



MAILORDER
GARDENING
ASSOCIATION

Welcome to the Wonderful
World of Gardening by Mail

Social Computing: Marketing in a Connected World



actionable strategies.
concrete tactics.
multi-channel success.

estrategyfirst

What you will learn

- + The characteristics of popular social networking sites and social computing activities
- + Emerging marketer and consumer social networking trends
- + The nuances of relationship building and why social marketing rules are different
- + How to decide if it's right for you
- + Concrete tactics for getting started and building momentum
- + How to avoid missteps and learn from others' failures

Outline

- + What is social computing?
- + How it is changing b2c relationships: advertising, marketing, service + products
- + Who participates? Computer Demographics , Psychographics + Trends
- + Popular Social Networking Sites: Characteristics + Trends
- + Very important types of social media/social computing
- + What are marketers doing? Sample marketing campaigns
- + Getting started methodology

What is social computing/social media?

- + Social computing is based on creating or recreating social conventions and social contexts through the use of software and technology.
- + Social computing is the behavior, supported with by the online tools and platforms that people use to share opinions, insights, experiences, and perspectives with each other.
- + Social media can take many different forms, including text, images, audio, and video. Popular social mediums include blogs, message boards, podcasts, wikis, and vlogs.
- + Blogs, email, instant messaging, social network services, wikis, social bookmarking and other instances of what is often called social software illustrate ideas from social computing.

Source: Don Hinchcliffe Web 2.0 Blog: Social Media Goes Mainstream

What is social computing/social media?

The key is that **people** are the ones that **use and control** these tools and platforms **instead** of organizations and large **institutions**.

Social Computing

The shift of control from organizations to individuals



Source: February 13, 2006, Forrester Big Idea "Social Computing"

Social Computing

The shift of control from organizations to individuals

- + The two-way Web is increasingly moving the power out of the hands of trusted institutions and into the hands of everyday users, who
 - decide for themselves what products they should buy
 - whose information they should consume
 - what marketing they want.
- + Thus, online communities are increasingly driving the vision of institutions because
 - these technologies put the majority of power into the hands of communities
 - essentially take it away from existing formal social structures and organizations

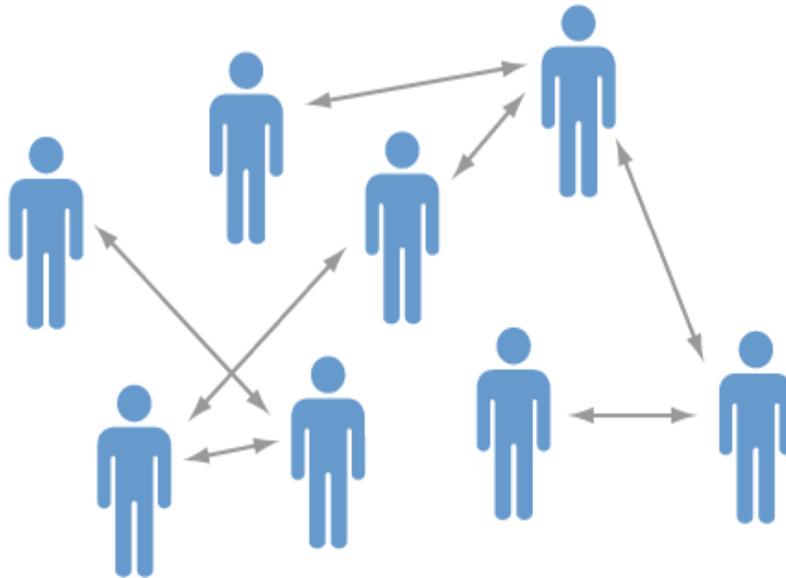
Source: Don Hinchcliffe: Znet- The Shift to Social Marketing

An easy to understand example



Enabled networks broaden reach

Old-world consumer networks



Forms:

- Word of mouth
- Telephone
- Letter
- Stores

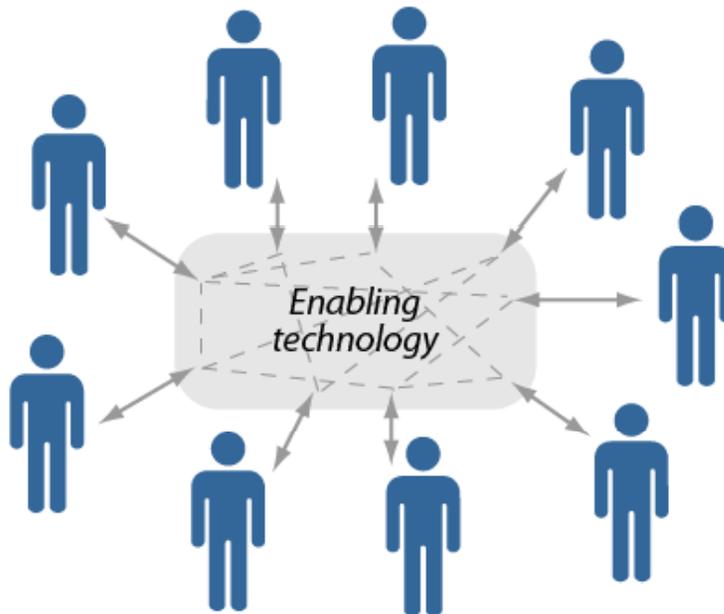
Characteristics:

- Limited reach
- Individual-driven
- Not a closed-loop system
- Not empowered

Source: Forrester Research: "Organic Branding" November, 2006

Enabled networks broaden reach

New-world consumer networks



Forms:

- Word of mouth powered by email
- Blogs
- Customer reviews
- Consumer-generated media

Characteristics:

- Interconnected
- Global in scope
- Instantaneous
- Empowered

Source: Forrester Research: "Organic Branding" November, 2006

Is Social Computing becoming mainstream?

“

While some will dispute what mainstream is defined as exactly –
my own personal favorite being

when my grandparents and their grandchildren
both are doing whatever is under discussion

