



## From Web 2.0 to Web<sup>2</sup>

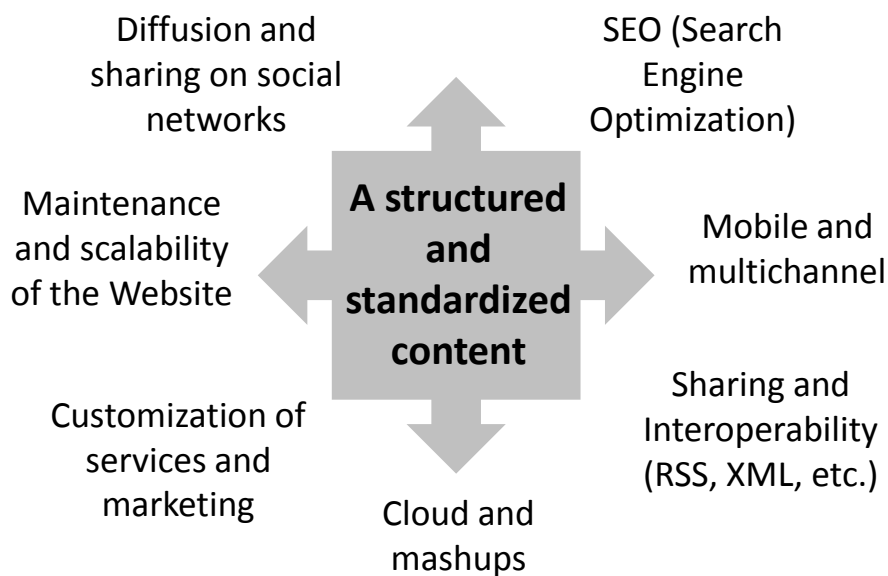


**The first iPhone was shipped in 2007,  
and we still don't have a product  
that is close to their experience.  
Android came on the scene just  
over 2 years ago, and this week  
they took our leadership position in  
smartphone volumes.**

**Unbelievable.**



## The Web is the platform ...



**SEARCH will remain dominant**

**A good Website  
with a good SEO/SEM strategy  
are still key issues !**

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> **400.000**

apps on iTunes for iPhone and iPad. More than 10 billion apps downloaded with an average of 60 apps per iOS device

**facebook**

> **600.000.000**

users ... Facebook is the third largest country in the world after China and India ... with its own private laws !



**E-marketing is different**

**Ubiquity and globalization**

**Richness and interactivity**

**Information density**

**Customization and socialization**



**Empowerment**

**4 technologies now put  
more power in the hands of both  
customers and employees.**

**Smart mobile devices.**

**Pervasive video.**

**Cloud computing services.**

**Social technology.**

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**Heather B. Armstrong**

**@dooce** Salt Lake City  
*Mommyblogger, tyrant, smugglebunny*  
<http://dooce.com>

[Suivre](#) Envoyez s'abonner à dooce au 40404 par SMS (États Unis)

Fil Favoris Abonnements Abonnés Listes

**dooce** Heather B. Armstrong  
 Five snowstorms ago, @blurb said, "This will be the last one, for sure." And I knew I should have punched him in the balls.  
 Il y a 3 heures

**dooce** Heather B. Armstrong  
 @joshacagan YOU JUST PROVED THAT GOD LOVES THE COASTS BETTER.  
 Il y a 3 heures

**dooce** Heather B. Armstrong  
 Utah. April 26th. <http://flic.kr/p/9BXmF4>  
 Il y a 3 heures

**dooce** Heather B. Armstrong  
 @lmayes I'll trade. It's snowing here.  
 Il y a 6 heures

**Heather B. Armstrong est sur Twitter**  
 Ne manquez aucun Tweet de Heather B. Armstrong.  
 Inscrivez-vous sur Twitter dès aujourd'hui pour rester informé de ce qui vous passionne !

