

MIT IAP 2010
Linked Data Product
Development Lab

Marketing with Linked Data

by Scott Brinker

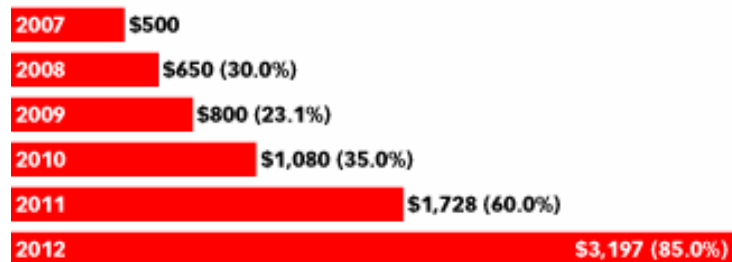
Twitter: @chiefmartec
sbrinker@chiefmartec.com
<http://www.chiefmartec.com>

**How will
linked data
impact
marketing?**



\$1 billion in social media marketing (i.e., Facebook, Twitter) this year.

US Online Social Network, Word-of-Mouth and Conversational Marketing Spending, 2007-2012 (millions and % change)



Note: excludes display and widget advertising on social sites like Facebook and MySpace, loyalty programs and CRM initiatives

Source: Jack Myers Media Business Report, provided to eMarketer, December 14, 2009

109974

www.eMarketer.com



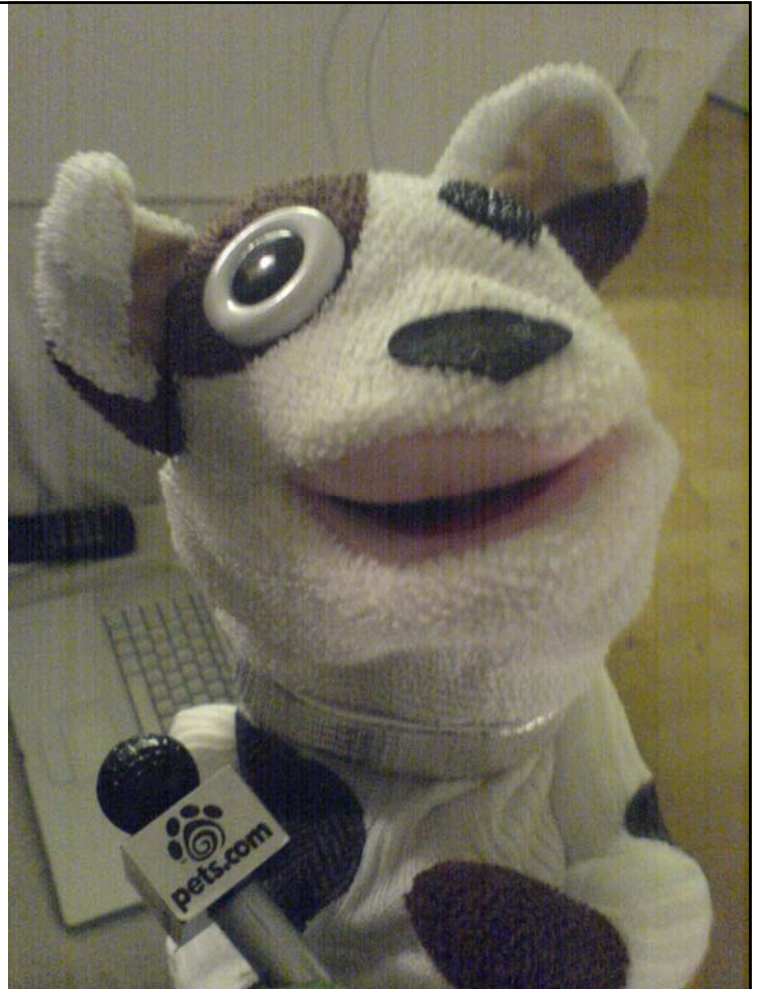
What about the
“invisible web”
of linked data?



