
Kunsten å unngå 404 & andre #fail

- ▶ **Masterclass i digital strategi, Webforum 14032013**
 - ▶ **Ine Thereze Gransæter**, prosjektredaktør Aller Media
 - ▶ E-post: itg@aller.no
 - ▶ Twitter: [@infame](https://twitter.com/infame)
-



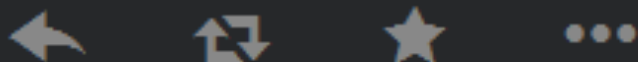


Ine T Gransæter

@infame

Når jeg sier digital strategi - hva tenker du da?

8:04 PM - 13 Mar 13 · TweetDeck



Mari Hult @Mari_nufsaid 21m

@infame At du må måle alt du gjør digitalt for å sjekke at det virker som det skal

View



Mari Espelin @MariEsp... 12m

@infame At det er viktig å ha bevisst forhold til og plan for håndtering av medienes egenart for både produktutvikling og (viral)marketing

View



Mari Hult @Mari_nufsaid 1h

@infame Såklart :) Viktig å måle. Og viktig å bruke strategien hver dag, ikke bare la den henge på veggen.

View



Kjersti Sortland @KS.. 55m

@infame men husk å være kritisk til hva du måler. Alle vet at SATS-abonnementer som sjelden brukes, til slutt blir sagt opp.

View



Ole Johan Svorken ... 50m

@infame Du trenger et glass vin :-)

View

Google

digital strategi

Nettet

Bilder

Google Maps

Mer ▾

Innstillinger for søket

Omtrent 33 000 000 resultater (0,35 sekunder)

Digital strategy

From Wikipedia, the free encyclopedia



This article has multiple issues. Please help **improve it** or discuss these issues on the **talk page**.

- This article may contain wording that **promotes the subject in a subjective manner without imparting real information**. *(March 2013)*
- This article appears to **contain a large number of buzzwords**. *(March 2013)*

In the fields of **strategic management**, **marketing strategy** and business strategy, **digital strategy** is the process of specifying an organization's vision, goals, opportunities and initiatives in order to maximize the business benefits of digital initiatives to the organization. These can range from an enterprise focus, which considers the broader opportunities and risks that digital potentially creates (e.g., changes in the publishing industry) and often includes customer intelligence, collaboration, new product/market exploration, sales and service optimization, enterprise technology architectures and processes, innovation and governance; to more marketing and customer-focused efforts such as web sites, mobile, eCommerce, social, site and search engine optimization, and advertising.

-
- ▶ Strategien er alltid basert på informasjonen du har for hånden.



-
- ▶ Sørg derfor å ha mest og best mulig informasjon tilgjengelig til enhver tid – og ikke bare ved relanseringer.



-
- ▶ Det aller viktigste er at kundene finner det de trenger, eller ennå ikke vet at de trenger --> skap nye behov.

Det er der fokuset skal ligge.

Premien = høy konvertering = suksess.



«We try to start from consumer expectations, so we need to be everywhere they expect to find us. »

- ▶ *James Nuttall (JN): head of marketing and ecommerce, Oki-Ni (<http://www.oki-ni.com>)*




-
- ▶ Informasjon må også tolkes, ikke bare innhentes.

Er målet ...

- ▶ Kjøp/transaksjon?
 - ▶ Økt trafikk?
 - ▶ Branding?
 - ▶ Gi informasjon?
 - ▶ Søke på/om noe?
 - ▶ Skape interaktivitet?
-



▶ NB! Magefølelsen
er IKKE et
måleverktøy!

