How will linked data impact marketing?
$1 billion in social media marketing (i.e., Facebook, Twitter) this year.

<table>
<thead>
<tr>
<th>Year</th>
<th>Spending (millions)</th>
<th>Change (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>$650 (30.0%)</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>$800 (23.1%)</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>$1,080 (35.0%)</td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>$1,728 (60.0%)</td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td>$3,197 (85.0%)</td>
<td></td>
</tr>
</tbody>
</table>

Note: excludes display and widget advertising on social sites like Facebook and MySpace, loyalty programs and CRM initiatives
Source: Jack Myers Media Business Report, provided to eMarketer, December 14, 2009
What about the “invisible web” of linked data?
MARKETING

PRODUCT

PRICE

PLACE

PROMOTION
Marketing tactics, circa 1900
Marketing tactics, 
circa 2000
100 years of progress?
Emerging marketing tactics, circa 2010

Figure 5: Forecast: US Search Marketing Spend, 2009 To 2014

<table>
<thead>
<tr>
<th>Year</th>
<th>SEO (US$ millions)</th>
<th>Paid search (US$ millions)</th>
<th>Total (US$ millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>$2,456</td>
<td>$12,937</td>
<td>$15,393</td>
</tr>
<tr>
<td>2010</td>
<td>$2,805</td>
<td>$14,960</td>
<td>$17,765</td>
</tr>
<tr>
<td>2011</td>
<td>$3,219</td>
<td>$17,544</td>
<td>$20,763</td>
</tr>
<tr>
<td>2012</td>
<td>$3,714</td>
<td>$20,586</td>
<td>$24,299</td>
</tr>
<tr>
<td>2013</td>
<td>$4,310</td>
<td>$23,475</td>
<td>$27,786</td>
</tr>
<tr>
<td>2014</td>
<td>$5,079</td>
<td>$26,508</td>
<td>$31,588</td>
</tr>
</tbody>
</table>

Source: Forrester’s Search Engine Marketing Model, 4/09 (US only)

Source: Forrester Research, Inc.
Emerging marketing tactics, *circa 2010*

<table>
<thead>
<tr>
<th>Browse APIs by Category</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising (15)</td>
<td>Government (37)</td>
</tr>
<tr>
<td>Answers (5)</td>
<td>Reference (74)</td>
</tr>
<tr>
<td>Blog Search (8)</td>
<td>Internet (104)</td>
</tr>
<tr>
<td>Blogging (21)</td>
<td>Search (55)</td>
</tr>
<tr>
<td>Bookmarks (17)</td>
<td>Job Search (15)</td>
</tr>
<tr>
<td>Calendar (5)</td>
<td>Security (26)</td>
</tr>
<tr>
<td>Chat (13)</td>
<td>Mapping (99)</td>
</tr>
<tr>
<td>Database (17)</td>
<td>Shopping (8)</td>
</tr>
<tr>
<td>Email (33)</td>
<td>Media Management (7)</td>
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<tr>
<td>Enterprise (44)</td>
<td>Social (89)</td>
</tr>
<tr>
<td>Events (16)</td>
<td>Medical (13)</td>
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<tr>
<td>Fax (3)</td>
<td>Sports (13)</td>
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<tr>
<td>Feeds (12)</td>
<td>Messaging (56)</td>
</tr>
<tr>
<td>File Sharing (10)</td>
<td>Storage (18)</td>
</tr>
<tr>
<td>Financial (79)</td>
<td>Music (60)</td>
</tr>
<tr>
<td>Food (6)</td>
<td>News (21)</td>
</tr>
<tr>
<td>Games (26)</td>
<td>Office (21)</td>
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<tr>
<td></td>
<td>Other (98)</td>
</tr>
<tr>
<td></td>
<td>Payment (13)</td>
</tr>
<tr>
<td></td>
<td>Photos (47)</td>
</tr>
<tr>
<td></td>
<td>PIM (10)</td>
</tr>
<tr>
<td></td>
<td>Project Management (18)</td>
</tr>
<tr>
<td></td>
<td>Real Estate (14)</td>
</tr>
<tr>
<td></td>
<td>Recommendations (24)</td>
</tr>
</tbody>
</table>

**1,573 APIs**

**4,549 mashups**
SEO and web APIs are a qualitatively different kind of marketing tactic.
Even across shifts in medium... marketing had been produced for humans.
With SEO and web APIs, marketing has a different audience.
“Good news—I hear the paradigm is shifting.”
Visible vs. Linked Data Marketing

Visible Marketing

Marketers

Consumers

Linked Data Marketing

Marketers

Developers

Consumers

Data Applications

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Search Engines as Data Applications

