

Citizen Marketers In An Age of Conversational Marketing

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Overview

- Class Roll
- Assign Blog Participation
 - Explain Bloglines account
- Assign WOM Diary
 - Sign-up for 4-digit IDs
- Discuss citizen marketers
 - Student-generated topics

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95 Theses of Cluetrain Manifesto



- Selected theses:
 - Markets are conversations
 - Hyperlinks subvert hierarchy
 - Network conversation enable new form of organizing
 - Companies should take *positions* on matters their markets care about
 - Companies must dialogue with their communities, in a human voice, to thrive
 - Individuals desire greater engagement with companies; want their attention
 - Markets are immune to advertising
 - Markets have real power and we know it

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**Citizen Marketers:
When People Are The Message**




0. Introduction
1. Filters, Fanatics, Facilitators, & Firecrackers
2. The One Percenters
3. The Democratization of Everything
4. Everyone Is A Publisher; Everyone Is A Broadcaster
5. Hobbies & Altruism
6. The Power of One

[Link to examples discussed in the book](#)

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Why Social Media Are Important

- By March 2006, 84 million Americans had broadband at home, a 40% jump from 2005 figures
- By March 2006, Pew estimated 48 million Americans were regular online content creators
- By the end of 2005, 139 million people in the world had a DSL (broadband) connection
- In 2005, \$6.7 billion worth of digital cameras were sold in the U.S.
- About 41% of all cell phone owners use them as content tools
- By the end of 2005, just over 1 billion people were online – that's 1/6th of the world
- Asia represents the world's most populous online segment
- By July 2006, 50 million blogs had been created and their number was doubling every 6 months
- About 7,200 new blogs are created every hour
- By 2006, 10 million people were listening to podcasts; by 2010, it's expected to be 50 million people
- About 100 million videos are viewed every day on YouTube; about 65,000 videos uploaded every day
- In 2006, MySpace had over 100 million registered members, most of them from the U.S.



Source: <http://www.creatingcustomersvangelists.com/cm/>

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Citizen Marketers


- Characteristics:
 - Personal Expression
 - Amateur Status
 - Freely Given
- Types (Perhaps more useful to consider as activities?)
 - Filters
 - Fanatics
 - Facilitators
 - Firecrackers



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Spread of a Meme


- Assimilation
- Retention
- Expression
- Transmission



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Meme Spread in Social Media

- Bloggers (or other citizen content creators) post and spread story that contains a surprising development.
 - Story is filled with concrete details, often multimedia.
- Story documents form of injustice.
 - Company or brand portrayed as perpetrator with content creator as victim.
- Story plateaus among well-known blogs.
 - Shows up on filter sites like Technorati or Digg.
- Story picked up by mainstream media.
 - First newspapers, then broadcast media).
- Story reaches worldwide plateau (often posted to YouTube).
 - Original bloggers post updates on spread.



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