

# THE WEB MARKETING ROAD TRIP



The top 12 ways to be more  
strategic in your web marketing.



# Snake Oil Salesman 2.0



Photo "dcmaster" on Flickr



# “Lawyer SEO junkies like crack cocaine addicts”



*“Many law firms don’t care what a SEO company does on their behalf. They’ll pay for top search results, even if it’s only for the short term.”*

Kevin O’Keefe of [Lexblog.com](http://Lexblog.com)



# 1. Strategy Roadmap

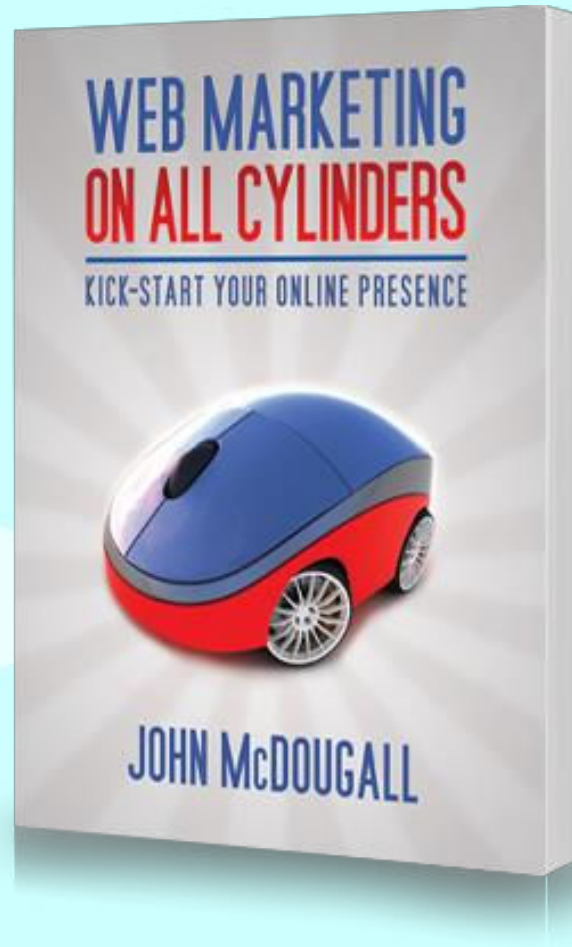


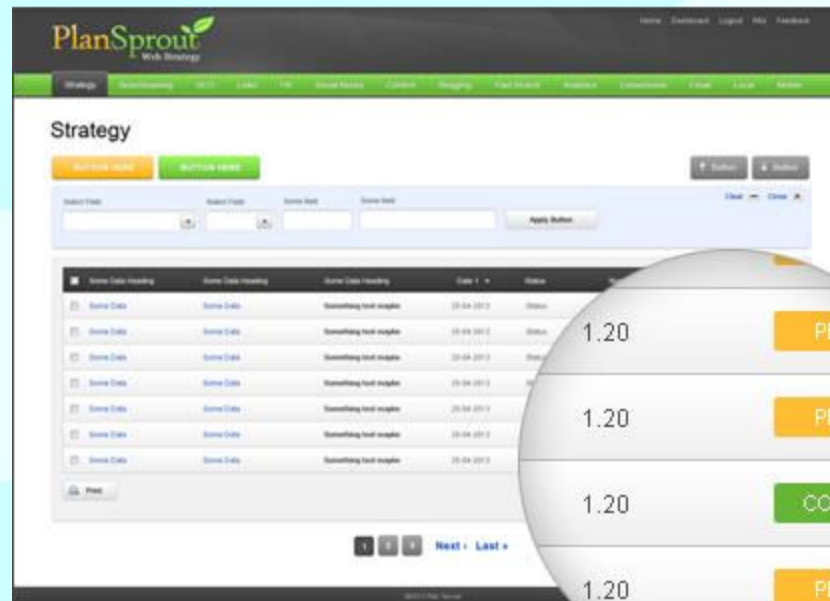
In 18 years I have never been given a client's traditional marketing plan!





# Web Marketing On All Cylinders





Plansprout.com

## 2. Survey the Landscape

Customer in driver's seat; reviews affect ranks and conversions



# 2013 In-House Counsel New Media Engagement Survey

“The percentage of respondents not using new media tools has shrunk from 43 percent in 2010 to 27 percent in 2013.”

“In 2013 the lawyer who has his paralegal print his emails for him, gets all his news from the print edition of The New York Times, and thinks a “blog” is a smudge on his tie is part of a dying breed.”

“55% of GCs read attorney-authored blogs as frequently as blogs authored by professional journalists.”

Mobile, LinkedIn, Wikipedia for research and video usage are growing.

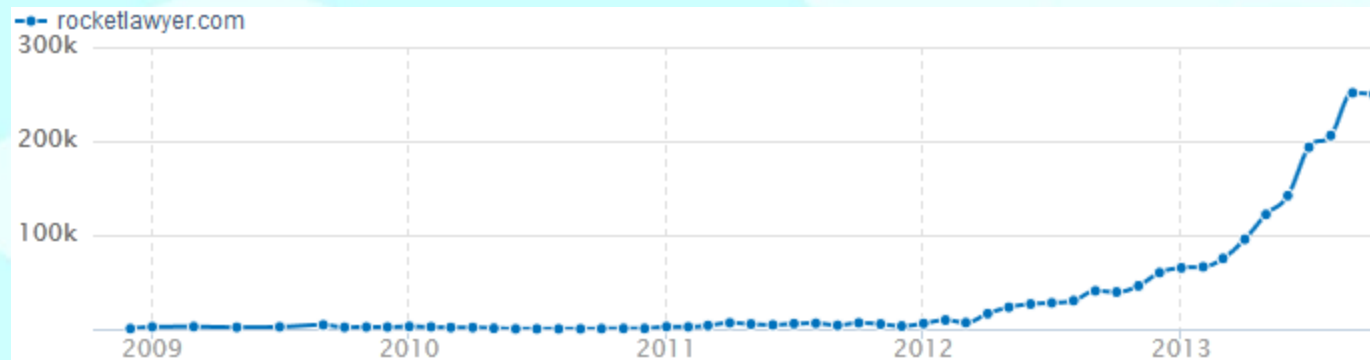
“Peer driven rankings have far less impact than do referrals from trusted sources and online biographies.”

Source: Greentarget, InsideCounsel, Zeughauser Group





# Legal Zoom and Rocket Lawyer



Did \$156 million last year, would be 163 on Am Law  
Hundreds of thousands of transactions  
Incorporations, trusts, wills and trademark filings



# The Plaintiffs' bar goes digital

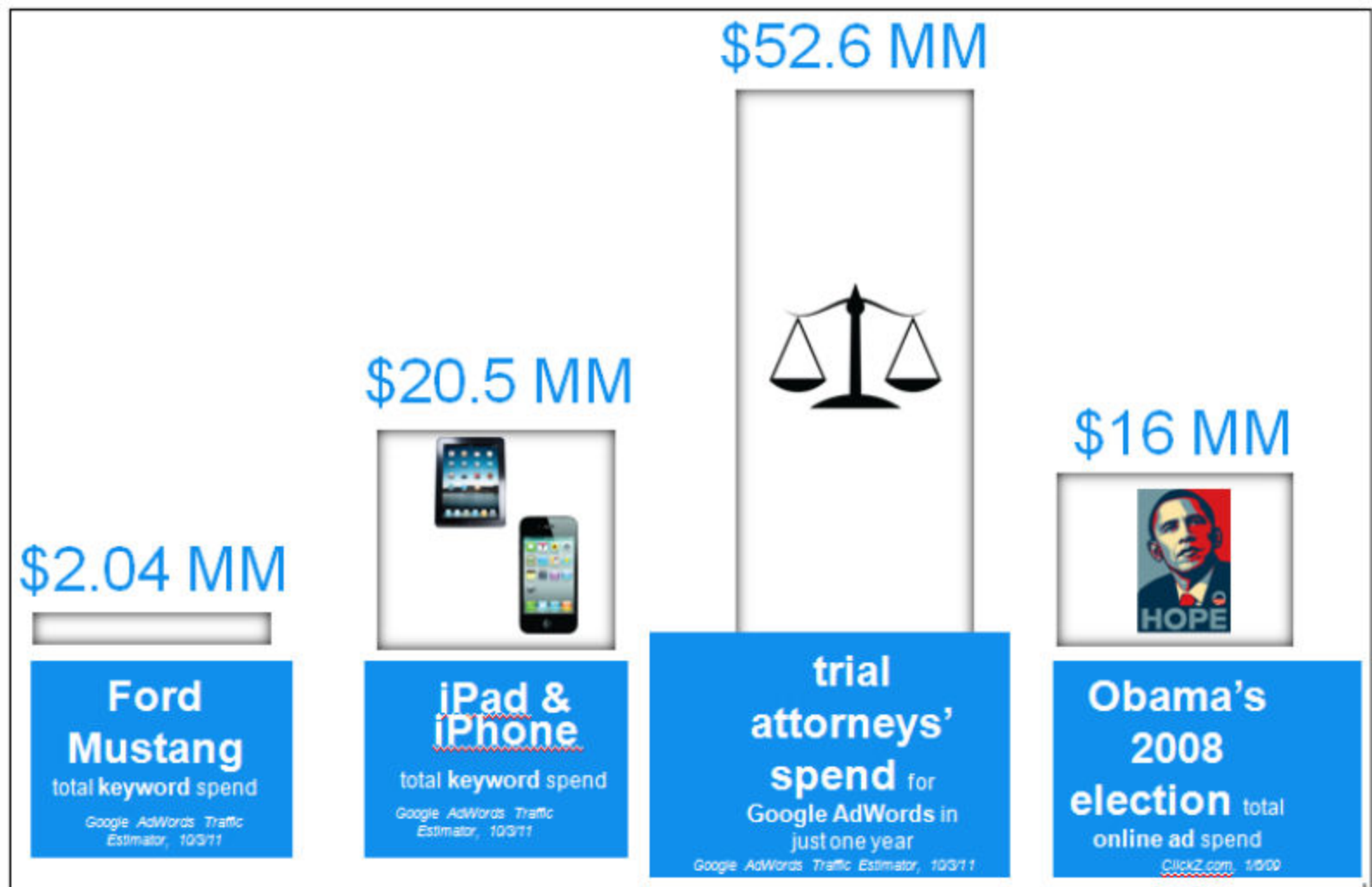


Figure 2, Estimated Google ad spends, Created 10/3/11

From a Study conducted by New Media Strategies and sponsored by the U.S. Chamber Institute for Legal Reform (ILR)

