

Web 2.0: Is it a Whole New Internet?

It's Hard to Define, But I Know it When I See it...

Emerging Tech

- Web Services / API's
- "Folksonomies" / Content tagging
- "AJAX"
- RSS

Apps You Know...

- Flickr
- Google Maps
- Blogging & Content Syndication
- Craigslist
- LinkedIn, Tribes, Ryze, Friendster

Some Apps You Don't know

- Del.icio.us
- Upcoming.org
- 43Things.com

Major Retailers

- Amazon API's
- Google Adsense API
- Yahoo API
- Ebay API

"[This is] **not my mom's Internet**...It's changing, and it's changing because we're looking at the share-shifting—the time people are looking at TV, reading a magazine, listening to the radio—they're not replacing each other; they're coming together." - AOL Exec / May 2005

Web 2.0: Evolution Towards a Read/Write Platform

Web 1.0 (1993-2003)		Web 2.0 (2003- beyond)
Pretty much HTML pages viewed through a browser		Web pages, plus a lot of other “content” shared over the web, with more interactivity; more like an application than a “page”
“Read”	Mode	“Write” & Contribute
“Page”	Primary Unit of content	“Post / record”
“static”	State	“dynamic”
Web browser	Viewed through...	Browsers, RSS Readers, anything
“Client Server”	Architecture	“Web Services”
Web Coders	Content Created by...	Everyone
“geeks”	Domain of...	“mass amateurization”

Flickr is a social network for sharing photos.

Flickr combines a social network with user generated content. Users can work together to collaborate on photo projects and use each others' tags to find new photos. Flickr also has an API for web services to integrate photo collections with blogs and other apps.

This screenshot shows the Flickr Photos from Xiobhan page. A green callout box highlights the text "Flickr shows me photos from my network".

Photos: Yours • Upload • Organize • Your Contacts* • Everyone's

Xiobhan's photos pro
Xiobhan is a friend. (Change)

Beck!
20 photos

Zuzu!
11 photos

Xiobhan's Gallery
14 photos

droplets1
This photo is public. (0 Comments)
Uploaded on May 17, 2005

Moon Bounce
The neighbors had a kid party. If I wasn't...

Sets
Favorites
Profile

Search her photos
SEARCH

Or, browse with...

[View all photos](#) [Latest photos as a slideshow](#) [New window](#)

This screenshot shows the Flickr: Xiobhan's tags page. A green callout box highlights the text "My contacts 'tags' are available to me".

Photos: Yours • Upload • Organize • Your Contacts* • Everyone's

Xiobhan's photos / Tags

Search for a tag
SEARCH

beans beck candy dog hat ireland jelly martini matthew mirrorproject ridgeback zuzu

Did you know?
You can [search through multiple tags](#), for example, to find photos tagged with 'christmas' and 'party'.

Your Photos
[Your Photo page](#) [Recent Activity](#) [Your Tags](#) [Your Sets](#) [Upload form](#) [Uploading Tools](#) [Organizr](#) [Your Favorites](#)

Your Account
[Account page](#) [Edit Profile](#) [Photo Privacy](#) [Upload-by-email](#) [Buy a Pro Account](#) [Order History](#)

Support
[FAQ](#) [Support Forums](#) [FlickrHelp](#) [FlickrIdeas](#) [FlickrBugs](#) [Help by email](#) ["Get the most out of Flickr"](#)

[About Flickr](#) [Press & Accolades](#) [Terms of Use](#) [Privacy Policy](#)

[Complete Sitemap >](#)

Del.icio.us is an Example of a Site that Uses a “Folksonomy” to Organize Bookmarks

A “folksonomy” is a spontaneous, collaborative work to categorize links by a community of users. Users take control of organizing the content together.

Tags: Descriptive words applied by users to links. Tags are searchable

My Tags: Words I've used to describe links in a way that makes sense to me

The screenshot displays two Mozilla Firefox windows side-by-side, both showing the Del.icio.us website.

Left Window (Main Del.icio.us Page):

- URL: <http://del.icio.us/>
- Content: Shows a list of bookmarks with details like title, URL, and tags.
- Sidebar: A red-bordered sidebar titled "most active" lists tags such as design, blog, web, css, software, programming, javascript, tools, ajax, music, reference, linux, news, blogs, webdesign, art, howto, mac, firefox, torad, java, fun, politics, internet, rss, development, cool, business, osx, search, security, webdev, windows, google, gtd, books, games, etc.

