

Web 2.0 and Social Media – Why?

The Ogilvy logo is written in a black, cursive script font, centered on the slide.

February 19, 2008

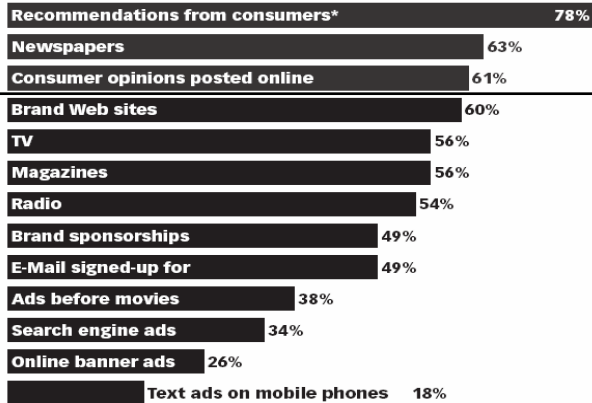
Chris Beland

Director Interactive Marketing
& Social Media Practice
Ogilvy Worldwide

A small version of the Ogilvy logo, written in the same cursive script, located in the bottom left corner.The logo for the Search Engine STRATEGIES CONFERENCE & EXPO. It features the words "Search Engine" in a large, bold, italicized serif font. Below it, "STRATEGIES" is written in a smaller, bold, sans-serif font with a red underline. At the bottom, "CONFERENCE & EXPO" is written in a small, bold, sans-serif font.

Why This Matters - Trends

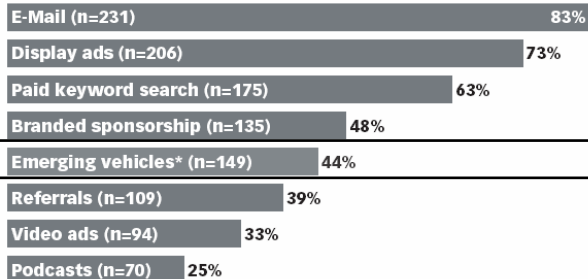
Types of Advertising Trusted by Internet Users Worldwide, April 2007 (% of respondents)



Note: n=26,486; *ie word of mouth
Source: The Nielsen Company, "Online Global Consumer Study" as cited in press release, October 1, 2007

088018 www.eMarketer.com

Online Marketing Tactics Used by Companies Worldwide, July 2007 (% of respondents)



Note: Respondents are marketing executives; *blogs, online games, social networks, virtual worlds, widgets and wikis

Source: McKinsey, "The McKinsey Quarterly - How companies are marketing online: A McKinsey Global Survey," September 12, 2007

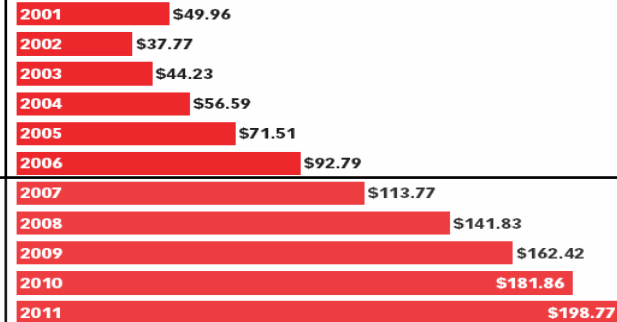
087614 www.eMarketer.com

Peer to Peer or User Generated is the number one source for "trusted" information – Traditional sources continue to decline

"Emerging Vehicles" - blogs, online games, social networks, virtual worlds, widgets and wiki's are "on the map" as marketing tactics – They are also considered mainstream by the user audience

