

# ComMetrics

ComMetrics University – Coffee Break Webinar

Wednesday 12 May 2010 – 8:45 and 16:00 hours



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## \_ComMetrics – webinar

Host: Deborah Drake ==> <http://cli.gs/qJHEU0>

Presenter: Urs E. Gattiker ==> <http://cli.gs/ye8YhW>

During the webinar you can ask questions by using the:

- chat function – ask your questions
- no infomercials pls – it detracts the rest of us unnecessarily



„Urs: I know your webinars are great because I know you wouldn't do anything that wasn't.”

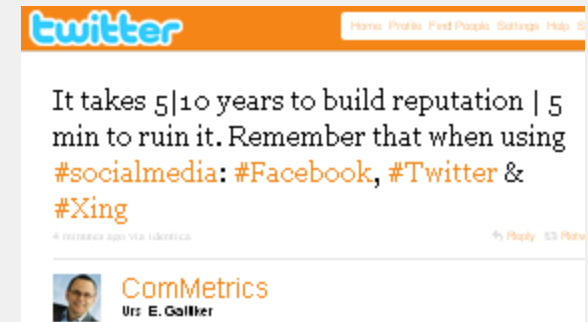
## \_Overview

> Content for this webinar

1 Micro-blogging – blogging who does what & why?

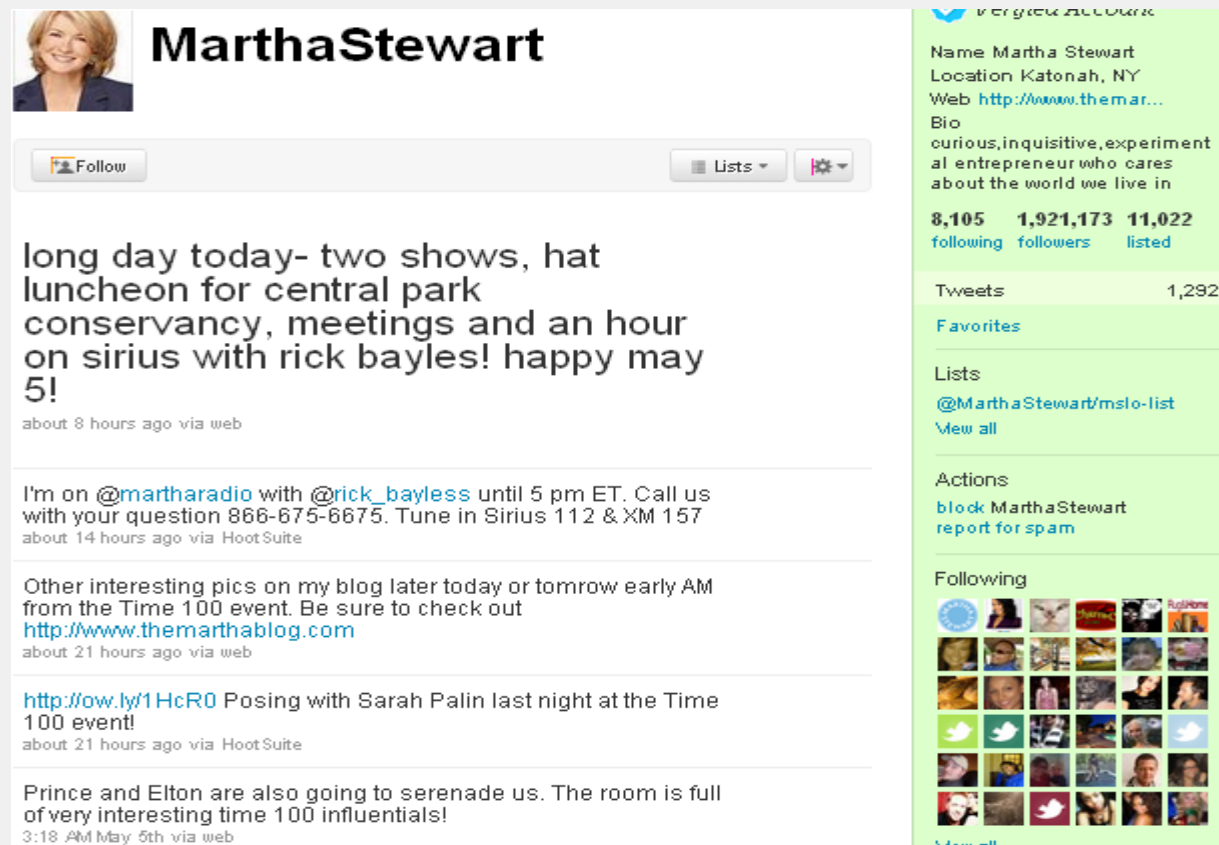
2 Can we do it better and if so how?

