



TECHNO

THE BIG IDEAS THAT
ARE CHANGING EVERYTHING

TRENDS

SOCIAL MEDIA MARKETING MISTAKES TO AVOID (PART II)

BY DANIEL BURRUS, CEO OF BURRUS RESEARCH



Last month, I shared a few common social media marketing mistakes and how to avoid them. This month, I would like to share some additional common oversights and ways to combat them.

Realize that there's more to social media marketing and social media networking than Facebook, LinkedIn, and Twitter. Many industries are creating their own social media networks that you can utilize. A few examples include www.medicalmingle.com for healthcare, www.classroom20.com for teaching, and www.afsinc.org/facebook for manufacturing.

ALL SOCIAL MEDIA MARKETING DIALOGUE IS TWO-WAY

Your social media marketing efforts are often just a one-way communication, while your social media networking for business can be two-way (see next point). With social media marketing, you can be pumping information out, but you don't have to spend a lot of time responding. Remember, marketing is about positioning yourself in the eyes of the consumer; it doesn't have to involve a conversation with people. A lot of people hesitate to get into social media marketing because they believe they'll be sending messages back and forth. *continued on page 2*

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SOCIAL MEDIA MARKETING MISTAKES TO AVOID *(continued from page 1)*

While you would be chatting and emailing if this were for personal use, for business use it's typically one-way communication and doesn't need as much maintenance.

Use social media networking to dialogue with customers and prospects.

While social media marketing is a one-way dialogue, social media networking is often a two-way one. But remember that this isn't dialogue about personal matters or trivial things. You're getting a dialogue started with prospects, clients, resources, and vendors, as well as getting answers to your business questions. Even so, this dialogue should not take up a large amount of your time. You still need to produce your products or provide your services. You can't be online all day just talking about business. You do have to get out there and get down to business.

DON'T THINK SOCIAL MEDIA MARKETING IS PASSIVE MARKETING.

Traditional marketing efforts, such as TV, radio, and print, are passive. While you are communicating with your audience, you're not engaged with them or getting direct feedback. With social media marketing, there's a macro shift taking place. Because of social media marketing, you now have an engaged and active audience versus a passive one. Prospects and customers can easily get more information, explore your offerings, click on links, and take faster action. Business happens quicker, and with greater results.

GET CONNECTED TODAY

As technology continually evolves, the world of marketing will rapidly change. In order to get the best results with the least amount of effort, you need to be aware of the various pitfalls and take proactive action to avoid them. By being aware of these top mistakes people make with social media marketing and social media networking, you'll be ahead of the curve and reaping greater profits from your online efforts more rapidly.

TECHNOLOGY NEWS HIGHLIGHTS

STEM CELLS FROM BLOOD

It was originally thought that the only cells capable of differentiating into a variety of organs (a.k.a. pluripotent stem cells) were those obtained from embryos. But researchers recently announced that they have successfully engineered stem cells from human blood – a breakthrough that could revolutionize how we diagnose and treat disease. Induced pluripotent stem cells, as they are called, can generate heart, liver, nerve, or any other type of tissue found in the body. They can be used to study specific mechanisms of diseases or model how a diverse population will respond to a certain drug therapy. In fact, the reprogrammed cells are already being used commercially for testing the toxicity of drugs. But by far, the greatest hope for stem cells is in treating many conditions that are currently incurable, such as Parkinson's, multiple sclerosis, and spinal cord injury. So the company has plans to develop a "biobank" where people can store stem cells generated from their own blood and DNA for use if and when they need them in the future.

For information: Robert Palay, CEO, Cellular Dynamics International, 525 Science Drive, Madison, WI 53711; phone: 608-310-5100; Web site: www.cellulardynamics.com

URINE POWER

The main drawback to widespread use of fuel cells has been the fact that hydrogen is expensive to produce and difficult to store. But researchers at Ohio University have found an inexpensive way to create large amounts of hydrogen whenever it's needed using (believe it or not) urine. The new technology takes advantage of the fact that when hydrogen is attached to nitrogen (as is the case with urea, a major component of urine) it can be released by immersing a special nickel electrode and applying an electrical current. The reaction requires only about three percent of the energy that would be required to separate hydrogen out of water. In addition, it can be stored safely without the need for highly controlled conditions or expensive nanomaterials. It is estimated that one cow could provide enough energy to power

the fuel cell to provide hot water for 19 homes, and a urine-powered vehicle could travel up to 90 miles on one gallon of urine. Large scale prototypes that would allow livestock farmers to produce the energy needed to run their farms could be available in as little as six months with smaller scale devices for mobile applications to follow.

For information: Gerardine Botte, Ohio University, Electrochemical Research Laboratory, Stock Center 165, Athens, OH 45701; phone: 740-593-9670; fax: 740-593-0873; email: botte@ohio.edu; Web site: www.ohio.edu

EXPRESSION RECOGNITION

Imagine a camera that automatically snaps a picture when the subject smiles! That's one of the possible applications for a new expression analysis system currently under development. The innovative software program identifies positions of 27 distinct facial feature points – including eight around the mouth and three around the nose – and tracks how they move with subtle changes in facial expression. It then exaggerates these movements to generate extreme expressions, which can be more easily interpreted by existing software. In tests on happy, neutral and angry expressions, the algorithm accurately deciphered 88 percent of them. The technique has even been used to enable a robot with a human-like face to mimic a person's changing expressions.