Digital ad spending continues to increase & scale

Average Annual Online Advertising Spending per US Internet User, 2001-2011



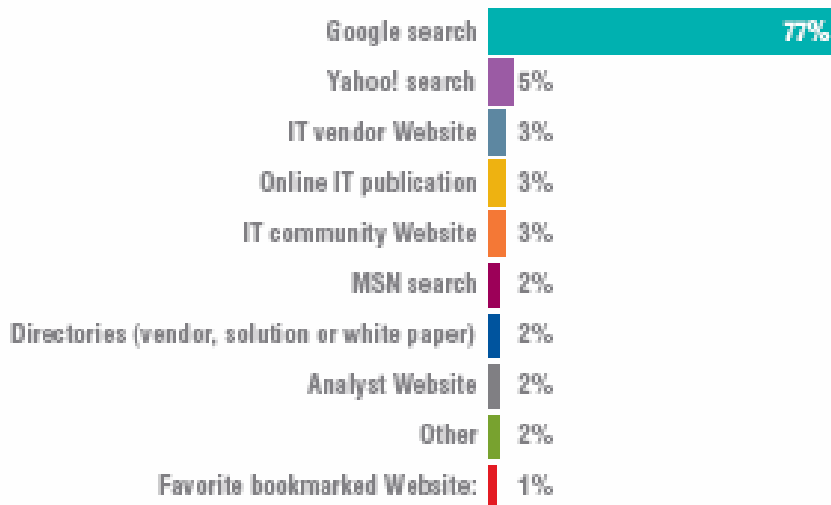
Note: eMarketer benchmarks its US online advertising spending projections against the Interactive Advertising Bureau (IAB)/PricewaterhouseCoopers (PwC) data, for which the last full year measured was 2006; online ad data includes categories as defined by IAB/PwC benchmark—display ads (such as banners), paid search ads (including contextual text links), rich media (including video), classified ads, sponsorships, referrals (lead generation) and e-mail (embedded ads only); excludes mobile ad spending; an Internet user is defined as someone ages 3+ who uses the Internet at least once per month from any location
Source: eMarketer, October 2007

088448

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Why This Matters - Trends : Search has created a major shift in B2B decision-making and B2B marketing

► **TECHNOLOGY BUYERS:** Where do you typically *BEGIN* your online search for technology information?



B2B Decision-makers findings:

- Search engines are the first place they turn when doing research for vendors and solutions.
- Search engines are used in all phases of their evaluation process - awareness, research, negotiation and purchase.
- Search and the content they find is considered to be as influential as offline sources (ex: Peers, trade pubs, events).

B2B Marketer findings:

- Search is used for both advertising and direct response.
- Paid and Organic Search are considered the top tactics for ROI value.

