

These materials represent the views of the author and do not necessarily reflect the opinions or views of the groups to which they were presented or any client or partner of v-Fluence Interactive Public Relations Inc. They may only be reproduced with the written permission of v-Fluence Interactive Public Relations.

Footnotes and additional references are available upon request.

All inquiries are welcomed at info@v-Fluence.com

(877) 835-8362

- ◇ Corporate Headquarters: general mail and deliveries to 4579 Laclede Ave #275, St. Louis, Missouri 63108
- ◇ Visiting our headquarters offices – 356 North Boyle, 2nd Floor, St. Louis, Missouri 63108
- ◇ Administrative, contracts and billing address: 7770 Regents Road, #113-576, San Diego, CA 92122

© v-Fluence Interactive Public Relations, Inc. 2010

vfluence®
It Starts Online

A lot of cool new technology out there



Data visualization -



Flexible screens -
enhances and enables smart objects
"The Internet of Things"



Tele-presencing -
accelerates adoption and use of
augmented reality

10/18/2011 2

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/>

How we got here...



800-500 BC Abacus
& Counting Boards
used in Asia and
Babylon

10/18/2011

3

- 800 to 500 BC – Abacus/ Counting Boards in use in Asia and Babylon
- 1500 – first watch (Germany)
- 1642 – France adding machine
- 1804 – First automate loom operated by punch cards
- 1888 – Burroughs adding machine with printer
- 1936 – Z1 Mechanical calculator
- 1943 – MIT Whirlwind computer
- 1974 – IBM 5100 series “personal computer”
- 2008 – Smart phone

1500 – First Wrist Watch (Germany)

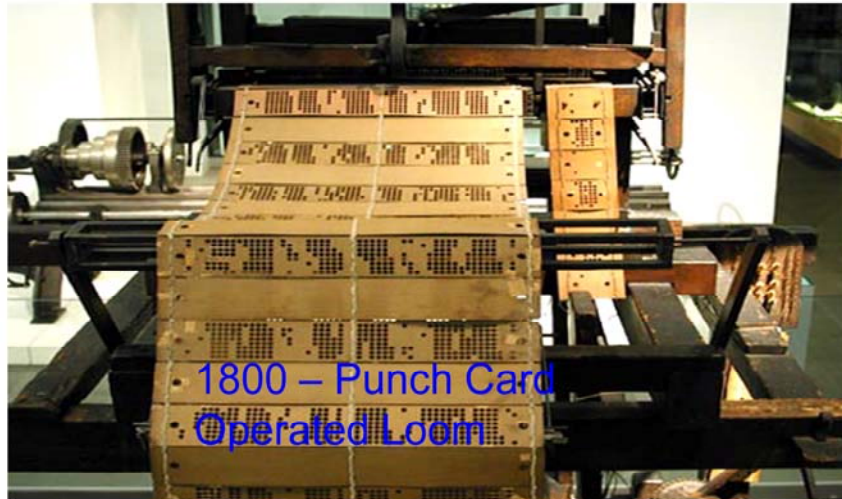


10/18/2011

4

- 800 to 500 BC – Abacus/ Counting Boards in use in Asia and Babylon
- 1500 – first watch (Germany)
- 1642 – France adding machine
- 1804 – First automate loom operated by punch cards
- 1888 – Burroughs adding machine with printer
- 1936 – Z1 Mechanical calculator
- 1943 – MIT Whirlwind computer
- 1974 – IBM 5100 series “personal computer”
- 2008 – Smart phone

1800 – Punch Card Loom

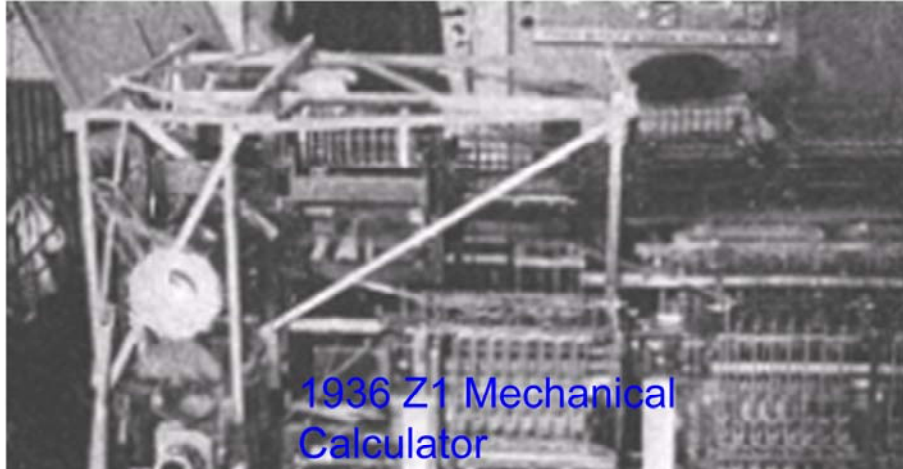


10/18/2011

5

- 800 to 500 BC – Abacus/ Counting Boards in use in Asia and Babylon
- 1500 – first watch (Germany)
- 1642 – France adding machine
- 1804 – First automate loom operated by punch cards
- 1888 – Burroughs adding machine with printer
- 1936 – Z1 Mechanical calculator
- 1943 – MIT Whirlwind computer
- 1974 – IBM 5100 series “personal computer”
- 2008 – Smart phone

1936 – Z1 Mechanical Calculator

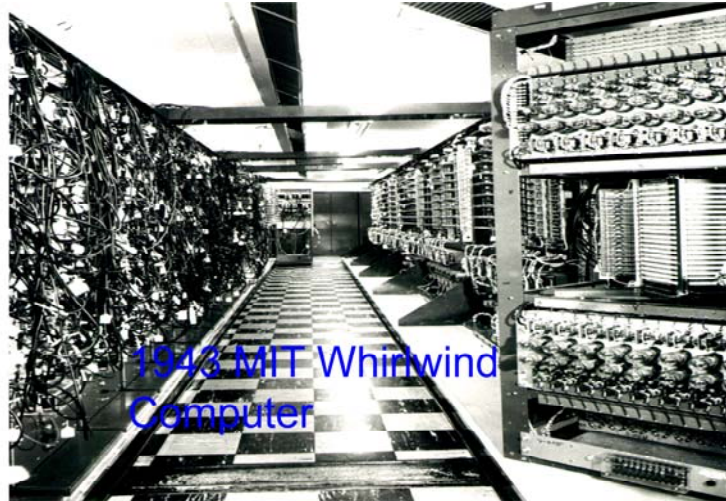


10/18/2011

6

- 800 to 500 BC – Abacus/ Counting Boards in use in Asia and Babylon
- 1500 – first watch (Germany)
- 1642 – France adding machine
- 1804 – First automate loom operated by punch cards
- 1888 – Burroughs adding machine with printer
- 1936 – Z1 Mechanical calculator
- 1943 – MIT Whirlwind computer
- 1974 – IBM 5100 series “personal computer”
- 2008 – Smart phone

