

Index

• A •

about us page, 163–164
action stage, marketing funnel, 63–64
Ad Age Power 150 blogs list, 259
AddThis social networking platform, 126
Adphilia Web site, 135
advertisement. *See also* appvertisement
 banner, 109
 displaying on social network, 173
 gift sponsorship, 110–111
 Interactive Advertising Bureau, 172
 MySpace, 115
 online display, 171–172
 pull-down menu, 171
 rollover state, 171
 social, 109–110, 130
 sponsored, 110, 130
 streaming audio and video clip, 171
 television, 185–186
age profile data, 167
agency, SIM voice, 99
AIM Profiles, 126
alert, 47–48
Alexa Web site, 243
AOL (America Online)
 as top ten trafficked site, 35
 as top twenty social network platform, 126
Apophenia blog (Boyd), 262
AppData Web site, 236
application
 Facebook, 113
 mobile device, 193
appvertisement. *See also* advertisement
 emotional, 174
 engaging, 174
 network, 176
 provider, 134–135
 seeding your, 177–178
 simple, 175
 social, 175
 value added service, 173
Armano, David (Logic + Emotion blog), 260
Ars Technica blog, 36

authentication, 168
authenticity, 80–81, 91
awareness, 181, 184–185
awareness stage, marketing funnel, 57–58

• B •

badging, 148
banner advertisement, 109
Bazaarvoice Web site, 243
BBC Editorial Guidelines resource, 103
Bebo social networking platform, 126, 244
benchmark, 132
best practice
 brand marketing, 247
 Disclosure Best Practices Toolkit, 103
 marketing, 249–250
 search engine, 206
 SIM voice, 247–248
 social influencer, 249
 social media, 248
Bhargava, Rohit (Influential Marketing blog), 261
BlackPlanet Web site, 30, 126
blog. *See also* Web site
 Ad Age Power 150 list, 259
 as product discussion, 62
 search engine, 43–44
Blog Search Web site, 43
blogger network, 135
blogger outreach campaign, 74
Blogger social network, 37
BlogHer Web site, 135
Blogosphere, 29–30, 49, 241
BlogPulse Web site, 28, 43, 49
BlogScope Web site, 43
Bluetooth technology, 193
BoardReader Web site, 28, 44
boilerplate statement, 163
Boing Boing blog, 36
Boyd, Danah (Apophenia blog), 262
brand marketing
 best practice, 247
 brand pages, 131

- brand marketing (*continued*)
 - brand versus SIM voice, 92–93
 - campaign, 75–76
 - mass media, 67
 - peer-to-peer marketing, 67
 - social marketing differentiation
 - from, 66–69
- B2B (business-to-business) concept, 107
- Buddy Media Web site, 132, 135, 176
- budget, 84
- business-to-business (B2B) concept, 107
- buzz charting, 44
- BuzzLogic Web site, 135
- BuzzMetric Web site, 43, 227
- Buzznet social network, 126
- buzzword, 219

● C ●

- CafeMom Web site, 30
- camera, mobile device, 194
- campaign
 - allowing others to take direction of, 84
 - asking customer to critique, 159
 - authenticity, 80–81
 - blogger outreach, 74
 - brand utility, 75–76
 - budget, 84
 - combining Web site with, 156–159
 - criticism, responding to, 88
 - dashboard functionality, 87
 - digital, 77
 - direct-response, 173
 - duration, 78
 - equal participant status, 83
 - expiration date, 84–86
 - extending to Web site, 86
 - failed example of, 78
 - good campaign content, 77–81
 - inventory of other, 73
 - knowing your audience, 87
 - launching suggestion, 182–183
 - length, 87
 - microsite, 77
 - mobile, 194–195
 - monitoring, 86–87
 - objective, 78–79
 - operating on quid pro quo basis, 82–83
 - partnership, 79–80
 - podcast, 76
 - promoting on Web site, 158–159
 - size, 87
 - sponsored conversation, 76–77
 - sponsored virtual gift, 75
 - tracking results of, 80–81
 - treating participant like existing
 - customer, 86
 - UGC contest, 74–75
- CaringBridge social networking
 - platform, 126
- cause marketing, 199–200
- cellphone. *See* mobile device
- CEO, as SIM voice, 97
- Classmates social network platform, 126
- Clearspring Web site, 204
- click-through rate, 234–235
- CMO, as SIM voice, 97
- code of conduct, 103
- Collective Intellect Web site, 143
- communication
 - as consumer activity on social Web, 40
 - direct marketing, 197–198
 - indirect marketing, 197–198
- Communispace Web site, 166
- Compete Web site, 28, 34
- competitor
 - analyzing efforts of, 47–50
 - researching campaign support of, 50–52
- compliance, 52
- comScore Web site, 28, 34
- conference, 143
- Confluence software, 214
- consideration stage, marketing funnel,
 - 59–61
- consumer
 - aggregating information for, 169
 - gaining marketing advantage from, 53
 - social Web activity of, 39–42
- consumer software, 216–217
- contact us page, 164–165
- contest, 74–75
- Conversation Agent blog (Maltoni), 260–261
- cookie data, 147
- corporate Web site, 60
- criticism, 88
- crowdsourcing, 89, 100–101

