

2012 Kellogg Marketing Leadership Summit
Inventing the Future of Marketing

SPEAKER

Nick Besbeas

VP Marketing, LinkedIn
Social Media in Context

Egon
Zehnder
International

McKinsey&Company

NORTHWESTERN UNIVERSITY



Yahoo!
Consumer Internet

Audience Science
Behavioral Targeting

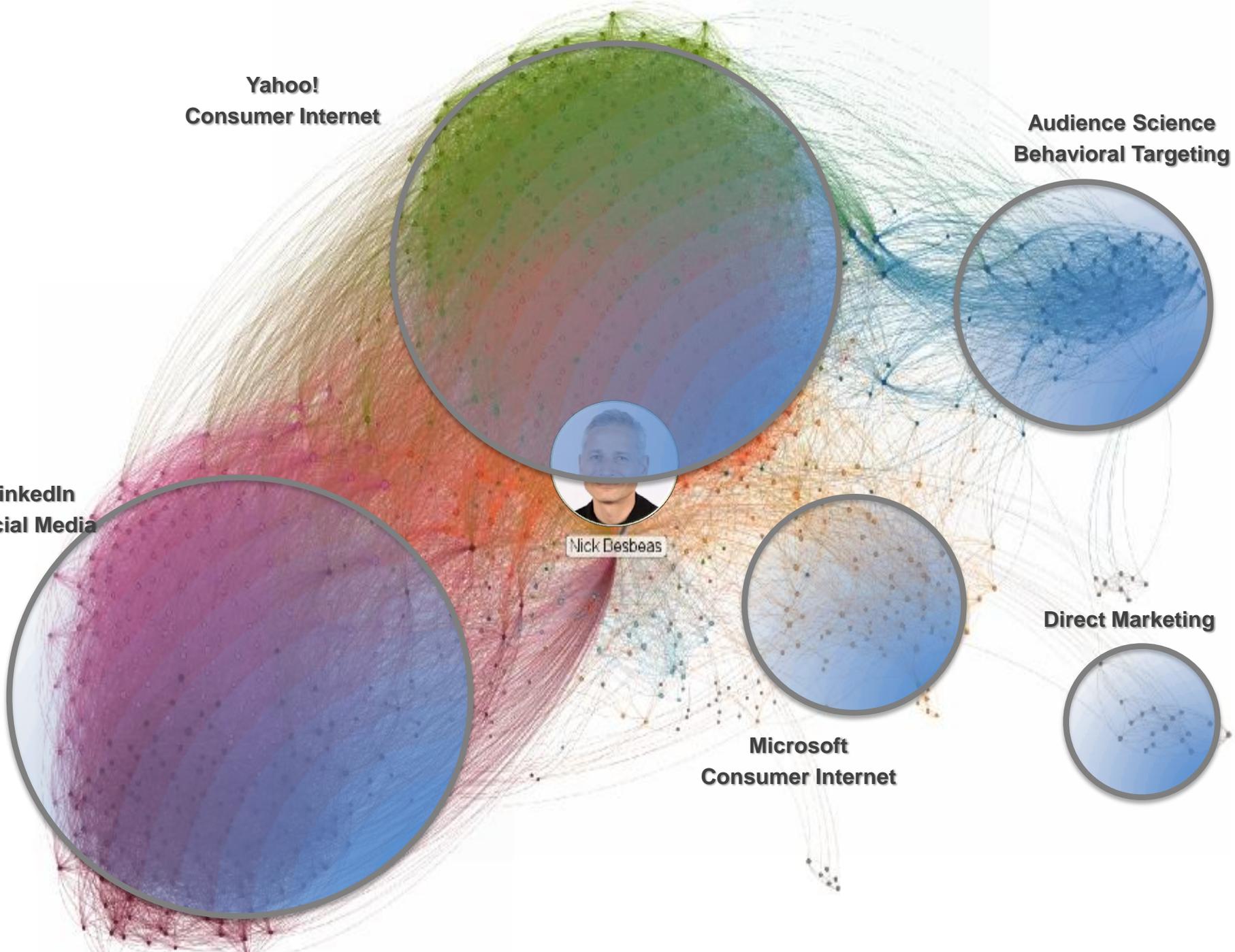
LinkedIn
Social Media



Nick Desbeas

Direct Marketing

Microsoft
Consumer Internet



Inventing the Future of Marketing

Three Waves

1995 ----|----|----|----|---- 2000 ----|----|----|----|---- 2005 ----|----|----|----|---- 2010

