INDEX

Abrams, Jonathan, 138
Accountability, 115
Advertising:
  blogs and, 180
  consumer rejection of, 20
  inefficiency of, 9–10
  magazines, 7
  mainstream, 134
  media, 7–8, 134–136, 171
  metrics, 204
  new versus old marketing, 34, 41
  paper-free, 41
  radio, 8, 211
  television, 7, 9, 19, 115–116
Advisory panels, consumer/dealer, 44
Aggregating customers, 3–4, 9–10, 13–14
Aggregators, reputation. See Reputation aggregators
Albom, Mitch, 144
Alexa, 71, 126
Algesheimer, René, 112
Alta Vista, 160
Amazon.com:
  characteristics, 165, 200
  reviews/comments, 34, 37, 40, 56, 207–208
  Shorts program, 143–144
  as social network, 4, 197, 207–208
America Online (AOL), 5, 12
Apparel e-tailers, 117
Apple Computer, 20, 45, 81, 97–98, 156, 209–210
Archiving, 142
Ask.com, 126, 160–161, 164
Avatars, 69–70
Babble.com, 184–185, 191
Ballmer, Steven, 5–6, 10
Bandwidth, 215
Barger, Jorn, 169
Barnes, Jeremy, 53
Bartlett, Joel, 139
Baynote.com, 134
Beck, Julia, 185
Behnam, Ali, 158
Behospitable.com, 92
Berners-Lee, Tim, 12–13
Best practices, 69–70
Blackshaw, Pete, 54
Blogs, 167–182
  advertising and, 180
  aggregation and, 14
  CEOs and, 179–180
  as conduit strategy, 14, 88, 90–91, 167–182
  confidential information and, 177
  corporate examples, 172–175, 178–181
  defined/overview, 4, 88, 90–91, 168–170
  downside/danger in, 175–176
  employees, rules for, 27, 176–178
  estimated number of, 167
  financial rules, 177
  Japanese, 68
  links, generating, 177
  maintaining, 91
  media authorities and, 170–172
  as news destinations, 171
  observation phase of marketing, 66, 68
  podcasting and, 181–182
  quality/interest of content, 177–178
BlueNile.com, 157
Boing Boing, 73, 171
BootsnAll.com, 12
Brand(s)/branding:
  community feeling and, 80–82
  dialogue as, 15, 97–99
  great brands that have lost their dialogue, 15
Brand(s)/branding (continued)
moral purpose in, 16
new marketing, 32–35
stationary, 32
targeted, 23 (see also Targeting/segmenting)
Branded destinations, 101
Brand equity, 33
Brand journalism, 59
Brill, Ed, 172
British Petroleum, 100
Broadcasting, versus aggregating
customers, 3–4, 9–10, 13–14
Brotman, Stuart, 209, 210, 211
Browsers, 13, 207
Build-it-and-they-will-come strategy, 75
Business goal, defining, 67–68
Buzz agents, 18
BuzzMachine, 54, 55
Buzz marketing, 21

