

# Social Media Research: Informing Search Strategies

Converseon

Search Engine Strategies

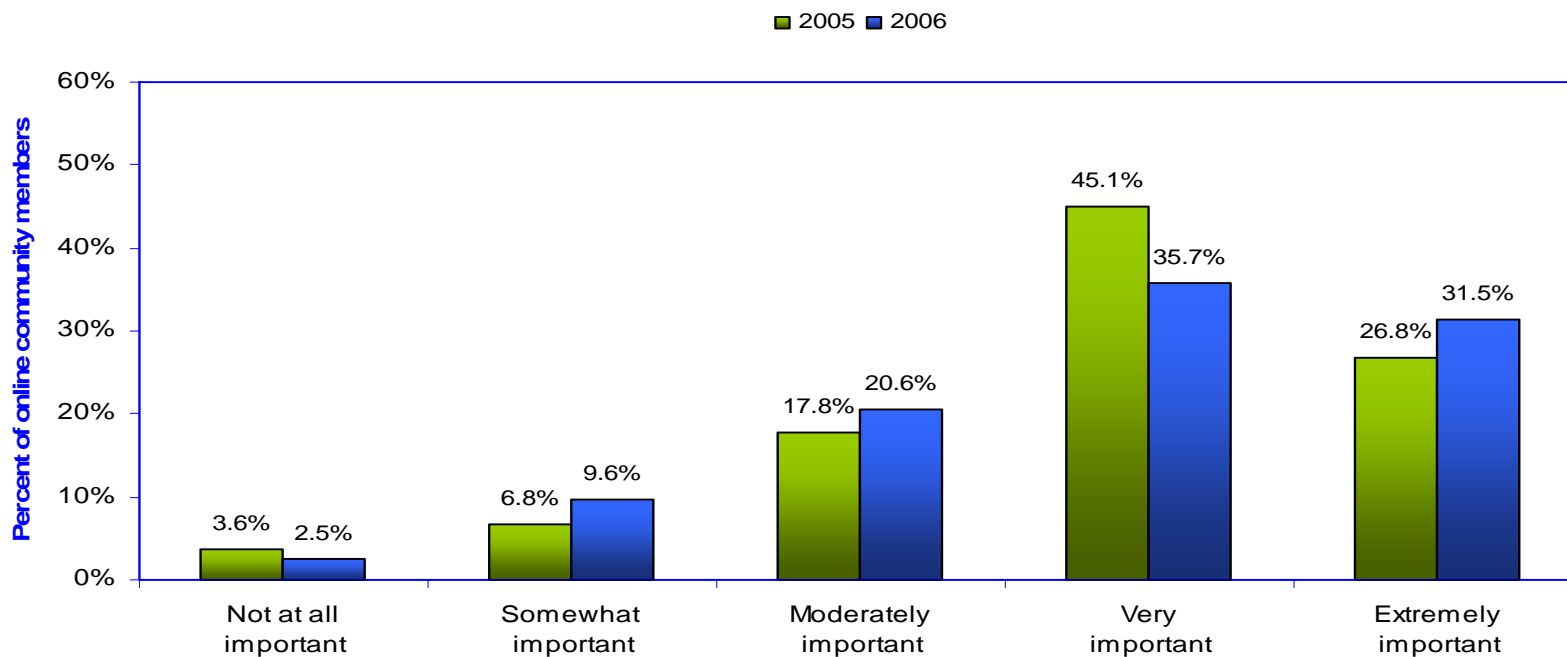
March 19, 2008

# About Converseon

- Award winning social media marketing and communications agency
- Provides “end-to-end” social media strategies/solutions for leading brands
- Proprietary “Conversation Miner™” is leading social media monitoring and analysis solution

# Community is Becoming the Center of the Web Experience:

How useful and important is your online community / communities to you?



Q1202B (H-2) Source: USC

# And Communities Are Diversifying

- Weblogs
- RSS
- Wikis (Wikipedia)
- Video sharing (YouTube)
- Social Networks (MySpace, Facebook, LinkedIn)
- Social News (digg, reddit, newsvine)
- Bookmarking (del.icio.us, furl)
- Photo sharing (Flickr)
- Podcasting
- Video blogging
- Virtual worlds (Second Life)
- Free phone services (Skype)
- IM



