

Making sense of a digital world

**Digital Social Networking Academy**  
**Advertising 2.0: marketing in a Web 2.0 world**  
 Digital Training Academy

Web 2.0 was born out of analysing the similarities between companies that had survived the internet bust of 2001. In this Academy we'll explore the common understanding of Web 2.0, and look at the software developments that underlie these trends. We'll also highlight core competencies of Web 2.0 companies, and how they harness their relationship with users to deliver even greater value.

Helping you on  
 your digital  
 journey

The Digital Training Academy

**Digital's Web 2.0 Academy**

Find out more about Social Networking Academy, Web 2.0 and marketing 2.0 on our new one day Academy.

Email [TheTeam@DigitalStrategyConsulting.com](mailto:TheTeam@DigitalStrategyConsulting.com) for details of our next Academy.

This keynote lecture draws on many themes from our Web 2.0 Academy that teaches web publishers and marketers how to use Web 2.0 digital marketing .

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Advertising 2.0: rethinking marketing after

**Web 2.0**

Another leap in marketing communications

## Today's academy covers

- Marketing and web marketing are still both changing fast
- This session explores the ideas behind Web 2.0
- It looks at the theory, the sites, and their application to marketing
- Understand this new landscape and you can rethink your whole marketing spend and focus

## Web 2.0



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## We all have many questions... ?

What should I do?

Which tools should I use?

Who should I work with?

What will deliver results?

How do I manage change?

How radical can I be?

Who will help me?



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## Defining Web 2.0

- A brainstorm between O'Reilly and MediaLive International in 2004
- Looked at the companies that had survived 2001
- Analysed similarities
- The concept of Web 2.0 was born



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## Examples

Web 1.0	Web 2.0
DoubleClick	Google AdSense
Ofoto	Flickr
Akamai	BitTorrent
Mp3.com	Napster
Britannica Online	Wikipedia
Personal websites	Blogging
Evite	Upcoming.org
Domain name speculation	Search engine optimisation
Page views	Cost per click
Screen scraping	Web services
Publishing	Participation
Content management systems	Wikis
Directories	Tagging
Stickiness	Syndication

Our thanks to Tim O'Reilly

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## DoubleClick's original model vs Pay per click keywords

The image shows two screenshots side-by-side. The left screenshot is from the DoubleClick website, featuring a navigation bar with links like 'Home', 'Products', 'Customer Solutions', 'Knowledge Central', 'About DoubleClick', 'Privacy', and 'Contact Us'. Below the navigation, there are sections for 'DART for Advertisers' and 'DART for Advertisers (DFA)'. The right screenshot is from the Google AdSense website, titled 'What is AdSense?'. It features a search bar and a list of links. A callout box on the right side of the AdSense screenshot says: 'You get relevant text and image ads that are precisely targeted to your site and your site content.'



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## Advertising 2.0



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## Advertising: simple examples

- Keywords relies on collective bidding
- It's a technology platform for marketers
- Connecting buyers and sellers at the moment of greatest interest
- A perfect market place
- Direct marketing



Precision + Response + Accountability

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## Search evolves Vertical search, social search

The screenshot shows the Kelkoo search engine homepage. It features a navigation menu with categories like Books, Games, Computers, and Home Appliances. The main content area displays search results for various products, including MP3 players, digital cameras, and mobile phones. The interface is cluttered with many small product images and text links.

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The knowledge transfer business

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## Digital Thought Leaders Perspectives on Web 2.0

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## Advertising harnesses the Long Tail

Leverage customer self service and data management to reach out to the entire web, to the edges and not just the centre, to the long tail and not just the head

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The knowledge transfer business

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## Ofoto vs Flickr

The screenshot shows the Ofoto website. It features a prominent banner for "100 Photos Free!" with a woman's face. Below the banner, there are several promotional boxes and text links. The website has a clean, modern design with a blue and white color scheme.

DIGITAL TRAINING ACADEMY  
The knowledge transfer business

The screenshot shows the Flickr website. It features a large photo of a person holding a camera. Below the photo, there are several smaller photos and text links. The website has a clean, modern design with a blue and white color scheme.

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## Caterina Fake and Stewart Butterfield, Flickr

- A photo-sharing software originally one of the tools for a web-based multiplayer game
- Allows users to categorise their photos by using keyword tags
- 250m photographs on the site in less than two years
- More than a million uploaded everyday
- Increasingly been adopted by many web users as their primary photo storage site, especially members of the weblog community



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Sold to Yahoo barely a year after it launched, for a reported \$30m



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## Jimmy Wales, Wikipedia

- "Imagine a world in which every single person on the planet is given free access to the sum of all human knowledge. That's what we're doing."
- Started it off in 2000 with money he made as a futures trader in Chicago
- Founded on the faith that if you give enough people enough freedom to meddle, the knowledge that emerges may be just as good as traditional reference books – and maybe better
- English-language Wikipedia now has over 1.4m articles
- Anybody can write and edit
- They all do it for free



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"We make the Internet not suck."