Caro, Aarica, 104
Carr, David, 212–213
Cars:
  configuration sites, 117
  enthusiasts, 52–53, 104, 187–188, 189
Catalytic consumers, 122–124
Causes, championing, 110
CEOs and blogs, 179–180
Chat rooms, 190–191
Chau, David, 194
ChoiceStream, 162–163
Citizen journalists, 5
Click fraud, 156
Clusty, 163
Coca-Cola, 99, 140
Coles, Joanna, 182
Communication:
  employee, 24
  interactive, 33, 37
  new versus old marketing, 33
Communication Decency Act of 1996, 57
Communispace Corp., 18, 82, 104–105, 107, 108
Community(ies):
  branding, and feeling of, 80–82
  cost/budget, 34, 109–110
  e-community strategy (see E-communities)
  enthusiasts, 112
  invitation-only, 104–109
  new marketing and, 17–29
  opportunities, 25–27
  private (ten principles/rules), 104–109
  quality, evidence of, 119
  tiers (three), 103
Compence Inc., 77–78, 122–124
Complaints/feedback, customer, 49–59
CompuServe, 5
Conduit strategies. See also Blogs; E-communities; Reputation aggregators;
  Social networks:
    definitions/overviews, 4, 88–89
    evaluating (Step 3), 87–93
Confidential information, revealing, 177
Consumer-generated media (CGM), 54
Content:
  customer-created, 33, 38–39
  professional, 33, 187, 188
  search engines and, 130–131, 159
  seeding, 84
  visual, 38
Contextual versus social searches, 165
Copyright infringement, 214
Cost per thousand (CPM), 34, 43, 204
Csellak-Claeys, Nicky, 21
Currier, James, 196
Customer(s):
  aggregating, 3–4, 9–10, 13–14
  catalytic consumers, 122–124
  community (see Community(ies))
  content created by, 33, 38–39
  in control, 13, 42–43
  feedback/complaints, 49–59
  legal issues, 56–59
  listening to/responding to, 145–146
  map, 44, 72–74
  old versus new marketing, 34, 40–41
  as part of brand, 100–103
  payment options, 43
  reality check from, 147–148
  reviews by, 34, 40–41, 56–59, 207–208
  targeting (see Targeting/segmenting)
  tracking website activity, 116–120
Cyhan, Marta, 135
Daly, Timothy, 156–157
Dean, Morton, 38
Dell, 53–55, 58, 103, 117
Demographics, 9–10, 36, 111
Dertouzos, Michael, 12
DeVaux, Robert, 52, 53
Dholakia, Paul M., 112
Dialogue, marketing as, 15, 97–99, 191
Digital media marketing/relations, 78–79, 117–118
Digital vision, 28
eBay, 112, 207–208
E-communities, 183–191
  advantages, versus paper-and-ink publications, 185–186
  advertising/participating in, 186–188
  Babble.com, 184–185
  chat rooms, 190–191
  versus communities, 187 (see also Community(ies))
  content, professional versus user-generated, 33, 187
  creating your own, 188–189
  defined/overview, 4, 88–89, 92–93, 183
  pioneer/prototypical, 184
  significance of, 190–191
  eHarmony.com, 89, 102
Electronic Frontier Foundation, 57
Elliott, Stuart, 208, 210, 212
Emode, 196
Employee(s):
  blogging rules, 27, 176–178
  communications, 24
  educating/motivating, 28
  eMvoy, 165
Endeca, 162, 163
Engaging communities in conversation
  (Step 4), 64, 95–110, 204
  brand as dialogue, 97–99
  budget, 109–110
  case example (Jones Soda Co.), 96–97
  categorizing marketing functions as, 204
  making customers part of brand, 100–103
  rules for private communities, 104–109
  tiers of communities, 103–104
English as universal language, 68
Enthusiasts:
  car, 52–53, 104, 187–188, 189
  community, 112
Eons.com, 101–102
Erickson, Peter, 142
e-tailers, 116–117
Ethical issues. See Legal/ethical issues
EveryZing, 70, 162
Excite, 160
Expertise, specialist companies, 133–134
ExpoTV, 40
Facebook:
  characteristics, 25, 195, 200, 201, 202
  success/impact, 93, 121, 139, 198, 200, 201, 202
Fallows, Deborah, 154–155
Fields, Mark, 46
Figure skating, 83–84
Financial rules, blogs, 177
Finigan, Bob, 158
Ford Motor Company, 43–47, 49, 51, 58, 59, 123
43things.com, 79
Fouhy, Ed, 38
Fraud, click, 156
Friendster, 93, 102, 137–140, 149, 195, 197
Future perspectives, 207–215
Gallant, John, 51, 190
Gap, The, 126–128
Gather.com, 80, 101, 102, 143–145, 165, 187
GE Healthcare, 35
General Motors, 13, 50, 65, 66, 101, 117, 123, 124, 134
Genmar Industries, 99
Genzyme, 58, 190, 199
George, Michael, 54
Gerace, Tom, 80, 81, 143, 144
GetMeVisitors.com, 133
Gillette, 6–7, 122
Gillin, Paul, 169–170, 171
GlaxoSmithKline, 18–19, 24, 200
Global companies, language and, 68
Godin, Seth, 47
Google:
  ads on, 84–85, 117, 155
  features/characteristics/tools, 34, 65, 71, 121, 133, 141, 158, 169
  “laptop” search, 155, 156, 159–160
  as reputation aggregator/search engine, 4, 88, 126, 153
  success/impact, 102, 201, 212, 214
  YouTube purchase, 116, 121
Governance, corporate, 27
Gravee.com, 164–165
Gross rating points (GRPs), 115

