



## Transcript from July 29, 2009 to July 29, 2009

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### July 29, 2009

- 9:28 am **charlottehrb:** Webinar: How to weave social marketing into your WOM marketing programs - 12pm EST today <http://bit.ly/Vh6DI> #Womma
- 11:00 am **joko0501:** Attending Webinar: How to weave social marketing into your WOM marketing programs - 12pm EST today <http://bit.ly/Vh6DI> #womma
- 11:00 am **WOMMA:** ON AIR WOMMA Webinar Wed: Weaving Social Media into WOMM Programs | Follow/Contribute to the conversation at #WOMMA |
- 11:01 am **lauriedunlop:** Waiting for #WOMMA Webinar to begin, Weaving social marketing into WOM marketing
- 11:02 am **eyetraffic:** Getting started with the Weaving Social Media into Word of Mouth Marketing Programs. Looking forward to hearing thoughts from 360i! #womma
- 11:03 am **TheJuanProject:** Listening to the #womma Webinar
- 11:03 am **ZuberanceWOM:** Attending #WOMMA webinar 'How to Weave Social Marketing into your Word of Mouth Marketing'
- 11:03 am **ohltweets:** Listening to #womma webinar.
- 11:03 am **janineswenson:** #WOMMA Thanks 4 WOM Wednesdays! Looking forward to 2day's Weaving Social Marketing into WOMM Programs - 360i!
- 11:03 am **mysteriACE:** listening in on the WOMMA Social Media webinar #womma
- 11:04 am **SB\_Food:** Webinar: How to Weave Social Marketing into your Word of Mouth Marketing programs #womma
- 11:04 am **kathleenhessert:** About to listen in to webinare regarding social media and word of mouth. Will tweet. #WOMMA
- 11:04 am **JakeRosen:** Sitting down to listen to Sarah Hofstetter from 360i talk about weaving social media into WOM campaigns #womma
- 11:04 am **FSSimon:** Waiting for the webinar: Weaving Social Media into Word of Mouth Marketing Programs. #womma
- 11:04 am **milenaregos:** RT @SB\_Food: Webinar: How to Weave Social Marketing into your Word of Mouth Marketing programs #womma
- 11:05 am **chtrbx99:** RT @WOMMA: ON AIR WOMMA Webinar Wed: Weaving Social Media into WOMM Programs | Follow/Contribute to the conversation at #WOMMA |
- 11:05 am **livebarefoot:** webinar thanks to #womma
- 11:05 am **PictureMark:** Attending the How to Weave Social Marketing into your Word of Mouth Marketing webinar. #WOMMA
- 11:06 am **ATLMarketing:** Looking forward to Webinar: How to Weave Social Marketing into your Word of Mouth Marketing programs #womma
- 11:07 am **halverk:** "a brand is what people say about you when you're not in the room" #womma
- 11:07 am **CEberle:** "A brand is what people say about you when you're not in the room" -jeff bezos amazon #womma
- 11:07 am **milenaregos:** RT @CEberle: "A brand is what people say about you when you're not in the room" -jeff bezos amazon #womma
- 11:07 am **ChrisGTaylor:** RT @CEberle: "A brand is what people say about you when you're not in the room" -jeff bezos amazon #womma
- 11:08 am **ATLMarketing:** "A brand is what people are saying about you while you're not in the room" #WOMMA
- 11:08 am **MikeChapman:** I'm listening to Sarah Hofstetter - @Pezmeister1 - on a #WOMMA webinar.
- 11:08 am **bookieboo:** I'm at a #womma webinar right now...thanks @momtv
- 11:10 am **janineswenson:** #WOMMA J. Bezos, Amazon, quoted, branding - what ppl R sayng about U when U're not in the room. B part of conversation - not passive gossip.
- 11:10 am **mikemost:** Listening to @womma webinar: How to Weave Social Marketing into your WOM Marketing programs #womma <http://bit.ly/252bGM>
- 11:10 am **jbonj:** Great insight - Watercooler in traditional wom = tweets and fb statuses in digital. #womma

11:10 am **ChrisGTaylor:** RT @mikemost: Listening to @womma webinar: How to Weave Social Marketing into your WOM Marketing programs #womma <http://bit.ly/252bGM>

11:11 am **360i:** Listen to @pezmeister1's WOMMA webinar "Weaving Social Media into WOM Programs" now <http://ow.ly/i8aS> #womma

11:12 am **SheetalJaitly:** RT @charlottehrb: "A brand is what people say about you when you're not in the room" -jeff bezos amazon #womma (via @milenaregos @CEberle)

11:12 am **SB\_Food:** "The Internet is a real-time focus group" -- who is talking about your brand? #womma

11:12 am **janineswenson:** #WOMMA 360i goes beyond playbook/checklist - info applicable to implementing WOMM - train 2 win! Good analogy to playing games.

