Activity streams, 218–219
Adobe Systems, 9–10
Aggregators, 193–194
Akin Gump, 43
Albee, Ardath, 163
Alexa.com, 76
Alibaba.com, 190
Allison, Holly, 22
Allop, 20
Altimeter Group, 49, 116
America Online, 30
American Express, 38, 189
Anchor text, definition of, 166
Anderson, Eric, 35
Andrews, James, 56–57
Anita Campbell’s Small Business Trends, 18
Anonymity, 67
Apple Computer, 54
Applications of social media:
crisis management, 25–27
customer support, 23–25
feedback solicitation, 27–29
market intelligence, 15–17
market research, 21–23
opportunity identification, 17–18
platform use examples, 129–141
thought leadership, 18–21
Applications (programs), 105
Association of National Advertisers (ANA), 104
Association Social Media Wiki, 36
AT&T, 226
@PPGlobalPR, 26
@SANPenguin, 4
Audio podcasts, 109–110
AuntMinnie.com, 181–182, 185–186, 190, 195
Avaya, 134–135
Awareness Networks, 29
Bain & Company, 208
Balter, Dave, 46
Banning, Christine, 189
Barnum, P.T., 215
Barrett, William, 140
Beckman, Bob, 219
Belniak, Alan, 7
Bernoff, Josh, 34, 115, 181
Berra, Yogi, 215
Bias, keywords and, 94–95
Biznik.com, 18
Black hat SEO, 97–98
Blackshaw, Pete, 11, 24, 36
blip.tv, 19
Blogger, 120, 124
Blogs:
lead generation, 156–157, 167, 171
monitoring online conversations, 83–86
platform selection, 104–105
platforms in use, 129–131
thought leadership, 18–21
BoardTracker.com, 76–77
Bodnar, Kipp, 94
Boingo Wireless, 25–26, 47
Boudreaux, Chris, 57, 62
Bounce rates, 79–82, 165, 166
BP, 26–27
Brafman, Ori, 219
Brand consistency, loss of, 42–43
Brimelow, Lee, 9
BoB magazine, 5–8, 104, 143, 189
Bullmer, Don, 167
Delicious, 131
Dell, 3–4, 11–12, 186
Deloitte Development LLC, 140–141
Destination web sites:
  content management systems, 116–124
  future of, 125–126
  as home base, 115–116
  interface control as factor, 116
  longevity as factor, 114–115
De Young, Galen, 100–101
Digg, 131
Diplomacy policy element, 232
Disruption, embracing, 44
Do It Wrong Quickly (Moran), 143, 222
Do-it-yourself solutions, 118, 119
Dominguez, Carlos, 44
Drapeau, Mark, 222
Drupal, 122
Dunay, Paul, 134
Economic Development Council of Western
Massachusetts, 193
Edelman Digital, 115
Elance, 217
ElectraTherm, 85–86
Eliason, Frank, 23
eMarketer, 34
EMC Corporation, 184, 202
Emergency management, 25–27, 233–234
Emerson Electric Co., 50
Emerson Process Management, 39, 87, 129–131
Employee-Screen, 97, 159–160, 185
Enquiry, 90
Entry page, definition of, 165
Essential Marketing Automation Handbook, The
(Albee), 163
Etiquette, online, 236–237
Experts, lead generation and, 162, 167, 172–175
Facebook:
  future of social media, 222
  lead generation, 171
  platform selection, 103, 105–106, 119–120, 125
  platforms in use, 134, 140–141
  profiting from online communities, 182, 190
  return on investment, 214
Facebook Marketing for Dummies (Dunay), 134
Federal Express, 56–57
Federal Trade Commission, 228, 230
Financial compensation guidelines, 230
Financial disclosure guidelines, 228
Fishman, Nick, 97
Fleschman-Hillard, 226
Flickr, 26
FohBoh.com, 180
Followers, value of, 213–214
Ford, 10
Ford Motor Company, 23
Forrester Groundsell Awards, 36
Forrester Research, 34, 59, 115
Forums, profiting from, 181–183
Fox, Maggie, 162
Franke, Deb, 129–131
FreeOnlineSurveys.com, 28
Friedman, Thomas, 216
