"Keys to Success Online: How Technology Intersects with Consumer Behavior"

From Blogs and Beyond into the Cloud

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

(877) 835-8362

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◊ Administrative, contracts and billing address: 7770 Regents Road, #113-576, San Diego, CA 92122

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/

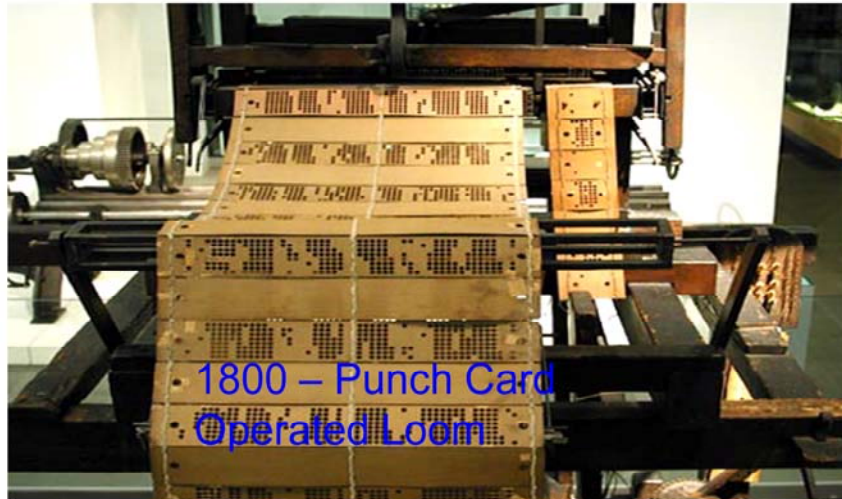How we got here…

800-500 BC Abacus & Counting Boards used in Asia and Babylon
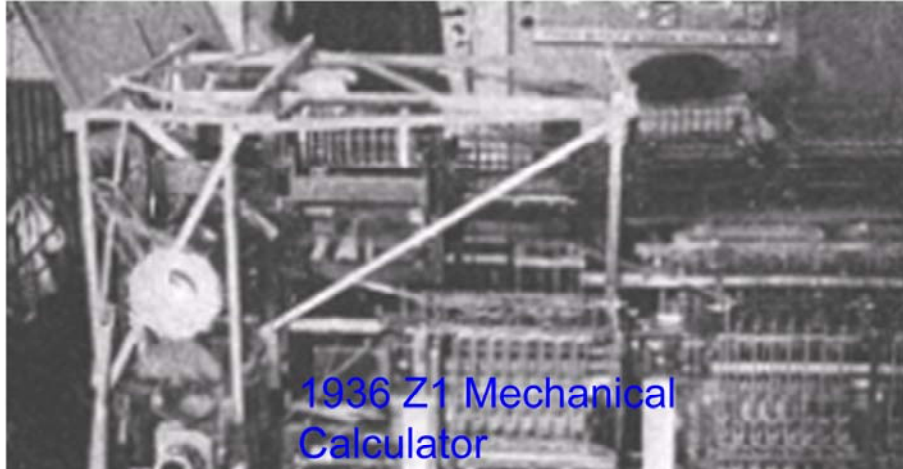
800 to 500 BC – Abacus/ Counting Boards in use in Asia and Babylon

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

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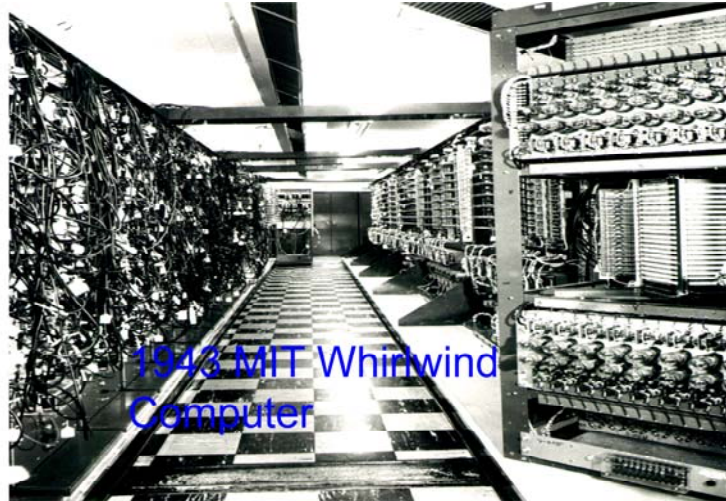
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Microblogging (Twitter): 300 million users producing 140 million 'tweets' per day – a billion every 8 days or 1,600 per second.

