



OMMA Social 2010

Twitter Transcript | January 26, 2010

Twitter Notes by @kristinhersant

RT @[blairgoldberg](#): RT @[daveyarmon](#): [#OMMASocial](#) "More celebrities died on Twitter last year than in real life" [4:18 PM Jan 26th](#) from [UberTwitter](#)

Earn the relationship. Develop & sustain. Enhance credibility. Digital tools. Activate & measure campaigns. Gain insights. [#ommasocial 2:27 PM Jan 26th](#) from [UberTwitter](#)

Universal updates fan pages based on the release cycle of each movie. Interact with them. Provide virtual goods, polls, etc. [#ommasocial 2:20 PM Jan 26th](#) from [UberTwitter](#)

The future of online display advertising is interactive and social. Very cool examples @ [#ommasocial 1:41 PM Jan 26th](#) from [UberTwitter](#)

The first banner ad was paid for by AT&T and ran on October 25, 1994. [#ommasocial 1:29 PM Jan 26th](#) from [UberTwitter](#)

CEO of Buddy Media: What's the ROI of putting your pants on in the morning? Who cares? You do it so you don't look stupid. [#ommasocial 12:44 PM Jan 26th](#) from [UberTwitter](#)

Brands tackle social in different ways: e.g. PR, branding, direct marketing. What will win? Whatever ties to revenue. [#ommasocial 12:43 PM Jan 26th](#) from [UberTwitter](#)

What's more interesting than amassing 2 million followers is that audience's ability to influence their friends. [#ommasocial 12:34 PM Jan 26th](#) from [UberTwitter](#)

RT @[katykelley](#): @[blairgoldberg](#) RIGHT?! PPT presos have been poorly designed. Disappointing coming from creative agencies. [#ommasocial 12:31 PM Jan 26th](#) from [UberTwitter](#)

Buddy Media's CEO is right. Building your fanbase is like building your opt-in email list. Capture them for future marketing. [#ommasocial 12:29 PM Jan 26th](#) from [UberTwitter](#)

Love the Charmin Sit or Squat app! Finds the nearest clean public restroom. I need that on my phone. [#ommasocial 12:23 PM Jan 26th](#) from [UberTwitter](#)

Why do charities complain about giving? Don't bite the hand that feeds you. [#ommasocial 12:21 PM Jan 26th](#) from [UberTwitter](#)

Chase grew fanbase to 2 million fans. Gave \$5 million to charity. Branded app became one of top apps (along w/ popular games) [#ommasocial 12:19 PM Jan 26th](#) from [UberTwitter](#)

Chase Community App: a simple idea with massive distribution. Celebrity endorsements, FB ads, voting, and great viral flow. [#ommasocial 12:17 PM Jan 26th](#) from [UberTwitter](#)

Your app doesn't need 2B rocket science. Think about how to keep your brand in front of them and drive traffic across channels. [#ommasocial 12:15 PM Jan 26th](#) from [UberTwitter](#)

If people aren't engaging with Facebook Ads, how do you engage them? Build apps and games. [#ommasocial 12:11 PM Jan 26th](#) from [UberTwitter](#)

CEO of Hootsuite: Texting is the redheaded stepchild of Twitter. [#ommasocial 11:52 AM Jan 26th](#) from [UberTwitter](#)

RT @[daveyarmon](#): Twitter gets 50-80% of traffic from third-party apps. Uptime is critical to keep up in "traffic arms race" [#ommasocial 11:46 AM Jan 26th](#) from [UberTwitter](#)

Top Twitter Challenge: no demographic information or targeting ability outside of hashtags. [#ommasocial 11:45 AM Jan 26th](#) from [UberTwitter](#)

Twitter API keeps crashing, which is frustrating. Twitter just ramped team from 30 to 100 in a month to help with uptime. [#ommasocial 11:41 AM Jan 26th](#) from [UberTwitter](#)

RT @[michaelterpin](#) [#ommasocial](#): HootSuite CEO Ryan Holmes says Foursquare popular because it doesn't take as much time as a tweet. Yeesh. [11:35 AM Jan 26th](#) from [UberTwitter](#)

So True! Maybe he is? RT @[daveyarmon](#) @[robhof](#): Seismic guy on Twitter panel at [#ommasocial](#) looks about 13 years old. [11:30 AM Jan 26th](#) from [UberTwitter](#)

