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<b>Thea Woods</b>	<b>If you could have the...</b>	Apr 6	Archive
<b>Nirav Depala</b>	<b>Invitation to connect</b>	Apr 6	take action ▾
<b>Taylor Chesnut</b>	<b>Invitation to connect</b>	Apr 6	take action ▾
<b>Travis Tate</b>	<b>Invitation to connect</b>	Apr 6	take action ▾
<b>Andre Massaro</b>	<b>FW: Brazilian market</b>	Apr 6	Archive

Action items: [Invitations \(5889\)](#), [InMails \(370\)](#), [See all messages »](#)

# Digital Conversations: The New Marketing Paradigm Presented by Marc Freedman

**Network Activity**




**Marc Freedman** You can't trust nobody: Email marketers should be shamed. Breaking up should not be hard to do. <http://wp.me/pAEbu-4c> 9 hours ago via Twitter

▾ Who's viewed my profile?

Your profile has been viewed by 29 people in the last day. Yesterday, you appeared in search results 96 times.

# Social is Real ... Today

## Market Valuation

	Social	Traditional
<b>Video</b>	2 yo YouTube \$1.6B	NBC TV \$6B
<b>Phone</b>	Skype \$4.1B	Qwest \$9B (30K employees)
<b>Publishing</b>	Facebook \$4B	NY Times Co. \$1.7B

# A New Paradigm

- ◆ You never had control
  - ◆ Taco Bell NY rats
  - ◆ Domino employees abuse food
  - ◆ Honda Product Manager AstroTurfing
- ◆ Michael Moore's Law: "Tell your story, or have it told for you"

# New Marketing

Branding - The aggregated image of a company or product through all touchpoints, whether initiated internally – advertising, collaterals, web sites, service, staff, etc. – or externally – press, **consumption, friends, reviews, etc.**

## Well, not so **New**

“A powerful global **conversation** has begun. Through the Internet, people are discovering and **inventing new ways** to share relevant knowledge with blinding speed. As a direct result, **markets (people)** are getting smarter — and getting smarter faster than most companies.”

# Do you have a Clue?

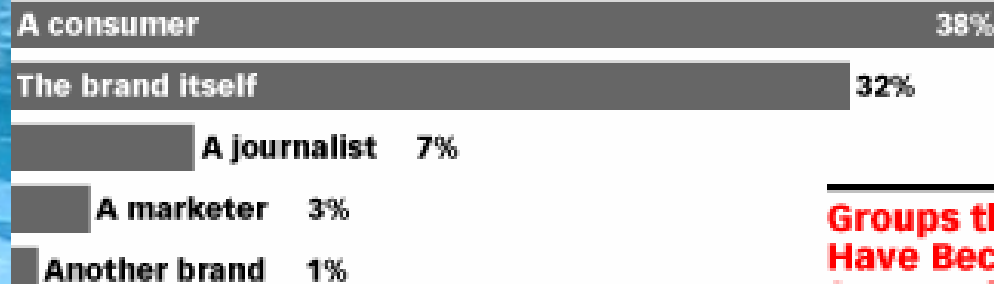
“These markets are conversations. Their members communicate in language that is natural, open, honest, direct, funny and often shocking. Whether explaining or complaining, joking or serious, the human voice is unmistakably genuine. It can't be faked.

Most corporations, on the other hand, only know how to talk in the soothing, humorless monotone of the mission statement, marketing brochure, and your-call-is-important-to-us busy signal. Same old tone, same old lies. No wonder networked markets have no respect for companies unable or unwilling to speak as they do.”

**Cluetrain Manifesto, 1999, Locke, Searls, Weinberger & Levine**

# But ... People STILL Trust You

## Most Credible Source for Information About a Brand on a Social Networking Site According to Internet Users Worldwide, January 2010 (% of respondents)



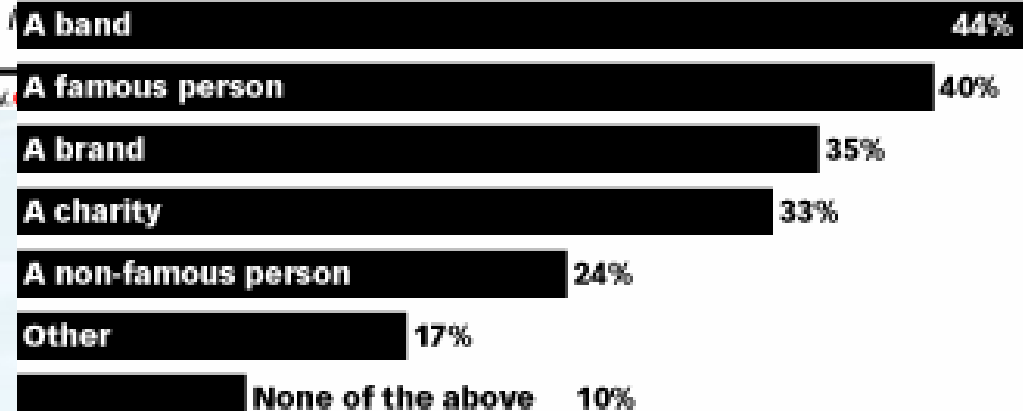
Note: n=2,065

Source: InSites Consulting, "Social Media Around the World," March 2010

113535

www.

