-Special Marketing 2.0 Monograph-

Michael Daehn's

2.0

Marketing 2.0

How to Use New Media to Your Advantage

Seven Keys to
Marketing Genius 7

Marketing 2.0

New *Media* World Order

Marketing has been turned on its ear. *The Seven Keys to Marketing Genius* challenge many of the practices of the traditional marketplace, and *Marketing 2.0* takes it to the next level. While the principles of the Seven Keys still hold true, the methods and models of marketing have changed tremendously over the last few years. Why?

The Internet is the driving force behind the change. The dot com bust of 2000 had some people writing off the web as a fad. This was just a taste of things to come. The web is exploding again with new ideas and products that are revolutionizing the way business, and marketing, is done. This second coming of the web has been dubbed web 2.0. It is bigger, better and smarter than the first iteration. Not only have we learned from the mistakes of the past, the new generation is capitalizing on what makes the Internet so great- it's ability to empower the masses.

The new marketing is the result of a democratized marketplace. Disintermediation is taking place left and right resulting in various lean distribution channels. The power to determine message, product, price, place and promotion is in the hands of the many, not the few.

It is a time of great opportunity for those who are smart enough to listen (Key 6) and adapt (Key 7), or disaster for those stuck in the past who try to hang on to their power and control. What will you do? Will you learn and adapt, or become extinct? The choice is yours.

If you get a grasp on marketing 2.0, and how some companies and products are capitalizing, you will be ahead of the pack. As you read these next pages ask yourself how these examples highlight certain principles of marketing 2.0, and how they apply to your situation. If you try to copy what they are doing, you are missing the point and you will miss the boat.

Throughout this section I use the term 2.0 as it applies to various industries or communications. The term comes from the world of software design where new or updated versions of the same software would hit the market. They are the same thing, but they have had some bugs corrected and feedback applied to make them better. The changes that are occurring in marketing and elsewhere are so significant they require a new designation hence the 2.0 moniker.

2.0 Terms

There are a few terms to describe the types of Internet sites that are emerging and what they do. This list is taken from the August 2006 issue of Business 2.0 (www.business20.com):

Social Networks- sites that allow people to connect like MySpace (www.myspace.com)

Social Media- user generated content like Flickr (www.flickr.com)

Webware- applications that work within your browser like Zoho Writer (www.zohowriter.com)

Aggregators- collections of content from all over like My Yahoo! (www.my.yahoo.com)

Mashups- sites that add features to other applications like Plazes that adds information to Google Maps (www.plazes.com)

Internet TV- video sites like Google Video (www.video.google.com) and YouTube (www.youtube.com)

Nobody Cares!

You will notice that this section on marketing 2.0 has a more conversational tone to it than the original Seven Keys text. I have had several comments from readers on how they like the conversational style of the original book. At the time I felt I was taking a chance by writing that way, so I was still a bit reserved. I have been trained to be a corporate. That means I can create very professional brochures and websites with an about page, company history and biographies just like the pros. Here is what I have learned- nobody cares!

As you read this section you will notice a common theme of what people are looking for- an authentic voice. Nobody wants to talk to a machine or people that talk (or write) like machines. You have a very short window of opportunity to get your message across, so make the most of it. It makes sense since a powerful principle of marketing is to build relationships (key 5). Relationships are person-to-person, so the more personality you have in your writing and marketing communications the better.

It's all about me!

No, it really isn't

You and I

Do you like to sit and listen to people talk about themselves? "I did this and then I did that, and oh yeah, I'm really good at this too." Now look at most advertising and web copy. It is inwardly focused on how neat the company or person writing is. Is this fun to read?

Before I was married, 8 years ago, the pre-marital counselor had my wife and I practice "I" messages. Stuff like, "I feel hurt when you say that," instead of, "you always say hurtful things." Good advice, and it takes away

some of the negative feelings when communicating with your spouse.

This does not work when speaking to your customers. You must do the exact opposite and use "you" messages if you want to communicate effectively. What if the previous sentence said, "when I communicate, I always use 'you' messages?" Is it as powerful? Does it get in your head the same way? You want to get into your customers heads and out of yours. You know what you are about, they don't. The challenge in marketing is to communicate yourself better than your competition.

When you go online and do a search, you are looking for answers. You type in problems and are looking for someone to solve it, whether it's how to spell something, find a restaurant, or get your plumbing fixed. So when you are creating your copy or website set it up in a way that it is providing answers and solutions to people's problems.

Disintermediation

Being a middle man is big business. Ingram Micro is the world's largest computer distributor with warehouses and offices around the world. Their specialty is logistics, getting the product from the manufacturer to the retailer. In the past there was a need for specialists in the distribution process. It was easier and usually cheaper to pay an intermediary who specialized in the moving of goods than for the manufacturer to do it themselves.

Alas, the Internet changes the picture again. To buy a computer in the 80's the manufacturer would work a deal with a wholesaler, like Ingram Micro, who would work a deal with retailers, like Best Buy or Circuit City, and the

retailers would sell them to the customers walking in the stores. Now, consumers can order directly from the manufacturer who ships the product to their door. This is good news for companies, like Dell, who can keep some of the profit they would pay the middle man, good news for the customer who gets a lower priced item and bad news for guys like Ingram Micro.

The same thing that has happened with computers is happening in every other industry. Manufacturers are selling directly from their websites and shaving costs. It has also opened the door to the little guys that are making products in their basements. They can now go directly to potential customers on the web, rather then pitching their wares to a distributor or a retail store.

The Long Tail

The Long Tail is an economic term that refers to the declining demand curve for a product.

The Long Tail (Image from www.wikipedia.org)

According to the Wikipedia (www.wikipedia.org) a Long Tail is: "Distributions of a high-frequency or high-amplitude population that is followed by a low-frequency or low-amplitude population which gradually 'tails off'".

"In many cases, the infrequent or low-amplitude events—the long tail, represented by the lighter portion on the right side of the graph—can cumulatively outnumber or outweigh the initial portion of the graph, such that in aggregate they comprise the majority."

This means that although most people are looking for a big hit product that will spike in sales, you actually sell more at a lower level over a longer period of time.