# Add Value or Be Blocked Out



Madmen were about reach and being cute vs Madmen 2.0 are about engaging



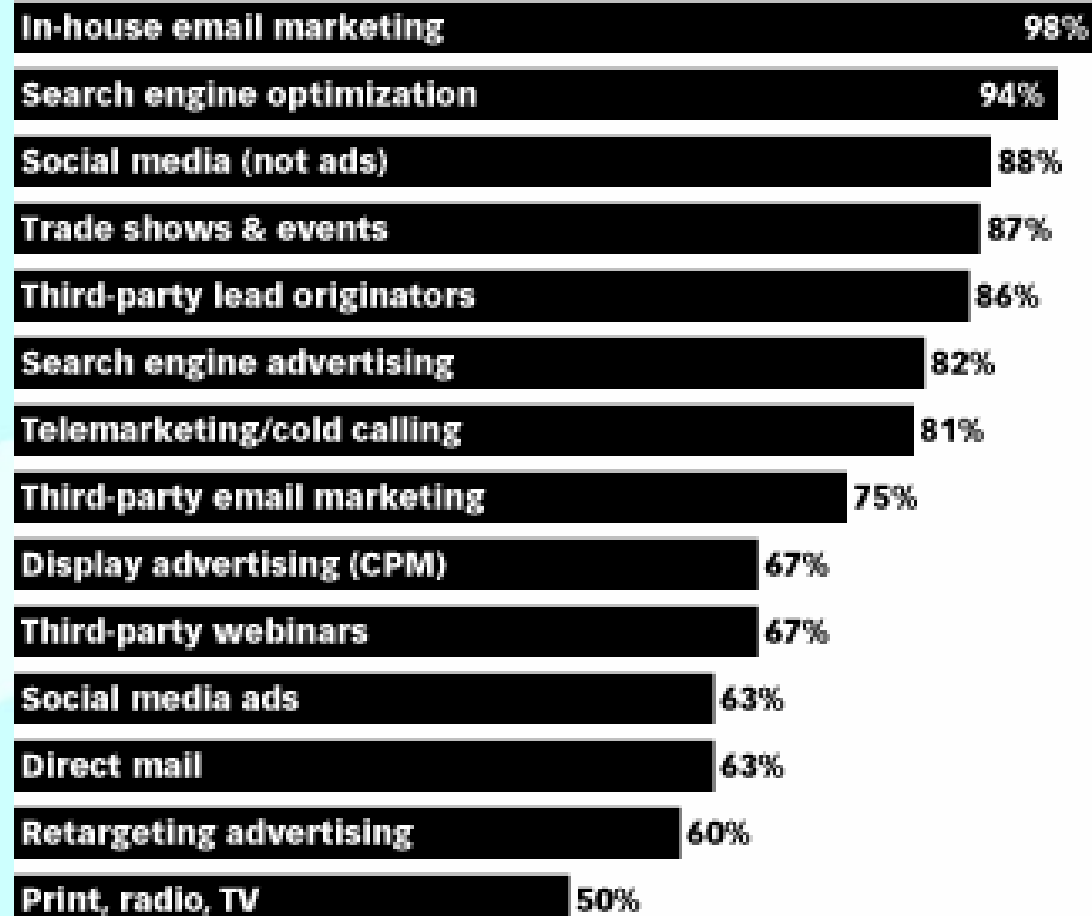
**7B People  
Less than 30%  
on web!**

**Mobile rules  
by 2014**



## Marketing Channels Used by B2B Marketers Worldwide, Nov 2012

% of respondents



Source: Eloqua, CMO.com and Software Advice, "B2B Demand Generation Benchmark Survey," Dec 20, 2012

149572

[www.eMarketer.com](http://www.eMarketer.com)





# Changes in Media

“Interactive marketing will not be dominated by a single revolutionary channel. It will be driven by marketers who will **leverage a distribution of channels rather than pour new spends into a single place.** This perspective coupled with technology advances will lead to a customer-centric future in which interactive technologies actually infuse all marketing efforts.”

*Forrester Research*



# All cylinders must work together

Strategy  
SEO  
Social Media  
Link Building  
Content  
Blogging  
PR  
Email Marketing  
Mobile  
PPC  
Analytics  
Conversion Optimization



# Traffic Jam in SERPS

Google

About 92,000,000 results (0.44 seconds) [Advanced search](#)

**Everything**

- Maps
- Videos
- Images
- Blogs
- Books
- More

**Any time**

Past 2 days

**All results**

Wonder wheel

Sites with images

More search tools

Something different

reflexology

aromatherapy

shiatsu

chiropractic

acupressure


**Text Links**

[Message - Wikipedia, the free encyclopedia](#) ☆  
**Message** is the manipulation of superficial layers of muscle and connective tissue to enhance the function and promote relaxation and well-being. ...  
[History - Equipment - Massage methods - Associated methods](#)  
[en.wikipedia.org/wiki/Massage](#) - [Cached](#) - [Similar](#)

[Massage Therapy - Deep Tissue Massage - Swedish Massage](#) ☆  
**Massage Therapy**, **Deep Tissue Massage** and **Swedish Massage**. **Massage Envy** believes every body deserves a great customized **massage**, so we've made relaxation ...  
[www.massageenvy.com/](#) - [Cached](#) - [Similar](#)

[Welcome to The American Massage Therapy Association](#) ☆  
The American **Massage Therapy Association** offers **massage** therapy information and resources for AMTA members, consumers, news media, schools, students, ...  
[www.amtamassage.org/](#) - [Cached](#) - [Similar](#)

**Local business results for message near Gloversville, NY** - [Change location](#)



**Local Search**


**A Beau Monde Progressive Hair** - [beaumontdehairandspa.com](#)  
235 North Main Street, Gloversville - (518) 725-1500  
[Directions and more »](#)

**B Sessions** - [maps.google.com](#)  
288 North Main Street, Gloversville - (518) 725-8516  
[Directions and more »](#)


**C Adirondack Mousse Hair Salon** - [maps.google.com](#)  
2470 State Highway 30, Mayfield - (518) 661-7580  
[Directions and more »](#)

[More results near Gloversville, NY »](#)

**Videos for message**



[Indian Oil Massage \(Kerala\)](#)  
14 min - Mar 30, 2007  
[www.dailymotion.com](#)



[World's Greatest Head Massage](#)  
5 min - Aug 28, 2008  
[www.youtube.com](#)

**Video Search**

## Images for silly advertising people - Report images




Google   [Advanced Search](#)

Search: ☒ the web ☐ pages from the UK

**Web** [Show options...](#) Results 1 - 10 of about 100 million

**News results for christmas**



**Hollywood News**

One of the best adaptations of a classic **Christmas** tale - 1 hour ago  
By MARIO E. BAUTISTA Charles Dickens' classic 1843 **Christmas** story, "A Christmas Carol," is one of the most adapted yuletide tales ever on screen. ...  
[Manila Bulletin - 68 related articles »](#)

**Real Time News Feed**

**Christmas - Wikipedia, the free encyclopedia**

**Christmas** or **Christmas Day** is an annual holiday celebrated on December 25 that commemorates the birth of Jesus of Nazareth. The date of commemoration is not ...  
[Etymology - Celebration - History - Controversy and criticism](#)  
[en.wikipedia.org/wiki/Christmas](#) - [Cached](#) - [Similar](#)

**Santa Claus and Christmas at the Northpole**  
Enjoy **Christmas** with Santa Claus at the North pole, an award-winning **Christmas** web site. Send a letter to Santa Clause or a **Christmas** card to a friend.  
[www.northpole.com/](#) - [Cached](#) - [Similar](#)

Your 1-Stop Shop for the Top 2009 **Christmas** Gifts — **Christmas.com**  
At **Christmas.com** it's **Christmas** everyday. Side-step the holiday hassle, seasonal rat race, and last-minute shopping sprees at the mall. ...  
[www.christmas.com/](#) - [Cached](#) - [Similar](#)

**Google Twitter Feed:**

**Latest results for christmas** - [Resume](#)

I've got a prize for the best guess on how many **Christmas** turkey dinners we're going to sell this year?  
[thealbionpub](#) - [twitter.com](#) - 2 minutes ago

Advent calendar related injury number one - major papercut. **Christmas** should really be risk-assessed.  
[LauraLish](#) - [twitter.com](#) - 2 minutes ago

## Pinterest | LinkedIn

[www.linkedin.com/company/pinterest](#) ▾

Welcome to the company profile of **Pinterest** on LinkedIn. **Pinterest** is a tool for discovering things you love, and doing those things in real life. Ben...