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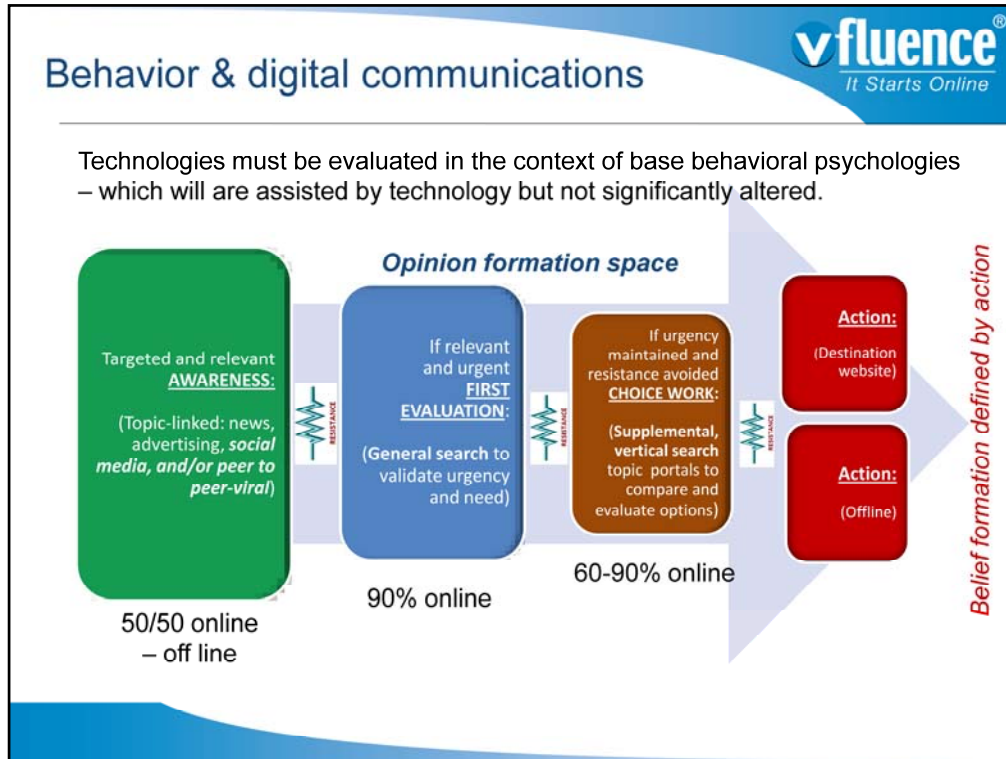
Adapted from the Daniel Yankelovich model of opinion to belief to action process (cite: http://www.annenberg.northwestern.edu/pubs/violence/viol5.htm)

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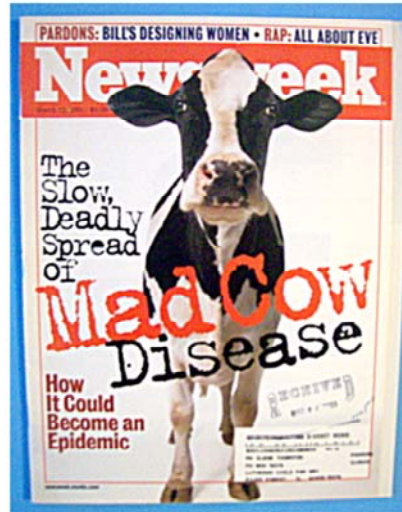
Emerging technologies are enhancing, not replacing, these behaviors – in some cases shortening processes but rarely elminiated core components.

