

The 12 Principles of New Media

Give options for engagement

Conversation video transcript

Subject: Engaging with multiple media

SAMANTHA MUCHMORE
DRAFTFCB

I'm also a strong believer that each connection point influences the next connection point.

CHRIS HEUER
SOCIAL MEDIA CLUB

To try to encourage them that you need to look at all the communications channel realizing that everyone is going to be a little bit different.

SAMANTHA MUCHMORE
Our lives are made up of multiple things that we interact with throughout the day and many times similar things hitting at the same time. So if one medium in isolation is not performing you can't analyze that on its own. You need to have an understanding or try to understand how that's influencing some of the other media.

Subject: Self directed consumers

CHRIS PETERSON
CHAUTAUQUA COMMUNICATIONS

I think of it as providing the self directed person multiple paths to follow because if you're dealing with a world of self directed consumers, whether they're consumers or business people, then you've got to get out of their way. You can't get in their way. You've got to create very clear channels for them to go down. And in the most simple terms, when it comes to selling products, people are either researching or they're buying. It's that simple. So you have to create paths for that.

I've seen clients where they were so concerned about educating somebody that they wouldn't ask for the sale. And they didn't create a path for the self directed person who simply wanted to buy the product at that moment. And conversely, putting sales messages up in front of people who really need some time to spend and research.

CHRIS PETERSON cont'd

Is it just providing the self directed person with what they need at that moment so that they can make a decision to get to the next step. Whether it's a purchase or whether it's to consider the product.

GARY A. BOLLES
MICROCAST

Clients are sensitive to wanting to give information, to use information as a conduit to their customers, but to do it in a way that they want so it just isn't in the new media space.

CHRIS HEUER

Feedburner started offering a service where people can subscribe to blog via email. So anytime a new blog post hits that it will send out that blog post via email to whoever subscribed to it. So on literally on the last four out of five blogs. Out of the last four that I've done, we've set up that option with each of them knowing that their customer base might be more traditional and not yet have an RSS reader.

GARY A. BOLLES

It might just be that a customer wants to be able to receive a case study and a white paper that's delivered over the Internet. They might want to be able to view a video that's very short that's been pulled off of YouTube or off of a customer's site. But they also might want to attend a roundtable or some type of in person event because it's the most focused way to use their time and to get the information that they need.

Subject: Different people want different options

GREG STERLING

STERLING MARKET INTELLIGENCE

That's an important point because there are different market segments. There are the early adopters or the mavens. There are the newbees, the mainstream. And I think people have different ways they consume information. And giving people different ways to consume your content is important. And that's why you'll have browser plug-ins, RSS feeds, newsletters. People operate at different levels of sophistication. Just as there are auditory or visual learners, you want to give people different ways to access your information and they will. They'll respond accordingly.

BRIAN POWLEY

ICROSSING

Because not one media suits all. Or one medium suits all and it's very important part of the mix. And you've also got to realize the reality is the penetration of some of these media is not as big so we have to be flexible in advising our consumers saying, "Great, we'll put this into a podcast but we know only this percentage of your consumer base is actually going to listen to it." Therefore we need to think of another channel perhaps with a bit more reach and relevance.