Index

Note to the reader: Throughout this index boldfaced page numbers indicate primary discussions of a topic. Italicized page numbers indicate illustrations.

A
Abbott, Susan, “Customer Crossroads,” 107
action metrics, 307
Adams, Roger, 42
Adbusters Media Foundation, 19
AdGabber, 74, 75, 190
Advergaming, 21
advertising. See also word-of-mouth
American attitudes on, 17
backlash against, 26
direct mail, 8
effectiveness assessed, 298
online, 9
in podcasts, 229
on social networks, 77
and Social Web, 210
spending on, 40
time devoted to, 6
traditional, 290
trustworthiness, 20
Advertising Age, 19, 42, 212
advertising avoidance, 154
viewer response to, 16–19
advertising campaign, response to, 132
airline marketing, 108–109
AJAX, 305
alli, 80
Always Be Testing (Eisenberg), 331
Amazon, 21
online reviews, 176
reviews of reviews, 248
America Online (AOL), 4, 19, 73
American Airlines, Travel Bag, 165
Americans, attitudes on advertising, 17
analog data, vs. digital, 86–87
Anderson, Chris, 250
Andreesen, Marc, 61–62
Angry Customers Tell 3000 (Blackshaw), 106
animation, 63
anonymous ratings, disallowing, 247
anonymous survey, 138
AOL (America Online), 4, 19, 73
application developers, in Facebook, 75
Atom, 70
audience
connections, 304–305
defining, 291–292, 321
participation in social media creation, 34
understanding, 310
audio podcasting, 71, 174, 228–233
audio testimonials, 222
automobile dealers, 129
awareness, 94–95, 292
building, 269
marketers focus on, 43
source of, 83
backlash
against advertising, 26
from rebates, 105
bacn, 278
bad reviews, 247, 249
ballot stuffing, preventing in reviews and ratings, 247
Bank of America Small Business Community, 203
banner ads, 90, 165
“Banner Blindness” study, 10
Barnes & Noble, 248
baseline data
for marketing activities, 96
on relationship between marketing activities, 307
sources for, 294
Bazaarblog, 217
Bazaarvoice, 77, 176, 215, 256–257, 258, 258, 259
BBC News, 166
“Beach Walks with Rox,” 174
Bebo, 182
Berners-Lee, Tim, 61–62
Bernoff, Josh, Groundswell, 204, 205, 312
best practices, identifying, 321
“Beta-7,” 24
Better Homes and Gardens, 332
Binhammer, Richard, 191
Bit Literacy (Hurst), 279
Blackshaw, Pete, 97, 280
Angry Customers Tell 3000, 106
The Blair Witch Project, 43
blogosphere, 60
BlogPulse tool, 60, 61, 119, 144, 144, 146
Trend Chart, 146, 147
blogs, 57–59, 89, 173, 211–217, 330
as conversation, 266
corporate, 214–217
frequency, 192
paid, gone bad, 212
on touchpoint analysis, 107
visiting, 59
Blogsearch, 119, 330
Blu-ray/HD DVD battle, 143
BMW Facebook campaign, 205, 205–206
Boing Boing, 59, 71
bookmark list, remote storage, 68
Boomer mindset, 89
bounce rate, 305–306
“brand detractor,” 100
brands
marketers, 4
metrics on health, 337–338
reputation, 144
social media strategies for, 321
Bratton, Susan, “Personal Life Media,” 230
Brightkite, 169, 274, 275, 276, 334
Friends Map, 275
broadband Internet, 182
Brooklyn Museum of Art, smart use of social media, 235, 235
business model, on participation, 210
business objectives, 91–92, 309–310, 323
affirming, 320
business, on Twitter, 219
business partner, being viewed as, 138
business services
locating with mobile device, 274
business social networks, 74, 188–190
BuzzMetrics, 29, 38, 97
BzzAgent, 20