FriendFeed, 19
Friendships (online), profiting from online
communities, 178–181, 183–184
Future of social media:
  activity streams, 218–219
  inside-out marketing, 217–218
  misinformation, half-life of, 215–216
  seven habits of highly effective marketers,
  219–222
  value of proximity, 216–217
Generating leads. See Lead generation
Gillin, Paul, 59, 175, 216–217
Github.com, 218
GlassDoor.com, 217
Goldman, Eric, 44
Goldstein, Tom, 43
Google:
  creating social organizations, 53–54
  lead generation, 164–165
  platform selection, 120, 125
  search engine optimization, 96–97, 99–101
  social media optimization, 101–102
Google Alerts, 78–79
Google Analytics, 79–82, 208, 209
Google Buzz, 19
Google Forms, 28
Google Insights for Search, 90–94, 95
Google Reader, 16–17, 21–22, 69–73, 78
Google Wonder Wheel, 88–89, 94
Gossieaux, François, 170
Graney, Mike, 193
Grapevine (Balter), 46
Greenberg, Paul, 158
Groundswell (Bernoff and Li), 34, 181, 190
Group decision making, 6–7, 12–13, 48
Gunning, Christian, 26
Guru.com, 217
Halligan, Brian, 164
Hamilton, Jeff, 194
Index 247

Marketing campaigns, planning. See Planning marketing campaigns
MarketingCharts, 34
MarketingProfs, 34
MarketingSherpa, 34, 37
Market intelligence:
  applications of social media, 15–17
  monitoring online conversations, 67–86
Marketo, 34, 173, 192
Market research:
  applications of social media, 21–23
  winning buy-in, 33–36
Mashable.com, 216, 220
Maskin, Dave, 181
McAfee, Andrew, 102
Messina, Chris, 125
Metrics. See also Web statistics
  monitoring online conversations, 79–82
  planning marketing campaigns, 149–150, 152–154
  return on investment, 201, 208–209, 211–213
Miller, Jon, 173
Misinformation, social media policies and, 215–216, 234
Monitoring online conversations:
  anonymity and, 67
  applications of social media, 15–17
  building dashboards, 69–79
  challenges in, 67–69
  engaging bloggers, 83–86
  internal feedback loops, 83
  keyword searches, 69
  measuring marketing effectiveness, 79–82
  profiting from online communities, 185–186
Monsanto, 36
Moran, Ed, 170
Moran, Mike, 97, 143, 222
Most visited web pages metric, 81
Murray, Martin, 26
Murray, Michelle, 136–137
MyPlanNet, 129–140
My Starbucks Idea, 187

Naked Conversations, 52
National Instruments, 19, 180, 187, 196–197
Net Promoter Score (NPS), 208
The New PR Wiki, 36
News aggregators, 193
New York Times, 35
Nguyen, Baochi, 25
Nielsen Buzz Metrics, 68
Nielsen Online Digital Strategic Services, 11
Ning, 112
Nurturing of leads, 168

Odden, Lee, 94, 100–102
Ogden, Jeff, 160–161
Oil Spill Recovery Institute, 188, 217
O’Keefe, Kevin, 44
1:9:90 rule, 177, 190–191
Open Leadership (Li), 11, 48
Openness challenge, 47–50, 53–55
Open-source software option, 118, 120–121
Opportunity, identifying, 17–18
Optimization:
  of search engines, 95–101
  of social media, 101–102

Oracle Beehive, 28
Organic organizations, definition of, 49–50
Ostrow, Adam, 216
Outsell, 193
Outsell, Inc., 115
Owyang, Jeremiah, 49, 116
Pageflakes, 16
PartnerUp, 189
PDF documents, 112–113
Pew, 193
Photo contest, 138
Ping.fm, 19
Pitney Bowes, 204
Planning marketing campaigns:
  business goal and, 146–147, 151–152
  measuring effectiveness, 147–149, 152
  strategy, importance of, 142–145
  tactics, mapping to metrics, 149–150, 152–154