Portals

Search Engines

Social Networks



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Wave 1: Portals



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Tomgood1024's Mailbox

Search the Web Mail Options Help

New 796 Old Sent Manage Mail Search Mail Advanced Communication Services

Quick Find:

My Mail Folders

- Received
- New (796)
- Old
- Sent
- Spam (2)
- Recently Deleted
- Saved on AOL

Type	Date	E-Mail Address	Subject
	7/25/2007	fbi@service.gov...	Five Kansas City Men Charged in Armed Bank R...
	7/25/2007	SharperImageOff...	End of Summer? Make it Back2s'Cool!
	7/25/2007	Bluefly@style.bl...	Extra 10% off Everything: The Midsummer Sale - ...
	7/24/2007	e-news@alpanif...	TFN Chart of the Day - 7/24/07: Double Top or Bre...
	7/24/2007	NASCARSupersto...	NEW Fall Pri Caps! Plus, Save More when you Bu...
	7/23/2007	BeliefnetDailyinsp...	Beliefnet: An Amazing Adoption Story
	7/23/2007	erewards@e-rew...	Get Rewarded for Your Time - Consumer Study
	7/23/2007	investmentu@inv...	The Dangers of Corporate Cash
	7/19/2007	wholefoodsNP@...	Deliciously Raw Foods - July 19, 2007
	7/19/2007	Bluefly@style.bl...	Just Arrived: NEW Theory, Ted Baker, Hickey...
	6/29/2007	healthtips@healt...	Health e-Tips - Cure cancer with EGGPLANT?!
	6/29/2007	Fool@foolsubs.co...	Buy the Fastest-Growing Stocks
	6/29/2007	Zondervan@lists...	NIV Daily Bible Verse - June 29
	6/29/2007	bombaynews@u...	15% off Storewide at Bombay Outlet
	6/28/2007	caenmail@exped...	Beautiful BC: Visit Canada's west coast this su...
	6/28/2007	stuffwelovenews...	You and Chocolate, Under the Covers
	6/27/2007	newsletters@e.u...	Breaking News: White House, Cheney's office s...
	6/25/2007	marriottrewards...	Welcome to Marriott Rewards!
	6/25/2007	ClassmatesEmail...	3 new faces in your communities this week, Tom
	6/25/2007	Bluefly@style.bl...	Turn Every Head...
	5/22/2007	shop@e.nordstro...	New Party Dresses, Shoes & Clutches for Every ...
	5/10/2007	Newsletter@repl...	[LymphomaLinks] Pediatric & Hodgkin's Treatm...
	4/20/2007	figleavesfashio...	5 for 4: Buy any 5 items and get the cheapest FR...
	4/17/2007	NASCARSupersto...	The American Heroes Collection - start yours to...
	4/16/2007	redcross-email@...	Dedicated IP address test
	4/16/2007	dickssportinggoo...	Spring Fun, Spring Savings

AMERICA Online

Setup Folders Read Save Delete Spam Controls

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symbol lookup

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Track your favorite stocks and more with Yahoo! Finance [\[Register/Sign In\]](#)

Quotes

Views: [Basic](#) - [DayWatch](#) - [Performance](#) - [Fundamentals](#) - [Detailed](#) - [\[Create New View\]](#)

Tue Nov 9 2:36am ET - U.S. Markets open in 6 hours 55 minutes.

