

“Keys to Success Online: How Technology Intersects with Consumer Behavior”

From Blogs and Beyond into the Cloud

Conference Board

Jay Byrne

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v-Fluence provides major brands and organizations the analysis, counsel and execution support they require to be measurably successful online and integrated with traditional public relations and marketing.



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v-Fluence is a recognized leading online market analysis and Internet services provider in health, food, nutrition, environment, and related critical consumer need spaces online. Our research, outreach and brand/issues management services are used by the leading pharmaceutical, food, agriculture, energy and business services organizations for a range of brand, reputation and issues management areas as well as by major advocacy, professional groups and trade associations. Global brands similarly rely on v-Fluence for online brand management, marketing and public affairs support. Our diversified practice group provides research, marketing and brand management services directly to many of the best known global brands and to numerous other clients indirectly via the largest public affairs agencies who use our services. A range of corporations and trade associations also use v-Fluence to support diverse reputation management and public policy issues online.

Bringing it all together – It starts online...

- Earned media outreach placements validated, syndicated and amplified
- Conventional marketing and advertising drives to favorable online environments
- Other influencer and customer materials consistent and cross-supported online
- “Point of decision” opportunities enabled

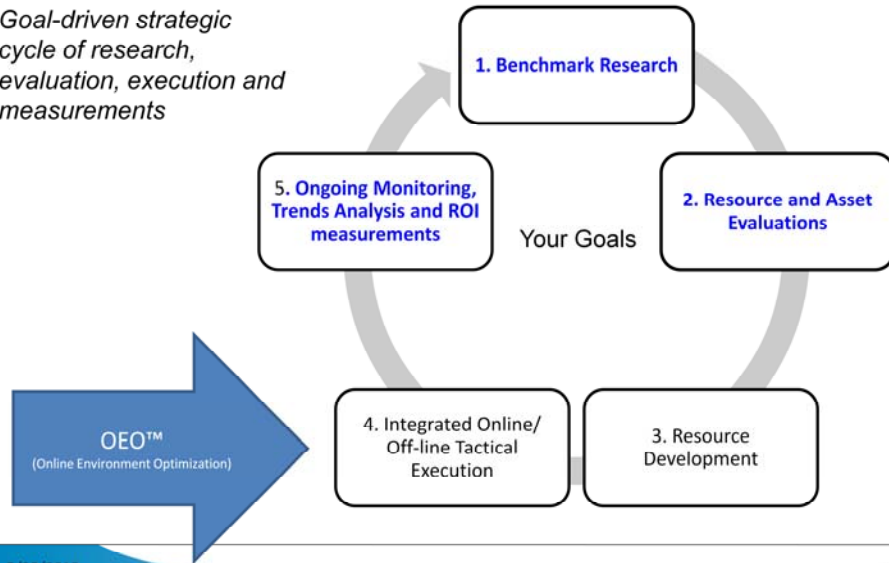


Our tag line is “It starts online.” Traditional media relations and marketing efforts today must be fully integrated with online initiatives. Research shows that awareness created via traditional media placement or advertising which cannot be easily validated and acted upon online results in diminished brand trust. Potential customers and other influencers who have not been able to fulfill interests online generated by mainstream earned or paid awareness become harder to access after failed first-impressions. Less than 10 percent of people who have tried to access your content unsuccessfully in the past will return/act on repeated advertising or earned impressions.

v-Fluence converges tradition public relations, government affairs, sales and marketing expertise with new media best practices for the most effective and measurable return on investment across all spaces in which your brand and products are influenced.

