Brands in Public

Organizing the conversation

September 2009

http://www.BrandsInPublic.com

Two things that we know

The first thing is that the conversation matters. It took marketers a long time to embrace this, but now we have.

Our choice might be for a docile market that does nothing but watch our commercials, but that's not going to happen again, ever. So the backup plan, the one we've embraced is to be talked about. It's better than being ignored.

The second thing we know is that you can't control the conversation.

People are going to say what they're going to say. You can respond, you can treat them with respect, you can answer their questions and most of all, you can make products and services they like. But the conversation belongs to them.

Now you can organize it

You might not be able to control what people say, but you can organize the conversation, amplify it, seed it and make it easy to find.

So far, most work in social media in organizations has been reactive. People tweet something and you respond. People blog something and you swing into action. Brands have learned that people don't like being ignored, and engaging can only help you.

Why not take this further, though?

Why not initiate instead of merely react?

Why not make it easy for people to find the conversations you've worked so hard to refine and turn positive?

That's why we built a site we call

 BrandsInPublic.com

Not a monitoring tool

There are a ton of tools that can privately show you exactly what the world is saying about you. If you don't have one, you should. They're expensive, but if you use them right, they're worth it.

BrandsInPublic is not a private monitoring tool. It's a public-facing dashboard and it exists whether or not the brand controls it. We don't create the conversations, we just collate them.

It's as if Google gave you the ability to be present on the search results page when people go looking for you, to organize and highlight the search results you prefer. That's what we mean by in public. Your brand is being discussed and the challenge is finding an easy way to organize the discussion.

People are talking

BrandsInPublic.com takes the conversations that are already happening and puts them onto one page, open to the world.

You can curate that page.

You can use it to organize the conversation, respond to it and seed new conversations.

It's not your home page (you don't get to control your home page anyway, someone else in your organization does). It's merely another spot online, one that surfers will find, one that surface the recent stuff and amplifies the conversations you like the most.

There's only one page per brand.

It costs $400 a month.

Some examples

http://www.squidoo.com/trader-joes-in-public

http://www.squidoo.com/penny-arcade-in-public

http://www.squidoo.com/true-blood-in-public

http://www.squidoo.com/family-guy-in-public

http://www.squidoo.com/san-diego-chargers-in-public

http://www.squidoo.com/bp-in-public

http://www.squidoo.com/ebay-in-public

http://www.squidoo.com/kfc-in-public

http://www.squidoo.com/zazzle-in-public

http://www.squidoo.com/virgin-galactic

http://www.squidoo.com/home-depot-in-public

http://www.squidoo.com/guinness-brand-in-public

http://www.squidoo.com/zappos-brand-in-public

http://www.squidoo.com/rock-band-in-public

http://www.squidoo.com/burts-bees-in-public

http://www.squidoo.com/americanidolinpublic

http://www.squidoo.com/bing-com-in-public

http://www.squidoo.com/wine-library-tv

http://www.squidoo.com/comcast-in-public

http://www.squidoo.com/boston-red-sox-fans

http://www.squidoo.com/tesla-motors-in-public

http://www.squidoo.com/southwest-airlines

http://www.squidoo.com/craigslistinpublic

http://www.squidoo.com/greenies-in-public

http://www.squidoo.com/googleinpublic

http://www.squidoo.com/lg-electronics-in-public

http://www.squidoo.com/netflix-in-public

http://www.squidoo.com/newyorkyankeesinpublic

http://www.squidoo.com/yelp-in-public

http://www.squidoo.com/ups-in-public

http://www.squidoo.com/starbucks-in-public

http://www.squidoo.com/allstate-in-public

Seeding the conversation

The page starts with the basic template you see in the examples I just showed you.

But then you take it over.

You can change the logo and the color, of course.

But you can also add stuff.

You can add:
- Highlighted blog posts
- Ongoing debates ("should we launch a new flavor?")
- Links to your other sites
- Centralized responses to webwide issues
- Photos
- Trivia contests
- Maps
- Promotions
- Links to content deep on your main site
- Links to books and auctions, etc.
- Your blog

From your friends at Squidoo

* Founded more than 3 years ago.

* More than one million pages hand-built by 400,000 users.

* Raises significant $$ for charity.

* One of the top 500 sites worldwide in traffic.

* Compatible with BzzScape from BzzAgent.

* BrandsInPublic will soon start appearing in search results.
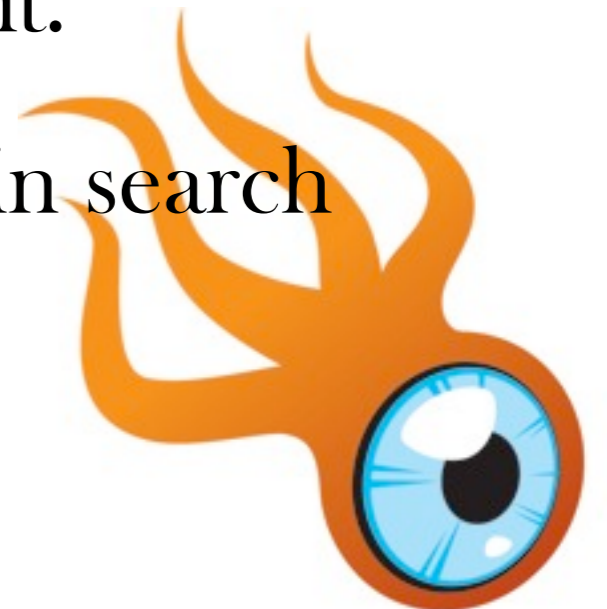
...and your friends at BzzAgent

* The leading Word of Mouth agency in the world

Be old fashioned... call! (617) 224.1362