customer
 circle of influence around, 148
 encroaching of customer time, 253
 gaining marketing advantage from, 53
 measuring interaction with, 183
 profile data, 167
 rating, publishing on Web site, 60
 researching online activity of, 43–46
 reviews, 151, 160–162
 understanding and knowledge of, 128–129
 customer service, 94

• D •

declaration of trust, 100
 Delicious Web site, 136, 243
 devianART social networking platform, 126
 DeviceAtlas Web site, 190
 Digg social networking platform, 126, 137
 digital campaign, 77
 digital platform, 15
 digital television, 185–186
 direct mail, 16–17
 direct marketing communication, 197–198
 direct-response advertisement, 173
 direct-response marketing, 68
 Disclosure Best Practices Toolkit
 resource, 103
 discount and promotional information, 95
 display advertising, 19–20
 DMEF (Direct Marketing Education
 Foundation), 200

• E •

earned media, 178–180
 eBay, 35, 39
 e-commerce, 42
 e-mail, 192
 E-mail and Bulletin feature (YouTube), 123
 eMarketer research firm, 29
 emergent enterprise software, 214–215
 emotional appvertisement, 174
 employees, influencing, 210–213
 Endeca Web site, 221
 Engadget blog, 36
 engaging appvertisement, 174

enterprise software, 213
 Enterprise 2.0, 210
 entertainment, 42
 ePrize Web site, 204
 ESPN, 39
 evaluation and planning, 133–134
 event, Facebook, 111
 events and news page, 162–163
 exhibition, 143
 expert social influencer
 basic description of, 13–14
 influencer-specific metrics, 230
 knowing the, 139–141
 leadership position, 144
 nurturing relationship with, 58
 reaching and activating the, 142–144
 types of, 140

• F •

Facebook
 applications, 113
 banner advertisement, 109
 click-through rate, 234–235
 conversation volume measurement, 236
 event, 111
 group, 113
 marketing on, 108–112
 mobile-enabled capability, 202
 number of fans measurement, 233
 page interactions measurement, 234
 pages, 111
 social media as marketing and
 fundraising tool, 24–25
 as top ten site visited from mobile
 device, 39
 as top ten social network, 37
 as top ten trafficked site, 34
 as top twenty social network
 platform, 126
 Facebook Connect, 113–114, 167–168
 fan page, 183
 Federated Media Web site, 135
 Flickr
 researching company brand on, 136
 as size of social Web measurement, 32
 as video and image search engine, 46

Flixter Web site, 244
 Forrester market research firm, 29
 forum, 44
 free advice, 132
 friend and family incentive, 150
 friend linking, 168
 FuHu Web site, 204

• G •

Gaia Online social network, 37, 126
 GeekMommy Web site, 74
 gender profile data, 167
 gifting, 75, 110–111
 Gigy Web site, 135, 176
 Gizmodo blog, 36
 global positioning (GPS) technology, 206
 Going Social Now blog, 262
 Good Web site, 221
 Google
 as most visited Web site, 33
 as top ten site visited from
 mobile device, 39
 as top ten trafficked site, 34
 Google Alert, 47–48
 Google Application Suite software, 215
 Google Blog Search Web site, 28
 Google Images Web site, 46
 GPS (global positioning) technology, 206
 group
 Facebook, 113
 YouTube, 123
 Gupta, Sunil (Harvard Business School
 professor), 142

