

Foreword by Mike Volpe, V.P. Inbound Marketing, HubSpot

# Marketing 2.0

*Bridging the Gap between Seller and Buyer through Social Media Marketing*



**BERNIE BORGES**

# **MARKETING 2.0**

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**Bridging the Gap between Seller and  
Buyer through Social Media Marketing**

***Bernie Borges***

*Marketing 2.0: Bridging the Gap between Seller and Buyer through  
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Published by Wheatmark®  
610 East Delano Street, Suite 104  
Tucson, Arizona 85705 U.S.A.  
www.wheatmark.com

International Standard Book Number: 978-1-60494-288-0  
Library of Congress Control Number: 2009926134

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ber shaking his hand and already feeling a deep connection. This wasn't the normal conference meet-and-greet; Bernie and I already knew each other. I didn't really know what he looked like, save for some online profile pictures, and I didn't know what his voice sounded like. But I had a deeper understanding of who he was because we had shared information about ourselves and discussed numerous topics online. In essence, our relationship began before we ever met in person.

Bernie is one of a new breed of marketing professionals who is blazing the path for how the Internet is powering this new paradigm in marketing. Even before this book is published, a Google search for *Bernie Borges* returns results for Bernie's blog, his LinkedIn profile, his Facebook profile, his Twitter profile, his podcasts, an interview he did with another blogger, a video of Bernie's presentation at the Inbound Marketing Summit, and presentations that Bernie has posted on Slideshare. Thousands of people listen to what Bernie has to say through Facebook, Twitter, LinkedIn, his blog, and his podcasts. Thousands of links on the Internet point to his website. Bernie doesn't pay for Yellow Pages ads or direct mail to build his Internet marketing business. Bernie builds his presence online and lets his customers come to him. Bernie is just one man, but through inbound marketing strategies, he has built a larger presence for himself than has ever been possible before. Turn the page and read *Marketing 2.0* to learn how Bernie and others like him have changed the way they think about marketing and get results no longer possible through outdated marketing principles. *Marketing 2.0* is a book about getting results by embracing these inbound marketing strategies and principles. The technologies mentioned are enablers, not the answer. The answer starts with an understanding of the possibilities and guidelines to use them to achieve great results.

# ACKNOWLEDGEMENTS

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**T**his book is a result of encouragement and inspiration received from friends, colleagues, and clients who have seen me speak either in public or private events on various marketing topics, mostly about the Internet. Some of these special people have provided inspiration to me in the recent past and some in many years past. I wish to acknowledge those who have directly inspired me in this book.

To Debra Curtiss for telling me (as opposed to merely suggesting) to write this book after hearing me speak on social media marketing.

To Ed Yourdon for being my first employer and for being a fine example of a man of intellect, innovation, and of family character.

To Murry Shohat for being a special part of my extended family and for his invaluable wisdom, counsel, and loyal friendship.

To the late Dr. Richard Gerson for being generous with his time and talents and giving me inspiration to be both an author and a speaker.

## Acknowledgements

To Steve Tingiris for showing me how to be a passionate entrepreneur unafraid to take calculated risks, and for being a loyal friend.

To Ray Rodriguez for being like a brother to me my entire life and for his kick-in-the-pants advice many years ago to become an entrepreneur.

To Chuck Palm for being my podcasting partner, friend, and humorist.

To Tom Voiland for being an example of loyalty, character, and faith.

Each of these special people has provided me inspiration, motivation, and accountability. Watching them do life in their unique way has been invaluable to me.

There are three people who provided extremely valuable contributions to this book. I'm very grateful to Mike Volpe,<sup>1</sup> V.P. Inbound Marketing at HubSpot, for so willingly writing the foreword. I truly enjoy his marketing insights. Thanks to Joe Pulizzi,<sup>2</sup> CEO of Junta42, for his advice and praise on the back cover. Thanks to Gary Katz,<sup>3</sup> CEO of Marketing Operations Partners, for his praise on the back cover. Gary also authored the chapter on *Marketing Operations*, offering you great insights into an emerging aspect of marketing, which seeks to make Marketing Operations a profit center, not a cost center.

Other people I want to thank include Newt Barrett of SucceedingToday.com for his early endorsement of this book on his blog. Many thanks go to Shaun Pope for his contribution to the chapter on video. Also, many thanks to Lola McIntyre, a successful realtor in Indianapolis; Victoria Edwards of Linkshare, and author and marketing consultant Becky Cortino, whose online friendships and encouragement have meant more to

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1 Mike Volpe: <http://www.mikevolpe.com/>

2 Joe Pulizzi: <http://blog.junta42.com/about.html>

3 Gary Katz: <http://www.google.com/profiles/mopartnersceo>

## Acknowledgements

me than they know. Many offline relationships have contributed too with special thanks to my loyal friends and colleagues Ron Licata and Clint Babcock.

