



Transcript of CommsChat, January 30

CommsChat with Mike Quinn

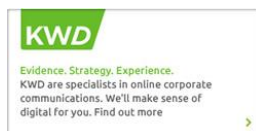
A CommsChat on monetising the Facebook 'like'

On Monday we were joined by Mike Quinn from Adobe to discuss how the ubiquitous blue thumbs up- the 'like' button- can be monetised.

As rumours abound that Facebook is preparing an IPO, with estimates setting the amount to be raised as high as \$10 billion, it seems timely that this week's #CommsChat focused on the social network

[Mike Quinn](#) is product marketing manager at Adobe EMEA, which is working with Facebook on several projects this year.

CommsChat would like to thank its sponsors.



[CommsChat](#) See you all same time place next week. Please feel free to carry on the chat. but for me, it's good night. [#commschat](#) -9:02 PM Jan 30th, 2012



[theMarkASmith](#) [#commschat](#) what needs consideration is benefit of FB to the brand. Too often response to brief is to "do Facebook"-leaves open the 'so what' -9:02 PM Jan 30th, 2012



[ChristianCeriso](#) [@smorris75](#) [@adamazor](#) was just about to ask the same.
#commschat -9:02 PM Jan 30th, 2012



[AdobeUK](#) Thank you #CommsChat for tonight -9:02 PM Jan 30th, 2012



[AdamAzor](#) [@smorris75](#) depends on the objective. e.g. We did a sampling & data campaign and our KPI was 4 weeks we did it in 2 days using FB #commschat -9:02 PM Jan 30th, 2012



[MikeQuinn](#) Thank you everyone tonight that was a blast #CommsChat -9:01 PM Jan 30th, 2012



[OmnitureEMEA](#) RT [@MikeQuinn](#): Econsultancy Digital Intelligence Briefing: Social Data <http://t.co/02PLFUNL> talks about businesses & audiences #commschat -9:01 PM Jan 30th, 2012



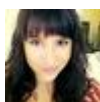
[CommsChat](#) & a big thanks to [@MikeQuinn](#) for being tonight's guest and to our sponsors [@mynewsdesk_uk](#) [@kwdigital](#) [@WolfstarPR](#) [@cisionuk](#) #commschat -9:00 PM Jan 30th, 2012



[smorris75](#) [@AdamAzor](#) How did you measure success of your social campaigns?
#commschat -9:00 PM Jan 30th, 2012



[CommsChat](#) And that comment takes us to the top of the hour. Thanks to everyone for taking part in tonight's #CommsChat. #commschat -9:00 PM Jan 30th, 2012



[Lauren Hannah](#) [@smorris75](#) Even more exciting things will be coming to SocialAnalytics. Just wait until [@ContextOptional](#) gets our hands on it! :)

[#commschat](#) -9:00 PM Jan 30th, 2012



[MikeQuinn](#) Th Econsultancy: Digital Intelligence Briefing: Social Data <http://t.co/yotZYPDG> talks about businesses and audiences [#commschat](#) -9:00 PM

Jan 30th, 2012



[AdamAzor](#) From my perspective social has delivered great results on my campaigns over the last few years... I can only see it's use growing [#commschat](#) -8:59 PM Jan

30th, 2012



[smorris75](#) RT [@OmnitureEMEA](#): One of the most powerful ways to gain value from the Like button is to implement it on your website [#commschat](#) -8:58 PM Jan 30th,

2012



[MikeQuinn](#) RT [@OmnitureEMEA](#): One of the most powerful ways to gain value from the Like button is to implement it on your website [#commschat](#) -8:58 PM Jan

30th, 2012



[OmnitureEMEA](#) One of the most powerful ways to gain value from the Like button is to implement it on your website [#commschat](#) -8:58 PM Jan 30th, 2012



[jamespoulter](#) The future for interacting with [@Facebook](#) has to be in [#OpenGraph](#) - the semantic web is the future for branded comms no? [#commschat](#) -8:57 PM Jan 30th, 2012



[MikeQuinn](#) The average FB user has 130 friends & with 800 million users a single post has the potential to reach a huge set of people [#commschat](#) -8:57 PM Jan 30th,