[S'inscrire »](#)

A propos de @dooce

<b>1 744</b> Tweets	<b>418</b> Abonnements	<b>1 558 118</b> Abonnés	<b>6 999</b> Liste
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Abonnements **418**

À propos Aide Blog Mobile Etat du service Emploi Conditions Confidentialité Annonces Professionnels Médias Développeurs Ressources © 2011 Twitter

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**Crowdsourcing, personalization,  
segmentation, socialization, ...**

**Social networks and  
collaboration platforms are the largest  
marketing database in history  
... and on a voluntary basis!**



### Dirtiest Hotels - United States

(based on TripAdvisor traveler reviews)

1. [Heritage Marina Hotel](#), San Francisco, California
2. [Motel 6 Eureka](#), Eureka, Missouri
3. [Palm Grove Hotel and Suites](#), Virginia Beach, Virginia
4. [Atlantic Hotel Virginia Beach](#), Virginia Beach, Virginia
5. [Quality Inn](#), Stroudsburg, Pennsylvania
6. [New York Inn](#), New York City, New York
7. [Parisian Hotel & Suites](#), Miami Beach, Florida
8. [Capistrano Seaside Inn](#), Capistrano Beach, California
9. [Desert Lodge](#), Palm Springs, California
10. [Continental Oceanfront Hotel South Beach](#), Miami Beach, Florida

See more filthy finds worldwide.

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[Canada](#)  
[Europe](#)  
[France](#)  
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[United Kingdom](#)  
 ► [United States](#)

E-mail
 Facebook
 Share



**The era of consumer-actors  
and crowdsourcing is just beginning.**

**Emergence of new forms of marketing.  
Social marketing, cooperative marketing,  
flow marketing, network marketing, ...  
Identify and manage your communities !**

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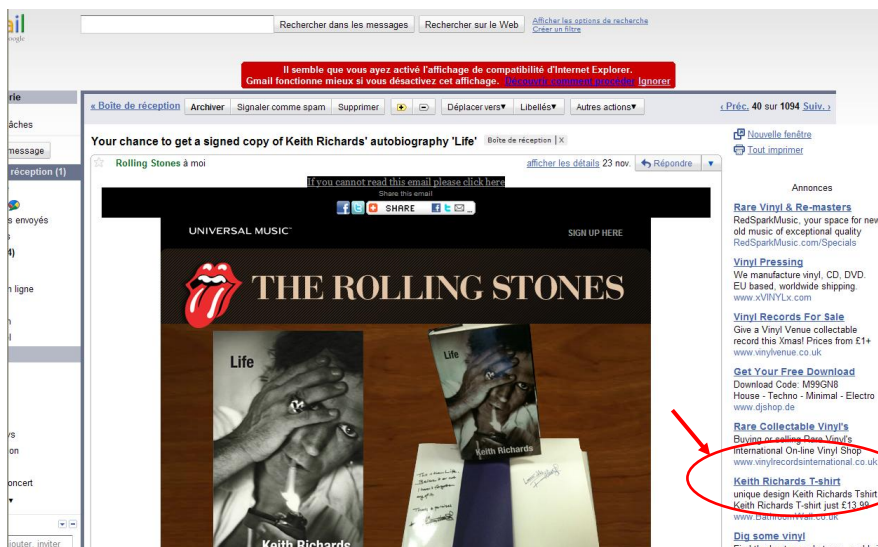
**One to one marketing**

**Segmenting the market based  
on precise understanding  
of an individual's needs,  
targeting specific marketing  
messages to these individuals.**

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## Personalization



## Segmentation

**Lieu**

Pays : [?]

Partout  Par ville [?]

**Démographie**

Âge : [?]  -

Plage d'âge stricte [?]

Sexe : [?]  Tous  Hommes  Femmes

**Centres d'intérêt**

**Suggestions de centres d'intérêt**

écouter Le Papier Bule  Soirée Sms

Rire  Chanter

Ecouter la musique quand ca va pas  Javoue

**Connexions sur Facebook**

Connexions : [?]

Cibler les utilisateurs connectés à :

Cibler les utilisateurs qui ne sont pas encore connectés à :

Amis des connexions :

**Infos démographiques avancées**

Anniversaire :  Cibler les personnes dont c'est l'anniversaire

Intéressé(e) par : [?]

Tout  Hommes  Femmes

Situation : [?]

Tout  Célibataire  Fiancé(e)

**Portée approximative**

**40 personnes**

- qui habitent dans le pays suivant : Belgique
- qui ont entre 25 et 50 ans compris (exactement)
- qui sont : homme
- qui aiment : musique
- écouter la musique quand ca va pas ou chanter
- qui ont un diplôme de ULB BE
- qui sont : célibataire





**Mobile will rule the world**  
Traditional PCs will remain  
important Internet tools,  
but the action has shifted to the mobile  
platform. The primary platform  
for e-commerce products and services  
will also change to a mobile platform.