Marketing tactics,
circa 1900



Marketing tactics,
circa 2000

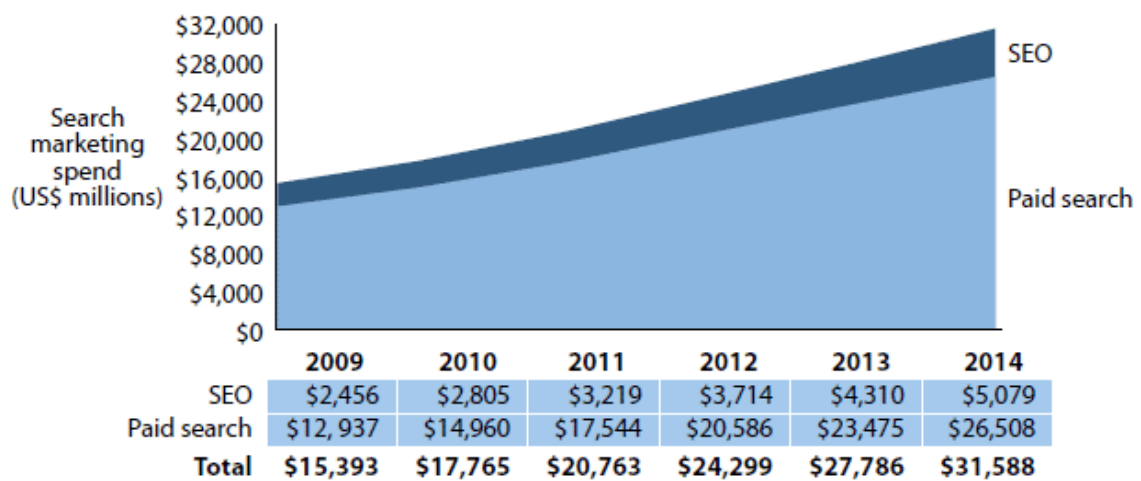




**100 years of
progress?**

Emerging marketing tactics, *circa 2010*

Figure 5 Forecast: US Search Marketing Spend, 2009 To 2014



Source: Forrester's Search Engine Marketing Model, 4/09 (US only)

Source: Forrester Research, Inc.

Emerging marketing tactics, *circa 2010*



**1,573
APIs**

**4,549
mashups**

Browse APIs by Category

Advertising (15)	Government (37)	Reference (74)
Answers (5)	Internet (104)	Search (55)
Blog Search (8)	Job Search (15)	Security (26)
Blogging (21)	Mapping (99)	Shipping (8)
Bookmarks (17)	Media Management (7)	Shopping (58)
Calendar (5)	Medical (13)	Social (89)
Chat (13)	Messaging (56)	Sports (13)
Database (17)	Music (60)	Storage (18)
Email (33)	News (21)	Tagging (9)
Enterprise (44)	Office (21)	Telephony (50)
Events (16)	Other (98)	Tools (41)
Fax (3)	Payment (13)	Travel (29)
Feeds (12)	Photos (47)	Utility (23)
File Sharing (10)	PIM (10)	Video (60)
Financial (79)	Project Management (18)	Weather (7)
Food (6)	Real Estate (14)	Widgets (17)
Games (26)	Recommendations (24)	Wiki (9)

