

“The corporate website of the future will be a credible source of opinion and fact, authored by both the corporation and community. The result? A true first-stop community resource where information flows for better products and services”

**Jeremiah Owyang, *Forrester Research, 2007***

# Digital Marketing

## From monologue to dialogue

Martin Walsh

Group Manager Digital Marketing

**Microsoft Australia**

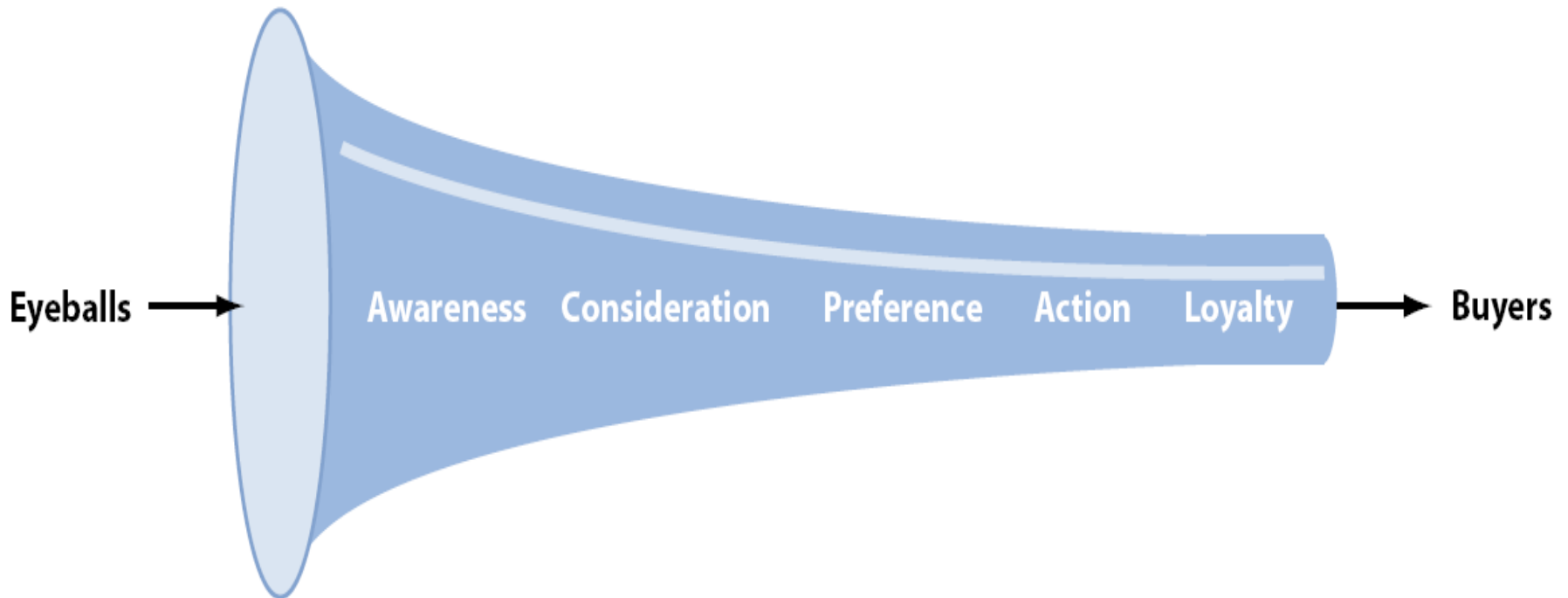


**DIGITAL MARKETING IS**  
marketing that leverages the  
interactive connections  
between seekers and providers  
**ENABLED BY** digital media and  
devices.

The marketing funnel  
**isn't linear**  
(hell, it's not even a funnel)

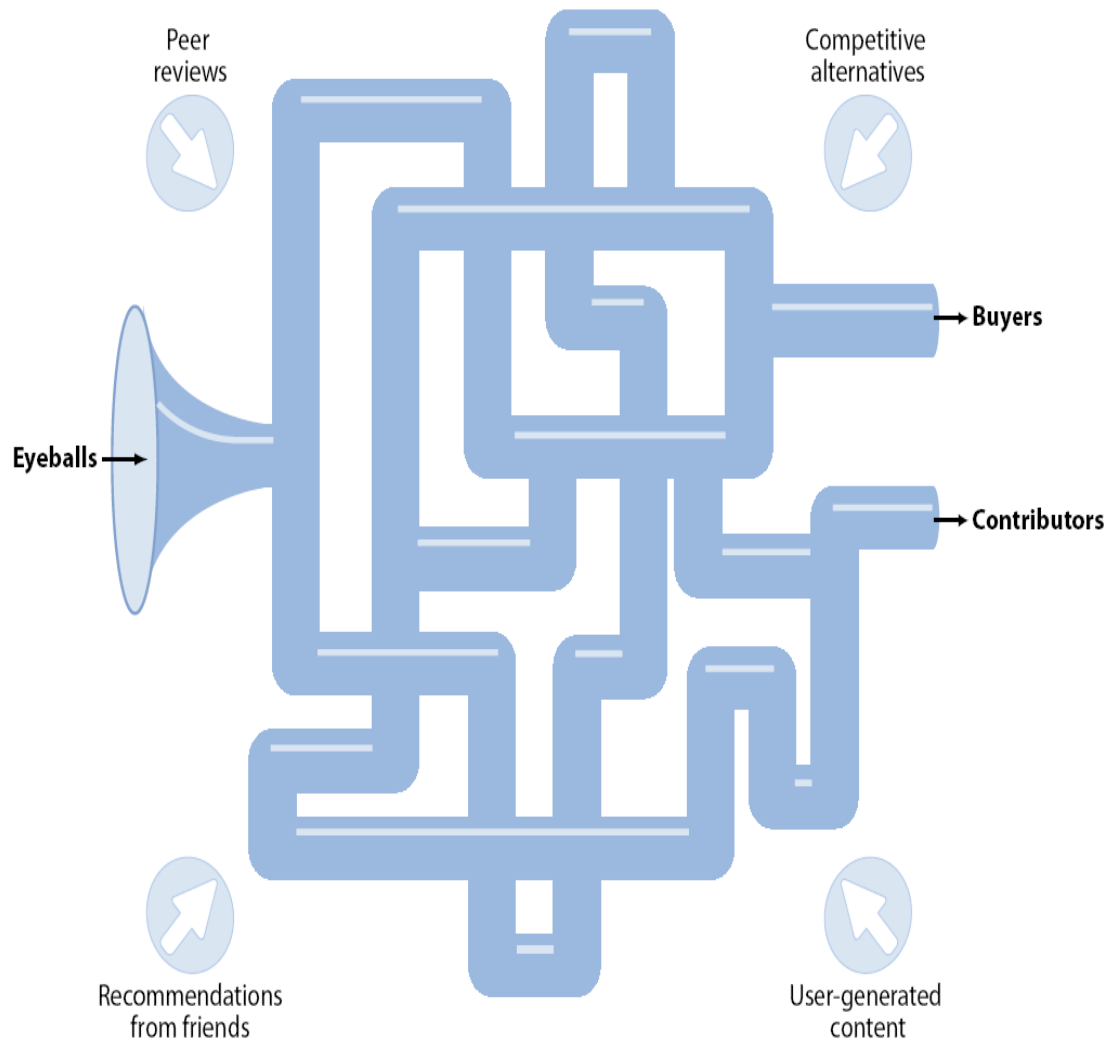
# Traditional Marketing Models Fail to Model Complex Buying Paths

## 1-1 The traditional marketing funnel



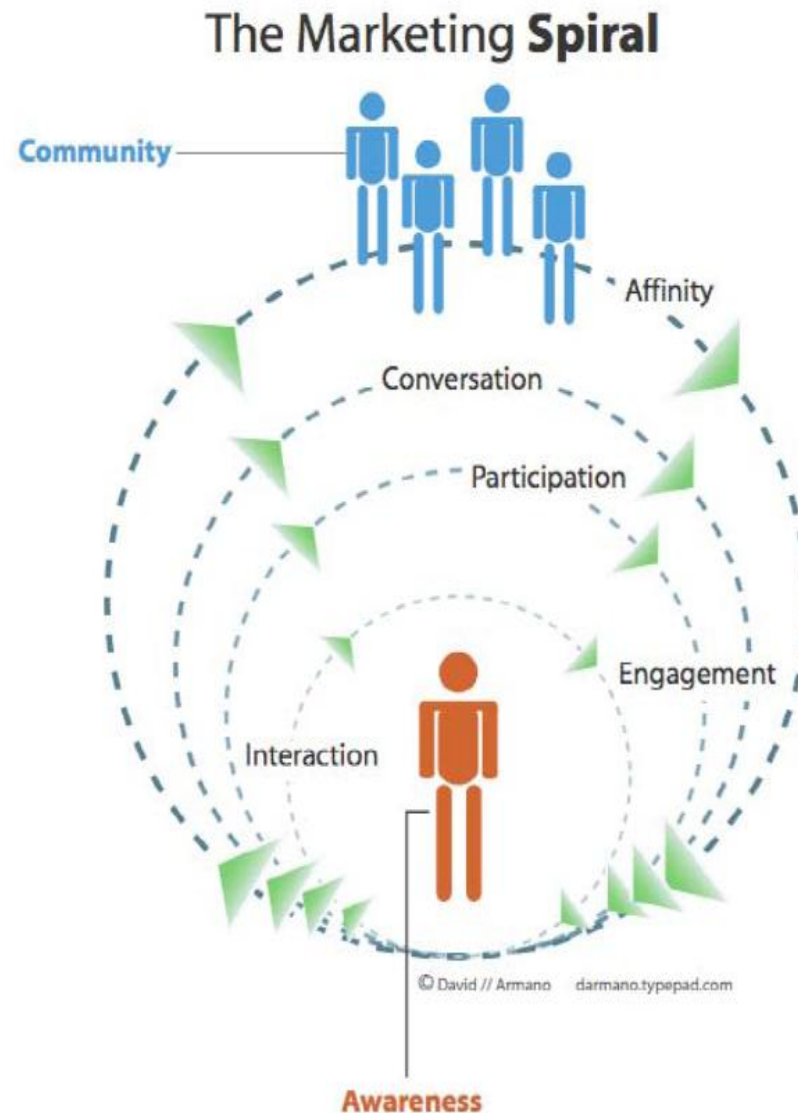
# Today's Complex Buying Paths

1-2 Complexity lies at the center of the marketing funnel



# Customer behavior is changing...

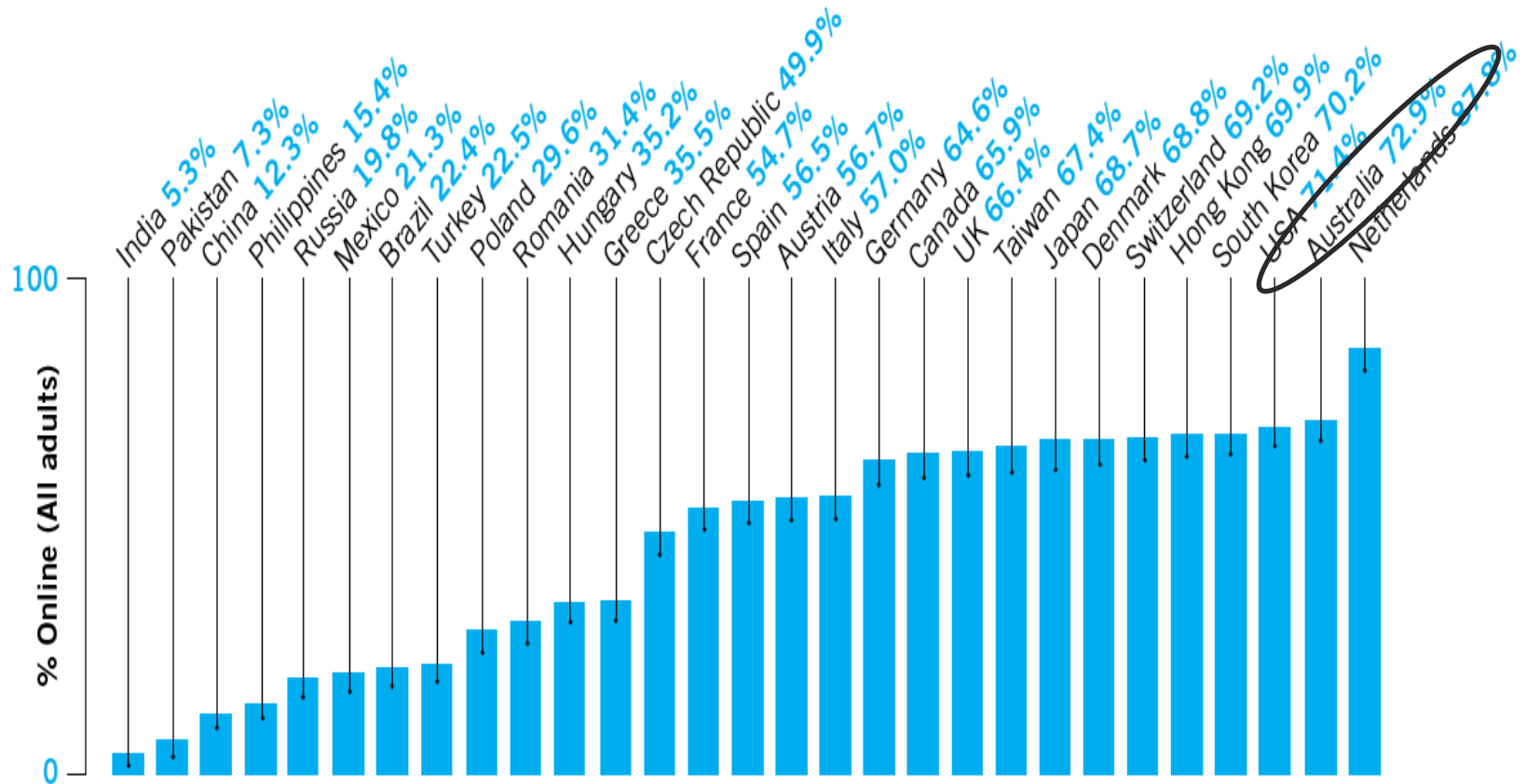
# A digital world



# A digital world

## Internet Penetration by market

Internet Penetration, all adults. Figures sourced from Internetworldstats.com





# Customer behaviour

## Online activity

FIGURES 1.2 & 1.3 – ACTIVITY INCIDENCE & DROP-OFF RATES – AU & NZ

Sample: Australian & New Zealand Internet Users (n=2589 Australia; n= 2059 New Zealand)

93% research products / services

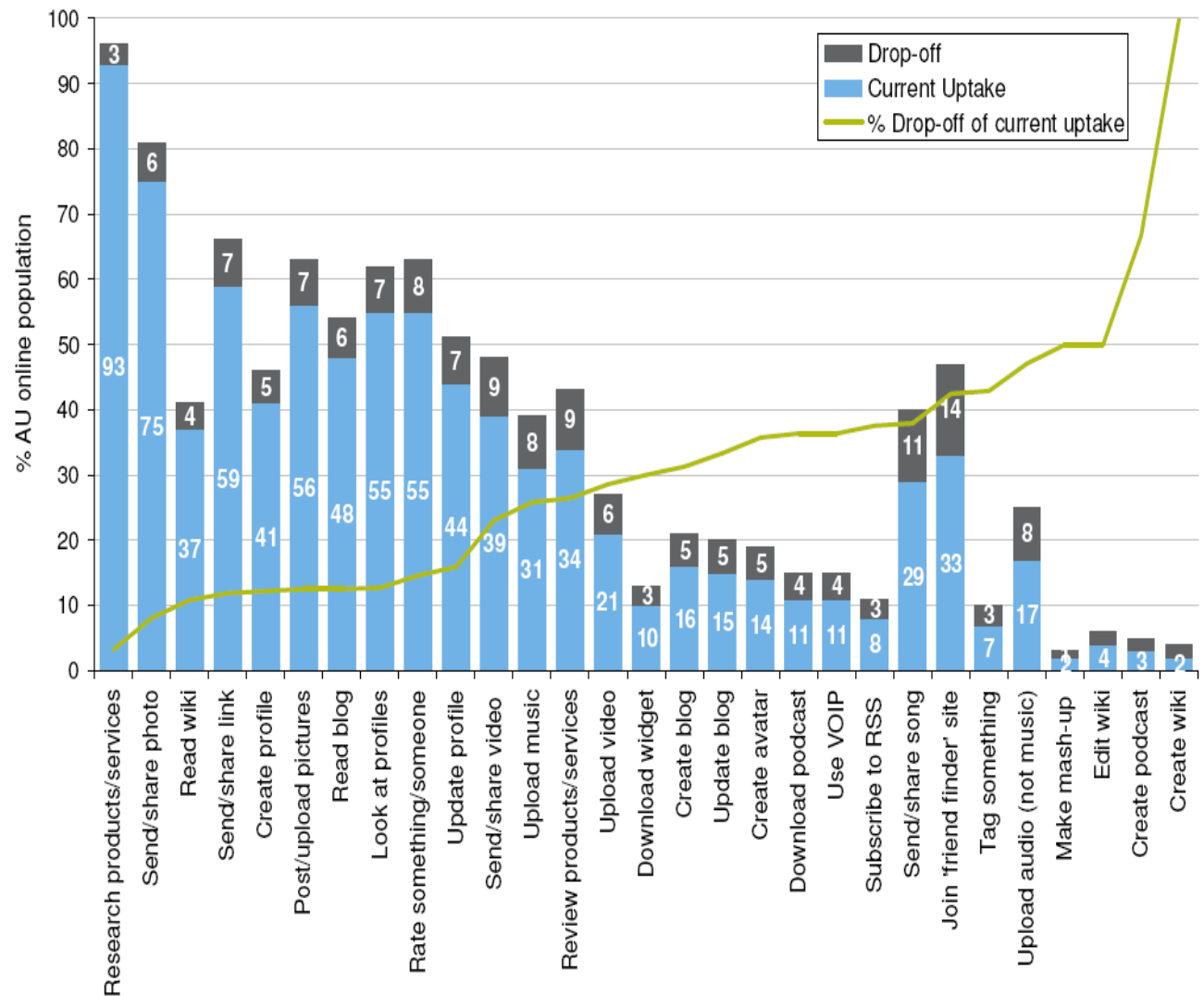
55% visit message board / forum

38% post to message board / forum

48% read a blog

55% rate something / someone

59% send / share a link



# Customer behaviour

FIGURE 5.1 – INCIDENCE OF READING ONLINE REVIEWS – AU & NZ

Sample: Internet users who research products and services online (n=2539 Australia; n=2016 NZ)

