

Where Are We Going? The Future Of Social Media and Business

Jeremiah Owyang
Altimeter Group
October 17, 2009

For a copy of slides, send an email to
info@altimetergroup.com



Agenda

- Where we are now
- 1) Social Everywhere
- 2) Corporate Websites Irrelevant
- 3) Real Time: Not Fast Enough
- 4) Departments –Customers Don't Care
- 5) Social Personalization
- Summary

My Focus

- Business Leadership
- Web Strategists
- Agencies who work with brands

Where are we now?

Adoption of social increasing

- Obama's campaigning mainstreamed in United States
- Growth overseas in Asia, Western Europe, moderate growth in other areas
- Many brands not able to engage effectively.




Starbucks, Dell, eBay, Google are engaging with their community.



1) Social Everywhere.

NYT: Integrates Social

Plenty of History	Scary Movies	Safe Weight-Loss Drug	been set on high.	Sea in Quebec	Fashion Winter 2009
-------------------	--------------	-----------------------	-------------------	---------------	---------------------

<p>HomeDelivery</p> <p>Subscribe today to The Times</p>  <p>Photos, fine art, books and more.</p> <p>KNOW</p> <p>Learn online With The Times Knowledge Network</p>  <p>Secure your business partners & funding with GBCORP</p>	<p>WORLD »</p> <ul style="list-style-type: none"> Beijing's Air Is Cleaner, but Far From Clean Zimbabwe Opposition Boycotts Unity Government U.N. Council Endorses Gaza Report <p>U.S. »</p> <ul style="list-style-type: none"> In Hawaii's Health System, Lessons for Lawmakers C.I.A. Is Still Cagey About Oswald Mystery Officials See a Shortage in Vaccine for Swine Flu <p>POLITICS »</p> <ul style="list-style-type: none"> White House to Let Insurers Warn Medicare Recipients About Pending Health Bills In Hawaii's Health System, Lessons for Lawmakers As Ethical Questions Linger, Rangel's Financial Clout Erodes <p>N.Y. / REGION »</p> <ul style="list-style-type: none"> The Secret New York Minute: Trains Late by Design For a 3rd Term, Mayor Outlines Nuts-and-Bolts Goals 	<p>BUSINESS »</p> <ul style="list-style-type: none"> Hedge Fund Chief Is Charged With Fraud Medicine's Elusive Goal: A Safe Weight-Loss Drug In Britain, a Soaring Deficit Lifts a Hawk <p>TECHNOLOGY »</p> <ul style="list-style-type: none"> For Virtual Racers, a League of Their Own The Tech Sector Trumpets Signs of a Real Rebound N.B.A. Launches a Multimedia Rule Book Online <p>SPORTS »</p> <ul style="list-style-type: none"> Dodgers 2, Phillies 1: Wild Inning for Phillies as Dodgers Rally to Win Errors Are Fundamental Problem for Angels in Opener Helicopter's Clatter Carries Powerful Recruiting Message <p>OBITUARIES »</p> <ul style="list-style-type: none"> Daniel Melnick, Hollywood Producer, Dies at 77 Cullen Bryant, Ex-Ram Who 	<p>OPINION »</p> <ul style="list-style-type: none"> Op-Ed Columnist: Pricing the Kids Out Editorial: Shale and Our Water Letters: How to Improve Failing Schools <p>ARTS »</p> <ul style="list-style-type: none"> Music Review Them Crooked Vultures: Quite the Lineup: A Band Without an Album but With a History (or Three) Cunning After Caution at London Art Fair Price War Over Books Worries Industry <p>MOVIES »</p> <ul style="list-style-type: none"> Movie Review 'Where the Wild Things Are': Some of His Best Friends Are Beasts Movie Review 'The Maid': Her Place Is in the Home Movie Review 'Law Abiding Citizen': Revenge Is a Dish Best Served by a Robot <p>THEATER »</p> <ul style="list-style-type: none"> Pearl Theater Opens in 	<p>TIMES WIRE What's This?</p> <p>4 updates in the last 2 hours. Moments ago: Pakistan Moves Troops Into Taliban Stronghold</p> <p>See All the Latest Updates »</p> <p>MOST POPULAR</p> <p>E-MAILED <input type="checkbox"/> BLOGGED <input type="checkbox"/> SEARCHED <input type="checkbox"/></p> <ol style="list-style-type: none"> A Mother, a Sick Son and His Father, the Priest 36 Hours in Richmond, Va. Op-Ed Contributor: Has Conceptual Art Jumped the Shark Tank? David Brooks: The Reality Moment Swine Flu Shots Revive a Debate About Vaccines Paul Krugman: A Hatchet Job So Bad It's Good Roger Cohen: An Ordinary Israel C.I.A. Is Still Cagey About Oswald Mystery Rethinking the Older Woman-Younger Man Relationship In Hawaii's Health System, Lessons for Lawmakers <p>Go to Complete List »</p> <p> CUSTOMIZE HEADLINES</p> <p>Create a personalized list of headlines based on your interests. Login » or Register »</p>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Google Side Wiki

Google SideWiki

[Jeremiah Owyang](#) - Sep 25, 2009

Thanks

Just landed here on SideWiki, the day after I wrote this post (was on the run) Interesting there are already three entries. Thanks for commenting.

