Marketing Like a Web 2.0 Company

Presented by:
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SVP, Lithium Technologies

February 28, 2008

Introduction:

- **Background**
- **Web 2.0 Marketing for SaaS companies**
- **Examples from our customers**
- **Ideas you can consider and apply**
- **Discussion**

Background:

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- We are a leading SaaS vendor for online communities
- Customers include: SONY, Dell, AT&T, Linksys, Symantec
- We currently serve ½ billion page views per month
- Bootstrapped and profitable, founded 2001
- Recent funding from Emergence and Shasta Ventures

lithium

The groundswell is happening:

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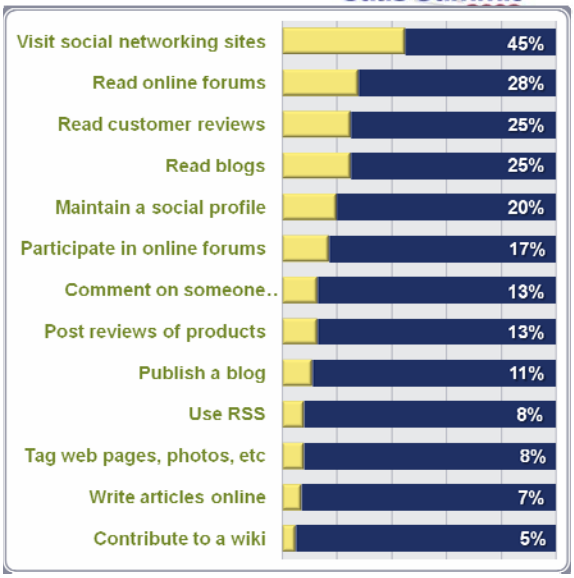
- **73% of Americans online, more than half with broadband**
- **Over a billion connected internet users**
- **Over 112M blogs, over 120k blogs created every day**



Source: Forrester North American Social Technographics Online Survey, July 2007

What is Web 2.0's impact on marketing?

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It's fundamentally about the rise of customer power:

- **Consumers trust their peers more than institutions**
- **Consumers are buying what their peers say to buy**
- **Consumers are less susceptible to "marketing"**
- **Consumers are turning to their peers for support**
- **Consumers are sharing their experiences for all to see**

…The consumers are in control!

Web 2.0 to Enterprise 2.0

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- **Enterprise 2.0 is about companies wanting to take part in the conversation**
- **Early case studies show great benefits to companies that can do it well**
- **Companies are in a land grab for the users' attention**

…Companies don't know where to begin

The Web 2.0 "Buzz"….
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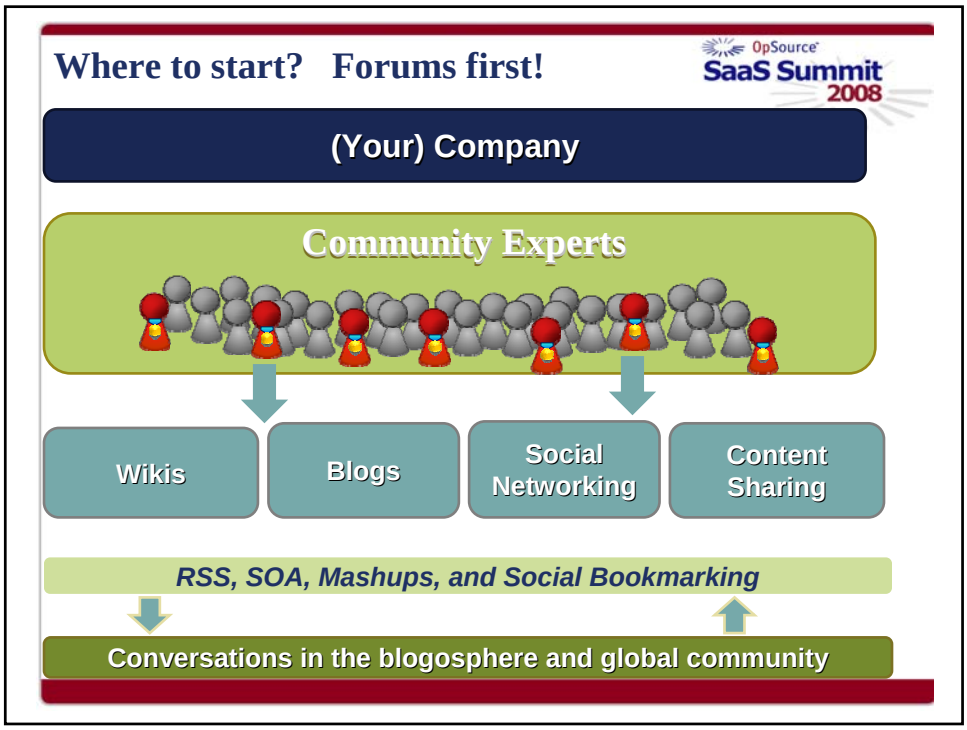
Wikis
Communities
Blogs
Mashups
Social Bookmarking
Social Networking
RSS
Webcasting/ Podcasting
Content Sharing


Where to start? Forums first!
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(Your) Company
Community Experts
Wikis
Blogs
Social Networking
Content Sharing
RSS, SOA, Mashups, and Social Bookmarking
Conversations in the blogosphere and global community

Web 2.0 Marketing

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Communities can provide powerful and real-time vehicles for:

- Enhancing customer care
- Enhancing brand loyalty
- Demand generation (WOM)
- Online focus groups and market testing
- Managing beta programs
- Managing enhancement requests

Web 2.0 Marketing

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Examples:

- Enhancing customer care and brand loyalty
- Demand generation (“word of mouth”)
- Feature requests, customer feedback