Google Rich Snippets
Union Oyster House, Boston, MA—Seafood and History at America’s ...
Visit Boston's oldest restaurant, serving seafood and New England specialties in a historic setting on the Freedom Trail.
www.unionoysterhouse.com · Cached page

Our Menus · Contact Us
Directions & Hours · About the Oyster
History
Show more results from www.unionoysterhouse.com

Union Oyster House - Wikipedia, the free encyclopedia
Ye Olde Union Oyster House, open to diners since 1826, is the oldest restaurant in the United States of America. It is located at 41-43 Union Street, Boston, Massachusetts.
www.wikipedia.org/wiki/Union_Oyster_House · Wikipedia on Bing

Union Oyster House, Boston, MA: History
1620 Puritans arrive at Plymouth 1630-33 Other English settlers arrive and set up colonies: The Union Oyster House is the oldest restaurant in Boston and the oldest restaurant...
www.unionoysterhouse.com/Pages/history.html · Cached page

Union Oyster House - Boston, MA
(617) 227-2760 · 41 Union Street, Boston, MA 02108
(Map) · User rating: 3/5 · $$$ price · 297 reviews
www.yelp.com/biz/union-oyster-house-boston · Cached page

Union Oyster House, Boston - Restaurant Reviews - TripAdvisor
Union Oyster House, Boston: See 140 unbiased reviews of Union Oyster House, rated 3.5 of 5 on TripAdvisor and ranked #211 of 1,865 restaurants in Boston.
www.tripadvisor.com/Restaurant_Review-g60745-d321920-Reviews-Union_Oyster_House-Boston-... · Cached page
Drooling Dog Bar B Q - Colfax, CA

4.5 stars · 15 reviews · Price range: $$

Drooling Dog has some really good BBQ. I had the pulled pork sandwich. ... Drooling Dog BBQ is a great place to stop at on your way up the hill to Tahoe ...

www.yelp.com/biz/drooling-dog-bar-b-q-colfax-75k - Cached - Similar pages
Ferris Bueller's Day Off - DVD

Customer Rating: ★★★★★ 4.5 Total reviews: (8)
Studio: Paramount  SKU: 7603038   UPC: 0097360313345

Teenaged Ferris Bueller (Matthew Broderick) is a legend in his own time thanks to his uncanny skill at cutting classes and getting away with it. Intending to make one last grand duck-out before graduation, Ferris calls in sick. "Borrowing" a Ferrari, and embarks on a one-day bacchanal through the streets of Chicago. Begging Ferris' frail at every turn, a high-school principal (Ronee Blakely), determined to catch Bueller in the act of class-cutting. Writer/director John Hughes once again trims to wed satire, slapstick, and social commentary, as Ferris Bueller's Day Off turns like a house afire and goes on to make "razor-sharp" points about stress-seeking and casual parental cruelty. It brightens up considerably in the last few moments, when Ferris'_titlesakes sister (Jennifer Grey) decides to align herself with her merry prankster sibling. A huge box-office hit, Ferris Bueller's Day Off eventually spawned a TV sitcom. — Hal Erickson, All Movie Guide

Reg. Price: $9.99 USD

BUY

This page is optimized for visibility in Yahoo SearchMonkey using the OpenRelations vocabulary for e-commerce.
SEO++

Incremental evolution of search engine optimization (SEO) with data objects.
Data for nothing and links for free.
It’s not all about Google™
8 Business Models for Linked Data

- **Subsidized**
  - Funded by government or non-profit/philanthropic mandate
  - Regulatory requirement (cost of business in an industry)

- **Subscription**
  - Sell access to data feeds (or their freemium extensions)
  - Sell access to data-driven applications

- **Advertising**
  - Sell paid placement inside data feeds (supply-side freemium)
  - Sponsor or sell advertising around data-driven applications

- **Authority**
  - Charge for official reviews and certifications (e.g., D&B)
  - Charge for data verification and compliance services

- **Affiliate Links**
  - E-commerce affiliate links embedded in data feeds
  - E-commerce affiliate links in data-driven applications

- **Value-Add**
  - Data enhances paid application or service
  - Data provided as a customer or lead incentive

- **Traffic**
  - Search engine optimization (e.g., Google Rich Snippets)
  - Traffic generation via linked open data networks

- **Branding**
  - Data sets, structures, and ontologies to shape market
  - Data-driven applications for brand positioning

---

As Raw Data Delivery As An Application

Copyright © 2010 Scott Brinker
7 Phases of Data

- Raw Data
- Tagged & Linked
- Validated
- Distributed
- Application-Ready
- Applications
- Human Insight
“Build something people want.”
– Paul Graham

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http://www.chiefmartec.com