TECHNICLON CP (NasdaqSC:TCLN) - More Info: [News](#), [SEC](#), [Msgs](#), [Profile](#), [Insider](#)

Last Trade Nov 8 · 1/2	Change -5/32 (-23.81%)	Prev Cls 21/32	Volume 924,900	Div Date N/A	<p style="font-size: 8px;">TCLN 12-May-2008 (C) Yahoo! Small: [1d 5d 1y none] Big: [1d 5d 3m 1y 2y 5y]</p>	
Day's Range 13/32 - 11/16	Bid 15/32	Ask 1/2	Open 21/32	Avg Vol 565,863		Ex-Div N/A
52-week Range 9/32 - 2	Earn/Shr -0.24	P/E N/A	Mkt Cap 39.2M	Div/Shr N/A		Yield N/A

Quotes delayed 15 minutes for Nasdaq, 20 minutes otherwise.
[Customize Finance \(Yahoo! ID required\)](#) - [COOL JOBS @ YAHOO!](#) - [Yahoo! Finance Home](#)
[Non-Tables Version](#) - [Download Spreadsheet Format](#)

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- Thu Nov 4 TCLN [Techniclone Announces Management Changes and Proposed Financing Transactions](#) - Business Wire
- Tue Oct 19 TCLN [Techniclone Announces Current Status and Future Plans](#) - Business Wire
- Mon Oct 4 TCLN [Techniclone's Cotara Trial Data to Be Presented at International Congress on Brain Research](#) - Business Wire
- Fri Sep 10 TCLN [Techniclone CORP/DE/ Financials](#) - EDGAR Online Financials
- Fri Sep 10 TCLN [TECHNICLON CORP/DE/ - Quarterly Report \(SEC form 10-Q\)](#) - EDGAR Online

All headlines for: [TCLN](#)

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The screenshot shows the Amazon.com homepage with the following elements:

- Header:** Amazon.com logo, navigation links for WELCOME, STORE DIRECTORY, YOUR ACCOUNT, HELP, and TODAY'S FEATURED STORES (SOFTWARE, TOOLS & HARDWARE, NEW CARS).
- Search Bar:** A search input field with a dropdown menu set to 'All Products'.
- Left Sidebar:** A navigation menu with categories like Books, Music, DVD, Video, Electronics, Camera & Photo, Toys, Health & Beauty, Software, Computer & Video Games, Kitchen, Tools & Hardware, Lawn & Patio, New Cars, Auctions, sothebys.amazon.com, zShops, Gift Ideas, and Free e-Cards.
- Main Content Area:**
 - Message:** "Hello. Sign in to get recommendations."
 - Auctions:** "Blair Witch 2 props, CowParade New York 2000 art, video game collectibles".
 - Shipping:** "Enjoy free shipping on all purchases over \$99 in our Kitchen store."
 - Special Offer:** "Shop a Little, Save a Lot" with a promotional text about spending at least \$10 on personal essentials and household basics.
 - Top Sellers in Books:** "Communion With God" by Neale Donald Walsch, described as a bestselling author's chronicle about developing a friendship with God.
 - More Top Sellers:** A list of products including "2001 Jetta by Volkswagen", "Gladiator DVD ~ Russell Crowe", "Fiskars 94056974 Kangaroo Container (30 Gallon)", and "Stinger Scooter by Variflex, Inc."
 - Books Section:** "Hot and Spicy Rice" by Anne Rice, described as a voodoo child narrative.
- Right Sidebar:**
 - Get \$150 cash back on a Sega Dreamcast.**
 - amazon.com logo** with "What's new at" text.
 - Already a customer? Sign in to see what's New for You.**
 - New Releases:** A list of categories including Computers & Internet, Classical, DVD Classics, Activities & Learning, and Computer Add-Ons.
 - Movers & Shakers:** A list of products with percentage increases, such as "Rules for Aging" (3,359%), "Palm m100 Handheld" (1,662%), and "Baby Santa's Music Box VHS" (20,000%).

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AOL | myAOL | Mail | Make AOL Your Homepage

MAPQUEST.

An AOL Company

Settings | Help | Business Solutions

Maps | Directions | Mobile | Gas Prices

Printer-Friendly | Link to this Search

Maps - Enter as much as you know

Place Name (optional) e.g., Restaurants or Schools
washington, dc

Address or Intersection

City State ZIP Code

New York NY

- U.S. & Canada
- Outside U.S. & Canada
- Map by Location
- See What's in Your Neighborhood
- World Atlas