For information: Sungsoo Park, Pohang University, Intelligent Media Laboratory, Department of Computer Science and Engineering, San 31 Hyoja-dong, Pohang, 790-784, Republic of Korea; phone: +82-54-279-2917; fax: +82-54-279-2299; email: suns@postech.ac.kr; Web site: www.postech.ac.kr

SMALLER/THINNER SMARTPHONES

Qualcomm's Snapdragon processor is now available in a super slim cell phone (dubbed the TG01) that can also play high definition movies and 3-D games while running several programs simultaneously. The chip combines a one gigahertz processor, graphics chip, GPS receiver, WiFi and Bluetooth with a cellular data chip that works on any network, all in a circuit the size of a dime. To conserve battery, it only runs at maximum speed when necessary, although even at full load it consumes a scant half watt of power – far less than other processors running at comparable speed. The net result is a compact phone with a 4.1-inch WVGA touchscreen display in a package that's 20 percent thinner than an iPhone. The TG01 is being introduced in Europe this summer with a possible U.S. release later this year.

For information: Toshiba Corporation, 1-1, Sibaura 1-chome, Minato-ku, Tokyo 105-8001, Japan; phone: +81-3-3457-4511; fax: +81-3-3456-1631; Web site: www.toshibamobilerévolution.com

CLEAN, QUIET LOCOMOTIVE

A Japanese railroad manufacturer recently announced plans to build a prototype hybrid diesel engine. The prototype will be used to collect emissions and fuel consumption data for the eventual development of a new long-haul hybrid freight train engine. The design incorporates storage batteries that recover breaking energy as the train slows down – energy that will then be available when the train needs to get back up to speed. The developers estimate that the new design will reduce overall size to about one-quarter that of current freight train engines. It will also consume 30 to 40 percent less fuel and run 10dB quieter than existing designs.

For information: Japan Freight Railway Company, 3-13-1 Iidabashi, Chiyoda-ku, Tokyo, Japan; Web site: www.jrfreight.co.jp/english

DEAFNESS CURE

Currently, about 10 percent of people worldwide suffer from hearing loss due to hair cell damage – an irreversible condition that can either be inherited or occur by exposure to loud noises. Now, it appears that fetal stem cells may be able to replace lost hair cells as well as regenerate the damaged nerve cells that carry signals to the brain. Cochlear stem cells were harvested from aborted fetuses and placed in a “cocktail” of nutrients and growth factors to produce auditory hair cells. A second mixture was used to generate auditory neurons. The next step is to wire the two together and see if they can restore hearing. Since these types of cells are only produced during the first eleven weeks of gestation, the use of fetal stem cells is essential; however the team is also investigating ways to produce the same results using embryonic stem cells. (See First Article)

For information: Marcelo Rivolta, University of Sheffield, Center for Stem Cell Biology, Department of Biomedical Science, Western Bank, Sheffield S10 2TN, United Kingdom; phone: +44-(0)144-222-2385; email: m.n.rivolta@sheffield.ac.uk; Web site: www.sheffield.ac.uk

GREENER BATTERIES

A new lithium-ion battery platform for portable power applications offers faster charging and longer life than conventional cells by combining unique chemistry formulations with innovative mechanical and electrical designs. The Sonata4400 boasts a high capacity of 4400 mA-hours in a compact design that also has excellent thermal properties. It's capable of charging to 40 percent capacity in 10 minutes and 80 percent capacity in 30 minutes. The patented battery also has the longest cycle life in the industry, retaining 80 percent of its original charge capacity for three years (as compared to the current industry standard of one year). Hewlett-Packard is offering the new batteries as an upgrade for 18 models of laptops.

For information: Boston Power, 2200 West Park Drive, Westborough, MA 01581; phone: 508-366-0855; Web site: www.boston-power.com

CREATING WHITE LIGHT

LEDs hold great promise as efficient light sources, but getting them to emit white light can be tricky. Combining different colors of conventional LEDs produces light that appears white to the human eye, but this technique is relatively costly. Experimental organic LEDs (called WOLEDs) can be made to produce white light directly but the organic dyes break down under the high current loads, greatly reducing their useful life. And if the current is reduced, the brightness becomes unacceptably low.

Now, Chinese researchers have come up with a solution to optimize life without sacrificing brightness. By stacking two WOLEDs and operating them in series, they were able to boost brightness and keep the current low. However, further tests are needed to study how the higher voltages required will impact efficiency.

For information: Dongge Ma, Changchun Institute of Applied Chemistry, Chinese Academy of Sciences, No. 5625, Ren Min Street, Changchun, People's Republic of China; phone: +86-0431-8568-7300; fax: +86-0431-8568-5653; email: mdg1014@ciac.jl.cn; Web site: www.english.ciac.jl.cn/

SELF-HEALING SCRATCHES

Recent developments in coating technology will greatly reduce upkeep and repair of machinery, equipment, vehicles and even structural components. These "self-healing" paints contain microscopic capsules filled with healing agents that, when mixed together, polymerize to repair the damage. They activate only when the coating is damaged to protect the substrate from exposure that could cause corrosion. The additives are compatible with most coating systems and can be customized for specific applications by combining different agents and catalysts. In the future, the company plans to expand the concept to include adhesives, sealants and structural materials.

For information: Autonomic Materials, Inc., 60 Hazelwood Drive, Champaign, IL 61820; Web site: www.autonomicmaterials.com

WORLD'S FASTEST CPU (FOR THE MOMENT)

The new Intel Core i7 is the fastest chip to date. Its four-core, eight-thread design allows for more efficient multitasking by executing tasks in parallel. It can also dynamically adjust processor frequency as needed to deliver performance when its need most. And best of all, the 40 percent boost in speed was achieved with no increase in energy consumption. The product is aimed at memory- and computation-intensive applications such as high definition video encoding and highly threaded immersive gaming.

For information: Intel, 2200 Mission College Blvd., Santa Clara, CA 95054; phone: 408-765-8080; Web site: www.intel.com

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