

Attention wars and the rise of the Trust Agent – Chris Brogan

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Three levels of attention

- Awareness
- Reputation
- Trust

A trust equation

- Trust = social capital
- Social capital + web = links
- Social capital + web = traffic
- Social capital + web = social proof
- Social capital + web = a big network

Make your own game

- Find your value differentiation
- Create a new word for yourself
- Learn the systems – attuned / distorted

One of us

- Find the agent zero
- Seek frictionless distribution
- Be everywhere and create / maintain bonds
- All knowledge is vocabulary
- Insider language is huge

Archimedes effect

- Build off your previous success
- Never start from nothing
- It's all chips: winning the game is table stakes for the next game

Agent zero

- Be the priest; build the church
- Be the relationship before the sale
- You live or die by your database
- Be part of everyone's 150

150 = theory on the number of contacts/relationships people can manage

Batchblue – web management software for contacts, can tag contacts in several categories

Human artist = connecting with people

Approach people as peers

Human artist

- Connect people constantly
- Share instead of hoard
- Practice simple touchpoints of loyalty
- Self-aware vs. self-involved

Brogan puts 90% of content out there for free

Be a coach, not a teacher

Build armies

- Give your ideas handles
- Teach them to fish
- Bring your own dialtone

Online Brand Reputation and Management – Krista Neher

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Other people now have control over your brand b/c of the internet – what are others saying about you?

Submit business to Google local

Look for authority sites for inbound links (LinkedIn, Flickr, etc.). Set up corporate profile for LinkedIn

Krista's definition of "Authority sites" = as measured by Google

PeoplePond – reputation management tool

Three steps to online reputation management

1. Proactively manage your brand
 - a. Create an online presence
 - i. Importance of branded content
 - ii. Authority sites that rank well
 - iii. Better chances that they find you when searching
 - b. Reserve your name
 - i. Even on sites you don't plan to use
 - c. Give resources and empower conversations
 - i. Photos, videos, quotes, etc.
2. Tools to monitor your brand
 - a. Start with search
 - i. For your brand
 - ii. Terms associated with your brand
 - iii. Your competitors
 - iv. Hot news topics
 - v. How do you rank
 - vi. Where does your name show up
 - b. Simple tools
 - i. Google alerts
 - ii. Twitter search
 - iii. Regular search
 - iv. Insights into customers

- v. Keotag.com (free)
 - vi. Monitorthis (free)
 - vii. Trackur (from \$18/month)
 - viii. SearchMonitor
 - ix. Radian 6
 - c. Monitor Sentiment
 - i. Brandwatch.net
- 3. Respond
 - a. To positive comments and reviews
 - i. Show others that you care (and encourage them to write)
 - ii. Build a tribe of passionate users
 - iii. They will defend your brand for you
 - b. To negative comments
 - i. Don't oppress or try to censor people – convey a clear, gentle, and friendly image
 - ii. Respond directly to the issues so that whomever reads the complaints also reads your point of view
 - 1. Tips for dealing with negativity
 - a. Humanize your brand
 - i. It's easier to hate a company than a person
 - b. Thanks them for their interest in your brand
 - i. Passion can be turned around; any interest has value
 - ii. Show openness in dealing with the complaint of issue
 - c. Be transparent and explain
 - i. Often a friendly explanation can help; don't oppress - explain
 - d. Empathize
 - i. Understand without agreeing
 - e. Build a community of advocates
 - i. Having others speak highly of you goes a long way
 - f. Know when to disengage
 - i. Sometimes you can't win. Know when to walk away.

Only 12% of people read word for word online.

Video Search Engine Optimization – Chad Richards

Twitter: @chardrichards

Video stats:

- Duration of average online video is 3.5 min. Magic number according to Richards is 2 mins. or less.
- Americans watch 3 hrs. of video online every month
 - YouTube
 - Accounts for 71% of all online video.
 - 2nd largest search engine and 4th largest web property.

- Video search on YouTube accounts for 25% of all Google search queries in the U.S.
- 15 hrs. of video uploaded every min.

Optimizing video

- Include keywords in video's file name, i.e. brand-product-name.mov
- Use keyword-rich titles, descriptions, and tags
- Include the word "video" in your titles
- Place a link at the beginning of your description (link to your website)
- Enable rating, sharing, and embedding
- Include a transcript in the description (google doesn't recognize video, needs text)

Additional ways to increase views

- Utilize your thumbnails (youtube pulls from the 1/4, 1/2 and 3/4 marks of video)
- Submit video responses – piggyback off already popular videos (can only submit video once as response)
- Start a youtube promoted video program (pay for placements)

Hosted

- Optimization of video content on your website
- Goal: generate traffic to your website and your video content
- Tips for hosted video
 - Include one video per URL
 - Place videos in central root folder/directory
 - Use keywords in video file name
 - Use embedded players – not pop ups
 - Provide related on-page text
 - Follow general SEO rules for titles, URLs, metatags, H1, etc.