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IT Media

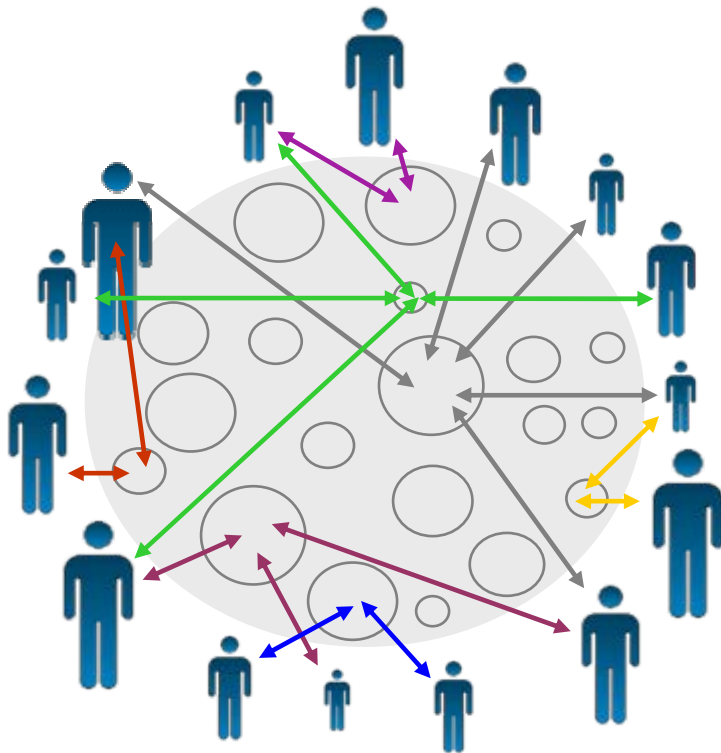

CMO
COUNCIL

 MillwardBrown

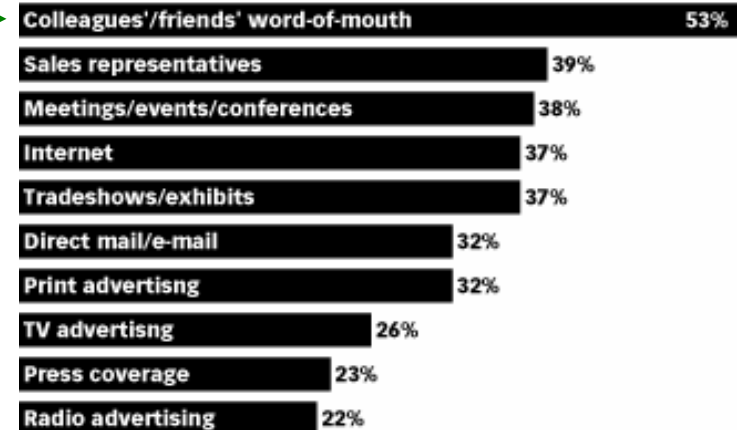

Lighthouse
STRATEGIES
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Word of Mouth is a Key Influencer in Business Purchasing Behavior



Influences on Work-Related Purchases of US Business Decision Makers, April 2007 (% of respondents)



Note: n=288

Source: Jack Morton Worldwide, "Driving Word-of-Mouth Advocacy among Business Executives" conducted by Keller Fay Group, May 2007

083961

www.eMarketer.com

Users cluster around topics and recombine each other's ideas in new ways.

Agility

Search Engine
STRATEGIES
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eMarketer and Other Sources: Social Commerce Report, Aug. 1st, 2007

Effect of Customer-Generated Ratings and Reviews on Select Web Site Metrics in the Past Year according to Online Retailers in the UK, the US and Europe, June-July 2007 (% of respondents)

Site traffic



Overall conversion rate



Average order value



■ Increased

■ Decreased

Note: n=360

Source: E-consultancy and Bazaarvoice, "Social Commerce Report 2007" as cited in press release, August 1, 2007

086252

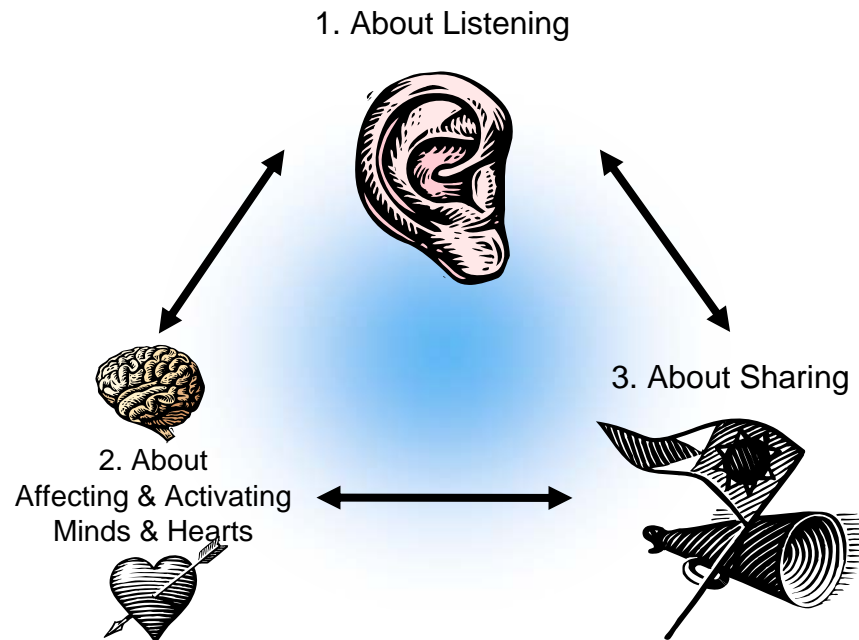
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Three Big Plays as Strategic Umbrella

