gilmore, John, 211
- GlaxoSmithKline, Consumer Healthcare, 80
- Glazier, John, 334
- global digital network, 87

“Global Village,” 4–5
goal, getting started toward, 320
GoBigAlways, 215, 215
Golab, Steve, 217
goodwill, generating, 84
Google
 Alerts, 98, 300, 330
 Blogsearch, 61, 97
 Dodgeball, 169, 274, 334
 for finding social media, 60
 Reader, 71, 266
Graffiti, in Facebook, 206
Graffiti Wall, 186
grassroots social marketing, 308–309
“Green Card” spam, 6–7
Groundwell (Li and Bernoff), 204, 205, 312
groups of members, impact on network
 value, 53
growth, metrics on, 338–339
GSD&M Idea City, 118, 205
 “Uninvited Guest” credo, 8, 155
guarantees, 21

H

HALL, Steve, 74
Hallmark, 37
Harley-Davidson, 142, 142
heat maps, 10
Hewlett Packard (HP), 129
HGTV Discussion forums, 115
Hilton Video Review, 104, 104–105
Home Depot, 35–36, 42, 116–117
 “family days” photos, 225
 painting demonstration, 168
 on YouTube, 224–225
Honda, class-action suit on mileage
 estimates, 172
Horrigan, John B., 90
HotWired, 9
Hour a Day exercise, 113
Huba, Jackie, “Church of the Customer,” 107
Hurst, Mark, *Bit Literacy*, 279
Hurt, Brett, 256
hybrid automobile, 171
Hyder, Shama, 320
hypernesia, 17

■

IBM Thought Leadership, 233
IBM Wikis, 59
impact, 305
 metrics to quantify, 295
impact metrics, 302–303, 315
income, generation by social networks, 184
independent professionals, marketing plan
 creation, 320
individuals, vs. mass audience, 4
influence
 applying, 139–142
 connections, 305–306
 vs. control, 38
 vs. exposure, 16
 and metrics, 133–139, 161
 Net Promoter score and, 148
 and Social Web, 128–132
Influence 2.0, 216, 217
influencer, on call sheet, 134
information
 creation and sharing, 34
 democratization of, 90
 managing, 318
 relationships between sources, 192
integrated campaigns, 45
integration, 94
intelligence gathering, 96–98
Intelliseek, 29, 38
internal change, corporate blog as channel
 for, 213
Internet, broadband, 182
Internet Archive, Wayback Machine, 284
Internet Explorer, subscribing to feed on, 72
Internet websites, growth in, 6

interruptive advertising, 154, 184
 and blocked advertising, 84
 opposition to, 318
“intrusive” advertising, 26

J

Jaiku, 68
Jarvis, Jeff, 200, 212
Jenkins, Henry, 68
Jig-a-Loo, 308–309
Jigsaw, 188
Jive Software, 165, 203, 215, 255, 333

K

Kaushik, Avinash, *Web Analytics: An Hour a Day*, 161
Kawasaki, Guy, 333
Keller, Ed, 291
Kelvin, William, 92
KickApps social platform, 203
“killer app,” email as, 19
Kim, Beth Thomas, 110
Krongrad, Dr., 231

L

Lasn, Kalle, 19
Last.fm, 269
“Law of the Pack,” 52
Lawrence, Sam, 192, 213, 215
learning communities, 296
learning curve, for audience
 participation, 321
legal team, involvement in social media, 201
Lewis, Wyndham, 4–5
Li, Charlene, *Groundwell*, 204, 205, 312
Lieb, Rebecca, 284
LinkedIn.com, 27, 74, 75, 164, 184, 188,
 190, 278
 profile, 193, 194

listening
 to customers, 111
 on Social Web, 84, 143, 240, 329–331
 to start social media program, 329
 value of, 326
 willingness, 212–213
listening applications, 296
Lithium Technologies, 256
 white-label platforms, 198, 203
Littleton, Tamara, 243
LiveJournal, 182
location-based services, 273–277
loyalty, 307
 to brands, 4

M

Ma.gnolia, 68
Mangum, Ynema, 286
MapQuest, 274
Marchese, Joe, 188
market position, metrics on, 336–337, 337
market share, and advertising spend, 40
marketer-generated messages, vs. consumer-
 generated media, 140
marketing
 connection between operations and, 41, 43
 and consensus, 240–249
 disconnect between operations and, 105
 embedded applications, 165
 location-based, 277
 and operations, 213
 and social information, 283–286
 and social media, 36–38, 80–82
 touchpoint analysis applied to, 106–107
 validating claim, 114
 viral, 69
marketing message, and touchpoints, 106
marketing plan
 building, 260–262
 connection points between social
 platform and, 207