Please focus on the long-term benefits



\_Have personality – trying to bring it online: How am I doing? I am so wonderful... Pls use my product

<http://twitter.com/marthastewart> Can I repeat this?



**MarthaStewart**

Follow Lists Settings

long day today- two shows, hat luncheon for central park conservancy, meetings and an hour on sirius with rick bayles! happy may 5!  
about 8 hours ago via web

I'm on @martharadio with @rick\_bayless until 5 pm ET. Call us with your question 866-675-6675. Tune in Sirius 112 & XM 157  
about 14 hours ago via HootSuite

Other interesting pics on my blog later today or tomrow early AM from the Time 100 event. Be sure to check out <http://www.themarthablog.com>  
about 21 hours ago via web

<http://ow.ly/1HcR0> Posing with Sarah Palin last night at the Time 100 event!  
about 21 hours ago via HootSuite

Prince and Elton are also going to serenade us. The room is full of very interesting time 100 influentials!  
3:18 AM May 5th via web

**Verified Account**

Name Martha Stewart  
Location Katonah, NY  
Web <http://www.themarthablog.com>  
Bio curious, inquisitive, experimental entrepreneur who cares about the world we live in

**8,105** following **1,921,173** followers **11,022** listed

Tweets 1,292

Favorites

Lists  
[@MarthaStewart/mslo-list](#)  
[View all](#)

Actions  
[block MarthaStewart](#)  
[report for spam](#)

Following

[View all](#)

2010\_05\_12

\_Have personality – trying to bring it online: How am I doing? I am so wonderful... USE my product NOW

