

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

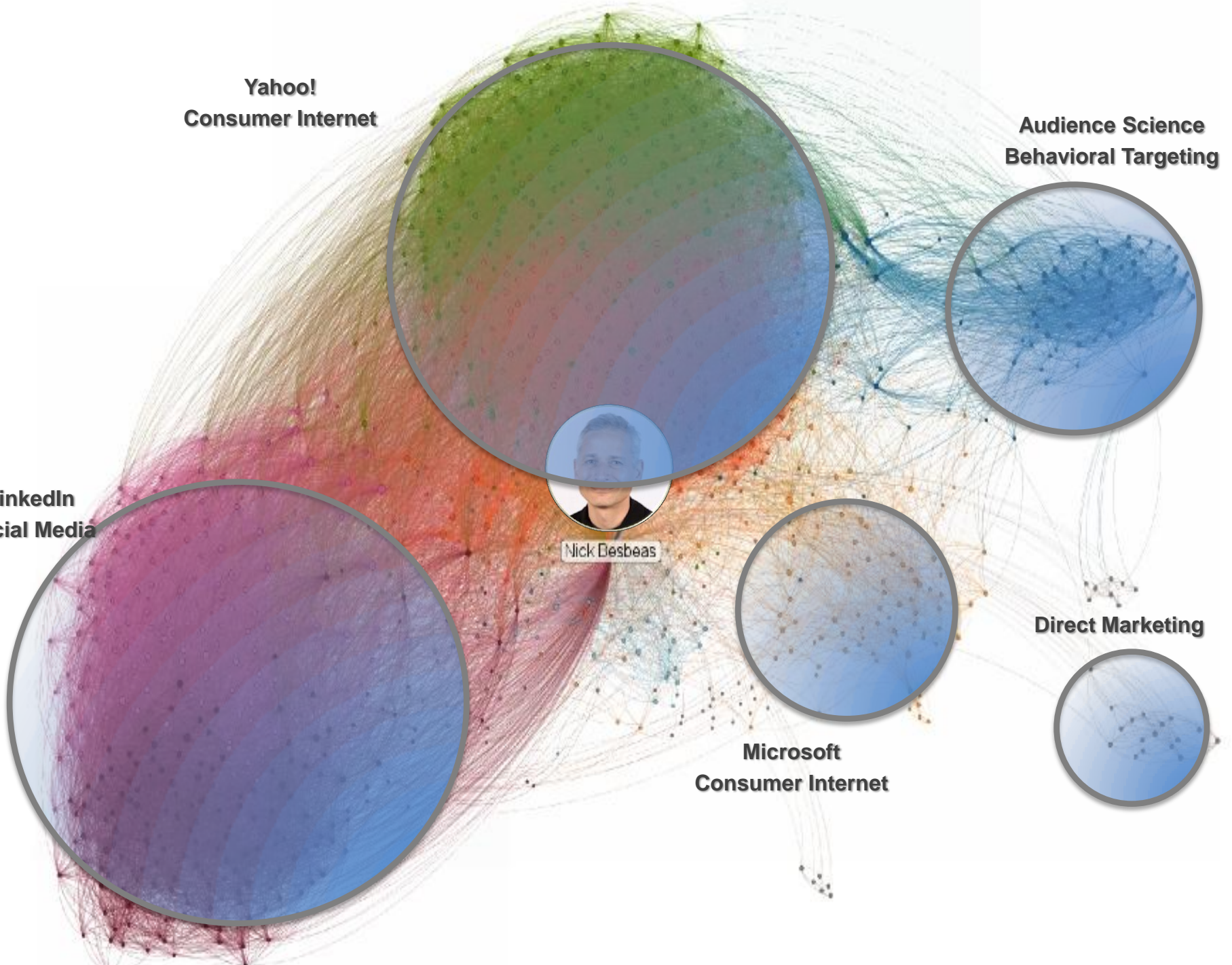
LinkedIn
Social Media



Nick Desbeas

Direct Marketing

Microsoft
Consumer Internet



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Three Waves

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

Portals



The diagram illustrates the progression of marketing technology over time. It features three overlapping arrows pointing to the right, each representing a different wave. The top arrow is grey and labeled 'Portals'. The middle arrow is blue and labeled 'Search Engines'. The bottom arrow is green and labeled 'Social Networks'. The arrows are positioned such that they overlap, with 'Portals' being the earliest, 'Search Engines' in the middle, and 'Social Networks' being the most recent. A timeline at the top marks the years 1995, 2000, 2005, and 2010 with vertical tick marks and dashed lines.