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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
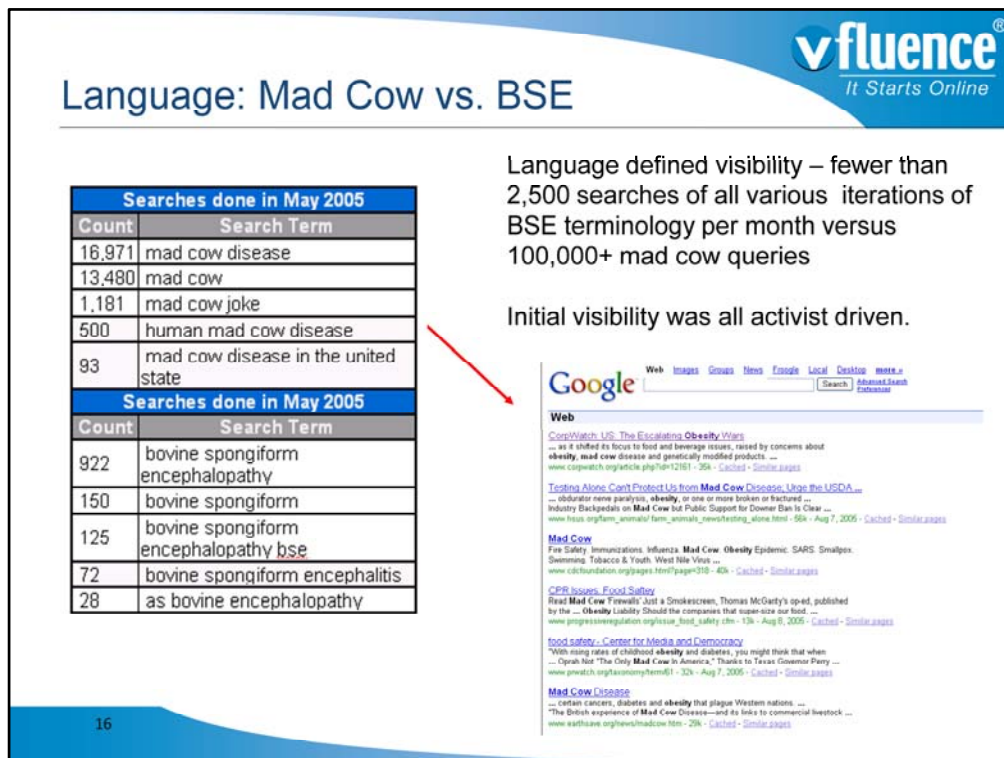
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A key distinction between the v-Fluence approach to monitoring includes a comprehensive initial benchmark language analysis. In addition to establishing relevant keywords and terminology filters for effective online monitoring, our benchmarking and 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.**

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Using algorithms which reflects search term volume, result placement against search and search engine/index percent market share we provide a weighted index by page, site/domain and stakeholder type for each category (brands, products, related topics) within our scope of research.

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.

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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**

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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.

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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.

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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

