

Стратегия социальных медиа

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Май 2008

**Что такое социальные
медиа ?**

Форумы и онлайн сообщества

monster [Log Out](#) | [Fraud/Security](#) | [Help](#) | [Accessible site](#) [Employers >>](#)

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Home >

FORUM AREAS

- » **Forums Home**
- [Career Advice](#)
- [General Chat](#)
- [In Your Industry](#)

The Monster Job Forum

The **Monster Forum** is a place for you to find out everything you need to know about a successful job search and career.



So have a look around, post some questions, post some answers, and have fun!

If you would like to see messages from our old forums, please [click here](#).

Search Forums

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Most Active Forums

- [Changing Career](#)
At 30-04-2008 by abb35
- [Coming to the UK](#)
At 28-04-2008 by vanidelob
- [IT & Technology](#)
At 17-04-2008 by man_or_monster
- [Other Stuff](#)
At 06-05-2008 by angelam31

Featured Discussions

- [The new Monster forums](#)
- [Understanding job adverts](#)
- [How to secure a pay rise](#)
- [Choosing your first job](#)
- [Questions for the interviewer](#)


Welcome Guest [Login](#)

Career Advice

The place to discuss anything and everything regarding finding a job and building a successful career. Chat with other job seekers and get advice from leading career experts.

Forums	Last Post
CVs & Applications	16-04-2008 by brieandbacon
Job Interviews	16-04-2008 by brieandbacon
Changing Career	30-04-2008 by abb35
Graduates & Apprentices	09-04-2008 by man_or_monster
Talking Money	09-04-2008 by man_or_monster
Employment Law	11-04-2008 by man_or_monster
Coming to the UK	28-04-2008 by vanidelob

What are you worth?



Find out with our free Salary Checker

monster

Блоги

**THE FUTURE OF STORAGE**
INSIGHTS INTO THE RAPIDLY EVOLVING STORAGE AREA NETWORK MARKET

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Scoble Sellout Part Three? - Twitter Adverts

Mike Butcher 15 comments >>



Here's the third update to our **January and April posts:**

ADVERTISEMENT: Seagate hard drives rock. I was paid to say that, but I would have said it anyway.
about 4 hours ago from im

Uber-blogger Robert Scoble, who in 2006 [argued](#) that having advertisements on blogs destroys trust, appears to be no longer content with... [adding](#) advertisements to his blog. Now he's [experimenting with Twittering adverts](#) for perennial sponsor Seagate. He later [twittered](#) "I am just having a little fun getting a conversation about microblog advertising going". That may be so but it will be interesting to see how the community reacts a) to Scoble's move and b) the long-rumoured possibility of ads in Twitter feeds.

Robert Scoble minimize



social media explorer

Home About Archives What Others Are Saying

**Subscribe To Social Media Explorer**
Get SME updates in your feed reader or email.

The Next MySpace Is ... MySpace

posted by Jason Falls in May 5th, 2008
in Advertising & Marketing, Social Networking, Social Networking Sites

I have a bone to pick with my social media and marketing brethren. Stop making fun of people because they're on [MySpace](#). It's unbecoming and shows that you're so overwhelmed with your own smarts that you're stupid. It's the same smugness some Mac users generate despite the fact their beloved, intuitive machines account for a [whopping three percent](#) of the personal computer market. If they're so great, why don't more people get it?



According to [Compuete.com's numbers from February](#), [MySpace](#) accounts for 66 million monthly visitors and almost one billion visits. [Facebook](#) isn't too shabby, either, but at 28 million monthly visitors, it's less than half the exposure opportunity MySpace is. [According to USA Today](#), there are over 110 million registered users on MySpace, making it the equivalent to the 11th largest country in the world (bigger than Mexico, slightly smaller than Japan).

The problem is that those of us inside the bubble and hip to hardware, software and online trends grew tired of MySpace. When Facebook opened its doors to the general public, then started experimenting with social advertising models, we all got hot and bothered by the chic, clean, open API network. We left MySpace, or conveniently forgot

About

Jason Falls is a social media explorer for Doe-Anderson, a brand-building agency in Louisville, Ky., specializing in building brand enthusiasts. A public relations professional by trade and writer by craft, Falls is co-founder of the Social Media Club Louisville. This blog is his own, contains his opinions and observations and does not necessarily reflect those of Doe-Anderson or its clients.



Social Media Explorer TV

Социальные сети

facebook Profile edit Friends ▾ Inbox (4) ▾ home account privacy logout

Search

Applications edit

- Photos
- Groups
- Events
- Marketplace
- Top Friends
- Hug Me
- Find a Better Job
- more

Advertise on Facebook

News Feed

- Anna Czapl created the group I am an ex monster.
- Frédéric Cognard joined the group Blogtrotters.
- Lionel Laforgue and Fernando Teixeira are now friends.
- Philippe Nieuwbourg and Samantha Garnier are now friends.
- Graeme Goulden misses the NW!
- Vincent Battaglia joined the group "Réussir son site web en 60 fiches": le livre.