C
Cadillac, Cimarron, 117
Caines, Dwight, 40
calendar services, 169, 269–273
call script, sample, 134
call sheet, of customers, 134–137, 135
CAN-SPAM act, 9
Cancelbot, 7
Cancer InfoLink, 231
Canter, Laurence, 6
Carlyle, Kathy, 199
censorship, 211
change, corporate blog as channel for internal, 213
channels, 44, 163–171, 164
to generate awareness, 94
multimedia, 211–233
selecting, 328–336
social content, 166–167
social interactions, 168–169
social platforms, 164–166
charity, generating contributions to, 187
checkout process, options for customer ratings, 241
Chili’s, 107, 107
Chuck (television program), 310–311, 311
Chuck/ssecret.com, 310
“Church of the Customer,” 107
Circuit City, support community, 196
Cisco, “Human Network” campaign, 212
CitySearch, 169, 272
class-action suit, on Honda mileage estimates, 172
classic hoax, 24
A Clockwork Orange, 17
clouds, 66
CMO blogs, 214
collaboration
  of information creation and sharing, 34
  in problem solving, need for, 14
collective, power of, 50
collective reputation, 81
Comcast, 165, 220
comment-to-post metric, 306, 338
comments, in blogs, 57
commercials
  DVRs for skipping, 11
  as interruption, 8
  on television, 18
  time devoted to, 6
communications
  by customers, 106
  mobile, 273–277
Communispace, 80, 296
communities, 73, 80, 195–200
  customer, 200–203
CommunityGuy.com, 59
compact discs (CDs), 87
company policies, on Internet use, 56
competitive intelligence, 331
competitors
  Google Alerts to monitor, 98
  news feeds of, 331
CompuServe, 4, 19, 182
Condé Nast, 165, 332
connecting to Internet, vs. “always on,” 182
connections, 303–307
  audience, 304–305
  influence, 305–306
  loyalty, 307
  to social feedback cycle, 304
connections-to-connections networks, 27
consensus
  building, 238–240
  and marketing, 240–249
consideration phase of purchase cycle, 79, 82, 82–86
  marketers’ perception of, 43
  marketing challenge in, 269
  social feedback cycle and, 157
constraints, on network connection, 53
consumer-generated media, 86–90
  intensity and polarity of, 158
  vs. marketer-generated messages, 140
“consumer online service,” 4
consumers. See also customers
  control of messages, 12
  impact of post-purchase activities, 43
  view of, 17
content metrics, 295, 299–301, 312–313
contributory impact of social media, 228
control
  impact of, 53
  vs. influence, 38
  RSS for, 70
conversation, quantifying, 132–149
conversation starters, 277
conversion, metrics on, 307
copying data, analog vs. digital, 86–87
copyright laws, 253
corporate blog, 214–217
  as channel for internal change, 213
Couzin, Gradiva, Search Engine Optimization, 176
credibility, 192–193, 267
  negative reviews and, 247
Current TV, 90
“curve jumping” solutions, 333
