

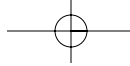
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MARKETING IN THE NEW MEDIA

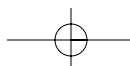
Holly Berkley

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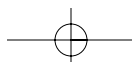
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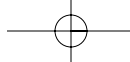
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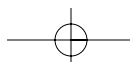


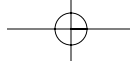
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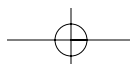


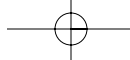
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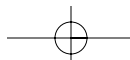


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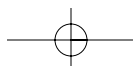


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Chapter 2

THE DIGITAL LIFESTYLE



THE DIGITAL LIFESTYLE

The digital lifestyle is all around us, and it reaches all corners of the world in some way. Last year, my husband and I traveled to Dublin, Ireland, and all the way to Mexico City to see U2. With my Verizon Pocket PC cell phone in hand, I could stay connected to the office back in San Diego, California, at all times. In fact, most clients didn't even realize I was out of the office. Along the way, we used the phone to snap photos and capture videos of our travels (as well as of Bono, of course!). We stayed in touch via text messages with our friends without having to pay long distance telephone charges.

Every night of the concert, in every city of the tour, Bono asked the audience to pull out their cell phones and send a text message to make a difference in his ONE campaign. No matter how many times I saw this, I was still amazed that almost every person in the audience had a glowing cell phone to help light up the night. Such a long way from when people held up cigarette lighters at concerts! Bono told his audiences that we had the tools to make a difference and have our voices heard. That power was right in our hands.

The idea of power in consumers' hands is a key component to marketing in the new media and the basis behind the continued growth and evolution of the digital lifestyle. Successful new media marketing has two primary goals: to reach a very targeted audience at the right time, when they are most likely to take an intended



Understanding how your target audience uses new media technology will help you develop the most effective marketing plan to reach them.

action, and to encourage the growing trend towards consumer control of media and content. Targeting, timing, and true consumer-generated media (CGM) are what make all the elements I describe throughout this book work effectively.

Internet Usage by Age, Education, and Income Level

So, who exactly do new media marketing strategies target? Well, almost everyone, actually. According to Pew Internet & American Life Project, more than 400 million people globally are online (Madden, April 2006). In the US alone, more than 172 million people (77 percent of the adult population in the US) are regular Internet users according to a Harris Interactive poll (*eMarketer*, May 2006f).

There is a direct correlation between higher education/higher income and using the Internet more frequently. For example, the Internet Penetration and Impact report by Pew/Internet found that 91 percent of college graduates regularly go online while only 40 percent of adults with less than a high school education do so. As income level rises, so does the likelihood of having an Internet connection at home and using it frequently. Households with an annual income of less than \$30,000 are only 53 percent likely to be online, while households with income between \$30,000 and \$50,000 are 80 percent likely to be online. And that percentage continues to increase as income level rises (Madden, April 2006).

Another important statistic for marketers to consider is that about 84 million Americans have broadband connection in their homes. That is almost double the number from the previous year ago. This growing number of high speed Internet connections allows marketers to get much more creative with their online promotions, which were once limited by file size and slow downloads with dial-up connections.

Breaking down the Internet usage numbers even further, by age group, shows that nearly everyone is an active part of the digital lifestyle (Madden, April 2006). Here are the current statistics:

- 12–17-year-olds: 87 percent online
- 18–29-year-olds: 88 percent online
- 30–49-year-olds: 84 percent online

- 50–64-year-olds: 71 percent online
- 65+ years old: 32 percent online

(See Chapter 5 for more details on ways to reach these specific target audiences and how different demographic segments differ in their use of new media technology.)

What are people doing online?

So what are all of these millions of people doing online? According to a February to April 2006 Pew/Internet survey (representing 143 million Americans), users are spending 91 percent of their time reading online and sending emails, followed by using search engines or map sites. Seventy-nine percent of users are looking up health and medical information, followed by 78 percent of people researching products, services, weather, hobby information, or travel information. Sixty-eight percent of users are getting news online (Madden, April 2006).