• H •

handle, Twitter, 119
 Hi5 Web site, 126, 244
 high-consideration purchase, 12
 home page, Web site, 158–159
 home page takeover, 123–124
 HP Blogging Code of Conduct resource, 103
 Huffington Post blog, 36

• I •

IAB (Interactive Advertising Bureau),
 172, 241
 IBM Social Computing Guidelines resource,
 103
 IBM software, 213
 identification, 52
 iLoop Mobile Web site, 203
 image and video search engine, 46–47
 incremental reach, 181
 indirect marketing communication, 197–198
 influencer. *See* social influencer
 Influential Marketing blog (Bhargava), 261
 Inkling Web site, 218
 Intel Social Media Guidelines resource, 103
 interactive advertising, 20
 Interactive Advertising Bureau (IAB),
 172, 241
 interactive voice response (IVR), 192
 internationalization, 52
 Internet
 connecting through mobile device, 193
 measuring usage on mobile device, 38–39
 television through, 184–185
 Intrade Prediction Markets Web site, 218
 intranet, 219–223
 iPhone, 190, 195–196
 IVR (interactive voice response), 192

• J •

jump-start engagement, 181

• K •

key social influencer, 13
 Key Survey Web site, 51
 KickApps Web site, 176

• L •

leverage, 58
 Lexicon application, 236
 Lexicon Web site, 28

Lifehacker blog, 36
 Lifestream blog (Rubel), 259–260
 LinkedIn
 mobile-enabled capability, 203
 as networking site for targeting business professionals, 31
 as top ten social network, 37
 as top twenty social network platform, 126
 Lithium Web site, 243
 LiveJournal Web site, 37, 244
 locations of influence, 107
 Logic + Emotion blog (Armano), 260
 low-consideration purchase, 11
 loyalty stage, marketing funnel, 64–66
 Lucene Web site, 221

• M •

Maltoni, Valeria (Conversation Agent blog), 260–261
 MapQuest, 39
 marketing. *See also* mobile marketing;
 social influence marketing
 best practice, 249–250
 brand, 66–69
 cause, 199–200
 direct mail, 16–17
 direct-response, 68
 display advertising, 19–20
 on Facebook, 108–112
 Forrester market research firm, 29
 marketers as better corporate citizen, 23
 on MySpace, 115–117
 niche network, 30–31
 peer-to-peer, 67
 platform, finding the right, 105–107
 public relation, 17–18
 relationship, 69
 social graph, 24–25
 social influence marketing
 comparison, 16–20
 on Twitter, 118–121
 on YouTube, 121–124
 marketing funnel
 action stage, 63–64
 awareness stage, 57–58
 basic description of, 55–56
 consideration stage, 59–61
 loyalty stage, 64–66
 preference stage, 61–63
 Marketing Pilgrim Web site, 179
 Mashable blog, 36
 media planning, 19
 Media6Degrees Web site, 147
 message board, 44, 137
 Metacafe Web site, 45
 metrics
 applying to SIM realm, 225
 blogosphere, 241
 brand mention, 244
 influencer-specific, 230–232
 measurement components, 232–233
 mixed conversion, 227–228
 relative versus competitor score, 227
 SIM score calculation, 226–227
 tracking over time, 229
 Twitter, 238–240
 Web site, 242–243
 YouTube, 237–238
 MGF (Mobile Giving Foundation), 201
 microblogging, 44
 microsite, 77, 156
 Microsoft SharePoint software, 213
 Microsoft Web site, 34
 mistake
 customer trust, 253–254
 encroaching on customer time, 253
 focusing on one campaign, 256–257
 having only one approach, 255
 learning from, 251–252
 not being patient, 254–255
 planning for the worst, 256
 SIM voice, 254
 thinking of SIM as channel, 256
 treating SIM in isolation, 255
 MMS (multimedia messaging service), 192
 mobile device
 application, 193
 camera capability, 194
 channel, 191–193
 customer trends in, 187–191
 e-mail, 192
 GPS technology, 206