customer communities, 200–203
“Customer Crossroads,” 107
customer life-cycle stage, 118
Customer Relationship Management (CRM), 43
customer satisfaction, 104
customer service, 103
call to, 196
customer view, switching perspective to, 96
customers
actual experience, 108
communication by, 106
defining pathway for potential, 39
direct experience of brand, identifying places, 113
information sharing by, 27
listening and talking to, 111
selecting for calls, 135
value calculation, 85
willingness to evangelize, 128
Cymfony, 29, 38, 97, 144, 301
Orchestra platform, 295
social media metrics platform, 143
D
dashboard
developing, 146
framework for, 161–162, 163
data
analysis, 123–124
evaluating and ranking, 119–122
gathering of touchpoints, 111–114
intern for collecting, 300
organization, 114–119
Dear, Brian, 334
degree of influence, 85, 85
Del.icio.us, 68, 97, 252
delight, 133
delivered experience, promise and, 43
Dell computer company, 129
IdeaStorm, 87, 200
support forums, 198–200
democratization, of information, 90
“derelict blog” syndrome, 284
detractors, 141
impact of, 128
working to reduce, 132
Dial Corporation, “Coast BMX Full Grind,” 21–22, 22
Digg, 244–245, 245, 250, 251, 252, 306
and Wall Street Journal, 254
digital video recorder (DVR), 10–11
penetration, 28, 28
Digital Voodoo, 191
direct control route, and influencing crowd, 37
direct mail advertising, 8
disclosure, 24, 167, 173, 192
disconnects between operations and marketing, 105
dissatisfied customers, communication by, 131
distribution, and digital content impact, 87
DIYDashboard, 295
Do Not Call Implementation Act of 2003, 11
Dodgeball, 169, 274, 276, 334
“dollars per point,” 40
Dotglu, 205
double opt-in email, 155
DoubleClick, 9
DSL (“Digital as a Second Language”), 63
DVR (digital video recorder), 10–11
penetration, 28, 28
E
Earthlink, pop-up blocker, 10
effectiveness, assessment for traditional advertising, 298
Eisenberg, Bryan, Always Be Testing, 331
Ellett, Dave, 43
email, 6
  Bacon and priorities for, 278, 279–280
  Inbox filtering, 278
  as “killer app,” 19
  managing, 279
eMarketer, 294
embedded applications, 77, 165
employees, social networks to attract and retain, 187
enclosures in RSS, 71
Encyclopedia Britannica, 32
encyclopedia, socially built online, 32
engagement, 306
Entertainer’s Secret, 222
Environmental Protection Agency (EPA), 171–172
episodes in podcasts, 229
etiquette, on Social Web, 184
evangelist, 84, 128–130, 130
event listing services, 169
Eventful, 169, 169, 269–271, 270
demand, 271
subscription to search, 273
events, 269–273
expectation
  based on Social Web, 291
  vs. performance, 241
experience, 81
  vs. promise, 104–105
exposure, vs. influence, 16
eye movement detection devices, 10