**SEO and web APIs are a
qualitatively different kind of
marketing tactic.**



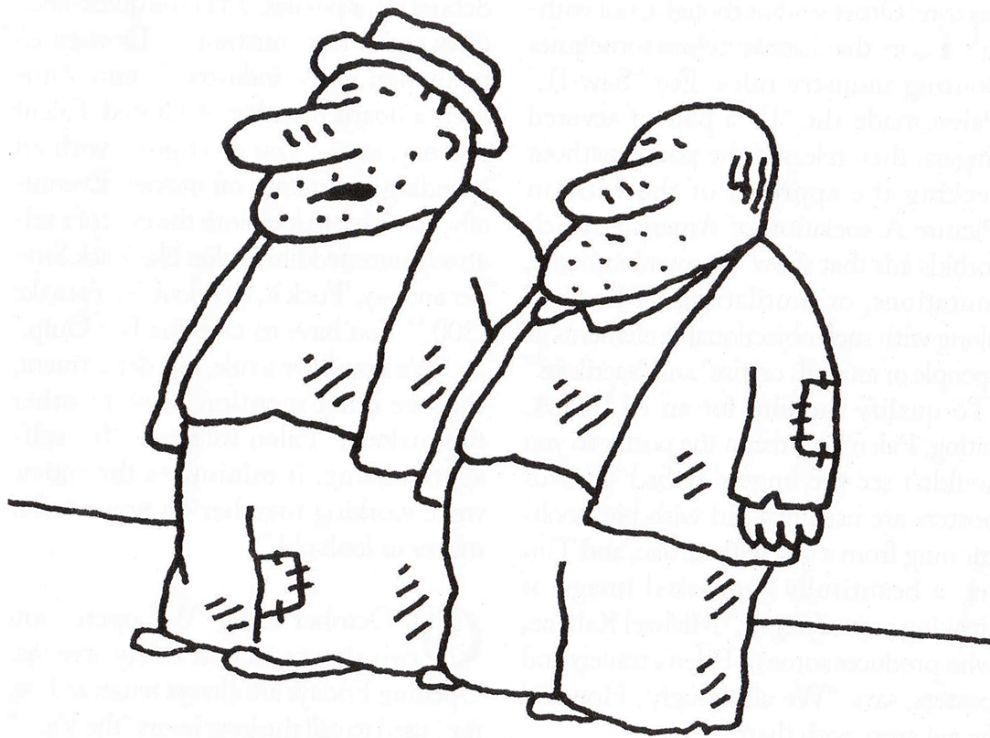
Even across
shifts in
medium...

...marketing had
been produced
for humans.



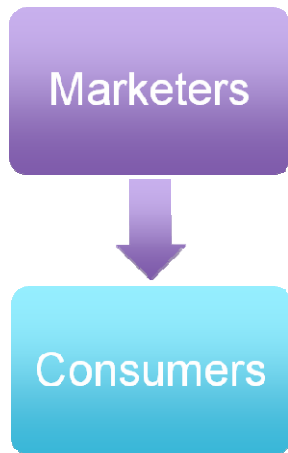
With SEO and web APIs, marketing has a **different** audience.



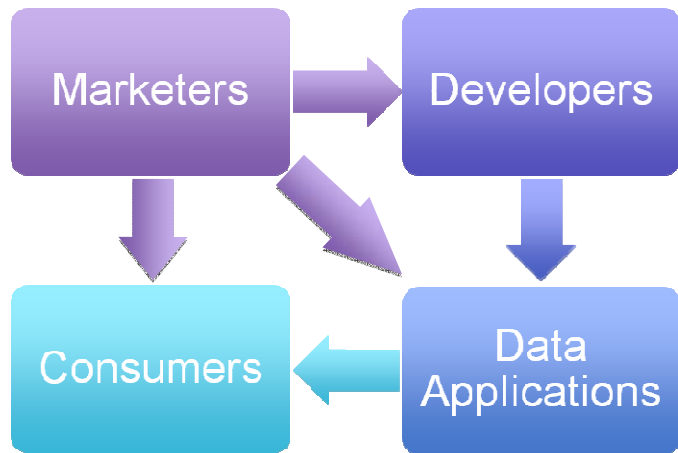


“Good news—I hear the paradigm is shifting.”