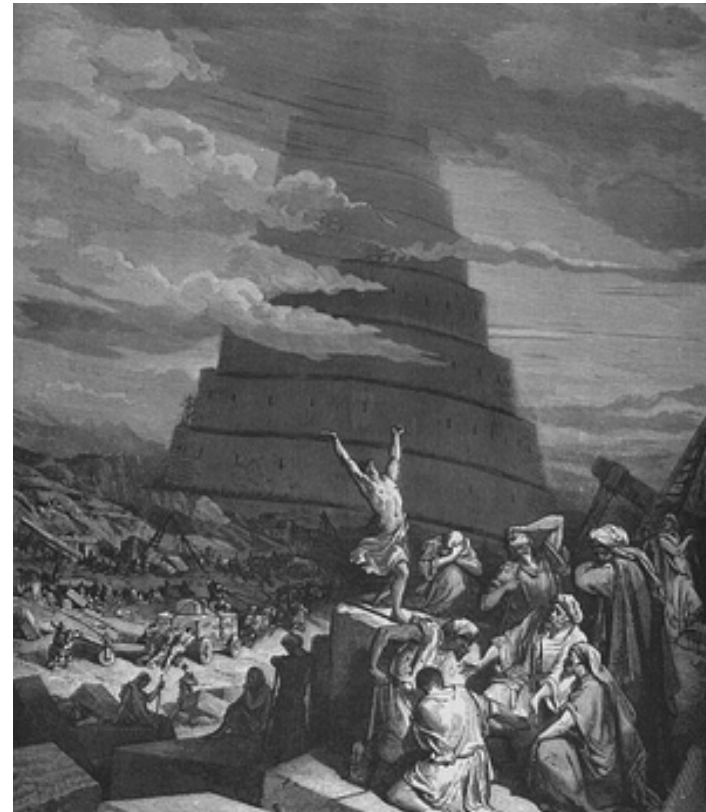
**Search Engine**  
**STRATEGIES**  
CONFERENCE & EXPO.



# As Communities Diversify, new Cultures and Language Emerge

Key drivers of “language speciation”

- isolation
- group membership
- time
- conquest
- migration
- technological discovery



# And Words Die...

- **ossifragant** *adj* 1656 -1656
  - “bone-breaking”
- **palmoscopy** *n* 1857 -1890
  - Observation of heartbeat or pulse as part of medical diagnosis
- **famelicose** *adj* 1730 -1775
  - Often or very hungry
  - (source: <http://phrontistery.info/clwdef.html>)

# ...And New Ones Emerge: “Neologisms”

- **Green Fatigue** v.
  - Fading of that initial enthusiasm that people feel when they get turned on to environmentalism
- **Drama-Price** v.
  - To lower the price of a house so as to attract the attention of buyers.
- **Global Weirding** n.
  - An increase in severe or unusual environmental activity often attributed to global warming.
- **Mobisode** n.
  - A short version of a full-length television show or movie, suitable for playing on a mobile phone or other hand-held electronic device.
- **Crowdsource** v.
  - To use the skills or tools of a wide variety of freelancers, professional or amateur, paid or unpaid, to work on a single problem
- **Kinnear** v.
  - To take a candid photograph surreptitiously, especially by holding the camera low and out of the line of sight.



# Much New Language Driven by Social Media

- **Griefing v.**
  - an online spoil sport bent on destruction
- **Zerging v.**
  - a mob action emphasizes speed in an attempt to overwhelm an unprepared opponent
- **Phat Lewts n.**
  - rare and powerful objects in massive multiplayer games
- **Phat Dogs n.**
  - cool objects
- **H'yoo adj.**
  - Extreme dissatisfaction, despair
- **Fantards n.**
  - Obsessive fans who worship others' creative works

