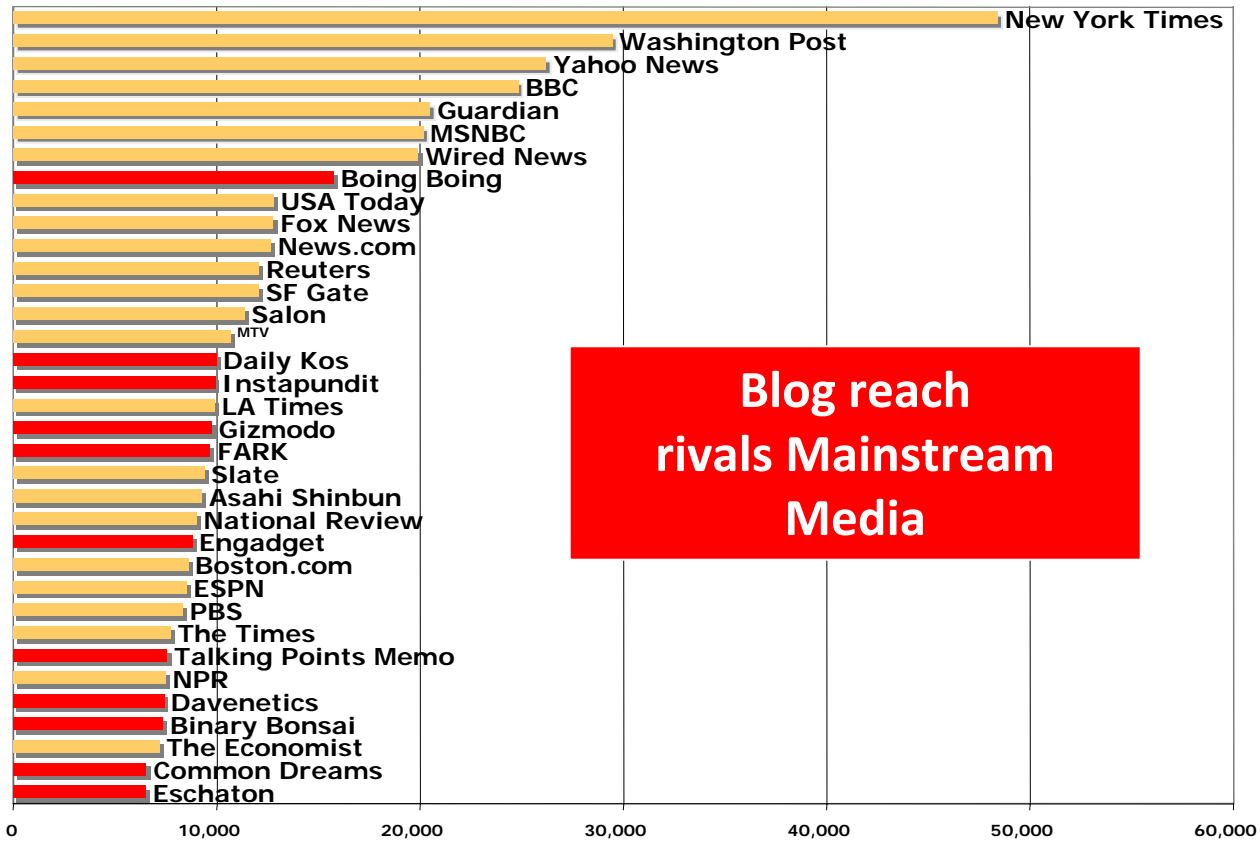




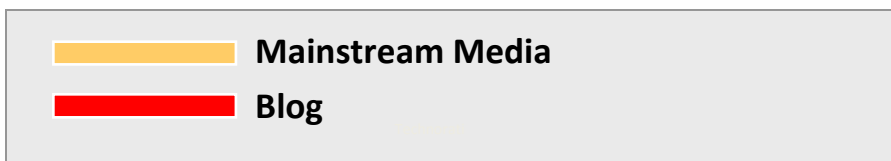
Marketing with Social Media: Using “Conversation Targeting” to Drive Ad Performance

