

The logo features the word "FORRESTER" in a white, serif font, centered within a dark green oval. The oval is set against a dark blue background with faint, light blue wavy lines that create a sense of motion or depth.

FORRESTER®

Winning In A World Of Social Technologies

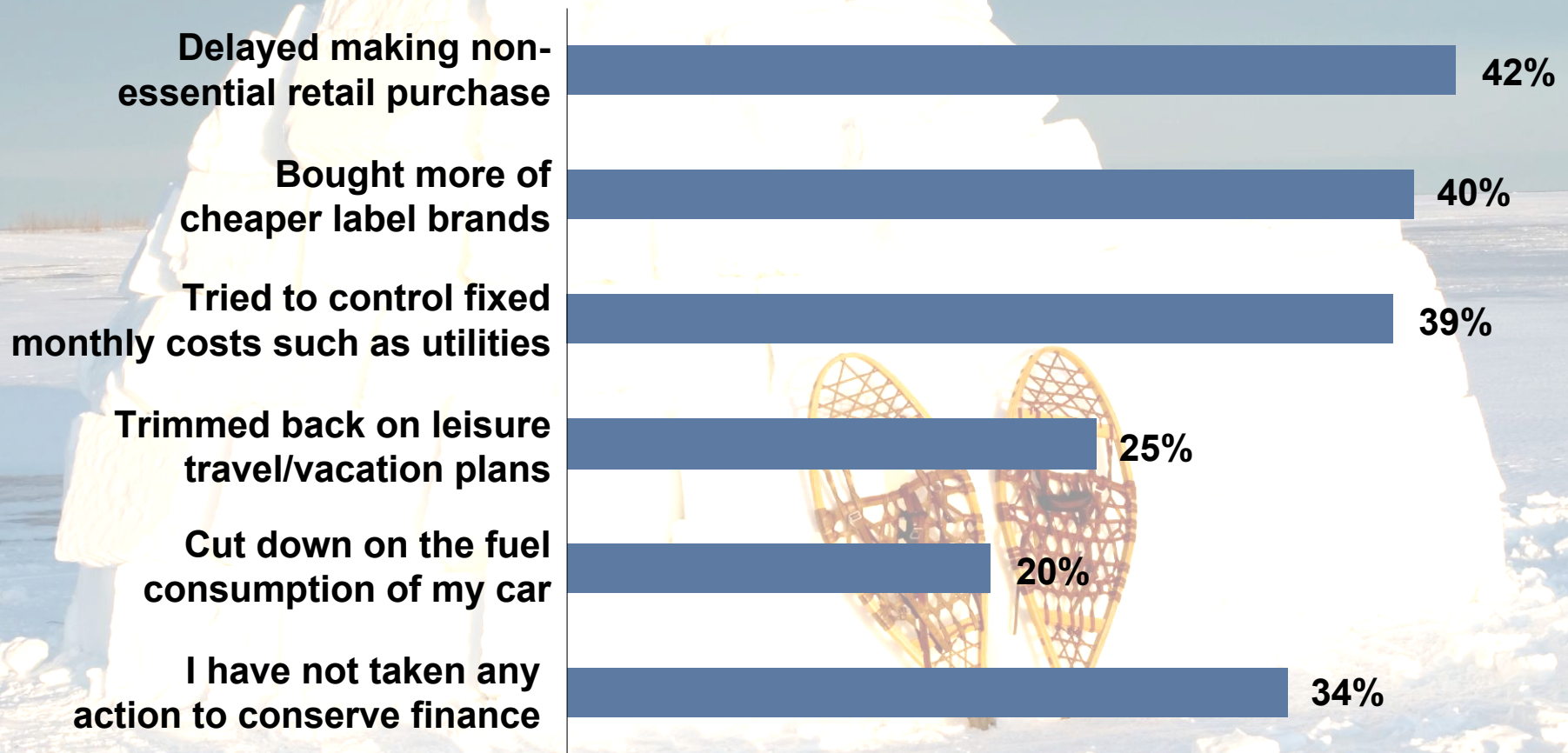
Christine Overby

Vice President and Research Director
Forrester Research

October 22, 2009

Consumers are still in hibernation

In the past 3 months, which of the following actions have you taken to conserve finances?

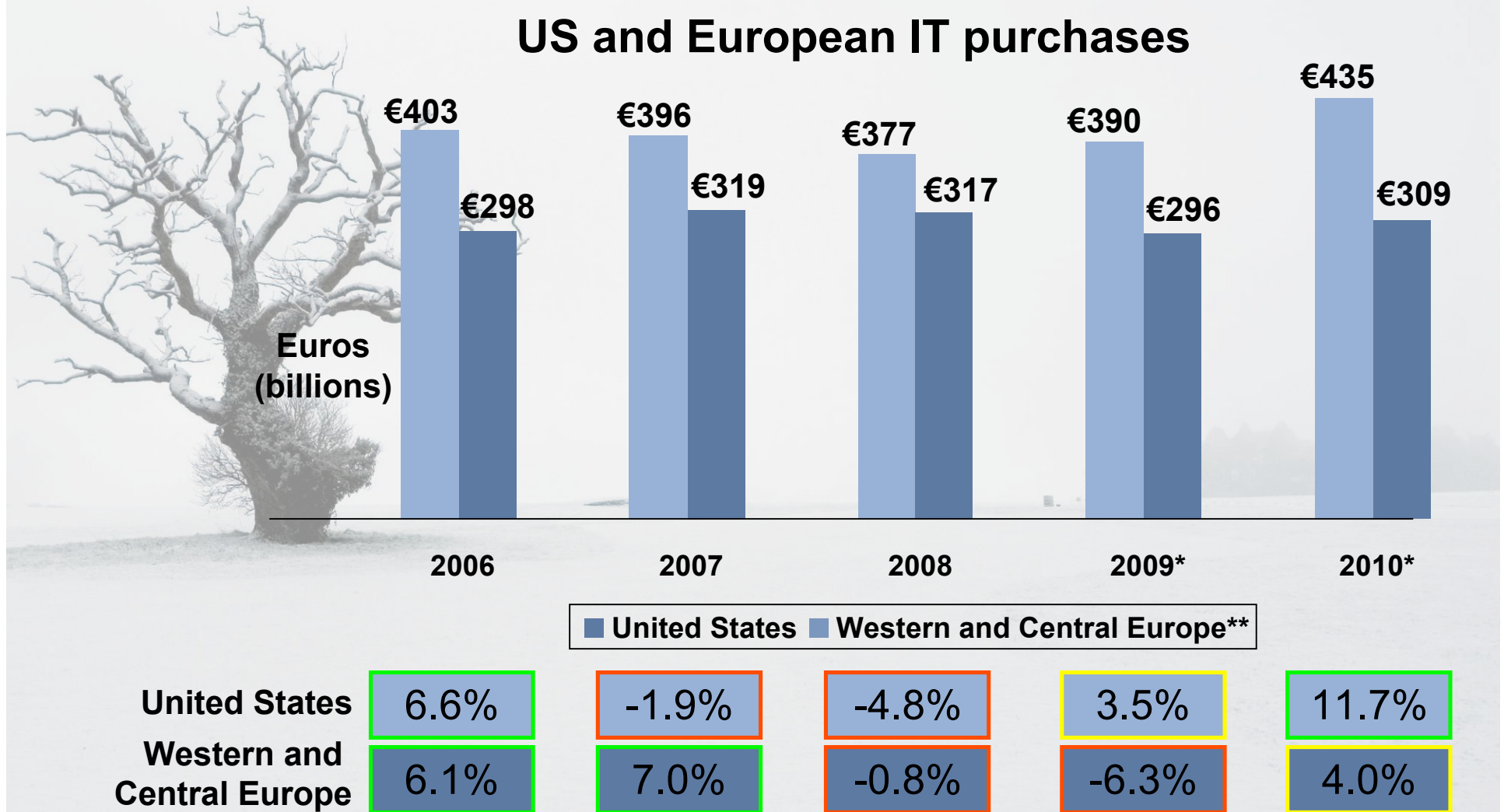


Base: EU8 adults (UK, France, Germany, Spain, Italy, Netherlands, Sweden, Poland)

Source: European Technographics Benchmark Survey, June 2009

So are B2B customers

US and European IT purchases



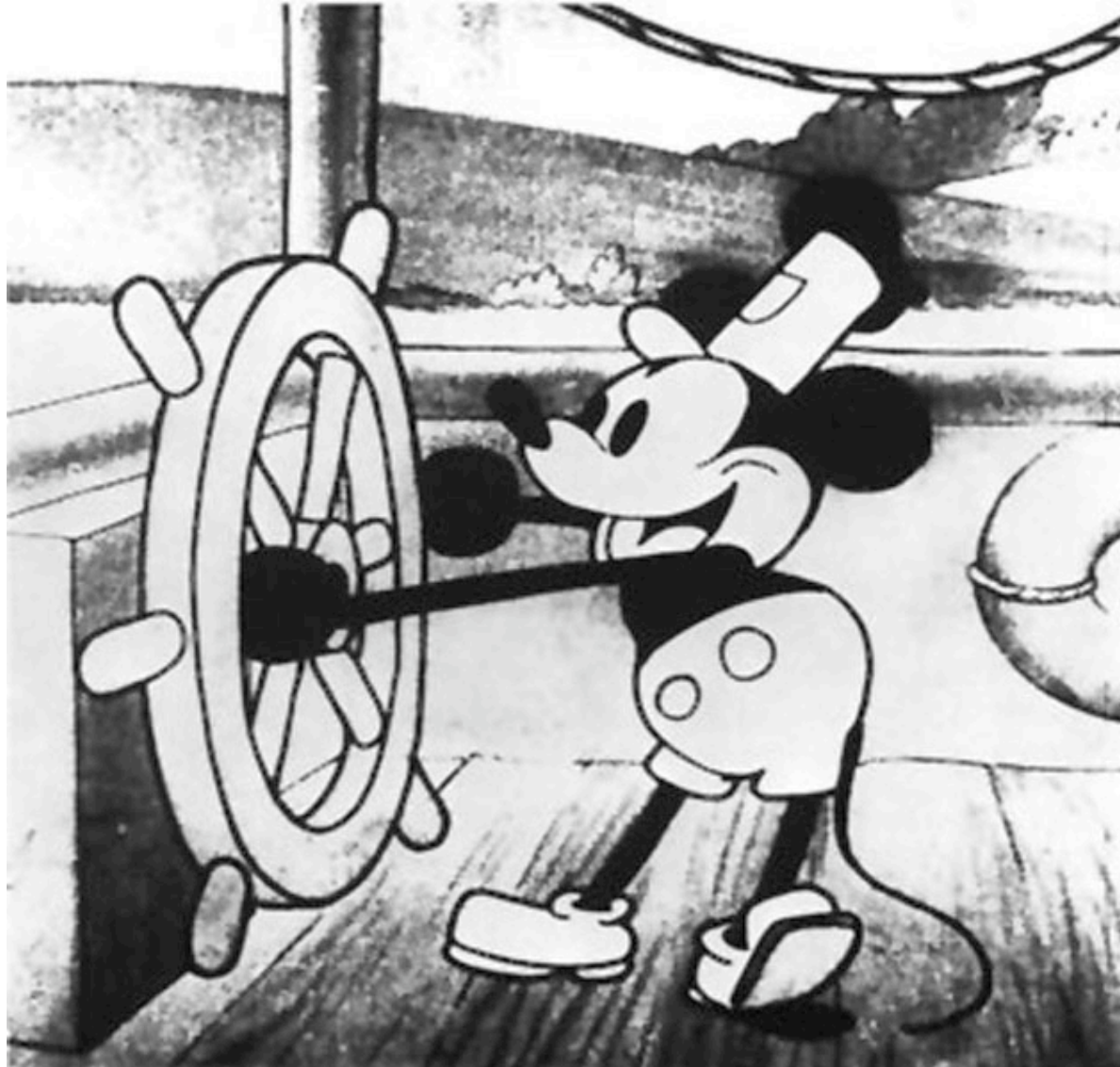
Source: Forrester Research *Forrester forecast

**Austria, Belgium, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Spain, Slovakia, Switzerland, Sweden, and the UK.

