



Widgets 2.0: Leverage User Generated and Distributed Content

Notes taken by Chris Maloney – www.maloneyonmarketing.com

2008 was the year of the widget, 2009 we need to put social media in the title.

The concept of widgets is getting your site out there where the people are instead of making them come to your web.

Sharyn Lewis – Disney Destinations

Disney Vacation connection widget - DisneyVacationConnection.com

- Start with a vision – application on desktop bypasses email
- Define Goals – reach x number of people in first year (not revenue as no baseline)
- Decide type of widget – desktop or web (as brand is popular thought that people would put on desktop)
- Send out RFP – ask for wireframes
- Approvals – Keep legal department in the loop

Execution

- Have a plan to create and maintain content for widget. Make sure it is useful or entertaining to the consumer. Will there be an end date? (Disney have 2 full time resources)
- Create a promotional plan (build it and they will come does not work – have to push across all platforms)
- Determine how you are going to measure results.

Scott Spidell – Aegon (Insurance)

Where does a widget fit into ecomm strategy? Lead generation.

Tactical: knowledge widget

Key components

- Interactive
- Education
- Viral
- Modular (used and reused over and over)

Widget Skins – white label that can carry partner brand essence.

- Demographic Data Collection
- Assign Life stages
- Customer Assessment
- Set Marketing Messages based on life stage
- Results screen (video)

Triggers

- Emotional triggers “life event” – going to Google before insurance agents
- Artificial triggers
- Customer lifecycle

“Life Happens” – artificial trigger concept. Used to gain consumer attention – postcard with PURL

Why use a widget?

- Engages consumer for co-creation of product recommendations
- Consumer drives the marketing interaction

Microsoft Office 2007 – Office poke FaceBook application

Office poke – report to HR, throw a stapler, grab coffee

350,000 downloads

Design: Simple easy to use applications

Media Support

Invest: Long term investment

Creative: Fun

One to One Interactive

Widgets are now real, where as last year they were the buzz.

Interactive, portable, focused, seem to be platform neutral.

The back end is where the power is – how are you going to manage it.

Cottonelle – Puppies sells widgets. 7 Year campaign. Not just fun, but also carrying marketing messages.

UPS – tells you when your package is ready – desktop or mobile. Key part of business strategy

Future of widgets

- Publishing – enable a wider variety of users to create, mark-up and publish content with full measurement.
- Remixing – provide a branded environment.
- Portable Content – syndication to social and personal media.
- Same backend powering desktop/iPhone. More complex in desktop, smaller modules for iPhone.