-
- ▶ En ny teknisk plattform eller søkemotor gjør ikke nettsiden automatisk bedre.
 - ▶ For at kundene skal finne alt/finne frem, må et menneske både tilrettelegge, systematisere og kategorisere. Og det krever samarbeid på tvers i organisasjonen.
-
- 

**«61% av dem som får en
dårlig brukeropplevelse,
forsvinner ut igjen.»**

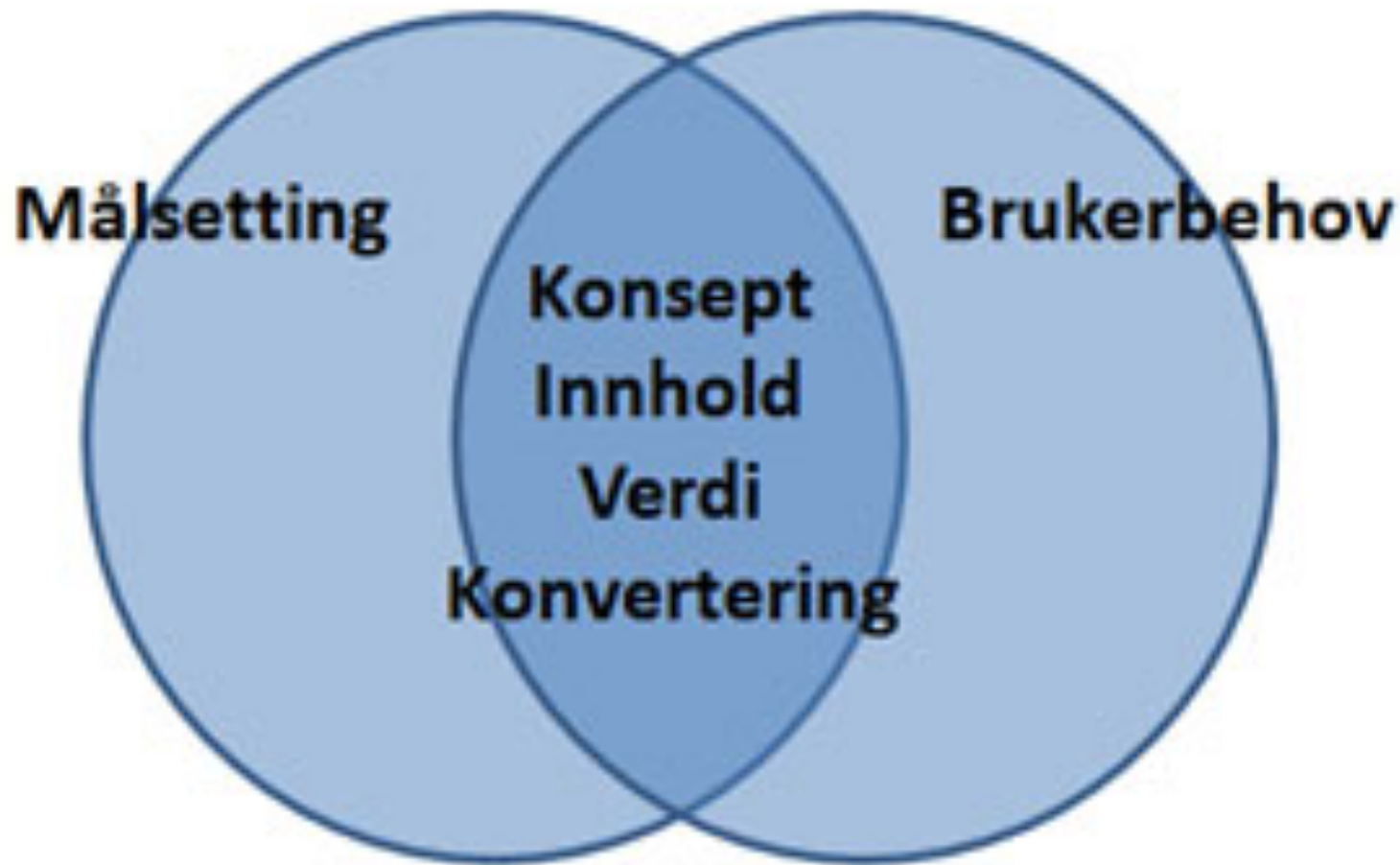
Google-undersøkelse 2013



-
- ▶ Cut the crap: Unyttig informasjon og annen støy tar oppmerksomheten bort fra det viktige.
 - ▶ Når noe må prioriteres opp, er konsekvensen alltid at noe annet må prioriteres ned.
-



Verdimodellen



Huskelappen!