Michael Arrington posted a link.
CrunchGear » Archive » Morons film selves smoking up, return camera to store, are discovered by all
<http://www.crunchgear.com/2008/05/05/morons-film-...>
My buddy Scott in Ohio bought a PureDigital Flip. It was in an open box — it had been returned but he figured he could ...
Add a comment | 1 comment

Vincent Battaglia and Kermit Belgium are now friends.

Yesterday

- Patrick Amiel uploaded mobile photos.
 Mobile Uploads
35 photos
- Loic Le Meur was tagged in an album.
 TouchGraph Photos
by Laure Pouliquen
- 15 of your friends are attending Le Web 08 (formerly LeWeb3).
It's hosted by Loic and Geraldine Le Meur. So far 608 people have been invited. **Le Web**
Add to My Events
- Vincent Battaglia posted a video.
 Jonathan Lambert Fan de Antoine
<http://fr.youtube.com/watch?v=...>

Requests

- 23 friend requests
- 2 event invitations
- 1 dope wars invitation
- 75 other requests

Notifications

- 3 new notifications

Pokes

You were poked by:

- Catherine Wendell poke back | remove
- Raphael Afaedor poke back | remove
- Stéphane THOREL poke back | remove
- Frederik Delobelle poke back | remove

Status Updates see all

-  What are you doing right now?
Vanessa Auge is worried for someone in Burma. 22s ago
- Stephane Langonnet is twittering:
New blog post: Bonnie and Clyde lâche sa V2 <http://tinyurl.com/57808s>. 52s ago
- Alexandre Bureau is twittering:
enfin connecté à twirl... il n'est jamais trop tard :D. 7m ago

Birthdays see all

- Today
Guillaume Frat
Mangin D'Ounce
Fred De Mai

myspace.com™ France Aide | Déconnexion

Membres ▾ Chercher powered by Google™

Mon MySpace | Parcourir | Chercher | Inviter | Applications | Mail | Blog | Favoris | Forum | Groupes | Ecoles | MySpaceTV | Music

Le meilleur de MySpace TV Cliquez ici pour suggérer tes vidéos

-  Cascade imprévue
Angel Of Death HAS RETURNED
-  Elle est pas belle ma caisse?
Reinspecht
-  Tetris en soufflant!
HOW 202
-  Gros joujou
Kevin

Musique | MySpaceTV | Film | INSCRIPTION | Mobile | Groupes | Evénements | Editeur | Nuit | Secret Shows | Mode | Grand Ecran | Tutoriel | M3B | MySpace IM | Applications

myspaceim >> download

 **myspaceim**

Recherche tes amis sur MySpace

✓ Vérifie tes contacts [Gmail](#), [Yahoo!](#), [Hotmail](#) et [Email AOL](#) et trouve-les sur MySpace!

Nouveaux membres

-  Petrus
-  mehdi
-  klibre07

MySpace Music [Aller sur MySpace Music]

 **Victoria**
Rock / Pop / Acoustique
France

Cette semaine, découvre en **exclusivité** l'intégralité de l'album de **Victoria Petrosillo** sur son profil MySpace!
> 

MySpace Buzz !

Clip [+ de vidéos]

 **Alicia Keys - Teenage Love Affair**
Regarde Teenage Love Affair le dernier clip de Alicia Keys sur MySpace!
>> Regarde !

Liens commerciaux

Мультимедиа разделение

The screenshot shows the YouTube homepage with the following elements:

- Header:** YouTube logo, "Broadcast Yourself", navigation tabs (Accueil, Vidéos, Chaînes, Communauté), search bar, and utility links (Inscription, Pense-bête (0), Aide, Connexion, Site).
- Video Selections:** "Vidéos visionnées en ce moment..." (currently watching), "Vidéos choisies" (selected videos), and "La sélection" (curated selection).
- Featured Videos:**
 - Mon quotidien:** Film d'animation sur une journée quotidienne à Paris. 475 views, 4.5 stars.
 - Votez pour moi sur http://gtridol.com/matrachy-ii:** http://gtridol.com/matrachy-ii. Merci de voter pour moi au GUITAR IDOL 2008. Je compte sur v (suite). 9243 views, 4.5 stars.
 - FODA É TRANSAR NA REDE:** Um filme feito para o Festival do Minuto de 2006. O tema do festival é Comunidades da Internet (suite). 166361 views, 4.5 stars.
- Connexion (Login):** Form for "Nom d'utilisateur" and "Mot de passe" with a "Connexion" button. Includes a "Connexion avec votre compte Google" option.
- Nouveautés (New):** "YouTube Mobile" section with a description: "Regardez et envoyez des vidéos YouTube sur votre téléphone portable." Below it is a "Concours International Vancouver Film School/YouTube Plus que 8 jours!" announcement.

The screenshot shows the Flickr homepage with the following elements:

- Header:** Flickr logo, "Sign In", and "Create Your Account" button.
- Main Message:** "Share your photos. Watch the world." with a search bar and a "SEARCH" button.
- Statistics:** "3,499 things uploaded in the last minute • 71,248 things tagged with Lumé • 2.5 million things geotagged this month • Take the tour".
- Actions:** "Share & stay in touch" and "Upload & organize" buttons.
- Visuals:** "Make stuff!" and "Explore..." buttons with corresponding icons.
- Advertisement:** A featured advertisement for a bottle of liquor and glasses.
- Footer:** "Take the Tour" button and a link to "Explore Flickr Blog, the World Map, Camera Finder or interesting uploads from the last 7 days."

