

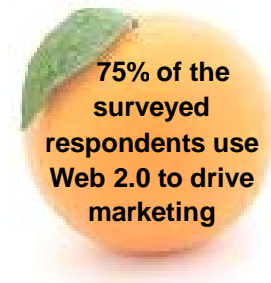
Reach 2.0 (Targeted Social Media Marketing Solution) – A Comprehensive Service for Identifying 'Passionistas' by leveraging the Power of Web 2.0



REACH 2.0 – A New Concept in Targeted Viral Marketing through Social Media

Introduction

Recently, infoAnalytica, a Business Analytics and Marketing Consulting Outsourcing firm based out of India, conducted a survey of forty marketers to gauge their exposure to Social Media / Web 2.0 and behavioral targeting as a marketing tool. The results reflect a clear shift in the approach towards marketing with seventy-five percent of respondents claiming use of Web 2.0 to drive marketing. All the respondents also claimed familiarity with the concept of behavioral targeting and social media marketing, with fifty percent of the respondents using it as part of their marketing plan.



The findings give us two important insights —

- a. Firms are warming up to the idea of experimenting with alternative marketing channels
- b. A well-devised Social Media marketing solution would find ready acceptance across sectors

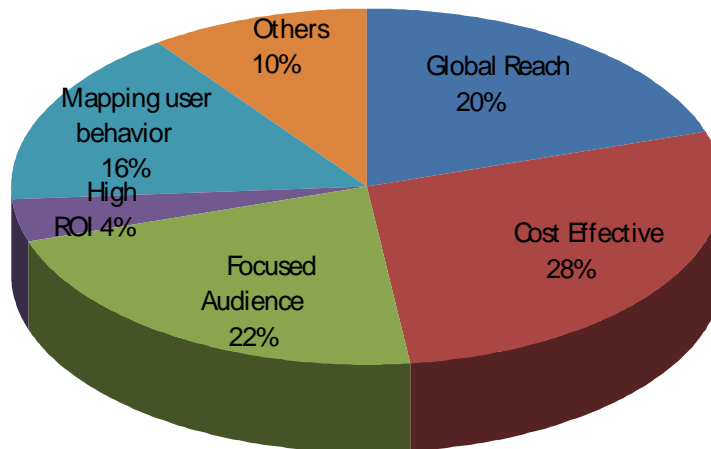
The emergence of Web 2.0 is the antidote to changing business needs and the inability of existing marketing techniques to sell. With more choices offered to consumers, the onus is on the firm to engage its target audience. The age of 'one-size-fits-all' marketing is long gone. Today, marketers face the unenviable challenge of reaching out to relevant pockets with customized messages. That explains all the hype about Web 2.0, Social Media networks and behavioral targeting. Building on this concept, infoAnalytica has launched REACH 2.0 – a unique solution that leverages the power of Viral Marketing and Social Media to give marketers reach and visibility in the online marketplace.

Targeted reach is the key

For marketers, the solution no longer is spending millions on ad budgets and publicity campaigns. The challenge right now is to engage its target audience in a consistent manner. For a product company, this means letting its customers in on product enhancements, giving out trial runs, and accommodating their thoughts in product development. The approach is to take product development out of labs and boardrooms and take it straight to the users.

This brings to fore the challenge of reaching out to people who matter. It's not so much about the ad dollars. It's about involving customers in a synergic process.

Advantages of Social Media Marketing



The infoAnalytica survey reveals that most marketers understood Web 2.0 as a tool to get focused reach at reduced costs. Cost-effectiveness (28%), focused audience (22%), and global reach (20%) ranked as the top three benefits of Web 2.0 and Social Media networks.

Reputed snack company Frito-Lay experimented with Web 2.0 to make its brand Doritos talk to consumers in a more engaging way. What resulted was a \$2 million outlay for a program, which requested customers to create their own Doritos Super Bowl ad. The best videos received incentives and prizes from the firm. The experiment was a resounding success and outdid all expectations. It got Frito-Lay an ROI of \$37 million as opposed to the expected \$10 million.¹ It is this latent potential of social media that REACH 2.0 exploits. It gives firms the opportunity to engage its customers and influencers, and partner with them in an exciting way.

Looking beyond traditional marketing channels

Firms using the traditional marketing techniques such as cold calling, email marketing, and referrals admitted that they could do with a better marketing plan. The infoAnalytica survey found out that the least successful techniques were cold calling, dissemination of press releases, and advertising. The most successful happens to be referrals, a model that does not typically facilitate rapid growth.

1. http://chiefmarketer.com/cm_report/passionistas_empowered_customers_0304/

So, the marketer's wish list reads cost-effectiveness, focused reach, improved ROI, amongst others. There is room for a fresh approach. Web 2.0 fills that void. A study of consumer online behavior by IDC reveals that consumers spend 32.7 hours a week online, compared to 16.4 hours watching TV, and 3.9 hours reading newspapers.² The insight is simple – any promotion will more likely be seen online than offline, making a strong case for Web 2.0. Add behavioral targeting to the mix and you have a compelling marketing tool that gives people what they want to see, thus increasing the possibility of an action-oriented response from them.

With Web 2.0, your potential customers will end up being the carriers of your promotion. Through informal channels such as blogs and online communities, your product will gain visibility. The visibility thus gained has a higher possibility of translating into sales, considering the credibility associated with 'word-of-mouth' or 'referrals'.