1943 MIT Whirlwind Computer



10/18/2011

7

- 800 to 500 BC – Abacus/ Counting Boards in use in Asia and Babylon
- 1500 – first watch (Germany)
- 1642 – France adding machine
- 1804 – First automate loom operated by punch cards
- 1888 – Burroughs adding machine with printer
- 1936 – Z1 Mechanical calculator
- 1943 – MIT Whirlwind computer
- 1974 – IBM 5100 series “personal computer”
- 2008 – Smart phone

1972 – IBM Personal Computer



10/18/2011

8

- 800 to 500 BC – Abacus/ Counting Boards in use in Asia and Babylon
- 1500 – first watch (Germany)
- 1642 – France adding machine
- 1804 – First automate loom operated by punch cards
- 1888 – Burroughs adding machine with printer
- 1936 – Z1 Mechanical calculator
- 1943 – MIT Whirlwind computer
- 1974 – IBM 5100 series “personal computer”
- 2008 – Smart phone

1992 IBM Simon – first smart phone



10/18/2011

9

- 800 to 500 BC – Abacus/ Counting Boards in use in Asia and Babylon
- 1500 – first watch (Germany)
- 1642 – France adding machine
- 1804 – First automate loom operated by punch cards
- 1888 – Burroughs adding machine with printer
- 1936 – Z1 Mechanical calculator
- 1943 – MIT Whirlwind computer
- 1974 – IBM 5100 series “personal computer”
- 2008 – Smart phone

So which ones matter?



10/18/2011

10



What the stats tell us about behavior



300 million users producing 140 million Tweets a day, which adds up to a billion Tweets every 8 days[5] (@ 1,600 Tweets per second)



48 hours of consumer generated content uploaded every minute... 3 billion view daily (1.2 million per minute)



34,000 searches per second (2 million per minute; 121 million per hour; 3 billion per day...)



650,000 comments on the 100 million pieces of content served up every minute...



153 billion text (North America) monthly... 4.5 billion each day... 3.1 million per minute

10/18/2011
11

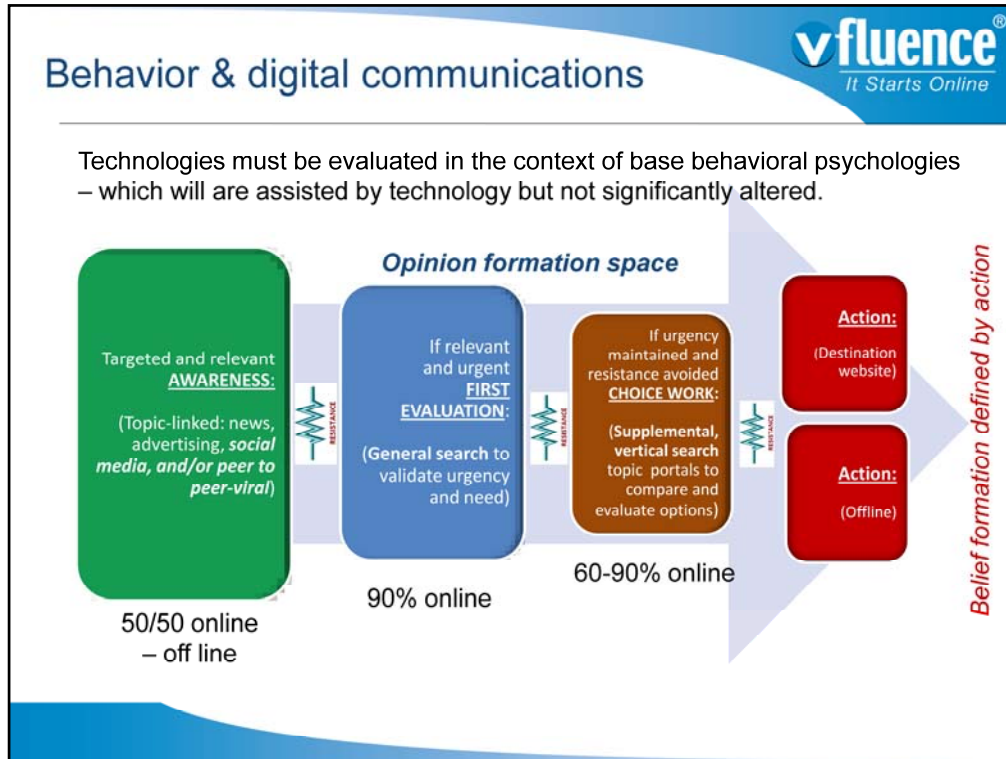
Microblogging (Twitter): 300 million users producing 140 million 'tweets' per day – a billion every 8 days or 1,600 per second.

Video sharing (YouTube): 48 hours of consumer generated content uploaded every minute. 3 billion viewed daily (1.2 million per minute)

Social Networking (Facebook): 650,000 comments on 100 million pieces of content served up every minute...

Search (Google): 34,000 searches per second (2 million per minute; 121 million per hour and 3 billion per day)

Mobile (texting): 153 billion txt (North America) per month. 4.5 billion each day; 3.1 million every minute.



Adapted from the Daniel Yankelovich model of opinion to belief to action process (cite: <http://www.annenberg.northwestern.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.

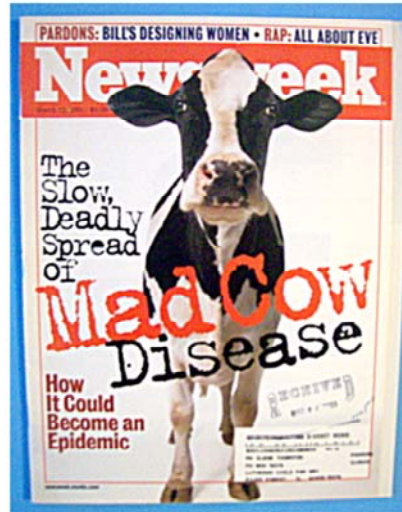
Emerging technologies are enhancing, not replacing, these behaviors – in some cases shortening processes but rarely eliminated core components.