Relevans

+ modus

+ måling

= konvertering

= suksess

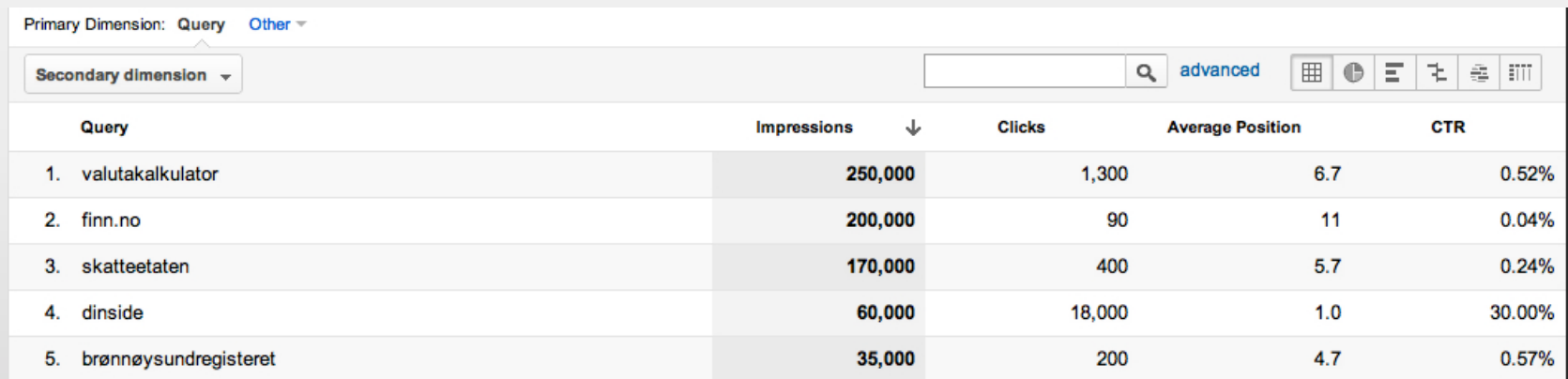


▶ Mål alt



Search engine optimisation (SEO)

- ▶ Google Analytics og de fleste andre statistikkverktøy gir et rikt innsyn i hva det søkes etter.
- ▶ Sjekk hvilke ord det søkes etter der ditt nettsted er representert i søkeresultatet. Datagrunnlaget er de 1000 mest brukte søkene hver dag som er med på å gi trafikk til din site. For hvert søkeord får du også se hva snittplasseringen er.
- ▶ Sjekk hvilke ord dere gjør det bra og dårlig på, og identifiser søkeord det kan lønne seg å jobbe mer med for å hjelpe brukerne til å finne det de leter etter.



Primary Dimension: Query Other

Secondary dimension

advanced

Query	Impressions ↓	Clicks	Average Position	CTR
1. valutakalkulator	250,000	1,300	6.7	0.52%
2. finn.no	200,000	90	11	0.04%
3. skatteetaten	170,000	400	5.7	0.24%
4. dinside	60,000	18,000	1.0	30.00%
5. brønnøysundregisteret	35,000	200	4.7	0.57%

Digital strategy toolbox

Consumer research:

- ▶ 1. Compete
- ▶ 2. Quantcast
- ▶ 3. Google search trends
- ▶ 4. Google Keywords Tool
- ▶ 5. Google Ad Planner
- ▶ 6. Facebook Page Analytics

Category research:

- ▶ 7. Consumer Barometer.
- ▶ 8. Thinking with Google
- ▶ 9. Pew Internet

Discourse Analysis

- ▶ 10. Topsy
- ▶ 11. Twitter Advanced Search
- ▶ 12. Open status search

Environment:

- ▶ 13. Creative sandbox
- ▶ 14. Digital Buzz Blog
- ▶ 15. MixRank
- ▶ 16. BannerBlog
- ▶ 17. Peter Kim's Wiki

Kvasir søk og trendlister

KVASIR®

Søketrender ▾



VELG KILDER:

ALLE

NETTSØK

NYHETER

BILDER

SOSIALE MEDIER

BLOGGER

KART

FLERE ▾

SØKETRENDER

Trender ▾

Mest søkt ▾

Spesialtopplister ▾

Nøkkelhullet **LIVE**

Om trender

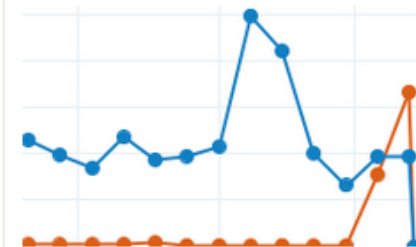
Toppliste: Norske kjendiser

Del:

Topplisten viser hvilke søkeord eller søkefraser som har hatt flest antall søk i en periode.

Plass	Søkeord	Forrige	Ant. døgn	Graf
▲ 1	aylar lie Nettsøk Nyhetssøk Bildesøk Stor graf	3	134	
▼ 2	alexander dale oen Nettsøk Nyhetssøk Bildesøk Stor graf	1	14	
▲ 3	anita hegerland Nettsøk Nyhetssøk Bildesøk Stor graf	31	2	
▼ 4	alexandra joner Nettsøk Nyhetssøk Bildesøk Stor graf	2	11	
— 5	alexander rybak Nettsøk Nyhetssøk Bildesøk Stor graf	5	134	

Sammenlign «mest søkt»



■ aylar lie
■ alexander dale oen

Nøkkelhullet

Dette søkes på akkurat nå:

Delft blue embroidery design

Charlotte Angelica Haarseth
Tørud

ginrummy

krav til minibussførerkort

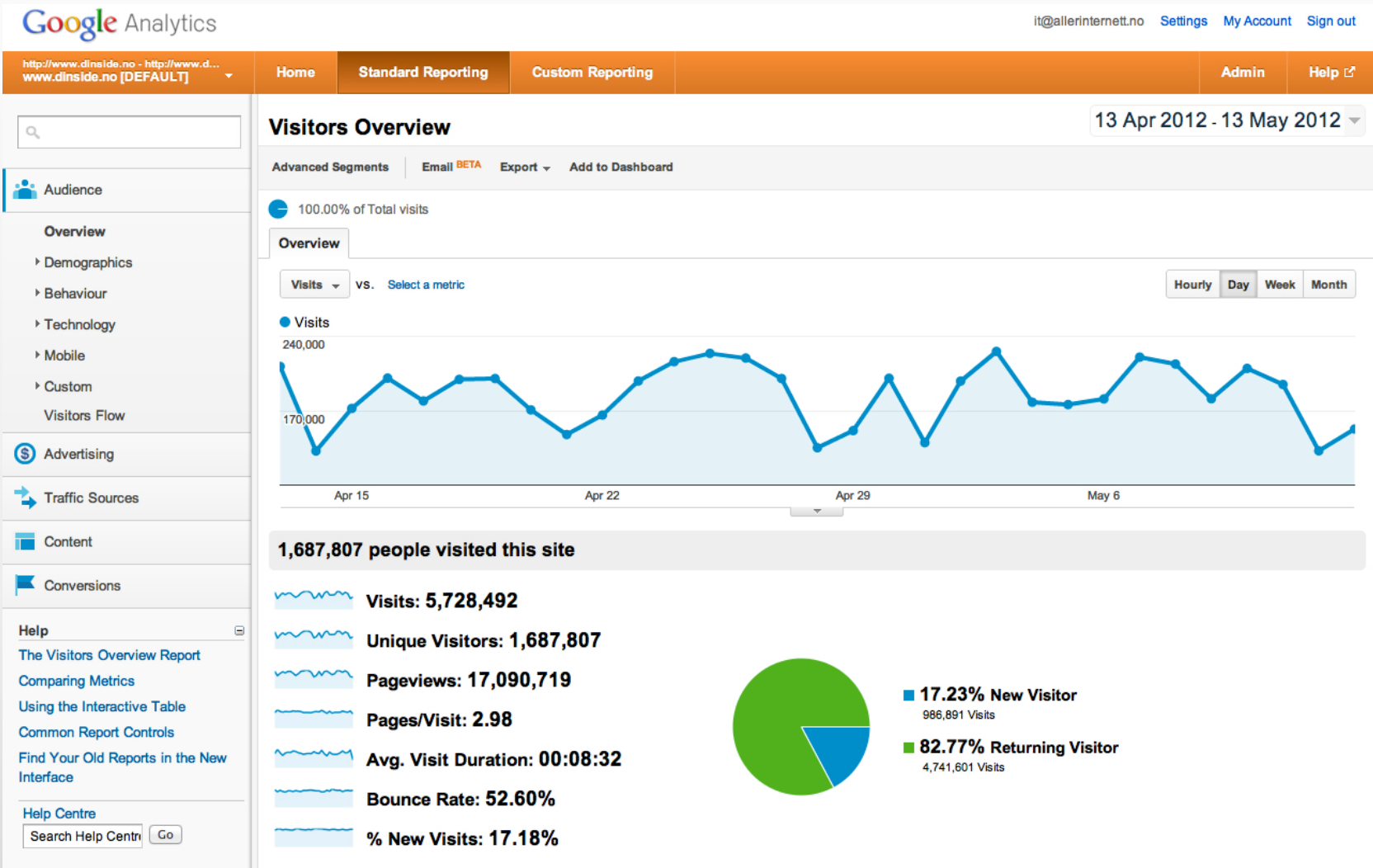
plastboks til knekkebrød

holstad hornady ladepresse

try 850 exhaust

Til nøkkelhullet ▶

Google Analytics



Chartbeat.com

chartbeat.com/demo/

Mest besøkt Kom i gang

Your Overview gives you the heads up on major happenings across your site right now. From here, you can dive deeper through the specific pages on the left nav to get the full picture of what's going down. HIDE TIPS

Live Chartbeat dashboard for someecards.com. Click your little heart out. [Get a 30 day free trial](#) When you're done playing of course. [Return to chartbeat.com](#)

Concurrent Visits

4,191

30-Day Max 4,020

Engaged for 0:45m on average

Concurrent Visits Today for someecards.com

24:00 6:00 12:00 18:00

Engaged Time Today

1 Year and 6 Months

3 previous Wednesdays today

88% Desktop 12% Mobile

221 Links 286 Mentions 0 Page Likes 0 Site Shares

3 s User Page Load 214 ms Server Load Time

Top Pages

382	Free Ecards, Funny Ecards, Greeting Card...
268	Valentine's Day Ecards, Free valentine's da...
141	Condom Ash Wednesday Lent Sex Catholic...

Traffic Sources

Direct	522
Links	147
Social	413
Search	210
Internal	2,898

Top Links

google.com	68
happyplace.com	22
google.co.in	7
google.ca	5
google.co.uk	5

Notable Pages

Condom Ash Wednesday Lent Sex Cathol...
127 visits from external out of 133

Top Search Terms

someecards	12
ecards	9
valentines day ecards	1

Need more help? Ask our Chartcorps.

Gode søkehjelpere

- ▶ Se hva andre søker på nå.
- ▶ Oppdateringer siste døgn.
- ▶ Alfabetisk register.
- ▶ Nettstedskart.
- ▶ Gode metadata.
- ▶ Datoøk.
- ▶ Del opp i bruksanvisninger og artikler.
- ▶ Liste ut fem siste artikler/nyheter/mest lest/siste 100.



