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Chief Marketing Technologist Scott Brinker to Host Webinar on the Seven Key Concepts for Marketing in Web 3.0



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The President and CIO will share his insights into the future of marketing and why that future is tied to semantic technology.

(PRWEB) May 20, 2010 -- Scott Brinker, President & CIO of Ion Interactive and founder of the popular blog, Chief Marketing Technologist, will present his seven key concepts for marketing in Web 3.0 (also known as the [semantic web](#)). Brinker will present his webinar on May 28, 2010 at 2PM EST/11AM PST. The presentation

will provide an overview of current trends and the likely future of marketing, a future that appears to be irrevocably intertwined with semantic technology. Brinker's webcast will speak to advertising professionals and marketing enthusiasts alike.

Scott Brinker's Seven Key Concepts:

1. Make marketing the champion of the underlying data. Not just old-school "marketing" data, but rich, detailed information that has historically been trapped much deeper in the organization—Brinker will discuss how to unleash this information that can create value for the firm through wide dissemination.
2. Create metadata to frame and categorize the data. Descriptive data maximizes findability and mashability. This constitutes a new kind of market positioning and placement via the semantic web—semantic branding.
3. Distribute and promote data. Distribution through formal and informal networks of all kinds extends data's reach as far as possible. Brinker will discuss SEO and then some—SWO, Semantic Web Optimization. This is semantic branding, or "where" your company is in semantic cyberspace, so to speak.
4. Convert semantic web interactions into real business objectives: Monetize. This may be the greatest business model challenge in semantic web marketing since there is an inherent tension between open data and incentives.
5. Track distributed data and measure the impact. This is the toughest technical challenge, as the industry goes from complex multi-touch marketing to ultra-complex micro-touch marketing, because the very nature of the semantic web encourages wide reusability of data—mashing and caching.
6. Leverage other people's data in your own mash-ups. This is where organization's semantic web inputs and outputs surface into the visual web. The marketing department can also benefit from mining the semantic web for market research, customer monitoring and competitive intelligence.
7. Watch for bad and conflicting data: Brand protection in the semantic web. Someone in the organization needs to play the role of the semantic police, guarding against everything from broken feeds to breaches of confidentiality.

"Marketing in the semantic web won't be like marketing in the visual web. Advertising and branding won't exist in the form we know today," says Brinker. "Collectively, these seven ideas represent a very different kind of marketing."

To sign up for the webcast or to get more information please visit: <http://www.semanticuniverse.com>

Scott will also be chairing "Marketing in the Web 3.0 World" at the Semantic Technology Conference, June

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21-25, 2010 in San Francisco. This conference will answer the question, how will the semantic web change marketing and advertising? It will be the first comprehensive discussion of these revolutionary technologies in this context, and is designed for an audience of marketing technologists and strategists.

“Marketing in the Web 3.0 World” will explore semantic solutions for contextual advertising and search, what analytic tools for measuring online behavior and sentiment are coming to market, and how to dominate in the future of online marketing using linked data applications for positioning, branding, and driving traffic. Industry pioneers will use real-life case studies to illustrate how they drive marketing ROI with semantic technology.

To register for the conference or to see a full schedule please visit, <http://semtech2010.semanticuniverse.com>

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About Scott Brinker

Brinker is the co-founder and chief technology officer of Ion Interactive and works at the intersection of marketing and online technology. His blog, Chief Marketing Technologist (<http://www.chiefmartec.com>) discusses strategic issues in marketing technology and “data web marketing,” or how linked data and semantic web technologies will impact digital marketing. Scott has published articles in Advertising Age and Adweek, and is a regular columnist at the blog Search Engine Land. Scott has recently written extensively on how linked data and semantic web technologies can be leveraged as a marketing vehicle. He discusses the business models that marketers and marketing agencies can use to justify linked data adoption, from enhanced SEO practices to a broader notion of “data branding.”

About SemTech

SemTech is the world’s largest conference on semantic technologies. It is the only event focused on the commercialization of semantic technologies, bringing the most recognized names, knowledge, leadership, and innovation in the semantic community together at one location. SemTech is owned and operated by Semantic Universe—the semantic community’s trusted information resource. For more information please visit SemanticUniverse.com, email info@semanticuniverse.com, or call (310) 337-2616.

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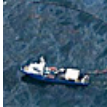
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