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### **Mobile audience is growing fast**

- While there are an estimated 1,5 billion PCs in the world, the number of mobile phones long ago exceeded the population of PCs.
  - In 2010, there were an estimated 5 billion mobile phone subscribers (300 millions in the USA, 800 in China and 600 in India). This population is at least 3 times that of PC owners.
  - About 25 % (+/- 1 billion) of mobile phones are smartphones. In 2010, there were more than 1 billion mobile phones sold worldwide, and about 160 million were smartphones !
  - The number of mobile Internet users is expected to reach 50 % of all Internet users by 2013.
-



## Mobile has 7 unique benefits

1. **First personal mass medium.**
2. **Permanently connected.**
3. **Always carried.**
4. **Built-in payment channel.**
5. **Available at creative impulse.**
6. **Has most accurate audience info.**
7. **Captures social context of consumption.**

Source : [www.tomiahonen.com](http://www.tomiahonen.com)

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## The Six M's

1. **Movement.** Escaping the fixed place.
2. **Moment.** Expanding the concept of time.
3. **Me.** Expressing oneself and personalising the phone.
4. **Multiuser.** Extending one's self to one's community.
5. **Money.** Expending financial resources.
6. **Machines.** Empowering devices, gadgets and automation.

Source : [www.tomiahonen.com](http://www.tomiahonen.com)

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## Movement

- **Case study. Mobile and carbon footprint. Location based mobile service that tracks how your mobile phone moves.**
- If it moves at walking speeds, you are walking and not creating a carbon footprint. Same for bicycling.
- If you move at the speed of traffic, you're in a car or taxi, and your carbon footprint is charged.
- It knows if the travel pattern is stop-and-go on bus routes or train routes, and charges you less as you share the costs travelling by public transportation.

Source : [www.tomiahonen.com](http://www.tomiahonen.com)

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## Moment

- **Case study. Your flowers say : we need water !**
- AgriHouse offers the latest in communications beyond the human race : your houseplants! A device attached to the plant will send SMS to you when the plant needs to be watered.
- Great application of "IT for green".

Source : Cellular News

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## Machines

- **Case study. The WiFi Body Scale.**
  - Automatically transmit your weight to your iOS device. It also graphs your weight, BMI, and lean and fat mass so you can access it from your SmartPhone or web browser at any time.
  - **The beginning of a major trends : Internet of things !**
- 





## QR Code

- **A QR code (or 2D code or matrix code) is a two-dimensional bar code that takes the form of a symbol composed of squares.**
  - It's a graphic representation of data.
  - The content of a QR code can be decoded using a mobile phone with a built-in photo camera and a dedicated application. It can also be read via a webcam and a specific application.
  - A QR code can be printed, published, projected ... so it can appear on any physical surface (including a monitor) and its size can be from 1,7 cm by 1,7 cm up to several meters square.
- 



### **Mobile tags show us the future**

**It is interesting to examine the uses associated with tags mobile, as they will be taken up and further developed with NFC and augmented reality.**

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## Augmented reality

New applications that expand and deepen some aspects of our lives at the right time or in the right situation.

**New business and income :**

- more information to assist users in choosing a restaurant ;
- real-time guide for the visit of a museum ;
- location (military, road signs, etc.) ;
- objects (repair, verification, validation, health care, etc.) ;
- people (check-in hotels or airports, recording names, etc.) ;
- telepresence (health care, trade, etc.).



## Geolocation and augmented reality





## **NFC ... and the Internet of things**

**Near field communication (NFC) is a short-range wireless technologies (requiring a distance of 4 cm or less). NFC involves an initiator and a target. The initiator actively generates an RF field that empower a passive target.**

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## **Before and after iPhone**

**With the iPhone, mobile Web has become reality. For the first time, people have bought, downloaded and installed applications on a mobile device.**