## Reading online reviews

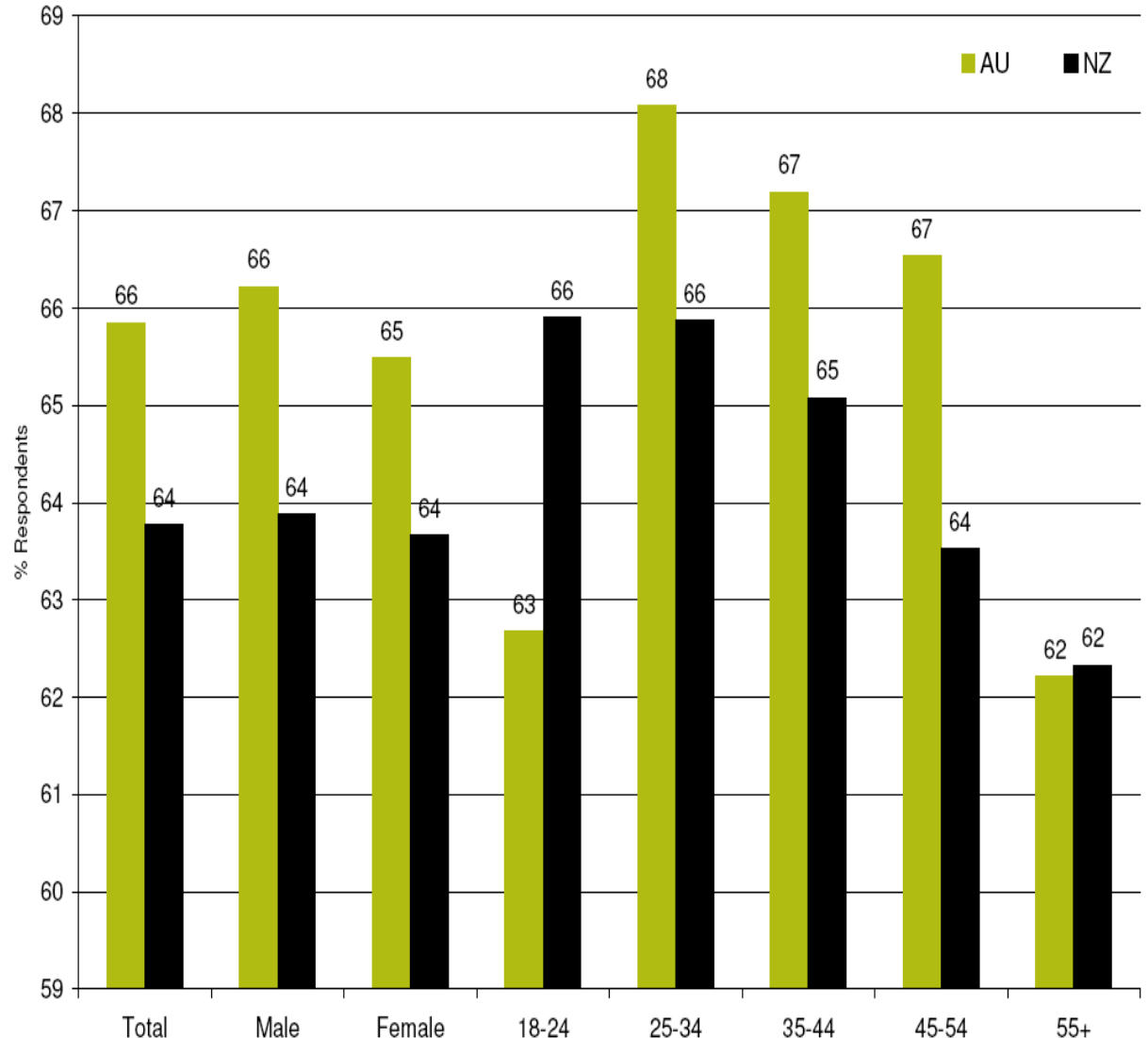
76% of customers use online reviews to help them make purchases.

Less than 25% of sites use them.

Ratings can increase sales / conversion rates from 20-49%.

Research show that approx. 80% of reviews are positive.

Negative reviews are essential to the credibility of the site.



Groundswell, Harvard Business Press  
nielsen online – Consumer Generated Media Report Jan 2008

# Trends

- Mobile is bridging the Digital Divide
- 5 billion mobile phone users by 2015. \*Nokia report
- 50% of global mobile phone subscribers will go online with their mobile by 2011. \*Informa Telecom
- Mobile will be at the centre of Social Networking and a key driver for User Generated Content.
- Mobile technology, network and devices are being designed for new uses rather than voice.



# Customer behaviour

## Mobile content and services

41% of Australians access the internet from their mobile

There is 102% mobile phone penetration in Australia

35% play games on their mobile

22% watch live TV on their mobile

There is an entire generation growing up with their mobile being their first connection to the Internet

## Select Mobile Content and Services Used\* by Mobile Phone Users in Select Countries in the Asia-Pacific Region, May 2007 (% of respondents)

	Australia (n=255)	China (n=276)	India (n=311)	Singapore (n=692)	Taiwan (n=284)
Send/receive text messages	98%	95%	100%	99%	94%
Play and store music	24%	76%	47%	59%	47%
Play games	35%	60%	32%	56%	51%
Access the Internet	41%	64%	61%	46%	32%
E-Mail	16%	31%	55%	24%	25%
Instant messaging	4%	26%	34%	17%	17%
Check latest sport scores	29%	11%	49%	9%	4%
Check traffic reports or get directions	6%	13%	8%	6%	8%
Check bank balance	13%	9%	49%	6%	2%
Make payments via mobile	7%	34%	34%	4%	14%
Watch live TV	22%	1%	4%	1%	3%

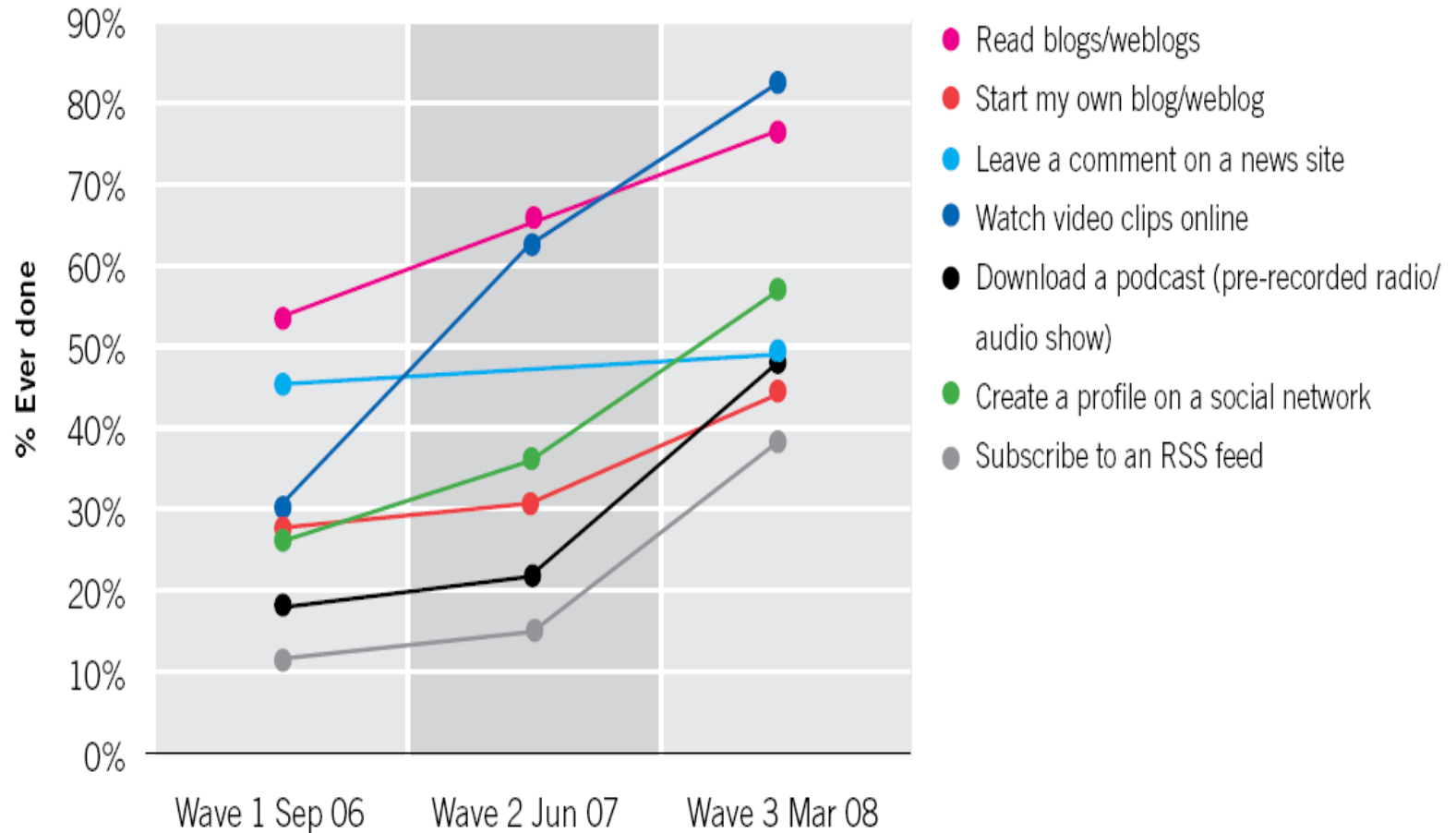
Note: \*in the past three months

Source: Sybase 365, "Nano-Economics: Mobile Opportunities for the Financial Sector" conducted by BDM Intelligence, August 22, 2007

# Welcome to the future

## Reach over time

"Thinking about using the Internet, which of the following have you ever done?" Active Internet Users



and speaking  
of the future...

Tomorrow's customers are today's "digital natives."



By 2010, Millennials / Gen Y-ers  
will outnumber Baby Boomers.





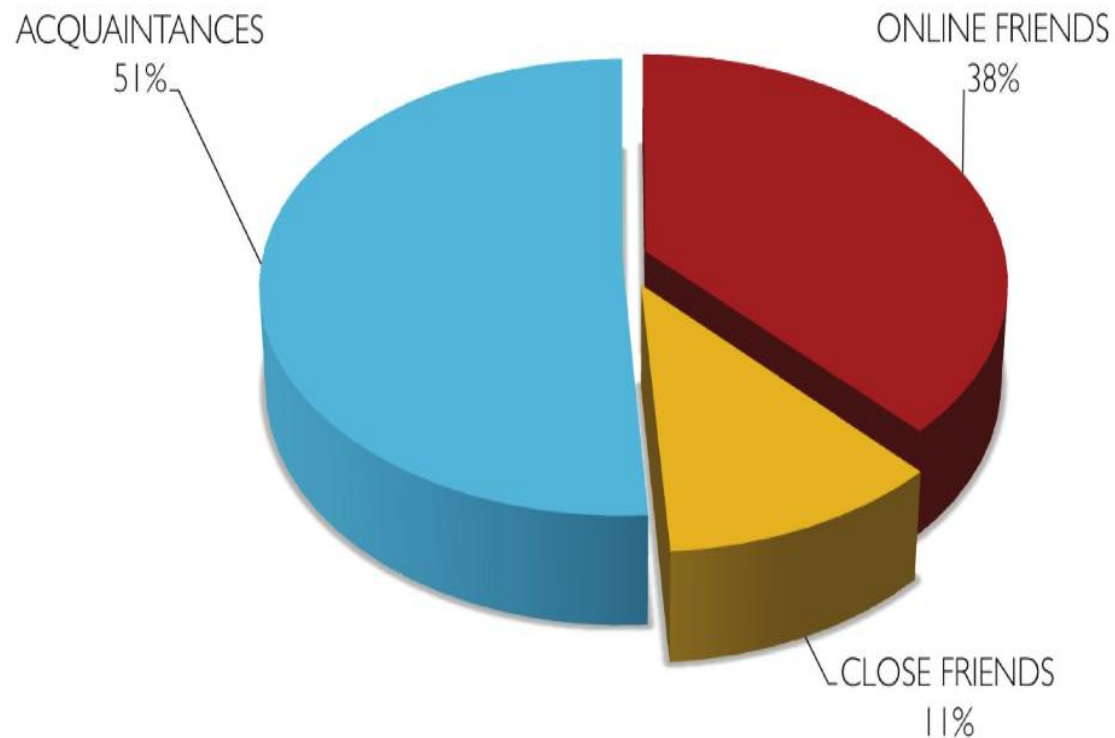
They already wield \$350 Billion per year in direct spending power.



**Millennials spend**  
**> 16 HOURS / WEEK**  
**ONLINE**

**96%** Of them have  
**joined a social network.**

# They have an average of **53** online friends.



**And they don't care about your ad.**

**They care what their  
friends and peers think.**

It's not a fad.

It's a fundamental  
shift in the way we  
communicate.

**But! I hear you say,  
what about B2B?**

# Well.....

An IT Professional is a ...

A Business Decision Maker is a ...

A Developer is a ...

A Microsoft Partner is a ...



# Consumer!



Their fundamental **behavior**  
doesn't change, only their  
**sources** of information and  
**decision** making process

# The old communication model was a monologue



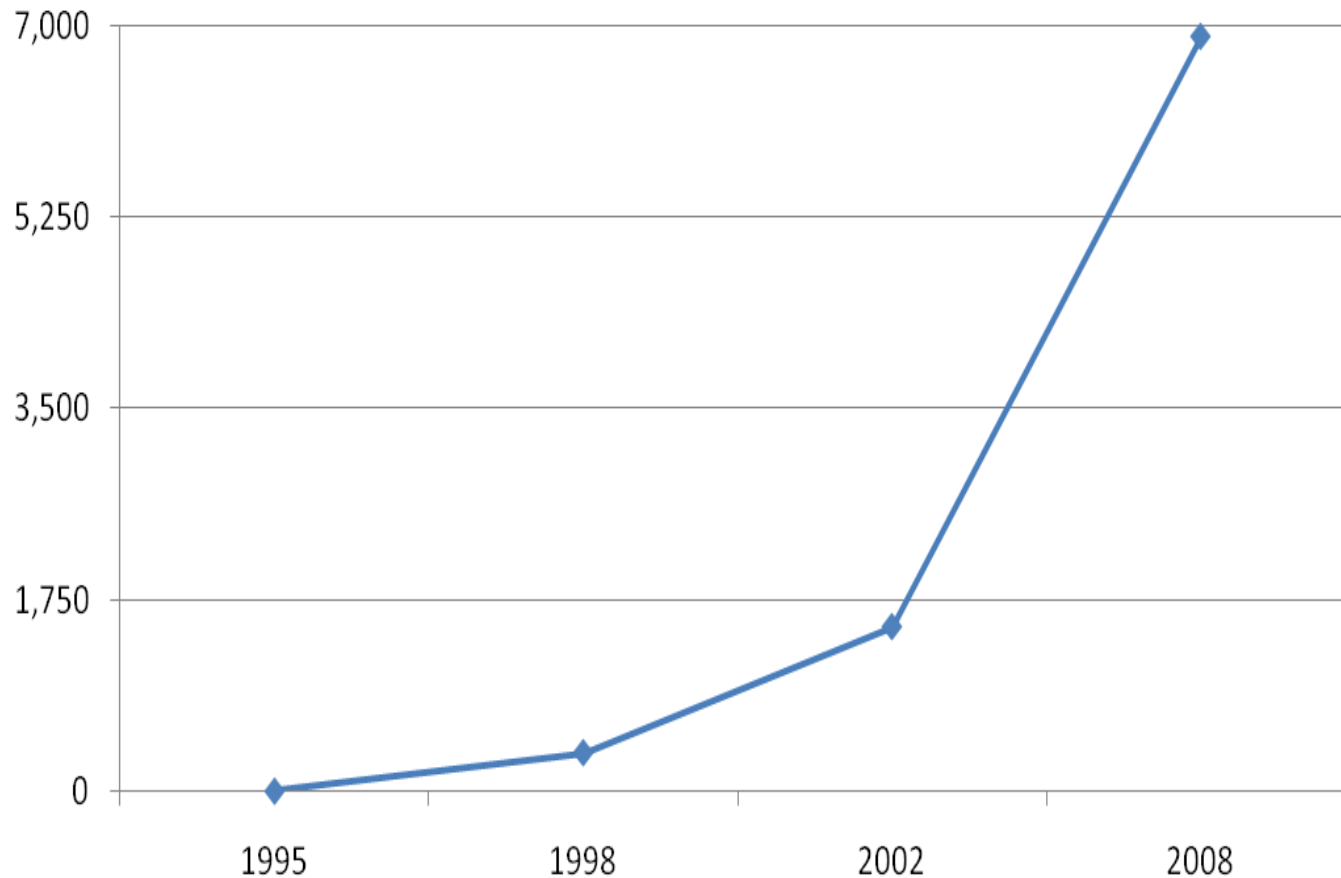
# The rise of information democracy

From *information asymmetry*...  
... To information democracy

Starting in 1995  
people became  
interested in online  
content.....