Our approach

*Goal-driven strategic
cycle of research,
evaluation, execution and
measurements*

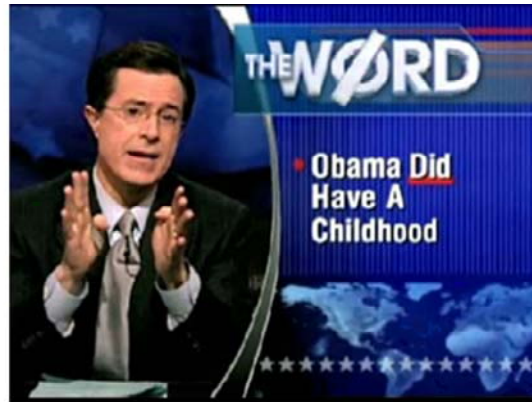


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www.v-Fluence.com for details on our products and services

Why? Old news versus new media



Source: www.comedycentral.com

Simple keys to success

Integrate your traditional activities with online resources developed for:

- **Visibility**

- Content availability and extension in **relevant awareness channels**
- Content presence in **relevant inquiry and opinion formation spaces**

- **Usability**

- **Behavioral** (audience) usability
- **Technical** usability for maximum extension of content and tools

- **Measurability**

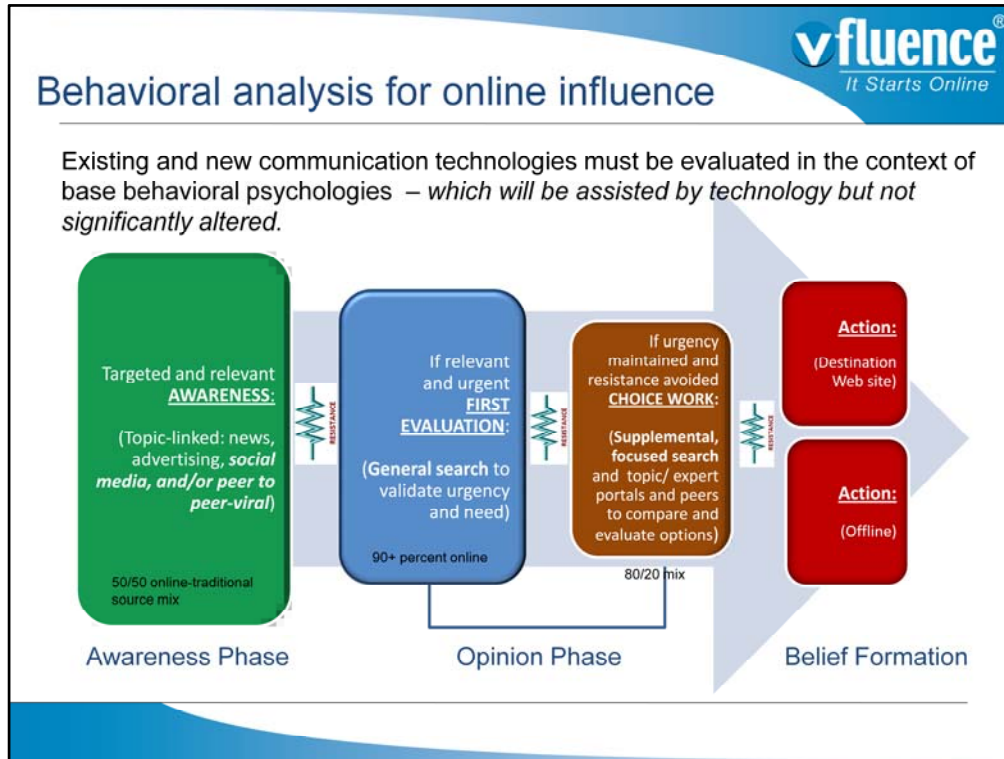
- **Actionable** content and tools
- **Conversions** specific to goals

