

Techno Marketing – The Revolution in Social Media
John Biebel, March 10 2008

Think About Tomorrow™

What Makes Techno Marketing?

- Web 2.0 technology ('customers' are now 'users')
- Social tools (creating conversation)
- Content driven
- Identity enabled ('avatar' vs. 'photograph')
- Inevitability of technological spread
- Immersion
- ROI-driven (highest capital are 'links')
- Fulfilling a human need
- Behavior-centered
- Reaction to demand (provide the people with what they want)

The **THREE** human tools that work:

- Ideas
- Content
- Community

Where is Techno Marketing Happening?

- Sites, tools, actions and applications:
 - **Creating Community** - ([MySpace](#), [Facebook](#), [Tribe.net](#), [twitter](#), [del.icio.us](#))
 - **Video-sharing, vlogging** – ([YouTube](#), Podcasting)
 - **Image-sharing** – ([Flickr](#), [Photobucket](#))
 - **Snippet culture / RSS / feeds** - ([bloglines](#))
 - **Wikis** (What I Know Is...) – ([Wikipedia](#), [socialtext](#))
 - **Information Creation and Management** – ([keotag](#), [ideablob](#), [technorati](#))

Some Facts and Numbers to Consider

- Most comments on blogs that are not spam are positive
- 1% of the online community actually creates original content
- Peer recommendation is most effective means of conversion from user to buyer
- Changing simple copy to bullets with an image makes a 52% greater conversion rate
- Building awareness doesn't mean building business – users need an incentive to remember your company

Let's Look at Techno Marketing in Action

- Lose the Power Point!
- Lose the paper!
- Engage the eyes, hands, creativity and social skills

Who is doing it, and where is it successful?

- [Barack Obama](#) Presidential Campaign website
- [Trust But Verify](#) – Cyclist Floyd Landis blog
- [Pepsico](#) – Product enhancement with product diversity
- [Hilton Hotels](#) – User content generated sharing
- [Toyota](#) – YouTube request for user content

Social Media in the Student Loan Arena

- [Wells Fargo](#) – Intense 18-25 year old demographic marketing

Non-product social media via viral spread

- [Dramatic Chipmunk](#) – Comic revolution

Action Item: Take stock

- Take personal stock of the Web tools, sites, widgets, blogs, services that you use now
- Ask: How much do I use the Web to enhance actions that I do everyday?
- Do I engage and participate in the sense of community, or am I just a 'user'?
- How can ASA become a Web presence that would create community?

- To start to engage in community:
 - The next time you buy a product online, write a review of your purchase so that you can assist another buyer in making that decision.

Points to consider as you become a Techno Marketer

- Techno Marketing is far more human than originally thought
- It requires substantial support, nurturing, and communication
- It blossoms when it's filled with original thoughts and ideas
- It fails when it recycles other people's ideas
- It works through word of 'text' and viral spread
- It begs marketers to think emotionally as well as strategically
- It's only the second phase of the Web, so it will grow exponentially

Questions? Thank you!

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