



Making Marketing Work in the Web World

Hillary Cherry

Manager – Multimedia Marketing

www.chrsolutions.com

AUSTIN • DALLAS • HOUSTON • LUBBOCK • MINNEAPOLIS

Agenda

- **What is user-generated content?**
- **What does it mean to marketers?**
- **How can user-generated content benefit your company?**
- **Questions**

What is user-generated content?

- **Content that is created by end users**
- **Examples of user-generated content**
 - Social networking sites
 - Blogs
 - Podcasts
 - Vlogs
 - Customer review sites
 - Discussion boards / online forums
 - Experience or photo sharing sites
 - Games
 - Trip Planners



Examples of user-generated content websites

- Facebook
- MySpace
- Craigslist
- Amazon
- TripAdvisor
- Flickr
- YouTube
- Wikipedia
- Orb
- Sling Media / Slingbox
- Blogger
- eBay
- SecondLife
- MyYearbook.com
- Google



Content

Knowledge

Social Networking

Virtual World

Applications are changing



Users are changing

Baby Boomers
1946-64

Generation X
1965-1979

Generation Y
1980-2001

Generation Z
2002 -

User trends shifting from personal to community due to generation evolution

What does user-generated content mean to marketers?

- Technology is evolving
- Users are changing

Top Online Web Brands in the U.S.
Week Ending June 8, 2008

BRAND	UNIQUE AUDIENCE (000)	ACTIVE REACH (%)	TIME PER PERSON (HH:MM:SS)
Google	84,337	60.19	0:26:47
Yahoo!	77,978	55.65	1:05:09
MSN/Windows Live	65,124	46.48	0:44:49
AOL Media Network	54,260	38.72	1:24:51
Microsoft	51,385	36.67	0:16:08
Fox Interactive Media	37,448	26.73	0:53:51
YouTube	31,490	22.47	0:28:41
eBay	27,917	19.92	0:47:07
Apple	24,540	17.51	0:30:52
Wikipedia	23,530	16.79	0:11:41

Source: Nielsen Online



How can you use user-generated marketing to benefit your company?

- **Find out what people are saying about you**
 - Monitor user-generated content
(blogs, customer review sites, competitive sites)
- **Participate in those conversations**
 - Put a face on your company
 - Allow your employees to blog about your company
- **Shape those conversations**
 - Create a content rich website
(blogs, vlogs, podcasts, discussion boards/online forums)
 - Generate a buzz (go viral)

“In a couple of years, you’ll go to any corporate homepage and you’ll expect something there that is fresh, real, where you can leave a question and learn something that is not just that static corporate speak about the company.”

- Debbie Weil, Corporate Blogging and Social Media Consultant

Create a content-rich website

- Tell a unified story
 - Start with content generated by your company
 - Discussion boards, blogs, podcasts, news releases, etc.
- Allow your customers to comment
- Moderate your community
- Form an advisory board
 - Utilize your top customers
 - Create a focus group of teens and tweens



User-generated content can help create a buzz



- **What is viral marketing**
 - **Buzz**
 - **Word of blog marketing**
 - **Basically anytime that other people are telling your story**
- **How do you create a viral marketing campaign?**
 - **Tactics (news releases, pass it on, video clips, tell-a-friend offers)**
 - **Keep your branding visible**
 - **Include links that will promote more interaction**
 - **Track results (cookies, flag incoming emails, survey site visitors, track blog and RSS mentions/site links/email discussions)**

User-generated content can help create a buzz



User-generated content can help create a buzz



Market your company outside of your corporate website

- **Utilize social networking sites**
 - **Market yourself**
 - Create a polished profile
 - Join a network and/or groups
 - Post relevant content
 - Create your own group
 - Interact with others, extend relationships outside of the social networking site
 - Aim for long term relationships
 - **Market your company**
 - Build your brand with applications
 - Buy an ad
 - Pinpoint your advertising targets
 - Include video as a part of your marketing strategy

The LinkedIn logo, consisting of the word "LinkedIn" in a white, sans-serif font, with the "in" part enclosed in a blue square. A small registered trademark symbol (®) is located to the right of the logo.The Facebook logo, featuring the word "facebook" in a white, lowercase, sans-serif font, centered within a solid blue rectangular background.

Market your company outside of your corporate website

- Utilize video
 - Create a channel (organize your videos)
 - Make videos with high production values
 - Upload videos on a regular schedule
 - Set different goals for your video audience
 - Use different video sites for different purposes
 - Test tagging options to reach viewers



Closing thoughts

- Utilizing user-generated content to market your company requires innovative approaches to creating new relationships, and it isn't always as cut-and-dry as more traditional methods.
- However, as part of a balanced marketing mix, it can help your business reach a critical mass of customers by using the effort of others to spread the word about your products and services.

Questions . . .

Hillary Cherry
Manager - Multimedia Marketing
CHR Solutions, Inc.
phone: 217.364.9525
cell: 217.899.1522
hillary.cherry@chrsolutions.com