

Citizen Publisers



User-generated travel reviews



Post photos, videos and advice for free



Post photos, videos and advice for free



Connects travelers with travel agents



Free travel blogs linked to map



Post photos, videos and advice for free

Influencer Relations

Meet the Intel Insiders!



Goal	Turn customers into fans
Tactic	Recruit 10 prominent bloggers for access, trials
Metrics	Blog posts, videos, tweets, traffic
Results	One video received 320,000 views 6,200 downloads of Facebook app Many blog entries Program renewed for second year
Quote	<p>"12 months of relationship building, meetups and feedback gathering has changed the way we think, act and plan our communications and events." -Ken Kaplan, Intel</p>

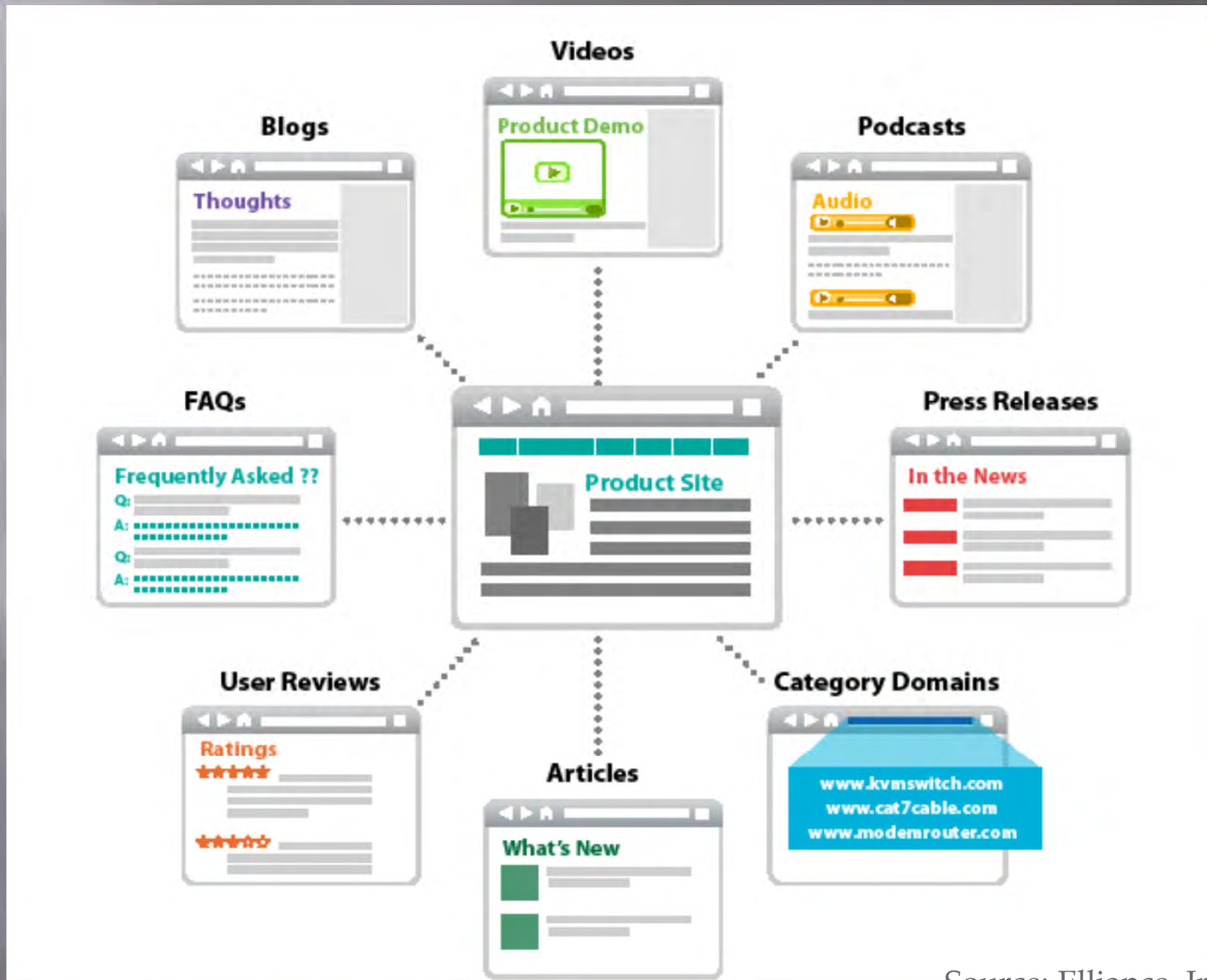
Other influencer relations successes include:

- Molson Beer
- Toro Lawnmowers
- Zarafina Tea
- PBS
- *Parents* magazine



"Since 2002, this annual event has evolved into the cornerstone of SAP's influencer programs, now serving as a key event to validate SAP's transformational market strategy."

Credibility Through Validation



Source: Elliance, Inc.

Just One Guy



Google Indexed pages: 3,760
Alexa ranking: Top .1%
Inbound links: 56,228
Twitter followers: 2,200
Technorati authority: 660
Del.icio.us bookmarks: 1,678
New York Times citations: 253
Computerworld citations: 130
InformationWeek citations: 117
Newsletter subscribers: 125,000

Schneier on Security

A blog covering security and security technology.

Publish Everywhere

facebook.

400 million members

flickr

32 million members

twitter

120 million members

yelp

1 million daily visitors



You Tube
Broadcast Yourself

1 billion daily views

slideshare
BETA

6 million daily visitors

photobucket

1.5 million daily visitors

WAYN
WHERE ARE YOU NOW?

10 million members

Linked in

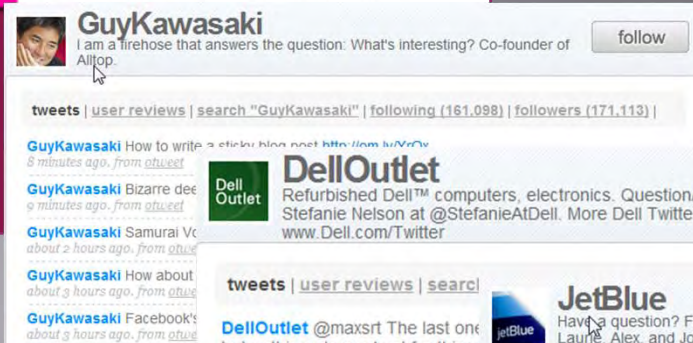
50 million members

Many Uses for Twitter



sodexo
SodexoCareers

Your Future
so innovative,
so creative,
so personal,
so different.



Guy Kawasaki
I am a firehose that answers the question: What's interesting? Co-founder of Alltop.

tweets | user reviews | search "Guy Kawasaki!" | following (161,098) | followers (171,113)

Guy Kawasaki How to write a sticky blog post <http://am.ly/9vQv> 8 minutes ago, from @tweeet

Guy Kawasaki Bizarre de... 9 minutes ago, from @tweeet

Guy Kawasaki Samurai Vc... about 2 hours ago, from @tweeet

Guy Kawasaki How about... about 3 hours ago, from @tweeet

Guy Kawasaki Facebook's... about 3 hours ago, from @tweeet



Dell Outlet
Refurbished Dell™ computers, electronics. Question/comment? Contact Stefanie Nelson at @StefanieAtDell. More Dell Twitter accounts at www.Dell.com/Twitter

follow



JetBlue
Have a question? Follow us and let us help! - Currently on duty: Gigi, Lindsey, Laurie, Alex, and John

tweets | user reviews | search "JetBlue" | following (117,447) | followers (1,221,046)

JetBlue @cycloid Comfort and range are reasons we love the E-190. We even set a record with it: Anchorage to Pittsburgh, 2,604 nautical miles. 28 minutes ago, from CoTweet

JetBlue @sklingrogge Your watch those games at 30,000! about 19 hours ago, from Tweetie

JetBlue @michaeljoel We'll hit <http://bit.ly/jvTLU> 1 day ago, from CoTweet

JetBlue We posted pictures /3DmIAA (and some videos c 1 day ago, from CoTweet)

Follow



CME Group

Name CME Group
Location Chicago
Web <http://www.cmegro...>
Bio A CME/CBOT/NYMEX company and the world's most diverse financial marketplace.