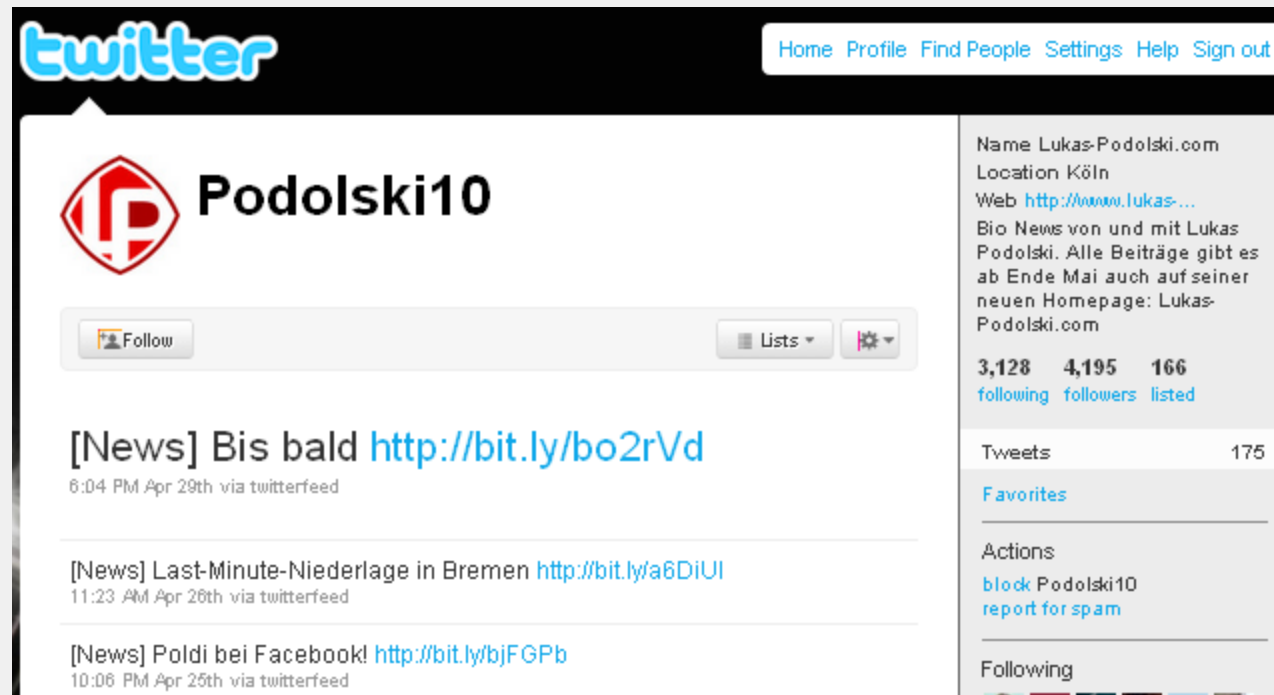
<http://twitter.com/greggrunberg> Is this according to the image I want?

The screenshot shows the Twitter profile of Greg Grunberg. The header includes the Twitter logo and navigation links: Home, Profile, Find People, Settings, Help, Sign out. The profile picture is a headshot of Greg Grunberg. The name is 'greggrunberg' and it is a 'Verified Account'. The bio includes his name, location ('Check Yowza!! to find me!!'), website ('http://greggrunbe...'), and a detailed description of his roles: 'Mind Reader, Pilot Oceanic 815, Co-Founder Yowza!!, Smoothaize & Band From TV, Ex-CIA Agent, DILF, Kirk's Evil StepDad.' The tweet statistics show 866 following, 1,413,699 followers, and 7,072 listed. The tweet content is: 'I love me some from my favorite @Short\_Hair\_Diva: http://www.shorthairdiva.com/2010/04/my-greg-grunberg-interview-is-done/'.

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\_I play in the Bundesliga – tried this but not totally sure – what you think

- What about my webpage?
  - About 50 soccer players went shopping together
- => Is this engagement?



\_But I seem to have the hang of it – when it comes  
Facebook <http://www.lukas-podolski.com/>

- quality of content on wall
- harassment, porno...

- How does this affect:
  - my brand
  - Adidas brand

What would you advise Podolski  
he should do with his Facebook  
page, Twitter account, web  
page?

**Sign Up** **Lukas Podolski is on Facebook**  
Sign up for Facebook to connect with Lukas Podolski.

**Lukas Podolski** Like

**Wall** **Info** **Photos** **Discussions** **Links** **Video**

Marius Michael Poldi Best! Ich will dich in Südafrika Stürmen sehen! Schenk da mal nen paar Tore ein!  
Machs gut, bleib Gesund ;) Schade das du wieder von Bayern weg gewechselt bist :(  
29 minutes ago · Comment · Like · Report

**Armando Gjika** wer bist ein tor machen?  
40 minutes ago · Comment · Like · Report

**-'Moretta WhestLy'** ♥ Lukas,,,,,  
ich Liebe Dich....  
♥ Ich habe Sie sehr gem.....  
Wie geht's Ihnen....?  
Besuchen Sie uns "indonesia Liebe dich" ♥ ♥  
58 minutes ago · Comment · Like · Report