Creates opportunity to have many billboards on the highway of Google







# Marketing.grader.com

## 80


Overall  
Out of 100


mintz.com


 Blogging


✓ 6 completed checklist items

 5 blog posts graded


 Social Media

✓ 3 completed checklist items


 5 tweets graded

 SEO

✓ 1 incomplete checklist item

 Lead Generation

✓ 3 completed checklist items





 Mobile


✓ 2 incomplete checklist items

## 55


Overall  
Out of 100

www.sokolovelaw.com


   


 Blogging

✓ 4 incomplete checklist items


 Social Media

✓ 1 incomplete checklist item


 5 tweets graded

 SEO

✓ 3 completed checklist items

 Lead Generation

✓ 3 completed checklist items

 Mobile

✓ 2 incomplete checklist items





Core web presence – Plus “satellites”





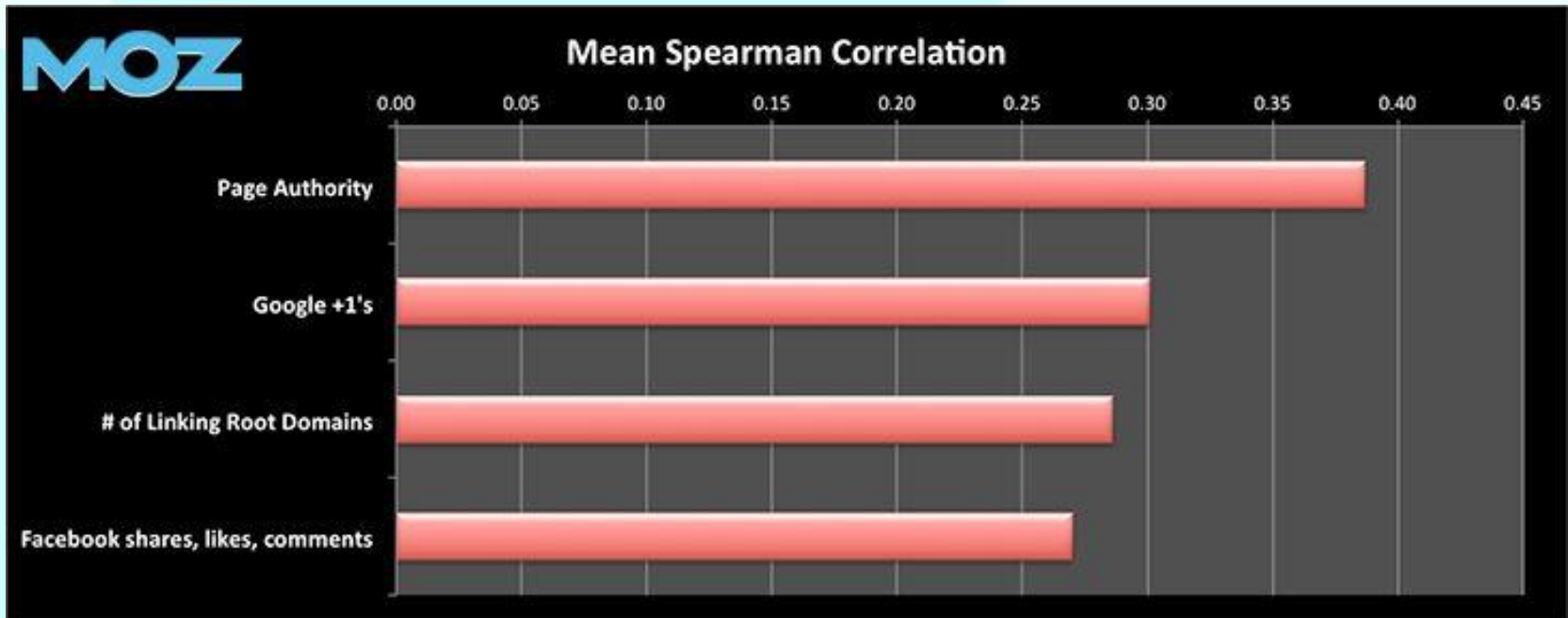
### 3. Pit Crew not “Webmaster”



People hate “webmasters”/ mktg people for the wrong reasons; do too much not too little



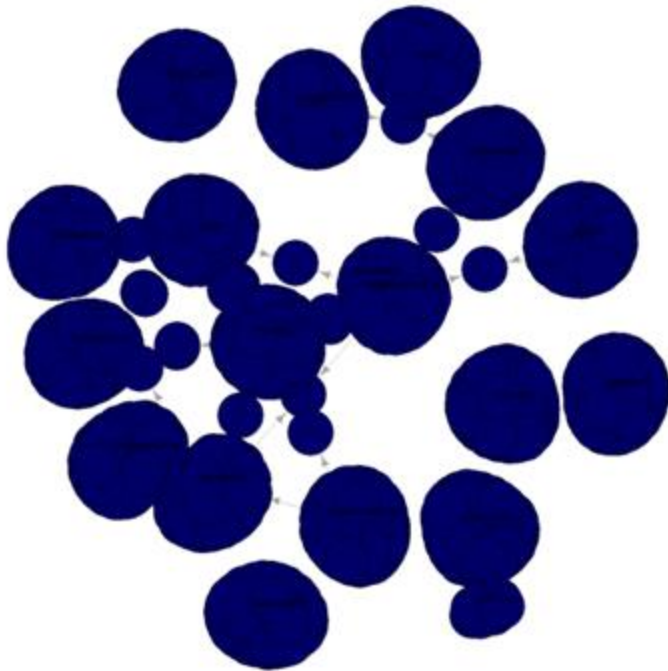
# 4. ShareVille: New data proves SEO and social part of the same zone



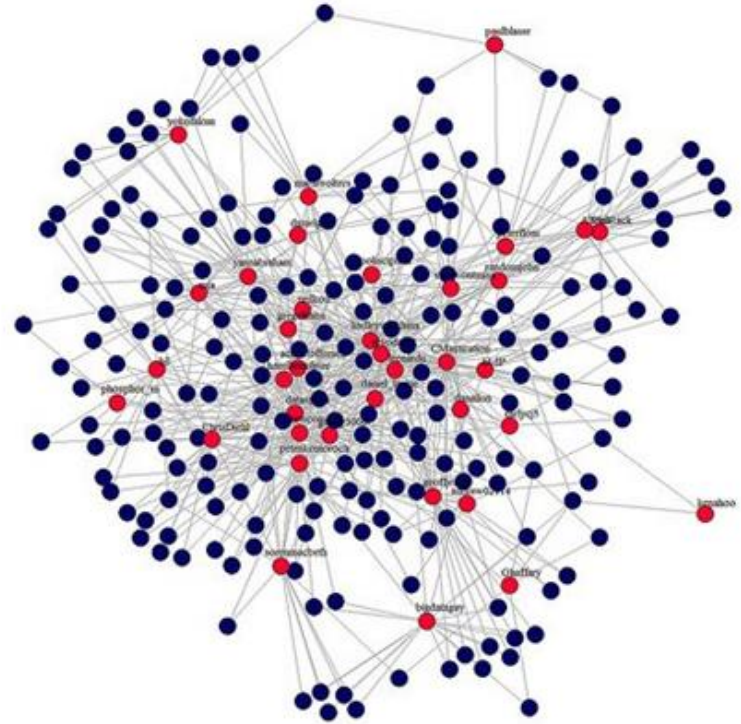
+ See Searchmetrics 2013 ranking factors



# Link farms and Like farms



Unnatural



Duanne Forrester of Bing says “Don’t be tempted to game it”



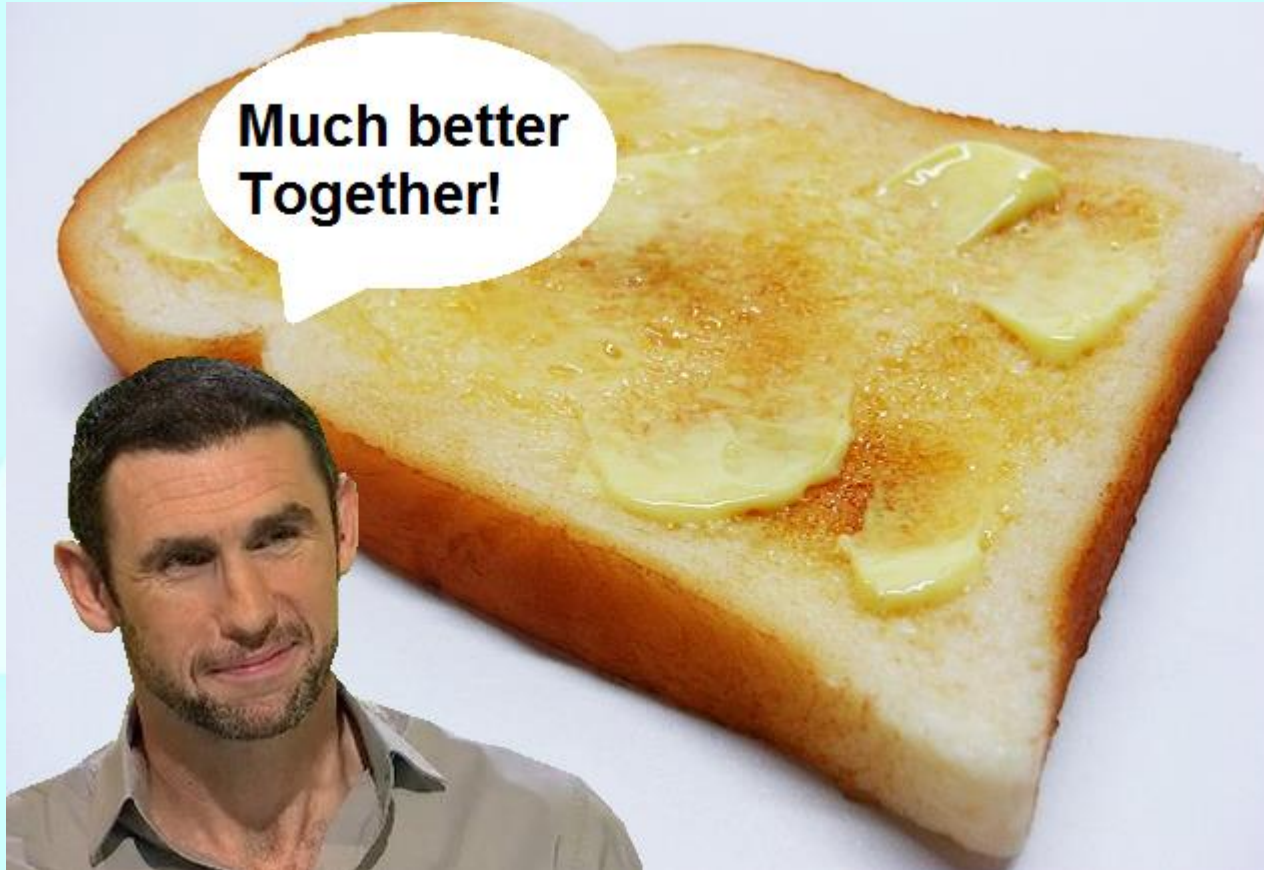
**“SEO is now less and less about on-page optimization and more about social sharing and overall brand reputation online.” Moz**

On page optimization is still a prerequisite to ranking.





