

# “Technology’s New Frontier”

## *The Consumer and the Internet*

Erin Byrne  
Chief Digital Strategist



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## What The People Want

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“People don’t want messages any more, they want conversations. They want to be able to engage with an organization, to be listened to, to feel they are being listened to, rather than something faceless.”

Lance Knobel



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## Why Digital Matters

Eras  
of  
Communication

Merchant to  
Customer  
(pre-1930's)

Depth: Deep  
Breadth: Narrow

Mass  
Marketing  
(1930-present)

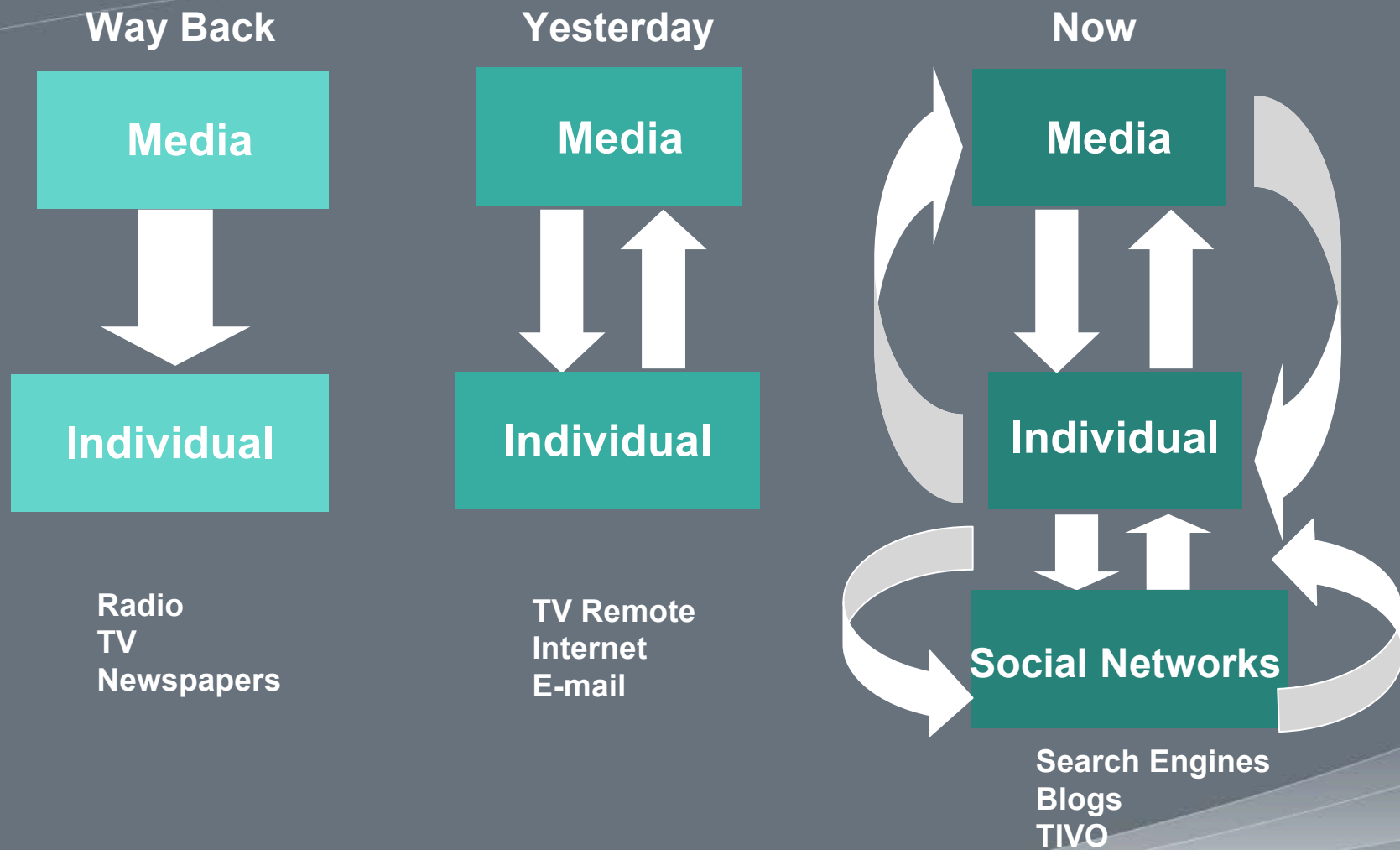
Depth: Shallow  
Breadth: Broad

Dialog  
Age  
(present-?)

