

Understanding and Influencing The New Media

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The New Influencers

Secrets of Social Media Marketing

The Joy of Geocaching

Social Marketing to the Business Customer

Professional Outdoor Media Association

The Media in Collapse

US Magazine Circulations

- % decline in circulation of top 100 newspapers in 2009: 10.6
- Average age of US daily newspaper reader: 57
- Reduction in US newsroom staffs since 2001: 45%
- Growth in NBC prime time audience, 2008: -14.3%
- Age of average network evening news viewer: 63

	2001 circ.	2009 circ.	Change
<i>Woman's Day</i>	1.61M	410,000	-74%
<i>Redbook</i>	556,300	154,600	-72%
<i>Playboy</i>	522,800	203,200	-71%
<i>Country Living</i>	380,200	134,900	-64%
<i>National Enquirer</i>	1.65M	591,300	-64%
<i>Reader's Digest</i>	750,000	270,000	-64%
<i>ESPN Magazine</i>	54,350	25,200	-63%

New Media Facts

- ▣ **Teens watch 60% less TV than their parents. They spend 600% more time online** (Arthur W. Page report)
- ▣ **Twitter membership up 1,900% last year** (Nielsen)
- ▣ **If Facebook was a country, it would be world's third largest**
- ▣ **Daily YouTube video downloads: 1 billion**
- ▣ **% of Americans under 33 on social networking sites: 67**
- ▣ **% over 55: 9**



One-third of Americans under 40 say the Daily Show and Colbert Report are replacing traditional news outlets.



Chaos Theory

- **Small Is the New Big**
- **Less Marketing is More Marketing**
- **Gain Control By Giving Up Control**
- **Publication Is a Beginning, Not an End**

Traditional Media



New Media

Shared board
posting to
Schylbier at
Walker's. My life is
now complete.

Marathon
schedule
<http://bit.ly/vaCMe>

I can't find my
good black
pants.

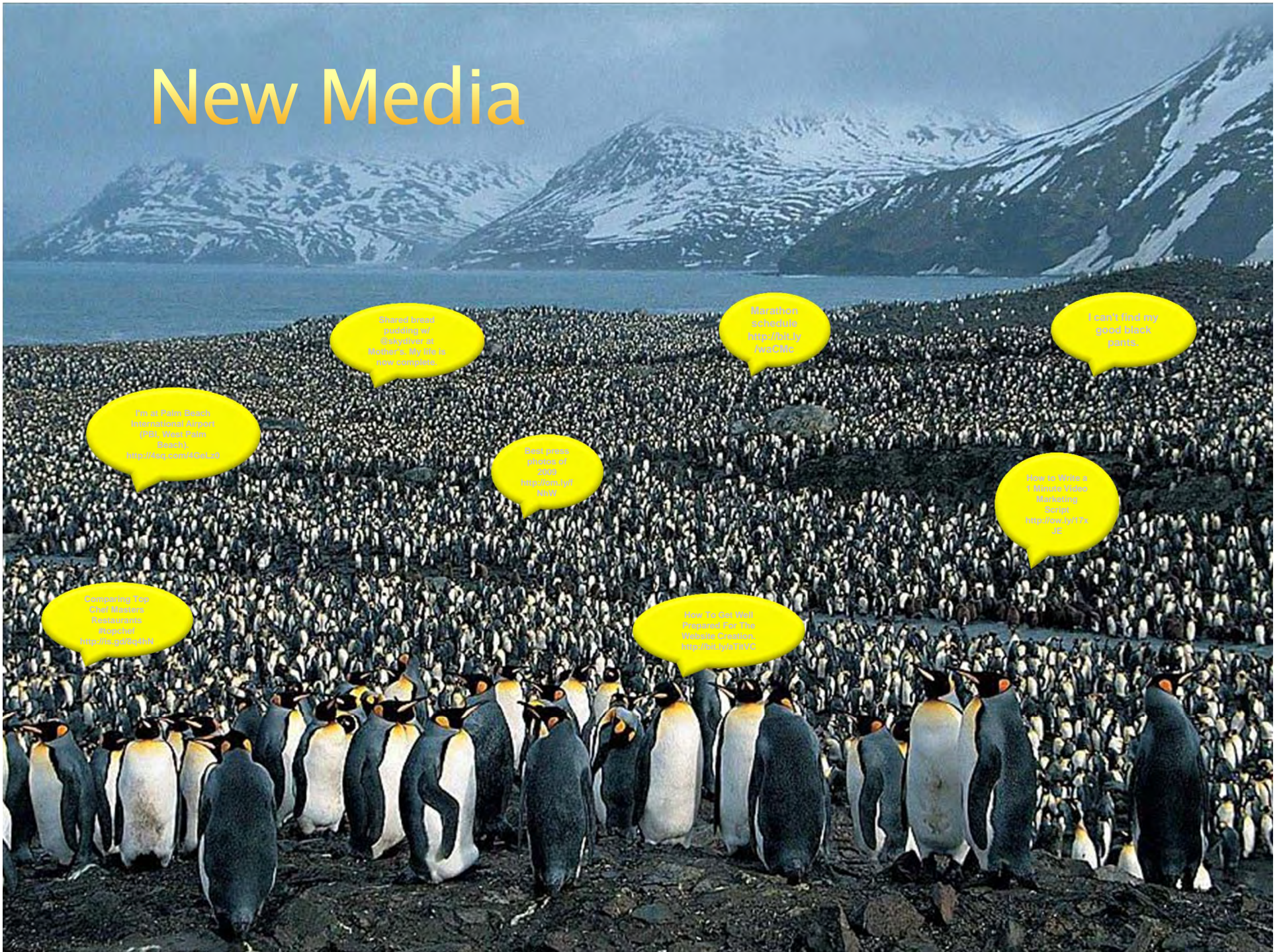
I'm at Palm Beach
International Airport
TSA West Palm
Beach.
<http://tw.com/66a2at>