Audience behaviors are the clutch for technology use and adoption rates



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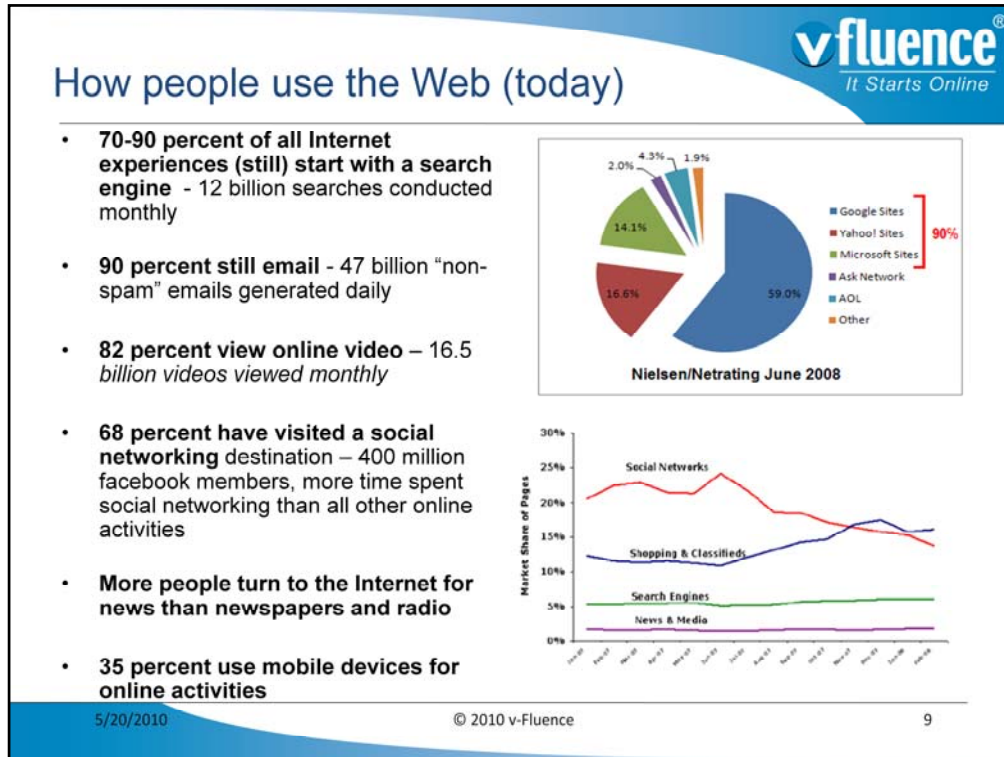
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Adapted from the Daniel Yankelovich model of opinion to belief to action process (cite: <http://www.annenbergnorthwestern.edu/pubs/violence/viol5.htm>)

We overlay the psychological tenets of converting awareness to commitment with well researched online information gathering behaviors to evaluate and model online environments and associated technologies from the perspective of how related issues will be influenced.

Emerging technologies are enhancing, not replacing, these behaviors – in some cases shortening processes but rarely eliminate core components.



In August 2009, there were 2.8 billion searches conducted monthly on YouTube (only 2.6 billion on Yahoo!) time spent and content consumed on social media sites exceeds traditional news pages by more than 8 to 1

The places where people start, spend their time and eventually end online will determine how they form their beliefs about your brands, products or issues. People engage in path-finding online in identifiable manners based on types of activities and desired outcomes. v-Fluence research marries these well research behaviors within the specific environments that influence your brand, products and related issues.

Citations and notes:

Nielsen NetRating June 2008 http://www.nielsen-netratings.com/pr/pr_080718.pdf
www.comscore.com December 08 search data report (11.5 billion searches conducted)
http://www.pewinternet.org/pdfs/PIP_Generations_2010.pdf

While behaviors show people starting with search they are now spending more time on social network pages. News and mainstream media space "time spent" is now less than 3 percent, although "mainstream" news presence (placements) in search and social networks have influence – the degree of which can be determined by specific keyword, category and topic pathway research provided in v-Fluence i-Map benchmarking.

Various studies found at <http://www.clickz.com> show between 73 and 90 percent of all Internet homepages and user experiences start at a search engine (most research shows closer to 90 percent)

A Taxonomy of Web research: www.acm.org/sigs/sigir/forum/F2002/broder.pdf
<http://www.searchenginewatch.com>

The Deep Web: Surfacing Hidden Value: <http://www.press.umich.edu/jep/07-01/bergman.html>

Other sources:
<http://www.blogstreet.com/>
<http://www.perseus.com/>
<http://www.blogherald.com/>
<http://www.pewinternet.org/>

Awareness pathways and destinations

The #1 downstream destination for all social networking channels is still Google...



