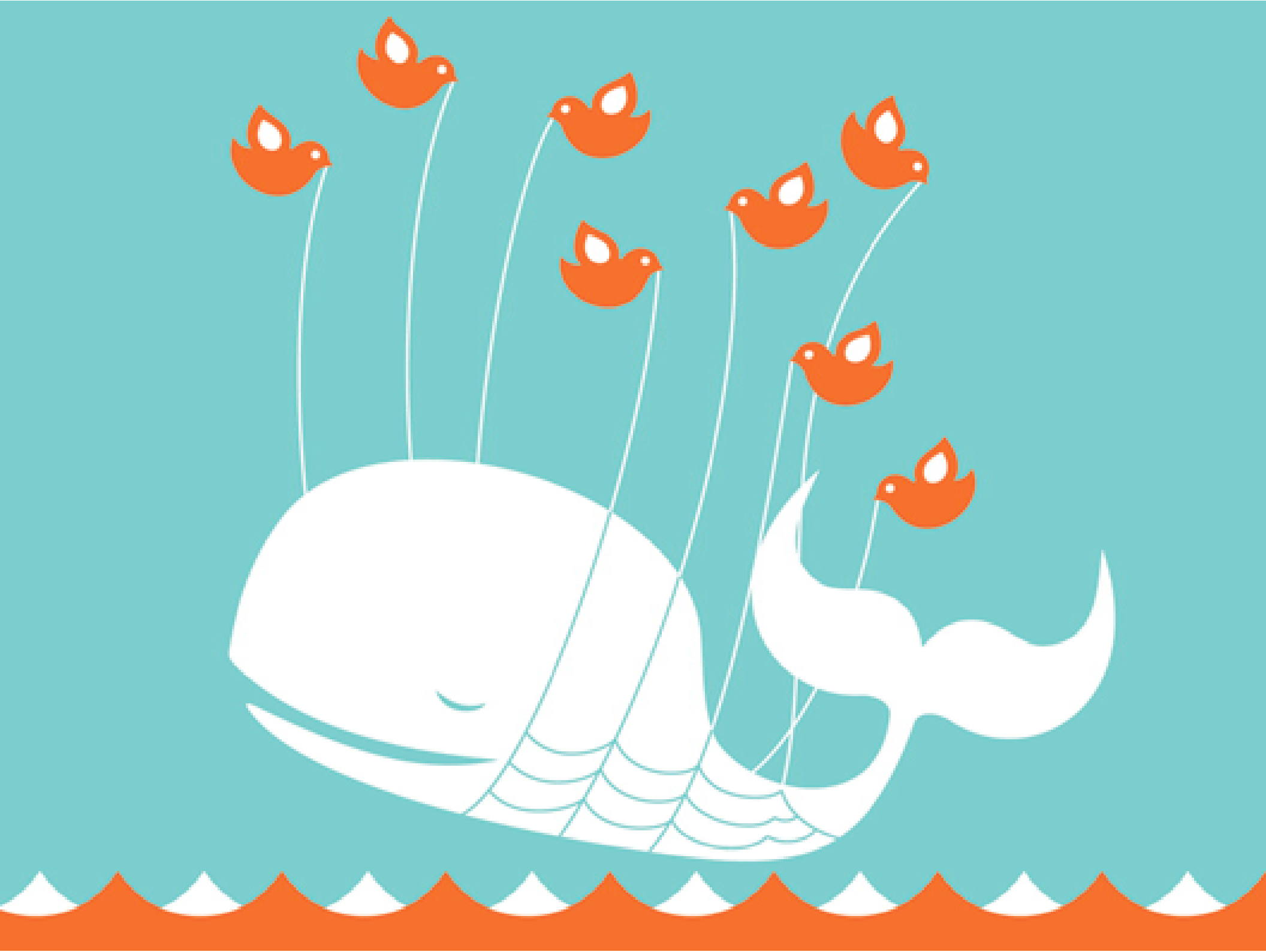




The Executive's Guide to twitter*

Marketing Executive's Guide to Twitter

How Microblogging Is Emerging as the New
Intimacy

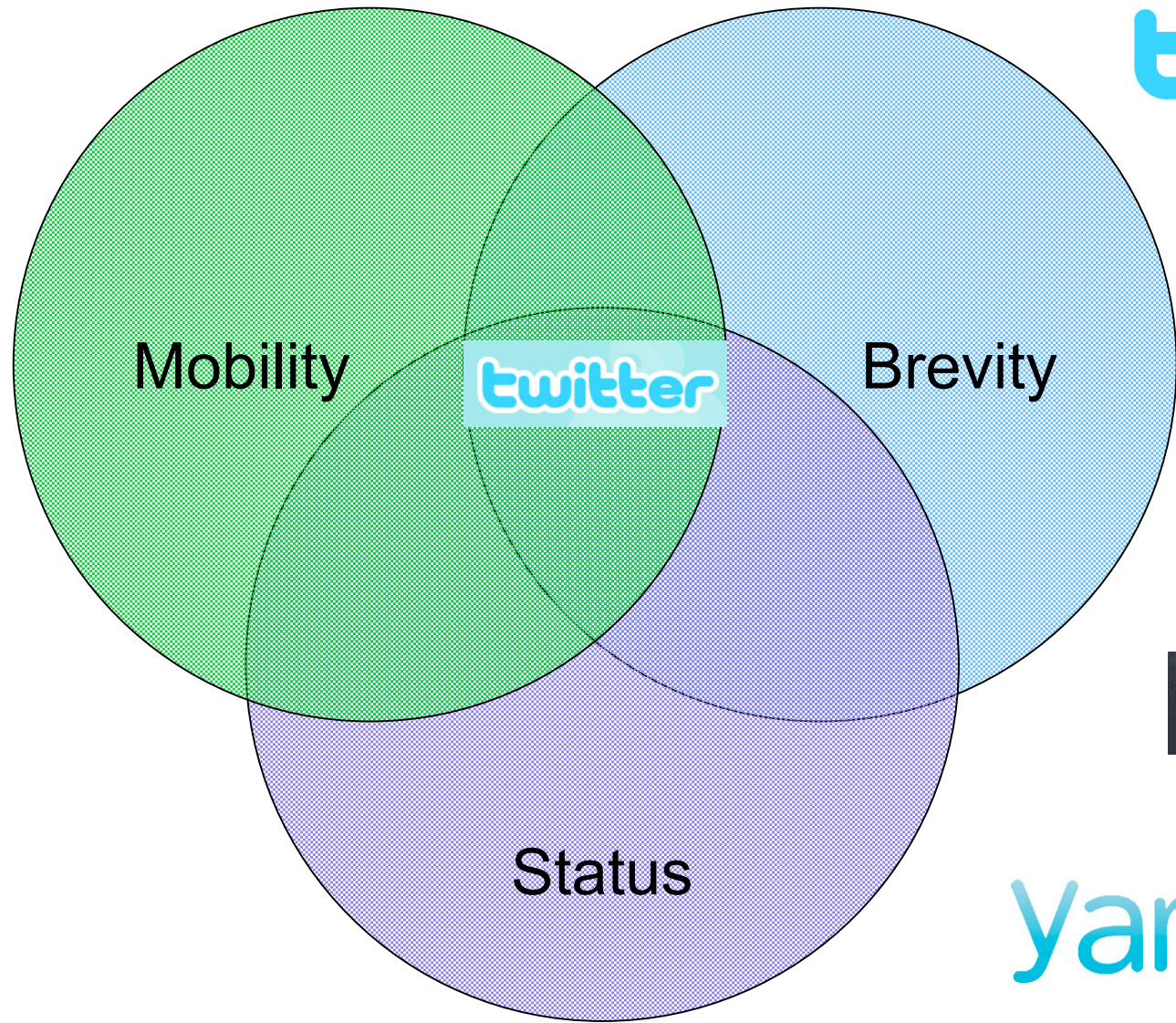


Introducing Twitter: Agenda

- What it is
 - Microblogging and how it works
- How to create value
 - Case studies for using Twitter to drive engagement
- Using Twitter
 - Tools from the Twitter ecosystem
- Parting shots
 - How Twitter is transformational



Introducing Twitter: Microblogging Is Spontaneous, Unguarded, Real-time



twitter

Plurk

kwippy

tumblr.

yammer

What are you doing?

140

Latest: February Events to Feature LinkedIn and Twitter
<http://tinyurl.com/bmc46d> 13 minutes ago

update



mashable What do Twitter peeps think of Tweet Stalk? <http://tweetstalk.com/>

8 minutes ago from web



harper @misterdham yep. both of those. I really like stross. accelerando is awesome

9 minutes ago from web in reply to misterdham



harper this anti cold tea I am drinking is serious business

9 minutes ago from Black.fm



WSJ SAP Updates Business Software <http://tinyurl.com/cqluoj>

11 minutes ago from twitterfeed



csrolllyson February Events to Feature LinkedIn and Twitter
<http://tinyurl.com/bmc46d>

13 minutes ago from twitterfeed



mklopez Listening to Hinder - By the Way

20 minutes ago from twitterfeed



jdlasica NBC is calling Sun's Super Bowl broadcast "the most-viewed TV program in U.S. history" w/ total audience of 151.6 million. <http://is.gd/ijFJ>

25 minutes ago from web



harper does anyone out there in the twitterverse have suggestions for singularity or doom scifi?

