

The 12 Principles of New Media

Believe your gut, not the statistics

Conversation video transcript

GREG STERLING

STERLING MARKET INTELLIGENCE

I think that intuition and gut instinct is very powerful. And anecdotal information is very very powerful. And usually representative of larger things.

Topic: Using mass measurement to measure an audience of one

CHRIS SHIPLEY

GUIDEWIRE GROUP

If you're using an old world or old media metric against new media because your goals and assumptions about reach and about conversion and about certain things. When you're trying something that's totally unproven there's a disconnect between those things. And so in that instance you have very little to go on but your gut.

GARY A. BOLLES

MICROCAST

The traditional media buyer has a grid, a grid of the audiences they've been told they're looking for. And in those grids are the traditional media properties that they think are the ways to reach them and they're typically ranked in order. And you might be thought of as third if you're a print publication or you're a broadcast network for reaching that particular constituency. That's how they buy because in many cases have not done the rigorous analysis of exactly who the audience is and who the buyer is and how they're best reached. So you're not talking the same language. You have to talk the same language.

CHRIS HEUER

SOCIAL MEDIA CLUB

The advertising federation and many media associations out there are working on measuring engagement as a next generation statistic around this. I don't necessarily trust the advertising industry who is going to lose a lot of revenue as a result of social media's rise to be the ones actually you know guarding the henhouse on this one.

CHRIS SHIPLEY

It's a marketplace of one. Our metrics around advertising around new media are still around mass market. So you have this conflict about reaching specific highly motivated individuals, personal targeting, being balanced against the CPM model. And those things don't mesh together. So I think we have to look at how we create new models and new measures to demonstrate a success of a campaign.

GARY A. BOLLES

You have to be able to bring it into the same context of the more targeted constituency that they're trying to reach and the value of reaching them in band. That's what one of the major values of new media is. Traditional advertising is typically out of band. It's these interstitials that are stuck in between the content and instead you got the opportunity to be in new media in a much more intimate relationship to the content and therefore get better attention. But you've got to be ok with more targeted constituencies.

Topic: New methods of measurement

CHRIS HEUER

So when we continue to get more case studies along these lines of success of showing ways we can actually measure other impacts using other means I think we're going to have more people jumping in and trusting their gut. But in the end we have to know that there are certain people driven by numbers and statistics and certain people who are more trusting of their gut. And we will get to both of those in a way that's necessary.

CHRIS PETERSON

CHAUTAUQUA COMMUNICATIONS

Now you use traditional media to point at very specific, engaging, informative content that fuels their decision making process. So you get the reach of traditional media but used in a very different way. So you place the content to get the self directed people coming toward it and then complement it with some reach to drive even more people toward it who may not bump up against it on their own terms.

CHRIS HEUER

In the meantime what we talk about is the ability to impact the word of mouth transitioning that's out there. To shift the tonality of the conversation. And if we're able to successfully do that, then the rewards down the line are going to show up everywhere across every bottom line. So that they will see a response.

GREG STERLING

You need to take the totality of relative data and balance that against your gut instinct. Right? So having both is important. You can't rely exclusively on studies or surveys because inevitably they're going to misrepresent the reality of behavior. People will tell you what they think you want to hear. People will tell you what they think about themselves and behavior is often different from that.