Mobile and "point of consumption" (POC) content will alter Google's current dominant influence

vfluence®
It Starts Online

Search visibility still matters

Social media influence over “*blended*” search results is growing... #1 downstream destination from all major social platforms remains Google

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One consistent and key online behavior is that people don't read content on the Web, they scan. Scanning is done with significant speed seeking out key signals (bold terms, common “signage” or recognizable images) from which they can continue their “path-finding” to satisfy their needs.

Today, search includes “blended” results influenced by social media: news, image, video, etc... Even “tweets” now being included for breaking news on some topic searches.

Research, started at Cornell University, using pupil tracking cameras linking eye movement to keystrokes shows this behavior. “Heat Maps” reveal how consumers “scan” versus read Web content. Three types of searches: informational (70%), navigational (15%), and transactional (15%) – for which informational searches rarely extend beyond the first page of search results.

Using terms the search engine report that consumers use (not terms marketers would like them to use) with their corresponding frequency of use we cull the relevant and visible results found on the various search engines and create a visibility index of relevant destinations weighted by the influence.

v-Fluence uses general heat map statistics and specific heat map research on client and client-relevant destinations to evaluate content influence levels.

What influences click-through rate?

- Users “scan” visible (top) search results
- Looking for **search term in bold**
- 2.5 – 5 seconds, weighting keyword appearances by section

Sample brand/topic search term **Talk Radio** (current monthly search volume ~500,000)

Title keyword inclusion = 30% weighted influence

Talk Radio News Service 

Description = 43%

Mar 15, 2010 Provides local **talk radio** stations, hosts and their listeners with up-to-date information and behind the scenes scoops from Washington
talkradionews.com/ - [Cached](#) - [Similar](#)

URL name = 21%

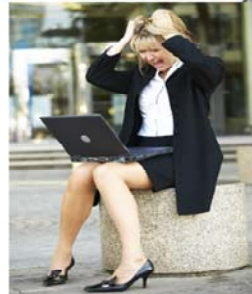
Understanding what influences path-finding (click-through rates - CTR) online enables more effective content development and appropriate “coding” that results in higher CTR for our clients.

v-Fluence Web resource evaluations can identify deficiencies (e.g., appropriate use of title and description tags to support optimization and effective search display presence) and opportunities (e.g., integration of Google Webmaster tools to enhance e-real estate footprint) for your Web sites, blogs and other online resources.

Source: Cornell Eye Tracking Study – as reported in Search Engine Optimization: An Hour a Day, by Jennifer Grappone and Gradiva Couzin, Wiley Publishing 2006, page 155.

Watch out!

- First impressions are lasting, you don't get a second chance to make first impressions
- High risk with effective awareness when coupled with unsuccessful "completion" of belief formation - this hurts trust, credibility and related factors which define powerful brands and effective relationships which leads to sales
- **First (failed) impressions can reduce future outreach effectiveness by as much as 90 percent**



Stickiness and conversions after click

- Similar rules apply when they land on your pages:
 - “F” shaped scanning
 - FAST 5 second rule
 - Horizontal top section scans only
 - Vertical left side scan only
 - CONTEXT address inquiry in those spaces or lose reader back to previous search page
 - *and include conversion metrics to measure your success*



After people find you, via search or links from other destinations, specific best practice-defined factors determine whether or not they'll consume your Web content or simply “bounce” back out to form beliefs and act using information provided by others.

Jakob Nielsen Eye Tracking research:

http://www.useit.com/alertbox/reading_pattern.html

Individual site/page heat map focus group data for your Web properties available as part of v-Fluence site evaluation research support. Details available upon request.

