

Introduction

Developed for marketing and senior management executives in the B2B media industry by the American Business Media's Media Marketing Committee, this whitepaper provides insights into current Web 2.0 practices and plans among ABM member companies and serves as both a reference and planning tool for Web 2.0 / social media initiatives by B2B media.

Web 2.0 encompasses a broad range of tools, technologies and approaches that support more effective online communication around topics of interest. According to Wikipedia, the term Web 2.0:

"...describes the changing trends in the use of World Wide Web technology and web design that aim to enhance creativity, communications, secure information sharing, collaboration and functionality of the web. Web 2.0 concepts have led to the development and evolution of web culture communities and hosted services, such as social-networking sites, video sharing sites, wikis, blogs, and folksonomies."

Now is a critical time for B2B media executives to understand and evaluate where Web 2.0 initiatives fit into their marketplaces, brands, budgets, organizational structures and skillsets. As an array of websites and brands have risen around Web 2.0 technology – [MySpace](#), [Facebook](#), [LinkedIn](#), [Twitter](#) and countless others – consumers and even business customers are acclimated to and expect a higher level of engagement from companies of all types, including B2B media companies. While consumers place significantly higher trust in editorial reviews from established media versus unaffiliated blogs, heavy print publication readers tend to be heavy blog readers as well.¹ In addition, B2B marketers are actively testing the opportunity to engage with their business customers through Web 2.0 sites, spending an estimated \$40 million advertising on social networking sites in 2008, estimated to increase to at least \$210 million by 2012.²



When properly implemented, Web 2.0 tactics and technologies offer varied and valuable benefits for B2B media companies. "It opens new highways into your brand," says Joe Pulizzi, founder and Chief Content Officer of content marketing and custom publisher [Junta42](#). Yet given rapidly changing technology and shifting customer needs in a dynamic and unpredictable economy, it is difficult for executives to easily assess and implement Web 2.0 initiatives. "Active involvement in social media needs to be a core part of strategy for any media company," Pulizzi adds.

¹ Forrester Research, "[Defending the Magazine: Outflanking Online Competition](#)," December, 2008

² eMarketer, "[B2B Marketing on Social Networks: Engaging the Business Audience](#)," August, 2008

Purpose of Whitepaper

This whitepaper offers guidance for B2B media executives who must evaluate social media and Web 2.0 initiatives for their companies. It's designed to be especially useful for executives not familiar with many aspects of Web 2.0, as well as marketers who want to leverage Web 2.0 tactics as part of their campaigns. The whitepaper provides:

- A brief look at research that summarizes current usage and perceptions of Web 2.0 tactics and technologies among ABM member companies
- An analysis of Web 2.0 tactics and technologies that includes descriptions, goals, challenges, barriers, cost levels and examples
- A glossary of Web 2.0 terminology

The extent to which B2B media companies are savvy and knowledgeable about Web 2.0 varies as much as the companies themselves. Companies who produce content and products for technologically-advanced marketplaces, as well as larger B2B media companies, find it many times easier to describe the business benefit and justify the required investment in Web 2.0 technologies. Yet that doesn't always mean they possess the organizational knowledge to easily evaluate and implement these initiatives. Companies who serve less-savvy marketplaces may not feel competitive pressure to launch new initiatives, yet still desire to understand the technologies to effectively evaluate new revenue and content opportunities. And at the same time, smaller B2B media companies are challenged to understand and afford Web 2.0 initiatives, yet still want to evaluate those same opportunities. A challenging economy, marketplace consolidation, evolving technology, and corner-office mandates to offset technology investments with profits all affect decisions related to Web 2.0.

Research with B2B Media Companies

In December 2008, the Media Marketing Committee fielded an email research survey among current ABM member companies to determine current usage, perceptions and concerns regarding Web 2.0 tactics and technologies. A primary goal of the survey was also to understand current Web 2.0 usage among ABM member companies and where senior-executives see the most opportunity to utilize Web 2.0 tactics to achieve important business goals.

B2B Media Interest in Web 2.0

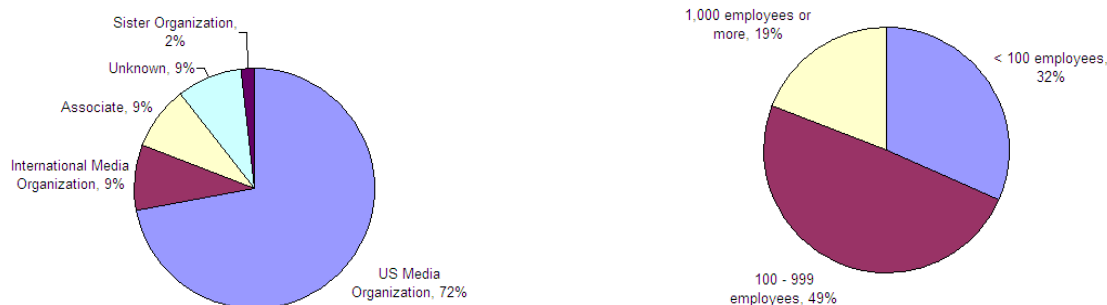
The Web 2.0 hot-button issues for ABM members revolved around the following themes:

- Investment required for various tactics
- Level of application to B2B businesses
- How to benefit from social media sites and buzz they create
- How to deliver – and measure – results
- How to generate revenue in the short- and long-term

As an executive in a B2B media company, it's imperative for you to move to that next level where you're actively involved in social media and Web 2.0 on a daily basis. This whitepaper relies on the email survey results, as well as the critical themes cited above, to hone in on core information that B2B media companies need to make smarter decisions about Web 2.0. So please use the Research section of this whitepaper to guide your decisions based on what the top minds in the industry currently do and where they see opportunity. And please reference the other sections of this whitepaper – a Best Practices section and a Glossary – to help you understand the challenges and opportunities of the various tactics and technologies involved.

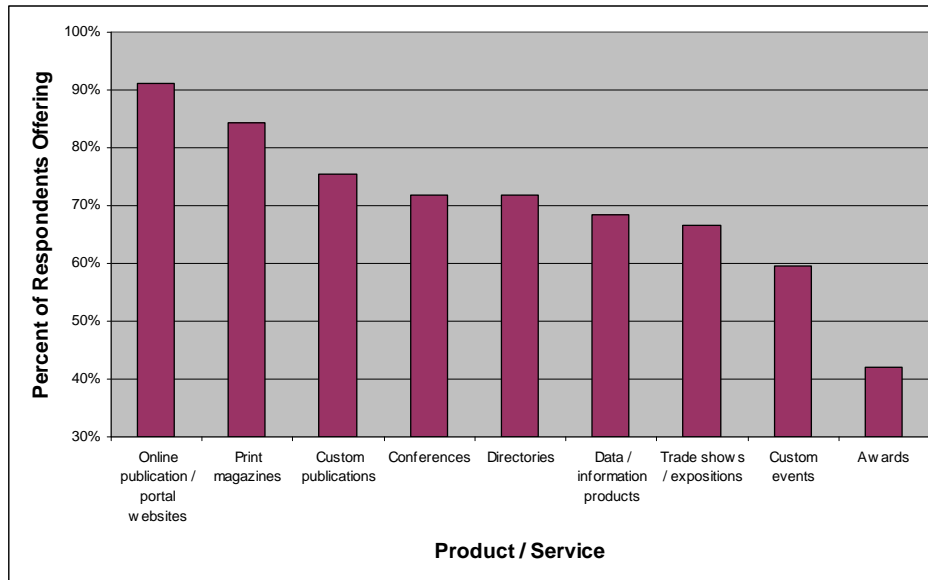
Company and Decision-Maker Profile

There are 57 usable survey responses, 72% of which are from ABM US Media members and represent a range of company sizes:

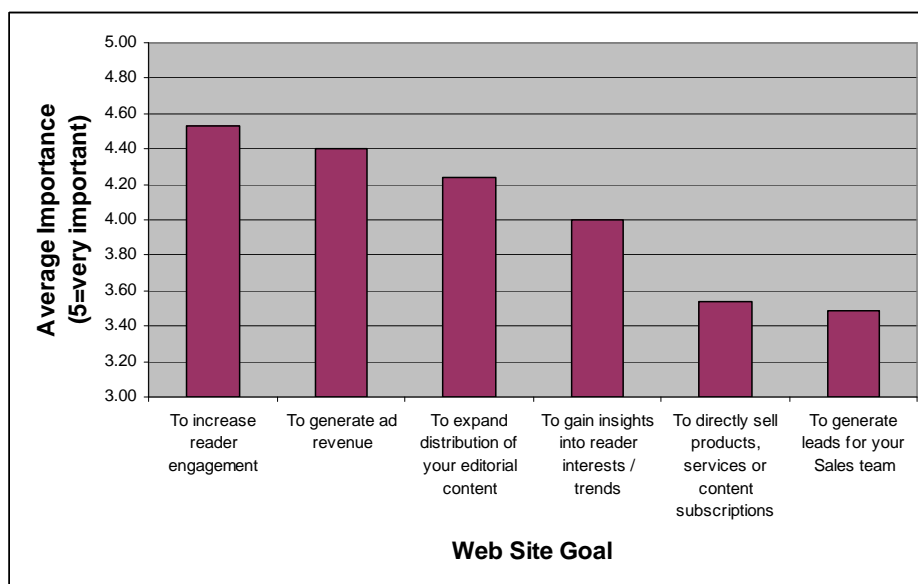


Respondents are experienced B2B media industry leaders, as 63% have more than 20 years of industry experience and over half are members of their company's senior management team.

Respondents' companies offer a variety of products and services, with 91% currently maintaining an online publication or portal website.

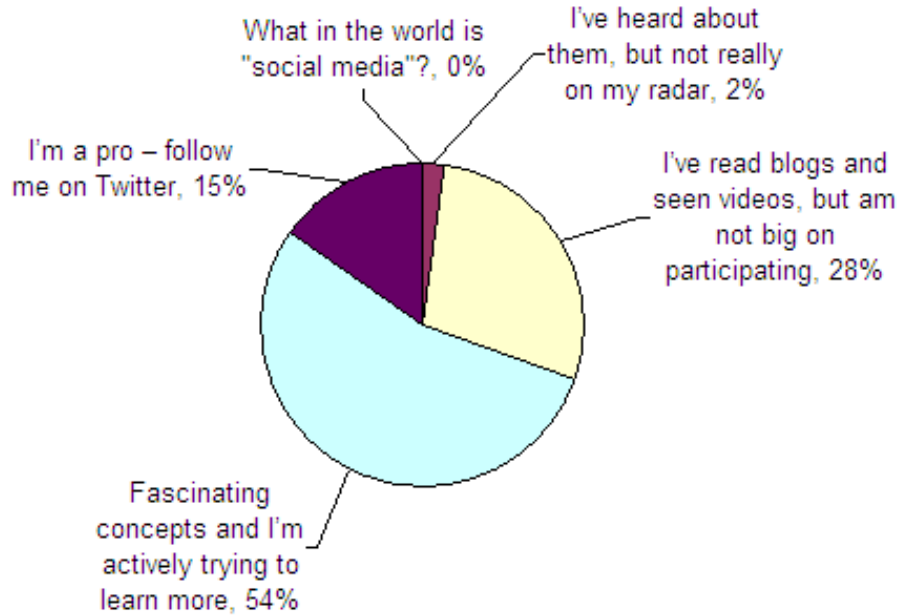


For those companies with websites, the primary goal for these sites is to increase reader engagement, followed closely by generating ad revenue.