The screenshot shows the Slideshare homepage with the following elements:

- Header:** Slideshare logo, navigation tabs (Home, My Slideshow, Upload, Community, Tags, Widgets), and search bar.
- Spotlight:** "Spotlight: Republicans" and "Spotlight: Democrats" sections featuring various political presentations.
- Featured:** "Featured" section with presentations like "Pet Wisdom", "Filmmaking 2.0", and "Why do we tease each other?".
- Events:** "Events" section with "WebVisions May 22-23, Portland, OR, USA Register Now!".
- Groups:** "Groups" section with "Brand Design analyses" and "Advertising 3.0".
- Right Sidebar:** "Hello vaninadelobelle!" message, "My News" section, and "Recent visitors to my profile".
- Bottom Right:** "Sideshow of the Day" section with a presentation titled "the abstract pointillist powerpoint toolkit".

Социальные закладки

Beta del.icio.us extension for Firefox 3 **now available!** [hide this](#)

del.icio.us
social bookmarking

del.icio.us

[login](#) | [register](#) | [help](#)

» [all your bookmarks in one place](#)


» [bookmark things for yourself and friends](#)


» [check out what other people are bookmarking](#)


[learn more...](#) [» get started «](#)


hotlist what's hot right now on del.icio.us


HOT NOW see also: [popular](#) | [recent](#)

 <http://www.lingtastic.com/home.htm> [save this](#) **96** people
first posted by [iMagnat](#) | [translation](#) | [language](#) | [online](#) | [tools](#) | [services](#) | [tags](#)

 [Languages_of_Europe.png \(PNG Image, 1248x1701 pixels\)](#) [save this](#) **102** people
first posted by [LynchBomb](#) | [language](#) | [europe](#) | [map](#) | [maps](#) | [languages](#) | [tags](#)

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first posted by [kmastell](#) | [multimedia](#) | [tools](#) | [web2.0](#) | [blog](#) | [media](#) | [tags](#)

Tags

A tag is simply a word you use to describe a bookmark. Unlike folders, you make up tags when you need them and you can use as many as you like. The result is a better way to organize your bookmarks and a great way to discover interesting things on the Web.

[learn more...](#)

tags to watch [more ...](#)

fashion

The Sartorialist
OAK
garance doré

ajax

The Lightbox Clones Matrix < planetOzh
mootools
60 More AJAX- and Javascript Solutions For Professional Coding | Developer's Toolbox | Smashing Magazine

funny

AtomFilms: The Babysitter
Fairness, idealism and other atrocities - Los Angeles Times
doublepicillusion.jpg (JPEG Image, 805x1138 pixels)

mp3

MP3Getter.com | Dein MP3-Versorger
Dorble.com -Your music your way! Stream and download music for free and legally!
Mp3Realm

Дигги

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Search Digg

All News Videos Images Podcasts Customize

Technology World & Business Science Gaming Lifestyle Entertainment Sports Offbeat

Popular Upcoming

News, Videos, Images

Most Recent Top in 24hr 7 Days 30 Days 365 Days

114 diggs **BREAKING: Myanmar death toll more than 15,000**
cnn.com — The death toll from the Myanmar cyclone is more than 15,000 people, Myanmar's government has said, with at least 10,000 killed in the township of Bogalay alone, according to the Chinese state-run news agency Xinhua. [More...](#) (World News)
27 Comments Share Bury breeder made popular 23 min ago

66 diggs **Falling Economy Predicts Worse Health**
time.com — Health care in the U.S. is expensive. That much is plain to many Americans these days. But as the economy spirals downward, a series of recent reports forecasts that the country's health-care crisis is about to get worse, particularly for children. [More...](#) (Business & Finance)
3 Comments Share Bury wealer made popular 25 min ago


99 diggs **If Your Neighbor Poses as Your Husband, Is it Rape?**
npr.org — Massachusetts is the latest state to consider putting a new crime on the books: rape by fraud. Currently, a sex act only qualifies as rape if physical force is used. We talk to a woman who was tricked into having sex with her boyfriend's brother, who pretended to be her boyfriend — and unable to convict him of rape... [More...](#) (World News)
31 Comments Share Bury breeder made popular 25 min ago

95 diggs **An Enemy on the Run**
washingtonpost.com — The most interesting discovery during a visit to this city where Osama bin Laden planted his flag in 1996 is that al-Qaeda seems to have all but disappeared. The group is on the run, too, in Iraq, and that raises some interesting questions about how to pursue this terrorist enemy. Al-Qaeda is not a topic of conversation here... [More...](#) (World News)
7 Comments Share Bury vick36 made popular 26 min ago

99 diggs **Call Girls Speak Out About The Suicide of the D.C. Madam**
saxon.com — Call girls speak out about the suicide of Deborah Jeanne Palfrey and the complicated truths it reveals about their lives. Though Palfrey's death is complicated, not to mention controversial, it does offer us some insight into the experience of sex industry workers, who bear the burden of a double life and the toll of secrecy. [More...](#) (Political News)
1 Comments Share Bury dabo4kch made popular 27 min ago

Three German Infants Found Dead in Freezer

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Top in All Topics

all news videos images

8388 What I hate about Digg (PIC)

3209 This is why I love Digg

1438 Iron-Man and GTA IV Team up to Crush a Modern Marketing Myth

1138 Marvel Sets Dates for Thor, Captain America, Iron Man 2

1028 McCain Didn't Vote for Bush in 2000

947 1,134,427 Voters Purged in Indiana!

