

**TRENDS&POTTING**

**Influencers On Social Media  
2009 Predictions**





The movement is rooted in a desire to have quality, not quantity, as people cocoon in the face of the economic crisis.



## Charlene Li

The Altimeter by Charlene Li

<http://blog.altimetergroup.com>

Social Shopping

Obama-maniacs will spawn a new age of activism.

Exclusivity trumps accessibility

Everyone becomes a marketer

Facebook's SocialRank algorithms emerge to drive the open social Web



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# Is this really doing anything new? RWW on social media tools



## ReadWriteWeb

[www.readwriteweb.com](http://www.readwriteweb.com)

Tools to  
reduce noise,  
deal with RSS  
overload

Friend List  
Sanitizers

Friend  
Synchronization  
tools

Organize  
people based  
on location &  
business

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# Organizations Grapple With The Human Web



**David Armano**

Logic + Emotion

<http://darmano.typepad.com>





# Social Media Indigestion | Personalized Service | Back To Fundamentals



**Pete Blackshaw**

ConsumerGeneratedMedia.Com

<http://notetaker.typepad.com>



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Source: [beingpeterkim.com](http://beingpeterkim.com)

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## 5 Things Marketers Did In 2008 That Will Be Obsolete In 2009



### Rohit Bhargava

Influential Marketing Blog  
[www.influentialmarketingblog.com](http://www.influentialmarketingblog.com)

Empowering company's  
spokespeople

Social media efforts to be lead  
by the most passionate person

Implement listening programs  
to get actionable knowledge

Target relevant bloggers: offer  
value relationships.

Measure customer service  
metrics: satisfaction & social



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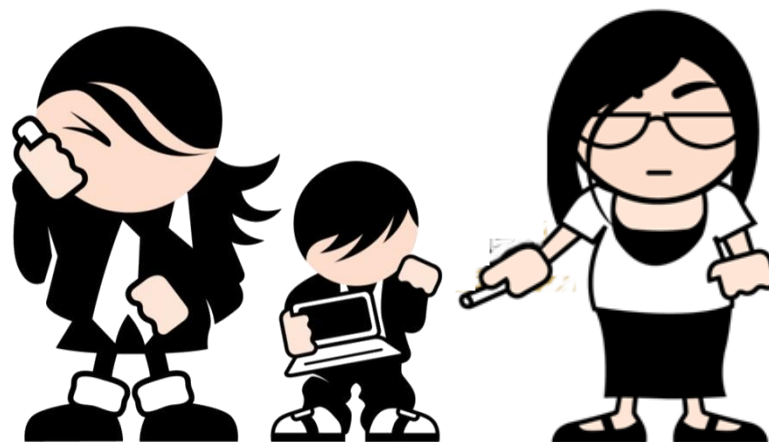
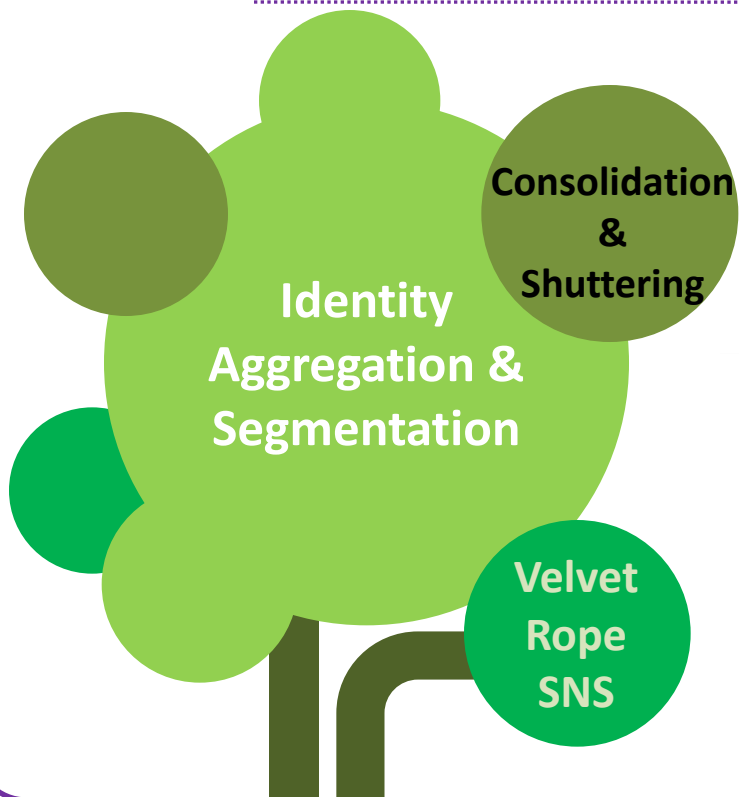
Doors are going to close all over the social web.  
The money didn't come the way people thought it would



