

CONFERENCE TRANSCRIPT



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Hosted by:



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Sam Rosen

Hi, everyone, and welcome to the Future of Marketing micro-conference. My name is Sam Rosen, and I'll be your host for today. Over the course of the next hour you'll hear from 60 luminaries, each sharing their vision for where our field is head in 2011 and beyond. Of course none of this could've been possible without the support of our sponsors and partners. First, our premier sponsor IBM has been known for technical excellence for over a century, but they're now also paving the way for the 21st-century CMO, with an expanding portfolio of collaboration solutions that gives you experts at your fingertips, vibrant customer communities, and a powerful way to instantly exchange creative ideas to meet your biggest challenges.

Unica, an IBM company, offers an advanced set of marketing solutions that empower organizations and individuals to turn their passion for marketing into valuable customer relationships and more profitable, timely, and measureable business outcomes. NetProspex is on a mission to change the way business contact databases are built, with their crowdsourced business directory and proprietary new CleneStep™ verification technology. Our technology partner, ON24, is the global leader in webcasting and virtual events, providing a full portfolio of products, solutions, and services for internal and external communications. Our media partners have also been incredibly supportive, and we couldn't have done any of this without them. They include Anne Holland's Which Test Won, MarketingProfs, SmartBrief, the Online Marketing Summit, Social Media Examiner, Econsultancy, *BtoB Magazine*, and The CMO Club.

Okay, I know we're all waiting to hear what these 60 visionaries have to say. We're going to start with what's happening at the cutting edge of channel marketing with Ford's Head of Social Media Scott Monty. Take it away, Scott.

01 Scott Monty

One of the things that's really on our minds lately, as we look at social media at the nexus of marketing and PR or of advertising and PR, is how do we begin to start using our earned media and our paid media — and really our owned media too, the stuff that we produce ourselves — to the best effect. We know that each one of these channels has its own power and its own significance, but really when we start using them together is when we start to see a difference. An example that we've recently seen an immense success with integrating paid, earned, and owned was the reveal of the 2011 Ford Explorer last summer, which happened in eight cities simultaneously and on Facebook. By integrating our ad buy into our own content and into Facebook and using broadcast and PR, weaving it all together, we actually ended up with a one-day hit that got us greater exposure than a Super Bowl ad. That's just one example of how we're using paid, earned, and owned together.

02 Stefan Tornquist

Hi, this is Stefan Tornquist, and I'm the U.S. Research Director for Econsultancy. I'm going to use our minute together for an intervention, because it's time to get past your obsession with channels. It's not just you; we're all obsessed. Channel thinking guides how we budget, optimize, and assign credit for sales, even though we know our schemes don't work. Looking at everything through the lens of one channel versus another just doesn't reflect reality. Shopping is a process. It's the alchemy of ads and searches and emails and comments, and to focus on one versus the many misses the point. Now, some marketers are thinking beyond the channel and looking for patterns in the routes that shoppers take, no matter how many steps there are along the way. So they use universal tagging solutions that make it easy to aggregate data, and let them stand back and look at the shoppers' experience as a whole instead of the result of the first click or last click. In simple language it means that we can optimize for reality, investing in as many channels as it takes and in just the right proportions.

03 Paul McNulty

Hi there. I'm Paul McNulty, CMO of Unica. If I had one tip for you, I'd say that you marketers of the world should engage in true interactive marketing. By interactive marketing I'm not referring to websites or online marketing. I'm referring to engaging each customer and prospect in a relevant cross-channel dialogue that builds upon their past and current behavior. When I'm talking about channels, I'm referring to traditional outbound channels, like direct mail and email, as well as inbound channels, like websites, call centers, and social media. To do this you need to break down the data and execution silos in your company, and embrace technology that allows you to interact seamlessly with your customers and prospects across all channels in real-time. Through interactive marketing you can more effectively communicate with and expand relationships with your customers, and isn't that what it's all about?

04 Anne Holland

Hi, I'm marketing journalist Anne Holland from whichtestwon.com. Research shows if you run A/B tests on an ecommerce site that hasn't been tested before, you'll increase sales by 20 to 25 percent. That's 20 to 25 percent more sales from the exact same traffic. If you're a lead-generation marketer, and you run basic A/B tests on untested pages, you'll generate 30 to 40 percent more leads. That's 30 to 40 percent more leads from the exact same traffic. A/B tests can be fairly easy for most marketing departments to run in-house. There's even free testing software from Google. So every site that gets 10,000 or more visitors per month should be testing like crazy, but 64 percent of marketers aren't testing at all. You're throwing away your site's potential. Want inspiration? Check out Which Test Won's free online library of nearly 100 real-life marketing tests. Good luck, and get testing.

05 Chuck Martin

Hello, this is Chuck Martin, Director of the Center for Media Research and author of *The Third Screen*. I want to talk to you about mobile today. Mobile is a game-changer. If you think about the first screen, which was TV, there are a couple billion of those in the world right now. There are a little more than a billion PCs. There are *five billion* cellphones around the world right now. That's 73 percent of the world population. 94 percent of the U.S. population has a cellphone, and we're moving to a time when more than half of those will be smartphones. Mobile is up-close and personal. It basically changes the link between supply, demand, time, and distance, which could never be done before. When you look at what marketers need to do, marketers can tell where customers are located today by phone. They can provide maximum value, whether by deals or unique services, based on the optimum mindset of the consumer. This could never be done before. This is an under-the-radar revolution that's going on right now. Not everybody sees it. Companies like Pepsi, Kraft, Starbucks, The Weather Channel, great companies are doing great things in mobile. It's time for everybody to get in.

06 Lee Odden

This is Lee Odden, CEO of TopRank Marketing and Chief Blogger at marketingblog.com. Consider these stats: Google sites handle over 88 billion queries a month, but did you know Twitter is approaching 20 billion? Facebook added over 200 million users in less than a year, and Hitwise is reporting that Facebook tops Google in weekly web traffic. Social media is hot, but is by no means mutually exclusive of search. Search has expanded beyond Google, and marketers must now consider other search channels such as internal Facebook search and mobile search as channels where customers are looking. There's one area in particular that I think marketers should pay attention to in the coming year, and that's social commerce. Companies like Alvenda are empowering commerce on Facebook with brands like Brooks Brothers, Delta Airlines, and Best Buy. It's still early days for social commerce, but if companies can make it part of the social experience, I think it'll serve as a true channel for social media ROI.