Search Engines

Social Networks

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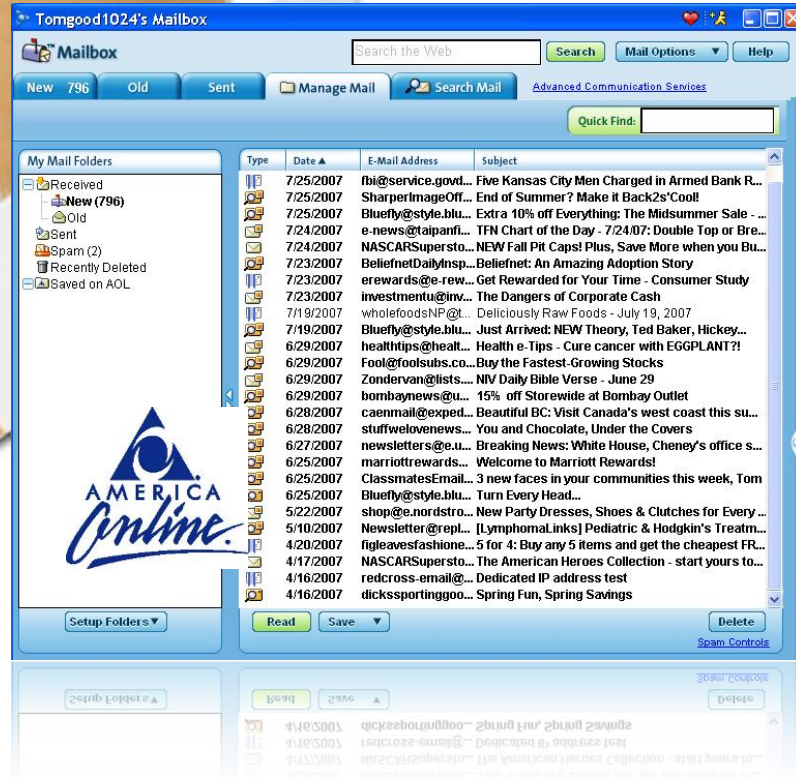
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Wave 1: Portals



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TECHNCLON 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
Day's Range 13/32 - 11/16	Bid 15/32	Ask 1/2	Open 21/32	Avg Vol 565,863
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

TCLN 12-May-2000 (C) Yahoo!
Small: [1d | 5d | 1y | none]
Big: [1d | 5d | 3m | 1y | 2y | 5y]

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Fri Sep 10 TCLN [Techniclone CORP/DE/ Financials](#) - EDGAR Online Financials

Fri Sep 10 TCLN [TECHNCLONE CORP/DE/ - Quarterly Report \(SEC form 10-Q\)](#) - EDGAR Online

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The screenshot shows the Amazon.com homepage with a navigation bar at the top including 'amazon.com.', 'WELCOME', 'STORE DIRECTORY', 'YOUR ACCOUNT', and 'HELP'. Below the navigation bar, there's a search bar and a list of categories: 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.

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Special Offer
Shop a Little, Save a Lot
Lather, rinse, repeat. Shave *with* the grain. Remember to take your vitamins. Good advice, and here's some more: spend at least \$10 on personal essentials and household basics from our [Health & Beauty](#) store, and you'll get free shipping (first-time customers and nonprescription orders only). This offer won't last forever, so don't delay!