**Lukas Podolski** Unsere Nr.1 René Adler fällt verletzt für die WM aus – das ist absolut bitter. Aber ich bin sicher, René steht wieder auf und wird noch besser! Wer ist Euer Favorit für die Torhüterposition? Und wie sieht Euer WM-Kader aus - wer schafft es ins Team, gibt es eine Überraschung? Ich bin selbst gespannt, wer mit mir auf di...  
See More  
about an hour ago · Comment · Like  
Nathalie, Marco, Graciela and 6 others like this.  
View all 36 comments

**Lukas Podolski** Hallo Leute,  
FETT! schon über 10.000 Fans auf meiner Seite - auch die ersten Fans aus China und Polen! Ich war erst mal abgetaucht – unser letztes Heimspiel hatte ich mir nicht so vorgestellt. Ich wollte unbedingt gewinnen! Eure Unterstützung tut gerade jetzt richtig gut, darauf kann man sich immer verlassen! Leider kann...  
See More

**Photos**  
2 of 4 albums See All

**Wall Photos**  
Created last Thursday

**10,319 People Like This**

Ole-Johann Nykrem Gardshol Tyler Keupen Ada Gao  
Amr Mohamed Bishamy Hashim Al-Jazzaf Ivana Tadic-Knezevic

\_Have web-based software as a service – building

<http://www.giorgiochiellini.com/web/>

I just discovered micro-  
blogging

What about my webpage....  
==> a lost opportunity



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## \_Conclusions

- Find your voice – for your blog and Twitter – people want you not your PR expert or an anonymous flunky:

<http://commetrics.com/?p=5193>

- Read last week's discussion about today's webinar topic - SM

Monitoring group on Xing: <http://sn.im/w4bqd>

- Read last weeks social media wrap-up: <http://commetrics.com/?p=8084>

- SEARCH: bill gates was right webinar

bill gates was right webinar commetrics

## \_Conclusions

==> if you have a brand – you will have more people following you.

Bill Gates – be passionate, be you  
your reputation precedes you



- Download slides: <http://sn.im/w5hle> Last week's slides: <http://cli.gs/u1BZaP>
- How to contact Professor Gattiker right after the webinar: <http://cli.gs/e16EJr>
- Wed May 19: 8:45 CET (11:45pm PST Tue) or  
16:00 hours (7am PST Wed)

TOPIC: May 19 - How to make ourselves high performing group members

Sign-up is open – pls do register to secure your space!

Topic: May 26 – Twitter – how to get what you want - you, clients - tentative

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# ComMetrics

Thank you



the Financial Times describes ComMetrics ...

„... Good things come in small packages.“

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## \_Tools & Tips if people search using your name and/or brand you have won half the battle

- Google Canada search: Warren Buffett social media vs. Warrent Buffett social media ComMetrics

-[http://www.google.ca/search?hl=en&source=hp&q=warren+buffett+social+media&aq=f&aqi=g2&aql=&oq=&gs\\_rfai=](http://www.google.ca/search?hl=en&source=hp&q=warren+buffett+social+media&aq=f&aqi=g2&aql=&oq=&gs_rfai=)

-[http://www.google.ch/search?hl=de&rlz=1C1GPEA\\_enCH341CH341&q=commetrics+bill+gates+social+media&meta=&aq=f&aqi=&aql=&oq=&gs\\_rfai=](http://www.google.ch/search?hl=de&rlz=1C1GPEA_enCH341CH341&q=commetrics+bill+gates+social+media&meta=&aq=f&aqi=&aql=&oq=&gs_rfai=)

-Google CH vs UK: commetrics bill gates social media

-[http://www.google.ch/search?hl=de&rlz=1C1GPEA\\_enCH341CH341&q=commetrics+bill+gates+social+media&meta=&aq=f&aqi=&aql=&oq=&gs\\_rfai=](http://www.google.ch/search?hl=de&rlz=1C1GPEA_enCH341CH341&q=commetrics+bill+gates+social+media&meta=&aq=f&aqi=&aql=&oq=&gs_rfai=)

