

# «Куда бежать, за что хвататься?»

## тренды в Social Media Marketing

# Now

- Мониторинг и аналитика
- Корпоративные блоги
- Создание сообщества
- Работа в существующих сообществах
- BR/OLR
- Вирусные кампании

# Twitter



Daily Reach (percent)

[twitter.com](http://twitter.com)



Percent of global Internet users who visit twitter.com:

<b>Yesterday</b>	2.44%
<b>7 day avg</b>	2.253%
<b>1 month avg</b>	1.994%
<b>3 month avg</b>	1.616%
<b>3 month change</b>	212.6%

# Friendfeed



Daily Reach (percent)

[friendfeed.com](http://friendfeed.com)



Percent of global Internet users who visit friendfeed.com:

<b>Yesterday</b>	0.086%
<b>7 day avg</b>	0.108%
<b>1 month avg</b>	0.088%
<b>3 month avg</b>	0.0762%
<b>3 month change</b>	72%

# Dell = 1 mln/weekend



**DellOutlet**

Follow

@Sc00ter Did you order it from the Outlet? DM me your order# and I can see if I can help.

*about 20 hours ago from HootSuite*

@trevorstbye Have one for Lat XT right now, and next email is scheduled for 6/25. R U subscribed? <http://ow.ly/eDZ6>

*10:45 PM Jun 17th from HootSuite*

We have a great Dell Outlet Latitude™ XT Tablet PC coupon on Facebook! Check out the Wall on [www.facebook.com/delloutlet](http://www.facebook.com/delloutlet) for details.

*10:07 AM Jun 17th from HootSuite*

@Crushinator502 Wow, that's awesome! Thanks for sticking with us ;-)

*8:46 AM Jun 17th from HootSuite in reply to Crushinator502*

@ButterSideUp Very likely, but would likely void warranty. Don't know of non-Dell power sources for Dell PCs, but they may be out there.

*10:45 PM Jun 16th from HootSuite in reply to ButterSideUp*

Name Dell Outlet

Location For USA customers

Web <http://Dell.com/O...>

Bio Refurbished Dell™ computers, electronics. Question/comment? Contact Stefanie Nelson at @StefanieAtDell. More Dell Twitter accounts at [www.Dell.com/Twitter](http://www.Dell.com/Twitter)

23 following 675,294 followers

Updates 541

Favorites

Actions

block DellOutlet

Following



RSS feed of DellOutlet's updates



# Tomorrow

Конвергенция

Blog + Twitter + Social Networks + Mobile + ?

Человек □ Компания / Brand

Google Friend Connect, Facebook Connect

Агрегаторы (Friendfeed, Facebook)

Google Wave, Opera Unite

# Skittles

The image shows a screenshot of a Flickr search results page for the query "skittles candy". The page features a navigation menu at the top with options like HOME, PRODUCTS, MEDIA, CHATTER, FRIENDS, and CONTACT. A search bar at the top right shows the user is signed in as "geisher". The search results section displays "1,545 results matching skittles and candy." Below this, there are two rows of image thumbnails. The first row contains four boxes of Skittles candy in different colors (orange, blue, purple, red), each with a caption "From jmbernstei". The second row contains four images: a man holding a Skittles box (captioned "From sean..."), a single Skittles candy on a white surface (captioned "From Pink Sherbet..."), a pile of colorful Skittles candies (captioned "From Todd Klassy"), and a jar of Skittles candies (captioned "From Scorpions...").

**YOU COULD WIN A PRELOADED GIFT CARD. LOOK INSIDE SPECIALLY MARKED PACKS OF SKITTLES®**

LEARN MORE OTHER GOBBLEDYGOOK

Signed in as [geisher](#) Help Sign Out

Organize Contacts Groups Explore

Search

Can't see your stuff? [Find out why...](#)

Photos Groups People

skittles candy SEARCH Advanced Search Search by Camera

Full text Tags only

1,545 results matching **skittles** and **candy**.

Slideshow

Most relevant • Most recent • Most interesting Show: Details • Thumbnails

Sponsored Results

[KeywordGum:](#)  
We carry a variety of bulk candy and gum supplies plus moreGumballs.  
[www.candymachines.com](http://www.candymachines.com)

**Y!** SEARCH

skittles candy

Search the Web

# Skittles



The image shows a screenshot of a Facebook page for the brand "Skittles". The page header includes the Facebook logo, navigation tabs (Home, Profile, Friends, Inbox), and user information (Mikhail Geisherik, Settings, Log out). A search bar is visible on the right. The main content area displays a list of posts related to Skittles, including discussions about flavors and gift cards. A prominent red promotional overlay is positioned on the left side of the page, featuring the text "YOU COULD WIN A PRELOADED GIFT CARD. LOOK INSIDE SPECIALLY MARKED PACKS OF SKITTLES®" and an image of a Skittles gift card. The overlay also includes a "LEARN MORE" button and a "DEBIT" label. The posts on the page include titles like "What's your favorite flavor?", "Online & Offline- are you the same person?", and "Who thinks there should be soda flavored skittles?". The right sidebar contains an "Advertise" section with a "Connect with more friends" button and a "More Ads" link.