Shopping is another primary activity for Internet users, whether directly purchasing a product over the Internet or researching a product before they buy offline. A study from Shop.org, conducted by Forrester Research, projects that online sales will exceed \$200 billion in 2006 (*eMarketer*, May 2006d). Internet marketing and well-designed websites allow retailers to consistently find more than one-third of their new customers. Most often, online consumers are purchasing travel-related items, including airline tickets, vacation packages, and hotel accommodation. The next largest industry categories of online sales include computer hardware and software, automobiles, clothing, and footwear. Pet supplies, cosmetics, and fragrances are expected to see growth rates of 30 percent in 2006, exceeding any other categories. (We'll take a look at the best ways to market to consumers in each of these industry categories, as well as others, in Chapter 5.)

Using the Internet at work

During the workday, the average employee spends about 13 hours per week accessing the Internet, 24 percent of which is spent visiting non-work-related sites. So where are all these workers going on company time? According to the seventh annual Web@Work study from Websense, conducted by Harris Interactive, top sites include



Today's corporate decision makers say that the Internet is the best way to reach them.

map sites, news, and weather. These findings were consistently reported by both employees and IT managers who monitored staff Internet usage; however, as you get further down the list of non-work-related sites, the numbers start to conflict. For example, 3 percent of employees admit visiting dating sites, while IT managers found the number is actually closer to 18 percent. And while less than 1 percent admit visiting gambling or sex sites while at work, IT managers found those stats average 10 percent (*eMarketer*, May 2006c).

Now that we know what the average employee is doing online, what about the upper-level executives, business owners, and key decisions makers in the company? According to a 2002 survey conducted by Nielsen/NetRatings and the *Washington Post*, 77 percent of key business decision makers believe that the Internet is the absolute best place to find out about new products. Sixty-six percent recommend online advertising as the best way to reach them. That is higher than magazines, newspapers, radio, and even television! By using the web to market your product, you have the opportunity to put your product in front of the most demographically desirable customers during the web's prime time — the business day, when consumers are more likely to take action and less likely to be distracted by other forms of media.

The study found that the Internet is not only the most used medium during the workday, but over 90 percent of executives who use the Internet regularly at work log on from home as well. This makes Internet use during the evening and late hours second only to television viewing.

Using the Internet strictly for fun

On any given day, 40 million Internet users go online just for fun, to pass the time (Fallows, February 2006). Men are typically more likely to “hang out” online with no particular goal, while women users tend to be a bit more goal oriented. Also, the younger the web user, the more likely they are to go online strictly for fun. Other determining factors in web usage for fun are Internet experience and home broadband access. Thirty-six percent of those Internet users with more than six years of Internet experience will surf the Internet for no particular reason, and also 72 percent of those with home broadband Internet connections will use the web in this way.

The Importance of Social Networking Channels

Surfing the web for fun often leads users to get involved in the fastest growing online phenomenon: social networking.

Think of social networking websites as the reality TV of the Internet. Although often guided and monitored by the website's creator, the majority of the content and growth of the site is created directly by the users. Think of these sites as the ultimate consumer-generated media (CGM) model.

Social networking sites include sites such as MySpace, Facebook, Classmates.com, MSN Spaces, AOL Hometown, Yahoo! Groups, Xanga, and Blogger. These sites allow Internet users to literally create their own "space" online in the form of posting mini-web pages, profiles, and photos with the goal of meeting others online for dating or friendship, or just to exchange information. As more people realize the power of these online communities, everyone from local and upcoming musicians and filmmakers to large corporate brand marketers are trying to make a name for themselves on these spaces. The social networking sites are growing so fast that as of April 2006 they have captured the attention of more than 45 percent of active web users. Nielsen/NetRatings reports that the top 10 social networking sites have grown 47 percent in one year, with MySpace showing a one-year growth rate of 367 percent and more than 38.4 million unique visitors (Bausch and Han, May 2006). According to comScore's February 2006 report, MySpace was the second most visited website on the net in the US (the general Yahoo! site was the first). Facebook, a social networking site aimed at college students, ranked as the seventh most visited website. Given that these social networking sites are in their infancy, these numbers are quite shocking. While MySpace shows exponential growth rates each month, Yahoo!'s growth rate remains relatively flat (Kingdon, April 2006).