2.0 awareness leads to 1.0 research/ action



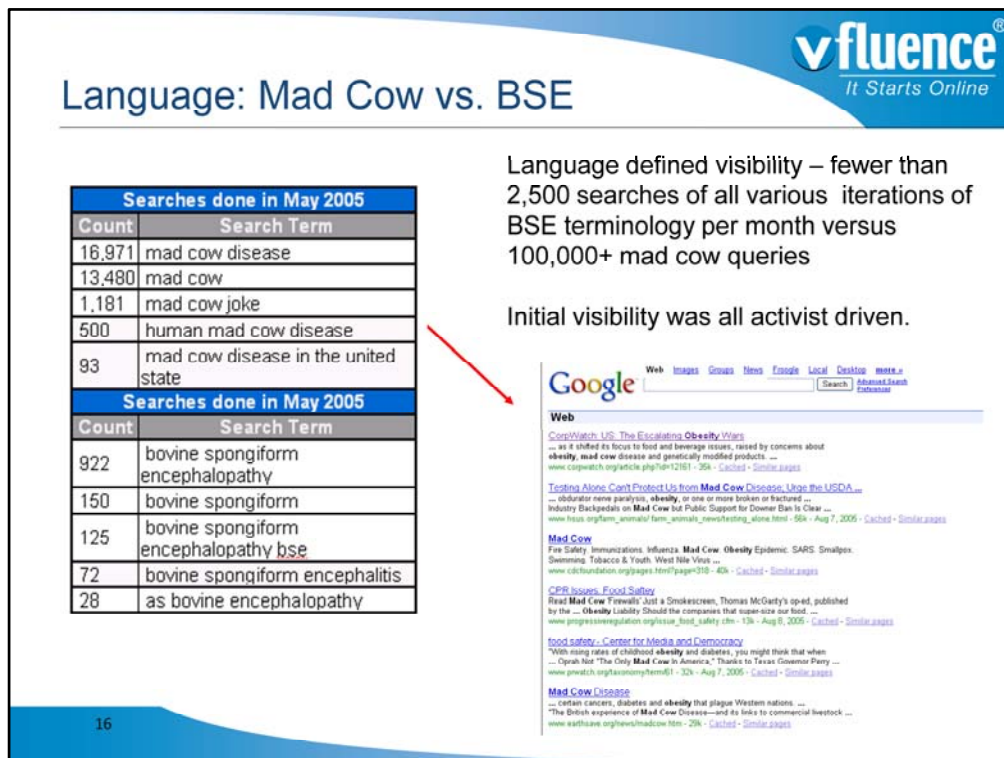
Web 1.0 case study – Mad Cow 2003

- December 24, 2003
USDA announce the
first BSE-positive
tested cow in the
United States
- 11 years prior BSE had
decimated the beef
industry in the U.K.



First crisis for industry where Web mattered

- First steps taken
 - Integrating digital and traditional communications teams (war room)
 - Real time monitoring and evaluations online
 - Language analysis
 - Visibility analysis
 - Stakeholder ID and assessment
 - Resource evaluations



www.v-Fluence.com

A key distinction between the v-Fluence approach to monitoring includes a comprehensive initial benchmark language analysis. In addition to establishing relevant keywords and terminology filters for effective online monitoring, our benchmarking and ongoing language analysis provides other critical insights into relevant emerging trends.

group. Our benchmark evaluations for these include review of as many as 50,000 keyword terms used in search and online dialogue associated with each therapeutic or policy topic area in multiple brand, product and intersecting related topic categories.

Language analysis is a foundation for our benchmark research and ongoing monitoring services – it ensures comprehensive and well defined scope setting which helps us generate relevant, higher quality results for our clients. **More than 10 years of analysis by v-Fluence involving hundreds of brand, product and related topic areas reveals that search language use corresponds directly with language and topic associations (i.e., percent of interest in efficacy, side effects or cost with a specific product) used by consumers in online dialogue channels. Supplemental social media sampling is also conducted to corroborate and determine additional nuance/tone in online discussion/language use.**

Response – owned content updated



- Integrate language with appropriate content density (juxtaposed to desired language)
- Add language to URL extensions
- Include relevant language in title, description, keyword and ALT tags

10/18/2011


17

- Identify "earned" content placement opportunities via outreach or participation of existing influential destinations

- 10/18/2011

Further, v-Fluence then evaluates the web resources found (yours, your peers, competitors, etc...) for best practices, tactics used and effectiveness. We provide specific recommendations for resource development and enhancements, the implementation of which can be clearly measured against goals within your defined online environments.

Response – influenced content



The screenshot shows the Food Safety Network website, which is sponsored by the Food Science Department at the University of Guelph. The website features a sidebar with a date stamp of 10/18/2011 and a main content area with various news items. A red box highlights a section titled "BSE - Mad Cow Disease - information sources" which lists several links to authoritative sources.

- Authoritative sources leveraged
- Language “mad cow” added to other credible information sites
- “Mad Cow” research and resources consolidated into portals for easier optimization and consumer access

Results

- Industry response content quickly position on existing highly visible destinations
- Focused on working to maximize existing resources first – no new domain name campaigns built from scratch
- New “mad cow” portal pages on client and supporters sites cross linked and quickly increased search optimization against target terms.
- **Public perceptions of the regulatory safety of beef in the United States improved from 65 percent to 86 percent in the year following the first case of a BSE-positive cow**

Case Study: McCormack Baron 2010



Nation's leading for profit developer and manager of low and mixed income housing with more than 137 projects in 33 cities and 70+ websites and social media accounts. Major Goldman Sachs investment in 2010. Multiple high profile, controversial development projects (e.g., Magnolia Projects New Orleans – post Katrina)

- Existing corporate, property site and project Web resources lacked integration, brand consistencies and clear ROI metrics.
- Existing corporate, property site and project resources had been independently developed with unique goals and branding elements.
- Web resources were developed, managed and hosted using multiple software platforms, content management systems and diverse vendors with corresponding inefficiencies and high costs.

Goals

- An **effective presence credibly validated** when key stakeholders evaluate your brands and offerings.
- Positively **extending the corporate brand into relevant product and related topic areas** generating new awareness and highlighting favorable brand attributes to support project approvals, investment and sales.
- **Extending property brands into relevant product** (i.e., inquiry and discussion spaces for private golf communities and location-based real estate searches) to increase target audience awareness of offerings at lower costs than traditional marketing expenditures.
- A more **stable, well anchored set of owned and positive third-party content** against corporate, property and entitlement project spaces as inoculation against critics.
- **Measurable ROI** for digital asset investments.

