

# 15 Key Trends & Observations for Leaders of Great Brands

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# #1) Customers are co-shaping your reputation everyday

Are you accidently outsourcing the  
building of your brand?

What is the first impression of your  
brand?

# Customers Shape First Impressions

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The Mitsubishi Lancer Evolution, colloquially known as the Lancer Evo or simply Evo, is a car manufactured by Mitsubishi Motors. ...  
[en.wikipedia.org/wiki/Mitsubishi\\_Lancer\\_Evolution](http://en.wikipedia.org/wiki/Mitsubishi_Lancer_Evolution) - 102k - Cached - Similar pages

**2008 Mitsubishi Lancer Evolution X**  
Mitsubishi has released images of a near-production Lancer Evolution X, based closely on the Prototype X concept car unveiled earlier this year. ...  
[www.leftlanenews.com/mitsubishi-lancer-evolution-x.html](http://www.leftlanenews.com/mitsubishi-lancer-evolution-x.html) - 89k - Cached - Similar pages

**Spied: 2009 Mitsubishi Lancer Evolution X**  
Mitsubishi's Lancer Evo X was spotted testing today in Germany and these latest photos show that the production model will likely hold true to the exterior ...  
[www.leftlanenews.com/mitsubishi-lancer-evolution-future.html](http://www.leftlanenews.com/mitsubishi-lancer-evolution-future.html) - 88k - Cached - Similar pages

**2006 Lancer Evolution**  
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**evolutionm.net**  
EvolutionM.net is the largest forum community dedicated to the Mitsubishi Lancer and Lancer Evolution. This site offers a ton of features so please use our ...  
[www.evolutionm.net/](http://www.evolutionm.net/) - 52k - Cached - Similar pages

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#2) You know exactly where  
conversations are occurring, who  
has influence and why

Precision is what matters

Ten Influence Areas	Trend	Relevance
Audio	Favorite of sales force, customers on the go	Podcasts of all types, plus audio tracks of video segments are an undefined area of online, yet have growing utility.
Blogs	>200MM; trend is to have multiple blogs, multiple languages	We should know the top influencers by topic who drive relevant share of voice. The numbers of influencers are small, precision is key.
Data / Slides	12MM uniques at SlideShare	A great location to share all public presentations.
Forums	The engine of conversations online; often patient driven	Knowing who is driving conversation in forums is key. We should treat high-volume moderators with the same respect as we do with journalists.
Images	Is all content tagged to impact natural search?	Companies often forget to tag all content in the 10 languages that reach 95% of the online population.
Micro Blogging	An effective way to alert influencers, help propel news cycles	A great opportunity to build a network of influencers who want to share your news in real time. Twitter is a prime example.
Search	Yes, Google is #1, but YouTube is #3	We need to know the influencers on the first screen for our brand and key topics. We also need to understand where people are taken when they search.
Social Media Sites	The communities that are often our "first place" to go online	<b>Our day often starts and ends with Facebook or MySpace or Orkut or other depending where we live.</b>
Video	Consumption habits are starting to favor video vs. copy	There are over 50 video sites to analyze, which sometimes house ratings and reviews of our products.
Wiki's	Places to iterate an idea or process	Wiki's are greatly underutilized, but will continue to grow as folks understand how to use them.

**#3) You know which types of social media are preferred by your customers**

Blogs, forums, wikis, social media sites, micro-blogging and more

# #4) You know that leaders will identify issues before they happen

If you deal with issues when they hit the press, you are  
using old school techniques

The majority of issues are chronic and known in advance

**#5) You realize that <1% of a customer's time is spent purchasing a product**

99% of time is spent browsing and socializing

You build trust by being there when you are needed, not when you need the customer

#6) You are a student of how the  
world is changing

Via language

Via choice of community

Via style of learning

# #7) You realize that media has already changed

Old school media drives **share of voice**

**Share of conversation** is what is  
important

# #8) You build websites that fully utilize social media functionality

Traffic is decreasingly relevant

Links and total share of conversation  
are the keys

#9) You know that customers gravitate to the content they desire

Customers have “liquid networks”

Customers could care less about your objective to drive them to your site

**#10) You embrace the fact that  
<10% of your customers will contact  
you in a good year**

The majority of your customers utilize search and peer  
to peer contact to answer their questions

Where can you start to become a peer?

**#11) You realize customers want to  
do three things to help each other**

You build trust by being part of this  
process

#12) You leverage the world's  
greatest operating system – the web  
-- internally

Access for employees is real

# #13) You know preparing for yesterday is ineffective

Old models and habits hold back  
innovation

Watch for “antibodies”

**#14) You understand ethical  
behavior is a key part of maintaining  
trust**

Online policies & training

We would never create a fake ad, so  
why a fake blog post?

#15) You know that Leaders will Enter and  
Become Relevant in Conversations  
that Occur Everyday in Every Language  
All Around the World in Communities  
of Importance to our Customers

Companies that cling to the past may not  
realize it, but they will lose relevance

**MESSAGE**



**EXPERIENCE**



**CONVERSATION**



**RELATIONSHIPS**



**AFFINITY**

**&**

**TRUST**

**WE BECOME**  
**CONVERSATION**  
**ARCHITECTS**

# Key Coordinates

- The Social Media Business Council -- [www.socialmedia.org](http://www.socialmedia.org)
- Common Sense blog -- [www.csmg.us](http://www.csmg.us)
- Twitter -- [www.twitter.com/bobpearson1845](http://www.twitter.com/bobpearson1845) and [www.twitter.com/jangles](http://www.twitter.com/jangles)