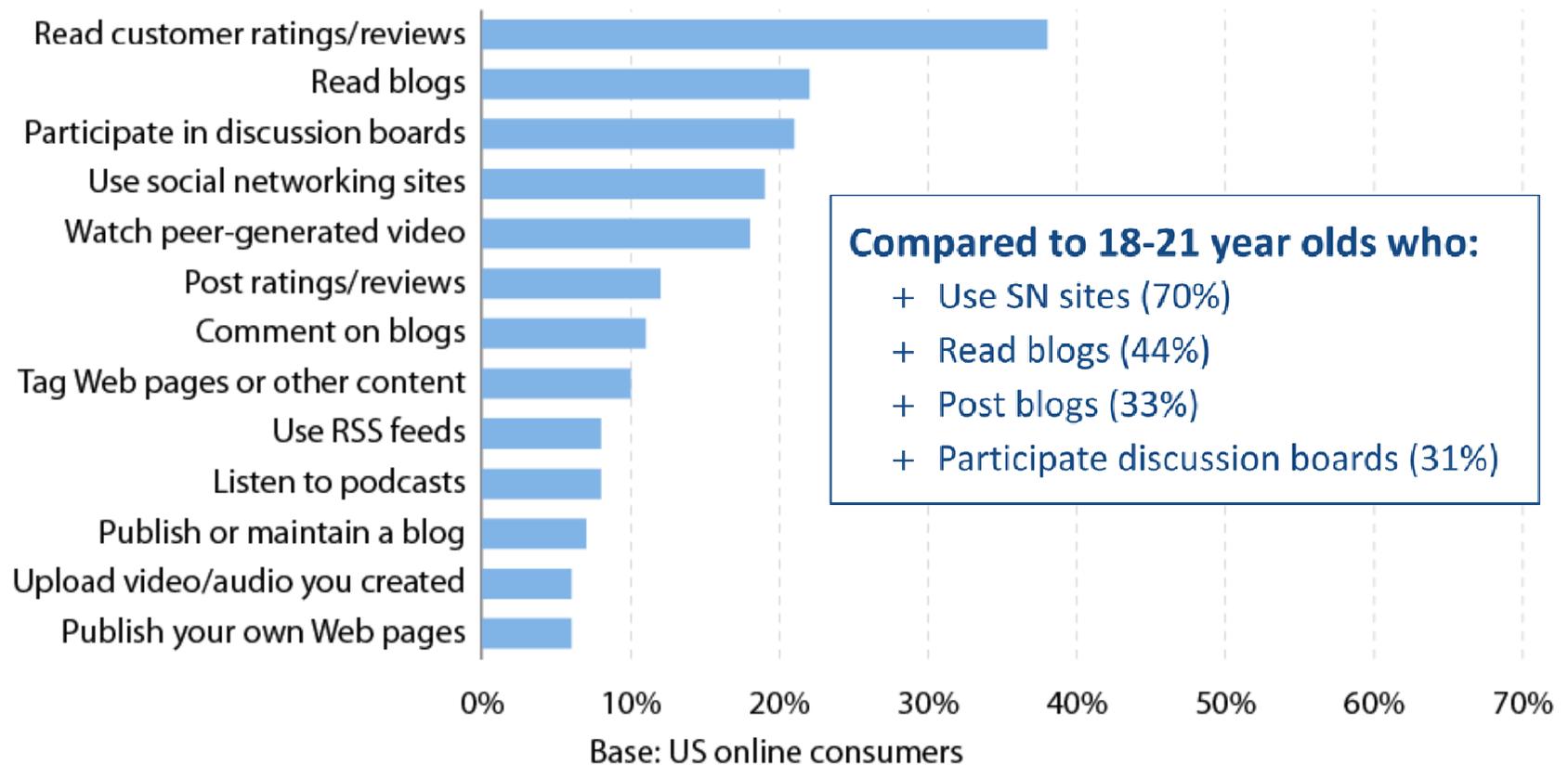
-- the rise of consumer-powered media platforms has all the hallmarks
of being something that's not only here to stay, but something that's
increasingly pushing everything else off the stage...

”

-- Dion Hinchliffe (software developer+ web 2.0 luminary)

Social Computing Adoption Makes Gains With Adults, Becomes Mainstream With Youth

“Do you do the following activities at least monthly?”



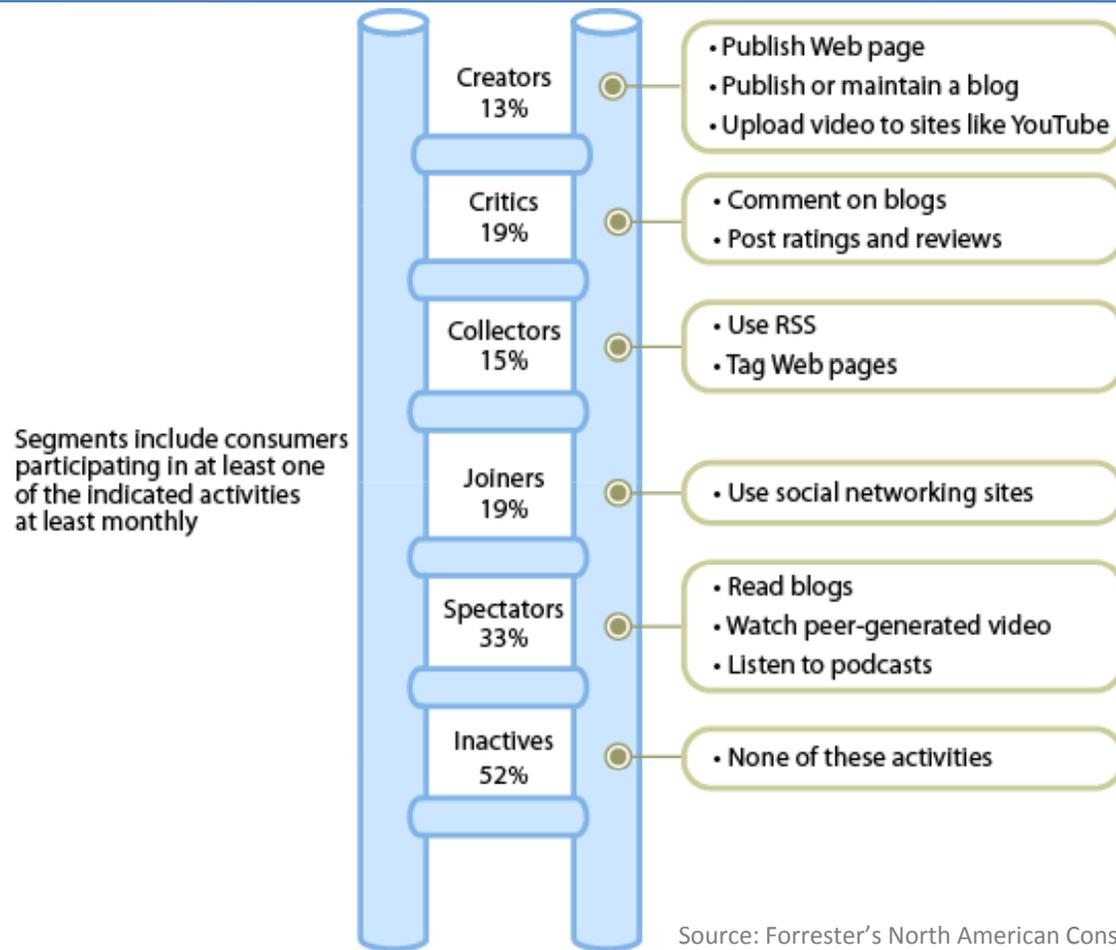
Source: Forrester Research Trends: Social Technographics®

Is Social Networking becoming mainstream?

- + Still youth dominate, however, marketers should take notice
 - 37% of adults visit myspace.com daily
 - 56% of young adults visit myspace.com daily
 - Adult social networkers are more open to marketing messages
 - 37% of GenY and 31% of GenX are interested in seeing marketer profiles on community networking sites
 - Daily users of these sites show more interest than others
 - Adult social networkers are viral
 - 75% say they often recommend products + services
 - 61% of those interested in marketer profiles do the same

Source: Forrester Research: "How Consumers Use Social Networks" June 2007

Social Technographics Groups By Activity in the Participation Ladder



Source: Forrester's North American Consumer Technology Adoption Study Q4 2006 Devices + Access Online Survey

Base: US adult online consumers

Adult Social Computing Users Represent An Attractive Demographic And Psychographic

	Creators	Critics	Collectors	Joiners	Spectators	Inactives
Average age (years)	39	42	45	37	42	50
Male	51%	53%	58%	48%	56%	43%
Average household income	\$61,922	\$66,688	\$66,475	\$56,472	\$67,889	\$59,168
Broadband	73%	68%	69%	69%	71%	49%
Technology optimist	75%	77%	76%	71%	75%	48%
"I am a natural leader."	38%	37%	35%	32%	31%	17%
"I often tell my friends about products that interest me."	53%	53%	53%	56%	52%	33%

Base: US adult online consumers

Source: Forrester's North American Consumer Technology Adoption Study Q4 2006 Devices & Access Online Survey

*Responses are from adult online consumers only and do not include non-adult users

What do users do on SN sites?