Right Window (User Profile: jimbler):

- URL: <http://del.icio.us/jimbler>
- Content: Shows a list of bookmarks for the user "jimbler".
- Sidebar: A red-bordered sidebar titled "all tags" lists tags such as "Web", "weblog", "2.0", "ASP", "Business", "CSS", "design", "framework", "Movies", "online", "ontology", "relationships", "RSS", "Shinky", "software", "standards", "Strategy", "Style", "utilities", "web2.0", and "WesAnderson".

Wikipedia is a Collaborative Dictionary Being Edited in Realtime by Anyone

The screenshot shows a Mozilla Firefox window displaying the Wikipedia article for "Web 2.0". The title bar reads "Web 2.0 - Wikipedia, the free encyclopedia - Mozilla Firefox". The address bar shows the URL "http://en.wikipedia.org/wiki/Web_2.0". The main content area displays the article's text, which includes a warning box stating "The neutrality of this article is disputed. Please see the relevant discussion on the talk page." Below this, the article text describes Web 2.0 as a term for a perceived ongoing transition of the World Wide Web from a collection of websites to a full-fledged computing platform serving web applications to end users. The sidebar contains a navigation menu with links like Main Page, Community portal, Current events, Recent changes, Random page, Help, and Donations. A search bar and toolbox are also visible.

Blogging is the Most Recognized Example of Web 2.0



US Internet Users Who Read Blogs, 2004 & 2005 (as a % of respondents)



Source: Pew Internet & American Life Project, May 2005

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www.eMarketer.com

Frequency with which US Internet Users Read Political Blogs, March 2005 (as a % of respondents)



Note: n=2,630

Source: Harris Interactive, April 2005

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www.eMarketer.com

Chicago Crimes – Daily Crime Data on top of Google Maps, sent to you by RSS

The screenshot shows a Mozilla Firefox browser window displaying the Chicago Crime database at <http://www.chicagocrime.org/>. The title bar reads "Chicago crime database | chicagocrime.org - Mozilla Firefox". The main content area is titled "CHICAGOCRIME.ORG" with the address "4200 N". Below the title, it says "A freely browsable database of crimes reported in Chicago." A search bar with a "GO" button is present. To the left, there's a sidebar with "Latest crime stats" and a list of recent crime data. On the right, there's a "Site news" section with three entries: "First day a success" (May 18, 2005), "We're live!" (May 17, 2005), and "RSS feeds are here" (May 15, 2005). At the bottom, there's a yellow box containing an important disclaimer about the site's affiliation with the Chicago Police Department.

Latest crime stats
Currently listing crimes from February 10, 2005 to May 5, 2005.

Day with most crimes: March 18 (1037 crimes)
Day with fewest crimes: May 5 (470 crimes)

Hours with most crimes:

- March 2, 2 p.m.
- March 11, noon
- March 16, 3 p.m.

Beats with most crimes:

- 0423
- 0134
- 0421

Beats with fewest crimes:

- 0130
- 1651
- 1232

Most commonly reported crimes:

- Battery: Simple battery
- Criminal damage: Criminal damage to vehicle
- Criminal damage: Criminal damage to property

[Full crime-type list](#)

Most common crime locations:

- Street
- Residence
- Sidewalk

[Full location list](#)

Important disclaimer: This site is *not* affiliated with the Chicago Police Department. This site uses crime data obtained from the CPD's [Citizen ICAM Web site](#), which is a publicly available database of *reported* crime. Please read the [Citizen ICAM disclaimer](#) to understand the data fully.

Chicago Crime - Continued

Police beat 0423 | chicagocrime.org - Mozilla Firefox
File Edit View Go Bookmarks Tools Help

http://www.chicagocrime.org/beats/0423/ Google Maps Crime Data

http://www.aex...rtal/newhome/ Google Search: Google Maps C... O'Reilly Radar > Google Maps ... Police beat 0423 | chicago...

E CHICAGOCRIME.ORG AV 4200 N A freely browsable database of crimes reported in Chicago.

Browse by: Crime type - Street - Date - Police district - Location - City map Search: GO

District 4 / Beat 0423

Latest reported crimes RSS

MAY 5 [Battery](#)
12:31 p.m. 8200 block S. Exchange Ave. [Sidewalk](#)

MAY 5 [Battery](#)
9 a.m. 9000 block S. Exchange Ave. [School building \(public\)](#)

MAY 5 [Assault](#)
5 a.m. 2700 block E. 89th St. [School building \(public\)](#)

MAY 5 [Criminal damage](#)
1:30 a.m. 8400 block S. Manistee Ave. [Street](#)

MAY 4 [Weapons violation](#)
6:19 p.m. 8900 block S. Muskegon Ave. [Park property](#)