Summary research findings

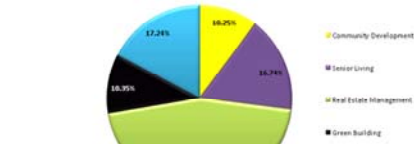
- Language analysis (buzz and corresponding inquiry levels) and influence:

- Brands & Peers
- Product categories
- Related topics

- Effective web resource utilization:

- Websites
- Social media integration
- Third party validation
- Conversion tactics and measurements

Relative Frequency of McCormack Product Categories



Social media evaluation summary

- MBS, peer and other key influencers in each major product category (developer, property and entitlement) for social media were identified.
- Principal platforms used for your industry include:
 - LinkedIn (networking)
 - FaceBook (networking)
 - YouTube (content sharing)
 - FlickrR (content sharing)
 - Yelp (recommendations)
 - Google Maps/ MapQuest (geo-linking/ reference)
 - Twitter/ Foursquare (networking/ microblogging)






Social media elements include content sharing, recommendations, applications and networking platforms. We also identified the most influential (visible) bloggers and social media participants in each space for monitoring and potential outreach purposes.

Peer/Competitor Reviews

DMB Associates
Web Resource Analysis and Research Workshop
September 2010

vfluence
It Starts Online

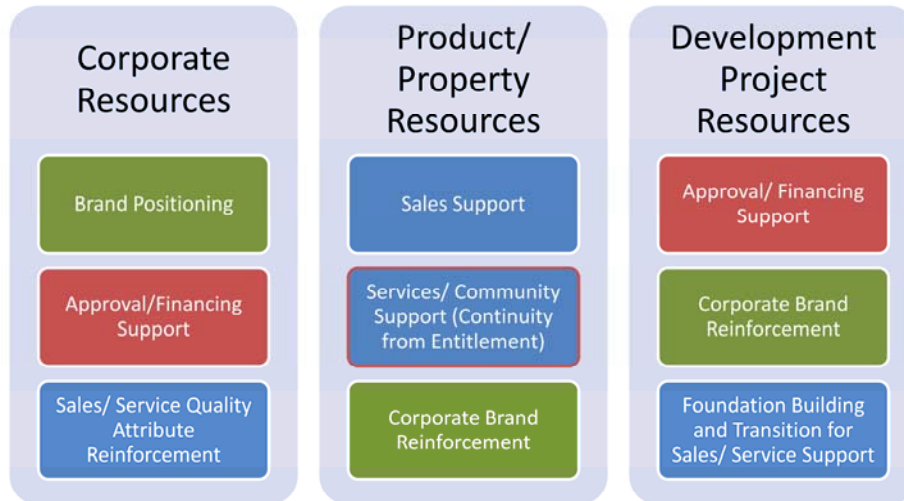
	Cooper Communities, Inc. - One of the most highly respected developers of planned communities in the nation. That award property owners can count on very high quality amenities, low- and in the future. Next is our environmental concerns. Fully 20 to 30% of the land in each Cooper community is set aside as preserved common property.	RSS - NO Blog - NO Facebook - NO LinkedIn - NO Twitter - NO YouTube - NO Flickr - NO	CooperCommunities.com can be found in the "Construction and Maintenance" category of websites. It has been online for more than seven years. The site is located in the U.S. NO Alexa data for traffic rank.
	Crescent Residences, LLC - A leader in the Southwest and Southeast's growing real estate markets, specializing in office, industrial, retail, golf course and residential communities.	RSS - NO Blog - NO Facebook - NO LinkedIn - NO Twitter - NO YouTube - NO Flickr - NO	Global Alexa traffic rank of \$1,000,000 . This site is relatively popular among users in the city of Phoenix-Skyline Beach (where it is ranked #5,000), and the site is located in the U.S. It has been online since 1996. CrescentResidences.com has attained a traffic rank of 794,175 among users in the U.S. where almost all its audience is located.
	DiscoveryLand Communities - Real estate development firm specializing in the creation of golf and residential communities in Hawaii, Texas, Colorado, and Arizona.	RSS - NO Blog - NO Facebook - NO LinkedIn - NO Twitter - NO YouTube - NO Flickr - NO	DiscoveryLand.com has a three-month Global Alexa traffic rank of \$1,100,000 . This site is based in the U.S. This site belongs to the "residential" category. DiscoveryLand.com has been online since 2005.

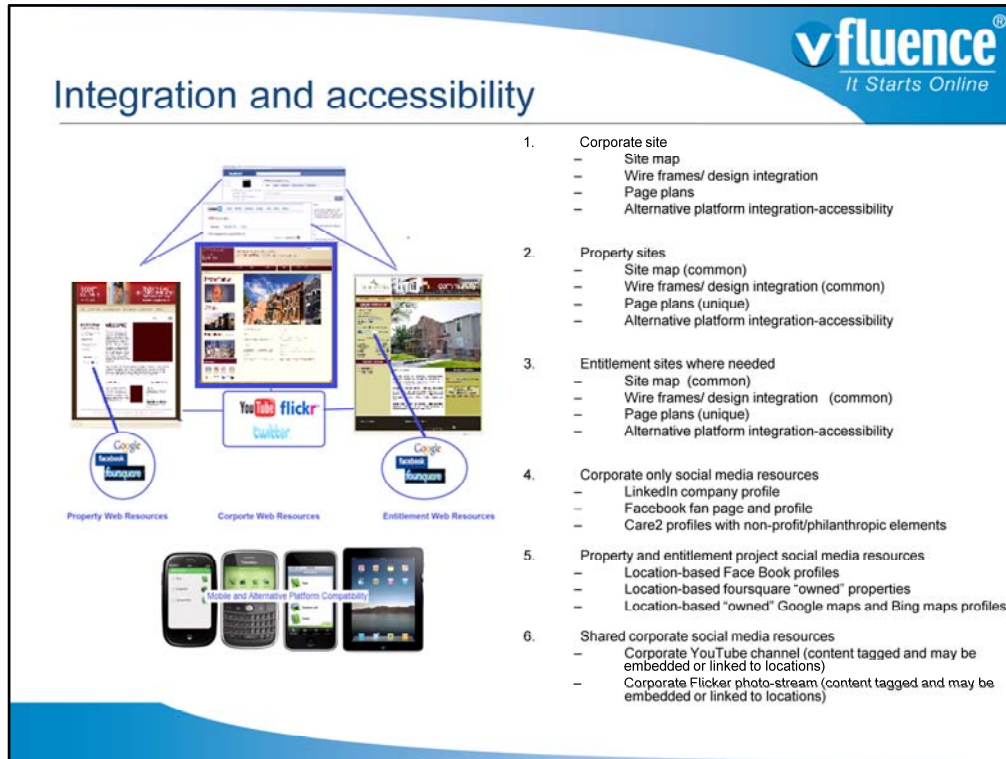
DMB Associates
Web Resource Analysis and Research Workshop
September 2010

