Web 2.0 Marketing: Word of Mouth Marketing to the Extreme

Danielle Theiss-White
Web 2.0 Library Marketing Strategies
Presentation

- Define Web 2.0, Library 2.0, and Marketing
- Relevant Web 2.0 Library Marketing strategies
  - Relationship Marketing
  - Word of Mouth Marketing
- Create a Web 2.0 Marketing Strategy
- Steps to evaluate your Web 2.0 marketing efforts
Define Terms: Web 2.0

Web 1.0
“the mostly read-only Web”
250,000 sites
45 million global users
1996

Web 2.0
“the wildly read-write Web”
80,000,000 sites
1 billion+ global users
2006

http://www.netlash.com/dyn_new/UserFiles/Image/web1vsweb2.png
Yes, you.
You control the Information Age.
Welcome to your world.
Putting We in WEB

NEXT FRONTIERS From MySpace
To Flickr and YouTube,
User-Generated Sites
Are Rocking the Internet
What Is Web 2.0
Design Patterns and Business Models for the Next Generation of Software

by Tim O'Reilly
09/30/2005

The bursting of the dot-com bubble in the fall of 2001 marked a turning point for the web. Many people concluded that the web was overhyped, when in fact bubbles and consequent shakeouts appear to be a common feature of all technological revolutions. Shakeouts typically mark the point at which an ascendant technology is ready to take its place at center stage. The pretenders are given the burn's rush, the real success stories show their strength, and there begins to be an understanding of what separates one from the other.

The concept of "Web 2.0" began with a conference brainstorming session between O'Reilly and MediaLive International. Dale Dougherty, web pioneer and O'Reilly VP, noted that far from having "crashed", the web was more important than ever, with exciting new applications and sites popping up with surprising regularity. What's more, the companies that had survived the collapse seemed to have something in common. Could it be that the dot-com collapse marked some kind of turning point for the web, such that a call to action such as "Web 2.0" might make sense? We agreed that it did, and so the Web 2.0 Conference was born.

In the year and a half since, the term 'Web 2.0' has clearly taken hold, with more than 9.6 million citations in Google. But there's still a huge amount of disagreement about just what Web 2.0 means, with some people decrying it as a meaningless marketing buzzword, and others accepting it as the new conventional wisdom.

This article is an attempt to clarify just what we mean by Web 2.0.

In our initial brainstorming, we formulated our sense of Web 2.0 by example:

<table>
<thead>
<tr>
<th>Web 1.0</th>
<th>Web 2.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>DoubleClick</td>
<td>Google AdSense</td>
</tr>
<tr>
<td>Ofoto</td>
<td>Flickr</td>
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<td>Akamai</td>
<td>BitTorrent</td>
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<td>mp3.com</td>
<td>Napster</td>
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<td>Britannica Online</td>
<td>Wikipedia</td>
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<td>personal websites</td>
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<td>evite</td>
<td>upcoming.org and EVD9</td>
</tr>
<tr>
<td>domain name speculation</td>
<td>search engine optimization</td>
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<tr>
<td>page views</td>
<td>cost per click</td>
</tr>
<tr>
<td>screen scraping</td>
<td>web services</td>
</tr>
</tbody>
</table>
Define Terms: Library 2.0

http://library20.ning.com/

My director has tasked me (and I'm very willing to take it on) with doing brief, hit-and-run, emails to all the library staff to explain Library 2.0 concepts and tools to our staff, most of whom have no desire to move forward (there are some and I'm thrilled to have them on board). This is a copy of the email I sent out today. I'd be curious to what y'all think. The next one will be on delicious because it's probably the most relevant to them.

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Subject: What's this I hear about Library 2.0?

Hi all,

You may have heard the terms "web 2.0" and "library 2.0" buzzing about the library world. Or maybe you haven't, and that's ok. But what I'd like to do is take a second and explain what both of those things mean, and some of the "2.0 tools" that you might continue to hear about, and that we here at CPLS might be looking at to better serve our patrons. I'll try to keep the editorial comments out of it.

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About This Discussion
Started Apr 20 by: Tracy Read

View Discussions

Category: Defining Web 2.0/Library 2.0
Tags: library 2.0, email, definition, explanations, staff
Define Terms: Library 2.0

“Library 2.0 is a model for constant and purposeful change”

“Library 2.0 empowers users through participatory, user-driven services”

“Through the implementation of the first two elements, Library 2.0 seeks to improve services to current library users while also reaching out to potential library users.”