# 13 Years of Online Content Growth!



# display impressions across the web (millions)

But a few  
years ago.....

...people started  
to become more  
interested in  
each other.....



The average person is exposed to  
**3,000** advertising messages / day.





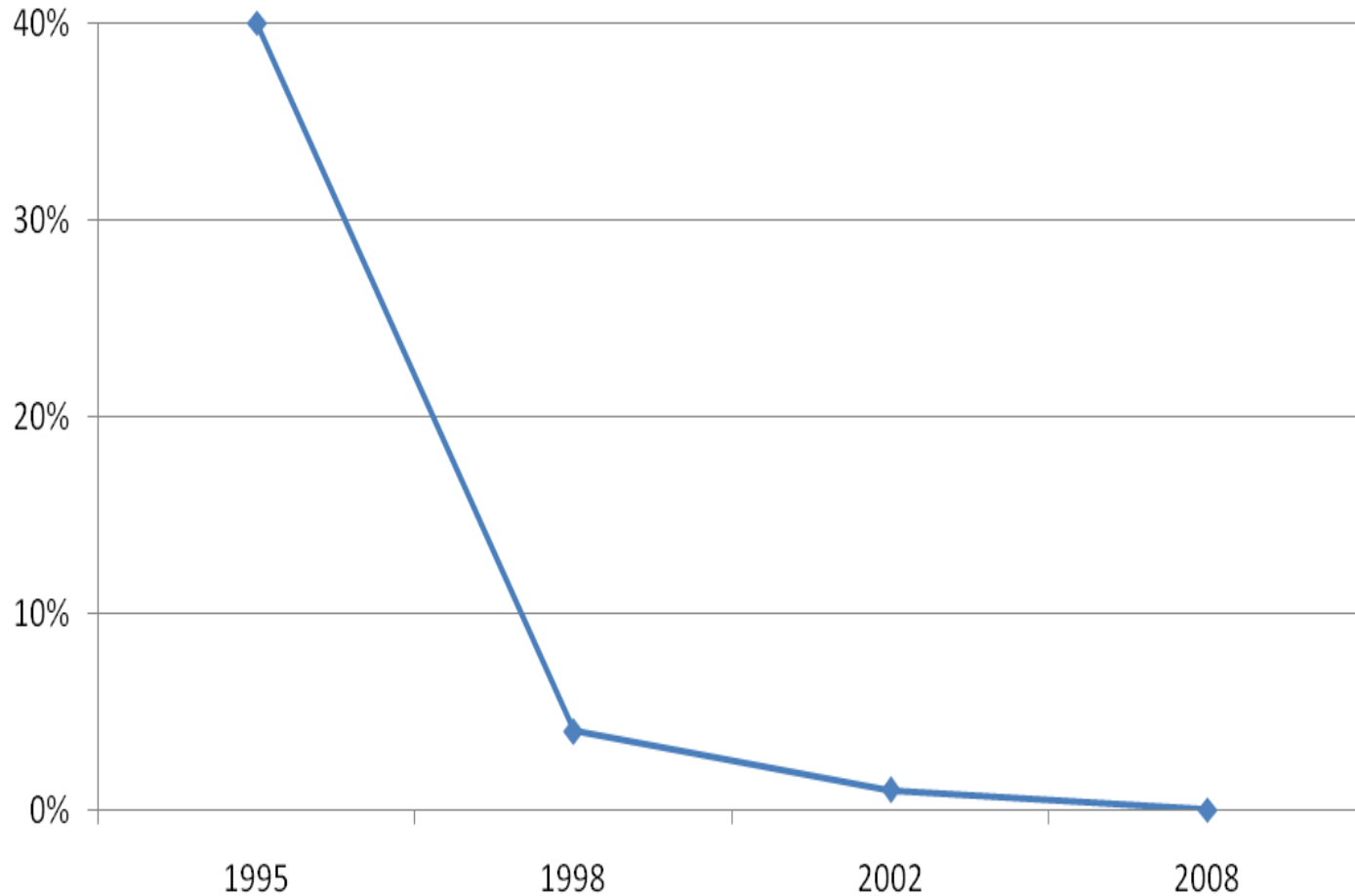
Only **18%** of TV ad  
campaigns generate  
positive ROI



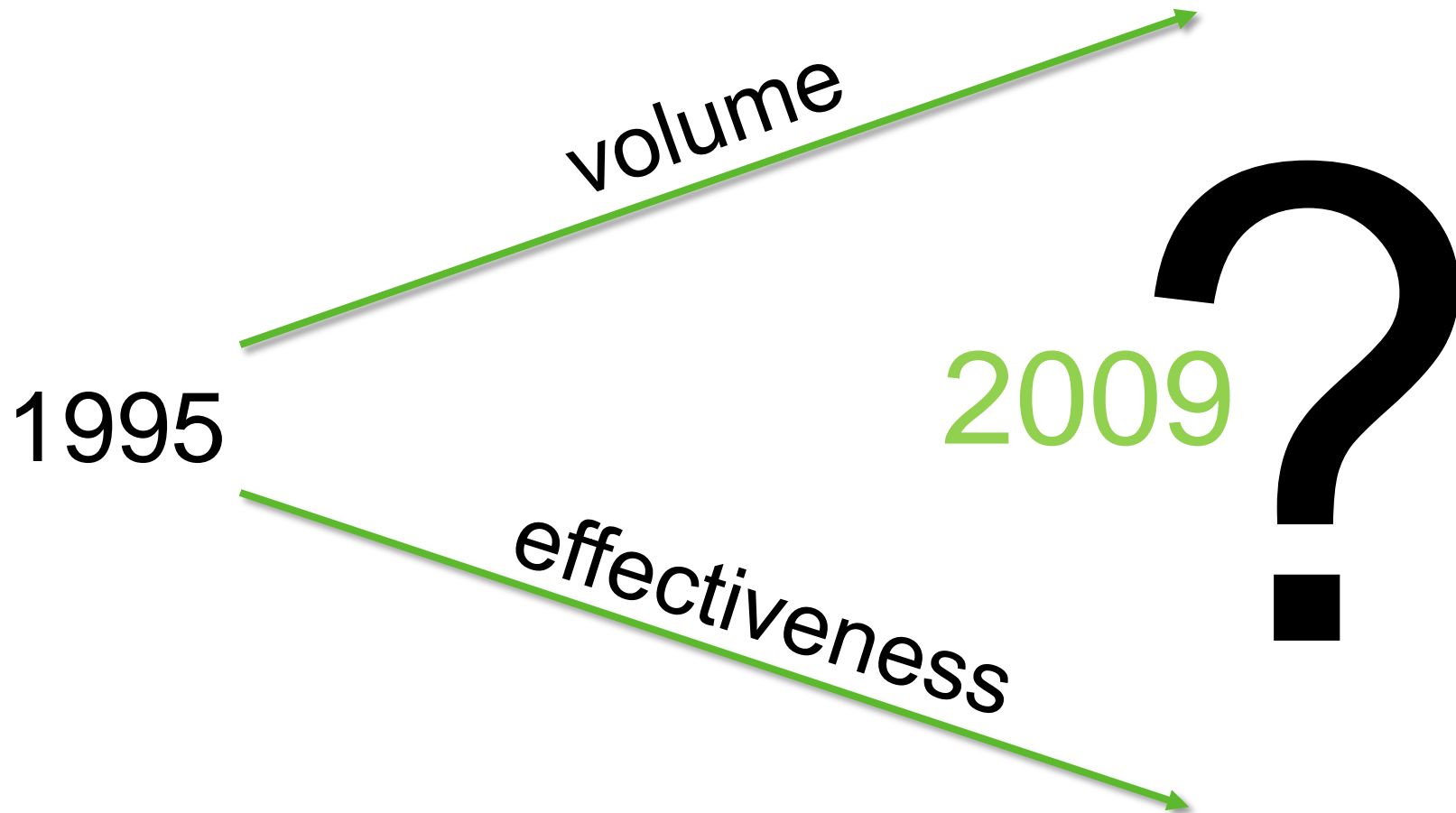
90%  
of people  
who can  
skip TV  
ads, do.



# And less interested in the ads



Click-through rates on display ads



and only **14%**  
of people trust  
advertisements.

# Why should I care?



# Reason #1

60%

Of australians trust the  
recommendations of other  
customers.

NIELSEN ONLINE CONSUMER GENERATED MEDIA REPORT JAN, 2008

14% vs. 60%

*hmm....*



# The new communication model is a **dialogue**



Which means it's....

TRANSPARENT

INCLUSIVE

AUTHENTIC

VIBRANT

CUSTOMER-DRIVEN

And it's NOT....

**CONTROLLED**  
**ORGANISED**  
**EXCLUSIVE**  
**PRODUCT-DRIVEN**  
**“ON MESSAGE”**

“Content is the new democracy and we the people, are ensuring that our voices are heard.”

Brian Solis, “The Social Media Manifesto.”



# Markets are conversations.

The Cluetrain Manifesto ([www.cluetrain.org](http://www.cluetrain.org))

A brand is not  
what **YOU** say it  
is. It's what  
**THEY** say it is.



# Marketing and customer behavior has changed

□ **Mediocre experiences won't resonate with today's customers** □

- Aren't easily influenced.
- Care more about price.
- Use more channels.



# Consumers want more from brands

## They want less promise and more experiences

From brochure-ware websites...

NIKEgoddess

like shopping learn connect contribute

the great thing about energy is  
the more you use,  
the more you get.

So go for it. Crank up the music and jam in your living room. (Don't worry about the neighbors.) Walk a little longer than usual. Or join a team. **Ultimate Frisbee** is an easy group sport to pick up, and there's no need to be a team in your area.

totally energized

If you're looking for an intense way to spend an afternoon, **be a race volunteer**. All the action will definitely get your heart pounding. For more ideas on staying revved up, see how the queen of energy, **Marion Jones**, stays focused and positive.

try ultimate frisbee  
Ultimate Frisbee is more than a sport—it's a culture. Players love to welcome new people, and it's easy to pick up the game, so there's no reason to be intimidated.

meet marion  
Marion's philosophy is simple: "If you believe you can, anything's possible." With five medals under her belt, she's proving that a woman's mind is the strongest part of her body.

be a race volunteer  
Helping out at a race is a great way to find out more about a sport you might be interested in. If you're already into a sport, it's a fun way to meet new people who share a similar interest.

register today  
try a free issue of Sports Illustrated for Women

NIKEgoddess magazine?  
check it out now

see a different side of NYC  
check out the city profile

NIKE Retail Services, Inc. 1999-2001

nike.com nikegoddess

# Consumers want more from brands

*They want less promise and more experiences*

To everyday experiences + interactions...



\*Optimised for all devices & services

# Services which can be mixed and mashed

Intel Mash  
Maker

Toolbar Buttons  
Provide Access to other Mash Maker Features

Suggestions  
Mashups I might want to apply to this page

Visualization Widget  
Show a visualization of the data on the page

Annotations  
Data added by a widget

Normal Page  
Reached by normal browsing and enhanced by Mash Maker widgets

The screenshot displays a web browser window with a mashup interface. At the top, a toolbar contains buttons for 'Table' and 'Note'. Below the toolbar, there are three main components: a 'Weather Forecasts - Google' widget for San Francisco showing a current temperature of 46.7°F and a 3-day forecast; a 'Google Maps' widget showing a map of San Francisco with several red location pins; and an 'OpenTable.com' widget displaying search results for restaurants in San Francisco. The search criteria include 'All San Francisco', 'All Cuisines', '09/21/2008', '10:30 PM', and '2 people'. The search results table lists restaurants such as '1300 on Filmore' and '1550 Hyde Cafe & Wine Bar', with columns for 'Restaurant Name', 'Neighborhood', 'Cuisine', 'Price', and 'Available Times'. The '1300 on Filmore' entry is highlighted, and its address is shown as '1300 Filmore Street, San Francisco, CA 94115'. The '1550 Hyde Cafe & Wine Bar' entry is also highlighted, with its address shown as '1550 Hyde St, San Francisco, CA 94109'. Blue arrows point from the text labels to the corresponding elements in the screenshot.

Translation:

**The train is leaving the station.**

**WITH OR  
WITHOUT YOU.**

# HOW DO I GET ON THE TRAIN



**“It’s about conversations, and the best communicators start as the best listeners.”**

**Brian Solis, Social Media Manifesto**

A.

Listen.



# Immerse yourself in the conversations.



(any or all of the above are a good place to start!)



# Messages are not conversations.



B.

# Participate



# IT'S A DIALOGUE, NOT A MONOLOGUE.

"I absolutely ADORE  
the food at that  
restaurant."

"Me too! And isn't  
the hostess  
stunning as well?"

C.

Relinquish  
control.



**REPEAT AFTER ME:**

**“The goal is not to control  
the conversation.”**

THE GOAL IS TO:

Enable

Inspire

Influence

&.....

# D.

# Engage!



# Search Engine Marketing

Search Engine Optimisation (SEO)  
Search Engine Advertising (SEA)





# The value of SEM

## The Value of Search Engine Marketing

Successful search marketing will put you in front of the people who are ready to buy.



# Traffic Bumps

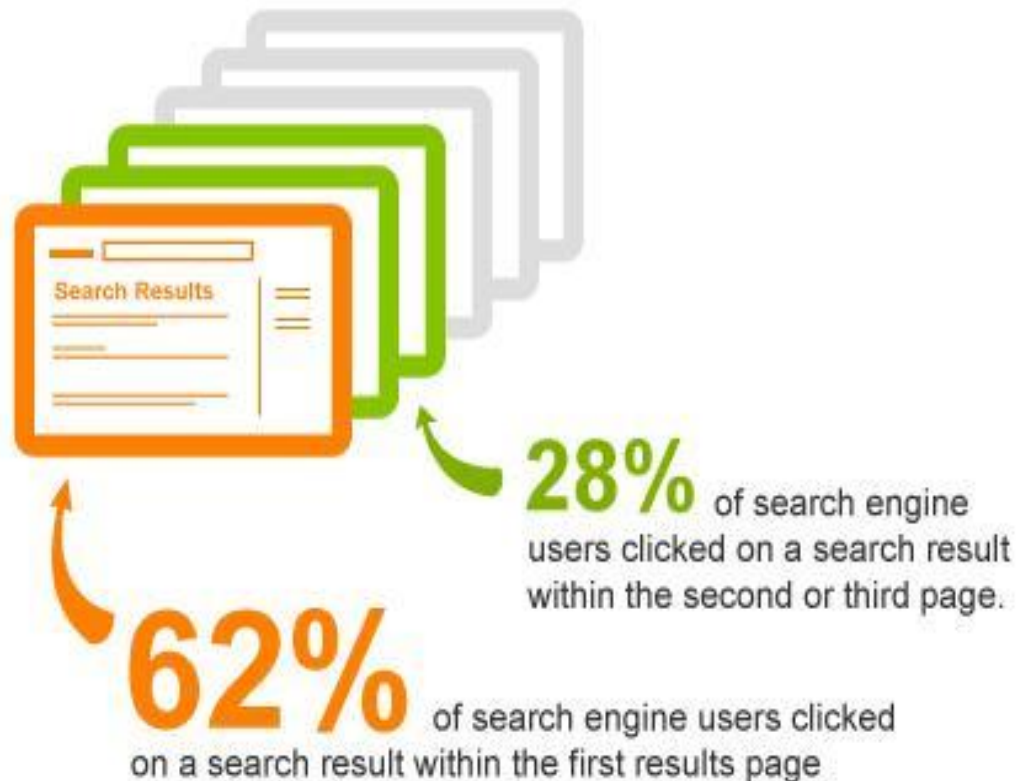
## Traffic Bumps

You can generally expect your baseline traffic to increase after each initiative.