▶ Buzzwords

som du bør ha i bakhodet når du lager digital strategi




1. Full mobilitet

- ▶ Modus is everything.
- ▶ Fra foroverlent til tilbaketrent.
- ▶ Det handler ikke om mobilen, men om mobilitet.
- ▶ Tenk over hva det gjør i forhold til kundeforholdet.
- ▶ The smobile web: Social + mobile = smobile



Facebook Mobile Users Surpass Desktop Users For The First Time



 businessinsider.com/facebook-mobile-bigger-than-desktop-2013-1 - view page - cached page

Interesting posts about this link



adamnash Adam Nash Influential

2013. This is the year that major consumer sites should see mobile unique users outstrip their desktop users

 01/30/2013  Reply  Retweet  Favorite 20 similar tweets



whatterz Simon Whatley Influential

Is 2013 the year in which major consumer sites will see mobile unique users outstrip their desktop users

 01/30/2013  Reply  Retweet  Favorite 3 similar tweets



danmccall Dan McCall

Facebook Mobile Bigger Than Desktop - Business Insider <http://t.co/WMjZ5X4K> Mobile is not a fad

 01/30/2013  Reply  Retweet  Favorite 3 similar tweets



kanesean Sean Kane

Today is the inflection point for Facebook for mobile vs. desktop \$FB <http://t.co/hhOwI2uz>

 01/30/2013  Reply  Retweet  Favorite 2 similar tweets



ailove1 심철민

RT @adamnash: 2013. major consumer sites should see mobile unique users outstrip their desktop users

 01/30/2013  Reply  Retweet  Favorite 1 similar tweet



aalittle Andrew Little





I guess we knew this was coming, but still. Wow. Facebook Mobile Bigger Than Desktop. #facebook # mobile <http://t.co/lixIyF6t>

 01/30/2013  Reply  Retweet  Favorite 1 similar tweet



brianutesch Brian Utesch





Mobile facebook use outstrips desktop facebook usage <http://t.co/5oFTIXLU>

 01/31/2013  Reply  Retweet  Favorite 1 similar tweet



norumoreno Norú Moreno

I finally happened! Facebook has more mobile than desktop users

 01/31/2013  Reply  Retweet  Favorite 1 similar tweet

2. Location is the new context

- ▶ Kundelojalitetsprogrammer, kuponger, billetter etc basert på geo-lokasjon.
- ▶ Tracking inne i fysiske butikker/utsalg via mobilen.
- ▶ Google: google.com/wallet
- ▶ Facebook Places
- ▶ Apple: itunes.com/passbookapps
- ▶ Geofencing
- ▶ Hotlight online <http://locations.krispykreme.com/hotlightapp/home>
- ▶






HOT LIGHT™ *online*

Take the Hot Light with you wherever you go.

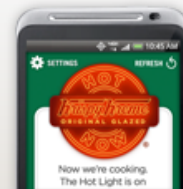
On a road trip or stuck at the office daydreaming about the mouth-watering goodness of a Hot Original Glazed® Doughnut? Never miss another opportunity to get a Krispy Kreme doughnut Hot...Now...off the line.

With Hot Light Online you can map your nearest Krispy Kreme location from your phone and get alerts when the neon glow of "Hot Now" is activated in your area. So lookup, download or tweet your way to find a hot Krispy Kreme doughnut near you with any of the following free options.



IPHONE APP
Get the Hot Light app on your iOS device.

[DOWNLOAD NOW](#)




ANDROID APP
Get the Hot Light app for your Android.

[DOWNLOAD NOW](#)




DESKTOP WIDGET
Hot updates straight to your desktop.

[DOWNLOAD NOW](#)




ONLINE FINDER
Use your browser to find Hot Lights in your area.

[LOCATE NOW](#)



FIND A KRISPY KREME
Map the nearest location from your phone.

[LOCATE NOW](#)



TWEET YOUR ZIP CODE
to find the nearest Krispy Kreme with the Hot Light on.