MAY 4 [Criminal damage](#)
2:50 p.m. 8600 block S. Essex Ave. [Street](#)

MAY 4 [Battery](#)
1 p.m. 9000 block S. Exchange Ave. [School building \(public\)](#)

MAY 4 [Sex offense](#)
9:56 a.m. 2700 block E. 89th St. [School building \(public\)](#)

MAY 3 [Assault](#)
5:20 p.m. 8300 block S. Marquette Ave. [Residence: Porch/hallway](#)

MAY 3 [Criminal damage](#)
3 p.m. 8500 block S. Essex Ave. [Street](#)

MAY 3 [Battery](#)
3 p.m. 8500 block S. Essex Ave. [Street](#)

MAY 3 [Assault](#)
2:45 p.m. 9300 block S. Marquette Ave. [Street](#)

MAY 3 [Robbery](#)
12:35 p.m. 8200 block S. Exchange Ave. [Street](#)

Map - Satellite

View larger map

Most common crimes for this beat

Battery: Simple battery	80 crimes
Criminal damage: Criminal damage to property	53 crimes
Assault: Simple assault	40 crimes
Criminal damage: Criminal damage to vehicle	39 crimes

Read kh.google.com

Social Networks Connect Users into Communities of Trust (or interests)

The collage includes:

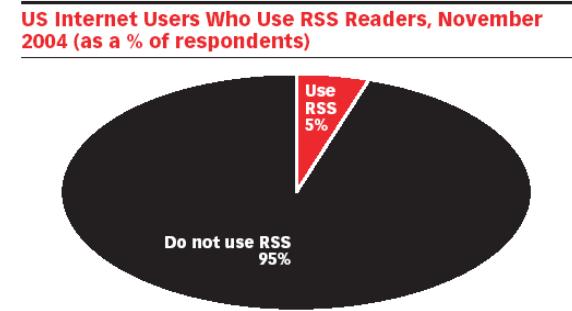
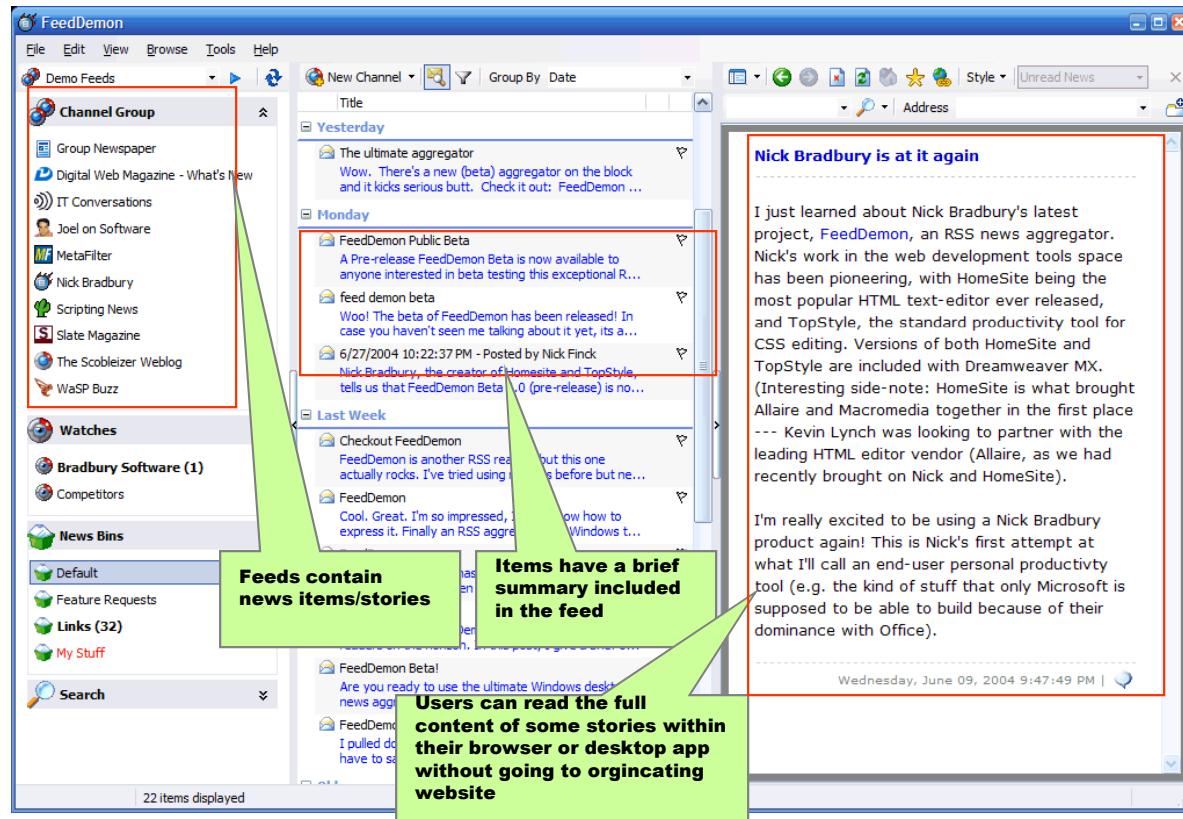
- LinkedIn**: Shows a user profile with a photo of a man, a "Find People" button, and a "Groups" section.
- Ryze**: Shows the homepage with a red header and a sidebar for "About Ryze".
- Meetup**: Shows a dark-themed homepage with sections for "Groups of people...", "Join over a million people who:", "Share something", and "Change something". It features images of people at various meetups like French Speakers in Seattle and Pug Owners in Boulder.
- Consumating.com**: Shows a homepage with a large "DATE BETTER!" banner, a login form, and a "SIGN UP NOW" button.