2012



[CassandraFaria](#) [@CommsChat](#) By using this guide RT [@OmnitureEMEA](#): Check out

this best practice guide from Facebook: <http://t.co/xfjIEooA> #commschat -8:56 PM Jan 30th, 2012



[amandacomms](#) [@Stevejuice](#) interesting thoughts Steve #commschat -8:56 PM Jan 30th, 2012



[jamespoulter](#) RT [@smorris75](#): I mentioned Adobe SocialAnalytics earlier, would be rude not to provide a link to a demo <http://t.co/9yQD5TkE> #commschat -8:55 PM Jan 30th, 2012



[CommsChat](#) RT [@smorris75](#): I mentioned Adobe SocialAnalytics earlier, would be rude not to provide a link to a demo <http://t.co/zmXjqmwR> #commschat -8:55 PM Jan 30th, 2012



[BrandJoe](#) RT [@MikeQuinn](#): un-targeted Social Campaigns waste everyone's time and audiences don't like that [#SocialMediocre](#) [#CommsChat](#) -8:55 PM Jan 30th, 2012



[jamespoulter](#) RT [@MikeQuinn](#): un-targeted Social Campaigns waste everyone's time and audiences don't like that [#SocialMediocre](#) [#commschat](#) -8:55 PM Jan 30th, 2012



[smorris75](#) I mentioned Adobe SocialAnalytics earlier, would be rude not to provide a link to a demo <http://t.co/haIVFevk> #commschat -8:54 PM Jan 30th, 2012



[mhandy1](#) [@AdamAzor](#) You can thank Guy for that one #commschat -8:53 PM Jan 30th, 2012



[MikeQuinn](#) un-targeted Social Campaigns waste everyone's time and audiences don't like that [#SocialMediocre](#) [#CommsChat](#) -8:53 PM Jan 30th, 2012



[CommsChat](#) So, topic 5, going forward, how should we look at collaborating with or utiising Facebook [#commschat](#) -8:53 PM Jan 30th, 2012



[AdamAzor @mhandy1](#) Apple can be equivalent to a evangelical online cult when it comes to it's audience...happy for that to be the exception [#commschat](#) -8:52 PM Jan 30th, 2012



[mhandy1 @SheilaS](#) ugg... I don't believe print works... at least not for much longer. [#commschat](#) -8:52 PM Jan 30th, 2012



[Stevejuice](#) TV advertising still has a lot to teach us. For every comparethemarket ad there's a successful webbuyanycar ad [#commschat](#) -8:51 PM Jan 30th, 2012



[mhandy1 @AdamAzor](#) I think its pretty safe to say most companies are looking for the wrong return. [#commschat](#) -8:50 PM Jan 30th, 2012



[mistergough](#) RT [@smorris75](#): In return for giving up their personal information, people will expect a personalised experience [#commschat](#) -8:50 PM Jan 30th, 2012



[mhandy1 @AdamAzor](#) Its not a requirement.. that is all I am getting at. It could be 20 million if apple choose in 10 mins [#commschat](#) -8:50 PM Jan 30th, 2012



[MikeQuinn](#) check this highly personalised case study with Virgin America <http://t.co/15Bjehe7> [#CommsChat](#) -8:50 PM Jan 30th, 2012



[AdamAzor](#) I think the fact that social is becoming ubiquitous within marketing agendas has driven this needs for ROI and commercialising [#commschat](#) -8:49 PM

Jan 30th, 2012



[londoncharlotte](#) RT [@smorris75](#): In return for giving up their personal information, people will expect a personalised experience [#commschat](#) -8:49 PM Jan 30th, 2012



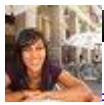
[SheilaS](#) [@junebug](#) Yes social should be judged, but seems to be a lot more questioning of FB over 1/4 page print ad that "we always buy." [#commschat](#) -8:48 PM Jan 30th, 2012



[mhandy1](#) [@Stevejuice](#) aren't we all selling somethign... at some level. [#commschat](#) -8:48 PM Jan 30th, 2012