# And These...

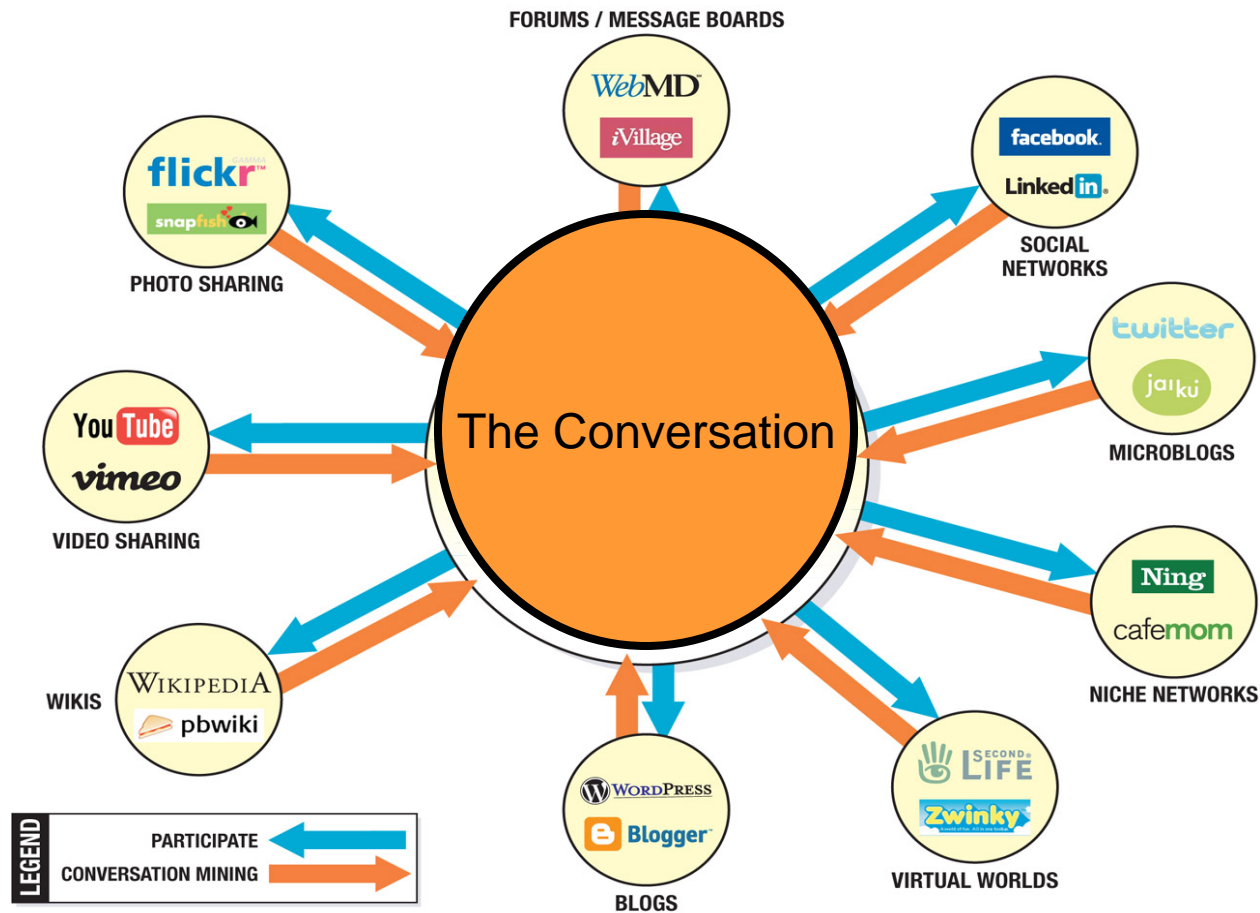
- kpc
  - Keep parents clueless
- Fyeo
  - For your eyes only
- Gal
  - Get a life
- Rme
  - Rolling my eyes
- Weg
  - Wicked evil grin
- Cyr ma
  - Call your mother

# Language is the Heart of Search

Conversation Mining scours public, online discussion areas to capture, understand and report the products, issues and opinions (and language) that consumers share between and among themselves. This includes newsgroups, blogs, podcasts, social media and other forms of CGM

# The Basics:

Participate in the Social Media Ecosystem to Learn Emerging Cultures and Language



# Utilize Free Tools

- <http://buzzlog.buzz.yahoo.com/overall/>



What the world is searching for...

Wednesday, March 12, 2008 [Buzz Log](#) | [Overall](#) | [Actors](#) | [Movies](#) | [Music](#) |

### top overall searches

Leaders					Movers		
Rank	Prev.	Subject (Days on Chart)	Move	Score	Rank	Subject	1-Day Move
1	—	<a href="#">Emperor's Club VIP</a> (2)	-70	243	1	<a href="#">Black Mamba Snakes</a>	7354%
2	↑ 36	<a href="#">Lisa Guerrero</a> (2)	+169	223	2	<a href="#">Dawn Wells</a>	5092%
3	↑ 9	<a href="#">American Idol</a> (19)	+66	193	3	<a href="#">Geraldine Ferraro</a>	4602%
4	↑ 35	<a href="#">Tang Wej</a> (3)	+78	157	4	<a href="#">Gilligan's Island</a>	3299%
5	—	<a href="#">IRS</a> (29)	-5	156	5	<a href="#">Salvia</a>	3298%
6	—	<a href="#">Eliot Spitzer</a> (2)	+23	154	6	<a href="#">Billy Crystal</a>	1814%
7	—	<a href="#">Hi-5</a> (182)	+4	150	7	<a href="#">Tina Louise</a>	1544%
8	↑ 10	<a href="#">WWE</a> (504)	+14	137	8	<a href="#">F-22 Raptor</a>	1368%
9	↓ 8	<a href="#">Britney Spears</a> (478)	+0	135	9	<a href="#">Marlee Matlin</a>	1094%
10	↑ 52	<a href="#">Trisha Yearwood</a> (2)	+67	106	10	<a href="#">2007 SPM Result</a>	806%
11	↑ 12	<a href="#">Limewire</a> (41)	+0	104	11	<a href="#">Vtv.org.vn</a>	707%
12	↑ 17	<a href="#">Naruto</a> (222)	+2	86	12	<a href="#">Gulf News Dubai</a>	695%
13	↑ 14	<a href="#">NBA</a> (110)	-4	84	13	<a href="#">Across the Universe</a>	587%