How to get it right with Web 2.0 and Social Media

The idea of leveraging Web 2.0 is not entirely new. In fact, advertising on social networking has seen a spurt in recent times. According to an eMarketer estimate, marketers will spend \$850 million on MySpace advertising in 2008. Similarly, Facebook is expected to reach \$305 million in US revenue in 2008.³ What this reflects is a growing

interest in social media, which is expected to peak in coming years. With REACH 2.0, you can market your products and service to highly targeted list of influencers scattered across the various social media vehicles. As participation grows, so will the possibility of having an online community that helps your product or service sell better.

This of course is just the proverbial tip of the iceberg. If marketers can identify the most relevant warm leads and target them with the right message, they could have another 'Frito-Lay' in the making. These warm leads form a group of highly influential online users who are not only more likely to buy a product but will also influence other users to try the product — in other words you unleash a very effective viral marketing campaign. Yahoo and Mediavest coined the term 'Passionistas' or 'Influencers' to define this group. Their research in this domain suggests that 70% of marketing by engaging Passionistas leads to sales.⁴ It stands in stark contrast to the low lead conversion rate through traditional marketing methods. Besides, this doesn't even include the indirect sales "influenced" by the Passionistas.

2. <http://www.idc.com/getdoc.jsp?containerId=prUS21096308>

3. http://www.emarketer.com/Article.aspx?id=1006265&src=article1_newsltr.

4. http://chiefmarketer.com/cm_report/passionistas_empowered_customers_0304/

REACH 2.0 – just what the marketer ordered

infoAnalytica's REACH 2.0 stands for Targeted User-Generated Content Marketing Solution. REACH 2.0 relies on Web 2.0 and Social Media — blogs, wikis, podcast, online video, top social and business networks, videocasts, etc, to document and map as much behavior of online users as possible.

The behavior is then segmented by relevancy, thus helping us identify Passionistas relevant to your business. This leads to a comprehensive, yet focused set of prospective customers and influencers. The REACH 2.0 process can be thus explained

- **Prospective Customer Data Capture & Mining** – Our team of lead generation associates will research several Web 2.0 media to build a comprehensive database of warm leads. In addition to contact information, the database also documents key user interests, audience profiling (in case of blogs / portals / forums / communities), perception around a specific product or industry, and other relevant information that helps map buying behavior, especially in your target market.
- **Knowledge Processing & Segmentation** – Mapping online behavior, segmentation, and identification of the '**Passionistas**' in relevant categories — the most influential online users, or, in other words your targeted audience. Based on the behavior documented, our knowledge professionals will segment and identify hot leads – Passionistas who are likely to buy (or influence sales of) your product or service.
- **Marketing Strategies Consulting** – Our team of Marketing professionals can also help in formulating efficient and effective go-to-market strategies leveraging the information documented and segmented in the above two phases. In other words, we'll define best practices for an effective marketing campaign using online behavior.

How it works better

- REACH 2.0 goes beyond a typical lead database. For starters, clients get a set of warm leads or influencers. More importantly, these influencers double up as spokespersons for your brand. They are more likely to recommend your product or service and are the ideal launch pad for a successful viral marketing campaign.



- REACH 2.0 is a far more focused and targeted prospective customer database at a lower cost (in terms of lead-to-sales ratio). By identifying Passionistas and key influencers in your target segment, you get hot leads and your lead-to-sale conversion increases drastically.
- With REACH 2.0, you don't just get a focused lead database but also a pool of resources (blogs, social communities, wikis, podcasts, etc) that are likely to create a viral marketing campaign for you. In other words, the Passionistas (especially bloggers) will lead you to a much bigger group of Passionistas in turn. Moreover, you can leverage your existing customers to evangelize your product/service to the world.
- REACH 2.0 allows you to understand the sentiment and views about your product or service by facilitating a multi-way open channel for content and feedback exchange with your target audience. In other words, you're addressing market opinion. This is essential for product management and product marketing.
- Unlike cold leads, our database will let you contact your lead through various ways including e-mail, phone, facebook profile, twitter ID, Linked In profile etc. In addition, the information on their varied interests lets you initiate a dialog in a more engaging manner — a critical element of any marketing campaign.
- Our behavioral targeting is neither unethical nor intrusive. We only map information available on the public domain, unlike search engines and crawlers. Yet, it is highly personalized, comprehensive and most importantly user-behavior driven.

Conclusion

Our survey emphasizes the fact that marketers are looking for an alternative to traditional marketing concepts. They do not need a standalone solution but a holistic package that can help them connect with their target audience and engage them in a mutually rewarding way. That is precisely the need that infoAnalytica's REACH 2.0 fills. With a highly targeted database of some of the most influential users online, it gives companies a cost-effective and engaging marketing channel.

If you would like us to arrange our 15-minute presentation on how REACH 2.0 can benefit your marketing efforts, write to us at info@infoanalytica.com



About infoAnalytica

infoAnalytica (www.infoanalytica.com) is a Knowledge Processes Outsourcing group based in India, with focus on Business Research & Analytics, Financial Research, Management & Marketing Consulting, Strategy Consulting, Statistical Modeling, and Content Development. It has served over 300 clients in the US and Europe. With REACH 2.0, it now extends its service portfolio to providing innovative and focused marketing solutions resulting in a significantly higher ROI.