Chris Anderson, Author of the book *The Long Tail,* applied this concept by developing a comprehensive theory and book about how the Long Tail is playing out in today's market. According to Anderson:

"The theory of the Long Tail is that our culture and economy is increasingly shifting away from a focus on a relatively small number of "hits" (mainstream products and markets) at the head of the demand curve and toward a huge number of niches in the tail. As the costs of production and distribution fall, especially online, there is now less need to lump products and consumers into one-size-fits-all containers. In an era without the constraints of physical shelf space and other bottlenecks of distribution, narrowly-target goods and services can be as economically attractive as mainstream fare.

One example of this is the theory's prediction that demand for products not available in traditional bricks and mortar stores is potentially as big as for those that are. But the same is true for video not available on broadcast TV on any given day, and songs not played on radio. In other words, the potential aggregate size of the many small markets in

goods that don't individually sell well enough for traditional retail and broadcast distribution may someday rival that of the existing large market in goods that do cross that economic bar.

The term refers specifically to the darker left part of the sales chart above, which shows a standard demand curve that could apply to any industry, from entertainment to hard goods. The vertical axis is sales; the horizontal is products. The darker left part of the curve is the hits, which have dominated our markets and culture for most of the last century. The lighter right hand part is the non-hits, or niches, which is where the new growth is coming from now and in the future.

Traditional retail economics dictate that stores only stock the likely hits, because shelf space is expensive. But online retailers (from Amazon to iTunes) can stock virtually everything, and the number of available niche products outnumber the hits by several orders of magnitude. Those millions of niches are the Long Tail, which had been largely neglected until recently in favor of the Short Head of hits.

When consumers are offered infinite choice, the true shape of demand is revealed. And it turns out to be less hit-centric than we thought. People gravitate towards niches because they satisfy narrow interests better, and in one aspect of our life or another we all have some narrow interest (whether we think of it that way or not)."

(Read more or buy the book at www.longtail.com.)

Online retailers are also finding long tail, or niche products, to be more lucrative than hit products. Their

costs are higher to obtain big budget or name brand products so the margins are smaller than on the lesser known items that cost less to acquire.

For example, big retailers will usually lose money when selling big name book titles in the store. They hope to get people in the door, where they will purchase higher margin titles or other products. They have a limited amount of self space in each store, so they can not carry every small market niche title like an online retailer can.

The online retailer has the ability to offer more niche products, and since these titles have a higher profit margin, they actually make more money by selling them. What this means is that within a long tail economy, obscure titles are more valuable to retailers (at least online) than the big hit ones. This opens the market up to many more products, such as this book, that would not have been available in the past.
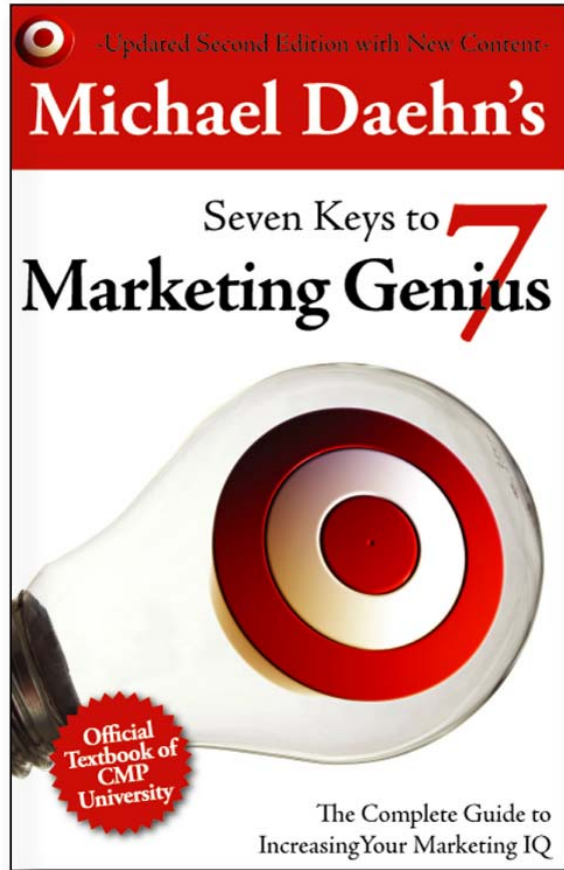
The Long Tail and the Internet give this book a chance

Two Products Diverged in the Woods

The long tail is an example of divergence in action. Most marketers think people are looking for one product that does everything, but actually people like multiple versions of the same product, that do what they want it to do. Successful products split and multiply.

My daughter has a toddler Karaoke machine with a built in radio tuner. Why? Because it is cheap, so why not

add it. You can buy the same type of radio with headphones at the dollar store. Radios are so cheap you can find them in key chains, pillows, pens, and anywhere else they fit. You would think there's not much more you can do with radio right? It has converged with just about everything it can.

Did I mention that most of those mini radios are FM only? That does not work if you are listening to the resurgence of talk radio on AM. AM talk radio has blossomed as an alternative voice to the mainstream media. That's because in the 2.0 world people will find or create their own means of sharing their messages.

Now XM and Sirius Satellite radio have hit the scene. These are paid radio stations with a service in the mold of the cable or satellite TV model. Howard Stern was paid $500 million dollars to move to Sirius from commercial radio. What looked like a convergent product that was being sold at the dollar store has moved to a huge multibillion dollar industry with a new divergent product. The money and the markets were not in convergence, but in the divergence, because it meets the needs of a new market in a new way through specialization.

Pez, Legos and Mixed Tapes

Another web orchestrated phenomenon is the creation of Unbundled Microchunks. This is the process of taking apart full media projects and splicing them into smaller units for consumption. If you ever created a "mix tape" you were unbundling.

Back in college I went with my friend Chuck to a place in the city where his brother was house-sitting. Both of the brothers were audiophiles and the word was that

they had hit a goldmine. Chuck's brother was house sitting for a radio station DJ who had amassed a huge collection of albums. The living room was filled with the greatest records of all time. Ah, but that was just the tip of the iceberg. The real treasure was the wall to wall records in the basement. These were deep tracks, live albums and obscure titles with great music.

The best part was that the owner had put a small ink dot next to the coolest songs on each record. Chuck and I brought over a stack of cassettes and began creating mixed tapes of everything we could get our hands on in a weekend. We did not realize it at the time, but Chuck and I were unbundling the records into microchunks-taking the best and leaving the rest.

