



RETAIL WEB 2.0: SOCIAL WEB MARKETING

What's everyone a Twitter about? Who cares about a Book of Faces? There has been a lot covered recently about using the social web in your small business marketing strategy. While it may not seem like a worthy endeavor, there is something to it all – and that's connecting with your customers!

Presenters: Steve Ellis (Aloha, OR's Rainy Day Games) & Aaron Haaland (Orlando, FL's A Comic Shop)

Monday 2:45 p.m. – 3:45 p.m.

Room 328

What is Social Networking?

A social network focuses on building communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. This is true in both face-to-face community based networking (community groups - churches, rotary clubs, cub scouts, local sports clubs, etc) and in online communities. Most social network services today are web-based and provide a variety of ways for users to interact, such as email and instant messaging services. Most of these are free (from a dollars perspective - they will cost you time)!

Top Three Social Networking sites - (Facebook, MySpace, Twitter)

Facebook - Over 130 million users and still growing at a quite a pace (over 200% per month).

- Many consider this to be the current category leader.

MySpace - This was the dominant force in the category only a few years ago but has been losing ground to several competitors.

Twitter - In all likelihood, the fastest growing social networking site in the world (perhaps at over 1000% per month). However, it also has a low retention rate (roughly 40% of its users are retained).

- Twitter is sometimes referred to as micro-blogging with its 140 character length messages being sent out to followers or subscribers.