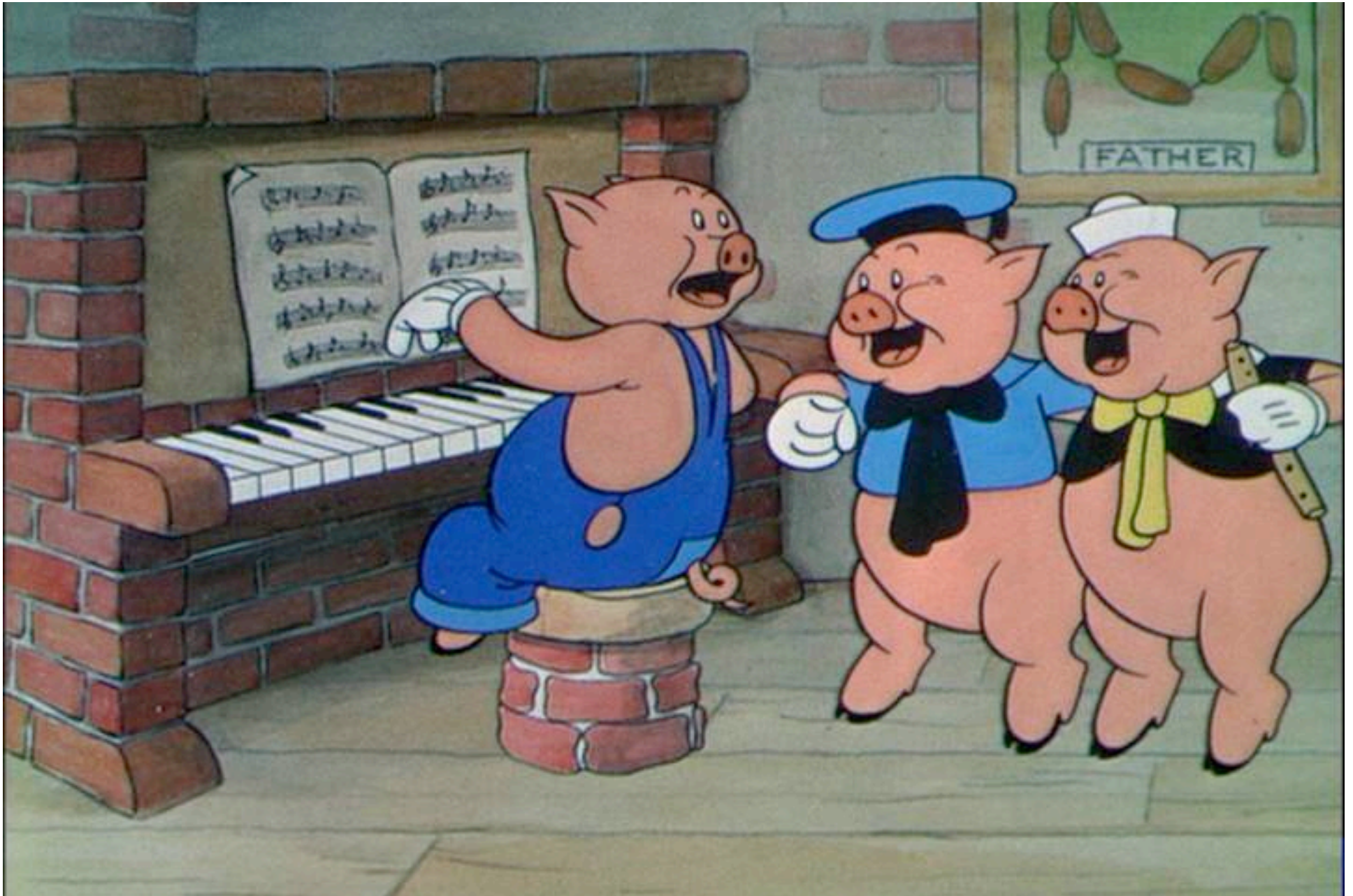




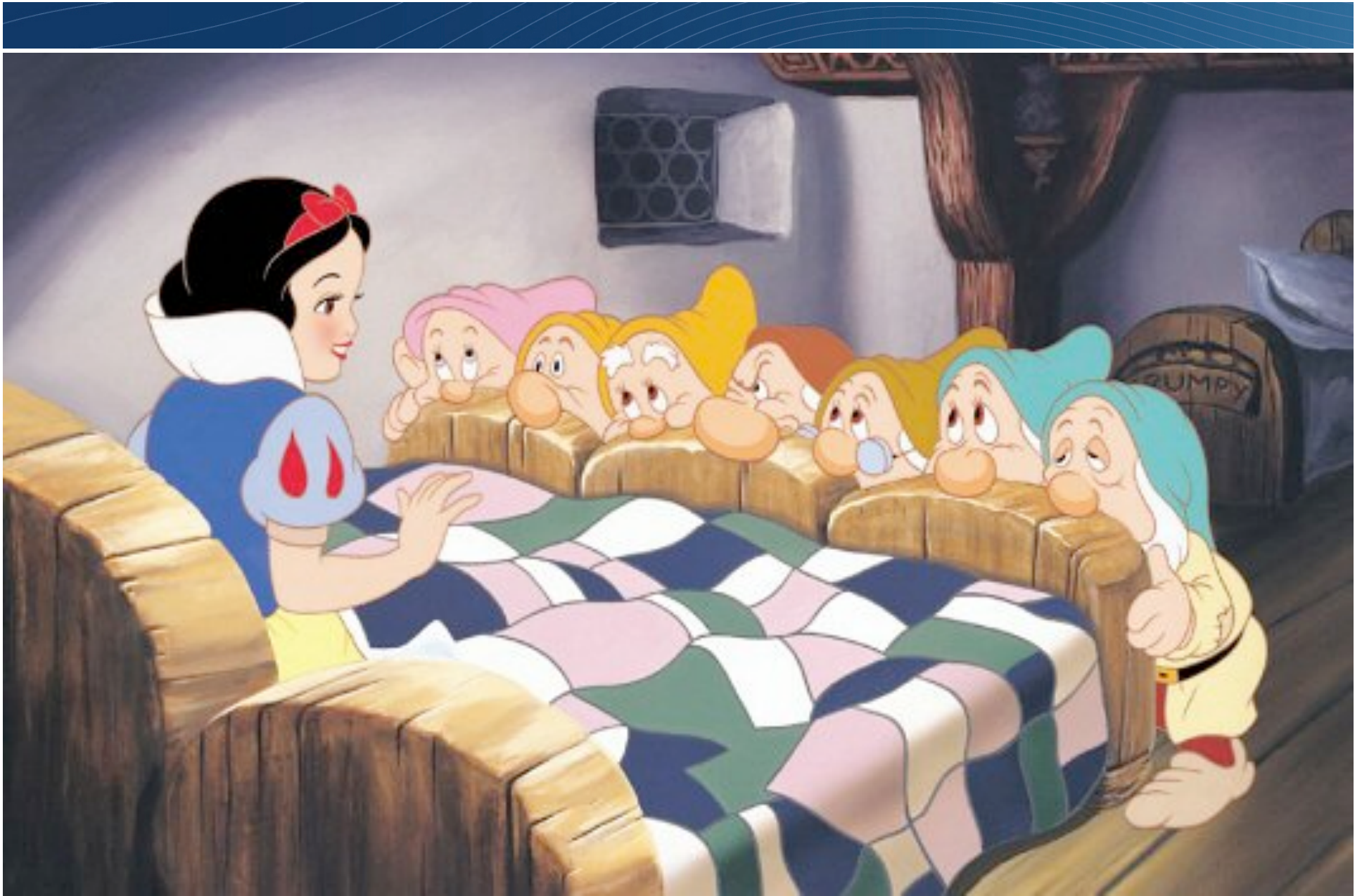
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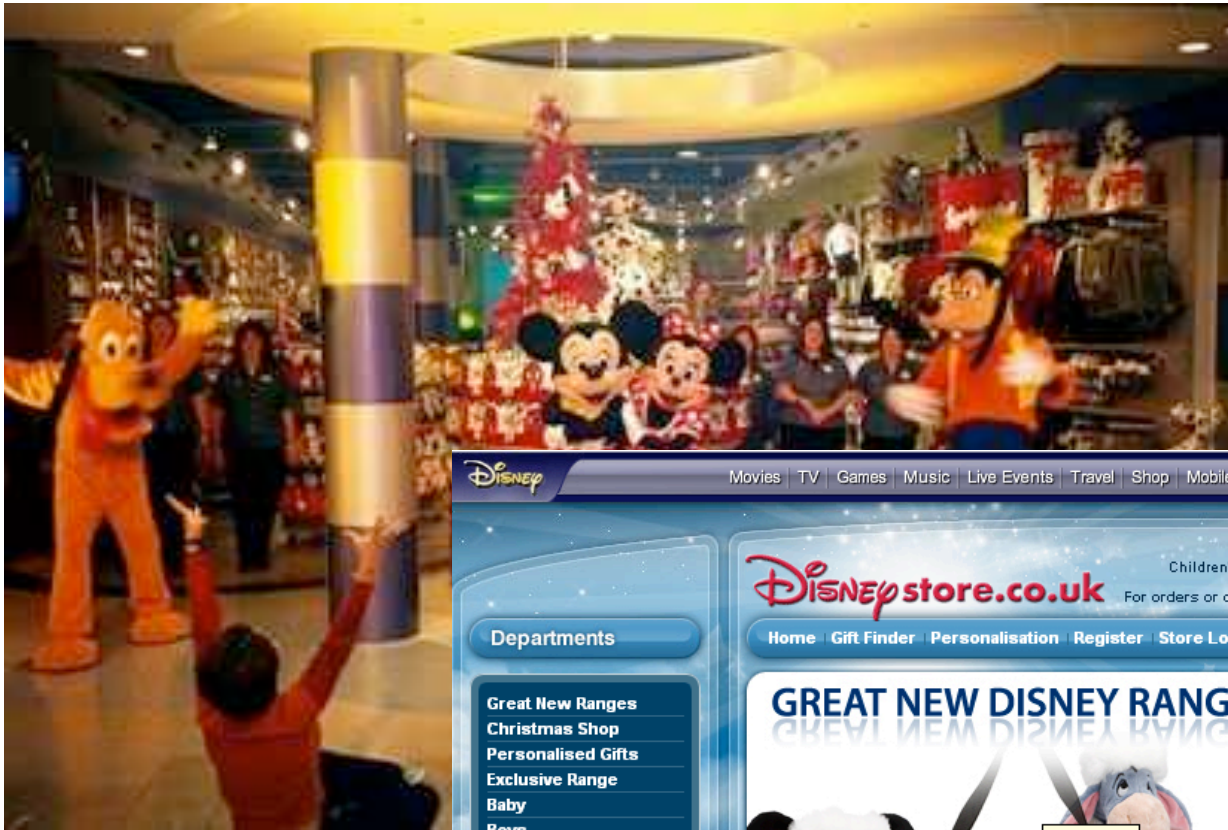
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Disney

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Disneystore.co.uk Children's Toys, Gifts and Presents from Disney Store UK
For orders or queries talk to real people **0845 688 5113**

Home | Gift Finder | Personalisation | Register | Store Locator | Quick Search **Go**

Departments

- Great New Ranges
- Christmas Shop
- Personalised Gifts
- Exclusive Range
- Baby
- Boys
- Girls
- Toys & Games
- Soft Toys
- Fancy Dress
- Clothing & Accessories
- Home
- Collectibles & Pins
- DVDs, CDs & Gaming
- Electricals
- Stationery & Books
- Gifts & Party Ideas

PICK A FAVOURITE

- baby einstein
- playhouse Disney

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- Hannah Montana
- Sulley
- G-Force
- Handy Manny

A-Z SEARCH >

Basket

Your basket has 0 item(s) £0.00

MICKEY AND FRIENDS RANGE

HALLOWEEN COSTUMES

Disney **FREE**

SOMETHING FOR

What made Disney successful?

- Vision
- Risk
- Empathy
- Technology

. . . And some great selling!

A close-up photograph of purple crocuses blooming in a snowy landscape. The flowers are in sharp focus in the foreground, with their vibrant purple petals and bright orange stamens clearly visible. The background is a soft, out-of-focus blur of white snow and a pale blue sky, creating a serene winter atmosphere. A dark blue rounded rectangle is overlaid on the center of the image, containing white text.