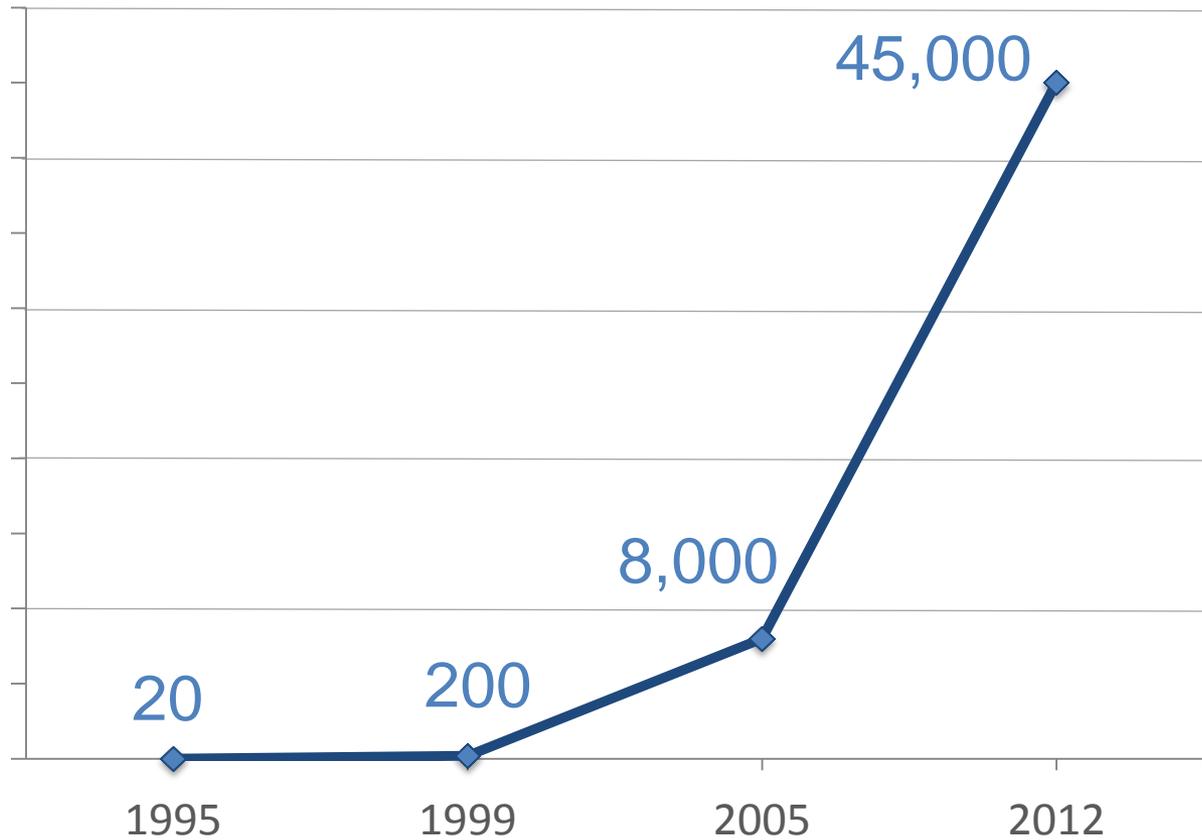
Please Select One:
17 results for washington, dc near New York, NY
[Refine Your Search](#)

Relevance | Distance | **Alpha**

- Ronny Bergman DC**
Ronny Bergman DC
25 Old Shore Rd, Port Washington, NY (17.29 miles away)
516-944-4300
[Map](#) | [Directions To](#) | [Directions From](#)
[Places Nearby](#) | [Send to Cell](#)
Category: Chiropractors DC
- Sandy Hollow Chiropractic Ofc**
Deborah Kleinman DC
33 Sandy Hollow Rd, Port Washington, NY (17.65 miles away)
516-883-1305
[Map](#) | [Directions To](#) | [Directions From](#)
[Places Nearby](#) | [Send to Cell](#)
Category: Chiropractors DC
- Port Washington Chiropractic**
Charles A Schrier DC
18 Haven Ave, Port Washington, NY (17.73 miles away)
516-883-4700
[Map](#) | [Directions To](#) | [Directions From](#)
[Places Nearby](#) | [Send to Cell](#)
Category: Chiropractors DC
- Ria Eagan DC**
Ria Eagan DC
20 Vanderverter Ave, Port Washington, NY (17.89 miles away)
516-944-9460
[Map](#) | [Directions To](#) | [Directions From](#)
[Places Nearby](#) | [Send to Cell](#)
Category: Chiropractors DC