Customer Satisfaction…viewed 535 times

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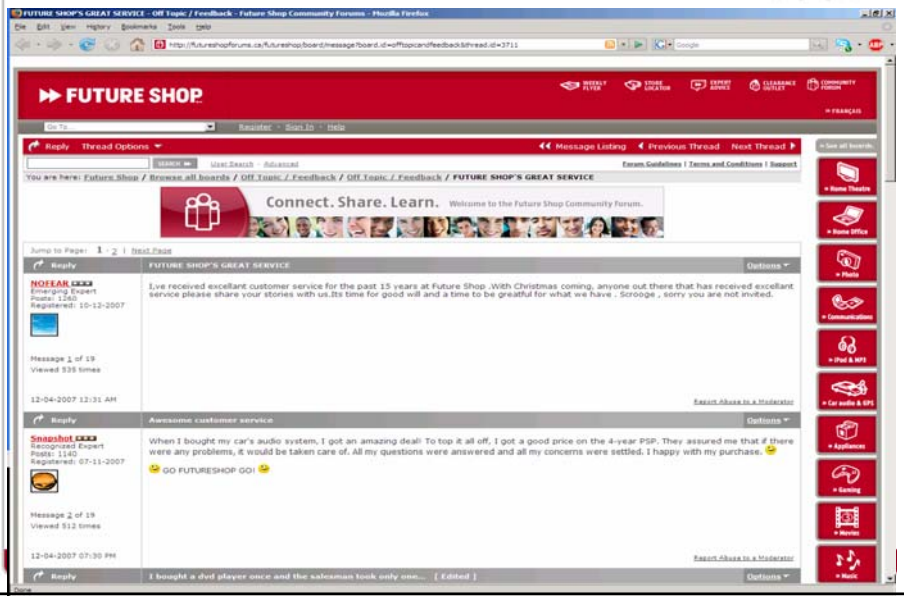

Customer Satisfaction…viewed 599 times

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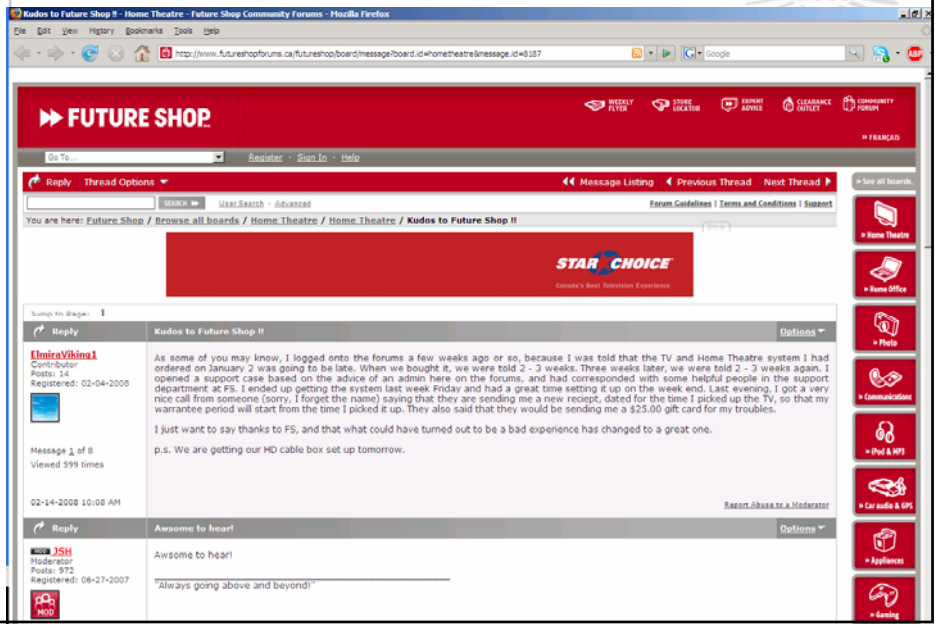

Customer Satisfaction

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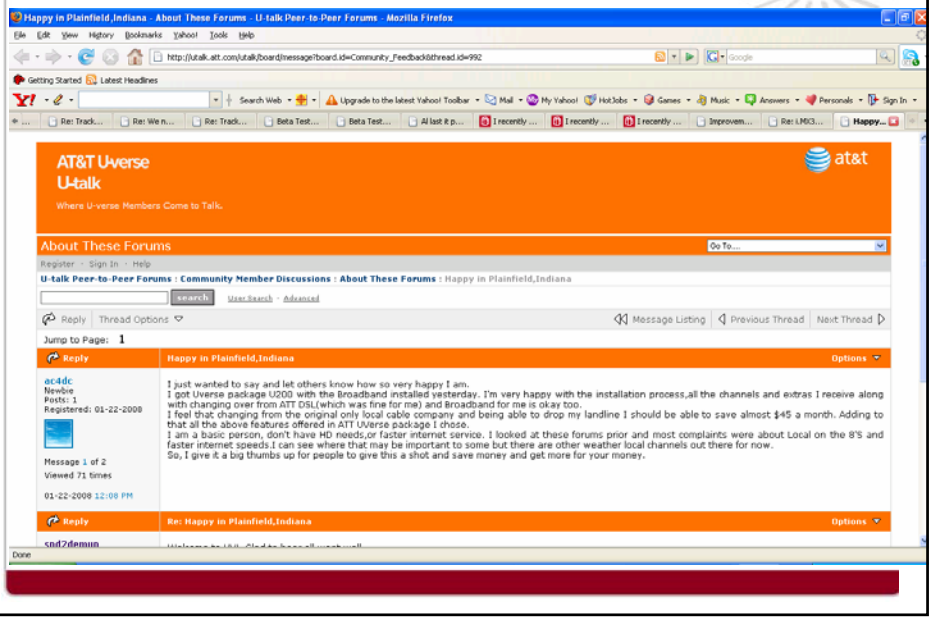

And another…

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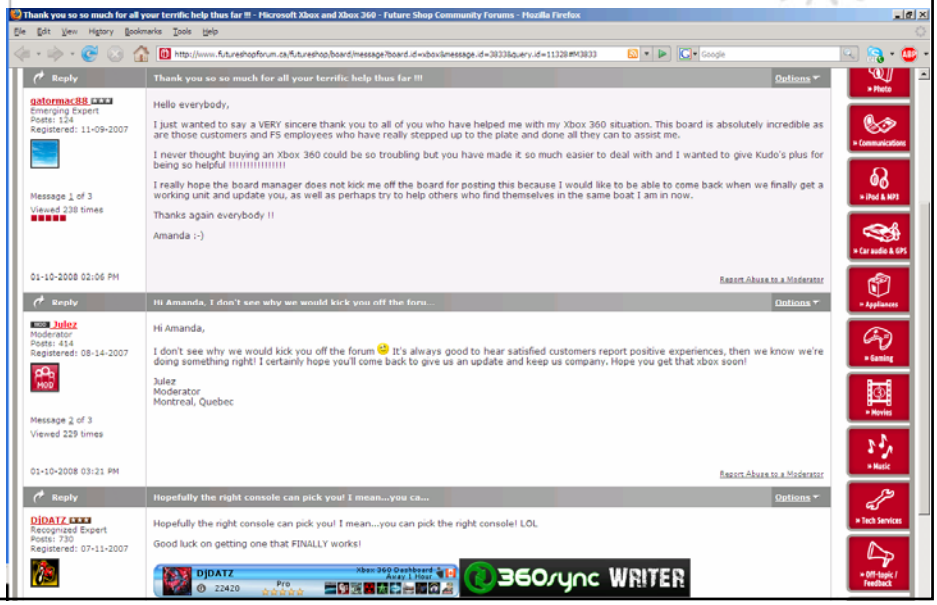