55% of consumers age 55+ are now on social networks, up from 22% in 2007. Every audience is migrating to social. [#ommasocial 11:28 AM Jan 26th](#) from [UberTwitter](#)

Would like to hear from more marketers at [#ommasocial](#). Most of the presentations so far have been very vendor focused. [11:24 AM Jan 26th](#) from [UberTwitter](#)

Great AdReaction study from @[dynamiclogic](#) . Follow them and send them a DM if you would like a copy. [#ommasocial 11:19 AM Jan 26th](#) from [UberTwitter](#)

Facebook is in beta with a conversion tracker. Launching in the first half of 2010. [#ommasocial 10:37 AM Jan 26th](#) from [UberTwitter](#)

62% of mobile web usage is accessing social networks. [#ommasocial 9:44 AM Jan 26th](#) from [UberTwitter](#)

1/4 of all Facebook transactions came from mobile devices in late 2009, however FB isn't yet serving ads via mobile. [#ommasocial 9:43 AM Jan 26th](#) from [UberTwitter](#)

The only thing I didn't know about Facebook ads is how much data they give to advertisers. Looks like Beacon never died? [#ommasocial 9:41 AM Jan 26th](#) from [UberTwitter](#)

@[aaronstrout](#) It appears to be! :) Hopefully not for long. [9:37 AM Jan 26th](#) from [UberTwitter](#) in [reply to AaronStrout](#)

Facebook provides advertisers with interest profiles for all of the people that viewed and responded to your ads. [#ommasocial 9:36 AM Jan 26th](#) from [UberTwitter](#)

Facebook case studies only highlight lift in clicks, impressions and reach. Seems like they're hiding the beef. What's the ROI? [#ommasocial 9:34 AM Jan 26th](#) from [UberTwitter](#)

Facebook Ads case studies are basic from a direct marketing perspective. Always test, blah blah. Where are the conversions? [#ommasocial 9:31 AM Jan 26th](#) from [UberTwitter](#)

Facebook Ads can be standard, social, about an event or show what friends like/are fanning. They claim the later works best. [#ommasocial 9:27 AM Jan 26th](#) from [UberTwitter](#)

RT @[LorenMcDonald](#): Facebook has grown from 100 million to more than 350 million active users in 2009 [#OMMASocial 9:25 AM Jan 26th](#) from [UberTwitter](#)

Facebook enables marketers to reach a large audience, target, engage in 2-way dialogue and drive conversions. [#ommasocial 9:24 AM Jan 26th](#) from [UberTwitter](#)

Facebook users have over 50 Billion connections (to people, brands, groups, etc.) 2.5 billion photos are shared per month. [#ommasocial 9:22 AM Jan 26th](#) from [UberTwitter](#)

Just as the question shouldn't be SEO vs PPC, it shouldn't be traditional media vs. social media. You should leverage both. [#ommasocial 9:20 AM Jan 26th](#) from [UberTwitter](#)

One FB Advertiser saw a 380% lift in donations from Facebook over traditional media. [#ommasocial 9:17 AM Jan 26th](#) from [UberTwitter](#)

Haiti news broke first on Twitter and Facebook. There was a 4000% increase in donations from FB after the quake. [#ommasocial 9:16 AM Jan 26th](#) from [UberTwitter](#)

Brian Bolland from Facebook Ads speaking about what you didn't know about FB Ads. [#ommasocial 9:11 AM Jan 26th](#) from [UberTwitter](#)

StrongMail is providing a sneak preview of new social media tools @ [#ommasocial](#). Stop by our table for an invite to our free private beta. [9:10 AM Jan 26th](#) from [UberTwitter](#)

RT @[blairgoldberg](#) RT @[gweiswasser](#): The upside of fragmentation is targeting. [#ommasocial 8:57 AM Jan 26th](#) from [UberTwitter](#)

Inspire people to become advocates, not just passive viewers and participants. [#ommasocial 8:56 AM Jan 26th](#) from [UberTwitter](#)

Ripple6 showing examples of social advertising. Take your positioning and socialize it. Enable users to respond and engage. [#ommasocial 8:55 AM Jan 26th](#) from [UberTwitter](#)

Advertising isn't going to go away. It's going to change. Use it to cultivate your community. [#ommasocial 8:51 AM Jan 26th](#) from [UberTwitter](#)