The Consumating.com homepage features:

- A top navigation bar with links for "Join or Login", "People", "Tags", "Updates", "Questions", and "News".
- A "DATE BETTER!" banner with subtext about meeting hipsters, bloggers, freaks, and geeks.
- A "SIGN UP NOW" button.
- A "Already Got An Account?" login form with fields for "e-mail" and "password".
- A "Question Of The Week" section titled "George Lucas: Savior Of Film or Destroyer Of Your Childhood?".
- A "TIME" magazine sidebar quote from the Chicago Tribune: "A convenient non-threatening connect to others who share similar interests and...".
- A quote from a "Stay-at-home Mom in Raleigh-Durham, NC": "The people were incredible... we'll be friends for life. Meetups are a great idea!"
- A footer with navigation icons.

RSS Adoption is Small Currently, But it Could be an Attractive Tool for Niche Marketers

RSS (Really Simple Syndication) is an emerging technology which enables users to get “feeds” of data from content publishers via a browser or special newsreader tool. Items come to user free of spam, on-demand, and in an easy to digest format



Source: Pew Internet & American Life Project, January 2005
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A new way of receiving content...

RSS: How Does It Work?

Users can consume RSS content in two major ways...

How Content is Viewed	Web Sites	Desktop Applications
	<ul style="list-style-type: none">> User-activated and customized<ul style="list-style-type: none">> My Yahoo!, Lycos, Portals, etc.> Publisher-activated and managed<ul style="list-style-type: none">> Blogs, enthusiast sites, news and information sites, etc.	<ul style="list-style-type: none">> Dedicated RSS aggregator applications<ul style="list-style-type: none">> FeedReader, SharpReader, FeedDemon, etc.> Add-ons, plug-ins<ul style="list-style-type: none">> NewsGator (Outlook), Mozilla Firefox, rss2email, etc.

...with content coming from a variety of sources

Where Content is Pulled From	News Sites	Non-News Sites	Blogs
	<ul style="list-style-type: none">> Reuters> BBC> Associated Press> C Net> Etc.	<ul style="list-style-type: none">> Corporate> Governmental> Non-profit> Other organizations (industry, community)	<ul style="list-style-type: none">> Theme or topic specific> Journal style

How You Do It: Example CNN Interactive

CNN RSS

Subscribe to CNN's RSS (Really Simple Syndication) feeds to get news delivered directly to your desktop!

To view one of the CNN feeds in your RSS Aggregator ([About RSS Aggregators](#)):

1. Copy the URL/shortcut that corresponds to the topic that interests you.
2. Paste the URL into your reader.

My Yahoo! users:

1. Click on the "Add to My Yahoo!" button.
2. Follow the instructions for adding the feed to your My Yahoo! page.

Please note that by accessing the RSS feeds, you agree to the [Terms of Use](#), which govern your use of the RSS Service and are set forth below.

[What is RSS? | How do I access RSS?](#)

Title	Copy URLs to RSS Reader	
Top Stories	http://rss.cnn.com/rss/cnn_topstories.rss	XML + MY YAHOO!
World	http://rss.cnn.com/rss/cnn_world.rss	XML + MY YAHOO!
U.S.	http://rss.cnn.com/rss/cnn_us.rss	XML + MY YAHOO!
Politics	http://rss.cnn.com/rss/cnn_allpolitics.rss	XML + MY YAHOO!
Law	http://rss.cnn.com/rss/cnn_law.rss	XML + MY YAHOO!
Technology	http://rss.cnn.com/rss/cnn_tech.rss	XML + MY YAHOO!
Science & Space	http://rss.cnn.com/rss/cnn_space.rss	XML + MY YAHOO!
Health	http://rss.cnn.com/rss/cnn_health.rss	XML + MY YAHOO!
Entertainment	http://rss.cnn.com/rss/cnn_showbiz.rss	XML + MY YAHOO!