- + Stay in touch with friends (online + offline)
- + Seek out new friends + relationships
- + Seek out new things: bands, music, videos, brands, products, lifestyles...
- + Generate content: group posts, blog posts, photo uploads, video uploads
- + Consume content: watch videos, download badges + widgets, read posts, view photos...
- + Live real lives virtually...and virtual lives really

Some of the mainstream social sites

- + MySpace
- + Facebook
- + Orkut
- + YouTube
- + Flickr
- + Twitter
- + SecondLife



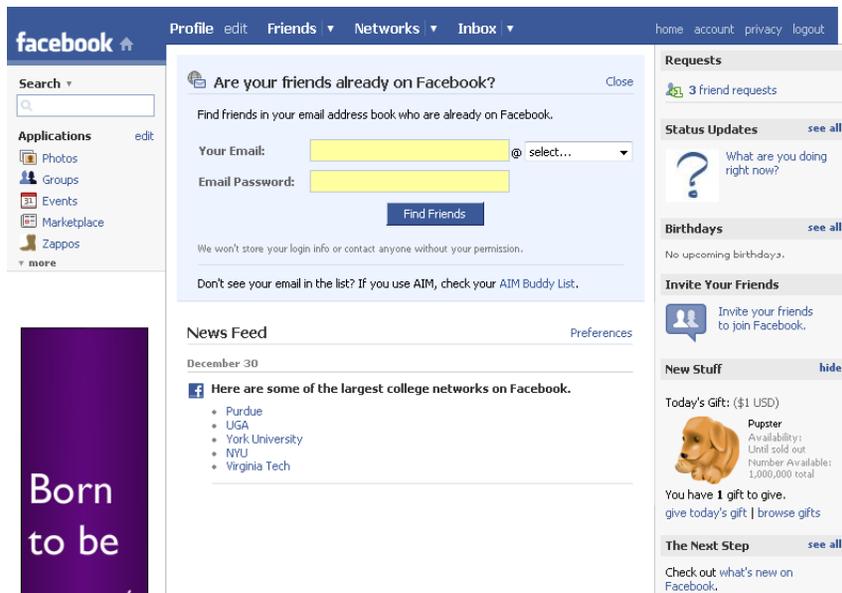
MySpace - highlights

The screenshot shows the MySpace.com homepage with the following elements:

- Header:** MySpace logo and navigation links (Home, Browse, Search, Invite, Film, Mail, Blogs, Favorites, Forum, Groups, Events, MySpace TV, Music, Comedy, Classifieds).
- Search:** A search bar with a dropdown menu set to 'People' and a 'Search' button.
- Cool New Videos:** A section titled '75,195 uploaded today!' featuring four video thumbnails: 'Funny 4X4 Mistake', 'Rules Of The Game Epi. 3', 'Exploding Computer', and 'Harrier Jet Landing'.
- Member Login:** A login form with fields for 'E-Mail' and 'Password', a 'Remember Me' checkbox, and 'LOGIN' and 'SIGN UP!' buttons. A link for 'Forgot your password? Login Trouble?' is also present.
- Find Your Friends on MySpace:** A section encouraging users to check their Gmail, Yahoo!, Hotmail, and AOL contacts.
- MySpace Music:** A section featuring Sia's new album 'Some People Have Real Problems' with an 'EXCLUSIVE' badge and a 'Listen Now' link.
- MySpace Specials:** A section titled 'ACTION SPORTS!' promoting content related to skateboarding, surfing, snowboarding, and motocross.
- Sponsored Links:** A section with a link for 'You Have 2 Secret Crushes'.

- + #1 trafficked social networking site
- + 71.9 m unique users/mo (oct-07) – all time high
- + 39-45b page views/mo (apr-07)
- + 350k new registrations/mo (apr-07)
- + Growth rate: 23% (sept-07)
- + Losing ground to Facebook but still a powerhouse

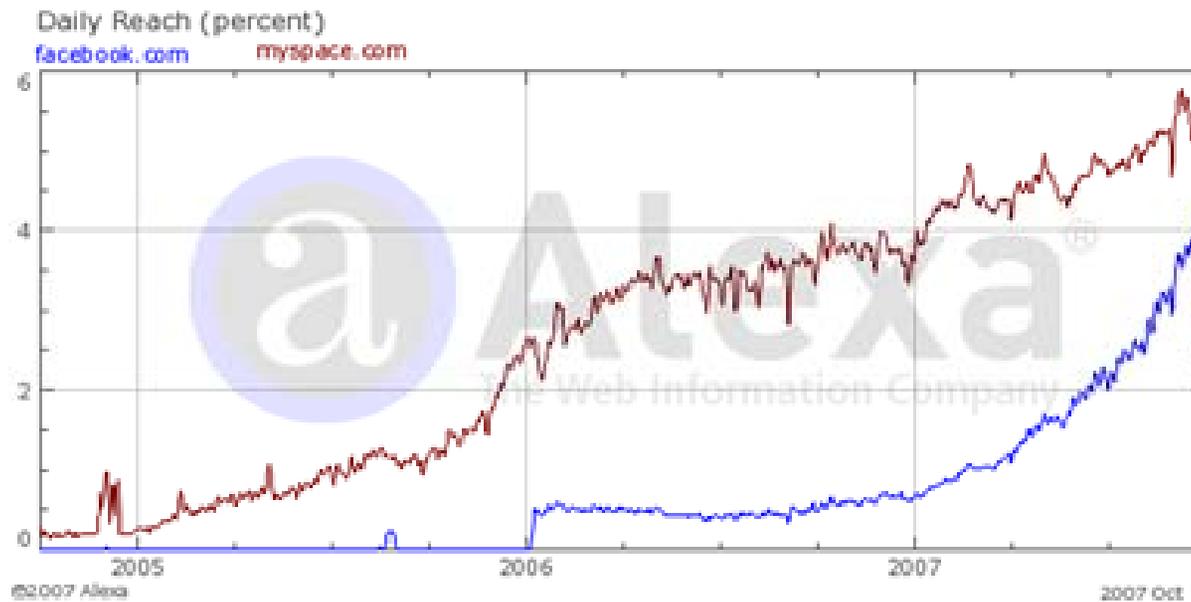
Facebook.com



- + 59m+ active users, active users doubling every six months
- + 250k+ new registrations since jan 07
- + 3% weekly growth since jan-07
- + Growth rate: 127% (sept-07)
- + Fastest growing demographic is 25+
- + Sixth most trafficked site in US
- + 50%+ users return daily
- + 65 b page views/mo
- + Ave length of visit = 20 minutes
- + 14m+ photos uploaded daily
- + 6m active user groups

Facebook + MySpace

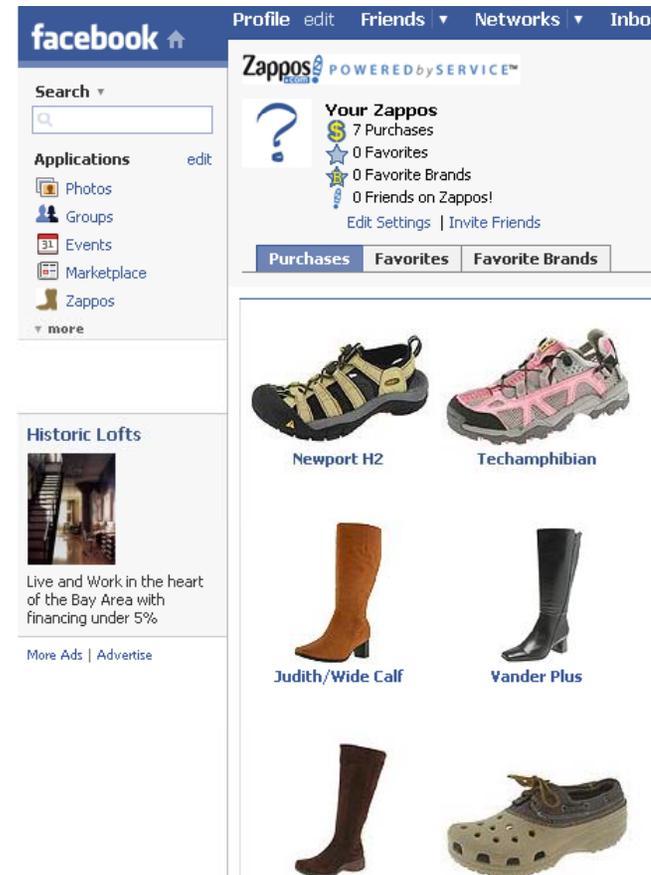
Facebook on track to overtake MySpace



Source: ZDNet: Enterprise Web 2.0: Facebook set to overtake MySpace, October 5, 2007