Think of the one hit wonders of the past. If a group came out with a really groovin' song, you had to buy the whole album to get the song you liked. Now you can go to iTunes or Napster and get only the tracks you like and instead of spending a weekend at someone's house changing records and pausing the cassette deck, you can download all you want in minutes.

Have you had this conversation yet?

"Remember that really funny skit on Saturday Night Live? Yeah, that one. The rest of the show was OK, but that one skit was really funny, right? Oh, you didn't see it? Let me send it to you, it's on YouTube, the website that's let users upload and download videos for free."

If not, you will soon. TV shows and movies are being dissected, and the best scenes are being shared with friends.

A mixed tape masterpiece

Blogs are doing the same thing. If you see a good line or two on a website, highlight it, blog it and share it with friends. You become an aggregator of the best ideas (or part of ideas) on the net. In the future, the better you can take apart and put back together these chunks of information or products, the more successful you will be in the marketplace.

To wrap our minds around the concept a few people have created the analogy of the Pez dispenser (www.knowmoremedia.com). You can flip open the head at your leisure and consume a little chunk. I prefer the Lego analogy. People are not just consuming this media, they are breaking it into chunks and recreating it other forms. It's like a mix tape on steroids.

So, what should marketers be doing? Let's start with what not to do. Don't try to control every aspect of

your message or how it is used. Make your product easy to break apart and be shared.

Lazy Marketing

NBC got greedy when the video of a Saturday Night Live sketch called "Lazy Sunday" went viral on the web and was being downloaded and sent to millions of people. The video was unbundled from the rest of the show by viewers and uploaded to YouTube and Google Video. NBC forced the sites to remove the video due to copyright laws and put it exclusively on their site. Then NBC would get the traffic and eyeballs on their site where they belong. Sounds reasonable right? Maybe in the past, but we are living in the 2.0 world.

I saw the video on Saturday Night Live and knew it was being emailed around. I went and watched it again on YouTube. I decided I had to show it to my brother-in-law Carlo. No problem, I found it easy last time. I went back to YouTube and read the notice that the video had been removed. Then I tried Google Video- gone. I started searching for the video to be posted somewhere else, and finally I located it on the NBC site. Alas, I could not get it to load. My assumption is that because there were so many people trying to access the video, it crashed the NBC system. In this scenario I went from an advocate of Saturday Night Live, trying to promote the show as having some funny stuff and telling others, to a bitter person who wasted 30 minutes trying to download the video to no avail. I went away from the PC frustrated and cursing NBC as greedy corporate suits with no perception of marketing 2.0.

Richard Bach said, "If you love someone, set them free. If they come back they're yours; if they don't they never were." Attention marketers: You do not control the message any longer. The more you try to control how, when and where your message gets shared the more likely you are to sabotage the process. The best you can do is make it easy for others to understand and communicate your message for you. You will need to be more creative in how you monetize your efforts. In this situation, NBC should have let the video be posted and reaped the benefits of additional viewers, which in turn would allow for increased broadcast advertising rates.

Social Inter-networking

At the time of this writing, MySpace (www.myspace.com) a social networking site, has over 70 million user accounts. The site is wildly popular due to its ability to allow members to share pictures, messages, chat, blogs, email, pictures and videos all in one location and for free. The genius of MySpace is that the creators provide little content themselves. They provide the means by which their users can interact and provide their own content. While MySpace has some neat interactive tools, the site is not the easiest to navigate and the layout is a bit clunky. I'm not saying that to pick on the web designers; on the contrary, they prove the point that what makes web 2.0 sites great is that they put the tools in the hands of their users instead of trying to build everything themselves.

Extra Curricular

I could see the value of social networks online when I created Certified Marketing Professional University

(www.cmpuniversity.com). CMP University is an online course that allows you to get a practical education in marketing with immediate application. The approach is based on the Seven Keys book and uses it as the text. Of course I think this is valuable material (since I wrote it), but I also took a page from the MySpace playbook when creating the course. As a participant, you are required to post responses to study questions and assignments to the class discussion board. You are then required to comment on the post of at least one other person. By discussing the content with other participants, you are getting different perspectives and learning new material based on the experiences of your peers. A major requirement of the course is to write a marketing plan for your current situation. As you work through the class you submit parts of your plan to get feedback and peer reviews along the way.

As a marketing consultant I have charged $10,000-$20,000 to write a marketing plan. The problem is that once it is done and I present it to leadership or owner of a company, they put it on a shelf. If you have not participated in the creation of the plan, then you usually do not have the knowledge, time, skill, and/or desire to implement the plan yourself. This is where the idea of CMP University came from. By having you go through the marketing certification process, you not only have a viable marketing plan, but the knowledge to put it into action at a fraction of the cost of paying me to write it for you. It's the proverbial teaching you to fish so you can feed yourself indefinitely instead of giving you a fish so that you eat for today. Though I would make more money writing a plan for you, it is more satisfying to me to see your marketing efforts succeed after working with me.

Plus, I believe that long term, this is better for our relationship (Key 5) and will provide continued mutual success down the road.

Blogosphere

When I am working with clients these days I often recommend creating a blog, or integrating a blog into their website. "Sounds great," they say, "what exactly is a blog?" While several million blogs exist today, not everyone is clear on what they are or how to use them. The term comes from the words web and log- by contracting them you get blog. Blogs began as online journals, or logs, where people would share their personal stories, editorials or whatever else came to mind.

In the Seven Keys, I recommend making your website "sticky." Besides customization, a great way to get people coming back to your site is by having continuously updated and relevant content. This is a bit of a task with traditional websites. Either you need to know how to create a website and have easy to use editing software, or you have to pay someone to update your content for you.

Blogs have made it easy to add additional posts and information to your site on an ongoing basis. In some ways, a blog is like publishing your own newspaper. You can write your own articles or publish interesting news from around the web. I now recommend to clients that you either use a blog as your main page, or use your blog content on your main site using RSS feeds (see *Sorta Simple Syndication*).

Not only are you able to update your marketing messages and information frequently, but your customers are also able to respond to what you write. Blogs allow

visitors to leave comments about what you write- good and bad. It can be a little scary to allow people to speak their minds, and you may be tempted to edit or approve posts before they happen. I recommend that you allow people to write whatever they want. The goal is to create an open an honest dialogue and gain genuine feedback (key 6) about your product. The good news is that there have been instances where bloggers were attacked, and then defended by other readers. This looks much better than defending yourself or blocking negative comments. If you are contributing something positive to the community, you will need to depend on the good nature of those you are targeting and let go of control.