RSS Reader Examples

MY **YAHOO!** Welcome,  [Sign Out, My Account]

Yahoo! Mail More Yahoo! ? help

Replay **Yahoo! Messenger. The only one with Stealth Settings.** > Get it free Y!

Search Type: **Web** Images | Video | Local | News | Products move 

Search: Yahoo! Search

+ Add Content + Change Layout + Change Colors Set As Home Page

Lead Photo  Syrian Troops Begin Pullback in Lebanon
Syrian soldiers ride on a loaded army truck during a redeployment of troops near the village of Hammana, in the central mountains east of Beirut, Lebanon, Monday March 7, 2005. The presidents of Syria and Lebanon announced Monday that Syrian forces will pull back to Lebanon's eastern Bekaa Valley by March 31, but a complete troop withdrawal will be deferred until after later negotiations. (AP Photo)

AP: Top Stories  

- [Syrian Troops Begin Pullback in Lebanon](#) - 6 minutes ago
- [Bolton Tapped to Be Next U.N. Ambassador](#) - one hour ago
- [U.S. Rejects Italy Journalist's Claims](#) - 3 hours ago
- [Dominican Republic Prison Fire Kills 133](#) - 2 hours ago
- [Study: Aspirin Prevents Strokes in Women](#) - 15 minutes ago

USATODAY.com: Top Stories  

- [White House courts lawmakers on both sides to back overhaul](#) - 8 hours ago
- [Parties take Social Security debate on tour](#) - 8 hours ago
- [Study: A happy marriage can help mend physical wounds](#) - 8 hours ago

Mon, Mar 7, 04:38 pm [Yahoo! Net retrospective: 100 Moments of the Web](#)

My Page | Add New Page

Inside My Yahoo!  

- + Movie Showtimes  Check on the latest releases at your favorite theaters.
- Related Content:
 - Movies
- Sponsored Content:
 - Luxist

Weather  

Long Island City, NY*	44...63 F	
Sunnyside, NY*	44...59 F	
New York, NY*	44...59 F	

* indicates severe weather alert

Search search by Zip Code or City

RSS Examples

Screenshot of Mozilla Firefox browser showing the WSJ.com - U.S. Home page.

The browser window title is "WSJ.com - U.S. Home - Mozilla Firefox". The address bar shows "http://online.wsj.com/home/us". The page content is as follows:

THE WALL STREET JOURNAL ONLINE

As of 9:12 a.m. EST Thursday, February 17, 2005

What's News

U.S. Firms' Profit Growth May Slow

Earnings Wrap: How major companies fared

Greenspan backed private Social Security accounts, with caution. The Fed chief's eagerly anticipated views on Bush's keynote second-term project gave the president a boost as a poll showed public support slipping. **7:54 a.m.**

Capital: How Bush-Style System Could Work

Graphic: Social Security Scenarios | WSJ/NBC poll

Iraq's electoral commission certified the results of the country's Jan. 30 elections. It allocated 140 National Assembly seats to the United Iraqi Alliance, giving the Shiite-dominated party a majority in the new parliament. (**Complete coverage:**) **8:44 a.m.**

Import prices rose 0.9% in January, reflecting a rebound in oil prices and a weaker dollar. Prices for exports grew more slowly, climbing 0.7%. Initial jobless claims slipped by 2,000 last week. **8:52 a.m.**

Four top brokerage firms gave their CEOs an average raise of 33% last year, while the firms' stocks rose an average of 4.7%.

H-P posted better-than-expected revenue and offered a relatively strong sales outlook, a week after directors ousted CEO Carly Fiorina. Operating profit more than doubled at Hewlett's PC business but eased at its imaging and printing unit. (**Earnings conference call transcript:**) **8:37 a.m.**

Stocks may stall Thursday morning, as mixed data on jobless claims and import prices counter solid earnings from Wal-Mart and Hewlett-Packard. Markets in **Europe** and **Asia** were mostly higher. **9:02 a.m.**

Inside Today

Personal Technology

Is switching to a Mac right for you? Walt Mossberg advises.

Out of Pocket

The Web is making it a bit easier for consumers to decipher health insurance options.