**Now is the time to do
retail differently.**

Agenda

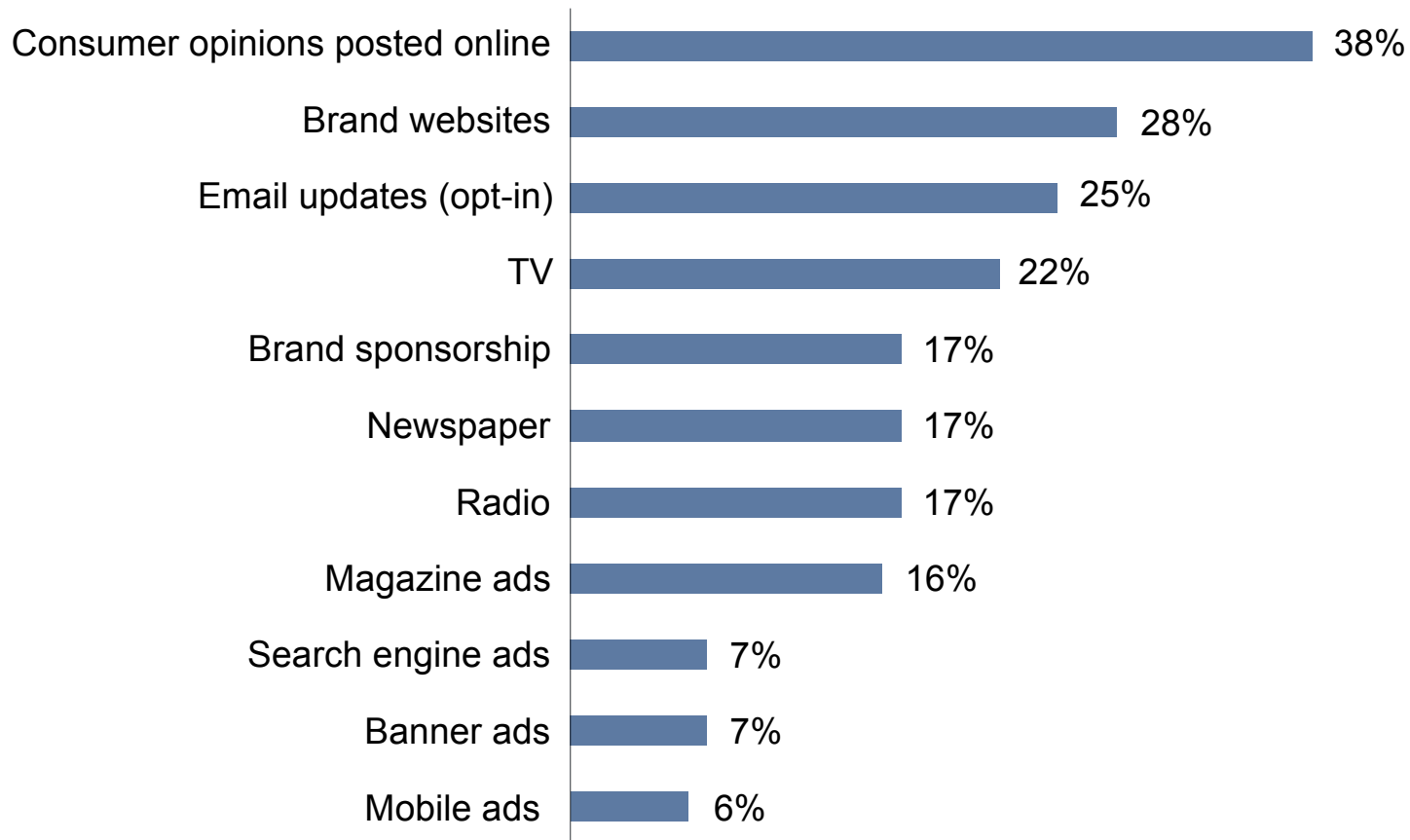
- Why do consumers trust each other more than companies?
- How do social tools change the game for marketing and selling?
- What can you do to participate in the conversation?

Agenda

- **Why do consumers trust each other more than companies?**
- How do social tools change the game for marketing and selling?
- What can you do to participate in the conversation?

Advertising is unpopular

To what extent do you trust each of the following types of advertising?



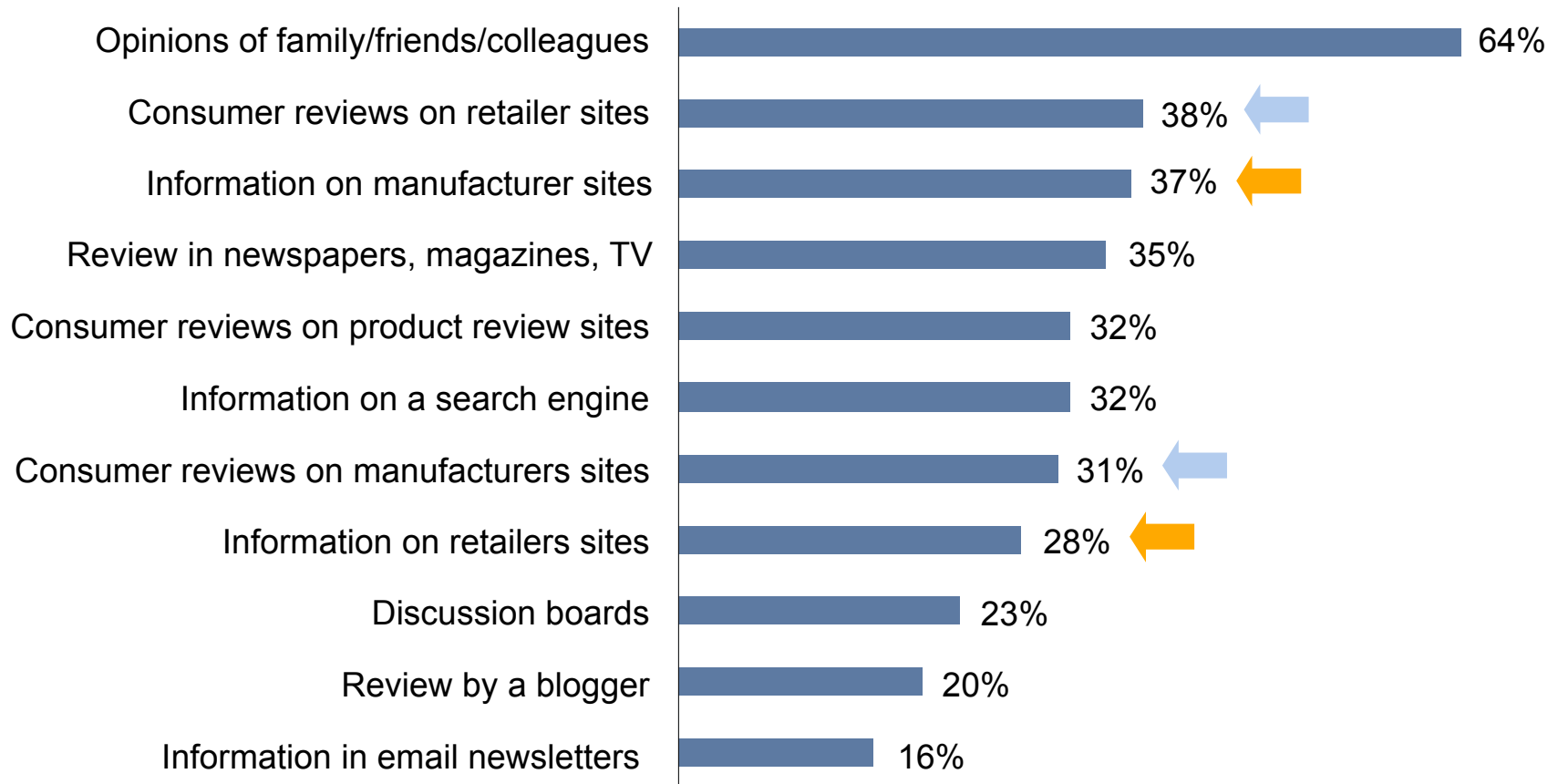
Base: EU7 adults (UK, France, Germany, Spain, Italy, Netherlands, Sweden)

Word of Mouth reigns again



Word of mouth is the most trusted source

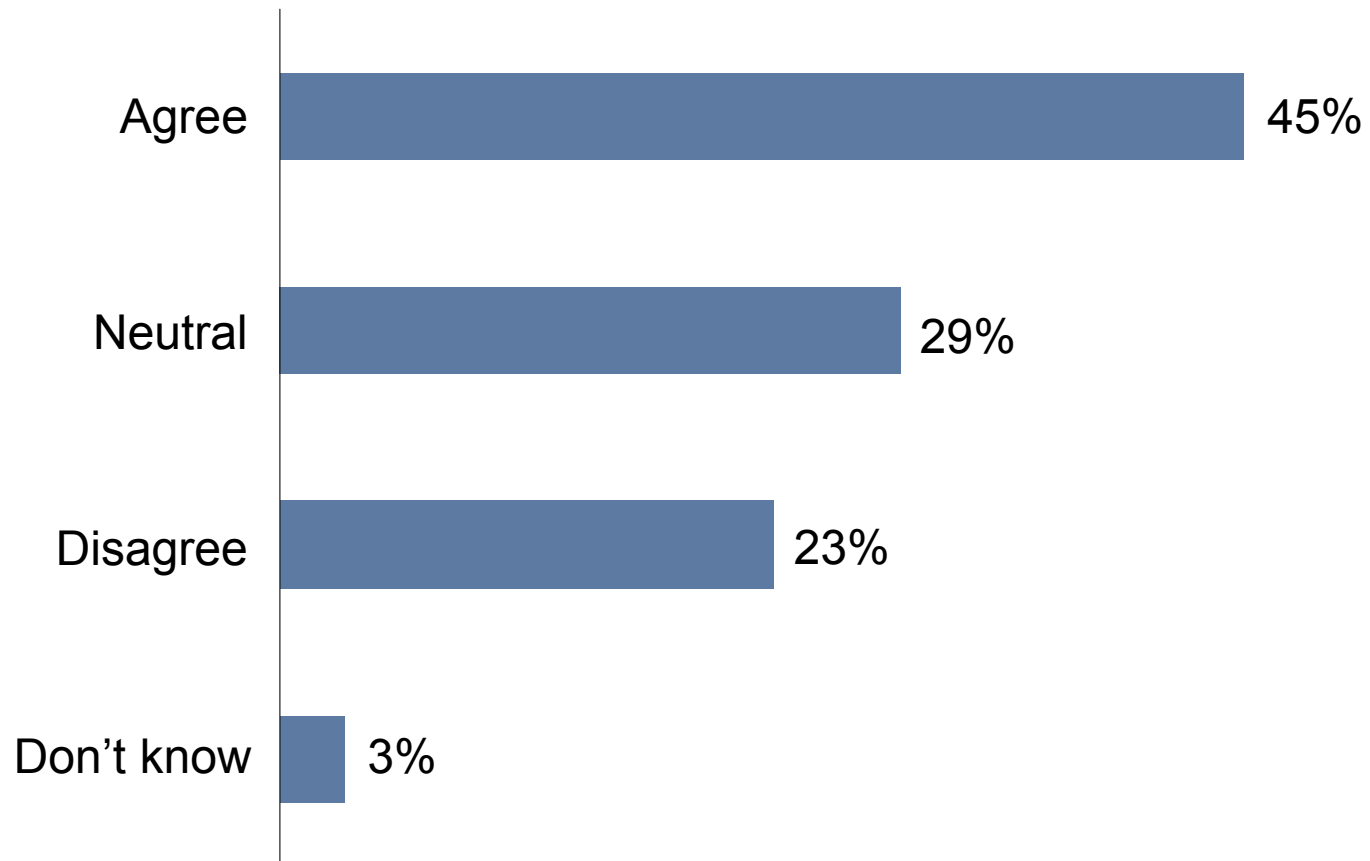
How much do you trust these sources of information about products and services?



