

### *New Age Marketing Technology & Trends*



At the Tidewater Affiliate Brown Bag Discussion on January 27, 2009 we discussed current marketing technology and trends, such as blogging, RSS Feeds, Twitter, YouTube, LinkedIn and SEMPO. RRMM Architects' Director of IT, Jim Cobb, gave a presentation on many different tools that are available to marketers today. Below is a brief summary of the topics we touched on:

#### Blogging (<http://en.wikipedia.org/wiki/Blog>)

- A way for non-technical people to publish thoughts on the web (new type of journalism)
- Benefits:
  - You can get people to sign up for company newsletters or updates of your blog, getting a good idea of who your target audience is and increasing interest in your company.
  - Blogs provide information on your companies goods and services and can distinguish your firm as a leader in whatever field or specialty you decide to discuss.
  - A blog can be as simple or complex as your company desires.

#### RSS Feed (<http://en.wikipedia.org/wiki/RSS>)

- A quick summary of a blog with no images
- Benefit:
  - Easy to read on PDA

#### Twitter ([www.twitter.com](http://www.twitter.com))

- Thoughts condensed down to resemble chat room conversation, i.e. a "Microblog".
- Benefits:
  - Has opt-in/opt-out feature so that subscribers don't get spammed with constant updates
  - Limited to 140 characters of text per "tweet", making it easier to read and forces most important information to be posted, rather than filler.
  - If you find a topic/business you're interested in, "follow" the author/business into their blog or tweet to see who's also following them and research those people. If you find the right people and businesses to follow, you can stumble across a goldmine!

#### YouTube ([www.youtube.com](http://www.youtube.com))

- Basically, a visually Twitter. Brief videos addressing whatever subject matter you desire.

- Benefit:
  - You can put promotional videos here, link them on twitter and to your company blog and really disseminate information on your company.

#### Podcast (<http://en.wikipedia.org/wiki/Podcasting>)

- Audio and visual Blogging. You can create a regular podcast to promote educational/information sessions that your company hosts or that your firm is interested in.
- Benefit:
  - People can listen to podcasts on their computers or even download the audio clips and play them on an MP3 player!

#### LinkedIn ([www.linkedin.com](http://www.linkedin.com))

- Professional social networking site.
- Benefits:
  - Takes contacts from your e-mail and suggests people you may know who are already members of LinkedIn.
  - You can “recommend” a company (brief write-up of capabilities, level of services, etc.) and encourage other companies to “recommend” yours.
  - Great for making personal connections. You can find CEO’s and other decision makers along with their contact information.

#### SEMPO ([www.sempo.org](http://www.sempo.org))

- Search Engine Marketing Professional Organization. A non-profit professional association working worldwide to increase awareness and promote the value of Search Engine Marketing worldwide.
- Benefits:
  - Helps create a better understanding of search engine marketing.
  - Offers free webinars, articles and links to tools, newsletters, etc.

## **New Age Marketing Trends: New Century Affiliate February 3, 2009**

The New Century Affiliate New Age Technology Trends Brown Bag Session took place at the Anderson & Associates, Inc. office in Blacksburg, Virginia. We had a total of 5 attendees from Roanoke and Blacksburg locations. For this session, we held a roundtable discussion about the benefits, capabilities, and uses of new age marketing trends in the A/E/C industry.

A handout was provided containing Web 2.0 definitions.

**Web 2.0** - A term describing emerging trends in the use of Internet technology and Web design that are intended to augment creativity, information sharing and collaboration among users. Web 2.0 encompasses many social sites including blogs, social bookmarking sites, social networking sites, etc.

**Social Networking Site** - An online community of people who share interests, discussions and activities, or who are interested in exploring the interests of others in the community.

Topics discussed:

- **Social Sharing sites:**
  - **Facebook** (a collection of networks organized by city, workplace, school, and region to connect and interact with other people as well as friends)

- **Linked In** (a business oriented social site used primarily for business networking)
  
- **Twitter** (a free networking and micro-blogging service that lets its users post and read other users' updates (known as tweets), which are text-based posts of up to 140 characters in length)
  
- **Blogs** (a website, usually maintained by an individual, with frequent entries of commentary, descriptions of events, graphics, video and other material. Entries are usually displayed from most recent to oldest. Is this the newest form of journalism?)

In all Web 2.0 applications, the dialogue aspect is the most important issue. These sites allow an online dialogue to occur between people. This is different from other sites that have been static in nature, and are primarily used for informational purposes, not allowing viewers to give feedback or to contribute.

During this session we concluded that the A/E/C industry is not utilizing these new technology trends to a great extent at this time, however these sites do have great potential. It is valuable for A/E/C marketers to become familiar with these new technology trends and to put them to use. As the younger generations flood the workplace we feel that these trends will begin to be utilized more frequently.