Top Sellers in Books
Communion With God
Bestselling author Neale Donald Walsch (*Conversations with God*) moves beyond showing readers how to develop a friendship with God and instead offers a model for communion. Rather than using the dialog format, where Walsch shares personal conversations he has with God, he chose to write through the... [Read more](#)

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2001 Jetta by Volkswagen
[Gladiator DVD](#) ~ Russell Crowe
[Fiskars 94056974 Kangaroo Container \(30 Gallon\)](#)
[Stinger Scooter](#) by Variflex, Inc.

Books
Hot and Spicy Rice
In her latest chronicle, *Merrick*, Anne Rice nudges the voodoo child of the title to center stage, where the sultry, hard-drinking octoroon bends one vampire after another to her will. The result is a spellbinding narrative, with bloodsucking cameos from the likes of Louis and Lestat. Get bewitched in [Books](#).

Get bewitched in Books
Anne Rice's latest chronicle, *Merrick*, nudges the voodoo child of the title to center stage, where the sultry, hard-drinking octoroon bends one vampire after another to her will. The result is a spellbinding narrative, with bloodsucking cameos from the likes of Louis and Lestat. Get bewitched in [Books](#).

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City State ZIP Code
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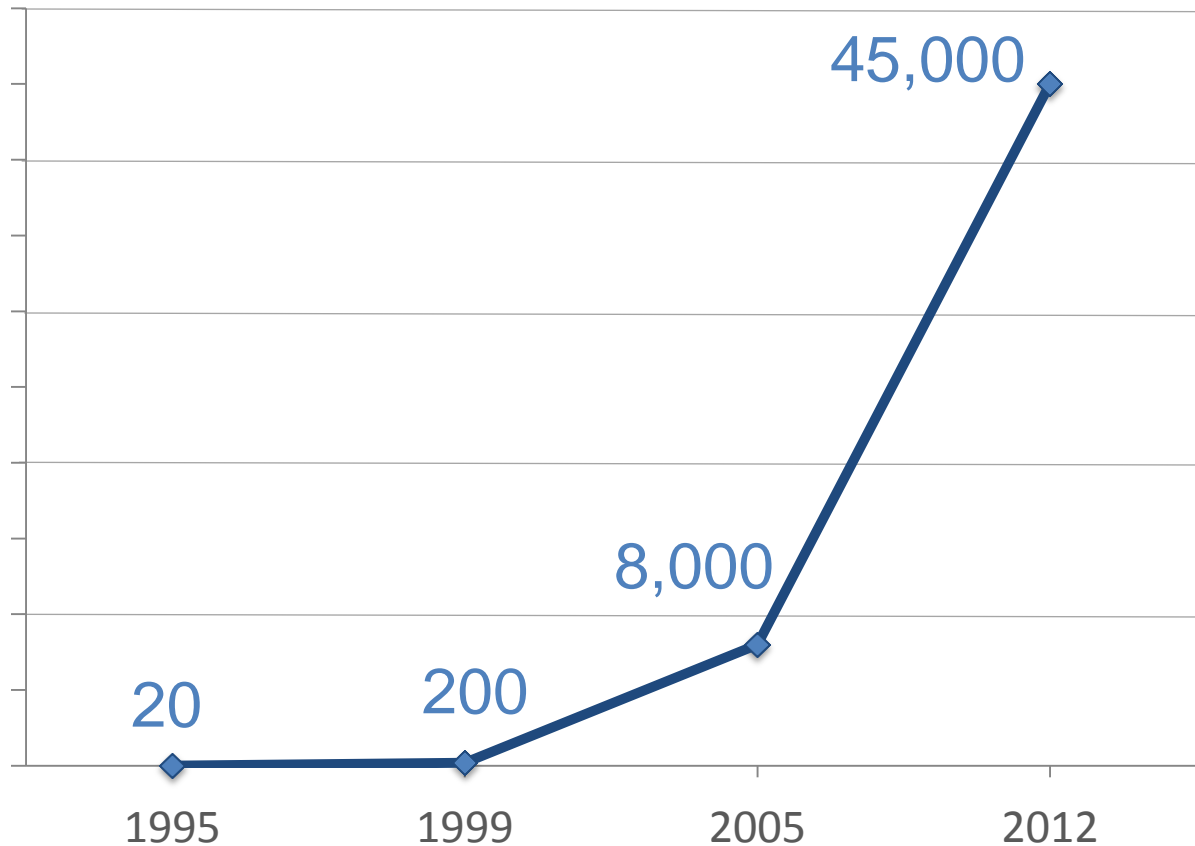
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- Ria Eagan DC**
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Online Content Growth