Base: EU7 adults (UK, France, Germany, Spain, Italy, Netherlands, Sweden)

Word of mouth drives commerce

Consumer ratings and reviews help me decide whether or not to purchase a product/service




Base: EU7 adults (UK, France, Germany, Spain, Italy, Netherlands, Sweden)


People are talking about you


The image shows a screenshot of a Twitter search results page for the query 'debenhams'. The page features the Twitter logo at the top left, a search bar containing 'debenhams', and a 'Search' button. Below the search bar, the results are categorized as 'Realtime results for debenhams' with a search time of '0.19 seconds'. The results list several tweets, each with a profile picture, a link to the user's profile, and the text of the tweet. The tweets mention various topics related to Debenhams, such as beach trips, job openings, discount codes, and local deals. On the right side of the page, there are several utility links: 'Feed for this query', 'Tweet these results', a language selection dropdown set to 'English', a 'Trending topics' section with a list of hashtags and terms, and a 'Nifty queries' section with a list of search suggestions. The page also includes a sidebar on the left with navigation options and a right sidebar with additional links and information.


twitter debenhams Search Advanced Search


Realtime results for **debenhams** 0.19 seconds


 [K9_Kirsty](#): [@melspooner](#) 2 hours is double what I got at **Debenhams**. When do you leave for the beach?
2 minutes ago from *Tweetie* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

 [jobsco.uk](#): [jobsco.uk](#) **Debenhams** [#ukjobs](#) Southampton - Sales Adviser Xmas - PT 25hrs - Southampton <http://bit.ly/DoRyx> (expand)
30 minutes ago from *web* · [Reply](#) · [View Tweet](#)

 [My Voucher Codes](#): [vipdiscountclub](#): Latest newsletter! Pizza Hut BOGOF, House of Fraser 50% off, Strada 2for1, **Debenhams** 20% off, Freemans 20% off & more <http://ow.ly/tXwb>
44 minutes ago from *HootSuite* · [Reply](#) · [View Tweet](#)

 [bournemoutharea](#): [#ebay](#) [#Swanage](#)! KB* **Debenhams** Blue/Green/Cream Floral Lined Curtains + <http://bit.ly/w1bxW> (expand)
about 1 hour ago from *twitterfeed* · [Reply](#) · [View Tweet](#)

 [discountcodes](#): Up to 50% off selected Derby at **Debenhams** <http://bit.ly/22R9Cf> (expand)
about 1 hour ago from *twitterfeed* · [Reply](#) · [View Tweet](#)

 [discountcodes](#): 20% off selected footwear at **Debenhams** <http://bit.ly/qbHd6> (expand)
about 1 hour ago from *twitterfeed* · [Reply](#) · [View Tweet](#)

Feed for this query
Tweet these results

Show tweets written in:
English

Trending topics:
· [#MusicMonday](#)
· [#ruleofrelationships](#)
· [Happy Columbus Day](#)
· [Happy Thanksgiving](#)
· [#rulesofrelationship](#)
· [#MM](#)
· [Halloween](#)
· [#thisisit](#)
· [Paranormal Activity](#)
· [Justin Bieber](#)

Nifty queries:
· [cool filter:links](#)
· ["is down"](#)
· [movie :\)](#)
· ["happy hour" near:SF](#)

Social media is NOT a fad

3 out of 5 online Europeans now participate in social media regularly

Social media is NOT a fad

**30% of Europeans are visiting
social networks regularly**

Social media is NOT a fad

Facebook has over 250 million members worldwide and if it was a country it would rank 4th in the world

Social media is NOT a fad

“In 2009 more data will be published by individuals than in all of history up through 2008”

- Andreas Weigend, former Chief Scientist, Amazon.com

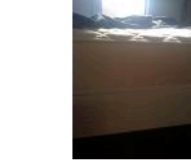
Now it's more transparent



Reviews Giveaways V
Toys Strollers Diaper Bags Clothes B...



Chris Gilbert got transition form t
http://twitpic.co



September 3 at

Alexis Schlaff
Sharri B new matt
September

Chris Gil got that
for 5 min

but, I've around a
places will.

I'd recommend for the normal person a "cushion firm" mattress. Pillowtops are ok at first but eventually get too soft, here's a great website (unbelievable prices) that walks you through some points of buying a bed. we didn't buy from them because it takes a week or two for delivery.... [Read More](#)

September 3 at 12:50pm
Sharri Bryan thanks SO much!! :)
September 3 at 12:59pm

BLUEBERRY MUFFIN MAKER GAME

All Reviews 7/22/2009

TweetDeck v0.26.4

All Friends

- RT @ddougherty2: RunPee. Very smart app. Check it if you haven't already. <http://bit.ly/2ZXdDo>
- agencyspy, (+) Tue 08 Sep 17:09 via TweetDeck
- DSD WFLA required that at least one player of non-US nationality participate in at least every other series of downs. <http://bit.ly/170IGs>
- dsportsdaily, (+) Tue 08 Sep 17:09 via web
- RT @BRITeConf: Marketing Comms as Conversations w/ @boughb @macknuttie @RichardatDELL @katadhin & me <http://bit.ly/4HlRI> (@cool_news) #sposm
- bwldumars, (+) Tue 08 Sep 17:09 via TweetDeck
- DIRECTV Freeview of NFL Sunday Ticket + Superfan w/Red Zone this Sunday (9/13) for customers to catch in HD + up to 8 live games on 1 screen
- DIRECTV, (+) Tue 08 Sep 17:08 via web
- Nice work DC!!! RT @forumone: We won #apps4america! Yay @datamasher! Thank you to all who voted. #gov20e
- billjohnston, (+) Tue 08 Sep 17:08 via TweetDeck
- RT @prem_k: A Brief History of SCRM @ crm intelligence & strategy <http://bit.ly/Zt4do> #scrm
- gyehuda, (+) Tue 08 Sep 17:07 via TweetDeck
- Bigger is better when it comes to littler. Bit.ly is Now Bigger Than TinyURL <http://bit.ly/k5i6S>
- DougH, (+) Tue 08 Sep 17:07 via Seesmic
- Chris Gil One of those things you didnt know about me...I was once a Haiku Master.

Mentions

- Social Media: Who's doing what on-line. @SeanCor talks w/ @SciFiJ Demographics of Twitter users "Tweeple" and Facebook <http://bit.ly/195uXa>
- intel_jim, (+) Tue 08 Sep 15:33 via web
- RT @carterlusher Forrester analyst @SeanCor interviewed on NPR Science Friday @scifi "Who's Doing What Online?" <http://bit.ly/VlBHi>
- The_Quaker, (+) Fri 04 Sep 21:48 via web
- @SeanCor Listened to the interview today. Good stuff-what I like about Twitter-I can talk to anyone I find interesting and learn new things
- kaseythebeagle, (+) Fri 04 Sep 20:45 via web in reply to...
- Forrester analyst @SeanCor interviewed on NPR Science Friday @scifi "Who's Doing What Online?" - interesting <http://bit.ly/VlBHi> on iTunes
- carterlusher, (+) Fri 04 Sep 18:56 via TweetDeck
- Great job. RT @SeanCor Really enjoyed the @scifi interview with Ira Flatow on NPR today. Thanks for having me!
- vmltweets, (+) Fri 04 Sep 15:05 via TweetDeck
- RT @SeanCor Really enjoyed @scifi interview with Ira Flatow on NPR today. Thanks for having me! - >cj! I'll make sure to listen on my iPod
- carterlusher, (+) Fri 04 Sep 14:31 via TweetDeck
- digiphile, (+) Fri 04 Sep 14:13 via Power Twitter
- Build a bigger list than Oprah! Fast! [@ITDH @r_cran @SeanCor @danettekendri](http://budurl.com/nkxk)

Direct Messages

- Hi Sean, sure you got my email but wanted to make sure. Sorry it didn't work out, but thanks for giving it a shot with us!
- DougWick, (+) Tue 08 Sep 15:16 via Direct Message
- DougWick: Hey Doug. Any luck with the panel?
- SeanCor, (+) Tue 08 Sep 10:23 via Direct Message
- E-mail is stevefuman@discover.com. On PTO Friday. Will have my admin Carrie Rose reach out and schedule a time. Enjoy holiday weekend.
- stevefuman, (+) Thu 03 Sep 22:28 via Direct Message
- stevefuman: Fantastic. Let me know if you have some time to chat on tomorrow (fri) afternoon or early next week. Also send me your email. Thanks!
- SeanCor, (+) Thu 03 Sep 22:21 via Direct Message
- Sean, Definitely interested. I think I have lots to offer here. Web, e-mail, mobile, social, micro-sites, web ads, demos, etc...
- stevefuman, (+) Thu 03 Sep 20:32 via Direct Message
- stevefuman: (sorry 140 chars not enough) here's a link to the panel: <http://tinyurl.com/m9f5bt> (see Oct 28 at 1:45pm). Let me know if you're interested.
- SeanCor, (+) Thu 03 Sep 14:43 via Direct Message
- stevefuman: Hi Steve, I'm doing a panel on agencies at the Forr Consumer Forum in Chi in Oct. Was cuious if you would be interested in being a panelist
- SeanCor, (+) Thu 03 Sep 14:40 via Direct Message
- Thanks for the follow, Sean. Look forward to sharing insights into this mad but exciting world that is new media.

Group: Sports News

- WFLA required that at least one player of non-US nationality participate in at least every other series of downs. <http://bit.ly/170IGs>
- dsportsdaily, (+) Tue 08 Sep 17:09 via web
- U.S. Open: Marin Cilic stuns Andy Murray to reach first Grand Slam quarterfinals - <http://tinyurl.com/lqfaer>
- espn, (+) Tue 08 Sep 17:03 via API
- Extra Bases blog: Pre-game nuggets: Dice-K, Lowrie, Wake - <http://ts.gd/32Vic#redsox>
- GlobeSox, (+) Tue 08 Sep 17:02 via API
- "You'll never guess where I am," Merriman said to traveling secretary "You're in jail, or you wouldn't be calling me." <http://bit.ly/4CAwIK>
- dsportsdaily, (+) Tue 08 Sep 17:00 via web
- Byron Leftwich on OC Greg Olson: "he'll keep that aggressive mindset as an offense.He loves when you play aggressively at QB" #nfl #tampa
- dsportsdaily, (+) Tue 08 Sep 16:51 via web
- Big show today: Bradford, Seymour, Merriman, Tiger, Oudin, Fielder's celebration, Michigan + Notre Dame win, Stafford to start + SGM w/ Shaq
- PTIShow, (+) Tue 08 Sep 16:51 via web
- Lineup card has become timeless art Skippers Cox, La Russa, Torre weigh in on order decisions <http://bit.ly/tQ3td>
- dsportsdaily, (+) Tue 08 Sep 16:49 via web
- SEC Attendance Week 1: 472,806 (7 home games) avg 67,544 per stadium with a total of 97% capacity. Tennessee attendance <http://bit.ly/170IGs>

Group: News

- Report Finds Ev... <http://bit.ly/170IGs>
- nytimes, (+) Tue 08 Sep 16:...
- Clic Stuns No. 1... <http://bit.ly/170IGs>
- nytimes, (+) Tue 08 Sep 16:...
- Sci-fi fantasy '9... postapocalyptic go, "9" takes th...
- bostonherald, (+) Tue 08 Sep 16:...
- Gallery: Catchin... <http://ts.gd/32Vic>
- BostonUpdate, (+) Tue 08 Sep 16:...
- Business: Fed c... \$21.6B in July -
- BostonUpdate, (+) Tue 08 Sep 16:...
- "HCAN targets Obama health c... <http://bit.ly/VhVh>
- PoliticalTicker, (+) Tue 08 Sep 16:...



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Appliances Bath Building Materials Décor Doors & Windows Electrical Flooring Kitchen Lighting & Fans Outdoors Paint Storage Tools & Hardware

keyword or SKU SEARCH Gift Cards Gifts New Know-How Pro Credit Home Services Weekly Ad Store Finder

Home > Appliances > Refrigerators & Freezers > \$600 - 1000 > 25.0 Cu. Ft. Side-by-Side Refrigerator

GE 25.0 Cu. Ft. Side-by-Side Refrigerator
Log # 100625595
721130

Free Shipping

en purchased with The Credit Card.

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JUSTY REVIEWS

Reviews

Top Rated

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Reviews

Top Rated

3 4 5 6 7 8 9 10 >>

<p>MORE COLORS AVAILABLE</p> <p>AWARD Black Diamond C4 Camelot</p> <p>\$69.95 - \$449.95</p> <p>\$59.96 - \$101.96</p> <p>Free Shipping</p> <p>Read 74 Reviews</p>	<p>MORE COLORS AVAILABLE</p> <p>NEW Black Diamond Heutro Carabiner</p> <p>\$7.75 - \$7.95</p> <p>\$6.97 - \$7.15</p> <p>Read 22 Reviews</p>	<p>NEW Black Diamond 10 mm Dynex Runners</p> <p>\$6.50 - \$44.95</p> <p>\$5.85 - \$10.75</p> <p>Read 36 Reviews</p>	<p>NEW Five Ten Men's Anasazi Velcro Climbing Shoe</p> <p>\$144.95</p> <p>\$115.96 - \$144.95</p> <p>Free Shipping</p> <p>Read 95 Reviews</p>
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It houses the swimming pool (really a lap pool), spa, s center. I've stayed in both and most recently stayed ding on the bay and got a room with a balcony. It costs ily more; but is worth it to me to see the bay and here : (after all that is why I'm here). All rooms are large and modern touches including large LG flatpanel TV's ate shower tub. rant and bar are very upscale. While I didn't dine at irant; I did have a drink at the bar. \$10.50 for a Jack ...Ouch (bring your mixer and enjoy the evening next place on the patio)!

Just a few more quick items...I would recommend the valet parking and the staff while friendly are young and seem a little disingenuous. There were also many European guests.