Demand generation…WOM

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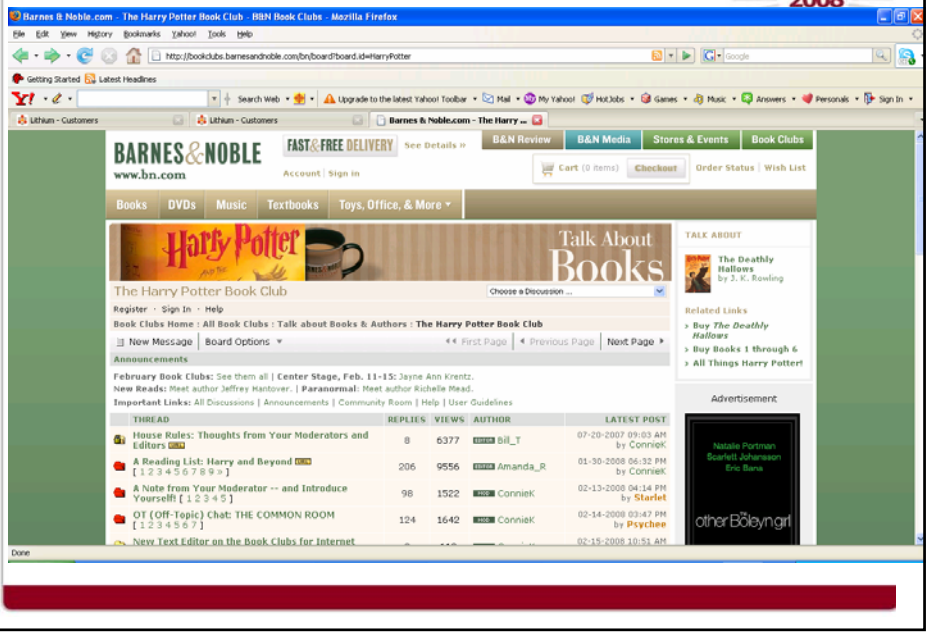

Demand generation…WOM

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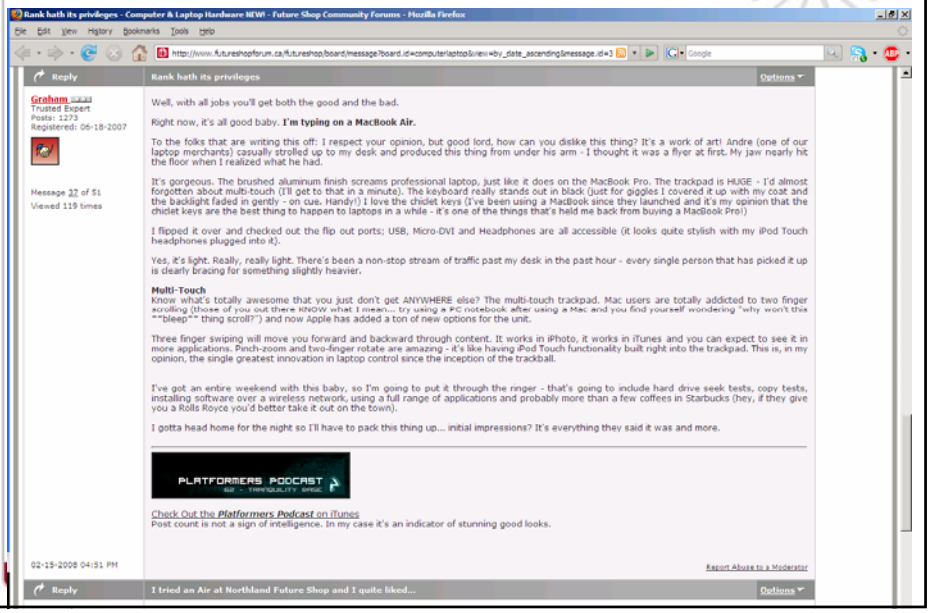

Demand generation

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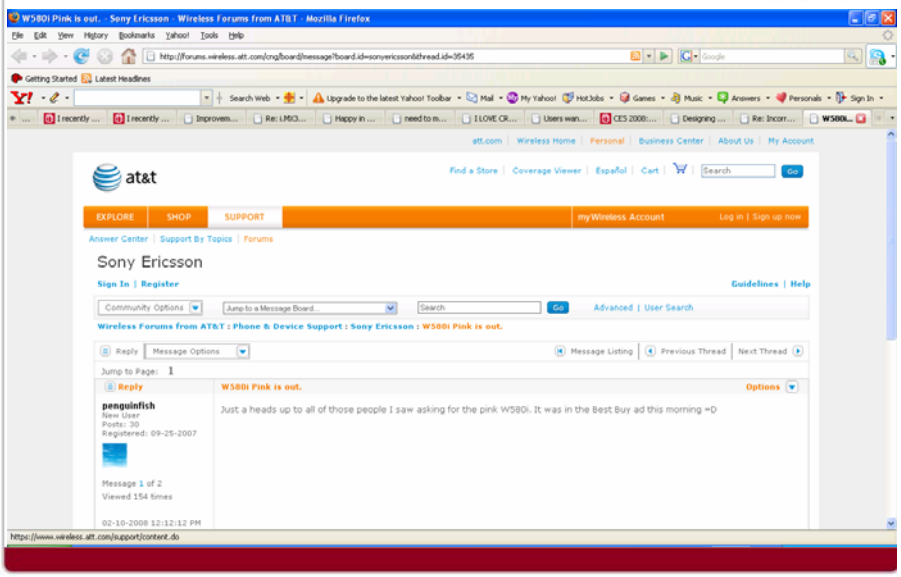

WOM (request)