Depth: Deep  
Breadth: Broad

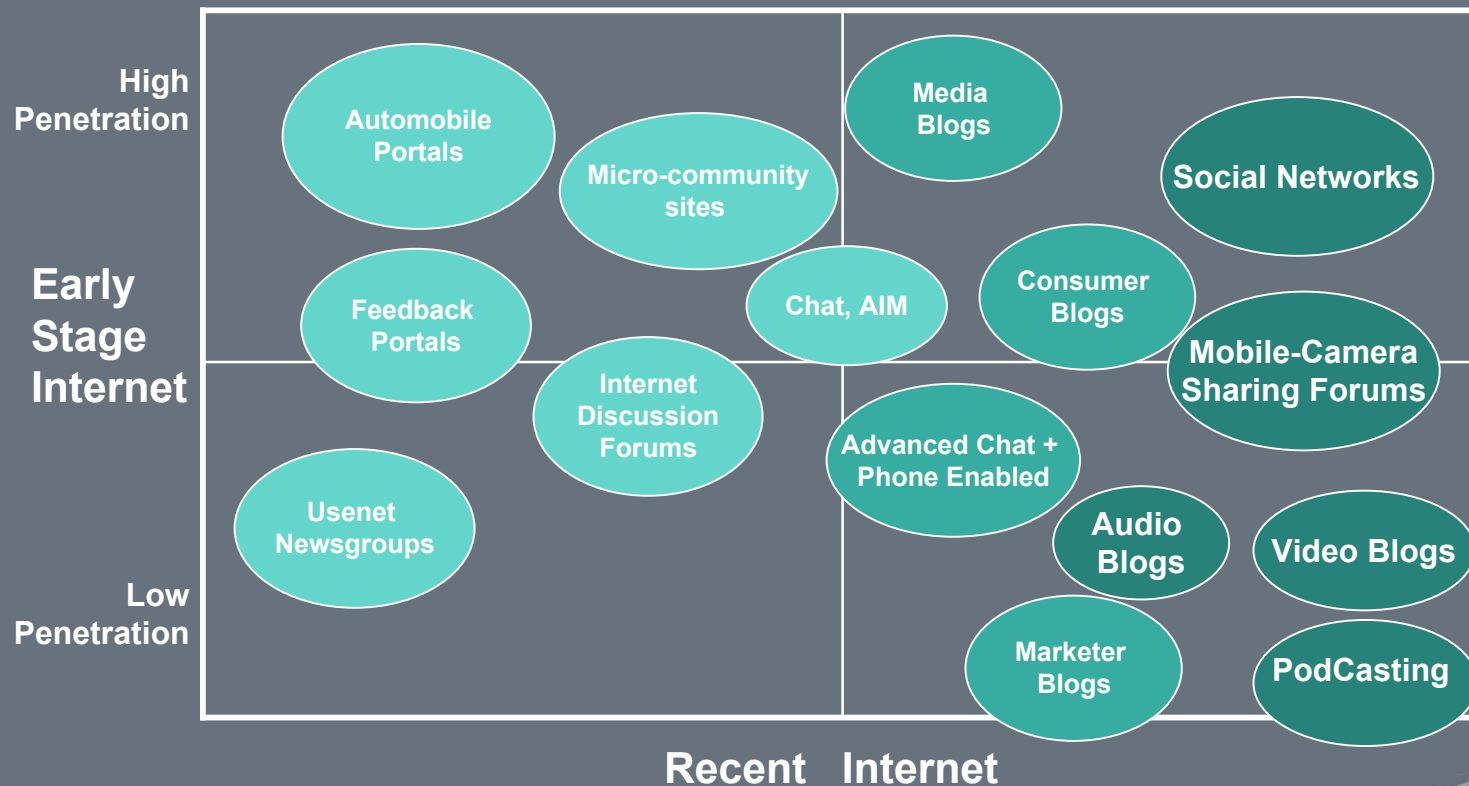
We Are  
Here

## From a Media Perspective



## What Does User-Generated Media Look Like?

User-Generated Media (UGM) -- High-impact media generated by consumers, typically informed by relevant product or service experience. Commonly archived online for ready access by other consumers or key marketplace influencers — e.g. media, analysts.



## Lessons from Kramer

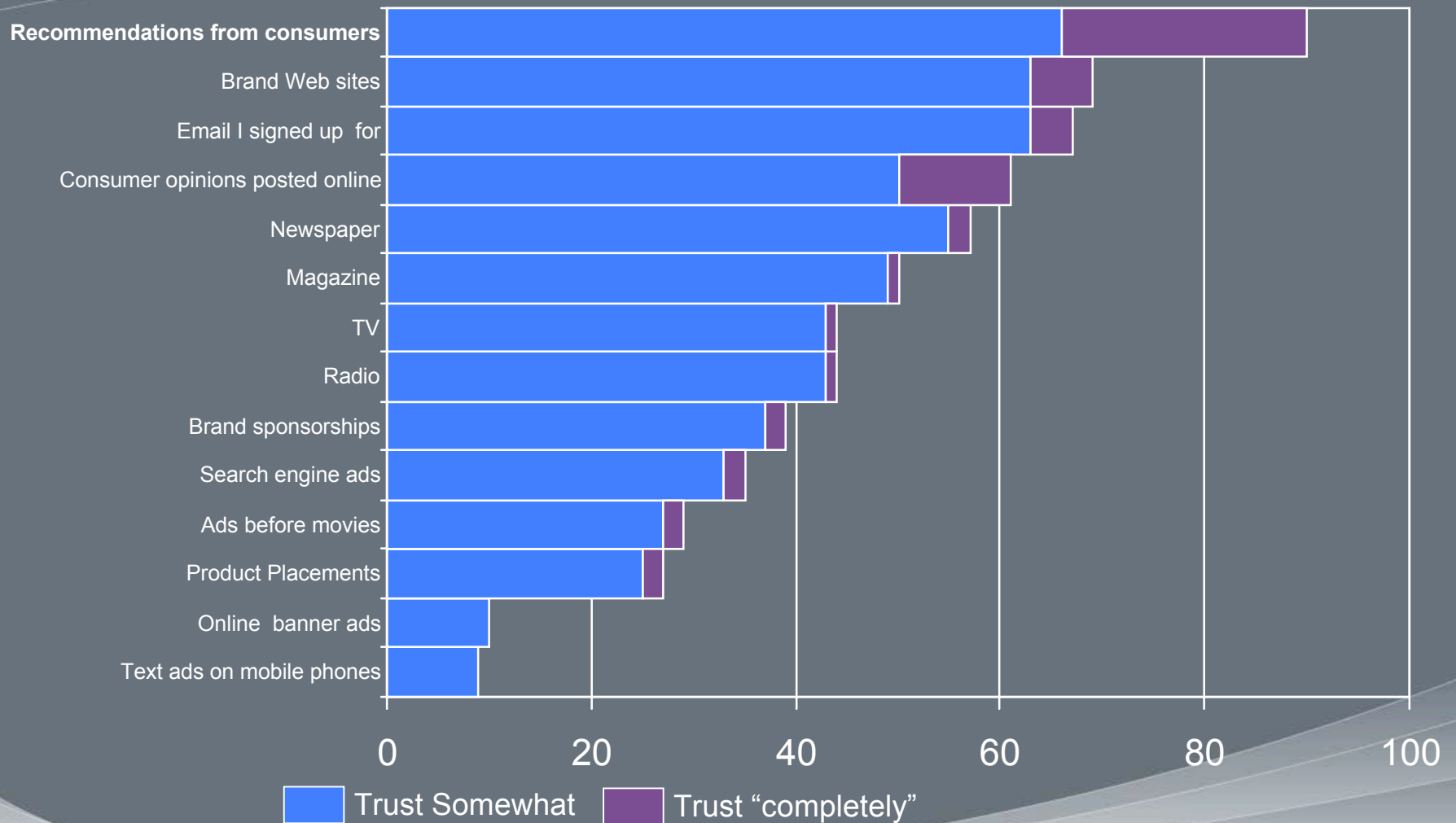
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## Why is UGM Important? Trust.

