

MARKETING in the MOMENT

The Practical Guide to Using
WEB 3.0 MARKETING
to Reach Your Customers First

M I C H A E L T A S N E R



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Introduction

There has never been a better time in history than now to be marketing on the Internet. Look around at some of the retail giants that have gone out of business or filed for bankruptcy recently: Circuit City, Steve & Barry's, Linens 'n Things, Shoe Pavilion, and Whitehall Jewelry. Now compare them to similar online businesses: www.Amazon.com, www.Zappos.com, www.MyWeddingFavors.com, and www.BlueNile.com.

Both consumers and businesses have shifted the way they purchase products and services, but more important, they have shifted the way they research and find these products and services. This is where we as marketers need to focus our attention. We need to be certain that we are marketing in the right places, or we can start saying goodbye to business. What did the online companies do differently than the retail ones? They understood and embraced a move that was taking place in the marketing world.

How would you like to be ahead of 98% of other marketers, gain an unfair advantage over your competitors, and start grabbing market share before anyone realizes they should have been doing the same for the past year?

Hopefully, you answered yes. I mean, who wouldn't want to be on the leading edge and grabbing market share before all the rest do? Before we tell how this is going to happen, let's take a step back and put some things into perspective.

Recognize Any of These?

Sit back for a second and think about this first set of terms:

collaboration, blogging, content sharing, online video, social networks

Now think about this second set of terms:

mobile browsing, live streaming video, microblogging, personalization, semantic

Let's try one more exercise: Take a look at these two groups of companies. How many are you familiar with in each group?

Group 1: Facebook, Wikipedia, Blogger, YouTube, PRWeb, Squidoo, TypePad, MySpace, Scribd

Group 2: Twitter, Plurk, Ustream, Joost, Tumblr, iGoogle, OpenID, Salesforce, Funsites

Chances are you recognize many more in the first group than in the second. The good news: You're in the majority. The bad news: Time is of the essence.

The purpose of these two exercises was to show you the different trends that are already taking place and the new companies that are shaping the future of the Web. In the first exercise, *collaboration, blogging, content sharing, online video*, and *social networks* all are Web 2.0 terms. The second group was composed of Web 3.0 terms. In the second exercise, group 1 is composed of Web 2.0 companies, and group 2 is composed of Web 3.0 companies. Rather than clouding your judgment with preconceived notions, we wanted you to see the shift for yourself.

Many people have said we are still years away from Web 3.0. We reply, we are already living it. The drastic shift is

already taking place with changes happening all around us. We have been so encapsulated with Web 2.0 that we have put blinders on to the shift to Web 3.0.

What Does This Mean to You?

In uncertain economic times, we cannot ignore trends. We need to learn about and start capitalizing on them. You must be certain that you are bringing in customers from various sources—sources from which your target audience is based. The old days of consumers and businesses simply going to Google, typing in a search phrase, locating a company, and purchasing are over with. They are watching live presentations on Ustream, getting 140-character posts on Twitter with special offers, and even browsing Second Life to learn more. They also have most likely browsed your Web site from a device other than a computer, whether it was a BlackBerry, an iPhone, or another mobile device. Are you prepared to embrace and leverage these changes?

Move Out of the Way, or Jump on the Bullet Train

Marketing in the Moment is meant to serve as your step-by-step guidebook to allowing you to make the shift from a Web 2.0 marketing world to a Web 3.0 marketing universe. If you're not ready to be on the forefront of the marketing world, this book is not for you. However, if you are ready to establish your "Blue Ocean Strategy" (book by W. Chan Kim and Renee Mauborgne), then let's dive in and start breaking you away from the pack. Trust me, Web 3.0 is where you want to be!

Why Should You Listen to Me?

I run a large online marketing and design firm that works with the most high-profile speakers, authors, consultants, and entrepreneurs in the world. These businesses hire us and trust us to run their entire online marketing campaigns from A to Z. I've also consulted with numerous Fortune 1000 companies, teaching them how to implement the latest and greatest Web efforts in their marketing.

The best part: I play both sides of the fence. Not only do I run Taz Solutions, Inc., where we do the marketing for you, but I train others (like you) how to do this on your own. My experience is backed by over ten years of in-the-trenches work. During those ten years, I've started and sold four successful Web firms based on the traffic they were generating.

At 25, I've been called one of the top marketing experts in the world. This is a very interesting title to have at such a young age. I've been called this for one simple reason: I produce results that others have only dreamed of.

How to Use This Book

I want this to be your desk reference to Web 3.0 marketing. Read the book from cover to cover at least twice. This was written as a tactical book for a reason. One of the biggest complaints I get from people is that they don't know how to implement. They read plenty of "feel good" and strategy stuff, but most of those books are light on implementation. Take the famous movie *The Secret*. The movie was life-changing, but nowhere did it tell you how to actually start seeing some of the changes come into your day-to-day life. What I'm getting at here is this: There are no excuses as to why you can't implement this stuff. It's not too hard, and it's been boiled down for you.

