

**360°**  
DIGITAL  
INFLUENCE

# Digital Influence

## Developing a Complete Strategy

March 8, 2007





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## 9 Questions

1. What is changing in our digital lives?
2. What is digital influence?
3. Why does this matter to business and organizations?
4. How can you create a strategic approach?
5. How is this different from advertising?
6. How can you know what is being said about a brand or issue?
7. How can you productively engage with your customers, constituents, stakeholders?
8. How can you measure ROI?
9. How can you continue to sharpen your understanding?

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## What is changing in our digital lives?

- “Personal media” is growing explosively
- Technology makes publishing super-easy
- Search changes how we find all information AND the haystack keeps getting bigger
- We trust different people today
- The demand for openness and transparency increases...
- We are now “Microcasting”

**Brands and organizations must  
communicate differently to participate**

The Ogilvy logo, which is the word 'Ogilvy' written in a stylized, cursive script.

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# PUBLICRELATIONSX.0

W E L C O M E T O A N E W A G E O F P U B L I C R E L A T I O N S .

ONE WHERE THE PUBLIC DOES MOST OF THE RELATING AND TRUST IN TRADITIONAL MARKETING IS DOWN. WE BELIEVE IN A NEW

APPROACH TO COMMUNICATING. ONE WHERE WE LISTEN AS MUCH AS WE TALK. WHERE WE RECOGNIZE NEW INFLUENCERS IN THE PEOPLE

SITTING NEXT TO US. WE BELIEVE IN THE IDEA OF ENGAGEMENT AND THAT BETTER THINGS HAPPEN THROUGH OPEN AND TRANSPAR-

ENT DIALOGUE THE LEVERS THAT WE HAVE PULLED FOR YEARS TO SELL PRODUCTS AND SERVICES, CHANGE BEHAVIORS, ADVOCATE FOR

CAUSES AND BUILD BRANDS NO LONGER WORK THE WAY THEY DID. THE CONSUMER IS IN CHARGE. PERHAPS, SHE ALWAYS WAS.

AND NOW, CREATING A CONVERSATION IS JUST AS IMPORTANT AS DRIVING MEDIA, FORMING PARTNERSHIPS AND CRAFTING MESSAGES.

CALL IT INFLUENCER MARKETING. CALL IT BRAND STEWARDSHIP IN THE NETWORK AGE. **IT'S ALL PUBLIC RELATIONS.**

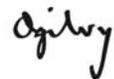


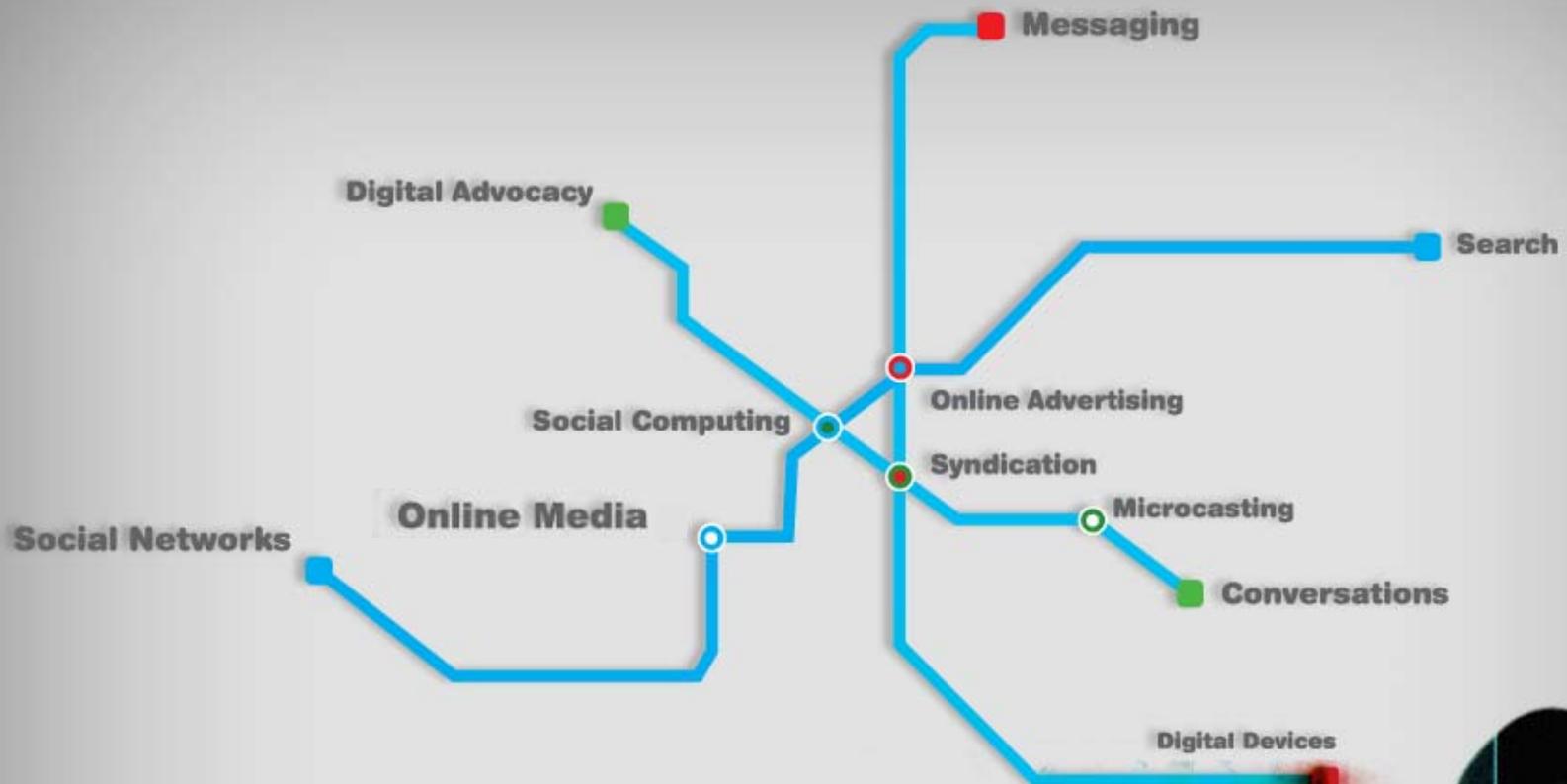
- “**Social media** describes the [online tools and platforms](#) that people use to share opinions, insights, experiences, and perspectives with each other. Social media can take many different forms, including text, images, audio, and video. Popular social mediums include [blogs](#), [message boards](#), [podcasts](#), [wikis](#), and [vlogs](#).”