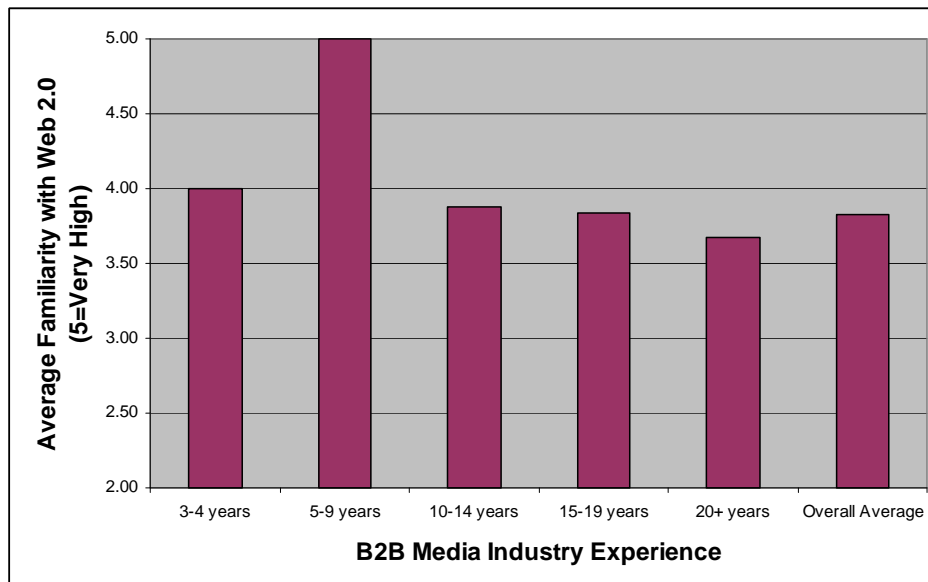


Familiarity with Web 2.0

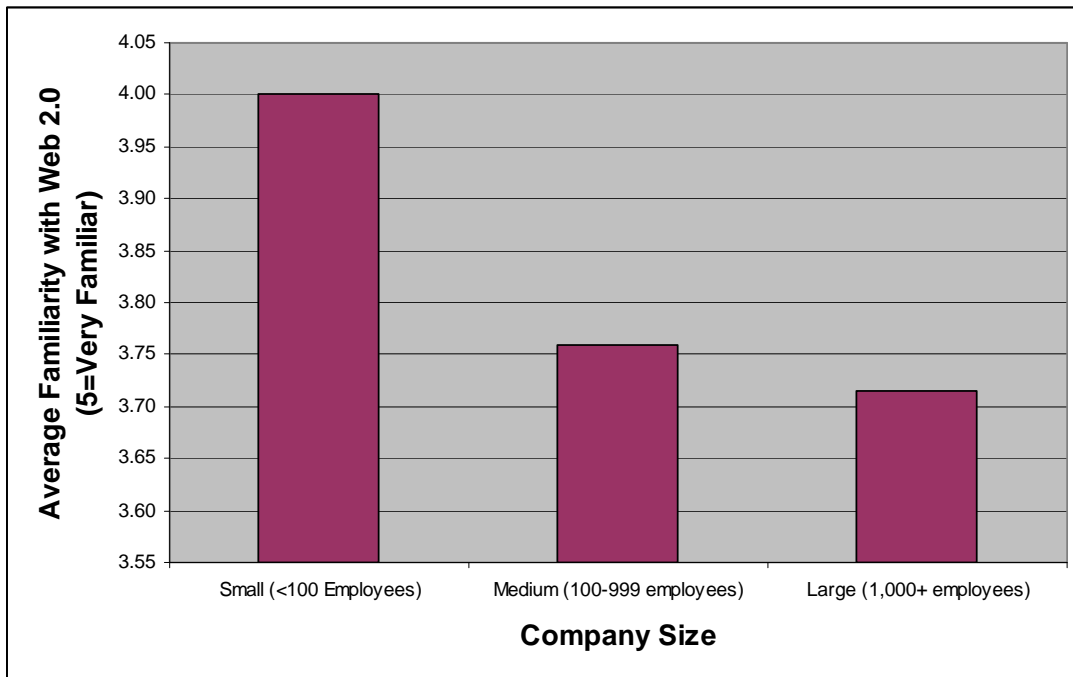
Perhaps not surprisingly, respondents express significant interest in Web 2.0 but very few consider themselves to be experts. Overall, 56% of respondents say they're actively trying to learn more about social media and Web 2.0 and, thankfully for the industry, no respondents report they've never heard of social media.



A notable point is that executives with 20+ years of experience indicate they are less familiar with social media and Web 2.0 than their less-experienced colleagues.



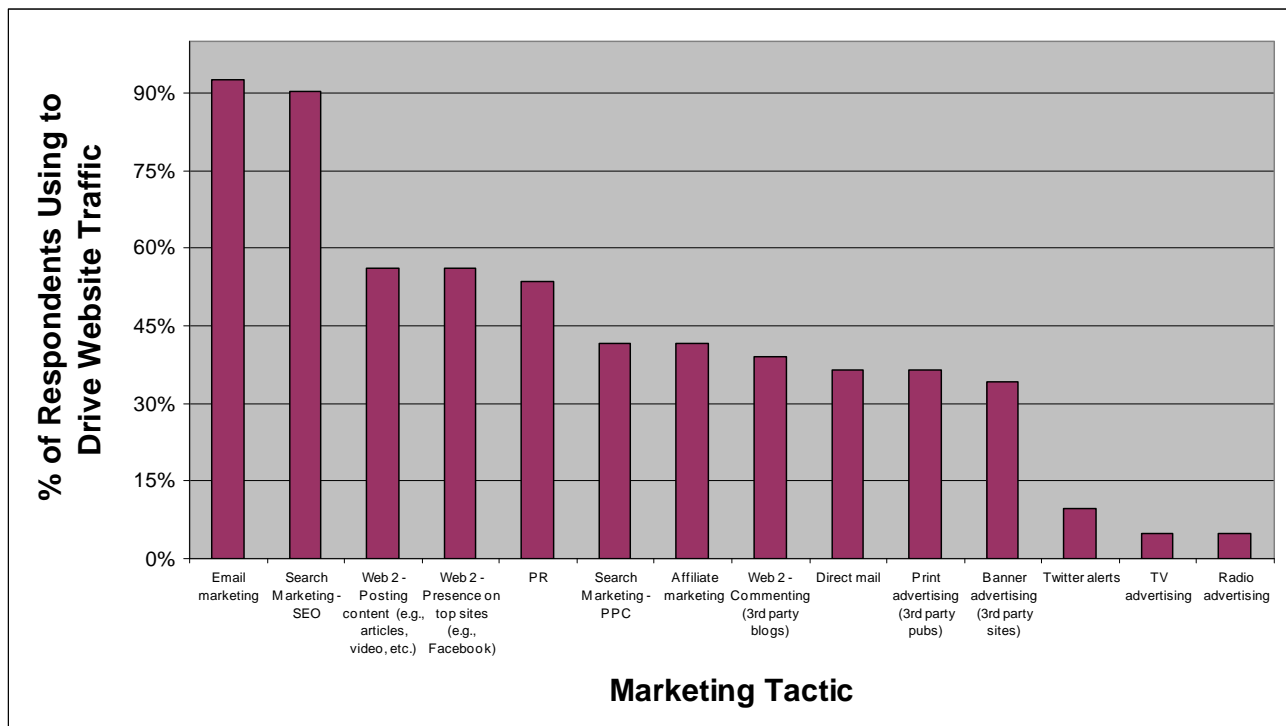
To survive, smaller companies often need to be more open to new ideas and technologies than their large-company counterparts. This is also the case with Web 2.0, as small company respondents characterize themselves as being significantly more familiar with Web 2.0 than respondents from mid-sized or large companies.



These statistics indicate a clear need for education throughout B2B media companies and, most importantly, among larger companies and more experienced industry executives.

Attracting Website Users

In terms of driving traffic to their organizations' websites, more than 90% of respondents indicate email marketing and search engine optimization (SEO) are their main tactics. Yet less than 6 out of 10 use true Web 2.0 / social media tactics like creating a presence on social media websites, commenting on blogs, or posting content to third party sites. "B2B media companies now need people who live in social media all day, every day," says Joe Pulizzi. "They need a Chief Conversation Officer who follows online conversations about their brands, monitors Twitter and Google Alerts, and comments on key blogs." This is necessary to successfully understand and implement social media and Web 2.0 initiatives, and also ensure the initiatives have the personal feel social media needs to be effective.



Engaging Website Users

The primary goal for B2B media websites is to increase reader engagement, which provides the target audience with more opportunities to interact with a company's content, products and services. Given the difficulty of building repeat user traffic in a world where the "Big 3" general search engines (Google, Yahoo!, Microsoft Live Search) have become the defacto starting points for most online activity, and the fact that Web 2.0 tactics/tools are fundamentally about facilitating audience engagement and interaction, the committee expected to find that companies providing more Web 2.0 features on their websites find it easier to capture the attention of their online audience.

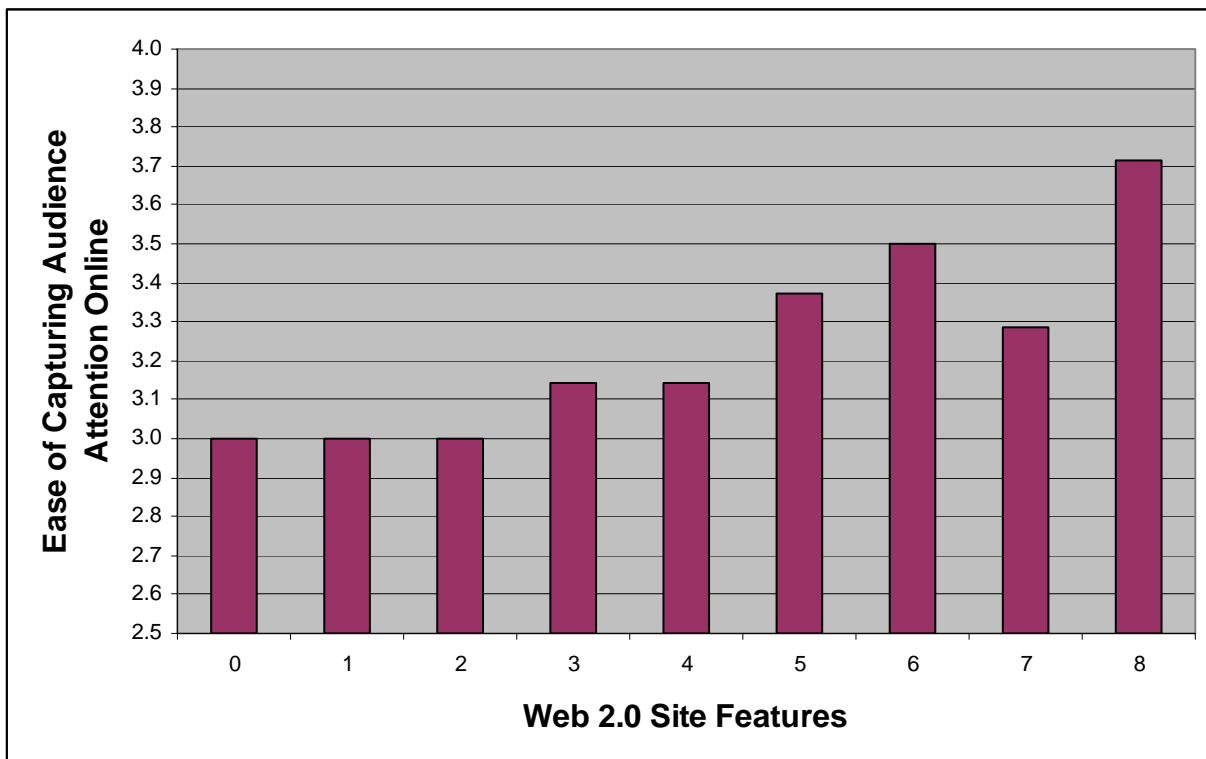
Overall, respondents indicate that while not "impossible," it's clearly a challenging task to grab user attention online.