Visible vs. Linked Data Marketing



Visible Marketing



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Linked Data Marketing

Search Engines as Data Applications

The screenshot shows a Google search for "union oyster house". The search bar contains the text "union oyster house" and a "Search" button. Below the search bar, the results are displayed. The first result is for "Union Oyster House, Boston, MA—Seafood and History at America's ...". The second result is for "Union Oyster House, Boston, MA: Our Menu". The third result is for "Union Oyster House - Boston, MA", which is circled in red. This result includes a star rating of 4.5 (represented by four stars and a half star), 292 reviews, a price range of \$\$\$, and a snippet of text: "294 Reviews of Union Oyster House 'I'm from Philadelphia. We decided to take a little Historical/Cultural trip to Boston. My cousin and I wanted to have a ...".

Google Search [Advanced Search](#)

[View customizations](#)

Web [+ Show options...](#) Results 1 - 10 of about 188,000 for union oyster house. (0.28 seconds)

Union Oyster House, Boston, MA—Seafood and History at America's ...
Visit Boston's oldest restaurant, serving seafood and New England specialties in a historic setting on the Freedom Trail.
www.unionoysterhouse.com/ - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [🗕](#)

[Our Menu](#) [Meetings & Functions](#)
[Directions and Hours](#) [Union Oyster House, Boston, MA](#)
[Contact Us](#) [About the Oyster](#)
[Our History](#)

[More results from unionoysterhouse.com »](#)

Union Oyster House, Boston, MA: Our Menu
Union Oyster House. Menus. Lunch · Dinner · Dessert · Union Bar. Order a Gift Certificate. Button bar. Our Menus | [Make a Reservation](#) | [Meetings & Functions](#) ...
www.unionoysterhouse.com/Pages/newmenu.html - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [🗕](#)

Union Oyster House - Boston, MA
★★★★☆ 292 reviews - Price range: \$\$\$
294 Reviews of **Union Oyster House** "I'm from Philadelphia. We decided to take a little Historical/Cultural trip to Boston. My cousin and I wanted to have a ..."
www.yelp.com/biz/union-oyster-house-boston - [Cached](#) - [🗨](#) [📄](#) [🗕](#)

Sponsored Links
Union Oyster House
Get details, see photos, and find nearby transit in one Place Page
maps.google.com
[See your ad here »](#)

Google Rich Snippets



union oyster house



ALL RESULTS

Reference

Local Listings

RELATED SEARCHES

Boston Restaurants

Quincy Market

Faneuil Hall

No Name Restaurant

Legal Seafood Boston

Durgin Park

Union Oyster House
Recipe

Boston North End
Restaurants

SEARCH HISTORY

Now you can go back further with search history. Learn More.

union oyster house

See all

Clear all | Turn off

ALL RESULTS

1-10 of 1,270,000 results · [Advanced](#)

[Union Oyster House, Boston, MA—Seafood and History at America's ...](#)

Visit Boston's oldest restaurant, serving seafood and New England specialties in a historic setting on the Freedom Trail.

www.unionoysterhouse.com · [Cached page](#)

- [Our Menus](#)
- [Contact Us](#)
- [Directions & Hours](#)
- [About the Oyster History](#)

[Show more results from www.unionoysterhouse.com](#)

[Union Oyster House - Wikipedia, the free encyclopedia](#)

Ye Olde **Union Oyster House**, open to diners since 1826, is the oldest restaurant in the United States of America. It is located at 41-43 **Union Street**, Boston, Massachusetts.

en.wikipedia.org/wiki/Union_Oyster_House · [Wikipedia on Bing](#)

[Union Oyster House, Boston, MA: History](#)

1620 Puritans arrive at Plymouth 1620-30 Other English settlers arrive and set up colonies : The **Union Oyster House** is the oldest restaurant in Boston and the oldest restaurant ...

www.unionoysterhouse.com/Pages/history.html · [Cached page](#)

[Union Oyster House - Boston, MA](#)

(617) 227-2750 · 41 **Union Street**, Boston, MA 02108
(Map) · User rating: 3/5 · \$\$\$ price · 297 reviews

www.yelp.com/biz/union-oyster-house-boston · [Cached page](#)

[Union Oyster House Boston - Restaurant Reviews - TripAdvisor](#)