Sandra Ponce de Leon
Director of Marketing, BuzzLogic
March 10, 2008





of Inbound Links



112 million blogs in the US alone

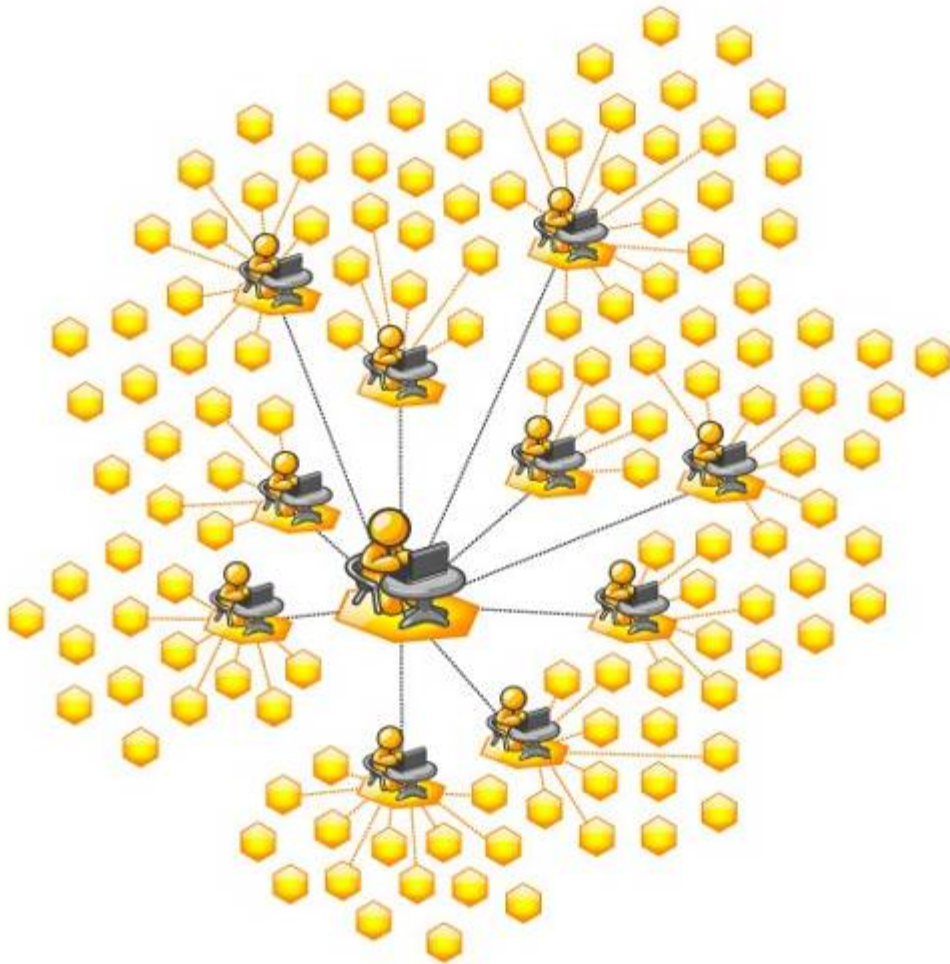
175,000 new blogs every day

But, Who is Paying Attention?

.....**Most Likely, Your Customers.**

- **57 million** Americans read blogs
- **60%** of those readers access blogs to explicitly get an opinion
- **65%** of online “power shoppers” say they always read consumer generated reviews and spend more than **10 minutes** engaging with UGC **before they buy**

Conversations and Influence



Conversations in Social Media leave footprints... links are made, information shared..conversations unfold.

BuzzLogic analyzes trusted link behavior to surface:

- **Who is Influential on any Topic**
- **Which Audiences are Paying Attention**
- **Reach of each Conversation**

Following the Conversation...



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[New Alternative Fuel Cars at the Chicago Auto Show: A Paler Shade ...](#)
4 Mar 2008 by earthanet
But, considering that European diesel technology like the Volkswagen Jetta TDI is 58% more fuel efficient, the net carbon output is far less than gas. The Jetta TDI gets 50mpg on the highway, compared to 29mpg for the gas model. ...
[Earthanet - http://earthanet.com - References](#)

[News - Honda Civic Hybrid or VW Jetta TDI: Which Would You Choose ...](#)
29 Feb 2008
Honda Civic Forum: Honda Civic News Posted By: civicDave Post Time: 02-29-2008 at 0: PM.
[Honda Civic Forum - http://www.civicforums.com/forums](#)
[[More results from Honda Civic Forum](#)]

[Coming Soon from VW: A 69.9 MPG Diesel Hybrid](#)
4 Mar 2008 by keelynet
(For comparison, the Prius emits 104 g/km and Honda Civic Hybrid emits 116.) The hybrid Golf may be just the start. According to Britain's Channel 4, VW is considering the hybrid drivetrain in a Jetta and Audi A3 ...
[The Keelynet Blog - http://keelynet.wordpress.com - References](#)

[Honda Civic Hybrid vs. Jetta TDI](#)
28 Feb 2008 by Franck Barlely
I thought this post: Honda Civic Hybrid or VW Jetta TDI: Which Would You Choose? was amusing and very revealing of the upcoming success that the Jetta TDI will have here in the States, along with VW's other Diesel models it is bringing ...
[integrity.vw - http://www.integrityvw.com/](#)



Thursday, February 28, 2008

Honda Civic Hybrid vs. Jetta TDI

I thought this post: [Honda Civic Hybrid or VW Jetta TDI: Which Would You Choose?](#) was amusing and very revealing of the upcoming success that the Jetta TDI will have here in the States, along with VW's other Diesel models it is bringing to the States ...



[Are You Into Car Clubs, Or Are You a Lone Wolf?](#) [CarDomain Blog Home](#) [Back to the Future: 1969 Club car Auto Show](#)

February 27, 2008

Honda Civic Hybrid or VW Jetta TDI: Which Would You Choose?



So you want to go green, but don't feel like you have to announce it to the entire world by buying an ugly blue Prius? Want something that's more of a driver's car? Two great options for around \$23k are the Honda Civic Hybrid and the VW Jetta TDI. Which would you choose, the Japanese hybrid or the German diesel?



Why Focus Ads on the “Conversation”?

- Reach pockets of engaged audiences
- Linking activity can tell you about your customers
- Conversational nature/tone can inform ad creative

Conversation Targeting Snapshot

Lending Club

Objective: Reach potential customers engaging with social media to drive more registrations for p2p lending service.

Strategy: Identify influential conversations on blogs about personal lending and finance; run targeted text ads within key influencer sites leading those conversations.

Results:

- 133% better conversions (registered users) with Conversation Targeting vs. other optimization methods used.

Advertising in Blogs: Key Tips

- Psychology
- Metrics
- Copy
- Creative

Thank You.