I also want to thank my loyal team at Find and Convert for their patience with me while I wrote this book, not to mention their valuable ideas and tireless commitment to making my web marketing agency a trusted resource to our clients. Thanks to Michelle Berdeal, Charles Eidschun, Billie Ginther, Dianna Kersey, and Jackie Weber.

When I conducted research to showcase people and companies succeeding in social media marketing strategies, I found some terrific examples. I specifically wanted to showcase nontraditional businesses whose brands are not household names. I'm very grateful for the availability and cooperation of the following people to tell me their stories so I can share them with you. Thanks to Mike Volpe of HubSpot; Brent Britton, attorney extraordinaire; Rick Short, marketing communications director at Indium Corp.; George Wright of Blendtec; Marc Mandt and Linda Olson, co-founders of WOMbeat!; Kim Albee, CEO of Genoo LLC; Chris Griffith, Keller Williams Realtor; Michelle Rikken-Ransom of BatchBlue Software; Christopher Penn of the Financial Aid Podcast; Wendell Brock, founder and CEO of De Novo Strategy; Stacey Monk, CEO of Epic Change; Justin Levy of Camino Argentinean Steakhouse; and Carrie Young of Socialcast for referring me to the NASAsphere pilot.

Special thanks go to Jay Winchester, president of the Winchester Group,<sup>4</sup> for doing the first round of edits and helping me to restructure it, making it a better book for you. Thanks to Hayley Love from Wheatmark Publishing for the detailed final editing and excellent suggestions that completed this book.

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4 Jay Winchester: <http://www.winchestergrouponline.com/>

## Acknowledgements

My biggest thanks go to my loving family. I thank my wife, Jean, and my kids, Amanda and Derek, for their moral support while I wrote this book and balanced it with running a business and being a husband and a father. Their patience with me during this time is very special. To say thank you to my loving parents seems so inadequate. They taught me the meaning of life, love, hard work, and character.

Ultimately, I attribute all gifts and inspiration to God. My faith is strengthened daily through his word as illustrated by my favorite scripture in Galatians 2:20.<sup>5</sup>

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5 Galatians 2:20: <http://www.biblegateway.com/passage/?search=galatians%202:20&version=31>

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# FOREWORD

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**by Mike Volpe, V.P. Inbound Marketing, HubSpot**

**N**ew technologies often drastically change society. What people sometimes don't realize is that often it takes a long time for society to figure out what the new technology can enable. When a technology is first introduced, it is often seen as something different or novel, not something that will have a large and useful effect on mainstream society.

Telephone technology was first developed in the 1840s and perfected in the 1870s, but at that time, telephones were leased as a point-to-point connection between just two parties, not as part of a shared network connecting everyone. Only in the early 1900s did the telephone really start to resemble the devices and networks we know today. It took about two decades of experimentation for this new technology to reach its full potential.

The Internet has changed the way we live our lives, consume information, and purchase products. But again, it took time for society to understand how the technologies—specifically the experiments of trailblazers and entrepreneurs—could be used to society's best advantage. And it

took time for marketers to understand how this technology could change marketing.

Starting in the mid-1990s through about 2001, there was a huge boom for the commercial Internet, mostly related to the ability of people to consume online information, as well as to buy consumer products through ecommerce. During this time, marketers started to look at the Internet as a new lower-cost and more targeted method of selling products. However, marketing professionals started to apply their old marketing models and mind-sets to the Internet. Online ads were like print ads. Direct mail and cold-calls became email blasts. Sure, there were some changes—online campaigns are easier to track and analyze—but the mind-set and basic marketing assumptions did not change. My job as a marketer was still to spend money on ad space next to something people wanted to read, try my best to distract them from that media with my advertisement, and then get them to take the action I wanted. The media had changed, but the marketing really had not. The crash of the stock market bubble and the September 11 terrorist attacks in 2001 sent the economy into a decline and dampened marketers' enthusiasm for how the Internet might positively affect business and society.

But the Internet did not fade away. In the shadows of a burst bubble, people started to use the Internet in a new way. WordPress blogging software first appeared in 2003, Facebook was founded in 2004, and YouTube was founded in 2005. Normal, everyday people were starting to use the Internet to not just consume information, but also to produce, publish, share, and discuss information among each other. Along with this new use of the Internet came other technologies—accelerated growth of caller ID, spam and ad-blocking software, TiVo and the digital video recorder (DVR)—giving consumers increasingly more control over the information they chose to consume and how and when they consumed it. As of April 2009 Facebook has more than 200 million members, YouTube delivers more than 5 billion video views a month, and Technorati has indexed more than 130 million blogs.