- Wikipedia

- “**Social media** is new, very powerful content created by consumers and shared digitally. **It competes for our attention and trust against traditional “media” sources and often ‘wins.’**”

- John Bell





Digital Advocacy  
Political, Social, Environmental

**WITNESS** (PRODUCT)RED™

Messaging  
Email, Enewsletter, Ecard,  
Webmail, Text Messaging,  
Instant Messaging



Online Advertising  
Banner, Sponsorship,  
Contest, Game, Viral



Digital Advocacy

Social Computing  
Wiki, Social Bookmarking



Search

Microcasting  
Vlog, Podcast



Social Computing

Online Advertising

Search  
SEO, Paid Search



Syndication

Microcasting

Social Networks

Online Media

Online Media  
Blogs, Traditional  
Media, Websites, Portal



Syndication



Conversations

Conversations  
Blog, Chat, Message  
Board, VOIP



Digital Devices

Digital Devices  
Mobile Phone, DvR, PDA,  
Game Console



**Ze Frank**

**Uleshka**

**Arianna  
Huffington**

**Constantin  
Basteura**

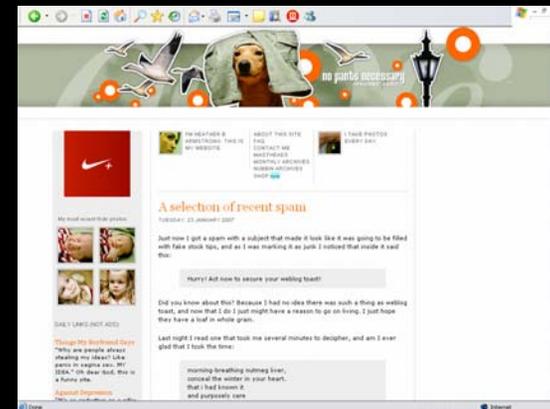
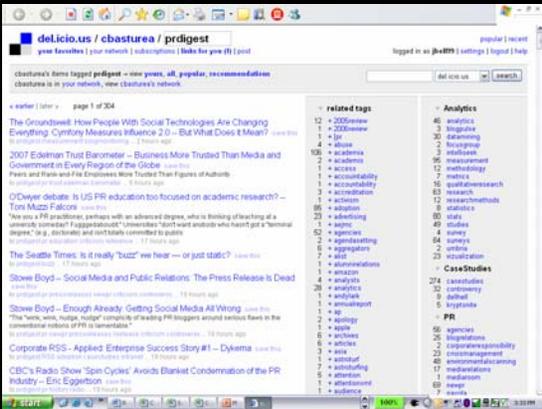
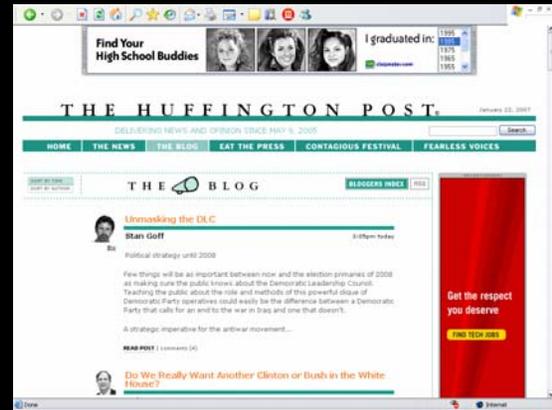
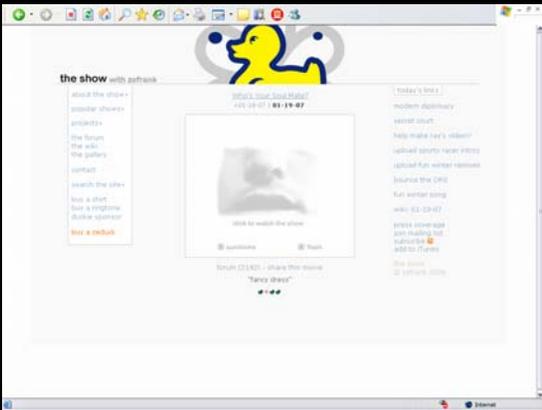
**Michael  
Harrington**

**Cute  
Overload**

**Christina Lee  
Simpson**

**Heather  
Armstrong**

**Joi Ito**



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# The New Influencers...

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## What is *Digital Influence*?

“Welcome to a world where everyone is influenced in *new ways* and *anyone* can be an influencer.

Digital Influence is an organized way of planning and deploying programs in this new world. It is not about manipulation, nor about delivering messages. It is about openly and honestly engaging with users and participating in the conversation”

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# Why does this matter to business and organizations?



# 57,000,000

Number of Americans who read blogs (okay, close to number of overall blogs, too)

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# 20,000,000

Number of Chinese blogs/Nov06



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# 49,985

New blogs created in last 24 hours



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# 1,006,761

New blog posts created in last 24 hours



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# 15,000,000

Registered users of mop.com/China



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# 8,000,000

Registered users of mixi.com/Japan



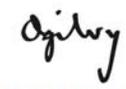
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# 100,000,000

Registered users of Xunlei/China



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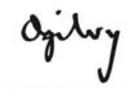


# 8,000,000

Young Chinese who voted via mobile phone on Super Girls final episode

2006 超级女声年度十强

				
01号 韩真真(第七名)	02号 REBORN(第八名)	03号 艾梦萌(第四名)	04号 侯维维(亚军)	05号 厉娜(第五名)
				
06号 尚雯婕(冠军)	07号 许飞(第六名)	08号 刘力扬(季军)	09号 唐笑(第九名)	10号 阳蕾(第十名)





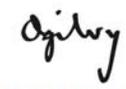
**100,000** Videos uploaded daily

**6,000,000** Songs uploaded daily

**20,000,000** Registered users CyWorld

**96%**

Percent of 20-29 year olds in Korea who belong



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# 65,000

Number of movies that Netflix has in its library

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# \$65 billion

Amount of money being spent 2006 holiday season by people who use search engines

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# It's mass

(and Long Tail)

# It's everywhere

(but differently)

# It's money

(a lot of money)

# and it affects *search*

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## Social Media impacts Search

Epinions has the best comparison shopping information on Select Comfort mattress Number 5000. Compare prices from across the web and read reviews from ...  
[www.epinions.com/Select\\_Comfort\\_Mattress\\_Sleep\\_Number\\_5000](http://www.epinions.com/Select_Comfort_Mattress_Sleep_Number_5000) - 43k - [Cached](#) - [Similar pages](#)

[Epinions.com - Posts in Sleep Number Beds](#)  
 Epinions has the best comparison shopping information on Message Board C Compare prices from across the web and read reviews from other consumers  
[www.epinions.com/msg/show\\_~threads/cat\\_id\\_~17/id\\_~4998/forum\\_id\\_~402](http://www.epinions.com/msg/show_~threads/cat_id_~17/id_~4998/forum_id_~402)  
[Cached](#) - [Similar pages](#)  
 [ More results from [www.epinions.com](http://www.epinions.com) ]