11:12 am **MariePavlich:** #WOMMA can you postthe Website for the 360i study that was just mentioned in the Webinar. THANK YOU

11:12 am **halverk:** Game plan for success in social marketing, via @360i, @pezmeister1 during webinar #womma<http://twitpic.com/c0zxn>

11:13 am **JakeRosen:** brand health scorecard may also be known as a social media audit in the context of online WOM #womma

11:13 am **WOMMAjohn:** as mentioned in the #WOMMA Webinar ... Social Marketing Playbook ... <http://bit.ly/ZMjYV>

11:14 am **ChrisGTaylor:** Must know your target audience, Facebook friend talk, Blogs for info?#womma

11:14 am **SB\_Food:** what is your competition doing? #womma

11:15 am **JakeRosen:** It takes some investment of resources or time to determine competitors presence in social media if looking at community and sentiment #womma

11:15 am **janineswenson:** #WOMMA 360i playbook - BUZZ volume, conversations, dialogue all play key role! Understand where Ur MKT talks! If not on a site why use?

11:15 am **mikemost:** RT @WOMMAjohn: as mentioned in the #WOMMA Webinar ... Social Marketing Playbook ... <http://bit.ly/ZMjYV>

11:17 am **FSSimon:** RT @360i Social Marketing Playbook - Download here <http://360i.com/playbook> #womma

11:18 am **janineswenson:** #WOMMA research your market and where they congregate - say thanks when your cust gives you a + shout-out! Value Alignment & implementation.

11:18 am **tingoleman:** Listening to the WoMMA and 360i Webinar #womma #fb

11:18 am **thinkmotive:** Listening to a #womma webinar on social media while writing concepts and developing interview questions for a film shoot. MULTITASK

11:19 am **ChrisGTaylor:** RT @JakeRosen: It takes investment of resources/ time to det. competitors presence in social media i #womma

11:19 am **janineswenson:** #WOMMA 360i Architecture pic - good stuff for starting SM WOM framework!

11:19 am **ChrisGTaylor:** What is your social media voice? Be consistant. #womma

11:19 am **JakeRosen:** Great point...use a consistent voice to share you brand's messaging. It can be whatever you make it, but don't waver. #womma

11:19 am **360i:** 360i's @pezmeister1: "Your architecture is your blueprint - there's no one right way, but it is important to have one" #WOMMA

11:20 am **emilynora:** @WOMMA Will the presentation from today be available on WOMMA.org? Listening in now ... #WOMMA

11:20 am **theyinspire:** "A brand is what people say about you when you're not in the room" -jeff bezos amazon #womma (via @milenaregos @CEberle) #branding

11:20 am **ChrisGTaylor:** HRBlock shares education via sm #womma

11:21 am **janineswenson:** #WOMMA find appropriate VOICE, I think, it's not always what you say, but how you say it - Mom always said this was important - she's right!

11:21 am **mwurst:** RT @360i: Listen to @pezmeister1's WOMMA webinar "Weaving Social Media into WOM Programs" now <http://ow.ly/i8aS> #womma

11:21 am **ChrisGTaylor:** syndicated market resources for demographic comps. #womma

11:24 am **janineswenson:** #WOMMA 360i's Sarah says likes Twitter, but do your research to C if right 4 your brand. Brand arsenal - use all tools available 2 U.

11:24 am **timhoyt:** #womma I like that "social media arsenal"

11:25 am **janineswenson:** #WOMMA silence - this has happened B4! Technology glitch!

11:25 am **HealthTalker:** Build a WOM arsenal. Sponsored events, citizen fans, #womma

11:25 am **360i:** @pezmeister1: "Brand arsenal: all the tools a brand has that customers may be interested in." #WOMMA