- mobile device (*continued*)
 - Internet access, 193
 - iPhone, 190, 195–196
 - location information, 194–195
 - measuring Internet usage on, 38–39
 - MMS service, 192
 - next-generation, 196
 - NFC, 195
 - phone interaction, 195–196
 - portable social graph, 205
 - proximity spectrum, 193
 - regular phone, 189
 - RFID, 195
 - search engine, 205–206
 - smartphone, 189–190
 - SMS path, 192
 - social media support, 206–207
 - subscriber, 190
 - text messaging, 192
 - top ten sites visited from, 39
 - voice path, 192–193
 - wireless-enabled device, 190
 - Mobile Giving Foundation (MGF), 201
 - mobile marketing
 - community engagement, 199
 - delivery, 197
 - direct marketing communication, 197–198
 - group decision making, 200
 - indirect marketing communication, 197–198
 - text alert offering, 199
 - mobile marketing call to action, 198
 - mobile Web, 193
 - mobile-enabled capability
 - applications and widget, 203–204
 - Facebook, 202
 - leveraging online community, 201–202
 - LinkedIn, 203
 - MySpace, 203
 - Twitter, 202–203
 - MSN, 35
 - multimedia, 163
 - multimedia messaging service (MMS), 192
 - Music, MySpace, 116
 - MyLife social network platform, 126
 - MySpace
 - ad, 115
 - marketing on, 115–117
 - mobile-enabled capability, 203
 - profile, 116–117
 - social media as marketing and fundraising tool, 24–25
 - as top ten site visited from mobile device, 39
 - as top ten social network, 37
 - as top ten trafficked site, 35
 - as top twenty social network platform, 126
 - MySpace Apps advertisement program, 115
 - MySpace Music, 116
 - MySpace Open ID, 117
 - MyYearbook social network, 37
- N •
- Neilsen Online Web site, 34
 - news and events page, 162–163
 - NewsFutures Web site, 218
 - NewsGator Web site, 214
 - NFC (near-field communication), 195
 - niche social network, 125–127
 - Nielsen BuzzMetrics Web site, 28
 - Ning Web site, 31
- O •
- offline influence, 150–152
 - Omgili Web site, 45
 - OneRiot Web site, 48
 - organization, 3–4
 - Orkut Web site, 244
 - Owyang, Jeremiah (Web Strategist blog), 259
 - Oxfam charity, 25
- P •
- pages, Facebook, 111
 - paid media, 180–182
 - partnership campaign, 79–80
 - PayingPost Web site, 135
 - peer social influencer, 14
 - peer-to-peer marketing, 67
 - phone. *See* mobile device
 - planning and evaluation, 133–134

platform
 classifying the, 127–128
 major social, 127–128
 niche social, 128
 researching the, 129–130
 social platform infrastructure
 provider, 128
 top twenty social networking, 126
 unpaid media basics, 135–137
 Pluck Web site, 243
 podcast, 62, 76
 portable social graph, 205
 positional social influencer
 basic description of, 14
 circle of influence around customer, 148
 influencer-specific metrics, 230
 tapping into the, 147–150
 PowerReviews Web site, 243
 PR manager, as SIM voice, 98
 prediction market, 217–218
 preference stage, marketing funnel, 61–63
 press release, 162
 privacy setting, 168
 private online community, 165–166
 product
 benefits, articulating, 170
 blogging about, 62
 building awareness of, 94
 complaint, 94
 encouraging prospects to discuss, 60–61
 product page, 160–162
 profile, MySpace, 116–117
 profile data, customer, 167
 Profile tool (Forrester market
 research firm), 29
 promotions, 20–21
 proximity spectrum, 193
 public disclosure, 103
 public relation, 17–18

• Q •

qualitative research, 50–51
 Quantcast Web site, 28, 30, 34
 quantitative research, 51
 quote, 163