The study also asked respondents to indicate whether the following Web 2.0 features are currently being used on their website(s):

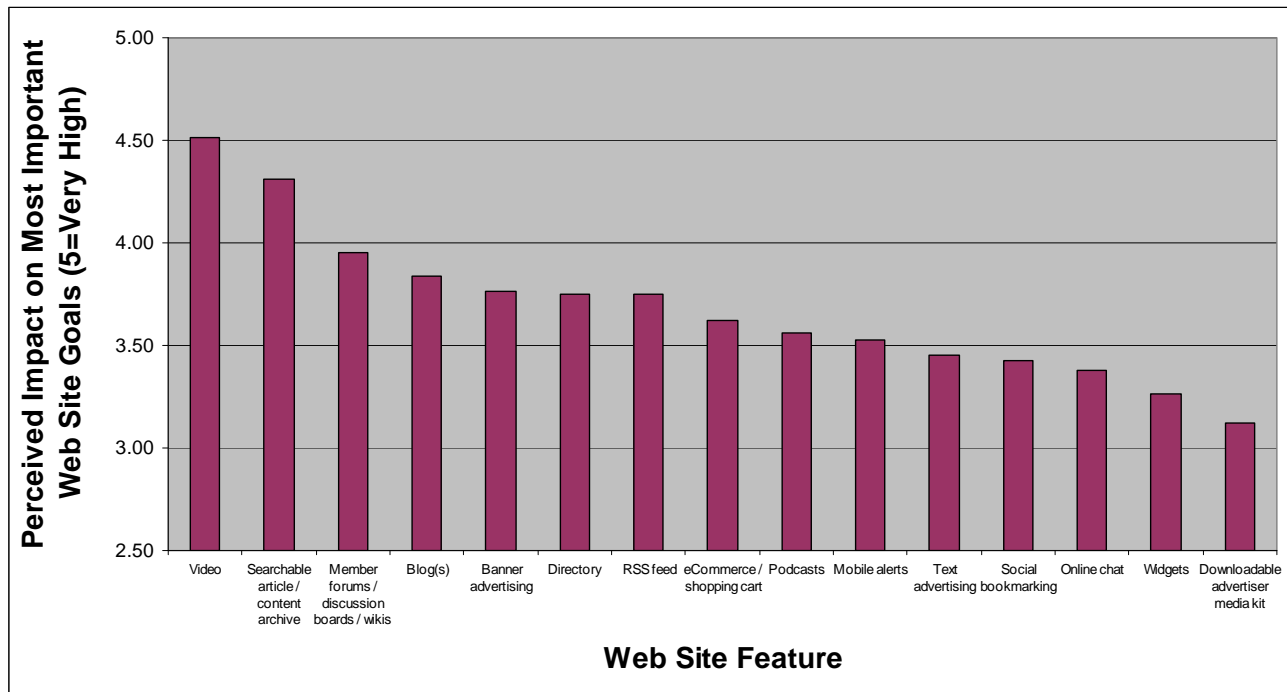
- Blogs
- Forums
- Online Chat
- Podcasts
- RSS Feeds
- Social Bookmarking
- Podcasts
- Video

By analyzing the full picture of a company’s current Web 2.0 site features with its reported ease of attracting the attention of its target audience online, the survey shows the expected pattern – B2B media companies that already incorporate a higher number of Web 2.0 features into their websites report that it’s easier to capture the attention of their target audience.



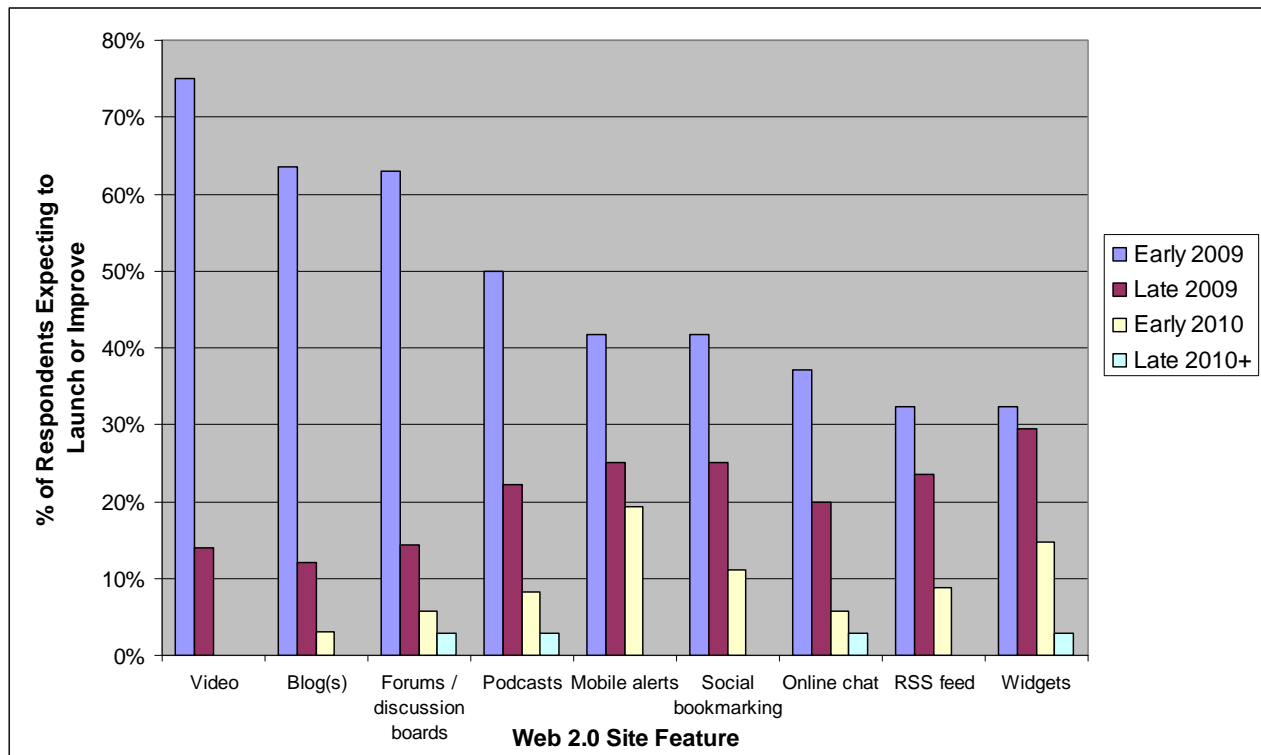
Website Goals and Web 2.0 Features

As mentioned earlier, respondents indicate that increasing reader engagement is the most important goal of their websites, and their perceptions of the tactics and technologies they use align with that goal. When asked which features offer the most impact on the goals of their websites, the top three responses were video, searchable article/content archive, and forums/discussion boards/wikis – all of which allow users to interact with content and become more engaged.



Web 2.0 Initiatives on the Horizon

ABM member companies are already starting to incorporate plans to add or improve Web 2.0 features on their websites, with video, blogs and forums/discussion boards the most important near-term priorities for over 60% of respondents. Podcasts, mobile alerts and social bookmarking (e.g., making it easier for site visitors to click a link to "bookmark" one of your web pages on services such as [Digg](#), [Reddit](#), [del.icio.us](#), and others) are also being looked at with possible implementation in late 2009 or early 2010.

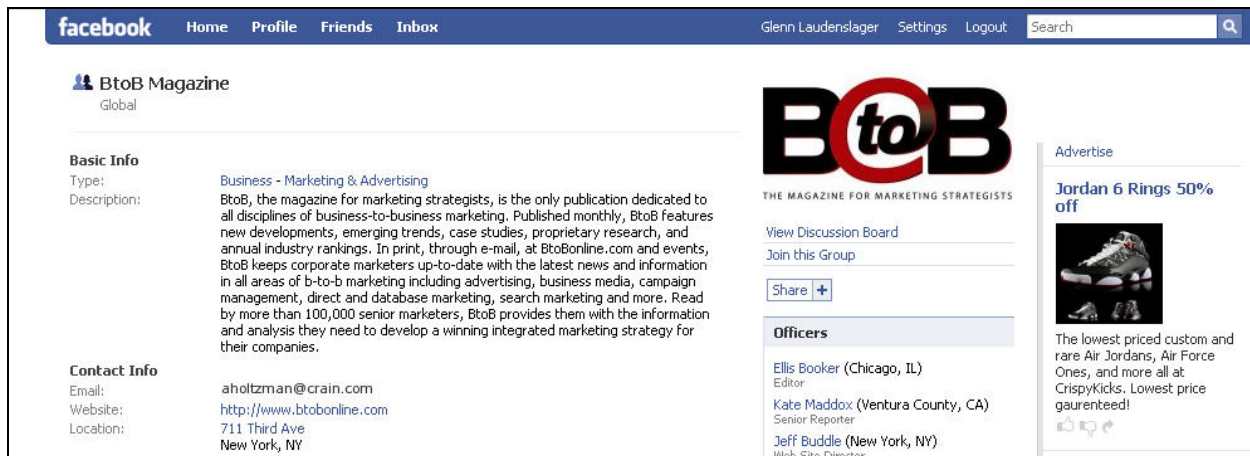


Best Practices for Social Media & Web 2.0 Tactics

Social Networking

Social networking refers to “building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others.” Most social network services provide a variety of ways for users to interact, including email, chat, instant messaging and blogs. Social networking websites are used regularly by millions of people and for many have become part of everyday life. The most widely-used consumer social networking websites are MySpace and Facebook, while for business users it’s LinkedIn – all three sites allow users to create profiles, enter personal information, search for other users with similar interests, join interest-based groups, and create personalized networks of friends and like-minded individuals. The latest study from Netpop Research LLC shows social networking has grown 93% since 2006, with more than 105 million active contributors among U.S. broadband users.

One key way for B2B media companies to capitalize on social networking is to leverage the resources and massive audiences provided by established social networking websites. On Facebook, for example, companies can easily create a presence for their corporate and individual brands and begin to build communities. Many notable B2B media brands and companies, such as *Inc.*, *BtoB*, *Entrepreneur*, and Reed Business Information, have established groups and pages on Facebook. *CIO* has a group on LinkedIn with more than 12,600 members, and is joined by other brands with robust groups like *The Economist*, *BusinessWeek*, *Modern Healthcare*, and Reed Elsevier.



The screenshot shows the Facebook profile for BtoB Magazine. The page header includes the Facebook logo and navigation links (Home, Profile, Friends, Inbox). The user is logged in as Glenn Laudenslager. The profile name is "BtoB Magazine" with a "Global" location. The "Basic Info" section lists the type as "Business - Marketing & Advertising" and provides a detailed description of the magazine's content. The "Contact Info" section lists an email address (aholtzman@crain.com), a website (http://www.btoonline.com), and a physical address (711 Third Ave, New York, NY). The "Officers" section lists three individuals: Ellis Booker (Editor), Kate Maddox (Senior Reporter), and Jeff Buddle (Web Site Director). On the right side, there is an advertisement for "Jordan 6 Rings 50% off" featuring an image of a sneaker.

Since there is no cost at all involved, it's one of the simplest ways for B2B media companies to become involved in Web 2.0 – groups on social networking sites like Facebook typically offer discussion boards; tools for posting photos, videos and links; and ways to easily send news and updates to group members. As website InsideFacebook.com states, "By starting a group, you create a central place for customers, partners, and friends to participate in conversations around your brand."

Another option for B2B media companies is to create social networking sites of their own. *Folio's* mediaPRO community is perfect example, offering media industry professionals all the same features and applications as any of the mainstream social networking sites. "It's important for strong magazine brands to facilitate community building within their served markets," says Kerry Smith, founder and CEO of *Folio*: parent Red 7 Media. "We are using our social media sites to create deeper engagement with and among our audiences." The network has 3,700 members to date, with dozens of groups and discussion threads segmented by job function, topic and interests.