[AdamAzor](#) [@mhandy1](#) come on now... what do you think Apple.com is? Also Apple still has over 2m likes on their corporate Facebook page.. [#CommsChat](#) -8:47 PM Jan 30th, 2012



[CassandraFaria](#) [@Stevejuice](#) I agree. Nothing worse than a shady salesman! [#commschat](#) -8:47 PM Jan 30th, 2012



[ChristianCeriso](#) [@CommsChat](#) T4 - in the same was as all other Comms. Gotta be relevant, compelling. Even easier to switch off now. [#commschat](#) -8:47 PM Jan 30th, 2012



[mhandy1](#) [@smorris75](#) Hmm Im not sure users are aware that personal info is a asset... I think more are concerned with a great value [#commschat](#) -8:47 PM Jan 30th, 2012



[Stevejuice](#) Audiences will react positively if you're honest. If you're selling something simply say so. [#commschat](#) -8:47 PM Jan 30th, 2012



[robertcgage](#) [@jamespoulter](#) [@AdamAzor](#) This is true. Some still have websites from the 90s too! [#commschat](#) -8:46 PM Jan 30th, 2012



[robertcgage](#) [@AdamAzor](#) Clumsy phrasing by me. The corporates say they want it but they don't understand it. [#commschat](#) -8:46 PM Jan 30th, 2012



[mhandy1](#) [@AdobeUK](#) Im shocked that non integrated communications are strategically used by any organization (thats so 1983) [#commschat](#) -8:46 PM Jan 30th, 2012



[MikeQuinn](#) Topic 4 well targeting, relevant personalised communications should be well recieved by audiences Far better than social spam [#CommsChat](#) -8:45 PM Jan 30th, 2012



[smorris75](#) In return for giving up their personal information, people will expect a personalised experience [#commschat](#) -8:45 PM Jan 30th, 2012



[mhandy1](#) [@AdamAzor](#) I dont think its mandatory... Apple doesnt see a need for any channel [#commschat](#) -8:44 PM Jan 30th, 2012



[mhandy1](#) [@CommsChat](#) context for the late crew [#commschat](#) -8:43 PM Jan 30th, 2012



[OmnitureEMEA](#) RT [@smorris75](#) Fans & followers are the web hits of our generation. No longer acceptable to simply highlight the [#of](#) new fans [#commschat](#) -8:43 PM Jan 30th, 2012



[mhandy1](#) [@jamespoulter](#) I still think most websites area waste of time [#commschat](#) -

8:43 PM Jan 30th, 2012



[mhandy1](#) [@MikeQuinn](#) Yea but that doesn't mean only 12% are... feel and actually are, are two different stories. [#Questionbias](#) [#commschat](#) -8:43 PM Jan 30th, 2012



[jamespoulter](#) [@robertcgage](#) [@AdamAzor](#) - it's also what they said about having a website in the 90s ;-)
[#commschat](#) -8:42 PM Jan 30th, 2012



[CommsChat](#) Only 12% - a good time to move onto topic 4 - How will social media audiences respond?
[#commschat](#) -8:42 PM Jan 30th, 2012



[AdamAzor](#) [@robertcgage](#) interesting view maybe corporates think that, but every brand ive worked with sees Facebook as a mandatory channel
[#commschat](#) -8:42 PM Jan 30th, 2012



[mhandy1](#) [@smorris75](#) in the right situation it can be...
[#commschat](#) -8:42 PM Jan 30th, 2012



[jamespoulter](#) RT [@MikeQuinn](#): [#Adobe](#) polled 600 bizs w/ [@Econsultancy](#) - 12% believe theyre harnessing social data correctly
<http://t.co/wZ0Q6Koy> [#commschat](#) -8:41 PM Jan 30th, 2012



[AdobeUK](#) Linking FB into the overall digital marketing campaigns also key, not just FB in isolation
[#commschat](#) -8:41 PM Jan 30th, 2012



[MikeQuinn](#) [#Adobe](#) polled 600 bizs w/ [@Econsultancy](#) & found only 12% believe they're harnessing social data correctly
<http://t.co/IjsWQiXh> [#commschat](#) -8:40 PM Jan 30th, 2012