Union Oyster House, Boston: See 140 unbiased reviews of **Union Oyster House**, rated 3.5 of 5 on TripAdvisor and ranked #211 of 1,865 restaurants in Boston.

www.tripadvisor.com/Restaurant_Review-g60745-d321626-Reviews-Union_Oyster_House-Boston... · [Cached page](#)

[Drooling Dog Bar B.Q. - Colfax, CA](#)

★★★★☆ 15 reviews - Price range: \$\$

Drooling Dog has some really good BBQ. I had the pulled pork sandwich, **Drooling Dog BBQ** is a great place to stop at on your way up the hill to Tahoe ...

www.yelp.com/biz/drooling-dog-bar-b-q-colfax - 75k - [Cached](#) - [Similar pages](#)

```
<div xmlns:v="http://rdf.data-vocabulary.org/#" typeof="v:Organization">
  <span property="v:name">L'Amourita Pizza</span>
  <span property="v:tel">(206) 555-7242</span>
  <div rel="v:address">
    <span property="v:street-address">2040 Any Street</span>
    <span property="v:locality">Springfield</span>
    <span property="v:region">WA</span>
    <span property="v:postal-code">98102</span>
  </div>
</div>
```

```
<span xmlns:v="http://rdf.data-vocabulary.org/#" typeof="v:Review-aggregate">
  <span property="v:itemreviewed">Komala Vilas</span>
  <span rel="v:rating">
    <span property="v:average">3.6</span>
  </span>
  <span property="v:count">20</span>
</span>
```



