

The Digital Revolution: Communications and Marketing
APMM Workshop - Reference Material
Sunday, March 28, 2010
Workshop Leader - Hal Chaffee

Communications and Marketing has dramatically changed in less than two years.

"The Death of Dialogue". An interesting article on how rapidly the quantity of communications has increased while the quality has decreased.

<http://www.exhibitoronline.com/exhibitor magazine/july09/editorial-the-death-of-dialogue-networking.asp>

If you do nothing else watch this 50 minute video featuring David Meerman Scott as the keynote speaker at the national Business Marketing Association 2009 conference:

<http://www.marketing.org/i4a/pages/index.cfm?pageID=4234>

E-Books:

Viral Marketing by David Meerman Scott

http://www.davidmeermanscott.com/documents/Viral_Marketing.pdf

The New Rules of Press Releases by David Meerman Scott

http://www.davidmeermanscott.com/documents/New_Rules_of_PR.pdf

BOOKS:

"The New Rules of Marketing & PR" Second Edition by David Meerman Scott. Wiley 2010
Paperback 290 pages. A BusinessWeek best seller.

"Groundswell...winning in a world transformed by social technologies" by Charlene Li and Josh Bernoff of Forrester Research in Cambridge, MA. Harvard Business Press. 2008 Hardback 286 pages. Groundswell has been awarded the American Marketing Association Foundation's prestigious Berry-AMA Book Prize for best marketing book of 2009.

"The Purple Cow" by Seth Gordin. Penguin Group 2002. Hardback. 146 pages. Transform your business by being remarkable.

ARTICLES:

Article posted February 15, 2010 "Small business Social Media Adoption Doubles Since 2009".
From Networks Solutions Small Business Newsletter.

<http://growsmartbusiness.com/small-business-news/2010/02/small-business-social-media-adoption-doubles-since-2009/>

Sat, September 26, 2009 5:39:09 PM

From: Gary Slack Gary.Slack@slackbarshinger

Gary Slackbarshinger is the current President of the Business Marketing Association and his firm helps companies create business marketing.

I'm writing to share a number of items, including the one or ones you requested, that I think you will find interesting and hopefully useful in your work.

DAVID MEERMAN SCOTT VIDEO

First, here is a link to the video of the David Meerman Scott's 50-minute keynote presentation at the Business Marketing Association's 2009 national conference this past June:

<http://www.marketing.org/i4a/pages/index.cfm?pageID=4234>

Next, here is a link to an early two-minute segment from the above video that I have been encouraging marketers to show to C-level executives who don't get or see the need to move faster into digital marketing:

<http://hosting.slackbarshinger.com/sbp/DMS%20First%20Question%200008-0150.mov>

BMA MAN-IN-THE-CHAIR VIDEOS & OTHER LINKS

I also am pleased to provide you with links to other national BMA conference content, including:

- The "old" and "new" man-in-the-chair video (in all, 2:04) I showed you on Aug. 26:
<http://www.youtube.com/watch?v=nXG7zYWKHGU>
- A longer version (5:41) including an introduction to the video segments by Ralph Oliva, executive director of the Institute for the Study of Business Markets, who kicked off the BMA conference and preceded David Meerman Scott:
<http://www.youtube.com/watch?v=DgyrONjjXZo>
- A presentation by Sam Sebastian, Google's director of Local & B2B Markets, that includes results of recent Google research studies on Internet usage by C-level executives and small business owners: <http://www.marketing.org/i4a/pages/index.cfm?pageID=4240>
- As a BONUS, the master link to all 2009 BMA national conference content:
<http://www.marketing.org/i4a/pages/index.cfm?pageID=4229>
- The work of our 8-member social-media team:
<http://www.marketing.org/i4a/pages/index.cfm?pageid=4218>
- The conference program: <http://www.marketing.org/i4a/pages/Index.cfm?pageID=4164>

SLACK BARSHINGER DIGITAL MARKETING TRENDS STUDY

My firm completed a survey of 39 U.S. b-to-b marketing leaders (mostly CMOs and VPs of Marketing) about digital marketing trends a few weeks ago (it was not ready to unveil at the roundtable), and I'm happy to share the following two items with you:

- PDF of a 24-slide summary deck (see attached)
- PDF of a 28-page leave-behind (see attached)

OTHER ITEMS

I've also attached:

- A PowerPoint deck outlining the findings of an August 2009 *BtoB/ANA* study of b-to-b marketer media habits
- A presentation given at BMA/Chicago's November 2008 MarketingMasters luncheon on

"Putting LinkedIn to Work for B-to-B Marketers" by LinkedIn's Steve Patrizi

You'll recall my mentioning, in the LinkedIn discussion, that former Divine Interventures CEO "Flip" Filipowski was one of the most connected people on LinkedIn with 36,000 connections. According to the following link, he is the #3 most-connected person on LinkedIn with now a reported 42,000 connections: <http://www.toplinked.com/top50.html>

My apologies if I've over-inundated you. Usually, less is more, but in this case I hope you'll appreciate receiving the additional links and attachments.

Thank you again for attending my session, and best regards. --Gary

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Gary Slack

Chairman and Chief Experience Officer, Slack Barshinger

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To read, hear and watch what BMA's social-media team blogged, tweeted and YouTubed about June's sold-out national BMA conference in Chicago, go to www.marketing.org/unlearnsm

WEBSITE ANALYSIS:

HubSpot's Website Grader

<http://websitegrader.com/>

This free website will grade your website using a blend of over 50 variables including traffic from social media sites, blogs, search engines, etc.

OTHER:

To those who attended the workshop I am sending a zip file with the four attachments that Gary Slack mentions in his above letter. If you get this reference page off of the APMM Conference material on the website and would like the zip file then just send me an email request to hchaffee@sbcglobal.net and I will send the zip file to you.

LinkedIn is very important in business marketing. See the Gary Slack's LinkedIn pdf in the zip file I sent.