



SOCIAL MEDIA GUIDE

The emergence of new digital tools and channels has created a host of new opportunities for marketers to create more conversational and community-based interaction with customers, prospects, internal colleagues, and other groups in the marketplace.

The table below provides a brief guide to some of the most important new media tools, with brief descriptions as well as notes on potential uses and selected examples.

The table highlights three types of uses:

- **Listen:** track and monitor digital conversations
- **Contribute:** participate in existing online conversations
- **Lead:** develop your own platforms for digital conversation and community

The Development and use of these media are still in their early phases for business-to-business marketing. ITSMA members, for the most part, are still testing their use and sorting out the most relevant objectives and metrics.

Blogs (Weblogs)	
Description	A personal or corporate Website consisting of regularly updated, conversational-style entries posted in reverse chronological order. Typically in the form of an online journal and focused on commentary or news on a particular subject. Readers can post comments.
Listen	<ul style="list-style-type: none"> ▪ Stay abreast of new thinking about technology ▪ Gain insight into customer wants, needs, and pain points ▪ Monitor what competitors, experts, analysts, and other thought leaders are doing and thinking
Contribute	<ul style="list-style-type: none"> ▪ Comment on important industry trends in highly trafficked places ▪ Initiate dialogue with important industry thought leaders ▪ Comment on posts specifically related to your company ▪ Advertise on blogs that are relevant to your customers and prospects
Lead	<ul style="list-style-type: none"> ▪ Display issues expertise and thought leadership / position company as a leader in content area(s) ▪ Provide simple, convenient information channel for internal and external audiences ▪ Address hot issues publicly, deeply, and in a conversational way (without issuing press releases) ▪ Increase Web traffic and improve search results
Examples	<ul style="list-style-type: none"> ▪ Jonathan Schwartz: http://blogs.sun.com/jonathan/ ▪ Irving Wladawsky-Berger: http://irvingwb.typepad.com/ ▪ Om Malik: http://gigaom.com/ ▪ Silicon Valley Watcher: http://www.siliconvalleywatcher.com/ ▪ Micropersuasion (Steve Rubel): http://www.micropersuasion.com/
Resources	<ul style="list-style-type: none"> ▪ Typepad: http://www.sixapart.com/typepad/ ▪ Blogads: http://www.blogads.com/





RSS (Really Simple Syndication)	
Description	An XML-based form of Web syndication for distributing news and other text, audio, and video content. Providers make updates to their sites (including blogs) available via RSS, which are then automatically available via the Web, in special readers, and/or by email to anyone who has subscribed to the RSS feed.
Listen	<ul style="list-style-type: none"> ▪ Easily monitor all new content from competitors, thought leaders, customers, etc.
Contribute	<ul style="list-style-type: none"> ▪ Advertise on feeds that are relevant to your customers and prospects
Lead	<ul style="list-style-type: none"> ▪ Efficiently distribute content to self-selecting audience ▪ Lessen problems with spam filters ▪ Allow interested readers to take control of their news updates rather than pushing it at them ▪ Increase Web presence ▪ Improve search engine rankings
Examples	<ul style="list-style-type: none"> ▪ HP RSS Feeds: http://www.hp.com/hpinfo/rss.html ▪ IBM Syndicated RSS Feeds: http://www.ibm.com/ibm/syndication/ ▪ Capgemini Syndicated News Feeds: http://www.us.capgemini.com/resources/rss/
Resources	<ul style="list-style-type: none"> ▪ NewsGator: http://www.newsgator.com ▪ Simple Feed: http://www.simplefeed.com ▪ Pheedo (for ads): http://www.pheedo.com/

Podcasts	
Description	A way to distribute audio and/or video files over the Internet for playback on mobile devices (e.g., iPods) and personal computers. Users can also automatically receive new podcasts by subscribing to them with RSS.
Listen	<ul style="list-style-type: none"> ▪ Stay abreast of new thinking ▪ Gain insight into important industry trends ▪ Monitor what competitors, experts, analysts, thought leaders, and others think is important
Contribute	<ul style="list-style-type: none"> ▪ Contribute content / interviews
Lead	<ul style="list-style-type: none"> ▪ Generate interest and awareness with rich media content ▪ Demonstrate expertise and thought leadership ▪ Increase Web visibility ▪ More effectively communicate with employees, investors, prospects, etc.
Examples	<ul style="list-style-type: none"> ▪ Juniper's Master of IT: http://www.masterofit.net/ ▪ Avaya's podcasts: http://www.avaya.com/gcm/master-usa/en-us/podcasts/index.htm ▪ NEWS@CISCO podcasts: http://newsroom.cisco.com/dlls/podcasts/audio_feeds.html ▪ Marketing Voices: http://www.podtech.net/?cat=58
Resources	<ul style="list-style-type: none"> ▪ iTunes Podcasts: http://www.apple.com/itunes/podcasts/ ▪ Podtech.net: http://www.podtech.net/



