

PR SENSE

Communicate the communication

India's First Corporate ezine

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A. Rekha

Theme of this Issue
Digital Buzz

Guest Editor
A. Rekha

In this Issue:

P3 Digital Buzz

P4 Creating Buzz

P5 Useful tips

P6 Buzz Mania

P7 Negative Buzz

P8 Podcast Buzz

P9 Buzz Monitoring

P10 PRince Toon

**P11 Social Media
impact**

P13 PReTTY

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PR-e-FACE: From the desk of Editor-in-Chief

Hidden talents of young professionals will be explored



Our ezine PR-e-Sense is gaining more and more popularity and credibility every month, due to the themes, we deal with. I should thank all the readers and the contributors of the articles and Guest Editors for their sustained support and guidance. In order to encourage budding young talents, we have decided to permit young professionals and students of age group less than 30, to decide their theme and Guest Edit the ezine for the next five months.

We are happy to announce that this issue has been Guest edited by Ms A Rekha, a media marketing professional from Hyderabad, on the theme 'Digital Buzz'.

Honestly, we have not contributed anything to this ezine from the editorial team. The entire contents were managed by this young Guest Editor herself.

In this process, we have found amazing hidden talents amongst young professionals and we need to explore more and more from them. Forthcoming issues also, will have the exclusive contributions from our young professionals.

This issue covers broadly the concept of Buzz marketing, monitoring, etc. Please share your feedback with us. Happy reading...

K. Srinivasan

Guest Editor



A. Rekha, a media marketing professional from Hyderabad (India) is a post graduate in Business Administration. Consumer behaviour, brands and event management are her forte. She is passionate about Volleyball, Adventure sports and travelling.

Rekha can be reached at rekhaaraja@gmail.com





Hi evry1 :). Shring tis issue stung by d buzz bee nd d social media. Kudos 4 d wnd'rful opp. Impatient 2 luk in2 d content?

<http://www.youtube.com/watch?v=R4FTNjGNS3Q>

Tym to browse thro' :).

Rekha

What is Digital Buzz?



The Digital Buzz is the Buzz marketing technique employed in the social media arena.

Buzz marketing is a viral marketing technique that attempts to make each encounter with a consumer appear to be a unique, spontaneous personal exchange of information

The digital Buzz happens when contents are produced by one consumer and distributed to other consumers using an online medium like blogs, wikis, forums, podcasts and social networks.

The Brand could effectively use Buzz to

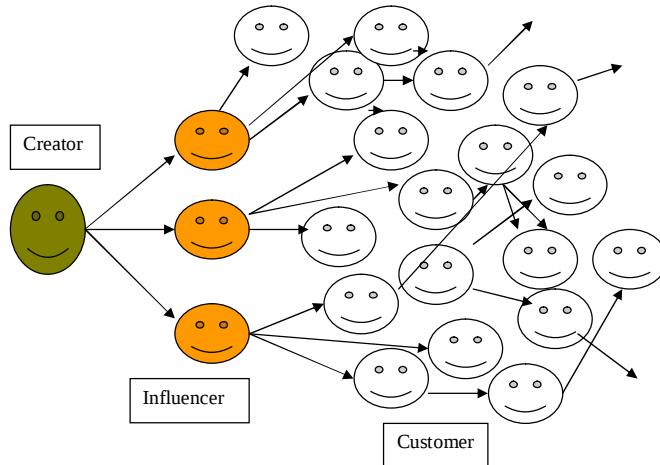
- Get feedbacks and complaints i.e., to listen to customers
- Introduce new product or offer announcement
- Consumer engagement
- Increase the Brand Awareness

Digital Buzz is one of the powerful BTL activities, a Brand could employ to retain and grow the customer-base on a long run. The prime objective of Digital buzz should be consumer engagement and brand awareness rather than sales.



How to create Digital Buzz?

Delight your customers and they will talk about you but even the delighted customers tend to forget so the companies must be proactive to create the buzz. Posting a message or joining a social network alone does not create a buzz. Strategic plans need to be in place for creating a buzz.



1. Before you start, set an measurable objective for your social media campaign. The objective could be to increase the number of visits to your website or resolving complaints and creating a better consumer experience. Use tools to match with your objective

Never follow a social media trend just because its HOT

2. Research on where your target customers are populated like on Twitter/ Facebook /LinkedIn / Digg or any other special interest groups. Also note that the target group might also be moving across different social networks over a span of time.

3. Listen to what the consumers are talking about you. Check out the discussions across various social media using analytics tool to get insights about your company and customer. Then jump in conversations as and when required.

4. If there are no discussions about your company going on, create a simple content after brainstorming session with internal resources. Think over the content and get feedback from select customers to know if it works.

5. To implement, identify and influence respectable customers or friends who might in turn talk about your product/ service in their network after experiencing your Product or service. This content is then picked up by the other customers and then rapidly spread across different networks and thus the BUZZ is BORN. Make sure the consumer feels more connected to your Brand and is never tired of buzzing about your brand.