# Social and SEO like bread and butter

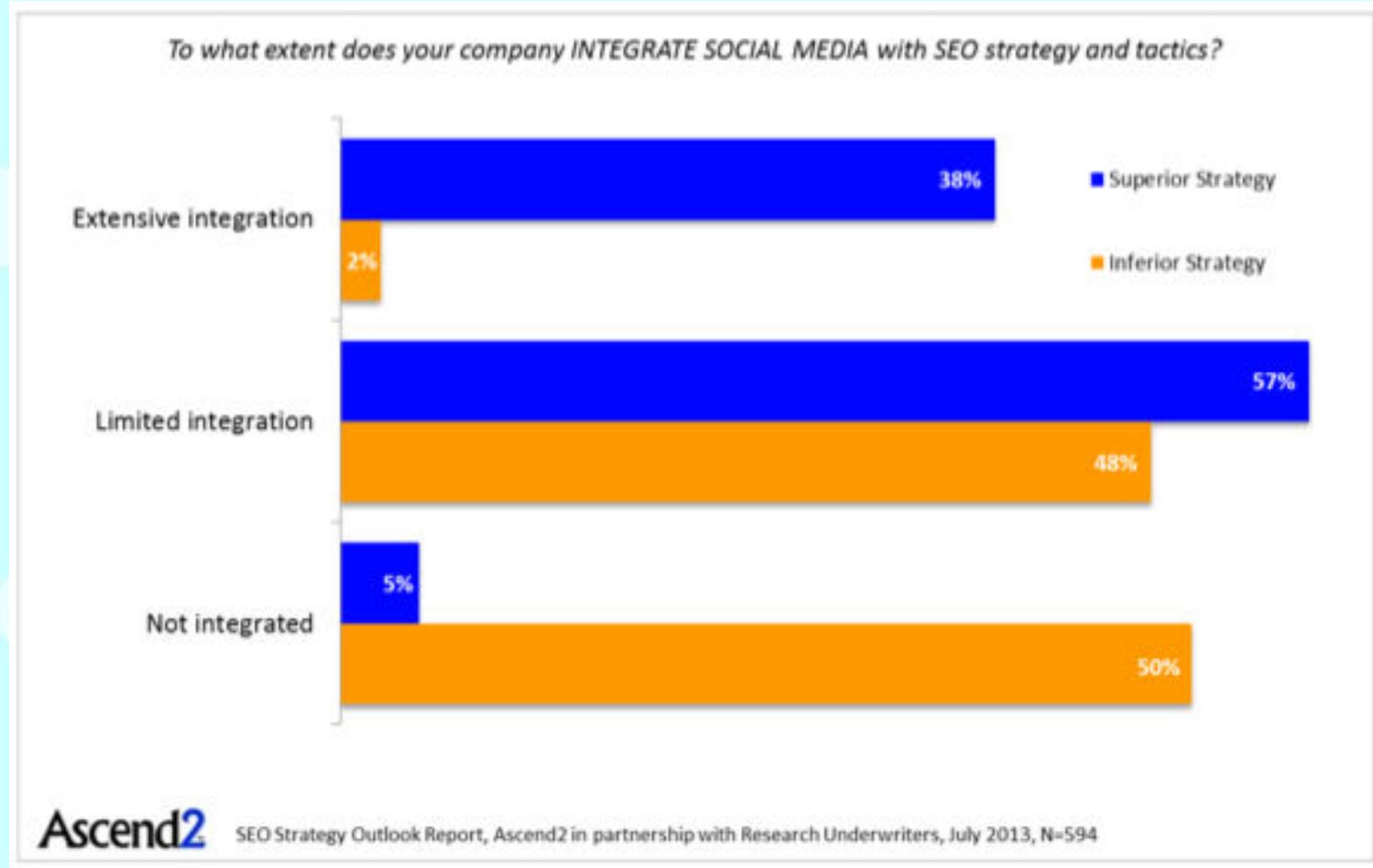


Social and branding enhances link signals for SEO





# Ascend2 SEO/SMO Study



50% not succeeding at SEO — aren't integrating social media at all.



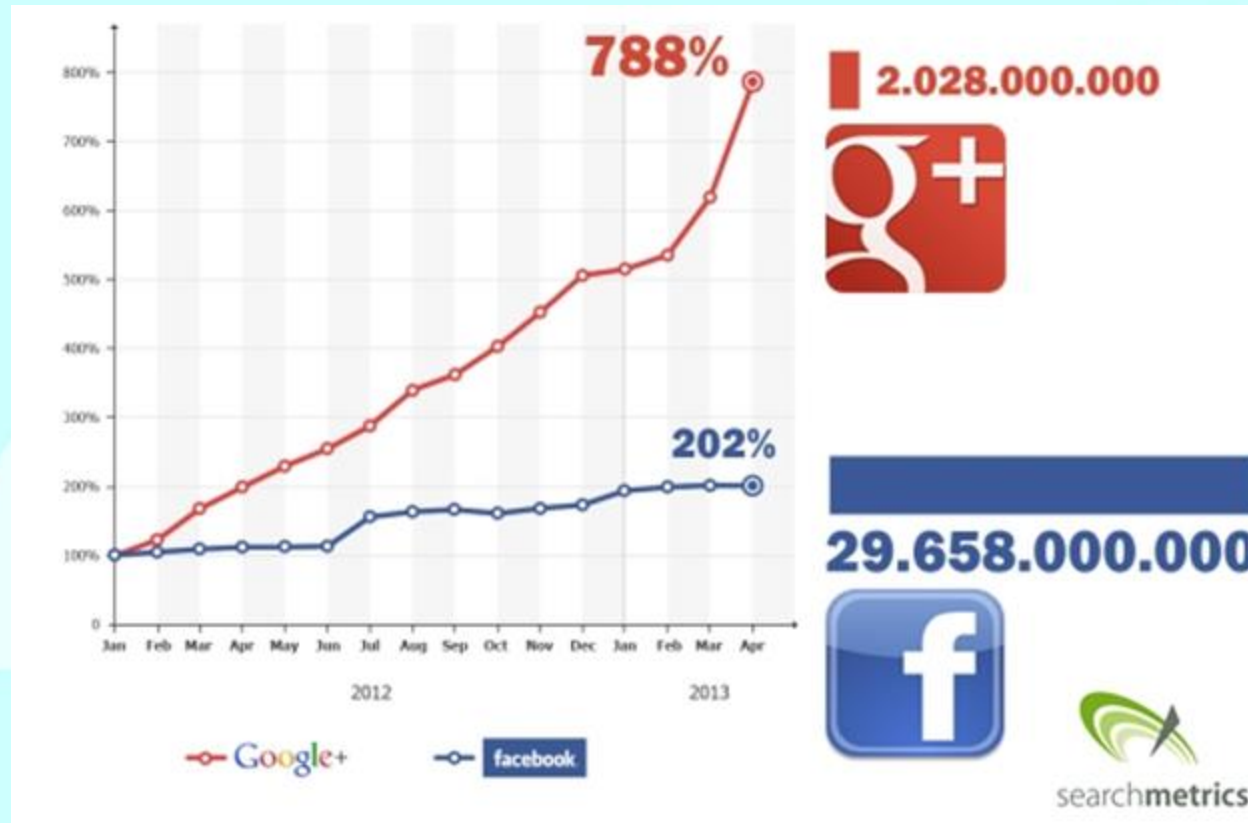
# Like vs +1 for SEO



1 billion users: Google search, YouTube and Maps | Android/Chrome not far behind, G+



# Race to control the web by 2016



**Not if but when: 2016 (in Feb), Searchmetrics study: Google to overtake Facebook!**



# Surviving the 2016 Web Apocalypse





# 5. Trustland: PR and Links



Nobody builds major highways to a crappy store. What's the hook? Blog? GBP





# G+ Author Rank / Thought leaders

**Boston attorney** - Find a **Boston lawyer**, attorney or law firm in ...

[www.alllaw.com](#) > Find an Attorney > Find a Massachusetts attorney ▼

**Boston attorney**. Find a Boston, Massachusetts attorney, lawyer or law firm on the AllLaw.com Network.

**Boston Personal Injury Lawyer - Boston, Massachusetts Auto ...**



[www.jeffreyglassman.com/](#) ▼

by Jeffrey Glassman - in 33 Google+ circles

Free Consultation - We have recovered millions of dollars for our clients. We will travel to you. Law Offices of Jeffrey S. Glassman, LLC - **Boston** Personal Injury ...

**Medical Malpractice Attorney - Andrew C. Meyer, Jr. - Boston ...**



[www.lubinandmeyer.com/attorneys/](#) ▼

by Andrew C. Meyer

**Boston** Medical Malpractice Attorney Andrew C. Meyer, Jr. - Recognized by Mass. Lawyers Weekly and **Boston** magazine as one of the best lawyers in medical ...

**Medical Malpractice Attorneys Lubin & Meyer | Boston MA, NH, RI**

[www.lubinandmeyer.com/](#) ▼

by Andrew C. Meyer

Medical Malpractice **Attorneys** (plaintiffs attorneys) at **Boston**, Massachusetts law firm Lubin & Meyer are personal injury trial lawyers with record of success in ...