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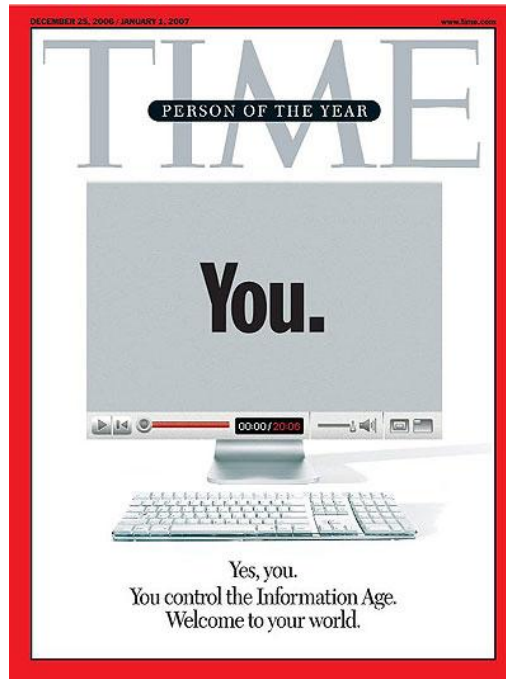
## App or mobile Website ?

### Mobile Web site :

- To receive the people visiting your site with their mobile phone, for example after a search. To give them a real mobile experience.
- Always updated. Access through search or URL.
- No validation needed.

### Mobile application :

- To engage and create a new relationship with your prospects and customers. Some kind of CRM approach.
- Need to be updated. Access through App stores.
- Validation by "Stores" (Apple keeps control).



## Web 2.0, a managed anarchy

**The impact of Web 2.0 on organizations is more human than technological :**

- continuous and rapid technological change ;
- shorter life cycles of products and services ;
- increasing autonomy of employees ;
- supervised process of innovation within professional structures;
- new ICT environments to promote collaboration and decentralized decision making;
- need for evaluation mechanisms.



## RSS syndication at the intersection of Web 2.0 and technology watch



### RSS in the heart of Web 2.0

**Small technical step, RSS has been a giant step for Web 2.0.** With AJAX (Asynchronous JavaScript And XML), RSS is one of its symbols.

**Most online platforms have become much more than a simple RSS aggregator.** They propose to integrate various services via widgets (e-mails, maps, weather, multimedia, social networks, etc.). They are fully part of a major evolution : the Web as THE universal platform where everyone manages its own Web ... and its own "real life".



## Others online "watch" tools

- **Newsletters.** Choose them wisely, the information volume quickly becomes unmanageable.
- **Google News Alerts.** Again, choose carefully the words or words combinations. Results can be output as RSS feeds. Very powerfull.
- **Social networks** (Twitter and Facebook in particular).
- Webcasts, Webinars, videocasts and podcasts.

For a company, managing its online reputation becomes a critical issue !

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## Organize your watch

Printed press                      Blogs                      Specialized press  
 RSS feeds                      Books                      Podcasts/Videocasts  
    Radio / TV                      Conferences                      News and  
 Social networks                      Competitors                      Google alerts

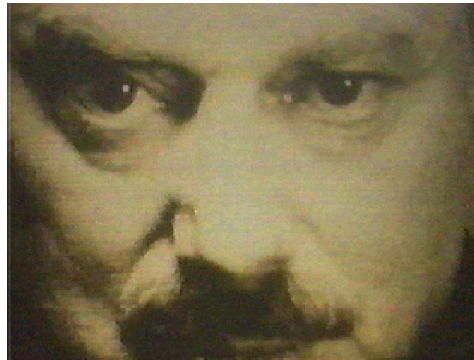
- Information is power (Google, Facebook, YouTube, ...).
  - Information is increasingly fragmented.
  - Explosion of communication channels and devices.
  - Follow the strategy of major players.
  - Choose your themes accurately ... Beware of information overload ("infobesity") and "Googlelization"
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@wt.be

flickr



YouTube



Google™



@wt.be

## Manage your digital identity

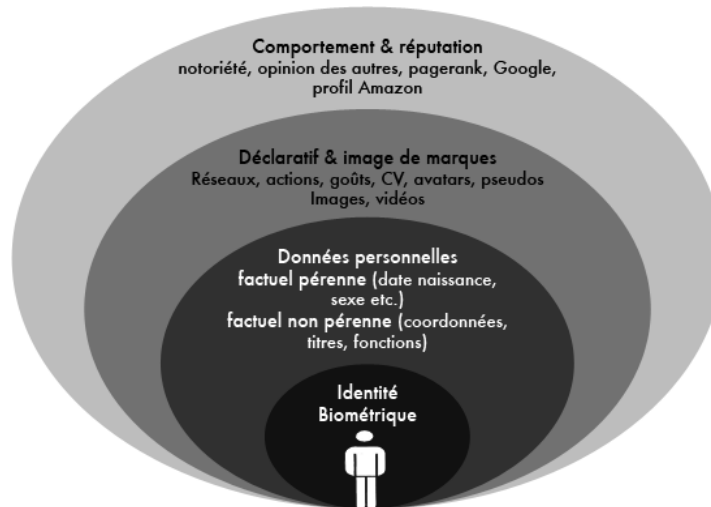
**Now a critical issue in the perspective of a progressive move of the center of gravity of our lives to an online world :**