Secret behind rise of Buzz

The changing consumer behaviour and the evolution of Internet over the past 40 years is redefining the way consumers and brands interact. The customers these days only listen and talk about what they are interested in. The Internet and the social media have made the conversation between customers and brand easier, direct and visible.

The consumers prefer if the brand talks to them but will believe what other consumers or their peers talk about the brand rather than the brand itself. Buzz could be positive, improving company's image or negative, damaging the reputation. Say for example, it takes a decade to build a brand offline, but a few comments or small content shared online might tarnish the brand reputation, in a matter of few days. So, *Brands even if they like or dislike the medium, could never afford to ignore the medium.*

Online buzz can serve as an accelerator of offline buzz. It is the *combination* of online and offline discussions that makes buzz so powerful. We have seen how powerful was the cattle class Twitter effect.

Important Tips

- Remember Buzz will never pick up positively if your Product/ Service fails
- Be honest and encourage experience based buzz
- Customers will listen and talk only what interests them
- Buzz needs time to build up. Don't expect results next day

Single touch update in all social network sites

When you subscribe to many social networks, posting your updates everywhere might take a long time. www.ping.fm aims to make updates a unified manner. Just send your message to the service and it posts the note to all your networks. Currently ping.fm supports 40 networks from facebook, LinkedIn, and Twitter to lesser-knowns such as Bebo and Rejaw.



Buzz Mania – Some success stories

Dell makes \$ 3 million in sales using Twitter

What do we call this: the success story of Dell or Twitter?? Let's have a peep look. Dell created various twitter accounts <http://www.dell.com/twitter> as a part of their marketing campaign for different countries, languages and businesses like Ireland, UK, Australia, New Zealand, China and many other countries to reach customers .

@DellOutlet <http://twitter.com/DellOutlet> , Dell listens to the customer, engages them with exclusive discount offers and responds promptly for the complaints as well. This gives the brand a personal touch and makes customers buzz about Dell. Source: NY Times

Tata Nano Website and 30 million hits in a month

<http://tatanano.inservices.tatamotors.com/tatamotors/>

The Rediff home page had countdown ticker before the launch of Tata Nano.

The interactive Tata Nano website got 30 million visits from the launch till April 25, the last day of booking. The website has a link to its community in orkut Facebook, blogs where the nano user's share about their experience and the youtube.

Out of the 2.03 lakhs bookings nearly 4000 bookings were done directly online which is still a big number in India.

ZooZoo phenomenon

So, how many of us were smitten by ZooZoos and forwarding ZooZoo mails during IPL-2? The Buzz in the offline and online medium made brand an instant success. ZooZoos have an active Facebook account with games like what kind of zoozoo are you and free e-cards and complaints do come in on the service. With over 318,000 fans in the community, the ZooZoo merchandise Like T-Shirts, Mugs and linen are to be rolled out.



Negative Buzz and its impact on business and reputation

What makes the Brands or Companies tremble about?. The ripple effect negative Buzz makes the companies sleepless.

Some examples of negative Buzz

1. The business of one of the largest Pizza chains was greatly affected after an video picturing the ill mannered way 2 employees prepared the Pizzas was viraled among consumers in You tube.
2. A leading Private Sector Bank in India is yet to recover from the negative buzz created after the credibility of the Bank was questioned.
3. One of the popular soft drink companies was badly affected when a few school students rocket engineered, by dropping few mentos into this soft drink pet bottle and released it in the You tube.

In all these cases, the affected companies tried to ascertain the customers through the same social media. To an extent, they are successful as well. The cost of damage control was heavy.

Sometimes even a very small disturbance in the social media could create a Big Buzz either in a positive or negative manner.

Unique visitors during Sep 09 – in millions

Google.com	147.3	Orkut	0.4
Yahoo.com	136.9	Blogger	30.3
Bing.com	52.3	Wordpress	26.3
Facebook	124.6	Picasaweb	6.9
YouTube	84.1	Flickr	28.5
Myspace	50.2	Photobucket	21.3
Twitter	23.5	Blip.tv	1.1
LinkedIn	15.1	Odeo	0.2

source: compete.com



Buzzing through Podcast for Nation building



Around 70 members of Action 2020 team of online India Vision Group met former Indian President Dr A P J Abdul Kalam at Raj Bhavan, Chennai on 7th October 2009. In the photo (L to R) – Natarajan (sitting on floor), K. Srinivasan, Dr Abdul Kalam, Kartheeban, Kalam Nagappan and Shiva (standing). Please listen to the inspiring speech and interaction session with Dr Kalam in the following podcast links:

Inspiring speech of Dr Abdul Kalam

<http://www.prpoint.com/pod87>

Interaction session with youngsters

<http://www.prpoint.com/pod88>

Dr Kalam's advice to youth on how to keep good health

<http://www.prpoint.com/pod90>

Do you want to buzz and act for developed India by 2020, join the India Vision 2020 Group from the site

<http://www.indiavision2020.org>



Buzz monitoring

Monitoring the buzz is as much important as creating a buzz. In this consumer centric market, the companies must be alert about the conversations happening about them or sometimes the negative buzz spreads faster and could be damaging the reputation. Google Alerts is one of the simplest tools used for listening to the news related to the brand or company.

