

Session 4D- “PR for Web 2.0- Blogs, RSS feeds, Wikis, Widgets, and More”

Blog-

- ◇ electronic
- ◇ Written by users
- ◇ It’s all about communication and talking with customers
- ◇ Able to meet people and write something on their blog
- ◇ Able to link to one another’s blog
- ◇ You can write on the same topic which is how you meet people
- ◇ The more you link to others blogs, you build up your own karma, by commenting on their blogs, you can get good reactions
- ◇ Be relevant when commenting on other bloggers, however there is nothing wrong with providing your side of the story
- ◇ It takes time to get readers, so be patient, let your blog grow
- ◇ It’s all about friendly relationships and having passions on the same topics, should be sincere and authentic on these topics
- ◇ Bloggers tend to be open in receiving information from PR professionals
- ◇ Companies use blogs for internal means
- ◇ Company does not have to have blog, they can engage by commenting on other’s blogs

Podcast-

- ◇ Online radio show that you can subscribe to

RSS-

- ◇ Means “Really Simple Syndication”
- ◇ It takes information from lots of different places and puts it into one website (like news gator)
- ◇ Allows reader to choose what they want to view without subscribing or putting their name on a website

Wiki

- ◇ Webpage edited by readers of that page
- ◇ You can see the string of edits from others
- ◇ Good internal tool
- ◇ Co-Creation

Websites to search for blogs: www.technorati.com and www.googlereader.com

There is a website called the bad pitch blog- it makes fun of all the bad pitches that people have received, and they even publish the names

Session 2E- “Reach the Fastest Growing Consumer Segment in America: the Hispanic Market”

Their industry is growing

- ◇ They are the largest minority group in America
- ◇ They are growing at 58%
- ◇ Their employment has increased
- ◇ More Hispanics in the U.S. than Canadians in Canada
- ◇ By 2020, their purchasing power will grow 70%

Hispanic Culture is already apart of American Culture

- ◇ Entertainers such as Jennifer Lopez, Gloria Estephan, and Ricky Martin

Differences in Values

- ◇ American Middle class defines self as being an individual, relies on themselves and institutions, and values sameness in people whereas Hispanics defines self’s as being a part of a family or group, rely on family and friends, and values the differences in people

Conclusions

- ◇ Hispanic market is growing and here to stay
- ◇ It is no longer an urban phenomenon

Considerations

- ◇ Brands need to change as the market changes in mindset and strategies
- ◇ Regional differences must be a part of the communications equation
- ◇ Creative and copy must be culturally relevant and in-language
- ◇ Their market should be included in the corporate marketing strategy
- ◇ Short term, quick fix approach will not work
- ◇ Being bilingual is becoming more and more important