[Tweet](#)

Your iPhone Just GOT MORE *BEAUTIFUL*

Be the first to add your Beauty Insider card to Passbook.

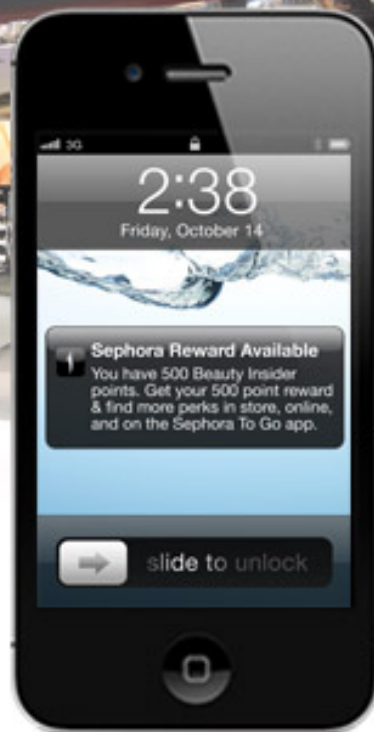
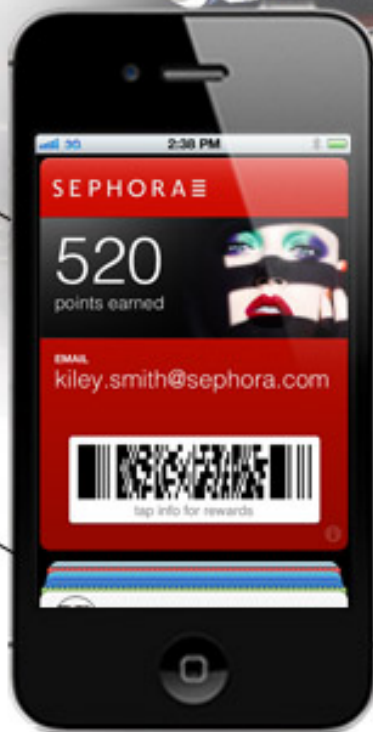
JOIN BEAUTY INSIDER ▶

SAME CARD BENEFITS

Instantly check your account balance and earn or redeem points in store and online.

CONVENIENCE

No need to carry your Beauty Insider card—simply flash your iPhone at checkout instead.



BE IN THE KNOW

Receive notifications about qualifying rewards and special offers based on your point balance and location.

3. Nisje-SoMe

- ▶ Facebook blir for altomfattende, mange trenger motvekt.
- ▶ Mer personlig, fragmentert og fokusert.
- ▶ Fra tradisjonel Customer relationship management (CRM) til sosialt CRM.

- ▶ Path <https://path.com/>
- ▶ Pinterest <http://pinterest.com/>
- ▶ Instagram <http://instagram.com/>
- ▶ Underskog <http://underskog.no>
- ▶ Jive <http://www.jivesoftware.com/>



Recent activity

Lindy Bateman repinned your pin.

Tara Sabbert repinned your pin.



wear this to be a better cook.

Repinned by Liz Stanley onto [To Make](#)

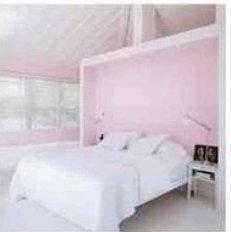


Repinned by Melanie Blodgett onto [Fashion make over](#)



brownieeeeees

Pinned by Lindsay T onto [Belly Delights](#)



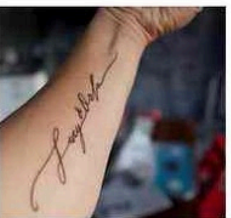
Perfectly pink

Pinned by Lia onto [Bedrooms](#)



Makes me want to move to LA. Love her shoes, and the turquoise and red tile, too.