If you do use a blog, have something to say. Not everyone is a writer, or wants to be. For blogs to be effective they should add new content 3-5 times a week. If you don't want to make that kind of commitment you can now hire bloggers on ProBlogger (jobs.problogger.net) to post about your business or industry on a regular basis.

Blogging for a Living

Some people have generated huge readerships from their blogs. Besides generating traffic for your own product or services how do you monetize this asset? You guessed it: advertising. If you go back to one of the root causes of why the Internet bubble burst in 2000, it was because people realized that Internet banner advertising was ineffective, so what has changed?

Pay Per Click

Search engines like Google have algorithms that determine the order in which results are listed. Listings are supposed to come up based on popularity as determined in part by traffic and inward bound links to a site. You will notice that along with the results are listed relevant advertisements based on the search. This is a step ahead of banner ads because the ads you see are not random, but based on the searches you are performing. Because Internet traffic is measurable and quantifiable advertising service companies like Google only charge you for the actual clicks your ad gets. People are more likely to spend money on advertising they can measure, and it lends credibility to the process. Thus, there has been a resurgence of internet advertising using the paid search model.

Besides placing these ads on the search page, websites can also make money by posting ads from search companies. Every time someone clicks on one of these ads, the owner of the site gets a percentage of the ad revenue. This has provided a revenue stream for some who have turned their blogging hobby into a full time business. Now there are stories of 17 year old kids making $60,000 a month in ad revenue, on their blogs about electronic gadgets. They have established themselves as authorities, built traffic, and capitalized through paid advertising. It's a long way from the lemonade stand.

Sorta Simple Syndication

RSS stands for really simple syndication and it is the next leap in Internet communications. It is simple if you have some web skills; otherwise, it can seem a bit complicated. If you use a start page like My Yahoo!, AOL

or MSN you are using RSS already. These sites allow you to customize the content you view, like sports, weather and news headlines. These pages are getting updated content from various feeds and putting them on your start page for you.

Today you have the ability to create your own RSS feed with content from your site. You can allow people to subscribe to your feed that will appear on their start page or RSS aggregator (more on aggregators in a moment). Now you don't have to be Reuters to send out your news feed to the world. Anybody can make their content available as a feed.

For my Marketing that Rocks blog (www.marketingthatrocks.com), I created an RSS feed using Feedburner's (www.feedburner.com) free service. They gave me the web code to put a subscription box on the blog. When people click on the link it takes them to a page that allows them to subscribe using whatever RSS service or start page they are using. Every time I create a new post on the blog, it is distributed through the feed and appears on the subscriber's page.

Are you confused? I know there is some new terminology here, but it is very important that you understand the implications of this tool. This revolutionizes the way people are currently using the Internet. In the past, if you wanted to see if my blog or website had updated content, you had to go to my site. Maybe there was something new, maybe not. Perhaps there was something of interest, or that all my latest posts were lame. With an RSS feed, you can see my headlines without going to my site. In fact, you can peruse the headlines of your favorite 10 blogs, in the time it would take you to visit one and look for new content.

I know that not everyone is familiar with or feels comfortable with RSS, so I also have a box to subscribe to my blog via email. This free email service, available through Feedblitz (www.feedblitz.com), sends an email copy of my new posts, right to the inbox of subscribers. The question is: With the increase of spam and the relative ease of using RSS, how long is email going to be an effective way of sending your communications?

Spam and the Death of Email

According to Constant Contact VP Alec Stern, all of the junk email (Spam) you get comes from the same 500 or so companies. Most of these companies are overseas to avoid US laws and prosecution. Legitimate companies do not spam. I mentioned in the Seven Keys text my trick of using an alias with my domain name to catch the companies that were spamming. I never got any spam from them. The good news is that I am not worried about giving my email address to legitimate companies; the bad news is that most people don't know this and are less likely to give away their address.

In 2003, the CAN-SPAM Act was passed (Controlling the Assault of Non-Solicited Pornography and Marketing Act), yet my inbox is still filled with the latest offers for products I don't want. Laws and prosecution regarding spam are increasing, response rates on email are declining, and many corporate firewalls filter out hundreds of messages, legitimate or not. What's a marketer to do?

RSS to the rescue. When information comes via an RSS feed, you know you can trust the content provider and read the message. There are add-ons for popular

email reading programs, like Microsoft Outlook, that incorporate RSS feeds into your inbox. Microsoft's latest version of Internet Explorer has RSS feed readers built in, and no doubt the new MS Office products will incorporate them as well.

Is this the death of traditional email? No, it is not. One reason is that there is always a portion of the population that is behind the times. My Mom is starting to use email now, about 10 years after it became popular. Email will continue to be a legitimate marketing communications tool, but when you use it you need to be smart about the process and systems you use.

Ezines and Email Marketing Services

Spam is out of control and the government and Internet Service Providers (ISP's) like MSN, Yahoo! and AOL are trying to stop it. They are putting practices and protocols in place that make it increasingly difficult to send unsolicited email. The problem is that your legitimate email promotions to clients get blocked too. In fact if you are sending email campaigns from your personal or corporate email account you may be asking for trouble. If you are perceived as a spammer, not only will your message not be delivered, but you may get your email server blocked. This means you are black listed and no email will be delivered from you account, whether it is a coupon to your best customer or a message to grandma.

To avoid this, you will need to use an email service like Constant Contact (free trial at www.maxmymail.com). This service has arrangements with the ISP's that assure you won't be labeled a spammer and your message gets through. They offer other features like html emails so you

can send pictures and some cool tracking features. With the tracking features, you can measure what messages are read and what if any links are clicked on within your message. This is a terrific tool to measure the effectiveness of your promotions (Key 6). Your customers will need to subscribe and verify they want your messages and it gives them an easy way to unsubscribe from your list in each email.