People use the Internet much differently today than they did ten years ago. But, most marketers are still plodding along, trying to apply their old

mental and business models to the new medium. Many marketers have an *outbound marketing* (interruption-based marketing) mind-set to the Internet, and it is not working. The harder they try to apply outbound marketing principles on the Internet, the worse the results. Many marketers therefore are frustrated with the Internet as a marketing platform.

People have become accustomed to controlling how and when they consume information. Why watch ads on TV when I can fast-forward through them using my DVR? Why watch something I don't enjoy on one of my two hundred cable TV stations if there are more than one hundred thousand videos uploaded to YouTube each day? Why read the mainstream news from the *New York Times* when I can subscribe to the exact topics I want to read using Really Simple Syndication (RSS) on my computer and mobile device? Why get interrupted by telemarketers when I can use caller ID and let it go to voicemail? Why get distracted by email blasts when I can interact with the people I trust on Facebook and Twitter? Why read white papers and industry reports when I can download them to my iPod as podcasts and listen to them in the car while driving to and from work?

Many marketers today are still trying to apply their old way of outbound marketing to the new media, and they are failing. Successful marketers have changed the way they think. They are using *inbound marketing* strategies to attract customers to their business without distracting or interrupting them. These inbound marketers are getting higher return on investment (ROI) than most would dream of. This new paradigm of inbound marketing is what *Marketing 2.0* is all about.

My relationship with Bernie Borges is a product of this new marketing paradigm. I first met Bernie online. In fact, my friendship and professional relationship with Bernie is one of many new relationships I have made in the past few years using tools such as Facebook, LinkedIn, my web log (blog), and Twitter. Bernie and I had discussed lots of topics—brand-building online, search engine optimization, blogging, and online videos—and built a relationship without ever meeting each other.

When I met Bernie in person for the first time at the inaugural Inbound Marketing Summit in 2008, where he was a speaker, I remem-

# THINK LIKE A PUBLISHER: CONTENT MARKETING

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**T**hroughout this book, I have been evangelizing the concept of providing your community with good content. This chapter is devoted to the importance of content creation, as well as some content strategies that can have a big effect on your success in a Marketing 2.0 strategy.

In their book, *Get Content. Get Customers*,<sup>1</sup> authors Joe Pulizzi and Newt Barrett, when speaking about the revolution taking place between seller and buyer largely due to the availability of content made available to consumers online, make this point: “By the time customers are ready to talk to you—the seller—they are armed with information about your company, people, and products. ... In this way you have already begun a relationship that will make it easier for them to buy.”

I find it amazing that this is obvious to us as consumers but less so as marketers. As consumers, we jump online to research products and services without even blinking an eye. As we find content about the products and companies we consider, we form opinions and we share those opinions with others both online and offline. Some of those opinions result in

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1 Junta42: <http://www.junta42.com/>

either buying decisions or the elimination of products or companies as possible buying choices. In other words, when conducting our research, the content we consume online can influence our decision about which products or companies to exclude as much as it can influence those to consider in our buying decisions. *If we behave this way as consumers (at home and at work), then why don't we focus as much time, energy, and resource as marketers in producing quality content that our target audience can consume in order to begin their relationship with us before they even talk to us?* Notice how I've asked this question—it's about building a relationship with you before they contact you. Old-school marketing believes the relationship begins when the buyer contacts you.

**Marketing 2.0 is about Building a Relationship with Your Buyer (Bridging the Gap Between You—the Seller—and Your Buyer) Through Social Media Marketing.**

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To address this topic, I will take off the gloves. Get ready—this may sting if you're still thinking in a Marketing 1.0 mind-set. If you are, you're still creating interruptive (outbound) marketing campaigns hoping for that 1 or 2 percent response rate. Your management team is still focused on measuring (only) leads and sales. You know by now that I care about measuring leads and sales. But when these are the only meaningful metrics, you're missing out on other valuable contributors to the success of your marketing plan.

The truth is that committing to a content marketing strategy requires a paradigm shift. It may even require revising your organization chart to adapt to the age of social marketing on the web. Making adjustments to your organization is crucial to your ability to adopt a content marketing (Marketing 2.0) strategy. If you're a sports fan, you know how important it is for a team to trade for players that fill holes in its team. A team is sometimes just one or two players away from being outstanding. Likewise, your marketing team may need some reshuffling to get the right talent in place for creating content in a Marketing 2.0 world.

On the social web, your content strategy is truly all about getting en-

gaged with your customer. Let me put it another way. It's about getting intimate with your customer *before* he or she becomes your customer.