# Search Engine Click-thru Behaviour

## Search Engine Click-Thru Behavior



Source: 2006 iProspect Search Engine User Behavior Study




# SEM Strategy Matrix

## SEM Strategy Matrix

### 1 IDENTIFY YOUR MARKETING GOAL

- ▶ Brand Awareness
- ▶ Customer Attraction
- ▶ Customer Retention
- ▶ New Product Launch

### 2 CHOOSE THE RIGHT SEM TACTICS

- HIGH PRIORITY 
- MEDIUM PRIORITY 
- LOW PRIORITY 

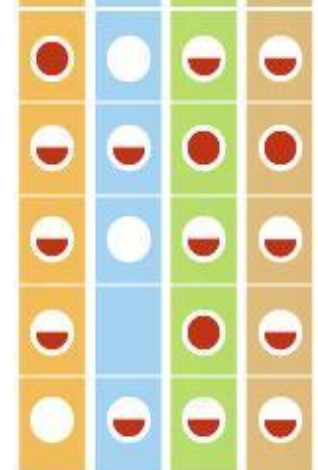
**PPC (Pay Per Click)**  
Paid search promotion

**SEO (Search Engine Optimization)**  
Site copy, meta tags, site architecture

**Online Press Releases**  
Wires, e-zines

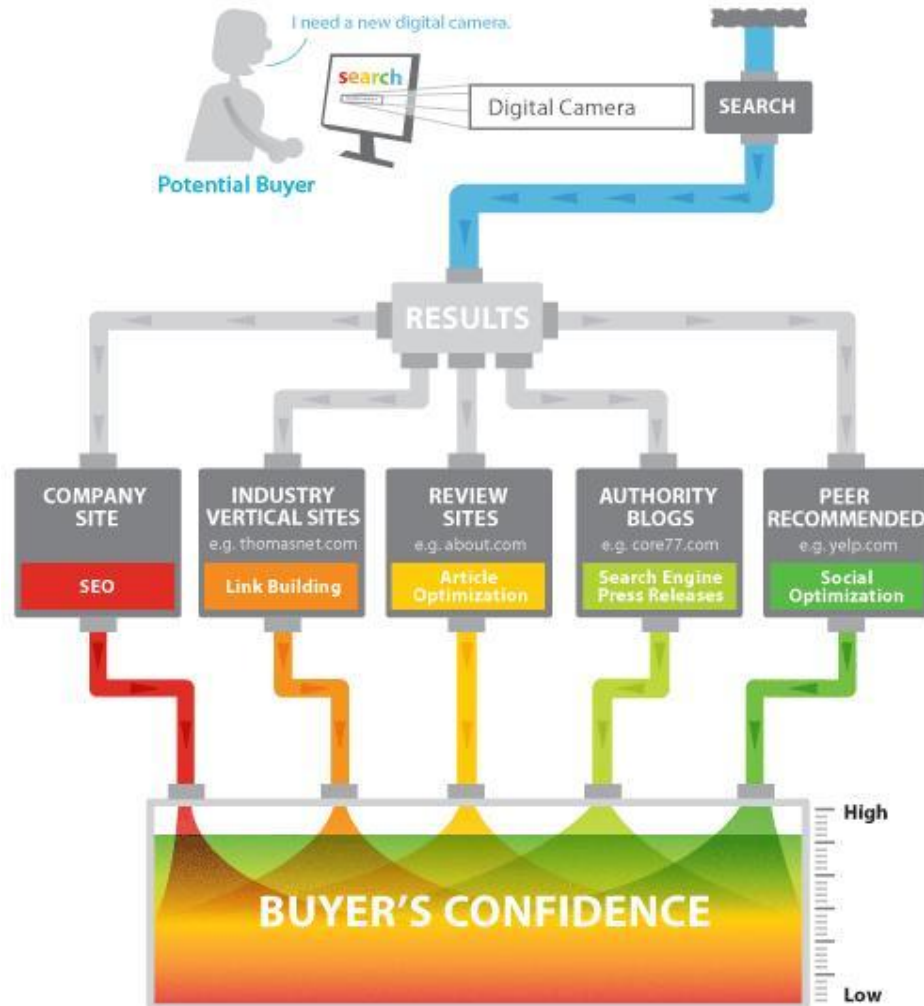
**Linking**  
Sponsored links, banners, directories

**Social Media**  
Podcasts, blogs, videos, social networking



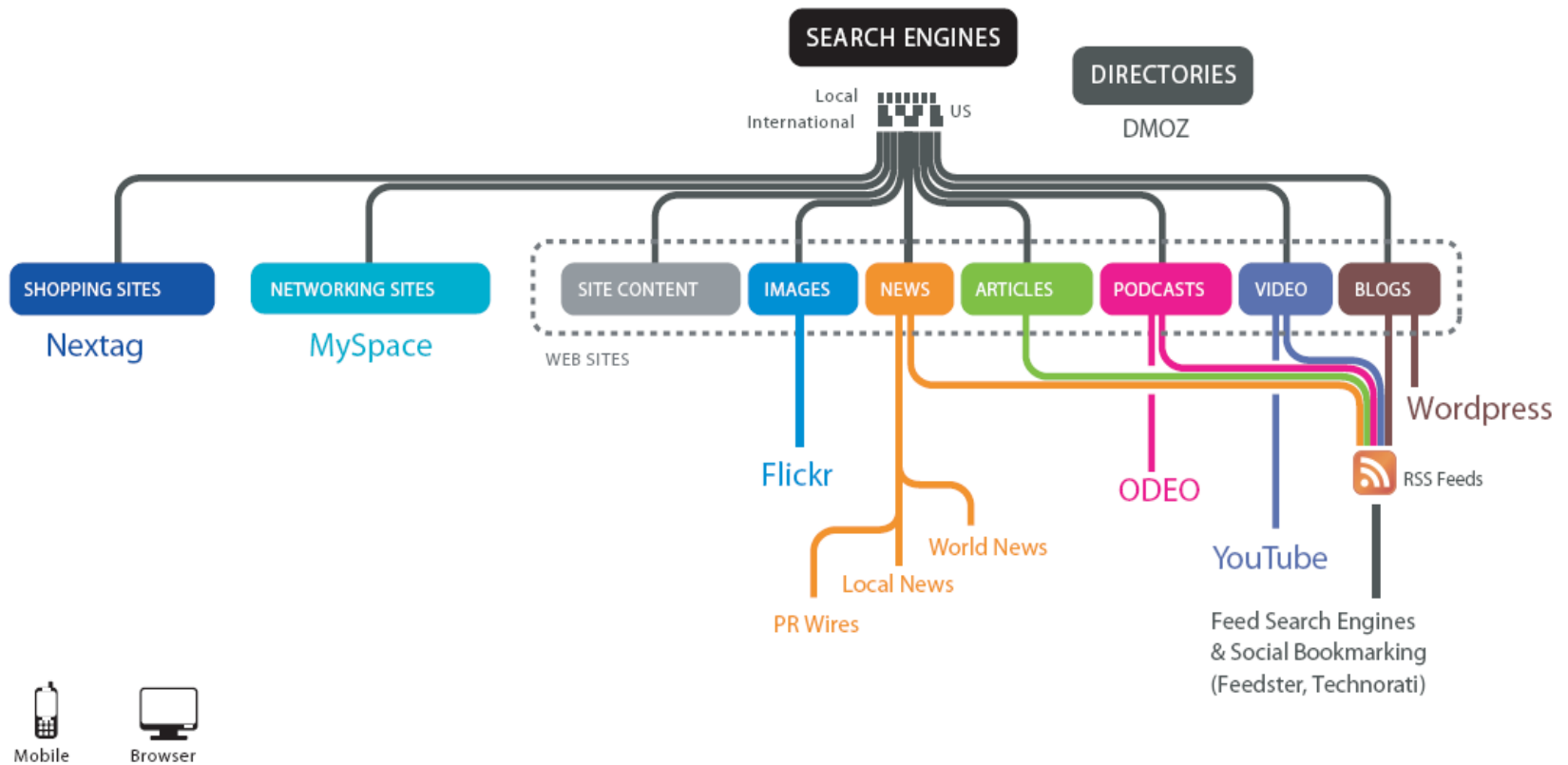
# Building Trust Through SEM

## Building Trust Through SEM



# The World of Search

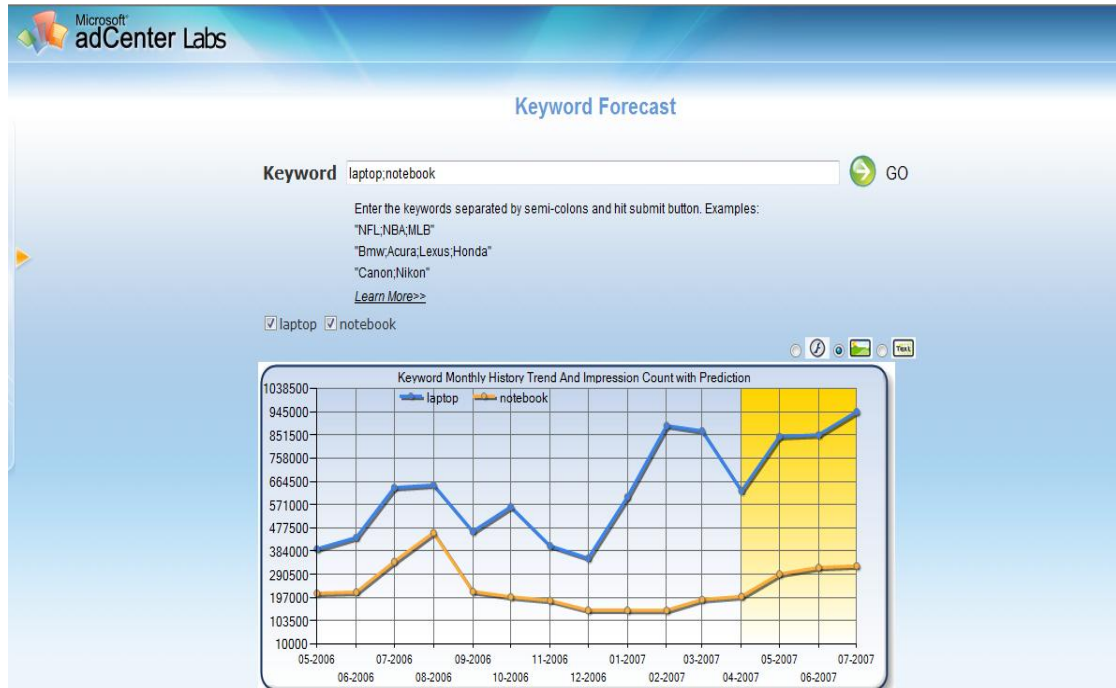
## SEARCH WORLD



## Step 1: Keyword identification

# Microsoft AdCenter keyword forecast

- Excellent set of fast, reliable tools
- Show the relative popularity of keywords
- Also provides demographic information
- 'Laptop' is more popular than 'notebook'



## Step 1: Keyword identification

# Google AdWords tool

- Helps advertisers related identify keywords
- Very little documentation about the tool
- Generally believed that the terms at the top of the list are most identified with the keyword
- People who look for 'Microsoft Dynamics CRM' also look for:

<u>Keywords</u>	<u>May Search Volume</u>	<u>Possible Negatives</u>
microsoft crm		<a href="#">Add negative: -microsoft crm »</a>
hosted microsoft crm		<a href="#">Add negative: -hosted microsoft crm »</a>
microsoft crm training		<a href="#">Add negative: -microsoft crm training »</a>
microsoft crm demo		<a href="#">Add negative: -microsoft crm demo »</a>
microsoft crm partner		<a href="#">Add negative: -microsoft crm partner »</a>
microsoft dynamics crm		<a href="#">Add negative: -microsoft dynamics crm »</a>
microsoft crm software		<a href="#">Add negative: -microsoft crm software »</a>
microsoft crm integration		<a href="#">Add negative: -microsoft crm integration »</a>
microsoft crm pricing		<a href="#">Add negative: -microsoft crm pricing »</a>
microsoft crm 3.0		<a href="#">Add negative: -microsoft crm 3.0 »</a>
microsoft crm 4.0		<a href="#">Add negative: -microsoft crm 4.0 »</a>
microsoft crm server		<a href="#">Add negative: -microsoft crm server »</a>
microsoft crm outlook		<a href="#">Add negative: -microsoft crm outlook »</a>
microsoft crm 3		<a href="#">Add negative: -microsoft crm 3 »</a>
microsoft crm solution		<a href="#">Add negative: -microsoft crm solution »</a>
microsoft dynamics crm 3.0		<a href="#">Add negative: -microsoft dynamics crm 3.0 »</a>
microsoft crm small business		<a href="#">Add negative: -microsoft crm small business »</a>



## Step 2: Measure and improve

# Track rankings on major Search Engines

- Perform a periodic check on the ranking of keywords on Google, Live and Yahoo with Advanced Web Ranking tool
- Check how well our competitors are doing
- Shows us what pages the Search Engines associate with a term

Keywords	www.microsoft.com	www.oracle.com	www.ibm.com	www.sap.com	www.salesforce.com
business management software	1	—	8	98	—
business solution	1	—	8	9	—
field service management	1	24	12	—	56
small business financials	1	—	—	—	—
solution finder	1	1	—	—	—
crm customer relationship	2	8	54	49	4
hub and spoke management	2	—	—	—	—
enterprise reporting	3	1	18	4	100
pivot tables	3	—	—	—	—
Point of Sale	3	3	—	6	2
Retail Management	4	3	—	—	—
Business portal	5	13	—	36	40
crm	5	1	16	9	31
crm customer relationship management	5	2	8	66	39
business software	6	3	—	82	9
Field Service	6	1	2	4	—
Manufacturing	10	37	32	37	—
Sales management	14	6	55	—	—
customer relationship management	16	9	4	4	35
enterprise resource planning	17	37	—	70	45
Analytics	18	35	—	85	11
supply chain	19	11	18	31	—
Distribution	22	50	—	—	—
general ledger solutions	23	7	6	3	40
Financials	24	10	4	2	10
Financial Management	33	4	10	10	—
inventory management	36	23	12	5	—
Payroll	38	—	52	—	—

Top 20 Google placements for 55 non-branded business terms:

- Microsoft: 21
- Oracle: 15
- IBM: 3
- SAP: 3

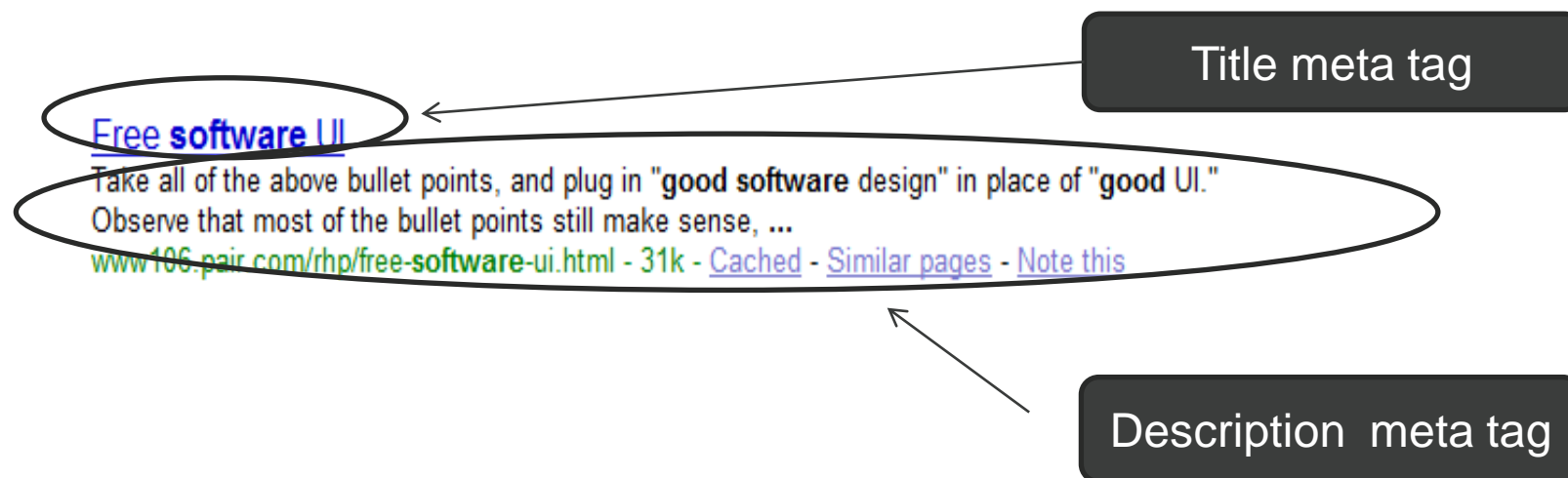
# Optimize meta data

- Focus on no more than 3 sets of keywords per page
- Make sure the keywords are repeated two or more times in the page body
- Put the most effort in the Title and Description meta tags
  - Most important keywords go to the start of the tag

### Step 3: Improve the click-through rate

# Good ranking isn't everything

Some pages work for search engines but don't work for readers. Take the example of Pair.com, which has a top 10 ranking for the term "good software".