888 Microsoft has "no plans" for Xbox 360 Blu-ray Drive

723 Obama Indiana campaign office vandalized — again

709 FactCheck.org: Bush and Clinton's

WIKIO News Blogs Shopping (beta) Videos Live

News You Play

Live information from 67061 media sites and blogs

New page

Breaking news

1 Miley Cyrus Thanks Her Fans for Their Support During Photo Shoot Scandal
people.com | 23 minutes ago | Celebrity

201 World Briefing | Africa: Zimbabwe Opposition Party Isn't Ready to Commit to Runoff
New York Times (pubsub) | 0 hours ago | World

4 NBC shows up on Zane after abandoning iTunes
InfoWorld (pubsub) | 33 minutes ago | Technology

50 California Bomb Blast at Courthouse
New York Times (pubsub) | 0 hours ago | US

70 Scarlett Johansson engaged!
rediff Moviez (pubsub) | 25 minutes ago | Entertainment

172 Yahoo shares off 15% as bid withdrawn
Philadelphia Inquirer (pubsub) | 4 hours ago | Technology

71 Bush Feels Your Pain at the Pump?
PapaJohns Straight Talk (pubsub) | 0 hours ago | Politics

69 Death Toll in Myanmar Cyclone Climbs Past 10,000
CBS 4 - South Florida's Source for (pubsub) | 1 hour ago | World

51 Paul's dazzling Spurs down 0-2
East Diego Union (pubsub) | 1 hour ago | Sports

70 Lawyer: Clemens apology may be used against him
San Diego Union (pubsub) | 1 hour ago | Sports

see all breaking news

Videos

Michael Shaw: Reading The Pictures: The Dynamics Of Tuzla
Watch this video

Greg Saunders: Hillary's Unconventional Tactic Is Feeding The GOP Noise Machine
Watch this video

This was created a little over a year ago.
Watch this video

Daniel Radosic Hagee's Heresy
Watch this video

News: Tom Waits Reveals "Gitter and Doom" Tour
Watch this video

see the top videos

Blogs

47 High Gasoline Prices: Bush's Quick Fix
Ampy Great (pubsub) | yesterday | Politics

5 Share anything. Anytime. Anywhere.
Google Reader (pubsub) | 11 hours ago | Technology

Explore

Attica America **Barack Obama Blogosphere** Business Cars **Celebrity** Culture Economy **Election 2008** Employment Entertainment Environment Finance **Fine Arts** Health Health-Fitness High-Tech **Hillary Clinton** International **Internet** Iran Iraq John McCain **Leisure** Lifestyle Markets Money Movies Music **NBA** NFL Olympic Torch **Podcast**

Shopping (beta)

Top Product
Asus Eee PC 900
\$309.99 to \$379.00

Top products

- Samsung SyncMaster 2253BW
- Sony Ericsson Xperia X1
- Apple MacBook Air 1.5GHz
- AMD Turion 64 X2 TL-60
- Asus Eee PC 40

Hottest products

- LG Secret
- MSI Wind
- HPa 602 Classic
- HPa 6500 Fold
- GeForce 8800 GT

New products

- HTC Touch Find
- OCZ DOR3 PC10666 Special Ops Edition
- HPa 6500 Fold
- Koolance Liquid-Cooled Power Supply 1700
- Verbatim SmartDisk USB/FireWire 500 GB
- Toshiba Secure200 GB

go to Shopping Participate

Submit your site
Publish an article
Most active contributors

Читатели RSS

The screenshot displays a web application interface for RSS readers. At the top, there is a navigation bar with links for 'Ajouter du contenu', 'Go to my public page', 'Activités', and 'Contacts'. A search bar and user profile options are also visible. Below the navigation, a horizontal menu lists various categories: 'Top High Tech', 'High Tech', 'e-commerce', 'Mobile', 'Marketing', 'Top Autres', 'Anglais (475)', 'Anglais 2', 'Informations', and 'Nouvel onglet'. The main content area is organized into a grid of feed cards, each representing a different RSS source. Each card includes a title, a list of article titles with their respective timestamps, and a 'suivant' button for navigation. The feeds shown include 'Social Media Explorer', 'The Steve Rubel Lifestream', 'IntrudersTV, a new WebTV for a new Internet', 'How to Change the World', 'Linked Intelligence', 'Read/WriteWeb', 'Seth's Blog', 'Web Strategy by Jeremiah', 'The Monster Blog', 'jobster blog', and 'Performancing.com - Helping Bloggers Succeed'. At the bottom of the page, there is a footer that reads 'Proposé par netvibes'.