A look at our lum @Mark_J_Perry: Prices Reaching <http://ow.ly/1xmX>
about 1 hour ago via HootSuite



comcastcares

@ywang09 We would like to help. Email us at We_Can_Help@cable.comcast.com
about 4 hours ago from web in reply to ywang09

@obels74 We can see what is available to you. Email us We_Can_Help@cable.comcast.com
about 4 hours ago from web in reply to obels74

@TobyDiva I love the opportunity to catch up with friends
about 4 hours ago from web in reply to TobyDiva

Follow



Name Frank Ekason
Location Philadelphia, PA
Web <http://www.comcas...>
Bio Service Director, Comcast National Customer Service
Email We_Can_Help@cable.comcas...
com

32,470 following 32,562 followers 228 listed

Tweets 37,313

Favorites

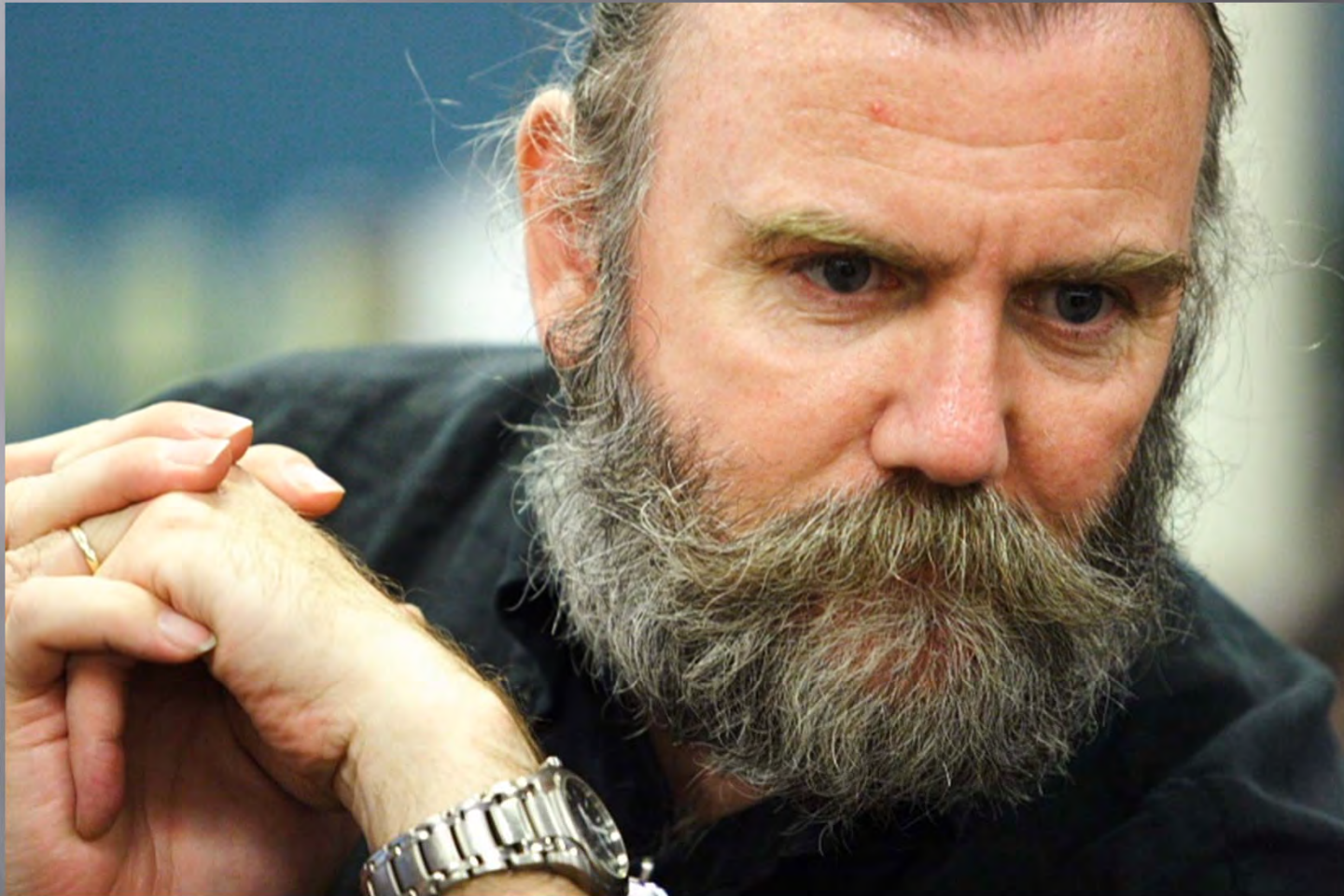
Lists
[@comcastcares/comcast-on-twitter](#)
View all