## Best practices for meta data:

- Title meta tags should be 65 characters or less
- Descriptions tag should be 155 characters or less
- Description should read as a complete sentence
- Description should include a call to action

## Step 3: Improve the click-through rate

# Better example of meta data in action

### Microsoft Dynamics Retail Management System (RMS)

See how **Microsoft Dynamics Retail Management System (RMS)** helps retailers cut costs and improve customer service. Try it free for 30 days.

[www.microsoft.com/dynamics/rms/default.aspx](http://www.microsoft.com/dynamics/rms/default.aspx) - 17k - [Cached](#) - [Similar pages](#) - [Note this](#)

## Changes:

- Short call to action (Try it free for 30 days)
- Description starts with a verb
- Title stands on its own
- Description reads as a complete paragraph

# Resources

Microsoft adCenter Labs (<http://adlab.msn.com/>)

- [adCenter Labs Search Funnel](#)
- [adCenter Labs Keyword Forecast](#)
- [adCenter Labs Keyword Group Detection](#)
- [adCenter Labs Online Commercial Intention](#)

Google

- [Google Keyword Tool Selector](#)

Yahoo!

- [Yahoo Keyword Selector Tool](#)
- [Search Engine Marketing Inc.](#) (Best book on the subject)


# Social Media Marketing

Questions start conversations



**Social media** is an umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words, pictures, videos and audio.

# Put more simply:



“Social media is  
people having  
conversations online.”



# The conversations are powered by:



- Blogs
- Micro blogs
- Online chat
- RSS
- Widgets
- Social Networks
- Social Bookmarks
- Message boards
- Forums
- Podcasts
- Video sharing sites
- Photo sharing sites
- Virtual worlds
- Wikis

(...just to name a few)

# Why should I care?



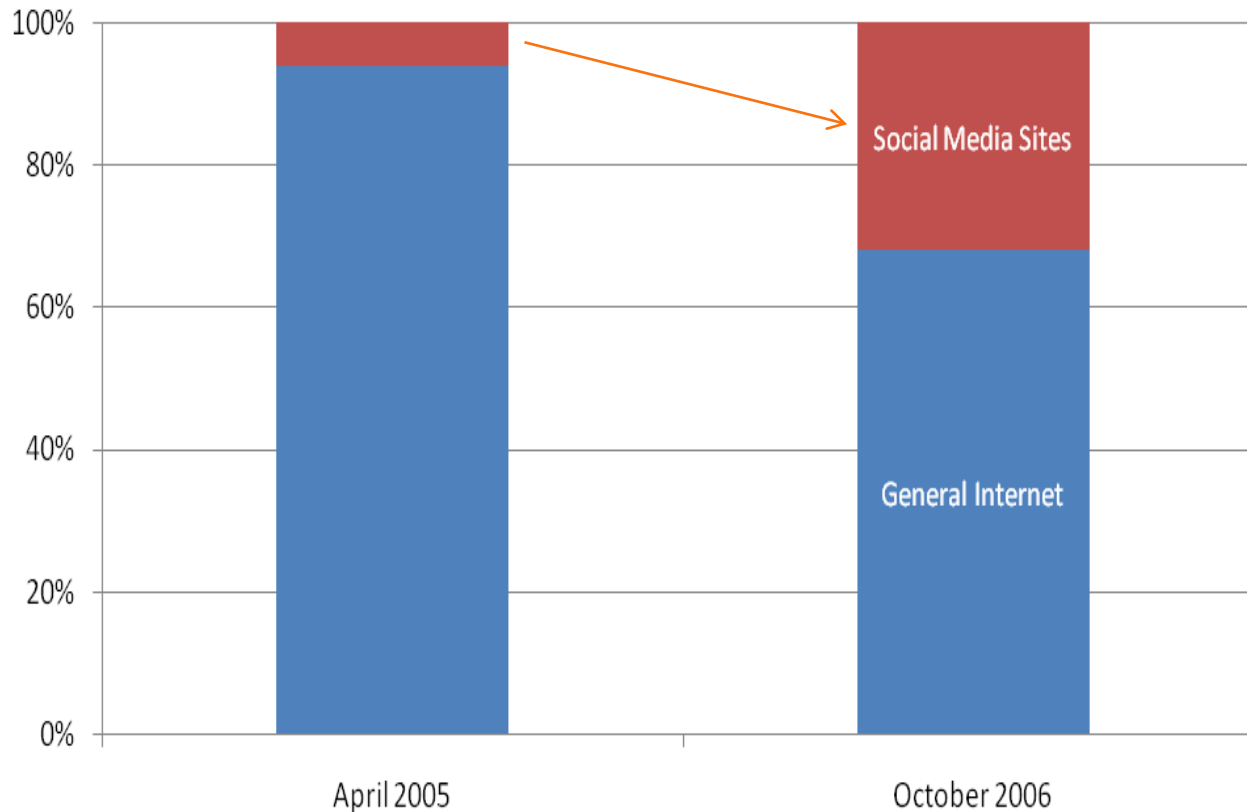
## Reason #2

Social networking sites are  
officially more popular than  
porn sites.

Time october 13, 2007

# Social Media's Growing Importance

Total minutes consumed by Top 100 websites



\*Piper Jaffray & Co. "usites" used as proxy for Social Media sites Source: Arbitron/Edison Media Research Internet and Multimedia 2006; On Demand Media explodes; ComScore Networks and Piper Jaffray & Co.

# Social media sites are mushrooming





**WIKIPEDIA**  
*The Free Encyclopedia*  
The Free Encyclopedia  
WIKIPEDIA

Almost  
**4,000,000**  
articles

> 100,000,000 videos

(65,000 new videos / day)



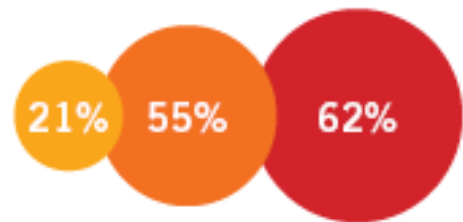


200,000,000  
blogs



# Social Media Activities

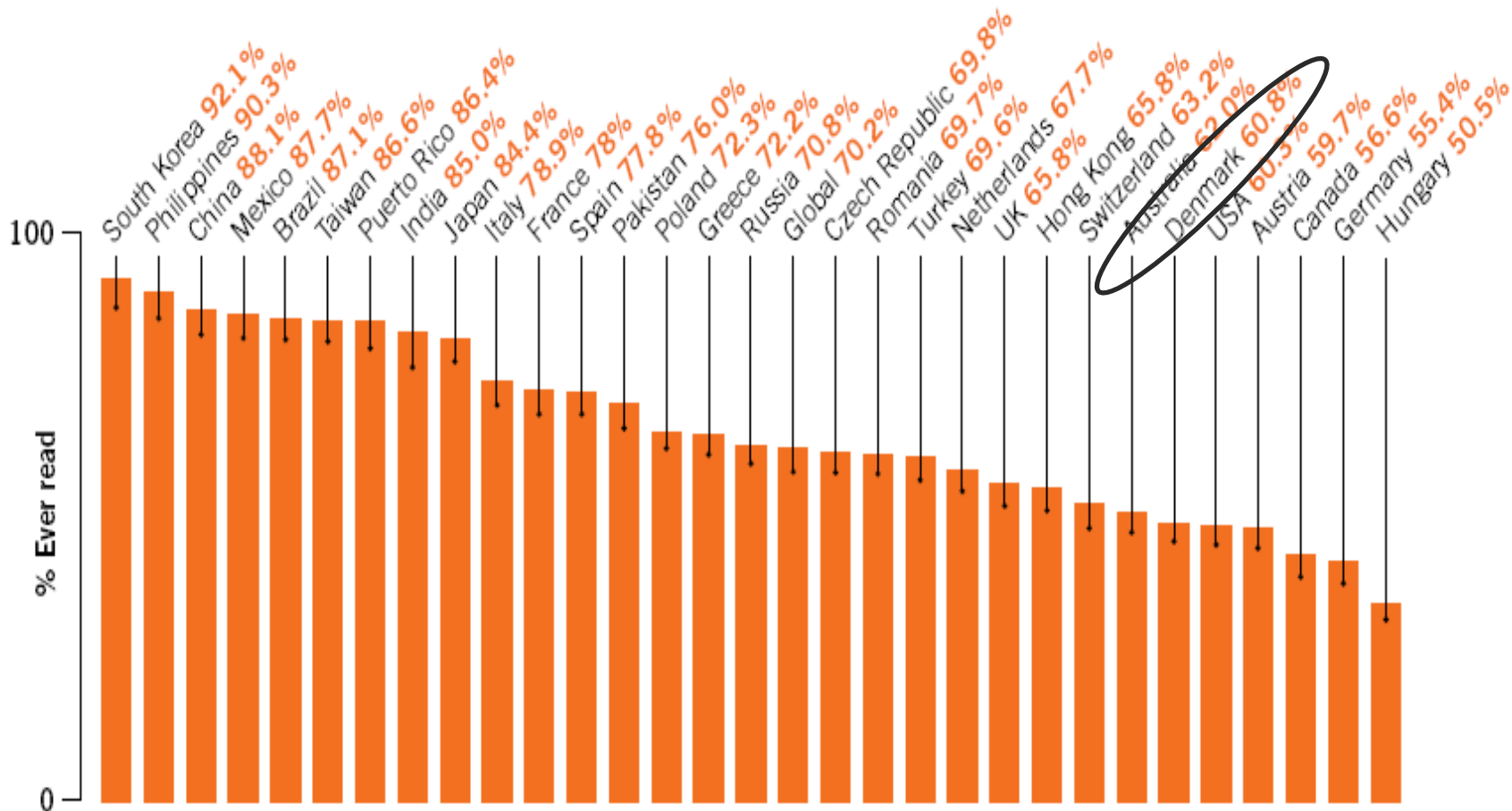
Australia



Sep 2006    June 2007    Mar 2008

## Blog readership Wave 3

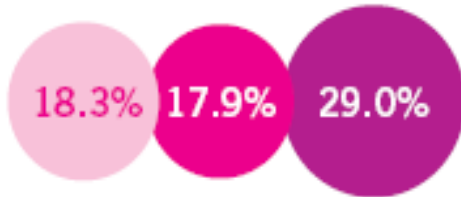
"Thinking about using the Internet, which of the following have you ever done?" Active Internet Users



Universal McCann Social Media Tracker Wave 3 – Mar 2008

# Social Media Activities

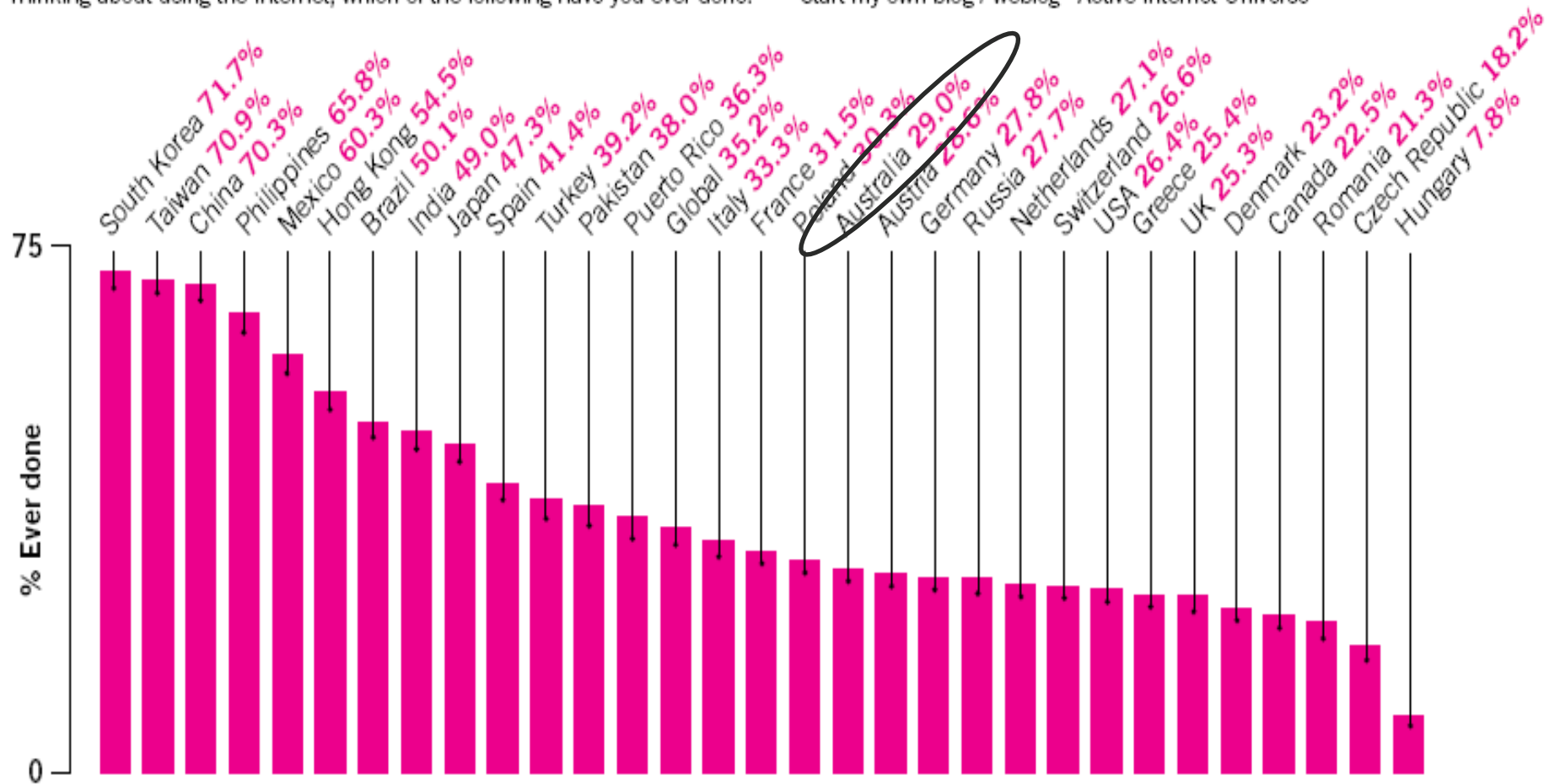
Australia



Sep 2006    June 2007    Mar 2008

## Starting a blog: Wave 3

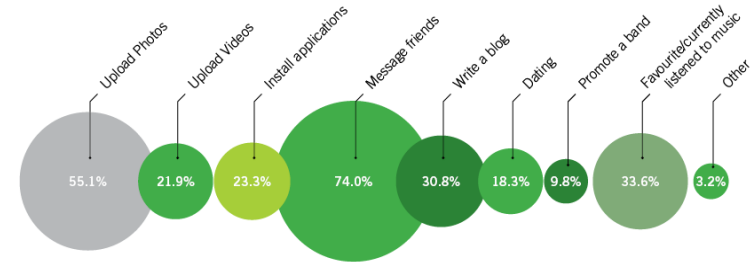
“Thinking about using the Internet, which of the following have you ever done?” – “Start my own blog / weblog” Active Internet Universe



# Social Media Activities

Content posted on social network

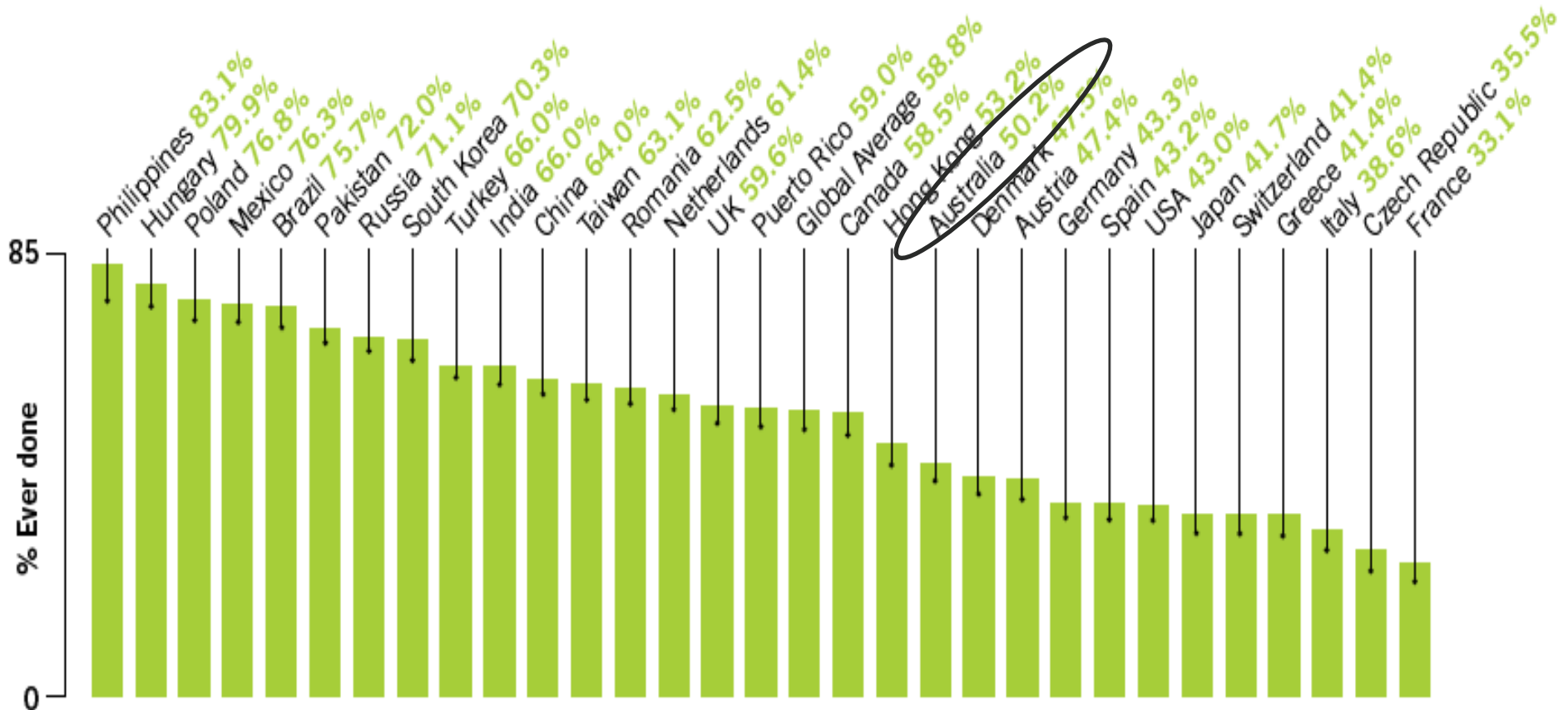
"What do you do with your social networking profile?" Active Internet Universe