Let's examine the types of content we produce in our marketing efforts. For the purposes of this exercise, we will review GCA Technology Services, a provider of technical training services. GCA has a curriculum of courses on popular hardware and software platforms. It has a website that describes the company, its courses, where you can take the courses, the qualifications of its course instructors, and other details about its training services, as well as its value-added professional services. It advertises in search engines using Google Adwords to drive leads and registrations to its courses. It has an inside sales force focused on calling into Fortune 2000 companies, all of whom are potential prospects for its technical training services. It sends regular email blasts to people who have previously attended its courses.

Does this sound familiar? These marketing strategies have produced relative success. The business is doing well. However, there is increased competition, and GCA feels it's not capturing as much business as it should. The potential is much greater than the current reality.

Enter the Marketing 2.0 mind-set. GCA decides to focus on building content around the most popular topics in technical training. It developed a dedicated website around one of those topics—identity management—and co-branded this website. However, it focused the main theme of the website around the topic of identity management and security, which all corporations are interested in. The website's content is focused on educating and informing corporations about the importance of identity management. Training solutions are offered but under the premise of educating site visitors on the crucial topic of identity management.

Additionally, GCA built its content strategy by researching the content found when searching on keywords such as *identity management training*. This research is crucial to its content strategy because it enables the company to simulate the process its prospective buyers experience. GCA learns what content will and won't be found and garners ideas from this research. It finds that most of its competitors are doing pretty much

the same as it is with a website. So, it embarks on a content strategy that incorporates the following ...

*Blogging.* GCA initiates a two-part blogging strategy. It builds its own blog, which is headed up by Bill Nelson, vice president of professional services. He is well-qualified to blog on identity management topics due to his subject matter expertise. The approach in the blog is to offer tips and best practices on identity management. His exposure to client scenarios gives him nearly limitless ideas on content.

The other component to GCA's blogging strategy is to track other blogs in the industry that cover this same topic. Nelson tracks industry blogs using HubSpot and Technorati. He regularly comments on relevant blog posts. This helps to spread his influence on the subject of identity management throughout the blogging community. Whenever Bill posts a response to a blog post, he leaves a link back to the co-branded website, which is [www.actionidentity.com](http://www.actionidentity.com). Many people research blogs when searching for services. Having a presence in the blogosphere builds credibility for GCA. Those who read the blog on the various topics about identity management are actually starting a relationship with GCA before they've ever talked to the company. If a GCA salesperson contacts someone who has read Bill Nelson's blog content, that contact is differentiated from GCA's competitors.

*Forum.* People sometimes confuse blogs and forums. In a blog, Bill Nelson proactively writes blog posts about relevant topics around identity management. Bill drives the content strategy. He comes up with the ideas for the blog content, and he writes each blog post. In a forum, the community can create its own *threads* around any relevant topic it wants. Others who join the forum can join in the threads and contribute to the conversation or ask questions. The main value of a forum lies in providing a platform for the community to serve itself by engaging with each other. Forum members are appreciative of the platform and give considerable loyalty to the host of the forum. A forum strategy doesn't require

GCA to create content; instead, it simply provides the platform for the community to enter and enjoy the conversations.

*Frequently Asked Questions (FAQ).* An FAQ section on a website is certainly not a new idea. Keeping your FAQ section up to date and comprehensive is important. Another aspect of the FAQ is using this content as feeder content into a blog by creating new blog content through inspirations garnered from the FAQ.

*Newsletter.* Like an FAQ, a newsletter is not a new idea. A newsletter developed under a Marketing 2.0 strategy provides a platform to link to other content platforms. It can link to the blog, the forum, the website, news releases, et cetera. A newsletter hosted on the GCA website is a great way for it to contribute to its SEO strategy because the content in the newsletter is indexed and shows up in search engine rankings. Therefore, what makes a newsletter a Marketing 2.0 newsletter is that it exists both as an email and a web-based digital asset, which helps broaden its footprint on the web.

*News Releases.* In years past, creating news releases required having major news to announce and typically meant hiring a PR agency to pitch it to the media in order to get coverage. On the social web, news releases take on a whole new meaning. Certainly a PR agency can still offer great value, but the social web makes it much easier to reach the media than ever before. In fact, the definition of the media is different than it used to be. If you consider the media just the news publications that cover your industry, you are only partially correct. You are restricting your reach by limiting it to just those publications.

Today, the media is anyone who is interested in your news and can access it online. News releases about anything that is of interest to your prospective customers should be distributed online. You don't need to wait until you ink a big deal to send a news release. Create news releases about the value of your services to your market. GCA sends out news releases about how identity management solutions help corporations protect their

data, saving them money and preventing downtime. News releases have incredible potential to be indexed and ranked by search engines. People who read the news releases form brand impressions about GCA before they even have any contact with the company. They talk about their news releases in a human voice on the social web in their blog, on LinkedIn, Facebook, and on Twitter.