26 minutes ago from Black.fm



mklopez "When you have laboriously accomplished your daily tasks, go to sleep in peace. God is awake." --Victor Hugo... good night!

28 minutes ago from Ping.fm



csrolllyson

80

following

232

followers

2,004

updates

Home

@Replies

Direct Messages

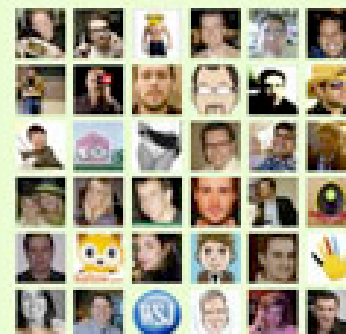
157

Favorites

Everyone

Following

add



View All...

Device Updates



phone



off



RSS feed

Introducing Twitter: Key Insights

- Deeply personal
 - What you care about
 - When you care about it
 - Where you are
 - Who: followers and followed
- Widely distributed
- Highly leveraged
- Multidimensional magnification

twitter

space

attention

time

Case Study: Dell Computer (Sales)

- Connecting, as people
- Not as corporate people
- Help customers
- Like IM, share links
- Share pictures
- Other people see and respond
- Big impact on awareness
- \$1,000,000 in sales, 2008



Case Study: jetBlue, Comcast (Service)

- JetBlue customers are becoming the eyes/ears of the company
- HQ intervenes at gates, can see problems “above the gate” level and adjust
- Helping people on their terms
- Comcast people helping customers
- The process is transparent
- Completely visible to other customers
- Many-to-many: other customers help, too, real-time



The Dark Side

A photo shoot lady
with 10,000
followers

Case Study: #hudsonriver (News)

- Citizen journalism
- Text and pictures
- We are UPI 2.0
- We are everywhere
- Authenticity
- Your customers are everywhere



Case Study: James Karl Buck (Rescue)

- Tweets his way out of an Egyptian jail
- “Arrested”
- Friends at the university activate
- Extensive publicity
- Couldn't be hushed up



Case Study: Ford (Interviewing)

- The first Twitter interviews with Ford CEO Alan R. Mulally
- Casual
- Live tweeting
- Easy to consume
- Data there for follow-up
- Engagement, answers



Using Twitter: Syndicating Out

- Facebook Pages
- Blogs
- Websites
- Anything that can invoke RSS
- Anybody's tweets
- Anybody your tweets

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Portability



Using Twitter: Twitter Tools

- Ping.fm: creating status
 - Update several microblogs and social networks simultaneously
- Friendfeed
 - Aggregate your feeds for you
 - For your friends
 - Mixing and mashing
- Twitpic
 - Snap and email
 - Share by millions
- Tweetscan
 - Emergent on any topic
 - Instant feedback: accidents
 - What people see, real-time



Parting Shots: Twitter Is Transformational

- Puts you very close to your customers
 - Time, space, attention
 - Your competitors
 - Customers with each other
- Speeds innovation
 - Real-time, unadulterated feedback
 - Can be large groups of people
 - Tools increasingly widely distributed
- It's conversational and fun
 - Doesn't impose perfection
 - "Good enough pictures, text
 - Doesn't get in the way
 - People do it
 - Many tools, many built by customers

Another Mode

A new way of communicating

Way to connect with customers

People love it

Customers will begin to expect to reach you this way

Learning More

- The Executive's Guide to Twitter
 - Management advice, articles and websites
 - <http://executivesguide-twitter.com>
- More Web 2.0 thought leadership
 - The Global Human Capital Journal
 - CEO/CMO/CIO journal for transformation, innovation
 - <http://globalhumancapital.org>
 - The Executive's Guide to LinkedIn
 - Use LinkedIn to drive company and individual value
 - Blog rated top 10 worldwide by Technorati
 - <http://executivesguide-linkedin.com>
 - The Social Network Roadmap
 - Helps companies adopt Web 2.0 by managing risk
 - <http://socialnetworkroadmap.com>
- Social networks
 - <http://www.linkedin.com/in/csrolllyson>
 - <http://profile.to/csrolllyson> (facebook)
 - <http://myspace.com/csrolllyson>
 - <http://tinyurl.com/orkut-csrolllyson>
 - <http://tinyurl.com/xing-csrolllyson>



Microblogs

<http://twitter.com/egtw>
<http://twitter.com/eglii>
<http://twitter.com/csrolllyson>
<http://twitter.com/snroadmap>
<http://plurk.com/user/csrolllyson>
<http://identi.ca/csrolllyson>
<http://kwippy.com/csrolllyson>
<http://csrolllyson.tumblr.com/>
<http://friendfeed.com/csrolllyson>

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