Library 2.0 Meme Map

http://www.flickr.com/photos/bonaria/113222147/
Define Terms: Marketing, Publicity, and Promotion

- Marketing: determining who you serve and with what products
- Publicity: getting the word out that you can help people do their jobs better, cheaper, or faster
- Promotion: talking to people about their needs and your strengths

Seiss, J. (...). The Visible Librarian: Asserting Your Value through Marketing and Advocacy. Publisher: City.
Questions to ask

Who are our students?

How do they communicate with each other?

Where do they spend their leisure time?

What community activities do they take part in?

Do they spend time online? What sites do they visit?

Marketing Strategies

• Relationship Marketing

• Word of Mouth Marketing
“Relationship marketing is defined as communication that provides service benefits (technical support, such as how to access a database; help and advice on services; and information such as hours of operation, or the number of weeks materials may be checked out).”

“Relationship marketing is in its broadest sense is about cultivating good relationships between staff and existing customers and maintaining those relationships, thus retaining customer loyalty.”

“The only thing that really matters to librarians is word of mouth publicity”

Basic Elements: WOMMA

- Educating
- Identifying
- Providing
- Studying
- Listening and responding
Good word of mouth is tough to earn even when you’re extraordinary. By contrast, bad word of mouth tends to be very ordinary. It’s easy to earn and fast to spread.
WOMMA Types

- Viral Marketing
- Community Marketing
- Influencer Marketing
- Conversation Creation
- Brand Blogging
- Referral Programs
- Product Seeding
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Word of Mouth Marketing Tips

- Give people something to talk about
- Encourage frontline staff to look for opportunities to deliver messages when engaged with customers
- Feed the grapevine
- Personalize
- Collect testimonials
- Enlist the whole library family
Potential Web 2.0 WOMM Avenues

- Podcasting
- Blogging
- RSS
- Wikis
- Blogger
- MySpace
- Social bookmarking sites
- Websites
- Personalization
- folksonomies
- tagging
- alerts
“Word of mouth can be managed. You are not merely at the mercy of those who talk.”

1. Word of Mouth Marketing Knowledge

2. Use Web 2.0 tools to enhance WOMM opportunities for your patrons

3. Evaluate your efforts
Learn more about Word of Mouth Marketing
How to start...

Learn about social software

http://m.phpmagazine.net/entry_1_2755.html
Learning 2.0

Welcome to the original Learning 2.0 Program. This site was created to support PLCMC’s Learning 2.0 Program; a discovery learning program designed to encourage staff to explore new technologies and reward them for doing 23 Things. Since the program’s launched, it has fostered Learning 2.0 programs all over the world. If you are interested in duplicating or modifying this program for your organization, please see Program Notes on About Page and contact Helene Blowers for information.

Learning 2.0 Message

Welcome to Learning 2.0, an online self-discovery program that encourages the exploration of web 2.0 tools and new technologies, specifically 23 Things.

This program was originally developed and launched for the staff at the Public Library of Charlotte and Mecklenburg County in August 2006 with a total of 252 PLCMC participants creating blogs and many additional guests joining in. Since the program’s launch, the exercises here have helped other library systems develop programs of their own, the first being the Yarra Plenty Regional Library system in Melbourne, Australia.

If you’re interested in duplicating this program for your own staff, please feel free to do so under Creative Commons. And although PLCMC staff have already completed this program, this site will remain up for your use.

Additionally, you might find some of my program notes on the About page helpful. Here’s a list of a few other libraries that have already used this program to launched their own Learning 2.0:

- Yarra Plenty Regional Library, Melbourne Australia
- Missouri River Regional Library, Jefferson City, MO
- Combined Arms Research Library, Fort Leavenworth, KS
- San Jose Public Library & San Jose State University, San Jose, CA
- Loudoun County Public Library, Leesburg, VA

Note: For an updated list of libraries and other organizations doing Learning 2.0, view the Learning 2.0 List.

About this Project
The 23 Things
The Participants

Learning 2.0 @ ...
Here are some other libraries doing Learning 2.0:
- K-State Libraries
- Learning 2.0
- Navigating New Technologies
- USQ Library Learning 2.0
- ATU Online Learning

http://plcmclearning.blogspot.com/
About Five Weeks to a Social Library

Submitted by meredithpark on Sat, 2006-09-30 16:30.  