How audiences use your site

The Talk Radio News Service is the only information news service dedicated to serving the talk radio community.

Home About Services Contact

United Nations | Pentagon | Congress & White House | Opinion | Sports | Lex Appeal

Report That DoD Official Hired Contractors To Kill Militants 'Warrants Further Review,' Says Pentagon Spokesman

Posted by [Justin Duckham](#) on March 15, 2010 [Share This](#)

Pentagon spokesperson Brian Whitman would not elaborate on the investigation following the release of a New York Times story that alleged contractors to gather information and kill militant.

Instead, Whitman repeatedly stated that the alleged contractors would not elaborate as to how the review will be conducted.

The New York Times story comes amid consideration of a February, information surfaced alleging that employees of Blackwater stole 500 AK-47s from Afghan National Security Forces.

March 15, 2010

« Today At TRNS
Reconciliation Process Has A Number Of Limitations
You can [leave a response](#), or [trackback](#) from your own site.

Leave a Reply

Name (required)

Mail (will not be published) (required)

Website

Most Popular Services

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MySpace Digg (0) Text
Live Delicious StumbleUpon
Reddit G Bookmarks LinkedIn
Bebo Buzz Up! Blogger


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It Starts Online

1.0 e-mail, listservs and b-board spaces



While many conversations are moving to more dynamic social spaces there are still over 1 million active listservs with more than 100 million subscribers and 80 percent of consumers have visited these spaces....

Yahoo Answers – nearly 30,000 questions about top cable/ satellite brand providers in the past 30 days....

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Peer to peer, viral and participatory (topic or other affiliation-specific) discussion groups continue to have significant influence online. While moving to new media social networking platforms, these avenues still exert significant influence. Over 2 trillion e-mail messages sent annually. Over 1 million active listservs with more than 100 million subscribers. 80 percent of consumers have visited an online discussion space and over 60 percent have posted comments.

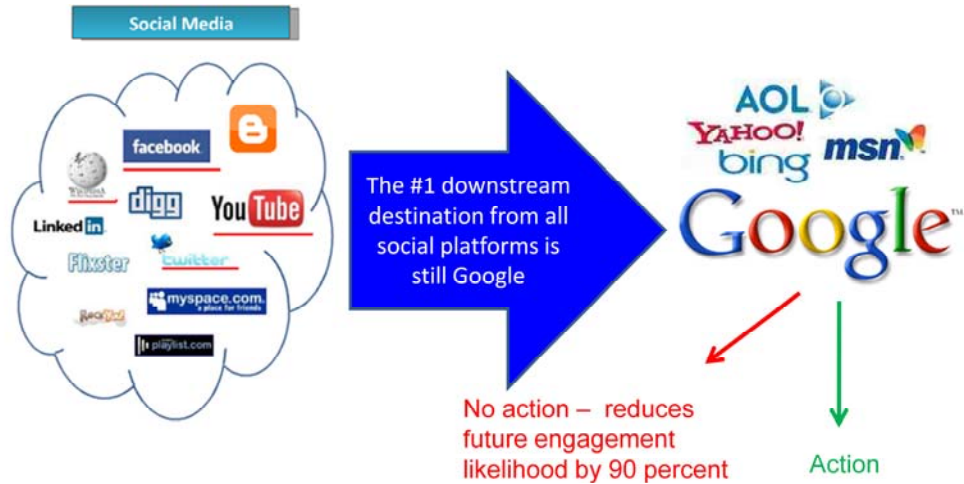
2.0 Social and consumer media



- Media Sharing (YouTube)
- Social Networks
 - Social Bookmarking
 - Social Cataloging/Citations
- Wikis
- Blogs
 - Micro blogs (Twitter)
- Virtual Worlds
- Mobile/ WAP
- Mash-Ups & Apps
 - QR, RFID, Near Field Communications
 - Geo-location

Definitions, descriptions and examples of the various social and consumer media platforms and tools, along with best-practice white papers and case studies available to all v-Fluence clients.