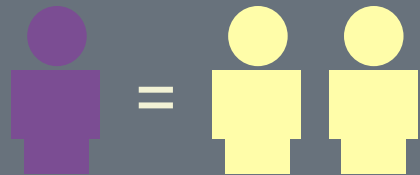
Most trusted, impactful form of influencing



## Digital Technology Supercharged Influentials

The exponential power of Internet influencers :

### *20<sup>th</sup> Century Economy*

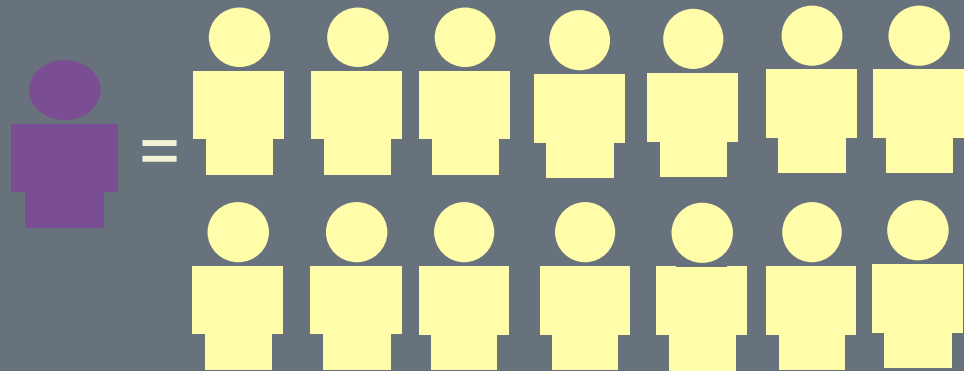


*29 million*

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*58 million*

### *21<sup>st</sup> Century Economy*



*11.1 million*

---

*155 million*



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## Word of Mouth, PR and Paid Media All Work Together

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- n 40% of Word of Mouth includes reference to another form of media
- n 50% of Word of Mouth is about the company, not the product
- n Over 50% of people go online to validate what they heard from Word of Mouth offline



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## Blogging about Vision – Pop Quiz

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How many blog posts in past thirty days with the following terms:  
**eye care, eyewear, eyeglasses, contact lenses, sunglasses**

15,014 posts containing “**eye care**”  
17,214 posts containing “**eyewear**”  
32,282 posts containing “**eyeglasses**”  
83,141 posts containing “**contact lenses**”  
324,575 posts containing “**sunglasses**”  
**472,226** total posts in last 30 days