Actions
Block comcastcares
Report for spam

Following

Becoming the Media

Promote Remarkable People



Bill Hill, Microsoft

Be Helpful

Clickable Forums
Get Answers To Your Search Marketing Questions

Distribution of Daily Budgets Across Ads
Daily and monthly budgets are managed at the campaign level and not the ad level, so your budget will not be distributed evenly across your ads or even at the ad group level. If maintaining an even-budget distribution is an important objective for you, you can isolate your ads into individual campaigns and manage the budgets accordingly at the campaign level.

Organic Results vs. Paid: Which Gets More Clicks?
It really depends on the search query. For obviously purchase-oriented queries, Google displays more ads in an effort to get clicks on ads instead of on organic listings. For example, the paid/organic clickthrough split on a query like "buy plane ticket to new york" could be 50/50 or even favor the paid listings.

Keyword Research Tools
I typically use KeywordDiscovery or Wordze to help me with my keyword research. Understand that keyword research tools are helpful to the extent that they offer insight into the relative traffic levels. Keep in mind that a lot of search engine marketing managers use the same tools to generate their keyword lists, so you should also think outside the box and generate lists of keywords that are unique to your offering to drive traffic for keywords others may not be leveraging at.

Download the eBook of the Clickable Gurus' Guide to Better Search Marketing

Discussion about Clickable Pro

Forums	Last Post	Activity
Registration and Linking Accounts	Re: Which search engines does Clickable support? by Arnie Agremon 08-15-2009 12:11	15 Topics 34 Posts
Goals and Conversion Tracking	Re: My big problem setting up conversion tracking and setting goal by Preston Green 09-01-2009 08:08	17 Topics 35 Posts
Creating and Managing Campaigns	Re: Clipping accounts across networks by Jonathan Bell 07-14-2009 01:52	8 Topics 17 Posts
Adverts and Alerts	Re: Automating Clickable? by Vernon Stewart 05-19-2009 02:52	9 Topics 16 Posts
Reporting	Re: Bringing Clickable data into a CRM system by Preston Green 07-16-2009 07:25	9 Topics 15 Posts
Customer Service	Re: Firefox and Safari support by Preston Green 09-01-2009 08:12	8 Topics 12 Posts
Help and Community	Search Engine Marketing best practices by Arnie Agremon 06-19-2009 03:37	2 Topics 2 Posts
Product Ideas and Upcoming Features	Re: Firefox 3 by Preston Green 09-01-2009 08:29	4 Topics 7 Posts
International	Re: Clickable's international presence by Preston Green 07-16-2009 07:30	1 Topics 3 Posts