Микроблогинг

The screenshot shows the Seesmic web interface, which is designed for video conversations. At the top, there are navigation buttons for "Post a video", "Settings", and "Search User". Below this, there are tabs for "Public", "Following", "Inbox", and "Sent". The main content area displays a list of video messages with thumbnails and text. For example, one message says "Re: Le café des entrepreneurs" and another says "Re: Horoscope du Jour (Bélier, Taureau, ...)". At the bottom, there is a video player with playback controls and a "Page 1" indicator.

The screenshot shows a Twitter profile page for "MonsterCareers". The profile includes a bio, location ("Czech Republic"), and a list of tweets. The tweets are replies to a tweet by @pwb, discussing a fraudulent email and providing a link to report it. The profile also shows a "Following" list with various user avatars.

twitter [Home](#) [Find & Follow](#) [Settings](#) [Help](#) [Sign out](#)

vanina
» My Profile

vanina's Profile

Vanina Delobelle
Location: Czech Republic
» Record profile » View Profile

Active Conversations

- @Wex GOOD MORNING L... 3968
- Le Caf des entrepreneurs 406
- Voli/ste vu sur seesmic 81
- Ingrid Betancourt Emerge... 74
- Should I have 4000 friends... 50

Shows & Topics

- Seesmic du Jour 139: ...
- Seesmic du Jour 138: N...
- Seesmic du Jour 137: H...
- Seesmic du Jour 136: F...
- The Great Village #2: ...

Welcome to Seesmic

MonsterCareers

» Following

@pwb: It's possible that e-mail you received was fraud. You can report it here: <http://my.monster.com/Terms...>
41 minutes ago from web in reply to pwb

Previous With Others

Coming up on Friday, 2:00pm -- when e-mails suddenly stop. Enjoy the weekend! 01:52 PM May 02, 2008 from twirl

At that same event yesterday, @cspenn gave his "power tips" for LinkedIn: <http://tinyurl.com/4mgbde> 09:13 AM May 02, 2008 from twirl

Heard a great talk from @GettDoneGuy yesterday about "Ten Cultural Career Lies." Here's the PDF link: <http://tinyurl.com/6s98aj> 09:11 AM May 02, 2008 from twirl

@jamesmarcus Do you mean "fewer" than 140 characters? Sheesh! I consider Twitter "like" an elevator pitch. Short, sweet, to the point. 02:38 PM April 24, 2008 from web in reply to jamesmarcus

Comments still coming in to my blog post about messy desks from earlier this month: <http://tinyurl.com/6elz9c> 02:37 PM April 24, 2008 from web

@jdneri Do you "listen" to podcasts, too? I almost always listen on drive to and from work. Enjoy the new job! 06:11 AM April 23, 2008 from web in reply to jdneri

@micahmicah Hope those job negotiations go well. I know they're not fun. 06:07 AM April 23, 2008 from web in reply to micahmicah

@casslavalie Good luck in your first day at your new job! 06:06 AM April 23, 2008 from web in reply to casslavalie

About

Name Monster Careers
Location Maynard, MA
Web <http://career-adv...>
Bio Tweeting career advice and discussions

Stats

Following	161
Followers	230
Favorites	0
Updates	271

Following

**Каково новое применение
Web?**

Потребители ведут себя иначе

- **Встречаются в разных местах**
Социальные сети, блоги, форумы
- **Делятся контентом и своими мыслями**
Вирусные видео, блоги, Twitter
- **Оказывают влияние**
- **Комментируют**
- **Рекламируют самих себя**
Следуйте за ними !



Потребители больше общаются

Идите туда, где они !

- Люди объединяются в сообщества
- Word-of-mouth сильнее
- Люди читают блоги и поглощают больше контента, чем производят пользователи
- Люди ориентированы на участия в он-лайн разговорах и с удовольствием общаться с брендами



Тенденции

Снова следуйте !

- **41% пользователей читают блоги**
- **47% потраченного в интернете времени люди ищут контент и 33% тратят его на общение**
- **91% скорее всего купят что-то только по чьей-то рекомендации**
- **330 миллионов он-лайн просмотрщиков видео**
- **У Twitter 1 миллион пользователей и 3 миллиона сообщений каждый день**
- **У LinkedIn 19 миллионов пользователей**
- **У MySpace 110 миллионов пользователей**



**Зачем нужно создавать
стратегию для социальных
медиа ?**

Разговоры

...И разговоры !

« Рынок это разговоры »

« Рынок становится энергичнее, более информированным, более организованным».

« Люди в социальных сетях рынков поняли, что получают намного более нужную информацию и серьезную поддержку друг от друга, а не от продавцов ».

« Рынок, который имеет свою социальную сеть, знает о продукте больше, чем компания, которая его выпускает ».

« Компании, которые не понимают, что их рынок сейчас соединен социальными сетями, упускают свой шанс».

« Теперь компании могут напрямую общаться со своим рынком. Если они кого-то обманут – это может стать их последним шансом».

« Компании, которые не принадлежат к сообществу - погибнут »

<http://www.cluetrain.com/#manifesto>

С вами, или без вас...

...Разговор произойдет !

- Для лучшего контроля над вашим брендом , вы должны участвовать в разговорах
- Если вы однажды завязываете диалог, не прерывайте его!



Максимальный эффект

Брендируйте сообщество !