People / search engines / journalists follow authorities. Experts/authorities write  
Reputation is critical











# 6. ContentFuel: for Social/SEO/Links/PR


## Mintz Levin - It's Time.

### THOUGHT LEADERSHIP

[View All](#) | [Subscribe](#)


- 11.08.2013 Are Exchange Health Plans Federal Health Care Programs, and Therefore Subject to Anti-Kickback Statutes? 
- 11.07.2013 Energy & Clean Tech Connections 
- 11.05.2013 DOL Issues Perm Application Guidance for Employers Affected by Shutdown 
- 11.05.2013 What a Difference 16 Years Can Make: FTC Approves Merger Between Office Superstore Giants Office Depot and OfficeMax 
- 11.04.2013 ML Strategies Energy & Environment Update 
- 11.04.2013 ML Strategies Financial Services Legislative & Regulatory Update 
- 11.04.2013 ML Strategies Health Care Reform Update 
- 10.31.2013 Mintz Levin Health Care Qui Tam Update 

### MINTZ SPOTLIGHT




#### Maintaining Good Client-Outside Counsel Relationships


Bob Bodian, the firm's Managing Member, speaks about how Mintz Levin works with inside counsel clients in Corporate Counsel magazine.



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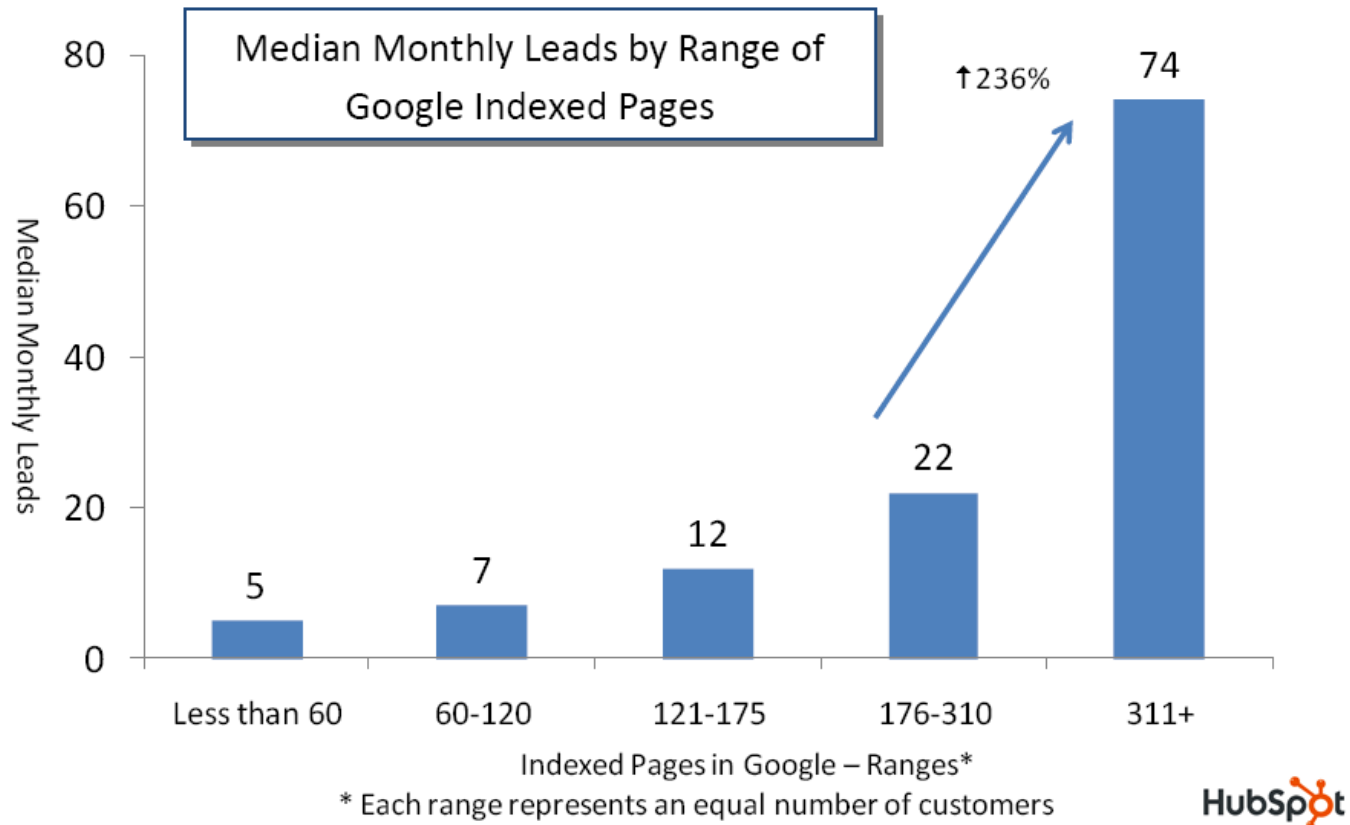
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# Content proportionate to leads



25 page sites have no hope in advanced SEO



# Size and links + engagement

**Mintz.com**

Pages of site indexed: **8,190**

Links to website **46,392**

Monthly visitors **5k plus**




Mintz.com syndicates content to sites like Lexology, Mondaq, JD Supra, National Law Review, and others



# Blogs and content

- Alerts & Advisories
- Industry Reports & Newsletters
- Published Articles
- Social Media & Blogs
- Brochures

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## Social Media & Blogs

### BLOGS

Subscribe to our law blogs and stay up-to-date on what matters to you.



#### Consumer Product Matters

*Consumer Product Matters* provides legal insights and analyses of issues affecting the retail and consumer products industry. The blog covers product safety laws and regulations, risk management, product liability, and litigation.



#### Copyright & Trademark Matters

*Copyright & Trademark Matters* offers legal insights into the latest developments in copyright and trademark law. Stay current on changes that matter to trademark owners, including new gTLD policies.



#### Employment Matters

*Employment Matters* cover employment, labor, and other workplace issues, human resources, and employment law.



#### Energy & Clean Technology Matters

*Energy & Clean Technology Matters* covers the latest legal, financing, and clean tech, including updates in Massachusetts, China, and other global legal issues.

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[@DouglasHauer](#)

Douglas Hauer tweets about US Immigration [@DouglasHauer](#)



[@EnergyCleanTech](#)

Sahir Surmeli tweets about energy and clean technology [@EnergyCleanTech](#)



[@SDVCLawyer](#)






Jeremy Glaser tweets about the latest trends in venture capital [@SDVCLawyer](#)



[@TomBurtonIII](#)

Tom Burton tweets about energy and clean technology [@TomBurtonIII](#)

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-  Google+
-  LinkedIn
-  Twitter
-  YouTube





# Size and links + engagement

**lawyersandsettlements.com**

Pages of site indexed: **53,000**

Links to website **113,000**

Monthly visitors **50k**



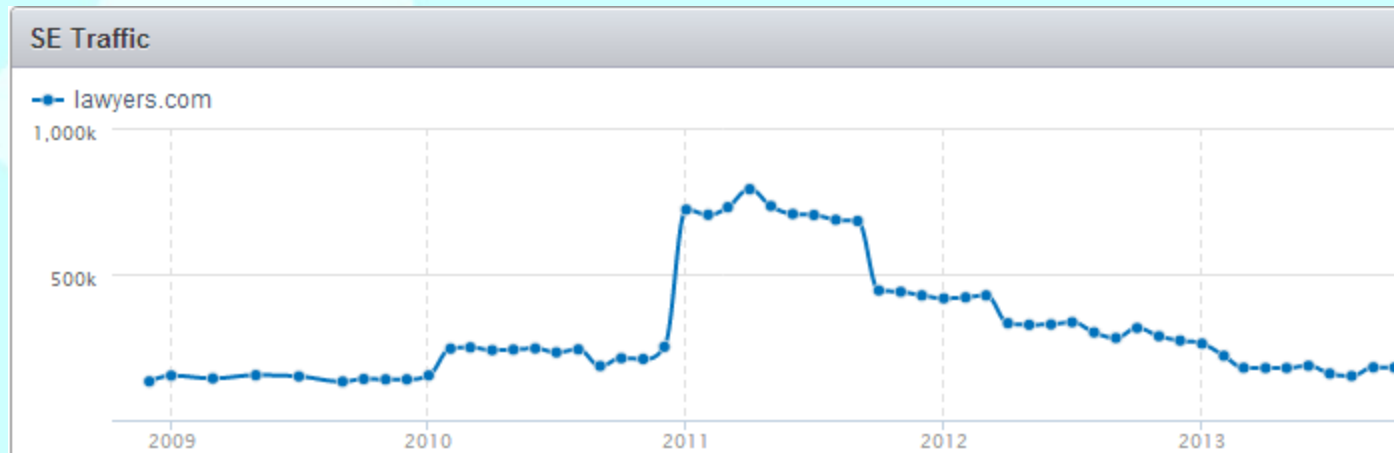
# Size and links + engagement

**lawyers.com**

Pages of site indexed: **3,020,000**

Links to website **3.9M**

Monthly visitors **Up to 750k**



# Size and links + engagement

**avvo.com**

Pages of site indexed: **5,250,000**

Links to website **2.4M**

Monthly visitors **150k**



# Monthly Visitors

**findlaw.com 1.1M**

**martindale.com 141,000**

**lexblog.com 5,518**

**mesothelioma.com**

**Pages 9,250**

**Monthly Visitors 40k**

**asbestos.com**

**Pages 3,380**

**Monthly Visitors 25k**



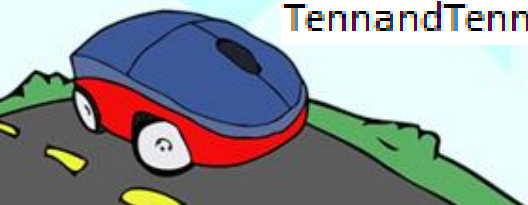
# Competitive content analysis

## WebPages

1	<a href="http://www.bowserlaw.com/">http://www.bowserlaw.com/</a>
2	<a href="http://www.bowserlaw.com/drun-driving-lawyer/case-results/2012/">http://www.bowserlaw.com/drun-driving-lawyer/case-results/2012/</a>
3	<a href="http://www.bowserlaw.com/drun-driving-lawyer/nh-dwi-penalties/">http://www.bowserlaw.com/drun-driving-lawyer/nh-dwi-penalties/</a>
4	<a href="http://www.bowserlaw.com/personal-injury-lawyer/dog-bite-lawyer/">http://www.bowserlaw.com/personal-injury-lawyer/dog-bite-lawyer/</a>
5	<a href="http://www.bowserlaw.com/drun-driving-lawyer/dual-state-dui-defense/">http://www.bowserlaw.com/drun-driving-lawyer/dual-state-dui-defense/</a>

