

**welcome:**

**the social web  
and how to  
monetise it**

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**What is the web?**

**Where is social media?**

**How does it fit?**

**What do we do with it?**

**How do we monetise it?**

*Nick Tadd*



**social media!**

*Nick Tadd*



**Officially, social media is** “an umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words, pictures, videos, and audio.”

**Wikipedia would say:** “Businesses also refer to social media as consumer-generated media (CGM). Social media utilization is believed to be a driving force in defining the current time period as the Attention Age. A common thread running through all definitions of social media is a blending of technology and social interaction for the co-creation of value.”



**Question:** Do you want to create value  
with your efforts?  
Or do you want to monetise  
your efforts?

*Nick Tadd*



# Google

Google Search

I'm Feeling Lucky

**There are 65 billion searches done on Google every month!** In the last 10 years we have become an information hungry society, and it's not going away - can you pipe these searches back to your product or service?

*Nick Tadd*



**in the past:**

- 1. B-C**
- 2. B-B**

*Nick Ladd*



# now/new C-C

**14% trust adverts**  
**78% trust peer review**

**25% of search results for the  
World's Top 20 largest brands are  
links to user-generated content**

34% of bloggers post opinions  
about products & brands

*Nick Tadd*



**Everything in business starts with a conversation!**

**Social media is the conversation - therefore, to monetise the conversation/s and/or social media you need to have a method of piping the intent.**

**This is as individual as you.**

*Nick Tadd*



intent

*Nick Ladd*



■ Context:

intent

■ Random:

intent

*Nick Ladd*

**pipe the**

**intent**

**and influence the**

**content and sentiment**

**Listen.**

*Nick Ladd*



# **conclusion:**

**Be part of the conversation, it's happening anyway.**

**Understand intent and how to leverage it.**

**This will allow you to gain traction, add value and monetise social media.**

*Nick Tadd*



# Q&A

*Nick Ladd*