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## Web 2.0 - Wikipedia



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## Evan Williams, Blogger/Odeo

- Started Blogger in 2000, just before the dotcom crash
- Ended laying off the entire staff but continued working on Blogger on his own
- Google bought the company in 2003
- Now started Odeo, a central directory for podcasts
- Odeo features 2.3m pieces of sound (Nov 2006)



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# Web 2.0 A communication ecosystem



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# Web 2.0 as technology

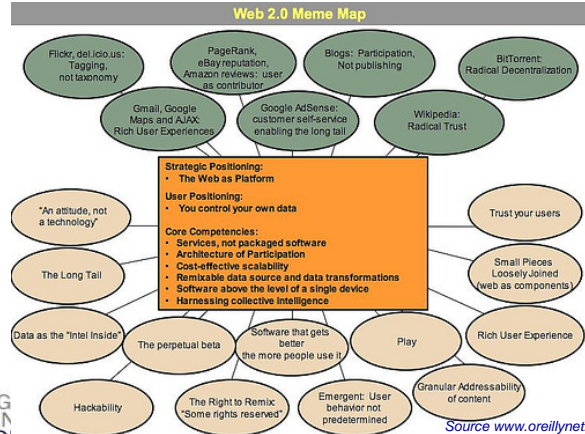
Examples of technology platforms  
that demonstrate Web 2.0 principles



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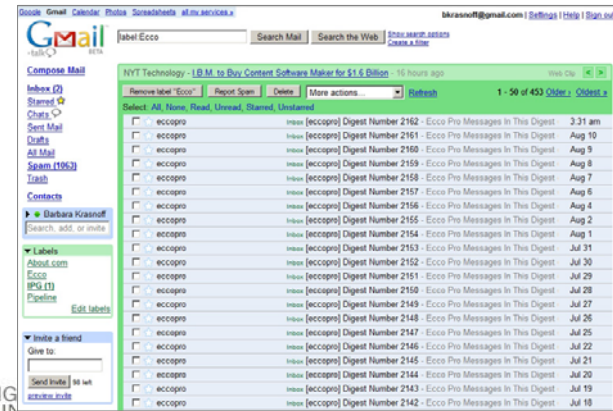
**"Like many important concepts, Web 2.0 doesn't have a hard boundary, but rather, a gravitational core." - Tim O'Reilly**



Source [www.oreillynet.com](http://www.oreillynet.com)  
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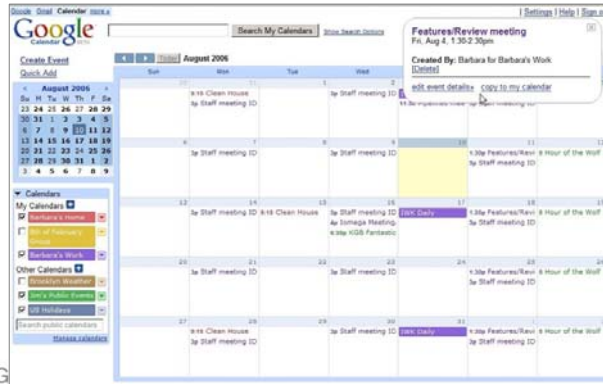
# Gmail



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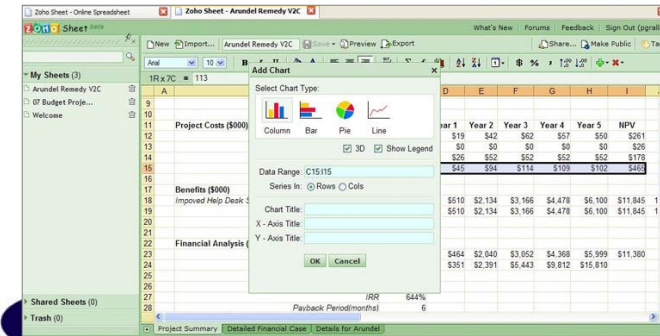
## Google Calendar



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## Spreadsheets: Zoho Sheet



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## Implications for marketers?

“Software moves from the PC to the network; from being a shipped product to a platform we access.”