• R •

radio frequency identification (RFID), 195
 referent social influencer
 anonymous, 145
 influencer-specific metrics, 230
 known, 145
 purchasing decision of, 13
 reaching the, 145–147
 social graph and, 144
 tapping into the, 144–145
 region profile data, 167
 relationship marketing, 69
 request for proposal (RFP), 131–132
 response, Twitter, 119–120
 return on investment (ROI), 94, 172
 reviews, customer, 151, 160–162
 reward system, 183, 211, 257
 RFID (radio frequency identification), 195
 RFP (request for proposal), 131–132
 RockYou Web site, 134, 176
 ROI (return on investment), 94, 172
 roll-back functionality, 222
 RSS feed, 58
 Rubel, Steve (Lifestream blog), 259–260

• S •

SaaS (software as a service), 213
 SAP software, 213
 Scoopler Web site, 48
 search engine
 best practice, 206
 blog, 43–44
 buzz charting, 44
 forum, 44
 message board, 44
 mobile device, 205–206
 Twitter, 119
 video and image, 46–47
 security, 168
 SEO (search engine optimization), 206
 service
 building awareness of, 94
 as consumer activity on social Web, 42
 Shift Communications Social Media Press
 Release template, 162

- short message service (SMS), 192
- site. *See* Web site
- Six Apart Web site, 135
- SlashKey social network, 37
- Slide Web site, 134
- SmallWorld Web site, 30, 244
- smartphone, 189–190
- SMS (short message service), 192
- Snac Web site, 203
- social advertisement, 109–110, 130
- social advertising network, 134
- social appvertisement, 175
- social graph
 - analysis, 146
 - basic description of, 24–25
 - bringing to Web site, 166–169
 - portable, 205
 - referent social influencer and, 144
- social influence marketing
 - defined, 9–11
 - guideline resource, 103
 - misconception about, 3
 - other marketing effort comparison, 16–20
 - psychology behind, 52
- social influencer
 - best practice, 249
 - in context of marketing objective, 12
 - defined, 10
 - expert, 13–14, 58, 139–141
 - high-consideration purchase factor, 12
 - how much people are influenced, 11–12
 - identifying and reaching out to, 183
 - influence fundamental, 11–12
 - influencer identification, 87
 - influencer-specific metrics, 230–232
 - influencing on digital platform, 15
 - key, 13
 - locations of influence, 107
 - low-consideration purchase factor, 11
 - offline influence, 150–152
 - peer, 14
 - positional, 14, 147–149
 - recognizing importance of, 142
 - referent, 12, 144–145
 - using to mobilize, 22–23
- social media, 1, 10, 248
- social media lead, 98
- social media marketing, 2
- social media press release, 162
- social network
 - appvertisement, 176
 - blogger, 135
 - brand marketing on, 183
 - displaying advertisement on, 173
 - monitoring, 49
 - niche, 125–127
 - social advertising, 134
 - supporting a cause via, 58
 - top ten listing, 37
 - top twenty platforms, 126
- social network usage, 30–31
- social platform infrastructure platform, 128
- social Web
 - basic description of, 27
 - consumer activity categories on, 39–42
 - measuring social activity of, 27–31
 - measuring traffic on, 35–38
 - social network usage, 30–31
- SocialMedia Web site, 176
- Socialtext Web site, 214
- SodaHead social networking platform, 126
- software
 - consumer, 216–217
 - emergent enterprise, 214–215
 - enterprise, 213
 - small-scale, 215–216
- software as a service (SaaS), 213
- Sometrics Web site, 232
- sponsored advertisement, 110, 130
- sponsored conversation campaign, 76–77
- sponsored virtual gift campaign, 75
- stakeholder, 94
- statement of responsibility, 100
- Status Search Web site, 242
- Sun Guidelines on Public Disclosure
 - resource, 103
- survey, 51
- SurveyGizmo Web site, 51
- SurveyMonkey Web site, 51