The very nature of social network sites makes them attractive for marketers because they create very loyal users and account for some of the highest retention rates among regular Internet users. Although these sites do offer advertisers a way to reach the community through banner ads, this is not the recommended approach to reach this audience. On average, even the most successful banner ad campaigns generate a less-than-2-percent conversion rate. Advertisers quickly find that these highly experienced consumer eyes



Almost half of all web users participate on some type of social networking site. In 2006, MySpace was the second most visited site on the net!

simply skip over blatant advertising altogether. As with almost all of today's experienced Internet users, your marketing message will only be effective if it is combined with relevant, useful, and/or interesting content that will encourage users to take action and get involved.

Breaking into the often tightly knit, highly personal social network sites to promote your product requires a delicate touch. It definitely takes more planning and thought than simply buying a banner ad.

Most marketers who are successfully gaining access to this audience are essentially going undercover: creating profiles and users to enhance their brand and promote their products. For example, Dell created the comical character DJ Ditty to market its music player and help brand its new product as fun, playful, and approachable. I heard so much about this character, I had to check it out for myself. You can easily find his profile through the member search box on MySpace, and download ridiculous videos of him playing air guitar, lip-syncing, or displaying the latest dance moves. All the videos of DJ Ditty encourage word-of-mouth marketing by allowing you the option to save or send the clip to a friend. Although the Dell product is up against some steep competition and is not outselling Apple's iPod, the product was on the right track for marketing to its target audience of 18-25-year-olds. During the first 21 days the profile was posted, more than 8,500 MySpace users added DJ Ditty to their "friends" list and sent him hundreds of emails. Now they continue to post comments and images on his space (Kingdon, April 2006).

When done correctly, social networks like MySpace can literally allow a person or brand to become an overnight success. The self-made celebrity Tila Tequila is a perfect example of this. With more than a million friends on MySpace and 30 million page views in one month, her success with social networking and with building exposure one-friend-at-a-time led to a feature on the magazine cover of *Stuff*, a spot on the entertainment news show *Extra*, and more. According to her MySpace profile, she is now endorsing products such as Game Boy Advance, is being featured in video games for Xbox and PlayStation, and was even voted Number One Internet celebrity by *Fortune* magazine.

Minimize the risks associated with social network sites

Social network sites can generate a tremendous amount of exposure to your consumer base, as well as provide excellent media attention. However, there are some important risks to consider when entering this new media. The most obvious risk is the lack of content control and how user comments can potentially shape your brand in a negative way. Unlike when you purchase an ad or design your own website, once you open up your product or brand to a social networking site, anything can happen. You are just like any other member, and therefore have no control over the banner ads or other items that may run alongside your profile. So before you jump into marketing on social network sites, consider the following points:

1. *Define your brand and ensure that your character profile accurately and consistently reflects that brand.* Then be sure that you are creating a profile on a social networking site that makes sense for your brand. For example, if having images of half-naked women or flyers for parties posted in your profile by other users will hurt your brand, MySpace may not be the best social networking site for you.
2. *Be ready to address any feedback or posts, particularly if they are negative.* It is essential to make the time to monitor the posts and communicate with those sending you messages in both a timely way and in a way that enhances and reinforces your desired brand image.
3. *Remember that the most successful social networkers are those with the most collected “friends.”* The more friends you have, the more networked you are, and therefore the more valuable your “space” is. Establishing all of these connections takes time, which includes responding to posts on a regular basis.
4. *Develop a thick skin and remember to use the comments you get as feedback to possibly help you better refine your message or product.* Think before you post an emotional rebuttal. Emotional arguments can start an all-out online war, and make things much worse.
5. *Show respect for the community by not pushing your marketing message too hard or intruding in conversations that don’t relate to you.* In order to be successful, you need to offer

some type of content or information that is useful, interesting, or entertaining to the audience. No one wants to visit a social networking space that is all about pushing a product.

6. *Be honest about your intentions.* Take DJ Ditty as an example: although he pretends to be a real character, he doesn't hide the fact that his job is to promote Dell music products.
7. *Show benefits to people who visit your space and reward the loyal friends you collect.* This can be achieved by giving away free music downloads, ringtones, coupons, or anything else that has some value and promotes your product. Encourage friends to post your free giveaway or discount on their space as well, as this will encourage more friends for both of your spaces.

Target specific audiences for social networking sites

It is important to note that although MySpace is currently the largest social networking site, social networking is not only for music-loving 18- to 25-year-olds. More social network sites are emerging almost daily and targeting all types of audiences.

