



Letters to the Editor

Every week, we publish dozens of newsletters read by thousands of people. Sometimes they even write us back. Here are some of this week's reader comments and suggestions. Write to us. Let us know how we're doing. We love getting mail!

Friday, Nov 14, 2008

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Targeting The Global Web User

RE: [Global Budgets To Boost Online Advertising \(OMD, 11/3\)](#)

From: Tsafir Pele, DSMR Media Group
This article demonstrates one of the good things that comes out from these bad times: looking for extra monetization.

When big U.S. advertisers are cutting budgets and are looking to get their campaigns better targeted, publishers will increase their efforts to better serve their American clients, and on the other hand, better monetize the leftovers.

In the last 4-5 years, we have also been pursuing this slice of the pie, and built a successful business on the 30%-40% non-U.S. visitors on U.S. properties.

Most of the time we find it very difficult to convince Americans that there is a world out there, that, among other things, visits U.S. Web sites such as yahoo.com and alike.

To learn more about Akamai's approach to ad targeting, download our white paper.

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Leveraging Obama's Social Media Database

RE: [President-Elect Obama, Don't Let Your Social Media Channels Grow Cold \(Social Media Insider, 11/12\)](#)

From: Margaret Chaidex, Tellabs

There are two ways to look at this issue. One is to focus on the more significant issues facing the country. The other is to realize the significance of Obama's campaign. Never before have we seen a candidate embrace the Web and social networking to reach so many people. By constantly keeping his supporters up to date, he was able to create an instant personal connection. This is the first time I felt truly involved in a campaign and looked forward to the debates.

That being said, if people can put their differences aside leveraging the database to improve volunteerism would have a significant impact. Yes we have harder issues to be looking at and resolve. However we can do much more on a local level, such as soup kitchens, literacy programs, clothing drives, etc. And that is only one example of what can be done with the database. I hope he continues his use of social media (whether it be Obama or his staff). It's an exciting time for all marketers.

The Concept To Understand

RE: [Search Branding: A Problem of Metrics \(Search Insider, 11/13\)](#)

From: Kate Elzer-Peters, Queensboro Shirt Company

This is a great post! Brands and emotions are linked, inextricably, to each other. And, some things just can't be quantified with our current measurement abilities.

I had to comment, mainly because you used my favorite word, "consilience." You can't have too much consilience. Really, if more people understood the concept, there would be better, faster, more targeted and relevant progress.

Aspirational Americans

RE: [Selling Hope \(Performance Insider, 11/13\)](#)

From: Kate Elzer-Peters, Queensboro Shirt Company

So, politics aside, one thing I do think we have going for us as marketers is that, the public, especially the American public, is a highly aspirational group of people.

From observing the political views of friends, relatives and co-workers, I noticed one constant: no matter which side they were on, they seemed to be thinking very much about their futures -- not necessarily the future in relation to where they were right now, but the future that they hoped (there's that word, hope) that they would have. Sometime their picture of their future reality seemed completely out of reach and out of touch with life (in either direction), but that did not seem to stop anyone from sticking with their views.

If you are marketing in the United States, I think you have the uniquely aspirational and hopeful outlook of the public on your side. We might not be selling hope, but we are selling to a hopeful public, which is just as good.

Against The Bailout

RE: [And the Next Contestant Is A... \(Online Publishing Insider, 11/13\)](#)

From: Warren Lee, Segmint

Let market forces decide, forget a government bailout.

Everyone got the e-mail about the \$85 billion bailout for AIG. It would be more productive to give the money to all citizens of the U.S. that are over 18 -- a straight split of the cash, charge taxes and the whole thing costs about \$65 billion. With \$300,000 + in each adult's hands, that would stimulate the economy.

The good sites and services need to be able to stand on their own two feet. Good management practices, realistic economic models and a trimming back of the greedy mentality that got us in this mess, would be the best tonic.

It might not be a bad time to think about good methods to employ in paying back some of this nation's debt. I love my kids and we are severely impacting their future.

Cherry-Picking Ideal Email Times

RE: [New Insights On Time Of Day For Email \(Email Insider, 11/12\)](#)

From: Skip Fidura, OgilvyOne Worldwide London

I think [Morgan Stewart's] comment about context is critical and shows how email (and in fact all marketing) needs to evolve from a marketer-centric approach to a consumer-centric focus. I can easily envisage using this methodology to understand when and why certain segments are more likely to respond, and using this information to cherry-pick ideal times throughout the week based on segment and content.

The letters to the editor are compiled weekly by Phyllis Fine. To send your letters, please e-mail pfine@mediapost.com

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