Harkins, Andrea, 18
HealthBoards.com, 12
Healthcare industry, 118
Heeling Sports Limited (Heelys), 193–194, 200, 201
Hessan, Diane, 18, 82, 105, 108
Hewlett Packard, 51, 190
Hiley, Randy, 52, 53
Hilton Hotels, 92
Hirshberg, Gary, 98
Hoffman, Reid, 5, 138, 194, 197
Home Depot, 41, 162
HTML, 12, 207
IBM, 37, 92, 156, 172, 175–176, 199–200
IKEA, 69–70
Improvement (Step 7), 65, 137–149
  case examples, 137–145
  imperative, 145–147
  quality maintenance, 140–141
  reality check, 147–149
Industry disruption, 214–215
Internet. See Web/Internet
Invisible Crowd, 134
iPod, 20, 97–98
ITtoolbox.com, 12, 128–133, 145, 146
iT Village, 73–74, 171
iT Village, 12, 101, 102
Jarvis, Jeff, 53–55
Jeeves/ask.com, 126, 160–161, 164
Jia, Jack, 134
Jones Soda, 96–97, 99
Jookster, 165

Kellogg’s Special K, 135–136
Key, Scott, 128
Key words:
  bidding on, and pay-per-click, 157–158
  “laptop” as, 155, 156, 159–160
  “search engine optimization” as, 159
  selection, 70–72
Kinsley, Michael, 184, 186
Kraft Foods, 119
Krautzel, George, 128
Lafley, A. G., 10, 208–209
Lanzone, Jim, 160–161
“Laptop” search, 155, 156, 159–160
Le, Larissa, 139
Lead generation, 23
Leever, Karen, 162–163
Legal/ethical issues:
  copyright infringement, 214
  disruption of industries, 214–215
  evolution of landscape of, 214–215
  evolving landscape, 214
  libel, 57
  material digitally masquerading as real
    editorial/social media, 59
  moral purpose in branding, 16
  privacy, 142, 201, 214
  public comments on your website, 51,
    56–59
  trade libel, 57
  transparency, 16, 27, 59, 127
Lego Group, 81
Lenovo, 155, 156
Lexxe, 164
Libel, 57
Libraries, future of, 201
Lichtenberg, Joe, 120
Lilly, 200
Lindstrom, Kent, 139–140
LinkedIn.com, 5, 12, 24, 138, 194, 199
Lists, buying opt-in, 78
Liszewski, Andrew, 167–168
Little, Cinny, 122
Los Angeles Times, 213–214
Lurkers, 84, 112
Lycos, 160
Mackey, John, 174–175, 180
Magazines, 7
Magellan, 160
Maps:
  customer, 44, 72–74
  integration of information with, 161
Marie Claire magazine, 182
Marketing:
  branding (see Brand(s)/branding)
  budgets, 34, 109–110
  changing role, 22–25
  department organization, 202–205
  as dialogue, 191
  eras of (three), 31
as journey (versus destination), 137
lead generation, 23
mindset, 32, 33
new versus old (overview table), 33–34
objectives, 113–114
partnerships, 23–24, 92
research and development, 24
rules of engagement, 27–29
steps in marketing to social web
(overview), 64–65
Step 1: observe, 63–74
Step 2: recruit, 64, 75–85
Step 3: evaluate platforms (online conduit strategies), 64, 87–93
Step 4: engage communities in conversation, 64, 95–110
Step 5: measure, 65, 111–124
Step 6: promote, 65, 125–136
Step 7: improve, 65, 137–149
targeted (see Targeting/segmenting) techniques, 21
traditional tools, 19
Massachusetts Innovation and Technology Exchange, 13
Mazda, 52–53
McCabe, Peter, 35
McClatchy Company, 212–213
McCullough, David, 201
McLagan, Don, 123, 124
McNealy, Scott, 175
Measuring community’s involvement (Step 5), 65, 111–124
catalytic consumers, 122–124
challenges/problems, 121–122
clarifying marketing objectives, 113–114
data, 116–120, 204
digital media relations, 117–118
evidence and quality of community, 119–120
new rules for measuring marketing success, 28, 34, 35
one-two punch of the social web, 115–116
share of market, 34, 118
share of voice, 34, 118
Media:
magazines, 7
multimedia outreach, 134–136
newspapers, 7–8, 14, 171, 212–214
pandemonium in, 7–8
radio, 8, 211
television (see Television)
MerlynDHZ, 193–194
Microsoft MSN, 158