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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.
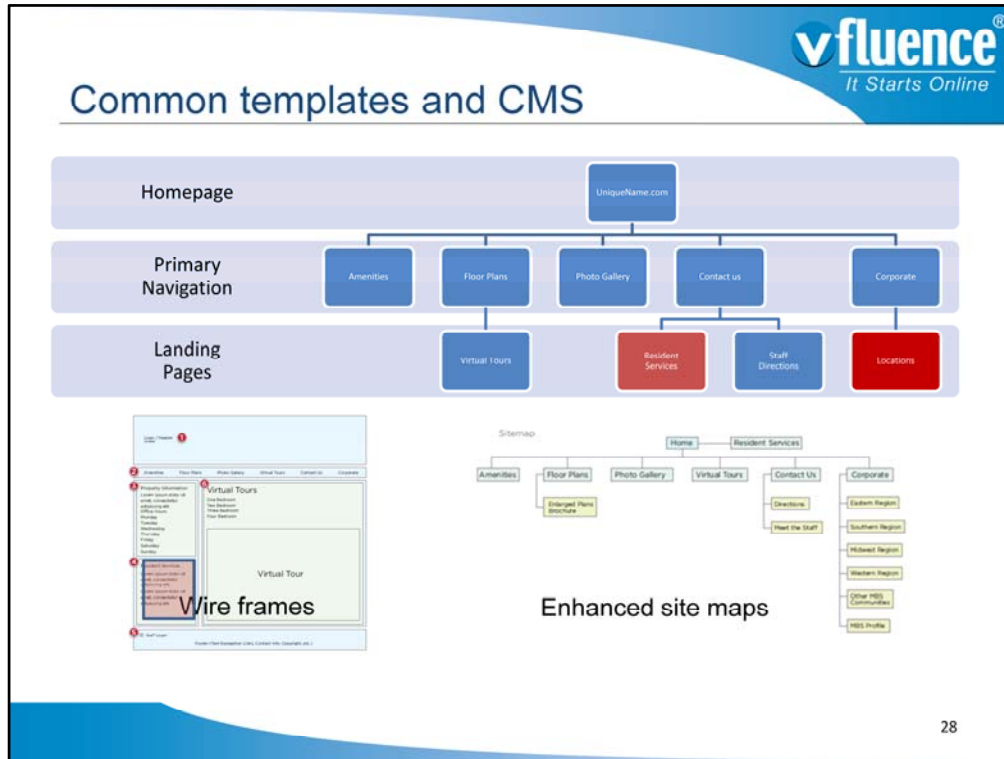
Templates for property sites, entitlement projects allows for simpler maintenance with minimal local resource time. Common site maps and wire frames provide for consistency and can enhance usability and measurability. This will also allow for entire landing pages or sections within pages to be automatically 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.
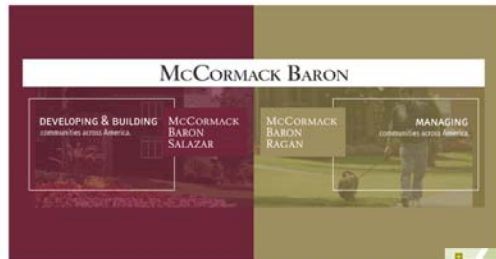
Linking target/plans derived from benchmark research with best practices, keyword inclusions, effective SEO and social syndication/amplification efforts (and PPC where necessary) we can track site/page analytics and feed that information back into benchmark research results (and ongoing monitoring) to effectively measure effectiveness and specific ROI.
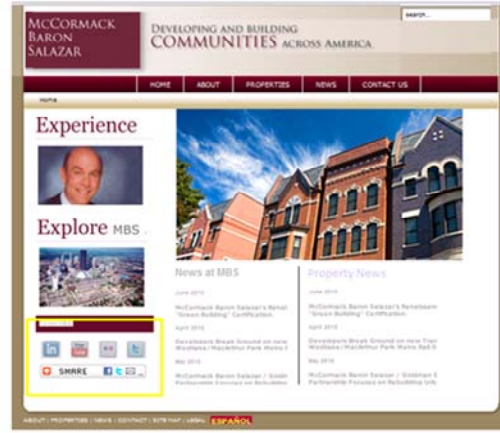
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Using packet analyzer scripts (sniffers) site also offers a mobile/WAP versions with primary, secondary and tertiary navigation content.

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, Flicker, Twitter) with unique social networking and location-based accounts (facebook, foursquare and Google Maps) provides other down and upstream traffic measurements.

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.