vfluence
It Starts Online

	DMB Associates - A passion for great places. DMB is an Arizona-based diversified real estate company with real estate holdings through affiliated companies.	RSS - NO Blog - NO Facebook - YES LinkedIn - YES Twitter - NO YouTube - NO Flickr - NO	Global Alexa rank of \$1,000,000 . The site is in the "Construction" category. This site has attained a traffic rank of 879,614 among users in the U.S. where approximately 67% of its audience is located. Approximately 34% of visits to this site are referred by search engines. DMBAssociates.com's view an average of 1.8 unique pages per day.
	Foothill Group - Professional developments, ensuring value, we maximize real estate value through the acquisition and development of strategically-located residential and mixed-use communities - delivering thoughtful plans and designed solutions to meet the needs of the communities where we operate.	RSS - YES Blog - NO Facebook - NO LinkedIn - NO Twitter - NO YouTube - NO Flickr - NO	APR 2010 RANK OF \$1,700,000 with no site history.
	The Green Company - Creating better communities. Building award-winning single family communities.	RSS - NO Blog - NO Facebook - NO LinkedIn - NO Twitter - NO YouTube - NO Flickr - NO	Green.com is ranked \$1,000,000 in the world according to the three-month Alexa traffic rankings. The site has been online for more than twelve years. The site's content places it in the "Real Estate" category. The site is based in the U.S.

Recommended execution strategy scheme

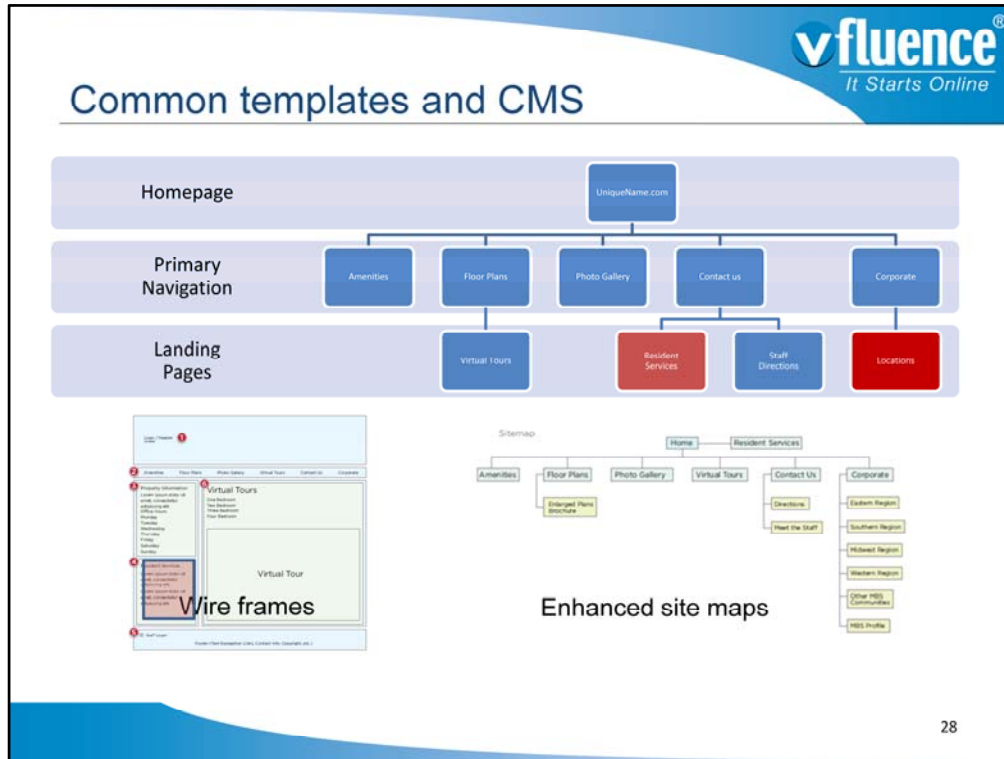




With 70+ property sites and other development sites, using integrated common page templates for “about us” MBS corporate pages, news and “Other MBS Communities” pages we created search visibility enhancing links to/from all sites – elevating individual site visibility against brand, local and quality attribute inquiries.

Adding layers of common social media resources provides additional opportunities for content positioning – specifically:

- Image & video content via a commonly shared YouTube channel and flickr photo stream. Search results for corporate and individual brands now display video and image results.
- “Local” results were enhanced by common Google maps and Google profiles for the corporate and property brand and development project locations.
- “News” results for corporate and across all locations are positioned and reinforced via common corporate micro-blogging (Twitter) feed using search-enhancing tactics.
- Location-based profiles on Google Maps, Yahoo! and Bing and optimized for mobile users enhanced with foursquare “owned” locations (existing properties and properties in “development” phases).
- Corporate and advocacy affinity networks established via profiles on LinkedIn and Care2 networks.
- Local brand affinity networks established via Facebook profiles and groups specific to individual properties.



Templates for property sites, entitlement projects allows for simpler maintenance with minimal local resource time. Common site maps and wire frames provide for consistency and can enhance usability and measurability. This will also allow for entire landing pages or sections within pages to be automatically updated with consistency and speed across all sites from one centralized source as needed (i.e., updated news feeds, changes to corporate brand descriptions, etc...).

Unique page plans for all sites derived from technical site maps integrating language analysis and specific organizational goals for conversion metrics. This allows for needed local customization of look and feel, specific local optimization goals and conversion metrics while maintaining efficiencies and benefits of common back-end services and platforms.

Landing pages and unique page plans

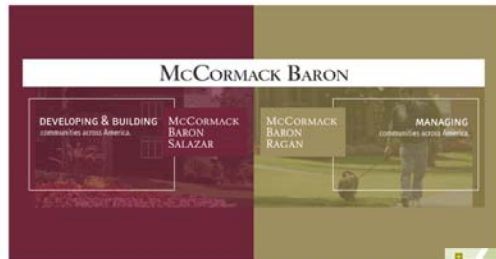
MEASURABILITY

- Site and **page plans** for brand and related client-owned or project online destinations linking pages to specific target terms and themes (identified in research)
- Pages coded and organized to meet **best usability, search, AND conversion** practices
- **Conversion tools** linking target audiences to information or actions supporting client goals
- Integration of social media tools and content **amplification and syndication** features
- Multiple **measurement metrics** to track effectiveness and make adjustments



Linking target/plans derived from benchmark research with best practices, keyword inclusions, effective SEO and social syndication/amplification efforts (and PPC where necessary) we can track site/page analytics and feed that information back into benchmark research results (and ongoing monitoring) to effectively measure effectiveness and specific ROI.