Facebook retail applications

- + Zappos integration shares purchases, favorites, favorite brands, etc, all on Facebook profile
- + Other retail examples of Facebook application integration are BlueNile and Threadless



MySpace Pages (Retailers)

PINK VICTORIA'S SECRET

- + Add to Friends
- + Add to Group
- Forward to Friend
- + Add to Favorite

PINK POST-HOLIDAY SALE
January 3-14

our Favorite Tunes

- A Cursive Men
- All Time Low
- The Secret...
- Danger Radio.

THE VS PINK HOLIDAY SWEEPSTAKES!
TEXT TO WIN A **\$500 PINK GIFT CARD!**
NO PURCHASE OR TEXT MESSAGE NECESSARY TO SEE OFFICIAL RULES AND ENTER ONLINE AT VSPINK.COM

MY MAGIC 86 BALL
Knows All. Sees All.
Have a style crisis or BFF drama? Our magic 86 ball has all the answers!

type your question here...

SHAKE IT!

ADD TO YOUR MYSpace PAGE

Get a sneak peek now!

PINK YOUR MYSpace
Select your PINK Pattern to get started.

PINK YOUR PAGE
Choose a Badge and copy the code into your profile.

PINK YOUR IM
Click on a Buddy Icon to set it up.

MySpace pages (retailers)

+ Others examples

- A|X Armani Exchange
- Benefit Cosmetics
- eHobbies
Sam Ash Music Stores
- Finish Line Powersports
- Tea and Crumpets
- Threadless
- Roca Wear
- Dr Jays
- Urban Outfitters
- ...and MANY more

Facebook sponsored groups

JanSport: Go Big Sponsored



THE BIG STUDENT PACK.

[LEARN MORE](#)



View Discussion Board
Join this Group

Share [+](#)

"WAIT A MINUTE. HOW MANY COLORS AND PATTERNS?"



CLICK ON A SWITCH TO PREVIEW

DESKTOP WALLPAPERS

	800 x 600 1024 x 768 1600 x 1200
	800 x 600 1024 x 768 1600 x 1200
	800 x 600 1024 x 768 1600 x 1200

ENTER THE BIG STUDENT FALL BREAK SWEEPSTAKES
ONE SWEEPSTAKES, LOTS OF PRIZES!

GRAND PRIZE:
Trip for 4 to the Grand Canyon!
(includes flight, lodging, entrance fees, ground transportation and meal costs)

RUNNERS UP CAN WIN:
Big Student Pack Giveaway —
1 pack per day through September 19!

[JOIN THE GROUP TO ENTER!](#)

See the Official Rules

SHOW US WHAT'S IN YOUR BAG!



Justin Littledeer



Holly Powell

UPLOAD A PHOTO TO THE GALLERY NOW FOR A CHANCE TO BE FEATURED ON JANSPORT.COM

Target Sponsored



Erin Fetherston? Oui.
If you're feeling flirty for the colors, fabrics and romance of Paris, Erin Fetherston's your girl.



View Discussion Board
Join this Group

Share [+](#)



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Choose from a wide array of options and send a kiss to a friend or loved one.

POSTER MAKER

Concept it, design it, print it, tee it and make it digital.

POSTER MAKER

ARE YOU A GUY GAL
ENTER YOUR BIRTH YEAR

Love Target, You Could Win a GiftCard

Grand prize is five GiftCards worth \$500 each! Plus, every week, we'll put all our Facebook group members into a hat and pull out a \$250 GiftCard winner. Honest, it's true...except for the hat part.

Make sure to check your Facebook inbox to see if you are a winner.

[CONTEST RULES](#)

Facebook sponsored groups

- + Other sponsored groups include
 - American Eagle
 - All Posters
 - H&M
 - Reebok
 - VS Pink
 - Walmart Roommate Style Match
 - + many more

YouTube

- + 55m viewers/month
- + 8th largest audience on the internet
- + Broad demographics
- + Wide range of content due to extensive partnerships provides brand advertising opportunities

	Demographics	Users (M)	% Users
Age	All	55.1	—
	Under 18	10.1	18%
	18–34	10.4	19%
	35–44	11.8	21%
	45–54	11.2	20%
	55 and over	11.6	21%
Gender	Male	29.6	54%
	Female	25.6	46%

Source: Nielsen/NetRatings, US only, July 2007.

SecondLife

- + 3-D world
- + Created entirely by its “residents”
- + Real \$ (millions)
- + Real brands (from apparel to hotels)

The screenshot shows the Second Life website homepage. At the top, the logo features a hand icon with the text "SECOND LIFE" and the tagline "Your World. Your Imagination." Navigation links include "WHAT IS SECOND LIFE?", "SHOWCASE", "COMMUNITY", "BLOG", and "SUPPORT". A "Resident Login | Join" link is in the top right. A central banner features a 3D character with wings and the text "Second Life is a 3D online digital world imagined and created by its residents". Below this, statistics show "Online Now: 43,460" and "L\$ Spent Last 24hr: 1,334,281". On the left, there are sections for "Sign Up Now" (Membership is FREE), "System Requirements", a "BUYLS SELLLS" button, "GET VIRTUAL LAND", "Hot Spots" (Find your friends online, Search for events, Listen to new music, Shop the latest fashions, See Second Life videos), and "TEEN SECOND LIFE". On the right, there is a "Search Second Life" box, a "SECOND LIFE GRID" resource section with categories like Business, Development, Education & Nonprofit, and Open Source, and a "Land Auctions" section with a "Bid Now!" button.

“Weeding” your way through SN site gardening

The image shows two overlapping screenshots. The top one is a Facebook search results page for 'gardening', displaying a list of groups with details like name, type, size, and member count. The bottom one is a YouTube search results page for 'gardening', showing a grid of video thumbnails with titles, view counts, and upload dates.

Facebook Search Results for 'gardening':

- Natural Me (Public Group)**: Are You a Natural Me? All Natural Me persons love that natural stuff allnaturalme.com, natural living, organic nutrition, the environment, living chemic. **Founded:** Jul 18, 2004. **Members:** 19,789.
- Natural Cures (Private Group)**: *Natural Cures* Alternative medicine, Nautural living, through healing herbs, sustainable living and alternative medicine. **Founded:** Jul 8, 2005. **Members:** 7,824.
- M.L.D.A. (Public Group)**: Miller Lite Drinkers of America...MLDA. **Founded:** Dec 27, 2004. **Members:** 2,821.
- Gardening enthusiasts (Public Group)**: Gardening group. **Founded:** Apr 9, 2005. **Members:** 1,670.
- Organic Gardening (Public Group)**: This group is for gardening and landscape enthusiasts that use natural, organic methods to feed their families and create green, beautiful spaces. **Founded:** Jul 4, 2005. **Members:** 889.
- Free Spirits (Public Group)**: ~*~Good morning starshine the earth says hello You twinkle above us we twinkle below Good morning starshine you lead us along My love and me as we sing Our early morning singing song~*~. **Founded:** Jun 22, 2005. **Members:** 697.
- Cooperative Ventures (Public Group)**: Ads, Presentations, meetings, Group outings, Mansfield, Grand Prairie, Hurst, Euless, Bedford, Fort Worth, Dallas, Texas, TX, discuss, chat, network, fun, blogs. **Founded:** Mar 9, 2005. **Members:** 586.
- The Real Garden City (Public Group)**: the only official forum for garden city michigan. **Founded:** Feb 9, 2005. **Members:** 582.