- 11:26 am **ChrisGTaylor:** Brand tools tv, brand equity, citizen fans, video,, sponsorship. Where does sm fit in #womma
- 11:27 am **janineswenson:** #WOMMA New WOM arenas R large! Not a "Social Media" niche - important 2 harness these new arenas! Make them work 4 Ur objectives.
- 11:27 am **joecurrypiano:** There are more viewers on YouTube than CNN, Fox News and MSNBC combined. Are you connecting where audience is? #womma
- 11:27 am **mikemost:** RT @360i: @pezmeister1: "Brand arsenal: all the tools a brand has that customers may be interested in." #WOMMA
- 11:28 am **ChrisGTaylor:** twitter, used by HRBlock for CRM, Nat'l Geographic used to promote show. #womma
- 11:28 am **HealthTalker:** #womma Social Media tools as WOM vehicles. Example: H&R block CRM on Twitter. @HRBlock
- 11:28 am **kathleenhessert:** Social media arenas? Youtube larger audience than CNN, FoxNews, MSNBC combined. Blog audience bigger than them too! #womma
- 11:29 am **Genuine:** RT@kathleenhessertSocial media arenas? Youtube larger audience than CNN, FoxNews, MSNBC combined. Blog audience bigger than them too! #womma
- 11:29 am **CEberle:** RT @joecurrypiano: There are more viewers on YouTube than CNN, Fox News and MSNBC combined. Are you connecting where audience is? #womma
- 11:29 am **rnethery:** RT @kathleenhessert: Social media arenas? Youtube larger audience than CNN, FoxNews, MSNBC combined. Blog audience bigger too! #womma
- 11:29 am **ChrisGTaylor:** Be PREPARED to nurture community #womma
- 11:30 am **360i:** @pezmeister1: "If using major SM promotions, be prepared to nurture, inspire and continue conversation when audience arrives." #WOMMA
- 11:30 am **janineswenson:** #WOMMA Thks Sarah, "No Right Answer!" Good stuff. Creativity not manufactured duplications across diff brands. What works not same 4 all!
- 11:30 am **janineswenson:** #WOMMA WOMM programs on-line initiatives can prompt off-line initiatives and vice-versa!
- 11:31 am **ChrisGTaylor:** RT @janineswenson: #WOMMA Good stuff. Creativity not manufactured duplications across diff brands. What works not same 4 all!
- 11:31 am **HealthTalker:** "Social Media is not just a tool to drive online initiatives it works for offline programs too" #womma
- 11:31 am **timhojt:** Social Marketing Playbook #womma <http://bit.ly/XRmsv>
- 11:32 am **ChrisGTaylor:** RT @HealthTalker: "Social Media is not just a tool to drive online initiatives it works for offline programs too" #womma
- 11:33 am **janineswenson:** #WOMMA 2 me WOMM is like being a Mom - listen 2 "kids," brands, develop unique characteristics, feed & nurture, open dialogue, follow-through
- 11:33 am **ATLMarketing:** RT@HealthTalker: "Social Media is not just a tool to drive online initiatives it works for offline programs too" #womma
- 11:34 am **janineswenson:** #WOMMA WOMM like kick-boxing - turn, change conversation, don't just "take it!" Go Sarah!
- 11:34 am **ChrisGTaylor:** Motrin target moms on-line who hated the commercial, should have said we got it wrong and changed the conversation #womma
- 11:36 am **janineswenson:** #WOMMA @360i @pezmeister1 one of the better WOM Wednesdays! Don't miss it, go to WOMMA site later and download ppt - I will!
- 11:37 am **halverk:** Measure social media through reach and engagement through a custom social media scorecard for your brand #WOMMA
- 11:37 am **mikemost:** @Pezmeister1 great @womma webinar ! Thoroughly enjoying your summary and perspective. Are the slides available on slideshare? #womma @360i
- 11:39 am **ATLPeachMovers:** RT @ATLMarketing"A brand is what people are saying about you while you're not in the room" #WOMMA
- 11:39 am **bgcduke7:** RT @kathleenhessert Social media arenas? Youtube larger audience than CNN, FoxNews, MSNBC combined. Blog audience bigger too! #womma
- 11:40 am **janineswenson:** #WOMMA @360i @pezmeister1 brings COMMON SENSE to a framework to developing a Social Marketing program!
- 11:40 am **rolandoperalta:** great webinar from Sarah Hofstetter @Pezmeister1 thanks to #WOMMA
- 11:42 am **ChrisGTaylor:** negative and positive opinions should be listen to #womma
- 11:43 am **janineswenson:** #WOMMA If U create environ where U let Ur custs talk abt Ur brand, let them talk. Jump in only 2 create factual errors, if - @ start risky.
- 11:43 am **milenaregos:** When you hear negative brand on social media don't walk away from it-find places to start engaging and responding to people #womma