Before – MBS sites and Web resources



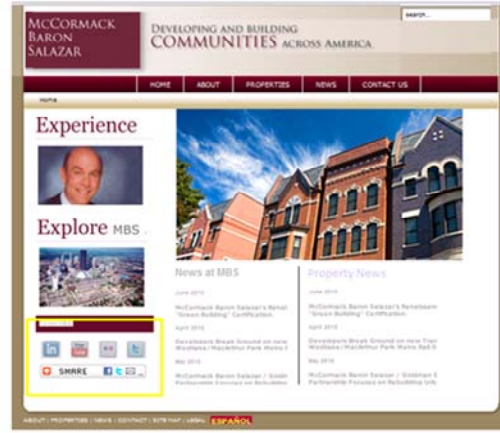
Inconsistent design, navigation and resource offerings. No cross linking, syndication or common content offerings.

No significant social media extensions or sharing features.



After: New corporate site

- Usability and technical best practices met
- Social media extensions and content sharing tools
- Industry-common navigation with brand distinct offerings
- Effective cross linkages with property and development project resources and news syndication



Using packet analyzer scripts (sniffers) site also offers a mobile/WAP versions with primary, secondary and tertiary navigation content.

New property sites

- Consistent corporate brand integration
- Common navigation and social media integration
- Shared social media syndication features (YouTube, Twitter, Flickr) to support enhanced search results
- Integrated content management system
- Cross linking to other properties, development projects and corporate site
- Location-based profiles via Google Maps
- Mobile and alternative platform accessibility



32

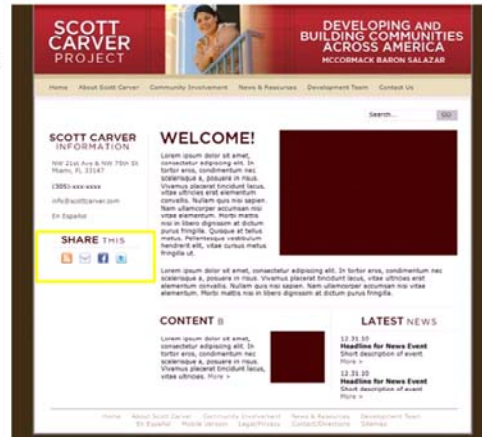
Property sites hosted using individual virtual private hosting for each property enabling higher search engine weights than shared servers with lower costs than dedicated servers. This enables cross-linking to/from the 50+ unique property sites via commonly updated “about us” pages to bolster site visibility and social media profiles visibility.

Using common template wire frames, site maps and common open source content management system property websites can be quickly added, consistently updated, efficiently managed with lower costs. Common measurements via Google Analytics enables testing of advertising and other outreach which can then be easily compared against other properties.

Common media sharing and content syndication feeds (YouTube, Flickr, Twitter) with unique social networking and location-based accounts (facebook, foursquare and Google Maps) provides other down and upstream traffic measurements.

New development project sites

- Consistent corporate brand integration
- Common navigation and social media integration
- Shared social media syndication features (YouTube, Twitter, Flickr) to support enhanced search results
- Integrated content management system
- Cross linking to other properties, development projects and corporate site
- Location-based profiles via Google Maps
- Mobile and alternative platform accessibility



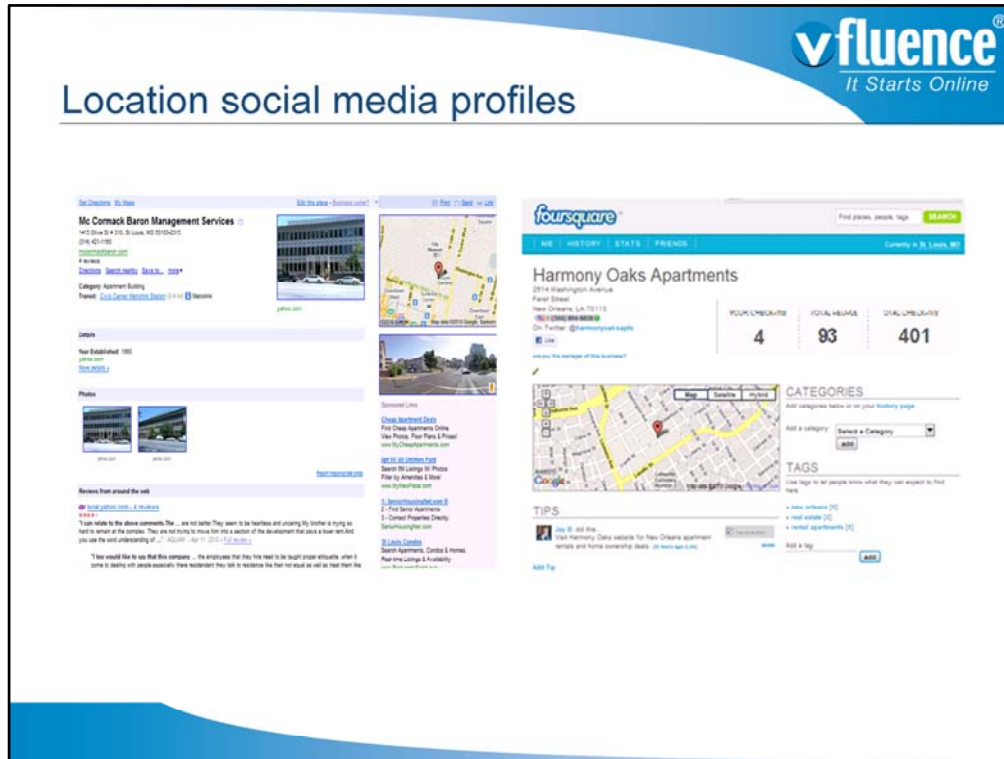
Development project sites support the entitlement and approval process while establishing a foundation for the property website once the project is completed.

Using common template wire frames, site maps and common open source content management system new project sites can be quickly added and consistently updated.