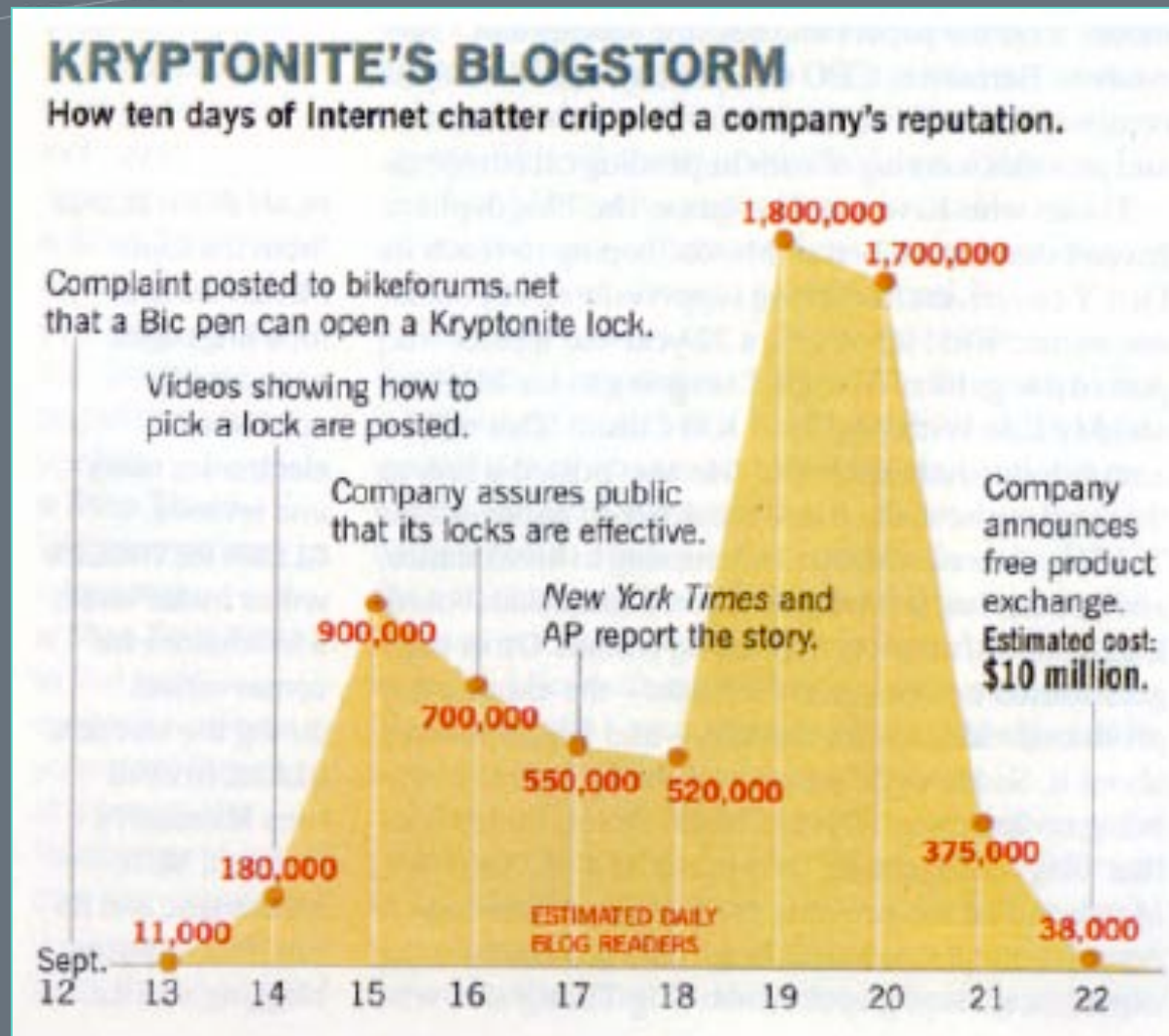


## All About Blogs

- n Now blogs have moved on beyond text and graphics
- n Moblogs are blogs created by contributions from mobile devices
  - Some feature photos taken from camera phones
- n Vlogs add video to the format
- n Clogs are corporate blogs
- n Splogs jeopardize the experience



## Reputation at Risk



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## Blogosphere Survival Guide

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- n Embrace Change
  - Communication is shifting from broadcast to conversation
- n The Media is Watching – Closely
  - Media may approach stories differently due to bloggers influence
- n The “Rules” are Being Written (and rewritten) in Real Time
  - Observe blog etiquette
  - Keep legal team involved in setting policy
- n Authenticity is All
  - Openness is essential
- n Bloggers are a Formidable Truth Squad
  - Be certain that the facts you release are clear and defensible.
- n Consider Carefully When You Open the Door!
- n Remember, There is a Silver Lining





# Blogging the Optical Industry

## VSP Blog

### Company of Firsts

Monday, March 12, 2007 at 09:00AM



As a 30-year veteran of the employee benefits industry I never tire of "selling" VSP. From my start as a broker I've always been proud to connect clients to a VSP vision plan that delivers great value and guarantees satisfaction. And more recently, as the managing director and chief operating officer for Buck Consultants, I was able to demonstrate to colleagues across the nation how regular eyecare through a top-notch VSP eye doctor can be an integral part of a comprehensive health program.

Today, as VSP's president & CEO, I wake up everyday still eager to sell VSP - not just our plans, but the way we practice business. VSP is truly a company of "firsts," setting new precedents in the industry for service, quality, and innovation. We're proud to be breaking new ground, being the:

- First vision plan to align - and stay aligned - solely with private practice eye doctors
- First to develop a national eyecare benefit plan
- First to form a nationwide network of eye doctors
- First to establish a quality standard for an eye exam
- First to educate consumers about the importance of eye health
- First to introduce credentialing requirements for a national doctor network

Rob Lynch - President and  
Chief Executive Officer



### Topics

- [We're All Eyes ... and Ears](#)

### Subscribe

[We're All Eyes ... and Ears](#)  
RSS

Using a program, called an RSS reader, you can subscribe to our RSS feed. Every time that VSP updates our blog, your RSS reader program will be alerted.

To subscribe, click on the feed link and then copy and paste the URL of the RSS file into your



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## Searching Vision – Pop Quiz

How many Google searches in past thirty days with the following terms:  
eye care, eyewear, eyeglasses, contact lenses, sunglasses

280,000 searches for “eye care”

271,000 searches for “eyewear”

507,000 searches for “eyeglasses”

495,000 searches for “contact lenses”

2,800,000 searches for “sunglasses”

