



Date: Saturday, 01-24-2009

Session Title: Harnessing local cultural resources to create viable online audiences

Presenter: Joey Lopez

What should I take away from the session? (Summary):

"Local" does not necessarily refer to geographic location. It also means the customer's local environment within the company.

Ethnography: observing behaviors in natural setting. Anthropologists conduct this type of research.

Local cultural approach supports other local businesses through online advertising and resource sharing between local entities.

A benefit of focusing on local, cultural content to improve close rate (you are able to narrow down the requirements more effectively).

Video is a way to spread the message virally.

Wiki's could be helpful but you have to be able to support it. You have to streamline resources and decide if you can support this.

One participant recommended use of Survey Monkey to get feedback and analyze the data. She got very relevant feedback from individuals that were "brutal" to her product.

Generic words are generally used when giving positive feedback. Negative feedback is typically more descriptive.

Notes (key points, book suggestions, website suggestions, etc)