## Groups that Social Networking Site Users Worldwide Have Become Fans of on Social Networking Sites, January 2010 (% of respondents)



Note: n=1,723 respondents who have become fans

Source: InSites Consulting, "Social Media Around the World," March 22, 2010

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www.eMarketer.com

# What's Social

## Group conversations

- ◆ Discussion mailing lists, forums, bulletin boards

## Social Networks

- ◆ Facebook, LinkedIn, Meetups

## Publishing

- ◆ Blogs, Microblogs (Twitter), Wikis, Directories

## Media

- ◆ Photos, Video, Podcasts, Games

## Location

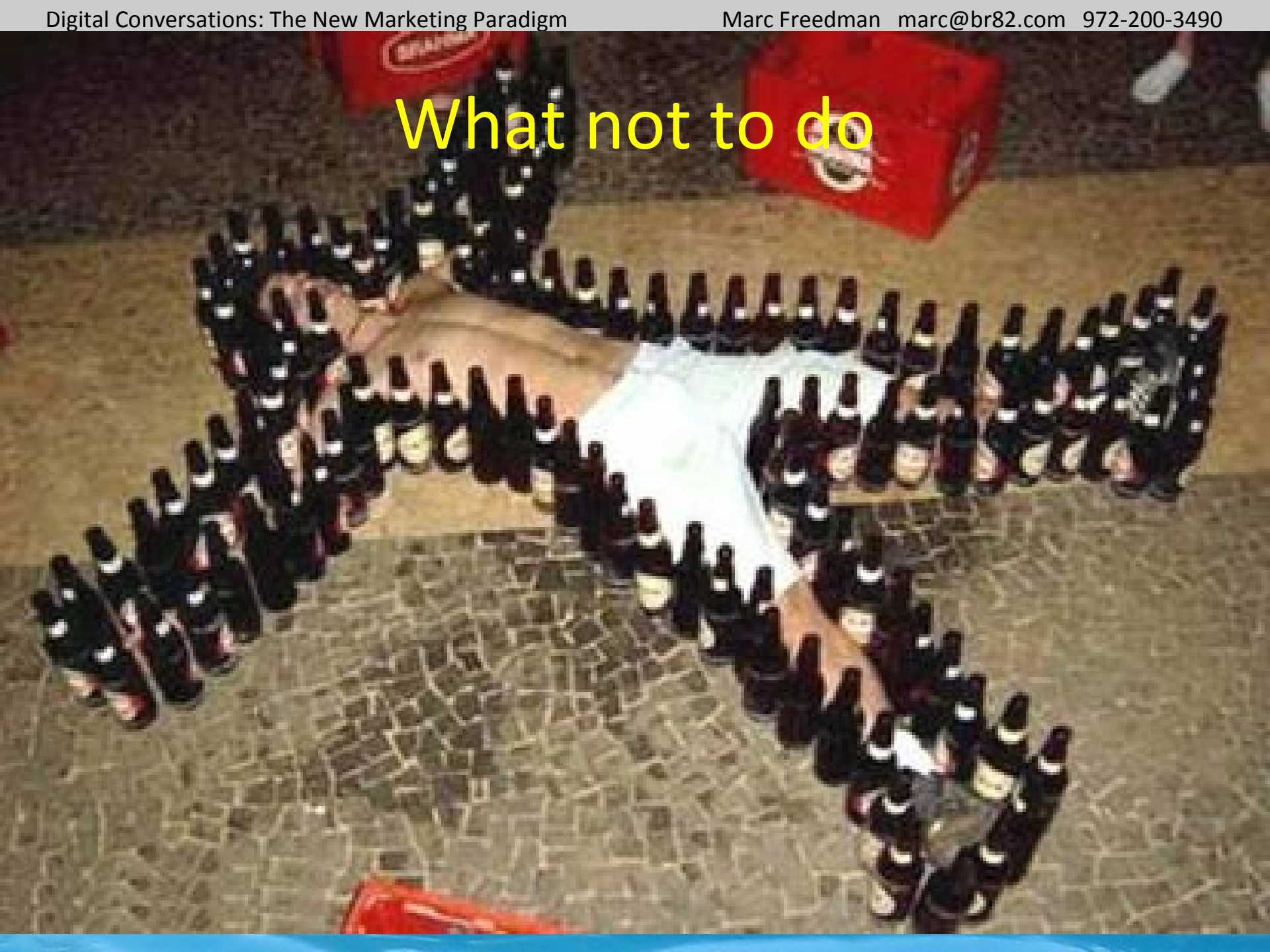
- ◆ GPS, Maps, Travel

## Talk

- ◆ Comments, Reviews, Ratings, Polls, Bookmarks, Tags



# What not to do



**dweliser**

New Shoes! \$45

Nights worth of beers.. \$60

Getting so waisted you take your pants off and crawl around on the bar.....



