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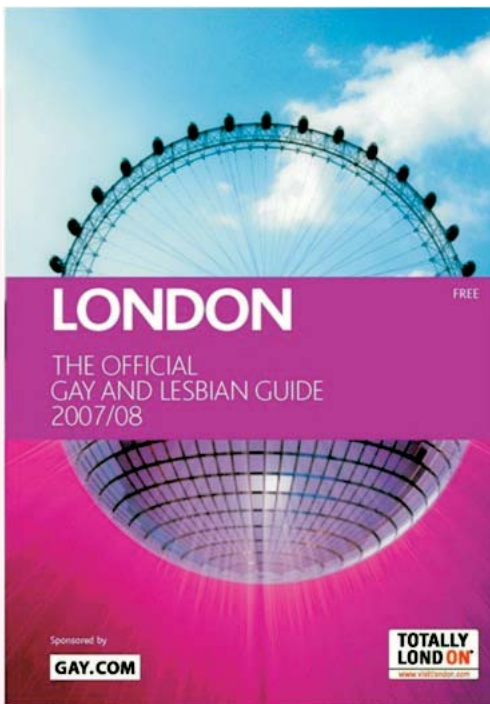
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Other Highlights

- What are the Benefits of Social Media Marketing?
- Who's on our PBM Social Networking Site?

Rivendell | ONLINE

Community Marketing, Inc.



Business Event Highlights

European Symposium on Gay and Lesbian Tourism

February 13, 2009: London, UK
www.CommunityMarketing.com

Original GLBT Expo

March 21-22, 2009: New York, NY
www.OriginalGLBTExpo.com

IGLTA Conference

May 7-10, 2009: Toronto, ON - Canada
www.IGLTA.org

IGLCC Conference

July 29-29, 2009: Copenhagen, Denmark
www.IGLCC.org

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New Marketing Tools for 2009

How to get more targeted visitors to your site

In the last edition, Matt Skallerud wrote a great article, "Making Sense of Social Media." He compared social media to talk radio and old-fashioned telephone party lines. "A tiny percent call - but everybody is listening." This article is going to teach you how to best market to all of those "listeners."

Have you ever filled out a form similar to this one?

- 1) Upload a photo
- 2) Favorite music?
- 3) Favorite movies?
- 4) Interests?

Of course, these are the typical fields that you have filled out dozens of times online.

If you wanted to join a site or make a comment, then providing a ton of personal information used to be a necessary evil. As a site visitor, I cringe when I think about another site accessing all my info and potentially spamming me. As a site publisher, however, I have the exact opposite dilemma of how to get more information from visitors.

Connection services such as Facebook connect, myspace ID, Google friend connect, and Open ID have come to the rescue so that you can attract more users and allow a more pleasurable user experience with your site. These connection services store and protect a user's profile in one central location, but allow access by third party sites (like yours).

How does it work?

The profile not only has all the information and pics associated with the user, but also has privacy settings such as public viewing of profile, friend of friends can view profile, etc.

Let's say a visitor reads an article on your blog and would like to make a comment. Or maybe someone made a great comment and the visitor would like to start a private conversation with this insightful blogger. Users can grant permission to your blog to access their profile on Facebook, myspace, LinkedIn, etc. so they don't have to retype all of their info to verify themselves on your site.

The user must confirm the connection. For example, I saw a great article on TechCrunch.com that I wanted to make a comment on and this confirmation box was generated when I connected my Facebook profile.

Why should I add a connection service to my site?

If a tree falls in a forest and no one is around to hear, then does it make a sound? The developers of Facebook connect have a funny spin on this saying: "if someone makes a comment on your blog and no one reads it, then does it really exist?"

In the past, when I made comments on the TechCrunch site, only other people on the TechCrunch site would see my post. However, now that TechCrunch uses Facebook connect, all my Facebook friends can see my comments in their news feed and if a comment is relative to them then they might click on it to be directed to TechCrunch. TechCrunch wins big in this scenario because I just drove targeted visitors to their site. Every post that people make turns into a small piece of advertising for them. This is special advertising though... this is targeted opt-in advertising.