Visit the site at
<http://mediapro.foliomag.com>.



Certainly building a custom social networking site comes with development costs, which vary depending on the complexity and functionality of the community. It also takes longer to build and launch. Plus, there is cost involved in driving audience to the community – something not necessarily an issue with the large existing user bases on Facebook or LinkedIn. According to stat tracking website Compete.com, Facebook lead the way with more than 68.5 million unique visitors and 1.1 billion pageviews in January 2009; LinkedIn ranked fourth with 11.2 million and 42.7 million, respectively.

No matter what the approach, when it comes to social networking the biggest challenge for B2B media companies is a familiar one: time. Encouraging and maintaining an active group or community requires a time investment to post content, engage users in discussions, understand the community, and provide the authentic feel it needs to be effective. Social media can't be faked – it has to be a real effort by real people, or users will go somewhere else. "We have learned that when creating social media sites it's

important to allow the users to organize, populate, and control the activity that takes place there,” Smith adds. “We have minimized our brand association and exercised restraint in using our social networks as direct revenue drivers.”

An article from Fast Wonder Consulting entitled *Starter Kit: Social Media and Social Networking Best Practices for Business* contains the following recommended social media best practices:

- **Be sincere:** Sincerity is a critical element; if you aren’t able to be sincere, then social media is probably not the best medium for you. Being sincere in your social communications will increase your credibility, and if you appear to be simply going through the motions, people are unlikely to waste their attention on your messages. Sincerity goes a long way toward believability and credibility.
- **Focus on the individuals:** Participation in online communities and social media should be focused on the individuals, not the corporate entity. For example, it is OK to have group blogs for a company as long as posts are tied to individuals (real people), but you wouldn’t want to have a blog where every post is authored by “company name” or “admin”. People work at companies, but the real connections and networks happen between individuals.
- **Not all about you:** Social media is a conversation, which is by definition two-way. In other words, it isn’t all about you, your company, your products or your agenda. Participation involves listening and participating in the broader community of people. Don’t just expect people to help you; jump in and help other people in areas where you have some expertise. If all you do is pimp your products without adding to the broader conversation, people will lose interest in you pretty quickly.
- **Be a part of the community:** Just talking *at* people isn’t going to cut it in this new social world where the community is critical. You should be a part of the broader community of people with similar interests both online and offline by participating in, but not trying to control the community.
- **Everyone’s a peer:** The days of expert speakers who talk at us while we passively absorb the information with little or no opportunity for discussion are gradually disappearing. We each come into a discussion with unique and diverse ideas, and we learn by listening and sharing ideas with our peers aka everyone.

In terms of metrics, social networking provides ample opportunity for measurement. A few measures are number of members/users, number of posts, and number of specific actions taken (i.e., inviting friends, comments made, etc.). It’s important to remember that the numbers will always be smaller than traditional channels like advertising and direct mail, yet that doesn’t mean social media is less successful – the interaction and engagement may actually be deeper. That’s why B2B media companies also need to ask qualitative questions, which again necessitates the presence of staff in the social network on a regular basis to accurately answer. Social media consultant Aaron Uhrmacher identifies these key qualitative questions:

- Did we build better relationships with our key audiences?
- Are we participating in conversations where we hadn't previously had a voice?
- Have we moved from a running monologue to a meaningful dialogue with customers?

Social Bookmarking

On Wikipedia, social bookmarking is defined as “a method for Internet users to store, organize, search, and manage bookmarks of web pages on the Internet with the help of metadata.” Simply put, social bookmarking sites allow users to bookmark any article or web page they want, and to share that bookmark virally with other users. There are a variety of highly-trafficked sites that offer social bookmarking: Digg, Yahoo! Buzz, Reddit, Delicious, Technorati, StumbleUpon, Kaboodle, and many others.



As they've grown, many social bookmarking sites have added social networking features, such as providing RSS feeds for their lists of bookmarks so subscribers become aware of new bookmarks as they are saved, shared, and tagged by other users. Users can also enter ratings and comments on bookmarks, import and export bookmarks from browsers, email bookmarks, create groups, and more.

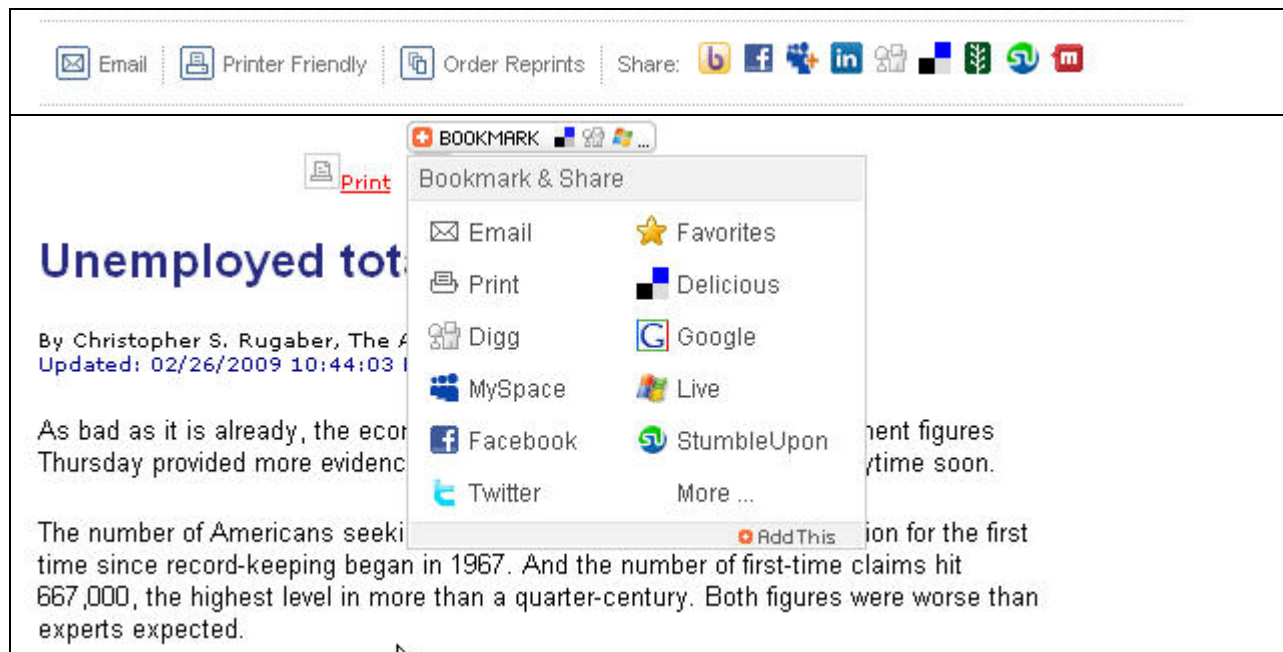
A main opportunity for B2B media companies is making it easy for users to share content via social bookmarking sites. The sites offer small badges and links that can be posted next to content so users can easily rate or bookmark an article in a matter of a few clicks. This is a common feature of many blogs, and B2B media brands like *Fortune*, *Forbes*, *CIO*, *BusinessWeek* and many others currently make this available on every article. This involves no cost at all, and is easy to build into your website template to appear on all article and blog pages.

Another must for B2B media companies is to submit their own content to social bookmarking sites, to drive users to the content from that end as well. Plus, it's an effective way to help your site's search engine optimization (SEO) by building backlinks. There are definitely a few guidelines to follow – here are a few from online marketing agency eVisibility:

- Write rich and compelling titles.
- Do not put your domain name or URL in your title
- Beware of the domain name you are submitting your content from. If needed, build a micro site and 301 it later.
- Do not submit “SEO” stories. Use sphinn for that!
- Get an eye grabbing thumbnail for all submissions.

- Make your descriptions short and to the point (preferably in one language).
- Do not capitalize every letter in your title.
- Most importantly– only submit content that people might find compelling and useful!

The biggest challenge for B2B media companies regarding social bookmarking is time: time to invest in submitting content to multiple social bookmarking sites, and time to invest in understanding social bookmarking and creating an effective strategy that builds traffic and results over time.



An article on MediaPost.com by Jodi McDermott entitled *The Metrics of Social Bookmarking* lists the following specific metrics that B2B media companies can use to evaluate social bookmarking.

- **Button views:** the number of times the sharing icon (button) was viewed on the site.
- **Bookmarks:** the number of bookmark events.
- **Bookmark rate:** the number of bookmarks divided by button views.
- **Emails:** the number of times the content was shared via email.

McDermott also adds that the data you “should care about most is the actual content that is being shared and the staying power of that content. Is the content being shared and retrieved on the day it is shared – or does it have longevity, continuing to be retrieved over a long period of time? Optimizing the implementation to drive bookmarks is also important – does the placement of the sharing button on the page impact the number of bookmarks generated by users?”

Podcasts

A podcast is a series of audio or video digital files which is distributed over the Internet by syndicated download, through Web feeds, to portable media players and personal computers. Though the same content may also be made available by direct download or streaming, a podcast is distinguished from most other digital media formats by its ability to be syndicated, subscribed to, and downloaded automatically when new content is added. According to the survey of ABM members, 72.1% currently create podcasts and 27.9% know their competitors create podcasts.

A 2008 survey published in April by Arbitron/Edison Media Research, *The Podcast Consumer Revealed*, found that the audience for podcasts has gone way up:

- The audience for audio podcasts grew 18% in the past year.
- The audience for video podcasts grew 10% in the past year.
- Podcast listeners are well educated, have higher-than-average household incomes, and are an attractive advertising target.
- Though podcast listeners are much more likely to block unwelcome advertising than the general public, they are no less likely to click on relevant advertising than other Internet consumers.
- About 30% of regular Internet users have downloaded a podcast.
- Some 49% of podcast consumers watch or listen to podcasts on their computers.
- Podcasting is undergoing substantial growth, and with good reason. Podcasting and v-casting help position a company or brand as expert in an industry, maximize branding efforts, and – because podcasting is Web-based vehicle – increase a website's search engine rankings.

There are numerous reasons why a B2B media company or marketer would benefit from podcasts. Some of them include:

- Low cost to produce
- Promotes engagement and interactivity
- Delivers a specific message
- Ignites conversations
- Can be viral
- On-demand viewing or listening on mobile devices or personal computers
- Drives website traffic or other action

Official Board Markets, published by Questex Media Group, is the pricing standard for both linerboard and multiple grades of recovered paper. It is delivered weekly in print and electronically to an audience of paid subscribers. In an effort to further open up the line of communication with its audience, *The Bottom Line* monthly audio podcast series was created. In each 10-minute podcast, Editor in Chief Mark Arzoumanian addresses questions and concerns and explains in detail which factors played a role in determining the pricing. The podcast series has been sponsored since its inception. “Our goal at *Official Board Markets* is to do our best to provide readers with the most accurate pricing information possible in a timely fashion through our print and digital publication. Our podcasts have enjoyed a regular audience following and provide us another medium to interact with our audience and create brand loyalty,” added *Official Board Markets* Group Publisher Randy Loeser.



For those eager to start podcasting, follow these three quick tips as offered in the MarketingProfs’ article *Power of Podcasting* by Lisa Formica:

- **Content determines length**

Content should dictate everything, including podcast length. An audience will determine the length of broadcast. The length of a podcast designed primarily for entertainment value can be as long as 30 minutes. When people download podcasts, they often listen to them while in the car or exercising. A 30-minute podcast is digestible; any longer and it's easy to lose listeners' attention. More technical podcasts can be shorter; 10 minutes is often cited as a good length—sufficient to impart valuable information.