Let's look at Sisterwoman.com, a new social networking site targeted towards women active online aged 25 to 50. Unlike MySpace, where marketers must take a more undercover approach to tapping into social networks, Sisterwoman.com is providing advertisers ways to market without the risk of unpredictable content you'll find on a MySpace. The site offers select advertisers such as Neutrogena and The Learning Channel a "circle" where members can share their experiences with products, ask questions, participate in live, scheduled chats, and provide feedback directly to representatives from the sponsoring companies. Keep in mind that with more control and less ad space available, the cost to become an advertiser in this type of network is much higher.

"We did a lot of market research with women in multiple markets, and a range of psychographic groups," Allie Savarino, president and cofounder of Sisterwoman told *ClickZ News*. "We found among all of them a desire and a need to contribute. They feel like they are experts in many areas and place value on being able to share their feedback" (Newcomb, April 2006).

Another emerging social network called The MomNetwork allows women to connect based on geography, life challenges, interests, and the ages of their children. Developed by the creators of ClubMom, the company is setting up strategic partnerships with companies such as Hasbro, Home Depot, HP, and Prudential, allowing them to sponsor specific content areas of the site.

Although both Sisterwoman.com and The MomNetwork currently do not even come close to the amount of traffic and level of activity of sites such as MySpace, their attempt to incorporate advertisers in a more deliberate way is worth taking note of. Because this type of advertising channel is so new, it is often up to advertisers or marketing agencies themselves to pitch an idea and to propose ways they would like their brand to interact with a site. I have found that most new media channels are still unsure of how to incorporate advertising beyond banner ads without hurting the sincerity of the network. Most are open to new and creative ways that end up making all parties happy.

The growth of online social networks is a new phenomenon, as are the marketing strategies surrounding these hot spots. Therefore, there are limited case studies or statistics about what is most effective in these new media. However, the fact that these sites are growing at such an explosive rate confirms that they should not be ignored. Finding a creative way to integrate them into your new media marketing strategy is absolutely essential. (Learn more about how major brands are incorporating social networking sites into their marketing plan in Chapter 4.)

The Growth of Blogs

Donald Trump has one. So do Michael Moore and Ariana Huffington, as well as thousands of celebrities, musicians, business executives, and average people. Blogs (also called “weblogs”) provide a way for nontechnical people to post information about their personal lives, beliefs, politics, businesses, products, services, or anything else in a chronological, diary-type format. Many blogs allow visitors to provide feedback on those comments as well.

Since 2003, the growth rate of blogs has doubled about every six months, reaching 35.3 million in April 2006. According to Technorati (<http://technorati.com>), a blog tracking site, the Internet world



Keeping an updated blog can help increase your search engine ranking and overall online exposure. However, only a small percentage of businesses currently use blogs.

sees an average of 1.6 million legitimate blog posts every day, many posts related to new product announcements and scheduled events (Burns, April 2006b).

Blogs are an important marketing tool for your business for many reasons. First, they allow you to develop a closer connection with customers, to generate feedback, and to provide customer support. For an example of a corporate blog, take a look at GM Blogs, www.gmblogs.com — the General Motors home for their corporate blogs.

The second reason blogs are an important piece of marketing is because it is a great way to help increase search engine ranking for your site. Because blogs are largely text based, they are easy for search engines to index. And because every entry includes a date and search engines look to post the most recently updated site first, your blog has a good chance of ranking high. If your blog entry contains both relevant keywords, a recent date, and links to more pages of your website, you have a good chance of increasing your ranking. Likewise, because blogs open up products to consumer feedback and word-of-mouth marketing, you are more likely to find both media and consumers referring to and linking back to your blog, which provides added points to increase your search ranking.

However, despite the impressive growth of blogs, corporate blogs still account for only a small percentage of the current blogosphere. Although many executives realize their importance, they are either unsure of how to make blogs work effectively for their company or they simply lack the time and energy to keep a corporate blog updated and running (Burns, May 2006). (More about corporate blogging and how it can enhance your brand and consumer trust in Chapter 4.)

Promotion through RSS Advertising

Journalists and reporters for media outlets, both traditional and new, are definitely an important segment of the digital lifestyle. Thanks to the growth of RSS feeds for easy syndication of online news, journalists now rely on new media channels more than phone or fax as a means of generating fresh content. (RSS allows users to access and be alerted of content that is frequently updated.) In fact, more than 92 percent of journalists working at newspapers, magazines,

and broadcasting outlets nationwide use the Internet for article research, and 81 percent of those journalists search online daily (Crowell, June 2004). (More about how to reach online journalists in Chapter 6.)