*Website.* The GCA website is an effective website. It's also a typical company site. It describes the company and its services and offers contact information, including links to register for its training courses. As described above, GCA has also created a website called Action Identity ([www.actionidentity.com](http://www.actionidentity.com)). This site focuses its entire content on the subject of identity management, also known as IDM. Building a dedicated website around one topic creates greater potential for developing search engine marketing strategies that drive traffic. The site's entire content focus is identity management, positioning GCA to attract more traffic on this topic. The dedicated website also positions GCA as an authority on the subject. While building a dedicated website in addition to a company website requires commitment and resources, the potential return on investment is huge. Consider how much more sales potential there is for people to find GCA not only through its corporate website or its blog, but also through the dedicated website on identity management.

Think of it this way. Rather than just one fishing pole with a baited line in the water, GCA has three. But, wait ... GCA actually has more than three.

*Video.* Far and away, my favorite form of content in Marketing 2.0 is video content. Why? Because video allows us to get creative and craft our message in completely different ways that are not possible with the printed word. Video requires a bit more planning, but it doesn't have to be expensive thanks to the availability of high-definition digital camcorder technology at price points under a thousand dollars. The most effective videos entertain us. Some of the most entertaining videos cover topics that would not otherwise be considered humorous topics. By adding

some creative thinking, videos can communicate a message very effectively. At the time of this writing, GCA has not produced videos. But the creative juices are flowing about how people's identities in a corporation may be compromised. Imagine a video showing a guy in a T-shirt and jeans attending a board of directors meeting, listening in on confidential conversations. In the video, no one can see this person as he writes down details about the new product launch plans and pulls out his cell phone to call up the competition to tell them all about it. Are you starting to see the picture here? The same entertaining commercials you may have seen on television are possible in your business at a fraction of the cost—but with powerful reach potential.

Video content doesn't always have to be entertaining to be effective. Video content can be educational. If it's executed well and it's interesting to your target audience, it can be very effective. In the case studies, you'll read how HubSpot hosts a weekly Internet TV show that provides its audience with information—along with some entertainment value—about various web marketing strategies.

*Podcasts.* Podcasting is a very effective way to either create new content or repurpose older content into an audio (or video/audio) format. Often the most effective way to produce podcasts is to repurpose content. GCA has many instructors with great knowledge about their respective subjects. With so much knowledge between their ears, and limited time for writing new content, producing podcast content is a simple way to do this. By committing a limited amount of time, about two hours per month, instructors are interviewed by a podcast show host. With minimal prep time, mostly providing a list of questions for the interviewer, the podcast is produced using a TV news interview-style format. Since the instructor's content is in his or her head, the process of re-purposing this content is very efficient. The podcast content is then syndicated on various Internet channels including iTunes. It's also posted on the GCA website and blog for community consumption. Technical audiences are the most voracious consumers of podcast content, so this strategy a no-brainer for GCA.

*Photos.* Posting photos on the company website, as well as on other social media sites such as Flickr, can accomplish several purposes. While it's not traditional content in the sense of being educational, this form of content can provide a strong sense of culture and provide a human face to the company. Photos of students in classes, or instructors teaching and interacting with students, as well as other related photo opportunities, can truly provide some key differentiation for GCA.

*White Papers.* White papers are a common and popular marketing tool. GCA uses white papers on the social web by saving them to PDF format and optimizing them. Adobe provides optimization features in the current version of Acrobat, which makes PDF documents search engine-friendly. Additionally, discussing the content of white papers in a blog or forum with links to them also helps promote the content. The premise to successful white papers is, of course, to provide good content that addresses your community's interests and share it with your community on the social web.

*PowerPoint Presentations.* Many organizations have a library of PowerPoint (PPT) presentations. While some PPT files are not intended for external viewing, many of them have content that can be repurposed and shared with your online community. At the time of this writing, a popular and free social media platform for PPT is Slideshare.<sup>2</sup> Simply open a free account on Slideshare and upload your PPT files. Slideshare converts the PPT to a URL that you can share with your community. You can link your Slideshare PPTs on other social sites including LinkedIn and Facebook. Slideshare's popularity is growing. Many people use Slideshare to conduct research. Your PPT content may become part of people's research, which gives you added exposure on the web and potential traffic to your website from yet another social web platform.

Consider the differentiation for GCA when prospective buyers of its training and professional services uncover various forms of content on

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2 Slideshare: <http://www.slideshare.net>

the web ranging from blogs, websites, news releases, podcasts, video, and photos.