- Расширьте пределы распространения не-маркетингового сообщества, чтобы получить голос для вашей компании
- Используйте силу слухов
- Доставайте людей там, где они объединяются в группы

Другие эффекты

Добивайтесь нужных людей !

- **Эффект длинного хвоста**
Достигайте маленькие сообщества на web
- **Устанавливайте связь с людьми**
Достигайте людей там, где они есть
- **Продолжайте позиционировать бренд**
- **Производите больше трафика**
- **Повышайте ваши цели**

Каковы ожидаемые результаты ?

Намного выше, чем раньше !

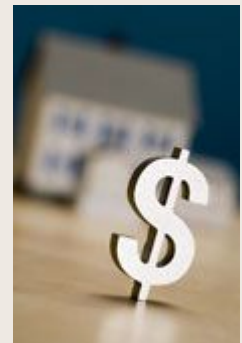
- Увеличение текущих маркетинговых результатов
- большие знания о бренде
- лучший менеджмент бренда
- стабильность пользователей
- продукция более высокого качества
- более высокие продажи

Бесплатная стратегия

Ни стоит ни \$!

- Не требуется никаких денежных вложений
- Не нужно привлекать никакие внешние компании

...единственная цена- это время, которое вы будете готовы пожертвовать !



Изучение случая : DELL

Показываем, что это работает !



- Команда менеджеров сообщества, которая взаимодействует с сообществами на блогах, форумах...
- Мониторинг всех упоминаний Dell он-лайн (RSS, Поиски) и отслеживание позитивных, негативных и нейтральных отзывов
- Dell никогда не проводит цензуру критических комментариев на блогах и быстро отвечает на критику как на своем, так и на других блогах
- Все работники Dell могут оставлять комментарии на блогах, которые обсуждают их компанию, но они должны оставлять свое имя и идентифицировать себя, как работников Dell
- С 2006г., когда Dell запустил свой DirectDell блог и главное инициативное он-лайн сообщество, негативные он-лайн отзывы о Dell уменьшились с более чем 50% до 20%
- Инициативное сообщество Dell очень поддерживается CEO Michael Dell
- Dell ежедневно ссылается на блоги, конференции...как пример компании, которая понимает ценность сообщества

Риски при отсутствии определенной стратегии

Вы можете потерять контроль !

Например :

1. Люди плохо о вас говорят
2. Вы не знаете, как ответить, и по этому отвечаете анонимно
3. Влиятельный блоггер понимает это и поднимает шум вокруг сложившейся ситуации
4. Шум увеличивается
5. Вы теряете контроль и решаете ответить честно...но уже слишком поздно
6. Вы создали плохой имидж и теперь вам нужно справиться с кризисом в менеджменте

Результаты : Вы потеряли возможность изначально легко занять позиции и вы потеряли море времени и правдоподобность!

Какова стратегия ?

Совершите несколько действий...

...Начните с того что...



- **Познакомьтесь с пользователями интернет**
Отвечайте на комментарии, оставленные пользователями на блогах. Читайте то, что они говорят о вашем бренде.
- **Устанавливайте общие инструменты**
Будьте уверены в том, что вы предлагаете вашим клиентам инструменты, с помощью которых они смогут делиться своим мнением о вашей продукции (блоги, форумы, он-лайн опросы).
- **Держите связь со своими клиентами**
Присутствуйте в он-лайн социальных сетях и создайте профайл для вашего бренда
- **Переигрывайте оф-лановские компании в интернете**
Разместите ваши последние ТВ компании на YouTube, объявите о приближающемся мероприятии на Twitter, опубликуйте поданный материал на Facebook, ведите блог о вашем бренде...

Совершите несколько действий...

...Начните с того что...



- **Предлагайте пользователям тестировать вашу продукцию**
Создавайте ограниченные сообщества, которые смогут тестировать продукцию и помогать ее усовершенствовать. Создавайте пользовательские сообщества.
- **Заставляйте пользователей поднимать шум**
Делитесь и презентуйте вашу продукцию блоггерам, чтоб вызвать вирусную волну
- **Будьте инициаторами разговора**
Заводите разговор на вашем блоге. Публикуйтесь и на других блогах.
- **Развивайте честный и вирусный тип мышления**
Будьте открыты, не бойтесь, будьте честными и делитесь всем, чем можете.

Некоторые типы поведения...

...принимайте !

- **Принимайте прозрачность**
Не пишите под выдуманными именами.
- **Не удаляйте критические комментарии**
Не бойтесь и отвечайте на них.
- **Стройте доверие**
Показывая, что вы действительно слушаете.



Объединяйте инструменты

Используйте разнообразные инструменты и расширяйтесь!

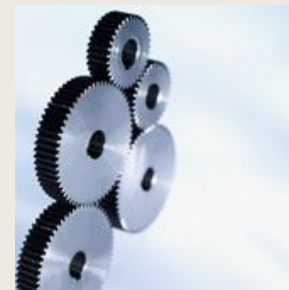
- Усиливайте эффект с помощью множества инструментов
- Один профайл или медиа недостаточен для того, чтоб увидеть эффект
- Это комбинация многочисленных инструментов, которые сделают вас успешными



Будьте терпеливыми

Эффект будет там!