Online Content Growth

Web Pages Indexed (in MM)





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Wave 2: Search Engines



investment diversification strategies

About 7,740,000 results (0.26 seconds)

Web

Images

Maps

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News

Shopping

More

San Jose, CA

Change location

Show search tools

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[Naive diversification strategies in defined contribution ...](#) - Benartzi - Cited by 819

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[Beginners' Guide to Asset Allocation, Diversification, and Rebalancing](#)

www.sec.gov/investor/pubs/assetallocation.htm

Aug 28, 2009 – Even if you are new to **investing**, you may already know some of the most ... **Diversification** is a **strategy** that can be neatly summed up by the ...

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Google

what's the population of brazil

Search About 88,800,000 results (0.27 seconds)

Web

Images

Maps

Videos

News

Shopping

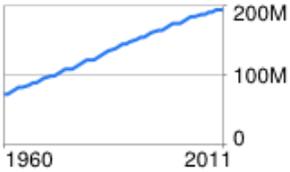
More

San Jose, CA

Change location

Show search tools

Population, Brazil



www.google.com/publicdata
196,655,014 - 2011
Source: World Bank
[Disclaimer](#)

Brazil - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Brazil
The slave **population** had been in decline since **Brazil's** independence: in 1823, 29% of the **Brazilian population** were slaves but by 1887 this had fallen to 5%.
[Economy of Brazil](#) [Languages of Brazil](#) [Brazil national football team](#) [Brasília](#)

Brazil Population - Demographics

www.indexmundi.com > [Brazil](#) > [Demographics](#)
Facts and statistics about the **Population of Brazil**. Updated as of 2012.

What is the population of Brazil

wiki.answers.com > ... > [Countries States and Cities](#) > [Brazil](#)
According to the CIA official figure, the **population of Brazil** in August 2000 (the last official census) was 169,872,855. The current estimate for July 2010 is ...

official census) was 169,872,855. The current estimate for July 2010 is ...
According to the CIA official figure, the population of Brazil in August 2000 (the last
official census) was 169,872,855. The current estimate for July 2010 is ...

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The screenshot shows a Google search interface. At the top left is the Google logo. To its right is a search bar containing the text "what brazilian restaurant would you recommend for me". Below the search bar, the word "Search" is displayed in red, followed by "About 345,000,000 results (0.48 seconds)". On the left side, there is a vertical navigation menu with links for "Web", "Images", "Maps", "Videos", "News", "Shopping", and "More". The main content area displays two search results. The first result is for "Gauchos Churrascaria Brazilian Steak House" with a URL "www.gauchosbraziliansteakhouse.com/". The description mentions it's a premier Brazilian Steak House and includes a note about an 18% gratuity. The second result is for "Gaucho Steakhouse - Northville | Urbanspoon" with a URL "www.urbanspoon.com > Detroit > West > Northville". It features a 4.5-star rating and a price range of \$25 on up per entree. Below the search results, there is a section for "San Jose, CA" with a "Change location" link, and a "Show search tools" link at the bottom left.

Google what brazilian restaurant would you recommend for me

Search About 345,000,000 results (0.48 seconds)

Web [Gauchos Churrascaria Brazilian Steak House](#)
www.gauchosbraziliansteakhouse.com/
At Gauchos Churrascaria, NH's premier **Brazilian** Steak House, **you're** treated to authentic ... At most **restaurants**, by the time **you** reach the center of your cut, the meat lacks the heat that ... An 18% gratuity **will** be added for parties of six or more .
[Salad](#) [Directions](#) [Contact](#) [Reviews](#)

Images

Maps

Videos

News [Gaucho Steakhouse - Northville | Urbanspoon](#)
www.urbanspoon.com > [Detroit](#) > [West](#) > [Northville](#)
★★★★★ Rating: 77% - 835 votes - Price range: \$25 on up per entree
Gaucho Steakhouse, **Brazilian Restaurant** in Northville. ... But if **you've** been to the real **Brazilian steakhouses** in Brasil, Chicago, or Texas **you will** be disappointed. My friend is vegetarian and **recommended** Gaucho to **me** after she ate there.