A content strategy similar to the one described above, which is a work in progress at GCA Technology Services,<sup>3</sup> requires two ingredients to be successful. First, the CEO must be willing to think like a publisher. I call this subscribing to a Marketing 2.0 mind-set. Without CEO commitment to this strategy, it won't succeed. Second, the team charged with executing this strategy must be the right team. Without the right people on the bus (to borrow from Jim Collins' best-selling book, *Good to Great*),<sup>4</sup> a content strategy won't succeed. Content marketing strategies require some out-of-the box thinking and creativity. Those who do it well seem to have a lot of fun with it and enjoy their success. Those who do it really well set themselves apart from their competitors. Those who do it well develop a strong understanding of the culture of the social web and how important communities are on the web. On the social web, feeding good content to your communities with regularity truly builds relationships with buyers before they ever contact you and creates winning marketing programs with measurable success.

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3 GCA Technology Services: <http://www.gca.net/>

4 Jim Collins: Good to Great: <http://www.jimcollins.com/>

## RESOURCES

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**T**his section offers several resources to help you learn more about social media strategies from a growing list of experts. This list is not exhaustive, but I'm confident you'll find great insights and information. I offer a comment on the books I've read. If there is no comment, I didn't read it, but the reputation of the book and authors(s) qualifies it for the list. You should research any of these resources to make your own decision before you buy or consume their content. The online resources provided are constantly evolving. The following resources are broken into three categories: books, blogs, and lists. I list them in the order of influence they have had on me.

### Books

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Title: Get Content. Get Customers: How to Use Content Marketing to Deliver Relevant, Valuable and Compelling Information that Turns Prospects into Buyers

Authors: Joe Pulizzi and Newt Barrett

Foreword: Paul Gillin, author of *The New Influencers: A Marketer's Guide to the New Social Media*

Publisher: Voyager Media, Inc.

Comment: This book was very influential in my inspiration to write my book. Pulizzi and Barrett explain in clear terms the importance of marketing through good content.

Title: *The New Rules of Marketing and PR: How to Use News Releases, Blogs Podcasting, Viral Marketing & Online Media to Reach Buyers Directly*

Author: David Meerman Scott

Foreword: Robert Scoble, co-author of *Naked Conversations*

Publisher: John Wiley & Sons, Inc.

Comment: Scott does a great job of explaining the changing paradigm of marketing and how to use contemporary platforms to market and conduct public relations strategies with good examples of large and small companies as well as nonprofits using them effectively. It's an easy and credible read.

Title: *World Wide Rave: Creating Triggers that Get Millions of People to Spread Your Ideas and Share Your Stories*

Author: David Meerman Scott

Publisher: John Wiley & Sons, Inc.

Comment: Scott follows his best-selling *New Rules of Marketing and PR* book with another one chock-full of real stories from real people around the world using Marketing 2.0 principles to get others raving about their content. This book is a must-read!

Title: *Groundswell: Winning in a World Transformed by Social Technologies*

Authors: Charlene Li and Josh Bernoff of Forrester Research

Publisher: Harvard Business Press

Comment: Groundswell is a national best seller and considered by many a must-read on the subject of social media. Li and Bernoff interviewed many large brands to offer credible insights and metrics. Most stories are about large companies. Smaller companies may ask, "Can I do this?"

Title: *Secrets of Social Media Marketing: How to Use Online Conversations and Customer Communities to Turbo-Charge Your Business!*

Author: Paul Gillin

Foreword: Larry Weber, founder of The Weber Group and W2Group

Publisher: Quill Driver Books

Comment: Gillin offers marketers hands-on tips that educate them on how to extend their brands, generate leads, and engage customer communities using an array of online tools.

Title: *The Long Tail: Why the Future of Business is Selling Less of More*

Author: Chris Anderson

Publisher: Hyperion

Comment: *The Long Tail* is must-read book for all business executives.

It is not about social media. It is about a paradigm shift known as the “economics of abundance.” The Internet has changed the way businesses target and reach customers. This book can change the way a business thinks, possibly reinventing itself to compete in new ways not previously understood. To say *The Long Tail* is thought-provoking is a gross understatement.

Title: *Blog Marketing: The Revolutionary New Way to Increase Sales, Build Your Brand and Get Exceptional Results*

Author: Jeremy Wright

Foreword: Dave Taylor, Publisher, *The Intuitive Life Business Blog*

Publisher: McGraw-Hill

Comment: If corporate blogging is of interest to you, Wright’s book is a deep dive into the topic. The emphasis is on how large brands such as Sun Microsystems and Disney have used blogging productively. The best practices and examples provided can be applied to any corporate blogger, no matter its size.