  tool deployment, 150–151, 154–155
  tool selection overview, 144–151
  tool selection scenario, 151–155
  why numbers matter, 145–146
Platform selection:
  blogs, 104–105
  content management systems, 116–124
  destination site as home base, 115–116
  destination site’s future, 125–126
  Facebook, 105–106
  interface control as factor, 116
  lead generation, 161–162
  LinkedIn, 106–107
  longevity as factor, 114–115
  Ning, 112
  planning marketing campaigns, 144–151
  podcasts, 108–110
  Q&A for, 122–124
  Scribd, 112–113
  SlideShare, 111–112
  Twitter, 108–109
  wikis, 110–111
  YouTube, 107
Platforms in use (case studies):
  Avaya, 134–135
  Cisco Systems, 139–140
  CME Group, 131–132
  Cree, 136–138
  Deloitte Development LLC, 140–141
  Emerson Process Experts, 129–131
  IEEE, 135–136
  Infusionsoft, 132–134
Podcasts, 109–110
Policy making. See Social media policies
Popper, Susan, 203
Posterous, 19
PowerPoint, 111–112
Premier Farnell, 193–194
Privacy, 170, 231. See also Public disclosure
Private vs. public communities, 188–190
Procter & Gamble, 10, 186
Professional development, profiting from online communities, 185
Profiles (online), profiting from online communities, 178–179
Profiting from online communities. See also Return on investment (ROI)
  community definition, 181
  community essentials, 188–195
  community use examples, 184–186
  content as king, 191–194
  crowdsourcing, 186–188
  customer relations example, 197–199
  entertainment and relaxation, 195
  essential utility, 177–178
  friends and fame, 178–181
  hosting conversations, 181–183
  network management example, 176–177
  network success example, 183–184
  1:9:90 rule, 177, 190–191
  public vs. private question, 188–190
  technical community example, 180, 196–197
  topical discussion areas, 194–195
Prospecting. See Lead generation
Proteus, 100
PTC, 7
Public disclosure:
  lead generation, 170
  social media policies, 58, 225–228, 231
  social organization creation, 54–55
Public Relations Society of America, 39
Public Service of New Hampshire, 26
Public vs. private communities, 188–190
Public web 2.0 services option, 118, 119–120
Purcell, Kristen, 193
Qualifying of leads, 168–170
Quantcast.com, 77
Radian, 6, 68, 134
Referral links, definition of, 166
Referring sites metric, 82
Regulatory considerations, 43–44. See also Legal considerations
Reichheld, Fred, 208
Relationships:
  blogger engagement, 83–86
  creating social organizations, 47, 48
  lead generation, 167, 168–170
  profiting from online communities, 178–181, 197–199
  return on investment, 206–207
  rules of marketing, 7, 8, 13
Relevance of keywords:
  bias and, 94–95
  search engine optimization, 96–97
RelevantNoise, 68
Resources, winning. See Winning buy-in and resources
Respectfulness policy element, 231
Return on investment (ROI):
  analysis examples, 203–207
  debate over, 200–203, 213
  definition of, 203
  intangibles and, 211–213
  lead generation, 164
  metrics and, 201, 208–209, 211–213
  planning marketing campaigns, 146
  social marketing scenarios, 210–211
  value of followers, 213–214
  winning buy-in, 40–41
Review chain sequencing, 61–62
RIDGID Branding, 50–51
Robert Half Technology, 30
RSA Security, 184
RSS readers, 69–76
Rubel, Steve, 115