[Order Your Sleep Number Bed by Select Comfort at QVC.com ...](#)  
 Find the key to a perfect nights sleep with adjustable Sleep Number beds at QVC. Sleep Number technology provides an improvement in back pain relief ...  
[www.qvc.com/.../walk.yah.0010-4739?tmp=ddsn&cont=4739&cm\\_re=PAGE-\\_-BRANDSHOPS\\_-SLEEPNUMBERBED](http://www.qvc.com/.../walk.yah.0010-4739?tmp=ddsn&cont=4739&cm_re=PAGE-_-BRANDSHOPS_-SLEEPNUMBERBED) - 32k - [Cached](#) - [Similar pages](#)

[Sleep Number Bedroom Furniture - Buy Home & Garden at BizRate](#)  
 Looking for Sleep Number in Bedroom Furniture? BizRate has the lowest prices a customer reviews. Compare Bedroom Furniture prices and store ratings ...  
[www.bizrate.com/bedroomfurniture/brand-sleep\\_number/products\\_\\_at259-38530482k](http://www.bizrate.com/bedroomfurniture/brand-sleep_number/products__at259-38530482k) - [Cached](#) - [Similar pages](#)

[Sleep Number: Shopping Information and Much More from Answers.c](#)  
 Sleep Number Bed 4000 Queen Mattress Set by Select Comfort This queen pillow set is a step up in comfort.  
[www.answers.com/topic/sleep-number](http://www.answers.com/topic/sleep-number) - 62k - [Cached](#) - [Similar pages](#)

[Sleep Number Bed](#)  
 The hotel I am staying at has a sleep number bed and I am convinced it got that n Listed below are links to sites that reference Sleep Number Bed: ...  
[blog.tmcnet.com/blog/rich-tehrani/personal/sleep-number-bed.html](http://blog.tmcnet.com/blog/rich-tehrani/personal/sleep-number-bed.html) - 29k - [Cached](#) - [Similar pages](#)

[The Sleep Number of some Famous People](#)  
 They get tired like everyone, they fall in love, they put their pants on one leg at a time, and they have sleep numbers. In the chart below are a few famous ...  
[www.cockeyed.com/archive/sleep\\_number/sleep\\_numbers.html](http://www.cockeyed.com/archive/sleep_number/sleep_numbers.html) - 14k - [Cached](#) - [Similar pages](#)

[Sleep Country Canada - Specialty Mattress Retailer | Home](#)  
 The famous SLEEP NUMBER BED is now available in all of our locations! What is your Sleep

**TMCnet** Learn More  
Interactive Intelligence Inc® Premium Contact Center Research and Content

### VoIP Blog - Tehrani.com

VoIP Blog with the latest news in the VoIP, call center and CRM space, with plenty of opinion & analysis...

Home Archives VoIP Forums About Contact

#### Sleep Number Bed

September 20, 2006  
 The hotel I am staying at has a sleep number bed and I am convinced it got that name because you wake up at random numbers on the clock throughout the night. OK that may not be totally fair because a coworker is staying at this hotel and apparently he slept very well two nights ago. Me -- I woke up right in the middle of my sleep -- so I am probably not a good reference for the bed.

So the important question is what number is the best. I slept at 70 the first night and 40 the second. I think 40 was better. I suppose it takes some time to find the optimal setting. Then again it may not make sense to put a bed like this in a hotel where most people only spend a few nights -- perhaps not long enough to get the setting perfect.

**Update:**  
 What a difference a night can make. I spent 15 minutes playing around with the settings on the bed last night and I slept pretty well at around 30. I think perhaps one of the best side effects of the mattress is it doesn't trap heat like most pillow top style mattresses. OK -- enough with the mattress talk -- back to communications.

Related Tags: [night](#), [slept](#), [number](#), [hotel](#), [sleep](#)  
[Ads by Google](#) [Advertise on this site](#)

**About Me (Full Bio)**  
 President, Publisher, TMC, VoIP Blogger.  
 View Rich Tehrani's Articles, Columns and Speaking Engagements

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 Search VoIP Blog - Tehrani.com blog:  
  
  
 Tag Search:  
  
 (Separate multiple tags with comma)

**Recent Entries**  
 TMCnet Mobile  
 Vista Analog Hole  
 IMS: Are We There Yet?  
 IFS  
 The Real Unified Communications Relationship between Microsoft and Nortel  
 Ioturn Talk-New  
 Verizon and iPhone  
 Teleflip  
 ITEXPO Comments

Done Internet

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## Search Matters

### Before: Negative



#### Web

##### **Bally Total Fitness**

Nationwide commercial operator of health clubs offering full service fitness facilities.  
[www.ballyfitness.com/](http://www.ballyfitness.com/) - 12k - [Cached](#) - [Similar pages](#)

##### **Bally Total Fitness**

Articles and discussion over the alleged abuses and scams of the Bally Total Fitness national gym chain.  
[www.aboutballyfitness.com/](http://www.aboutballyfitness.com/) - 6k - [Cached](#) - [Similar pages](#)

##### **Fed Up With Bally Total Fitness Heath Clubs**

Dissatisfied members share experiences with Bally Total Fitness. Post complaints, locate information about class action lawsuits. Forum for posting messages. ...  
[www.mwns.com/](http://www.mwns.com/) - 55k - [Cached](#) - [Similar pages](#)

##### **Welcome to BallyJobs.com**

Bally Total Fitness is the leading, and only nationwide, ... Bally Total Fitness is committed to offering its members the best resources to help them ...  
[www.ballyjobs.com/](http://www.ballyjobs.com/) - 8k - [Cached](#) - [Similar pages](#)

##### **Bally Total Fitness Holding Forums**

User stories and forum posts about Bally Total Fitness Holding.  
[www.topix.net/forum/com/bft](http://www.topix.net/forum/com/bft) - 38k - [Cached](#) - [Similar pages](#)

##### **ballystore.com - Home Page**

CLUB LOCATOR | RETURN TO BALLY ... Fitness Electronics · Exercise Equipment · Strength and Weight Training · Stretching and Toning ...  
[www.ballystore.com/](http://www.ballystore.com/) - 16k - [Cached](#) - [Similar pages](#)

##### **Consumer complaints about Bally Total Fitness**

We get so many complaints about Bally Total Fitness. It's a workout just to sort through them. Maybe the most important thing to know about all health clubs ...  
[www.consumeraffairs.com/health-clubs/ballys-total-fitness.htm](http://www.consumeraffairs.com/health-clubs/ballys-total-fitness.htm) - 22k - Sep 18, 2006 - [Cached](#) - [Similar pages](#)

##### **Bally Total Fitness - Wikipedia, the free encyclopedia**

Bally Total Fitness has been the subject of controversy over their sales and membership cancellation practices, with some customers claiming they were ...  
[en.wikipedia.org/wiki/Bally\\_Total\\_Fitness](http://en.wikipedia.org/wiki/Bally_Total_Fitness) - 16k - [Cached](#) - [Similar pages](#)