**4,353,000** total Google searches in last 30 days

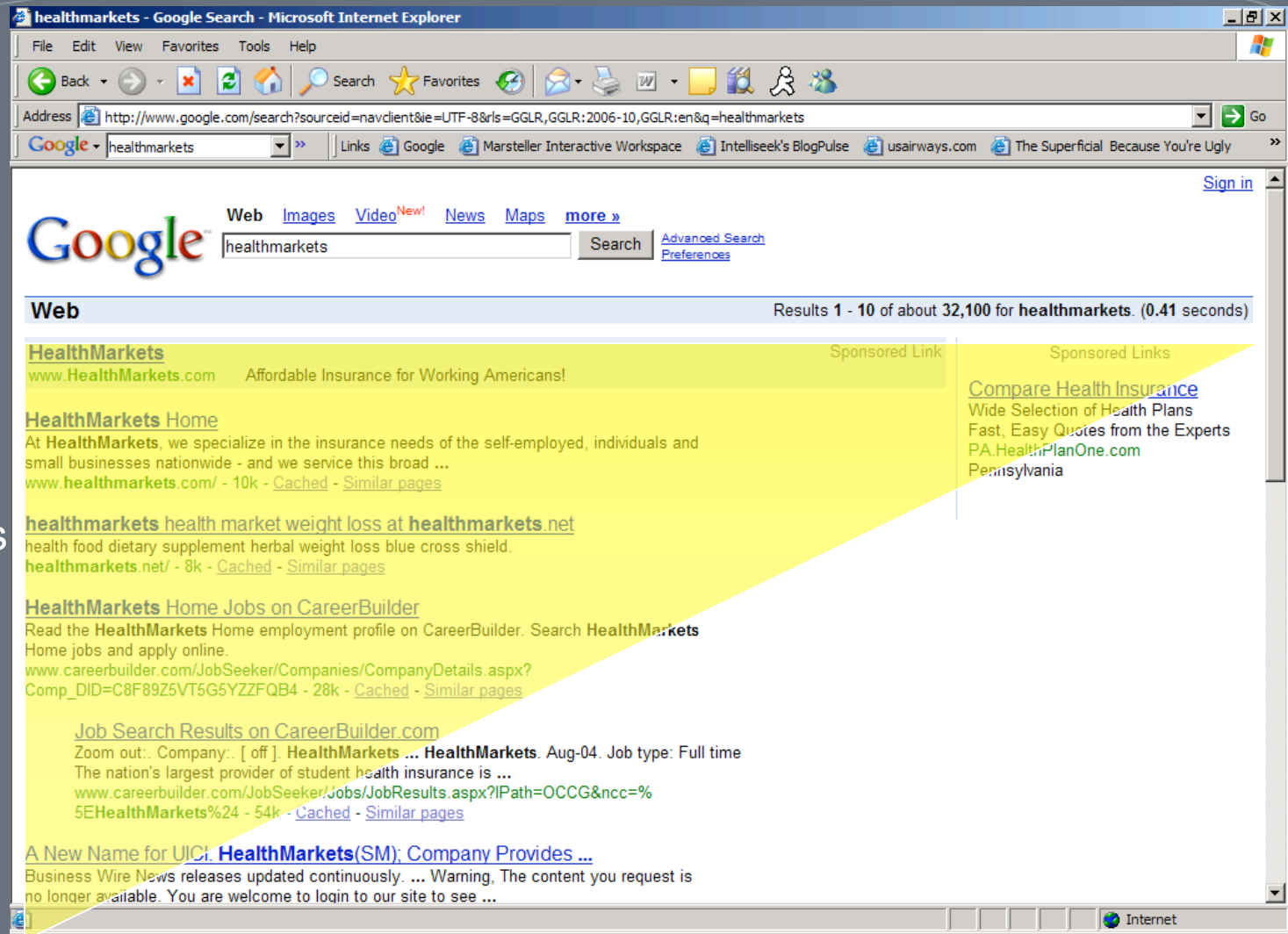


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# Organic and Sponsored Search Results

Paid  
Advertisement

Organic  
Search Results



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## Why is search important?

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- n 92% of journalists use search engines to research companies/stories
- n 84% of adult Internet users, or about 108 million Americans, have used search engines to help them find information.
- n **Of those online, 88% locate web sites using search engines.**
- n **62 million searchers typed the website name directly into the search box** (40% of online users) (Nielsen)
- n 10% of searches are proper names
- n **According to Jupiter Research, 75% of search engine users never scroll beyond the first page of results.**
- n Google dominates the search space with almost half of the search market share



## Sponsored Search – VisionDirect.com



“We have doubled our gross revenue year after year. Google has been, and will be, the most important piece of our customer acquisition strategy.”

– Steven Holmes  
Director of Online Marketing  
VisionDirect

Challenge - Increase sales in marketplace saturated with competitors

### Goals

- n Find steady stream of new buyers
- n Find and retain repeat customers

### Results

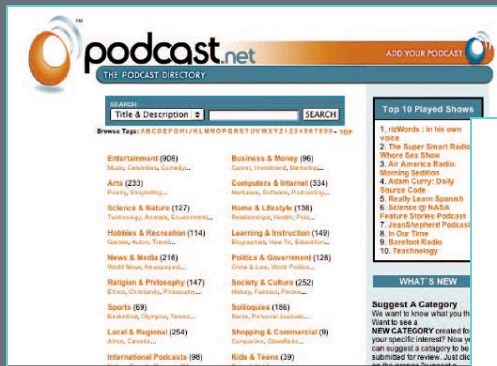
- n With Google marketing, VisionDirect reported a 9.6% sales conversion
- n Average sale per order \$5 greater on Google than any other keyword search platform
- n VisionDirect describes Google account management as “much more reliable”, “the reports are better. They’re easier and faster to run, and the top line summaries are very useful.”



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# Emerging Phenomenons - Podcasts

- n A form of audio and video blogging
- n Content creators make radio-style shows or interviews or videos and feed them via RSS (subscription process identical to RSS)
- n Then you download them on your iPod or other MP3 player
- n Arbitron says that about 11% of Americans, or 27 million people, have listened to an audio podcast.
- n Bridge Ratings predicts that by 2010, a conservative 45 million users in the U.S. will have listened to a podcast. Aggressive estimates placed this number closer to 75 million.




MySpace - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://www.myspace.com

Yahoo! Mail Blog ID3.0 Translator PolyMet

Bloglines My Feeds (1491) (62) sarkozy - le



a place for friends


Home Browse Search Invite

Books **NEW!** Blogs Careers

Chat Rooms Comedy **NEW!** Filmmakers

Game Horos


myspace videos



Check Watch Th Add to yo Share yo

Up

MySpace Music




**Dirty Pretty T**  
Indie / Alternative / R  
London, United Kingdo

Dirty Pretty Things re from their Top 3 debut Monday 10th July, Th of the UK.  
» [Listen Now](#)

MySpace Specials

Done

Welcome, Erin

[\[ Sign Out \]](#)

Account & Settings

Inbox

Expand Your Network

Home

People

Jobs & Hiring

Services

Answers **NEW!**

My Profile

My Contacts

Keyword Search

Name Search

Reference Search

Your Network

Search

People

Enter keyword, name, company or job title

Go

Advanced Search


Forward

Print

Bookmark

Back to Search Results

« Prev

**Paul Helm Jr.** 

Sr. Director of Recruitment-Wal-Mart Stores Division  
Fayetteville, Arkansas Area

Get Introduced

Contact Directly

Know this person? [Add them as a connection](#)

Current

- Sr. Director of Recruitment-Wal-Mart Stores Division at Wal-Mart Stores, Inc.


Past

- Director of Corporate Recruitment at Wal-Mart Stores Inc.
- Director of Professional Recruitment at Wal-Mart Stores, Inc.


Education

- John Brown University
- State University of New York at Buffalo

Recommended

 6 people have recommended Paul  
3 reports, 3 co-workers

Connections

 57 connections

Industry


Staffing and Recruiting

Websites

- My Company
- My Company
- My Company

Public Profile

<http://www.linkedin.com/pub/0/665/4b2>

 **Summary**

Specialties:

Corporate Recruiting

Professional Recruitment/College Relations

Ads by Google

**Independent PR Counselors**

Find senior-level communicators for your organization's PR outreach  
[www.independentpr.com](http://www.independentpr.com)

**Public Relations Job**

New Public Relations Jobs listed daily, search and apply online.  
[www.iHireMarketing.com](http://www.iHireMarketing.com)

**Webb PR, Denver CO**

strategic counsel, public outreach, crisis planning, labor relations  
[www.pwpr.com](http://www.pwpr.com)