facebook Home Profile Friends Inbox Mikhail Geisherik Settings Log out Search

HOME PRODUCTS MEDIA  
CHATTER FRIENDS CONTACT

YOU COULD WIN A PRELOADED GIFT CARD. LOOK INSIDE SPECIALLY MARKED PACKS OF SKITTLES®

skittles

LEARN MORE

OTHER GOBBLEDYGOOK

DEBIT

Gifts Boxes Discussions Video >>

pt of 56. See All Topics

se your own skittles, what color and flavour would you  
Latest post by Greg Fry  
Posted 10 hours ago

ed at 10:50 on 23 March 2009

ed at 12:22 on 10 October 2007

Latest post by Paritosh Sharma  
Posted at 23:23 on 14 June 2009

you thought summed up somthing about LIFE, what  
Latest post by Lauren Woo Reeves  
Posted at 09:12 on 14 June 2009

18 posts by 17 people Created at 23:01 on 13 August 2007

WHATS BETTER SOUR SKITTLES,TROPICAL SKILTLES OR REGULAR????  
79 posts by 77 people Created at 17:21 on 28 May 2008  
Page 1 2 3

Latest post by Trish Bedrosian  
Posted at 16:15 on 09 June 2009

Who thinks there should be soda flavored skittles?  
17 posts by 16 people Created at 09:30 on 09 April 2009

Latest post by Georgianna LeBeau  
Posted at 10:37 on 07 June 2009

Online & Offline- are you the same person?  
12 posts by 12 people Created at 14:07 on 02 August 2007

Latest post by Christy Spooner  
Posted at 18:31 on 06 June 2009

What's your favorite flavor?  
115 posts by 112 people Created at 14:17 on 29 September 2007  
Page 1 2 3 4

Advertise

Connect with more friends

Share the Facebook experience with more of your friends. Use our simple invitation tools to start connecting.

More Ads



# Skittles

English

Account | QuickList | Help | Sign Out

Home | Community | Upload

HOME PRODUCTS MEDIA  
CHATTER FRIENDS CONTACT

YOU COULD WIN A PRELOADED GIFT CARD. LOOK INSIDE SPECIALLY MARKED PACKS OF SKITTLES®

skittles

LEARN MORE

OTHER GOBBLEDYGOOK SKITTLES® brand.

City: **Rainbow, USA**  
Hometown: **Rainbow, USA**  
Country: **United States**  
Website: <http://www.skittles.com>

Report profile image violation

Connect with SKITTLESbrand

- Send Message
- Add Comment
- Share Channel
- Block User
- Add as Friend
- Add to iGoogle

<http://www.youtube.com/SKITTLESbrand>

Subscribe

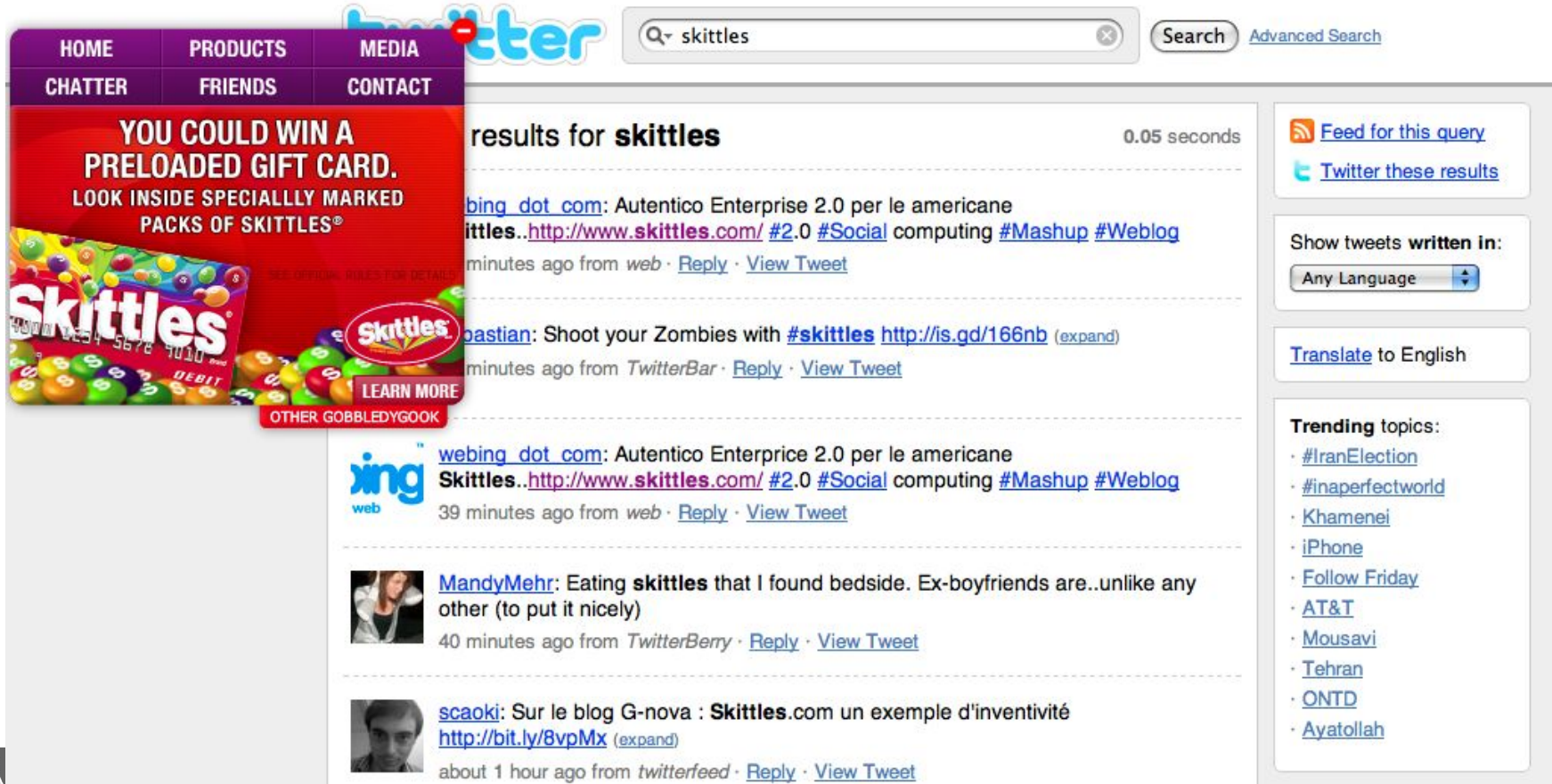
Videos | Favorites | Playlists | Groups | Friends | Subscribers | Subscriptions

