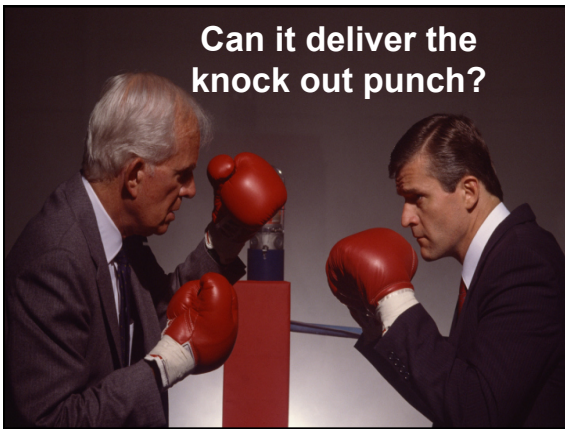


Welcome to the Age of Conversation



...Ready or not. Drew McLellan

Can it deliver the knock out punch?



What we're going to cover

- What is social media?
- What matters & what's just noise?
- The risks
- What we have to do
- The investment required
- What's possible

Social Media has transformed people from content readers into content publishers.

It is the **shift** from a broadcast mechanism to a **many-to-many model**, rooted in conversations between authors, people, and peers.

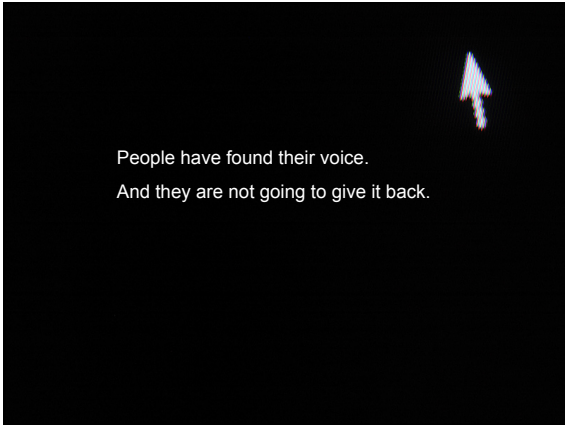
In layman's terms...it is blogs, vlogs, podcasts, forums, internet chat rooms, instant messaging, virtual realities, text messaging, social network sites, sharing sites, etc

It is the Age of Conversation.

Why does it seem so much louder?

- More people shouting
- More people actively listening
- Instantly shareable

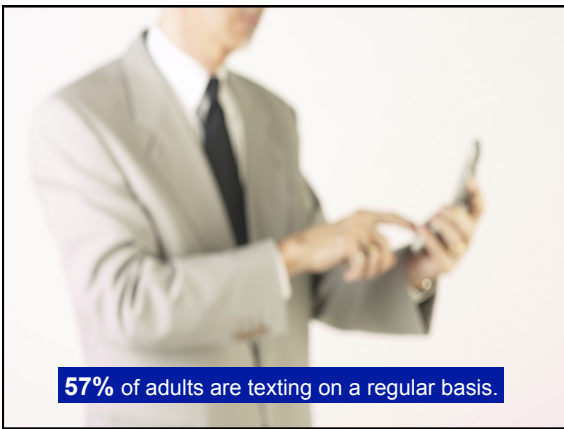








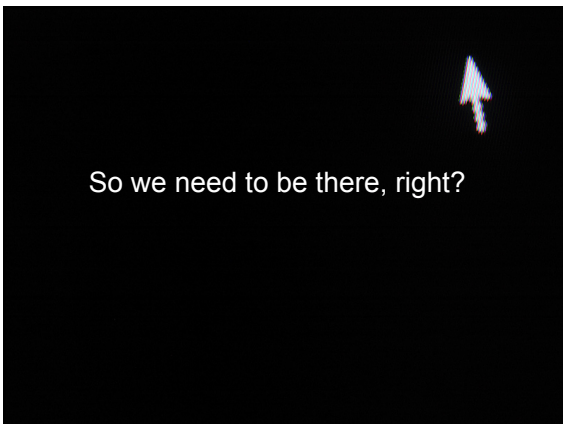








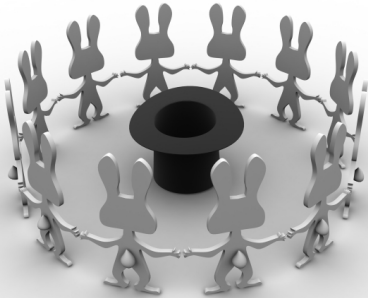




And on a scale that is hard to fathom.