Posted

- Optimization of video uploaded to video sharing sites
- Goal: generate video views, brand recognition, and social interaction

Q&A session – panelists

- How do you show to others in your organization that social media works?
 - Chris Brogan – delicious.com/chrisbrogan/casestudies (Chris puts case studies here proving that social media works)
- Social media is customer service, not just PR/marketing
- Don't be afraid if you make mistakes. Everyone is human. Always opportunities to improve.
- Sometimes it's unpredictable to tell what will set off a firestorm in the social media world. Key is to respond appropriately to controversies – brand management.
- Do we need to worry about who is listening to us and stealing ideas via social media?
 - Amy Stark – Competition can mean to strive together for the betterment of all. Doesn't have to be negative.
 - Chris Brogan – will be a long time before anyone "weaponizes" tweets

- Krista Neher – for social networks to survive, they need to add value.
 - Communities will correct if social network doesn't provide value (i.e. MySpace vs. Facebook. Easier to spam via MySpace than on FB, so more people migrated toward FB)
- Krista Neher – quality vs. quantity is more important for your social media profile. It's about how influential you are and how many people listen to you, not the number of followers
 - Tools to measure your influence: grader.com or klout
- What's the line between spam and promoting yourself?
 - Krista Neher - If it's not something you would do in the real world, don't put it online. Build relationships and be social. You wouldn't meet someone in person and start promoting yourself off the bat.
 - Chris Brogan – if you don't act human, people won't be human back toward you
- How do you deal with “haters”?
 - Amy Stark – “You're nobody if you don't have haters.” Just ignore them.
 - Krista Neher – If they are putting out misinformation about you, you can take time to correct them. But if that doesn't help, just ignore them. Have to know when to walk away.

Making Your Blog Work for You (Affiliate Marketing) – Carolyn Tang (ShareASale), Kristin Kinsey (Affiliate Manager, MadHatterConsulting.com), Tricia Meyer (Affiliate, SunshineRewards.com)

Affiliate (blog/website) drives consumer to merchant

Major affiliate networks

- Shareasale
- LinkShare
- Google

Evaluating merchants

- Solid site with relevant, in-stock offerings
- Positive Earnings Per Click (EPC) – how much does the merchant pay out, on average, per 100 clicks
- Low reversal rate (i.e. rate of product return)
- Fair number of return days
- Active and responsive affiliate management

Types of Creative

- Banners and text
- Widgets (interactive banners)
- Video (people stay on site longer if you have video)
- Product datafeed

Good affiliate managers contribute to success of affiliate marketing. Affiliate managers do recruitment (look for good sites/bloggers to fit product), design creatives, etc. Liaison between affiliates and merchants.

Forum.abestweb.com – good resource to check on merchants and if they'll be a good fit if you want to be an affiliate marketer w/them

How much site traffic do you need monthly to make a profit? Tricia Meyer says that for every 10 clicks on her site, she makes a sale. Relevancy of products you are selling and site content is important. Watch for too many blinking ads. Can drive people off site.

Resources:

affiliatesummit.com – affiliate marketing conference

geekcast.com – has podcast on affiliate marketing

revenews.com

internetretailer.com

feedfront.com – magazine for affiliate marketing

theSEObook.com – good read for anyone who wants to improve their SEO tactics

Internet advertising and getting revenue for your blog – Shawn Smith

Internet advertising up 23% in 2007

Local online advertising will grow 13% from 2007 to 2013 (Jupiter Research)

Types of ads

- Banner ads
 - For the most part, unobtrusive
 - Easy to install and maintain
 - Easy to track
 - Can be easily incorporated into the layout of your site
 - Can be dynamic or static
 - Widely available
 - Interactive Advertising Bureau (iab.net) – set standards for online ads
 - Negative: can be turned off by user's browser
- Text links
- Sponsored sections
- Interstitials
- Peel aways
- Backgrounds
- Sponsored articles
 - needs transparency, clear that product endorsement was paid for
- Vertical markets
 - allow company to sponsor subsection in website
- Pop ups – avoid! Easily blocked.

Ad networks

- Examples: Gorilla Network, Yahoo, ValueClick, Google AdWords, etc.
- Easy to set up
- Automatic (kind of)
- Lots of choices
- Great start
- Ad “middle men”
- If users don't interact, you don't earn money
- Can take a lot of effort

Ad terminology

- CPC – cost per click

- Based on click through average, so sites with little traffic can still earn
- Most networks use CPC model
- Earnings often spotty and depend heavily on placement and content
- Awful for discussion forums
- Advertisers love them
- Needs effort to earn lots
- CPM – cost per thousand (impressions)
 - Good for sites with lots of traffic
 - Low risk, little effort
 - Good for brand awareness
- CPA – cost per action
 - Very high payout for very little response
 - Advertisers see the ROI for this as very high and are often open to negotiations
 - Negatives
 - annoying
 - Lose banner space in hope that someone follows through

Do it yourself

- Ad networks are the beginning, but you can do much better on your own
- Ad networks fill space
- To attract national, have many unique visitors
- To attract local, have many local visitors

Key selling stats and terms

- Location of viewers
- Visits
- Unique visitors
- Pageviews
- Pageviews per user
- Time on site
- ROI

Track your users yourself

- Profile users and ask them to volunteer certain types of info, i.e. age, job status, relationship status, education level, race, favorite brands, sex
- Opens the door to targeted ads

Additional selling points

- User loyalty
- User level of engagement
- Consistent exposure
- Track clicks and hits

Know potential client

- National vs. local
- Relevant to your blog/site or not
- Timely or brand building
- Big pockets or little pockets

Be prepared to hear “prove it” – give free ad trials, your web stats, etc., show results to advertisers

Download presentation slides from www.indymoj.com/blogindiana