Discussion About Clickable Assist

Forums	Last Post	Activity
What is Clickable Assist?	Re: Who are your customers? by Henry 07-21-2009 12:13	3 Topics 7 Posts
Assist services for setting up a search account	Re: Setting up an account with Clickable Assist by Matt Mack 05-23-2009 05:05	2 Topics 4 Posts
Assist services for expanding campaigns	Re: Expanding my search-marketing campaigns with Clickable Assist by Matt Mack 05-22-2009 05:07	2 Topics 4 Posts
Assist services response times	Re: A dedicated account manager by Matt Mack 05-23-2009 05:04	2 Topics 4 Posts

Search Engine Marketing Discussion

Forums	Last Post	Activity
Clickable's Quest For The Next Search Marketing Giant	Re: ANNOUNCING: CLICKABLE'S QUEST FOR THE NEXT SEARCH ENGINE GIANT by Leanne 08-31-2009 06:27	1 Topics 4 Posts
Account Management	Re: Managing Multiple Advertiser Accounts with a Single Email by Vernon Stewart 07-20-2009 03:43	2 Topics 7 Posts
Campaign Creation and Management	Re: Managing Campaigns for Separate Businesses by Tracy Johnson 06-16-2009 11:26	9 Topics 18 Posts

Free Search Marketing ebook
Download the 2009 Clickable Guru's Guide to Search Engine Marketing.
[Download](#)

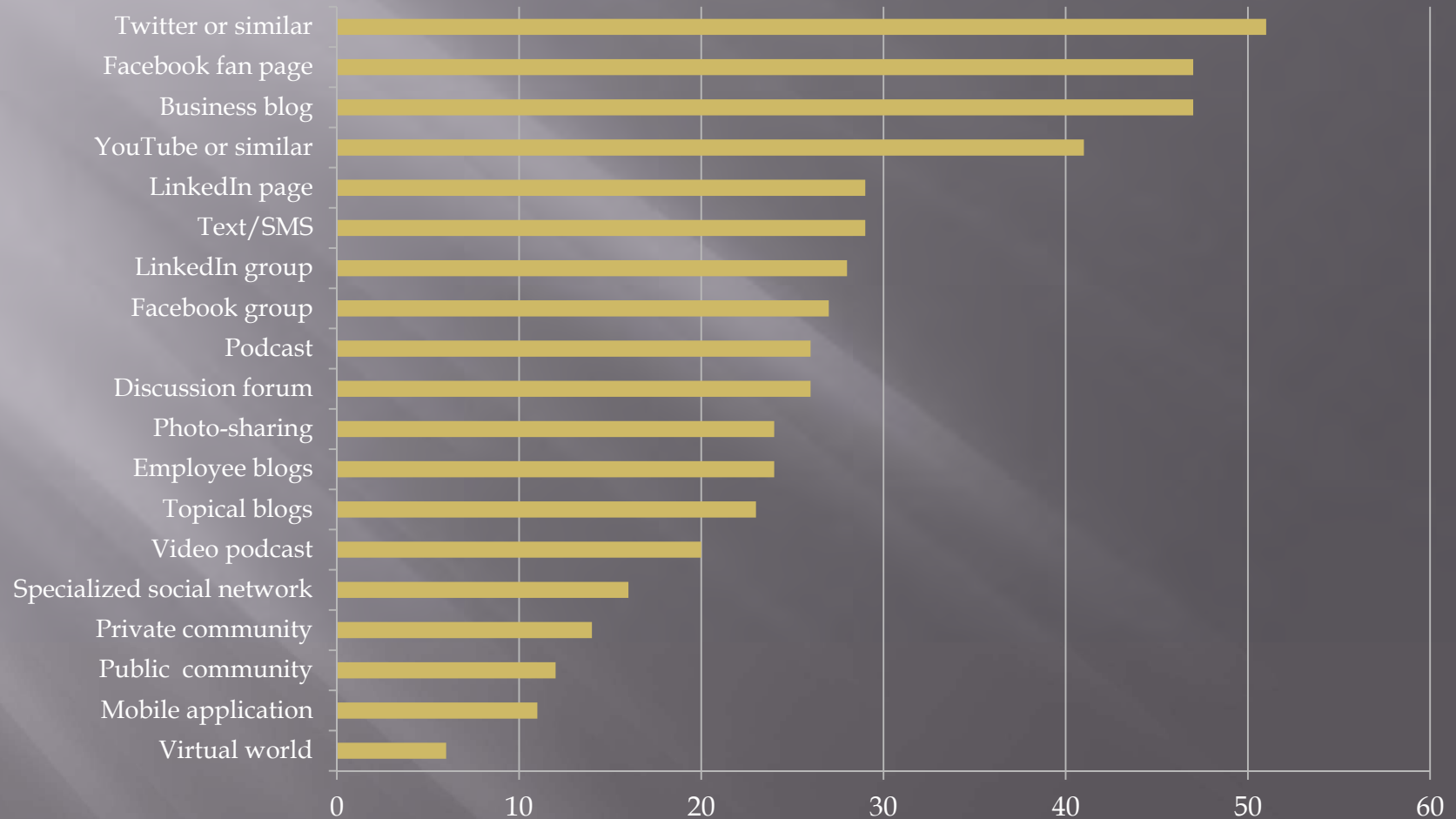
CATEGORY TAGS
ad groups Ad Scheduling AdWords Editor brand Budget campaigns code of conduct content network copy CTR display of ads/links FAQ Geo-targeting google Google Analytics keyword match type keyword research MCC account Misspelled Keywords networks organic search Placement Targeting quality score reporting subversion Search Network start date trademark User Searches

