

Web Experience Excellence:

Driving Strategic Online Advantage & Advocacy: Are your customers your evangelists?

A 3-Part Series by Frost & Sullivan, the Growth Partnership Company



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Tweeting Live: Highlights from New York and London Executive Congresses

Event commentary, speaker shoutouts, on-site photos, nuggets of wisdom all distilled down to 140 characters or less — the recent executive congresses in New York and London were a hotbed of tweeting activity. Participants, speakers and the Frost & Sullivan team all tweeted up a storm. For those of you who missed the live coverage, we've collected highlights here. Make sure you don't miss out on future tweets on the topic of Web Experience Excellence — start following @frost_webexp (twitter.com/frost_webexp) today!

LONDON HIGHLIGHTS

@cathyma Very informative talk from bbc's @mkortekaas didn't know teens toggle among mobiles to save data cost I'm old!

BBC Mobile says: mobile vs. desktop — it's not an either/or — it's an "AND" — Engage people where they want, when they want #WEXUK

social media: don't be fooled by tools & technologies, find a human who knows your business and cares to talk about it to customers #WEXUK

@cathyma Guardian had RSS-ified all content of their site w00t via @megp's talk

Idea — don't listen for the first 24 hrs when the reactionaries scream the loudest. The real conversation is from that pt to 2 weeks #WEXUK

@robenslin Listening to @bobrapp talking about utilising social media — harnessing the power of online community. #WEXUK



NEW YORK HIGHLIGHTS

The official Twitter stream of the Web Experience Excellence series, @Frost_WebExp, tweeted nuggets of wisdom from all the sessions, including:

Companies focus on how to connect w/ the Gen Y demo. Gen Y doesn't want to be communicated to — they want to be communicated with. #WEXNY

Jason Rudman, Director, Strategic Planning, American Express OPEN:

"We're moving away from paid media to 'earned' media." #WEXNY

"We want our influencers and users to promote our brand, not for us to purchase media and promote ourselves" #WEXNY

Aaron Kohn, Vice President of Corporate Strategy & Development, and General Manager, Mobile, National

Geographic Global Media:

"Mobile is not an extension of other platforms." You must do a mobile version of your online initiatives so that it appears correctly #WEXNY

Consider how your audience is seeing your news — is it full-length for Web? Shortened for mobile? REALLY short for Twitter? #WEXNY

Ask the Experts! Panel Discussion: Metrics, Metrics, Metrics!: ROI on Web 2.0

DuPont: Web sites now need 2 b built w/less infrastructure & more flex 4 big/little sites a network of sites instead of 1 master #WEXNY

WSJ: What do you do when the comments are super negative? Have a sense of humor. We start a convo and keep the discussion public. #WEXNY

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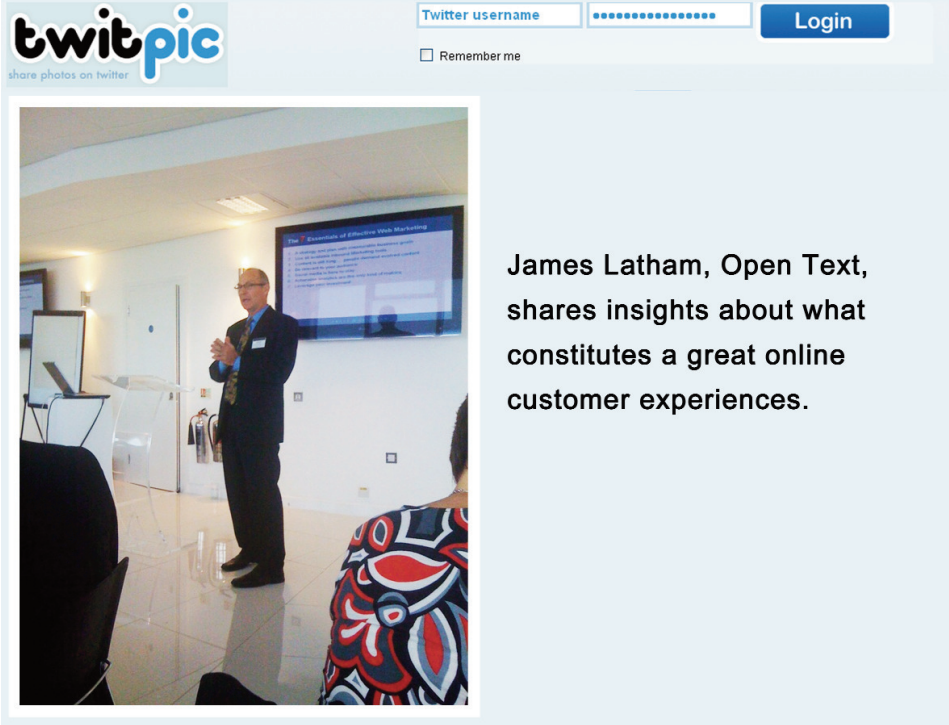
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Mover & Shaker interview with Jeff Revoy, President/General Manager, Interactive Services, CenturyLink

Q - How relevant is search in social media? #WEXNY

A - JR - Search is very imp. Most growth comes from optimizing your site for SEO. #WEXNY

@Lwildman #WEXNY it's time for social media to become part of corp. strategy and pull away from IT depts.



James Latham, Open Text, shares insights about what constitutes a great online customer experiences.