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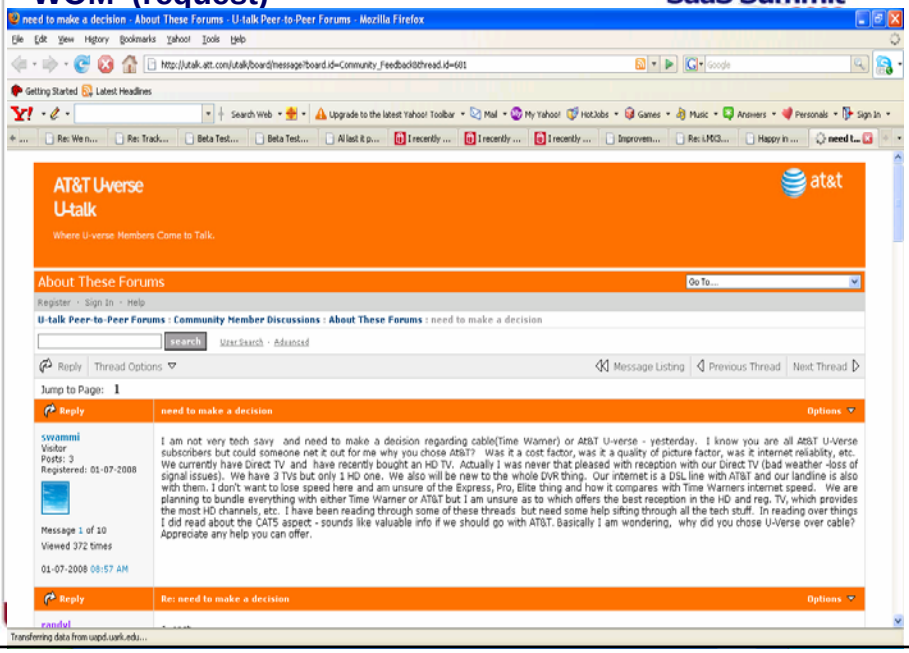
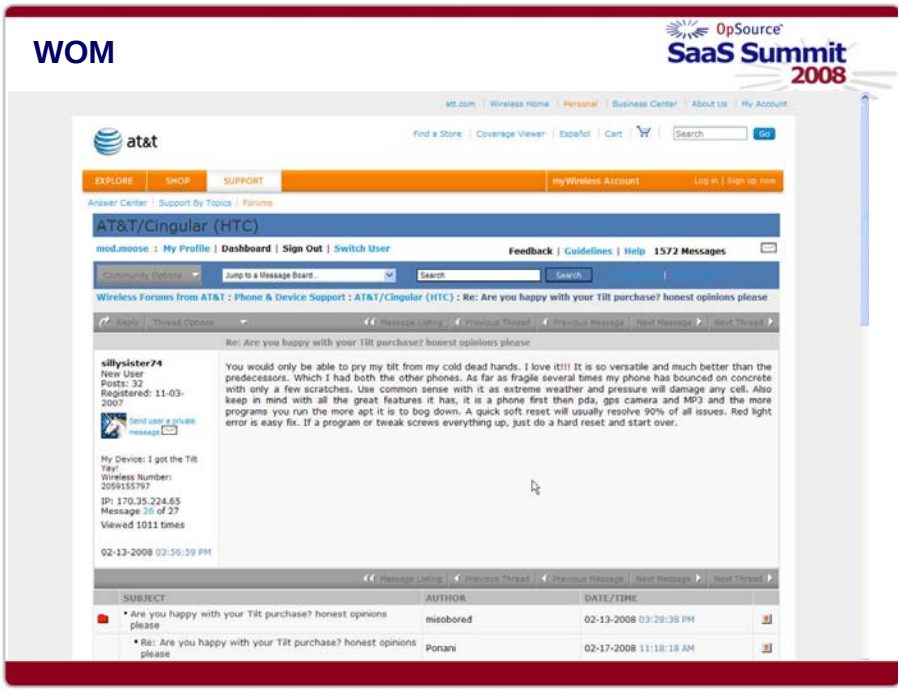


WOM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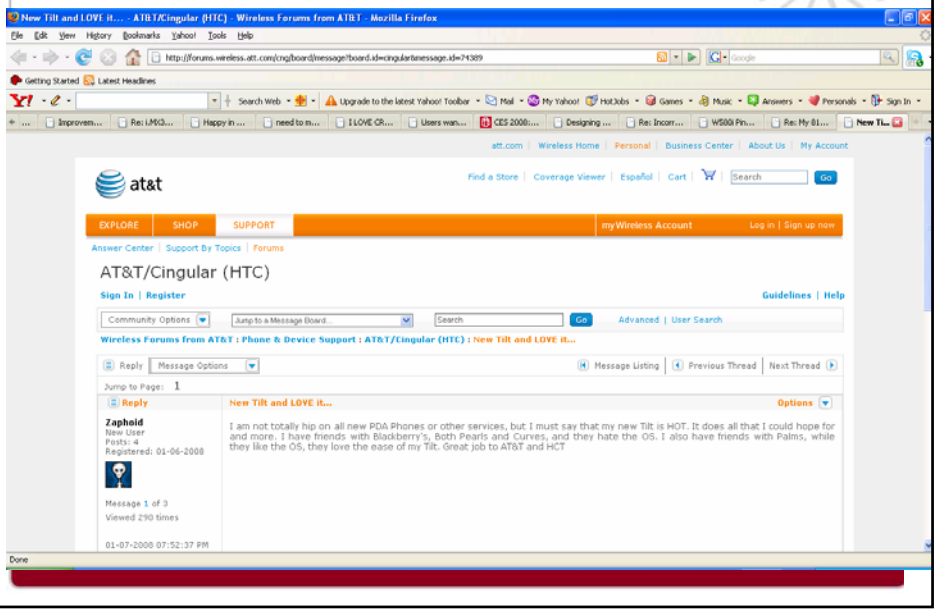
at&t
EXPLORE
SHOP
SUPPORT
myWireless Account
AT&T/Cingular (HTC)
mod.moose : My Profile | Dashboard | Sign Out | Switch User
Feedback | Guidelines | Help 1572 Messages
Wireless Forums from AT&T : Phone & Device Support : AT&T/Cingular (HTC) : Re: Are you happy with your Tilt purchase? honest opinions please
Re: Are you happy with your Tilt purchase? honest opinions please
sillysister74
New User
Posts: 32
Registered: 11-03-2007
You would only be able to pry my tilt from my cold dead hands. I love it!!! It is so versatile and much better than the predecessors. Which I had both the other phones. As far as fragile several times my phone has bounced on concrete with only a few scratches. Use common sense with it as extreme weather and pressure will damage any cell. Also keep in mind with all the great features it has, it is a phone first then pda, gps camera and MP3 and the more programs you run the more apt it is to bog down. A quick soft reset will usually resolve 90% of all issues. Red light error is easy fix. If a program or tweak screws everything up, just do a hard reset and start over.
My Device: I got the Tilt Yay!
Wireless Number: 2059155797
IP: 170.35.224.65
Message 28 of 27
Viewed 1011 times
02-13-2008 03:56:39 PM
SUBJECT
AUTHOR
DATE/TIME
• Are you happy with your Tilt purchase? honest opinions please
misobored
02-13-2008 03:28:38 PM
• Re: Are you happy with your Tilt purchase? honest opinions please
Ponani
02-17-2008 11:18:18 AM