07 Michael Stelzner

Hey there. Michael Stelzner from socialmediaexaminer.com with a big idea for your business. People don't trust you. To turn around prospects and customers, walk alongside them. Focus your marketing on helping other people. Everybody wants access to great insight and have great people who can help them, so produce engaging content that meets people's insatiable demand for how-to information. When you do that, you'll propel your business into the stratosphere. Showcase the success of others; don't hog the limelight; and treat people as you'd like to be treated yourself. Provide extensive how-to articles on your site. Review other people's books and products. Interview the experts. Finally, recognize people who help you. If you lift people up, they'll lift you up. Thanks for your time. I'm Michael Stelzner.

08 Ann Handley

Hey, everybody. This is Ann Handley. I'm Chief Content Officer of MarketingProfs, and I'm coauthor of the brand new book *Content Rules*. *Content Rules* is about how to create great content as a cornerstone of your marketing. This year businesses have really embraced that notion that they are publishers—that they need to create stuff that'll really help your clients. The problem of course is that it's really tough to do it successfully, right? How to do content well is what businesses, I think, are going to be looking at this year. They're going to be looking at questions like, "What does it mean to create content that's remarkable? How can they do it consistently? How can you be heard above the noise? Why doesn't your blog have any comments?" It's really tough work. A way to think about what makes for compelling content is to think about the fact that good content shares or solves; it doesn't shill. In other words it doesn't hawk your wares or push out sales messages. It creates value by positioning you as a remarkable and valuable source of vendor-agnostic information. In 2011, solve or share; don't shill.

09 C.C. Chapman

Hi, this is C.C. Chapman, Founder of Digital Dads and the author of *Content Rules*. My one tip for marketing if you're going to be successful is you have to have a detailed content strategy. Content and storytelling is how you're going to break through all the clutter of everybody else that's trying to reach the same customers. So sit back, really think about how you're going to attack content from a long-term standpoint, lay out your content strategy, lay out the content you're going to create, and then figure out how to tell your story so that everybody who hears it not only will be so excited by it that they want to buy your product or service, but they'll want to tell others. Passion is contagious, and if you can get your customers passionate about you, then you win.

10 Bonin Bough

Hi, everyone. This is Bonin Bough, Global Director of Digital Social Media for PepsiCo. Really my tip today is that as we approach 100 percent connectivity as a society, it means transformations for business. It means that businesses have to start thinking about how to put digital at its core. A lot of executives can look at a TV spot and say whether it's good or bad. It's very difficult for them to do that around digital activation, but it has to go beyond just a marketing communications group. It actually has to go into the entire business, so across function from package design to R&D to insights. It could be programs like what we're doing on Gatorade in the Mission Control Room, where we've taken data visualizations of real-time conversations. We put that in a glass room with five folks — it doesn't have to be in a glass room — but with five folks that are cross-function, that are figuring out how to participate in this transformative world. But what we're really doing is putting digital at the core of the Gatorade brand. I think that that's going to be — the companies that win are going to be the ones that figure that out.

11 Amber MacArthur

My name's Amber MacArthur, and I am a social media speaker, consultant, and author of a new book called *Power Friending*. I think it's really important for companies who are going into 2011 and planning out their marketing strategies to pay attention to what's happening in the social media world. Now, if I had to figure out what is the most important thing that they should pay attention to, I think it would probably be social search, so the idea that more and more people are going to different social networks to get recommendations for products and services they buy versus is going to traditional search engines like Google. For example, do you want to know what hotel to stay at or you want to know what restaurant to eat at? What's happening now is that individuals are relying on their own network of friends to get these different recommendations and reviews. For companies I think it's really increasingly important to build up a community of people online who really become ambassadors for your brand. In order to do that you really need to have a social media strategy in place to try to establish those relationships and be part of that entire social search process.

12 Steve Rubel

Hi, this is Steve Rubel with Edelman Digital. The thing I think about most that's going to be the biggest challenge for marketers going forward is time and space, and the relationship between the two—which we call digital media relativity. Let's talk about space. Online it's infinite. We have as much choice as we want in terms of content. Time on the other hand is finite, and attention spans are fragmenting and at the same time shrinking, and they're flowing towards social networking sites. So it's going to be hard to break through the noise through traditional means. The solution really is simple math. It's about surface area. The more you can increase your surface area in relevant places where people are spending time, the more likely it is that your messages will resonate. The way to think about surface area is on four planes: paid, owned, earned, and social, and that's going to be the solution going forward. I'm Steve Rubel.

Sam Rosen

You're listening to the Future of Marketing, presented by ThoughtLead and sponsored by IBM with additional support from Unica and NetProspex. In the next segment you'll discover a little-known technology that allows you to search your entire email marketing database for influencers, and you'll also hear what the former customer leadership executive for Lands' End and Microsoft says about turning customers and employees into passionate brand ambassadors. Now, back to the micro-conference.

13 Laurel Touby

Hi, I'm Laurel Touby, Founder of MediaBistro.com. Email marketing is being wasted. Right now it's "spray and pray." What if there was a way to reach out to the most influential customers in your database: the supernodes. If you could engage them, you'd leverage their networks, and your message could have a multiplier effect. Vaseline lotion just launched an outreach campaign for dry skin called Intensive Rescue. They got four bloggers who just happened to be talking about dry skin on the web. They then had to convince these folks to represent the brand, but what if instead they just mined their own database of current customers to find the supernodes who are already using Vaseline lotions? It would've generated many more names and possibly even more marketing reach. There's a tool to do that now called Flowtown, which lets you scan all your email addresses and find out who has the most clout on social networks. You might want to try Flowtown for your next email campaign and hone in on those influencer customers.