YouTube Search Results for 'gardening':

- Apauled: Gardening**: Added: 8 months ago. Views: 106,261. From: [ApauledTV](#). **04:16**. More in [Comedy](#).
- Herb Gardening: Tips**: Added: 1 year ago. Views: 4,052. From: [expertvillage](#). **02:54**. More in [People & Blogs](#).
- Container Gardening: Containe...**: Added: 9 months ago. Views: 8,905. From: [RecipeCook](#). **06:07**. More in [Howto & Style](#).
- Herb Gardening: Drying**: Added: 1 year ago. Views: 5,177. From: [expertvillage](#). **03:15**. More in [People & Blogs](#).
- R.E.M. Hall of Fame Induction...**: Added: 9 months ago. Views: 25,736. From: [Evanfalla1](#). **03:45**. More in [Music](#).
- Hobby Hydroponic Gardening In...**: Added: 11 months ago. Views: 24,399. From: [Harvestmeister](#). **02:25**. More in [Howto & Style](#).
- Green Days Top 5 Gardening Tips**: Added: 1 year ago. Views: 82,627. From: [Track17](#). **01:16**. More in [Music](#).
- Herb Gardening: Medicinal use...**: Added: 1 year ago. Views: 3,286. From: [expertvillage](#). **02:01**. More in [People & Blogs](#).

You will be out there by choice or not

A Comcast Technician Sleeping on my Couch



[Share](#) [Favorite](#) [Add to Playlists](#) [Flag](#)

Rate: ★★★★☆
1945 ratings

Views: 1,106,506

Comments: [471](#) Favorited: 1,454 times Honors: [0](#) Links: [5](#)

Comments & Responses

Show: average (6.5 or better) [Help](#)

[Post a text comment](#)

From: [DoorFrame](#)
Joined: 2 years ago
Videos: 1 [Subscribe](#)

▶ **About This Video**
Song: I Need Some Sleep
Performed by EELS
[www.EELS... \(more\)](#)
Added: June 20, 2006

Embed [customize](#)
<object width="425" height="355"><param name="movie" value="http://

[Send this](#) as a Video Holiday Card!

▶ **More From: DoorFrame**

▼ **Related Videos** Display:

- [The Comcast Cable Guy Who Fell Asleep In My House](#)
03:12 From: [chriswowwayboy](#)
Views: 31,325
- [Cancelling Comcast](#)
01:48 From: [nalts](#)
Views: 72,951
- [Funny Dell Customer Service Call](#)
04:17 From: [tunacommy](#)
Views: 58,531

More social media marketing

Sample Second Life eStores

- + Second Life Apple Store
- + Reebok
- + 1-800-Flowers
- + IBM Repair Shop
- + Adidas Shop
- + StyleHive
- + Coca Cola Contest
- + Xerox

YouTube/Video Podcasts

- + 1-800-Flowers
- + BowFlex
- + Buy.com
- + HSN (Home Shopping Network)
- + Radio Shack
- + Sephora
- + ShopNBC
- + ThinkGeek
- + Zappos

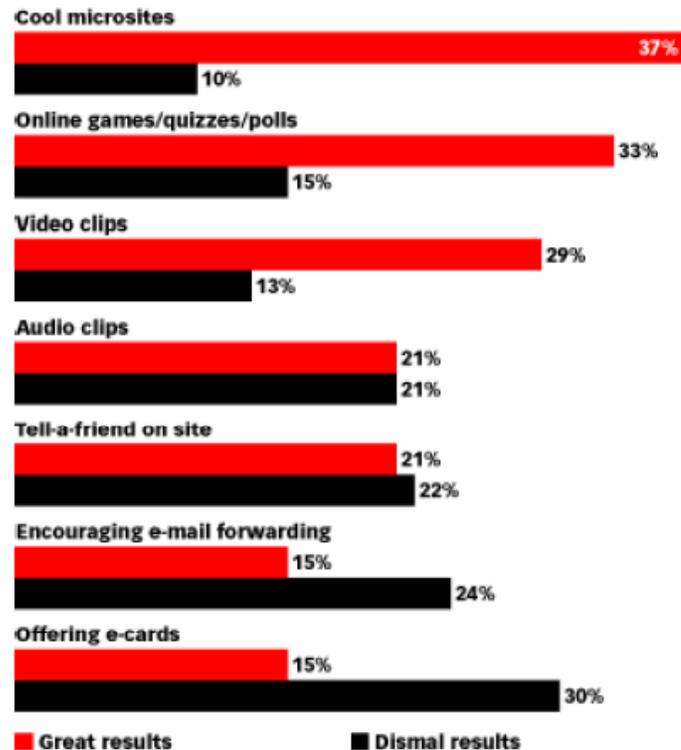
And more...

Flickr Marketing + “Fan” Photos Twitter Microblogging

- + EBTM t-shirts
- + NineTails Store
- + OwlMovement
- + Chumby
- + Full Bleed
- + Tea and Crumpets
- + Threadless
- + Amazon
- + Apple Store
- + W00t!

Social computing is so much more than the big SN sites

Viral Marketing Tactics with "Great Results" according to US Marketers*, April 2007 (% of respondents)



Note: n= 2,914 MarketingSherpa readers; *experienced viral marketers
Source: MarketingSherpa, "2007 Viral Marketing Survey", April 18, 2007

083255

www.eMarketer.com

- + Customer reviews + ratings
- + Blogs
- + Viral marketing microsites + online social communities
- + User generated content (main + microsite)
- + Marketers' feedback
 - microsites, games + video clips score big
 - eCards + encouraging email forwarding lose
 - audio clips, site tell-a-friend have mixed results

Reviews + ratings are a marketing tool

Order Status | Customer Service | Live Chat | Toll-Free (877) 702-5463

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Product Search The biggest selection of brand-name window treatments - made to order, shipped fast and free.

NEW WAYS TO PAY: Enjoy No Payments for 90 Days with **BillMeLater** on purchases over \$250 subject to credit approval [see details](#) | [Google Checkout](#) [learn more](#)

WINDOW BLINDS

- Wood Blinds
- Faux Wood Blinds
- Shutters
- Mini Blinds
- Vertical Blinds
- Panel Track Blinds

WINDOW SHADES

- Cellular / Honeycomb
- Woven Wood Shades
- Roman Shades
- Roller Shades
- Sheer Shades
- Solar Screens
- Pleated Shades

CURTAINS AND DRAPERY

- Custom Drapes & Drapery

SPECIAL OFFERS

- Discount Blinds

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- Blindsgalore
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- Levolor
- Comfortex
- Graber
- Kirsch

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Use Coupon Code: **WONDERFUL**

BALI® VINYL VERTICAL BLIND - FOUNDATIONS >

QUICK QUOTE

Wood Blinds

W: 24" 0.00"

H: 36" 0.00"

SECURE SHOPPING

VeriSign Secured

BBB RELIABILITY PROGRAM

BizRate.com

SAVE AN EXTRA 5% ON BALI & BLINDSGALORE® PRODUCTS! No coupon required. Offer ends 12/3.