Best press
photos of
2009
<http://m.ch/1W4>

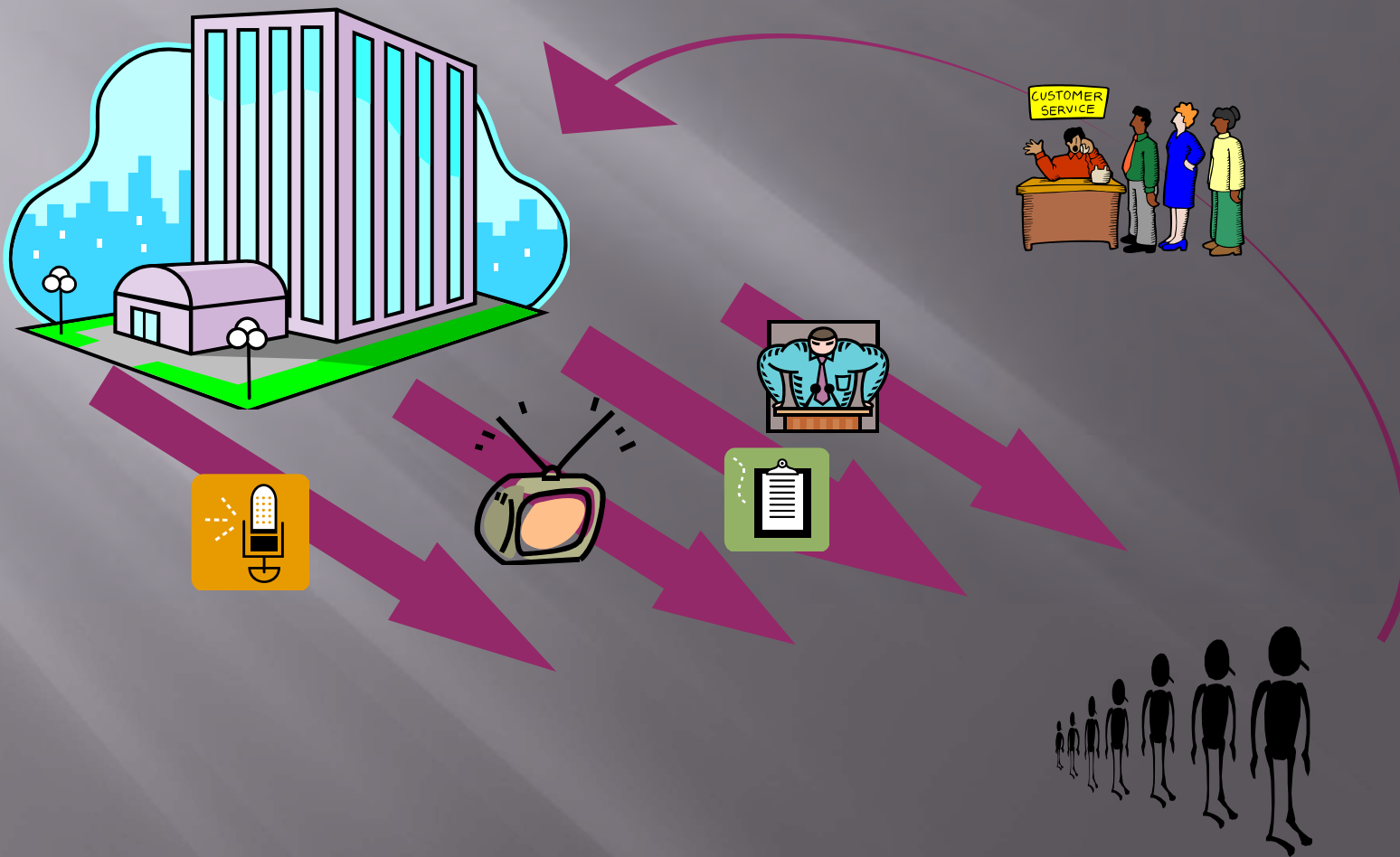
How to Write a
1 Minute Video
Marketing
Script
<http://ow.ly/17xJc>