Title: *Meatball Sundaes: Is Your Marketing out of Sync?*

Author: Seth Godin

Publisher: Portfolio

Comment: Seth Godin is a prolific best-selling author on marketing. *Meatball Sundae* takes a somewhat humorous view of marketing, offering fourteen trends in marketing you can't ignore. The title of his book suggests that if your marketing message is a meatball and you dive into the new tools on the Internet (add ice cream and whipped cream), your sundae will taste terrible. Godin points out that the answer is not in the tools. Your meatballs must become ice cream.

Title: *The 4 Hour Workweek: Escape the 9-5, Live Anywhere, and Join the New Rich*

Author: Timothy Ferriss

Publisher: Crown Publishers

Comment: This book is not about marketing or social media. I offer this to supplement all the social media marketing books and blogs you read. This book has changed the way I think in business. I haven't cut my hours, but I have applied principles from this book to help me manage better and enjoy life more. It's thought provoking, entertaining, and downright life-changing. I now ignore many problems, and they get fixed without my involvement or the related stress.

Title: *Naked Conversations: How Blogs are Changing the Way Businesses Talk with Customers*

Authors: Robert Scoble and Shel Israel

Foreword: Tom Peters, best-selling author on management and sought-after speaker.

Publisher: Wiley

Title: *Radically Transparent: Monitoring and Managing Reputations Online*

Authors: Andy Beal and Dr. Judy Strauss

Foreword: Robert Scoble, co-author, *Naked Conversations*

Publisher: Sybex/Wiley

Forthcoming books: The following books were not yet published at the print time of this book. The credibility of the authors and the topics of these books warrant my recommendation. I plan to read each of them.

Title: *Trust Agents*

Authors: Chris Brogan and Julien Smith

Publisher: Wiley (August publication date)

Description: “If You Build It, They Won’t Come. What happened to the early days? You built a baseball stadium, a store, a web app, and people flocked to it ... now what? We are suspicious of marketing. We don’t trust strangers as willingly. Buzz is suspect. It can be bought. Instead, consumers and business people alike are looking towards trust. We want our friends to tell us it’s good. We want someone we know to say we should look into it. Marketing spend might start at awareness, but in the Trust Economy, communities are king, and ROI stands for Return on Influence.”

Title: *Twiterville*

Author: Shel Israel

Publisher: Portfolio (September publication date)

Comment: Shel Israel’s work on *Twiterville* is well-known to the thousands who follow him on Twitter. His book is sure to provide valuable insights into businesses using Twitter in their social media strategy.

Title: *Inbound Marketing*

Author: Brian Halligan & Dharmesh Shah

Publisher: Wiley (October publication date)

Comment: Halligan and Shah are the co-founders of HubSpot. It’s only fitting they have written a book on Inbound marketing. The subtitle is “Get Found Using Google, Social Media and Blogs.” I expect this book to be in total alignment with everything in Marketing 2.0.

## Blogs

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Title: Community and Social Media

Web address: <http://www.chrisbrogan.com/>

Blogger name: Chris Brogan

Comment: Brogan is the top dog in social media evangelism. If you only want to follow one person in social media, it has to be Chris Brogan.

Title: HubSpot's Inbound Marketing Blog

Web address: <http://blog.hubspot.com/>

Blogger name: Various HubSpot employees

Comment: The HubSpot blog is an excellent compilation of many talented marketing minds that offer trends and measurable tips for marketers to drive inbound marketing results.

Title: Online Marketing Blog

Web address: <http://www.toprankblog.com/>

Blogger name: Lee Odden

Title: WEBINKNOW: Online Thought Leadership & Viral Marketing Strategies

Web address: <http://www.webinknow.com/>

Blogger name: David Meerman Scott, author of *The New Rules of Marketing and PR*

Title: Join the Content Marketing Revolution

Web address: [http://blog.junta42.com/content\\_marketing\\_blog/](http://blog.junta42.com/content_marketing_blog/)

Blogger name: Joe Pulizzi, co-author of *Get Content. Get Marketing.*

Title: Marketing Pilgrim

Web address: <http://www.marketingpilgrim.com/>

Blogger name: Andy Beal

Title: Newspaper Death Watch

Web address: <http://www.newspaperdeathwatch.com/>

Blogger name: Paul Gillin

Title: Conversational Media Marketing

Web address: <http://www.conversationalmediamarketing.com/>

Blogger name: Paul Chaney

Title: Global Neighborhoods: Following Social Media Wherever It Leads

Web address: <http://redcouch.typepad.com/weblog/>

Blogger name: Shel Isreal

Title: Web Strategy by Jeremiah

Web address: <http://www.web-strategist.com/blog/>

Blogger name: Jeremiah Owyang

Title: Inbound Marketing Strategies, SEO, Social Media Marketing, Podcasting

Web address: <http://www.findandconvert.com/blog/>

Blogger name: Bernie Borges

Comment: This is my blog. I blog about marketing trends and best practices on the Web for SMB marketers.