- В начале вы увидите маленькие перемены
- Стратегия станет сильной, когда пользователи увидят вашу вовлеченность
- Одна страничка на facebook не сделает чудо, а вот комбинация многочисленных инструментов сможет.
- Никогда не пропадайте, потому что сообщество должно быть живым



Facebook

Создайте страничку !

- Создайте страничку для вашего бренда

The screenshot shows a Facebook profile for 'L'Oréal'. The page features a cover photo of a woman with long, wavy hair, wearing a white dress, with the text 'L'ORÉAL PROFESSIONNEL' overlaid. The page includes a search bar, a navigation menu with options like 'Photos', 'Groups', 'Events', and 'Marketplace', and a 'Fans' section with 6 of 167 fans listed. The 'Information' section provides details about the brand, including its website (http://www.loreal.com), mission statement, and a list of products such as Kérastase, L'Oréal Professionnel, L'Oréal Technique, Matrix, Mizani, Redken, L'Oréal Paris, Garnier, Maybelline New York, SoftSheen-Carson, Biotherm, The Body Shop, Cacharel, Diesel Perfumes, Giorgio Armani Parfums and Cosmetics, Guy Laroche, and Helena.

facebook Profile edit Friends ▾ Inbox (2) ▾ home account privacy logout

Search ▾

Applications edit

- Photos
- Groups
- Events
- Marketplace
- Top Friends
- Hug Me
- more

L'Oréal ▾ Browse more Products

Become a Fan

Share with Friends

No Updates

▼ Fans

6 of 167 fans See All

- Francia Veronika
- Haleema Hafeez
- Nadia Fahimi
- Zanito Elmén
- Laura Winterbottom
- Lauren Everitt

▼ Photos

1 album See All

L'Oréal Created March 20

Information

Website: <http://www.loreal.com>

Company Overview: The French brand, L'Oréal Paris, one of the world's top beauty care brands, offers men and women on every continent beauty and personal care products that incorporate the latest scientific advances.

Mission: L'Oréal Paris provides affordable luxury for people who demand excellence.

Products: • Kérastase • L'Oréal Professionnel • L'Oréal Technique • Matrix • Mizani • Redken • L'Oréal Paris • Garnier • Maybelline New York • SoftSheen-Carson • Biotherm • The Body Shop • Cacharel • Diesel Perfumes • Giorgio Armani Parfums and Cosmetics • Guy Laroche • Helena

MySpace

Создайте страничку !

- Создайте страничку для вашего бренда

The screenshot shows a MySpace group page for 'OXBOW'. At the top, there is a banner with the text: "We love our kids, we worry about their health, and we care about the environment. We're ChildSafe Advocates." and a logo of a stick figure with a house above its head. Below the banner is a search bar with "Membres" and "Chercher" buttons, and a "powered by Google" logo. The navigation bar includes links for "Mon MySpace", "Parcourir", "Chercher", "Inviter", "Applications", "Mail", "Blog", "Favoris", "Forum", "Groupes", "Ecoles", "MySpaceTV", and "Music". The group URL is "http://groups.myspace.com/oxboworld" and there is a link to "Retour au répertoire des groupes". The group name "OXBOW" is prominently displayed. To the left of the group details is a photo of a blue dinosaur. To the right is a poster for "Oxbow wlt" with the text "5-100 MAY 2000 PLAGE DES CAVALIERS ANGLAIS". Below the group details are buttons for "Se joindre à un groupe" and "Poster un sujet". The group information includes: "Catégorie: Entreprises / Collègues", "Type: Public Membres", "[aide][Signaler un abus]", "Créé: 03 mars 2007, 05:42", "Lieu: MERIGNAC, Aquitaine - FR", and "Membres: 8". The group leader is listed as "Leader du groupe: OXBOW™". Below the group details is a note: "All the pictures, posters, informations about the brand but about the community Oxbow. Check the [oxbowworld.com](#)". At the bottom, there is a section for "OXBOW (8 Membres)" with four member profiles: "sophie" (a woman's face), "Antoine" (a llama), "samuel" (a man's face), and "Mis Chaman" (a dark image).

LinkedIn

Создайте группу!

- Создайте группу для работников компании

The screenshot shows the LinkedIn Groups interface. At the top, there's a blue header with 'Groups' and navigation tabs for 'My Groups', 'Groups Directory', and 'Create Groups'. A 'Groups FAQ' link is on the right. Below the header, the 'My Groups' section lists several groups. The 'Siebel Alumni' group is highlighted with an orange circle. To the right of the list is a 'Create a Group Today' box with a 'Create a Group' button.

Group Name	Website	Settings	View members	Contact
Club IT ISC	Website	Settings	View members	Group members can contact you directly
E-Commerce Network	Settings	View members		Group members can contact you directly
EMEA recruiters - knowledge sharing group	Website	Settings	View members	Group members can contact you directly
Forbes.com Entrepreneurs	Website	Settings	View members	Group members can contact you directly
French Web 2.0	Website	Settings	View members	Group members can contact you directly
MobilOpen :: the Off Deck Mobile Internet Group	Website	Settings	View members	Group members can contact you directly
Siebel Alumni	Settings	View members		Group members can contact you directly
The Content Wrangler Community	Website	Settings	View members	Group members can contact you directly

Twitter

Создайте аккаунт !