Microsites	
Description	A highly focused Web page or cluster of pages meant to supplement a primary Website for a specific purpose and targeted audience. The main landing page usually has its own URL.
Listen	<ul style="list-style-type: none"> ▪ Monitor competitors' campaigns
Contribute	<ul style="list-style-type: none"> ▪ Supply content to microsites relevant to your customers and prospects ▪ Sponsor microsites hosted by a third party
Lead	<ul style="list-style-type: none"> ▪ Create targeted messages for specific audiences around specific thought leadership, offers, events, etc. (and avoid distracting them with irrelevant content) ▪ Generate awareness, interest, and dialogue ▪ Generate and qualify leads ▪ Support bids and proposals
Examples	<ul style="list-style-type: none"> ▪ Bearingpoint VOIP: http://www.bearingpoint.com/voip ▪ Microsoft-CNNMoney Executive Resource Center: http://money.cnn.com/sales/executive_resource_center/
Resources	<ul style="list-style-type: none"> ▪ e-tractions Microsite Publisher: http://www.e-tractions.com/web_dev/company/press/041406.htm

Wikis	
Description	A special type of Website that allows users to easily add, remove, and edit content. This enables collaborative authoring, online interaction, and project management without requiring Web design knowledge.
Listen	<ul style="list-style-type: none"> ▪ Monitor and stay abreast of new thinking
Contribute	<ul style="list-style-type: none"> ▪ Provide content
Lead	<ul style="list-style-type: none"> ▪ Facilitate internal collaboration and information sharing (e.g., with marketing, sales, and delivery) ▪ Enable simple and efficient document, project, and knowledge management ▪ Foster dialogue, problem solving and community building with key audiences
Examples	<ul style="list-style-type: none"> ▪ New PR Wiki: http://www.thenewpr.com/wiki/pmwiki.php/Main/HomePage ▪ Fortune 500 Business Blogging Wiki: http://www.socialtext.net/bizblogs/index.cgi ▪ Wikipedia: http://en.wikipedia.org/wiki/Main_Page ▪ Intuit Wiki: http://www.taxalmanac.org/index.php/Main_Page
Resources	<ul style="list-style-type: none"> ▪ Socialtext: http://www.socialtext.com/ ▪ JotSpot: http://www.jot.com/



Online Social Networks	
Description	Web-based platforms and applications that help people connect with each other and share contact information based on personal and professional profiles. Typically are controlled by members who create profiles (or homepages) and maintain "address books" of their contacts.
Listen	<ul style="list-style-type: none"> ▪ Gain customer insight
Contribute	<ul style="list-style-type: none"> ▪ Explore and share useful contacts and relationships within and across organizations (can be public or private) ▪ Develop new relationships with potential partners, customers, employees, etc. ▪ Advertise on social networks relevant to your customers and prospects ▪ Facilitate word-of-mouth marketing
Lead	<ul style="list-style-type: none"> ▪ Develop new relationships with potential partners, customers, employees, etc. ▪ Facilitate word-of-mouth marketing
Examples	<ul style="list-style-type: none"> ▪ MySpace: http://www.myspace.com/ ▪ LinkedIn: http://www.linkedin.com/ ▪ YouTube: http://www.youtube.com/ ▪ Del.icio.us: http://del.icio.us/ ▪ Gather: http://www.gather.com/ ▪ Greater IBM: http://greateribm.typepad.com/

Online Communities (Public or Private)	
Description	Issue or topic-based group, often with specific criteria for membership. Typically organized to share information, ideas, and challenges around common topics / interests with moderated discussions and extensive online content.
Listen	<ul style="list-style-type: none"> ▪ Gain insight on customer trends, wants, and needs by listening to how customers speak with each other ▪ Learn what current hot issues are
Contribute	<ul style="list-style-type: none"> ▪ Demonstrate expertise and thought leadership ▪ Test ideas for new offerings ▪ Advertise on public communities relevant to your customers and prospects
Lead	<ul style="list-style-type: none"> ▪ Demonstrate expertise and thought leadership ▪ Gain customer and other insight, feedback, and new ideas through dialogue with customers ▪ Enable customers and others to learn from peers ▪ Increase customer loyalty and advocacy ▪ Facilitate word-of-mouth marketing ▪ Test ideas for new offerings
Examples	<ul style="list-style-type: none"> ▪ ITToolbox: http://www.ittoolbox.com/ ▪ Slashdot: http://slashdot.org/ ▪ TechTarget: http://www.techtarget.com/ ▪ TalkBMC: http://talk.bmc.com/ ▪ AT&T Networking Exchange: http://www.business.att.com/nx_home.jsp ▪ BEA Dev2Dev: http://forums.bea.com/bea/index.jspa
Resources	<ul style="list-style-type: none"> ▪ Communispace: http://www.communispace.com/ ▪ LiveWorld: http://www.liveworld.com