[smorris75](#) Fans and followers are the web hits of our generation. No longer acceptable to simply highlight the [#of](#) new fans you have [#commschat](#) -8:40 PM Jan 30th, 2012



[robertcgage](#) [@AdamAzor](#) I just don't think many will. FB is seen by many corporates as a nice to have, rather than a must have [#commschat](#) -8:40 PM Jan 30th, 2012



[Stevejuice](#) Brands are 'monetising' their Facebook campaigns just as much as their trad PR campaigns. If both are done well. [#commschat](#) -8:39 PM Jan 30th, 2012



[AdamAzor](#) I believe all businesses can measure ROI on Facebook however the nature of business will decide to what degree it can monetise it [#commschat](#) -8:37 PM Jan 30th, 2012



[jamespoulter](#) [@Stevejuice](#) [@MichaelDiPaolo](#) good point - I think that has been changing in the past few months as B2B companies get involved tho [#commschat](#) - 8:37 PM Jan 30th, 2012



[SheilaS](#) A3. Can you monetise human relationships? RT [@CommsChat](#): T3 - Will everyone be able to move into monetising their FB presence? [#commschat](#) -8:36 PM Jan 30th, 2012



[CassandraFaria](#) I think in some instances it will be more about measuring a return than monetising - depending on the type of business [#commschat](#) -8:36 PM Jan 30th, 2012



[MikeQuinn](#) As brands invest in social not being able to get ROI is an issue [#CommsChat](#) T3 -8:35 PM Jan 30th, 2012



[Stevejuice](#) Am I a BOF for hating 'monetis(z)ing'? [#commschat](#) -8:34 PM Jan 30th, 2012



[MikeQuinn](#) T3 Depends on your KPI and how to measure it [#CommsChat](#) -8:34 PM Jan 30th, 2012



[SheilaS](#) [@MikeQuinn](#) I do think social media is judged more severely on measurable ROI than trad PR. [#commschat](#) -8:33 PM Jan 30th, 2012



[jamespoulter](#) RT [@CommsChat](#): So, lets move to T3 - Will everyone be able to move into monetising their Facebook presence? [#commschat](#) -8:33 PM Jan 30th, 2012



[MichaelDiPaola](#) [@Stevejuice](#) Yes. Still has a lot of catching up to do in the 'trust at boardroom level' stakes with more established channels [#commschat](#) -8:32 PM Jan 30th, 2012



[MikeQuinn](#) FYI American Eagle added 'Like' to every product on its site & found FB-referred visitors spent on average 57% more than others [#commschat](#) -8:32 PM Jan 30th, 2012



[ChristianCeriso](#) [@smorris75](#) nice. Thanks for explaining. [#commschat](#) great stuff tonight -8:31 PM Jan 30th, 2012



[junebug](#) RT [@jamespoulter](#): RT [@AdobeUK](#): If you have questions on Digital Marketing fire them over to [@MikeQuinn](#) or [@smorris75](#) on [#commschat](#) -8:31 PM Jan 30th, 2012



[CommsChat](#) So, lets move to T3 - Will everyone be able to move into monetising their Facebook presence? [#commschat](#) -8:31 PM Jan 30th, 2012



[OmniureEMEA](#) RT [@AdobeUK](#): If you have questions on Digital Marketing fire them over to [@MikeQuinn](#) or [@smorris75](#) on [#commschat](#) -8:31 PM Jan 30th, 2012



[jamespoulter](#) RT [@AdobeUK](#): If you have questions on Digital Marketing fire them over to [@MikeQuinn](#) or [@smorris75](#) on [#commschat](#) -8:31 PM Jan 30th, 2012



[ChristianCeriso](#) [@MikeQuinn](#) okay, thanks for clearing that up! [#commschat](#) -8:31 PM Jan 30th, 2012



[AdobeUK](#) If you have questions on Digital Marketing fire them over to [@MikeQuinn](#) or [@smorris75](#) on [#commschat](#) -8:30 PM Jan 30th, 2012