14 Ben Huh

Hi. My name is Ben Huh, and I'm the CEO and Founder of the Cheezburger Network, and we publish user-generated websites like Fail Blog and I Can Has Cheezburger. To me the future of marketing is actually about connecting people to things that they're interested in. It's not really about getting the number of eyeballs or reaching the largest number of people, but it's actually about matchmaking, using technology and using playgrounds and things that interest people and areas that people want to play in, and finding a way to take a product or service and match it up with the right number of people, and making them passionate about the product or service. Because today we're much more likely to advertise a product or service for free than ever before, we're much more likely to tell our friends about something we love and tell our friends about something we hate, and social media is making that so much more effective and easy to do so. That's why the marketers are actually losing somewhat of a power to the end users.

15 Chris Abraham

Hi, this is Chris Abraham from Abraham Harrison. I just want to remind you that reaching out to bloggers and getting earned media mentions is much easier than you think. Find everybody you can remotely think of who are a viable candidate in their writing and their readership and reach out to all of them. We use email. We can use any way you'd like to engage, but don't care about their A-list or their clout; care about what they're talking about, who they're talking about, and engage them. We oftentimes develop universes of several thousand bloggers, resulting in several hundred earned media mentions on a daily basis, no matter what our client topic is. Then these engagements can last a long time. It's worthwhile, engaging with the people in your community, no matter how small they are.

16 Chip Conley

Hi, this is Chip Conley, and I think the most neglected fact in business is that we're all human. I've used Abraham Maslow's hierarchy of needs as my operating model for understanding us as humans and customers. Imagine having a pyramid with survival at the base of the pyramid; succeed in the middle; and transformation at the top. That would translate for the customer for meeting their expectations is their survival need, meeting their desires is their succeed need, and meeting their unrecognized needs is their transformation need. Now, most companies just focus on the base of the pyramid. Companies that are successful approach the desires, but the real best companies in the world and best marketers imagine the unrecognized needs of their customers. Apple does this in understanding that computers don't have to just be technologically smart, but they actually need to be well designed. The iPhone needs to feel good in your hand. So imagine how to mind-read your customers and what their transformative needs are at the top of the pyramid, and you'll be more successful as a marketer.

17 Jeanne Bliss

Hi, this is Jeanne Bliss of CustomerBliss.com. What I want to pass on is to realize that your job is to be the chief unifier of the organization, meaning that marketing has expanded to be about duct-taping the organization together to deliver an

experience that customers and employees want to repeat and tell others about. Brand experience is driven by these five things. Clarity of purpose: redefine your purpose from your customer's point of view. Recognize that employees are the brand in so many interactions. Believe in them and nurture them. Be human and real in your communications. Honor customers' lives in how you address them. Become a talk-able brand by delivering a reliable experience your customers can tell others about. Be there on customers' terms and nurture your humility and your humility muscle in how you say sorry and respond to customer disappointments.

18 Rae Hoffman

Hi, my name is Rae Hoffman. I'm the CEO of Outspoken Media. My tip for marketing in the next year would be to make sure that you keep it real. Show the real face of your company, the real side of your company. This way when you do things fantastically, people will gain trust with you, and when you do make a mistake, people are more willing to forgive you, because they look at your company and feel like you've been telling them the truth and you've been honest with them all along and showing the real side of your company. At Outspoken Media we've actually done a decent job of this. We're very outspoken. We're very upfront. A lot of times people like to call us blunt. We're not afraid to lose clients over the fact. We have, but what we found is that our honesty and the way that we make sure that we always represent ourselves in a way that's true to ourselves has actually gained us a lot of clients over the year, so being who we actually are has been one of the most beneficial things that we can do. You may not be able to please everybody, but the people that you do please will become firm believers and loyalists.

19 Brian Solis

This is Brian Solis, and I'm the author of *Engage!*. The future of marketing is nothing less than the complete socialization of business. What started as monitoring will shift to listening, where we really hear the people we are trying to reach and inspire. We will also shift from a role of participant to a role of full engagement, where we are leading the individuals we're trying to connect with and inspiring them to lead and direct and to help create a community full of advocates. We will shift from service to adaptation, where we learn from our mistakes, and where we learn from the experience of our customers to build better products, services, and to continually improve our mission and our purpose. We will move from an era of response to an era of leadership. The future of marketing really isn't marketing at all; it's building something that's meaningful, worth supporting, and ultimately worth sharing.

20 Charlene Li

Hello. My name is Charlene Li. I'm the Founding Partner of Altimeter Group and the author of *Open Leadership* and the coauthor of *Groundswell*. What I'm going to talk about today is how you can create a social strategy. The one thing to keep in mind [unintelligible 0:20:41] is that social technologies are fantastic at creating relationships. If you keep that in mind and not focus on the technologies, it will work. When it comes to relationships, businesses often forget that you can't actually control them. The only way that you can really truly engage with people in these relationships is to make sure that it's a give and take. If you're in a marketing relationship, it's about dialogue, having conversations, and you can't control conversation. Instead of trying to reinforce a message always, think instead about how you can have a strategy, what you will do and won't do, and where that relationship could go. If you keep that in mind, then you'll be able to succeed and thrive in these relationships using social technology.

21 Liz Strauss

Hi, this is Liz Strauss from SobCon, and I think that the one thing that you can do in 2011 is to pay attention to eight to twelve of your really key close people who love what you're doing, because [inaudible 0:21:37] start the small core group of people who will be the core of your community and let them know who you are, what you're doing, and what your values are. Get them really involved in what you're doing. Let them build what you're doing, and they'll go out and tell everyone and bring their friends back and build your community for you. Communities are built by small groups of people who care about what you're doing, and they become your core influencers, and they become the people who spread the word for you.

22 Jay Baer

Hey, everyone, it's Jay Baer, coauthor of the new book *The Now Revolution*. There was a time when companies didn't have to interact with customers via telephone or via the web or via email, and now we do. Eventually your company is going to have to be social. Your customers will demand that they are allowed to interact with you across the social web. Unfortunately there's a lot of hype around social media, perhaps too much, so people think that the goal is somehow to

be good at social media, when the goal really is to be good at business because of social media. Do you think, “Well, can we use social media to acquire new customers?” Sure. Can you use it to retain existing customers? Of course you can, but I find that perhaps the easiest way to think about it is how can you use social media to increase your conversion rate, to close more business. The way to do that is to build a social FAQ. Take the top ten questions that your customers have about your company and answer those questions methodically across the social web with content, a variety of content: podcasts, webinars, video blog posts, a series of photographs are a number of ways you can answer those questions. Do that, and you’ll increase your conversion rate, and you’ll close more business.