Awareness leads to 1.0 research/ action



Social engagement ROI opportunities

1. Peer-to-peer (viral, e-mail)
 - Up to 90 percent CTRs
 - Highest credibility
 - Strongest ROI potential
 - Facilitated with online tools
2. Social networking direct earned
 - High credibility, moderate CTRs
 - Peer profile/ update driven
 - facebook, MySpace, LinkedIn
 - Facilitated by client or partner social profile content and tools
3. Social networking indirect earned
 - High audience relevance
 - Organization or topic group driven
 - Expanded channels – Care2, Sermo
 - Client or partner profile content/ tools
4. Media sharing and mixing
 - Broader audiences, limited participants
 - Strong viral and engagement opportunities
 - Extendable for amplification into social networks and other Web 2.0 channels (blogs)
5. Mobile tools
 - High growth opportunities (early mover advantages)
 - SMS/MMS content
 - QR code integration
 - Smart phone apps
6. Targeted influencer outreach
 - Discussion group leaders/ participants
 - Bloggers
 - Micro-bloggers (Twitter)

Social media engagement is, by definition, “peer” relationship driven. Resources need to be developed which “arm” people with both information and tools which support (belief defining) actions linked to information that they can share... If an organization cannot easily transform and define itself into a “peer” role, it’s influence must be developed as a support role for peers.

Measurements - ROI

- Impressions (*research driven, relevant audience*)
 - General (*i.e., your ad on CNN.com but not connected to any relevant content*)
 - Targeted (*i.e., you ad on CNN.com story about your issue*)
- Click through's
 - Total
 - Rate % of buy (*industry standard 2%*)
- Conversion Tracking
 - Multiple page reads
 - Call to action completion (sales)
 - Affinity (membership) subscriptions
- Site traffic & Site links pointing in
- Ongoing third-party content references, amplification & traction (validation)

“Hits” = How
Idiots Track
Success

Measuring conversions by source

Using Google Analytics with enhanced coding you can track individual transactions to measure them against costs.

Combined “cost to convert” data can be broken down by individual tactic to make adjustments in real time against opportunities and risks.

These same analytics now available for many of your blogs and social profiles (e.g., Facebook – FBML)



Site Usage	Goal Set 1	Goal Set 2	Goal Set 3	Goal Set 4	Ecommerce
Visits 2,049 % of Site Total: 15.46%			Goal 11: Completed Order 0.39% Site Avg: 0.40% (+2.36%)		Goal Conversion Rate 1.71% Site Avg: 1.93% (-11.56%)

New technologies to watch

- Technologies which can and will impact **behaviors**:
 - **Mobile and smart appliances**
 - **Cloud computing**
 - **Augmented reality**
 - **Location-based services**
 - **Semantic aware applications**
 - **Smart objects (the Internet of things)**

www.v-Fluence.com

<http://www.nmc.org/horizon>

What's next?

Emerging Technologies - Now



It Starts Online

Mobile



Cloud Computing



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58 percent of U.S. consumers own Web-access capable mobile phones; 25 percent of American consumers read news on mobile devices; 10 percent of Web-enabled phone users have made a mobile purchase; 16 percent compare prices; 16 percent research products. More “e” content (data) is now distributed via phones than voice (calls) - <http://nyti.ms/a75b8C>

There are over 4 billion cell phone users globally and 140 million US consumers will be using mobile broadband by 2013 – **by 2020 the majority of online content will be consumed on mobile devices**

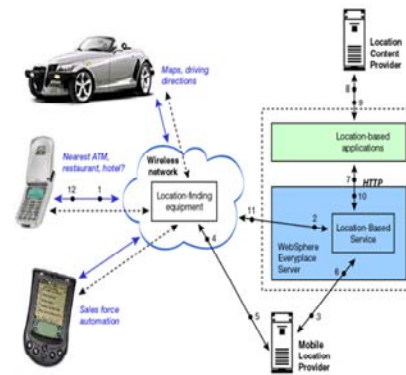
Cloud computing is a new generation of computing that utilizes distant servers for data storage and management, allowing the device to use smaller and more efficient chips that consume less energy than standard computers. Cloud computing services often provide common [business applications](#) online that are accessed from a [web browser](#), while the [software](#) and [data](#) are stored on the