##### **Bally Total Fitness - Meet Your Potential - Create a personalized ...**

Take our Personal Fitness Profile and find out! ... Click here to find a Bally club near you and start with a free Bally trial membership. ...  
[meetyourpotential.ballyfitness.com/fitnessplan.aspx](http://meetyourpotential.ballyfitness.com/fitnessplan.aspx) - 33k - [Cached](#) - [Similar pages](#)

##### **Bally Total Fitness | Expert Advice - Articles**

Announcing the Member Values program, exclusively for Bally Total Fitness members! With Member Values, your membership gets you special deals on well-known ...  
[https://onyx.ballyfitness.com/rapid\\_results/expert\\_advice/articles/articledyn.asp?article=98-26k](https://onyx.ballyfitness.com/rapid_results/expert_advice/articles/articledyn.asp?article=98-26k) - [Cached](#) - [Similar pages](#)

### After: Positive\*



#### Web

##### **BALLY TOTAL FITNESS -- YOUR FITNESS SOURCE**

Nationwide commercial operator of health clubs offering full service fitness facilities.  
[www.ballyfitness.com/](http://www.ballyfitness.com/)

##### **MEET YOUR POTENTIAL**

Get Ready to Meet Your Potential... Please enter a US zip code below to find a Bally club near you so you can start meeting your potential. ...  
<http://meetyourpotential.ballyfitness.com/questpass.aspx>

##### **BUILD YOUR OWN MEMBERSHIP**

Build Your Own Membership Online Now! Build Your Own Membership and pricing is designed around your goals, preferences and lifestyle. ...  
<http://www.ballyfitness.com/byom/SelectZip.aspx>

##### **WELCOME TO BALLY JOBS**

Bally Total Fitness is the leading, and only nationwide, ... Bally Total Fitness is committed to offering its members the best resources.  
[www.ballyjobs.com/](http://www.ballyjobs.com/)

##### **BESTDIETFORME.COM**

Looking for a national health club chain to exercise the weight off? BestDietForMe.com recommends Bally Total Fitness!  
<http://www.bestdietforme.com/TR/Ballys.htm>

##### **BALLY FITNESS PLAN!**

FREE Bally Total Health eBook! As seen on TV! Download this useful guide on "truths versus myths" when it comes to nutrition and exercise.  
<http://www.ballynutrition.com/content?page=351&cat=0>

##### **CALIFORNIA PHYSICAL EDUCATION**

Bally's Total Fitness donates fitness equipment through its "Stronger Communities" corporate giving program in areas where a Bally's Center is located for inners-city youths. <http://www.stan-co.k12.ca.us/calpe/>

##### **BALLY COMMON SENSE CALCULATOR**

See how there's almost nothing you can do that a little healthy exercise can't undo. It's just a matter of working out how to work it off.  
<http://www.ballyfitness.com/ebns/calorieCounter/index.js.asp>

##### **BALLY TOTAL FITNESS**

As the leading fitness and weight loss platform in America, Bally Total Fitness is the ... Q2 2006 Bally Total Fitness Earnings Conference Call  
[phx.corporate-ir.net/phoenix.zhtml?](http://phx.corporate-ir.net/phoenix.zhtml?)

\*Visible Technologies TruView



- **Search is the *new* media**
- Everyone uses search
- Only the first two pages of results really matter
- Great search results come from:
  - A great content plan
  - Positive third party content
  - Cross-linking
  - SEO



# How can you approach digital influence strategically?



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## A Strategic Approach

### Strategy

- Influencer Audit
- Conversation Map
- Search Visibility Plan
- Multimedia Visibility
- Directory & Affiliate Program
- Engagement Strategy

### Mapping

- Blog Feeds
- Snapshot "Map"
- Crisis Monitoring
- Comprehensive Monitoring

### Engagement

- Web2.0 development
- Blog development & visibility
- Blogger relations
- SEO/Search engine marketing
- RSS/Content syndication
- Viral program development
- Digital Advocacy
- Microcasting Live Webcasts
- Extranet/wiki development

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## Digital Influence Strategy



### **Digital User Profiles**

What devices and digital services are they using?



### **Influencer Audit**

Who are the influencers for an issue, brand, topic?



### **Conversation Map**

What is cgm (consumer generated media) saying about a topic? How is the conversation unfolding?



### **Search Visibility Plan**

How do we help people find the conversation and content?



### **Multimedia Visibility**

How do we help them find the video, audio and pictures and offer them an emotional connection?



### **Directory & Affiliate Program**

Can we connect a network?



### **Engagement Strategy**

How do we put all this and the big idea into action?

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## Influencer Audit



- **610 links from 248 distinct sites.**
- Jenn **updates the site almost daily**
- Contributor to **Club Mom, Dot Moms,** a Contributing Editor for **Blog Her.**
- A founders of **Mommy Bloggers.**
- Adviser to J&J's Momformation
- Featured on national television on **CBS News.**

- Affiliation of blog writer(s)
- Number of links to the blog
- Number of feed subscriptions
- Prominence on search engines
- Last update
- Industry mentions/lists of top blogs
- Inclusion in Technorati Blog Directory and other online directories
- Discussion Analysis – true discussion or bantering

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## Blog Evaluation: Influence

- Affiliation of blog writer(s)
- Number of links to the blog
- Number of feed subscriptions
- Search engine results position for relevant keyword searches
- Last update
- Industry mentions/lists of top blogs
- Inclusion in Technorati Blog Directory and other online directories
- Discussion Analysis – true discussion or bantering

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# 360° DIGITAL INFLUENCE

## Digital Influence Strategy – Energy Company

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### Worldchanging.com Alternative Fuel Blogs

Influencer Score:  
**5.0 out of 5.0**



Blog Influence Ratings					
	Low Influence		High Influence		
Links	1	2	3	4	5
Posts	1	2	3	4	5
Comments	1	2	3	4	5
Affiliation	1	2	3	4	5
Site Traffic	1	2	3	4	5

#### OVERVIEW

Worldchanging is an environmental and alternative energy group blog that focuses on collaboration and cooperation to solving environmental challenges. Contributors include Gili Frenkel, the CEO of Natural Logic; Ethan Zuckerman, an researcher and activist at Harvard's Berkman Center for Internet & Society; Joel Makower, the founder of GreenBiz.com, ClimateBiz.com, GreenerBuildings.com; and others. The blog has a unique interest in technology and design – but is not purely high-tech focused.

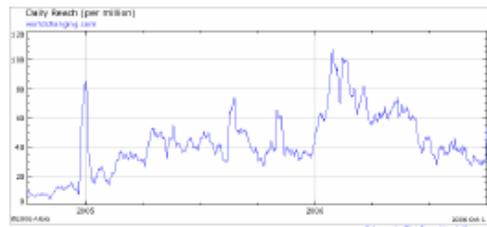
#### LINKS

Worldchanging is extremely well-linked from other highly influential blogs, including Treehugger, BoingBoing, Gizmodo, RealClearPolitics, and more. According to Technorati, there are 8,868 links from 1,812 blogs, while Google estimates there are 20,000 Web sites linking to Worldchanging.