Some of the analytics tools available to listen to the customers and track the Buzz.

- Google Analytics www.google.com/analytics
- Clicky www.getclicky.com
- Brandwatch www.brandwatch.net
- Compete.com www.compete.com
- Buzzlogic www.buzzlogic.com
- Converseon www.converseon.com
- etracker www.etracker.com
- Hubspot www.hubspot.com
- Website Grader www.website.grader.com
- Alexa www.alexa.com
- Quantcast www.quantstat.com
- Woopra www.woopra.com

Most of these tools are based on the U.S. Demographics. There is a huge opportunity for the bright Indian Brains to explore these tools and develop the Best tools for India.

India Social Media Survey – Edition 1

Exchange4Media and Blogworks jointly conducted Social Media survey in December 2008 and Jan 2009 with specific reference to Indian environment. Please download the highlights of the survey from the following links:

<http://su.pr/2XcCag> and <http://blogworks.in/surveydownloadform.php>



PRince

BY - TRIAMBAK SHARMA

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**DOCTOR!! PLEASE TELL
ME HOW TO TELL HIM THAT
I AM HIS LIFE PARTNER
...NOT INTERNET...**



Measuring the impact of social media



There may not be any universally-agreed-upon metrics for measuring the impact of social media efforts. So how can communicators show that their social media endeavours are having an effect on their organization's bottom line?

In the October 2009 issue of CW Bulletin, the monthly newsletter published by the International Association of Business Communicators (IABC), experts on the subject have written articles to help you set a goal and use metrics based on your business objectives to ensure success with social media.

Don Bartholomew shares five common myths about social media ROI (Return on Investment), and some perspective on the underlying issues they represent. Beth Kanter teaches you how you can measure the success of your blog. John Christopher helps you identify and select the right social media metrics to accomplish your social media goals. Janet Fouts goes beyond ROI and illustrates how return on engagement (ROE), (or the return on time and money spent building relationships that add value in some way to the company) can be an effective measure of your social media campaign.

IABC's CW Bulletin is available online free for both members and non-members of the association. Visit <http://www.iabc.com/cwb/archive/2009/1009> to download the above articles.

You can also listen to an interview with the "Queen of Measurement," Katie Delahaye Paine on IABC's Cafe2Go podcast at <http://bit.ly/1A7vd>.

For more information about IABC, visit <http://www.iabc.com>. You can also connect with IABC on social media sites:

- Archana Verma, Director of Marketing and Communication, IABC



How free and paid content can work together



Greg Satell is an international media expert whose career has spanned 15 years and four countries. He has managed successful media companies and consulted for global agency networks such as Initiative Media and ZenithOptimedia.

1. Socially-empowered content sites: Big content sites with a loyal audience can easily add social components. People like to comment on articles and it's possible to set up successful user blogs - so adding a profile, scoring system, etc. is relatively easy and makes a lot of sense.

Ranking user content as part of a branded content platform is a fantastic way for amateurs and up-and-comers to gain attention and reputation alongside established professionals.

This idea becomes more powerful when the site is aggregated with other content sites: So people can share their friends across the networks. This second part is trickier technically, but by no means impossible and it works well conceptually (see www.ning.com) .

2. Content Plug-ins: The second way would be for existing social networks to build resources for content sites to connect through them (through either API's or co-development). This is exponentially more challenging technically, but not impossible.

Future trends of social media in India

The internet has evolved from basic emails to social networking. The first generation social networks used blogging. The present generation is already witnessing the evolution of text buzzing to visual buzzing with increasing Youtube users.

Recent studies conducted reveals that India has (i) 60 million internet population (ii) 400 million mobile users and (iii) 10 million GPRS activations.

Also, the mobile population will get tripled in the next couple of years. Buzz will be more powerful in the future, if all social media applications are integrated to the mobile phones. Already companies like Nokia and Samsung are setting a trend with integration of social networks to the mobile. With the increasing mobile and social network users, the buzz is all set to grow on.



PReTTY

Mark the answers, to know where you stand on social media expert scale.

1. How many times do you blog a month?
a. None b. 1-2 c. > 3
2. What is a social media campaign?
a. Using a twitter and facebook account
b. Listen to customers and respond
c. Crafting a new message & Engage the customers through a participative movement
3. Does Social media activities impact SEO?
a. No b. To an extent c. yes
4. How long are you using social media?
a. 6 months back b. 1-2 yrs c. >= 3 yrs
5. How do you monitor the campaign
a. Searching the blog b. Google Alerts c. Third party analytical to

Evaluate yourself

For a=1; b= 2: c= 5 and then sumup

If your score is

<= 5 :Yet to start in the social media

6- 10: Budding social media agent

11 - 20 - Social media enthusiast

21 and above: U r a social media evangelist

Social media Tools

Who is talking about you in the internet by Amit Agarwal

<http://su.pr/1scTXq>

42+ Social Media Marketing Tools

<http://su.pr/2Ltlq3>



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