Marketing not Magic



But potent marketing...

- Communicate w/ key audiences
- Connect with influencers
- Build word of mouth
- Create a community
- Collaborate
- Conduct conversations
- Extend your reach
- Share information
- Sell stuff/experiences



hee-hawmarketing®

there is no box.

December 31, 2008

HURRICANE KOHL'S!

UPDATE: To see the Kohl's response to this post, go [here](#).

UPDATE #2: To see the Kohl's Dallas Employee blog made in response to this post, go [here](#).

Holy shit. I wouldn't be what you would consider a "luxury" shopper. Generally, I'm more comfortable in a vintage shop rather than at a Nordstrom's, but, jeez, some level of decency would be nice.

I've got this Kohl's right next to my house, and with that proximity, I'll make a stop by every few weeks to check out the sales. Its always bad, but this Dallas, Texas Kohl's would look more at home in New Orleans after the flood.

hmm, I hope they have my size!

[Read more](#)

25 A Top Publishing Blog served fresh weekly

POWER 150 TOP MARKETING BLOGS

WE SUPPORT WRITERS GUILD OF AMERICA

aditerate

Adverts - Marketing and Advertising News With Attitude

Adverts: adman of action

American Copywriter

ANA Marketing Maestros

BrandTalk

Beyond Madison Avenue

BrandLionsplus

BrandLionsforbreakfast

Concurflack

ChaosScenario

chroma

Church of the Customer Blog

CK's Blog

Community Guy

Conversation Agent

Copyblogger

Copyplanner

Creating Passionate Users

Creative Think

Critical Fluff

Drew's The Marketing Minute

El Guffey

hmm, I hope they have my size!

I really like the jeans display. Now that's great salesmanship!

And, maybe a nice sweater to go with those jeans?

WRITERS GUILD OF AMERICA

RECENT POSTS

F FX (except USFP)

Tune In Saturdays: Vampire Weekend

Blockbuster Video? Nope.

The Continuous Digital Divide

The Future of Marketing

Nonsensical Mathematics

Tune In Saturdays: Hey Hey My My

Dear Google #2.

My iTunes Purchases

MUSIC

ALBUMS SONGS

Build to Split Circuit... Built To Split A Circuit...



↑

And if you thought the customers
were bad...

The trouble that you haven't even worried about...yet

keyinfluencer True confession but I'm in one of those towns where I scratch my head and say "I would die if I had to live here!" about 19 hours ago from bullter

"Dan is [expletive] devastated about Dawkins signing with Denver .
"Dam Eagles R Retarded!!"

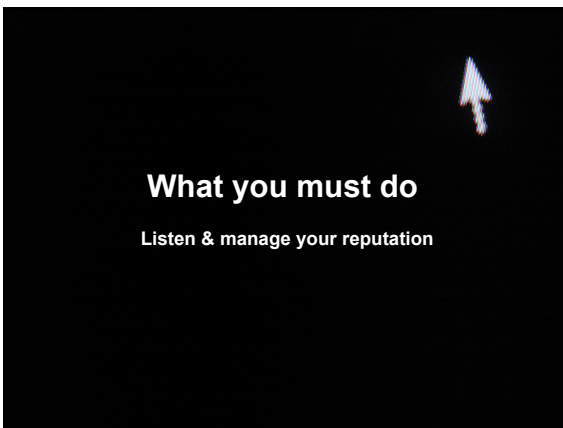
Carr, the district spokeswoman, also said a high school special education teacher was suspended after writing on her site, "I hate my students."
Carr said four other employees have received lesser punishments for photos or comments.

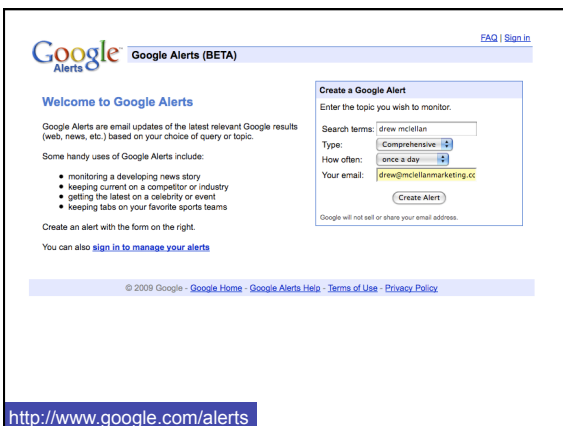
↑

What kinds of issues will we be facing?