#### POSTS & COMMENTS

New posts appear on Worldchanging multiple times per day. Over the past three days, there were an average of 3.0 posts per day and BlogPulse estimates there 28 posts per week. Worldchanging posts generate a high number of comments. Of posts that generated comments, there was an average of 6.0 comments per post.

#### SITE TRAFFIC



• According to Alexa, the daily reach of Worldchanging is currently 50 per million.

• Over the past week, the average visitor views two pages on Worldchanging, according to Alexa.

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Section 1.0: Alternative Energy & Fuels



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**How is this different from  
advertising?**



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## What are the distinctive qualities of 'social media'?

- Participation
- Openness and Transparency
- Conversation
- Community
- Connection
- Collaboration
- Facilitation

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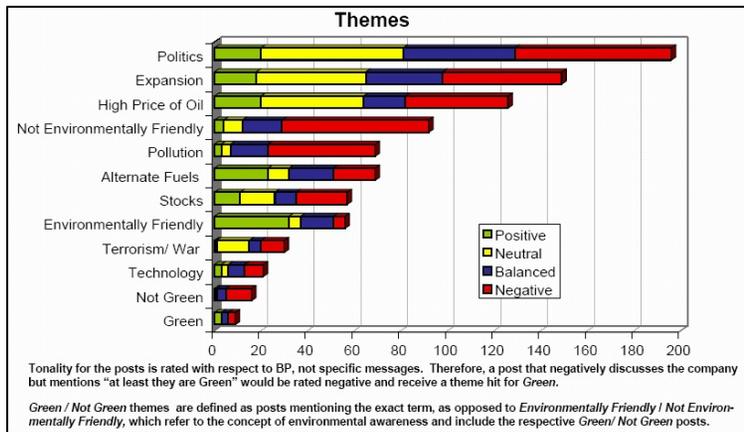


**How can you know what is  
being said about a brand or  
issue?**

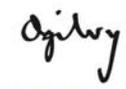
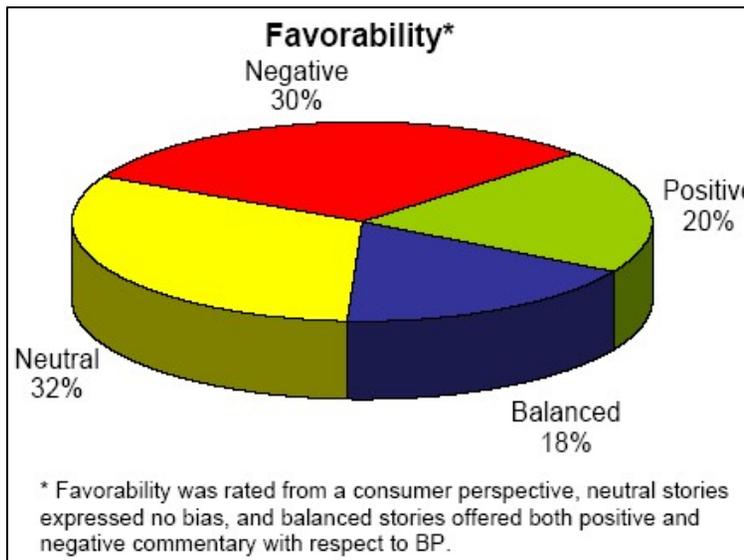


# 360° DIGITAL INFLUENCE

## Conversation Map



- Politics was a key driver of discussion about Co. and the oil industry online
- 3 key negative themes emerged:
  1. Texas pollution
  2. Alaskan oil spill
  3. Guardian article
- Overall tonality of blog posts mentioning Co. was negative or neutral – though still better than peers in the industry
- Co.'s alternative energy efforts were simultaneously seen as progressive and not substantial enough



Influencers in the *Service-Oriented Architecture* Conversation

Predetermined Timeframe: Last Week [Edit]

Posts | Publishers Watchlist Engaged

You are viewing Influencer #2

- 1 UPDATE 1-IBM to set up develo... 100%  
http://today.reuters.com/news/articlehyb...
- 2 VentureBeat Wire » Sono... 32%  
http://www.venturebeat.com/wire/2006/11/...
- 3 SOA - Service-Oriented Archit... 29%  
http://www.cio.com/soa/
- 4 BEA Systems - About BEA 28%  
http://www.bea.com/framework.jsp?CNT=abo...
- 5 Service Oriented Architecture... 21%  
http://resources.linuxinsider.com/linuxi...
- 6 Service Oriented Architecture... 17%  
http://resources.ecommercetimes.com/ecom...
- 7 Recording Information 15%  
https://sunmeetings.webex.com/sunmeeting...
- 8 IBM Press room - 2006-08-23 I... 13%  
http://www-03.ibm.com/press/us/en/pressr...
- 9 IT-Analysis.com - SOA - Huh? 12%  
http://www.it-analysis.com/technology/co...

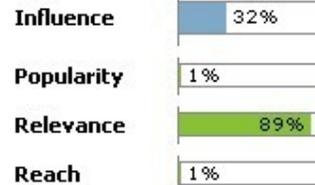
Overview

Map



VentureBeat Wire » Sonos Systems, a service-o...

Sonos Systems, a Santa Clara service-oriented architecture (SOA) start-up, has raised up ... Sonos Systems, a service-oriented architecture co., raises up to \$16M. Filed 11.22.06 (4: ...



Date of Publication  
**11/22/06**  
Size of Neighborhood:  
**1**

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**Rate Tone:**

Negative  Neutral  Positive

[Record Engagement](#)

Engagements:

Comparative Analysis

By Day

Apr 20, 2006 - May 17, 2006

Automotive

Clear all

Toyota

Media Coverage

Select Message

Select Saved Search

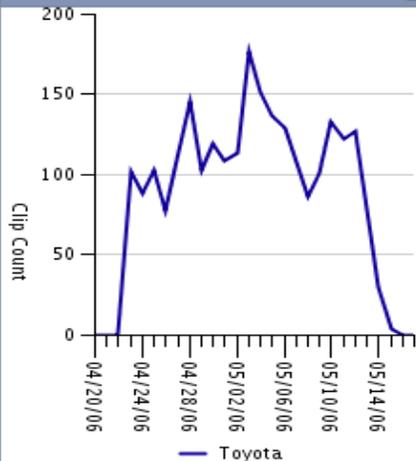
Toyota

Consumer Generate...