Five Weeks to a Social Library is the first free, grassroots, completely online course devoted to teaching librarians about social software and how to use it in their libraries. It was developed to provide a free, comprehensive, and social online learning opportunity for librarians who do not otherwise have access to conferences or continuing education and who would benefit greatly from learning about social software. The course will be taught using a variety of social software tools so that the participants acquire experience using the tools while they are taking part in the class. It will make use of synchronous online communication, with one or two weekly Webcasts and many small group Instant Messenger sessions made available to participants each week. The end of each week, each student will develop a proposal for implementing a specific social software tool in their library. Five Weeks to a Social Library will take place between February 12 and March 17, 2007 and is limited to 40 participants (these participants have already been chosen). However, course content will be freely viewable by interested parties and all live Webcasts will be archived for later viewing. The course will cover the following topics:

- Blogs
- RSS
- Wikis
- Social Networking Software and Second Life
- Flickr
- Social Bookmarking Software
- Selling Social Software @ Your Library

The content of this course is licensed under a Creative Commons Attribution-Non-Commercial-Share-Alike license.

For a listing of the social software experts who will be presenting during the course, please visit the Program. You can also access content for each week of the course from the menu on the left side of the page. For more about the organizers of the course, please visit the About Us page. The list of individuals participating in the course is available on the Participant Blogs page. To receive all blog content coming from the course, you can subscribe to the following RSS feed: http://www.sociallibraries.com/course/blog/feed. To receive only blog posts from the organizers of the course, you can subscribe to this RSS feed: http://www.sociallibraries.com/course/taxonomy/term/13/0/feed. We hope you all will take something useful from this course!

read more | 7 comments

http://www.sociallibraries.com/course/
First steps...

- Create a library blog and allow comments from patrons
Shortcuts

**K-State Libraries Links**
- K-State Libraries
- Assignment Planner
- Library Instruction Classes
- New Books Feeds
- News Resources
- Short Cuts: Instruction Blog
- Talking in the Library blog

**Search Short Cuts**

**About Short Cuts**
Published by Library Instruction, K-State Libraries

**K-State Calendar**
Ft Jun 6 - Sat Jul 7, 2007

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**June 01, 2007**

**IM There by K. Whitehair**
Ever run into a research roadblock like not being able to find that one article you found yesterday that seems to have disappeared today?

K-State Libraries is here to help. You can send us your question via IM. Just visit the K-State Libraries homepage (http://www.lib.ksu.edu) and click on the Ask a Librarian link at the bottom of the page. Then type your question into the chatbox.

If you are already using IM you can add the Hall Library Help Desk (located at the 2nd Floor) to your friends list (or whatever it may be called) list.

- AIM: natebray@helpdesk
- Yahoo username: natebrayhelpdesk@yahoo.com
- MSN: natebrayhelp@hotmail.com
- Jabber or jabber: natebrayhelpdesk@gmail.com
- ICQ #: 298300169
- MSN: natebrayhelpdesk

There are plenty of other options for getting help. For actual human contact you can always come into the Hall Library Help Desk between 8am and 10pm Monday-Thursday, 8am-5pm Friday, 9am-5pm Saturday, and 1pm-10pm Sunday (with exceptions for interterms, summer, and holidays - http://www.lib.ksu.edu/hours/shalibrary.html). You can also call (785) 532-7421 during these times. Questions can also be sent to the Hall Library Help Desk e-mail at getref@ksu.edu. The Hall Library Help Desk staff regularly checks this e-mail account when it is staffed. Translation: an e-mail sent at 3:00am Tuesday morning will not be read until the hours later at about 8:00am Tuesday.

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**What's in Your Food? by L. Bonella**
How much potassium is in an apple? How much vitamin B12 is in a potato? How much calcium is in broccoli?
There is a really easy way to find the answer to these and many more questions thanks to a site maintained by the USDA. Just go to http://www.nal.usda.gov/fgis/fdws/index.htm, and put in the name of the food you are curious about (or if that website is too hard to remember, go to http://nutrition.gov, then click on "What's in Food" on the left and then "Look up nutrition info on nutrients in a Food" on the right).
Talking in the Library

K-State Libraries: Talking in the Library

October 12, 2007

Stop Kiss
I just saw the play Stop Kiss by Diana Son put on by our very own K-State Theatre Department. At some schools you go into a show not sure if it is going to be any good, but not here. I have never even seen a bad production at K-State. It may not have been a play I like or agree with, but it is always moving.