1. Listening as a disciplined marketing practice
2. Advocacy as a deliberate marketing channel
3. Unlock and unleash content for wide distribution



Three Big Plays

1. Listening as a Marketing Practice

- Passive Listening (who, what when where and to whom – why?)
- Active Listening = Engagement (transparency, commitment, context/value proposition)

2. Advocacy as a Marketing Channel

- Measure, impact and activate audience's propensity to recommend the brand

3. Unlock and Unleash Content

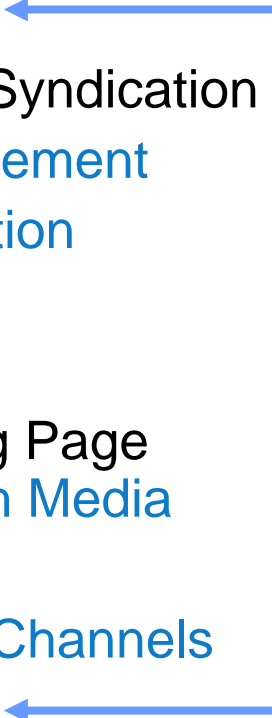
- Earned Media to Accompany Paid Plans – Enable and encourage audience to share content

What New Plan Might Look Like for an Integrated Campaign

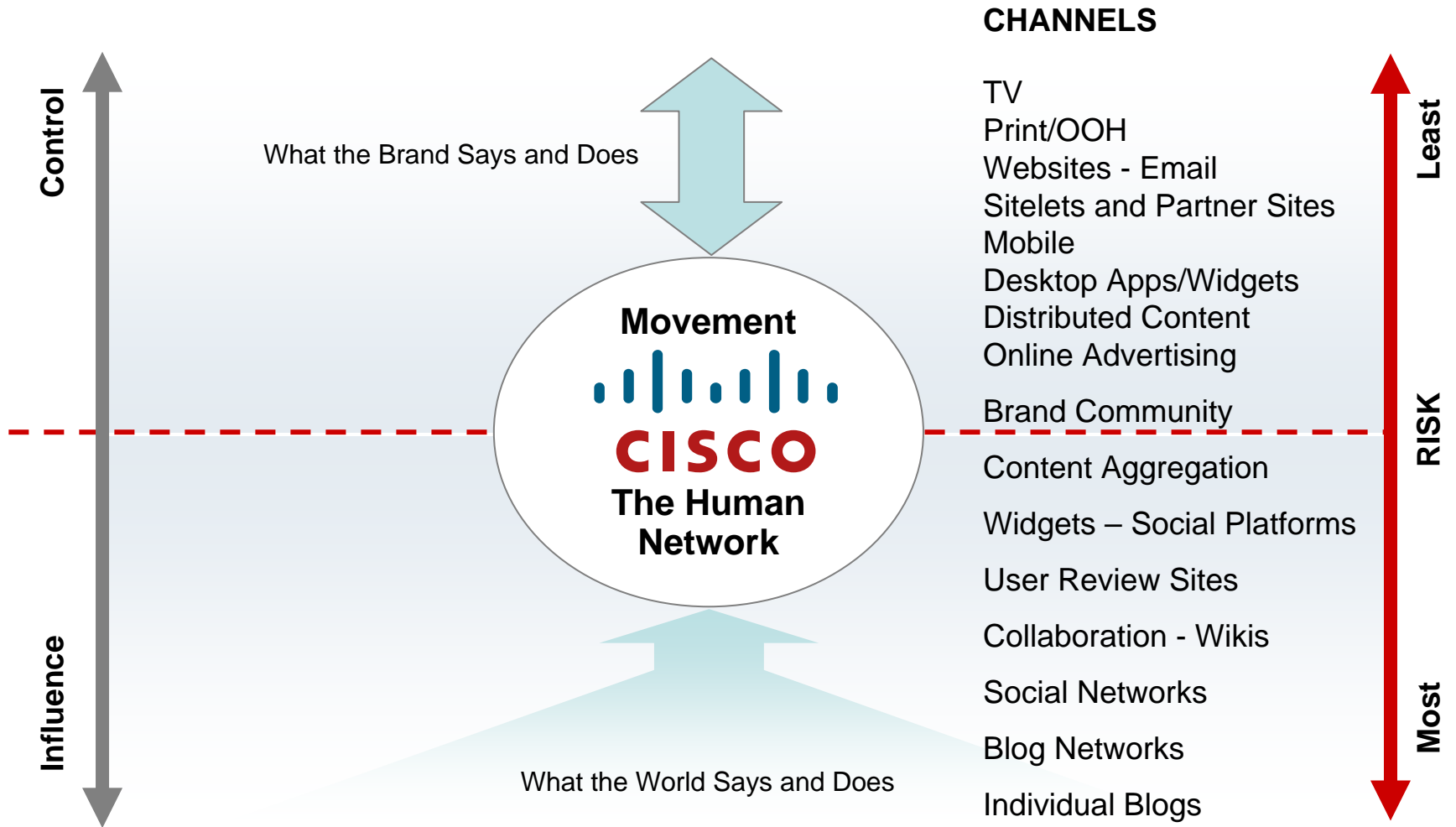
Current

- DM/Media
- Email
- Landing Page
- Content Syndication
- Search

Future State

- Listening Post
 - Search/Content Syndication
 - Influencer Engagement
 - Advocacy Activation
 - DM/Media
 - Email
 - Dynamic Landing Page
(multivariate) Rich Media
 - Earned Media
 - Other Emerging Channels
 - Listening Post
- 

Balancing Risk and Control



Engaged 14 “most influential bloggers across multiple categories – asking them transparently, “Cisco would like you to introduce the concept of the Human Network”. We’d love for you to help us to define it”

Mike Arrington on the human network:

The human network has evolved from the clan to the Internet. We are all part of a flat, mega-connected hierarchy, allowing social interaction in its purest form, from the simplest emotional gasps to the most complicated intellectual debates. The human network is humanity in its purest and most beautiful form.

Glenn Fleishman on the human network:

The human network is the connection of people via technology for a purpose. Networks are dead matter and dead electrons. Life is given to them by purpose. People connect for a reason, and networks amplify those connections in the same way a bicycle amplified work into energy faster than... [read more](#)

welcome to the human network brought to you by cisco systems

Mike Arrington on the human network:

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How do others define it?

1 Mike Davidson - Newsvine.com (448)
 2 Philip Tomase - Metatier.com (408)
 3 Matt Haughey - MetalFier.com (28)
 4 Ed Cangilan - systemscomputing.com (88)
 5 Mike Arrington - techcrunch.com (88)
 6 Mark Mann - 43Folders.com (82)
 7 David Passoviti - Bongbong.net (37)
 8 On Wall - gigaom.com (21)
 9 John Barabie - barabie.com (18)
 10 Wikia Definition - humannetwork.wikia.com (18)
 11 Glenn Fleishman - softpedia.com (4)

Thank you for voting.

View the wiki definition [here](#).

Wikipedia Definition:

The human network is generally regarded as a social structure composed of individuals, business partners, friends or other organizations connected through technology, using devices such as PCs, cell phones, PDAs and digital TVs

Evidence of the human network can be found in the rapid rise of social networking. In addition, free software and mash-up applications have enabled unprecedented collaboration in commerce, art, sciences, health and education.

The human network connects people to people in myriad ways, whether via emotional, cultural, ideological, familial or behavioral ties. Through most recent advances in communications technology, people are now more than ever inextricably linked through e-mail, photographs, wikis, blogs, podcasts, instant messaging and more.