Transplant the Rainbow

From: SKITTLESbrand  
Views: 23,964  
Comments: 60

0:00 / 0:36

# Skittles



The image shows a screenshot of a Twitter search results page for the keyword "skittles". The search bar at the top contains "skittles" and the search button is labeled "Search". The results are displayed in a list format. A red promotional banner for Skittles is overlaid on the left side of the page. The banner features a pack of Skittles and a preloaded gift card, with the text: "YOU COULD WIN A PRELOADED GIFT CARD. LOOK INSIDE SPECIALLY MARKED PACKS OF SKITTLES®". Below the banner, there is a "LEARN MORE" button and the text "OTHER GOBBLEDYGOOK".

Navigation menu: HOME, PRODUCTS, MEDIA, CHATTER, FRIENDS, CONTACT

Search results for **skittles** 0.05 seconds

[bing\\_dot\\_com](#): Autentico Enterprise 2.0 per le americane **Skittles**..<http://www.skittles.com/> #2.0 #Social computing #Mashup #Weblog minutes ago from [web](#) · [Reply](#) · [View Tweet](#)

[bastian](#): Shoot your Zombies with **#skittles** <http://is.gd/166nb> (expand) minutes ago from [TwitterBar](#) · [Reply](#) · [View Tweet](#)

[bing\\_dot\\_com](#): Autentico Enterprise 2.0 per le americane **Skittles**..<http://www.skittles.com/> #2.0 #Social computing #Mashup #Weblog 39 minutes ago from [web](#) · [Reply](#) · [View Tweet](#)

[MandyMehr](#): Eating **skittles** that I found bedside. Ex-boyfriends are..unlike any other (to put it nicely) 40 minutes ago from [TwitterBerry](#) · [Reply](#) · [View Tweet](#)

[scaoki](#): Sur le blog G-nova : **Skittles.com** un exemple d'inventivité <http://bit.ly/8vpMx> (expand) about 1 hour ago from [twitterfeed](#) · [Reply](#) · [View Tweet](#)

Feed for this query  
Twitter these results

Show tweets written in:  
Any Language

Translate to English

Trending topics:  
· [#IranElection](#)  
· [#inaperfectworld](#)  
· [Khamenei](#)  
· [iPhone](#)  
· [Follow Friday](#)  
· [AT&T](#)  
· [Mousavi](#)  
· [Tehran](#)  
· [ONTD](#)  
· [Ayatollah](#)

# Day after tomorrow

Google wave

twitter

flickr

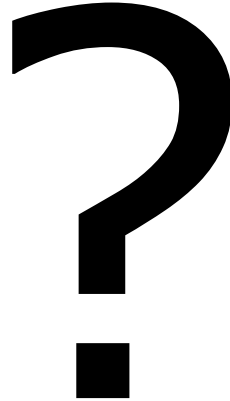
В КОНТАКТЕ

Opera Unite

friendfeed

You Tube

facebook



# Контактная информация

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