- personal details and certificates : digital ways to reach, identify, locate or authenticate a person ;
- published and shared content : website, blog, podcast, videocast, forums, photos, videos, music, links ;
- knowledge : encyclopaedias, collaborative portals, news, etc..
- profile : private and public social networks or professional recruitment sites, etc. ;
- consumer: purchases, opinions on products, services, payment and procurement platforms ;
- and also : reputation, online games, virtual worlds, etc.
- **Facebook and Google are trying to be THE identity platform.**

+ <http://delicious.com/unpeudeblabla/identity>



## Digital identity



## The 5 laws of social networks

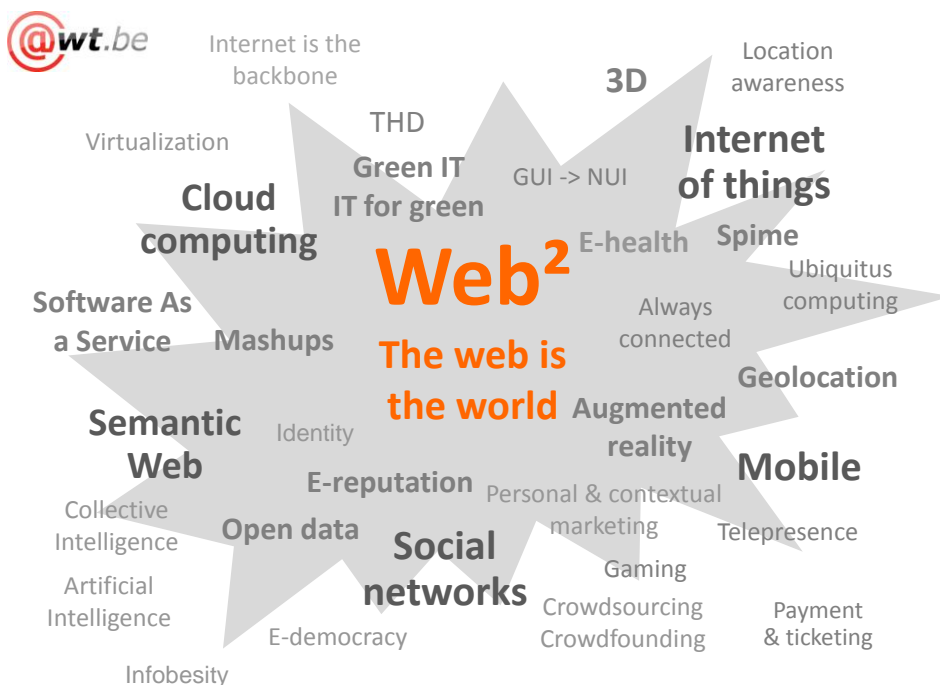
- **Acceleration.** "Big will not beat small anymore. It will be the fast beating the slow" (Rupert Murdoch). Communication on social networks will always be faster than communication of the companies !
- **Conversation.** The social filter will analyze and evaluate the commercial proposition of companies, their promotions, etc.
- **Co-creativity.** Co-creation of value between firms and consumers. The meaning of the consumers now really matters.
- **Many to one.** Communication concentrates on the people and their needs, depending on context and geolocation.
- **Authenticity.** Social networks identify liars and talk about them ! This can have a deep impact in terms of image for the companies.



## Virtual and real worlds are going to merge !

**The Web will be the platform.  
Everything will be a computer  
and computing will be a service.  
GUI will be replaced by NUI.**

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 **tumblr.**  
unpeudeblabla.tumblr.com

  
foursquare.com/unpeudeblabla

  
twitter.com/unpeudeblabla

  
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www.andreblavier.be ... needs  
to be updated :-)