Facebook, 74, 164, 182, 190, 193
  application developers in, 75
  applications, 186
  Graffiti, 206
  for marketing, 188
  ProductPulse, 75–77, 76, 160, 193
  with SocialVIbe, 186
Fair Isaac’s FICO forums, 203
fake blog campaign, 23–24
false identity, 191
Favorites lists, remote storage vs. local, 68
Fedak, Chris, 310
feedback, combining touchpoints with, 157–159
feedback loop, 38
Feedburner’s online toolset, 175
feeds, 280–282
  creating for individual social actions, 265
Fields, Bill, 329
films, social media impact, 40
filtering, 16
  value of, 17
FireFox, subscribing to feed on, 72
Fiskars Brands, 34
Flickr, 64, 210, 225–227
  Whole Foods Market on, 225–227, 226
floor traffic, 42, 116
Foreman, Richard, 318
Forrester Research, 294
  report, 12, 83
free offers, risk of, 202
FreeLine Skates, 227
Friend-to-Friend, 76
FriendFeed, 169, 264, 266, 267, 281, 281–282
Friendster, 182

G
Gallucci, Giovanni, 320
General Motors, Chevy Volt, 118
generational norms, 89
Geocities, 19, 182
Gigli, 40
Gilliatt, Nathan, 156
Gilmore, John, 211
GlaxoSmithKline, Consumer Healthcare, 80
Glazer, John, 334
global digital network, 87
“Global Village,” 4–5
goal, getting started toward, 320
GoBigAlways, 215, 215
Golab, Steve, 217
goodwill, generating, 84
Google
  Alerts, 98, 300, 330
  Blogsearch, 61, 97
  Dodgeball, 169, 274, 334
  for finding social media, 60
  Reader, 71, 266
Graffiti, in Facebook, 206
Graffitti Wall, 186
grassroots social marketing, 308–309
“Green Card” spam, 6–7
Groundwell (Li and Bernoff), 204, 205, 312
groups of members, impact on network value, 53
growth, metrics on, 338–339
GSd&M Idea City, 118, 205
  “Uninvited Guest” credo, 8, 155
guarantees, 21
H
HAll, Steve, 74
Hallmark, 37
Harley-Davidson, 142, 142
heat maps, 10
Hewlett Packard (HP), 129
HGTV Discussion forums, 115
Hilton Video Review, 104, 104–105
Home Depot, 35–36, 42, 116–117
  “family days” photos, 225
  painting demonstration, 168
  on YouTube, 224–225
Honda, class-action suit on mileage estimates, 172
Horrigan, John B., 90
HotWired, 9
Hour a Day exercise, 113
Huba, Jackie, “Church of the Customer,” 107
Hurst, Mark, Bit Literacy, 279
Hurt, Brett, 256
hybrid automobile, 171
Hyder, Shama, 320
hypermnesia, 17
IBM Thought Leadership, 233
IBM Wikis, 59
impact, 305
  metrics to quantify, 295
  impact metrics, 302–303, 315
income, generation by social networks, 184
independent professionals, marketing plan creation, 320
individuals, vs. mass audience, 4
influence
  applying, 139–142
  connections, 305–306
  vs. control, 38
  vs. exposure, 16
  and metrics, 133–139, 161
  Net Promoter score and, 148
  and Social Web, 128–132
Influence 2.0, 216, 217
influencer, on call sheet, 134
information
  creation and sharing, 34
  democratization of, 90
  managing, 318
  relationships between sources, 192
integrated campaigns, 45
integration, 94
intelligence gathering, 96–98
Intelliseek, 29, 38
internal change, corporate blog as channel for, 213
Internet, broadband, 182
Internet Archive, Wayback Machine, 284
Internet Explorer, subscribing to feed on, 72
Internet websites, growth in, 6
interruptive advertising, 154, 184
and blocked advertising, 84
opposition to, 318
“intrusive” advertising, 26

J
Jaiku, 68
Jarvis, Jeff, 200, 212
Jenkins, Henry, 68
Jig-a-Loo, 308–309
Jigsaw, 188

K
Kaushik, Avinash, Web Analytics: An Hour a Day, 161
Kawasaki, Guy, 333
Keller, Ed, 291
Kelvin, William, 92
KickApps social platform, 203
“killer app,” email as, 19
Kim, Beth Thomas, 110
Krongrad, Dr., 231

L
Lasn, Kalle, 19
Last.fm, 269
“Law of the Pack,” 52
Lawrence, Sam, 192, 213, 215
learning communities, 296
learning curve, for audience participation, 321
legal team, involvement in social media, 201
Lewis, Wyndham, 4–5
Li, Charlene, Groundwell, 204, 205, 312
Lieb, Rebecca, 284
LinkedIn.com, 27, 74, 75, 164, 184, 188, 190, 278
profile, 193, 194
listening
to customers, 111
on Social Web, 84, 143, 240, 329–331
to start social media program, 329
value of, 326
willingness, 212–213
listening applications, 296
Lithium Technologies, 256
white-label platforms, 198, 203
Littleton, Tamara, 243
LiveJournal, 182
location-based services, 273–277
loyalty, 307
to brands, 4