% Added to Social Network Page (Social Network Users)

## Belong to a Social Network Wave3

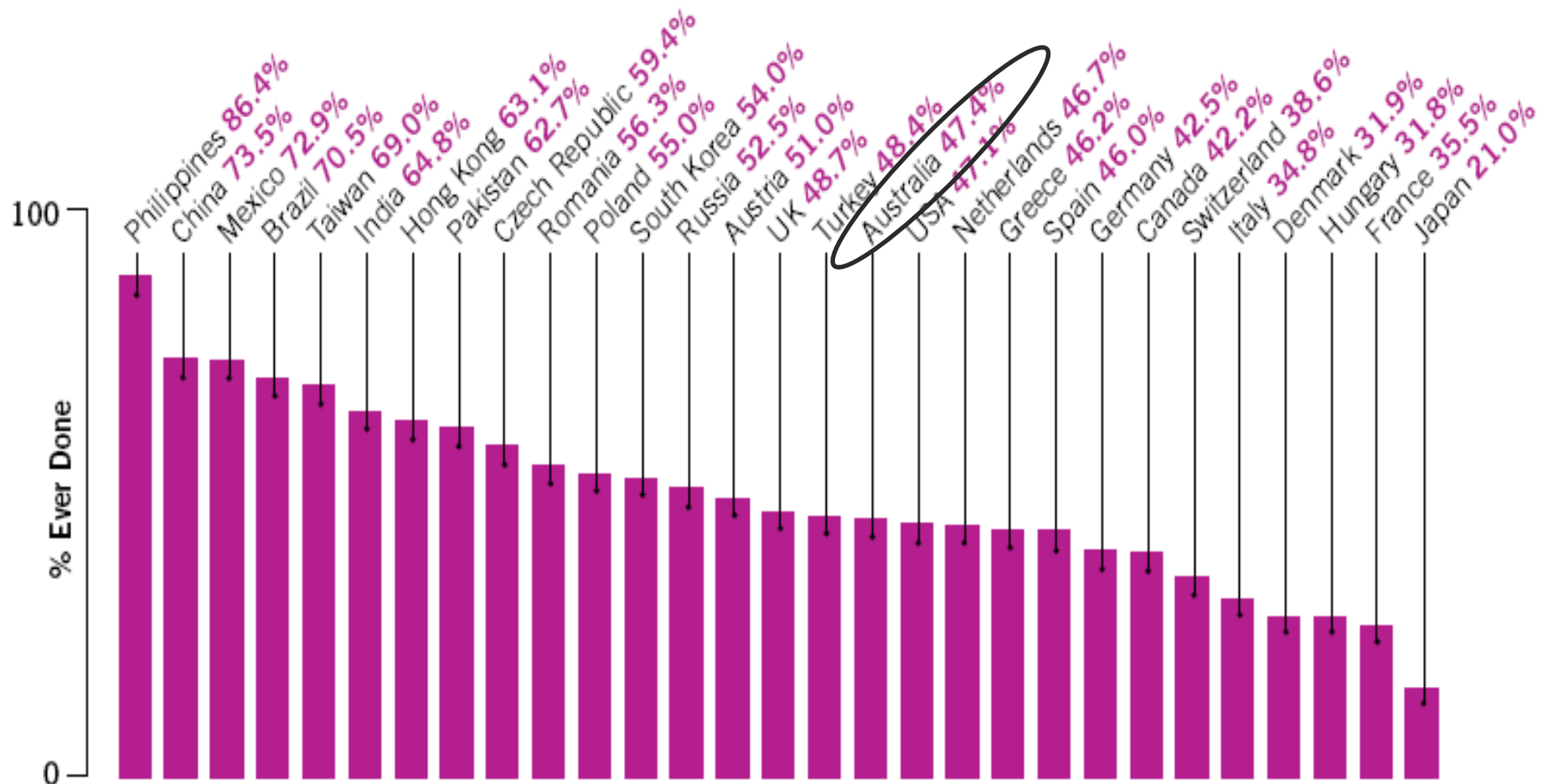
"Thinking about using the Internet, which of the following have you ever done?" – "Create a profile on a new social network" Active Internet Universe



# Social Media Activities

## Sharing photos Wave 3

"Thinking about using the Internet, which of the following have you ever done?" –  
"Upload my photos to a photo sharing website" Active Internet Universe



# Social Media Activities

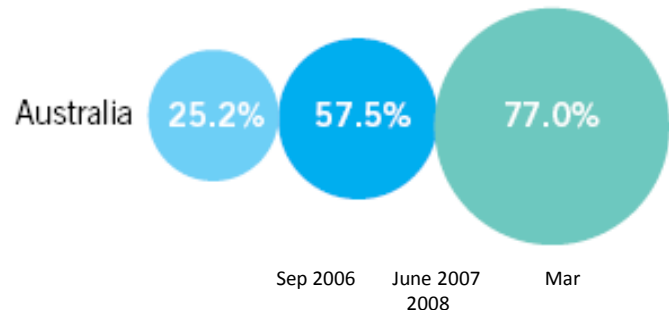
## Uploading Videos Wave 3

“Thinking about using the Internet, which of the following have you ever done?” –  
“Upload my videos to a video sharing website” Active Internet Usage



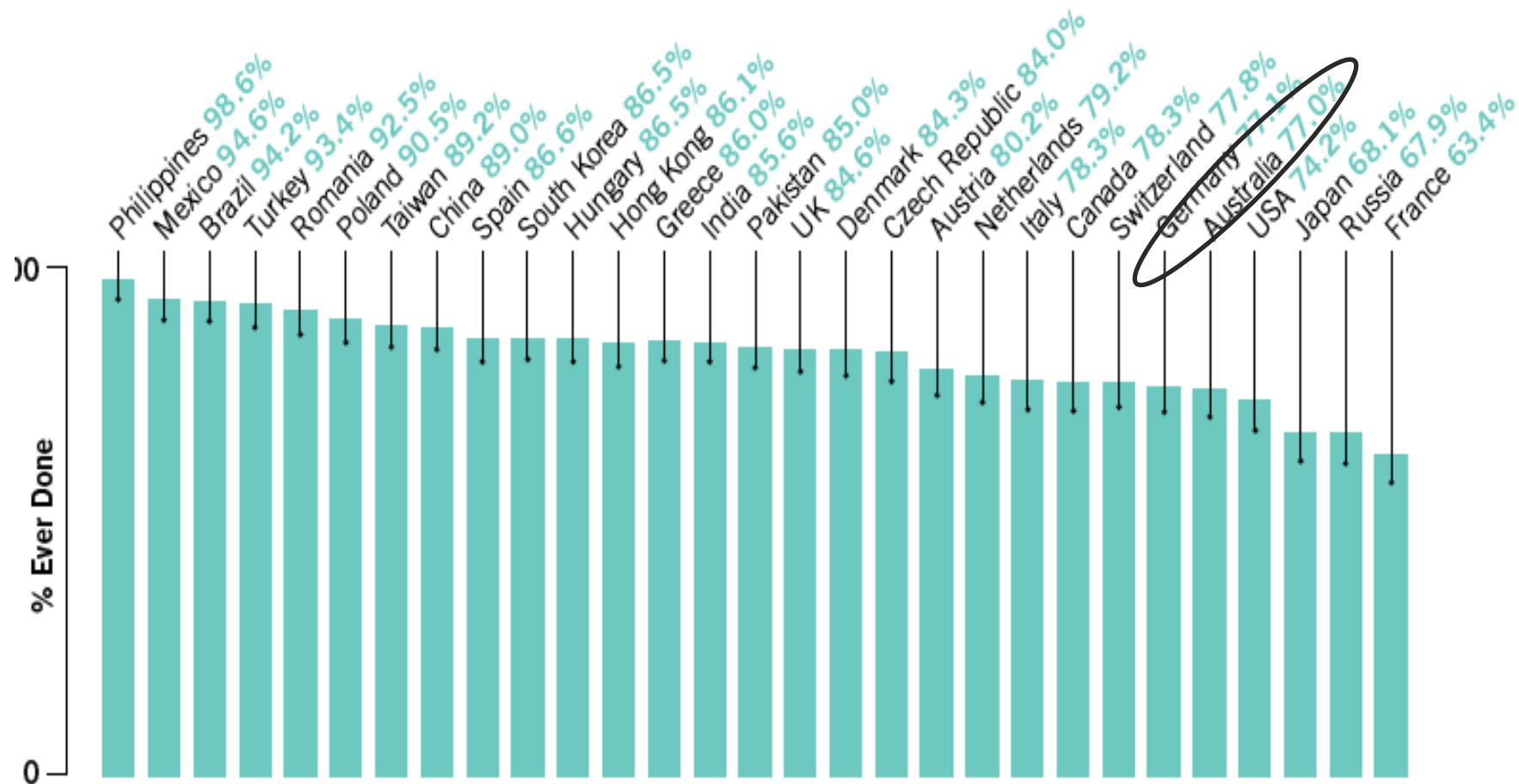
Universal McCann Social Media Tracker Wave 3 – Mar 2008

# Social Media Activities

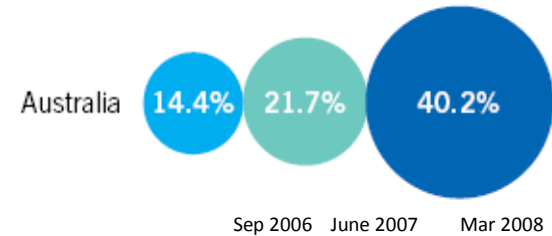


## Watching Video Clips Wave 3

“Thinking about using the Internet, which of the following have you ever done?” –  
 “Watching Video Clips” Active Internet Universe

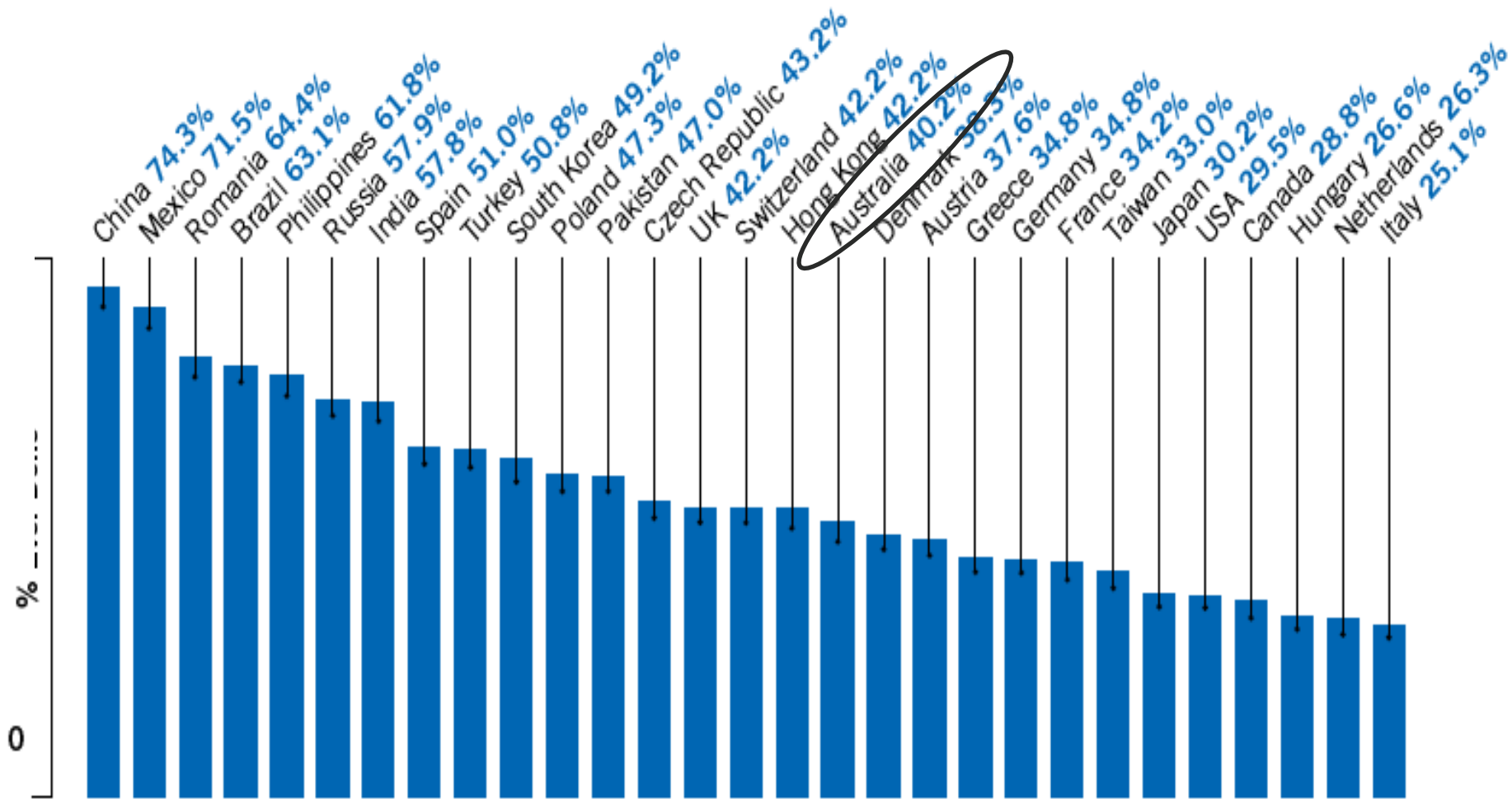


# Social Media Activities



## Downloaded a podcast

“Thinking about using the Internet, which of the following have you ever done?” –  
 “Downloaded a Podcast” Active Internet Users

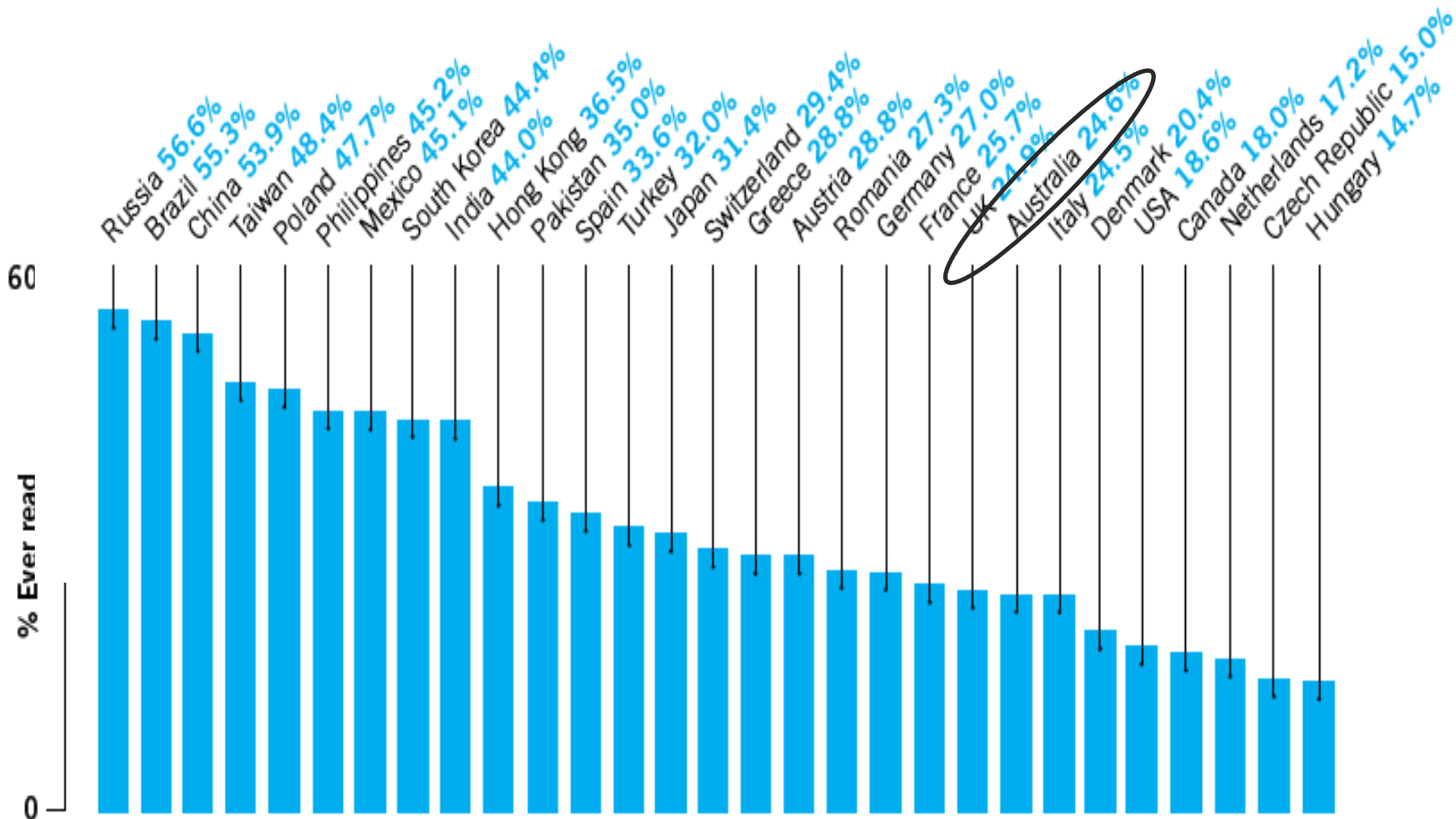


Universal McCann Social Media Tracker Wave 3 – Mar 2008

# Social Media Activities

## Subscribed to an RSS feed

"Thinking about using the Internet, which of the following have you ever done?" – "Subscribe to an RSS feed" Active Internet Users