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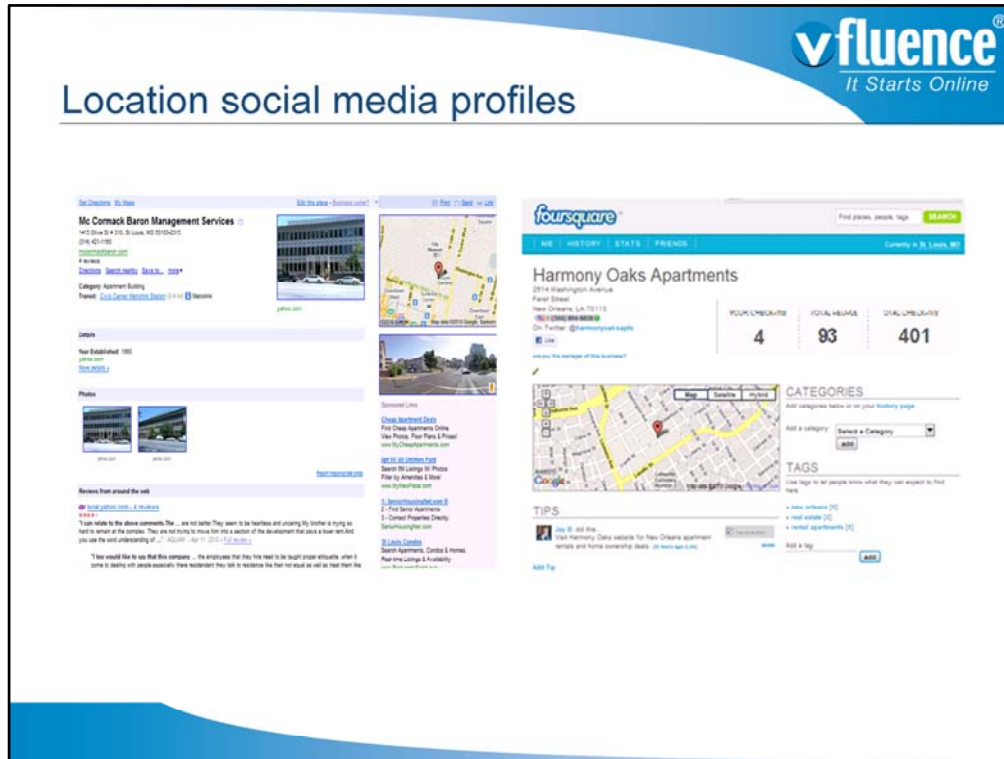
Google, Yahoo! and Bing maps/location and Foursquare "owned" profile accounts for each location enhance local mobile user interactions and support local resident issues awareness and enhance customer service linking real-time events with local management via mobile devices.

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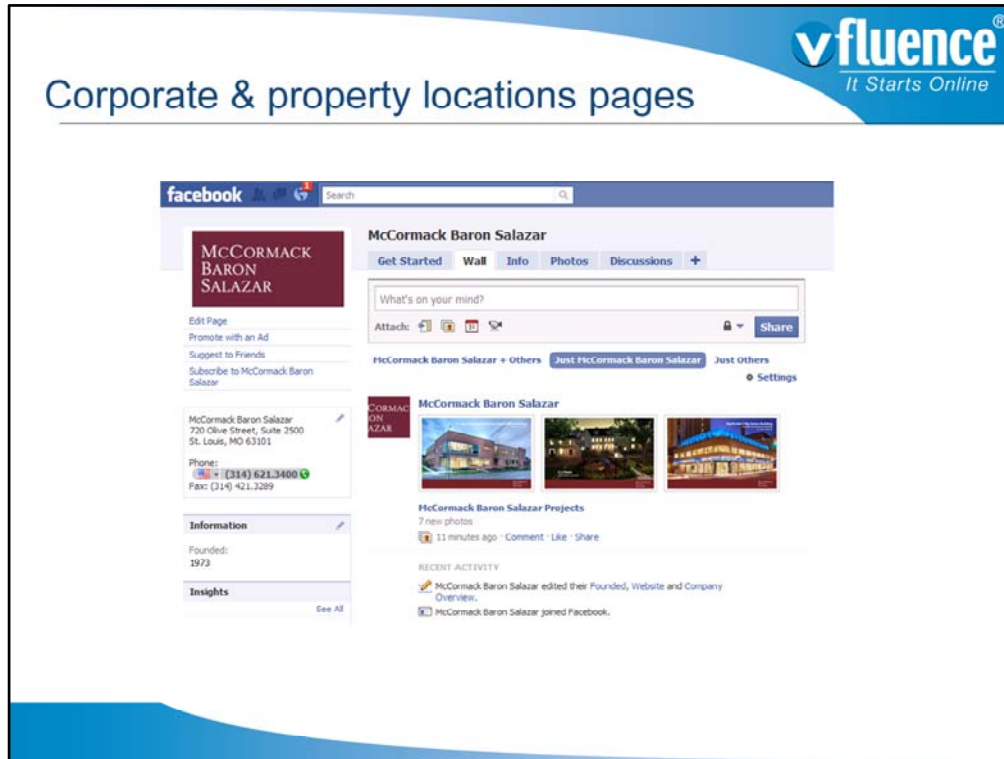
Corporate facebook enhanced – "info" details include URLs (links – using FBML to embedded) to sites and their social media extensions. Automatic updates from Corporate Twitter feed and company leadership FourSquare accounts. Google Analytics track users.