CUSTOMER RECOMMENDATIONS

- Blindsgalore® Reminiscent Vinyl ★★★★★ 24 reviews
- Blindsgalore® Hardwood Blinds ★★★★★ 23 reviews
- Blindsgalore® Wood Alternative Smooth ★★★★★ 24 reviews
- Bali® LightBlocker™ Vinyl ★★★★★ 11 reviews
- Blindsgalore® Natural Woven Essentials ★★★★★ 14 reviews
- Bali® DiamondCell® 3 3/8" Northern Lights ★★★★★ 10 reviews

VIDEO: How to Measure for Blinds & Shades

WHY BUY FROM BLINDSGALORE

- Free Shipping!
- Free Samples
- Low Price Guarantee
- No Sales Tax*

TESTIMONIALS

"Our blinds look great and were easy to install. I would definitely order from blindsgalore again." [read more >](#)

Getting Started

Why purchase window coverings & window treatments online? Three reasons: **Great Prices, Great Service and a Great Selection** - all in one place. Get the help you need from our expert customer service representatives and a comprehensive selection of window blinds, window shades, plantation shutters & custom drapes that you won't get from the large discount stores at prices that will save you money.

- + Peer-to-peer reviews + comments have revolutionized the way customers make buying decisions
- + Bazaarvoice: 48% of shoppers seek reviews before purchasing, 42% first time buyers cited customer reviews as the primary factor in influencing their purchase
- + A person like me" has become the most credible source of information about a company or a product, increasing from 20% in 2003 to 68% today (Edelman Trust Barometer)

Create buzz with interactive features

The screenshot displays the Home Depot website's 'Know-How' section. At the top, the Home Depot logo and slogan 'You can do it. We can help.™' are visible, along with navigation links for 'SHOPPING CART', 'ORDER STATUS', 'MY LIST', 'MY REGISTRY', 'MY ACCOUNT', and 'SIGN IN'. A secondary navigation bar lists various product categories: Appliances, Bath, Building Supplies, Décor, Doors & Windows, Electronics, Flooring, Kitchen, Lighting & Fans, Outdoors, Paint, Storage, and Tools & Hardware. A search bar is present with the text 'Enter Keyword or SKU' and a 'SEARCH' button. Below the search bar, a breadcrumb trail reads 'You are here: Home > Know How'. A prominent orange banner offers 'FREE Shipping on Most Orders Over \$49' with a 'Learn More' link. The main content area is titled 'Know-How' and features a large image of a hand drawing on a wooden board. Text below the image reads 'Learn How Take on projects of every size with our FREE guides' and includes a 'Start Now' button. A paragraph explains that users can learn how to troubleshoot electrical problems, build a deck, install cabinet doors, or lay out a garden bed, with over 150 guides and tips available. Two promotional boxes are featured: 'Our Celebrity Workshop Series' with Steve Harvey and 'Video Know-How on Demand' offering expert advice. A 'Project Guides' section at the bottom provides step-by-step instructions for great results, with a grid of category links: Appliances, Building Supplies, Electronics, Home Furnishings, Kitchen & Bath, Lighting & Fans, Outdoors, Storage & Organization, and Tools & Hardware. On the left side, a 'Know-How Overview' sidebar lists categories, resources, and ways to learn. At the bottom left, a 'Your Projects' section includes a login field and an email address field with a 'Required Fields' label.

Get social: bring on the show + tell



For Every Project There's A Story To Tell

Real People. Real Stories.
Read about and share project successes and pitfalls with fellow do-it-yourselfers. If they can do it, so can you!

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EasyClosets.com
Create Your Own Space.

800.910.0129 MY DESIGNS CAS

1. BROWSE 2. CREATE 3. INSTALL

SHOWROOM FEATURES ABOUT US YOU DESIGN WE DESIGN INSTALL INFO SUPP

MY CLOSET. MY STORY.

This sampling of stories are actual unsolicited letters sent by EasyClosets.com customers regarding their closet installation experience. EasyClosets.com offers no incentives for customer stories.

Stories From New York: (EasyClosets.com offers no incentives for customer stories)

JOHN H., NEW YORK CITY, NY

Ivan, Just wanted to touch base and let you know that our master closet which you designed has turned out fantastically. I've attached a few pictures so you can see how it is turning out. I've still got to level all the drawer faces and cabinet doors, but we're ecstatic about things. We've also ordered lighting and a mirror for the hutch area which hasn't come in, but I think the pictures tell a good story. Folks who've come over to visit simply can't believe we have a closet like this in midtown Manhattan. I can't thank you enough for all your help and patience through the process. If there is anything I can do in terms of being a reference account, please don't hesitate to ask. Also, I've called Becky and told her what a success this has been for us -- I hope word filtered back to you. Thanks again, John H.

Customer Photos:

TERRY M., PITTSFORD, NY

www.folk-to-journal-talk-you-have-the-best-design-approach-currently-offered-on-a-website

Real People. Real Stories.

- > STORIES HOME
- > VIEW ALL STORIES
- > WHAT MAKES A GREAT STORY?
- > SHARE YOUR STORY
- > HOMEDEPOT.COM TV
- > ONLINE WORKSHOPS
- > STORIES IN SPANISH/ HISTORIAS EN ESPANOL

In Every Project There's A Story To Tell

Reginald's Story
Reginald, a science teacher by trade, prepares for his dream of restoring a historical house by helping others with odd jobs.

Click to play a short clip

play audio off

[View The Full Featured Story](#)

See Next Story 1 of 3

What Do You Think?

We are interested in hearing how the True Stories web site can be even better for you. Please take a few moments to explore the site and answer some of our questions.

[Take the Survey](#)

Have a home improvement story you want to tell?

[Share Your Story](#)

What Story Do You Have To Share?

From your major renovations to simple weekend repairs, every story is unique. The story of any home improvement project begins with the inspiration to take on a project and, with every step make it a better place for you and your family. Your stories have inspired us and we want to share these stories with others just like you. Simply submit your story right here so that you may inspire another great project.

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Tony and Charlotte's Live-In Family Project - Building a New Home

Jockey covers the basics with viral microsite

JOCKEY. HOME SHOP JOCKEY™ SEND TO A FRIEND

WHAT'S YOUR SIGNATURE SQUIRM? FILE A GRUNDY GRIEVANCE™ CITIZENS AGAINST SQUIRMING UNDER-AID™ COMFORT TO THE RESCUE™

TAME THAT BOOTY!

Beware: Inferior undergarments have infiltrated our underwear drawers. Leading to a rise in squirming. Don't fall prey to this socially awkward affliction.

JOIN JOCKEY IN THE FIGHT AGAINST SQUIRMING.

We've compiled a squirming primer to help you identify some of the most common (and potentially embarrassing) squirms. Click on the squirmers to start.

JOCKEY. HOME SHOP JOCKEY™ SEND TO A FRIEND

WHAT'S YOUR SIGNATURE SQUIRM? FILE A GRUNDY GRIEVANCE™ CITIZENS AGAINST SQUIRMING UNDER-AID™ COMFORT TO THE RESCUE™

SQUIRMS FOR GUYS | SQUIRMS FOR GIRLS

THE BUS CHANGE

One of the great camouflaged squirms of all time. This technique is ingenious in its simplicity and effectiveness. Both hands are burrowed deep into one's front pockets. Like tiny boll weevils, they are free to work out painful binding and pinching due to bunching or creeping. If anyone asks what you're up to, simply reply, "I'm digging for bus change."

SHARE THIS SQUIRM SEND US YOUR SQUIRM

Jockey covers the basics with viral microsite

JOCKEY

HOME SHOP JOCKEY® SEND TO A FRIEND

WHAT'S YOUR SIGNATURE SQUIRM?

FILE A GRUNDRY GRIEVANCE™

CITIZENS AGAINST SQUIRMING

UNDER-AID™ COMFORT TO THE RESCUE™

HAVE A BEEF WITH SOMEONE'S BOTTOMS?