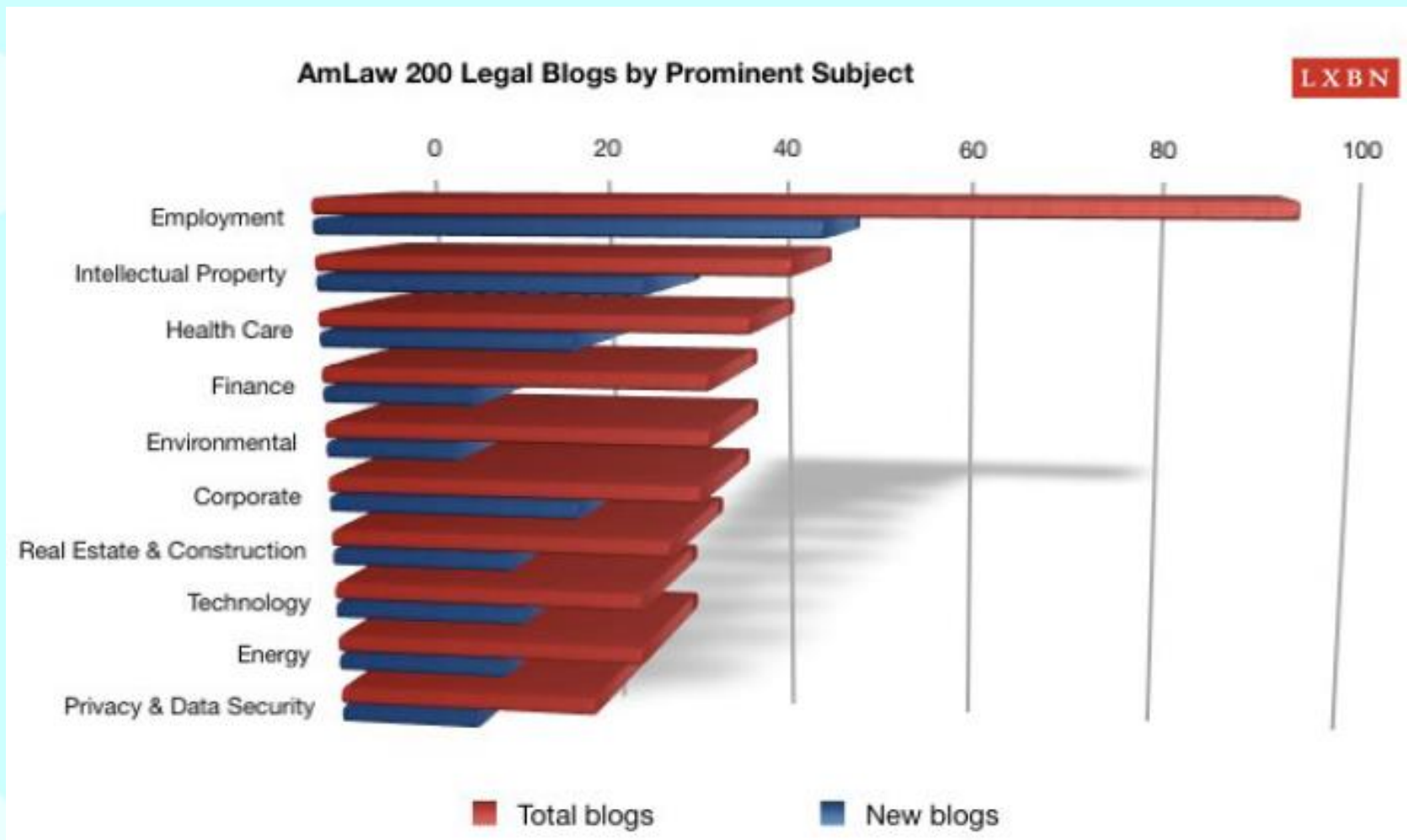
Websites	No. of Webpages	No. of Blog Pages	No. of PDF	No. Of Docs
BowserLaw	29	41	0	0
AttorneyMarkStevens	13	0	0	0
DwiLawOffice	55	0	1	0
LothsteinLaw	13	27	17	0
MadrunkDrivingDefense	85	25	0	0
Massachusetts-DrunkDriving	25	132	0	0
TennandTenn	160	104	3	0

How to: [mcdougallinteractive.com/blog](http://mcdougallinteractive.com/blog)



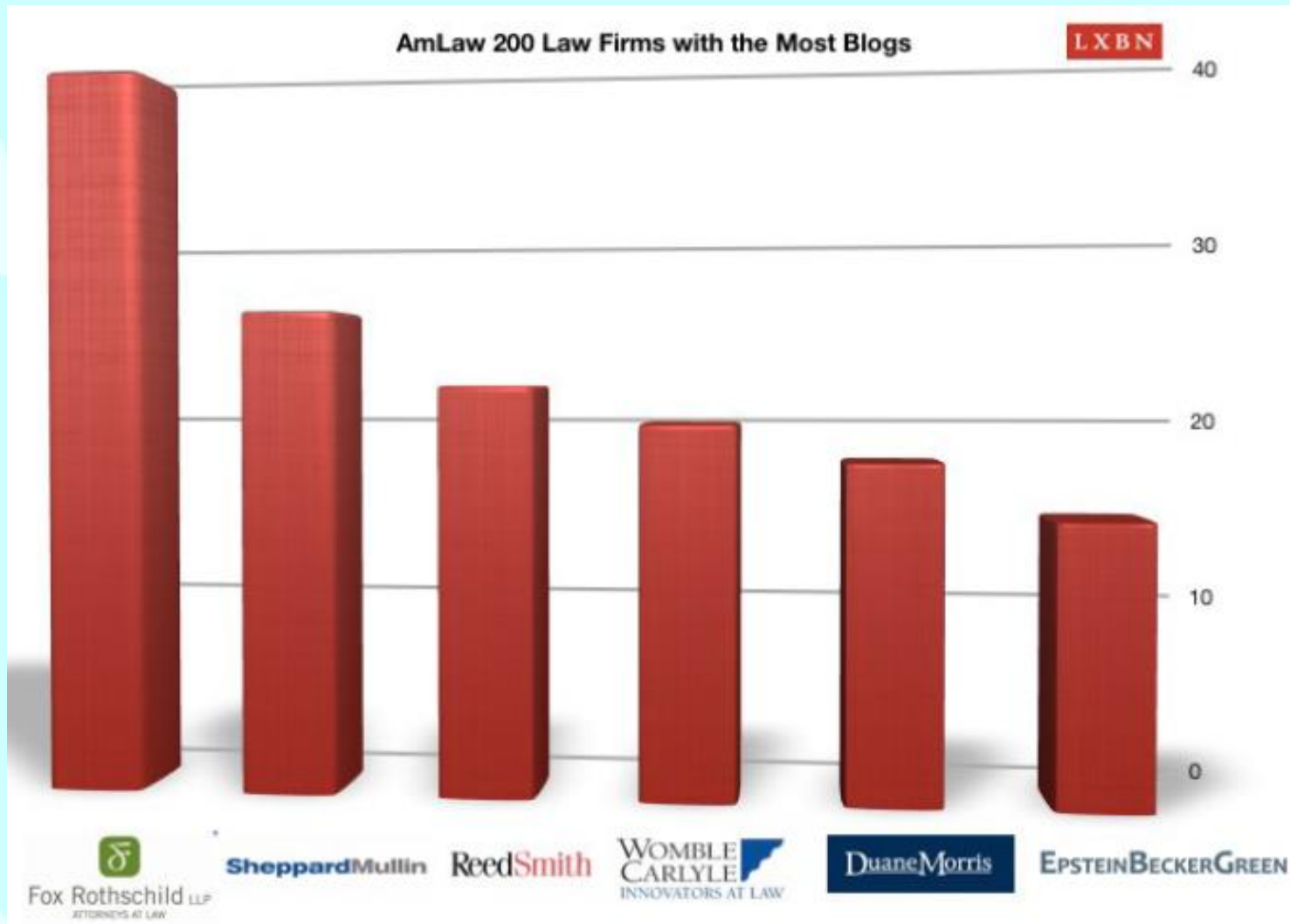


# 7. Blogs: Like tires, are the foundation



From State of the AMLaw 200 Blogosphere

# Look who's blogging hard



From State of the AMLaw 200 Blogosphere

## Blogs

### A-E

[Animal Law Update](#)  
[Art Law](#)  
[Berks County Law Update](#)  
[California Employment Law Blog](#)  
[Construction Law Blog](#)  
[Defending Atticus – The Malpractice Defense and Risk Avoidance Blog](#)  
[Delaware Bankruptcy Litigation](#)  
[Delaware Court of Chancery Practice Blog](#)  
[Delaware Intellectual Property Litigation](#)  
[Delaware Trial Practice Blog](#)  
[Eminent Domain & Real Estate Litigation](#)  
[Employee Benefits](#)  
[Employment Discrimination Blog](#)  
[Estate Planning and Wealth Preservation](#)