RSS technology has been traditionally used by news professionals to syndicate content online primarily by organizations such as Reuters, CNN, PR Newswire, Business Wire, and the BBC. These providers allowed other websites to incorporate their headlines or headline-and-short-summary feeds under various usage agreements. Today, anyone with a website, blog, press release, product announcement, or other marketing promotion can benefit from RSS technology, and because there are so many niche content sources now available, using RSS feeds to send out targeted content is an excellent way to get results. RSS feeds are proving more effective to advertisers than email marketing because it is such a new and uncrowded medium. (More about RSS advertising and how to implement an effective online PR campaign in Chapter 6.)

Online Gaming Is Also on the Rise

Another new media marketing opportunity that is growing involves online gaming. As of April 2006, 31 percent of American Internet users are playing online games (according to Pew/Internet), and in-game advertising is quickly becoming one of the top advertising choices of the new media marketer (Fallows, February 2006). According to the Yankee Group, the ad budget spent on this medium drastically increases every year, with \$732 million expected to be spent annually by 2010 (Burns, April 2006a).

And online gaming isn't just for teens. I often find my 35-year-old husband logging on to his favorite video games in the late hours of the night, to compete online with his former college buddies who are scattered throughout California. They'll have Instant Messenger going alongside the game, so they can "talk smack" or just catch up on old times during a little friendly competition.

My husband and his friends are definitely not alone out there in the world of cybergaming. According to an Associated Press-AOL Games Poll, 40 percent of Americans play video games, and 45 percent of those play them online. The study also found that while men play more games online than women, they also use the online gaming more socially than women. While women tend to play games solo,



More brands are thinking about incorporating advergaming into their new media marketing mix. Visit BKGamer.com for a look at Burger King's latest Xbox game.

men often play online with others. Since 41 percent of gamers play three to four hours per week, they are probably reducing their television viewing (*eMarketer*, May 2006b). This could be one of the major reasons why one in three people born after 1980 can't name the TV networks (Evans, May 2006b).

Who Is Watching Online Video?

Online video is quickly become a standard part of the new media experience. As discussed in Chapter 1, a primary way the television industry is attempting to market its new shows to media-savvy audiences is through online video. While both men and women watch online video files, a study by comScore Networks, Inc. found that males are much more engaged, watching an average of 120 minutes per month, while females watch 80 minutes per month. Males aged 25 to 34 make up the most dedicated viewers, averaging 140 minutes per month. These numbers represent an 18 percent increase from October 2005 to March 2006, showing that online video use is continuing to grow (*eMarketer*, May 2006e).

As more brands enter the new media market space, we will see more sophisticated video campaigns emerge. In other words, as the new media market space matures, advertisers will have to do more than simply posting television shows or commercials on the web. With so much creative and innovative content to choose from, Internet users will be looking for videos with more value — whether it's education, humor, or simply original entertainment. As the novelty of online videos wears off, consumers need more motivation to seek out an online video or share it with friends. As marketers, if you can put together the right combination of originality, humor, and entertainment, the marketing potential of that video can be absolutely viral.

An original online video is what launched the US band OK Go! into instant stardom. It all started when the band was practicing a dance routine in a modest Chicago backyard for the song "A Million Ways." Rather than practicing in a real dance studio, with such luxuries as a full-length mirror, the band set up a video camera to record their routine. The resulting video was absolutely hilarious! A girlfriend of one of the band members thought the practice video was so amusing that she insisted they use it as their real video. The band laughed. She was serious. As the story goes, she then stole the

video, emailed it to a few friends, and 2.5 million downloads later, the band was asked to perform on *The Tonight Show* and *Good Morning America*. They eventually made their way to the MTV Music Video Awards to perform a reenactment of their follow-up video, “Here It Goes Again,” better known as the “treadmill song.”