23 Jamie Turner

Hi. My name is Jamie Turner, and I’m the Chief Content Officer at the 60 Second Marketer and coauthor of *How to Make Money with Social Media*. Some businesses ask if they can afford to be in social media, but the real question is whether you can afford not to be in social media. Social media is where your customers are. Shouldn’t you be there too? Speaking of which, all roads in social media should lead to a return on investment. After all, businesspeople don’t do social media to be social; they do it to generate revenue. There are five ways the Fortune 500 use social media to generate revenue: branding, ecommerce, lead generation, customer retention, and research. Get familiar with all five to help grow your sales and revenue. You can divide social media into attractions and distractions. Attractions are things that help grow your business. Distractions are things that don’t grow your business.

24 Chris Brogan

I’m Chris Brogan from New Marketing Labs. In my mind the future of marketing involves using more listening tools. If you Google the phrase “grow bigger ears,” you’ll find one way that I talk about doing that. The other is to take that listening and incorporate it into both your lead development, your awareness, your sales, and your customer service. Basically do more to understand your customers in a 360-degree way. Stop paying lip service to that, but instead build your CRM solution so they know not only what your customer has purchased, but that your customers have a certain kind of relationship with you and have contacted you about this or that, and so that you understand what they’re talking about when they’re not talking to you as well. To meet with these listening tools, you’ve come towards a better opportunity to further understand your customer and to serve them in a way that they might not be coming forth and explaining to you, or that they don’t even really know except through your own observation of the information. I’m Chris Brogan from New Marketing Labs.

Sam Rosen

You’re listening to the Future of Marketing, presented by ThoughtLead and sponsored by IBM, with additional support from Unica and NetProspex. In the next segment you’ll hear how Oakley turned 33 pairs of sunglasses into over \$41 million worth of exposure. Later Jimmy Wales, Founder of Wikipedia, discusses the true competition that brands face in the coming years, and it’s not their top competitors. Now, back to the micro-conference.

25 John Battelle

Hi. This is John Battelle, CEO and Founder of Federated Media Publishing. I’m going to talk for a quick minute about the independent web. There’s sort of two types of web experiences now. Consumers are gathered in very large numbers around the sort of five horsemen of the Internet: Facebook, AOL, MSN, Google, Yahoo, and so on. But there is another part of the web, and it’s incredibly important to those large portals, and that’s the independent web—where people create their own media, share their own media, and create their own engagement and passion. The independent web is a very difficult thing to get your arms around, but it is that part of the web that drives the value of the dependent web, the portals. Marketers are going to need to understand how to get their arms around that and message to it.

26 Sonia Simone

Hey everybody, this is Sonia Simone, Chief Marketing Officer of Copyblogger Media. For those people who are used to the tidy world of corporate communications or corporate marcom, the “good old days” of controlling the message are really dead and gone. The best thing we can do these days is chime in. We’re actually going back to being the village blacksmith or the village baker. Our reputations are that fragile, and we’re that close to the customers or that intertwined. More than ever, everything we do is marketing, from our supply chain to what our CEO says over drinks to how our support teams treat our customers. There used to be a time when companies had the luxury of forgetting that their employees treated customers about as well as they treated their employees. That luxury is gone.

27 Ekaterina Walter

Hello. My name is Ekaterina Walter, and I'm a Social Media Strategist at Intel. With the peak of social media, marketers need to focus less on whether it is B2B or B2C marketing and focus a little bit more on P2P participation, person to person, a personalized one-on-one proactive engagement to the customers. Yes, it is true that every business is about making a sale, but at the end of the day you sell to people, not businesses. In the social economy relationship-building is pretty much the new marketing. In marketing if you're not cutting edge, you're just noise, so revolutionary marketing strategies are nonexistent without social media nowadays. It has just been the norm. Social needs to become an integral part of any marketing strategy and not just be a standalone effort, so don't let your fears about it stand in the way of building strong relationships with your customers. Start participating today.

28 Rand Fishkin

Hi, my name is Rand Fishkin, and I'm the CEO and Co-Founder of SEOmoz. Today I want to talk about the future of SEO, which I think is very much based around convergence. There are so many types of searches that are coming together today: social search, local search, blog search, news search, real-time search. All of these are taking signals from different areas than they were in the past, not just the links and the content and the keywords but a lot of other areas too. I've got three quick-fire tips for you on SEO. My first is register your site with Google and Bing webmaster tools. They will show you a lot of accessibility information about your website, and you can track and monitor that stuff to make sure you don't have errors. The second one is if you are Tweeting, use Bit.ly or another tracker that shows you your click-through rate, so that you can measure and improve the click-through rate you get on your Tweets when you send out links. Third is don't forget to create content not just that serves visitors well, but that people want to share, like types of content that people will Tweet and link to and pass to their friends. Good luck.

29 Maya Paveza

This is Maya Paveza. I am a social media consultant to the real estate industry and educator, mayareguru.com. In our industry we meet the consumer at their point of need, and mobile technologies is probably the key for us to do that. QR codes are something that we're using a lot and seeing a lot of agents using as independent contractors. By putting QR codes on signs, on flyers, and listing information, we're allowing the consumer to scan the code and get all the detailed information they want on a property, so they can determine if they need more information or if they want to reach the agent. A lot of consumers don't like to be touched by realtors. They don't want to be contacted, so doing it as passively as possible is the key for our industry, and there's going to be a lot more use of that as well as other mobile technologies that agents are using. This does address the consumers' desires and needs to get information without being inundated by marketing.

30 Victoria Harres Akers

Hi, this is Victoria Harres from PR Newswire. The future of marketing is not selfish. It won't change people; it will serve people. The marketer will have to spend a lot more time doing research, using a variety of tools, including analytical tools like Facebook analytics and Google analytics and others to help really drill down and understand what the audience needs before it even knows it needs it. The future of marketing will be giving people what they actually want, and not having to convince them that they want it. Hence the role of the marketer will be to facilitate rich and useful content to that well researched audience. And that is what I mean by the future of marketing isn't selfish.