Rules of B2B marketing:
  gains from marketing, 12–14
  infallibility, pretense of, 11–12
  technology companies and, 3–5
  unique issues, 5–11
Russell, Stephen, 20–21
Sage Software, 197–199
Sales, multiple parts of, 8, 13. See also Buying cycle
Salesforce.com, 7, 32, 121, 187, 218–219
Sales pitches, lead generation and, 163, 170, 172, 175
Samepoint.biz.com, 76
SAP (company), 28, 167, 179–180, 183–184, 195, 203
SAS, 68
Satisfied Customers Tell Three Friends, Angry Customers Tell 3000, 24
Saturday Night Live, 11
Schaeffer, Danny, 21
Schoenberg, Allan, 22, 39–40, 54, 131–132
Schwartzman, Eric, 39, 57, 61, 81, 110, 121, 124
SCORE, 189
Scoring of leads, 168
SCOTUS, 43
Scout Lab, 68
Scribd, 112–113
Search Engine Journal, 96
Search Engine Land, 96
Search Engine Marketing, Inc. (Moran), 97
Search engine optimization (SEO): lead generation, 164–166 mechanics of, 95–101
Search Engine Strategies, 96
Search Marketing Expo, 96
Index

Sullivan, Jeff, 3
Sun Microsystems, 51–52
SurveyMonkey, 28, 35
SurveyPirate, 28
Telligent, 28
Thought leadership, 18–21, 184
3VR, 20–21
Tolstoshev, Nicholas, 179
TopCoder, 180–181
Top content metric, 81
Topical discussion areas, 194–195
TopRank Online Marketing, 94
Toyota, 229
Trackur.com, 77
Transparency concerns. See Public disclosure
Treehugger.com, 20
Trellian, 92–93
Trendstream, 39
Trust agents, 174
TubeMogul, 19
TweetDeck.com, 19, 77, 134
Twitter:
lead generation, 171–172, 175
planning marketing campaigns, 143
platform selection, 103, 108–109, 125
platforms in use, 131–135
return on investment, 213–214
social media policies, 228, 234
Twitterfall, 36
Twitter Search, 73–75
Twittervision, 22
Understanding searches. See Searches
Unique URLs, 209
United States Marine Corps, 102
UserVoice, 187
Validation of keywords:
monitoring online conversations, 79–81
understanding searches, 101–102
Value. See also Return on investment
of followers, 213–214
future of social media, 216–217, 221–222
as marketing focus, 6, 162
Van Zant, Kenny, 48
Vico Software, 22
Video podcasts, 109–110
Video-sharing sites. See also YouTube
platform selection, 107
platforms in use, 132–134, 136–138
Visible Technologies, 68
Vistaprint, 221
Volume, in searches, 92–94
Walsh, Deirdre, 19, 187, 196
WatchThatPage.com, 76
Webcopyplus, 68
WebsiteGrader.com, 76
Web statistics:
lead generation, 165–166
monitoring online conversations, 79–82
planning marketing campaigns, 147–149, 152
return on investment, 208–209
winning buy-in, 33–35
"The Week in Law," 43
WesternMassEDC, 193
WetPaint, 182
White hat SEO, 97
White Horse, 30, 33, 35
Widgets, 125
Wikipedia, 72–73, 110
Wikis, 110–111
Wink, 170
Winning buy-in and resources:
caveats for, 32–33
challenges in, 30–31
common objections, 40–44
consistency as factor, 42–43
control as factor, 41–42
cost per interaction equation, 41
demonstration projects, 37–40
embracing disruption, 44
finding allies online, 31
infectious growth, 50–52
return on investment, 40–41
selling the concept, 33–36
Word of Mouth Marketing Association Case Study Library, 36
WordPress, 122
Wordtracker, 92
World Is Flat, The (Friedman), 216
XinuReturns.com, 76
Yahoo!, 96, 98
Yang, Kong, 3
YoProCo, 51
YouTube:
lead generation, 171
platform selection, 103, 107, 111–112
platforms in use, 133, 137, 138
Zoomerang, 35
ZoomInfo, 170