[CommsChat](#) Halfway thru. Time to say big thanks to our sponsors [@mynewsdesk_uk](#) [@kwdigital](#) [@WolfstarPR](#) [@cisionuk](#) Follow 'em, it's only polite [#commschat](#) -8:30 PM Jan 30th, 2012



[lisagoodchild](#) RT [@smorris75](#): Check out an article about How Warner Music Turns Social Media Fans Into Customers <http://t.co/IlmK7k0g> [#commschat](#) -8:30 PM Jan 30th, 2012



[smorris75](#) [@ChristianCeriso](#) Yes, they used Adobe SocialAnalytics during the awards so they cld connect social media to bottom line results [#commschat](#) -8:29 PM Jan 30th, 2012



[AWCchat](#) D'oh! RT [@Stevejuice](#): [#commschat](#) to see who's getting it right it's good to compare competitors [@costacoffee](#) v. [@starbucks](#) -8:29 PM Jan 30th, 2012



[Sheila S](#) D'oh! RT [@Stevejuice](#): [#commschat](#) to see who's getting it right it's good to compare competitors [@costacoffee](#) v. [@starbucks](#) -8:29 PM Jan 30th, 2012



[ChristianCeriso](#) [@smorris75](#) so proof it was from SM spike and not just from viewers of VMAs? [#commschat](#) -8:27 PM Jan 30th, 2012



[smorris75](#) Check out an article about How Warner Music Turns Social Media Fans Into Customers <http://t.co/IlmK7k0g> [#commschat](#) -8:27 PM Jan 30th, 2012



[MikeQuinn](#) RT [@CommsChat](#): RT [@OmniureEMEA](#): Check out this best practice guide from Facebook: <http://t.co/hFrd4VAF> [#commschat](#) -8:27 PM Jan 30th, 2012



[CommsChat](#) RT [@OmniureEMEA](#): Check out this best practice guide from Facebook: <http://t.co/hFrd4VAF> [#commschat](#) -8:25 PM Jan 30th, 2012



[Stevejuice](#) [#commschat](#) to see who's getting it right it's good to compare competitors [@costacoffee](#) v [@starbucks](#) -8:25 PM Jan 30th, 2012



[jamespoulter](#) RT [@OmniureEMEA](#): [@Communicatmag](#) Check out this best practice guide from Facebook: <http://t.co/8X38Mlop> [#commschat](#) -8:25 PM Jan 30th, 2012



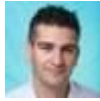
[OmniureEMEA](#) [@Communicatmag](#) Check out this best practice guide from Facebook: <http://t.co/qIdkN0aK> [#commschat](#) -8:25 PM Jan 30th, 2012



[ChristianCeriso](#) [@MikeQuinn](#) so is the suggestion they had no *extra* visitors from social activity? Interesting. [#commschat](#) -8:24 PM Jan 30th, 2012



[smorris75](#) and, most importantly, a 302% increase in orders! [#commschat](#) -8:23 PM Jan 30th, 2012



[smorris75](#) They cld then chart how that social spike was echoed, the following day with 159% increase in visits to the artist's website [#commschat](#) -8:22 PM Jan 30th, 2012



[Stevejuice](#) [#commschat](#) to see who's good, useful to compare head to head brands like [@starbucks](#) v [@costacoffee](#) [@hm](#) v [@missselfridge](#) -8:22 PM Jan 30th, 2012



[Communicatmag](#) this may sound naive (sorry I'm bit more corporate comms than marcomms) but how much best practice comes from FB or is it all API [#commschat](#) -8:22 PM Jan 30th, 2012



[robertcgage](#) [@KerriChalk](#) [@Stevejuice](#) Many corporates do see it as an evil distraction from productivity. Value needs to be appreciated [#commschat](#) -8:22 PM Jan 30th, 2012



[MikeQuinn](#) [@ChristianCeriso](#) [#CommsChat](#) not up 40% but they could attribute 40% directly to social. -8:22 PM Jan 30th, 2012



[AdamAzor](#) Because Startbuck have the infrastructure of their retail outlets. I'm sure they will lead the pack re: commercialising social [#commschat](#) -8:21 PM Jan 30th, 2012