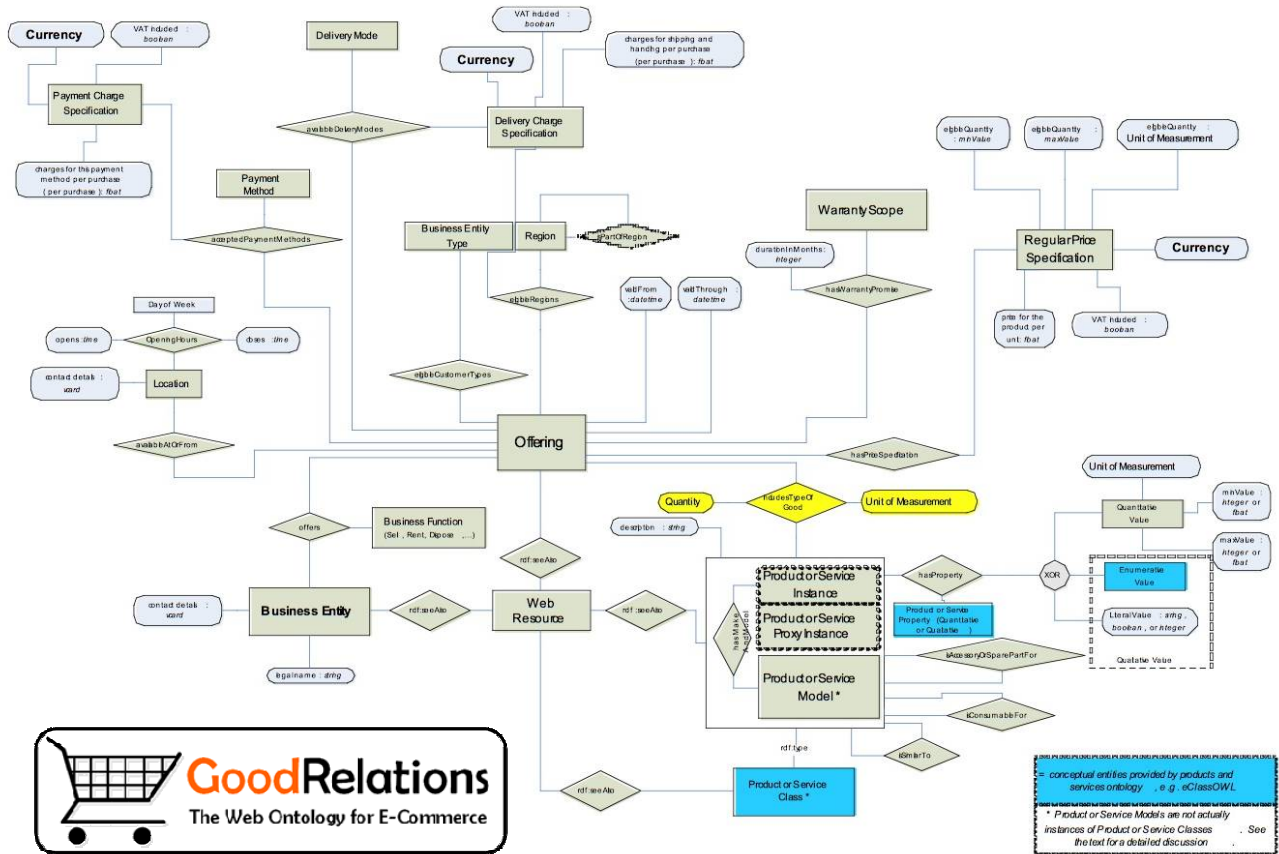
Ferris Bueller's Day Off - DVD

Customer Rating: ★★★★★ 4.5 Total reviews: (8)
Studio: Paramount SKU: 7590289 UPC: 0097360313345

Teenaged Ferris Bueller (Matthew Broderick) is a legend in his own time thanks to his uncanny skill at cutting classes and getting away with it. Intending to make one last grand duck-out before graduation, Ferris calls in sick, "borrows" a Ferrari, and embarks on a one-day bacchanal through the streets of Chicago. Dogging Ferris' trail at every turn is high-school principal Rooney (Jeffrey Jones), determined to catch Bueller in the act of class-cutting. Writer/director John Hughes once again tries to wed satire, slapstick, and social commentary, as Ferris Bueller's Day Off starts like a house afire and goes on to make "serious" points about status-seeking and casual parental cruelties. It brightens up considerably in the last few moments, when Ferris' tattletale sister (Jennifer Grey) decides to align herself with her merry prankster sibling. A huge moneymaker, Ferris Bueller's Day Off eventually spawned a TV sitcom. ~ Hal Erickson, All Movie Guide

Reg. Price: \$9.99 USD

BUY



<http://www.ebusiness-unibw.org/wiki/GoodRelations>

A magnifying glass with a black handle and frame is positioned on the left side of the image. The lens is focused on a grid of small yellow squares on a green background. The grid is composed of many small squares, some of which are slightly offset or missing, creating a pattern that resembles a search or data visualization. The background is a solid green color with a subtle gradient.