Emerging Technologies - Soon

Augmented Reality



Location Based Services



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Augmented reality (AR) is a term for a live direct or indirect view of a physical real-world environment whose elements are merged with (or *augmented* by) [virtual computer-generated imagery](#) - creating a [mixed reality](#). The augmentation is conventionally in [real-time](#) and in semantic context with environmental elements, like for example sports scores on [TV](#) during a match. With the help of advanced AR technology (e.g. adding [computer vision](#) and [object recognition](#)) the [information](#) about the surrounding [real world](#) of the user becomes [interactive](#) and digitally usable. Artificial information about the environment and the objects in it can be stored and retrieved as an information layer on top of the real world view. The term augmented reality is believed to have been coined in 1990 by [Thomas Caudell](#), an employee of [Boeing](#) at the time. Augmented reality research explores the application of computer-generated imagery in live-video streams as a way to expand the real-world. Advanced research includes use of [head-mounted displays](#) and [virtual retinal displays](#) for visualization purposes, and construction of controlled environments containing any number of sensors and actuators.

Through work done by **CableLabs** and the **Society for Cable Telecommunications Engineers** (SCTE), the cable industry is revolutionizing television to bring interactivity to a previously passive experience. EBIF, SaFI, and SCTE-130 are industry specifications that allow for national advertising across a myriad of existing hardware and operating systems in use across the country. Additional information: <http://www.augmented.org>

A **location-based service** (LBS) is an information and entertainment service, accessible with [mobile devices](#) through the [mobile network](#) and utilizing the ability to make use of the geographical position of the mobile device. LBS services can be used in a variety of contexts, such as health, work, personal life, etc... LBS services include services to identify a location of a person or object, such as discovering the nearest banking cash machine or the



Emerging Technologies – Down the road

Semantic Aware Apps



Smart Objects



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Early semantic application examples:

Pandora (March 2010) had 48 million users who listened to an average 11.8 hours per month

Netflix (Jan 2010) has 14 million subscribers now downloading more content than consuming via mailed disks.

Semantic aware applications allow meaning to be inferred from content and context. The promise of these semantic-aware applications is to help us see connections that already exist, but that are invisible to current search algorithms because they are embedded in the context of the information on the web.

http://horizon.nmc.org/wiki/Semantic-Aware_Apps

<http://www.trueknowledge.com/>

Smart objects are the link between the virtual world and the real. A smart object “knows” about itself — where and how it was made, what it is for, who owns it and how they use it, what other objects in the world are like it — and about its environment. Smart objects can report on their exact location and current state (full or empty, new or depleted, recently used or not). Whatever the technology that embeds the capacity for attaching information to an object — and there are many — the result is a connection between a physical object and a rich store of contextual information. Think of doing a web search that reveals not pages of content, but the location, description, and context of actual things in the real world.

Other technologies to consider

Examples of new technologies unlikely to change behavior but strong opportunity to enhance them.

- Flexible Screens
- Video tele-presence
- Data visualization technologies



Flexible screens (will enhance the Internet of Things/Smart objects):

<http://gizmodo.com/5273364/flexible-oled-screens-are-really-coming-now>

Telepresence (will accelerate augmented reality into the home via VOIP and related applications) : <http://en.wikipedia.org/wiki/Telepresence> and

http://www.cisco.com/en/US/netsol/ns669/networking_solutions_solution_segment_home.html

Data visualization (will be used to enhance and access cloud computing content):

<http://www.smashingmagazine.com/2010/09/11/25-useful-data-visualization-and-infographics-resources/>