Throughout the book, you will see some different symbols. Here are their meanings:



Checklist

You will find a variety of checklists and lists in general. These are there for your reference.



To Do

This book is light on fluff and heavy on tactics that will get you results. We will be talking about how to leverage certain marketing tactics. Under the To Do icon, you will see a boiled-down list of action items for you to start implementing in ten steps or fewer.



Case Study

For each of the major marketing tactics we are teaching you about, a case study of how that tactic has been used in real life is included. Also included with the case study is the key result achieved from the tactic and the takeaway I want you to get.



Tas Tip

Tas Tips are the "ah-ha" points throughout the book.

FAQs

Before we get started, let's tackle some of the most frequently asked questions.

Do All the Tactics Apply to My Business?

The simple answer: no. Keep in mind that most tactics will apply, even if you don't see it at first. Take, for example, the chapter on virtual reality worlds. It may sound far-fetched for you to use a virtual reality world to drive business or leads, but when you actually take a step back, it may not seem so ridiculous. Read over the case studies. Some of the more unique case studies were added to allow you to see the wide range of uses.

Is Web 3.0 Marketing Expensive to Do?

Most of the Web 3.0 tactics we will be discussing are very low-cost but high-impact. Effective marketing does not necessarily mean that it needs to be costly. It does, however, need to produce results and have the ability to be tracked and then tweaked.

Who Does This Book Apply To?

Entrepreneurs, speakers, authors, consultants, home-based businesses, corporations looking to gain an edge, infopreneurs, and intrapreneurs can all benefit from this book.

Are There Other Tools in This Book Besides Online Marketing?

There are a ton of resources in this book for both offline and online use. Throughout the book, there is also a variety of practical, no-BS, business advice on general marketing. Plain and simple, I want your business to succeed. Leveraging innovative marketing tactics to increase your traffic and leads is simply one route to get you there quickly.

1

The Mindset Shift: From Web 2.0 to Web 3.0

What Is Web 2.0?

Web 2.0 began when Web users started to drastically change the way they were using the Web on a day-to-day basis. The main trends that shaped Web 2.0 include content sharing, creativity, segmentation, social components, and added functionality. Some of the added functionality is peer-to-peer sharing of files, easier communication and networking on various social marketing sites, video sharing, and blogging. Web directories evolved to social tagging, personal Web sites shifted to blogs, and online versions of encyclopedias morphed into Wikipedia. In the Web 2.0 world, collaborating on social networks and sharing information helped shape the trend relatively quickly.

As a marketing advantage, there are four key components to Web 2.0:

- **Social networks** are the sites where people come together and share ideas, thoughts, and comments. Examples: Facebook, LinkedIn, and MySpace.

- **Social media** are the places where you can share content with the world in hopes of spreading awareness. Examples: YouTube, Scribd, and Flickr.
- **User-generated content** was what sparked much of the discussion on Web 2.0. This is where users create, manage, and update information. Examples: Squidoo, blogs, and Wikipedia.
- **Social news and bookmarking** have allowed users to organize their Web experience. Examples: Digg, Delicious, and StumbleUpon.

The Limitations of Web 2.0

For many people, Web 2.0 is the king of the mountain. On the contrary, I want to rip it apart, tear it to shreds, and show you all the loopholes, which, in turn, become fresh opportunities.

There are five essential limiting factors of Web 2.0:

- Oversaturation
- Misconceptions
- Time
- Modes of Interaction
- Openness

Oversaturation

Let's start with the limiting factor that should command the most attention: oversaturation. The problem is that everyone and their third cousin are on the Web 2.0 bandwagon. As a society, we have become so obsessed with Web 2.0 that it has become *oversaturated!* All of this saturation causes an exorbitant amount of unnecessary noise.

Key Concept:

The key limitation to Web 2.0 is that it has become oversaturated.

Here are some examples:

- Your grandma calls you and says she's been told she needs a blog so that her friends can stay updated on her travels.
- Eight-year-olds are posting videos on YouTube.
- Photos of your kid's birthday are shared with the world on Flickr.

You might argue that, as a result, these sites are receiving a lot of good traffic because everyone is logging on. You are correct. However, how *targeted* is the traffic going to be? This is a key concept you will hear throughout the book. Targeted traffic is the advantage that strategic marketers are seeking.

When it comes down to it, the key is drilling down to find the best interaction. Facebook is an excellent place to network, meet new people, and do business. But Facebook is a powerful marketing tool only when you know how to use it to reach out to specific people or groups of people.

Misconceptions

Common misconceptions about Web 2.0 have also caused difficulties. How many times have you heard that MySpace is just for teens and porn? The statement is nowhere near correct; however, there are millions of people who firmly hold that statement to be true. Those are the people who are very tough to reach using Web 2.0 marketing methods.