Useful? [Yes](#) (40) [No](#) (4) [Report abuse](#) [Share](#)

Share your own insights as you browse the web

[Download Google Toolbar with Sidewiki](#)



Requires Internet Explorer 6+ or Firefox 2+ [Learn more](#)

Home Popular Posts About Contact

WEB STRATEGY by Jeremiah Owyang

To search, hit return

SUBSCRIBE VIA RSS


CONNECT WITH JEREMIAH

Lolo 1 day ago

• [Social Support: Are Companies Teaching Customers To Yell At Their Friends?](#)
[Companies Must Plan Holistically For Social -Beyond Marketing-](#)

106 Google's SideWiki Shifts Power To Consumers -Away From Corporate Websites

Categories: [Social Media](#) | Posted on September 24th, 2009



About

Jeremiah Owyang
Silicon Valley

Partner, Customer Strategy
Altimeter Group

Categories

Archives

Subscribe Via Email:



2) Corporate Websites Irrelevant

Corporate Websites...Are Becoming Irrelevant?

- Research indicates, customers trust each other – far beyond companies
- Now, with social technologies, they can communicate directly with each other –cutting companies out
- Customers communicate often off the corporate website
- As a result, corporate websites are becoming irrelevant.

Corporate Websites...Are Becoming Irrelevant

- Research indicates, customers trust each other – far beyond companies
- Now, with social technologies, they can communicate directly with each other –cutting companies out
- Customers communicate often off the corporate website
- As a result, corporate websites are becoming irrelevant.

Evolve Your Corporate Website

- Join customers where they are “Fish where the fish are”
- Integrate social technologies with your corporate website.
- Aggregate customer opinions to product pages
- Integrate community support within products

Echo centralizes the discussion

COMMENTS: EVOLVED

[support](#) [blog](#) [Login or Create an account](#)

ECHO

CHANGE THE CONVERSATION

Echo is...
the next generation commenting system. It's the way to share your content, and watch the live reaction. You can quickly embed Echo on WordPress, Blogger, or any website and turn your static

Sample This is a live example of Echo. Imagine it running on your own site.

Get Echo
Adding Echo to your site is quick and easy!

[Get it Now!](#)

From

To

B I U

Liveworld's LiveBar Provides Social

The screenshot shows a web browser displaying the Tulane University News page. The page features the Tulane University logo, navigation menus, and a main article titled "PREPARATIONS UNDER WAY FOR CAMPUS REOPENING" by Fran Simon, dated September 5, 2008. The article discusses the university's preparations for the return of students after a seven-day evacuation. A photograph of a campus street is included. On the right side, there are sections for "RECENT CONVERSATIONS ON THIS PAGE:" and "RECENT ARTICLES:". At the bottom of the page, a "LiveBar" is visible, showing "Welcome, AdamW." and "Logout" with a home icon. The LiveBar also displays "LIVE on this page:" with counts for "3 Conversations", "3 Soapboxes", and "2 Shouts". A small text snippet below the LiveBar reads "In this photo taken on Thursday (Sept. 4), the St. Charles". The bottom right corner of the browser window displays "LiveBar™ Patent Pending".

Disclosure: Liveworld is an Altimeter Group client, where I'm employed

3) Real Time: Not Fast Enough

Motrin Moms



**WEARING
YOUR
BABY**

seems
to be
in fashion.

**Motrin[®]
MOM-ALOGUE**

As a mom, you know what it's like to have a unique kind of pain that's often underappreciated. From walking for hours in high heels to staying up all night, carrying a feverish child, The MOTRIN[®] Brand wants you to know, **WE FEEL YOUR PAIN[™]**.

▶ [motrin.com](#)

**WATCH
Children's MOTRIN[®]**

Real time is not fast enough

- Companies are unable to respond quickly enough
- Motrin Moms spurred on a Friday –although company responded quickly, it become mainstream media by Monday.
- Customers move faster and faster, companies cannot keep up.