Web Pages Indexed (in MM)







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Wave 2: Search Engines



investment diversification strategies

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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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what's the population of brazil

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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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what brazilian restaurant would you recommend for me

Search

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[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 .

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[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.

San Jose, CA

[Change location](#)

[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

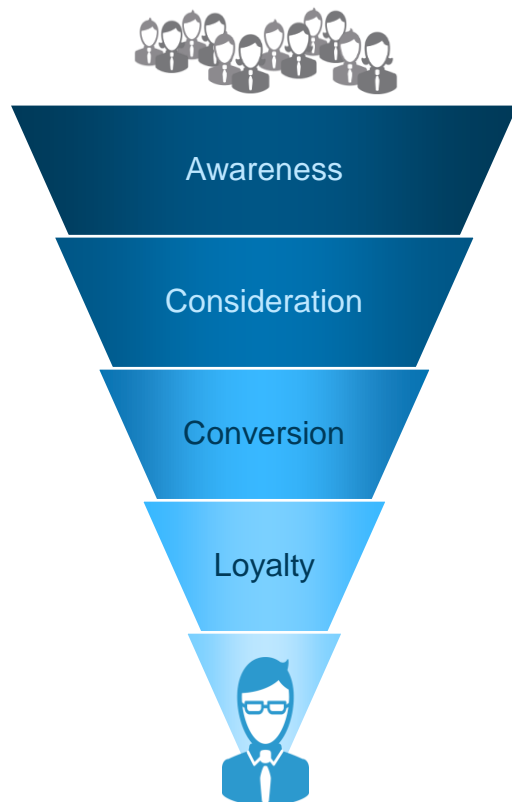


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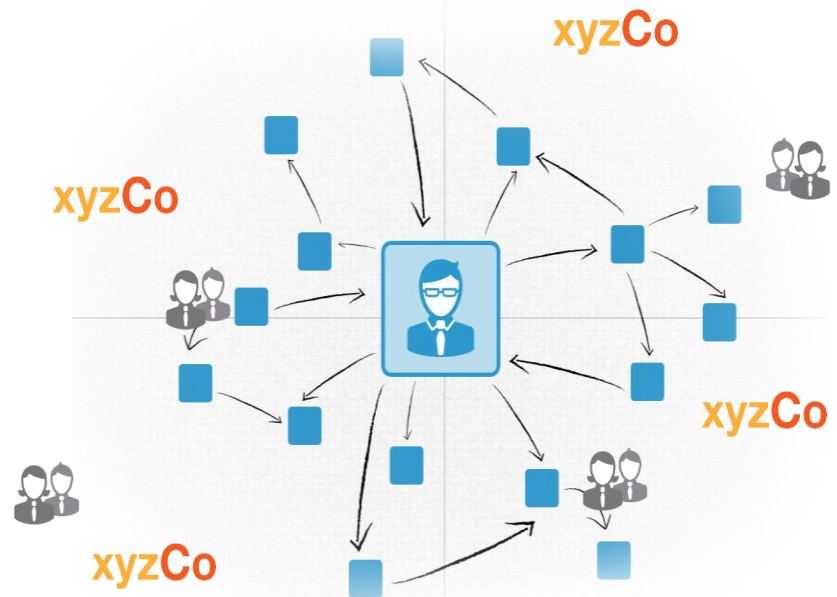
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Brand Relationships Have Evolved