### F-M

[Fair Housing Defense](#)  
[Family Law \(New Jersey\)](#)  
[Family Law \(Pennsylvania\)](#)  
[Fashion Law Blog](#)  
[FDA, Pharma and Health Care Fraud](#)  
[Federal Taxation Developments](#)  
[Franchise Law Update](#)  
[HIPAA, HITECH and Health Information Technology](#)  
[Immigration View](#)  
[IP & Regulatory Law Blog](#)  
[IP Spotlight Blog](#)  
[Law in the Sunshine State](#)  
[Legal Tastings – A Wine Law Blog](#)

### N-Z

[Nevada Business and Law](#)  
[New Jersey Foreclosure Blog](#)  
[New Jersey Human Resources Blog](#)  
[New Jersey Litigation Law Blog](#)  
[New Jersey and New York Intellectual Property Litigation Blog](#)  
[New York Bankruptcy Litigation Blog](#)  
[PA Brownfields & Environmental Law](#)  
[PA Trial Practice Blog](#)  
[Physician Law](#)  
[Privacy Compliance & Data Security](#)  
[Real Estate Counsel](#)  
[Securities Compliance Sentinel](#)  
[South Florida Trial Blog](#)  
[Sports Law Scoreboard](#)  
[Trademark Watch](#)  
[Wage & Hour – Developments & Highlights](#)  
[White Collar Defense & Compliance](#)

32,200 pages indexed  
15,846 visitors a month at peak  
Uses subdomains

# Blogs generate links

S. No.	URL	Linked (in-times)
1	<a href="http://www.stonetemple.com/">http://www.stonetemple.com/</a>	176
2	<a href="http://www.stonetemple.com/blog/">http://www.stonetemple.com/blog/</a>	68
3	<a href="http://www.stonetemple.com/matt-cutts-and-eric-talk-about-what-makes-a-quality-si">http://www.stonetemple.com/matt-cutts-and-eric-talk-about-what-makes-a-quality-si</a>	64
4	<a href="http://www.stonetemple.com/articles/interview-matt-cutts-012510.shtml">http://www.stonetemple.com/articles/interview-matt-cutts-012510.shtml</a>	50
5	<a href="http://www.stonetemple.com/blog">http://www.stonetemple.com/blog</a>	41
6	<a href="http://www.stonetemple.com/search-algorithms-and-bing-webmaster-tools-with-dua">http://www.stonetemple.com/search-algorithms-and-bing-webmaster-tools-with-dua</a>	29
7	<a href="http://www.stonetemple.com/articles/t-shirt-contest.shtml">http://www.stonetemple.com/articles/t-shirt-contest.shtml</a>	24
8	<a href="http://www.stonetemple.com/articles/interview-matt-cutts.shtml">http://www.stonetemple.com/articles/interview-matt-cutts.shtml</a>	22
9	<a href="http://www.stonetemple.com/articles/interview-matt-cutts-061608.shtml">http://www.stonetemple.com/articles/interview-matt-cutts-061608.shtml</a>	19
10	<a href="http://www.stonetemple.com/15-methods-for-paid-link-detection/">http://www.stonetemple.com/15-methods-for-paid-link-detection/</a>	15
11	<a href="http://www.stonetemple.com/articles/interview-priyank-garg.shtml">http://www.stonetemple.com/articles/interview-priyank-garg.shtml</a>	14

Link Tools: Ahrefs, Majestic SEO, Open Site Explorer



# Blog benefits and common links

1. A blog is an engagement and link magnet
2. Having a writing presence / social engagement essential for guest post gigs
3. Golfetail example: 10k visitors to a new blog in six months
4. Many fishhooks in the water
5. Sites without fresh content fail to get return visits or Google love

S. No.	Websites	Cnt	Helpinginjured	Wcostellolaw	Leojdunnlaw	Kflawyers	Trmlaw	Frobertallison	Gindeslaw
1	<a href="http://washlaw.edu/">washlaw.edu/</a>	5	1	1		1		1	1
2	<a href="http://avvo.com/">avvo.com/</a>	3	1	1		1			
3	<a href="http://autoaccidentsettlementcalculator.org/">autoaccidentsettlementcalculator.org/</a>	2	1					1	

SEO Book Hub finder \$500 a month. Who links commonly to competitors and why?



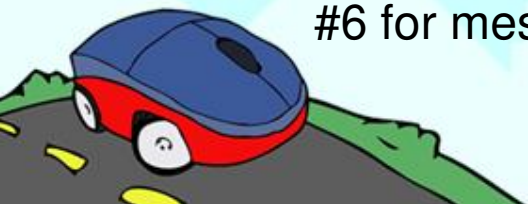


# 1.2 trillion Google searches in 2012!



#3 for Golf Clubs, 1.2M visitors in 6 months (Paid would have cost a fortune!)

## #6 for mesothelioma law firm and saved about \$200 per click



# Panda vs Penguin: Toll Booths



**Panda = No Low Quality**

**Penguin = No Spam**

**Hummingbird = Conversations  
+Mobile +Context +Reputation**



# 8. HalfwayPoint Resort: Conversions



\$92 to \$1 spent converting yet 2% conversion rate, Schwans 43% CR!



# Strengthen Value Propositions

**"Why should I do business with you vs. somebody else?"**

Two hours. Period.™ (Laner Muchin)

It's not business with us, it's personal (Reed Smith)

We do one thing – labor and employment law – so we have to do it well (Littler Mendelson)





# 9. Paylandia: Paid ads offer stability



PPC costs skyrocketing so master LP and QS (CRO + PPC synergy)



# 10. FollowUp Village: Fuel Efficiency



# Lead response times

**“Responding to web leads  
within 5 minutes  
leads to a 900% increase  
in conversations”**

insidesales.com

**“Responding to leads  
within an Hour  
generates 7x the conversations”**

HubSpot



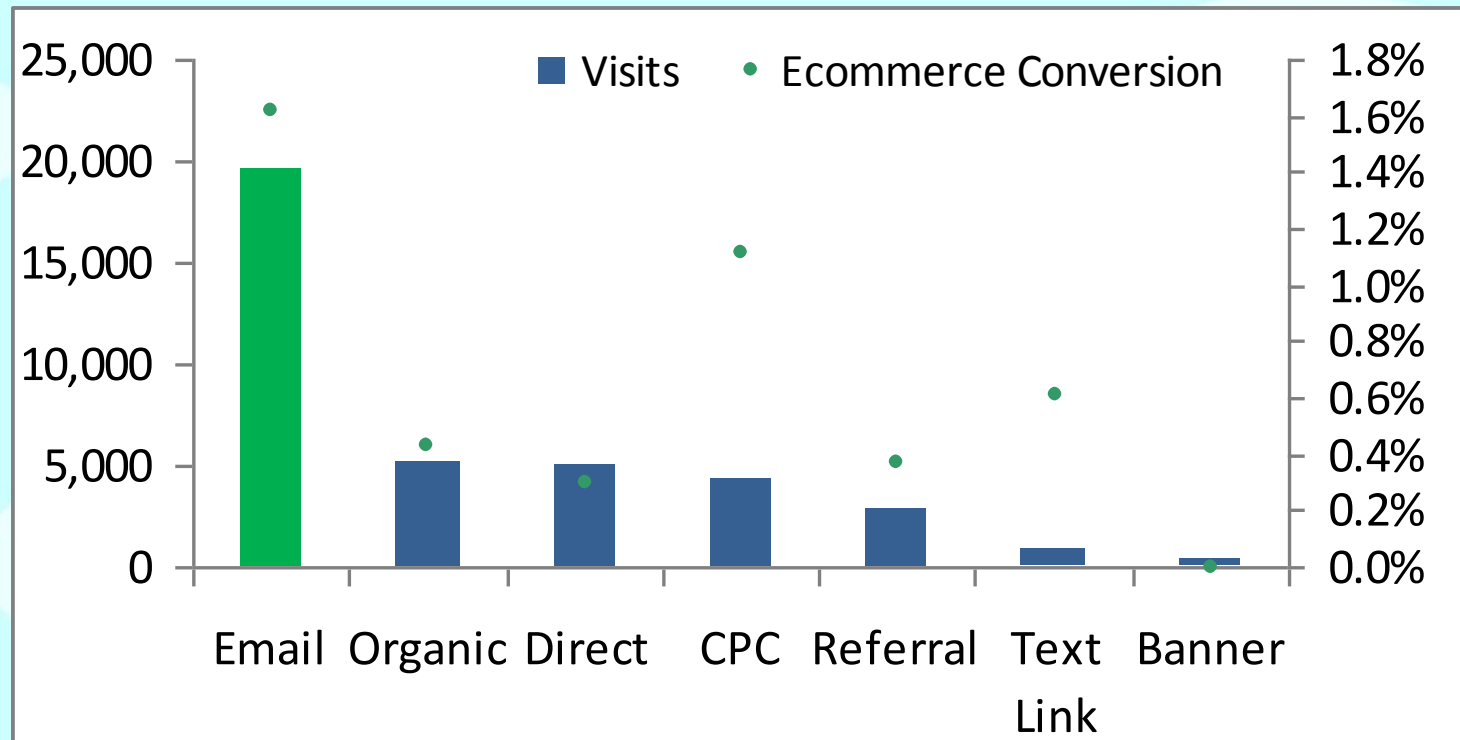
# 11. MobilePlanet: Out of this world



2014 more visits by mobile, than desktops, 3 seconds, responsive.