The media portray Web 2.0 in one way. The fact of the matter is that some people can ruin it for all of us. You get some crazy 14-year-old from China creating a virus, and suddenly everyone thinks that their computers are infected and that they can't open any attachments or even browse the Web.

Time

Time is also a limiting factor. As we become more and more connected, we get more and more distracted by all the noise, like comments being made on our blogs, questions about our photos on Flickr, or updates on Wikipedia. One trend that never seems to change is that people continue to get busier and have less time for interaction.

Both consumers and businesses continue to demand more information, and they want it faster, making it very challenging to keep up. Once they think they have found their preferred method of communication (e-mail), an even better method comes out that is even faster (to be talked about shortly).

Modes of Interaction

I understand that this way of thinking may be contradictory to what you might be thinking: Isn't the goal of Web 2.0 to create new modes of interaction? I define modes of interaction as the different places and devices that people use to gather, search, network, and exchange information. People are gathering in different places around the Web and interacting in different ways with each other. But these modes of interaction have decreased the human touch. Do you even pick up a phone on a daily basis? If you need something, you pop off an e-mail. If you have a question, you search Wikipedia.

Once you start getting bogged down with e-mails, Facebook messages, and instant messages, you start to look for a solution to simplify things, and a bad taste forms in your mouth. Then you reach the tipping point, making you jump ship and focus on something else. In other words, there is just too much out there, thus causing confusion and a lack of adoption.

Openness

Lastly, the openness of Web 2.0 has become a striking limitation. Most humans are naturally private. When you have a Facebook account, a MySpace account, and a Flickr page, your privacy drops quickly. If you are an avid user of Facebook or read the news, you will remember when Facebook changed their policy to state that they own your content even after you've canceled your account. They did change that policy back, but it's still quite vague in their favor. We enjoy sharing details about ourselves, but there comes a point where it just gets weird or creepy. Take, for example, Google Ads on Gmail. You actually will see ads based on the text phrases you're typing in your e-mail. So if you happen to write "personal development," you will see targeted ads with that phrase!

What Is Web 3.0 Marketing?

Web 3.0 marketing describes the next wave that is already taking place and is the shift from Web 2.0. The key driving factors to Web 3.0 marketing include browsing habits, browsing methods, more intelligent information, the experience we're looking for, and the openness of the Web. BlackBerrys and iPhones, portals into Web 3.0, are ruling the day. **Simplified:** Web 3.0 marketing is the convergence of new technologies and rapidly changing consumer buying trends.

Live, streaming video is outpacing static video, and companies like Twitter, Plurk, and Jaiku are growing much more rapidly than Blogger, WordPress, or TypePad. The Web 3.0 marketing world is where customized, intelligent information is available at our fingertips, on any device, from anywhere in the world!

The Five Key Components of Web 3.0 Marketing

- **Microblogging** is the ability to share your thoughts with a set number of characters. People are busy with limited time, so why not get right to the point of the story in 140 characters or fewer? Examples include Twitter, Plurk, and Jaiku.
- **Virtual reality worlds** are places users visit to interact with others from around the world in a 3-D setting. Meetings are being conducted in these spaces, and trade shows are being replaced with virtual reality shows. Examples include Second Life and Funsites.
- **Customization/personalization** allows visitors to create a more personalized experience. They are starting to expect their name to appear at the top of Web sites, personal e-mails, and even advanced checkout options that suit their buying habits. As the Web becomes more and more intelligent, personalization will be the norm. Examples include SendOutCards, Google, and Amazon.
- **Mobile** plays on the fact that there are billions of cell-phone users throughout the world. This number is much larger than those that use PCs. Consumers are surfing the Web and purchasing products right from their mobile phones. They are also using their phones and becoming instant journalists by shooting raw footage of random acts. Examples include iPhones and BlackBerrys.
- **On-demand collaboration** allows users to interact in real time by looking over documents, collaborating, and making changes in real time. Software as a service also fits into on-demand collaboration as it allows users to leverage only Web-based solutions. Examples include Google Docs, www.Salesforce.com, www.Slideshare.net, and www.Box.net.

Let's review the limitations of Web 2.0 so you can see how these start fitting nicely into Web 3.0 marketing:

Web 2.0 Limitation	Web 3.0 Marketing Solution	Web 3.0 Marketing Tool
Oversaturation	It's just getting started.	All the Web 3.0 marketing tactics.
Misconceptions	People don't know enough about Web 3.0 to judge it yet.	All the Web 3.0 marketing tactics.
Time	Quicker and shorter.	Twitter, text messages.
Modes of Interaction	Live, cellphones.	Ustream, BlackBerry, iPhone.
Openness	Specialized, closed communities, less invasive.	InterNations, Pingsta, ASMALLWORLD.

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