- creating, 318–323
 - refining, 178
 - social media, 234–235
 - social media as component, 268
- marketing tool, ratings, reviews and recommendations on, 239
- Mashable, 59
- mashup, 89
- mass audience, 5
- McClure, Tim, 155
 - “Uninvited Guest” credo, 8
- McConnell, Ben, “Church of the Customer,” 107
- McKee, Jake, 243
- McLuhan, Marshall, 4–5
- measurement, planning for, 308–315
- measurement dashboard
 - developing, 146
 - framework for, 161–162, 163
- media. *See also* social media
 - consumer-generated, 86–90
 - measurement, 28
 - saturation, 16
 - traditional vs. social, 81–82
- MediaPost*, 26
- meetups, 334
- member communities, 19
- memes, 144
- Menchaca, Lionel, 219
- Mercedes, 117–118
- Meredith Publishing Group, 165, 332
- message boards, 195–200
- messages, consumer control of, 12
- Metacafe, 64
- Metcalf, Robert, 51
- Metcalf’s Law, 51–52, 52
- metrics, 92–93, 142–149
 - action, 307
 - associated with impact, 302–303, 315
 - associated with relevance, 301–302, 313–314
 - basis for, 290–298
 - behaviors driving, 293
 - choosing, 298–303
 - content, 299–301, 312–313
 - gathering, 295
 - and influence, 133–139
 - and questions addressed, 160
 - selecting, 336–341
 - growth and profits, 338–339
 - market position, 336–337, 337
 - social feedback cycle and, 294, 299
 - for social media, 145, 159–163
 - time spent, 305
 - verifying, 340–341
 - what and where, 294–295
- microblogs, 66–69, 174, 217–220
 - spam on, 219
- MikonMixers, 271
- Mikons, 193
- Millennials, 89
 - social experiences, 81
 - view of Social Web, 63
- Miller Brewing, 167
- Minggl, 169
- mistakes, public correction of, 84
- mobile audio device, for podcasts, 232
- mobile communications, 273–277
 - warchalking, 284, 285, 285
- mobile phone companies, 129
- Modem Media, 9
- moderators, of community forums, 197
- Montague, Ty, 24
- Mountain Headwear, 160
- MP3 recorder, 113
- multimedia, 61–66
 - presenting offline, 98
- multimedia channels, 211–233
- multimedia sites, 64
 - survey of, 63
- multitasking, 265
- Myers, Jack, 26
- MySpace, 74, 75, 160, 164, 182, 187
 - space used for ads, 184, 185

N

Nail, Jim, 3, 12, 216
Napster, 86
National Broadcasting Company (NBC), 51
National Center for Supercomputing Applications (NCSA), 61
National Science Foundation (NSF), 4
NearThis.com, 174
negative Net Promoter score, 141
negative reviews, 247, 249
Nestlé, inbound communications, 110–111
net profitability of customer, 85
Net Promoter score, 127–128, 129, 244
 benefits, 131
 computing, 141
 and presentation development, 327, 328
 on report card, 162
network value, 50, 77
 groups of members impact on, 53
New Media Strategies, 29
news feeds, of competitors, 331
niche content, 250, 251
 creating place for, 252
Nielsen | BuzzMetrics, BlogPulse tool, 29, 97, 295
Nielsen, Jakob, 10
Nielsen Media Research Study, 16, 28–29
Nike running shoe, 66
 instructions, 38–39
Ning platform, 74
Nowak, Craig, 7

O

objectives
 defining, 291–292
 identifying, 170
observations, in touchpoint analysis, 112
O'Connor, Kevin, 9
off-topic content, in reviews, 243

One Laptop per Child, 59
“one of the leading...,” 115
online advertising, 9
online conversations, measurement, 295
online marketing, 80
 spending levels for films, 40
online reputation, building, 156
online reviews, 98
online services, 4
open publishing, 89
operational touchpoint, 290
Operations
 connection between marketing and, 41, 43
 disconnect between marketing and, 105
 involving in planning, 261
 and marketing, 213
 touchpoint analysis applied to, 106–107
opportunity, defining, 323–328
Orbitz, 9
Orkut, 182
outbound touchpoints, 110
outreach, 331–336
Owyang, Jeremiah, 195, 321