Mindset, marketing, 32, 33
Minneapolis Star Tribune, 212–213
MIT Laboratory for Computer Science, 12
Money.cnn.com, 92
Moral purpose, 16
Morningstar, Bill, 135
Morrison, Dan, 128, 132, 145–146, 147
Motley Fool, 101
Motortrend.com, 187–188
Mulally, Alan R., 44
Music industry, 214
Muzak, 158
Myhren, Tor, 25
MySpace:
characteristics, 22, 89, 139, 146, 165, 187, 195, 202
comparisons to, 101, 120, 132
Jones Soda and, 97
success/impact, 65, 82, 93, 102, 137, 139, 140, 198, 200, 201, 214
Nerve Media, 184
Net promoter score (NPS), 35
Newman’s Own, 16
New products:
life cycle, 29
marketing, 8
statistics on, 8
News destinations, blogs as, 171
Newsletters, 141
Newspapers, 7–8, 14, 171, 212–214
Nintendo, 144
Nonvirtual social networks, 195
Novakowsky, Andrea, 141–142
Observation (Step 1), 63–74, 204
categorizing marketing functions as, 204
defining business goal, 67–68
defining target audience, 68
looking for best practice examples, 69–70
selecting key words and searching, 70–72
Oh! Gizmo, 167, 168
One Tree Hill, 134–135
Oneupweb, 158
Schultz, Howard, 14
Schwartz, Jonathan, 91, 173, 175
Scribner, Josh, 172, 175–176
Searching/search engines. See also Google;
Reputation aggregators:
Ask.com, 126, 160–161, 164
content and, 130–131, 159
contextual versus social searches, 165
eyear search engines, 160
key words:
  bidding on (pay-per-click), 157–158
  “laptop” as, 155, 156, 159–160
  “search engine optimization” as, 159
selection, 70–72
languages, 68
in observation marketing step, 70–72
optimization, 90, 133
organic versus paid searches, 157, 158, 159
popularity of, 154–155
ranking of sites, 89–90
scalability, 161
within site, 131
tools for, 65, 70, 126, 169
variations/improvements, 161–165
virtual haystack, 159–160
Searles, Doc, 171
Second Life, 22, 24–25, 93, 201
Segmenting. See Targeting/segmenting
Sermo.com, 92, 187
Share, market/voice, 34, 118
Siegelman, Russell L., 138
Sifry, David, 169
Six Degrees, 197
Skiing, 104
Slate, 184, 185, 186–187
Smith, Wendi, 6–7
Snorkeling tools, 70, 73
Social (versus contextual) searches, 165
Social causes, 110, 198–199
SocialNet, 137, 138
Social networks, 193–205
  building slowly, versus quick transition, 200–202
defined/overview, 4, 89, 93, 195
versus e-communities, 195
examples, 195, 196–199
focused, 199–200
future generations of, 202
growth of, 195–196
high-profile, 4, 93
nonvirtual, 195
organizing for, 202–205
privacy issues, 201
tapping into, 93
Social web, defined, 3–4
Sony Computer Entertainment Europe (SCEE), 200
Sony Ericsson, 21
Spam filter, 78
Specialist companies, 133–134
Sporting events, 83–84
Stakeholders, 73
Starbucks, 14, 37, 58, 96, 144
Stealth marketing, 21
Steps in marketing to social web (overview), 64–65
Step 1: observe, 63–74
Step 2: recruit, 64, 75–85
Step 3: evaluate platforms (online conduit strategies), 64, 87–93
Step 4: engage communities in conversation, 64, 95–110
Step 5: measure, 65, 111–124
Step 6: promote, 65, 125–136
Step 7: improve, 65, 137–149
Stonyfield Farm, 98–99, 110
Strategy:
  bottom up versus top down, 34, 41–42
  online conduits (see Conduit strategies)
Strauss, Judy, 214–215
Subservient Chicken, 39–40
Suitt, Halley, 178–179, 180
Sun Microsystems, 91, 92, 173, 175–177, 181–182
Super Bowl, 11, 99, 134, 188
Swierling, Jerry, 213–214
Swicki, 163–164
Targeting/segmenting:
  by behavior, 36–37
  brand building and, 23
  from broadcasters to aggregators, 9–10
  defining target audience, and speaking their language, 68
  by demographics, 9–10, 36, 111
  group level versus one-to-one, 37
  new versus old marketing, 33, 35–37
Index