[ChristianCeriso](#) [@MikeQuinn](#) so did Levi's web traffic go up 40pc? [#commschat](#). Sorry, im Christian from [@Quay2Media](#), NE-based Comms agency -8:21 PM Jan 30th, 2012



[KerriChalk](#) [@Stevejuice](#) is it so bosses don't think their staff are slacking on social media and need to see its working for their business [#commschat](#) -8:20 PM Jan 30th, 2012



[smorris75](#) Atlantic Records saw how a tribute to Amy Winehouse, at MTV's 2011 VMA awards drove 170,000 social media mentions... [#commschat](#) -8:19 PM Jan 30th, 2012



[AdamAzor](#) We also have to mention starbucks. On a global level they recognised the importance of social early and now they have the reward [#commschat](#) -8:18 PM Jan 30th, 2012



[MikeQuinn](#) anyone think social media is judged more severely on measurable ROI than trad PR...? 2012 is where measuring ROI is set to change [#CommsChat](#) -8:18 PM Jan 30th, 2012



[robertcgage](#) [@Stevejuice](#) Reckon expectation is high because of its reach. But equally it can be like herding cats. [#commschat](#) -8:17 PM Jan 30th, 2012



[AdamAzor](#) Red Bull has impressed me, as a brand they had invested in branded content and combined this with a strong social base [#commschat](#) -8:17 PM Jan 30th, 2012



[robertcgage](#) [@CommsChat](#) I reckon Cadbury do a good job. Showcase new and existing products. Gauge public reaction beyond just sales figs [#commschat](#) -8:17 PM Jan 30th, 2012



[MikeQuinn](#) When Levi's implemented the Like button on its site over 40% of all the traffic coming to its website came from Facebook [#commschat](#) -8:16 PM Jan 30th, 2012



[Stevejuice](#) [#commschat](#) anyone else think social media is judged more severely on measurable ROI than trad PR and advertising ever has? -8:16 PM Jan 30th, 2012



[CommsChat](#) [#commschat](#) what are some of the more impressive pages youve seen Mike? -8:15 PM Jan 30th, 2012



[MikeQuinn](#) [@AdamAzor](#) Engaging with the Social Channel is a cost even if you only count the labour costs so businesses need to prove ROI [#CommsChat](#) -8:14 PM Jan 30th, 2012



[CommsChat](#) Let's move to topic 2. who's doing good? what can they teach us abt best practice? and is best changing? [#commschat](#) -8:14 PM Jan 30th, 2012



[CommsChat](#) Hi [@Stevejuice](#) [@AdamAzor](#) [@CassandraFaria](#) [@jamespoulter](#) [@robertcgage](#) [#commschat](#) -8:13 PM Jan 30th, 2012



[Stevejuice](#) [#commschat](#) evenin' . MD of [@Juice Digital](#) and nosy -8:12 PM Jan 30th, 2012



[robertcgage](#) [@MikeQuinn](#) Some companies have captured customers' imagination with social media like FB [#Commschat](#) -8:11 PM Jan 30th, 2012



[CassandraFaria](#) Deciding how to measure the value of an investment in social media is also a top priority for marketers <http://t.co/OOYfUxGn> [#commschat](#) -8:11 PM Jan 30th, 2012



[AdamAzor](#) with any new channel, the next step for marketers was 2 commercialise as any marketing spend must be quantified by a form of ROI [#commschat](#) -8:11 PM

Jan 30th, 2012



[MikeQuinn](#) [@AdamAzor](#) we have an established direct & effective channel that allows us to engage our audience in their own space -correct :-)
[#commschat](#) -8:11 PM Jan 30th, 2012



[Communicatmag](#) so time on FB was suddenly expected to yield returns? did decision come to justify time spent or cos realisation there was a channel?
[#commschat](#) - 8:11 PM Jan 30th, 2012



[robertcgage](#) [#commschat](#) Hi, I'm Rob. Comms for a company that builds planes. Views my own... -8:10 PM Jan 30th, 2012