# 12. ROI Campground: Traffic Sources



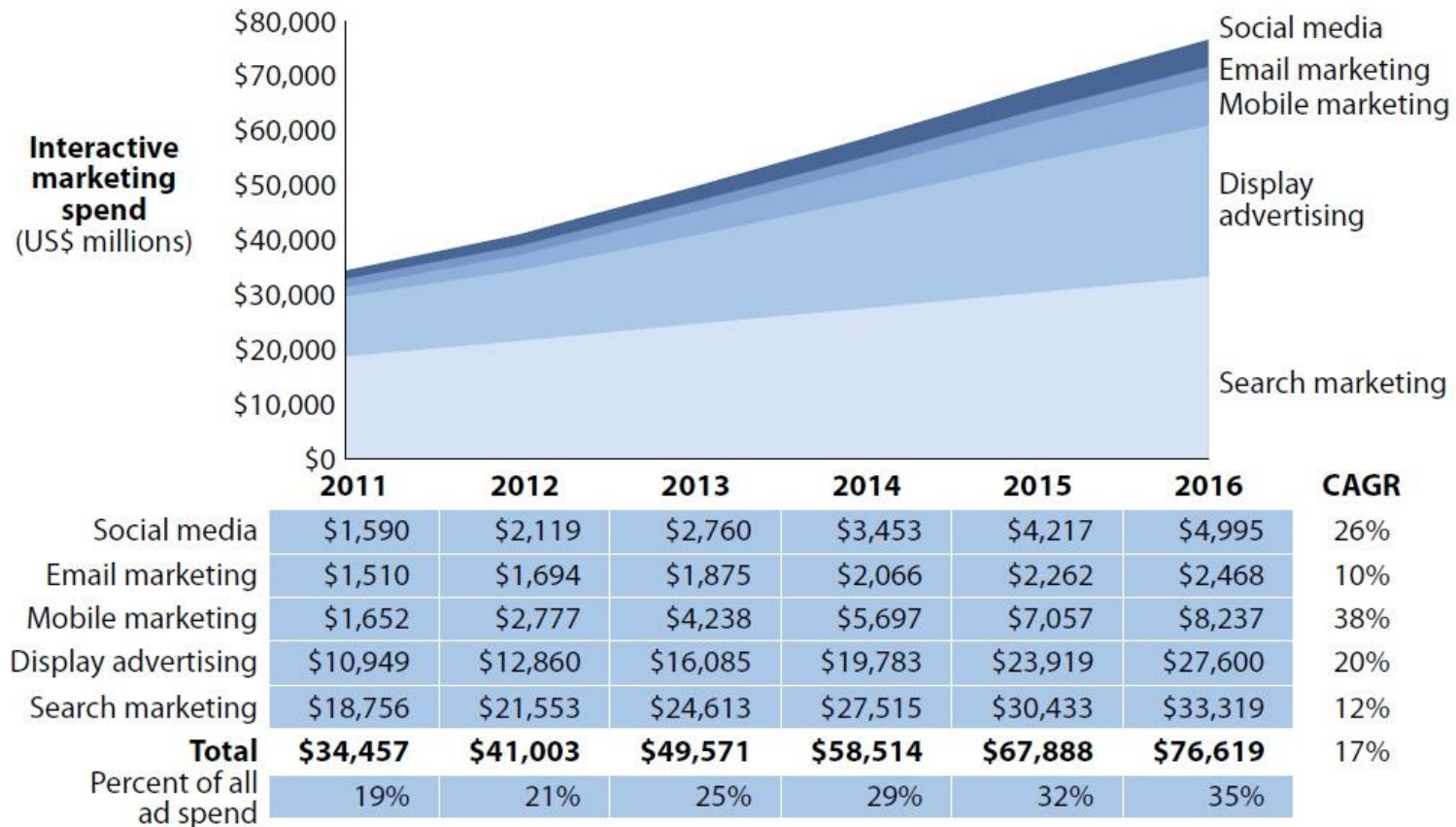
Law leads often: 1/3<sup>rd</sup> phone, 1/3<sup>rd</sup> livechat, 1/3<sup>rd</sup> forms  
Cases directly from Youtube and PR etc.  
Hubspot – last click vs. attribution tracking





# Conclusion

**Figure 1** Forecast: US Interactive Marketing Spend, 2011 To 2016

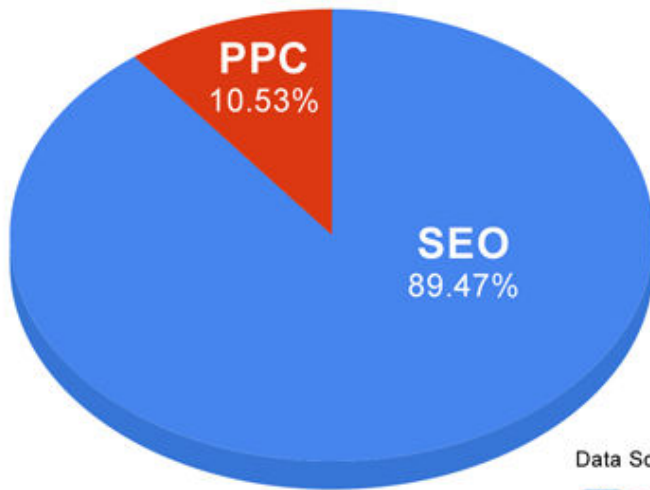


Source: Forrester Research Interactive Marketing Forecasts, 2011 To 2016 (US)



# What's Wrong with this Picture?

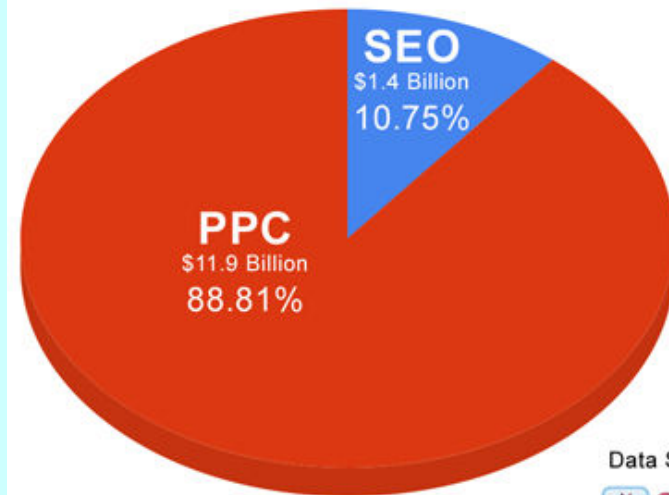
## Distribution of Search Clicks



Data Source: Enquisite



## US SEM Spend 2008



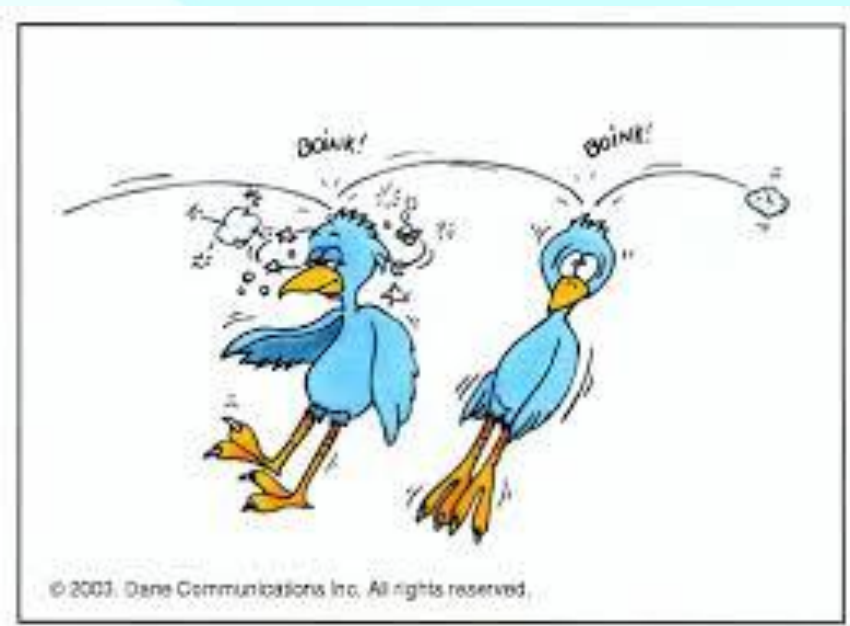
Data Source: SEMPO



Don't be a lemming



# Try to kill two birds with one stone



...Symbiotic way to get links, create efficiencies



# Symbiotic Relationships

## SEO, Content and Social Media

Brand buzz, engagement and community are now a required part of SEO

Limited content, links, social = fail

## PPC, CRO and Usability

If Quality Score bad, pay **double** or more

If poor navigation, weak calls to action and low conversions it's impossible to make PPC profitable



# Takeaways

1. Create an internet marketing strategy doc
2. All tactics feed on each other
3. Content / engagement strategy is #1 priority
4. Conversion testing vs. guessing
5. Get serious about tracking ROI
6. Don't put all your eggs in one basket





# You are the sparkplug!



# Tools and Resources

1. [usertesting.com](https://usertesting.com)
2. [mongoosemetrics.com](https://mongoosemetrics.com)
3. [ngagelive.com](https://ngagelive.com) / [liveperson.com](https://liveperson.com)
4. [semrush.com](https://semrush.com)
5. [helpareporter.com](https://helpareporter.com) (Free)
6. [prleads.com](https://prleads.com)
7. Link tools: Ahrefs, Majestic SEO, Open Site Explorer
8. SEO Book
9. Moz
10. HubSpot



**Download:**

**[mcdougallinteractive.com/Imane](http://mcdougallinteractive.com/Imane)**



**Stats:** There were 1.2 trillion searches on Google in 2012!  
Google + is the second largest social network with 500 million members  
Google + button used 5 Billion times per day  
3.2 billion Likes and comments posted Facebook per day  
20% of the webs page views take place on Facebook  
800 million Facebook status updates per day  
More than 250 million Tweets per day  
YouTube is the second largest search engine  
500 years of YouTube videos are watched on Facebook per day  
700 YouTube videos shared on Twitter per minute  
Over 4 billion hours of video watched each month on YouTube  
40 million photos are uploaded to Instagram  
28 photos uploaded per second on Flickr  
Of 20 billion searches in April, Google led with 13.3 billion, Bing at 3.5 billion, Yahoo at 2.4 billion, Ask at 539 million, and AOL with 290 million.  
90% of companies with 100 + employees use social media  
83% use Facebook, 53% use Twitter  
56% of web users share original or curated content  
Compare this to 1970' s TV! (Channels 2,4,5,7,9,11 & 13-plus UHF)