WOM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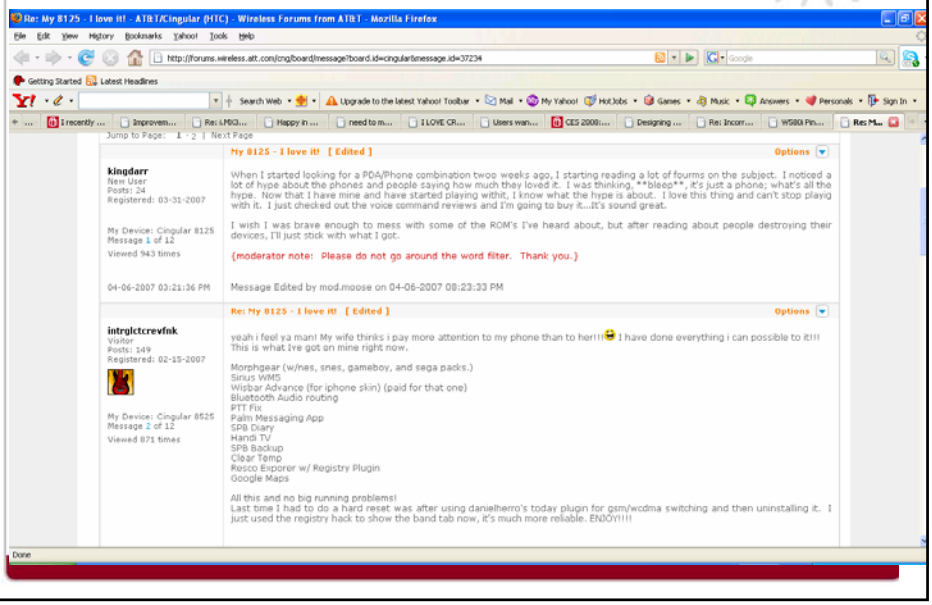
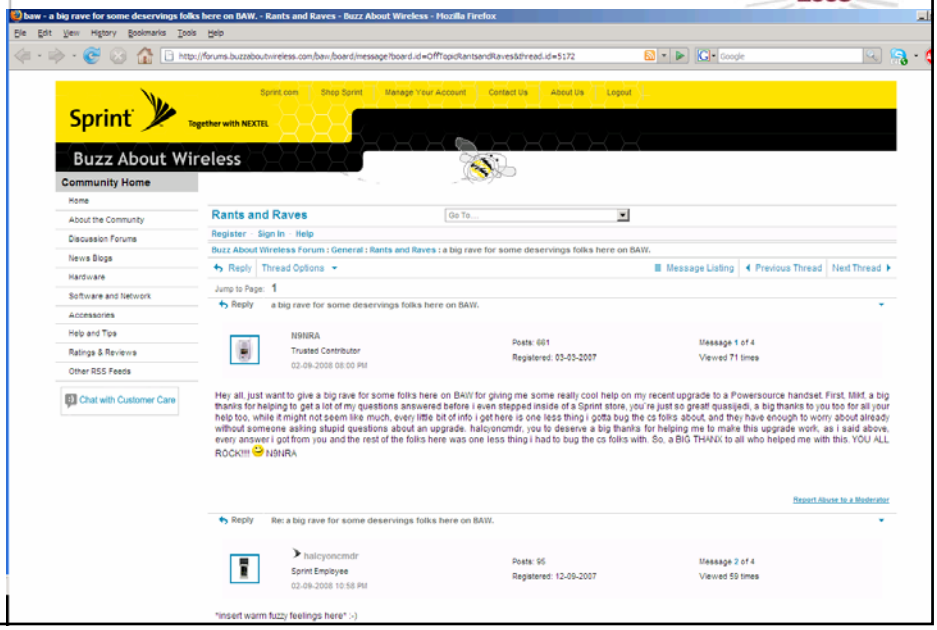
New Tilt and LOVE it... - AT&T/Cingular (HTC) - Wireless Forums from AT&T - Mozilla Firefox
at&t
EXPLORE
SHOP
SUPPORT
myWireless Account
AT&T/Cingular (HTC)
Sign In | Register
Guidelines | Help
Wireless Forums from AT&T : Phone & Device Support : AT&T/Cingular (HTC) : New Tilt and LOVE it...
New Tilt and LOVE it...
Zaphoid
New User
Posts: 4
Registered: 01-06-2008
I am not totally hip on all new PDA Phones or other services, but I must say that my new Tilt is HOT. It does all that I could hope for and more. I have friends with Blackberry's, Both Pearls and Curves, and they hate the OS. I also have friends with Palms, while they like the OS, they love the ease of my Tilt. Great job to AT&T and HCT
Message 1 of 3
Viewed 290 times
01-07-2008 07:52:37 PM
Done

WOM



Customer support success



Customer satisfaction

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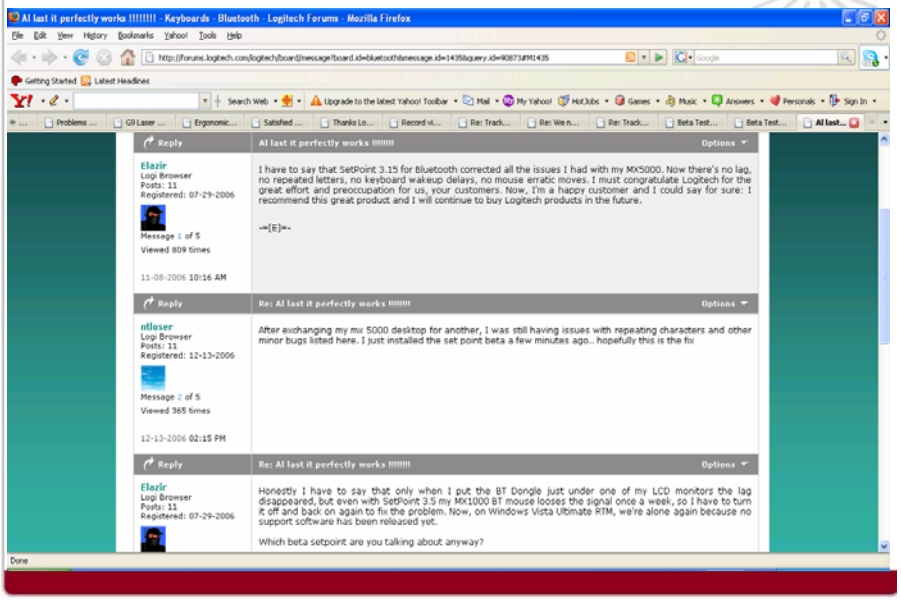

