

e-Marketing 2.0

Selected Resources

e-Marketing Publications

- Ad Age Interactive Marketing Guide – <http://adage.com/datacenter/>
- B2B Interactive Marketing Guide – <http://www.btobonline.com/toc.cms?productId=15>
- ClickZ – <http://www.clickz.com>
- eMarketer – <http://www.emarketer.com>
- IMediaConnection – <http://www.imediaconnection.com>
- Internet Retailer – <http://www.internetretailer.com>
- MarketingSherpa – <http://www.marketingsherpa.com/>
- MarketingProfs – <http://www.marketingprofs.com>
- MarketingVox – <http://www.marketingvox.com>
- Media Post – <http://www.mediapost.com>
- Peppers & Rogers – <http://www.1to1.com>
- Web Digest For Marketers – <http://www.wdfm.com>

e-Business & Marketing Blogs

- Duct Tape Marketing - <http://feeds.feedburner.com/ducttapemarketing/nRUD>
- Federated Media Blogs – <http://www.federatedmedia.net/tech/>
- Forrester's Marketing Blog - <http://blogs.forrester.com/marketing/>
- HitWise Intelligence – <http://weblogs.hitwise.com/>
- MicroPersuasion – <http://www.micropersuasion.com/>
- MIT Advertising Blog - <http://adverlab.blogspot.com/>
- Seth Godin's Blog – http://sethgodin.typepad.com/seths_blog/
- the Web Chef e-Bytes – <http://www.connectingdots.typepad.com/thewebchef/>
- Techcrunch – <http://www.techcrunch.com/>
- TechMeme – <http://www.techmeme.com/>

e-Marketing Associations



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e-Marketing 2.0

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- European Interactive Advertising Association – <http://www.eiaa.net/>
- e-Marketing Association – <http://www.emarketingassociation.com>
- Interactive Advertising Bureau – <http://www.iab.net>
- International Internet Marketing Association – <http://www.iimaonline.org/>
- Interactive Marketing Research Organization – <http://www.imro.org>
- Mobile Marketing Association – <http://www.mmaglobal.com/>
- Online Publishers Association – <http://www.online-publishers.org/>
- Podcast Guild – <http://podcastguild.org/>
- Search Engine Marketing Professionals Organization – <http://www.sempo.org>
- Viral and Buzz Marketing Association – <http://www.vbma.net/>
- Web Marketing Association – <http://www.webmarketingassociation.org/>
- Word of Mouth Marketing Association – <http://www.womma.org>

B2B Blogs

- B2B Blog – <http://www.b2blog.com/>
- B2B Lead Generation Blog – <http://blog.startwithalead.com/weblog/>
- Social Media B2B – <http://socialmediab2b.com/>
- The Innovative Marketer – <http://theinnovativemarketer.blogs.com/ideas/>
- Tim Young's B2B Lead Generation & Management Blog – <http://salesleads.typepad.com/xsells/>

Internet Statistics

- Comscore – <http://www.comscore.com/metrix/>
- GAO Broadband Report – <http://www.gao.gov/new.items/d06426.pdf>
- Internet Stats – <http://www.internetstats.com/>
- Internet World Stats – <http://www.internetworldstats.com/stats.htm>
- Nielsen Net Ratings – <http://www.nielsenratings.com/>
- Pew Internet – <http://www.pewinternet.org>

e-Marketing 2.0

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Social Media

- Bokardo Designing for the Social Web – <http://bokardo.com/>
- Church of the Customer Blog - <http://customerevangelists.typepad.com/blog/>
- Mashable – <http://mashable.com>
- ReadWrite Web – <http://www.readriteweb.com/>
- Wiki of Social Media Examples – <http://wiki.beingpeterkim.com/>

Podcasting

- iPodder – <http://www.ipodder.org/>
- Podcast Bunker – <http://podcastbunker.com/>
- Podcasting News – <http://www.podcastingnews.com/>
- Podtech Net – <http://www.podtech.net/>
- Podtrac – <http://www.podtrac.com/>