Among the societal shifts that the human network has yielded are added transparency to organizations, the decentralization of power from traditional institutions and the democratization of established social structures. Examples include amateur photographers, who compete with professionals on photo hosting sites like Flickr; citizen reporters who are being embraced by traditional news organizations; and consumers that are turning into customers to

Human Network

welcome to the human network. CISCO

This is the definition of the human network.

Current Results

1 Mike Davidson - Newsvine.com (448)
 2 Philip Tomase - Metatier.com (408)
 3 Matt Haughey - MetalFier.com (28)
 4 Ed Cangilan - systemscomputing.com (88)
 5 Mike Arrington - techcrunch.com (88)
 6 Mark Mann - 43Folders.com (82)
 7 David Passoviti - Bongbong.net (37)
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Cross advertised the 14 definitions to each audience and invited audience to vote on what they felt was the best definition. Engage in conversation – Debate and open discussion

Outcomes of Cisco example: "the human network"

Increase in volume of conversation in marketplace

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are you paying attention

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Touchstone is Free!

Download now
Privacy info

Mailing list
Subscribe to get an invite to feel Touchstone as well as news and info from the team.

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"Touchstone is the coolest thing I've seen in quite a while"
Michael Fitzgerald
InfoKorath

"I could even see my folks getting excited about this"
Susan M. Davis

"Touchstone has every chance of becoming [a] standard"
Nancy Henneford
Nancy Henneford

Written on Think-Exchange

Stay informed without getting distracted
Touchstone learns what you care about and keeps you informed.

THURSDAY, OCTOBER 19, 2006

The Human Network

I just stumbled across something that, as far as I can tell, is a brilliant stroke of marketing genius by Cisco.

They call it "The Human Network" and it is a phrase they have coined to try to embody the connections being made on the new social web.

One of my favorite definitions of the network is by Mike Davidson from Newsvine.com:

The human network is the only defense we have against the ever-increasing flow of information to our overworked brains. The technology of publishing was originally about creating signal. Then, as monetization became more important, noise was added. As information discovery shifted to the web, customization allowed for an increase in signal and a reduction in noise. Now, however, we're at a point where even in the absence of any noise, there is simply too much signal for most brains to handle. Enter the human network – a collaborative filtering system which vets all signal against the profiles and tastes of those we trust, admire, and love. Not all signal is created equal and the human network is the only way to adjust for this.

I would (and have) describe it like this:

Organic posts on media sites

Human network

From Wikipedia, the free encyclopedia

The **human network** is the social structure composed of individuals, friends, collaborators or other organizations connected through technology using a variety of devices - personal computers, mobile phones, gaming consoles and PDAs. In many instances the term is described synonymously with the *Architecture of participation*. It is the intersection of communications networks and *social networks* - a telecommunications network where people are the endpoints.

History

Although the term was first popularized by Cisco in late 2006 as part of their new marketing initiative, the concept of the human network draws heavily on the rise of *Social software* and *Web 2.0* technologies. It follows a series of *Microsoft's Participation age* (1996), as well as a series of news articles on the *phonetic 2005 cover story "The Power of Us"* (2005). *Forrester Research* conducted in a 2006 report increasing person to person communication is impacting the global economy and changing intermediaries - media, business, and other mass cultural groups.

Related Research

The MIT Center for *Collective Intelligence* is engaged in research on how information and paradigms of interaction. Their core research question is:

How can people and computers be connected so that collectively they do more than computers have ever done before? (1)

External links

- "This is the behavior of the Human Network" - [Federal Media](#) ⓘ
- The Human Network - [Cisco](#) ⓘ
- The Human Network - [Wikipedia](#) ⓘ
- "The Power of Us" - [Business Week](#), 30 June 2005 ⓘ
- "Stigs Will Change Your Business" - [Business Week](#), 1 May 2005 ⓘ
- "The Participation Age", Jonathan Schwartz, President, Sun Microsystems keynote to April 2006 ⓘ
- "The Architecture of Participation" - [Tim O'Reilly](#), May 2003 ⓘ

The sociology-related article is a stub. You can help Wikipedia by expanding it.