1. Can an employer restrict/limit what you say and do?
2. Is doing something embarrassing or dumb online any different than doing it at a dinner meeting?
3. Can a company require that you "friend" them?
4. Can we keep our personal and professional lives separate any more?
5. If you have an individual blog – does it reflect on your employer and can they influence content?







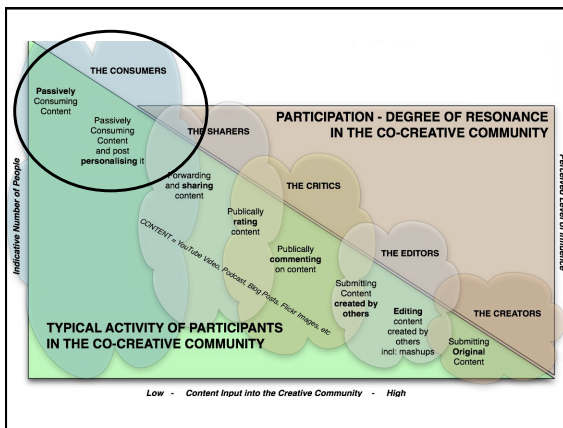
Google Blogs Alert for: "drew mclellan"

[Servant of Chaos: Our Lives in Public](#)
 By Gavin Heaton
 Take for instance, the recent examples where people have lost their jobs, been disciplined or otherwise penalised for their actions on social networking sites. As **Drew McLellan** points out in Who Really Owns Your Social Media Persona?: ...
[Servant of Chaos - http://www.servantofchaos.com/](#)

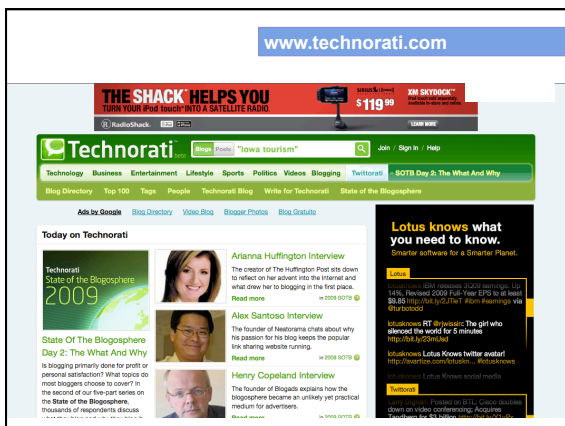
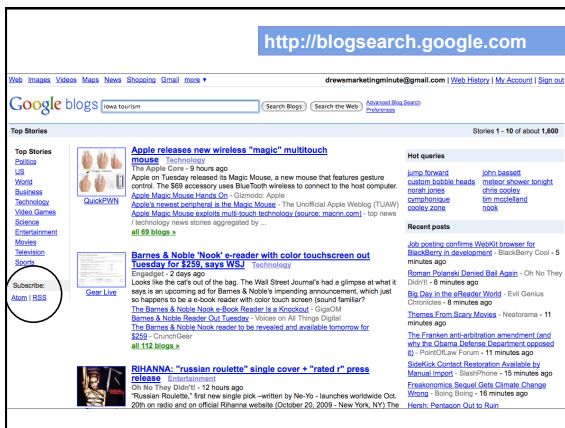
[Beth's Blog: How Nonprofits Can Use Social Media: Social Media in ...](#)
 By Beth
 Drew McLellan puts it, "If you drop the f-bomb on Twitter, does your boss have a right to wince?" He goes on to ask these questions: Do you think employee manuals of the future will have 'social media guidelines'? ...
[Beth's Blog: How Nonprofits Can... - http://beth.typepad.com/beths_blog/](#)

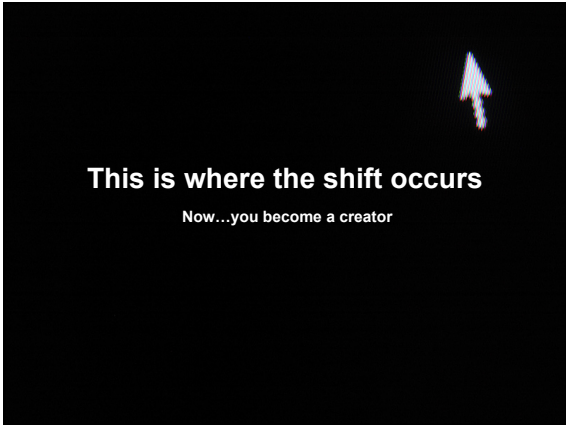
[Drew McLellan - 97 Bottles](#)
 By Drew McLellan
 97 Bottles is a totally free service that lets you review, recommend and learn about beer with your friends.
[97bottles.com: Newest timeline items - http://97bottles.com/](#)