• T •

Tagged social network, 37, 126
 tagging and tracking link, 163
 TechCrunch blog, 36
 Technorati Web site
 customer online activity research, 43
 as tool of measuring social Web activity, 28
 top blogs by authority ranking, 36
 television, 184–186
 Telligent software, 213
 text alert offering, 199
 text messaging, 192
 third-party review, 60
 TMZ blog, 36
 TNS Cymfony Web site, 227
 tracking and tagging link, 163
 Traction Software Web site, 216
 traffic
 Internet usage on mobile device, 38–39
 mainstream, 34–35
 measurement components, 233
 social Web, 35–38
 trust declaration, 100
 trusted authentication, 168
 Truveo Web site, 45
 Tweetburner Web site, 239
 TweetDeck Web site, 239
 Tweetlists Web site, 239
 Tweetmeme Web site, 48
 TweetScan, 44
 Twinfluence Web site, 120, 239
 Twintern, 96–97, 119
 Twitter
 alert, 48
 customer online activity research, 44
 festival, 25
 following the follower, 120
 handle, 119
 marketing on, 118–121
 metrics, 238–240
 mobile-enabled capability, 202–203
 offline influence, 152
 response, 119–120

 as top ten social network, 37
 as top twenty social networking
 platform, 126
 Twitter Grader Web site, 239
 Twitter Sparq Web site, 121
 Twitterrank Web site, 239
 TwitterSearch Web site, 239

• U •

UGC (user-generated content) contest,
 74–75
 Unbound Technologies Web site, 146
 U.S. Air Force New Media Guide resource,
 103
 U.S. Navy Web 2.0: Utilizing New Web Tools
 resource, 103

• V •

VegetarianPassion Web site, 30
 version control, 222
 video and image search engine, 46–47
 video response, YouTube, 123
 viral effect, 24
 Viral Video Chart Web site, 45
 Visible Technologies Web site, 227
 Vitruv Web site, 234
 voice (social influence marketing)
 agency, 99
 authenticity, 91
 best practice, 247–248
 brand versus SIM, 92–93
 CEO as, 97
 characteristic, 90–91
 choosing the owner of, 95–99
 choosing the wrong, 254
 CMO as, 97
 company insight to stakeholder, 94
 crowdsourcing, 100–101
 engaging and conversational, 91
 objectives served by having, 93–94
 outside of agency, 99–100
 PR manager as, 98

voice (social influence marketing)

(continued)

- social media lead as, 98
- social Web savvy, 92
- transparent and easy to find, 91
- uniqueness in, 92
- why you need a, 89–90

• W •

Weather Channel, The, 39

Web site. *See also* blog; social Web

- about us page, 163–164
- boilerplate statement, 163
- bringing social graph to, 166–169
- business model, 157–158
- combining with campaign, 156–159
- community metrics, 242–243
- contact us page, 164–165
- corporate, 60
- design consideration, 157
- encouraging deeper interaction through, 159
- extending campaign to, 86
- friend linking, 168
- home page, 158–159
- as hub, 156–157
- identifying high-traffic, 33–37
- microsite, 77, 155–156
- news and events page, 162–163
- press release, 162–163
- privacy setting, 168
- private online community, 165–166
- product page, 160–162
- promoting campaign on, 158–159
- rethinking your, 160–164
- security, 168
- separating corporate from microsite, 155
- tagging and tracking link, 163
- third-party review site, 159
- tracking competitor, 50
- Web Strategist blog (Owyang), 259
- WeFollow Web site, 120
- Wetpaint Web site, 216

widget, 130–131, 203–204

Wi-Fi technology, 193

Wikipedia

- researching how company is represented on, 136
- as size of social Web measurement, 32
- as top ten site visited from mobile device, 39
- as top ten trafficked site, 35
- wireless-enable device, 190

Word of Mouth Marketing Association Web site, 82, 261

WordPress Web site, 10

• X •

Xanga Web site, 244

Xbox, 186

• Y •

Yahoo!, 34, 39, 126

YouTube

- channel, 121
- clip, tagging and categorizing, 122
- custom content on, 122
- E-mail and Bulletin feature, 123
- group, 123
- home page takeover, 123–124
- marketing on, 121–124
- metrics, 237–238
- for product demonstration, 63
- as size of social Web measurement, 32
- subscriber, 124
- as top ten site visited from mobile device, 39
- as top ten trafficked site, 34
- as video and image search engine, 45
- video response, 123

• Z •

Zoho Web site, 215

Zoomerang Web site, 51