[MikeQuinn](#) With the use of 'plug ins' like the "like button" businesses can interact easier with their audience
[#CommsChat](#) -8:10 PM Jan 30th, 2012



[AdamAzor](#) the effect is now we have an established direct & effective channel that allows us to engage our audience in their own space
[#commschat](#) -8:09 PM Jan 30th, 2012



[CommsChat](#) RT [@MikeQuinn](#): Not just a desire to sell Reputation Management is important to businesses too
[#commschat](#) -8:08 PM Jan 30th, 2012



[MikeQuinn](#) Not just a desire to sell Reputation Management is important to businesses too
[#CommsChat](#) -8:07 PM Jan 30th, 2012



[AdamAzor](#) Agree with [@MikeQuinn](#) free social services & their resulting popularity was the cause and start of this journey
[#commschat](#) -8:07 PM Jan 30th, 2012



[MikeQuinn](#) Now in a situation where businesses need to start measuring the return on investment they are putting in to this interaction [#CommsChat](#) -8:06 PM Jan 30th, 2012



[Communicatemag](#) hmm, a need to interact, rather than a desire to sell stuff? Because presumably the means to sell wasnt there? [#commschat](#) -8:06 PM Jan 30th, 2012



[AdamAzor](#) Hello all I'm Adam, Senior Account Director for integrated agency BD Network [#commschat](#) -8:04 PM Jan 30th, 2012



[MikeQuinn](#) Yes I think the journey started with free social services & the need for businesses to interact with their audience on them [#CommsChat](#) -8:03 PM Jan 30th, 2012



[jamespoulter](#) Evening all. Kicking off with the [@AdobeUK](#) gang for tonight's [#commschat](#) - pop [@MikeQuinn](#) your questions on Digital Marketing! -8:03 PM Jan 30th, 2012



[CommsChat](#) [@MikeQuinn](#) Hi Mike. lets kick off with topic 1, a kind of scene setter really. [#commschat](#) -8:02 PM Jan 30th, 2012



[CommsChat](#) Please feel free to join in at any point, but a short introduction on your first tweet is always polite. [#commschat](#) -8:01 PM Jan 30th, 2012



[CommsChat](#) Which, in the week that Facebook is thought to finally launch its IPO, is on monetising the like. [#commschat](#) -8:01 PM Jan 30th, 2012



[MikeQuinn](#) Hello [#CommsChat](#) -8:00 PM Jan 30th, 2012



[CommsChat](#) On tonight's CommsChat we're delighted to be joined by [@mikequinn](#) from [@adobeuk](#) He'll be steering tonight's topic. [#commschat](#) -8:00 PM Jan 30th,

2012



[CommsChat](#) It's 8pm, on a cold London Monday evening. Welcome to tonight's CommsChat. I'm Andrew Thomas, publisher of Communicate magazine [#commschat](#)

-8:00 PM Jan 30th, 2012



[AdamAzor](#) looking forward to tonight's [#CommsChat](#) should be a good one. Sorry to my non marketing followers for next 1 hour of marketing talk -7:59 PM Jan 30th,

2012



[CommsChat](#) Topic 5 on tonight's CommsChat. What are the best ways to collaborate with Facebook on your page? starts in 5 mins [#commschat](#) -7:56 PM Jan 30th, 2012



[CommsChat](#) Topic 4 on tonight's CommsChat. How will social media audiences respond? starts in 5 mins [#commschat](#) -7:55 PM Jan 30th, 2012



[CommsChat](#) Topic 3 on tonight's CommsChat. Will everyone be able to move into monetising their Facebook presence? starts in 5 mins [#commschat](#) -7:55 PM Jan 30th, 2012



[CommsChat](#) Topic 2 on tonight's CommsChat. Who's doing what? And what can they teach us about best practise? starts in 5 mins [#commschat](#) -7:55 PM Jan 30th,

2012



[CommsChat](#) Topic 1 on tonight's CommsChat. What was the journey that took us to monetising Facebook interactions? starts in 5 mins [#commschat](#) -7:55 PM Jan 30th,

2012



[MikeQuinn](#) [@BrandJoe](#) Monetising the like and yes maybe :-) [#commschat](#) -7:52 PM Jan 30th, 2012