Comparing Top
Chef Restaraents
Wopod
<http://ls.gubeydn>

How To Get Well
Prepared For The
Website Creation
<http://bit.ly/1V4>



Traditional Marketing



Blocking Marketing



Inbox (3729)



Junk E-mail [6649]



Can Spam Act Signed into Law



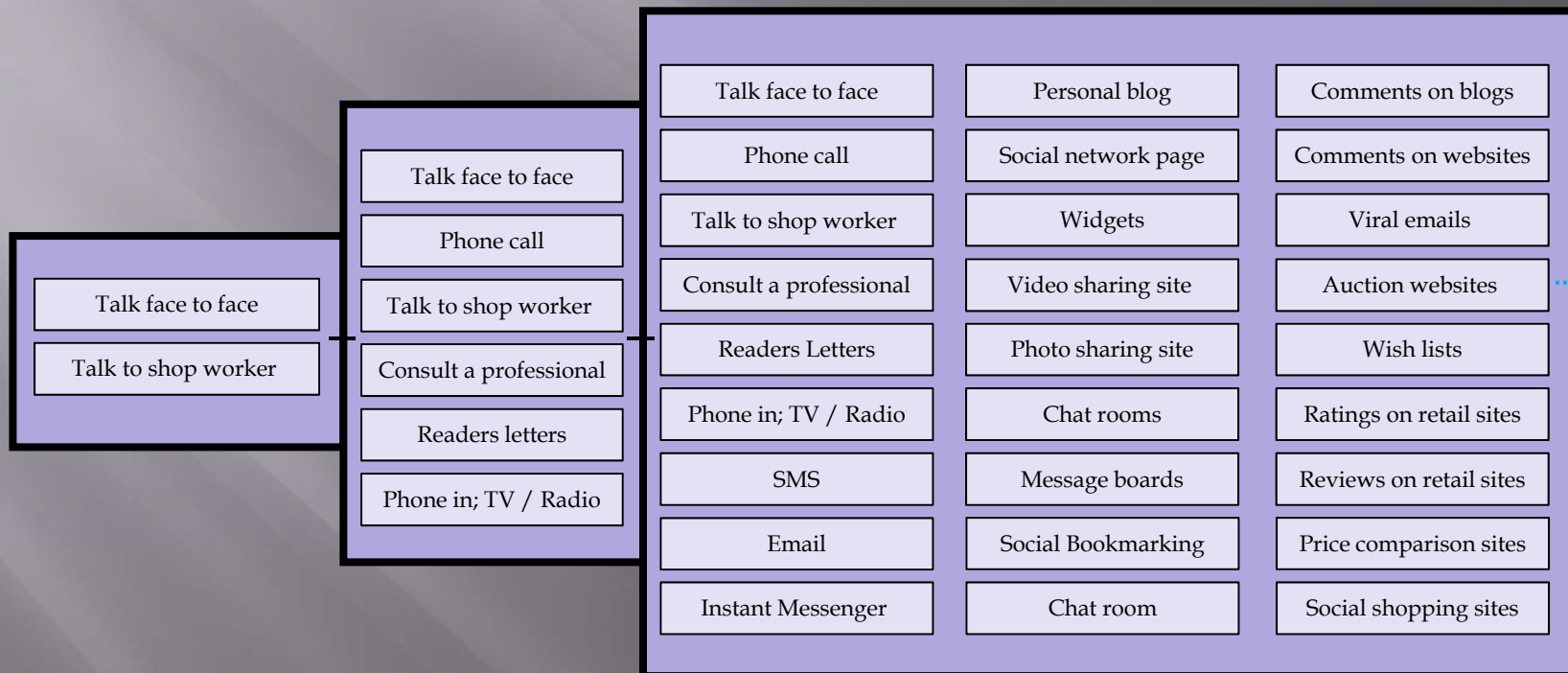


How We Share Influence