# Other Free Tools

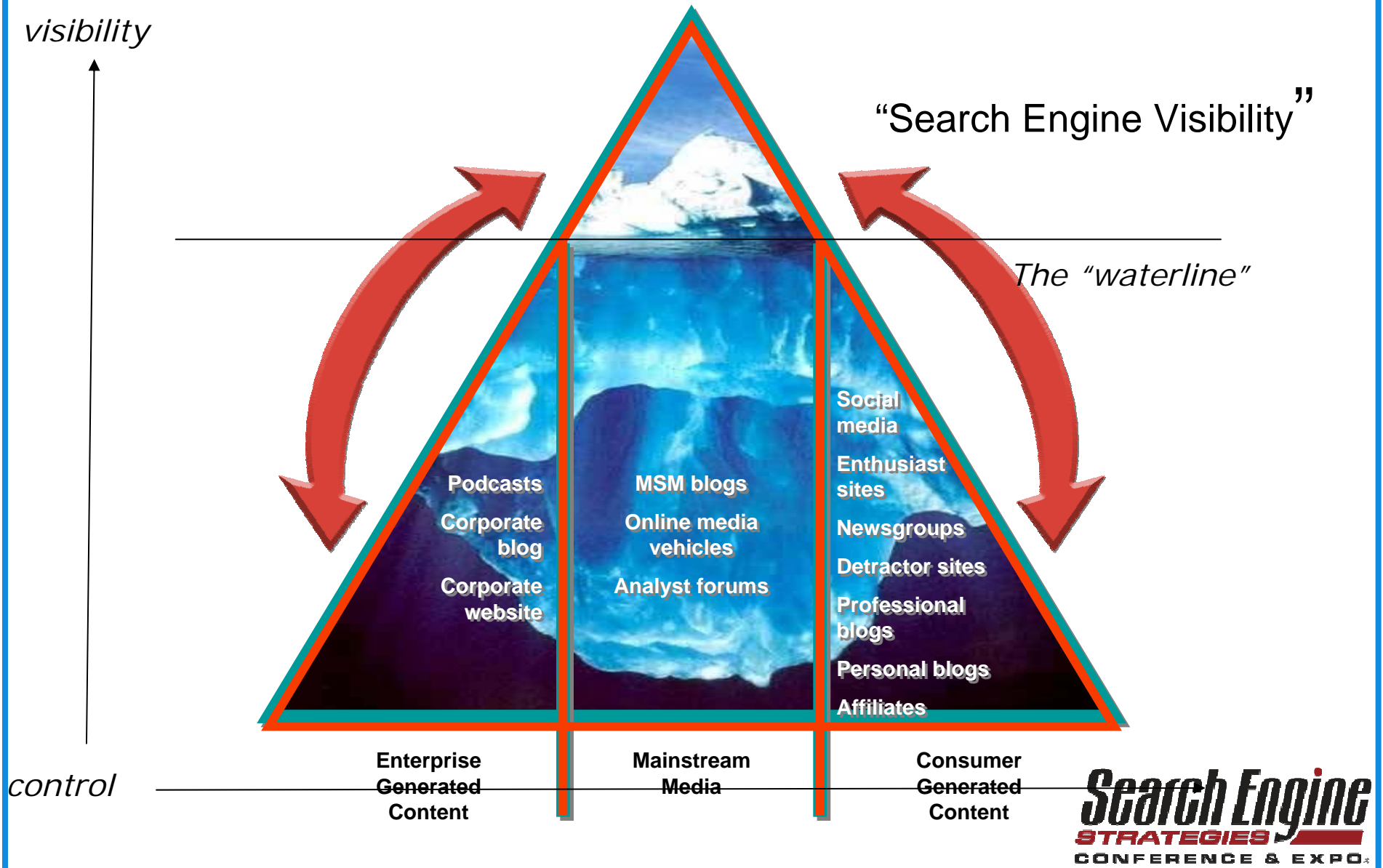
The screenshot shows the Technorati website. At the top, there is a green navigation bar with the Technorati logo and links for "Join", "Sign in", and "Help". Below this is a secondary navigation bar with categories: "Front Page", "Business", "Entertainment", "Lifestyle", "Politics", "Sports", "Technology", and "Blogs". The main content area is titled "Front page / what's percolating in blogs now". There are two tabs: "Headlines" and "Rising Posts and Stories". The "Rising Posts and Stories" tab is active, showing two columns of content. The left column is titled "Rising blog posts by attention" and features a post about "From ETech to Where 2.0: Disaster Tech and Activist Mapping" with an authority score of 4,303. The right column is titled "Rising news stories by attention" and features a post about "Your Waiter Tonight... Will Be the Chef". At the bottom, there are sections for "Promote your blog" and "Sponsored Links" featuring a link for "2008 Diet Of The Year".