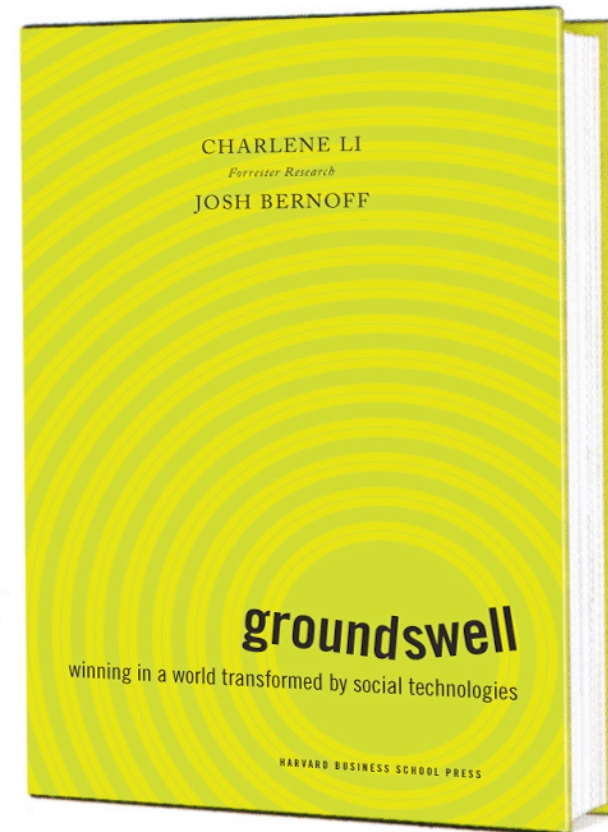
Agenda

- Why do consumers trust each other more than companies?
- **How do social tools change the game for marketing and selling?**
- What can you do to participate in the conversation?

The Groundswell

▶ Groundswell

*A **social trend** in which people use technologies to get the things they need **from each other**, rather than from traditional institutions like corporations*



Post Methodology

P

People

Assess your customers' social activities

O

Objectives

Decide what you want to accomplish

S

Strategy

Plan for how relationships with customers will change

T

Technology

Decide which social technologies to use

Post Methodology

P

People

Assess your customers' social activities

O

S

T

The Social Technographics Ladder

European online adults
15%

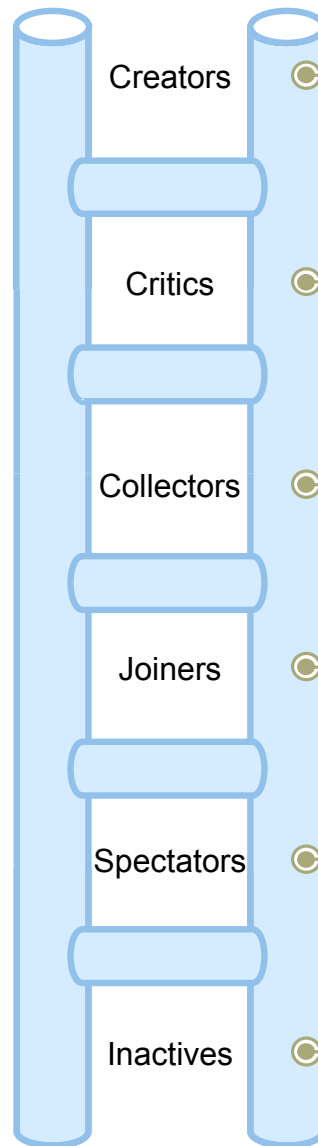
20%

6%

30%

50%

39%



Publish a blog
Publish your own Web pages
Upload video you created
Upload audio/music you created
Write articles or stories and post them

Post ratings/reviews of products/services
Comment on someone else's blog
Contribute to online forums
Contribute to/edit articles in a wiki

Use RSS feeds
Add "tags" to Web pages or photos
"Vote" for Web sites online

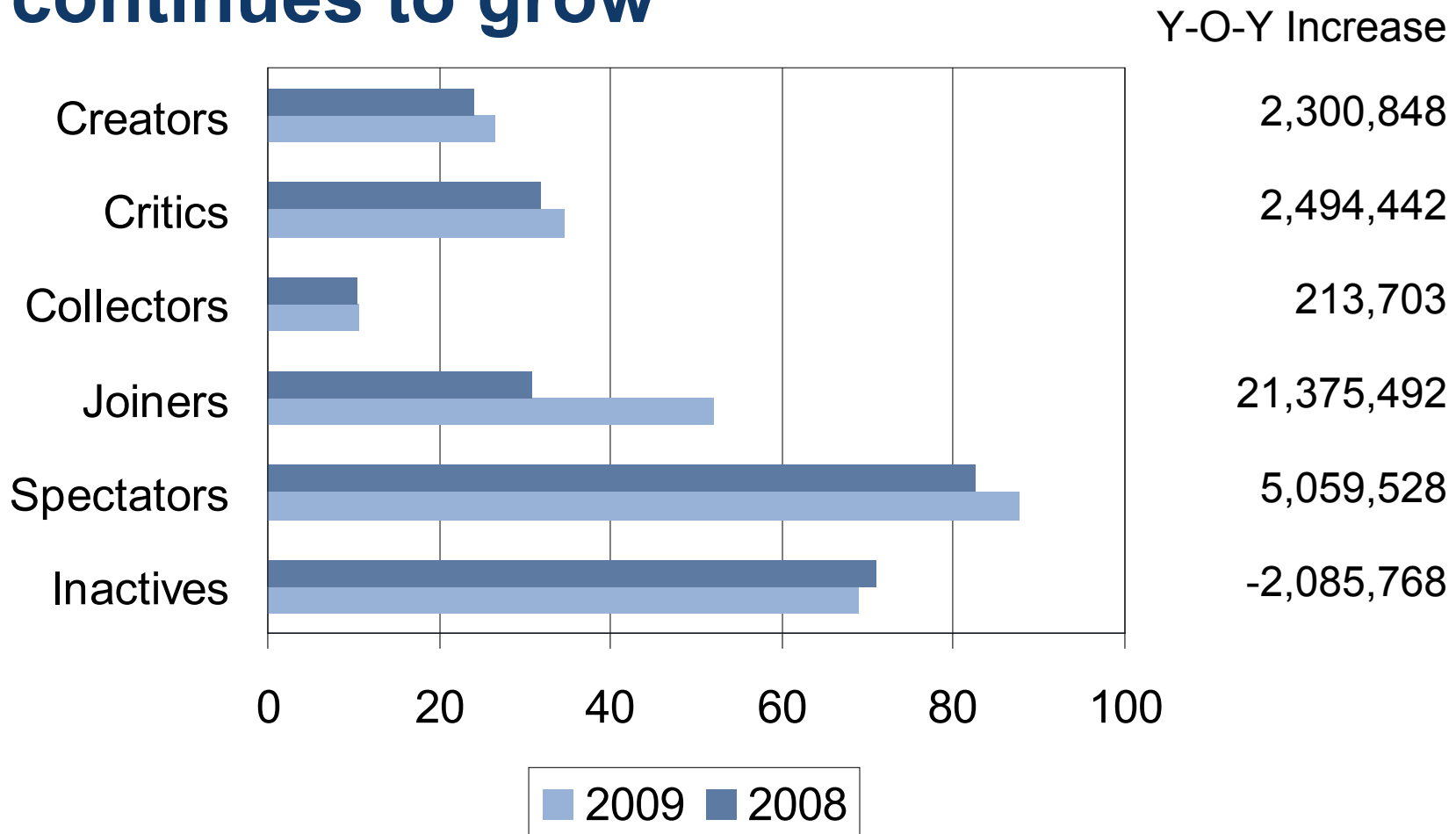
Maintain profile on a social networking site
Visit social networking sites

Read blogs
Watch video from other users
Listen to podcasts
Read online forums
Read customer ratings/reviews

None of the above

Groups include people participating in at least one of the activities monthly.

European consumer participation continues to grow



Base: European online consumers (millions)

Source: European Technographics® Benchmark Survey, Q2 2008, and European Technographics® Benchmark Survey, Q2 2009

We expect to find Bertrand



- I manage my entire life online, including finding my car, apartment and girlfriend!
- If a tech blogger really knows what they're talking about, I'll not only read their blog, I'll follow them on twitter.
- I am learning how to play poker from a new iPhone application.

But don't forget Sarah

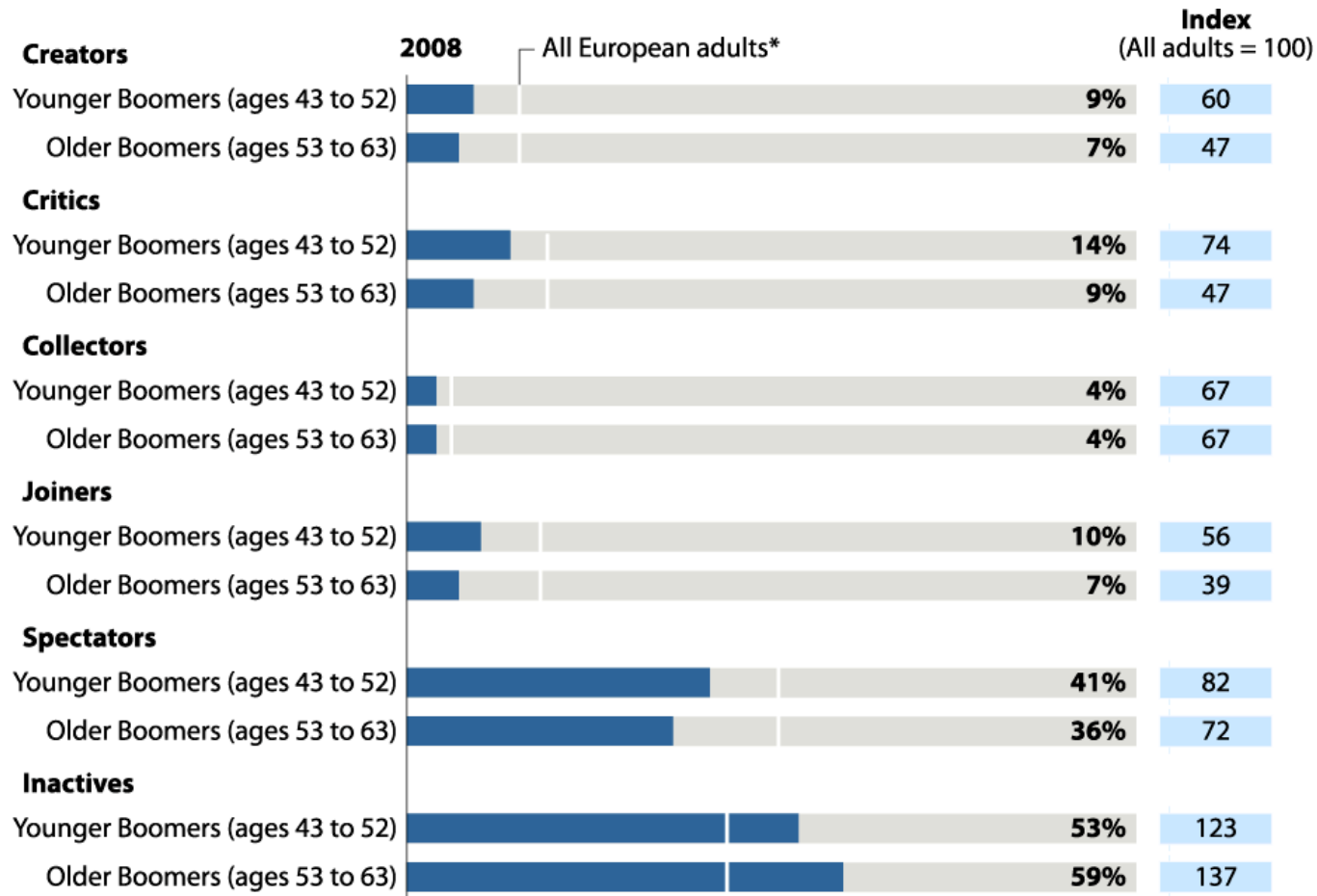


- I am on Facebook to keep in touch with my daughters.

- I would love an online forum where I can ask questions about investing in real estate near Savannah, but I haven't found one.

- I am a sucker for those funny cat videos my friends email me.

European Baby Boomers engage in online social activities



Base: 4,765 European online adults, ages 43 to 63
 *All European adults = 14,514 European online adults (excluding Poland)

Source: European Technographics® Benchmark Survey, Q2 2008
 April 2009 “The Social Technographics® Profile Of European Baby Boomers”

See more on Forrester's Groundswell Blog

groundswell
winning in a world transformed by social technologies

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What's The Social Technographics Profile Of Your Customers?

Companies often approach Social Computing as a list of technologies to be deployed as needed — a blog here, a community there — to achieve a marketing goal. But a more coherent approach is to start with your target audience and determine what kind of relationship you want to build with them, based on what they are ready for. You can use the tool on this page to get started.

Forrester's Social Technographics® classifies consumers into six overlapping levels of participation (see [short presentation](#)). Based on our survey data we can see how participation varies among different groups of consumers, globally. We also analyze the participation of people who buy technology.