Consistent social media integration

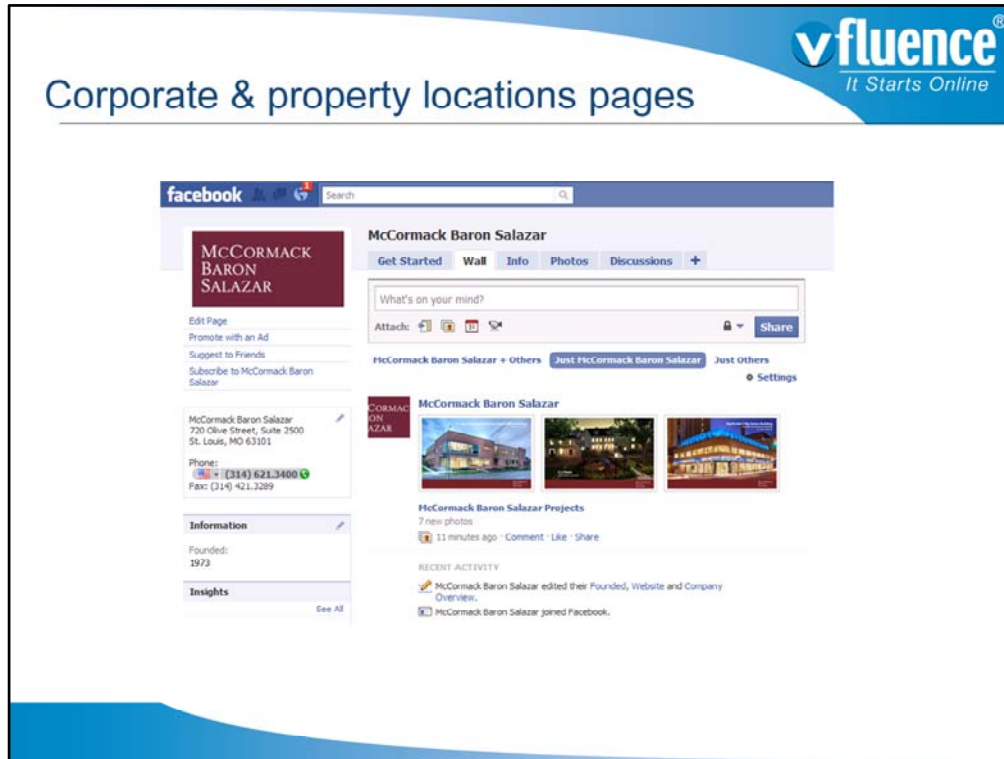
- Corporate:
 - LinkedIn profile
 - Facebook fan page & profile
 - Twitter feed
 - YouTube Channel
 - Flickr Photo Group
 - Care2 profile and issues pages
 - Share/Add This tools
- Properties
 - Facebook pages
 - Geo-location profiles on Google Maps & Foursquare
 - Share/ Add This tools





Google, Yahoo! and Bing maps/location and Foursquare “owned” profile accounts for each location enhance local mobile user interactions and support local resident issues awareness and enhance customer service linking real-time events with local management via mobile devices.

Google maps profiles allow for integration of image and video content, reviews and broader services listings which extend your brand visibility to Google “one box” results, local product search and other opportunities to intersect with customers.



Corporate facebook enhanced – “info” details include URLs (links – using FBML to embedded) to sites and their social media extensions. Automatic updates from Corporate Twitter feed and company leadership FourSquare accounts. Google Analytics track users.

Individual property profiles similarly created, with a focus on resident and local community leader affinity and participation.



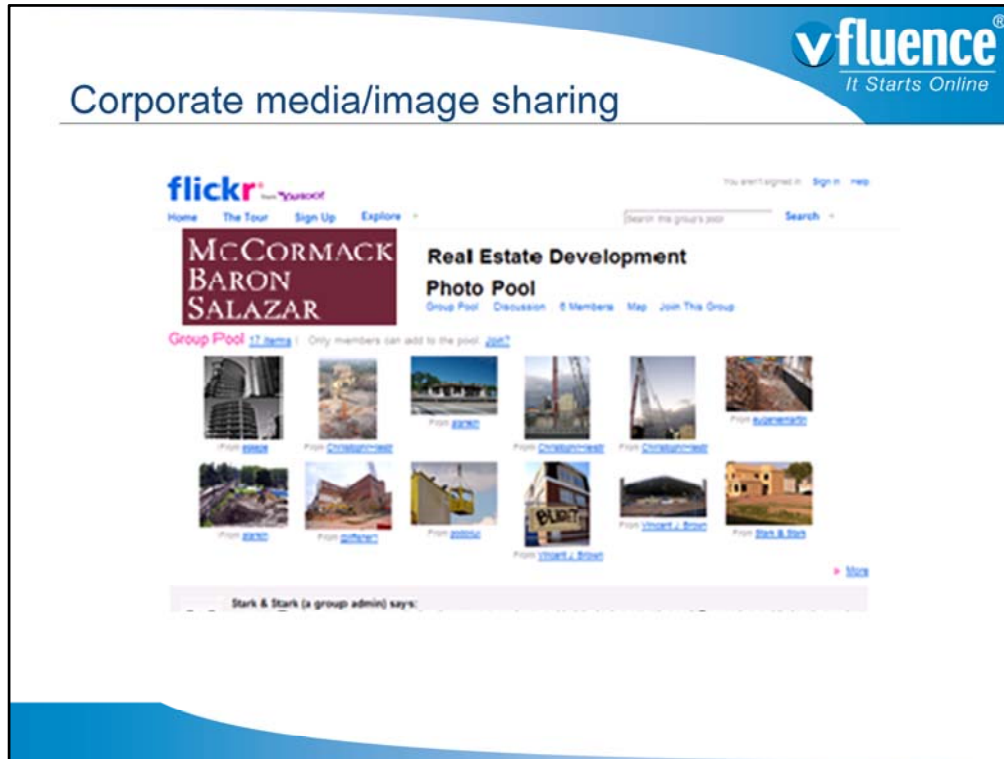
Twitter feed – integrated with Face Book & Four Square accounts. Twitter links with #tags and embedded URLs will improve MBS and local brand “news” placements. Corporate and local “news releases” and other content can be amplified via this channel along with links to third-party and other “news” content.

Design schemes integrated into backgrounds for all social channel platforms. Common corporate feed serves all the property and project content syndication needs.