So what are you sending people? A prevalent form of promotion today is the email newsletter or Ezine. Ezines are like mini magazines you create for your customers and send to their inbox. To be effective you need to provide relevant and useful content. If you are only sending sales pitches, your customers will likely tire of you efforts and unsubscribe. If, on the other hand, you are giving them tips and tricks that make their life easier, they will likely stay on board and read more. Services like Constant Contact usually include an email newsletter sign up box you can put on your site to get subscribers. Providing a reward for subscription, like a free report or coupon, is the best way to get people signed up and to start building your database.

Books

If it were not for media 2.0 you would not be reading this book. A couple of years ago, I published the Seven Keys book on Lulu (www.lulu.com), a do it yourself online publishing service. I looked at other avenues like traditional publishers or small print shops (also called vanity presses), but Lulu looked like the best deal. Some of the small publishers required a significant up front

investment of cash, and they keep a percentage of your profits and part ownership of your title.

Lulu, on the other hand, has no initial investment. You can upload your title for free and sell it from their site. They offer print on demand service which means your book is not printed until someone orders it. They have a built in shopping cart and payment system, so all you have to do is set your price (Lulu's charge to you plus your markup). Lulu charges the customer, keeps their share, sends the book to the customer and sends you a royalty check.

Going the traditional route, I would never have published my book. There were too many barriers and costs involved. And although I had written a book, I did not consider myself an author. I just did not feel like an author, or what I perceived an author to be. Actually the process of blogging has helped me realize how much I enjoy writing, especially when I have the freedom to use a conversational style which is appreciated in the 2.0 world. In fact, one of the recommendations often made to budding authors is to write a little bit each day- get those thoughts down on paper and chip away a little at a time. Blogs are an excellent tool for this since they tend to be brief thoughts about a topic posted a few times a week. It has been amazing to look back at a blog post I did a week ago and realize how much I have forgotten already. You need to get your ideas down, and blogs are a great tool to organize and share them with others. My next book is going to be based on the Marketing that Rocks (www.MarketingThatRocks.com) and Marketing that Sucks (www.MarketingThatSucks) blogs I write. These blogs are fun for me to write because I can apply the principles of the Seven Keys to real life situations. They

are like the case studies of traditional text books. The advantage is that these are published immediately, not a year or more, after the fact, in book form. There is a new term for turning blogs into books- it's called a blook. So be the first one on your block to write a blook.

Marketing Your Own Book

Even though you can publish your own book, is it not better to get a publisher to do the work for you? That depends on your situation. Bear in mind, that if you have a small market title, many publishers are not going to spend much time marketing it for you. Even the big authors are doing more of their own marketing these days; performing book signings, commercials, and or appearing on television shows. If you are going to do the promotional work anyway, why not keep the rights and a bigger share of the profits from your title?

There are a couple of things to remember when marketing you own book. First, books *are* judged by their covers. You may have great content, but you have to get people's attention first. In most cases, people won't even see your cover if it is in the bookstore, only the spine. You have to make sure your spine can catch the attention of your potential customers. This is not an easy task. I used a professional designer, William Good (www.nexdesignstudios.com), for the second edition of the Seven Keys, and it made a big difference in sales and interest even before I had it published.

The second piece of advice is to avoid doing traditional book signings. I remember walking into Borders and seeing a lonely older gentleman wearing a cowboy hat, sitting at a table of his books and holding a

pen. There was no one around the table, and I felt sorry for him but did not go over because I really did not want to buy his book about rodeo clowns. Realize that even if the bookstore carries your book and provides a place for signing, they have little time or budget to promote it. If you do something in the store, you will need to drum up interest on your own, or create a more substantial event, like a seminar, party or giveaway, to attract attention.

Books as an IMC tool

Publishing the Seven Keys has opened up many doors for me. I have had conversations and impressed people that would not have given me a second thought in the past. It has also given me a real boost of confidence to have my work published and established me as an authority in marketing. I'm not telling you this to boost my ego, I'm telling you because you can do the same thing. With the tools available to you today, there is no excuse not to write and publish the book that is in you. If you want to see the impact that writing a book can have on your business, check out the report done by Rain Today (www.raintoday.com). It may not be realistic that your book will sell like Harry Potter, but is realistic to think it will position you as an expert with a unique perspective to your customers. I have given away most of the books I have printed to potential and current clients. It's more expensive than a business card, yet more effective.

A Real Book

Initially, people would ask me who published my book and I would say, "I did." Since most people don't know how the system works anyway, they are satisfied

with the answer. But the real question being asked is, "Is this a real book?" In the past, for a book to be considered real, you needed a publisher to say it was worthy of printing.

So, if anyone can publish a book these days, does that make a published book less special? There has been a stigma attached to self-published books, but that is changing. The multi-million selling "Chicken Soup for the Soul" book, by Jack Canfield and Marc Victor Hansen, was self published by the two after getting turned down by dozens of publishers. As the 2.0 culture grows and new technology becomes more acessable, there will be more self-published titles available. My friends at the St. Louis Publisher's Associataion [www.stlouispublishers.org] call these titles "Independently Published".

There are many more sub par works being circulated since anyone can publish these days. That's OK because in the future, books will be judged on their content rather than who published them or seeing them on a bookstore bookshelf. The economic benefits of the Long Tail will also contribute to many more works being published, particularly niche or specialty titles that could not survive the economies of scale of traditional publishing, but thrive in the 2.0 world. In the end, the people will decide what they purchase, not the publishing companies. Remember that the best selling book of all time (the Bible) was originally self published.

Press Releases Not Just for the Press

Like many of the tools listed here, the process of creating a press release has also been made available to the public through sites like PRWeb (www.prweb.com) and

PRZoom (www.przoom.com). You can write your own press release, log into the site and make it available to the world. The sites offer additional services like writing, formatting and distribution, but posting your release is **free**.

What is the point of writing a press release if the power of traditional media has declined in the 2.0 world? Search engines. In many cases the release you write will not capture the attention of the main stream media, but it will get submitted to search engines. As people are searching for solutions to their problems (see Search Engine Optimization) they are more likely to come across your company. RSS feeds (see Sorta Simple Syndication) also search for relevant releases based on the preferences of their subscribers.

Besides being able to create your own news and send it directly to interested potential customers, there is always the possibility that the main stream media does pick up your story, increasing your reach and exposure. So, press releases are not just for the press anymore, they can be used as a direct communication with your customers.