Want to profile your customers? [Forrester Research's Consumer Technographics® data](#) covers hundreds of brands and behaviors globally — customers of specific retailers and car owners by brand, for example. Work with us to profile your customer base, then develop a social technology strategy. For more information,

[View the profile of business technology buyers.](#)

Consumer Profile Tool (now with 2009 data)

Age: 25-34 Country: UK Gender: Male

Consumer	Index (All adults = 100)
Creators	160
Critics	152
Collectors	183
Joiners	155
Spectators	132
Inactives	46

Source: Forrester Research's Consumer Technographics data.
Part of Forrester's [Groundswell](#) content.
Copyright 2009 Forrester Research

To embed this in your site, use the following code:

```
<iframe height="360" frameborder="0" width="510" scrolling="no" marginwidth="0" marginheight="0">
```

Post Methodology

P

O

Objectives

Decide what you want to accomplish

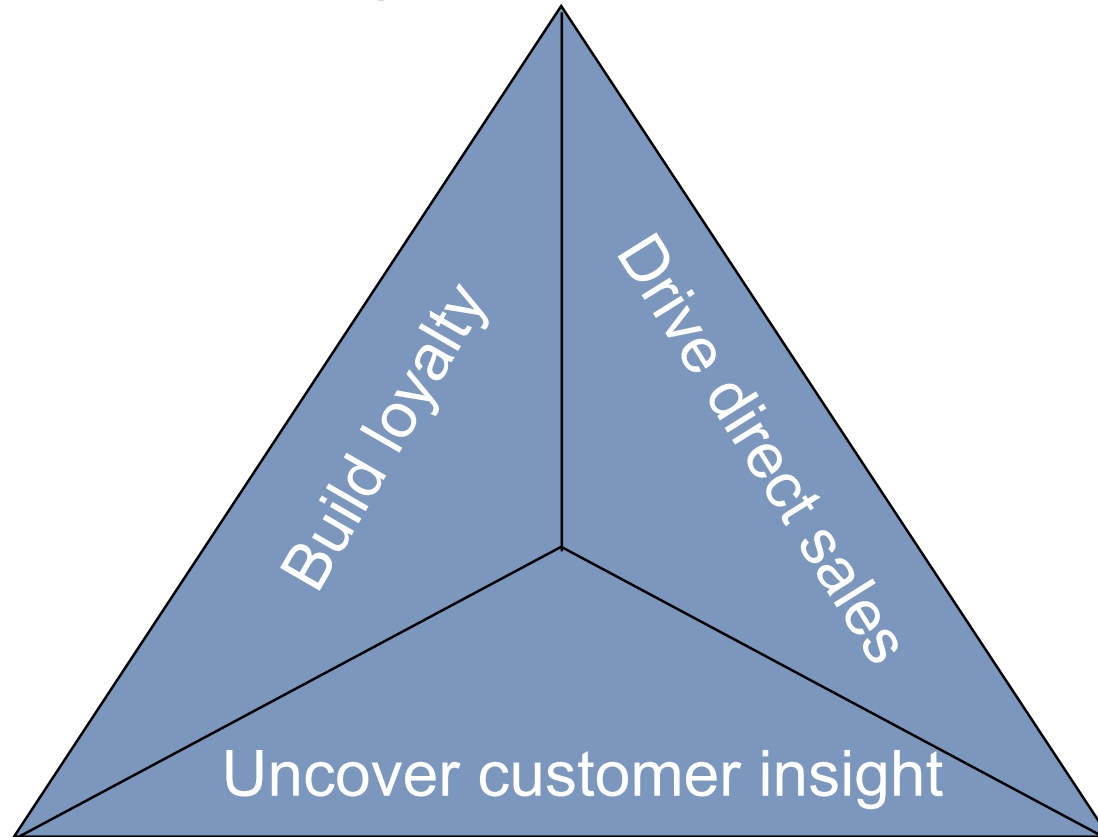
S

Strategy

Plan for how relationships with customers will change

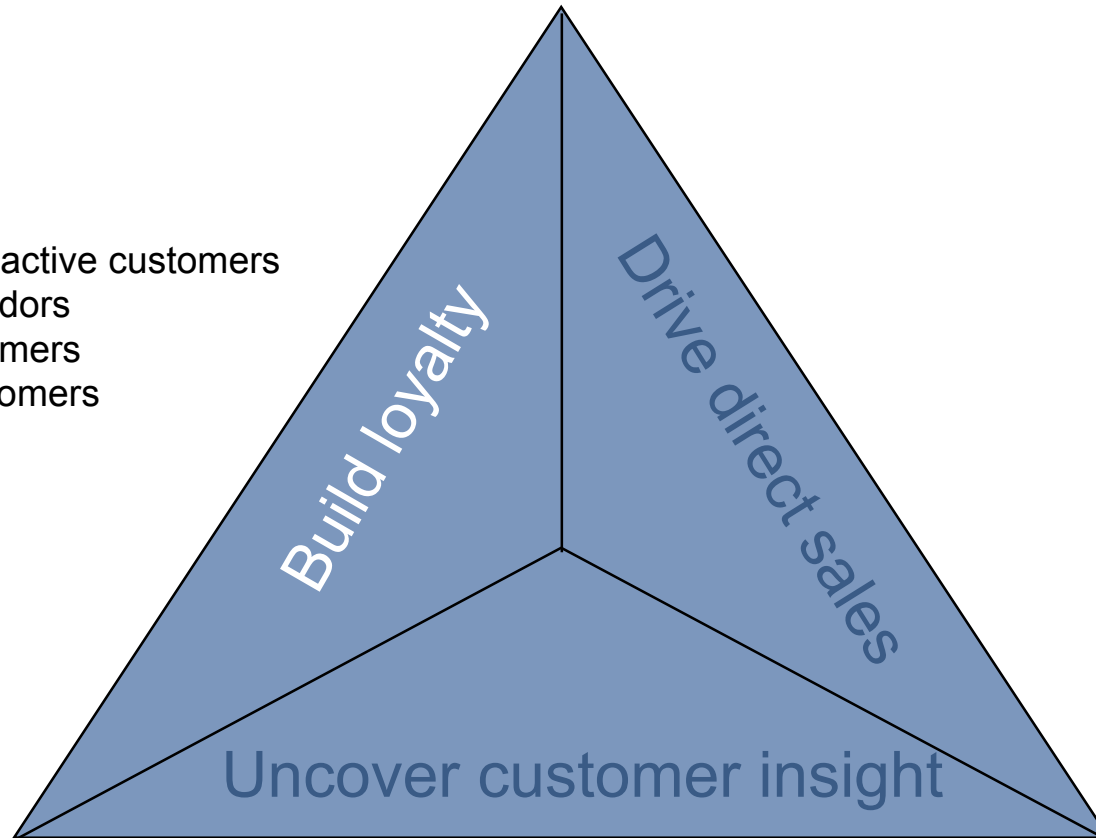
T

Social computing can build a retail business in 3 ways



Social computing can build a business in 3 ways

- Communities
- Engagement of active customers
- Brand ambassadors
- Talking to customers
- Supporting customers





CUSTOMISE
YOUR SPECIALI



TAILORED
BY ENGLAND



THE PICS
WE'VE CLICKED
flickr



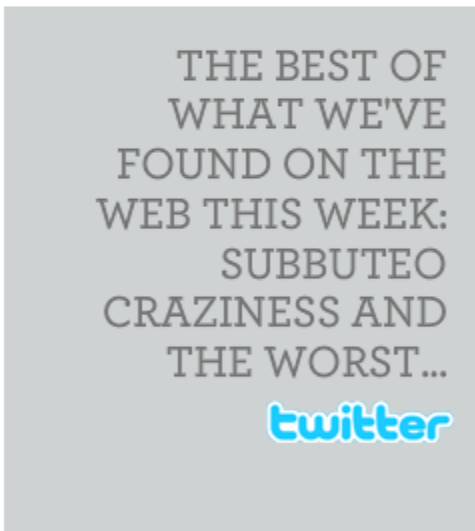
FROM OUR BLOG:
BACK OF THE NET:
THE FINEST
FOOTBALL THINGS
ON THE WEB THIS



WHAT WE'RE
READING



VINTAGE
GEMS AND
A FEW
NIGHTMARES
eBay



THE BEST OF
WHAT WE'VE
FOUND ON THE
WEB THIS WEEK:
SUBBUTEO
CRAZINESS AND
THE WORST...
twitter



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CHANNEL
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VIDEO/ PODCASTS

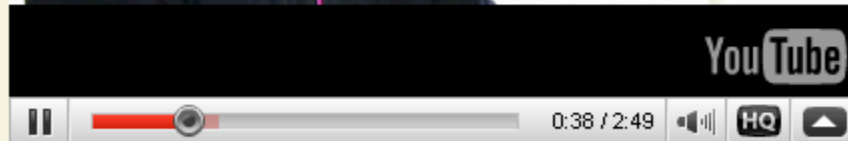
Watch the latest Podcast and keep up to date with exciting new styles, plan outfits and share with friends.



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Watch our YouTube channel



20 September 2009, issue 56

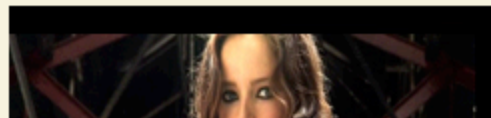
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TOPSHOP VIDEO PODCAST - ISSUE 56





guyatcarphone



Carphone Warehouse help tip: Thinking of buying from us, here's some useful links to help you in your decision.. <http://bit.ly/1UqRZm>

19 minutes ago from TweetDeck

RT @digitalfilipino: interesting Amazon.com cust story RT @Meikah Cust Serv Experience of the Week <http://custserv.gbwatch.com...>

about 3 hours ago from TweetDeck

Debbie Weil on Mashable: 5 ways to write retweetable tweets.. <http://bit.ly/3bRjOX> ..top RT tips

about 4 hours ago from TweetDeck

@StuartCarphone hmmm, nice play on words to start Friday off with

about 4 hours ago from TweetDeck in reply to StuartCarphone

@urban75 hi I work for Carphone Warehouse. Sorry that you've not received good service from one of our stores. Anything we can do to help?

about 18 hours ago from TweetDeck in reply to urban75

@bemarkgale hi I wrk for Carphone Warehouse. Sorry to hear you've not had a good experience with us. Anything we can do to help?

about 18 hours ago from TweetDeck in reply to bemarkgale

Name guy stephens
Location London, UK
Web <http://www.carpho...>
Bio Customer Knowledge Manager at The Carphone Warehouse trying to understand how social media can enhance the online help and support/customer service experience

1,257 1,230
following followers

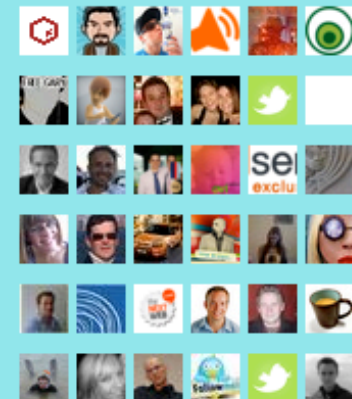
Tweets 2,151

Favorites

Actions

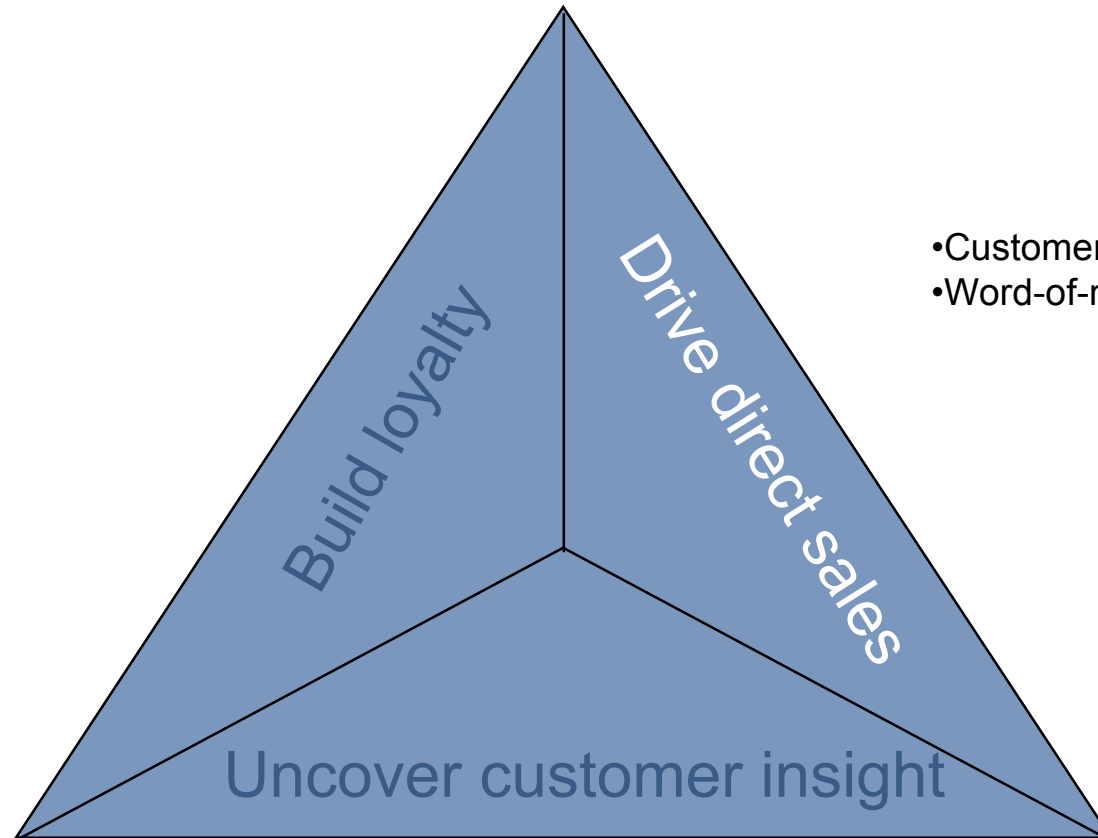
block guyatcarphone
report guyatcarphone for spam

Following



View All...