How you're connected to Paul

You


↓

Brian Lehon

↓

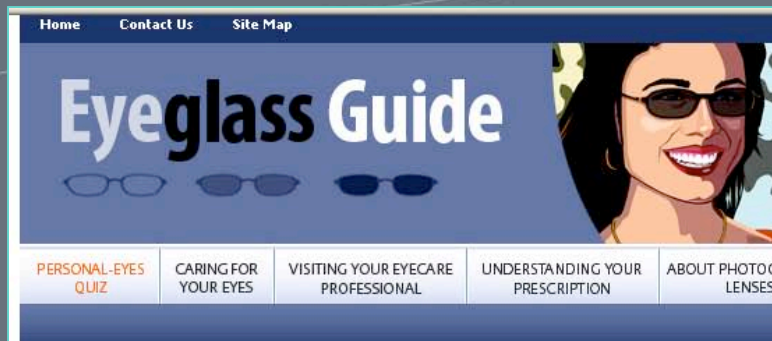
Paul's connections

↓

 Paul Helm Jr.



# Transitions Optical – Creating Educated Patients



## Your Personal-Eyes Considerations



### Primary Pair

Based on the information you have provided, we suggest that you discuss the following lens types, features and options with your Eye Care Professional during your next visit.

### Your Personal-Eyes Quiz

Your Progress

Vision and Medical | Question 2

#### When will you wear your glasses?

<b>While reading</b> <input type="radio"/> Never <input checked="" type="radio"/> Sometimes <input type="radio"/> Always	<b>While driving</b> <input type="radio"/> Never <input type="radio"/> Sometimes <input checked="" type="radio"/> Always	<b>While driving at night</b> <input type="radio"/> Never <input type="radio"/> Sometimes <input checked="" type="radio"/> Always
<b>While watching TV</b> <input type="radio"/> Never <input type="radio"/> Sometimes <input checked="" type="radio"/> Always	<b>While using the computer</b> <input type="radio"/> Never <input type="radio"/> Sometimes <input checked="" type="radio"/> Always	<b>When I am not wearing contacts</b> <input type="radio"/> Never <input checked="" type="radio"/> Sometimes <input type="radio"/> Always
<b>When I play sports</b> <input checked="" type="radio"/> Never <input type="radio"/> Sometimes <input type="radio"/> Always	<b>General outdoor activities (gardening, yardwork, etc.)</b> <input type="radio"/> Never <input checked="" type="radio"/> Sometimes <input type="radio"/> Always	

[back](#) [next](#)

### Primary Glasses

#### Transitions Lenses ★★★★★

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation

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**Alternative Options**  
(click the links below for more information)

[Clear Lenses](#) ★★★★★

### Lens Design

#### Progressives ★★★★★

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**Alternative Options**  
(click the links below for more information)

[Bi or Tri Focal Lenses](#) ★★★★★

### Lens Material

#### High Index ★★★★★

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- Lorem ipsum dolor sit amet consecutrerwd

**Alternative Options**  
(click the links below for more information)

[Bi or Tri Focal Lenses](#) ★★★★★

### Additional Options

#### A/R Coating ★★★★★

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- Lorem ipsum dolor sit amet, consectetur


#### Edge Polish ★★★★★

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- Lorem ipsum dolor sit amet, consectetur
- Lorem ipsum dolor sit amet, consectetur

### Additional Pairs to Consider

# Check Yearly See Clearly – Visitor Edutainment



Home | Contact Us | Site Map

Search


➤ About Check Yearly

➤ News


➤ Eye Health 101


➤ Partner Resources

➤ Store

**Doctor Locator**  
Need an Eye Doctor?  
Enter your ZIP code below to find one near you!  
**ZIP Code**  
   
☐ I accept the Disclaimer and Waiver of Liability

**Personal Story**

  
**No One Noticed** that Kennedy couldn't see out of her left eye - not even her parents. Read more about Kennedy's story



**Fun & Games**  
**Hey kids**  
Check out these awesome games!

Bringing Your World Into Focus

We're the Vision Council and we're out to make our world healthier by encouraging

New to CheckYearly.com? More information

Parents & Children | Education

**Send An E-Card**  
Sponsored By  
  
Check Yearly See Clearly

**Latest Eye Health News**

**A Glaring Problem; An**  
Daylight Savings Time means more problems on roads (03/07)

**Good Vision is Always**  
Adults over 40 at increased risk of eye problems (03/07)

**Check Yearly & AARP**  
PSA Campaign Reaches 100 Months (02/07)


**High Risk; Little Concern**  
Study Shows High-risk Adults Unaware of the Need for Eye Exams (01/07)

**Are Your Eyes Breaking the Bank?**  
Vision Problems are Costing the U.S. Economy an Estimated \$35.4 Billion a Year (01/07)

**Toying With Your Eyes**  
How to avoid eye injuries this holiday season (12/06)

**See The Face?**

While Another Fuzzi Day movie loads, try to solve the puzzle. Click on a puzzle piece next to the blank square to move it there. To solve a different puzzle choose another character. When you see "Play" in the cloud, click to start movie.

  
**Fuzzi**

**Another Fuzzi Day!**  
**Play >**

**1. Which age range are you in:**

Under 18 ☐

18-40 ☐

40-60 ☐

Over 60 ☐

Make your selection then press Go!

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# YouTube

- n YouTube is a popular free video sharing website which lets users upload, view, and share video clips.
- n Surpassed MySpace in summer, 2006

The screenshot shows the YouTube homepage with the 'Quicklists' banner. The video player displays 'LensCrafters: Eye on Style at Fashion Week 2006'. The video title is 'LensCrafters: Eye on Style at Fashion Week 2006'. The video is added on September 19, 2006, from user 'basd5330'. The video description is 'Eyeglasses -- or jewelry for the face... (more)'. The category is 'Entertainment'. The tags are 'eyeglasses', 'fashion', 'celebrities', 'celebrity'. The URL is 'http://www.youtube.com/watch?v=mdAt6Yj2FY'. The video has 1,080 views, 0 comments, and is favorited 4 times. The video player shows a progress bar at 01:17 / 09:19. Below the video player, there are links to 'Login to rate', 'Save to Favorites', 'Share Video', and 'Flag as Inappropriate'. The video has 2 ratings. Below the video player, there is a section for 'Related' videos, including 'A Perfect Day in Los Angeles, "Me" Working with Celebrities', 'LensCrafters: Eye On Style at Fashion Week 2006 (2)', and 'Robert Marc Reel'.