Is someone you love wearing intimates that are long past their expiration date? Have their skivvies gone saggy? Have their undies grown ugly? Are their tighty-whities not so bright-y? Here's your chance to show you care. File a Grundy Grievance and we'll send them a note on your behalf. Don't worry, we'll help you intervene with the utmost grace and dignity.

JUST SAY NO TO BAD UNDIES

FILE YOUR GRIEVANCE
START HERE

WHO DO YOU WANT TO DELIVER THE BAD NEWS?

Choose the grievance counselor who will inform your friend of their little problem.



REPLAY

Dial For Men is about fun with stereotypes

NAV »

MAINTENANCE FOR YOUR MANSUIT™

Dial For Men HOME

MAN LUGE

THE BODY SHOP

ARE YOU MAN ENOUGH?
CLICK TO PLAY NOW!

VIEW THE TV COMMERCIAL

Dial For Men HOME

LYRICS

DIAL® FOR MEN.
WE'RE MANLY, MANLY MEN.
I'M A MAN, YES I AM.
(REPEAT FOREVER.)

STREAMING 0:00:19.696

HELP A BROTHER OUT
EMAIL TO A FRIEND

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AUDIO

Weber Nation takes grilling seriously

WEBER NATION

the site for real people who love their Weber® grills

what do you **get** when you buy a weber® grill?



Being a Weber® grill owner means you already have the best grill on the planet. But there's much more. From the moment you open the box, you become part of a larger family. And this family has privileges. Like exclusive access to online classes and interactive recipe forums where you can get honest feedback from other grilling fanatics on your latest marinade. And that's the tip of the proverbial rib-eye. Membership is free, so what are you waiting for? Become a spatula-carrying member today!

WEBER NATION

the site for real people who love their Weber® grills

what do you **get** when you buy a weber® grill?



why weber is better

Weber® grill owners always say they're the ones who truly sell our grills, and we totally agree.

We invite you to download these free guides and see why our owners are so loyal, and what they look for when shopping for a new gas grill.



share your story

Tell us your Weber® grill story. We'll post it online for everyone to read, and you might even end up on one of our TV ads.

[Share your story](#) [Read stories](#)



join today!

first name

last name

email

already a member?

email

password

[Forgot password?](#)

Are you a die-hard Weberhead? Think you have what it takes to pitch our grills to a national audience? Do you have a great story? Then we're looking for you!

Follow the link in the Share Your Story box below, and tell us all about it.

We'll share your story on this site, and we might even pick you to be the star of one of our TV ads.

On that note, feel free to browse our latest spots by clicking on the images...

More examples: Viral Microsites

- + Hanes Socks
- + SumoGlue.com
- + Guinness
- + Fruit of the Loom
- + Dial Soap for Men
- + I Can't Believe It's Not Butter
- + HBO
- + Wrigley's Gum
- + HP ToyRama

Publicizing to drive website traffic to new product

Insignia 4GB MP3 Player

- + First of its kind in marketplace
- + Launched on BestBuy.com
- + Campaign goals:
 - Distinguish player from crowded MP3 marketplace
 - No additional advertising or traditional PR support
 - Promote sales
- + Strategy
 - Target sites/people: music aficionados, technology + parenting sites
 - Allotted 30 players to distribute to online outlets: developed list of strategic list of top sites to seed product
- + Results
 - 29 placements – 20 from direct outreach and nine from viral effect of linked back sites
 - Generated more than 3.5m impressions
 - Placements drove six of ten first page Google search links
 - One feature (CrunchGear) led to placement in NYT – editor also contributes to NYT
 - NYT article drove interest to print media across the country



Sustain buzz + reinforce “Guilt Free” brand message Fruity Cheerios

+ Campaign goals:

- Maintain buzz around a product that launched 6 months prior + reinforce message it’s a cereal moms + children can enjoy together
- Find a way to meet goals without paid advertising

+ Audience

- Mom’s interested in healthier breakfast foods kids will still enjoy

+ Strategy

- Create a contest: parents submit photo or video of family enjoying FC together
- Partner with leading third-party to host contest + ensure maximum target audience coverage
- Submit 100 samples of cereal to leading parent bloggers encouraging them to try product + publicize the contest

+ Results

- 62 FC review posts; 46 from direct pitches + 15 from viral effect of original posts
- 31 contest related posts; 26 from direct pitches + 5 from viral effect
- More than 920k impressions
- Placements dominated 70% of top Google search results
- Internet traffic concerning the product increased an average of 250% during 3 mo campaign
- Budget: \$40k

Reinforce “Guilt Free” brand message

MOMMYWOOD: Get the inside scoop on celebrity moms from our daily blog!

EMAIL ADDRESS PASSWORD [log in](#)

Not a member? [JOIN NOW!](#)

MODERN MOM

Home
Modern Mom TV
Mommywood
Must Haves
Family & Parenting
Pregnancy & Baby
Health & Wellness
Beauty & Style
Home & Food
@Work
Venus & Mars
Ask the Experts
News
Entertainment
The Mobile Mom
City Guides
Message Boards

Our Partner: 

More on ModernMom.c 

Fruity Cheerios Family Fun Contest Official Rules

[Print this page](#) [Email this page](#) [Add to My Archive](#)

NO PURCHASE NECESSARY

WHAT IS THE CONTEST?

The Fruity Cheerios "Family Fun" contest encourages families to capture how Fruity Cheerios contributes to family fun by creating a picture or video inspired by Fruity Cheerios and featuring family members.

Contest Categories

Contest entries may be submitted in one of the two following categories:

- Picture – .Jpg or .gif format not exceed 5 megabytes (MB) in size
- Video – .WMV, .AVI, .MOV, and .MPG format not exceed 5 megab

WHAT CAN I WIN?

Fruity Cheerios and a Giveaway!



My family was recently sent some samples of the Fruity Cheerios by [General Mills](#) to try out. We normally like the plain or honey nut cheerios but we are also fans of sweet fruity cereals such as Fruity Pebbles so I thought this particular cereal would be something we'd like to try.

And the verdict is in: We love them! We've eaten 1 1/2 boxes in 2 days. So, yes, they are great and what's even better is that they have 25% less sugar than the OTHER fruity cereals. You can also taste the corn and oat in Fruity Cheerios which makes it stand out and brings a unique flavor to this cereal.

Overall, our family give this cereal a big thumbs up (from a mom, a dad, and two kids under 7).

And, now for the fun part. **YOU** can have a chance at trying them out too. I've got 10 boxes of Fruity Cheerios to be given away. If you want to try them out and are willing to use them to enter the [Modern Mom Family Fun Cheerios Contest](#) our rep will send you a box. All you have to do is try the cereal and enter the Modern Mom Contest (deadline to enter is May 18th,2007).

So, you want to know what this contest is all about and why you should enter. Here is some information below taken from [Modern Mom](#):

WHAT IS THE CONTEST?

The Fruity Cheerios "Family Fun" contest encourages families to capture how Fruity Cheerios contributes to family fun by creating a picture or video inspired by Fruity Cheerios and featuring family members.

WHAT CAN I WIN?