Who are you friends with? Most likely, people you trust and that are involved in a similar industry. So, if you are my friend on Facebook, then there is a good chance that an article you are commenting on would be highly applicable and interesting to me as well. In the past, I only knew what articles my friends really liked if they went to the trouble of posting that article to Facebook; now I can surf the internet with my friends and be more closely connected.

Gay men in particular love to talk and share their opinions; so why not use this to your advantage in the form of free marketing?

Who should use it?

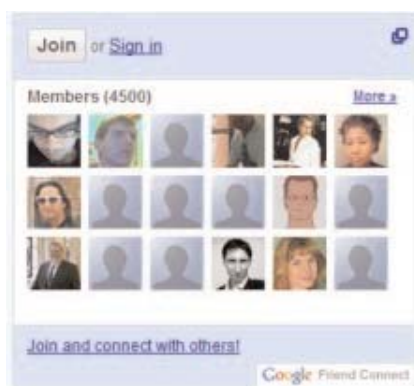
Site Publishers: Add a connection service if you have interesting content on your site/blog where you want to allow visitors to comment and share with their friends (and if you don't have something interesting to comment on then why would someone want to visit your site in the first place?) You do not have to run a social networking site to have your site be more social. It should be enough incentive to simplify the sign-up process for your visitors, but the fact that you can get free exposure on social networking sites like Facebook is an even greater bonus!

Are there any cons to using a connection service? You don't have direct access to store users' email addresses which comes in handy in building email marketing lists. However, you can still collect email addresses through other signups or, better yet, communicate with your visitors via Facebook, myspace, etc. The tradeoff is that when you send an email, then one person sees it... when someone comments on a post, then you are reaching potentially thousands.

But I already have a Facebook group/fanpage? It is highly advisable to have a Facebook group or fanpage; however, Facebook connect is not a replacement. They are two complimentary services that work best if you utilize them both.

Networkers: Use a connection service to meet more like-minded people. I have met lots of new friends on TechCrunch and expanded my network of friends on Facebook.





Where can I see examples?

Facebook connect:
 TechCrunch.com
 CitySearch.com
 HowCast.com

Google friend connect:
 Mashable.com
 Qloud.com

Open ID:
 Mapquest.com

myspace ID:
 Flixster.com

How much?

These connection services are free; however, integration for Facebook connect can be a little in-depth, so you may need to hire a web programmer to help (the upfront cost is minimal when compared with all the extra exposure you will be generating).

Google friend connect is easier to install, but then you lose the power of the far reach of Facebook. The code and documentation is available at the following urls:

Facebook - <http://developers.facebook.com/connect.php>
 Google friend connect - <http://www.google.com/friendconnect>
 Open id - <http://wiki.openid.net/Libraries>
 myspace -
<http://developer.myspace.com/Community/blogs/devteam/archive/2008/12/09/introducing-the-myspace-open-platform-and-myspaceid.aspx>

Which connection service should I pick?

All you need to do is take a minute to evaluate where you network and spend your time? You can install all of them but unless you have an assistant, it is better to focus on one and leverage the reach of that site. Facebook connect is not only the most buzzworthy social networking site, but the clean news feed design that posts data back to the social network lends itself best for this type of marketing.

Now, you can leverage this gift of gab that has been bestowed upon the gay world, by using connection services to turn Internet addictions into a marketing tool.



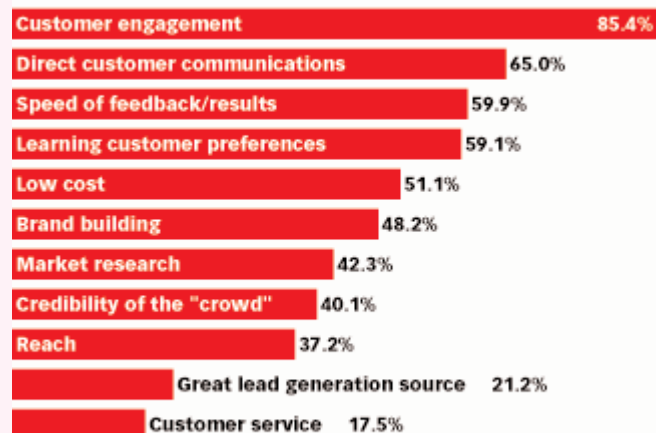
Article brought to us by RJ Neel
 (rjneel@fpv.hyperoffice.com). Check out his
 most recent website, www.iphonedork.com

Articles of Interest

What are the Benefits of Social Media Marketing?