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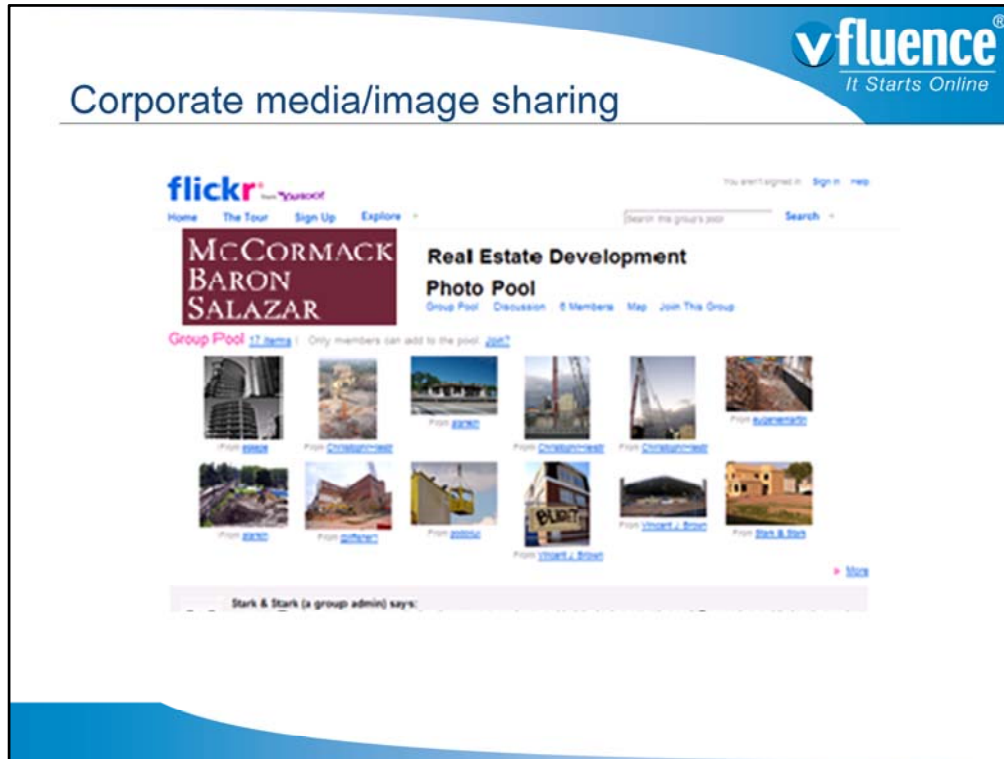
Flickr Group Pool – where all local (whether used on sites or not) images are categorized and coded to make them available in image searches and extendable to third-parties for use validating and amplifying organization messages. Availability of appropriately coded image content resulted in image enhanced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