SEO++

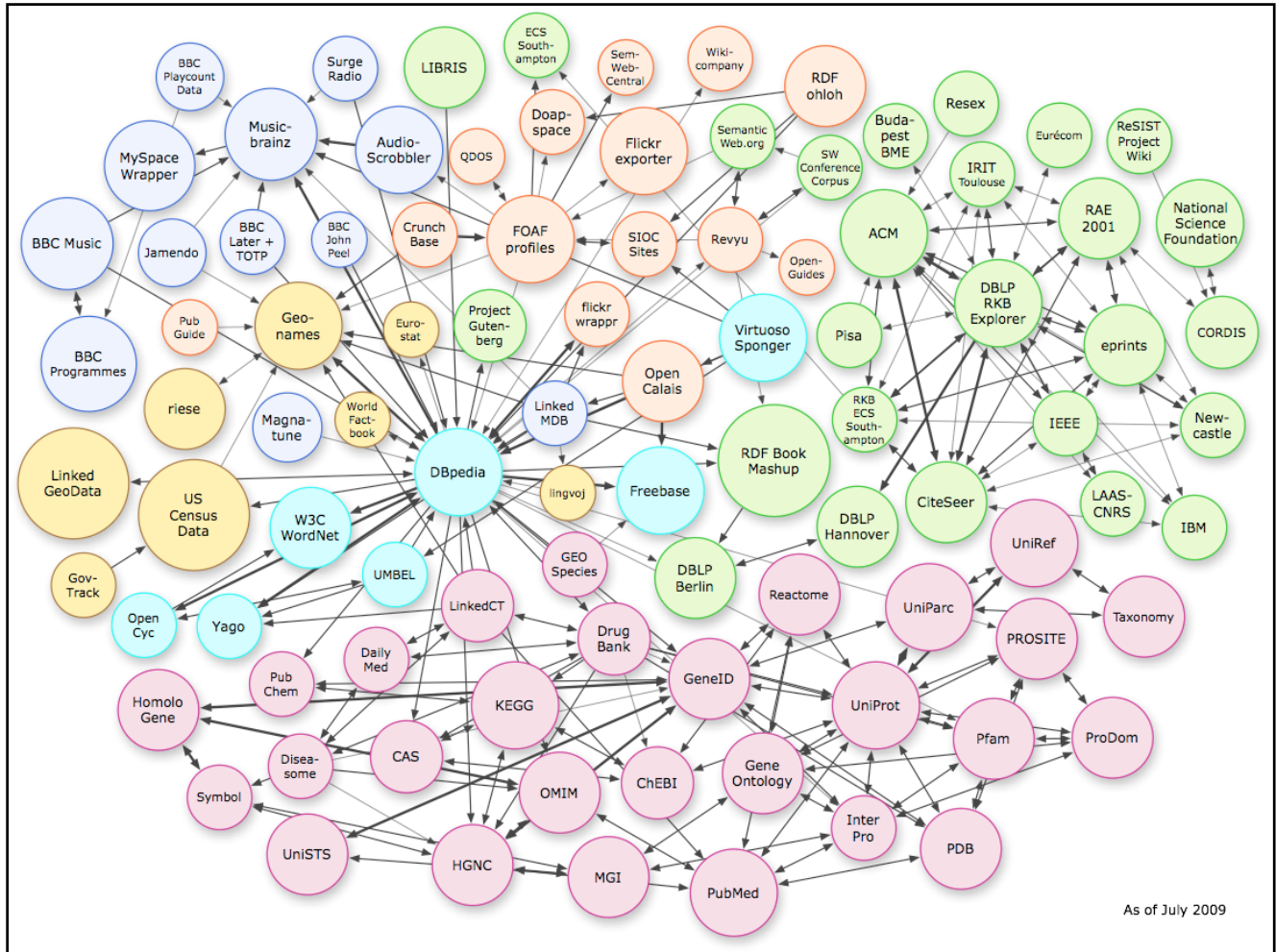
**Incremental
evolution of
search engine
optimization
(SEO) with
data objects.**

Data for nothing and links for free.



It's not all about

Google™



ProductWiki

Freebase

CALAIS
Powered by Thomson Reuters

FlowingData
Strength in Numbers

talis

factual_{BETA}
Making data accountable.