P

Parents magazine, 332
Parker, Tracy LaQuey, 7
participation, 80–82, 272
 in blogs and wikis, 60
 business model on, 210
 in online community, 81
 in Social Web, 190–194
“pass-alongs,” 161
passive ad avoidance, 10
performance
 vs. expectation, 241
 plan to impact, 123
performance parameter, 119
performance rights, online, 253
permanent communication, online, 57

- permissions
 - for links, 89
 - to take photos, 112
 - personal icon, creating, 193
 - “Personal Life Media,” 230
 - personal social networks, 184–187
 - PersonalLifeMedia/DishyMix, 64
 - PersonalLifeMedia/Living Green, 233
 - Petco, 258, 258, 259
 - Petry, Jeff, 43
 - Pew Internet Project, 90
 - Photobucket, 64, 210
 - photos, 112
 - sharing, 222–223
 - on social networks, 193
 - Ping.fm, 264
 - Planet Feedback, 97, 106
 - Plaxo, 164, 188
 - Plaxo Pulse, 74, 75
 - plotting, touchpoints, 120–122, 121
 - Pluck Sitelife platform, 165, 196, 203, 247
 - Plurk, 67
 - podcasts, 71, 174, 228–233
 - subscription to, 232, 233
 - point-of-purchase efforts, marketers focus on, 43
 - point-of-sale, 79, 95–96, 175–178, 297
 - defensive or offensive program, 97
 - political attack ad, 140
 - pop-up, 9, 155, 210
 - pop-up blocker, 9–10, 154, 210
 - post-to-comment metric, 306, 338
 - potential customers, defining pathway for, 39
 - Powered, 43
 - Powers, Hilary, 21, 89
 - Pownce, 67
 - presentation of data, standardized, 146
 - presentations, creating, 322
 - problem solving, 220
 - Prodigy, 4, 182
 - product bundles, 257
 - ProductPulse, 75–77, 76, 160, 193
 - profanity, in reviews, 243
 - profitable customer, 85
 - profits, metrics on, 338–339
 - project proposal, developing, 322
 - promise, vs. actual experience, 104–105, 324
 - ProstateNet.org, 174, 231
 - purchase cycle, consideration phase of, 43
 - purchase funnel, 39
 - information to map traditional, 96
 - map of, 99, 99–100
 - and social feedback cycle, 42, 42–43
 - social media and, 40–41, 91, 171–179
 - purchase validation tool, social feedback cycle as, 83
 - purchases, adding related items, 176
 - “pushback,” 6–11
- ## Q
- quantifying conversation, 132–149
- ## R
- Radio Corporation of America (RCA), 51
 - Rand, Paul, 100
 - random subset of customers for calling, 135–137, 136
 - Randomizer.org, 136
 - ratings, 174, 238, 240–242, 330
 - adding, 245
 - platform, 257
 - reach component, of media pricing models, 51
 - RealMadrid America U.S.A. Supporter’s Club, 203
 - RealMedia, media player, 98

rebates, 105
recommendations, 174, 239,
 244–245, 330
 adding, 245
 applying, 253–255
 platform, 257
 on social campaigns, 139
recordings, 112
Reddit, 333
Reed, David P., 53
Reed’s Law, 52–54, 53
Reichheld, Fred, 127–128
 The Ultimate Question, 128
relationships
 social media and development, 283
release forms, for photos and videos, 223
relevance, 119, 305
 of social media channels, 297
relevance metrics, 295, 301–302, 313–314
ReplayTV, 10
report card
 developing, 146
 framework for, 162
reputation, 80, 267
 building online, 156
Resident Evil: Extinction, 40
return on investment (ROI), 28, 93, 308
reviews, 174, 239, 242, 242–243, 330
 adding, 245
 on Amazon, 176
 negative, 247
 platform, 257
risk, audience response to, 323, 325
RockYou, 75, 186
Rodale, 332
ROI (return on investment), 28, 93, 308
RSS (Really Simple Syndication), 70–73
 for blogs, 266
RSS/Atom subscription icons, 72, 72
RSS reader, 71
Ruskin, Gary, 154