[BrandJoe](#) [@mikequinn](#) Oh and will the infamous hashtag be making an appearance (no spoiler here) [#CommsChat](#) -7:49 PM Jan 30th, 2012



[BrandJoe](#) [@MikeQuinn](#) what will you be chatting about mike? [#commschat](#) -7:46 PM Jan 30th, 2012



[mollyhpierce](#) RT [@CommsChat](#): Go put the kettle on, grab some food, & settle down for [#CommsChat](#). Starts in 15. Tonight's topic, monetising the 'like' -7:45 PM Jan 30th, 2012



[MikeQuinn](#) Looks like some interesting topics to discuss on this evenings [#CommsChat](#) -7:32 PM Jan 30th, 2012



[Joel Hughes](#) RT [@CommsChat](#): [#CommsChat](#) in 35 minutes - we're joined by [@adobeuk](#) to talk about Facebook! Use the hashtag to join the conversation. -7:32 PM Jan 30th, 2012



[CommsChat](#) Go put the kettle on, grab some food, & settle down for CommsChat. Starts in 1/2 hour. Tonight's topic, monetising the 'like' [#commschat](#) -7:30 PM Jan 30th, 2012



[CommsChat](#) [#CommsChat](#) in 35 minutes - we're joined by [@adobeuk](#) to talk about Facebook! Use the hashtag to join the conversation. -7:26 PM Jan 30th, 2012



[CommsChat](#) Topic 5 on tonight's CommsChat. What are the best ways to collaborate with Facebook on your page? [#commschat](#) -7:11 PM Jan 30th, 2012



[CommsChat](#) Topic 4 on tonight's CommsChat. How will social media audiences respond? [#commschat](#) -7:11 PM Jan 30th, 2012



[CommsChat](#) Topic 3 on tonight's CommsChat. Will everyone be able to move into monetising their Facebook presence? [#commschat](#) -7:11 PM Jan 30th, 2012



[CommsChat](#) Topic 2 on tonight's CommsChat. Who's doing what? And what can they teach us about best practise? [#commschat](#) -7:10 PM Jan 30th, 2012



[CommsChat](#) Topic 1 on tonight's CommsChat. What was the journey that got us to being able to monetise Facebook interactions? [#commschat](#) -7:10 PM Jan 30th, 2012



[CommsChat](#) The following five tweets are the topics to be covered tonight. [#commschat](#) -7:09 PM Jan 30th, 2012



[CommsChat](#) CommsChat starts in 50 minutes. We've got [@MikeQuinn](#) & [@AdobeUK](#) on 'monetising the like' - Facebook commerce [#commschat](#) -7:09 PM Jan 30th, 2012



[smorris75](#) RT [@OmniureEMEA](#): Not long to go now till [#CommsChat](#) at 8pm (GMT) with [@MikeQuinn](#) & [@AdobeUK](#) on 'monetising the Like button' -6:23 PM Jan 30th, 2012



[jgombita](#) RT [@mynewsdesk_uk](#): RT [@commschat](#): Tonight's [#CommsChat](#) is with [@MikeQuinn](#) from [@Adobe](#), discussing 'Monetising the Like'.

<http://t.co/O8WQkPuC> -6:15 PM Jan 30th, 2012



[mynewsdesk_uk](#) RT [@commschat](#): Tonight's [#CommsChat](#) is with [@MikeQuinn](#) from [@Adobe](#), discussing 'Monetising the Like'. <http://t.co/O8WQkPuC> -5:56 PM Jan 30th, 2012



[emmawilkinson](#) Free this evening? Then join us for [#CommsChat](#) at 8pm (GMT) with [@AdobeUK](#)'s [@MikeQuinn](#) on 'monetising the Like button' -5:42 PM Jan 30th, 2012



[birchwoodknight](#) RT [@AllthingsIC](#): Topic for today's [@CommsChat](#) [#commschat](#) with Mike from [@AdobeUK](#) <http://t.co/aeFukRo> Join other Comms pros online from 8-9pm GMT tonight -5:41 PM Jan 30th, 2012