



Martha Stewart Keynote – Martha Stewart Living Omnimedia Inc

Notes taken by Chris Maloney – www.maloneyonmarketing.com

“Whatever Martha” – TV show featuring daughter Alexis making fun of old Martha Stewart clips.
Reaches a new audience.

Content is the sun and everything else revolves around it

Omnimedia = omnipresence. Cross channel opportunities for marketers.

We want their eyeballs and don't care where they are.

Gutenberg has had a 400 year run, it's time for something new – Kindle

Blogging is more active during the work day than I would like.

Twitter is the Wal-Mart of the internet – recipes in 140 characters

@marthastewart – 1.6m followers

The power of the Today Show + Amazon

When you are through changing, you are through.