31 David Meerman Scott

Hey, this is David Meerman Scott. I'm the author of the new book *Real-Time Marketing & PR*. On October 14, 2010, the Chilean miners came out of their dark hole wearing Oakley sunglasses. You probably saw that. Hundreds of millions of people did. Oakley donated those sunglasses and got an estimated \$41 million of free media exposure for it, because they focused on real-time. On August 27, 2010, Paris Hilton was arrested for cocaine in Las Vegas. The next day the Wynn Hotels banned Paris Hilton from their hotels. 5,200 media outlets picked up on that ban by the Wynn Hotels. This is real-time communications. However, most companies are planning based on a campaign mentality, drawing from information in the distant past, planning for things far into the future. You've got to focus on real-time, on the present. Look for things that you can do right now. The bottom line: social media are tools; real-time is a mindset.

32 Matthew May

Hi, this is Matthew May, author of *The Shibumi Strategy*. Shibumi is a Zen concept about achieving the maximum effect with minimum means. Some of the more innovative approaches in marketing use *The Shibumi Strategy* of limiting

information. What that does is create intrigue and curiosity and engagement. The original iPhone marketing strategy did this. Steve Jobs stood up at Macworld in January of 2007 and demonstrated it, but what followed was six months of radio silence. There was no ad blitz, no PR, no promotions, no prototypes to reviewers, no price discounts. The bloggers jumped in, filled in the blanks, created the buzz, and the iPhone tipped before it ever went on sale. Coca-Cola, doing the same thing on YouTube. The Happiness Machine video went viral this year. There's no script, no words, just this magic Coke machine in a college cafeteria that dispenses not just Cokes but Coke for everyone along with pizzas and six-foot sandwiches. It's sort of sending the message that Coca-Cola equals happiness. And it got nearly three million views. The idea is this: limiting information seduces people.

33 Stephen Denny

Hi, this is Stephen Denny at stephendenny.com. I've got bad news. The future of marketing isn't about tools. Sure, we can collaborate, coordinate, prognosticate, pontificate, but when the do-it-yourself tools we've fallen in love with are only allowing us to do the wrong thing faster, that's not a smart future. The future of marketing isn't about tools; it's about the discipline to use them right. It's making the right decisions based on real evidence and creating that spark that turns insight into money. The future of marketing is remembering you're supposed to sell something. It's supposed to be about knowing that your social media presence has a positive ROI because you measured it, knowing that your new logo is better because you tested it against real consumers, not just the hand-raisers on Facebook. Look, we're all being asked to do more with less. We need to outmaneuver the giants we face, because it takes too much bloody money to outmuscle them. We need discipline and smarts, so we can't get lazy—no matter how sweet the tools are.

34 Simon Salt

Hi. My name is Simon Salt, and I am the author of *Social Location Marketing: Outshining Your Competitors on Foursquare, Gowalla, Yelp & Other Location Sharing Sites*, and my advice is getting to location. Your customers are already leaving reviews of your products, services, and location on these tools like Foursquare, Gowalla, and Yelp. You need to be there to read them. If you're not, you're missing out. The simplest thing you can do is go to Yelp.com right now and search for your brand. See what people are already writing about your brand, about your products, your service, and the environment you're providing for them. The engage with them. At the very least you should be saying, "Thank you. Sorry," and then doing something about it for your customers.

35 Steve Garfield

Hi, this is Steve Garfield from stevegarfield.com, author of *Get Seen: Online Video Secrets to Building Your Business*. The future of marketing is telling your story with video. Millions of people are watching. Here's some of the quickest, easiest, and least expensive ways to put video online. You don't need expensive cameras and film crews to tell your story with video. Use the camera that you already have. The first method is no assembly required. A pocket HD video camera, camera phone, or webcam allows you to easily upload captured moments to sites like Facebook or YouTube. The second method is easy to assemble video. Here you take separate clips and copy and paste them together. New tools like iMovie 11 make it easy. Method number three is *let's do it live*. Here you just press a button to start recording, and your video is live on the web. Use Ustream or Livestream on a computer, or try Ustream or Qik on a cellphone. It's easy to put video online. Just get started.

36 Danny Sullivan

Hi. This is Danny Sullivan, Editor-in-Chief of searchengineland.com. My tip is to try using Twitter to reach out to people who don't know your brand already. Instead of monitoring your name or your brand, try generic mentions of your product. For example, let's say you're Domino's Pizza. Monitoring mentions of Domino's on Twitter will find people who already know you, but you want new prospects, so monitor the word "pizza." To not get overwhelmed with unrelated Tweets about pizza, add the words "anyone know" to your search. You'll find people asking for help about pizza, putting their Tweets out in some type of a question form. These are people who will welcome your help and perhaps discover your brand for the first time. You can do this with any product. Do a Twitter search for "anyone know" plus generic product to discover new prospects wanting your help.

Sam Rosen

You're listening to the Future of Marketing, presented by ThoughtLead and sponsored by IBM with additional support from Unica and NetProspex. In the next segment you'll hear why Guy Kawasaki believes you should ditch your website, and why purpose is the new "buy one, get one free." Now, back to the micro-conference.

37 Rohit Bhargava

Hi, I'm Rohit Bhargava, the author of the marketing book *Personality Not Included*, and what I'd like to talk about is creating synergy and disruptive convergence and about being best in class. What about shifting paradigms? Does that mean anything to you? Of course not, because we use these terms all the time, and marketing is great at creating this fictional idea, but we're really bad at selling, because none of these things resonate with people. People don't respond to these terms. They don't mean anything. The problem with marketing is that we've become faceless, and we started to hide behind these types of terms. The solution is to start having a personality and to be more authentic. The way you can fix it is number one, go the "About" page on your website and read that page out loud. Do it in private, because you're going to sound like a fool, but it'll be great, because now you know that you need to talk in a human language. Describe why your company exists, what your passion is. Do that, and you'll be on your way to stop being faceless using your personality. Personality matters, because people matter.