- **Focus on single topic**

One reason many good podcasts are short is that they focus on a single, specific topic. Single-topic podcasts are not the only way to go but also the best way to enter into the world of podcasting. Potential listeners eyeing podcast titles generally will give a new provider a whirl if the topic of the podcast is very specific. What's more, focusing on a single topic leaves other topics for subsequent podcasts.

- **Make responding easy**

Podcasting is a direct-response vehicle. Mention a website or reference an article and make it easy for listeners to find that material after they stop listening. Smart marketers make sure that listeners know what action to take (visit a website, make a call, etc.) and offer a variety of ways to be contacted.

RSS

RSS or Really Simple Syndication is a family of Web feed formats used to publish frequently updated works – such as blog entries, news headlines, audio, and video – in a standardized format. Web feeds benefit publishers by letting them syndicate content automatically. They benefit readers who want to subscribe to timely updates from favored websites or aggregate feeds from many sites in one place. RSS is an increasingly important channel that allows B2B media companies to market and deliver their content and establish lasting relationships. 64.6% of B2B media companies currently have RSS feeds available on their websites and another 29.2% say RSS feeds are available from a competitors' websites, according to the survey of ABM members.

One of the many new features of the recently relaunched WSJ.com is Newsreel, an RSS feed that highlights the most important stories of each major section which can be ported to users' MySpace or Facebook pages or to their blogs. A major goal "was to deliver a lot of new things to build up the subscriber experience," says Gordon McLeod, president of The Wall Street Journal Digital Network.

In September 2008, FierceMarkets (fiercemarkets.com) announced its new FierceMarkets mobile service, which is an integrated, on-phone application that provides users instant access to real-time news feeds from industry-specific publications. Mobile users can also incorporate additional RSS feeds from outside news sources, which affords the opportunity to create a one-stop source for customers' information needs. "Our mobile editions represent yet another innovative way we are delivering new marketing solutions to our advertisers and an on-demand source of news for all of our subscribers," said Jeff Giese, then-President of FierceMarkets.

Forrester analyst Julie Katz says, "I do think RSS could be relevant to B2B marketers; in fact, more relevant to their audiences than other feeds might be for consumers. B2B marketers could send product updates and announcements, staffing changes, etc.—all without inundating their customers and prospects and with 100% guaranteed delivery. But they do still need to inform their users about the best ways to use RSS."

For B2B media companies who haven't yet incorporated RSS into their communications strategy, consider the following benefits of RSS as shared in an article on MarketingProfs.com titled *Top 5 Reasons to Use RSS* by Fergus Burns:

- **Avoid spam filters**

Nearly half of the 31 billion email messages sent every day are junk email, and the average email user receives 2,200 spam messages a year. The beauty of RSS is that your readers opt-in to receive your news by subscribing to your feed.

- **Make journalists happy**

BusinessWeek calls RSS the "online paperboy," because it delivers news from websites you want to read directly to your news reader. RSS provides an easy way to read information and allows readers to monitor a vast amount of information on a daily basis. Microsoft uber-blogger Robert Scoble reads over 1,000 sites a day thanks to RSS.

- **Improve your web traffic**

Many marketing departments use Web statistics as a measure of marketing success. How does an RSS feed increase Web traffic? It drives customers to your site by providing them with a summary of your news.

- **Monitor your online reputation**

Use tools such as Technorati (www.technorati.com), Pubsub (www.pubsub.com) and Feedster (www.feedster.com), which depend on RSS, to see what people say about your company online.



- **It's easy (even for a non-techie)**

You don't need to be fluent in XML to publish an RSS feed. It's possible to "manually" publish feeds. But for a small fee you can use a Web-based RSS publishing service like Simplefeed (www.simplefeed), MarketSentinel (www.marketsentinel.com) or Nooked (www.nooked.com), to send out news via RSS.



To get started on an RSS initiative, follow these steps as outlined in a MarketingPros.com article titled *Your 7-Step RSS Marketing Plan* by Rok Hrastnik:

- **Start using RSS as an end-user**

Subscribe to other RSS feeds (i.e., pluck.com, my.yahoo.com) to see and understand how it all works. Visit feedster.com to locate feeds that may be of interest to you.



- **Plan your RSS feeds**

Start by identifying the different target audiences (prospects, existing clients, business partners, internal audiences, the media, website syndication partners, search engines, etc.) you might want to reach with RSS. After defining your audience, plan what content

type and topics (products, podcasts, news, articles and/or direct communications feeds, e-zine publishing, forum content, latest downloads, etc.) you are going to deliver.

- **Create a list of RSS marketing/publishing requirements**

Create a list of requirements for the RSS marketing/publishing solution you will obtain to publish your feeds. The list should address integration with your existing CMS, your budget, expected metrics, who hosts the RSS feed, and more.

- **Choose an RSS marketing/publishing tool and start generating feeds**

After you've prepared a list of requirements, start searching for the appropriate tool. These come in a few general categories: desktop feed generation tools; basic, hosted-online RSS publishing solutions; advanced RSS marketing solutions; and high-end, email-integrated solutions, among other options.

- **Promote your RSS feeds through your own channels**

Create an RSS presentation page to explain to your visitors what RSS is; how the visitor benefits from using RSS; where they can get a free RSS aggregator (recommend one yourself); how they can subscribe to your RSS feeds; and why they should subscribe to your RSS feeds. Then, on this same page, include links to all of your RSS feeds. Promote your RSS as much as you can on your available channels: website, e-zine subscription page, and in all of your email messages.

- **Promote your RSS feed through external channels**

Submit your feeds to the appropriate search engines and directories. Notify them each time you update your online content, so the new content available can be indexed.

- **Do other key RSS activities also**

Learn how to measure and optimize your feeds, syndicate your feed content to other Web media, and display third-party RSS feeds on your site.

In closing, RSS can be an integral part of an overall content delivery program. Use of RSS by subscribers is growing. 7% of US Internet Users used RSS news feeds in 2008, up from 5% in 2006, according to Ketchum and USC Annenberg Strategic Public Relations Center (*“Media Myths & Realities: 2008 Media Usage Survey”* provided to eMarketer, January 20, 2009).

Video

Online video and video ads continue to rise in popularity at an impressive pace. An example of this phenomenon is YouTube, a leader in online video and a premier destination to watch and share original videos worldwide through a Web experience. Users can easily upload and share video clips on www.YouTube.com and across the Internet through websites, mobile devices, blogs, and email. Videos can be rated, and the average rating and the number of times a video has been watched are both

published. Industry data floods the marketplace supporting the increasing usage and spending by marketers as it relates to video:

- Online video gross media spend totaled \$2.12 billion in 2008, up 36% over 2007, according to a report published by advertising research company AccuStream iMedia Research. The company projects double-digit increases in video ad expenditures through 2010.
- Digital marketing company comScore reports that individual viewings of online videos in the U.S. totaled 12.7 billion during November 2008, a 34% increase over the same month in 2007. Google sites ranked as the top U.S. video property with nearly 5.1 billion videos viewed, representing a 40% share of all videos viewed. YouTube.com accounted for more than 98% of Google's total.
- More than 146 million U.S. Internet users watched an average of 87 videos per viewer in November 2008, according to comScore.
- According to responses from Mediamark Research & Intelligence (MRI)'s Fall 2008 *Survey of the American Consumer*, the number of adults who reported they watched online video increased 35.4% during the same period, to a total of 23.3% of the adult population.

Video usage among B2B media companies is rapidly increasing as well. According to the survey of ABM members, 78.8% of B2B media companies currently have video available on their websites and another 21.2% say that video is available from competitors' websites. Many B2B media companies and marketers use online video in innovative ways to enhance viral marketing efforts and drive users to their websites to learn more about their products and companies.

United Business Media's ChannelWeb – www.ChannelWeb.com – is a world-wide community of technology product resellers, product vendors, distributors, and customers. Its video portal called ChannelWeb Video averages 40,000 video streams



per month, according to its online media kit. ChannelWeb Video contains video on insights from other solution providers, vendor demonstrations and tutorials, test center reviews and more. "There will be a lot more use of online video ads by B2B marketers. Video is becoming a way for people to find out about a product and how it works,

particularly for B2B products” states Lisa Phillips, senior analyst at eMarketer, in a *BtoB Interactive Marketing Guide* article.

For example, PC maker Lenovo previously launched an integrated ad campaign driven heavily by online video ads. The campaign, with the tagline “*Best engineered,*” was developed by Ogilvy North America, New York, and includes online videos of engineers testing Lenovo notebook computers in extreme conditions. It features five online videos, portions of which are used in online ads as well as out-of-home advertising in airports, to drive users to a microsite at www.insidelenovo.com.

Questex Media Group’s *Pest Management Professional* magazine, which serves the pest control industry, launched “PMPtv: What your industry is watching” in March 2008. In addition to industry and business management content and commentary, the site features a video series that shows a day-in-the-life of a pest management professional (PMP) and takes viewers on an up-close, personal tour of the PMP’s day-to-day trials and tribulations. Also on the site is a video contest that allows users to upload videos to be viewed and rated. “PMPtv provides us another vehicle to connect with our audience. The more meaningful interactions we have with them, the more engaged and loyal they are to our brand,” said *Pest Management Professional* Publisher George Casey.



If you haven’t yet started an initiative in online video, follow these suggestions as outlined in a *BtoB Interactive Marketing Guide* article titled *5 Simple Rules for Producing Effective Online Video* sourced by ON24 Inc.:

- Select a dynamic spokesperson who is also a subject matter expert. This increases engagement with the audience and message content retention.

- Be realistic about lead time to create the video. This helps ensure all elements are thoughtfully considered and included.
- Clearly determine your goals and measure against these to better track conversions and measure ROI.
- Incorporate a clear call-to-action to collect relevant data to move a prospect further along in the sales cycle.
- Select the right producer, who can provide insight on how to light and shoot the video. If you're producing your video in-house, try to have a clear understanding about how video and non-video elements work together.

Measuring success of your efforts with online video is very similar to measuring other online marketing efforts. You have to capture who comes to see the videos, who opened them, how long they watched, at what point they left, and did they take actions such as buying something or asking for more information. Another measure of success is revenue generated from videos or the hub where videos are hosted, since B2B media companies generally seek to generate revenue from online video advertising. Types of advertising include: video sponsorship (of entire hub or specific videos); pre-, mid- or post-roll advertising; and product placement.

Blogs

The American Marketing Association definition of a blog is “a hybrid form of Internet communication that combines a column, diary and directory. The term, short for ‘Web log’ refers to a frequently updated collection of short articles on various subjects with links to further resources.” The survey of ABM members finds that 71.2% currently have a blog and 26.9% know their competitors utilize blogs.

There are various reasons why a corporation and a B2B media company would want to blog. According to Mack Collier’s *Eight Ways Your Company Can Benefit From Blogging*, published by MarketingProfs, some of the pluses include being seen as an expert, developing better customer relationships, attracting new customers, making your company more human, knowing what’s being said about your company, and improving the ranking of your website within search engines.

Bloodhorse.com launched their first blog stable in March 2008. Their primary goal was to develop a community and produce content exclusive to Bloodhorse.com. According to Bloodhorse’s Operations Manager-Digital Media, Chris Dawahare, the company “began converting traditional editorial assets into Bloodhorse.com personalities. Anyone can post the news, but a blogger that attracts a loyal audience suddenly becomes a very valuable resource.”

MarketingProfs' blog, *The Daily Fix*, began in March 2006 to increase interaction between its writers and its readers. Chief Content Officer Ann Handley comments that the discussion on the blog "spills over into other forums. For example, folks discuss blog posts on forums like Twitter, or they reference MarketingProfs on their own blogs. Also, we get great PR value and Google juice out of it." MarketingProfs is an online publisher of marketing know-how.