- 11:44 am **HealthTalker:** Facebook does a great job of giving you free measurement tools #womma
- 11:44 am **janineswenson:** Disconnecting early frm #WOMMA WOM Wed. - 2 teach writing 2 kids @ library - thks 2 @WOMMA @360i @pezmeister1 4 webinar!
- 11:44 am **ChrisGTaylor:** Tools: Youtube viral insights, Facebook insights, Free #womma
- 11:45 am **TheJuanProject:** #womma Facebook Insights and YouTube Insights are great and free tools for analysis
- 11:46 am **halverk:** RT @TheJuanProject: #womma Facebook Insights and YouTube Insights are great and free tools for analysis
- 11:47 am **JakeRosen:** RT @milenaregos When you hear negative talk about brand on social media don't walk away from it- engage and respond to people #womma
- 11:47 am **ATLMarketing:** With SM, you'll get positive & negative feedback. LISTEN!! Let friends/fans /followers express opinions.Only correct when facts. #womma
- 11:48 am **HealthTalker:** "The people that you are helping want to help you back and they probably have a community online" - @360i #WOMMA
- 11:48 am **FSSimon:** RT @ChrisGTaylor: Tools: Youtube viral insights, Facebook insights, Free #womma
- 11:48 am **HeshieSegal:** @Pezmeister1 Listening to your WOMMA seminar on social media. Fabulous information. You rock - am now following #WOMMA
- 11:48 am **milenaregos:** Be yourself and be transparent on social media. Best advice from #womma
- 11:51 am **TheJuanProject:** #womma If you mention where you work, you're an unofficial brand advocate. Be careful!
- 11:51 am **ChrisGTaylor:** social media best practices can get blurry, must be fair for both employee and employer, case by case #womma
- 11:51 am **SB\_Food:** RT @milenaregos Be yourself and be transparent on social media. Best advice from #womma #womma
- 11:52 am **ATLMarketing:** Be prepared 4 SM Fumbles. Get involved n conversation & turn it.Plan participation strategy.Apologize.Ask what can u do?Win back fans #womma
- 11:52 am **ChrisGTaylor:** Yelp! great source. You cannot squash negativity! Great Listening tool #womma
- 11:52 am **alicialfisher:** RT @TheJuanProject: #womma If you mention where you work, you're an unofficial brand advocate. Be careful!
- 11:53 am **SB\_Food:** Restaurants: Ask consumers to give feedback on yelp #womma
- 11:53 am **FSSimon:** Authenticity is credibility in social media. #WOMMA
- 11:53 am **ChrisGTaylor:** RT @ATLMarketing: Be prepared 4 SM Fumbles. Get involved n conversation.Plan participation strategy.Apologize.Ask what can u do? #womma
- 11:53 am **ATLMarketing:** RT@ChrisGTaylor: abide by WOMMA code of ethics #womma Transparency!
- 11:54 am **keypractices:** My experience with yelp: YELP SUCKS - they always post the negatives not all your positives #WOMMA
- 11:56 am **ATLMarketing:** RT @TheJuanProject: #womma Facebook Insights and YouTube Insights are great and free tools for analysis
- 11:56 am **rtcrm:** WOW! RT @AdweekDotCom: WOM Spend Hits \$1.5 Bil. <http://bit.ly/Eyr3G> #womma #socialmedia #marketing #rtcrm #fb
- 11:56 am **TheJuanProject:** #womma Buzz Monitoring: Family does bring joy to teens.
- 11:57 am **ChrisGTaylor:** Psychographics-do a buzz analysis, Teens made happy by , music, friends and family #womma
- 11:57 am **ATLMarketing:** RT@ChrisGTaylor: Yelp! great source. You cannot squash negativity! Great Listening tool #womma
- 11:57 am **HealthTalker:** RT @360i Social Marketing Playbook - Download here <http://360i.com/playbook> #womma
- 11:57 am **MikeChapman:** @Pezmeister1 Great webinar, Sarah! Thank you for sharing with the rest of us. #WOMMA
- 11:58 am **kbystrom:** Fabulous webinar #WOMMA
- 11:58 am **MIBU\_Conference:** RT @FSSimon: Authenticity is credibility in social media. #WOMMA
- 11:58 am **ChrisGTaylor:** Thanks Sarah #womma
- 11:58 am **ATLMarketing:** RT @360i Social Marketing Playbook - Download here <http://360i.com/playbook> #womma
- 11:59 am **TheJuanProject:** #womma Great insights. Thanks @Pezmeister1
- 11:59 am **HealthTalker:** Thanks Sarah and @360i great webinar! #womma

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