## Lists

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Several social media consultants have compiled lists that make research easier and faster. Note: the Web addresses listed below may someday change by the author of the list.

Title: Social Brand Index for Twitter

Web address: <http://www.socialbrandindex.com/twitter>

Source: Unknown

## Resources

Comment: If you want to find out if a business is on Twitter, go here. If you want to add your business to this list, submit it here.

Title: 20 Free ebooks on Social Media

Source: Chris Brogan

Web address: <http://www.chrisbrogan.com/20-free-ebooks-about-social-media/>

Title: Junta42 Top Blogs

Source: Junta42

Web address: [http://www.junta42.com/top\\_42\\_content\\_marketing\\_blogs/](http://www.junta42.com/top_42_content_marketing_blogs/)

Title: Social Media Monitoring Tools

Source: Nathan Gilliat, Principal, Social Target, LLC

Web address: <http://net-savvy.com/executive/tools/monitoring-social-media-before-you-have-a-bud.html>

Title: Best Books on Social Media

Source: Lee Odden

Web address: <http://www.toprankblog.com/2008/11/best-books-on-social-media/>

Title: Best Podcasts on Social Media

Source: Lee Odden

Web address: <http://www.toprankblog.com/2008/12/best-social-media-podcasts/>

Comment: A list of the top podcasts on social media in 2008. Sixteen podcasts were identified and voted on by social media communities. My podcast finished in third place.

## Podcasts:

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Podcaster: Susan Bratton

Web address: <http://personallifemedia.com/podcasts/232-dishymix>

Comment: Susan Bratton interviews accomplished business leaders in the field of digital media, advertising, and social media.

Title: Buzz Marketing for Technology

Podcaster: Paul Dunay

Web address: <http://buzzmarketingfortech.blogspot.com/>

Comment: Paul Dunay interviews innovators in social media with a focus on business-to-business marketing.

Title: Marketing Voices: Weekly Perspectives on Social Media Marketing

Podcaster: Jennifer Jones

Web address: <http://www.podtech.net/home/category/marketing-voices>

Comment: Jennifer Jones interviews innovators in social media.

Title: HubSpotTV

Podcasters: Karen Rubin and Mike Volpe

Web address: <http://www.hubspot.tv/>

Comment: HubSpotTV is a live video stream that airs every Friday at 4 PM U.S. EASTERN. Anyone can subscribe through iTunes and watch or listen at his or her leisure.

Title: Marketing Over Coffee

Podcasters: John Wall and Christopher Penn

Web address: <http://www.marketingovercoffee.com/>

Title: Six Pixels of Separation

Podcaster: Mitch Joel

Web address: <http://www.twistimage.com/blog/podcast/>

## Resources

Title: Duct Tape Marketing

Podcaster: John Jantsch

Web address: <http://www.ducttapemarketing.com/podcast.php>

Title: Inbound Marketing Strategies

Podcaster: Bernie Borges

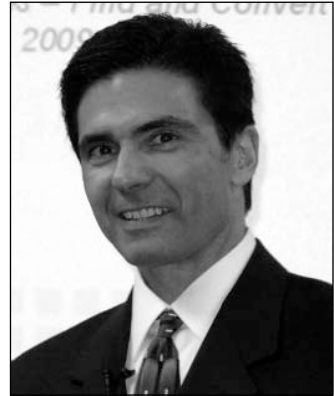
Web address: <http://www.findandconvert.com/blog/podcasts/>

Comment: This is my podcast. I podcast about marketing trends and best practices on the web for SMB marketers.

## BERNIE BORGES LIVE AT YOUR EVENT

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**B**ernie Borges got his initial inspiration for *Marketing 2.0* from his speaking engagements and interaction with clients through his Internet marketing agency, Find and Convert. Borges is available for keynote presentations and full-day seminars. He is a frequent speaker at trade shows, conferences, and company events.



Borges's speaking style is high energy, engaging, and entertaining. He doesn't use a typical PowerPoint style presentation to get his message across. His highly interactive, thought-provoking, and engaging presentations leave audiences inspired. Borges will challenge you while motivating you to reach new levels of performance with Marketing 2.0 strategies that are actionable.

Visit <http://www.findandconvert.com/social-media-speaking-engagements.html/> for more information or call 1-888-660-1981.