

**TurnPROn New York**

**WEB 2.0-PR versus ADVERTISERS: Can't We All Just Get Along?**

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11. By its nature, unlike traditional forms of marketing and PR, web 2.0 marketing requires a level of corporate transparency. Does this mean that it can only be used by certain types of businesses such as start ups that need to build buzz with limited budgets or ones targeted at teens and twenty-somethings? What about financial institutions or pharma brands which are highly regulated?
12. With the growth of newer forms of Web 2.0 including blogs, podcasts and social media, companies need to get better at monitoring the conversation. How should companies do this?
13. Since the web facilitates communications, it can a dark side causing a firm significant problems that can spread faster than positive buzz. How does a company monitor the landscape to determine where there may be issues? What other precautions are needed? How should a firm handle this?
14. What do marketers need to do to ensure that their Web 2.0 campaigns stay ethical and provide value to consumers?

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#### **Web 2.0 Defined**

Wikipedia defines Web 2.0 as “a perceived second generation of web-based communities and hosted services — such as social-networking sites, wikis, and folksonomies — which aim to facilitate creativity [citation needed], collaboration, and sharing between users. The term gained currency following the first O'Reilly Media Web 2.0 conference in 2004.” How do you view Web 2.0?

#### **Panel Questions**

1. What is marketing's role in today's marketing mix? What is PR's role in today's marketing mix? How has this changed given that marketers are now brand ambassadors not brand stewards?
2. How does PR differ from marketing and/or advertising?
3. Who owns or is responsible for the marketing mix? Are PR and Marketing roles well defined?
4. Which web 2.0 tools do you recommend to companies and why?
5. Which of the web 2.0 techniques/tools do you find most effective for building a company's reputation and why?
6. How should PR/marketing professional interact with bloggers, podcasters, social media communities? What type of impact does this have on achieving desired results?
7. What is an example of a web 2.0 PR/Advertising campaign that you think was well implemented and why?
8. With Web 2.0, marketers no longer control the conversation, how do they use it to accomplish specific business objectives such as customer acquisition and increasing sales? What role do PR professionals play? Marketers? Advertisers?
9. While people have been recommending businesses and services for years, what makes the role that Web 2.0 through blogs, podcasts and social media sites plays in this process different?
10. Marketing isn't limited to special promotions or events. Some of the conversation may not be related to traditional marketing functions such as customer service and investor relations. It can range from customer comments on product such as Amazon and Bazaarvoice to investor podcasts and webinars. How should a company be organized to handle this and how should marketing tap into this conversation? What role does Marketing play in this dialog? What role does PR play in this dialog?