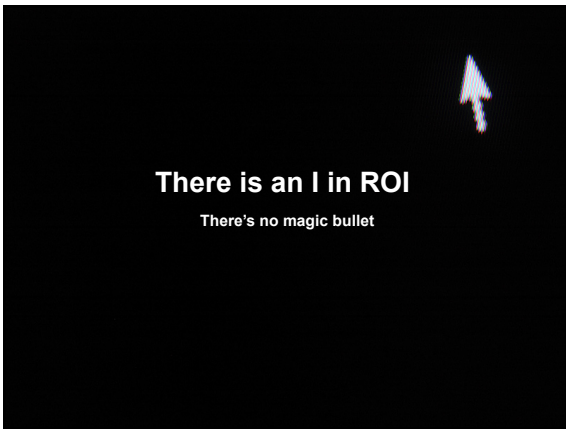
[IowaBiz: Dance with the one that brought you](#)
 By Drew McLellan
 by Drew McLellan in Marketing & Branding April 15, 2009. 36840161 Sure, we all want new clients/customers. After all, that's why we are in business, right? Somehow in the hustle and bustle of marketing, a very important group often gets ...
[IowaBiz - http://www.iowabiz.com/](#)

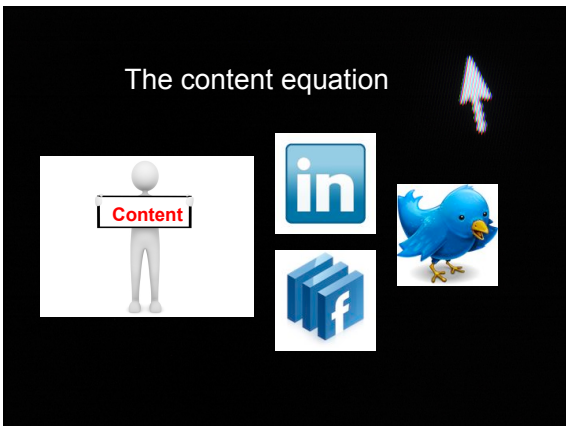


Other listening tools









Improve the odds...

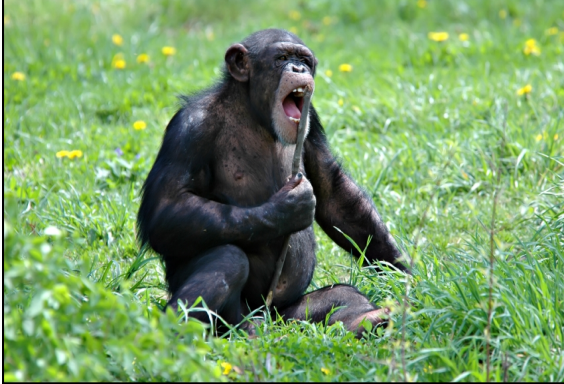
Don't just jump in – have a strategy
 Think/Act long-term
 Practice behind the curtain – 30 days
 Get a 12-24 month commitment up front

Remember the cocktail party rule

Lots of choices...don't do too many



They're not going back into the cage



You can't avoid the water, but you do get to decide how deep



www.drewsmarketingminute.com/NIACC.html



Drew's *marketing* minute Where strategy and passion collide

DREW IS TOP DOG AT McLELLAN MARKETING GROUP

NIACC
 Tuesday's presentation on social media:
 Download presentation by [clicking here](#)

Links from presentation:
 Typepad (easy blog/website software)
 LinkedIn
 Twitter (to build community, promote event and to let your attendees promote event)
 YouTube (posting videos from event, either during the event or post event)
 Flickr (Photo sharing site)
 Slideshare (turning your PPT slides into a shareable tool -- can also be uploaded into a website or blog)
 Facebook (largest social network -- your customers and employees are there)

ABOUT DREW



Email Me
 McLellan Marketing Group
 1430 Locust Street, Suite 200
 Des Moines, Iowa 50309
 (515) 251-8400

[Check out Drew's books](#)





McLELLAN MARKETING GROUP
 Where strategy and passion collide 

515-251-8400
 drew@mclellanmarketing.com

Copyright 2010. McLellan Marketing Group. All Rights Reserved.