Search Engine Marketing

- Battelle Search Blog – <http://battellemedia.com/>
- HighRankings – <http://www.highrankings.com>
- Inside Adwords – <http://adwords.blogspot.com/>
- Industry Brains – <http://www.industrybrains.com/>
- Search Engine Journal – <http://www.searchenginejournal.com>
- Search Engine Roundtable – <http://www.searchenginroundtable.com>
- Search Engine Watch – <http://www.searchenginewatch.com>

Blogging

- Andy Wibbels Blogging Evangelist – <http://andywibbels.com/>
- Blog Business World – <http://blogbusinessworld.blogspot.com/>
- Blog Coffee – <http://www.blogcoffee.com/>
- Biz Blog Review – <http://bizblogreview.com/blog/>
- Blog Herald – <http://www.blogherald.com/>
- Blog Maverick – <http://www.blogmaverick.com/>
- Blog Republic – <http://www.blog-republic.com/>

e-Marketing 2.0

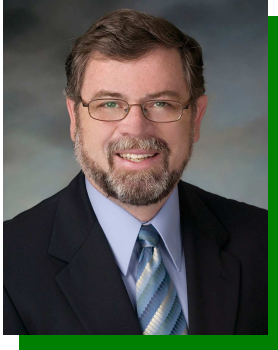
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- Blogging for Business – http://www.bloggingforbusinessbook.com/blogging_for_business/
- Blogwrite for CEOs – <http://www.blogwriteforceos.com/blogwrite/>
- Business Blog Consulting – <http://www.businessblogconsulting.com>
- CopyBlogger – <http://www.copyblogger.com/>
- Guide to Corporate Blogging – <http://www.corporateblogging.info/>
- Media Bloggers Association – <http://www.mediabloggers.org/>
- Naked Conversations – <http://redcouch.typepad.com/weblog/>
- Perfect Blogger – <http://www.perfectblogger.com/>
- ProBlogger Blog Tips – <http://www.problogger.net/>

Books About Blogs

- *Blog Rules*, Nancy Flynn, AMACOM, 2006
- *Blog Wild!, A Guide for Small Business Blogging*, Andy Wibbels, Portfolio, 2006
- *Blogging for Business*, Shel Holtz & Ted Demopoulos, Kaplan Publishing, 2006
- *Buzz Marketing with Blogs for Dummies*, Susannah Gardner, Wiley, 2005
- *Naked Conversations*, Robert Scoble & Shel Israel, John Wiley, 2006
- *Publish & Prosper, Blogging for your Business*, DL Byron & Steve Broback
- *The Corporate Blogging Book*, Debbie Weil, 2006

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About Paul J. Gibler, MBA

- e-Business and e-Marketing experience since 1996
 - Founder, Digital Brand Strategist and Principal Consultant
CONNECTINGDOTS
 - 25 years experience in B2B, B2C, health care, life sciences,
financial services and adult education
- *Corporate experience*
 - Director of Global Marketing Communications - Biotech firm
 - Marketing Communications Manager – Medical Device and Pharmaceutical Firms
 - Marketing Manager – Financial Services firm
 - Channel Manager – Pharmaceutical firm
 - *Adult education* - 5+ years experience in adult education
 - *Adjunct Faculty* – University of Wisconsin Milwaukee, Platteville, Whitewater and Marquette University
 - *Speaker* – e-marketing related topics around the country
 - *Contributor* – online e-business and marketing discussion groups
 - *Author* – Blog, *the Web Chef's Café* on IBMadison.com (<http://ibmadison.com/webchefcafe>) and two blogs ([the Web Chef's e-Bytes](http://www.connectingdots.typepad.com/thewebchef) (<http://www.connectingdots.typepad.com/thewebchef>) & [PPT – Powerful Presentation Techniques](http://www.connectingdots.typepad.com/ppt) (<http://www.connectingdots.typepad.com/ppt>))
 - *Education* – BS, Marketing/Accounting – The Wharton School, University of Pennsylvania and MBA, Marketing – University of Michigan
 - *Leader* – International Association of Business Communicators and American Advertising Federation