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# Second Life Virtual Community

- n 3D Virtual World owned and managed by residents
- n Real dollars change hands via Linden Dollars



Resident Login | Join

Your World. Your Imagination.

WHAT IS SECOND LIFE? | SHOWCASE | BUSINESS & EDUCATION | DEVELOPERS | COMMUNITY | BLOG | SUPPORT

Search Second Life

**JOIN NOW**  
MEMBERSHIP IS FREE

SECOND LIFE IS A 3D ONLINE DIGITAL WORLD IMAGINED, CREATED, & OWNED BY ITS RESIDENTS.

• BUY & SELL LINDEN DOLLARS  
• OWN VIRTUAL LAND  
• REFER FRIENDS

VIEW INTERACTIVE MAP

UNDER 18? CHECK OUT TEEN

Total Residents: 4,834,382  
Logged In Last 60 Days: 1,670,002  
Online Now: 30,334  
US\$ Spent Last 24h: \$1,634,780  
LindeX Activity Last 24h: \$250,175

Work at Linden Lab

Where else can you help create a new world and have the time of your life doing it? Just visit our [jobs page](#) and follow the directions from there.

For even more info, read Philip Linden's recent [blog post](#) about why you should consider joining us at Linden Lab.

Second Life Videos

Check out resident-created Second Life videos at our [media page](#).

SECONDOPINION NEWSLETTER

[Read the Current Newsletter](#)

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©2007 Linden Research, Inc. | [We're Hiring!](#)



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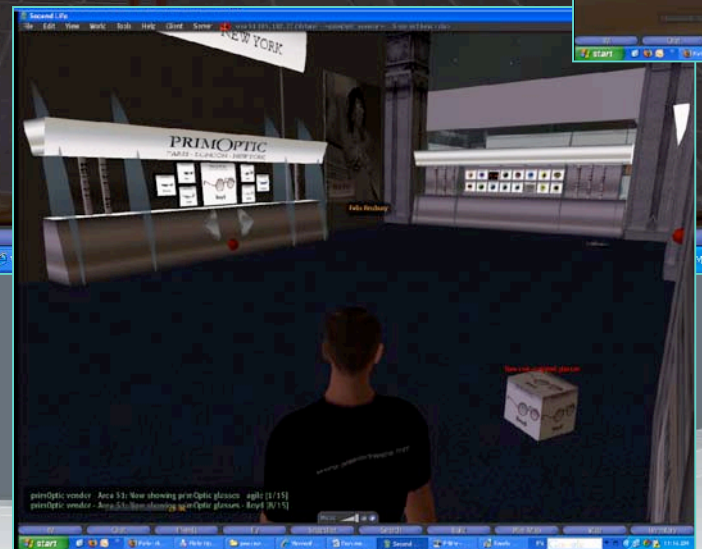
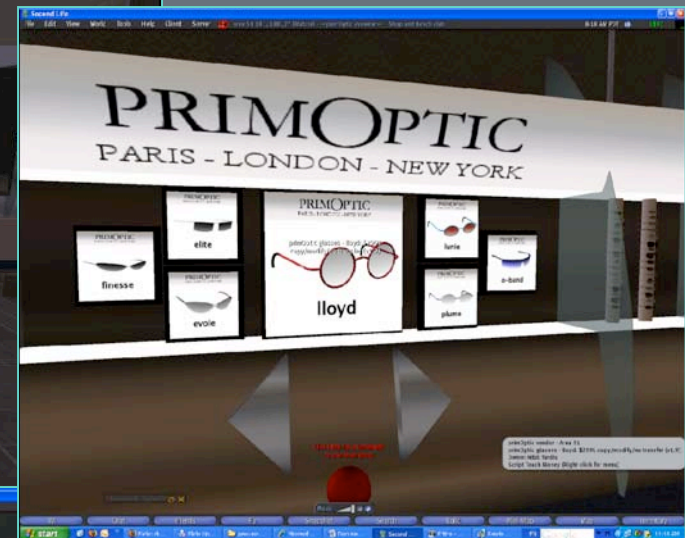
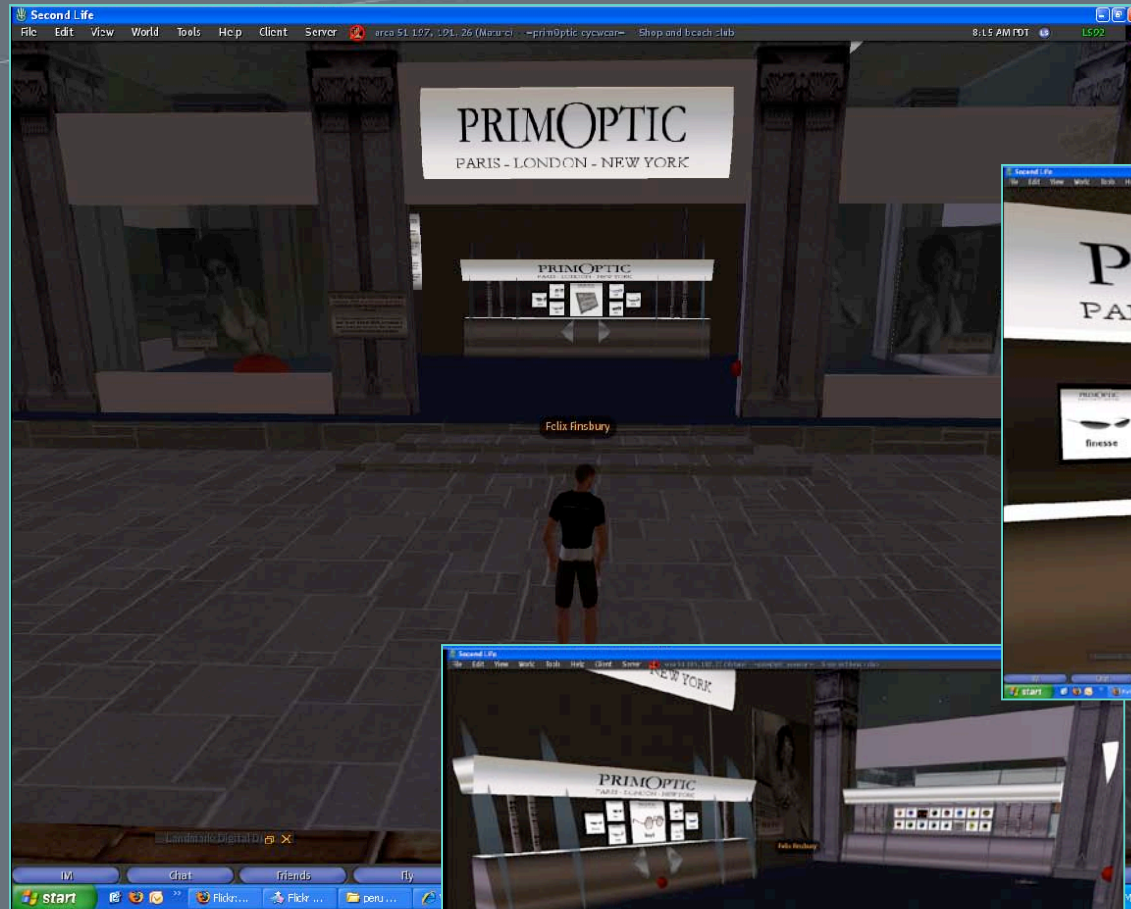