As with any marketing plan, the goal of using new media elements should be the same as when using traditional marketing methods — to increase sales or market share. In the case of OK Go!’s viral videos, it definitely led to more direct sales. As a result of the 7 million downloads of the treadmill video for “Here It Goes Again,” the band’s album quickly became one of the top 100 on iTunes with a top 100 song. If you haven’t yet seen either of the OK Go! videos, it’s well worth a click over to YouTube to witness first-hand what all the talk is about. I guarantee you’ll mention the video to at least a few friends afterward!

A Look at Podcasting

Podcasting, a term originally derived from Apple’s mobile music player the iPod, is a way of distributing and sharing multimedia files such as audio and video files over the web. The files can then be downloaded to a personal computer or mobile device such as an iPod. In this discussion I am not referring to commercial music downloads from sites such as iTunes, but specifically about content such as news clips, radio shows, and very targeted content made available via podcasting technology.

With less than 1 percent of Americans listening to such podcasts, the stats are less impressive than for online gaming, social networks, video downloads, or Internet usage in general. However, this does not mean this new media channel should be ignored. In fact, Forrester projects podcasting will reach 12.3 million households by 2010, although primarily reaching an audience of educated males with high average income as well as youth audiences seeking music, entertainment, and tech info (Lieb, May 2006).

Although fewer people regularly download and listen to podcasts, this medium still allows marketers to get their message to a highly targeted and engaged audience. If you choose to use podcasting as a way to get your message out, here are some points to consider:



Although the number of people who download non-music-related podcasts is still relatively small, this technology allows you to reach a very targeted and engaged audience.

1. Consider your business goals and brand

Create content that not only reinforces your brand, but is also interesting and useful to the customer. Consider your overall business goals and what you hope your podcast will achieve, whether that is establishing yourself as a leader in the field by providing important information, enhancing your credibility, increasing media attention through increased exposure to a niche group, or driving direct sales.

2. Make your podcast easily available

Making sure your podcast is accessible via search engines and primary portals where people seek podcast content is essential to success. Make your podcast available to search engine spiders by including text-based descriptions detailing the content of your podcast, so both users and search engines will know what your podcast is about before they click. Make your podcast available on top podcasting portals such as Odeo, Yahoo!, Podcasts, and Podcast.net.

3. Promote your podcast

Mention your podcasts in your traditional advertising, post links on your website, and promote the content in your newsletters. It's also a good idea to create a blog or message board around your podcast to encourage feedback.

4. Promote complementary podcasts

Similar to the idea of link exchanges, promoting other podcasts that will in turn promote yours helps everyone involved by opening up your content to a wider audience and establishing credibility.

Partnerships in podcasting

For some companies, the idea of sponsoring an existing podcast is much more appealing than taking the time to develop one on your own. For example in 2006, Travelocity teamed up with a leading travel personality, Rick Steves. He had already built up a large following through his more traditional outlets of guidebooks, radio shows, and television. When he took his show online in the form of podcasting, it seemed like a natural match for Travelocity. Keep in mind that even for personalities like Rick Steves and large companies

like Travelocity, this is a new medium (Lerma, May 2006). So prices for sponsorship and how the partnership will work are often completely open to negotiation by both parties.

My suggestion is to take a look at already existing top podcasters related to your industry, and then start a dialogue. Be ready to propose how you think the partnership could work and how much you'd like to pay as a starting point, since most podcasters really have no idea what to charge sponsors.

Engage Consumers in Your Brand

I'd like to emphasize again that new media differ from any of the traditional media channels in that consumers are actively engaged in the media and seeking out information. New media marketing is less interruptive, more targeted, and relies on a person's genuine need to socialize and to seek and share information. Compared to letting content of television and radio come to them, Internet users are actively engaged and more likely to take direct action when they see your marketing message. This is not to say the traditional media are ineffective; in fact, I am suggesting quite the opposite. In order to create a successful campaign, you can no longer choose new media *or* traditional advertising campaigns — you must work to incorporate both.

Here is an example: a March 2006 survey by Burst Media found that nearly half of consumers said television most effectively captures their attention, but those same consumers admitted that when it comes to actually making a decision to purchase a product or service, the Internet ranked first. They went so far as to say that the Internet was their *primary* source for this information (*eMarketer*, May 2006a).

As you read this book, remember that the key to combining traditional and new media marketing is not only about exposing your brand to your target audience, but about truly engaging the consumer, by encouraging them to take action and become more loyal to your product.



Because podcasting is so new, the terms for sponsoring a podcast are often open for negotiation.

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