2012 Kellogg Marketing Leadership Summit

Inventing the Future of Marketing

SPEAKER

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Social Media in Context
Three Waves

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

Portals

Search Engines

Social Networks
Wave 1: Portals
2012 Kellogg Marketing Leadership Summit
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Online Content Growth
Web Pages Indexed (in MM)

- 1995: 20
- 1999: 200
- 2005: 8,000
- 2012: 45,000
Wave 2: Search Engines

About 7,740,000 results (0.26 seconds)
what's the population of brazil

Population, Brazil

0 100M 200M

196,655,014 - 2011
Source: World Bank

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  Brasilia

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 ...
what brazilian restaurant would you recommend for me

Search

About 345,000,000 results (0.48 seconds)

Web

Gauchos Churrascaria Brazilian Steak House
www.gauchochurrascariabraziliansteakhouse.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

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.

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 ...
Wave 3: Social Networks
Brand Relationships Have Evolved

From Brand-Controlled Communication

Awareness
Consideration
Conversion
Loyalty

To Social and the Empowered Consumer

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
The Physics of the Social Internet
Recipe for Social

Create a Presence → Attract an Audience → Engage with Content

AMPLIFY

ANALYZE AND REFINE