Like many in the audience, I read the playbook while waiting for the show to start and read this interesting quote:

"This is a play about homophobia. This is a play about gay bashing. This is a play about the civil rights of gays and lesbians in America," I would describe the play as a love story.Diana Son


Like a nerd, I looked up Stop Kiss in our library catalog the minute I got home from the awesome play. According to our catalog, the play is about "telling Stories Against Hate Crimes, and Homophobia. That's a scary description, and a very narrow one in my opinion. I think I side with Diana Son and call this play a love story. While some bad things happen that caused people to describe it as being a hate crime and homophobia, this play is really about love and friendship. But don't take my word for it, go to Stop Kiss and see for yourself.

By Isla on October 12, 2007 at 11:17 AM | Permalink | Comments (1)

Dig this! Send to a friend

October 11, 2007

The Libraries and K-State Online
The good news: we've added tons of events to the calendar for our K-State Online "course." Research Help @ K-State Libraries. Now you can see when Hale is open, when our services are available, and when our library classes are taking place.

The other news: we've had a few questions about these events and whether or not people can get them off their K-State Online Calendars, since they're showing up along with all of your other coursework. For now, the easiest way to filter these events out is to change the monthly view on your calendar page so that you look at each individual course at a time. This can be a little inconvenient if you want to see all of your assignments and events on a single calendar, but never fear: We're working on a way to make the process a bit more streamlined for you K-State Online users, so stay tuned!

By Amy on October 11, 2007 at 20:40 AM | Permalink | Comments (6)

Dig this! Send to a friend

Recent Comments

Diana on Stop Kiss
Alice on Yarn
Tara C on And it shall be called... The Bookend Cafe
Livya on Yarn.
Katie Ray on And it shall be called... The Bookend Cafe
Intrepid Person on Rain in the Great Room
Rachel on These crazy cowboys
Jupiter on A tribute to classic romance novels on film
Maureen E on A tribute to classic romance novels on film

Recent Posts

Stop Kiss
The Libraries and K-State Online
Yarn
Become an Explorer and Win Cash
Digital maps, recipes for the cafe, digital cameras, cities
Friday Factoid
Celebrate American Archives Month: A slideshow of photos from our collections
Win cash by exploring K-State's Archives
It's banned book week, read what you pleased
WOMM Blog Example

**WOMM Blog Example**

**Digital Image Archive and SBL Citation Builder**

*Posted by Brandon Wages*

I was browsing around the Pitts Theological Library website and found [this site](http://digitalimagearchive.org) that creates SBL citations based on information you enter into a form. Unfortunately it only offers seven different styles of citations, but its usefulness should be appreciated nonetheless. These citations conform to the *SBL Handbook of Style*.

Also on the Pitts website is a [Digital Image Archive](http://digitalimagearchive.org), which has countless images (mostly woodcuts) from Reformation volumes of the subseries to number the catalogue. Some of you may remember that Luther Posters were handing out at SBL last year.

**the stuff of earth**

I'm afraid I've forgotten who mentioned this, but to pull a Hebrews...

"Somewhere, someone says" that the Pitts Theological Library website has a nifty little tool that helps you get together bibliographic citations in proper SBL format: [SBL Citation Builder](http://digitalimagearchive.org). This reminds me of a similar website that I've mentioned before in this regard: the Tyndale House Library Catalogue allows you to search their catalogue, and when you click on the title of a search result opens up a window with various formats of bibliographic citation for that item: [Tyndale House Library Catalogue](http://digitalimagearchive.org). And while I'm on SBL formatting, I should also mention again this helpful online summary: [Student Supplement to the SBL Handbook of Style](http://digitalimagearchive.org).
Allow personalization

• Of the library catalog

• Of subject guides and/or social bookmarking sites
Catalog News

Share your Comments

Share your comments about books, DVDs, music, and more! Did you enjoy a title you checked out from the Library? Let everyone know! Wondering if a title is worth reading? Look for comments from other Hennepin County Library users.