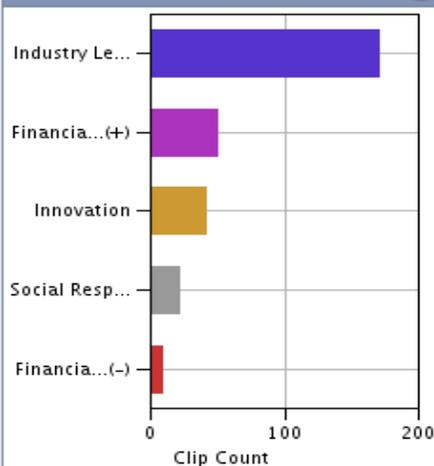
Select Message

Select Saved Search

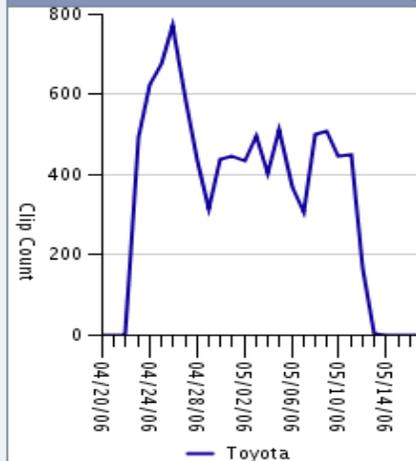
Discussion Volume



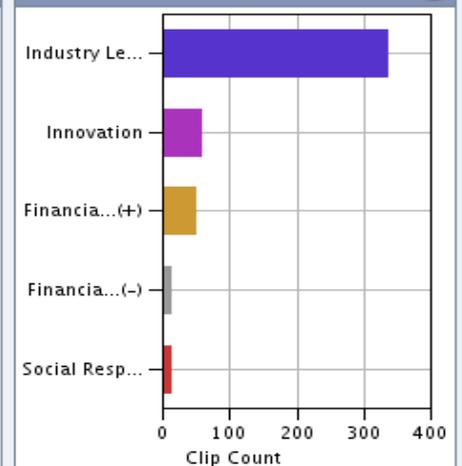
Discussion on Key Topics



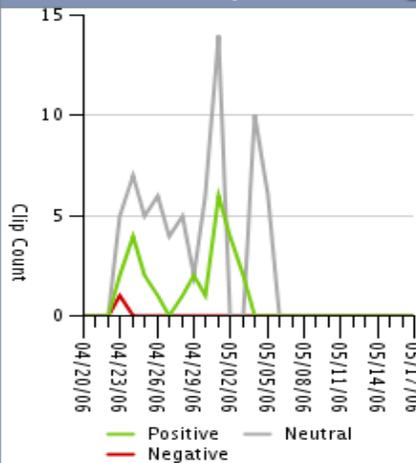
Discussion Volume



Discussion on Key Topics



Trends in Tonality

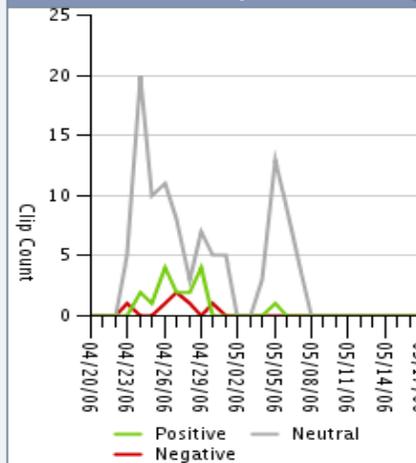


Top Sites

Chicago Tribune	43	▲
CBS MarketWatch	38	▲
Agence Fran...	36	▲
St. Petersb...	34	▲
Miami Heral...	33	▲

View All

Trends in Tonality



Top Sites

www.gminsid...	639	▲
www.clublex...	370	▲
www.cheersa...	269	▲
www.scionli...	214	▲
forum.ih8mu...	162	▲

View All



# How can you engage?

[The Work >](#)



## The Intel Centrino Duo **BLOGGER CHALLENGE**

On Oct 1, 2006 Intel gave 6 laptops with Intel® Centrino® Duo mobile technology featuring either an Intel® Core™ 2 Duo or Intel® Core™ Duo processor to rising stars in the Blogosphere. Over the next 5 weeks we will challenge them to share their unique views on blogging and the world.



About the Challenge

All Weeks

Week #1

Week #2

Week #3

Week #4

Week #5

### Meet the Bloggers:



*The City Blogger*  
**Jen Chung**  
[www.gothamist.com](http://www.gothamist.com)



*The Gadget Blogger*  
**Mia Kim**  
[www.popgadget.net](http://www.popgadget.net)



*The Video Blogger*  
**Bre Pettis**  
[makezine.com/blog](http://makezine.com/blog)



*The Mommy Blogger*  
**Mindy Roberts**  
[www.themommyblog.com](http://www.themommyblog.com)



*The Tech Blogger*  
**Paul Stamatiou**  
[www.paulstamatiou.com](http://www.paulstamatiou.com)



*The Food Blogger*  
**Pim Techamuanvitt**  
[chezpim.typepad.com](http://chezpim.typepad.com)



*The Mystery Blogger*  
**Robert Scoble**  
[scobleizer.wordpress.com](http://scobleizer.wordpress.com)



**Robert Scoble**

**MysteryBlogger**

**Blog:** <http://scobleizer.wordpress.com>

### My Bio

Robert Scoble, world-renowned blogger and Microsoft's first blogger and videoblogger, is Vice President of Media Development for PodTech.network. Scoble maintains the popular blog, Scobleizer (<http://scobleizer.wordpress.com>) which is currently listed in the top 10 blogs on Technorati, the most-popular blog search engine. Scoble, an author, recently completed the now best-selling book, "Naked Conversations: How Blogs Are Changing the Way Businesses Talk With Customers."

Before PodTech, Scoble was an "evangelist" working for Microsoft in product development. In addition to pioneering blogging within Microsoft, Scoble was also responsible for the development of Microsoft's Channel 9 (<http://channel9.msdn.com>), a site devoted to Microsoft's developer community. In approximately one year, Channel 9, under Scoble's leadership, attracted more than 3.5 million unique users and developers per month who heard conversations about Microsoft and technology.

Internet

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# Live without boundaries.



## Intel® Centrino® Duo makes virtual and real worlds collide. October 12-15, 2006

Can't live without your laptop? In a 72-hour experiment Intel showed how the power of Intel® Core™2 Duo processors enable you to live life without boundaries.

World-renowned virtual builder, Versu Richelieu, created a new masterpiece in the Second Life virtual landscape, using the power and performance of an Intel® Centrino® Duo based laptop featuring the Intel® Core™ 2 Duo processor. The world's best mobile processors<sup>1</sup>. For 72 hours Versu ate, slept, and lived a completely digital life...all in a store window in New York City!

Check out the video and pictures below to see how she did. And click on the links on the right to find out more and see what the blogosphere is saying about the event.

You can also **visit the sim in Second Life here.** >

You too can live without boundaries. **Learn more** >



NYC Live Window: DataVision 5th Ave.