Anticipate Customer Needs

- Companies must develop a program to anticipate customer needs –not just be reactive
- They must:
 - Develop an active listening program
 - Empower a customer advocacy program

8 Objectives with Listening

1. No objective at all
2. Tracking of brand mentions
3. Identifying market risks and opportunities
4. Improving campaign efficiency
5. Measuring support efforts
6. Responding to customer inquiry
7. Better understand customers
8. Being proactive and anticipating customers

Develop an Advocacy Program

1. Using learnings from listening program, find advocates.
2. Engage them in the methods and mediums of their choosing.
3. Build a platform to let their voices be featured:
 1. Intel Insiders, Microsoft MVP, WalMart Mom Bloggers

4) Departments -Customers Don't Care.





> Get storage efficiency without compromise



Forbes.com

U.S. EUROPE ASIA

HOME BUSINESS TECH M

Welcome Google User

Here are more stories related to your search for **dooce whirlpool**

- **Dooce's Dilemma**

See all related stories >

Minimize

Sports Watch
MONEY Now
with **Mike Ozanian**

ORBELIFE LISTS OPINIONS

Breakthroughs Big Network Enterprise Intelligent Tech Internet Personal Tech Security Velocity Wireless

Social Networking

A Twitterati Calls Out Whirlpool

Parmy Olson, 09.02.09, 06:45 AM EDT

Power blogger Heather Armstrong (a.k.a. Dooce) has stirred up a debate about public rants--but it got her washing machine fixed.



Heather Armstrong had had enough. The mother of two had just spent \$1,300 on a brand new Maytag washing machine to replace a rickety old one, only for the new model to faithfully conk out.

After a repairman had made several visits to no avail, she resorted to calling a helpline, and got a wary customer service representative who wasn't helping. Armstrong, a little fed up at this point, finally said the magic words: "Do you know what Twitter is? Because I have over a million followers on Twitter."

To the detriment of Mouton parent

ADVERTISEMENT

Dell offers
Global Asset Recovery
services for businesses
and the first free
worldwide consumer
recycling program.



TURN IN YOUR
UNWANTED
TECHNOLOGY ▶

Customers Don't Care What Department You're In

- Customers support issues become PR issues
- Listening cascades to every department
- However, disparate customer databases (Visible Technologies) are often not connected to existing support databases (CRM).
- Customer experiences can yet again be fragmented

Develop a Holistic Strategy

- Develop a customer strategy that spans every department.
- Ensure customer data is quickly shared across the enterprise
- Develop a Social CRM program that connects social network data with existing CRM technologies.
- Develop triage processes to quickly cascade content.

5) Social Personalization

Profiles are portable

- Facebook Connect
- Google FriendConnect
- Twitter Connect

As a result, websites can:

- Provide personalized content
- Provide personalized advertising
- Personalized experiences

facebook

Remember Me

Forgot your password?

jeremiah_owyang@yahoo.t

Login

Sign Up

VW is on Facebook

Sign up for Facebook to connect with VW.



VW

Wall

Info

Meet The VWs

Photos

Video

Events



MEET THE VOLKSWAGENS

Using the power of your profile, Max and Bus can find the perfect VW for you.

ANALYZE ME

Or learn about any model from those that love it most, its fans.

Das Auto.



New Beetle Convertible



Jetta



CC



Eos



GLI



VW

- Wall
- Info
- Meet The VWs
- Photos
- Videos
- Events



Hello Jeremiah,

You're **Tech-savvy** and **Playful** just like these top Volkswagens:



Rabbit

"I love my tomatado red RABBIT!"

[See what other fans say](#)



New Beetle

"I love the way Beetles smile. I defy anyone to look at a Beetle and not smile back!"

[See what other fans say](#)

But don't stop there; get to know the rest of the Volkswagens from those that love them most, their fans.



GTI



Passat Wagon



Tiguan



Passat



Touareg



New Beetle Conv.

Create an Ad

Connect With More Friends



Share the Facebook experience with more of your friends. Use our simple invite tools to start connecting.

[More Ads](#)



Summary

- The social web is quickly evolving, develop strategies in your long-term plan.
- Integrate social technologies into your corporate site.
- Join communities where they exist.
- Develop listening and advocacy programs.
- Think holistically about your corporate strategy.
- Prepare for personalized content.

Blogging Tips

- Time is like money, you never have enough and everyone wants a piece of it.
- Budget your time.
- Pay yourself first.
- Start a blog –maintain it.
- Be sure to make agreements with your employer.

Thank You

Jeremiah Owyang
Altimeter Group

jeremiah@altimetergroup.com

web-strategist.com

Twitter: @jowyang

For slides, send an email to
info@altimetergroup.com