M
Ma.gnolia, 68
Mangum, Ynema, 286
MapQuest, 274
Marchese, Joe, 188
market position, metrics on, 336–337, 337
market share, and advertising spend, 40
marketer-generated messages, vs. consumer-generated media, 140
marketing
connection between operations and, 41, 43 and consensus, 240–249
disconnect between operations and, 105
embedded applications, 165
location-based, 277
and operations, 213
and social information, 283–286
and social media, 36–38, 80–82
touchpoint analysis applied to, 106–107
validating claim, 114
viral, 69
marketing message, and touchpoints, 106
marketing plan
building, 260–262
connection points between social platform and, 207
creating, 318–323
refining, 178
social media, 234–235
social media as component, 268
marketing tool, ratings, reviews and recommendations on, 239
Mashable, 59
mashup, 89
mass audience, 5
McClure, Tim, 155
 "Uninvited Guest" credo, 8
McConnell, Ben, "Church of the Customer," 107
McKee, Jake, 243
McLuhan, Marshall, 4–5
measurement, planning for, 308–315
measurement dashboard
developing, 146
framework for, 161–162, 163
media. See also social media
counter-generated, 86–90
measurement, 28
saturation, 16
traditional vs. social, 81–82
MediaPost, 26
meetups, 334
member communities, 19
memes, 144
Menchaca, Lionel, 219
Mercedes, 117–118
Meredith Publishing Group, 165, 332
message boards, 195–200
messages, consumer control of, 12
Metacafe, 64
Metcalfe, Robert, 51
Metcalfe's Law, 51–52, 52
metrics, 92–93, 142–149
action, 307
associated with impact, 302–303, 315
associated with relevance, 301–302, 313–314
basis for, 290–298
behaviors driving, 293
choosing, 298–303
content, 299–301, 312–313
gathering, 295
and influence, 133–139
and questions addressed, 160
selecting, 336–341
growth and profits, 338–339
market position, 336–337, 337
social feedback cycle and, 294, 299
for social media, 145, 159–163
time spent, 305
verifying, 340–341
what and where, 294–295
microblogs, 66–69, 174, 217–220
spam on, 219
MikonMixers, 271
Mikons, 193
Millennials, 89
social experiences, 81
view of Social Web, 63
Miller Brewing, 167
Minggl, 169
mistakes, public correction of, 84
mobile audio device, for podcasts, 232
mobile communications, 273–277
warchalking, 284, 285, 285
mobile phone companies, 129
Modem Media, 9
moderators, of community forums, 197
Montague, Ty, 24
Mountain Headwear, 160
MP3 recorder, 113
multimedia, 61–66
presenting offline, 98
multimedia channels, 211–233
multimedia sites, 64
survey of, 63
multitasking, 265
Myers, Jack, 26
MySpace, 74, 75, 160, 164, 182, 187
space used for ads, 184, 185
N

Nail, Jim, 3, 12, 216
Napster, 86
National Broadcasting Company (NBC), 51
National Center for Supercomputing
Applications (NCSA), 61
National Science Foundation (NSF), 4
NearThis.com, 174
negative Net Promoter score, 141
negative reviews, 247, 249
Nestlé, inbound communications, 110–111
net profitability of customer, 85
Net Promoter score, 127–128, 129, 244
benefits, 131
computing, 141
and presentation development, 327, 328
on report card, 162
network value, 50, 77
groups of members impact on, 53
New Media Strategies, 29
news feeds, of competitors, 331
niche content, 250, 251
creating place for, 252
Nielsen | BuzzMetrics, BlogPulse tool, 29, 97, 295
Nielsen, Jakob, 10
Nielsen Media Research Study, 16, 28–29
Nike running shoe, 66
instructions, 38–39
Ning platform, 74
Nowak, Craig, 7

O

objectives
  defining, 291–292
  identifying, 170
observations, in touchpoint analysis, 112
O’Connor, Kevin, 9
off-topic content, in reviews, 243
One Laptop per Child, 59
“one of the leading...,” 115
online advertising, 9
online conversations, measurement, 295
online marketing, 80
  spending levels for films, 40
online reputation, building, 156
online reviews, 98
online services, 4
open publishing, 89
operational touchpoint, 290
Operations
  connection between marketing and, 41, 43
  disconnect between marketing and, 105
  involving in planning, 261
  and marketing, 213
  touchpoint analysis applied to, 106–107
opportunity, defining, 323–328
Orbitz, 9
Orkut, 182
outbound touchpoints, 110
outreach, 331–336
Owyang, Jeremiah, 195, 321