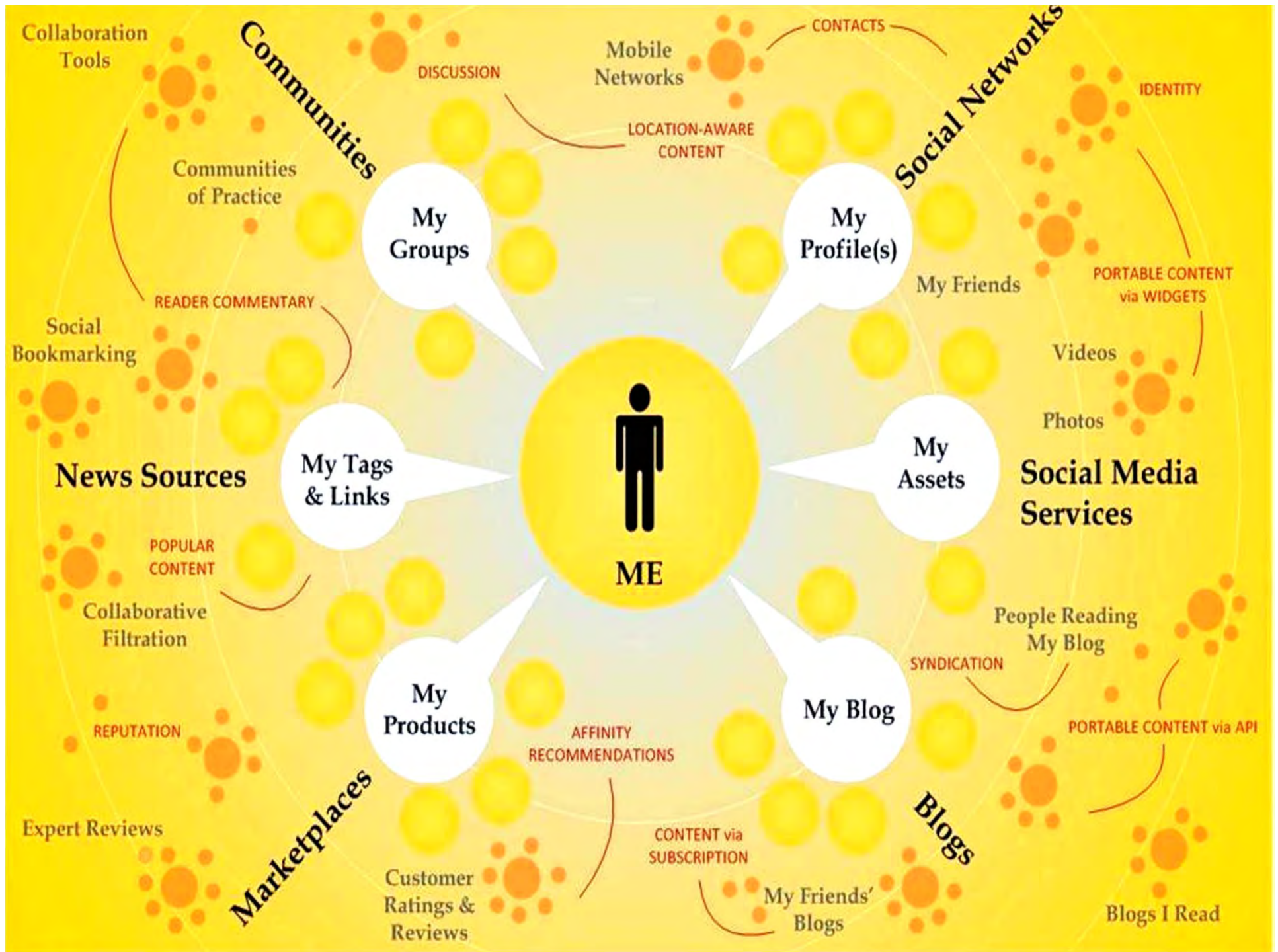
PRE MEDIA AGE

MASS MEDIA AGE

SOCIAL MEDIA AGE



Source: Universal McCann Erickson





Influence
Inversion

The Keyword Economy

- ▣ Transition from browse to search
- ▣ The click is both validation and action
- ▣ Inbound vs. outbound marketing
- ▣ SEO is critical to all marketing