38 Frank Gruber

Hi, I'm Frank Gruber from techcocktail.com. My future of marketing tip is: never stop being curious. Let your curiosity drive you to stay on top of the latest emerging trends in technology. The world is changing every single day, and with that new opportunities present themselves. So if you're following along — thanks to curiosity — you should be able to take advantage of some of those opportunities. How do you cultivate and grow your curiosity? Well, this is how I do it. I basically get out of my comfort zone. I try to read or watch or listen to things that I normally wouldn't. In doing so you never know where innovation is lurking. Secondly, I try to experiment. I set aside time, maybe 30 minutes every week to try a new product or new iPhone app or a new gadget that you wouldn't normally have tested. Finally, be ultra-observant. When I'm out and about, I'm always checking out what people are doing, how they're using technology. Do the same. Try to really see how things are changing and what's different about these people. Then let curiosity find new ideas and innovations.

39 Scott Stratten

Hey, I'm Scott Stratten from un-marketing.com. My biggest tip of what you can do in the new year is to start listening. Start listening to your marketplace. If I offered you five years ago the tools and the power that social media offers today, you would've paid me \$50,000 a month for this access. We can listen to the passive conversation of our marketplace, of our competition, and of our colleagues. Simply take some time and do what I do. I set up a Google news alert. Just go to Google News and click on alerts. What that will do is give you any subject, and every single day or once a week, it'll give you the entire research of the conversation online from blogs to Twitter to Facebook, and tell you what people are talking about. Click on them. Read the blogs. I do it once a day every single day, and it keeps me up to date. The worst thing we can do in our business is to stop listening and stop learning.

40 Porter Gale

This is Porter Gale from Virgin America, and the one thing I want you to remember as you move forward in marketing your product or brand is the importance of innovation. For us as an airline that reinvented the category, we tried to use the central part of innovation at the core of our DNA. We looked at the product. We look at the guest experience. We looked at all of our marketing channels and made sure that we pushed beyond the traditional landscape and changed the game. For us it's plugs at the seats; it's Wi-Fi in all of our planes; it's food on demand; it's mood lighting; it's things that guests actually didn't even realize they needed. We do feel that this is one of the key things that has made us successful. It's also important to think about innovation in terms of all of your social media channels and looking at what's happening with iPads and technology shifts. People want to be engaged. They want to be connected, and that's what we think is one of the keys to success.

41 Mitch Joel

Hey, this is Mitch Joel from Twist Image and author and blogger over at Six Pixels of Separation. The future of marketing for me will, should, and will be all about anonymity. We live in a very interesting world where people are divulging a ton of information about themselves in places like Facebook and Twitter and LinkedIn, but the truth of the matter is a lot of

times there are people that have very important things to say, but they want to remain anonymous. Think about those who might be coming down with an illness, and they want to do some online searches or join the community. What they have to say is valid and important, but they may not want to actually divulge who they are. Or let's say they work for a competitive publisher, and they want to write a review on Amazon about a book that they really love. They should have the ability to do so without having to be outed. I think that we're going to have a really interesting challenge in the next couple of months and years going forward as the value of anonymous content will be as valid today as someone who has self-proclaimed who they are really in the real world.

42 Guy Kawasaki

Hi, this is Guy Kawasaki. I'm the Co-founder of alltop.com and the author of a new book called *Enchantment*, which will be out in March of 2011. The topic I'd like to discuss today is something very fresh in my mind, because I had to make this decision about two weeks ago. The decision was for a new product, a book. Should you build a website, find that custom domain, buy that custom domain, and build a website from scratch? Or should you simply create a Facebook fan page? The pluses and minuses come out for me, anyway, that I think Facebook was the right thing to do, because Facebook has 350 million users, and it has all these features and infrastructure built in. It has this sort of community in sharing and spreading. So that's something to think about: website versus fan page. I vote for Facebook fan page these days.

43 Kevin Clark

Hi, this is Kevin Clark, President & Founder of Content Evolution, a federation of member companies. Here's my big tip you can do something about today. Fully connect what you promise to what you do across all your relationships. Here's a short version of how we collaborate with clients to accomplish this all the time. Look every day for one or more ways to make the intention of your business real in the lives of your customers. Eliminate unnecessary steps to doing business with you. Reduce barriers and increase meaningful connections. Do this for 30 days to gather 30 or more ideas. Start today. A month from now you can sort your ideas into three buckets: I can do it myself; we can do this relatively fast with a small team; or we need to get a project set in motion and get funding. Now pick three ideas, one from each category: a do-it-yourself idea, a small-team idea, and then a stretch pool requiring a plan and resources. Express your intent and then set them in motion.

44 Josh Bernoff

This is Josh Bernoff. I'm a Senior Vice President at Forrester Research, and the coauthor of the two books *Groundswell* and *Empowered* on social media. The future of marketing is treating your own customers as a marketing channel. People don't realize it, but people make 500 billion impressions on one another about products and services every year in social channels. What this means is that once you turn someone into a customer, you're not done. In fact, they are a great opportunity to get the right messages out about your company. To succeed with that think "IDEA." "I" is identify the mass influencers in your market. "D", develop groundswell customer service. "E", empower them with mobile information. And "A", amplify fan activity. Take these four steps, and you're on your way to a new way of marketing, marketing where you think of your own customers as a marketing channel.

45 Aaron Kahlow

Hi, this is Aaron Kahlow, CEO of Online Marketing Connect, a parent of the Online Marketing Summit and the Online Marketing Institute. What I'd like to chat for a quick second about is this marketing automation concept and how you really can get the attention of your C-suite. I think as marketers and folks that are delving in to the digital form that we're all in today, to really think about marketing automation from a social standpoint and thinking about what your customers want and being able to take that data and then actually leverage it within marketing and sales cycles. My one big point for everybody to take away is take a look at what you're doing that is not automated, the sheets you're using, the information you're transferring, the exports and imports. Think about if it could be automated and all done in one push of the button. If you think that way, I think you're going to find a lot more value in thinking more about marketing automation as opposed to just marketing itself.