P

Parents magazine, 332
Parker, Tracy LaQuey, 7
participation, 80–82, 272
  in blogs and wikis, 60
  business model on, 210
  in online community, 81
  in Social Web, 190–194
“pass-alongs,” 161
passive ad avoidance, 10
performance
  vs. expectation, 241
  plan to impact, 123
performance parameter, 119
performance rights, online, 253
permanent communication, online, 57
permissions
  for links, 89
  to take photos, 112
personal icon, creating, 193
“Personal Life Media,” 230
personal social networks, 184–187
PersonalLifeMedia/DishyMix, 64
PersonalLifeMedia/Living Green, 233
Petco, 258, 258, 259
Petry, Jeff, 43
Pew Internet Project, 90
Photobucket, 64, 210
photos, 112
  sharing, 222–223
  on social networks, 193
Ping.fm, 264
Planet Feedback, 97, 106
Plaxo, 164, 188
Plaxo Pulse, 74, 75
plotting, touchpoints, 120–122, 121
Pluck Sitelife platform, 165, 196, 203, 247
Plurk, 67
podcasts, 71, 174, 228–233
  subscription to, 232, 233
point-of-purchase efforts, marketers focus on, 43
point-of-sale, 79, 95–96, 175–178, 297
  defensive or offensive program, 97
political attack ad, 140
pop-up, 9, 155, 210
pop-up blocker, 9–10, 154, 210
post-to-comment metric, 306, 338
potential customers, defining pathway for, 39
Powered, 43
Powers, Hilary, 21, 89
Pownce, 67
presentation of data, standardized, 146
presentations, creating, 322
problem solving, 220
Prodigy, 4, 182
product bundles, 257
ProductPulse, 75–77, 76, 160, 193
profanity, in reviews, 243
profitable customer, 85
profits, metrics on, 338–339
project proposal, developing, 322
promise, vs. actual experience, 104–105, 324
ProstateNet.org, 174, 231
purchase cycle, consideration phase of, 43
purchase funnel, 39
  information to map traditional, 96
  map of, 99, 99–100
  and social feedback cycle, 42, 42–43
  social media and, 40–41, 91, 171–179
purchase validation tool, social feedback cycle as, 83
purchases, adding related items, 176
“pushback,” 6–11
Q
  quantifying conversation, 132–149
R
Radio Corporation of America (RCA), 51
Rand, Paul, 100
random subset of customers for calling, 135–137, 136
Randomizer.org, 136
ratings, 174, 238, 240–242, 330
  adding, 245
  platform, 257
reach component, of media pricing models, 51
RealMadrid America U.S.A. Supporter’s Club, 203
RealMedia, media player, 98
rebates, 105
recommendations, 174, 239, 244–245, 330
adding, 245
applying, 253–255
platform, 257
on social campaigns, 139
recordings, 112
Reddit, 333
Reed, David P., 53
Reed’s Law, 52–54, 53
Reichheld, Fred, 127–128
The Ultimate Question, 128
relationships
social media and development, 283
release forms, for photos and videos, 223
relevance, 119, 305
of social media channels, 297
relevance metrics, 295, 301–302, 313–314
ReplayTV, 10
report card
developing, 146
framework for, 162
reputation, 80, 267
building online, 156
Resident Evil: Extinction, 40
return on investment (ROI), 28, 93, 308
reviews, 174, 239, 242, 242–243, 330
adding, 245
on Amazon, 176
negative, 247
platform, 257
risk, audience response to, 323, 325
RockYou, 75, 186
Rodale, 332
ROI (return on investment), 28, 93, 308
RSS (Really Simple Sindication), 70–73
for blogs, 266
RSS/Atom subscription icons, 72, 72
RSS reader, 71
Ruskin, Gary, 154

