USE OF SOCIAL MEDIA TO ENHANCE LIFECYCLE MANAGEMENT

Executive Engineering Forum presentation by:
Ray Wright
ThinkWright Associates
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ray.wright@comcast.net
AGENDA

- Introductory remarks
- The changing marketplace
- Why is business use of social media taking off now?
- Social media – status
- Marketing use of social media
- The product lifecycle and how social media can enhance PLM - examples
- Summary - Implications for Engineering
- Discussion
INTRODUCTION

A Marketing Fable*

*Aesop
THE CHANGING MARKETPLACE

- 87% of graduates and 78% of all online users have used the Internet to research and compare products*
- 58% of Americans have researched a product or service they plan to buy and 24% have posted comments or reviews online*
- 61% of US online adults use social networking sites like Facebook or LinkedIn; 52% have watched an Internet video*
- About one in ten internet users contribute to a blog; one in three internet users read blogs*
- Techniques used at home find their way into the workplace e.g. video viewing (RW)

* Pew Research Center's Internet and American Life Project
NEW CHALLENGES FOR B2B MARKETERS

- 80% of B2B purchases are now initiated by buyers

Source: Aberdeen Group, July 2009
MARKETERS IN 2010 - GENERATING HIGH QUALITY LEADS

- 78% of B2B marketers indicating generating high quality leads as the greatest challenge
- Quality more challenging than quantity
- Challenges are increasing in pertinence over time
- Competing in lead generation across multiple media

Source: MarketingSherpa B2B Marketing Benchmark Survey
Methodology: Fielded Aug 2010, N=935
Future Growth

Forrester estimates that $716 million will be spent on social media this year, growing to $3.1B in 2014. At that point, social media will be a bigger marketing channel than both email and mobile, but still just a fraction of the size of search or display advertising ($31.6B and $16B respectively).

Volatility:
A negative customer review on YouTube, Twitter or Facebook can cost a company about 30 customers.

The world now spends over 110 billion minutes on social networks and blogs.

The average visitor spends 66% more time on social sites than a year ago.

The number of people visiting these sites increased by 5% over the year.

Social network sites are developing 76% of all global consumers over 18 years old.

Women on Social Media Sites

Sources: WebDesignerGiant, socialmediaRockSite, Mediacircle, The Nielsen Company, Leadtrack, Pollo, Penn-Omn, Redfin
SOCIAL MEDIA ARE CHANGING MARKET RELATIONSHIPS

Without Social Media

Customers

Sales

Rest of Company

Primarily one way

Protected two way

With Social Media

Customers

Sales “Marketing”

Rest of Company

Frequently two way

Alignment

Collaboration

Information flows
THE PRODUCT LIFECYCLE

Innovation
Idea development and screening

Inception
Concept development and testing; Test marketing

Sunset & Withdrawal
Replacement

Updates & Integrations

Design
Product architecture and features

Development
Product development

GA
Volume Production
Commercialization

Testing
In-house and pre release
<table>
<thead>
<tr>
<th>Techniques</th>
<th>Tools (E.g.)</th>
<th>Typical user function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listening</td>
<td>Webtrends, Radian6, Vocus, Scoutlabs, Cymfony, Google Alerts, Alltop, Twitter Adv Srch, Icerocket, Addict-o-matic, Overtone and many more</td>
<td>PR, Marketing and Customer Service</td>
</tr>
<tr>
<td>Crowdsourcing</td>
<td>LinkedIn, Facebook, Twitter, Youtube, Innocentive, Chaordix, Redesignme, Communispace, Spigit, Mzinga, Webstorm</td>
<td>Product Management, Product Development</td>
</tr>
<tr>
<td>Microblogging</td>
<td>Twitterfeed, twithawk, tweetdeck, tweetmeme, retweeterati, twitter, ObjectiveMarketer</td>
<td>PR, Corporate and Product Marketing</td>
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<tr>
<td>Competitive Analysis</td>
<td>LinkedIn, Facebook, Competitive Blogs, Twitter, Tweetbeep, Alltop, Smartbrief, Digimind, CI Radar, CustomScoop, Competitivevision</td>
<td>Corporate and Product Marketing &amp; Development</td>
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<tr>
<td>Track Technology Trends</td>
<td>Alltop, Techcrunch, Twitter, Google Alerts/Trends, Techmeme, Technewscape, Teknews, Technews...</td>
<td>Product Management, Product Development</td>
</tr>
<tr>
<td>Encourage Teamwork</td>
<td>Bloomfire, Evernote, GoogleDocs &amp; Google Wave, Slideshare, SharePoint and many more</td>
<td>All</td>
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LISTENING AND MANAGING THE FIRE HOSE – RADIAN6

