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.

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 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.
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

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?

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

Our thanks to Tim O'Reilly
Examples

Web 1.0
- DoubleClick
- Ofoto
- Akamai
- Mp3.com
- Britannica Online
- Personal websites
- Evila
- Domain name speculation
- Page views
- Screen scraping
- Publishing
- Content management systems
- Directories
- Stickiness

Web 2.0
- Google AdSense
- Flickr
- BitTorrent
- Napster
- Wikipedia
- Blogging
- Upcoming.org
- Search engine optimisation
- Cost per click
- Web services
- Participation
- Wikis
- Tagging
- Syndication

Our thanks to Tim O'Reilly

DoubleClick’s original model vs Pay per click keywords

DoubleClick’s original model:
- Pay per click keywords
- It’s a technology platform for marketers
- Connecting buyers and sellers at the moment of greatest interest
- A perfect market place
- Direct marketing

DoubleClick vs Pay per click keywords:
- Cost per click
- Web services
- Participation
- Wikis
- Tagging
- Syndication

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
Search evolves
Vertical search, social search

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

Digital Thought Leaders
Perspectives on Web 2.0

Ofoto vs Flickr
**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

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
- “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)
Web 2.0
A communication ecosystem

Web 2.0 as technology
Examples of technology platforms that demonstrate Web 2.0 principles

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

Gmail
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
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-Klas, DigitalStrategyConsulting.com, 2004

Mashups

Combining data sets to yield greater value

Craig’s List + Google Maps

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”
**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

**User generated content**

Democratising authorship and production

**Blogging: for friends**

A simple example

**Travel Blog / Travel Services**
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

2 Sharing content and experiences

Shared video

YouTube: Broadcast Yourself
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

Harnessing RSS

- Making syndication really simple ;-)
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

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

Top of the charts

Understanding audience behaviour
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

Top of the audience charts

- Top reader – power readers who consume 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

Implications for marketers?

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

Danny Meadows-Klar, DigitalStrategyConsulting.com, 2005

“People who like this also liked this”

Understanding audience behaviour
"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

Implications for marketers?

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

Danny Meadows-Klar, DigitalStrategyConsulting.com, 2004

Collective intelligence

Harnessing the wisdom of crowds

Threats?
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?

New rules for tech development

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

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”
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
   • Replace interruption with engagement
5. Replace interruption with engagement
   • Rethink the philosophy of your marketing
     • Switch from monologue to dialogue

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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...

Advertising 2.0: rethinking marketing after Web 2.0

Another leap in marketing communications
Web 2.0 was born out of analyzing the similarities between companies that had survived the internet bust of 2001. In this session we'll look at how the internet has evolved, 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.