Social computing can build a business in 3 ways




- Customer reviews
- Word-of-mouth marketing

ASOS LIFE

HEY YOU! NOT SURE WHAT TO DO? CHECK OUT OUR FAQs TO GET STARTED

HOME TALK

COMMUNITY NEWS

 Planning on having... started by **ASOSNat** i...
Thank fashion it's Friday more importantly, what out on Saturday Night

ASOS INSIDER
THE STORY BEHIND STYLE
[CLICK HERE](#)

TALK

Latest Posts Latest Comm

Top 5 Sale Chitl

Discount Codes & UGGS!!
started by **ChicCharlotte** in **Help and Feedback Forum** (1 hour ago) **2** Last post by **ASOSBenny** (19 minutes ago)

Karl Lagerfield said what???
started by **BellaBoop** in **General** (2 hours ago) **3** Last post by **ASOSianA** (30 minutes ago)

Saturday Night Style, as always on a Friday
started by **ASOSJulia** in **Saturday Night Style** (2 hours ago) **1** Last post by **SHeseltine** (49 minutes ago)

Planning on having a fashion-fest this weekend?
started by **ASOSNat** in **Community News** (3 hours ago) **2** Last post by **NicoleLeanne** (3 hours ago)

Would you take style advice from Jordan??
started by **SHeseltine** in **Celeb Spotting / Style** (3 hours ago) **9** Last post by **AsosVmLee** (46 minutes ago)

A big problem ASOS PLEASE SOMEONE DO SOMETHING ...
started by **lubomiraa2** (4 hours ago) **2** Last post by **ASOSBenny** (1 hour ago)

[View More Talk](#)

What's your winter coat style?

- Cosy cocoon shape
- Retro duffle coat
- Rock chick leather
- Dramatic cape
- Classic mac
- Sharp military style
- Practical parka
- Fun faux fur

[Vote](#)

[View Results](#) [Share This](#)

MOST POPULAR

ASOS beauty boots Clothes
Delivery denim dress Dresses
fashion hair help Jeans
Lady GaGa Music Petite sale shoes
style summer Thrifty Beatnik

[more tags](#)

back to £30 & Under

Women > Sale > £30 & Under > ASOS Structured Skirt

£35.00 NOW £15.00

ASOS Structured Skirt

- Stretch structured mini skirt
- High slim waistband and high shine finish
- Pleated detail and structured design

Black

Select Size

SIZE GUIDE

ADD TO SHOPPING BAG

SAVE FOR LATER

INFO & CARE

DELIVERY

FREE RETURNS

ABOUT ME

Main: 56% polyester, 41% cotton, 3% elastane
Lining: 100% polyester
Net: 100% polyester

Size 10 length measures 13.75in (35cm) - centre back to hem

LOOK AFTER ME

40 degree wash, do not bleach, do not tumble dry, cool iron, do not dry clean
Wash as wool, wash with similar colours, cool iron on reverse

Product Code: WWCSK805677

EMAIL A FRIEND

SHARE/BOOKMARK

TWEET THIS

COMPLETE THE LOOK



£25.00



£85.00



£22.00



£8.00

OTHER CUSTOMERS ALSO BOUGHT



£4.00



£11.75



ZOOM +

CLICK TO VIEW CATWALK >>>



MORE FROM

When it comes to reviews, we eat our own dog food

Solid Gold WolfKing Bison Dry Dog Food



★★★★★ 4.7 read 30 reviews

"German Shepard Loves It" – Toni the Tiger

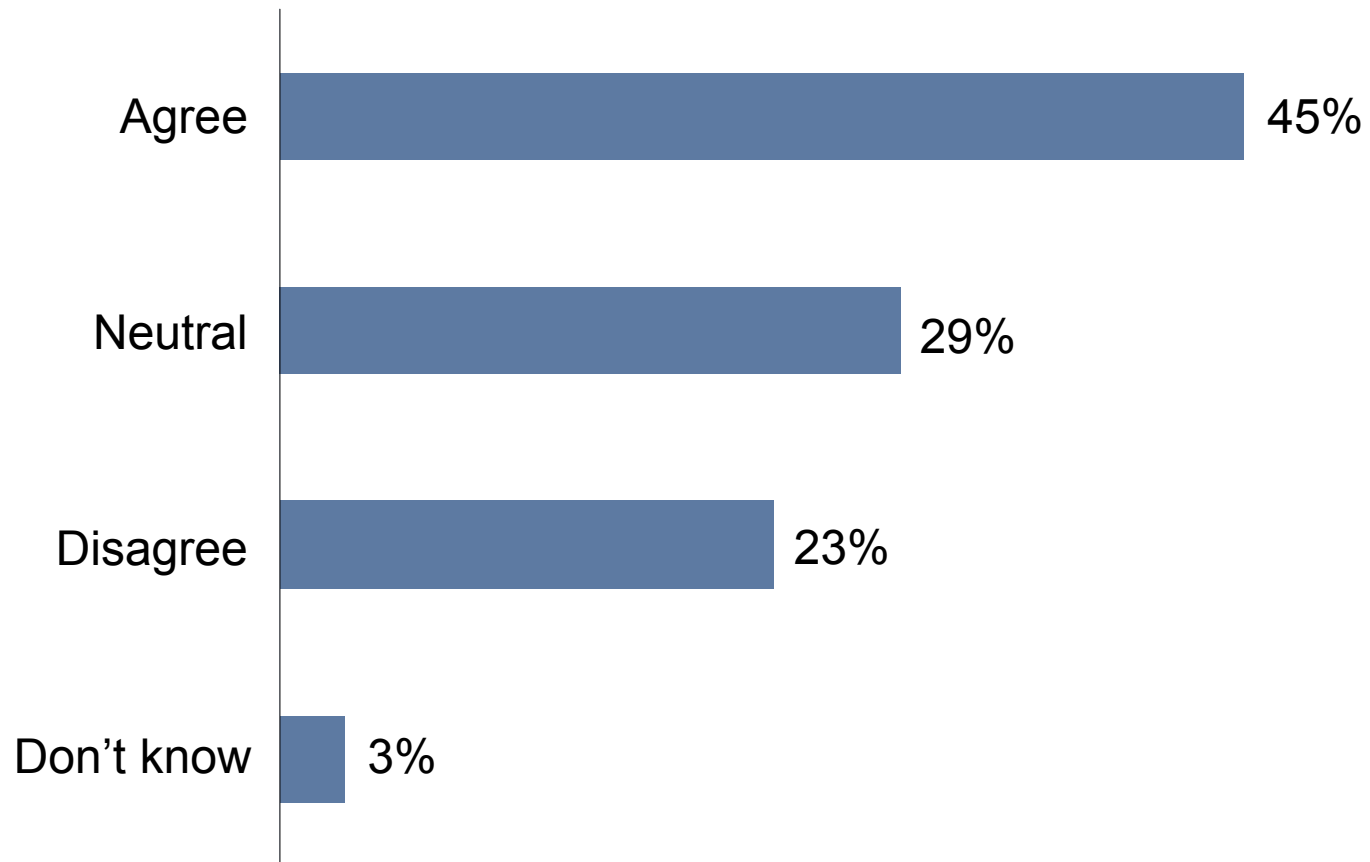
"Definitely the best I've come across..." – EE-Pit Man

"Great Stuff!!!" – Indiana Joe

USD10.39 from 1 store »

Word of mouth drives commerce

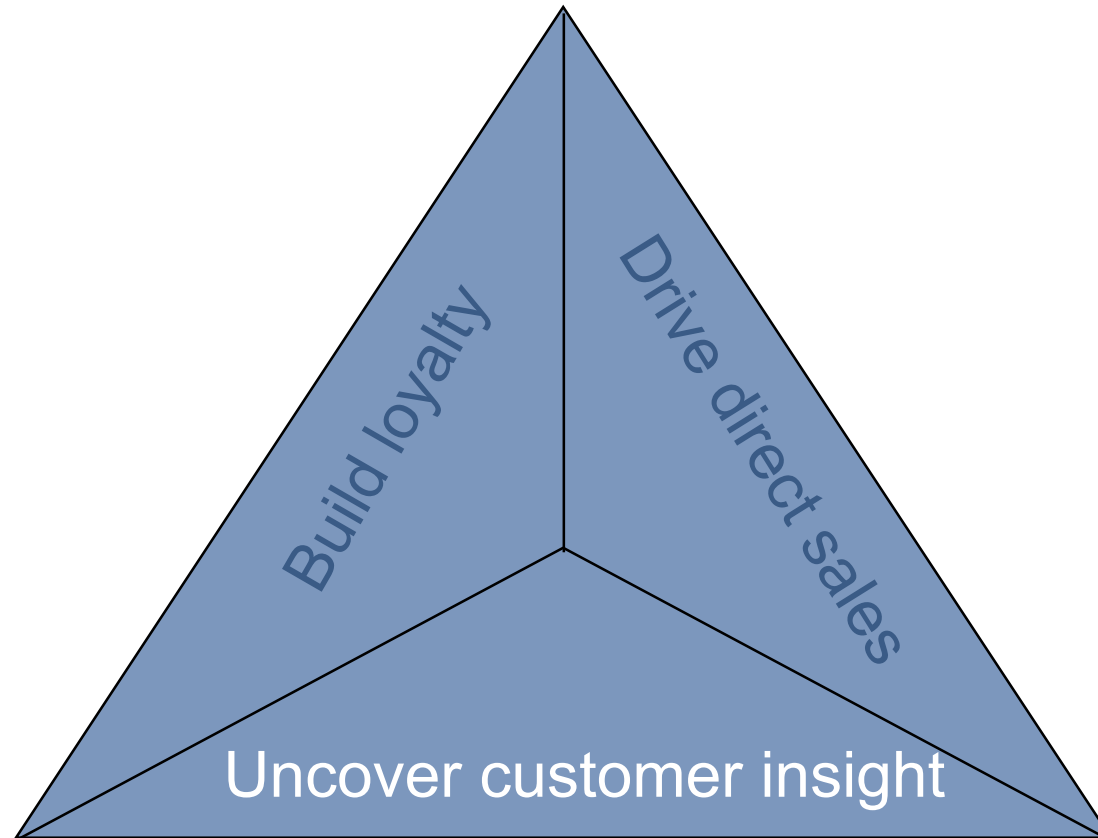
Consumer ratings and reviews provide a heavily biased opinion of products/services



Base: EU7 adults (UK, France, Germany, Spain, Italy, Netherlands, Sweden)



Social computing can build a business in 3 ways



- Product development efforts
- Brand monitoring
- Customer reviews

Starbucks solicits ideas (65k+ posts so far)

my STARBUCKS IDEA

SHARE. VOTE. DISCUSS. SEE.

Share Your Idea | View All Ideas | Ideas In Action | About This Site

Popular Ideas | Recent Ideas | Top All-Time | Comments

Welcome, Guest

Sign In to share, vote & discuss

SIGN IN

search

CATEGORIES

- PRODUCTS
 - Coffee & Espresso Drinks 17,495
 - Tea & Other Drinks 5,376
 - Food 7,804
 - Merchandise & Music 3,233
 - Starbucks Card 4,079
 - Other Product Ideas 5,145
- EXPERIENCE
 - Ordering, Payment & Pick-Up 4,338
 - Atmosphere & Locations 7,396
 - Our Partners (Employees) 1,646
 - Other Experience Ideas 4,719

View Category: All

1 2 3 4 5 ... 475 Next >

Give an incentive to reload your card.

Posted by **wide eyed** to Starbucks Card, 1/27/2009 6:25 PM

You can buy 5 - \$20.00 dollar cards for 80.00 dollars at Costco. Why reload your card when you can get a twenty percent discount buy buying 5 new cards. I would definitely reload a hundred dollars if i got an extra twenty percent on my card from Starbucks...