“The Gurus are the cornerstone of Clickable’s marketing strategy. Clickable's community program, led by the Gurus, now directly generates at least 50% of all new leads and customers and 400% more in new monthly advertising spend versus a year ago.”

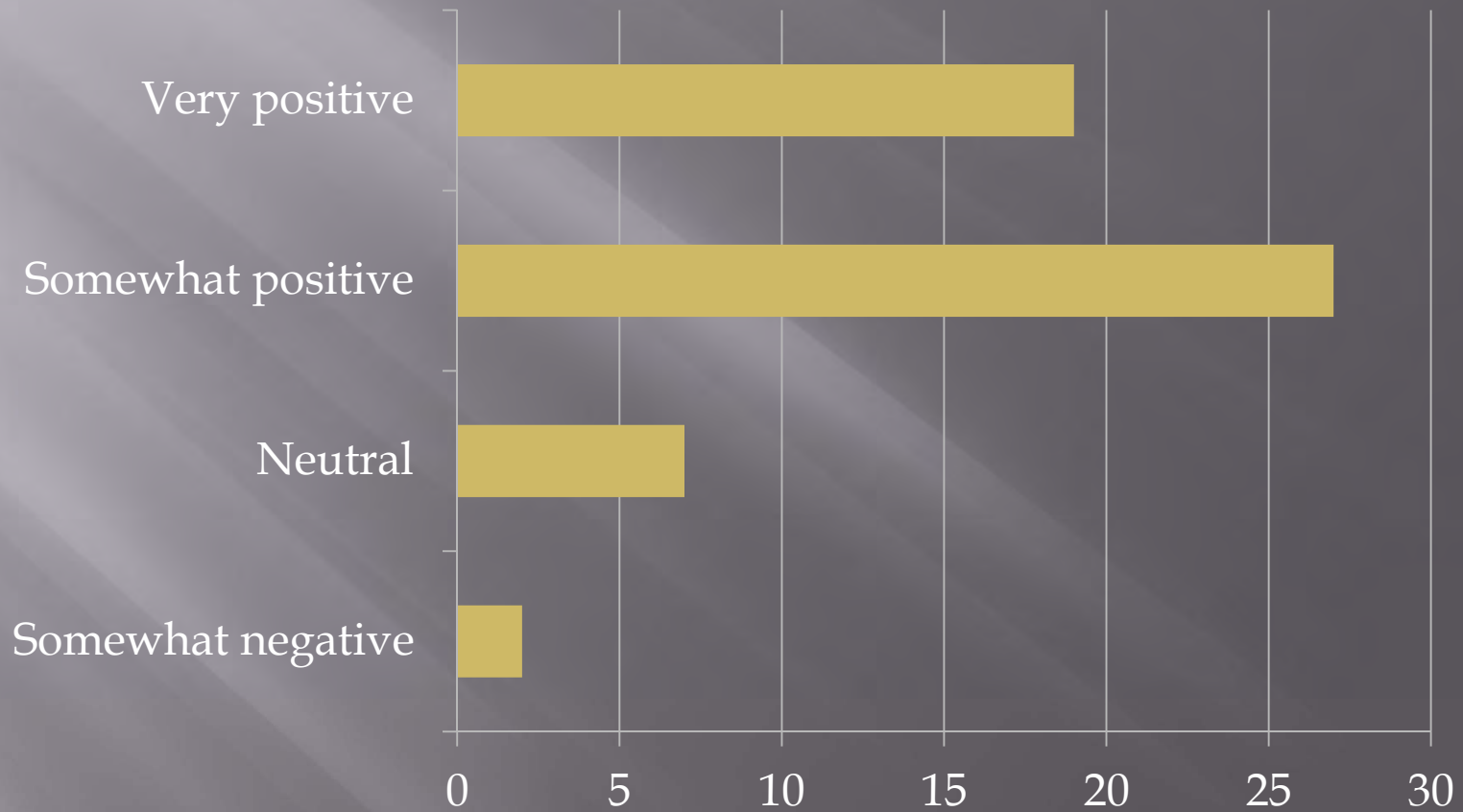
Typical Multi-Platform Scenario



Social Media Platforms in Use

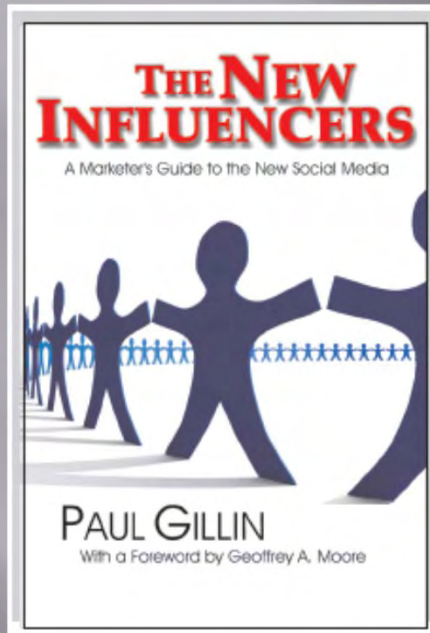


ROI Perception