Customer satisfaction

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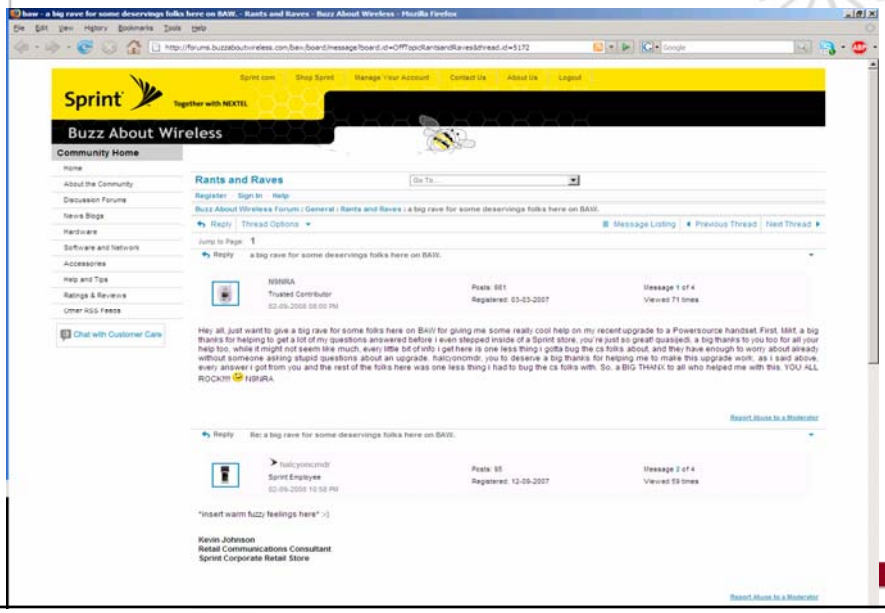

Request for product feedback

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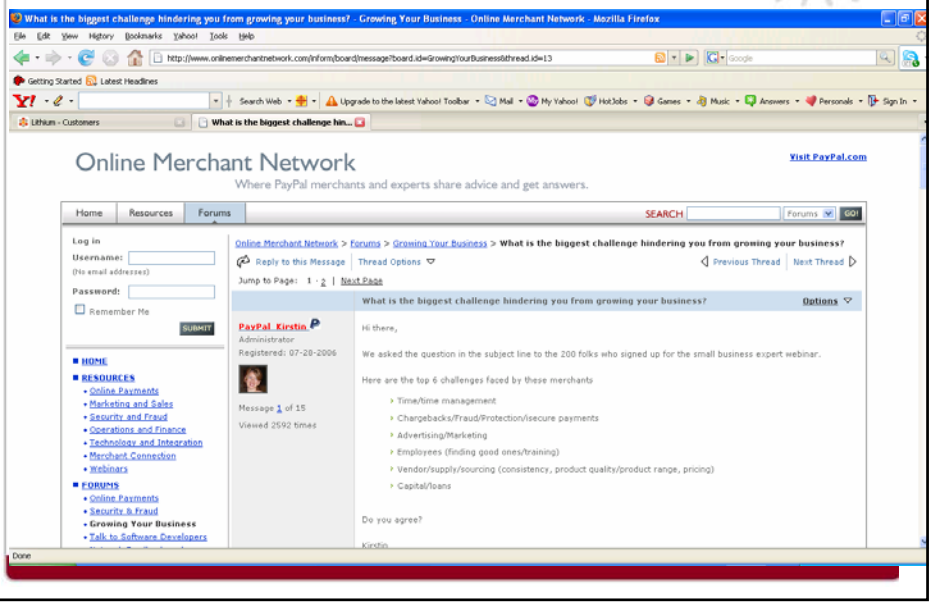

Request for product feedback

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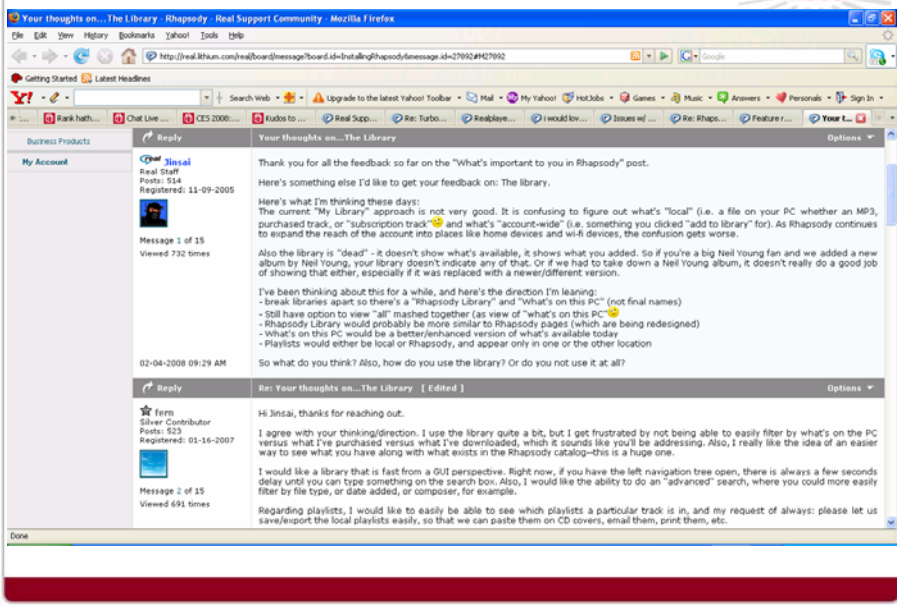

