

*Viral Marketing For Dummies

Widgets and Social Bookmarking

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@widgetgirl

*About Me



- Who is this chick?
 - Director of Data Strategy at ClearSpring Technologies
 - And that means...
 - Wear the web analytics hat
 - Wear the AB and multi-variate testing hat
 - Eat, breathe and sleep metrics and modeling of the digital world
 - Excel and Google Analytics are my best friends
 - In my spare time...
 - Blog at widgetanalytics.wordpress.com
 - Dedicate many hours to the Web Analytics Association
 - Write for the MediaPost Metrics Insider
 - Soccer Mom and Suburban Washingtonian

*What is a widget?

- Wikipedia:
 - A web widget is a portable chunk of code that can be installed and executed within any separate HTML-based web page by an end user without requiring additional compilation.
- Widgets can also be run on Desktops and Mobile devices.
- Easy definition – “mini web page”



*What makes a widget sharable?

Visitor clicks on widget to initiate sharing process.

Visitor selects destination site or grabs the embed code

*What can a widget share?

VIDEO CATEGORIES

Share to:

- Facebook
- Twitter
- LinkedIn
- StumbleUpon
- Delicious
- Reddit
- Diigo
- FriendFeed
- MySpace
- My Friend Stream
- My Friend Star
- My Friend Feed
- My Friend Wall
- My Friend Circle
- My Friend Space
- My Friend Network
- My Friend Hub
- My Friend Zone
- My Friend World
- My Friend Universe
- My Friend Galaxy
- My Friend Cosmos
- My Friend Earth
- My Friend Sun
- My Friend Moon
- My Friend Stars
- My Friend Planets
- My Friend Solar System
- My Friend Universe
- My Friend Cosmos
- My Friend Earth
- My Friend Sun
- My Friend Moon
- My Friend Stars
- My Friend Planets
- My Friend Solar System

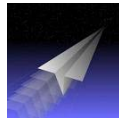
*Your content everywhere!

What are you doing?

Google

*Sharing

- Widgets help content travel
- Widgets share links in the form of bookmarks, emails, links to help others travel back to a content's home base
- Outbound content
- Inbound links



* Widget Strategy

“Begin with the end in mind”
- Steven Covey



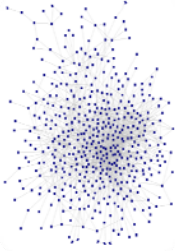
* Widget Strategy - Continued

- “Begin with the end in mind” – Stephen Covey
- Who is your target audience?
- What are you trying to accomplish?
 - Build off-domain audience
 - Drive traffic back to web site
 - Direct response
 - Brand awareness
- Use tools like comScore to identify seed locations
- Align your success metrics with your business goals



*Widget Seeding

- Seeding your widget
 - Proper seeding fuels optimal spread
- Prominent placement on pages
- Where to seed
 - Corporate site
 - Social networks – galleries and canvas pages
 - Bloggers
 - Affiliates
 - Ad campaigns



*Widget Seeding



- On domain
- Adjacent to relevant content
- Above the fold
- Messaging

*Widget Seeding

"If you build it, he will come."

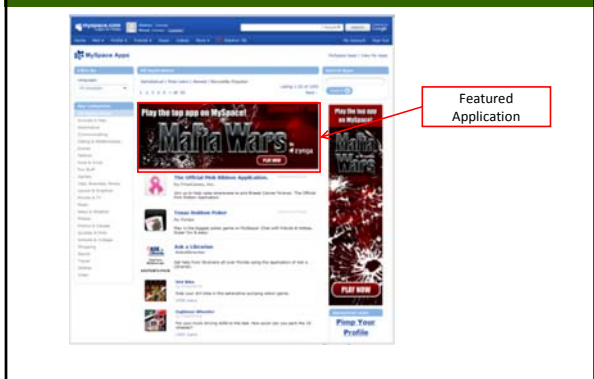
- Shoeless Joe Jackson, *Field of Dreams*



***Paid Distribution**



***Paid Distribution**



***Widget Case Studies**

Case Study – Saturday Night Live

- Who owns the content?
- Who may distribute the content?
- Viral – with or without you!



Case Study – Saturday Night Live

- On domain seeding
- Tools to take it viral
- Control the message
- Control the monetization
- Measure the reach!



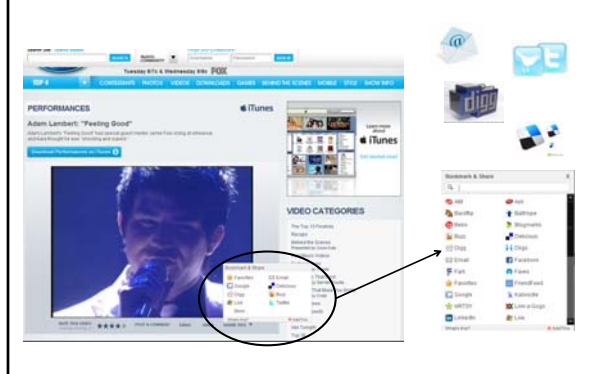
Viewed over 10M times in the first 48 hours after the show!

Case Study – U23D

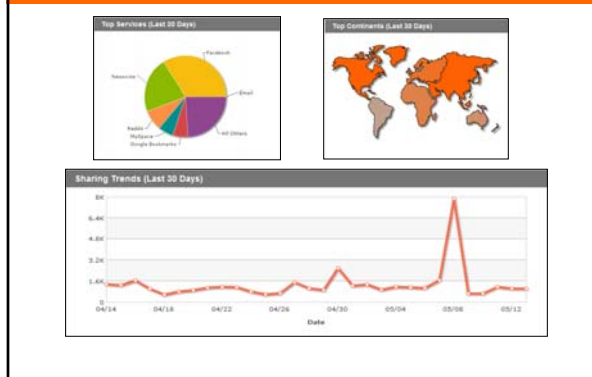
- Movie promotion by National Geographic Entertainment
- Seeded as an application on Facebook
- U23D Movie Website

A screenshot of a Facebook page for "U23D". The page features a video player with a play button and a progress bar. To the right of the video player is a sidebar with a "WIDGET WITH FANS" advertisement. The page header includes the U23D logo and navigation links.

*Widgets for Sharing



*Measuring widgets that share



*Measuring widgets that share

Business Questions?

- Number of shares
- Destinations shared to
- What content is being shared?
- From which destinations are users clicking back to my site from?

Metrics:

- Shares
- Clickbacks

Dimensions:

- Destination
- Content (URL)
- Country/Continent

***How do I get started?**

- Widgets that enable sharing in the form of bookmarking, posting, subscribing to feeds and sharing are FREE to use.
- How do I choose a provider?
 - Breadth of services
 - Easy to implement
 - Strong analytics