55 respondents

Thank you!



Available on Amazon or at
NewInfluencers.com

Paul Gillin

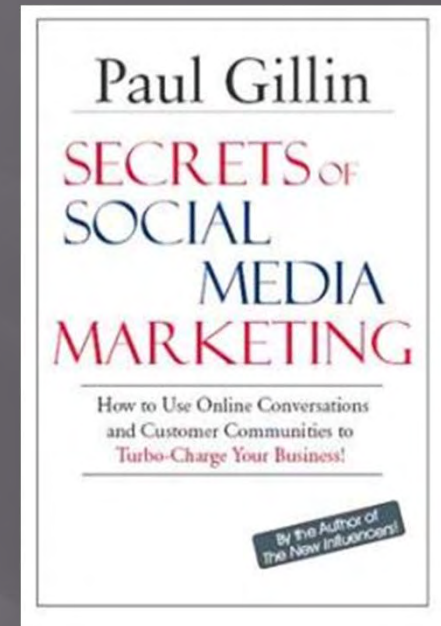
508-656-0734

paul@gillin.com

www.gillin.com

Twitter: [pgillin](https://twitter.com/pgillin)

*Subscribe to my free
weekly newsletter at
gillin.com*



Available on Amazon or at
SSMMbook.com

*Coming Jan, 2011: Social Marketing to the Business
Customer*

By Paul Gillin & Eric Schwartzman