46 Bob Gilbreath

Hello, my name is Bob Gilbreath. I'm the Chief Marketing Strategist and Bridge Worldwide and author of the book *The Next Evolution of Marketing*. My message for you today is really that the old interruptive model of marketing no longer works, whether you're talking about traditional advertising or digital advertising. What we need today and what society expects from us increasingly is about creating what we call marketing with meaning, and that has two things in common.

One, that's marketing that people choose to engage with. It's no longer about buying impressions and hoping that people's eyeballs land on a message, and they remember your product. It's about creating something that they lean forward and opt into from the beginning. The second thing is about advertising that itself improves people's lives. Again, instead of just using interruption to tell people how great a product or service is, this is doing things like Charmin, for example, helping people find a clean bathroom near them; Abbott Diabetes Care creating an online resource for people to learn about how to manage their disease; Cliff Bar providing training materials for marathoners; or any B2B business which looks at its job of helping their client get promoted instead of just selling more product.

47 Michael Margolis

Hi, this is Michael Margolis, President of getstoried.com. There's a new cultural value, a meme really in marketing-speak, that says quite simply everybody is a storyteller. We're actually hardwired as humans for telling stories, and this applies in business too. Social media now only magnifies the process. People don't buy your product or your solution or even your idea. What they're buying is the story that's attached to it, or more importantly, the story they tell themselves about what your brand means to them, which is why you need to give people something to believe in, a bigger story. When your brand stands for something larger than just a widget, a sale, or a transaction, you invite people to find the deeper meaning. Narrative becomes like the looking glass. It's how we discover the invisible lines of connection. Here's the secret: if you can tell a story that others identify as their own—if people can locate themselves in that story—then the need to persuade, convince, or sell people on anything disappears.

48 Tim Sanders

Tim Sanders here, and I've got a message for you. If you give your customer purpose, they will purchase. You can give them a sense of purpose by the story that you tell behind your product or your service. For example, is it sustainable? Is the company employing local talent? Or when you make this purchase, are you making a difference? For example, in the case of TOMS Shoes, for every pair you buy a pair is delivered to a needy person in Africa. You see, in this new socially responsible world we live in, making a difference with how you spend your money is the new "buy one, get one free." When people think they're doing business with a good company, they feel more benefit from doing business with that company. We've got to deliver our authentic story or purpose at every stage, from branding to sales to consumption to delivery. This is Tim Sanders, and for more, join me at sanderssays.com.

Sam Rosen

You're listening to the Future of Marketing, presented by ThoughtLead and sponsored by IBM with additional support from Unica and NetProspex. In the next segment you'll hear why Alex Bogusky quit being a brand advocate, as well as Gary Vaynerchuk's vision for how marketing and business will transform in the coming years. Now, back to the micro-conference.

49 Alex Bogusky

I'm Alex Bogusky at fearlessrevolution.com. We like to think of ourselves over here as insurgents in the new consumer revolution. I guess, in the simplest terms I've gone from working as a brand advocate to a consumer advocate, but I don't really think of it as a very radical transition, because all the smartest brands have actually been transforming themselves into consumer advocates. Collaboration is the new competition, so as the control of data shifts away from sellers towards buyers, the new opportunity is to become not just a force of transparency in your business, but in your entire category. Becoming transparent isn't a choice. The only choice is: do you do it, or do you have it done to you? The latter has proven to be very unpleasant for brands. Please don't make the mistake of trying to be a little bit transparent. Take the aspect of your business you feel you would least like to get PR on and make a plan to tell your customers how you hope to address the issue. Don't forget to ask them for help along the way. Your customers are ready and anxious to join your mission if you let them in.

50 Sandy Carter

Hi. My name is Sandy Carter. I'm a Vice President at IBM and the author of the bestselling book *Marketing 2.0*. My three major thoughts here on marketing in the future is first that marketing will move to being more automated, especially in the demand-gen area—more science, less art, which I think will drive a dichotomy in chief marketing officers. Some who view themselves as tactical, preoccupied for short-term, and others who will be more strategic and a driver of the business. Two, the future of marketing will be ruled by virtual communities. Today, in the world of search engine optimization, 25 percent of those results returned for the top brands are user-generated content. These virtual

communities will only want to be held in a dialogue that's targeted. Think location-based services. Finally, three, the "entertain me" culture will be the only way for marketers to break through the noise, so get ready with things like gaming, 3-D, and visualization.

51 Nick Bilton

Hi. I'm Nick Bilton, author of the book *I Live in the Future & Here's How it Works* and Lead Technology Writer for *The New York Times* Bits Blog. One of the really important things I see happening with technology over the next year is the rise of hyper-personalization with everything. We can start to see the seminal effects of that taking place right now, where if you allow Google to have access to your social networks, it will actually cull and curate search results that are different than other people's based on your friends and things that they've Tweeted or updated in the past. You can also see examples of it with services like Flipboard, which is an application that runs on an iPad and also uses your social networks to create this type of personalized magazine-like experience. I think over the next years as more and more services take advantage of this, you'll actually start to get more and more curated and personalized experiences, more and more personalized advertising and marketing. You could even imagine a world where you pick up your *New York Times*, and it's actually personalized to the way that you consume news and where you share it.

52 Robbin Phillips

Hi, my name is Robbin Phillips. I'm the *Courageous* President of Brains on Fire. I can't predict the future of marketing, so I won't pretend to, but I'm pretty sure it's not going to be about some shiny new social media tool, because you know what? It's about people, always has been. Real live human beings just like you and me, with hopes and dreams and passions and a huge desire to share and connect with others. What technology is going to do is make it easier to find and support our advocates' passion conversations. This is going to force us marketers to think less about marketing or the next social media do-dad, and more about what it means to be human. We're all in grad school now. We're learning side-by-side right along with our customers. There's absolutely no such thing as a social media expert, and I might even say there's no marketing experts right now, which means that the future for all of us is going to be very bright, very shiny, because you know what? We get to write the next chapter with our customers.