S
safe user-generated content, 243
San Francisco, naming rights to Candlestick Point, 154–155
Sarnoff’s law, 51, 51
satisfaction surveys, limitations, 131
satisfied customers, vs. evangelist, 130–131
Schwartz, Josh, 310
Scoble, Robert, 44, 139, 306
scoring survey, 140–141
Seagate Support Community, 197, 197, 198, 256
Search Engine Optimization (Couzin), 176
Sears, 21
Seesmic, 64, 67, 71, 174, 219, 219, 220, 221, 264, 333, 334
Sega, “Madden 2004,” 24
Send-to-a-friend actions, 306
Sernovitz, Andy, 240
Sheep Throwing, 165, 166
Shell Global Solutions, 233
Shultz, Howard, 109
Siegel, Martha, 6
Silicon.com, 166
Simmons, Virgil, 231
Slate Podcasts, 233
Slide, 75, 186
slide software
effective use of, 322
for social media plan, 341
SMS/text-based services, 275
social applications, getting familiar with, 56–61
social bookmarking, 68, 69
social campaigns, recommendations on, 139
social content, 166–167, 330, 333
collecting and organizing, 70
creation, 295–296
relating to specific offers, 297
social context, 60–61
social feedback cycle, 41–43, 83, 325–326
connections to, 304
creating, 90–101
marketing efforts focused on, 86
and metrics, 294, 299
and purchase funnel, 42, 42–43
quantifying, 157–163
and rebates, 105
relating data connection to, 148
social information
making sense of, 168–169
managing, 265–269
events and calendars, 269–273
feeds, 280–283
SMS and mobile communications, 273–277
status notices and Bacn, 277–280
and marketing, 283–286
social interactions, 168–169, 264–265, 331, 334
social marketing, grassroots, 308–309
social media, 31, 139–142
accuracy, 34–35
application in marketing and advertising, 13
beginning, 55–56
contributory impact of, 228
defined, 32–35, 249
differences, 154–157
elements, 44–46
as guidepost, 38–43
impact on purchase funnel, 40–41
legal team involvement, 201
and marketing, 36–38, 80–82
marketing plan, 234–235
metrics, 84–85, 145, 159–163
and purchase funnel, 91, 171–179
rise of, 12
successful use, 114
vs. traditional media, 33, 81–82
social media campaign, 153
social media plan
elements in, 340–341
written and slide presentation, 341
social networks, 50–54, 73–77, 182–194
advertising on, 77
banner ads on, 165
business, 74, 188–190
early, 4–5
getting acquainted with, 189
integrated marketing tools, 166
personal, 184–187
on world map, 183
social performance, methods for computing, 128
social platforms, 164–166, 203–208, 332–333
connection points between marketing plan and, 207
for listening, 330
social standing, 267
Social Vibe, 165, 186, 187–188, 193
Social Web
and advertising, 210
avoiding surprises, 139
connections, 27, 264–265
etiquette on, 184
expectation based on, 291
failure to participate in, 81
forerunners, 19
and influence, 128–132
as listening platform, 84
Millennials’ view of, 63
participation in, 190–194
and purchase funnel, 39
rise of, 26–28
risk as outreach tool, 143
social feedback cycle and, 99
and touchpoints, 104–107
transparency, 24
SocialMediaToday, 59
SocialThing, 264
Sonico, 182
Sony, Backstage 101, 292–293
Sony Ericsson, 23, 24
campaign objective, 25
Sony Tristar, 319
Soulja Boy, 224
Southwest Airlines, 87, 108–109, 129, 130
spam, 155, 174, 279
expense of, 9
on microblog, 219
opposition to, 7–8
“spammer,” 7
Spock.com, 27
spreadsheet, for dashboard and report card, 162
standardized data presentation, 146
Starbuck’s, 109, 182, 200
MyStarbucksIdea forum, 87
Starfish model of social media, 44–45, 45
status notices, 277–279
Storer, Jim, 217
Strasser, Chris, 160
StumbleUpon, 68, 69, 252
subscription
to Eventful search, 273
to podcasts, 232, 233
success, definition, 200
Superbad, 40
support forums, 147, 195–200
sustained awareness, 94