The screenshot shows the Icerocket website. At the top, there is a blue header with the Icerocket logo and the text "blog search". Below the header is a navigation bar with links for "Blogs", "Web", "MySpace", "News", and "Images". A search bar is located in the center of the header. Below the search bar is a row of icons for various tools: "Blog Tracker", "RSS Builder", "RocketMail", "Blog Trends", "IceSpy", and "Icerocket Toolbar". The main content area is divided into two sections: "Video Buzz" and "Top Searches". The "Video Buzz" section features three video thumbnails with titles like "I'm listening", "Who Needs a Movie?", and "Food Court Musical", each with a "fresh links" count. The "Top Searches" section lists popular search terms such as "american idol", "apple", "barack obama", "big brother", "britney spears", "democrat", "eliot spitzer", "facebook", "finland", "hillary clinton", "iphone", "ipod", "john mccain", "macbook air", "malaysia", "march", "madness", "microsoft", "myspace", "news", "oprah", "paris hilton", "ralph nader", "yahoo", "buzz", and "youtube". At the bottom, there is a "Movies" section with three movie thumbnails.

# The More Advanced: Conversation Mining

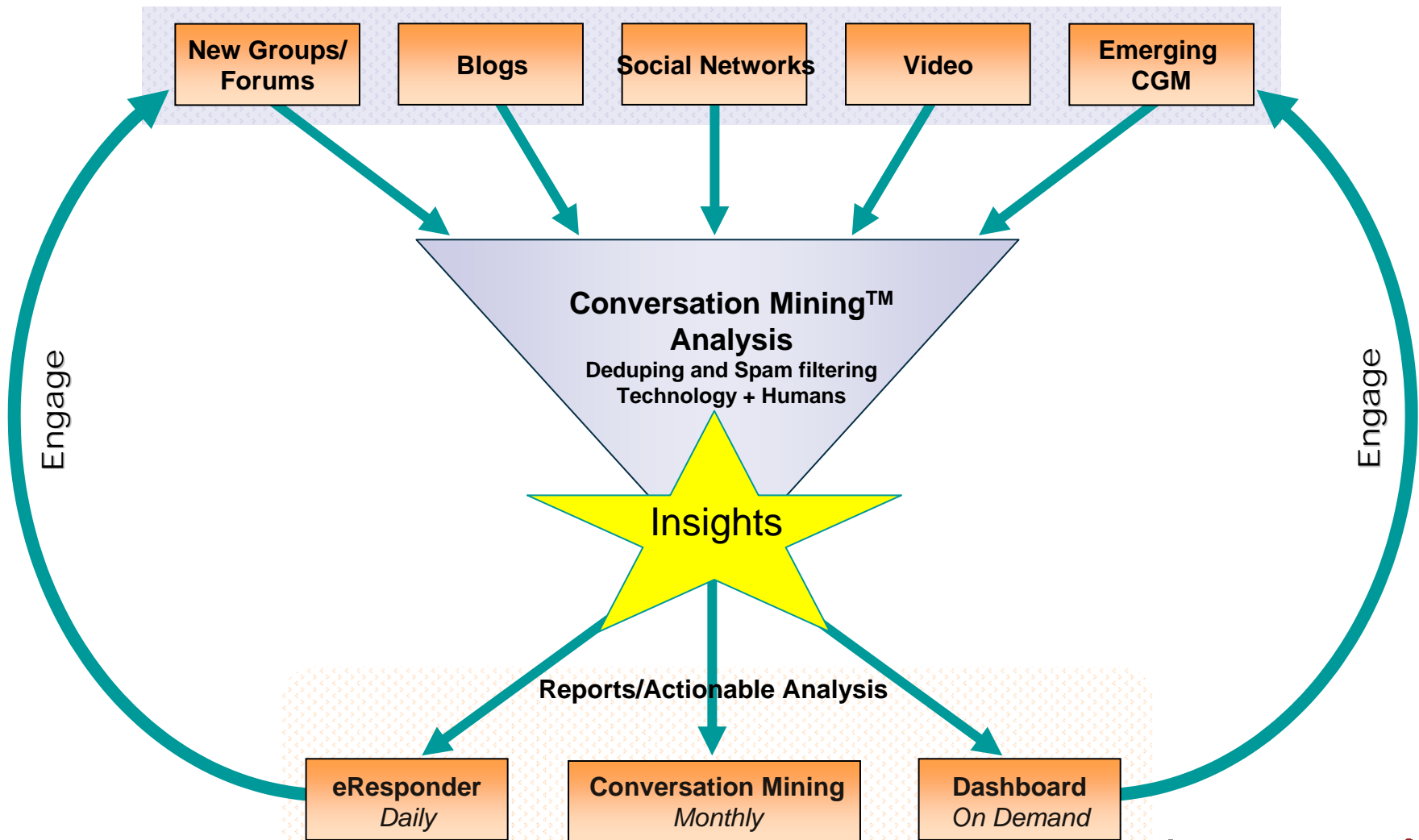
- “The direct, unfiltered, brutally honest nature of much online discussion is gold dust to big companies that want to spot trends, or find out what customers really think of them.”
  - *The Economist*, March 2006
- “As control of a brand’s marketing messages—and, indeed, its very image—migrates from traditional media to social media, companies need to become increasingly adept at paying attention to how they're being perceived in the online world.”
  - *The Aberdeen Group*, February 2008