- Conversations
- Topics
- Trends
- Influencers
- Media Sources
- Buzz
ONLINE COMMUNITIES DRIVE INNOVATION

Each member can vote an idea up or down

Subscribe to notifications of activities and updates for an idea

Communities discuss idea merits and suggest improvements

Community members can rate the comments of others

Ideas can be bought and sold like stocks

Members are provided with currency to make trades

Market stats are tracked for each idea
The Seven Needs of Real-Time Curators

March 27, 2010 by Robert Scoble

I keep hearing people throw around the word “curation” at various conferences, most recently at SXSW. The thing is most of the time when I dig into what they are saying they usually have no clue about what curation really is or how it could be applied to the real-time world.

So, over the past few months I’ve been talking to tons of entrepreneurs about the tools that curators actually need and I’ve identified seven things. First, who does curation? Bloggers, of course, but blogging is curation for Web 1.0. Look at this post here, I can link to Tweets, and point out good ones, right? That’s curation. Or I can order my links in a particular order. That’s curation. Or I can add my thoughts to those links, just like Techcrunch or VentureBeat do. That’s curation. Or I can do a video like Leo Laporte does and talk about those links. That’s curation. Or I can forward those links to you via email. That’s curation. The editor who sits in a big building at New York Times or your local newspaper that chooses what content you’ll see in your newspaper is a curator. So is the page designer who decides what story is at the top of the page.

But NONE of the real time tools/systems like Google Buzz, Facebook, Twitter, YouTube, Flickr, give curators the tools that they need to do their work efficiently. That’s why I’m writing

1. Real-time curators need to bundle
2. Real-time curators need to reorder things
3. Real-time curators need to distribute bundles
4. Real-time curators need to editorialize
5. Real-time curators need to update their bundles
6. Real-time curators need to add participation widgets
7. Real-time curators need to track their audience
AUTOMATING MICROBLOGGING TO DRIVE INTEREST - OBJECTIVE MARKETER
Nanotechnology

**MOST POPULAR STORIES**
- Trapping charged particles with laser light
- Electron billets in nanoscale circuits
- Nanonews, Kanto Chemical Enter Distribution Agreement
- New concept in microscopy: Self-reconstructing laser beams

**NANOTECHNOLOGY NOW**
- Green Carbon Center takes all-inclusive view of energy
- Shrink Nanotechnologies announces agreement to produce
- New Koch Institute for Integrative Cancer Research at MIT
- Iran Stands Alto Muslim States in Nanotechnology

**AZONANO.COM**
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- ONR’s Lectures Feature Brazilian Investment in
- Development of Nanoscale Thin Film Using CMiQue Angle
- Research on How Chemical Nanoparticles Affect Marine

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- New nanotechnique: Nanotubes thermoelectric power
- Efforts to store energy in carbon

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- NII Turns 10

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This charts to the right indicate the number of articles published. The left charts indicates most active labs and companies.

From search to discovery clustering techniques.
THERE ARE NUMEROUS COLLABORATION TOOLS – E.G. BLOOMFIRE
SUMMARY - IMPLICATIONS FOR ENGINEERING

- Social Media use is growing in B2B markets
- Social media holds lots of promise for improving product lifecycle management
- Many social media tools are likely already in use in your organization by corporate marketing and the PR team
- Work with product management to define appropriate PLM-oriented social media programs
- Remember to focus. Engineering time spent blogging about existing products may not help.
QUESTIONS?

Relevancy Content Foresight Agility Marketing Expert Maestro Message

Paradigm Shift Change Marketing_as_a_Service Services Inflexion Point

Progress ThinkWright Viral Elucidate Answers Reveille Focus Target Objective

Marketing_on_demand Marketing By Design Marketing_By_Request Ultimate

Solutions World Class Best Practice Social Media Business Growth Integrated

Marketing Joined-up Marketing Focus Dynamic Intelligent Trade Edge Proclaim

Assurance Leads Brainstorm Blizzard Shout out Shout Broadcast Mythology

Exponential Smart Banter Wordplay Prospect Awareness Cognizant Solve

Systematic Money Value Alignment Wealth Story Sell Vend Succeed Clever