Looking to make the case for why your organization or clients should be using social media marketing? A survey last month, highlighted today in eMarketer, outlines the benefits that marketing executives cite as reasons to embrace the medium:

Main Benefits of Using Social Media Marketing According to US Marketing Executives, October 2008 (% of respondents)



Note: n=137
 Source: Marketing Executives Networking Group (MENG), "Social Media in Marketing" as cited in press release, November 6, 2008

099524

www.eMarketer.com

Not surprisingly, customer engagement takes the top spot, with 85.4% of respondents citing it as a benefit of using social media marketing (perhaps the better question is, who are the 15% of respondents who didn't see that as a benefit?). More interesting is that direct response – defined as "great lead generation source" in the list of benefits – was only cited by 21% of execs, implying that most execs don't see the medium as having a direct impact on sales.

Will that make it harder to make the case for social media marketing as a part of leaner ad budgets in 2009? With 51% of respondents also citing "low cost" as a benefit, I think the case can still be made that social media marketing is a viable medium for driving customer growth next year. But, it could be challenging, given the more immediately tangible results you can see (or not see) from more traditional online ad buys like pay-per-click or affiliate marketing.

What are you citing as the main benefits of social media marketing with your company and clients? Are you optimistic for '09? Share your thoughts in the comments.



PiNK
Banana
media.com

Banner Ads
E-Mail
Content
Blogs
Social Networking
SEO



GLBT Marketing Strategy & Online Media Placement

GLBT Business Resources

Social Networking

GLBT Business Groups on Plaxo

<http://gibt.plaxogroups.com>
<http://gibttravel.plaxogroups.com>
<http://gibttech.plaxogroups.com>
<http://businessesforlesbians.plaxogroups.com>

GLBT Groups in Business Social Networking

<http://pinkbananamedia.ning.com>
<http://gibt-network.collectivex.com>
<http://lgbtbiz.collectivex.com>
<http://bizservinglebians.collectivex.com>
<http://www.linkedin.com/search?search=&groupFilter=6368>
<https://www.xing.com/net/queer/>

Online Resources

Echelon Magazine

<http://www.echelonmagazine.com>

GayBusinessWorld.com

<http://www.gaybusinessworld.com>

GFN.com

<http://www.gfn.com>

NGLCC Biz

<http://www.nglcc.org/biz/>

Online Ad Placements with Rivendell Media

Rivendell *ONLINE*

We have teamed up with **Rivendell Media** to offer advertisers unparalleled reach into the GLBT community online. Working with us, we can help you reach your target demographic in the GLBT community worldwide via **Banner Advertising** and **E-Mail Marketing** opportunities. We work with a network of strong web sites targeting the GLBT community and we can help **Match** your product or service to the online GLBT community that is right for you, **targeting by regions of the world** as well as **themes including travel, sports** and more.

Incorporating some of our best **Specialized Web 2.0 Marketing** with your **Banner Ad Campaign** allows us to **Supercharge** your online advertising... we call it **Banner Advertising Plus!** Every client's needs are custom, so tell us more about your product or service so that we can custom-tailor a **Banner Advertising Plus** solution that's right for you.



We also work with you on identifying your typical **Customer Personas...** profiles of who your typical customer base individuals are, so that we can better locate them in social networking groups and social network advertising campaigns done on your behalf.

More info at <http://Ads.PinkBananaMedia.com>



Targeting the Gay & Lesbian Online Community?