**Chris Brogan**

chrisbrogan.Com

www.chrisbrogan.com



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Source: [beingpeterkim.com](http://beingpeterkim.com)

TRENDS&POTTING



The tipping point has not only not been reached, but could still tilt away from Social media



**Todd Defren**

PR-Squared

[www.pr-squared.com](http://www.pr-squared.com)

The Great HOW ?

Transparency Debates  
Continues

Multi Channel Integration

Simplified Measurement

B2B Goes Social Media

Reaching The  
'Spectators'/Unreached



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There's a lot of fixing that needs to be done.

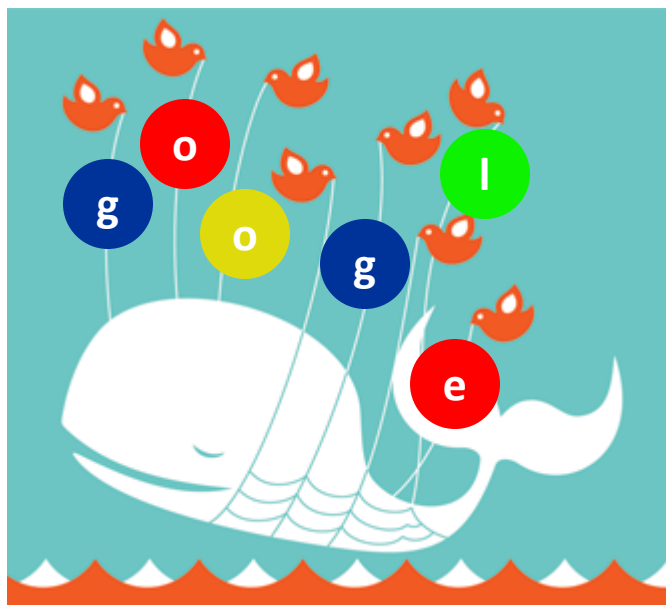


## Jason Falls

Social Media Explorer

[www.socialmediaexplorer.com](http://www.socialmediaexplorer.com)

Google will buy Twitter



Blogger outreach from PR will get better, but not much



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## Dwindling budgets suddenly make low-cost social media look like the pretty girl at the ball