Search Engine Optimization

How optimized is your site for search engines to find? Search Engine Optimization (SEO for short) is a powerful and growing industry on the Internet. There are a lot of techniques for using SEO to your advantage. In general, the more people that are linked to your site, the higher you will rank on search engines. Another way to improve your ranking is to have unique or specific content that other sites do not, so that your site will come up in the results. SEO is not an exact science, the search engines

control how they list their results and they can change their formula at any time. This is a tricky game and there are people far more skilled than I in using search techniques. Unless you are a programmer, I recommend using a professional like John Kirker (www.CTMO.com) or Nathan Callender (www.BorderlandConsulting.com) who does my website. Sound like too much work? You can also pay for search engine results (see Pay Per Click).

Podcasting

MP3 players are the definition of future shock for me. (Future shock is defined by author Alvin Toffler as, "too much change in too short a period of time.") I have hundreds of records, or albums, or CD's, or whatever you want to call them, loaded on my MP3 player that fits into my front pocket. This would be inconceivable to me when I was a teen- and it still is a little bit. I remember driving around in my Mom's Datsun listening to an 8 track player. Those tapes were 10 times bigger than my MP3 player alone.

MP3 revolutionized the record industry. Now you control the content- how you purchase, listen to, and share music is in your hands. Record companies hate this and have done everything they can to stop it. The genie is out of the bottle and the record companies' attempts to get back their control, only provided justification for many people to do what they saw fit- legal or not (consumers illegally copied the music).

Podcasts have affected other industries. A Podcast is the process of recording your own messages as MP3's and posting them for others to download and listen. There is a lot of content from traditional publishers and

speakers available, but now anyone with a microphone and a computer can have a voice. If the people like what you are saying, you gain an audience. Talk radio has been booming, and now with Podcasts you can listen to Bill O'Reilly or your buddy Ernie down the street.

Personal Radio

A slight deviation from the radio station feel of selecting your own podcasts is the availability of internet radio stations. There are traditional stations that now offer a feed on the internet, but there are also net only stations or services.

Yahoo! radio allows for some customization and learns from your preferences and reviews. You can pick a genre of music and Yahoo! chooses songs it thinks you will like. As each song is playing you can rate the song, the artist and the album. The station will then play similar music it thinks you may like based on your ratings. You can allow other people to listen to the station you made, or browse the stations of others. There are commercials, but you can purchase a commercial free version or get access to it by using Yahoo! as your Internet Service Provider (ISP).

This is a great tool for Yahoo! to build relationships with users through interaction and customization. Once you start using the service and rating songs, you are likely to stay. You have spent countless hours rating the songs you like and creating a station that suits your tastes, so why would you listen to another?

The End of the Cold Call

The logic behind cold calling is that you call 100 people and 1 of them may be looking for your product right when you call. Sure the other 99 calls are a waste of time, but that's just the price of doing business. In the 2.0 world the trick is to know your customers before they are customers. There are now the tools available to create this kind of communication if marketers are willing to put in the effort.

When I was looking for a local mechanic, I called my brother Bob because he knows cars and is a police officer in my city. I figured he could give me a good recommendation. When you have a need you go to the people you know and trust first. To thrive in the 2.0 world, you need to be making friends and establishing yourself as a problem solver with your potential customers. When it comes time for your prospects to buy, or for their friends to buy, they already know who you are. The best way for you to do this is to provide relevant and useful solutions to your target market on a consistent basis. In some ways this is more difficult than cold calling hundreds of people and hoping to land one of them. Instead, you are doing your best to provide free advice and help to hundreds of people on an ongoing basis. If you are doing this better than your competitors your customer is more likely to trust you and make or recommend a purchase.

Wiki Wiki not Wack

According to the Wikipedia (www.wikipedia.com) wikis are, "A type of website that allows users to easily add, remove, or otherwise edit and change some available content, sometimes without the need for registration. This

ease of interaction and operation makes a wiki an effective tool for collaborative authoring." The Wikipedia is one of the most impressive examples of this type of site. There are thousands of entries that have been created and edited by volunteers all over the world. I first stumbled on the site because it would often come up in searches. Initially I was hesitant to look at the site in fear that it might be a Wiccan site (Wicca is a form of witchcraft.) Actually the term is Hawaiian and means "hurry quick." Now I often go straight to the site when I am looking for comprehensive information on a topic.

Not one to pass up an opportunity, I added my marketing book as a resource in the marketing section. There are some other marketing topics that have place holders looking for an author to fill in that I plan to work on in the future. If you are looking to establish yourself as an expert in your field, you can write an entry for your topic or industry. Be careful though, anyone can write or edit what they wish, so if you are shamelessly plugging your product you can get deleted or badly mocked by your peers. Wikis, like most 2.0 communications, are self policing and demand authentic and honest submissions. Corporate talk or outright selling is frowned upon. Bearing this in mind I recommended some other important marketing books besides my own in my entry.

Photo Sharing

It took Kodak a while to embrace the digital revolution, but they are definitely on board now. One innovation they created was the online photo sharing site Ofoto (www.ofoto.com). The site allows users to upload digital photos to be archived and shared with family and friends. Kodak sells their products and offers printing and

framing services on the site. This is a great service because now you can share your pictures with more people and you do not have the expense of printing them out or deciding which ones to email. If your mother-in-law likes a picture she can print it or order a framed copy herself. This was great for me as I have relatives in different states and countries. Now I can quickly and easily share my photos with them all.

Kodak's site does have limits and may not be the best tool if you are creating your own sites, blogs or MySpace pages and uploading dozens of photos. The most efficient way to do this is to have all of your photos on a site like Flickr (www.flickr.com) or Photobucket (www.photobucket.com). You can point people to these sites, or put code on your own sites that will feed the image directly to your own page much like RSS feeds (see Sorta Simple Synidcation).

If you are a graphic artist or photographer you can show your skills by posting your images for public use. If people like what they see, they will likely hire you or purchase your work in the future. You can also post some thought provoking images that will lead people to your company's page. Several companies are already doing this successfully, but more so with video than still images.

Video sharing

In the late 90's my buddy Damian Raffele (www.Raffele.com) told me that in the future everyone would have their own TV station. Not a station they watched, but one they produced themselves. He bought his .tv domain name and started looking for ways to

capitalize. I believed him but was not sure how this was going to take place or how to create a business from it.