One common corporate profile with multiple photo pools created and coded for visibility against both corporate and local property brands.
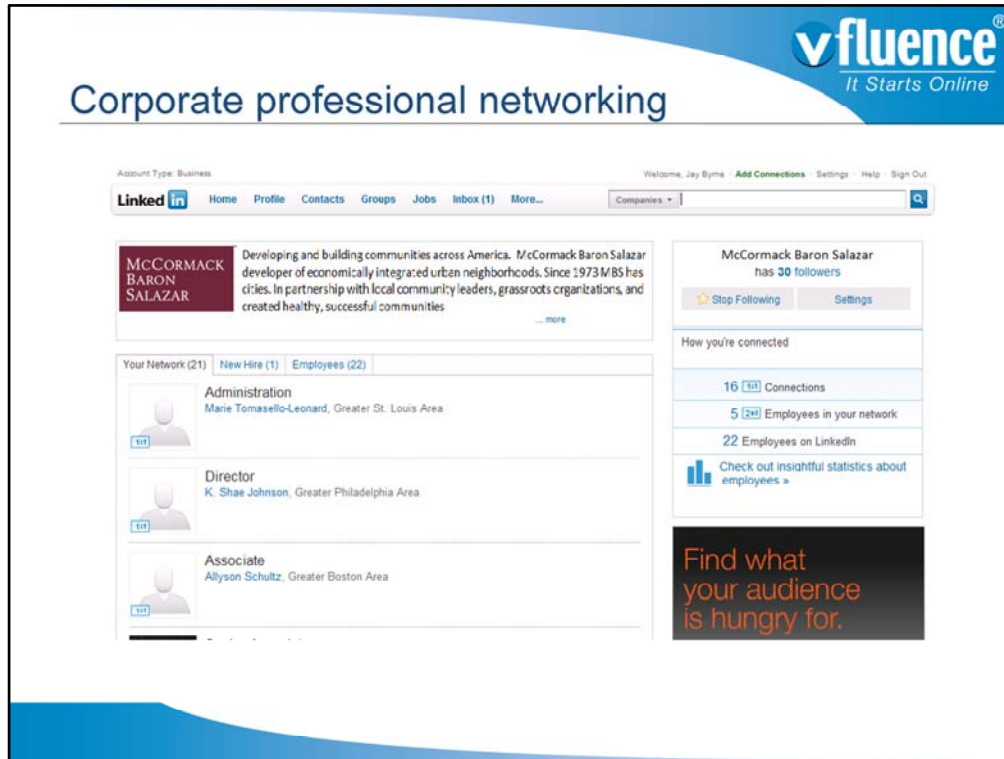
LinkedIn company page and discussion group for corporate quality attribute topic areas. This provides a platform for extending awareness and creating affinity for MBS with target influencers in such categories as "community housing" and "urban development." Effective LinkedIn profiles, appropriately 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

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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
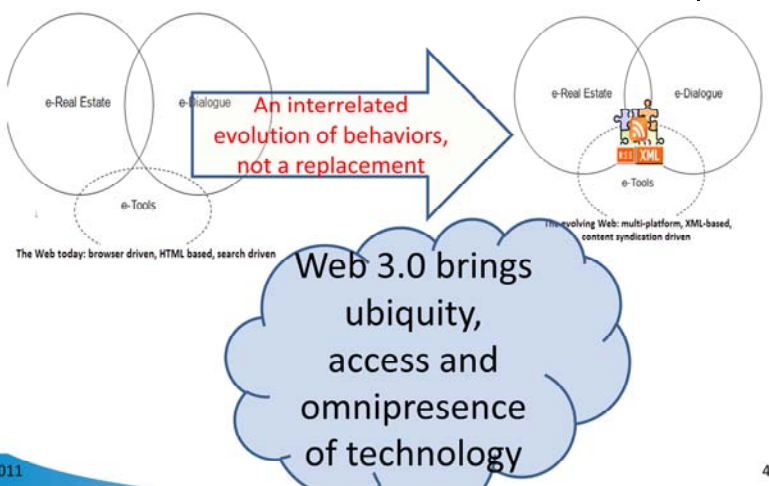 - **Technical** usability for maximum extension of content and tools

- **Measurability**

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

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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.
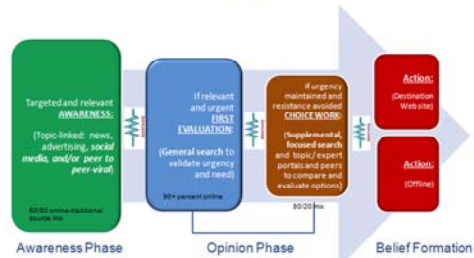
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Discussion &
Thank You

For more information:
jay.byrne@v-Fluence.com
www.v-Fluence.com
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