

PR 2008: New Media, Same Goals

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Is your company social media savvy?

Survey

- Do you have a **blog**?
- Does your company have a **blogger relations** program?
- Is your company part of any **social networks**? Are you?
- Is **video** part of your communication mix?

The Power of New Media

- The best way to **contribute to user conversations** is to actively monitor the discussions
- More than 1/3 of all companies contribute to **online conversations** on a frequent basis
- Interacting with **users** can sway opinion, correct misinformation, gain feedback, reward loyalty, test new ideas

Source: Aberdeen Group, *Social Media Monitoring and Analysis*

State of B2B Communications: How important is Social Media?

The Times, They Are A-Changin'

*“Journalism is not **disappearing**, we concluded, but it is **changing**. Consumers trust and rely on journalists less, and expect more of them, because they have alternative sources of information.”*

Source: Journalism.org, *State of the News Media 2008*

Traditional Media Channels: Down, But Not Out

- **B2B magazine** ad revenue **down nearly 2.0%** in 2007
- **Trade journals** showed a **decrease of 4.0%** in ad spending in first three quarters of 2007
- 45.3% of B2B marketers will make the biggest budget cuts in **print** publication channels in 2008
- 48.5% of B2B marketers will increase spending for **online** channels

Sources: American Business Media's Business Information Network, Nielsen Media Research, BtoB Magazine Online

Explosion of New Media Channels

- 76,000,000+ **blogs** tracked by Nielsen blogpulse
- 69 million **Facebook** users, 45 percent return each day, averaging 25 minutes daily
- 47% of B2B marketers will consider sponsoring **online communities** in the next year, up from 29% in 2007
- 52% of B2B marketers will produce **online videos**, up from 39% in 2007

Sources: Nielsen Media BuzzMetrics, Facebook Statistics, Forrester Research *Decision Makers Survey*

The Goal Remains the Same

*Reach the **Right People**
Through the **Right Channels**
with the **Right Message**
at the **Right Time***

Is Social Media Right for *Your* Audience?

- Are they already there?
- Will they be there soon?

Blogging Best Practices



Bloggers Are Different: A New Set of Rules

- Not constrained by traditional **journalism ethics**
- Have a **deep passion** for their subject
- Know your **reputation**, or the lack of one
- Believe in give and take: the **conversation**

Ready or Not: Start a Blog

- Create the **infrastructure** even if you aren't ready to blog
- Start small
- Use **platforms** that don't require knowledge of HTML
- Employ social **bookmarking tools** to spread content virally
- Create a **digital newsroom** to quickly spread news

Who's Doing It Right



Community Best Practices



It Takes a Village

- B2B technology decision makers turn to communities primarily for:
 - Expert and peer point of view
 - Product reviews
 - Information on the business benefits of technology

Source: CMP Media *Business Technology Media Engagement Study*

Connect and Grow Your Message

- Get your message out there, then **listen** and tighten the feedback loop
- Push progress along when needed, but **allow for organic growth**
- For companies with multiple segments, **customize messages** to specific audience

Who's Doing It Right



Vyatta.org: The Open Source Networking Community Site

- **Community Forums:** A place to communicate and collaborate on all things Vyatta
- **Community Blogs:** In depth discussions prompted and fueled by the internal Vyatta team
- **Your Vyatta:** User feedback for future product enhancements, packages to include and bug identification
- **Other Features:** Featured downloads, community polling, documentation, embeddable downloads



Video Best Practices



A Picture is Worth a Thousand Words

- Visuals increase **attention** and **retention**
- Make content easy to digest
- Distribute via all channels for maximum **viral effect**
 - **Podcasts** for company information, industry trends and customer testimonials
 - Viral video for **integrated campaigns**
 - Streaming content to **connect live and interact**

Who's Doing it Right



Get Started Now...

- Perform social media competitive **audit**
- Set **goals**
- Lay out a **plan**
- Engage all **key players**, including the lawyers
- Try, **test**, measure, **adjust**, try again...

... and be patient!

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