The day of personal broadcasting has arrived. It began with personal radio stations in the form of podcasting and has now moved to video through sites like YouTube and Google Video. Not only can you upload content, but you essentially create your own station. People can even subscribe to an RSS Feed to see when you have new content available. Most people do not charge for their amateur videos, but through Google Video you can set a price for your content.

Lately, I have been shooting video with my Palm PDA or mobile phone, uploading it and linking it to my blog and or marketing websites. I have become the star of my own commercials. The shots are rough and unedited, but that actually gives them credibility in the 2.0 world. When I meet with a consulting client they already know my face, voice and a bit about my approach to marketing.

Authenticity is highly valued in the 2.0 world so don't try to fake it. The St. Louis Blues hockey team created a blog and guerilla marketing campaign called the Blue Revolution (www.TheBlueRevolution.com). A guy was running around the city with a camera interrupting Blues press conferences and putting up banners. The problem is that it is all fake. This is not a fan or a fan site and as a fan I find it insulting. Do they think we are stupid enough to think this is real? Could they not find any real fans and support them in creating their own sites?

The blog world has not been kind to these types of promotions in the past. The reason blogs are so popular is because they are created by real people. It is an alternative to the mainstream media AND advertising. There have

been other companies who have tried this inauthentic approach and have been persecuted off the net (see Scoble's book Naked Conversations for examples www.NakedConversations.com).

Earlier in the year, the same advertising firm that created the Blue Revolution campaign, Schupp, created a buzz by having the Cardinals stolen from billboards to get publicity for the St. Louis baseball team. It seems like the mainstream media are a little gruff over the episode. I think the headline in the St. Louis Post Dispatch is a clue: "Web site for Blues fans is ad firm's latest hoax."

Obviously the power, reach and scope of traditional media has been weakened, but it is not dead. In fact, it is still a useful part of your promotional mix. If you are using your 2.0 tools right, traditional media will often get on board and broaden your reach. Why alienate a possible ally? I think companies like Schupp know just enough to be dangerous. They are excited about using these new tools, but the same principles, or **Seven Keys**, of marketing still apply. You must create a synergistic mix of promotional tools that build relationships. Tricking the press and customers is manipulation and will not work long term.

Ebay

Ebay (www.ebay.com) the auction site has stood the test of time and is flourishing in the 2.0 world. Ebay was one of the first sites to empower its users and benefit from the content that they were freely providing for the site. They were applying the 2.0 principles way ahead of the pack. It will be interesting to see where they go from here, and how they can improve upon their product. They

recently purchased the free internet calling service Skype (www.skype.com) so you know they have something up their sleeve. Keep an eye on them to see what a major player does to maintain their advantage and what you can learn from them.

Tags are It

With so much information floating around the net and being shared by everyone, how do you keep it all straight? Here's where tagging comes into play. Tags are descriptive keywords that allow people to find your photo, video, blog, book, t-shirt, or whatever else you are posting.

I used to work for Arthur Andersen in the document scanning division. Besides being one of the most boring jobs ever, it did introduce me to the world of digital imaging and its amazing possibilities. I sat in a room of cubicles (what one coworker called a cube farm) with other temp workers taking the staples, paper clips, and file folders out of documents so that they could be scanned. After scanning, the files were sent to a room of "coders" who would look over the documents and add descriptive tags. Most of these documents came in file boxes and were being used in court cases. In the past, lawyers would go through these thousands of documents looking for information to use in their cases (actually their assistants and paralegals would do the work). Now they were able to log into "Arthur", the Arthur Anderson database of scanned documents, and do searches for key words based on the tags created.

The same process is used on the Internet. The difference is that people are creating their own tags instead of paying a service big money to do it for them. The result

is boatloads of data available online that has been personally tagged by the creators. So as you are using new media and creating wonderful websites and content to lure people to you, make sure you are tagging well and often so your customers can find you.

Painting a Moving ClueTrain

When I began my first post graduate job at Pacific Christian College, as the MBA coordinator, I was told the first day by department chair Dr. Macagba the state of the organization I was working in, "We are painting a moving train." Huh? What was this dude talking about? I had just spent eight years getting my undergraduate degree (don't ask) and was trained to think in a linear and systematic fashion. The first day on the job this guy essentially says we are making this stuff up as we go along. Grab a brush and do the best you can, but the train is already moving.

When I first started reading about the implications of the Internet on markets, I was a bit confused. Again, I just learned "how" to do marketing, and the rules were changing already. Honestly it was a little more than I could comprehend.

Marketing 2.0 is not a new concept. The first visionaries to see this market change coming were Chris Locke, Doc Searls, and David Weinberger authors of the Cluetrain Manifesto. Here's a synopsis I "stole" from their website (www.cluetrain.com):

"*A powerful global conversation has begun. Through the Internet, people are discovering and inventing new ways to*

share relevant knowledge with blinding speed. As a direct result, markets are getting smarter—and getting smarter faster than most companies.

These markets are conversations. Their members communicate in language that is natural, open, honest, direct, funny and often shocking. Whether explaining or complaining, joking or serious, the human voice is unmistakably genuine. It can't be faked.

Most corporations, on the other hand, only know how to talk in the soothing, humorless monotone of the mission statement, marketing brochure, and your-call-is-important-to-us busy signal. Same old tone, same old lies. No wonder networked markets have no respect for companies unable or unwilling to speak as they do.

But learning to speak in a human voice is not some trick, nor will corporations convince us they are human with lip service about "listening to customers." They will only sound human when they empower real human beings to speak on their behalf.

While many such people already work for companies today, most companies ignore their ability to deliver genuine knowledge, opting instead to crank out sterile happytalk that insults the intelligence of markets literally too smart to buy it.

However, employees are getting hyperlinked even as markets are. Companies need to listen carefully to both. Mostly, they need to get out of the way so intranetworked employees can converse directly with internetworked markets.

Corporate firewalls have kept smart employees in and smart markets out. It's going to cause real pain to tear those walls down. But the result will be a new kind of conversation. And it will be the most exciting conversation business has ever engaged in."

Is this not exactly what I have described in Marketing 2.0? These guys did not know the details of the technological applications coming down the pipe, but they knew they were coming and that they would help people connect, or hyperlink as they call it, more effectively. Check out the whole text, available as a free download from their website (www.cluetrain.com).

