

## THE TOOTH IS OUT THERE

“New Media” has rapidly ramped before many corporations have had a chance to master every piece of the new marketing mix. Gone are the days where a simple advertisement with the right reach and frequency would ensure product success. No, these days the market has scattered into subsets and small interest groups that are locked up tighter than Fort Knox. That’s the bad news.

The good news is these groups do exist and, as a result of their size, new media have emerged that allow for pinpoint targeting with maximum results. Instead of casting wide nets with the hopes of snagging sales, we can effectively hook the specific fish we want. That’s what new media brings to the table.

Companies from Microsoft down to Mom and Pop shops are leveraging new media, in conjunction with traditional, to target and win new business. It’s not rocket science, but it does take a little know-how, a bit of time, and some patience. Here is a quick new media primer:

## WHO WANTS HOMEWORK?

When it comes to online research, most everyone does. The Business-to-Business realm isn’t as far removed from Business-to-Consumer as one may think. After all, we’re still talking to people, and business people do people things like surf the Internet, socialize online, read magazines and search, search, search.

When dealers decide to carry a new line or replace a current one, they often go to Google and search to find what’s already out there. Google is the go-to destination when people are looking for new options or looking for more information on brands and manufacturers about whom they’ve heard.

When dentists read a trade magazine or website and see an ad for a new product, they don’t necessarily call their dealer right away. Many will search for the product and start researching, or ask a member of their office staff to do so. Oddly enough, it would seem we all have taken a liking to doing homework! Who knew?!

### Average Time Spent Online per Week by US Adult Internet Users, 2001-2008 (hours)

September/October 2001	7
November/December 2002	7
October/December 2003	9
June/August 2004	8
February/April 2005	9
February/April 2006	9
July/October 2007	11
October 2008	14

Note: ages 18+  
Source: Harris Interactive, "Harris Poll" as cited in press release, November 17, 2008

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### Media Used by US Internet Users, 2006-2008 (% of respondents)

	2006	2007	2008
Major network TV news	71%	65%	65%
Local newspapers	69%	62%	63%
Local TV news	74%	61%	62%
Search engines	61%	60%	59%
Cable network news	47%	46%	49%
Advice from family/friends	44%	43%	47%
E-mail newsletters	40%	35%	42%
Shopping Websites	17%	16%	35%
Talk radio	36%	26%	31%
Cable TV news Websites	38%	23%	31%
Advice from co-workers	23%	20%	30%
Social networking sites	17%	22%	26%
Company Websites	22%	19%	26%
Blogs	13%	19%	24%
National newspapers	18%	15%	18%
Consumer magazines	23%	-	18%
Trade magazines or newsletters	13%	-	12%
Videocasts	6%	7%	11%
Celebrity endorsements	14%	9%	10%
Company-sponsored e-mail blasts	7%	5%	9%
Business news Websites	8%	8%	8%
Podcasts	5%	6%	7%
RSS news feeds	5%	5%	7%
Mobile media	5%	4%	6%

Note: 2008 n=1,000 ages 18+; used in the past month  
Source: Ketchum and USC Annenberg Strategic Public Relations Center, "Media Myths & Realities: 2008 Media Usage Survey," provided to eMarketer, January 20, 2009

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## MAY WE SEE YOUR INVITATION?

The new regime is an elitist party that's territorial and yields a lot of power. Brands are not in control and no longer call the shots. Facebook, YouTube, Twitter, LinkedIn and other social networking enigmas have pushed freedom of speech to all new levels. Power to the people, right?

Absolutely! Consumers and business professionals are using social media platforms to interact with each other for a number of reasons. They reconnect with old buddies. They interact with friends and family. They share their views on life, brands and everything in between, through video, photography and journalism. They have found their pulpit and they are louder than ever.

But don't be afraid. Users are an invitation away from taking that first step to brand loyalty. Vice versa they'll extend invitations to you when they subscribe to your email list, mobile texting program, friend you on Facebook, subscribe to your Twitter feed, comment on your blog, and so on. These are all little invitations from your market saying, "I'm here and I want to interact with you." Once this invite has been accepted, you have tripped the exponential power of social media.

## WHERE DO YOU GET STARTED?

There is no end-all, be-all strategy, but the facts remain that Google search, Facebook, LinkedIn, Twitter, and YouTube are the behemoths that rule the new media landscape. Beyond these companies, there are hundreds of thousands of sites ranging from industry-specific to general content that serve online advertisements and press opportunities.

The key is to remember that new media best practices are not as different from traditional media as you might think. Planning is critical. All media have their own markets and reach. If you can connect with the media tentacles that feed a pipeline to your brand, that's a winning strategy. Here's a list of ten steps that will help you get started on the right foot, whether new media is in the mix or not:

- 1. Conduct a competitive analysis**
- 2. Determine your goals**
- 3. Set a budget**
- 4. Identify channels you will use**
- 5. Develop a calendar of marketing initiatives**
- 6. Prepare the foundation for the campaign**
- 7. Finalize and execute the campaign**
- 8. Manage and update the content**
- 9. Track activity**
- 10. Adjust the campaign**

## WHAT HAPPENS ONCE THEY'VE CLICKED?

Do not neglect your website. It is the epicenter of your brand. Websites were taken for granted years back when everyone decided they needed one, but no one knew what one should do. With a little more tenure under our belts, we now know what to expect from our brand iconoclasts.

Potential buyers research companies and products online first. They purchase online. They network. They are active. A company's website needs to offer them something important and pleasantly unexpected. It needs to direct them to a conversion which should be tracked.

Your website is a living, breathing entity. It must be top notch or you risk losing potential customers.

## WHERE DO WE GO FROM HERE?

We've given you a high level introduction to theories and the hows and whys of new media. This rabbit hole goes much deeper and we're here to help guide the way.

At CH&B, we know new media like the back of our hands. From search engine marketing to web development, and how to integrate it with traditional media plans, we have the experience, expertise and creativity your brand needs to win. Why not drop us a line and open up the discussion. We're inviting you.