S

safe user-generated content, 243
San Francisco, naming rights to Candlestick
 Point, 154–155
Sarnoff’s law, 51, 51
satisfaction surveys, limitations, 131
satisfied customers, vs. evangelist, 130–131
Schwartz, Josh, 310
Scoble, Robert, 44, 139, 306
scoring survey, 140–141
Seagate Support Community, 197, 197,
 198, 256
Search Engine Optimization (Couzin), 176
Sears, 21
Seismic, 64, 67, 71, 174, 219, 219, 220, 221,
 264, 333, 334
Sega, “Madden 2004,” 24
Send-to-a-friend actions, 306
Sernovitz, Andy, 240
Sheep Throwing, 165, 166
Shell Global Solutions, 233
Shultz, Howard, 109
Siegel, Martha, 6
Silicon.com, 166
Simmons, Virgil, 231
Slate Podcasts, 233
Slide, 75, 186
slide software
 effective use of, 322
 for social media plan, 341
SMS/text-based services, 275
social applications, getting familiar with,
 56–61
social bookmarking, 68, 69
social campaigns, recommendations on, 139
social content, 166–167, 330, 333
 collecting and organizing, 70
 creation, 295–296
 relating to specific offers, 297
social context, 60–61

- social feedback cycle, 41–43, 83, 325–326
 - connections to, 304
 - creating, 90–101
 - marketing efforts focused on, 86
 - and metrics, 294, 299
 - and purchase funnel, 42, 42–43
 - quantifying, 157–163
 - and rebates, 105
 - relating data connection to, 148
- social information
 - making sense of, 168–169
 - managing, 265–269
 - events and calendars, 269–273
 - feeds, 280–283
 - SMS and mobile communications, 273–277
 - status notices and Bacn, 277–280
 - and marketing, 283–286
- social interactions, 168–169, 264–265, 331, 334
- social marketing, grassroots, 308–309
- social media, 31, 139–142
 - accuracy, 34–35
 - application in marketing and advertising, 13
 - beginning, 55–56
 - contributory impact of, 228
 - defined, 32–35, 249
 - differences, 154–157
 - elements, 44–46
 - as guidepost, 38–43
 - impact on purchase funnel, 40–41
 - legal team involvement, 201
 - and marketing, 36–38, 80–82
 - marketing plan, 234–235
 - metrics, 84–85, 145, 159–163
 - and purchase funnel, 91, 171–179
 - rise of, 12
 - successful use, 114
 - vs. traditional media, 33, 81–82
- social media campaign, 153
- social media plan
 - elements in, 340–341
 - written and slide presentation, 341
- social networks, 50–54, 73–77, 182–194
 - advertising on, 77
 - banner ads on, 165
 - business, 74, 188–190
 - early, 4–5
 - getting acquainted with, 189
 - integrated marketing tools, 166
 - personal, 184–187
 - on world map, 183
- social performance, methods for computing, 128
- social platforms, 164–166, 203–208, 332–333
 - connection points between marketing plan and, 207
 - for listening, 330
- social standing, 267
- Social Vibe, 165, 186, 187–188, 193
- Social Web
 - and advertising, 210
 - avoiding surprises, 139
 - connections, 27, 264–265
 - etiquette on, 184
 - expectation based on, 291
 - failure to participate in, 81
 - forerunners, 19
 - and influence, 128–132
 - as listening platform, 84
 - Millennials' view of, 63
 - participation in, 190–194
 - and purchase funnel, 39
 - rise of, 26–28
 - risk as outreach tool, 143
 - social feedback cycle and, 99
 - and touchpoints, 104–107
 - transparency, 24
- SocialMediaToday, 59
- SocialThing, 264