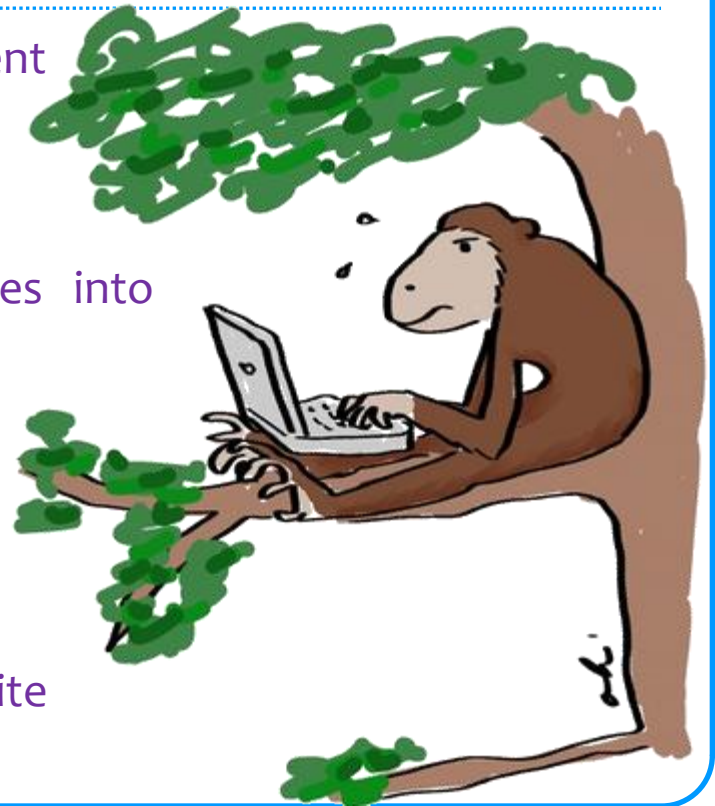


### Ann Handley

Ann Handley.com

[www.annhandley.com](http://www.annhandley.com)

- Companies increasingly crafting content
- Green is less .
- Sputtering economy entices companies into social media space.
- Blogging isn't dead .
- Mobile marketing takes off .
- Arianna Huffington becomes the White House embedded blogger .





We're going to develop a set of better metrics to help guide, direct and validate "commitment"



**Joseph Jaffe**

Jaffe Juice

[www.jaffejuice.com](http://www.jaffejuice.com)

**Better Metrics**

**Rise of MoSoSo**

**Community : Killer App**

**"Live " : As it happens Content**

**Social Search**



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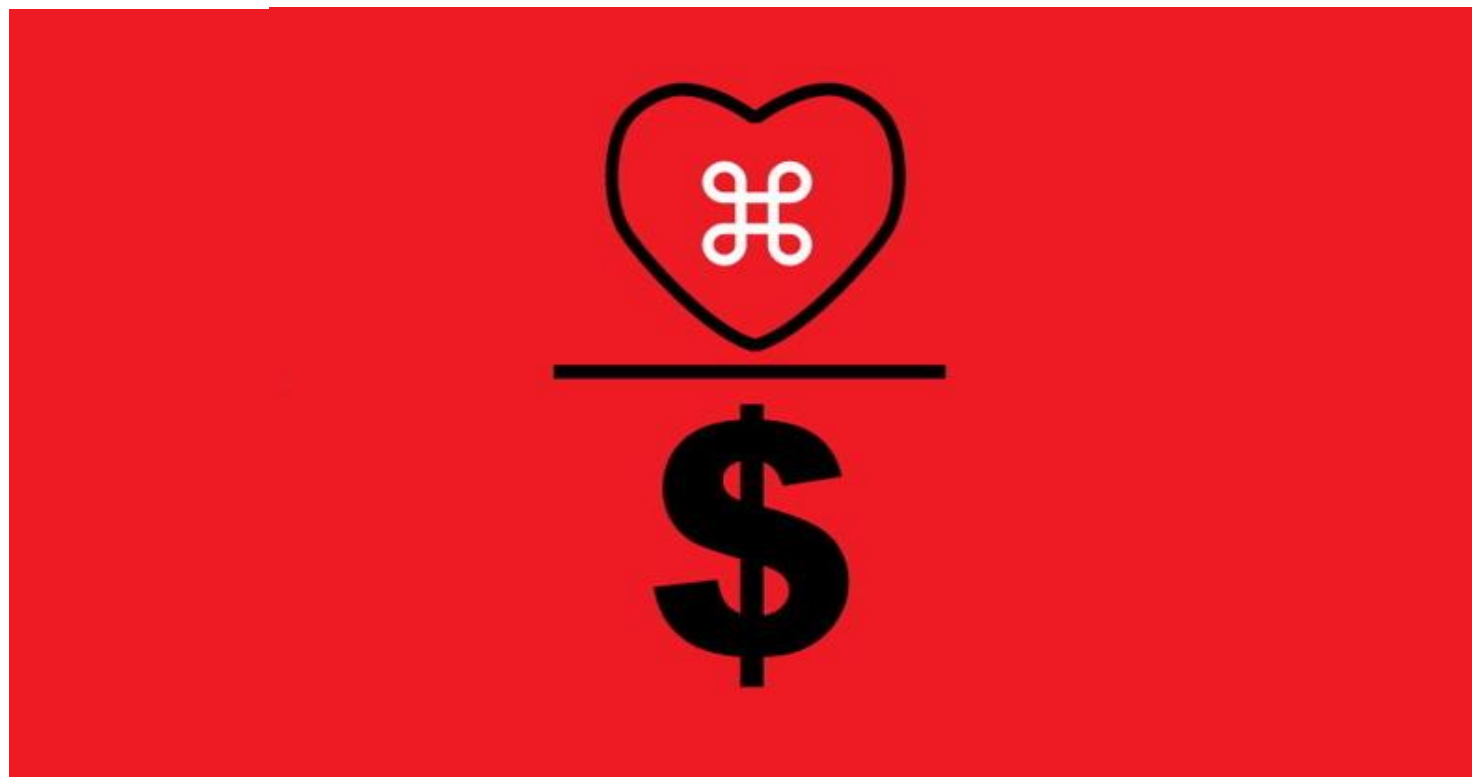
# Customer Satisfaction Uprising | Companies Will See The Light | Love Beats Money