Universal McCann Social Media Tracker Wave 3 – Mar 2008

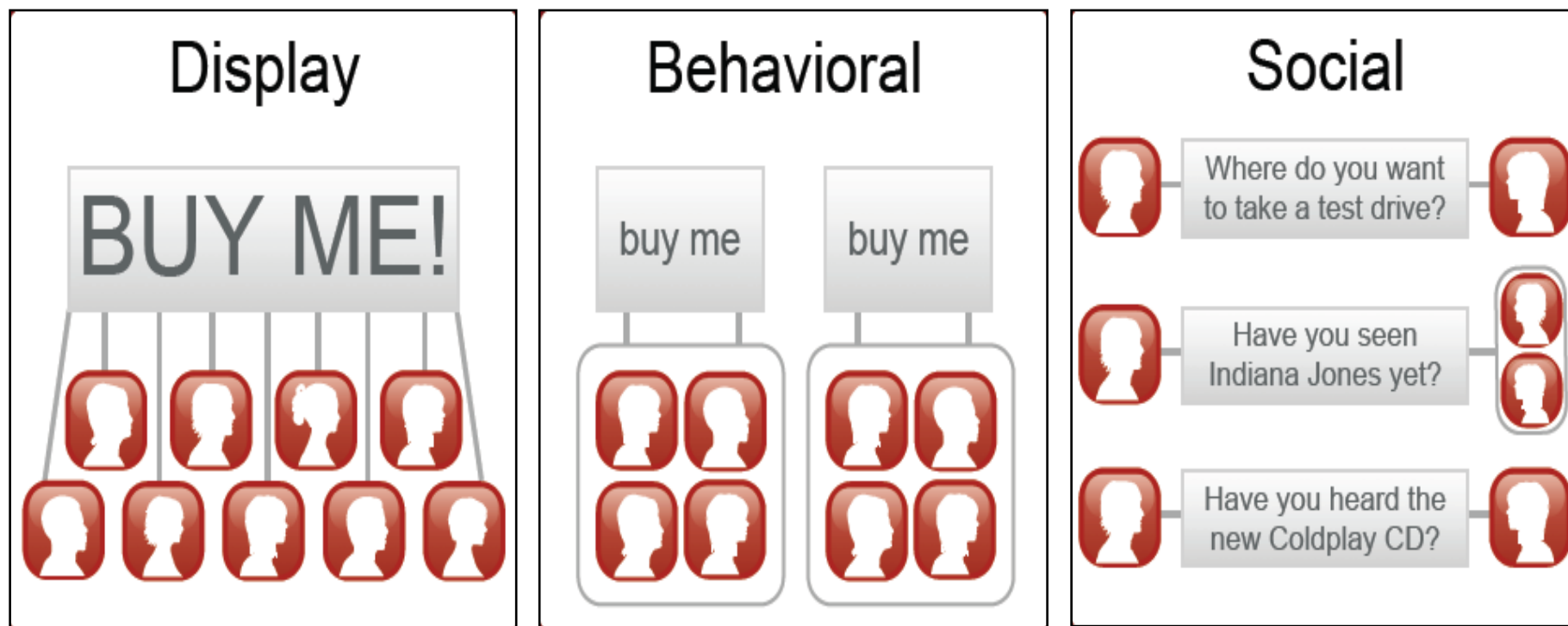


# Why users participate in Social Networking

## Why audiences engage in social networking:

- **Meet people - 78%** join to *communicate with existing colleagues or develop new acquaintances*
- **Be entertained - 47%** join in order to find entertaining *content such as photos, music or videos*
- **Learn something - 38%** join to get *information from other people about topics that hold particular interest to them*
- **Influence others - 23%** join to *express their opinions in a forum where their ideas can be discussed or acted upon*

# Evolution of online advertising



Loud

Medium

Quiet

# Case Study:

## How Brands Can Inspire Conversations BMW 1 Series Joy Ride

# Advertise application

The screenshot shows a web application interface for 'Food Fight'. At the top, there is a navigation bar with 'Profile edit', 'Friends', and 'Inbox (3)'. On the right side of the navigation bar are links for 'home', 'account', 'privacy', and 'logout'. Below the navigation bar, there is a promotional banner for the 'Joyride' app. The banner text reads: 'Where will your Joyride go? The Autobahn? Grandma's house? It's just you, your friends and a BMW 1 Series.' To the right of this text is a green button with a white arrow and the text 'Add Joyride app'. This entire banner area is circled in black. Below the banner, there are navigation links: 'My Food Fight', 'Invite Your Friends', 'About Food Fight!', and 'Vote for and Submit new Food Fight'. The main content area features a 'FOOD FIGHT' logo on the left, a central counter showing '7 sent' and '1 received', and a 'Your lunch money: \$1000000' section with a '+ Add Money' button. Below this, there is a 'viewing you' section with a profile picture and the text 'Throw food at someone!'. To the right is a 'view a friend's food fight:' section with a search input field containing 'Start typing a friend's name' and a 'GO!' button. At the bottom, there are two blue boxes: 'WELCOME TO FOOD FIGHT!!' and 'Featured Food Fight!'. Below the 'WELCOME' box, it says 'Spend your daily lunch money to buy pizza, ice cream, and other food from'. Below the 'Featured Food Fight!' box, it says 'Today only! Throw this featured'.

# Install application

The screenshot shows the Facebook application page for 'Joyrides'. At the top, there is a navigation bar with 'Profile', 'edit', 'Friends', and 'Inbox (3)'. On the right, there are links for 'home', 'account', 'privacy', and 'logout'. The application name 'Joyrides' is displayed with a BMW logo. A large graphic features a red BMW 1 Series car in the foreground and a silver BMW 1 Series car in the background, with a large number '1' behind them. To the right of the main image, there is a box stating 'This application can be added to your Facebook account.' with an 'Add Application' button. Below this, another box says 'This application cannot be added to some of your Pages. Learn more.' There is also a 'Block Application' section with a 'Share' button. The 'About this Application' section shows a 4.7 out of 5 star rating based on 3 reviews, with 1,033 daily active users and 7% of total, 9 friends. The 'About BMW 1 Series' section describes the application as a way to invite friends on a ride. At the bottom, there is a 'Friends Who Have Added this Application' section showing 9 friends and a 'Fans' section showing 6 of 17 fans.

Profile edit Friends ▾ Inbox (3) ▾ home account privacy logout

Joyrides [Back to Application Directory](#)

This application can be added to your Facebook account.

[➔ Add Application](#)

This application cannot be added to some of your Pages. [Learn more.](#)

Block Application

Share [+](#)

**About this Application**

★★★★★ (4.7 out of 5)  
Based on 3 reviews

Users:  
1,033 daily active users  
7% of total, 9 friends

This application was **not** developed by Facebook.

**About BMW 1 Series**

Pick up a BMW 1 Series and invite your friends on a Joyride—all you have to do is decide where to go and what to do.

**Friends Who Have Added this Application**  
9 friends have added this application. [See All](#)

**Fans**  
6 of 17 fans. [See All](#)

# Configure the car

facebook Profile edit Friends ▾ Inbox (3) ▾ home account privacy logout

Search

Applications edit

- Appoholic
- Groups
- Events
- The True Age Test
- Are YOU Interested?
- HOT or NOT
- Daily Stunner
- What Happens in Vegas - Night Recreator
- Hatching Eggs
- Entourage
- Joyrides
- Page Manager
- WIRED SCIENCE: What Element Are You?
- Candy Store
- Who Should Be Your Made Of Honor?
- We're Related
- Dodgeball
- Bubblewrap
- The Brain Game
- YES or NO?
- My Top Friends
- Developer
- Quiz Creator
- (L) Green Patch
- aWizard
- Will you KISS me?

You. The road. Nothing else.  
The all-new BMW 1 Series.  
Experience Pure BMW

Invite your friends See Joyrides

Take your friends on a Joyride!

Step 1: Pick your car.  
Choose a model, then click on a paint chip to select a color.

128i Convertible 135i Coupe

Select a color:

Metallic

- Sparkling Graphite
- Titanium Silver
- Montego Blue
- Black Sapphire
- Blue Water
- Cashmere Silver
- Monaco Blue

Standard

- Alpine White
- Jet Black
- Crimson Red


BMW 1 Series Convertible - Titanium Silver

Invite some friends

Page built by Joyrides

About Find Friends Advertisers Developers Terms Privacy Help

# Invite friends



You. The road. Nothing else.  
The all-new BMW 1 Series.  
▶ Experience Pure BMW

















The Ultimate Driving Machine™

Invite your friends | See Joyrides

### Take your friends on a Joyride!

**Step 2 of 3: Decide who's coming along for the ride.**  
Everyone has to buckle up – choose up to 3 friends.

Find Friends

 Marc Andreessen	 Michael Arrington	 Mark Bao	 Michael Barrett
 Marc Bodnick	 Matt Brezina	 Matthew Bromberg	 Maureen Bunney
 Marc Canter	 Matthew Coffin	 Michael Cohen	 Matt Cohler
 Mark Colvin	 Matthew Cowan	 Matt Crystal	 Mike D.

# Choose activity

## Step 3 of 3: Plan your trip.

Pick a destination and decide what you're going to do once you get there.

### Where you'll go:

- to the Autobahn
- to Grandma's house
- to college
- to the beach
- cross country
- to Vegas
- to a spa
- to The Nürburgring
- to Mexico
- to the middle of nowhere
- to a sideshow
- to a museum
- to the mountains
- to a meeting

### What you'll be doing:

- eat cookies
- go surfing
- chill out
- escape from work
- take a vacation
- win a million dollars
- relax
- get a massage
- go for a hike
- visit the monkeys
- max out a credit card
- get cultured
- pretend to be someone else
- hug a tree

### Your Joyride:

I am driving to the beach with Curt Hecht, Michael Kassan, and Dick Costolo to go surfing.

Update my Facebook status with this Joyride


Back Up

Get Going



# Newsfeed...

---

 Ryan Lackey left the group **Blackhawk Partners, Inc.**

---

 **Sourabh Niyogi is driving a BMW 1 Series Convertible to the beach with Shom Biswas and Brennan Beyer to take a vacation.**



Take your own Joyride >

---

 Ted Leonsis and Matt Radek are now friends.

# Friend lists

May 16



Sourabh Niyogi is driving to the beach with Shom Biswas and Brennan Beyer to take a vacation.



May 16



Brett Keintz is driving to Grandma's house with Matt Monahan, Robert Fan, and Tracy A Chou to take a vacation.



May 15




Kathleen Bagley Formidoni is driving to the '60s with David Barlin, Bryan Formidoni, and Dan Broughton to go surfing.




# Status update

## Updates


 [8 new updates](#)

---


## Status Updates [see all](#)



Seth is driving a BMW 1 Series Coupe to the schnitzel factory with Rob Kniaz, Ryan Lackey, and Michael Kassar to escape from work.  
58 seconds ago [edit](#)

 [Jonathan Guttenberg](#) is dodging raindrops. 9s ago

# Profile pages



**Seth Goldstein**  
is driving a BMW 1 Series Coupe to the schnitzel factory with Rob Kniaz, Ryan Lackey, and Michael Kassan to escape from work.  
Updated 32 seconds ago [edit](#)

Networks: San Francisco, CA  
Columbia Alum '92

Sex: Male

Relationship Status: Married to  
Tina Sharkey (UPenn)

Birthday: August 14, 1970

Hometown: Newton, MA

Political Views: Moderate

[View Photos of Me \(26\)](#)

[View Videos of Me \(3\)](#)

[View My Friends \(756\)](#)

**“In 2008, if you’re not on  
a social networking site,  
you’re not on the internet.”**

**IAB PLATFORM STATUS REPORT USER GENERATED CONTENT SOCIAL MEDIA AND ADVERTISING,  
APRIL 2008**

# When brands stumble ...



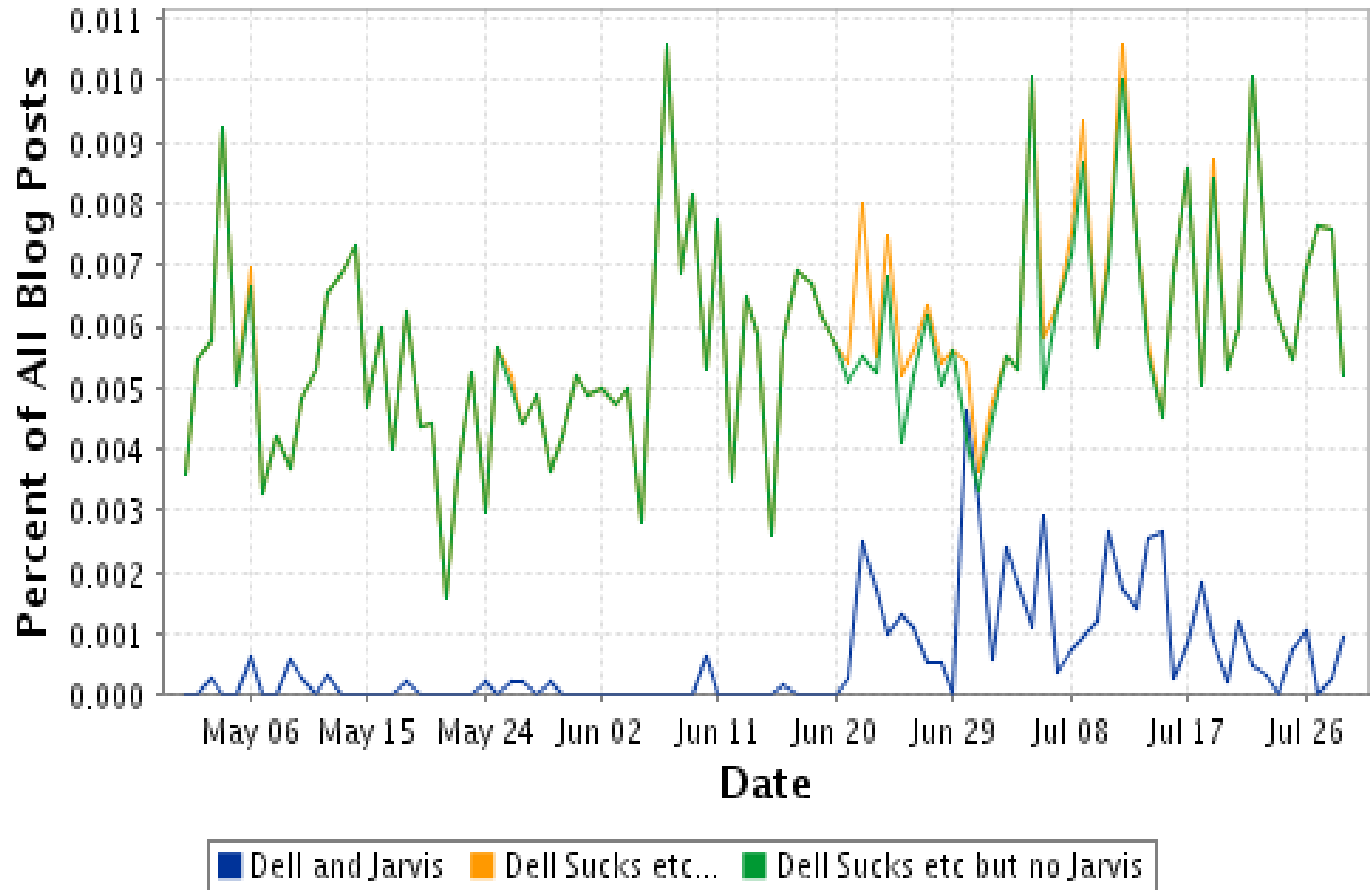
# Do you remember Dell Hell?