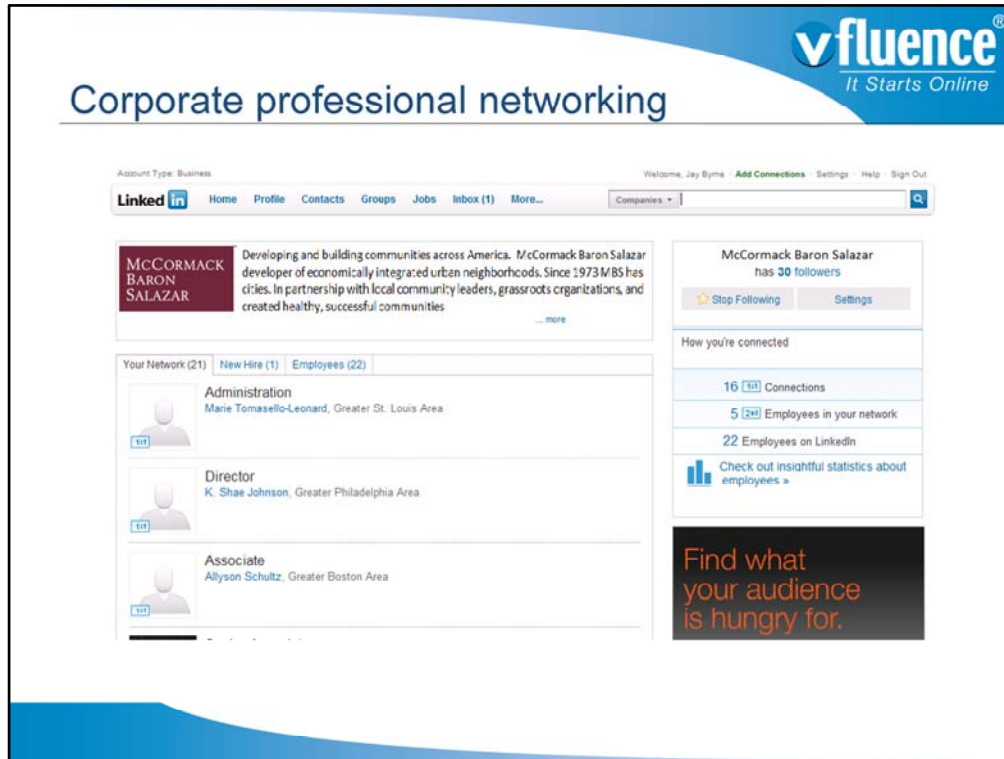
YouTube Channel enables the positioning on video content coded by corporate or local brand keywords. Video search and online viewing is overtaking traditional content consumption online.

One common MBS branded channel feeds video content for all sites. Individual videos are tagged with relevant keywords for optimization and “one box” results against both corporate and individual property brands.



Flickr Group Pool – where all local (whether used on sites or not) images are categorized and coded to make them available in image searches and extendable to third-parties for use validating and amplifying organization messages. Availability of appropriately coded image content resulted in image enhanced brand search results.

One common corporate profile with multiple photo pools created and coded for visibility against both corporate and local property brands.



LinkedIn company page and discussion group for corporate quality attribute topic areas. This provides a platform for extending awareness and creating affinity for MBS with target influencers in such categories as “community housing” and “urban development.” Effective LinkedIn profiles, appropriately coded and validated by “membership” links now appear against in top results for brand searches.



The hallmarks of an effective online campaign include effective (usable, accessible and visible) content validated by relevant influencers and shared via compelling audience-specific tactics.

Results

- Consistent brand elements incorporated across resources with common navigation and resource schemes that still allowed for unique location brand elements
- Enhanced visibility with fully expressed, top ranked corporate and location ownership against brand search
- Above the fold, page one visibility for location product search
- Manageable and integrate social media resources driving relevant traffic to corporate and property destinations with measurable conversions
- Significant cost savings for ongoing maintenance, management and development

What matters Some 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

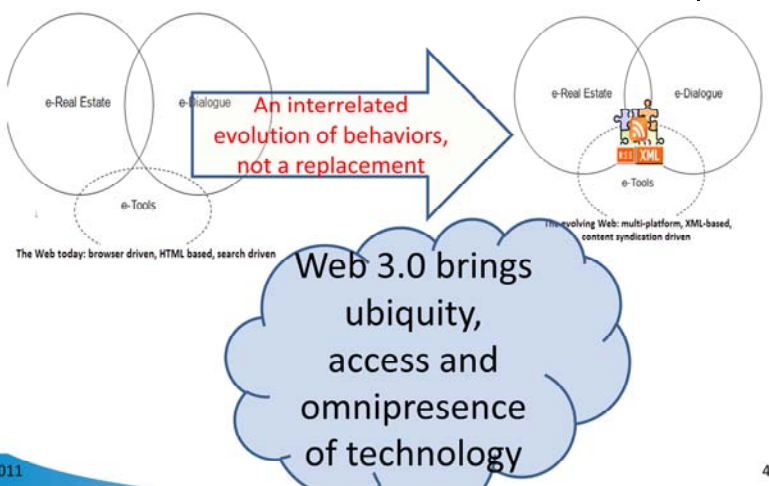
- **Measurability**

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



Behaviors define Web 1.0, 2.0, 3.0...

- Web 1.0 – the Web we know
- Web 2.0 – emerging new media and social spaces



An interrelated evolution of behaviors, not a replacement

Web 3.0 brings ubiquity, access and omnipresence of technology

10/18/2011
44

While many today focus on the latest whiz-bang application, it's critical to acknowledge that people use the Internet with well researched and defined behaviors. The behaviors, which can significantly influence opinion and belief formation linked to actions, do not take place in the isolation of a single channel or tactic. Understanding how traditional Web 1.0 behaviors such as search and e-mail are being extended to emerging Web 2.0 activities such as blogging, social networking, multi-media sharing, etc... as specifically relates to your goals is the distinction v-Fluence brings to the table.

Web 1.0: Web sites, news portals, search engines, email listservs (distribution lists), interactive online survey and calculator tools, etc...

Web 2.0: Blogs, social networks, micro-blogs (twitter), Multi-media indexes (YouTube), Widgets, etc...

Web 1.0 and 2.0 distinctions are primarily behavioral. Web 1.0 behavior is about proactively seeking and collecting, while 2.0 is about establishing your interests through profiles and behavior which then allows content to find you.

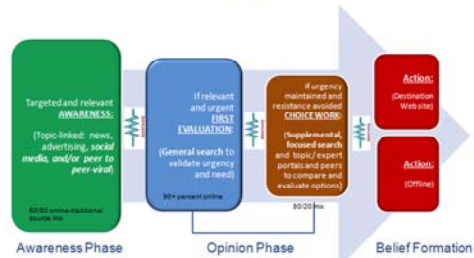
Recap of key points

- 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



10/18/2011

45

Discussion & Thank You

For more information:

jay.byrne@v-Fluence.com

www.v-Fluence.com

(877) 835-8362



10/18/2011

46

All inquiries are welcomed at info@v-Fluence.com
(877) 835-8362

- ◇ Corporate Headquarters: general mail and deliveries to 4579 Laclede Ave #275, St. Louis, Missouri 63108
- ◇ Visiting our headquarters offices – 356 North Boyle, 2nd Floor, St. Louis, Missouri 63108
- ◇ Administrative, contracts and billing address: 7770 Regents Road, #113-576, San Diego, CA 92122

© v-Fluence Interactive Public Relations, Inc. 2010