Customer feedback

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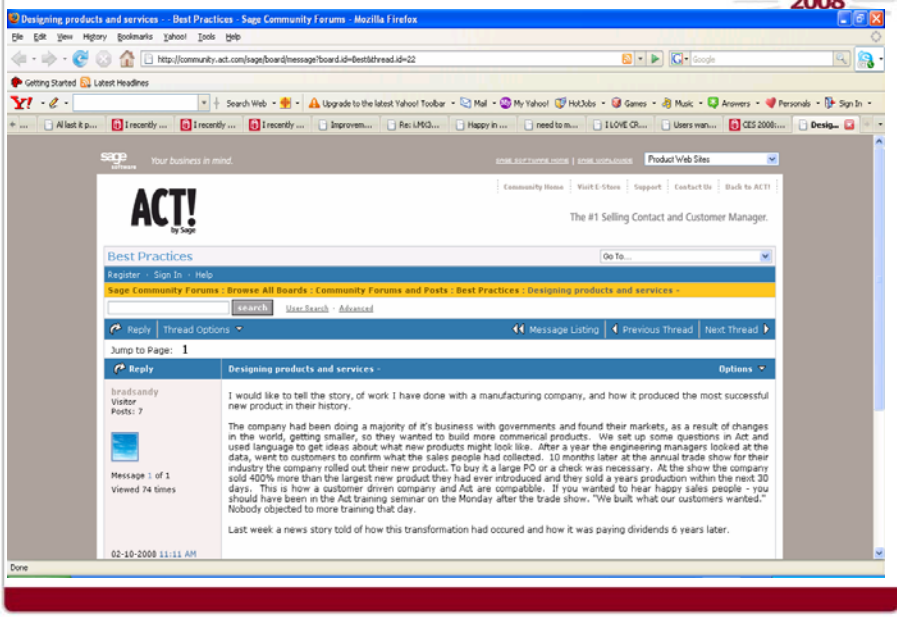

Beta volunteer

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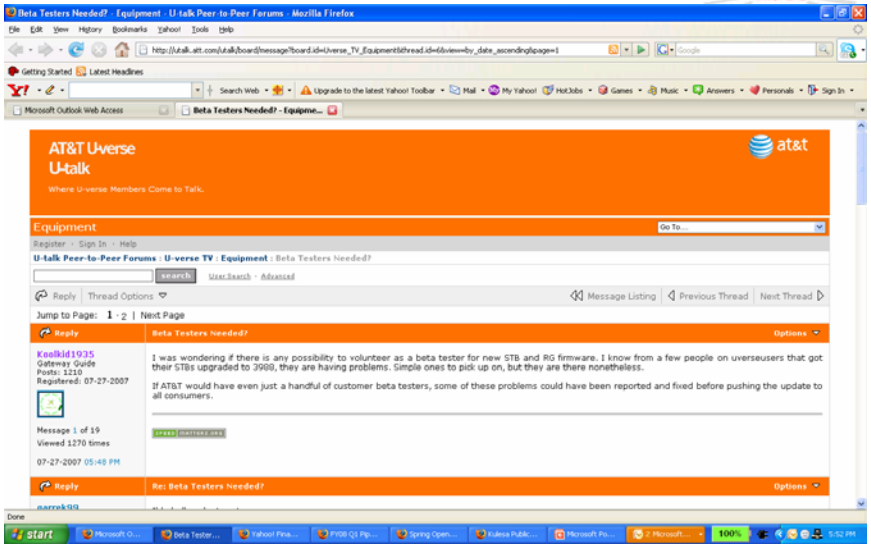
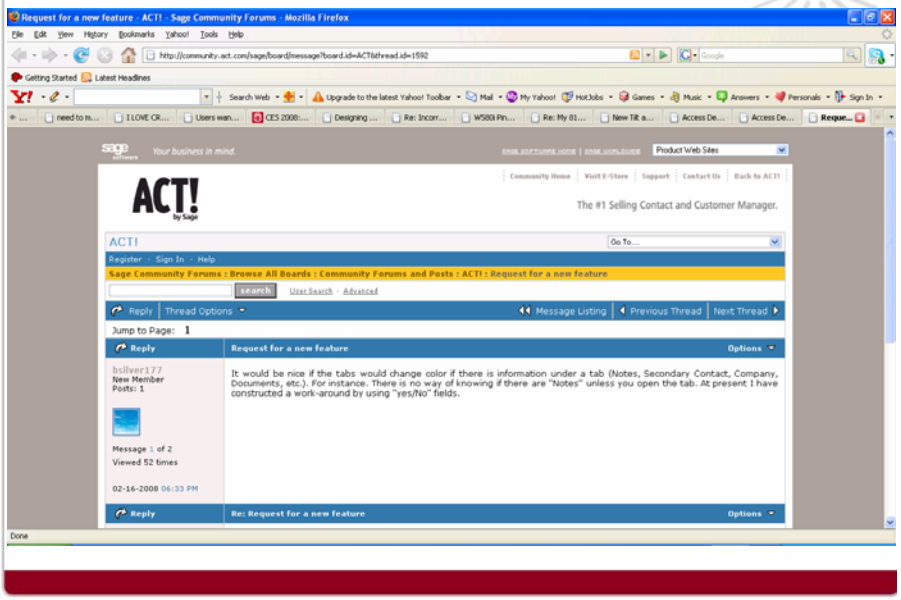
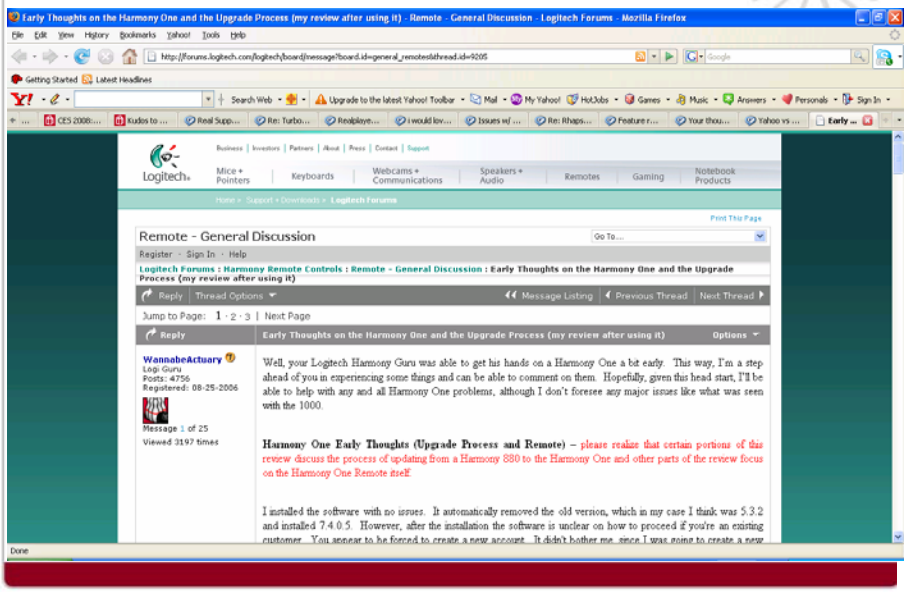


