

# The Modern World: Spin Doctors & Ad Hacks



# The Internet

2 Kinds of  
Different

# The Multi-Medium

Text

Audio

Video

# Multi Direction Medium



# The Social Medium

- Brands talk to Consumers...
- Consumers talk to Brands...
- Consumers talk to other Consumers...

# Word of Mouth Then



# Word of Mouth Now



# The Result...

14% of people trust ads.

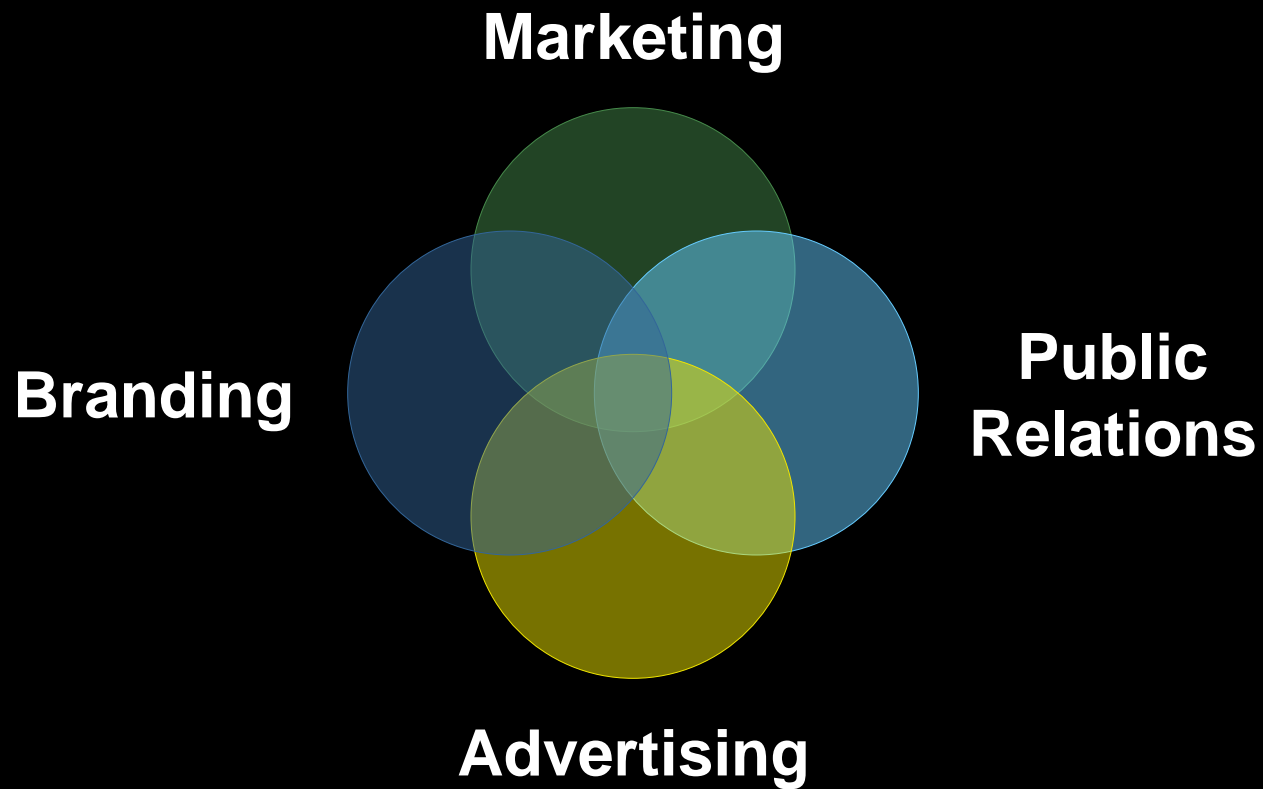
78% of people trust consumer  
recommendations

*Source: Nielsen Global Trust in  
Advertising Survey, 2007.*

*"Your brand is not what you say  
it is. It's what Google says it is."*

-- Chris Anderson  
Editor, *Wired Magazine*  
Author, *The Long Tail*

# Social Media



Tools

Personal Brand

Blog

Twitter

LinkedIn

Facebook

# Training

1. Find Your Community
2. Follow
3. Listen (3 months)
4. Comment
5. Contribute

# Homework for Everyone

SEO

RSS

Creative Commons

API

Meme

# Homework for Admen

CPM

CPC

CPA

# Office Hours

CT Moore

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