# The "Conversation"





# Conversation Mining



# Brand Mapping

PRODUCT Category

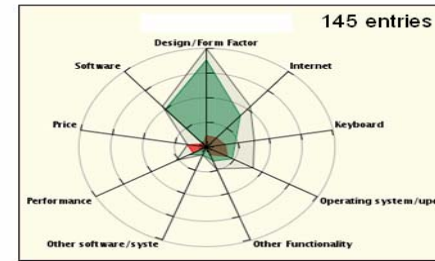
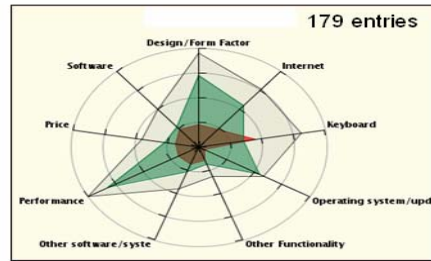
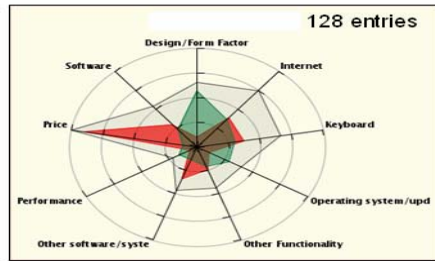
Competitors

July 07

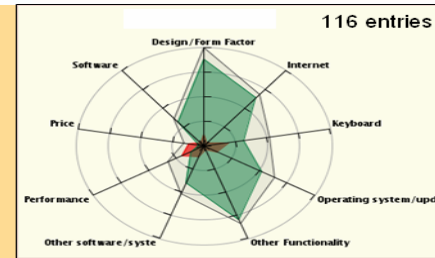
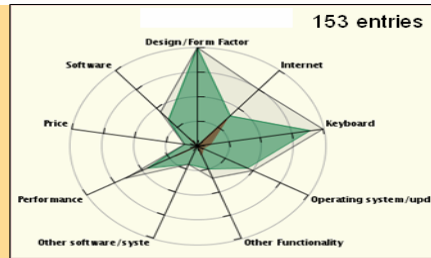
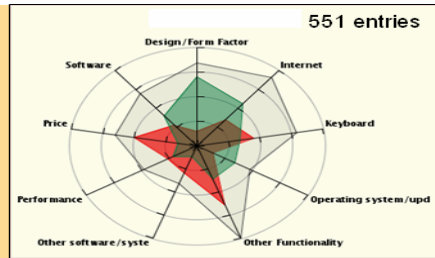
## Competitor Features By Brand

KEY  
 all entries  
 positive sentiment  
 negative sentiment

JUNE



JULY



- > Popular topics among Brand C discussion has shifted from Feature 4 to Feature 5
- > Feature 6 remains the largest portion of Brand B topics; Feature 5 less discussed
- > Brand N conversation has shifted to include Feature 8

Note: Star charts show the relative importance of issues (based on number of entries) to each brand or product