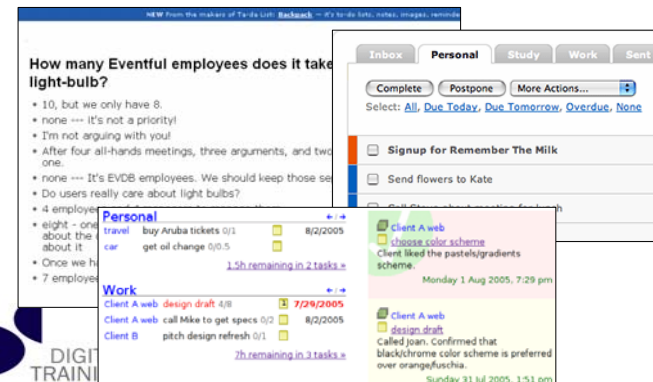
Danny Meadows-Klue, DigitalStrategyConsulting.com, 2004



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## Online to do lists (voo2do, To-do List, Remember The Milk)



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## Implications for marketers?

“As networked applications embed themselves in our daily routine, our use of communication channels shifts. Savvy marketers review each new platform to find ways to harness it as a marketing channel, with personal relevant dialogue.”

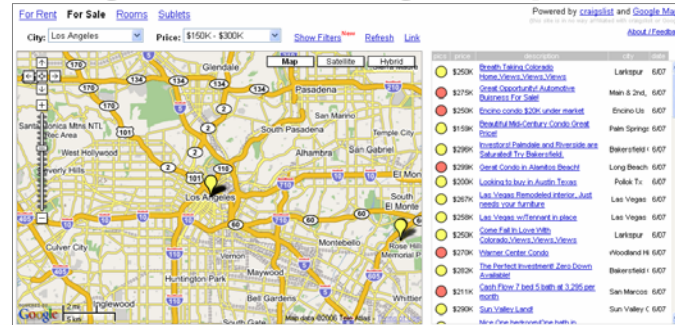
Danny Meadows-Klue, DigitalStrategyConsulting.com, 2004



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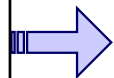
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## Craig's List + Google Maps



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## Mashups

Combining data sets to yield greater value



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## Mashup

- Combining data
- Combining creates greater value
- 2+2=5 effect
- Formal definition? “To create greater lightweight tactical integration of multi-sourced applications or content into a single offering”



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## Implications for marketers?

“Making available your own data extends its footprint and lets you reach more customers.

Combining other data with your own can create more value than you can alone”

Danny Meadows-Klue, DigitalStrategyConsulting.com, 2006



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## Blogging: for friends

A simple example



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## User generated content

Democratising authorship and production



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## Travel Blog / Travel Services

A screenshot of the STA Travel website. The header includes the STA Travel logo, navigation links like "Get a Quote", "Find a Branch", "Travel Help", "Worldwide", and a search bar. Below the header is a navigation menu with options like "PLAN YOUR TRIP", "BOOK AND BUY", "TRAVEL HELP", "DEALS AND RECOMMENDATIONS", "PEOPLE LIKE YOU", "WORK AND LEARN", and "GAP YEAR". The main content area features a blog post titled "AMELIA AND LORRAINE ON TOUR" with a large photo of a sign for "THE GREAT RIFT VALLEY VIEW POINT ALT. 8000 FT" and a Coca-Cola logo. To the right of the photo are navigation links for "PREVIOUS PHOTO", "NEXT PHOTO", and "BACK TO ALBUM". Below the photo are sections for "MORE FROM ME" and "TRY IT YOURSELF". The footer includes "Special Appointments", "Contact Us", "Work For Us", "Marketing and Press", "Sitemap", and "General Enquiries". At the bottom, there is a "VISIT US IN" section with flags for various countries and a link to "ALL COUNTRIES".



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## Implications for marketers?

“User generated content is a new paradigm in media; Marketers need to learn it and apply it urgently.”

Danny Meadows-Klue, DigitalStrategyConsulting.com, 2005



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## 2 Sharing content and experiences

Shared video



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All | General | Java

Friday December 06, 2005

Let's Change This

You likely know that electricity is my favorite example of a technology that evolved to become a social utility - what started as a luxury for one very wealthy man, became a technology that governments around the world committed to deliver to their citizenry. Why? Because electricity transformed lives and created opportunity.

The same is true for the automobile - to this day, governments across the world subsidize the building of roads to traverse continents, connect markets and create opportunity. No one can doubt the transformative impact of the automobile. (Did you know chauffers originally existed not to drive the car, but to fix it? The original concern over how many chauffers the world could supply was a concern around technical aptitude, not driving skills - not dissimilar to the now debunked fear surrounding a shortage of computer programmers.)

But both inventions, electricity and the internal combustion engine, came at a price.

Power generation littered the world with dams and power plants that exact a toll on the environment and our health. Roads, automobiles and the petrochemical industry have certainly had their fair share of impact on the planet, certainly not all positive.

In all instances, industry, the consuming public and the voting public took this reality to heart. All ultimately said, "Let's Change This." People, markets and basic economics kicked into gear to drive transformative change.