Contact us today to discuss ways we can help
Map Out Your Online GLBT Strategy!

www.PinkBananaMedia.com

Pink Banana Media's Social Networking Site

Who is on <http://pinkbananamedia.ning.com>?






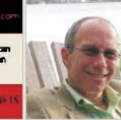
Come on by and find out... join... blog... meet new potential clients... and more!

Pink Banana Media
Gay & Lesbian Social Networking, Marketing, Advertising and Community

HOME Invite My Page **Members** Events Forum Groups Notes Photos Videos Blogs PBM Manage

All Members My Friends [Invite Friend](#)



















Featured Members

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|---|--|--|--|---|--|
|  Gayboys4u Adrian Hamilton |  Derrick Sorles |  IL Louie Partida |  M2 Media Designs |  blackgaybooksonline.com |  Marc I. Grossman |
|---|--|--|--|---|--|

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|  IL Louie Partida Male Dallas, TX, United States Stop Featuring |  Gayboys4u Adrian Hamilton Male Leeds, United Kingdom Stop Featuring |  Lorraine Quigley Female Key West, FL, United States Feature |
|  M2 Media Designs Male Lake Forest, CA, United States Stop Featuring |  blackgaybooksonline.com Male Brooklyn, NY, United States Stop Featuring |  Marc I. Grossman Male Longwood, FL, United States Stop Featuring |
|  Kathleen Gidney Female Digby County, Canada Stop Featuring |  110 Media Design East Prairie, MO, United States Stop Featuring |  Cliff Gennarelli Male Rochelle Park, NJ, United States Stop Featuring |
|  Shawn Newman Male Fort Lauderdale, FL, United States Stop Featuring |  Robin Frost Weant Female Lewisville, NC, United States Stop Featuring |  Im Gay.TV Female Tampa Bay, Florida, United States Stop Featuring |
|  Lime Networking Male Winnipeg, Canada Stop Featuring |  Betsy Petersen Saint Paul, MN, United States Feature |  Lawrence Peters Male New York, NY, United States Stop Featuring |

| | | |
|---|---|---|
|  John Bowell Male Los Angeles, California, United States Stop Featuring |  Enrique Male Sacramento, CA, United States Stop Featuring |  James Hollenbeck Male San Francisco, CA, United States Feature |
|  Fabiola Salas Leiva Female Viña del Mar, Chile Stop Featuring |  Cheryl Warren Female Oakland, CA, United States Feature |  Buddy G Monroe, NY, United States Feature |
|  Paul Montwillo Male San Francisco, CA, United States Stop Featuring |  Ken Male Austin, TX, United States Stop Featuring |  Tony Wilkins Male San Francisco, CA, United States Feature |
|  Joe Rosenlicht Washington, DC, United States Feature |  white horse inn Oakland, CA, United States Feature |  John R Smith Feature |
|  Scott Aguilar Male Los Angeles, CA, United States Feature |  www.pridebook.com 35, Male Ottawa, Canada Stop Featuring |  Andy Reynolds Male New York, NY, United States Stop Featuring |
|  Dave Male Madison, WI, United States Stop Featuring |  Laurence Bernstein Male Toronto Ontario, Canada Feature |  Jeannie Knuuttila Female Londonderry, NH, United States Stop Featuring |
|  JOSEPH CASTRANOVA Male MIAMI, FL & Charlotte, NC, United States Stop Featuring |  Sloan Coleman Female Seattle, WA, United States Stop Featuring |  Rick Clemons Male Riverside, United States Stop Featuring |
|  Mary Bondi Female Ft Lauderdale, United States Stop Featuring |  Thom Cook Male West Hollywood, CA, United States Feature |  Allan Male Puerto Vallarta, Mexico Feature |
|  Robert Sharp Male Toronto, ON, Canada Stop Featuring |  Thomas Koveleskie Male Brooklyn, United States Feature |  SendGayCards.com Female Floyd, VA, United States Stop Featuring |
|  M. Patrick Doherty Male Lake Tahoe, United States Stop Featuring |  Paul White Male Sydney, Australia Stop Featuring |  Dhanygirl Female United States Stop Featuring |

News Highlights



LGBT Marketing Forum: European Tourism and Hospitality Leaders to Gather in London

Timely Discussion of Gay and Lesbian Growth Opportunities During Economic Downturn

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The full-day London programme will be similar in format to CMI's annual conference held throughout North America for 10 years. It will feature expert UK, European and American speakers discussing LGBT tourism and hospitality research insights, trends, best practices, case studies, marketing outreach, and more. Discussions will include business expansion opportunities specific to the many global LGBT markets. Speaker insight will be coupled with invaluable networking during breaks, lunch and the evening reception.