Look for the Comment button in the Library Catalog and on our Book Lists. Click on the button to add a comment and view comments added by others. In addition, you will find these features on the page:

- book summaries
- table of contents
- book reviews
- first chapters
- author notes
- character descriptions (for fiction)
- related book lists of interest
- recently commented titles
- recent reviews from Amazon readers
- cover art (where available)

When you add your first comment, you will be prompted to create a "Display Name" that appears with your comments, along with a password. Use your Display Name and password when submitting subsequent comments. When other users read your comments, they can click on your name to view all your comments.

RSS feeds are available for individual titles and a cumulative feed is available as well.

Post a Comment posted by Glenn P. on May 22 at 11:42 AM

Comments:

- Comment by Library Staff

- On May 23 at 8:01 PM, slowhands wrote:
  I thought Suzanne's diary for Nicholas...[comment moved to Suzanne's diary for Nicholas discussion page].
Penn Tags

http://tags.library.upenn.edu/
Hold Student Focus Groups

Hold focus groups to see how the students would want to communicate with the library regarding its new services

Evaluating Your Efforts
Evaluating Your Efforts

- Monitor website traffic
- Conduct a Student Awareness study/survey
- Feedback forms
  - Paper form
  - Electronic format
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Building a Library 2.0 Game Plan

Practical Strategies for Building a Library 2.0 Game Plan

Live Webcast
October 23, 2007
11 a.m. Pacific | 12:00 p.m. Mountain | 1:00 p.m. Central | 2:00 p.m. Eastern

Where to go from here...

http://groups.google.com/group/kansas-libraries-word-of-mouth-marketing-group
Where to go from here...

- RefShare Folder
Where to go from here...

http://del.icio.us/Web2.0WOMM

del.icio.us / Web2.0WOMM / your bookmarks | your network | subscriptions | links for you | post

All your items (15)

« earlier | later » showing all 15 items

ReadWriteWeb  edit / delete
ReadWriteWeb is a popular weblog that provides Web Technology news, reviews and analysis.
to blog web2.0 Technology news Yweb blogs socialsoftware ... saved by 172 other people ... 1 min ago

the cluetrain manifesto  edit / delete
A powerful global conversation has begun. Through the Internet, people are discovering and inventing new ways to share relevant knowledge, with blinding speed. As a direct result, markets are getting smarter—and getting smarter faster than most companies
to cluetrain marketing business manifesto culture internet web2.0 ... saved by 100 other people ... 2 mins ago

Church of the Customer Blog  edit / delete
Since 2001, Ben McConnell has been researching the effects of word of mouth on customer loyalty. Forbes calls his writings and research the "word of mouth gospel."
to marketing, word-of-mouth web2.0 blog ... saved by 172 other people ... 3 mins ago

Library 2.0 Reading List on Squidoo  edit / delete
Welcome to the Library 2.0 Reading List originally created for the ALA Library 2.0/Library Futures online course.
to library2.0 web2.0 library reading list reference libraries ... saved by 35 other people ... 5 mins ago

Netvouz - Online Social Bookmark Manager - Save, Tag and Share your bookmarks  edit / delete
to social tagging bookmarking bookmark tags web2.0 ... saved by 172 other people ... 7 mins ago
del.icio.us  edit / delete
to del.icio.us bookmarks web2.0 social delicious imported bookmark ... saved by 150 other people ... 7 mins ago

Welcome - American Marketing Association - www.marketingpower.com  edit / delete
to marketing association business research ama ... saved by 150 other people ... 8 mins ago

Five Weeks To A Social Library | The first free, grassroots, completely online course devoted to teaching librarians about social software  edit / delete
Five Weeks to a Social Library is the first free, grassroots, completely online course devoted to teaching librarians about social software and how to use it in their libraries. It was developed to provide a free, comprehensive, and social online learning
to Library 2.0 web2.0 library Libraries education social e-learning ... saved by 150 other people ... 9 mins ago

Learning 2.0 - About  edit / delete
Welcome to the original Learning 2.0 Program. This site was created to support PLCMC's Learning 2.0 Program; a discovery learning program designed to encourage staff to explore new technologies and reward them for doing 23 Things. Since the program's launch

to Web 2.0 Library2.0 training technology Libraries library podcasting blogs ... saved by 207 other people ... 8 mins ago