Taylor, Jeff, 101
Teaming up, 92
Tech Crunch, 80
Technology/methodology mix, 108
Technology Review, 25–26
Telemarketers, National Do Not Call Registry, 19
Television:
  advertising, 7, 9, 19, 115–116
  newsgathering, 7
  personalized content (ChoiceStream), 162–163
  social impact of, 10–11
  status/future of, 7, 11, 19, 209–210
  Web versus, 7, 9–12, 134
Teoma Technologies, 160
Testimonials, 142
The Complete Website (tcwebsite.com), 141–142
Theknot.com, 74
Thought leadership, 118
360-degree marketing, 135
Tickle.com, 187, 196
TiVo, 9, 19, 20
Tornquist, Stefan, 194
Tower Records, 215
Toyota, 45, 50, 63, 123, 200
Trade libel, 57
Transparency, 16, 27, 59, 127
Travel industry, 72, 214
Triumph boats, 99
Truth/truthiness, 59
Unilever, 182
User groups, 5

Valdes-Perez, Raul, 163
Video programming, future of, 209
Viral marketing, 21, 33, 39–40
Vision, digital, 28
Visual content, 38
Vivísimo, 163
vlog, 169
Voice, share of, 118
Voiceover Internet, 139
Volunteerism, 198–299

Wall Street Journal, 213
Wal-Mart, 15–16, 21, 50, 51, 52, 102, 173
Webinars, 29, 75

Web/Internet:
  analytics/measurement, 28, 120–122 (see also Measuring community’s involvement (Step 5))
  generations in evolution of, 12–16, 207
    Web 1.0, 12, 91, 207
    Web 2.0, 13, 120, 207–208
    Web 3.0, 13, 208
    Web 4.0, 13, 205, 207, 208–209
  impact on industry, 214–215
  impact on society, 10
  landscape metaphor, 214
  as marketing umbrella, 11
  New Yorker cartoon about, 36
  online conduit strategies (see Conduit strategies)
  Webisodes, 79
  Weblog, 169
  WebMD, 74, 88, 171, 187, 190–191
  WebPublicitee.com, 133
  WebSideStory.com, 158–159
  Weinberger, David, 178
  “Who Caught John Blade?,” 69–70
  Whole Foods Market, 174–175, 180
  Wi-fi, 14, 200
  Wilson, Ralph, 157
  Wink, 164
  Wizmark, 21
  Word-of-mouth marketing, 21
  Wyndham Hotels & Resorts, 87–88

Yahoo, 104, 117, 121, 126, 138, 158
Yelp.com, 74
YouTube:
  characteristics, 22, 25, 38, 65, 165, 187, 195, 210
  companies on, 6, 194
  comparisons to, 40
  Friendster and, 139
  Google purchase of, 116, 121
  intellectual property and legal issues, 210
  Jookster linking to, 165
  lessons from, 200–201
  success/impact, 65, 102, 116, 121, 198, 214, 215

Zagat, 34, 40
ZoomInfo, 165