The Honorable Deputy Mayor of London, Richard Barnes, will open the Symposium. Speakers and topics of discussion will include:

Martine Ainsworth-Wells, Marketing Director, Visit London: "London Destination Case Study"

David Paisley, Research Director, Community Marketing, Inc.: "Insights and Lessons from 100 LGBT Tourism Focus Groups"

Paul Gauger, Media Relations Director, Visit Britain: "Leveraging LGBT Press Connections to Optimise your Results"

Serge Gojkovich, President, Gay Consultants, Inc., Boston: "How to Reach the USA Market"

Stephen Coote, Managing Director, SC&A Marketing, London: "How to Reach the UK Market"

Thomas Bömkles, Managing Director, Tom Consulting, Inc., Munich: "German Marketing via Gay Travel Portals"

David Muniz, Commercial Director, QSoft Consulting (gaydar), London: "Key Findings of LGBT Tourism Research in the UK and Europe; Gay Resilience in Economic Downturns"

Matt Skallerud, President, Pink Banana Media, Los Angeles: "Interactive and New Internet Media: Affordable and Effective Approaches"

Andrew Roberts, Chief Executive, Amro Worldwide Holidays, London: "Co-Operatively Promoting Destinations and Suppliers"

Jeff Guaracino, VP Communications, Greater Philadelphia Tourism Marketing Corp., "Philadelphia Case Study"



Summary and links:

WHAT: The industry's leading marketing, public relations and research symposium to help you reach gay and lesbian travellers. Click here to view the webpage. Click here to review the preliminary conference agenda.

WHEN: 13 February 2009

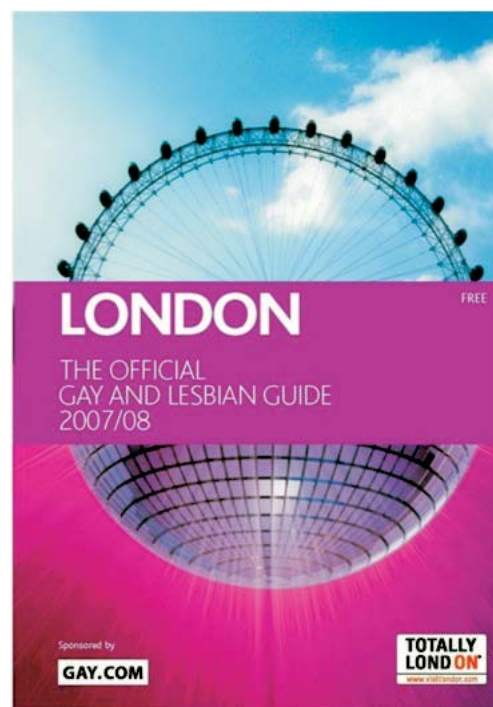
WHERE: Cumberland Hotel, Marble Arch, London (For out of town guests, a GBP 155/night rate is available at the hotel. Please book by 16 January. Rate code COMM130209.)

REGISTRATION: Just GBP 145 through 13 February; GBP 195 after. Register online.

Sponsored by Visit London and Great Hotels Organisation.

For more information please visit www.CommunityMarketingInc.com or email david@CommunityMarketingInc.com

NOTE: Visit London is the official visitor organisation for London. A leader in best practice destination marketing, Visit London promotes the UK capital internationally, across Britain and to Londoners targeting leisure and business visitors. Visit London works in partnership with the Mayor of London, the London Development Agency, London Councils and the tourism industry. Visit London Media Enquiries: Jacqueline French, 020 7234 5844 or jfrench@visitlondon.com



We also invite you to visit the CMI website to learn more about tools we offer that can help you reach the gay & lesbian market.