## Center for Disease Control on Second Life



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# Optical Industry in Second Life



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## Get a First Life!



**GET A  
FIRST  
LIFE**

Resident Login | Join

Your World. Sorry About That.

WHAT IS LIFE? | SHOWCASE | BUSINESS PARTNERS | DEVELOPERS | COMMUNITY | BLOG | SUPPORT


**GO OUTSIDE**  
MEMBERSHIP IS FREE

FIRST LIFE IS A 3D  
ANALOG WORLD  
WHERE SERVER LAG  
DOES NOT EXIST

- ▶ WORK
- ▶ REPRODUCE
- ▶ PERISH

FIND OUT  
WHERE YOU  
ACTUALLY LIVE


FORNICATE USING YOUR  
ACTUAL GENITALS



ACCESS YOUR  
CLOSET TO  
BUILD YOUR FIRST  
LIFE LOOK

Total Residents:	6,553,628,382
Born Today:	364,936
Died Today:	152,029
Pants Purchased:	27,021
TV Hours Watched:	82,124,102,305

Upgrade Your FL Wardrobe



**Under 18? Get a Teen First Life**

*"I like totally tried to get into First Life and those dudes were like, sorry man, you're totally not old enough. I was like, WTF! Then I found out about Teen FL, and everything's cool now." --Aaron, 15*

America's teens, your First Life dream world awaits. Hang out at the mall! Embarrass yourself in gym class! Get acne! Experiment with mind-altering recreational drugs! The First Life world is your oyster.

**Got First Life Questions? We've Got Answers**

Are five senses enough?

What's this body thing, and what do I do with the dangly bits?

Why can't I build a dirigible with my mind?

Penguins, spoons and you -- what's life like among the flightless?

**Ads from a First Life "Search Engine"**

Ads by Google

- [Buy Second Life](#)
- [2nd Life](#)
- [SecondLife Dollars](#)
- [SecondLife Lindens](#)
- [SecondLife Board](#)

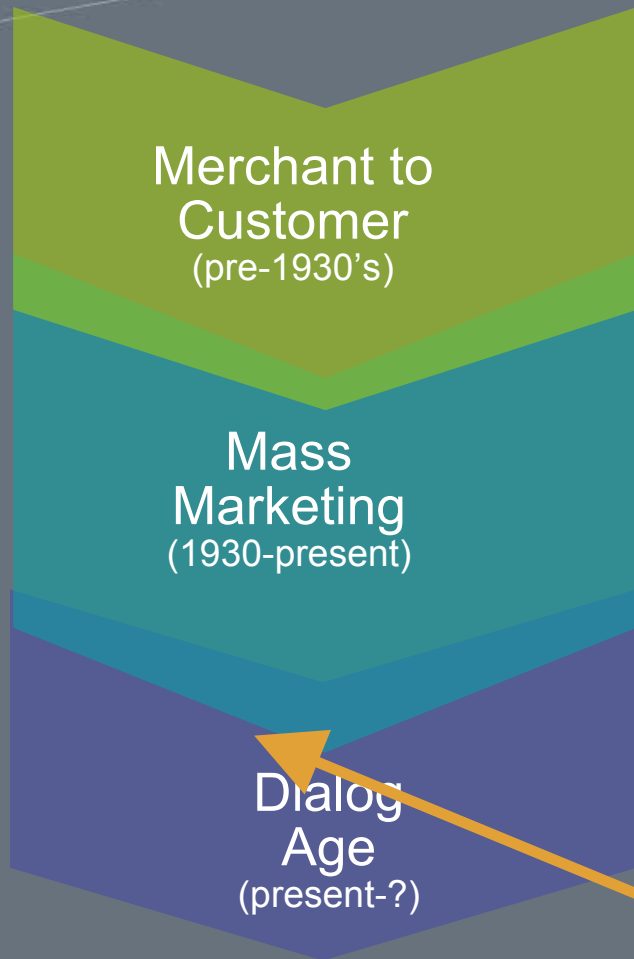
A one page parody from [this lazy moaf](#). He spends his days doing [online marketing and blogger outreach](#).

View a [Japanese version of this page](#). [Comments or cease and desist letters?](#) Photos by [Vancouver photographer Kris Krug](#).



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## What's Next?



- n Increased focus on consumer conversations
- n Measurement comes of age
- n From content aggregation to content curation
- n Social tagging creates the next version of search
- n Reality advertising hits the web
- n Online ad spending catches up with online media consumption



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Thank you.



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