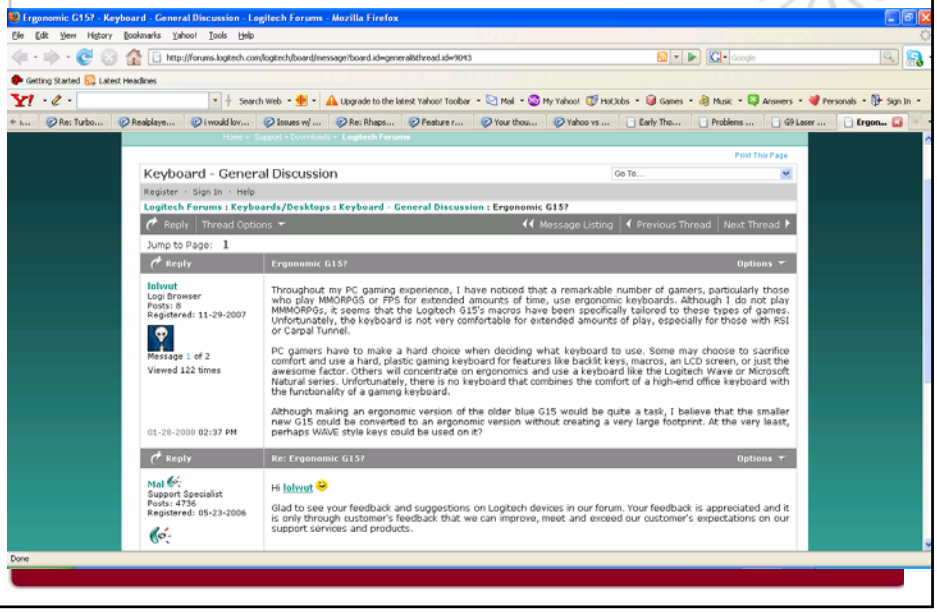
Feature requests



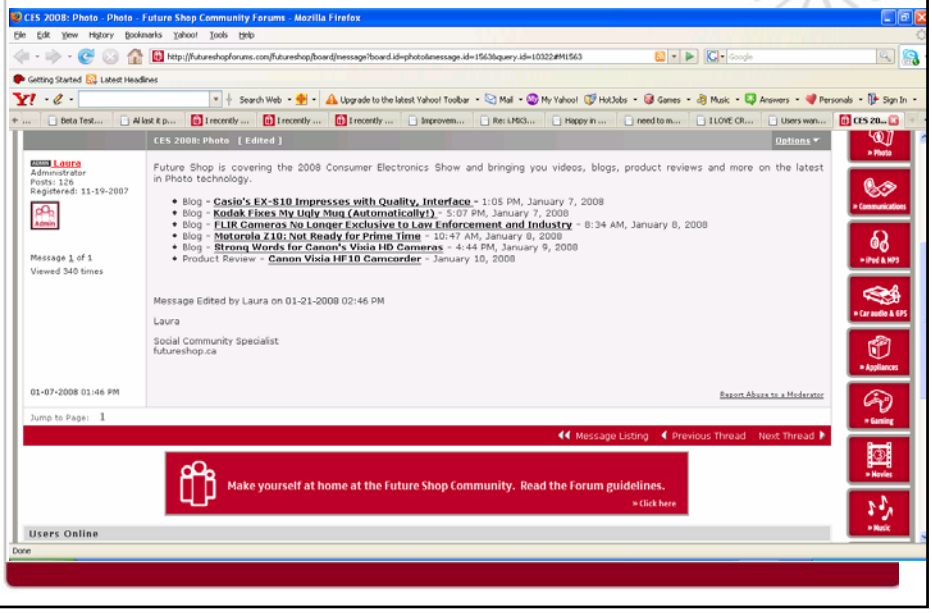
Early customer feedback



Feature requests



Link to blogs



How to achieve community success?

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Some things to think about are:

- Overall objectives
- Planning timeframes
- Strategies to engage and retain users
- Ways to establish “super-user” reputation and ranking
- Keep it positive: behavior moderation
- Beyond the community: ways to add blogs, wiki interaction, etc

Community self-moderation

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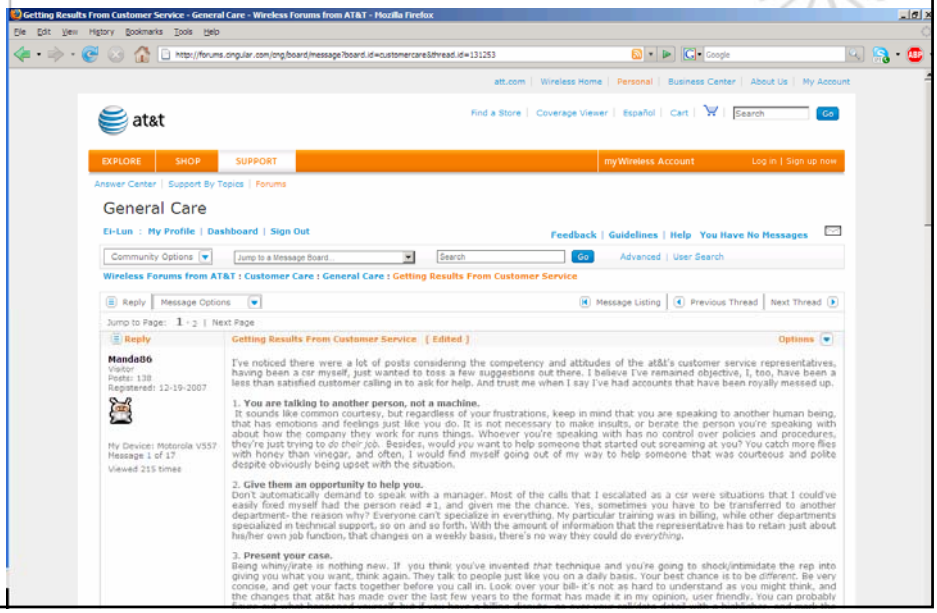

Web 2.0 Marketing: In Summary
Key advantages for SaaS vendors

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- Our applications can be our strongest marketing vehicle
- We can integrate with other vendors – our customers are not trapped behind the firewall
- Our time-to-market is greatly reduced over on premise software so that feature requests can be met quickly
- We have a unique 1:1 relationship with our customers that can be strengthened and amplified by Web 2.0 social networking such as online communities

Thank you!

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- Q&A