Hitting a Nerve

Readers react to the State of the Union, Iraq and more.

Question of the Day

Is \$500,000 an appropriate maximum FCC fine for indecency violations?

Markets

*at close	9:23 am EST
DJIA *	10834.88 -2.44
Nasdaq *	2087.43 -1.78
S&P 500 *	1210.34 0.22
Japan *	11582.72 -18.98
DJ STOXX50	2922.80 13.21

Source: Dow Jones, Reuters

Personal Journal

Going Pro

A price war gives amateur photographers the chance to upgrade.

The Morning Brief

Social Security and Greenspan; Halliburton in Iran; salt assault.

TODAY'S MOST POPULAR

See what WSJ.com subscribers are reading.

PERSONALIZED FOR

If you're not neirick, click to log out.

Portfolio

NEWS	PRICE	CHG	%CHG
CORV	0.78	-0.03	-3.70

View Full Portfolio

Source: Dow Jones, Reuters
Price Delays and Notes

Have breaking news delivered directly to your desktop.
Download WSJ.com Desktop News Alerts.

Company News

American Express Co.

- Wall Street Snubs Small Accounts

MORE

RSS Examples

The screenshot shows a Microsoft Outlook window titled "CNET News.com - Front Door - Microsoft Outlook". The window has a blue header bar with standard menu options: File, Edit, View, Go, Tools, Actions, Help, and a search bar. Below the header is a toolbar with icons for New, Reply, Forward, Find, and a contact search field. A ribbon bar at the top right includes "Type a question for help" and "NewsGator".

The main interface is divided into three panes:

- Left Pane (Mail):** Shows the "All Mail Folders" tree view. Under "Personal Folders", there are "Deleted Items (5)" containing "Drafts", "Inbox", "Junk E-mail", and "My News". "My News" contains several RSS feeds: ".netWire Headlines (2)", "BBC News | Americas |", "CNET News.com - Front", "Greg Reinacker's Weblog", "Internetnews Stocks (1)", "NewsGator News and Up", "NewsGator Tips (1)", and "The .NET Guy (2)". Other folders shown include "Outbox", "Sent Items", and "Search Folders".
- Middle Pane:** Displays the "CNET News.com - Front Door" news feed. It is arranged by date, newest on top. A section titled "Yesterday" lists three news items:
 - CNET News.com - Front Door Fri 6:09 PM Justice Dept.: Microsoft's 'fallen short' The U.S. Department of Justice expresses concern that the software giant has not completely lived up to its agreement to disclose Windows communications protocols.
 - CNET News.com - Front Door Fri 6:09 PM Behind VoIP's renaissance Declared dead just a few years ago, Internet telephony is now all the rage. Knowledge@Wharton provides a reality
 - CNET News.com - Front Door Fri 5:51 PM Oracle apps to work with Mozilla The database company is working on a project to let Mozilla's open-source desktop software work better with Oracle's business
- Right Pane:** Shows the details of the first news item: "Justice Dept.: Microsoft's 'fallen short'". It includes the author ("CNET News.com - Front Door"), posting date ("Fri 1/16/2004 6:09 PM"), and recipient ("CNET News.com - Front Door"). The text of the article is:

The U.S. Department of Justice expresses concern that the software giant has not completely lived up to its agreement to disclose Windows communications protocols.

[Related...](#)

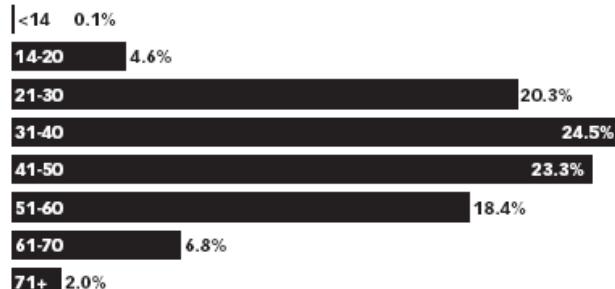
http://news.com.com/2100-1012_3-5142795.html?part=rss&tag=feed&subj=news

At the bottom left of the main pane, it says "3 Items".

Users Who Are Using Web 2.0 Apps are Highly Engaged, Active and Attractive to Marketers

Blogging is a good proxy for web 2.0 activities.