53 Tony Hsieh

Hi, this is Tony Hsieh, the CEO of Zappos and author of the book *Delivering Happiness*. I think one of the most important things to realize about marketing over the next few years is that a company's culture and a company's brand are really just two sides of the same coin. The brand is just a lagging indicator of the culture, and at Zappos our whole belief is that if we get the culture right, then most of the other stuff — like delivering great customer service or building a long-term enduring brand or business — will just happen naturally on its own. Our true marketing is from the word-of-mouth of our customers, and we focus on making customers happy by making employees happy. Really the way we make employees happy is by having company culture be the number-one priority of the company.

54 Todd Defren

Hi, this is Todd Defren at SHIFT Communications. So many companies and marketers think about taking a content-specific approach where they put "creative" at the forefront of everything. Really what they should be thinking about in the social media era is putting relationships at the center of everything. If you understand what all of the potential stakeholders in your company care about and talk about and want to share and want to consume, you'll take a much more impactful approach to everything else that you do. If you know what your audiences care about, you'll do better creative, because you know they'll want to share it. You'll do better community management, because you'll be not just a brand who's marketing to them, but a friend who talks to them every day. A great example might be Home Depot, where they've got their own do-it-yourself community, and they're creating content every single day as a result of what their users are talking about every single day, versus what the promotion of the week might be. It's a relationship-centric approach that all brands would be well advised to take a look at.

55 David Weinberger

Hi, I'm David Weinberger. I'm the Co-author of *The Cluetrain Manifesto*. It seems to me that what's important is that everything is becoming a network. That includes markets, including market conversations. What holds together the network, what actually holds it together, are shared interests. Without that, there is no network worth a damn. That's what brings us together: the network. Marketing traditionally has all too often been about businesses having one set of interests, and trying to enforce those interests on a market that probably doesn't care. In your networked world held

together by interests, companies that insist on pursuing their own interests with some basic disregard of the market's interest just have no purchase. They have no place to stand or handhold in the networked market that has arisen, so marketing becomes all about aligning interests and doing so genuinely.

56 Jimmy Wales

Hi, I'm Jimmy Wales, Founder of Wikipedia and cofounder of wikia.com. I think one of the most important trends in marketing today is the incredible growth in the power of word of mouth. When you take a look at something like Wikipedia, where we've gone from zero to around 400 million visitors every month in less than ten years without spending a penny on advertising, you begin to realize how powerful this can be. I think that this trend towards more and more influence of direct word-of-mouth marketing applies to many, many kinds of brands. If you're Coca-Cola and Pepsi, you may think you only have one major competitor, which is the other big soft drink company, but if you don't look out, there could be a new company that comes up very, very quickly. Where you would've thought ten years ago that they would require hundreds of billions of dollars in advertising spend to catch up with you, they can do it very, very quickly, as long as they've got a great product and a good story that people like to tell.

57 Barry Schwartz

Hi, I'm Barry Schwartz, and I wrote a book called *The Paradox of Choice*, which I think has important lessons for marketers. We all think that the more choice customers have, the better off they are—and we're all wrong. When people have too much choice, three bad things happen. First they become paralyzed, not liberated. They end up choosing none of the above. Second, they make worse decisions if they overcome paralysis. Third, even when they overcome paralysis and make good decisions, they're dissatisfied, convinced that something else would've been better. So if you want to sell more stuff and leave customers more satisfied, you have to figure out what the sweet spot is for your particular products—enough choice so that there's something for almost everyone, but not too much choice to drive people crazy.

58 Pete Krainik

Hi, Pete Krainik here, CEO and Founder of the CMO Club, a global community of over 700 Chief Marketing Officers. I'm very fortunate to host dinners and speak with hundreds of CMOs. One piece of advice I would share with all marketers, and that is the thing that separates the greatest, the best CMOs, from the good is this concept of focus and engagement as employees like they're your customers. For example, HP, Aon, IBM, have done some wonderful jobs as they roll out new campaigns, new products and services—[they focus on branding their organization internally to really put specific resources and focus on creating a 30-second spot, or other campaign initiatives, for their employees]. Focus specifically on the employees so they can really help push, sell, influence customers and be behind the brand.

59 Jeffrey Hayzlett

This is Jeff Hayzlett. I'm the former Chief Market Officer of Eastman Kodak and the author of the bestselling book *The Mirror Test: Is Your Business Really Breathing*. I want to talk to you a little bit about the future. What do you see in the future for marketing and how to get prepared with all the things that are coming at you? Everything is converging, and you're getting a lot of convergence across every single channel, so it's not just one channel. We move from a broadcast to a narrowcast. But the key thing you're going to have keep in mind moving forward is now to be radically transparent. That is, to be able to be seen through everyone's eyes and be seen as genuine. Whether it's in social media or mobile, which is going to be one of the biggest things, how do you engage your customers? How do you educate them? How do you excite them, and how do you enthuse them so that they can be brand ambassadors for you? So being authentic and radically transparent is really key to your success in the future.

60 Gary Vaynerchuk

Hey everybody, this is Gary Vaynerchuk, author of *The Thank You Economy*, dropping March 8, 2011. It is clear to me that the future of marketing is going to be one-on-one engagement. With so much noise being thrown at us, it is very clear to me that context and actually *giving a crap* is going to mean a whole lot more. In a world where more content is created in 48 hours than was in the beginning of time until 2004 — is it... hold on a second. 2003? I think that actually feelings and intent of the marketing is going to mean a whole lot more. The humanization of business is upon us.

Sam Rosen

Hi, everyone. Sam here again. Now, there's one more important thing I want to share with you. Over the coming months, we want to keep engaging with you about our ever-exciting field and how we as marketers can continue to innovate and create the future. We're looking forward to taking the conversation further, which will be starting right after today's conference at futureofmarketing.com/blog. I want to thank all of our 60 speakers today. You each delivered a powerful vision of where marketing is going and how we can each prepare for the next year and beyond. Thank you again to our premier sponsor IBM, to our principal sponsors Unica and NetProspex, our technology partner, ON24, and to all of our partners: Which Test Won, MarketingProfs, SmartBrief, Online Marketing Summit, Social Media Examiner, Econsultancy, *BtoB Magazine*, and the CMO Club. With that, the Future of Marketing micro-conference is officially over. I'll talk to you soon, and thanks again for tuning in.

[End of Conference]

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