Infochimps
Find the world's data

DAY
TUM

The New York Times

DBpedia

dapper

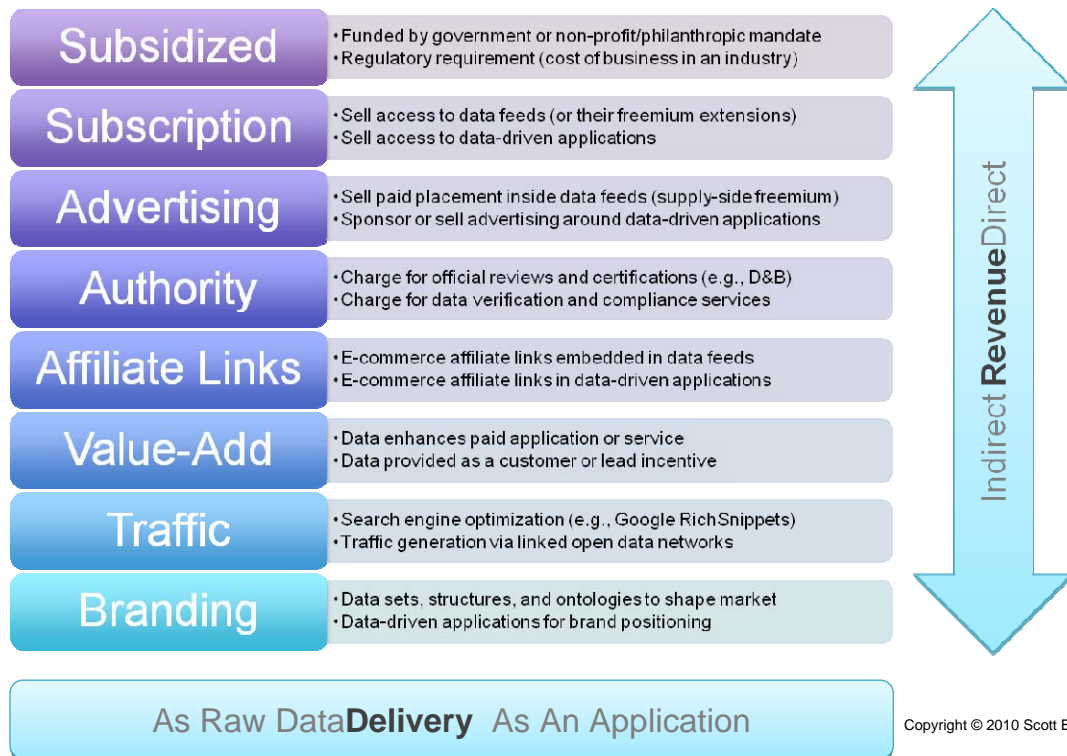
ckan

CrunchBase

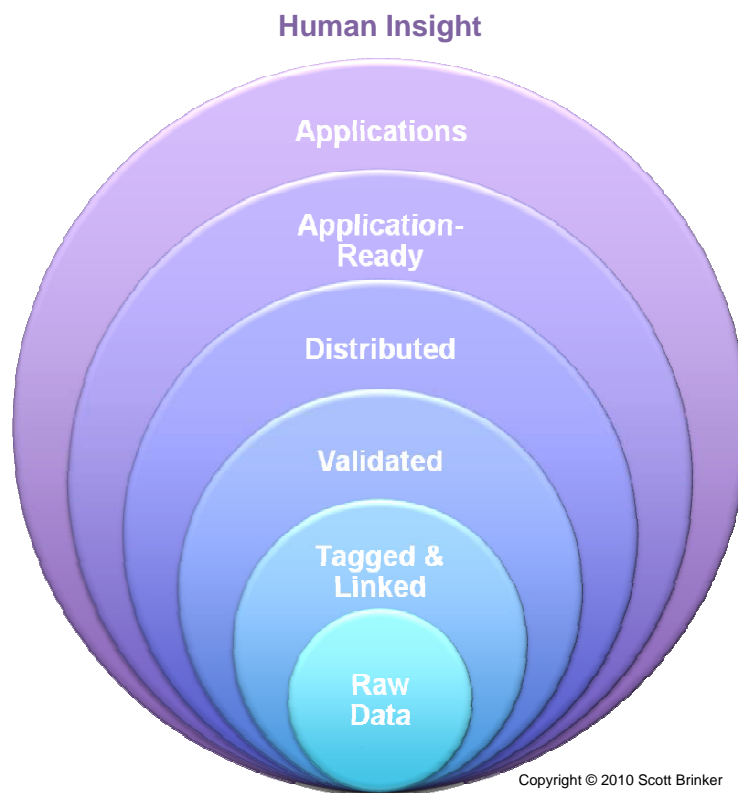


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8 Business Models for Linked Data



7 Phases of Data



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**“Build something people want.”
– Paul Graham**



Scott Brinker
Twitter: @chiefmartec
sbrinker@chiefmartec.com
<http://www.chiefmartec.com>