- Создайте аккаунт и распространяйте полезные звенья



YouTube

Размещайте видео !

- Создавайте вирусные пятна, такие как **lip dubs**
- Размещайте полезный для пользователей контент

The screenshot shows a YouTube search results page for the query "danone". The page features the YouTube logo and navigation tabs for "Accueil", "Vidéos", "Chaînes", and "Communauté". A search bar contains the text "danone" and a "Rechercher" button. Below the search bar, it indicates "danone" résultats de la recherche de vidéos 1 - 20 sur environ 1140. The results are sorted by "Pertinence" and displayed in a grid. Each result includes a video thumbnail, title, channel name, view count, upload date, and a star rating. The first result is "Danone bebiş" by "miraculous81" with 597877 views. The second is "Metoda na Gloda - nieoficjalna reklama Danone" by "Edemetal" with 96565 views. The third is "Danone Reklamı-Claymation Commercial for Danone" by "ozgurcanpaz5" with 160070 views. The fourth is "Le yaourt qui rend beauuuuuu ! Essensis de Danone" by "angelou2" with 7212 views. On the right side, there are links for "Inscription", "Pense-bête (0)", "Aide", "Connexion", and "Site". There are also advertisements for "Hudba", "Latest Finance News", and "Stages Pilotage Groupes".

Slideshare

Размещайте презентации !

- Создавайте полезные презентации

The screenshot shows a Slideshare presentation page. At the top, the Slideshare logo is visible along with navigation links: Home, My Slidespace, Upload, Community, Tags, and Widgets. Below these are links for 'Latest', 'Most Viewed', 'Most Embedded', 'Featured', 'Most Favorited', 'Most Downloaded', and 'Slidecasts'. The main content area features a presentation slide with a group of people and the title 'The Rise of Social Media & Recruitment' by Jason Goldberg, CEO of Jobster Inc. To the right of the slide, there are sharing options (Share this slideshow, Flag as inappropriate, Save to favorites, Add to groups/events, Download file), tags (recruiting, media, social, jobster, social media, web2.0, recruitment, job, social media, networking), and a 'Groups/Events' section for 'CEO presentations'. Below the slide, there are social media sharing icons (Post, h5, X, f, o, tw) and a 'Download file' button. The bottom section shows 'All Comments (0)', 'Comments on Slide 1 (0)', and an 'Add a comment' button. On the right side of the page, there is an 'Ads by Google' section for 'Social Media & Recruiting -- ERE Expo Fall 2007' and a 'More by user' section with 'Related slideshows' including 'Social Media 73722 views', 'Social Media Is... 11528 views', 'Social Media Strategy 5778 views', 'Social Media Measurement 13030 views', and 'Social Media'.

БЛОГИ

Общайтесь с блоггерами !

- общайтесь на вашем корпоративном блоге
- общайтесь с блоггерами и информируйте их о вашей реальности – они интересуются новостями

The screenshot shows a blog post by Benoit Descary, a technology writer. The main article is titled "Un bloc-notes sur Google Reader" and discusses the use of Google Reader for organizing RSS feeds. The post includes a sub-section "Hudba" (Music) with a link to a playlist and another section "Téléchargez vos icônes" (Download your icons). The interface is in French and includes navigation links like "Blog", "A propos de l'auteur", and "Abonnez-vous".

The screenshot shows the "Archive" page of Scott Rafer's Blog. The page title is "Scott Rafer's Blog" with a link to "Archive / RSS". Below the title are links for "Lookery | Mashery | Winksite" and "More data and metadata: Twitter | LinkedIn | MyBlogLog". The date "APR 14" is displayed. A featured article is titled "» Wordpress Plugin: NoFollow Free" and describes a plugin that removes WordPress's no-follow tags. Below this, a quote from Troy Patterson is shown: "Gore Vidal once said that you should never pass up an opportunity to have sex or go on television, but that was before AIDS. And cable." The date "APR 10" is visible. At the bottom, there is a video player with the text "INCORPORATED" and a partial view of a man's face.

Следите за разговором...

...и отвечайте !

- Читайте все разговоры о вашем бренде
- Участвуйте в этих разговорах, отвечая и комментируя
- Быстро отвечайте для более сильного эффекта
- Размещайте качественный контент

Как измерять успех?

Какие именно действия необходимо измерять ?

Шум !

Вот что должен делать человек, который этим занимается

...

- Активность общения должна быть меньше, чем 24 часа
- Количество качественных размещений на блоге
- Количество значимых комментариев
- Качество контента

Каково КПД ?

Трафик и качество !

- Количество соединений URLs вашего бренда с другими сайтами
- Количество публикаций, делающих ссылку или связующих с брендом

Какие инструменты для метрики ?

Простые инструменты, которые можно установить хоть прямо сейчас !

- Подпишитесь на **Google Alerts** для URLs/слов, которые вы хотите отслеживать
- Создайте аккаунт на **Technorati**
- Следите за количеством подписчиков вашего **Feedburner**

Для большей информации...

www.vaninadelobelle.com