From Brand-Controlled Communication



To Social and the Empowered Consumer



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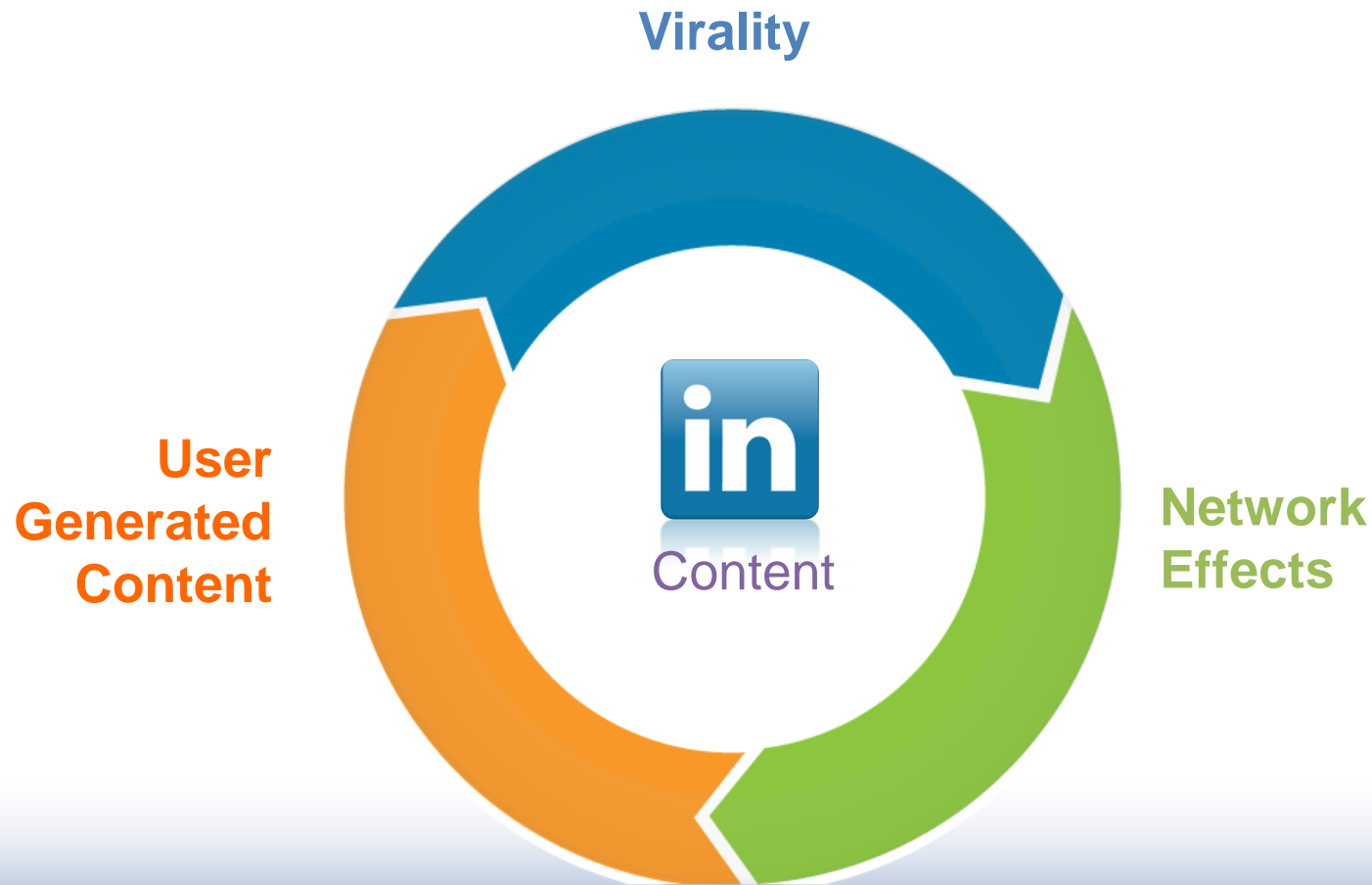
What Does it to Marketers

- 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