Shopping

More

San Jose, CA
[Change location](#)

[Show search tools](#)

[Terra Mar Brazilian Steakhouse - Pinellas Park | Urbanspoon](#)
www.urbanspoon.com > [Tampa Bay](#) > [St. Petersburg](#) > [Pinellas Park](#)
★★★★★ Rating: 85% - 301 votes - Price range: \$15-25 per entree
Aug 14, 2012 – Terra Mar **Brazilian Steakhouse**, **Brazilian Restaurant** in Pinellas Park. ... We **would recommend** this restaurant and If not, let **me** suggest **you** to go... not by Plane... by taste... all **you** have to **do** is go to Terra Mar, overthere ...





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Wave 3: Social Networks

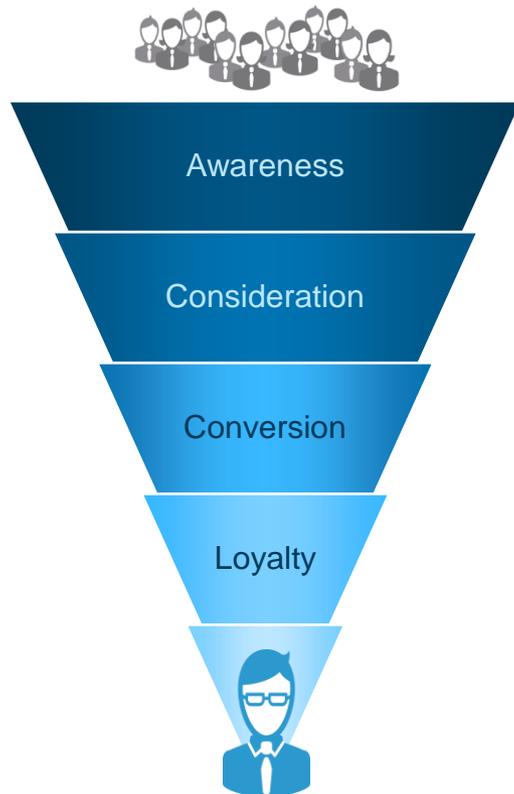


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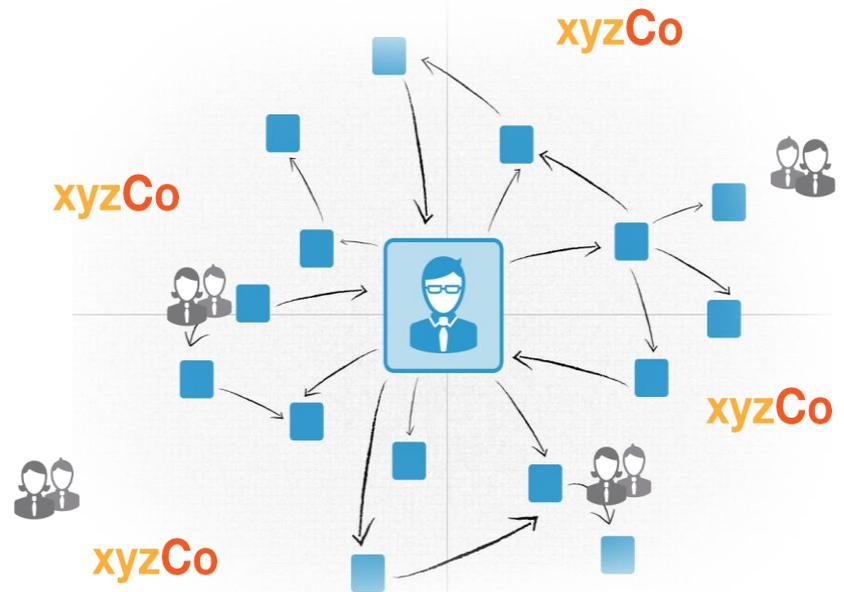
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Brand Relationships Have Evolved