**PRICELESS!!!**

# Seven Secrets for CEOs: *Social Media Do's & Don'ts*

## Don't

- ◆ Don't be **Corporate**
- ◆ Don't **Control**
- ◆ Don't **Talk**
- ◆ Don't **Sell**
- ◆ Don't **Force** customers
- ◆ It's not a **Technology**
- ◆ It's not a **Program**

## Do

- ◆ Be **Personal**
- ◆ **Facilitate**
- ◆ **Listen**
- ◆ **Brand. Build Trust.**
- ◆ **Follow** your customers
- ◆ It's a **Strategic Means**
- ◆ It's your **DNA**

# Hospitality & Travel:

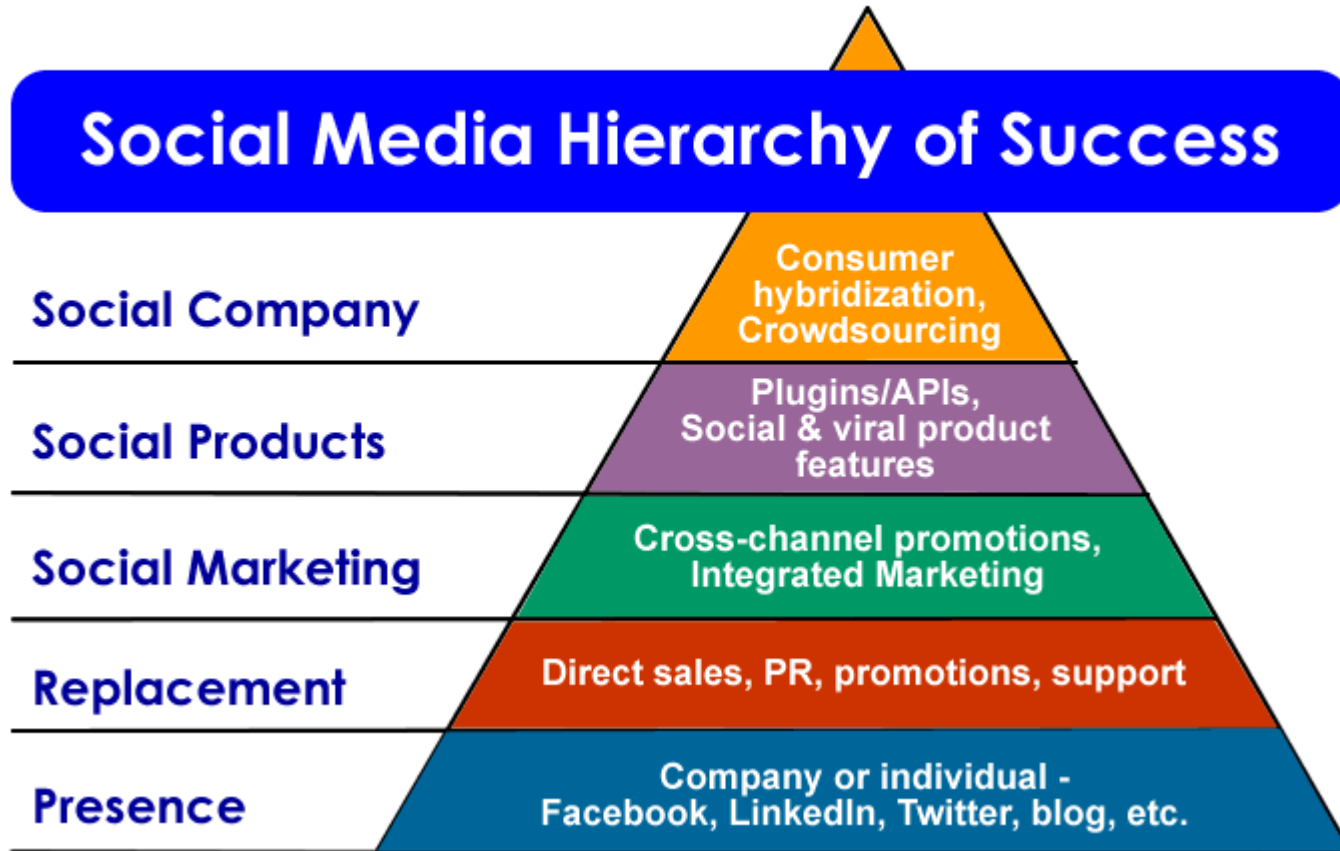
## *Perfect Fit - Genuine, fun, personality*

### Do

- ◆ **Be Personal**
- ◆ **Facilitate**
- ◆ **Brand. Build Trust.**
- ◆ **Follow** your customers
- ◆ It's a **Strategic Means**
- ◆ It's your **DNA**
- ◆ Trip socialization
- ◆ Travel logs
- ◆ Celebrity promos
- ◆ Concierge/kiosk
- ◆ Social network, mobile, local directory, check-in, ratings
- ◆ Trip tracker/momento – time, place, map, media
- ◆ Lifecasting

# Breakthrough Marketing

## Social Media Hierarchy of Success



# Contact

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