

"From Brainstorm to Firestorm: Creating an Environment for Viral Marketing Success" - Roundtable with Guy Kawasaki and Andy Sernovitz via SmartBrief

Guy Kawasaki on Why and how he tweets

- Uses twitter as:
  - Broadcast mechanism
    - To make alltop.com successful
    - For Guy, it's all about MORE followers to direct towards Alltop
  - How to get more followers?
    - Be more interesting
    - Instead of answering the question: what are you doing? Ask, What will my readers find interesting?
- Twitter power tools: What Kawasaki uses
  - Tweetmeem
    - "hottest links on twitter" like digg for twitter?
  - Twitter feed
  - Twitterhawk.com
    - Searches tweets by key words you put in and automatically replies to those tweets with pre-made responses.
    - Example: use to thank people for retweets
    - Costs 5 cents per response
  - Objectivemarketer.com
    - Still in beta but Guy's favorite tool
    - Manage tweets, use to schedule tweets, use to repeat an important tweet as many times as you want.
- Twitter Strategy
  - Kawasaki uses "ghost tweeters" aka 4 people tweet under his name and use their initials at the end of a post to let readers know.
  - Test everything
  - For your blogs you can do 2 options for making viral:
    - Add all the social media buttons: e.g. digg, reddit, stumbleupon etc..
    - Or simplify and just use one like "tweet this"

Andy Sernovitz: Social Media is all about love

- Build an army of fans who talk about you because they think you're great NOT for money
- For love requires romance
  - Engage. Find your company's voice
  - Tell about wacky things you/ your company did
- Marketing is what you DO not what you say
  - Your customers WILL always have better things to say than your marketing dept. ASK THEM. They love it
- Case studies of companies using social media successfully
  - Skittles on facebook
  - Coke

- Asked fans what time of day do they like drinking a coke the best?
- Pepsi
- Heinz Ketchup
  - Asked fans to create their next spots. Overwhelming response

Question to the chief marketer of California Tortilla (40 unit burrito franchise)

- Why do people love your sites?
  - Publish a newsletter called Taco Talk
    - Has little to do with tacos. Content is wacky stuff the owner comes up with like how to find a date etc...
    - Kawasaki's suggestion: Why don't you turn your email campaign into a blog with an RSS feed and link tweets to it?
  - Always look at it as, "What are we going to give our followers to talk about?"

Comments from an email marketing expert

- Email is where people spend most of their time
- She always approaches email campaigns as "How can I or my brand help people today?"
  - Start with a content strategy

How do we deliver content? However our fans want to receive it.

Question to the panel: What is the single biggest tip you would give concerning viral media?

- ASK
  - Ask for advice. Ask your fans what they want and for suggestions. Don't be afraid to ask. It flatters people
  - Be direct. Ask, "are we talking to you correctly?"
- Don't try too hard
  - If you have to force it, try another medium
  - Go back to the personality of the brand
- Share good feelings