**Andy Sernovitz**

**Damn! I Wish I'd Thought Of That!**

[www.damniwish.com](http://www.damniwish.com)



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**Suddenly, being Facebook friends with your mom will seem less ridiculous than following 4,000 strangers on Twitter**



**Greg Verdino**

GregVerdino.com

www.gregverdino.com

**Geo  
Location  
/GPS,  
mosco**

**Debate on  
whether PR or  
Marketing 'owns'  
social media  
will be over**

**Ad agency will be  
disintermediated**

**Social  
Graph  
Shrinkage**



## RWW Feedback



# ReadWriteWeb

[www.readwriteweb.com](http://www.readwriteweb.com)

***Social shopping***

..the ease with which people are able to see feedback .. with confirmed identities, really could be a game changer.

***twitter***

Even the biggest cynics often have a dramatic turn around .. the intimacy that develops is remarkable.

***Measuring SN***

we're not optimistic.. all the gradations between success and failure are going to be very hard to quantify.

***Quality vs Quantity***

We expect a middle ground between sale slow-down and an evolutionary adjustment to vastly increased data input.

***Making most of limited budgets***

Getting into the social media space and doing it wrong is something that a lot of companies fear getting blown apart for. We expect that to change slowly

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## Social Networks Will Flourish As A Result Of The Economic Crisis



**Dr. Taly Weiss**

Trendsspotting.com

[www.TrendsSpotting.com](http://www.TrendsSpotting.com)

New users and more frequent visits to work related networks as LinkedIn or Facebook

SN will provide social support to victims of the crisis

Dedicated niche SN will evolve: sharing information and implications of the economic situation.

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## Ranking The Influencers (the engagers) as a measurable tool for new media



**Dr. Taly Weiss**

Trendsspotting.com

www.Trendsspotting.com





# Twitter Will Get Recognized For Its Social Search Assets



**Apurba Sen**

Trendspotting.com  
www.trendspotting.com

Search Popularity in Twitter has increased ~ 2x

## Search terms related to twitter

### Top searches

1.	<a href="#">twitter facebook</a>	100
2.	<a href="#">twitter search</a>	80
3.	<a href="#">twitter blog</a>	80

twitter: most relevant and updated information source

Twitter the ultimate human search

Google will buy twitter

## Twitter Search Traffic As % Of Twitter Traffic



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## Did You Know ??

2008 Webster's New World Dictionary's word of the year is .

 **overshare**

[Find its meaning here...](#)

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trendFreaks

trendoscope  
trendsActions