Mario Sundar, Community Evangelist & Chief Blogger at LinkedIn, launched his *Marketing Nirvana* corporate blog in April 2007. He outlines some of the best practices he uses in a post titled *5 Best Practices on Corporate Blogging – Tried & Tested*. They include:

1. **Plan ahead and post regularly:** For a corporate blog, it's best to create an editorial calendar of sorts so your readers know what to expect. Sundar posts an average of four times per week.
2. **Be original and fresh:** Two things that can make your blog a must-read is breaking news and the internal workings of your company.
3. **Personality counts:** Be yourself when you blog. Your readers want to get to know you and not read business or marketing speak.
4. **Social media means "social":** It's not a blog if you don't foster two-way communication so allow your readers to post comments and start a dialogue.
5. **Write well, or find someone who can:** This shouldn't be an issue for business publishers with many talented reporters and editors on staff. Let them blog away.

Mack Collier adds that you should open up your blog to others by adding outside links to your posts. "This means your ideas are being shared and seen on more blogs and sites by more people," Collier writes in MarketingProfs' how-to guide *How to Choose the Best Web 2.0 Strategies for Your Company*.

The benefits of blogs are they can be started for little or no cost and can be launched almost immediately. However, it is widely suggested that before becoming an official blogger, you should take the time to read industry blogs, post comments and become a part of the conversation.

Business publishers may face challenges when starting a blog. For instance, Bloodhorse's Dawahare says there was initial concern around the burden they would place on their editorial resources and getting editors to commit to the idea. Now they're up against how to monetize their blogs.

During a panel on selling digital media at ABM's Digital Velocity Conference in March 2008, Jim Chrzan, VP-sales at Summit Publishing, discussed the pros and cons of having blogs on B2B media sites. "On the one hand bloggers who are highly opinionated generate traffic and audience interaction. On the other hand, some heated discussion topics could be disturbing to advertisers." (*BtoB*, reporting from ABM's Digital Velocity, March 2008)

As for measuring the success of your blog, Collier suggests you analyze the following metrics: your traffic, your feed subscribers, your links, and the number of comments your posts receive. "These measurements tell you whether the content you are posting on your blog is attracting visitors, and also whether you are converting these visitors into readers." (MarketingProfs' *How to Choose the Best Web 2.0 Strategies for Your Company*)

Success may depend on the time you devote to your blog. Your readers may participate more frequently if you moderate and respond to reader comments in a timely manner. If you make your blog a priority, it's a great way to encourage customer participation and get them more engaged with your brand.

MarketingProfs and Bloodhorse have both found success with their blogs. MarketingProfs has close to 8,000 Feedburner subscribers who get the MarketingProfs *Daily Fix* delivered each day. They are ranked #10 in the *Top 25 Marketing and Social Media Blogs* and #21 in *Advertising Age's Power150*, "both of which boost our visibility and credibility with readers and boost our search engine rankings," says Chief Content Officer Handley. Bloodhorse.com's blogs account for about 5% of the total traffic each month. And users interact with the blogs with 25,000 comments posted and a user engagement of more than 5 minutes, about twice as long as an average news article.

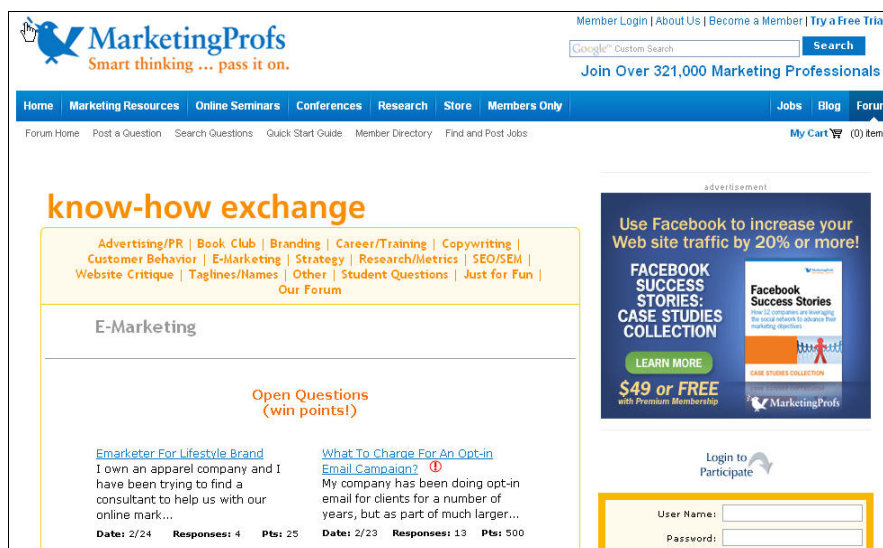
Forums

The American Marketing Association describes forums as “an online community where visitors may read and post topics of common interest.” They are unlike blogs because anyone can start a discussion, not just the blogger. And they are unlike wikis because users can’t edit or delete messages. According to the survey of ABM members, 66.7% of B2B media companies have member forums or discussion boards on their website, and another 31.1% say forums are available on competitors’ websites.

GIE Media launched their forum in 1997, back when there were not many community forums in their market. GIE Media is a B2B media company that serves eight markets including aerospace, energy, recycling, and construction. According to Chris Foster, President and COO, the primary goals of their forum were “community interaction and connecting with readers.” At ABM’s Digital Velocity event in March 2008, one speaker was Jim Sexton, senior VP-editorial director of SPC Digital, a division of Time Inc.’s Southern Progress Corp. He found for SPC’s *Cooking Light* that recipes were one of the most popular features in print, so bulletin boards that allow users to swap recipes and discuss menus “have been a big hit” on CookingLight.com. (*BtoB*, reporting from ABM’s Digital Velocity, March 2008)

As with many Web 2.0 technologies, there is little or no cost to creating a forum. Again, the most difficult aspect for a publisher may be handing the reins over to your audience. As for measurement, business publishers can track the number of comments or questions along with the number of replies.

MarketingProfs began their *Know-How Exchange* forum in January 2004. It’s a place where marketers ask questions and get answers from their peers. It has logged 26,700 questions and more than 175,000 answers since its inception.



The screenshot shows the MarketingProfs website forum page. At the top, there is a navigation bar with links for Home, Marketing Resources, Online Seminars, Conferences, Research, Store, Members Only, Jobs, Blog, and Forum. Below the navigation bar, there is a search bar and a login section. The main content area features a "know-how exchange" section with a list of topics including Advertising/PR, Book Club, Branding, Career/Training, Copywriting, Customer Behavior, E-marketing, Strategy, Research/Metrics, SEO/SEM, Website Critique, Taglines/Names, Other, Student Questions, and Just for Fun. There is also an "E-Marketing" section and a "Open Questions (win points!)" section with two questions. The first question is "Emarketer For Lifestyle Brand" and the second is "What To Charge For An Opt-in Email Campaign?". On the right side, there is an advertisement for "Facebook Success Stories: Case Studies Collection" and a "Login to Participate" section with input fields for User Name and Password.

Widgets

As defined by Lazworld and sourced by the American Marketing Association, a widget is “a live update on a website, webpage, or desktop. Widgets contain personalized, neatly-organized content or applications selected by its user.” Common widgets feature local weather or stock quotes that you can download right to your desktop, blog or web page. Some are games you can play and pass along to your friends and colleagues. YouTube is popular for its widgets, which allow others to display YouTube videos directly from their websites. According to the survey of ABM members, 60.7% currently utilize widgets, and 17.9% say their competitors use widgets. However, 21.4% say they don’t know what a widget is.

Many B2B media companies create widgets as an alternate channel for distributing their content to readers. Instead of visiting a company’s website for the headlines of the day, users download the widget and read the headlines right from their desktops. Or users place the widget on their websites and spread the news to their audiences as well.

B2B media companies also utilize widgets to share news and information from publisher to publisher. In January, Paidcontent.org and Nielsen Business Media announced a partnership to share headlines on their websites through widgets. Paidcontent.org covers the business of digital media and will be working with Nielsen Business Media properties including EditorandPublisher.com, Adweek.com, Brandweek.com and Mediaweek.com. (*Online Media Daily*, January 13, 2009)

Bloodhorse.com is one B2B media website that uses widgets. Blood-Horse Publications offers a vast selection of thoroughbred and equine publications, products, and services. They posted their first widget in July 2008 to test the technology and syndicate their blog and news content. According to Chris Dawahare, Operations Manager-Digital Media, “with widgets, we simply wanted to get our feet wet with the technology. We converted all of our RSS feeds into widgets.” You can view the Bloodhorse stable of widgets at: <http://www.bloodhorse.com/widgets.asp>

Marketers find this technology appealing because widgets are an effective tool for branding, facilitate viral marketing, and encourage users to post them on their websites, blogs or social networking pages. And they may increase traffic to their websites by having them link back.



MARKETS from WSJ.com

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Index	Last	% Chg
Nasdaq*	1391.47	-2.44
S&P 500*	752.83	-1.60
DJ Industrials*	7182.08	-1.24
Hang Seng	12940.09	0.35
DJ Stock:50*	1811.34	2.30

* at close Source: Dow Jones, Reuters

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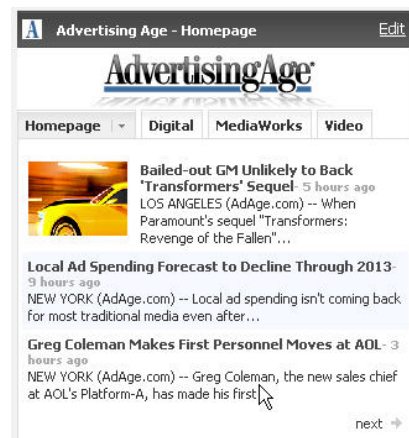
Latest from MarketBeat Blog

- Dividend Cuts Coming for Morgan Stanley & Gen... 2:09 p.m.
- Blog Roll: Bank Fixes Look Like Japan All Ove... 1:21 p.m.
- Recovery Not in the Charts 02/25

Quote Symbol Lookup

Symbol Name

*U.S. Stocks and Funds



Advertising Age - Homepage

AdvertisingAge

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Bailed-out GM Unlikely to Back "Transformers" Sequel 5 hours ago
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NEW YORK (AdAge.com) -- Local ad spending isn't coming back for most traditional media even after...

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NEW YORK (AdAge.com) -- Greg Coleman, the new sales chief at AOL's Platform-A, has made his first

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Heidi Cohen, President of interactive marketing consultancy Riverside Marketing Strategies, in an article for ClickZ titled *What's Up With Widgets*, writes “At their best, widgets keep a brand in front of customers and are a click away from your website. They can also enable your customers to express their affiliation with a product or brand.” She also says that some uses for widgets are to extend branding, drive traffic to your site, create a persistent presence, and distribute targeted, dynamic information.

An article on iMediaConnection titled *4 Widget Best Practices* by Nikole Brake, product manager at Advertising.com, lists four best practices to consider when using widgets:

- **Be ready to let go.** Widgets will reside outside the confines of your website so you lose a certain amount of control.
- **Serve a purpose, and serve it fresh.** Widgets shouldn't be advertisements, but a service or tool that delivers real value to your customers. The content should be useful, practical and updated frequently.
- **Stick with standards and partners you know.** Adhere to IAB standards to maximize the number of potential placements for your widget.
- **Think about distribution.** Once your widget is created, find a syndication partner (Clearspring and Intropolls are two examples). Then place your widget on your website and in popular galleries such as Yahoo's Widgets, Facebook, the Mac Dashboard or Widgetbox.

One good thing about testing the widget waters is the risk is low. There is not great amount of time or expense involved in building a widget. As Brake points out “The good news is that your first foray into the widget market needn't involve developing a widget from scratch. Often, you can simply repurpose popular information or features from your existing website.”