Additional Screen Shots

Market Research Gay Market Report 2009

Automotive Advertising in the Gay Market

Pride and Prejudice - The Automotive Industry and 'The Gays'

It wasn't that long ago that it was considered heresy to utter the words "gay" or "lesbian" in the halls of the world's automotive headquarters...

convertibles were strongly represented, so more were mundane vehicles like the Toyota Camry and Civic. This data seemed to support and quiet certain stereotypes about the GLBT community.

The GLBT Consumer - What the Data Says
The country is slowly acknowledging that the "gay movement" is far from detrimental to the fabric of society and in fact, adds color, texture and sparkle to the nation.

With all the data pointing to the automotive, travel and leisure consumer, you'd assume that there would be fierce competition to advertise to and capture this audience. Unfortunately, it seems that until recently prejudice and lack of education have prevented business owners in the decision to actively market to the GLBT consumer.

The most quoted fact that statistically, GLBT households have more disposable income. According to the recently updated analysis by Wilco-Combs Communications and Packaged Facts, the total buying power of U.S. gay, lesbian, bisexual and transgender (GLBT) adult population in 2008 is projected to be \$12.1 billion.

With that said, some automotive brands mirrored the early adopter behavior of this demographic and started marketing the GLBT community as far back as 1994.

GLBT, lesbian, bisexual and transgender (GLBT) adult population in 2008 is projected to be \$12.1 billion. This is an upward trend from \$680 billion in 2007 and \$450 billion in 2004. From a pure purchasing power perspective, this is a desirable segment of the market.

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Market Research Gay Market Report 2009

Buying Power of Gay Men and Lesbians in 2008

by Wilco-Combs Communications

Marketers, economists and journalists often pursue over-guessimating the purchasing power of America's gay and lesbian households. Some tend to label the gay market as a dream market precisely because of its presumed affluence. But is it really so?

Over the past several years, we've conducted this question considerable thought and research. We conclude that projections of gay wealth are likely overstated or simply a flat misconception, and therefore we come to rely more often on the excellent analysis conducted by economist and academic Dr. Lee Badgett and the work of the Williams Institute at UCLA.

Dr. Badgett and others have shown that it appears likely that gay men earn slightly less than their heterosexual counterparts, while lesbians appear to earn 10 to 15% more than their other women. Over time, we will continue to examine these studies and to analyze their implications for public policy as well as for marketing strategies.

But let's stop back a moment. It stands to reason that a certain portion of the gay and lesbian population enjoys wealth or money higher than average earnings. But the real question that marketers and journalists raise about gay and lesbian households is not how much they earn, but how they spend their money. It is this latter question that we are most interested in.

So how should we understand buying power, and attempt to measure the economic clout of gay and lesbian in today's market? When any company decides to pursue the gay dollar and to reach out to gay households, they are meant to understand their customers and to determine what market share they hope to achieve.

Since 2000, we have worked with an expert research team at Deloitte Facts to establish the economic clout of gay households, in contrast with other households. For this purpose, we employ the term "buying power" for "purchasing power" to measure the size of the gay and lesbian market in the United States based on its estimated population. Buying power is another term for "disposable personal income (DPI)", which is defined by the U.S. Bureau of Economic Analysis as the total after-tax income available to an individual to spend on personal consumption, personal interest payments, and savings.

American Gay and Lesbian Population
Social scientists and market researchers alike grapple with the timely dimensions of the gay, lesbian and bisexual population. These estimates today range between 4 percent and 10 percent of American adults. In a nation with more than 300 million people, the U.S. Census Bureau estimates today that we have roughly 22.5 million adults (over the age of 18).

Therefore, the most reliable projections of the GLBT population may be as low as nine million or as high as 22 million adults. Demographers such as the Williams Institute and 10 percent of American adults. In a nation with more than 300 million people, the U.S. Census Bureau estimates today that we have roughly 22.5 million adults (over the age of 18).