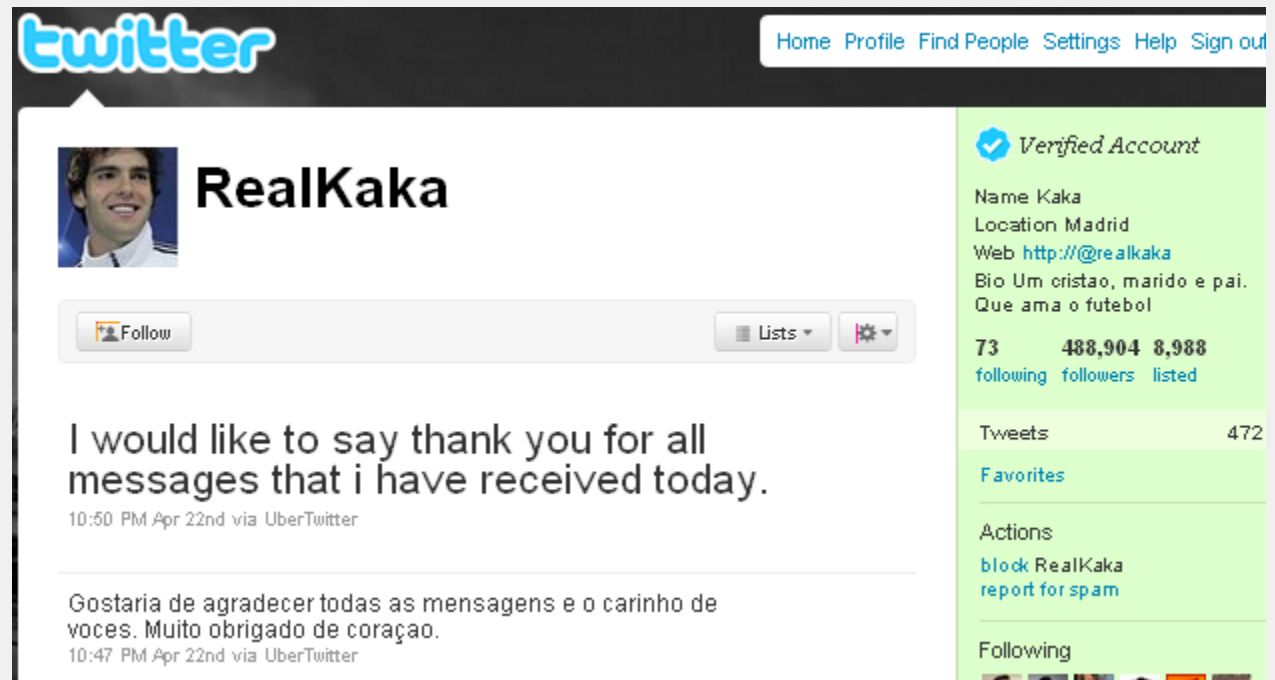
-[http://www.google.co.uk/search?hl=en&q=commetrics+bill+gates+social+media&meta=&aq=f&aqi=&aql=&oq=&gs\\_rfai=](http://www.google.co.uk/search?hl=en&q=commetrics+bill+gates+social+media&meta=&aq=f&aqi=&aql=&oq=&gs_rfai=)

## \_Tools & Tips – Explain - how freemium works

Web <http://@realkaka>

Oops, does not work

Impressive following  
little interaction,  
what about quality?



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## \_Tools & Tips – Case - how amplifying the ComMetrics University webinar or our Xing group works in practice

Use Twitter to push other products – generate revenue

Is this what the FC Liverpool should do?



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## \_Tools & Tips – Case – Your links on your profile should work



Make sure that the linked webpage is really what you want to represent as your brand?

Are lottery tickets Ronaldinho's brand/reputation? What about Adidas?

His advisor did not do his homework very well

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