From Brand-Controlled Communication



To Social and the Empowered Consumer



Inventing the Future of Marketing

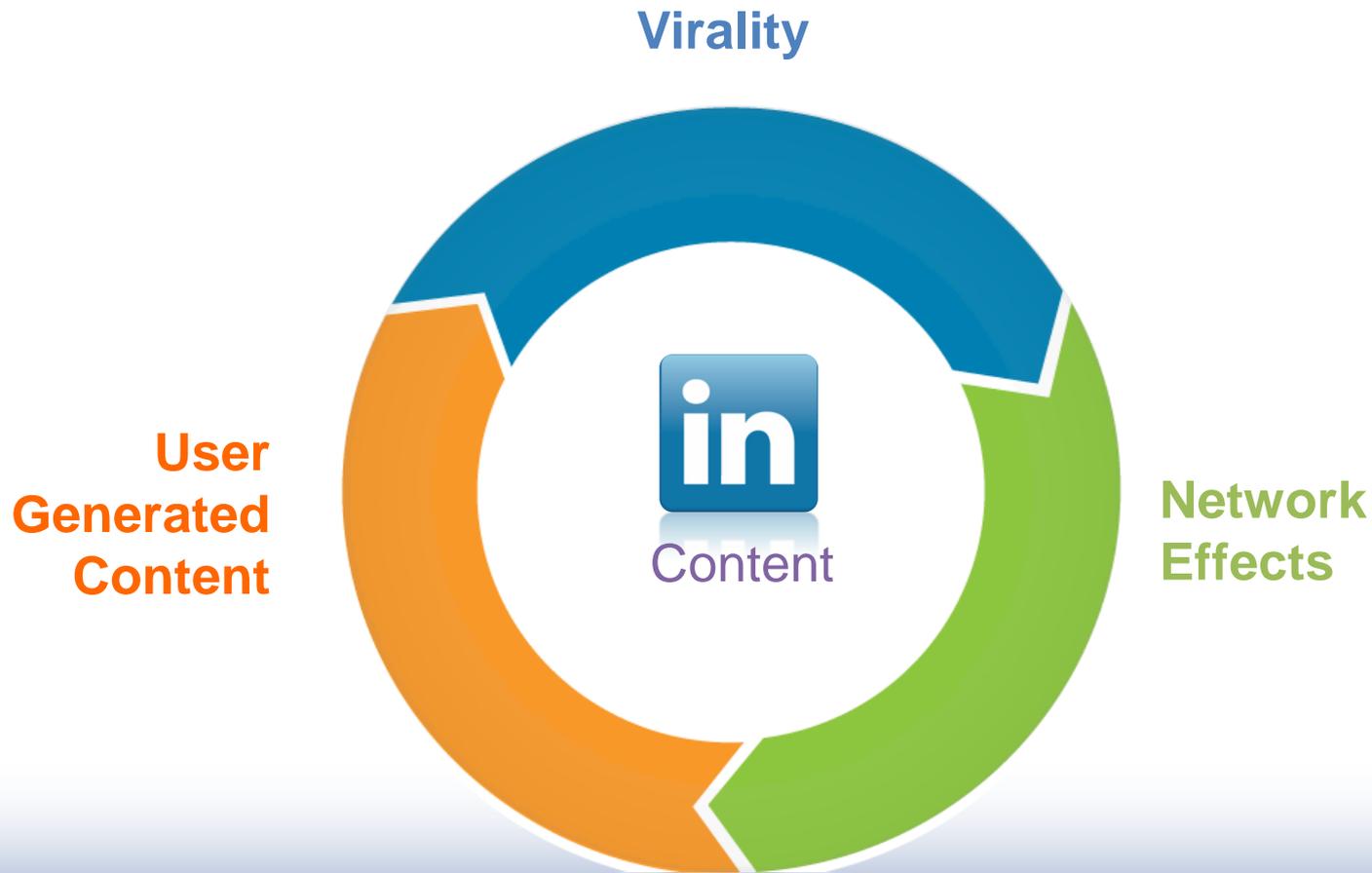
What Does it to Marketers

- Consumers are engaging differently, but their basic needs haven't changed
- Listening & insights are more important than ever
- Brands have the opportunity to participate
- Marketers need to add value with content and engage in discussion



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The Physics of the Social Internet



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Recipe for Social



AMPLIFY



ANALYZE AND REFINE