US Blog Readers, by Age, March 2005 (as a % of respondents)



Note: n=30,081
Source: Blogads, March 2005

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US Internet Users Who Have Created Blogs, by Age, March 2005 (as a % of respondents)



Note: n=2,871
Source: Pew Internet & American Life Project, May 2005

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Profile of US Weblog Readers, July 2003

	% of total sample	% of Weblog readers
Uses broadband	53%	60%
Using the Internet 5+ years	68%	84%
Checks e-mail twice or more daily	64%	79%
Spends "significant" \$ on entertainment	34%	43%
Spends "significant" \$ on electronic gadgets	16%	25%
Amount spent online in the previous 12 months	\$1,025	\$1,239
Subscribes to e-mails about books	22%	36%
Subscribes to e-mails about music	27%	40%
Subscribes to e-mails about movies	25%	44%
Subscribes to e-mails about hobbies	28%	47%
Subscribes to e-mails about computers	27%	41%
Regularly listens to radio	49%	59%
Regularly reads magazines	44%	64%
Regularly watches movies	36%	52%
Regularly reads news on the Web	38%	59%
Regularly turns to the Web sites for entertainment	29%	50%
Uses instant messaging	34%	45%
Have made purchases based on permission e-mail	57%	65%
Male	49%	56%
Ages 18-34	28%	37%

Source: Quris, July 2003; iMedia Connection, April 2004

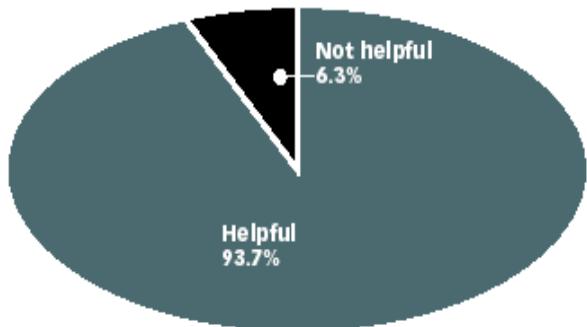
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www.eMarketer.com

Blog readers consume a LOT of media

Users Find Blog Content Helpful, and They Are Receptive to Online Ads

US Internet Users Who Find Information on Blogs Helpful in Making Purchasing Decisions, March 2005
(as a % of respondents*)



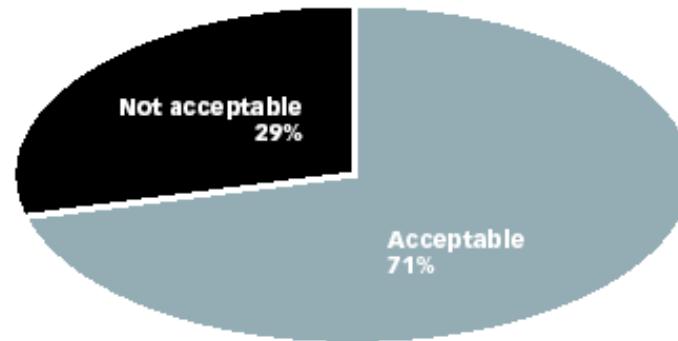
Note: *among respondents who have referred to blogs to look for information on products and services they were considering buying

Source: Hostway, Taylor Nelson Sofres (TNS), April 2005

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US Bloggers' Feelings about Blog Advertisements, 2005 (as a % of respondents)

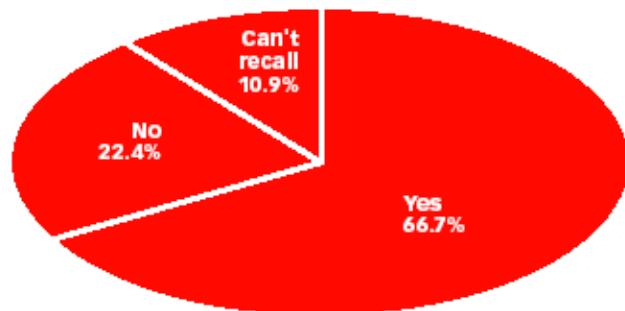


Note: Over 1,000 bloggers were surveyed
Source: BlogKits, April 2005

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US Blog Readers Who Have Clicked on Blog Advertisements, May 2004 (as a % of respondents)