Some of the challenges of using widgets are first getting users to download them and then getting them to pay attention to the marketing message. There may also be concerns about reaching the right audience. If your widget is posted on social networks, is anyone connecting with your brand as they interact with the widget? What is their mindset?

Once you've launched your widget, it's time to think about metrics and results. The Cohen ClickZ article *What's Up With Widgets* states that the basic metrics to watch include:

- **User Interface Usability:** Apply usability measures to widgets to ensure consumers find them easy to use.
- **Downloads:** The most basic way to track widget use is to count the number of times it's been downloaded.

- **Activity:** This can be measured in terms of time spent with your brand or content. If the widget provides information via RSS feeds, feed volume can be tracked.
- **Buzz:** Since many marketers may use widgets primarily to drive viral marketing, online buzz metrics, including blog mentions, can be used.

You can also analyze the traffic your widget is directing back to your website since most widgets provide a link back to the creator's site. Although widgets are growing in popularity and users are interacting with them more and more, this technology is still evolving as a marketing medium.

Wikis

According to Lazworld, and sourced by the American Marketing Association, a wiki is a "web application that allows users to add content, as on an Internet forum, but also allows anyone to edit the content. Wiki also refers to the collaborative software used to create such a website."

Wikipedia (www.wikipedia.com) is one example of a wiki. Created in 2001, Wikipedia is a multilingual, Web-based, free-content encyclopedia project. It's written collaboratively by volunteers from all around the world and can be edited by anyone. Wikipedia is one of the largest reference websites, attracting at least 684 million annual visitors, with 2,725,291 articles in English alone. In competition with Wikipedia is Google Knol. Knol launched in July 2008 and, unlike Wikipedia, allows authors to earn revenue from Google AdSense ads that run on the pages they create and update.



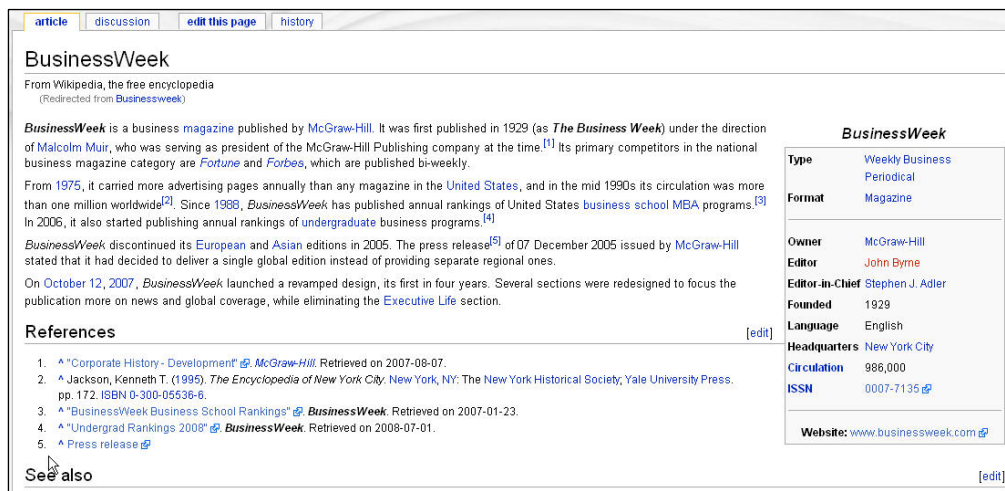
Because anyone can edit these pages, it's important to monitor your definition to be sure all the information is accurate. Content reference sites are prone to errors and vandalism. You can subscribe to an RSS feed to see if anyone edits your posting. If there's incorrect information, put it in the discussion tab.

Marketers have desired a presence on Wikipedia to increase their exposure among the large number of visitors. However, both Wikipedia and Google Knol are very clear that advertising messages are not accepted as content on the sites. If either resource believes their content policies have been violated, they can and will remove the postings. Wikipedia states on their site "*Wikipedia is an encyclopedia, not a forum for advertising or self-promotion, or a vanity press.*"

One technology company, Attensa, learned this the hard way. With the help of their PR agency, Anvil Media, Attensa used Wikipedia as a marketing tool to drive traffic to their site. Although they technically stayed within the rules posted on Wikipedia, their intent and purpose was lead generation. They revealed their strategy in a case study published by MarketingSherpa in July 2008 and cited the following results: 4% increase

in site traffic; 4% increase in leads overall; 65 leads per month on average; and 18% higher conversion rate for Wikipedia traffic. When the editors of Wikipedia got wind of the article – and how the company was using Wikipedia for marketing purposes – they deleted the entire Attensa Wikipedia entry and the majority of their links.

Many B2B media companies have created pages on these sites. For example, a quick search for *BusinessWeek* turns up a page with basic information including history, staff and competition. There is also a link to Businessweek.com.



The screenshot shows a Wikipedia article for BusinessWeek. The article text includes:

- BusinessWeek is a business magazine published by McGraw-Hill. It was first published in 1929 (as *The Business Week*) under the direction of Malcolm Muir, who was serving as president of the McGraw-Hill Publishing company at the time.^[1] Its primary competitors in the national business magazine category are *Fortune* and *Forbes*, which are published bi-weekly.
- From 1975, it carried more advertising pages annually than any magazine in the United States, and in the mid 1990s its circulation was more than one million worldwide^[2]. Since 1988, *BusinessWeek* has published annual rankings of United States business school MBA programs.^[3] In 2006, it also started publishing annual rankings of undergraduate business programs.^[4]
- BusinessWeek* discontinued its European and Asian editions in 2005. The press release^[5] of 07 December 2005 issued by McGraw-Hill stated that it had decided to deliver a single global edition instead of providing separate regional ones.
- On October 12, 2007, *BusinessWeek* launched a revamped design, its first in four years. Several sections were redesigned to focus the publication more on news and global coverage, while eliminating the *Executive Life* section.

 The article also features a 'References' section with five numbered links and a 'BusinessWeek' infobox on the right containing details like Type (Weekly Business Periodical), Format (Magazine), Owner (McGraw-Hill), Editor (John Byrne), Editor-in-Chief (Stephen J. Adler), Founded (1929), Language (English), Headquarters (New York City), Circulation (986,000), and ISSN (0007-7135). A 'See also' link is at the bottom left.

If you create or edit an entry in Wikipedia, the goal should always be to add value for the reader. “You need to strip your content of all marketing language or plaudits. Just the facts,” writes Todd Defren on his PR-Squared blog. Creating wikis of your own extends your brand and allows your current users to become more engaged with your brand. Plus, you encourage others to come together into a community.

Forbes created its own wiki (still in beta) on its website called *The Corporate Org Chart Wiki*. This allows users to add and delete the employees within companies, with the exception of board members and top-level bosses. On Forbes.com, it says the wiki is “a new way to tap the collective knowledge of our community about the internal network of any company. This is an experiment in collaborative problem solving, where our goal is to create something of great value for the whole web community.”

Wikis are fairly easy to set up and maintain. The biggest challenge for publishers and marketers may be giving up control of the content since anyone can edit the content. But they can give your company more exposure on the Web with very little investment.

As for metrics, “you’ll want to see an increasing level of input from visitors over time,” writes Mack Collier in MarketingProfs’ How-To Guide: *How to Choose the Best Web 2.0 Strategies for Your Company*.

Glossary of Web 2.0 Terms

Blog

A user-generated website where entries are made in journal style and displayed in reverse chronological order. A typical blog combines text, images, and links to other blogs, web pages, and other media related to its topics. The ability for readers to leave comments in an interactive format is an important part of many blogs.

Delicious

Delicious – www.delicious.com – is a social bookmarking service that allows users to tag, save, manage and share web pages from a centralized source. With emphasis on the power of the community, Delicious greatly improves how people discover, remember and share on the Internet.

Digg

Digg – www.digg.com – is a place for people to discover and share content from anywhere on the web. From the biggest online destinations to the most obscure blog, Digg surfaces the best stuff as voted on by users. Digg provides a place where people can collectively determine the value of content and changes the way people consume information online, according to the Digg website.

Facebook

Celebrating five years in 2009, Facebook – www.facebook.com – is a social networking site that allows people the power to share and makes the world more open and connected. Millions of people use Facebook everyday to keep up with friends, upload an unlimited number of photos, share links and videos and learn more about the people they meet.

Flickr

Flickr – www.flickr.com – is an image and video hosting website, web services suite and online community platform. In addition to being a popular Web site for users to share personal photographs, the service is widely used by bloggers as a photo repository. According to the Flickr website, Flickr has two main goals: 1) help people make their content available to the people who matter to them, and 2) enable new ways of organizing photos and video.

Forums/Discussion Boards

An Internet forum, or message board, is an online discussion site. It is the modern equivalent of a traditional bulletin board. People participating in an Internet forum can build bonds with each other and interest groups form around a discussion topics or sections in the forum.

FriendFeed

FriendFeed – www.friendfeed.com – is a service for users to keep up-to-date on the web pages, photos, videos and music that their friends and family are sharing. In other words, it lets users tap into their existing social networks as a tool for discovering interesting information. Users get a customized feed made up of the content that their friends shared – from news articles to family photos to interesting links and videos.

Go2Web20.net

This site – Go2Web20.net – is a directory of more than 2,800 Web 2.0 applications and services.

Google Knol

Google's Knol project – <http://knol.google.com> – is a site that hosts many knols (units of knowledge) written about various subjects. The authors of the knols can take credit for their writing, provide credentials, and elicit reviews and comments. Users can provide feedback, comments, and related information. So the Knol project is a platform for sharing information, with multiple cues that help you evaluate the quality and veracity of information.

LinkedIn

LinkedIn – www.linkedin.com – is an interconnected network of experienced professionals from around the world, representing 170 industries and 200 countries. You can find, get introduced to, and collaborate with qualified professionals that you need to work with to accomplish your goals.

Mashup

A mashup is a Web application that combines data from more than one source into a single integrated tool, thereby creating a new and distinct web service that was not originally provided by either source. An example is Digg.com, which is a mashup of various news websites controlled almost entirely by the users of the website.

Microblogging

Microblogging is a form of multimedia blogging that allows users to send brief text updates (for example, 140 characters or fewer) or micromedia such as photos or audio clips and publish them, either to be viewed by anyone or by a restricted group chosen by the user. The messages can be submitted by a variety of means, including text messaging, instant messaging, email, digital audio or the web.

MySpace

MySpace – www.myspace.com – is a popular social networking website with an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music, and videos for teenagers and adults internationally.

Podcast

A podcast is a series of audio or video digital files which is distributed over the Internet by syndicated download, through Web feeds, to portable media players and personal computers. Though the same content may also be made available by direct download or streaming, a podcast is distinguished from most other digital media formats by its ability to be syndicated, subscribed to, and downloaded automatically when new content is added.

Reddit

Reddit – www.reddit.com – is a social news website on which users can post links to content on the web. Other users may then vote the posted links down or up, causing them to appear more or less prominently on the Reddit home page.

RSS

RSS or Really Simple Syndication is a family of Web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format. Web feeds benefit publishers by letting them syndicate content automatically; they benefit readers who want to subscribe to timely updates from favored websites or to aggregate feeds from many sites into one place.

Second Life

Second Life – www.secondlife.com – is an online, 3D virtual world developed by Linden Lab that launched in 2003 and is accessible via the Internet. A free client program called the Second Life Viewer enables its users, called Residents, to interact with each other through avatars. Residents can explore, meet other residents, socialize, participate in individual and group activities, and create and trade virtual property and services with one another, or travel throughout the world, which residents refer to as the grid.

