

New Media changing communication

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1

Once upon a time...

2

In 3 weeks..

- .. his website attracted 5 million visitors
- .. and generated 1.000.000 registered users

2006, Daniel Minini, Germany, <http://www.dugg.de/>

3

which translates to:
every 80th German !

4

He did not..

- .. mail them (direct-mailing)
- .. cold-call them (cold-marketing)
- .. promote his site (advertising)
- .. use any classic PR tool (MPR, Media-Relations)

So, what did he use?

5



He used "Viral Marketing"

every visitor should invite his friends to join

6

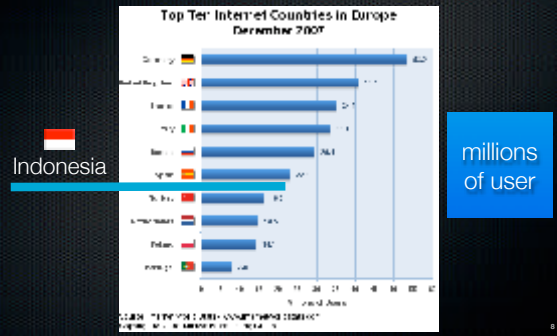
In Indonesian dimensions:

- more than 20,000,000 Internet users, 8.5% penetration, per APJII.

Asosiasi Penyelenggara Jasa Internet Indonesia, as of May/07

7

In Indonesian dimensions:



millions of user

8

A 16 years old Indonesian boy..

- would have reached 2.5 million visitors
- and generated 500.000 registered users on his single website (owning their names and email-addresses)
- in 3 weeks!

9

He is not alone...

10

Viral Marketing or Network Marketing

friendster

facebook

2002/US\$30 /50 million user 2004/US\$15 billion >60 million user

myspace.com
a place for friends

xanga

2003/US\$580/ >100 million user 2002/>40 million user

internet social networks (examples)

11

Why are these companies worth up to billions of \$\$?

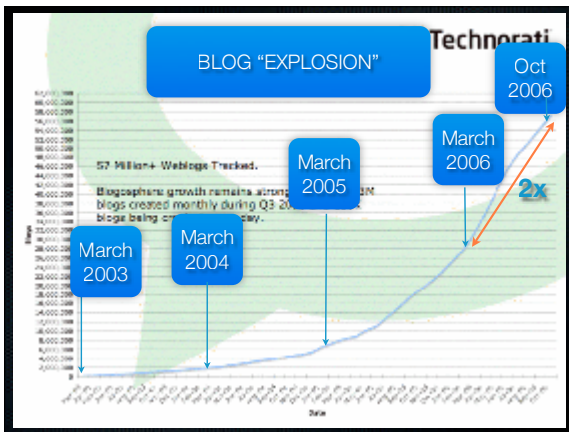
- they provide an almost ideal platform for communication (for marketers compared to classic "P")
- messages are delivered from one 'friend' to the other (trust-worthiness, reliability)
- snow-ball effect with high reach in target groups (less overlaps/loss)
- high frequencies (thousands of pageviews/member/month)

12

Join the networks!

Blogging

- 175,000 new blogs created every day, currently around 50M blogs
- 1.6M new legitimate posts (articles) every day, meaning spam is excluded
- blogs are in the top ten internet-sites of the world



Blogging in Jakarta



Blogging

BLOGS live!

Start blogging!

RSS Really Simple Syndication



The RSS Icon

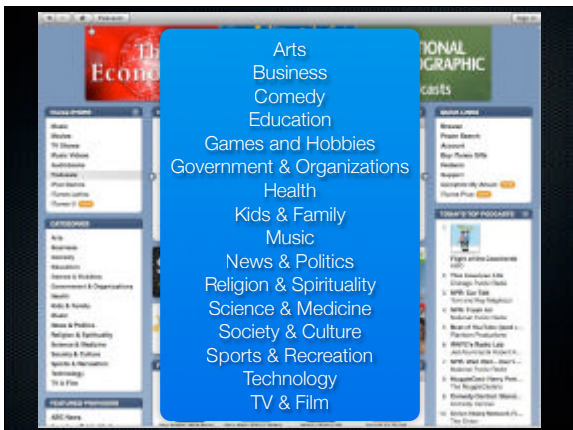
RSS “I’m Ready for Some Stories”



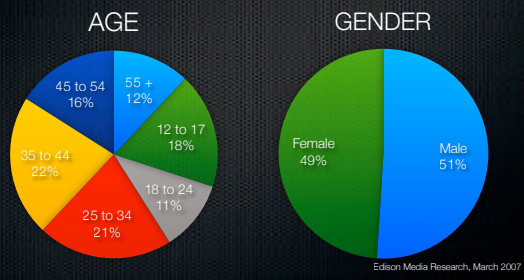
Syndicate your messages!

Podcasts

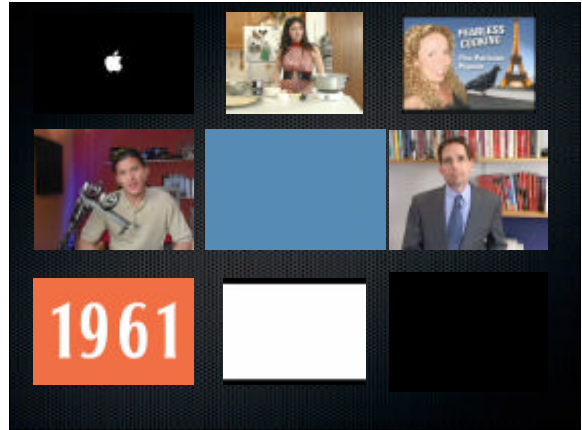
- iPod + casting = podcasting (but any MP3/4 player is fine)
- Podcasts are TV or radio like shows
- produced by professionals and ordinary people alike
- podcast audience will increase from 20 by 251% to 65 million in 2012 (USA)
- you subscribe to them via RSS (sic!), new episodes are downloaded to your computer automatically



Podcast Consumers are of all ages!



25



26

Make your voice heard!
Podcast!



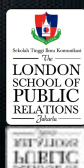
27

"The fates guide those who go willingly; those who do not, they drag."



28

Stay tuned and watch out
for our forthcoming seminars
about New Media
Communications



29