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# Trending

PRODUCT Category

Competitors  
July 07

## >> Brand Share of Voice Trend

Brand	Benchmark	Jun-07	Jul-07	Change
Brand/Product A	30%	14%	23%	. 9%
Brand C	11%	41%	36%	. 5%
Brand B	11%	5%	10%	. 5%
Brand D	3%	5%	2%	. 3%
Brand E	2%	-	1%	. 1%
Brand F	2%	7%	5%	. 2%
Brand G	-	2%	-	. 2%
Brand H	11%	5%	4%	. 1%
Brand I	9%	6%	8%	. 2%
Brand J	5%	4%	1%	. 3%
Brand K	9%	5%	3%	. 2%
Brand L	5%	-	1%	. 1%
Brand M	-	1%	-	. 1%
Other	-	-	3%	. 3%
None	2%	2%	2%	.

- > Brand/Product A had greatest gains but not yet back to benchmark levels, proportionally
- > Conversation surrounding the Brand C Product B has slightly decreased

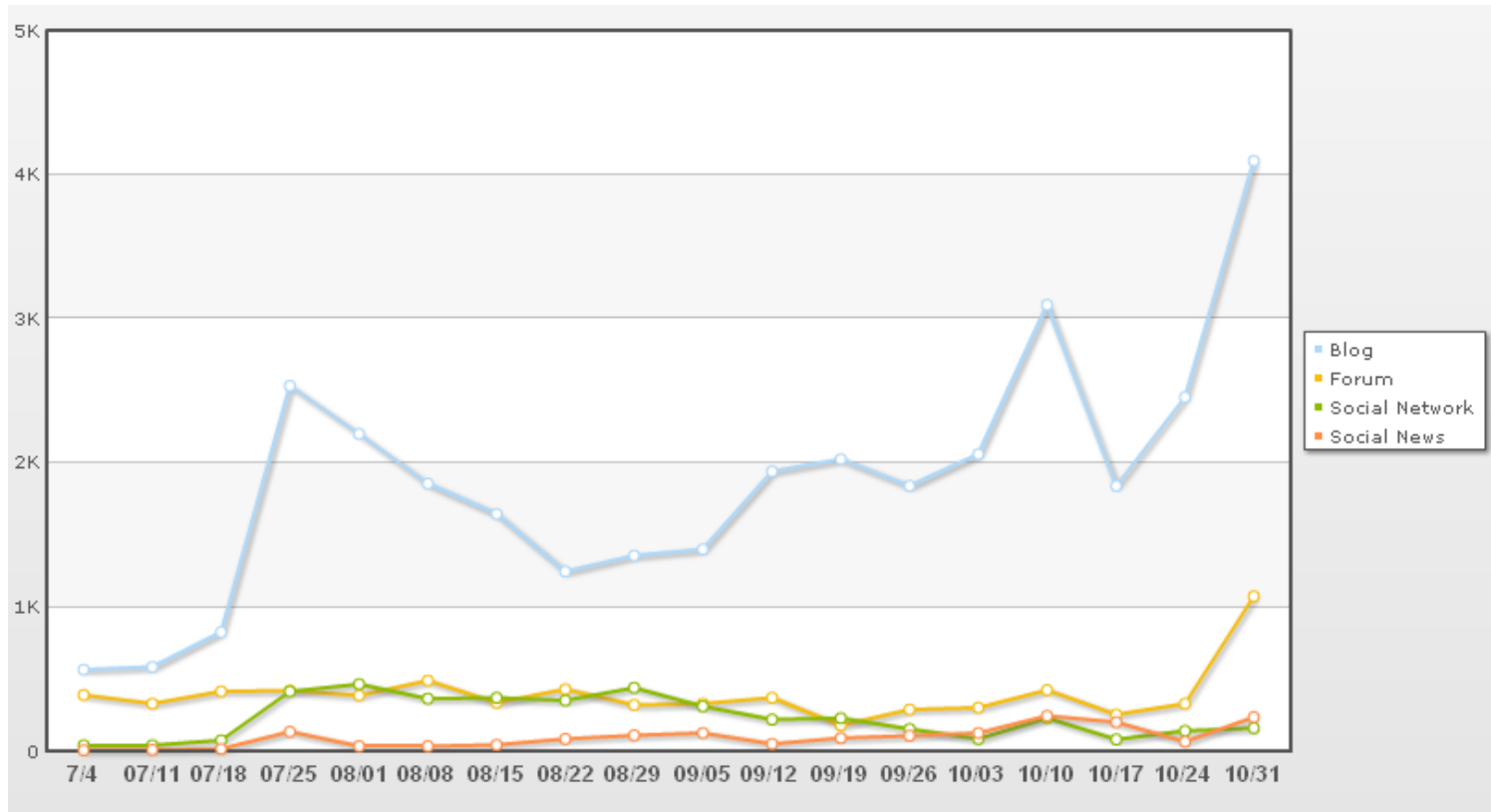
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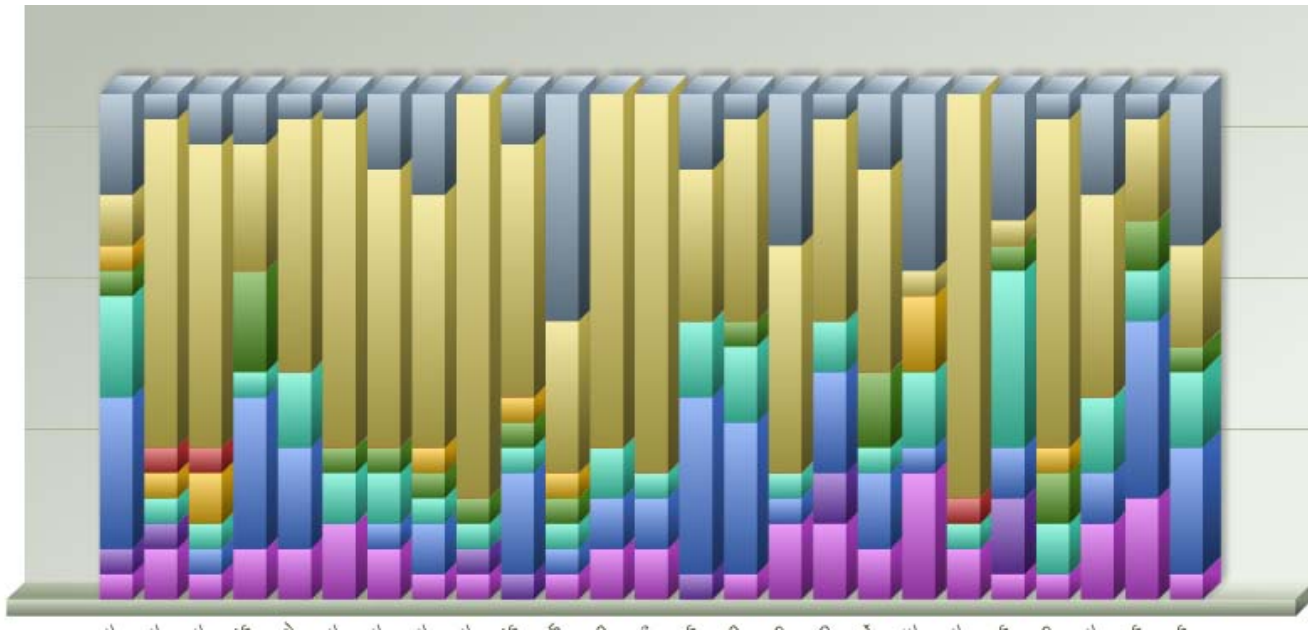
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# Volume of Conversation