Social Bookmarking

Social bookmarking is a method for Internet users to store, organize, search, and manage bookmarks of web pages on the Internet with the help of metadata. Simply put, users can bookmark any article or web page they want and share that bookmark virally with other users. There are a variety of highly-trafficked sites that offer social bookmarking: Digg, Yahoo! Buzz, Reddit, Delicious, Technorati, StumbleUpon, Kaboodle, and many others.

Social Mention

Social Mention – www.socialmention.com – is a social media search engine that searches user-generated content such as blogs, comments, bookmarks, events, news, videos, and microblogging services.

Social Networking

Social networking refers to building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. Popular social networking sites include Facebook, Myspace and LinkedIn. Most social networking sites provide a variety of ways for users to interact, including email, chat, instant messaging and blogs.

StartPR

StartPR – www.startpr.com – is a social media monitoring service that searches million of websites and blogs to help find, manage and respond to mentions of your company, brands, products, services and people online.

Tags

A tag is a non-hierarchical keyword or term assigned to a piece of information (such as an Internet bookmark, digital image, or computer file). This kind of metadata helps describe an item and allows it to be found again by browsing or searching. Tags are chosen informally and personally by the item's creator or by its viewer, depending on the system. On a website in which many users tag many items, this collection of tags becomes a folksonomy. Tagging was popularized by websites associated with Web 2.0 and is an important feature of many Web 2.0 services.

Technorati

Technorati – www.technorati.com – was founded to help bloggers to succeed by collecting, highlighting, and distributing the online global conversation. As the leading blog search engine and most comprehensive source of information on the blogosphere, it indexes more than 1.5 million new blog posts in real time and introduces millions of readers to blog and social media content.

Twitter

Twitter – www.twitter.com – has grown into a real-time short messaging service that works over multiple networks and devices. In countries all around the world, people follow the sources most relevant to them and access information via Twitter as it happens—from breaking world news to updates from friends.

User-Generated Content

This term refers to various kinds of media content, publicly available, that are produced by end-users. Examples of user-generated content include discussion boards, blogs, wikis, social networking sites, customer review sites, and any other website that offers the opportunity for users to share their knowledge and familiarity with a product or experience.

Web 2.0

The term "Web 2.0" describes the changing trends in the use of World Wide Web technology and web design that aim to enhance creativity, communications, secure information sharing, collaboration and functionality of the web. Web 2.0 concepts have led to the development and evolution of web-culture communities and hosted services such as social networking sites, video sharing sites, wikis and blogs.

Wiki

A wiki is a page or collection of Web pages designed to enable anyone who accesses it to contribute or modify content, using a simplified markup language. Wikis are often used to create collaborative websites and to power community websites. The collaborative encyclopedia Wikipedia is one of the best-known wikis.

Wikipedia

Wikipedia – www.wikipedia.com – is a multilingual, Web-based, free-content encyclopedia project. Wikipedia is written collaboratively by volunteers from all around the world; anyone can edit it. Since its creation in 2001, Wikipedia has grown rapidly into one of the largest reference websites.

WordPress

Wordpress – www.wordpress.org – is an open source blog publishing application used by many bloggers.

Yahoo! Buzz

On Yahoo! Buzz – www.buzz.yahoo.com – users vote to determine top-rated stories, which can be about any topic from a great story on a major news site, to an extraordinary bit from an obscure site or an intriguing video or blog.

YouTube

YouTube – www.youtube.com – is a leader in online video and the premier destination to watch and share original videos worldwide. YouTube allows people to easily upload and share video clips on the YouTube site and across the Internet through websites, mobile devices, blogs, and email. Users can rate videos, and the average rating and the number of times a video has been watched are both published.

Widgets

A widget is a portable chunk of code that can be installed and executed within any separate HTML-based web page .Widgets often take the form of on-screen tools such as clocks, event countdowns, auction-tickers, stock market tickers, flight arrival information, daily weather, etc.

Zinio

Zinio – www.zinio.com – is a Web-based service that enables consumers, regardless of geographic location, to search, purchase and immediately access digital publications.

Sources: Wikipedia plus descriptions pulled from individual brand name (i.e. Twitter, Digg, etc.) websites

ABM's Media Marketing Committee

The membership on this committee includes marketers with decades of combined experience in creating, launching and evaluating online marketing tactics, and they share knowledge and experience in leveraging Web 2.0 tactics and technologies.

Patrice Aylward

Marketing Manager – Canon Communications

As a marketing communications manager, Patrice Aylward has 20 plus years' of experience on both the media and the advertiser sides of B2B communications. With stints in both tangible and intangible marketplaces, her perspective on the use of marketing media is multi-dimensional. As Marketing Manager for the Canon Communications Plastics Group, Patrice manages multiple communications channels on behalf of several publications, from planning to execution, including print, e-media, and events. She is a past member of the board of directors for the Cleveland Advertising Club.

Tara Curran

Event Marketing Manager – MarketingProfs LLC

Tara Curran is the Events Marketing Manager at MarketingProfs LLC, an online resource offering actionable know-how on marketing strategies and tactics. Before joining MarketingProfs in 2008, she worked for Crain Communications for seven years as the Marketing Manager for *BtoB Magazine*, *Media Business Magazine*, and *Crain's New York Business*. Prior to her time at Crain, she worked in marketing for *1to1 Magazine* published by Peppers and Rogers Group.

Susanne Curry

Senior Vice President of Marketing – Advertising Specialty Institute

Susanne is responsible for leading the marketing and communications efforts for each of the diverse products, services and events that ASI provides, including the annual ASI Power Summit for industry executives. She manages an experienced team of sixteen marketing and communications professionals and a team of ten graphic arts specialists. She also works closely with the marketing department at *ASI Show!*, which hosts five annual promotional products trade shows in Chicago, Dallas, Las Vegas, Orlando and New York, over 80 local traveling *Advantages* Roadshows, the new ASI Business Forum and the inaugural ASI Holiday & Incentives Expo for fall 2009. Curry is an integral member the President's Council, a select group of 18 officers who shape the strategic vision and direction of ASI. Prior to joining ASI, Curry held key roles in branding and positioning, product marketing, public relations, employee communications, international trade shows and company and customer events for FORTUNE 500 companies, including: AT&T, Emerson Electric, KMC Telecom, Raytheon and Subaru. Past media-related engagements include the Good Housekeeping Institute, Hearst Publications, HWH New Media and Times Mirror Corporation. She is a National Science Foundation Fellow, as awarded by Adelphia University, and holds a bachelor's degree in English and Journalism from College Misericordia, in Dallas, Pennsylvania. Curry serves on the boards of Women on Wall Street and the Morgan Stanley Children's Hospital, a part of the University Hospital of Columbia and Cornell.

Elizabeth Dyas

Senior Marketing Manager, Banking Group – SourceMedia, Inc.

Elizabeth oversees the *American Banker*, *Credit Union Journal*, *U.S. Banker*, and *Bank Technology News* advertising sales and brand marketing, as well as management of the Mortgage and Payments marketing managers. She has more than 5 years of experience in brand management, advertising sales marketing, and event management in the B2B media industry. Previously, she held various marketing positions in the business media division of Hanley Wood, LLC. Elizabeth holds a BS in Marketing from The Smeal College of Business at The Pennsylvania State University. She has been a member of the American Business Media's Media Marketing Committee since 2007.

Ben Hanna

Vice President, Marketing – Business.com

Ben Hanna serves as Vice President of Marketing for Business.com, overseeing all aspects of marketing and brand strategy for Business.com and Work.com, including direct and onsite marketing, public relations, search engine marketing, advertising, trade shows and collateral. He brings more than 10 years experience leading B2B marketing efforts from both the agency and company perspectives. Before Business.com, Ben led the eBay Business team responsible for driving B2B trade (\$3 billion GMV in 2005) on eBay's U.S. site, was Vice President, Marketing for IronPlanet, a leading online marketplace for used construction equipment, and co-founded a B2B strategic marketing agency specializing in product launches, company launches and corporate repositionings for high-tech companies in the semiconductor, telecommunications and Internet industries. Ben holds a Bachelor of Arts in Psychology from the University of Michigan and a Ph.D. in Business from Stanford University's Graduate School of Business.

Glenn L. Laudenslager IV

Marketing Director – Reed Medical Education, a division of Reed Exhibitions and Reed Elsevier

Glenn has 15 years' experience in marketing management and strategy development for media companies. At Reed Medical Education he oversees marketing – including direct-response and social media strategies – for a portfolio of healthcare events. Glenn is Chair of the American Business Media's Media Marketing Committee, which pursues educational initiatives and promotes best practices for marketers throughout the B2B media industry. He formerly held marketing positions for B2B media companies PRIMEDIA Business, Intertec, Prism Business Media and Penton Business Media. In addition, Glenn has consulted dozens of companies like Universal Music, Tajima USA, and APX Logistics on developing effective marketing plans, strategies and materials. Glenn holds a Bachelor of Science in Marketing from Southern Connecticut State University and an MBA from Sacred Heart University.

June Lough

Marketing Director, Creative Services – James G. Elliott Co. Inc.

June Lough is Marketing Director for James G. Elliott Co., Inc. a publisher's representative firm that offers sales and marketing services. June has over 22 years experience in the magazine industry and was Marketing Director of Creative Services and a Sales Development Director at *Kiplinger's Personal Finance*. Prior to that she was a Marketing Manager for Magazine Services Inc. (a subsidiary of Kiplinger's) that provided sales representation for multiple magazines. She has done marketing/creative work for *Kiplinger's*, MyBusiness, Ivy League Network, Private Clubs, Movieline, Budget Travel, and many others.

Michelle Mitchell

Group Marketing Director – Questex Media Group

Michelle has 15 years' experience in communications and marketing roles within the B2B media industry. Eleven years were spent with Advanstar Communications, and in 2005 certain businesses spun off into Questex Media Group. At Questex, Michelle serves as Group Marketing Director overseeing all aspects of marketing including brand strategy, promotion, research and public relations for a number of business-to-business industry brands including *Landscape Management*, *Hotel & Motel Management*, *Pest Management Professional*, and *Golfdom*, among others. Each brand delivers its content via multiple media platforms including print, through email, online and in person. Michelle holds a Bachelor of Arts in Journalism from the University of Toledo.

Shannon McAndrews

Online Account Manager – James G. Elliot Company, Inc.

Shannon McAndrews has over 10 years experience in the advertising industry. Currently an Online Account Manager and involved with new business development at James G. Elliott Co., Inc., her past experience includes Marketing Director of Sales Development at *Kiplinger's*, where she spearheaded partnerships with outside media agencies. Before joining the publishing side in 2004, she worked as a Senior Media Planner on primarily financial based and entertainment accounts, both domestic and International. Shannon has been an active member of American Business Media and Advertising Women of New York.

Lindsay H. Morrison

Director of Marketing Communications – [SRDS](#)

Lindsay Morrison oversees SRDS' communication, promotion and branding directed at advertising agencies, advertisers and media companies. This includes direct marketing, advertising, tradeshow, collateral, training, and search engine marketing. In her 10 years with SRDS, she has managed communications efforts to transition SRDS subscribers and advertisers from print directories to online databases, with branding and promotions necessary to change industry perception of this 90-year-old company. Before joining SRDS, Lindsay worked for a small marketing communications consultancy that focused on the professional healthcare industry, and in national accounts and training for CCH Inc. Lindsay holds a Bachelor of Arts in English from Northwestern University.

Sonya Ruff-Jarvis

Executive Director, Event Strategy – Reed Exhibitions

Sonya holds a senior management role on several events including the National Hardware Show[®], Lawn & Garden World[®], and Homewares Show[®]. For those events she focuses on developing customized programs for the largest retailers in the country. Sonya formerly held senior positions at Lebharr-Friedman and Times Mirror Magazines, and is past Chair of the American Business Media's Media Marketing Committee. She holds a Bachelor of Arts in Communications from Hiram College, and an MBA from New York Institute of Technology