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past eight years by our research partner, Harris Interactive, which frequently invites respondents to anonymously self-identify either as sexual orientation. We believe this is a reasonable benchmark, and this therefore suggests the U.S. population may be as high as 15 to 18 million. (Interestingly, in 2005, the United Kingdom with a total population one fifth of the United States, roughly 60 million residents) officially estimated a combined population of 3.6 million men, lesbians and bisexuals - which approaches 8% of that nation's total population).

Buying Power Methodology
The methodology we chose to apply is similar to the approach taken by the Selig Center for Economic Growth at the University of Georgia in calculating the purchasing power of other multicultural consumer segments such as Hispanics and African Americans. This methodology uses aggregate disposable income data compiled by the Bureau of Economic Analysis (BEA) of the U.S. Department of Commerce, a data source that provides the most comprehensive view of overall purchasing power in the United States.

Gay and lesbian purchasing power is calculated by allocating a proportion of aggregate disposable personal income to gay and lesbian consumers that is equivalent to their percentage of the overall population aged 18 years old and over. The only main premise underlying the estimate of gay and lesbian buying power is that the income-generating power of the adult population is a whole. (Note: although for the purposes of this article, we stipulate "gay and lesbian," we intend for it to mean individuals who self-identify as gay, lesbian or bisexual.)

Note: We do not customarily include transgender people in this analysis for simple reasons. First, transgender people may be either heterosexual or homosexual in their orientation, and therefore do not necessarily and uniformly have same-sex relationships or attractions. Second, and as important, their true number in the total population has never yet been found by the scarcity of credible data. Until we have better data sources and understanding, we assume the number of transgender people may be as low as one tenth to one percent of the overall population. That proportion also means projections about their economic contributions difficult if not impossible to analyze.

Reliable estimates of buying power for each multicultural population segment in the nation, including African-Americans, Hispanics and Asian-Americans are reported widely by the University of Georgia's Selig Center and by others. Of course, gay, lesbian and bisexuals come from all walks of life



- Gay and Lesbian
- ...: Social Networking ...
- ...|...
- ...: Marketing ...
- ...|...
- ...: Advertising ...
- ...|...
- ...: Community ...

... including the site PinkBananaWorld.com

- #1 GLBT Content News Source (Aggregating from hundreds of sources)
- Profile Integration with MySpace, Facebook, Youtube and more.
- Profile sharing with friends, including personal GLBT Facebook-style feed

GLBT Marketing Services

Specialized Web 2.0 Marketing: Our company specializes in the more unique aspects of online marketing in 2008. Working closely with your product or service, we can help promote your company to the online GLBT community utilizing such services as **Facebook Pages**, **IgoUgo.com** and **TripAdvisor.com Marketing**, **MySpace Pages**, **Blog Creation**, **YouTube Video** and **Flickr Photos**, just to name a few.



Traditional Online Advertising: In addition, we can offer you the more traditional **Banner Advertising** and **E-Mail Marketing** opportunities to help promote your business to the online GLBT community. Working with our own web sites, as well as other web sites targeting the GLBT community, we can help **Match** your product or service to the online GLBT community that is right for you, targeting by **regions of the world** as well as **themes including travel, sports and more**.

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About The Editor:

Matthew Skallerud, President of Pink Banana Media and author of the Gay Market Guide, began his career in the gay & lesbian marketplace when he founded GayWired.com in May of 1995. He successfully led GayWired.com into one of the premiere and dominant gay web-sites worldwide, translating that success to LesbianNation.com and QTMagazine.com (gay travel site). In 2001, he expanded this online reach by launching a company focused on both developing niche-oriented websites for the gay & lesbian community and helping companies large and small reach these gay & lesbian consumers through this expanded network of web-sites, which included GayMonkey.com, GaySports.com, Navigaytion.com, PrideParenting.com and GayBusinessWorld.com, just to name a few.

Having sold these sites, his focus is now on the latest in advertising and marketing utilizing social networks and tailoring their opportunities to the GLBT community.

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