- Sonico, 182
 - Sony, Backstage 101, 292–293
 - Sony Ericsson, 23, 24
 - campaign objective, 25
 - Sony Tristar, 319
 - Soulja Boy, 224
 - Southwest Airlines, 87, 108–109, 129, 130
 - spam, 155, 174, 279
 - expense of, 9
 - on microblog, 219
 - opposition to, 7–8
 - “spammer,” 7
 - Spock.com, 27
 - spreadsheet, for dashboard and report card, 162
 - standardized data presentation, 146
 - Starbuck’s, 109, 182, 200
 - MyStarbucksIdea forum, 87
 - Starfish model of social media, 44–45, 45
 - status notices, 277–279
 - Storer, Jim, 217
 - Strasser, Chris, 160
 - StumbleUpon, 68, 69, 252
 - subscription
 - to Eventful search, 273
 - to podcasts, 232, 233
 - success, definition, 200
 - Superbad*, 40
 - support forums, 147, 195–200
 - sustained awareness, 94
- T**
- tagging, 66–69
 - Tangent Design, 9
 - target social efforts, 228
 - TechCrunch, 195
 - Technorati, 60, 61
 - Techrigy, 97, 330
 - Social Media Dashboard, 295, 296
 - TED Blog, 216, 216–217
 - Ted Talks, 233
 - Telephone Consumer Protection Act
 - of 1991, 11
 - telephone marketers, 11
 - television, commercials on, 18
 - television networks, 5
 - Tell-a-friend feature, 176–177, 306
 - testing, 331
 - text services, 275
 - costs, 276
 - and film success, 40
 - 3Com, 51
 - time, social media change over, 34
 - time to market, 256
 - TiVo digital video recorders, 10
 - touchpoint analysis, 106–107, 112, 115
 - data organization, 114–119
 - by channel, 116
 - by customer, 117–118
 - by function, 116–117
 - by stage, 118
 - relating data connection to, 148
 - touchpoint map, 55, 56, 120–122, 121, 157–158
 - and presentation development, 326–327
 - as useless blob, 122
 - touchpoints, 290
 - assessing, 120
 - assigning scores to, 119
 - combining with feedback, 157–159
 - data gathering, 111–114
 - high-importance, low-performance, 123
 - identifying, 108–110
 - plan to impact performance, 123
 - plotting, 120–122, 121
 - quantifying, 110–125
 - and Social Web, 104–107
 - traditional media forms, 83
 - vs. social media, 81–82
 - transparency, 20, 25, 192
 - in corporate blog, 211–212
 - in Social Web, 24
 - trends, sources for, 294

triggers, for conversation, 185
Tripod, 19, 182
trust, 12–14, 140
 feigned, 23
 in word-of-mouth, 20
Tufte, Edward, 322
Tumblr, 67
TV advertising, 184
 time spent watching, 58
Twitter, 67–68, 70, 71, 88, 104,
 174, 217, 218, 264
 connecting offline & online
 behaviors, 274
 exploring, 220–221
 feeds to monitor, 280
 responding to customers on, 87
TwitterHandbook.com, 220
Twitterholic.com, 218, 218

U

The Ultimate Question (Reichheld), 128
“Uninvited Guest” credo, 8, 155
United States Postal Service (USPS), 8
Upcoming, 270, 271, 272
USA Today, 203, 332
 member profile, 333

V

Vampire Bites, 165, 166
Vespaway blog campaign, 284
video podcasting, 71, 174, 228–233
videos
 presenting offline, 98
 sharing, 222–223
viral marketing, 69, 158, 292
voting process, 249–253
Voyager deep space program, funding
 request, 323, 324

W

Wal-Mart, 212
 campaign objective, 25
 fake blog campaign, 23–24
Wall Street Journal, and Digg, 254
Walters, Larry, 21
Walton, Sam, 260
Waterbury, Todd, 24
Weather.com, space used for ads,
 184, 185
Weaver, Pat, 5, 18
Web Analytics: An Hour a Day
 (Kaushik), 161
web browsers, pop-up blocker as
 add-on, 10
websites, metrics on traffic, 143
Wet Paint, 165
white-label platforms, 166, 177–178,
 195–203, 255–258
 examples of use, 165
whitelist world, 154
Whole Foods Market, 187
 on Flickr, 225–227, 226
Who’s Online link, 199
Wikipedia, 32–34, 58, 59
 on setting up a blog, 214
wikis, 57–59, 89, 165, 333
Williams, Carson, 167
willingness to act, 213–214
“Wine Library TV,” 174
Winer, Dave, 71
WOOD magazine community, 165
woodworking, wiki dictionary
 for, 165
word-of-mouth, 171
 advertising, 13
 early online, 19–26
 positive references to negative, 291
 sharing by users, 16

- social media to spread, 41
- trust in, 20, 43
- Word of Mouth Marketing Association, 173, 240
- world map, and social networks, 183
- written word, 57

X

- XFN (XHTML Friend's Network) Links, 191, 192

Y

- Yellow Pages, 54
- YouTube, 64, 98, 104, 104–105, 167, 210, 224, 251
 - Home Depot on, 224–225
 - promoted (paid) videos, 250

Z

- Zappos, 87, 177, 177
- Zenity Optimedia, 43

