

## **The 12 Principles of New Media**

### **Reduce the Layers for Engagement**

Conversation video transcript

**Subject: Compressed protocols**

GARY A. BOLLES  
MICROCAST

If you think about it, blogs are nothing new. We've had websites for a long time. You could have posted your own website ten years ago. It's just that the tools for getting the information up faster took ten years to develop.

CHRIS HEUER  
SOCIAL MEDIA CLUB

The technology itself is starting to compress the protocols that are necessary to do it. That it doesn't require multiple levels of technology access through shell scripts in order to execute and make a blog post appear.

**Subject: Location, Location, Location**

BRIAN POWLEY  
ICROSSING

It's interesting in the early days of the online world everyone was putting banner ads up and you click through and you landed on a website. And nine times out of ten the actual destination that you landed had no bearing on what you clicked on in the first place. And it's fascinating several years on to see still that goes on.

CHRIS PETERSON  
CHAUTAUQUA COMMUNICATIONS

What I notice the most in terms of success and failure today is this notion of having content in front of the right people. In front of the right people meaning in a place where the people actively looking to solve a specific problem find it.

BRIAN POWLEY

Don't take them away from the environment. They went to the environment for a reason. Let's entertain them while they're in that environment.

CHRIS PETERSON

Putting your content where people already are. Right? The big mistake clients make is they create something really interesting and they...it's like putting it within their four walls. It's on their website or it's something that they own.

So a measurement example would be running banners on a website. Like run of site. Classic. Create a banner. Buy run of site and your click through rate is in the tenth's of a percent. Now, work with that same website, develop custom content, with your client as a key sponsor kind of woven into the content and place it within a site where they already are, without them leaving and have the site help promote it. In terms of driving people toward it. You find the click through on that type of activity can be four or five percent, not tenths of a percent.

**Subject: Fuel a decision**

CHRIS PETERSON

What will work is taking the energy that you would put into that and putting around content that will fuel a decision. Not force a decision, but fuel a decision. So it'll contribute to the decision making process. And putting it in a place where people can bump into it and find it. And we find that if you do it right, it's phenomenally successful.

BRIAN POWLEY

Engage that consumer. So that they can take action immediately. They don't have to go through like you say several layers of clicks cause they won't. They'll fall off.

**Subject: Less delivers more**

GREG STERLING

STERLING MARKET INTELLIGENCE

Any sort of registration or gating of access to that content is going to reduce its viral dimension.

CHRIS SHIPLEY

GUIDEWIRE GROUP

The more you ask of me in order that I can engage with you, the less interested I am in engaging.

GREG STERLING

Any situation where in which in order to get to content you have to register. Newspapers do that a lot. You click through. You see a headline somewhere, you click through and then you're asked to register to view content. That's a disaster. It's happening less and less among online newspapers but it's something that was quite a common practice for a long time. That makes you bail out instantly.

**Subject: Getting information from the customers**

GREG STERLING

I think what you want to do is create incentives for people after the fact. After you show them value. So after they see the thing that somebody told them about or they see the thing they want to get to you create a list of incentives for them to register and get more.

CHRIS SHIPLEY

What's the real value of the information and then make it very clear there's a value exchange. Consumers have a lot of power to share their personal information.

**Subject: Understanding your audience**

SAMANTHA MUCHMORE

DRAFTFCB

Having the opportunity to test-refine, test-refine, test-refine and you don't always have that much time.

I will say though that truthfully that most clients we haven't had enough time and patience to do that. To stick with it. A lot of times it's still test, you're in. It doesn't work. You're out. And as many caveats as you've put under that on well wait this all about optimization. Let's learn. Let's try to understand. Let's try to improve. We haven't had a lot of opportunity to go through that whole process to refine as much as we'd like to to get it to a nice level of engagement where we're happy to see what the maximum level of performance is if you will. It's pulling the plug probably a little bit too soon.