T
tagging, 66–69
Tangent Design, 9
target social efforts, 228
TechCrunch, 195
Technorati, 60, 61
Techrigy, 97, 330
Social Media Dashboard, 295, 296
TED Blog, 216, 216–217
Ted Talks, 233
Telephone Consumer Protection Act of 1991, 11
telephone marketers, 11
television, commercials on, 18
television networks, 5
tell-a-friend feature, 176–177, 306
testing, 331
text services, 275
costs, 276
and film success, 40
3Com, 51
time, social media change over, 34
time to market, 256
TiVo digital video recorders, 10
touchpoint analysis, 106–107, 112, 115
data organization, 114–119
by channel, 116
by customer, 117–118
by function, 116–117
by stage, 118
relating data connection to, 148
touchpoint map, 55, 56, 120–122, 121, 157–158
and presentation development, 326–327
as useless blob, 122
touchpoints, 290
assessing, 120
assigning scores to, 119
combining with feedback, 157–159
data gathering, 111–114
high-importance, low-performance, 123
identifying, 108–110
plan to impact performance, 123
plotting, 120–122, 121
quantifying, 110–125
and Social Web, 104–107
traditional media forms, 83
vs. social media, 81–82
transparency, 20, 25, 192
in corporate blog, 211–212
in Social Web, 24
trends, sources for, 294
triggers, for conversation, 185
Tripod, 19, 182
trust, 12–14, 140
  feigned, 23
  in word-of-mouth, 20
Tufte, Edward, 322
Tumblr, 67
TV advertising, 184
time spent watching, 58
Twitter, 67–68, 70, 71, 88, 104,
  174, 217, 218, 264
copyright offline & online
  behaviors, 274
exploring, 220–221
feeds to monitor, 280
responding to customers on, 87
TwitterHandbook.com, 220
Twitterholic.com, 218, 218

U

The Ultimate Question (Reichheld), 128
“Uninvited Guest” credo, 8, 155
United States Postal Service (USPS), 8
Upcoming, 270, 271, 272
USA Today, 203, 332
  member profile, 333

V

Vampire Bites, 165, 166
Vespaway blog campaign, 284
video podcasting, 71, 174, 228–233
videos
  presenting offline, 98
  sharing, 222–223
viral marketing, 69, 158, 292
voting process, 249–253
Voyager deep space program, funding
  request, 323, 324

W

Wal-Mart, 212
campaign objective, 25
  fake blog campaign, 23–24
Wall Street Journal, and Digg, 254
Walters, Larry, 21
Walton, Sam, 260
Waterbury, Todd, 24
Weather.com, space used for ads,
  184, 185
Weaver, Pat, 5, 18
Web Analytics: An Hour a Day
  (Kaushik), 161
web browsers, pop-up blocker as
  add-on, 10
websites, metrics on traffic, 143
Wet Paint, 165
white-label platforms, 166, 177–178,
  195–203, 255–258
  examples of use, 165
whitelist world, 154
Whole Foods Market, 187
  on Flickr, 225–227, 226
Who's Online link, 199
Wikipedia, 32–34, 58, 59
  on setting up a blog, 214
wikis, 57–59, 89, 165, 333
Williams, Carson, 167
willingness to act, 213–214
“Wine Library TV,” 174
Winer, Dave, 71
WOOD magazine community, 165
woodworking, wiki dictionary
  for, 165
word-of-mouth, 171
  advertising, 13
  early online, 19–26
  positive references to negative, 291
sharing by users, 16
social media to spread, 41
trust in, 20, 43
Word of Mouth Marketing Association, 173, 240
world map, and social networks, 183
written word, 57

X
XFN (XHTML Friend's Network) Links, 191, 192

Y
Yellow Pages, 54
YouTube, 64, 98, 104, 104–105, 167, 210, 224, 251
Home Depot on, 224–225
promoted (paid) videos, 250

Z
Zappos, 87, 177, 177
Zenity Optimedia, 43