Distinguish a product in a saturated market

Fiber One Chewy Bars

+ Campaign goals:

- Publicize new product + drive sales
- Distinguish the FOCB as tasty fiber supplement snack bar in over-saturated market
- Execute without creating a product specific website

+ Audience

- Health-conscious women interested in getting more fiber in diets

+ Strategy

- Target list of 15 blogs + message board influencers in relevant subject categories
- Individual pitch text
- Outreach through succinct, personalized correspondence...+ constant follow-up

+ Results

- 84 online placements, 41 from direct outreach + 43 from viral effect
- Images, brand messages + product reviews appeared on key sites such as Diet-Blog, FitSugar + Hungry-Girl, and on message board forums on sites like Calorie-Count, iVillage + Martha Stewart
- 2.5 m online impressions
- Dominated 75% of top results on Google, Technorati + Yahoo
- Internet traffic increased an average of 400% during 3 month campaign
- 5 months later 7 of top 10 Google results are direct result of outreach
- Cost: \$25k

Distinguish a product in a saturated market

Fiber One Chewy Bars

22

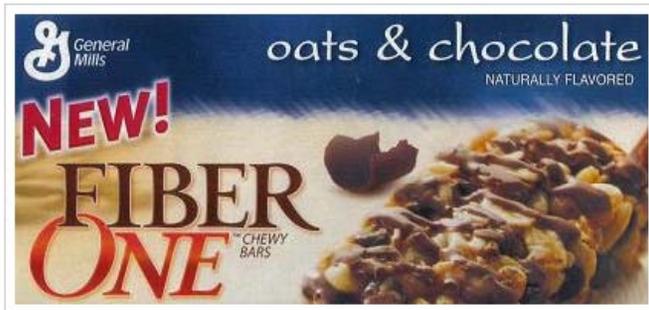
February

FitnessMantra Weekend: Girl Scout Cookies Go Trans Fat Free Fiber One Chewy Bars - Oats and Chocolate: FitnessMantra Product Review

[Link](#) [fitnessmantra](#) 10:17 pm 71 Comments

Fiber One Chewy Bars - Oats and Chocolate is the first product I am officially placing in the FitnessMantra Product Review category. Although I have spoken about other products earlier, this is the first one I am officially reviewing.

Disclosure: I was sent one (1) box of five (5) bars to try and then present a product review on FitnessMantra. You can be assured that my reviews will always be unbiased, irrespective of whether I purchase the product or receive it to review.



Product: Fiber One Chewy Bars - Oats and Chocolate

Manufacturer: General Mills

Presentation: Single-serving bars, individually wrapped and labeled with Nutrition Facts and Ingredients

Serving Size: 1 bar (40g)

Allergy information: Contains Soy, Milk, Almond, Peanut, Sunflower and Wheat ingredients

Nutrition Information: Here is the nutrition label information for Fiber One Chewy Bars - Oats and Chocolate scanned directly from the box (this is FitnessMantra; you had to know this was coming!):

71 Responses to "Fiber One Chewy Bars - Oats and Chocolate: FitnessMantra Product Review"

1. **Lauren** | March 7th, 2007 at 9:30 pm

Have you actually looked at the All Bran Bars you seem to think are better? They also contain partially hydrogenated oil, high fructose corn syrup and actually have more sugar than the Fiber One Bars. You should look at the Fiber One oats & peanut butter bars. They have slightly less sugar, no hydrogenated oil, and are labeled "naturally and artificially flavored" (so no false advertising).

2. **fitnessmantra** | March 8th, 2007 at 8:06 am

Hi Lauren,

If you read my post carefully you'll notice I mentioned "cereal version of All Bran" and not the All Bran bars. **All Bran cereal** does not contain trans fats but it does contain HFCS (though with total sugar in a serving limited to 6g it is not the worst thing you could eat).

As you have suggested, I will certainly look at the Oats and Peanut Butter variety as well.

Thanks,
-FM.

3. **Darla** | March 8th, 2007 at 1:08 pm

Wonderful, Fabulous. I'm on weight watchers & this is a great snack! I have recommended them to everyone!!

4. **Michelle** | March 9th, 2007 at 10:22 am

Hi FM ~

I really enjoyed reading the above review and found it to be very helpful. I didn't realize that confectioner's shellac contained hyd oils and I really appreciate your input on the product!

Overcome donor fatigue

Plant-it 2020

+ Campaign goals:

- Demonstrate power of virtual worlds to positively impact “real world”
- Overcome donor fatigue

+ Strategy

- Second Chance Trees Island – residents can purchase + plant a virtual copy of an endangered rainforest tree for L\$300 (\$1.50)
- Each virtual purchase triggers the planting of a corresponding tree in endangered rainforest regions in the real world
- Second Life island supported with comprehensive social media strategy (Flickr, YouTube, MySpace, Newsvine and targeted blogger outreach)

+ Results

- Second Life residents took ownership and created their own interesting experiences (e.g. adding notes to dedicate to loved ones)
- Thousands of avatar visits, hundreds of trees purchased
- Selected as the only social media initiative among the 50 finalists in the \$5m Amex Members Project competition

Creating a social strategy

- + Forrester Research methodology we embrace is “POST”
- + PEOPLE. Profile your customers’ social behavior (remember the ladder?)
- + OBJECTIVES. Decide on your goals
- + STRATEGY. Determine how your objectives will change your relationship with customers
- + TECHNOLOGY. Choose the appropriate technologies to deploy

Most social strategies fizzle because companies misjudge their customers

Selecting an objective

What business goal do you want to accomplish?

- + LISTENING. Use social technologies to better understand your customers
 - Typically involves private communities or brand monitoring.
 - Example: Del Monte used a private community to understand the desires of pet owners
- + TALKING. Use social technologies to spread messages about your company
 - Blogs, videos + brand widgets are a quick way to talk to and with your customer base
 - Examples. GM’s executive “FastLane” blog, Dove’s “Dove Evolution” video on YouTube, Discovery Channel’s “Shark Week” widget
- + ENERGIZING. Find your most enthusiastic customers + use social technologies to supercharge their power of word of mouth
 - Examples. Ratings + reviews, designated brand ambassadors (Fiskateers), or leverage social networks (VS Pink on MS + FB)

Selecting an objective (cont.)

- + SUPPORTING. Set-up social tools like forms and wikis to help customers help each other
 - Examples. Dell, Intuit
- + EMBRACING. Integrate customers into the way your business works including their help in product design + process enhancements
 - Example. Salesforce.com's Idea Exchange

Choose Your Strategy

How will you accomplish the goal?

- + Social marketing campaigns can have short-term impact but power lies in the ability to change and/or extend your relationship with customers
- + Focus on the relationships, not the technology
- + Describe the new relationship
- + Measure the impact of the change
- + Identify barriers to the strategy

Combat social strategy failure points

+ Profile mismatches

- Strategy not suited to customer capabilities
- Pick activities + choose applications in which they will participate

+ Lack of defined objectives

- Most common cause of failure

+ Strategic timidity

- Unwillingness to assess + address the way that social technologies change customer relationships
- Must be willing to let go of control which means fighting internal battles first

+ Flawed technology implementation

- Choose quick, simple + staged deployments that provide flexibility
- Make sure they match objectives + strategy rather than the latest Web 2.0 whitepaper

The shift of control from organizations to individuals Customer-to-Customer Marketing

“ If you're going to participate as a marketer in the social computing arena, **you've got to have thick skin** and be ready to engage in the **messy world of your customer's opinions**. Marketers that have the guts to **turn over their brand to the public** will in the end **win over their customers** ”

-Charlene Li, Forrester Research

Setting the Stage

What to do before you begin

+ Read. A lot

- Strive to understand the differences between the techniques, platforms, technology that will support <not drive*> your social marketing strategy

+ Experiment. A lot

- Pick a personal topic that matters to you
- Research known sources and to find sources to be resourced
- Start a personal blog of your own
- Get your profiles on the social networking sites + go exploring
- Create an avatar + create a “Second Life”
- Don’t just watch – participate

My opinion?

- + Throw yourself into the fray
- + Start small + experiment
- + Get creative, risk a little + shoot for big learnings: positive + negative outcomes will serve you well
- + ALWAYS start with your customers
- + ALWAYS have a measurable goal – and measure

Thank You

Judith Roberts

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