As an example, by far the most popular car where I live is the Toyota Prius. Not because people love the design, but because the engine is extremely fuel efficient. And with fuel at \$3.99/gallon a few weeks ago in the Bay Area (no joke), fuel efficiency matters. California has some of the strictest fuel efficiency and automotive emission standards anywhere in the world, which makes the Prius even more appealing (you can drive it in the carpool lane, with only one passenger). Boeing's new Dreamliner and Airbus's A380 are set to redefine the efficiency - and thus the economics - of air transport. And GE has a booming business in the delivery of low-impact power generation technologies, from wind turbines to extremely efficient jet engines.



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## YouTube: Broadcast Yourself



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## Implications for marketers?

### Blogging

- A new social order: consumer enjoying peer relationships with brands.

### New social networks

- New hyper-efficient channels for social communication that can propagate brand advocacy or rejection with incredible efficiency



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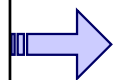
## Harnessing RSS

- Making syndication really simple ;-)



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## Harnessing RSS

Understanding distribution



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## Implications for marketers?

“RSS is the lubricant for rapid motion in the digital communication engine”

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## **Social Networking Analysis**



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## **Implications for marketers?**

“A new era of market research that dissects the anatomy of communication; extracting intelligence about popularity and influence from the citations and linkages on billions of web pages”

Danny Meadows-Klue, DigitalStrategyConsulting.com, 2006



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## **Social Network Analysis (SNA)**

- the use of information and knowledge from many people and their personal networks
  - involves collecting massive amounts of data from multiple sources
  - analysing the data to identify relationships
  - and mining it for new information
- SNA can successfully impact a business by being used to
  - identify target markets
  - create successful project teams
  - and serendipitously identify unvoiced conclusions



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## **Top of the charts**

Understanding audience behaviour



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## Top of the traffic charts

- Most clicked stories
- Most 'discussed' stories
- Most watched stories (time)
- Most forwarded stories
- Most respected stories (user ranking)
- Most searched for term
- Most recently searched term
- Most recently viewed content



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## Implications for marketers?

“Your community decides what’s important; your brand is an enabler, not controller, of these conversations”

Danny Meadows-Klue, DigitalStrategyConsulting.com, 2005



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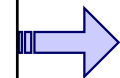
## Top of the audience charts

- Top reader – power readers who consumer the most pages are experts in your site
- Top rated blogger – power bloggers and posters are given status by the members of your community
- Top tracked bloggers – who gets the most views
- Top topics – using tagging and tag clouds to articulate the interests of your audience



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**“People who like this also liked this”**

Understanding audience behaviour



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## ***“People who like this also liked this”***

- Coined by Amazon

### **Look for:**

- Data you can relate to individuals
- Ways to track the relationships between data that is valuable to viewers
- Ways to weight the relative importance of any document to a new person through probability



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## ***Implications for marketers?***

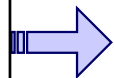
*“Understanding collective intelligence triggers a different view of your brand’s communication”*

Danny Meadows-Klue, DigitalStrategyConsulting.com, 2004



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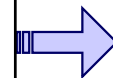
## ***Collective intelligence***

**Harnessing the wisdom of crowds**



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## ***Threats?***



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## Three key threats

1. Lost share of voice in marketing
2. Customer disengagement
3. Reputation damage

Are you canal builders in a world of motorcars?



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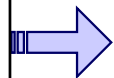
## New rules for tech development

- New software cycle
- Users must be treated as co-developers
- Lightweight 'hackable' formats
- Multiple devices
- Rich user experience



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## Some practical issues



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## Web 2.0 Competencies

And a footnote about the agility of your firm...

Charles Darwin:

*"It's not the strongest or most intelligent species that survive; it is the one most adaptable to change"*



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## Digital's top five tips

1. **Create an environment for participation**
  - Create structures for user contributions
  - Enable communities to form
  - Nurture postings and talent
2. **Harness collective intelligence**
  - Give intelligence back to the contributing market
  - Explore secondary markets
3. **Rethink your data**
  - Invest in data
  - Explore mashups
4. **Lever the long tail**
  - Create a strategy for distribution and syndication
  - Look to smallest blog as well as the high traffic hubs
5. **Replace interruption with engagement**
  - Rethink the philosophy of your marketing
  - Switch from monologue to dialogue



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## Today's Academy

- Marketing and web marketing are both still changing fast
- This session explored the ideas behind Web 2.0
- It looked at the theory, the sites, and their application to marketing
- Understand this new landscape and you can rethink your whole marketing spend and focus



## And invest in your team

Get your team trained for the challenge

- Only a trained team can make good decisions
- Look out for our Web 2.0 & Social Networking Academy...



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Advertising 2.0: rethinking marketing after

## Web 2.0

Another leap in marketing communications



More information? Contact: TheTeam@DigitalStrategyConsulting.com +44 (0) 20 7244 9661

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