Second Life



### Intel Sponsored Links

- [Intel®](#)
- [Intel® Centrino® Duo](#)
- [Intel® Core™ 2 Duo](#)
- [DataVision](#)
- [Second Life](#)
- [ClickZ](#)
- [Network World](#)
- Related Links**
- [Flickr](#)
- [Millions of Us](#)
- [YouTube](#)
- [Rocket Boom](#)
- [Versu's Blog](#)
- [Slashdot](#)
- [Eric Rice](#)
- [News-journalonline](#)

# Design matters



Search

## HOME

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RSS

## CATEGORIES

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- > [Design Economics](#) (1)
- > [Design Innovation](#) (8)
- > [Design Theory](#) (1)

## « Packing away a notebook August 16th, 2006

In my mind the personification of separation anxiety is having to check my notebook with my luggage while traveling. Not only am I separated from my work and my stuff, but I'm also entrusting a \$2,000 machine to the kindness of baggage handlers.

Recent news reports about lost or stolen notebooks containing sensitive data – especially customer and personal identity information – has pushed the issue of security to the forefront for a lot of users. While passwords and encryption may be an annoyance, imagine the consequences to you and your business if your notebook were to wind up in the wrong hands.

We've designed the most sophisticated suite of security functions available in the market. We've shipped more notebooks with biometric

# make it in scrubs

FIND YOUR HEALTH CAREER



[Why Health Care?](#) [About the Site](#) [Resources and Information](#)



## Don't be a scrub, wear them.

**Step 1**  
**EXPLORE IT!**

**Step 2**  
**PLAN IT!**

**Step 3**  
**DO IT!**



Jobs in health care are more than just doctors and nurses – Find a career in health care that's right for you!

➔ **Take the Quiz! Find the job that's right for you!**

**A DAY IN THE LIFE** :: The People in Health Care

Select a photo to find out more [➔ Share your story](#)



Joyce



Kevin



Phally



**Phally**

**Age:** 25 years old  
**Job:** Medical Assistant  
**Workplace:** Asian Health Services  
**Home:** Cambodia

**“I really enjoy working here and working with the people here and the patients because it's a community base.”**

Find Your Own Path

### MEDICAL ASSISTANTS

Medical assistants perform administrative and clinical tasks to keep the offices of physicians, podiatrists, chiropractors, and other health practitioners running smoothly....[more>>](#)

**Take a look at some other career options!**

- » Audiologists
- » Chiropractor
- » Dentist
- » Family Therapist
- » Home Health Aides
- » Medical Coders
- » Psychologist
- » Registered Nurses
- » Surgical Technologists

# Snap-on AUTOMOTIVE DIAGNOSTICS

Snapon.com

Diagnostics Home . Diagnostics Product Index . Customer Care

- DIAGNOSTIC SOFTWARE
- DIAGNOSTIC PLATFORMS
- TECH CENTRAL
- SNAP-ON SITES
- SEARCH  GO
- ASK A TECH
- VIRTUAL TECH DEMO
- TRAINING & EVENTS
- SNAP-ON TV

## SNAP-ON TV

Lorem ipsum dolor sit amet dolor sit amet, consectetur adipiscing elit. Mauris bibendum lobortis augue.

### ON DEMAND Programming

#### RealTechs-RealStories

Meet real techs from across the country and find out how they're using Snap-on in the shop to get the job done faster and better.



The Snap-on Advantage



Vehicle Identification



Mark Schaefer Snap-on Equipment Group



**Snap-on TV**  
24/7 + On Demand Tech Programming

[VIEW SCHEDULE](#)

Paused 1231 kbps (s) Choose Bandwidth



0:04

Providing Superior Service – Mike Johnson, Cleveland, OH  
Find out how Mike and his fellow techs leverage Synergy's speed and accuracy to improve turnover time in the shop.



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DIGITAL  
INFLUENCE

# Intel Press Conference at Blogger's Apartment

英特尔助力世界杯宽频博客 (含图片、视频)

2006-06-08 20:55:53

大 中 小

本文的眼:

- 一家世界的著名品牌
- 一个求新的宽频博客
- 一方助力 一方努力
- 一段快乐的时光……

说实话, 家里从来没有那么热闹过。今天朋友登

英特尔会, 宣传德国世界杯的网



迎!”

发布  
年FIFA  
), 让更





**360°**  
DIGITAL  
INFLUENCE

## Engagement Programs

- Blog development
- Blog visibility
- Search engine marketing
- SEO
- Content syndication
- Discussion boards
- Viral program development
- Online crisis management
- Online surveys
- Digital Advocacy
- Web 2.0 development
- Web site assessment
- Web site design & dev
- Contests & promotions
- eMail Marketing
- eNewsletter programs
- Targeted ad programs
- Press Room/RSS
- Microcasting (audio/video Podcasts)
- Live Webcasts
- Wiki development

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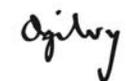
# How can I measure ROI?



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# Valuable Metrics

	Benefit	Metric	Value
Increased brand visibility	Blog traffic	Number of unique visitors, page views	Cost of advertising in similar content channel
	Press mentions	Number of blog-driven stories by offline press, Web media, or high-profile bloggers	Cost of advertising in same publication
	Search engine positioning	Percentage of search results landing in the first three search pages driven by blog	<ul style="list-style-type: none"> <li>• Cost of search engine optimization to improve ranking</li> <li>• Cost of paid search for blog-driven keywords</li> </ul>
	Word of mouth	<ul style="list-style-type: none"> <li>• Number of blog posts in a Technorati search</li> <li>• Number of people commenting on blog</li> </ul>	Cost of hiring a buzz agent
	Savings on customer insight	Number of times a year that blog comments provide useful business insight	Cost of a focus group or other market research tactic
	Reduced impact from negative user-generated content (UGC)	<ul style="list-style-type: none"> <li>• Number of press stories that mention UGC</li> <li>• Change in Net Promoter Score or other attitude metric post-UGC</li> </ul>	Historical change in sales associated with change in Net Promoter-type metric
	Increased sales efficiency	Number of clients/prospects who read the blog, number of salespeople who read blog	Decrease in the cost of sales



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\*Source: Forrester Research 2007



# How can I stay sharp?



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## Next Steps

- Read [blogfeeds.ogilvypr.com](http://blogfeeds.ogilvypr.com)
- Set up your own aggregator
  - Use [Google Reader](#) or [My Yahoo](#) as the reader
- Use the Tools
  - [Del.icio.us](http://Del.icio.us)
  - Technorati
  - Use Google Alerts
- Try: Second Life, MySpace, YouTube...

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# Where to next?

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**Communities**

**Consumer  
Reviews**

**Microcasting**

**Widgets**

**Vertical  
Search**

**Digital Health**

50 plus everything...

people fun love money body the economy obhs female travel

### My Ems

Create your profile  
Customize your own Ems profile with:

- Photos
- Favorites
- Groups
- Blogs
- Lifestreams

Share your insights with others in the Ems community

50 plus everything...