Where we're headed

- Web 3.0
 - Ubiquitous
 - Integrated
 - Free from desktops and devices
 - *The technologies required for this all largely exist today and require minimal infrastructure investments to initiate. Consumer behaviors (willingness) will define adoption timelines....*



Microsoft Health Vision Video

<http://www.microsoft.com/video/en/us/details/b112da1c-c918-41ee-bb45-d6a553496168>

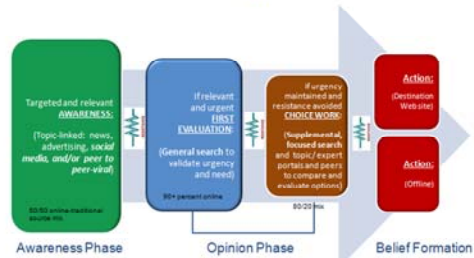
Recap of key points

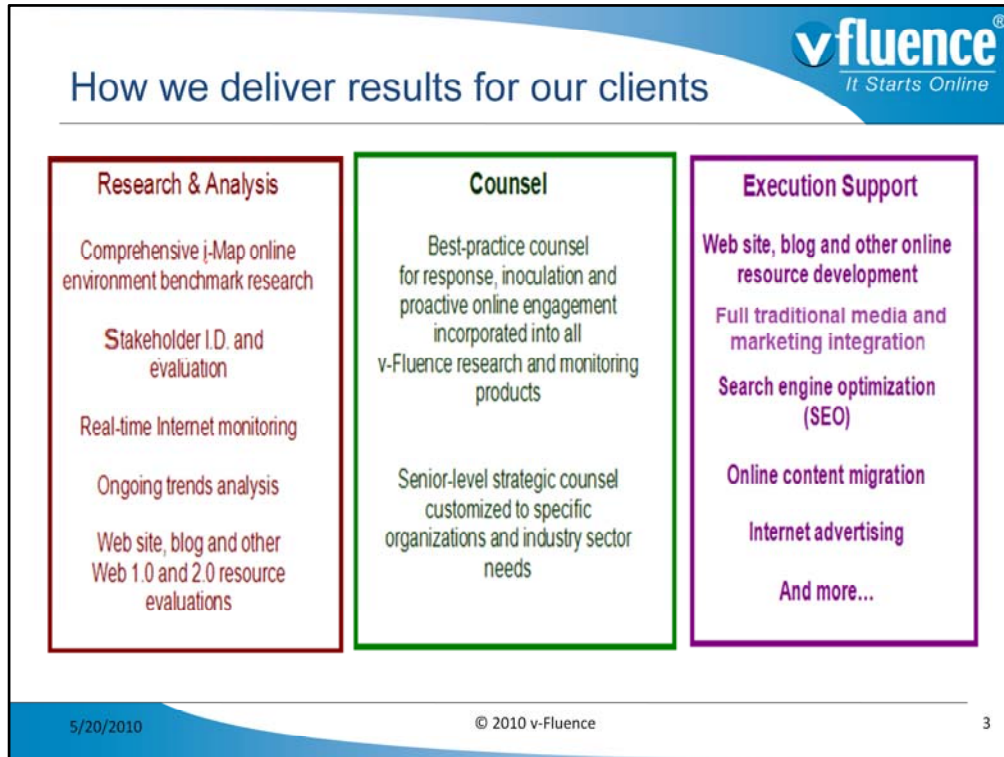
- Technology and tools must be applied and measured against specific goals with an understanding of **audience behaviors**
- Successful engagement is measured by **organization goal conversions** – visits, friends, followers, etc... are not the end goal
- **POC** – technology which enables points of consumption (decision) interactions

1. Visibility

2. Usability

3. Measurability





v-Fluence research & analytics provides you with targeting information, evaluations and tools to measure your online and offline investments.

Best practice & senior-level counsel ensures your tactics and strategies online are effective.

Partnerships with design, advertising, specialty media relations, government affairs and other expert agencies and counselors.

Online and traditional tactic execution support delivers measurable results.

Case studies and work samples available upon request

Discussion & Thank You

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