Comments [66]

13450 points

Frequent Buyer Auto-Renewal Gold Membership

Posted by **biggerboy** to Starbucks Card, 1/28/2009 11:21 AM

I'm ok with the \$25 buy-in to get started, but what Starbucks should do is to give an additional incentive by offering to renew your Gold card for free if you spend \$x (\$250?)

7160 points

Start | 5 Inter... | Quantvert... | Inbox - M... | 2 Micros... | untitled - ... | Microsoft... | Microsoft... | Microsoft... | 22:06

And then posts on a “blog” to close the loop

my STARBUCKS IDEA IDEAS IN ACTION BLOG See what we're doing with your ideas.

Share Your Idea View All Ideas Ideas In Action Blog About

Most Recent Most Popular Most Commented

These posts are

“Under Review”

Welcome, rjenings

View All Posts sign out

Under Review

Reviewed

Coming Soon

Launched

search

CATEGORIES

PRODUCTS

Coffee & Espresso Drinks 46

Tea & Other Drinks 11

Food 20

Merchandise & Music 16

Starbucks Card 17

Other Product Ideas 49

May 28, 2009 by [_sbx_aorr](#) 10 comments

blog about the newest idea "Under Review" - online. We agree with you that this is a super exciting idea and it's one that we've been poking at for a while now. This week, one of our executives decided that we should officially ... [more >](#)

Under Review, Coffee & Espresso Drinks, Ordering or Payment & Pick-Up, Atmosphere & Locations

March 19, 2009 by [sbx_bean](#) 20 comments

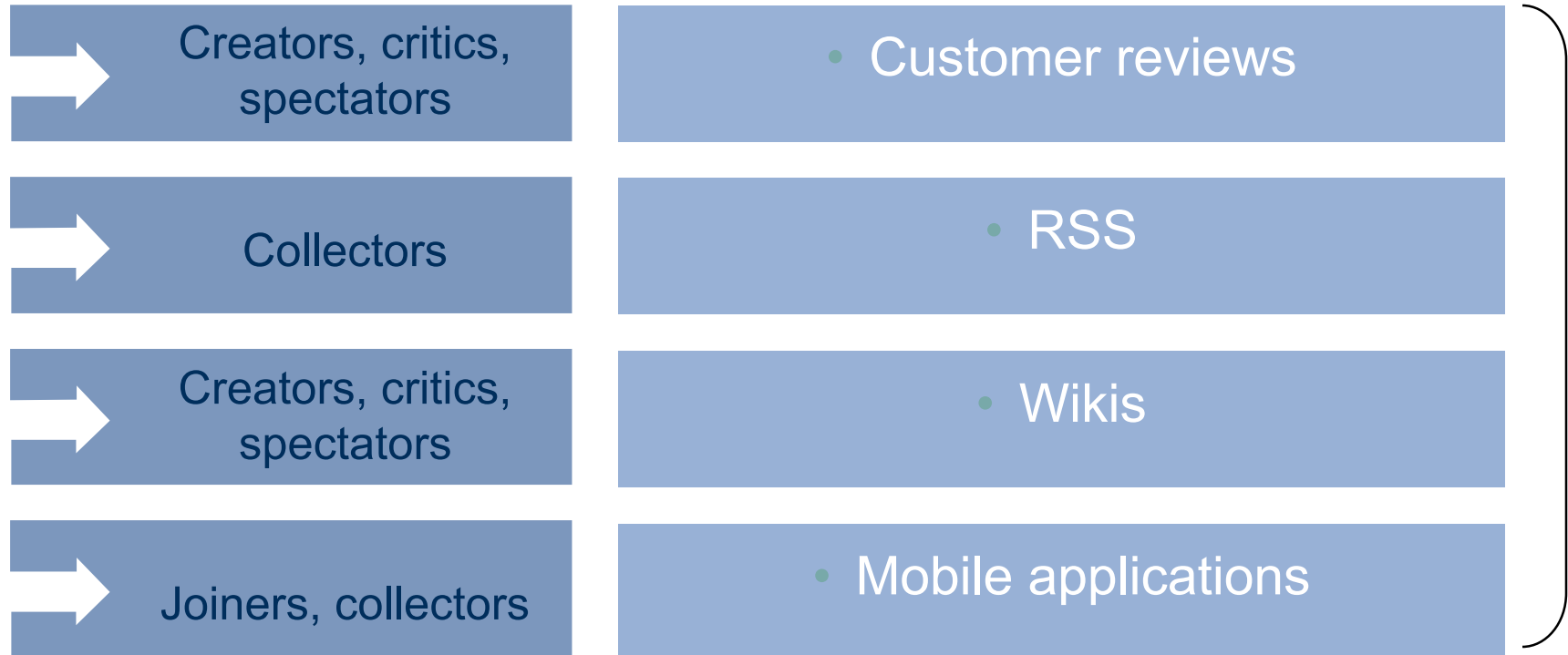
Happy Birthday MSI!

My Starbucks Idea celebrates its one year anniversary today. You have shared over 70,000 ideas. In the first year 94 ideas have been put into action and 25 of those have launched including - Instant Coffee, Venti Travel Cup, and

48 Start 5 Inter... Quantvert... Inbox - M... 2 Micros... untitled - ... Microsoft ... Microsoft ... Microsoft ... 22:13

Crafting a social computing strategy

Example goal: To drive sales



Post Methodology

P

O

S

T

Technology

Decide which social technologies to use

Different tools serve unique purposes

	Driving direct sales	Building brand loyalty	Uncovering customer insight
Social networks		√	√
Blogs		√	√
User-review portals/CSEs	√		√
Peer-to-peer commerce	√	√	
Podcasts/video sites	√	√	√
RSS	√	√	
Wikis	√	√	
Tagging	√		√
Mobile applications	√	√	

Different tools are engaged by different participants

	Spectators	Joiners	Collectors	Critics	Creators
Social networks	√	√		√	√
Blogs	√			√	√
User-review portals/CSEs	√			√	√
Peer-to-peer commerce		√		√	√
Podcasts/video sites	√			√	√
RSS			√		
Wikis	√			√	√
Tagging	√		√	√	√
Mobile applications		√	√		

Agenda

- Why do consumers trust each other more than companies?
- How do social tools change the game for marketing and selling?
- **What can you do to participate in the conversation?**

Guide the discussion

EN | DE

GM EUROPE SOCIAL MEDIA NEWSROOM

News and downloads for the online reporter

RECENT ACTIVITY

Flickr favorites
SA,AB □□□□

43 minutes ago

Driving Conversations
Photo of the Day: 1959 Vauxhall
PA Velox
16 hours ago

Driving Conversations
Photo of the Day: Classic Red
Chevy
Wednesday at 12:31 pm

Driving Conversations
Photo of the Day: Opel Manta A
Tuesday at 11:47 am

Driving Conversations
Photo of the Day: Opel Commodore
GS/E

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Jean-Charles Jacquemin about
Countdown to production: Opel begins
Ampera development car tests
Thanks a lot Mr Marshall to have taken
the time to answer me so precisely. With
my best regards, and waiting for [...]

gmeurope about Countdown to
production: Opel begins Ampera
development car tests
While the Volt and the Ampera share

New social innovations: Your best defense is to build your own social site features

The screenshot shows a Microsoft Internet Explorer browser window with the address bar set to <http://www.walmart.com/>. The browser's address bar also shows a search for 'walmart' on Google. The main content area is split into two parts: a Sidewiki entry on the left and the Walmart.com website on the right.

Sidewiki Entry:

- Entries about the entire page:
- [Valek Shadows](#) - 27 Sep 2009
- Walmart**
- Website is relatively easy to navigate and might be frustrating in some areas.
- The style of the website is nice, Except information can be overlooked because some lettering blends in to well with the white background.
- As I put on my Sidewiki on Best Buys site, You always want to bargain shop when you visit big box retailers. If you shop their website, make sure you check the closest stores price, because sometimes the Store can be cheaper and Vice Versa. If you are shopping in walmart, Always ask for the online price, or just off handedly say that you thought you saw it cheaper on the website. Sometimes you can find a better deal. AND always Check competitor prices. If you shop at walmart, Check bestbuy and Vice Versa.
- Walmart is usually good for prices on movies, sometimes getting exclusives. (Single disk twilight, while everyone else only had the two disk set) If you can't find a movie somewhere, chances are Walmart secured the exclusive rights.
- Waiting for your favorite game or movie to come out.
- [Sign in to write an entry](#)

Walmart.com Website:

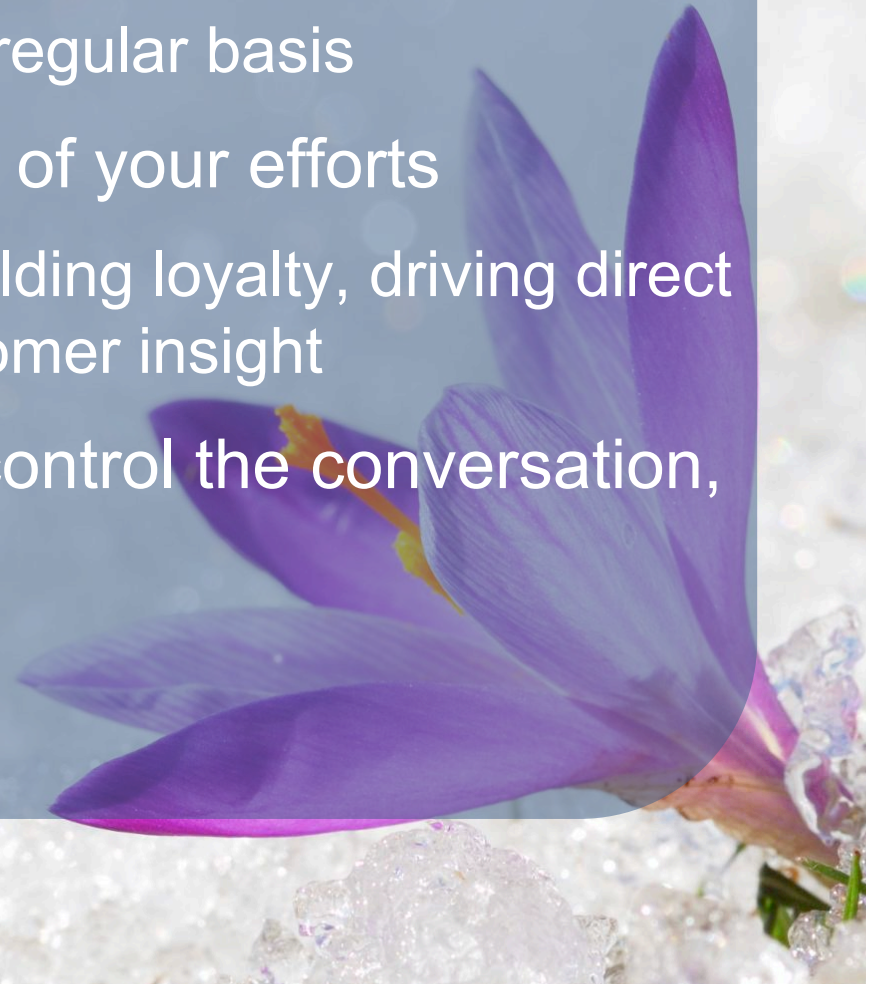
- Header: **FREE personalized grocery list.** **GET IT NOW** @HOME
- Walmart logo: **Walmart** Save money. Live better.
- Navigation: **now shop health & beauty**, **Store Finder**, **Local Ad**, **Gift Cards & Registry**, **Track Orders**, **Sign In**
- Search: **Search** Entire Site **FIND**
- Departments: **Apparel & Jewelry**, **Baby**, **Electronics**, **For the Home**, **Furniture**, **Grocery BETA**, **Health & Beauty NEW**, **Movies, Music & Books**, **Outdoor Living**, **Pharmacy**, **Photo**, **Sports & Fitness**, **Toys**, **Video Games**, **In Stores Now**
- Advertisement: **now buy Health & Beauty products online**. Includes images of Tylenol, Fructis, and other products. Links to **Medicine Cabinet**, **Beauty**, and **Personal Care**.
- Advertisement: **Now Buy Diapers Online**. Save big on diaper brands like Huggies and Pampers with **97¢ Shipping**.

Evaluate metrics based on objectives

- Listening >>> Value of insights generated, equivalent research costs, increased customer retention
- Talking >>> Share of voice, more leads, more trial, search rankings
- Energizing >>> More brand advocates, referrals (through tracking), reduced cost of sale
- Supporting >>> Reduced support costs, increased customer satisfaction
- Embracing >>> Products faster to market, better adoption of new products, fewer product failures

Summary

- European consumers are more actively participating in social media
 - 3 in 5 use social tools on a regular basis
- POST increases the success of your efforts
 - Key retail objectives are building loyalty, driving direct sales, and uncovering customer insight
- Remember: while you don't control the conversation, you can guide it!



Thank you

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