Venue	July – Aug	Sept – Oct
Blog	64%	74%
Forum	19%	11%
Social Network	12%	7%
Social News	2%	4%

# Top 20 Results In Google Top Keywords



# ...And New Language

thought nuclear oil second means impact science green bad member  
environmental products days economics understand whistler makes  
everyone planet eat food paul power man robert108 making  
earth land bill air whether jesus trade meat wind answers please  
originally health least carbon scriptures friendly government eating hand  
money countries economic care doing issue always problems quote clean  
got god rss climate october seems coming waste water  
though vinyl nothing place taking natural humans living emissions save etc  
blog agree try she already human issues biofuels j sure pollution  
scripture mean term far policy stop based example reason plants poor resources  
saying

# Conversation Mining Can Help Design a Social Media/Search Strategy

- A communication strategy that enables companies to proactively and ethically engage in the proliferating consumer-generated media universe to inform, educate, influence, engage.
- Can include affiliate driven word-of-mouth, blogs, social networks, wikis, podcasts and other emerging “collaborative environments.” Utilizes search engine optimization to ensure highest content visibility.



# Some Free Resources

- [www.urbandictionary.com](http://www.urbandictionary.com)
- <http://www.merriam-webster.com/info/newwords07.htm>
- [www.technorati.com](http://www.technorati.com)
- <http://www.owl.net.rice.edu/~ling215/NewWords/>
- <http://blog.converseon.com>
- <http://www.socialtarget.com/>

# Thank You

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