Implications for marketing

For you skimmers, this is the section to read, but I hope it inspires you to go back and read this whole section on marketing 2.0. The reason is, besides enjoying the wonderful stories I tell, it will probably take a while for these concepts to sink in, particularly if this is your first exposure to the material. While marketing principles like the ones outlined in the Seven Keys have not changed, the new tools and applications are moving quickly. By the time you read this there may be 20 copy cats of the sites listed, or one or two may have established themselves as the place to go. But since this is a book, here is the obligatory list of what you should know:

Version 2.0- The idea of 2.0 represents the new technology, and in particular new applications on the Internet, that have changed the way we communicate. Marketers used to craft and carefully control their message. Now marketers need to make it easy for the markets to carry and spread their message for them.

People don't care about you or your company- Don't spend all of your time creating the perfect campaign and stop talking about yourself. Talk about how you can solve the problems of your customers. Get over yourself, make their life better and get out of the way.

Newspeak- there are new terms floating around like social networking, social media, aggregators, mashups, and Internet TV. They are not as scary as they sound and if you have not heard of them the definitions are listed above. It may not be a big deal if you are not using these tools today, but your competition soon will be so why not get a head start?

Disintermediation- most of the 2.0 tools revolve around removing traditional middlemen and empowering consumers.

Get the market by tail- niche products are king. Good news if you are small or target niche tastes. If you are big you can cash in by focusing on small market products (at least online).

Microchunks- the mix tape approach is being applied to all types of media due to the availability of digital versions. Reach more markets by parsing and repackaging, or letting customers choose what parts of your product they want.

Customers creating your product- create an environment where people can upload and share their content with each other. Some of the most successful sites have no product, they create a place for people to create and share their own products.

Blog-o-rama- blogs are all the rage and people are turning to them for information instead of traditional media. Establish yourself as a source of information in your industry to build relationships with customers before the sale.

RSS- A **R**eally **S**uper **S**ensational way to allow people to subscribe to your content.

Email is for the pros- due to the destructive force of spam, sending effective email campaigns will require using or partnering with professionals.

Booking more business- the barriers to self publishing are gone. Authoring a good book for your product is a powerful tool.

Pulling with PR- Write and distribute your press releases for search engines and customers. If the media picks it up it's a bonus.

Make yourself visible- to search engines.

Pay for Traffic- if you aren't visible to search engines then you can pay for clicks on ads that send people to your site.

Create your own radio station- create shareable audio called pod casts.

Stop cold calling- spend your time informing and building relationships with people before the sale.

Share your knowledge with the world- write your own encyclopedia entry or create collaborative online environments.

Draw a picture- leverage photo and video sharing sites to get your face and product into the market.

Learn from the veterans- pay attention to what the web 1.0 guys have done to stay relevant and thrive in 2.0.
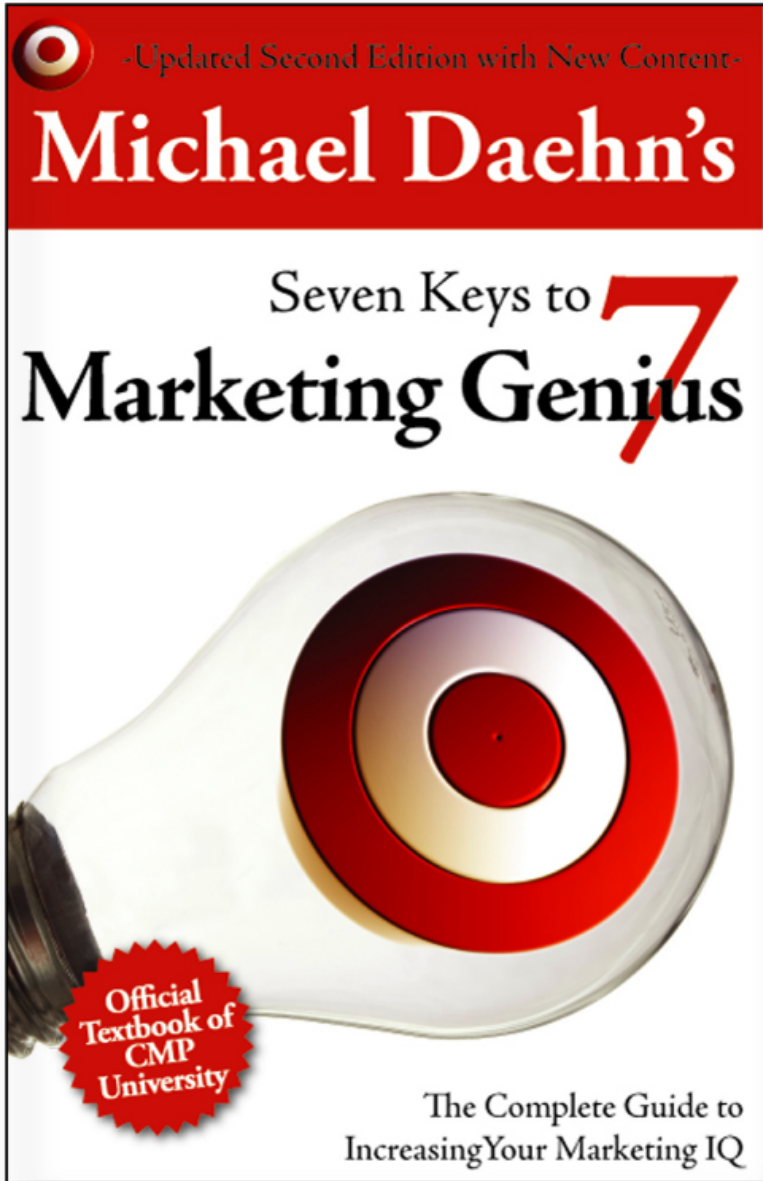
Keyword yourself- create tags for your content that let people find you.

Get a clue- read the ClueTrain Manifesto.

Good luck in the new marketplace. It is a fun time and you will be telling the next generation what it was like

to live through this transition. Marketing, and in particular the Internet is in an exciting phase of growth and expansion. To stay up to date, be sure to check out (here comes the shameless plug) Marketing that Rocks (www.MarketingThatRocks.com) to see what's working and Marketing that Sucks (www.MarketingThatSucks.com) to see what's not working today and in the future world of marketing 3.0.

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