Category: Sociology stubs

Domination in Organic Search Rankings

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the human network Search Advanced Search Preferences

Web Results 1 - 10 of about 305,000,000 for the **human network** (0.20 seconds)

The Human Network

Tell us how the human network has helped you make something great possible. Enter your name and a short subject line to get started. ...
www.cisco.com/web/thehumannetwork/index.html - 16k - [Cached](#) - [Similar pages](#)

[Advertising About Cisco - Cisco Systems](#)
Where people can subscribe to their best friends. And a kid can contribute to the book of knowledge. Welcome to the human network (30 seconds) ...
www.youtube.com/watch?v=60p1v2k85G - 19k - [Cached](#) - [Similar pages](#)
[[More results from www.cisco.com](#)]

Human Network

I invite you to share your thoughts and help us explore the concept of the human network and how it is changing our lives. ...
humannetwork.federatedmedia.net/ - 22k - [Cached](#) - [Similar pages](#)

human network - Wikipedia, the free encyclopedia

The **human network** is the social structure composed of individuals, friends, collaborators or other organizations connected through technology using a ...
en.wikipedia.org/wiki/Human_network - 19k - [Cached](#) - [Similar pages](#)

YouTube - The Human Network

Welcome to the human network. Welcome to a place where we're all connected. Where remote villages are included. And your PDA is a stadium seat.
www.youtube.com/watch?v=60p1v2k85G - 54k - May 8, 2007 - [Cached](#) - [Similar pages](#)

YouTube - Cisco - The Human Network

<http://www.cisco.com/web/thehumannetwork/index.html>
www.youtube.com/watch?v=3BAa7zA9VVA - 85k - May 8, 2007 - [Cached](#) - [Similar pages](#)

Human Network Systems - Denver, Colorado

Providing care management services for seniors, elderly individuals, disabled adults and their families in the Denver, Colorado area.
www.humannetworksystems.com/ - 13k - [Cached](#) - [Similar pages](#)

The Human Network - Market Research Services

points speak to The Human Network about your market research environment and other

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phone

Step 1 Phones Step 2 Plans



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Advanced Search Preferences

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LG enV VX9900 - black (Verizon Wi

CNET's comprehensive LG enV VX9900 - b reviews, exclusive video footage and buying reviews. cnet.com/cell-phones/lg-env-vx9900 Cached - Similar pages

PC World - LG EnV Review

The ENV isn't the slimmest cell phone around great multimedia options. www.pcworld.com/article/id,130211-page,1- Cached - Similar pages

Amazon.com: LG enV Phone (Veriz

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Videos about LG enV

This message was sent [IMG 1112071653.jpg] Read 2 days ago in Unpublished

Marathon Memories [IMG 1111071404.jpg] This i actually make the best. It is



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LG enV™ Search

Search Results for "LG enV™"

Sort by: Relevance | Date Added | View Count | Rating

Display: [List Icon] [Grid Icon]

1 - 20 of about 107

- LG env Review** ★★★★★
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From: phonescoop Views: 48,039 Added: 8 months ago
More in Entertainment
- Subscriber Request - LG env Review** ★★★★★
sent me an email last week requesting to see a full review of the LG env. Here's what I put together. If there's something that any of you (more)
From: masterquinner99 Views: 20,522 Added: 8 months ago
More in Entertainment
- LG env VX-9900 Review** ★★★★★
Phone Arena reviews the LG env (also known as the VX-9900) for Verizon Wireless. This is messaging device but also has very good 2- (more)
From: PhoneArena Views: 28,644 Added: 8 months ago
More in Howto & Style

LG env (Verizon Wireless) - review ★★★★★

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THE CNN YOUTUBE DEBATES
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Payoffs

- Dominate the three areas people trust most for information
- Dominate Natural Search
- Optimize Paid Search
- Increase brand metrics
- Bonding with customers and prospects
- New ways of on-boarding suspects and prospects into sales process
- Optimize “buying environment”