June 21, 2005

Dell lies. Dell sucks.



Generated by BlogPulse Copyright 2005 Intelliseek, Inc.





Some brands are  
adapting ...



You are here: USA

# Welcome to Dell Community

## Learn More About Dell

- ▶ Awards
- ▶ Dell Earth
- ▶ Information Portal
- ▶ News Releases
- ▶ Podcasts
- ▶ Syndicated Feeds

## Community Tools

- ▶ Ideas: IdeaStorm
- ▶ Blogs: Direct2Dell
- ▶ Forums: Dell Forums
- ▶ Videos: StudioDell
- ▶ RSS: Syndicated Feeds
- ▶ Dell in Second Life
- ▶ Dell Techcenter
- ▶ Community Pulse
- ▶ Product Dashboard

## Dell Community Network

Dell provides a number of interactive ways for you to share and learn with others and with us. We encourage open conversations because we believe everyone has something to contribute. We're at our best when we're listening to you. This is your community.

### Tell Us About It!

- Discuss
- Review
- Suggest
- Compliment
- Complain
- Comment

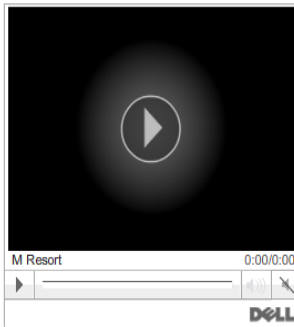
### New To Dell

## AWARDS & REVIEWS

### Awards and Reviews

Dell receives hundreds of awards a year and thousands of product reviews. Now, we've made it easier than ever to find everything in one place. See our new Awards and Reviews site.

### Latest StudioDell Video



### Community Buzz

- XPS 630i - New Updates 7/25/2008
- Ubuntu 8.04 on Select Dell Systems 7/22/2008
- Multi-Touch Latitude XT Software Update 7/22/2008
- Dell Lounge ACL Contest - Sound and the Jury 7/14/2008
- Direct2Dell Turns Two 7/14/2008
- New Premium Service for US Consumers 7/2/2008
- IdeaStorm: Avoid Glare on Screens 6/26/2008

← Prev Next →

### Latest Suggestions

- Discount coupons for top IdeaStorm users 7/16/2008
- bbr
- Every Nvidia Graphics Card With G84 or G86 Chipset Is Ready to Die!! Please confirm the status of this problem! 7/14/2008
- alkiwolfie
- Big companies hearing what customers have to say 7/7/2008
- gamer128

← Prev Next →

## Feedback

Help us Improve Your Community. Take a survey.

### Blog Roll

- ▶ Direct2Dell
- ▶ ReGeneration
- ▶ Your Blog
- ▶ Dell Shares
- ▶ Inside IT
- ▶ Small Business
- ▶ Cloud Computing
- ▶ Chinese (戴尔中文博客)
- ▶ Spanish (DellenDirecto)
- ▶ Norwegian (DellDirekte)
- ▶ Japanese (日本語のDirect2Dell)

### Latest Blog Posts

- NVIDIA GPU Update for Dell Laptop Owners 7/25/2008
- Update on Laptop Battery Availability 7/24/2008
- Community Green Day keeps e-Waste out of the Piedmont Triad 7/24/2008

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You are here: USA

- At start of program, 49% of blog posts were negative. Today, overall tonality is 22% negative.
- Direct2Dell currently ranked 700 on Technorati, among the highest corporate blogs.
- Direct2Dell gets more than 5m unique views per month.
- Over 7,000 ideas have been submitted via IdeaStorm.
- Studio Dell gets more than 200,000 views per month.

**DELL** Home Community Ideas Direct2Dell Blogs Direct2Dell Videos StudioDell Discussions Forums Dell.com Support

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**SUGGESTIONS: IDEASTORM WHERE YOUR IDEAS REIGN**

The Dell Community has contributed: 9531 ideas | promoted 652/39 times | 73469 comments

popular ideas recent ideas comments ideas in action

**How IdeaStorm Works:**



**all ideas**

**5360 No more plastic wrap, please**

Environment submitted by [fabert](#) May 22

In the last shipment of computers I received I was shocked by the amount of plastic wrap used for items like power cords, USB cables, VGA/DVI cables. Do these items really need to be individually wrapped in a plastic bag. I can just imagine the tons of plastic used by Dell annually...

PROMOTE ↑

↓ DEMOTE

Something to think about

79 Comments »

**26250 Standardize Power Cables for Laptops**

Accessories (Keyboards, etc.), Laptops submitted by [hambold](#) 08/27/07 **\*\*UNDER REVIEW\*\***

Nothing is more annoying than laptop power cables that are not interchangeable from one computer model to another or from one brand of computer to another. Power cables have been standardized on most electrical appliances, including desktop computers for decades.

Make an effort to promote and implement standard power cables for laptops.

**Status: Under Review**

Please see [dawn\\_f's](#) comments below.

96 Comments »

**24620 Put Ubuntu on the list of operating systems when building a PC!**

Linux, Sales Strategies, Desktops and Laptops submitted by [samb0057](#) 08/10/07 **\*\*UNDER REVIEW\*\***

Ubuntu is hidden in a dark corner of the website. I work in IT support, and I have a client who was having virus problems a little while ago. I fixed the problem by installing Ubuntu on their PC. Very recently they called me asking for advice on a new computer, I told them about your new offer providing Ubuntu pre-installed on PCs and they wanted to purchase, but could not find the section on your site (this person is a very basic user, doesn't know what open-source means, probably didn't even see the open source link). There is no way they would have found your Ubuntu section on their own.

I urge you to offer Ubuntu as a choice of OSes in the system configuration wizard, the only way to really sell Ubuntu is to offer Ubuntu as a primary option, rather than a hidden alternative. I personally am looking to buy a new laptop, and you guys have always been my number 1 PC manufacturer (I don't think I've ever bought a new retail PC except from you guys), but I feel that your Ubuntu offerings are lacking. If you offered Ubuntu on some of the great deals you offer on your home page, I would be willing to pay just as much as I would for a Windows Vista system and I probably would have already ordered.

**Status: Under Review**

Search

Post an Idea

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**Top Idea Makers**

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**BLOGS: DIRECT2DELL A BLOG ABOUT DELL PRODUCTS, SERVICES, AND CUSTOMERS**

Home

**Consumer**

**NVIDIA GPU Update for Dell Laptop Owners** Fri, Jul. 25, 2008

by Lionel Menchaca, Chief Blogger

Earlier this month, sites like [Ars Technica](#) and [ZDNet](#) blogged about NVIDIA's statement regarding a potential issue with some of NVIDIA's Graphics Processing Units (GPUs) used in notebooks. According to NVIDIA, these affected GPUs are experiencing higher than expected failure rates causing video problems. Though this issue is not unique to Dell, some of these affected GPUs are used in certain Dell laptops. That's why I wanted to take a few minutes here to explain the issue and to let customers know what to do next.

- The issue is a weak die-packaging material srt, which may fail with GPU temperature fluctuations. If your GPU fails, you may see intermittent symptoms during early stages of failure that include:
- Multiple images
  - Random characters on the screen
  - Lines on the screen
  - No video

Dell recommends that you flash your system BIOS (see links in the table below). Each of these BIOS updates listed in the table below modifies the fan profile to help regulate GPU temperature fluctuations. **Note: If you are already experiencing video-related issues like the bullet points above, updating the BIOS will not correct them.** Dell will provide support for customers who have experienced GPU failure according to the terms of the system warranty.

These BIOS updates will help reduce the likelihood of GPU issues. New systems are being shipped with the updated BIOS revisions. Here's the list of the latest BIOS versions. Click on the links below to download them.

Dell Product Name	BIOS Revision	Date	Update File Name
Inspiron 1420	A09	7/14/08	1420_A09.EXE
Latitude D630	A12	6/22/08	D630_A12.EXE
Latitude D630	A06	7/11/08	D630A06.EXE
Precision M2300	A07	7/11/08	M2300A07.EXE
Vostro Notebook 1310	A10	7/10/08	V1310-A10.EXE
Vostro Notebook 1400	A09	7/10/08	1400_A09.EXE
Vostro Notebook 1510	A10	7/10/08	V1510A10.EXE
Vostro Notebook 1710	A07	7/10/08	V1710A07.EXE
XPS M1330	A12	7/9/08	M1330A12.EXE
XPS M1530	A09	7/25/08	1530_A09.EXE

Update: As Direct2Dell reader [foduekkid](#) noted, the **A09 BIOS update for the XPS M1530** was made available yesterday after I published this blog post. I've updated the table above with the link.

If you need help flashing your system BIOS or experience any of the video-related issues listed above, please contact Dell Technical Support. Our teams are committed to working with affected customers to resolve issues on a case-by-case basis.

digg del.icio.us email this 39 comment(s)

**Update on Laptop Battery Availability** Thu, Jul. 24, 2008

by Lionel Menchaca, Chief Blogger

About four months ago, I blogged about a fire at LG Chem battery plant. Back then, we discussed its potential impact on the constrained global supply of Li-Ion cells used in laptop battery packs.

Recently, I've been getting direct e-mails and comments from Direct2Dell readers like [joniloo](#) about delays with their notebook orders. There are also discussion threads in [like this one](#) in our community forum on the same topic. The issue? Battery availability. It is affecting our customers in the US, Latin America, Europe and Asia.

While limited Li-Ion cell availability is an industry-wide issue that affects most major PC makers, the issue to apologize to our customers whose orders have been affected. Since the fire occurred in March, our procurement team has been working with existing suppliers to develop additional capacity and qualifying new suppliers to add to the supply.

Our team is also looking at alternative technologies such as Lithium Polymer (Li-Poly) batteries. Li-Poly is a derivative of the standard Li-Ion technology and is well proven in many uses. We have already been using Li-Poly batteries on some of our systems and continue to explore the possibility of using it more widely in the future.

Lots of folks at Dell understand the inconvenience the battery availability issue has caused and appreciate your patience. Please check with the sales rep on the shipping date before you make your order. We will continue to do everything we can to minimize the impact on our customers and the shipping process.

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Small Business	Nevada DMV	★★★★☆	19 Jun 08
Small Business	SOHO VFX	★★★★☆	17 Jun 08
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Small Business	Laptop Keyboard Replaceman	NEW	13 Jun 08
Small Business	Transport Designs	★★★★☆	06 Jun 08
IT Pro	ABHOW	NEW	13 May 08
IT Pro	ABHOW	★★★★☆	13 May 08
IT Pro	Webcam Setup Connected	NEW	08 May 08

Looking for Studio laptops? [Click here.](#)

[Watch the Studio laptop videos.](#)

### Welcome to StudioDell

Learn about new technology. Watch. Download. Share.

StudioDell is designed to help you get the most from your Dell experience. Through videos and podcasts, we'll share Dell's expertise on emerging technologies and use interactive tools to communicate directly with you.

### Tell us what you think!

Do you have any comments for StudioDell or our other community sites? We'd love to hear from you [through this survey.](#)

### Channel Feature

#### Dell Turns Up the Volume of the Customer Voice

Join Michael as he announces two new digital media tools designed to foster two-way communications with customers and have fun too!

Dell IdeaStorm allows customers to participate in the development and enhancement of Dell's products and services by sharing their ideas online, and Your Stories now lets customers upload their own home-grown videos to StudioDell.

### StudioDell Channel Descriptions

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**News You Can Use** – Get the latest on popular technology trends, special topics and celebrity stories.

**Tech Tips** – Pick up useful tips and find solutions for common tech issues at home.

**Your Stories** - Check out how other Dell users have tricked-out their products and tell us how you're using your Dell.



#### Small Business

**Insights & Solutions** – Learn about the hottest technology trends.

**Tech Tips** – Get the answers you need to help set up your systems and keep them running smoothly.

**Your Stories** - Hear from real-life small business owners about the Dell products that have helped make their business a success.

[About RSS](#)

#### IT Pro

**Insights & Solutions** - Find out what's fresh in Enterprise products and services.

**Knowledge Base** - Get help with your product and technical challenges.

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# Faceless Companies Now Have Faces



=



# Digital PR



# Examples: Social Media/PR Newsrooms

GM EUROPE SOCIAL MEDIA NEWSROOM  
Product news and downloads for the online reporter

---

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- 16.06.2008 A new daring graphic design for Chevrolet's racing car: a young Slovenian student elected for his daring visual arts project
- 16.06.2008 Corvette Racing Finishes Second and Third in 24 Hours of Le Mans
- 12.06.2008 Saab Automobile promotes creative design
- 11.06.2008 Neven Mihic - the winner of Young? Creative? Chevrolet! in Croatia
- 11.06.2008 Corvette Racing returns to Le Mans 24-Hours
- 11.06.2008 2009 CTS-V performance reaches the stratosphere
- 10.06.2008 Chevrolet opens its secrets doors to the winners of the first Young? Creative? Chevrolet pan European competition
- 05.06.2008 Young Creative Chevrolet 2008!
- 04.06.2008 Premium feel and stunning design define new Insignia's interior

**MAY 2008**

- 29.05.2008 Opel OPC Race Camp: Baptism of Fire in The "Green Hell"
- 28.05.2008 Sweden takes the lead in the race to reduce CO2
- 27.05.2008 GMnext Takes Music Fans Backstage
- 22.05.2008 Saab star comes to Eden - 9-X Biohybrid takes centre stage
- 22.05.2008 Chevrolet Epica - big on space, big on comfort, huge on value!
- 21.05.2008 GM Europe Launches Executive Blog
- 21.05.2008 Corvettes successful in FIA GT races at Monza
- 20.05.2008 VX Racing Continues Success Story at BTCC Thruxton
- 20.05.2008 Refined Logo Expresses Brand's New Confidence
- 19.05.2008 The Aveo is the first modern Chevrolet "made in Europe"
- 16.05.2008 Premium Value Swedish Style - The New Saab 9-5 Turbo Edition
- 15.05.2008 Opel Adds New Turbo CNG Unit To Pro-Environmental Engine Range
- 15.05.2008 2009 Cadillac CTS-V blisters Nurburgring
- 15.05.2008 A Look into the Future of Engines and Transmissions
- 15.05.2008 Captiva style - now even better value!
- 15.05.2008 OPC Race Camp: Finale at 24-hour Nurburgring-Nordschleife Race
- 15.05.2008 Vauxhall Insignia wins Editors Choice at 2008 Fleet World Awards
- 15.05.2008 Vauxhall Commercial Vehicles Triple Award winner at Van Fleet World Awards
- 14.05.2008 Chevrolet supports High Tatras National Park
- 14.05.2008 Opel Astra Landmark: 10 million Cars Strong
- 14.05.2008 2008 Cadillac Escalade: Eight-seat Luxury, Refinement and Exclusivity
- 13.05.2008 General Motors' Rita Forst and Anja Kleyboldt win industry award
- 13.05.2008 Lacetti range 'Sport's new flagship
- 13.05.2008 Vauxhall's New TwinTops embrace UK's two seasons in one week!
- 07.05.2008 New V8 for VXR8: same calories, fuller flavour
- 07.05.2008 80th Anniversary of Fritz von Opels Record-Setting RAK 2 Ride

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 Thanks for your reply Mr Kempf. I have always liked the interior designs of my three successive Opels. And [...]

Jean-Philippe Kempf about Premium feel and stunning design define new Insignia's interior  
 Well spotted! You've obviously studied the first-released interior pictures of the new Opel/Vauxhall Insignia care [...]

Jean-Charles jacquemin about Premium feel and stunning design define new Insignia's interior  
 This interior picture of the Insignia shows a great attention to details. Is there an electric hand brake? Thanks [...]

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### 29.02.08 BMO Capital Markets on Windows Server 2008 (Video)

To boost IT performance and enter into the Asia Pacific market, BMO Capital Markets, the North American corporate and investment banking division of BMO Financial Group, needed a cost-effective infrastructure with international scalability. BMO Capital Markets expects the remote access and application publishing capabilities of Windows Server 2008, along with enhanced server consolidation and better monitoring, to reduce physical server hardware requirements by 30 percent and save hundreds of thousands of dollars. In this video, Sorin Manta, Manager of Windows Server Infrastructure Technology and Operations at BMO Capital Markets, and Dave Revell, Senior Vice President of Corporate Technology Development at BMO Financial Group, talk about the benefits of using Windows Server 2008. To download the case study in a Word document, click [here](#).

Video: BMO Capital Markets on Windows Server 2008

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### 12.06.08 SQL Server 2008 RC0 Has Been Released to the Public (In the news)

Microsoft has released SQL Server 2008 RC0 to the general public. RC0 is the last release before RTM which will be available during Q3 of this year, according to SQL Server Director of Product Management Francois Ajenstat. SQL Server 2008 RC0 was initially made available to MSDN and TechNet Plus subscribers a week earlier.

Read more at [InfoQ](#)

### 12.06.08 Windows Server 2008 DNS Changes (Blog)

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