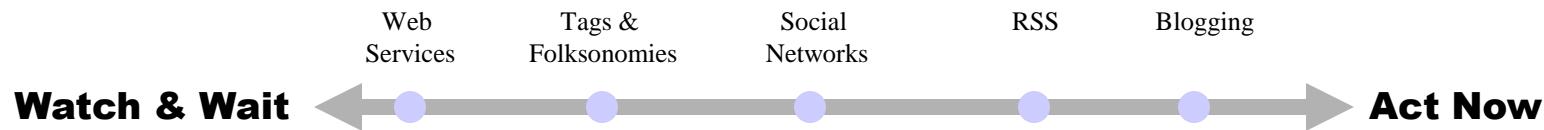
Note: n=15,234

Source: Blogads, June 2004

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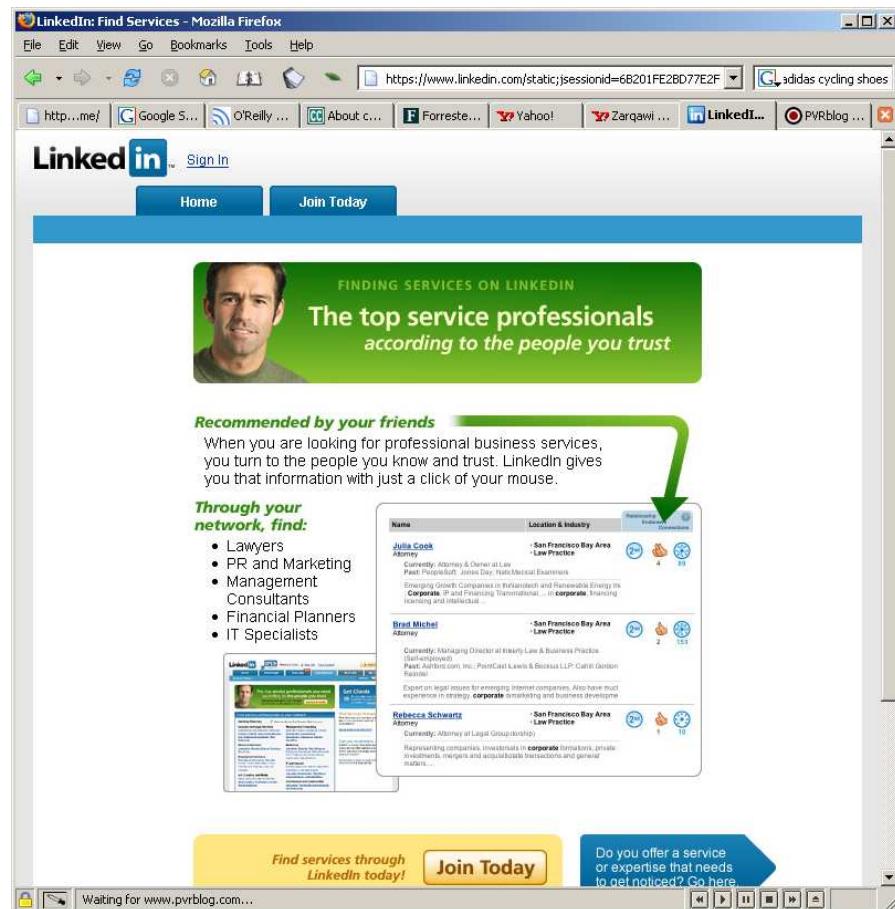
Tactical Opportunities for Early Adopters & Marketers



	Blogging / Blogs	RSS / Feeds
Drive Traffic to the Site	<ul style="list-style-type: none">• Improves placement and relevance in search engines• Could generate repeat visits to site• Generates interest in deeper engagement	<ul style="list-style-type: none">• Generate “reminder” traffic• “Push” key product or promotion out to audience, to drive traffic back to your site• Broaden reach through syndication, driving more traffic back to your site
Improve Customer Experience	<ul style="list-style-type: none">• Helps explain products, service, approach• Provides “support” through direct customer Q & A• Generate deeper insight into user attitudes and behaviors	<ul style="list-style-type: none">• Feeds make it easier to stay connected and aware, driving convenience• More information = more competence = more control
Drive Conversions	<ul style="list-style-type: none">• Generate “trial” usage• Blogs and posts drive deeper engagement and helps overcome objections	<ul style="list-style-type: none">• Drives frequency, which may lower the barrier to awareness and trial

Web 2.0 Will Mean Changes for Marketers

- More users are connecting to each other and content through networked, peer-driven activities & content
 - LinkedIn now has service referrals as part of their package
- API's and Content syndication will lead to more machine generated connections
 - “Non-compliant” content won’t fit into the flow as readily
- Web 2.0 is truly two-way
 - Marketers need to be very willing to “listen” and receive more than broadcast
- User-generated content may be more valuable to users than yours
- Adoption and ROI will drive investments in online advertising
 - Investment in blog marketing will increase by 22% in 2005



Open Issues / Implications

**The appeal of Web
2.0 lies in the nature
of the apps/tools**

- **Direct**
- **Transparent**
- **controllable**

- What expectations does this set?
- Who owns the message?
- How can marketers use this to their advantage?
- Are “massses” better than “experts”