### Remix of Peyton Place?

Love blossoms at retirement communities...  
Women's hearts are different from men's...  
Heart health starts with a healthy diet...  
iStacy - search, My Factor

Visit Love Visit Study Visit News Visit Ems

A word about Ems from Jeff Taylor

See 5 Intimacy Survey  
Ems is taking the pulse of our generation.

People featured members

View 5 Intimacy Survey

Watch Guided Tour and your trendy opinions about your favorite items

TRUSTED Opinion GET RECOMMENDATIONS GIVE RECOMMENDATIONS MY STUFF GET MORE

TOP RATED

Movies

- The Prestige**  
New Tickets Rate 3.9  
8.1 24 ratings
- Volter**  
New Tickets Rate 3.9  
7.9 11 ratings
- The Queen**  
New Tickets Rate 3.9  
7.3 11 ratings
- Happy Feet**  
New Tickets Rate 3.9  
7.1 9 ratings

My Trusted Networks

Most connected (32 friends)  
Most contributed (1 reviews)  
Most 1st contributions (11 1st)

My Friends' Recent Recommendations

SNAP-ON ic2\_v1.1 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://cm.multicoremedia.com/snapon/

Google

## Snap-on AUTOMOTIVE DIAGNOSTICS

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DIAGNOSTIC SOFTWARE DIAGNOSTIC PLATFORMS TECH CENTRAL SNAP-ON SITES SEARCH

ASKA TECH VIRTUAL TECH DEMO TRAINING & EVENTS SNAP-ON TV

### SNAP-ON TV

Learn from real technicians across the country and find out how they're using Snap-on in the shop to get the job done faster and better.

ON DEMAND Programming

RealTechs-RealStories

Vehicle Identification

Mark Schaeffer Snap-on Equipment Group

Providing Superior Service - Mike Johnson, Cleveland, OH

Who Use Widgets? Register Sign In

## widgetbox

widgetizing the web

Categories: Widgets - Blogosphere - Social Networks

Blogosphere (12,195)  
Blog Feeds (462)  
Social Bookmarking (232)  
News (124)  
Communication (67)  
Fun & Games (187)  
Interests (161)  
Information (262)  
Media (25)  
Money Makers (26)  
Other (77)

### Social Networks

Display info from social networks on your blog

Pages: 8 - < First Previous 1 2 3 4 5 6 7 Next > Last

Sort by: Top Rated

Google Calendar  
This widget enables use of google calendar service.

Developer: jgriech Avg. Rating: 4.8 (10 reviews) Categories: Fronts & Calendars, Social Networks  
Date Added: Jan 1, 2007 Subscriptions: 195

Broadcaster - Mobile Fan Club Widget  
For Bands and Artists - Create your Mobile Fan Club and easily send REGIONALIZED text messages to fans on-the-go.

Developer: Broadcaster Avg. Rating: 4.8 (10 reviews) Categories: Email & Messaging, Social Networks  
Date Added: Sep 21, 2007 Subscriptions: 247

Best Stuff in the World Mini-Collage  
Share your "best stuff" list with the world with this collage from The Best Stuff in the World!

Developer: Best Stuff in the World Avg. Rating: 4.8 (10 reviews) Categories: Social Bookmarking, Social Networks  
Date Added: Sep 21, 2007 Subscriptions: 247

Medstory BETA Search: peripheral arterial disease

Feedback | Disclaimer | Help

Results for peripheral arterial disease

Information that Matters™: click below to refine your search

Drugs & Substances	Conditions	Procedures	In Clinical Studies
<ul style="list-style-type: none"> <li>Fetal</li> <li>Plan</li> <li>Ticli</li> <li>Apriol</li> <li>Trental</li> </ul>	<ul style="list-style-type: none"> <li>Arterial Disease</li> <li>Arteriosclerosis</li> <li>Intermittent Claudication</li> <li>Stroke</li> <li>Smoking</li> </ul>	<ul style="list-style-type: none"> <li>Angioplasty</li> <li>Ultrasonography</li> <li>WLA</li> <li>Stent</li> <li>Exercise Therapy</li> </ul>	<ul style="list-style-type: none"> <li>NCI-9042</li> <li>UCS-934</li> <li>MR-702</li> <li>Lipirofen</li> <li>Gababutyrate</li> </ul>
Complementary Medicine	Personal Health	People	
<ul style="list-style-type: none"> <li>Arginine</li> <li>Garlic</li> <li>Beano</li> <li>Vitamin E</li> </ul>	<ul style="list-style-type: none"> <li>Walking</li> <li>Cigarette Smoking</li> <li>Exercise</li> <li>Risk Assessment</li> <li>Body Mass Index</li> </ul>	<ul style="list-style-type: none"> <li>Deves, Mark G</li> <li>Cooke, John P</li> <li>McCormick, Perry</li> <li>Chronic, Nicolas</li> <li>Powell, Richard</li> </ul>	

The Web 1 to 10 of about 3,123,000

- Angioplasty for peripheral arterial disease of the legs on Yahoo ... Researchers have looked at several groups of people who had angioplasty for peripheral arterial disease. In a few of these studies: ...  
http://health.yahoo.com/ent/healthnews/04110416
- Peripheral Arterial Disease (also called PAD) is a problem with blood flow ... Pentoxifylline (brand name: Trental or Pentonil) or cilostazol (brand name: ...  
http://familydoctor.org/009.html
- Percutaneous Interventions for Lower Extremity Peripheral Vascular ... Health-related quality of life after angioplasty and stent placement in patients with ...  
http://www.ncbi.nlm.nih.gov/pubmed/16849404

Sponsored Results

Cloudigral  
Have you suffered heart problems due to PAVD? If so, contact us. www.cloudigral.com

Intermittent Claudication Brief and Straightforward Guide to Intermittent Claudication micropost.com

Discount Cloudigral 100 Tablets 75mg - \$109.00 Free Express Air & Week Delivery www.discountcloudigral.com

Arterial Disease Tests 3,348,000 results on eMedicine.com

revolutionhealth preview

Over 4,000 treatments

Get started

My Revolution Toolkit Healthy Living Conditions & Treatments Doctors & Hospitals Insurance Marketplace Learn from others Member Central

### Learn from others

Join discussions  
Read someone else's story  
Read reviews  
Read blogs  
Meet other people

Don't say cheese! Living with lactose intolerance

What do you do if you are a cheese lover who has just been diagnosed as lactose intolerant? That's the issue facing someone in the Revolution Health Forum. Help him find ways to enjoy his dairy without paying the price later.

- "A Life Less Dairy" - Sweetie's Blog
- Read Revolution Health user Neri's story about lactose intolerance

Today in Revolution Health 03

New profiles created today: 1  
New blog posts created today: 1  
New topics created today: 1  
New stories created today: 1

Face-off  
The American College of Obstetrics and Gynecology is recommending that every woman undergo testing for Down syndrome when she's pregnant. Is this excessive?

Post a topic or question

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## John H. Bell

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Executive Creative Director

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