Pinned by Lia onto [Homes](#)



chocolate mousse cake
1 repin

Pinned by Lindsay T onto [Belly Delights](#)



mint pop

Repinned by Lia onto [Kitchens](#)



Essie's Secret Stash

Pinned by Lia onto [Nail colors](#)



Simple and pretty



Turquoise bike
1 repin

Pinned by Lia onto [Colors](#)



Tangerine peach & papaya

Pinned by Lia onto [Colors](#)



Peanut Butter Hearts - C Party
1 repin

Repinned by Lia onto [Belly Delights](#)

Instagram 13:33

Path 8:28 PM 54% battery

Glen would like to share

8:28 PM

Tonight I found out I like cauliflower flan. Mind blown! — at Grand Cafe.

Listening to Smokin' In the Boys Room by Mötley Crüe at The Pig and Whistle 2008

Tom: Watching Shaun White

A lot of ppl in SF are.

PROVEN RESULTS.

No social business solution has more successful customers than Jive. Period.

[SEE FOR YOURSELF ▶](#)[1](#) [2](#) [3](#) [4](#) [5](#) [6](#)

Jive is the world's #1 social business platform. We help employees, customers and partners connect, collaborate and communicate to achieve breakthrough results in sales, marketing, customer service and workforce productivity.

Jive Named a Leader

Gartner positions Jive in the Leaders Quadrant of the Magic Quadrants for Social CRM and Social Software in the Workplace.

[Read the reports »](#)

Study: Jive Delivers Massive Value

In a major new study, a top-three global business consultancy analyzed results from hundreds of Jive customers and measured the impacts.

[View the findings »](#)

What Can Jive Do For You?

Take a video tour and see how Jive helps companies solve their biggest business challenges and deliver rapid ROI.

[Take the tour »](#)

4. Vakkert & visuelt

- ▶ Fra tekstbasert til billedskjønt.
- ▶ Nye Facebook Timeline
- ▶ Internet movie database (IMDB)
- ▶ Instagram
- ▶ Pinterest
- ▶ Levende bilder





Good friends, good food. 5 MIN



Like Comment Share



Matt Viscomi and Laney Kuenzel

www.imdb.com

News Feed

Most Recent

All Friends

Photos

Music

Following

Games

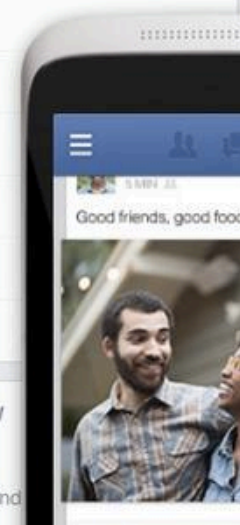
Groups

See All...

PEOPLE YOU MAY KNOW



Will Ruben 25 mutual friend



Find Movies, TV shows, Celebrities and more...

Movies TV News Showtimes Community IMDbPro Apps Your Watchlist

Watch this exclusive featurette for the new action flick starring Dwayne Johnson, Channing Tatum, and Bruce Willis!

G.I. Joe: Retaliation Exclusive Featurette

To the Wonder New Trailer

The Bling Ring New Trailer

See featured HD Trailers >

NewsDesk

Kristen Bell, Rob Thomas Launch 'Veronica Mars' Movie Kickstarter, Seeking \$2 Million

8 hours ago | The Hollywood Reporter

Time for fans to put their money where their unending blog speculation is: if they want a *Veronica Mars* movie, here's a shot to make it happen. Since the *Kristen Bell*-starring cult teenage detective comedy was canceled in 2007, the devoted following has clamored for a big

[See more >](#)

Ed Asner Hospitalized After Cutting Short One-Man Show 7 hours ago | E! Online

'Django Unchained' Becomes First Quentin Tarantino Movie Released in China 6 hours

Box Office

1. *Oz the Great and Powerful* \$79.1M
2. *Jack the Giant Slayer* \$9.84M
3. *Identity Thief* \$6.33M
4. *Dead Man Down* \$5.35M
5. *Snitch* \$5.1M

[See more box office results >](#)

Opening This Week

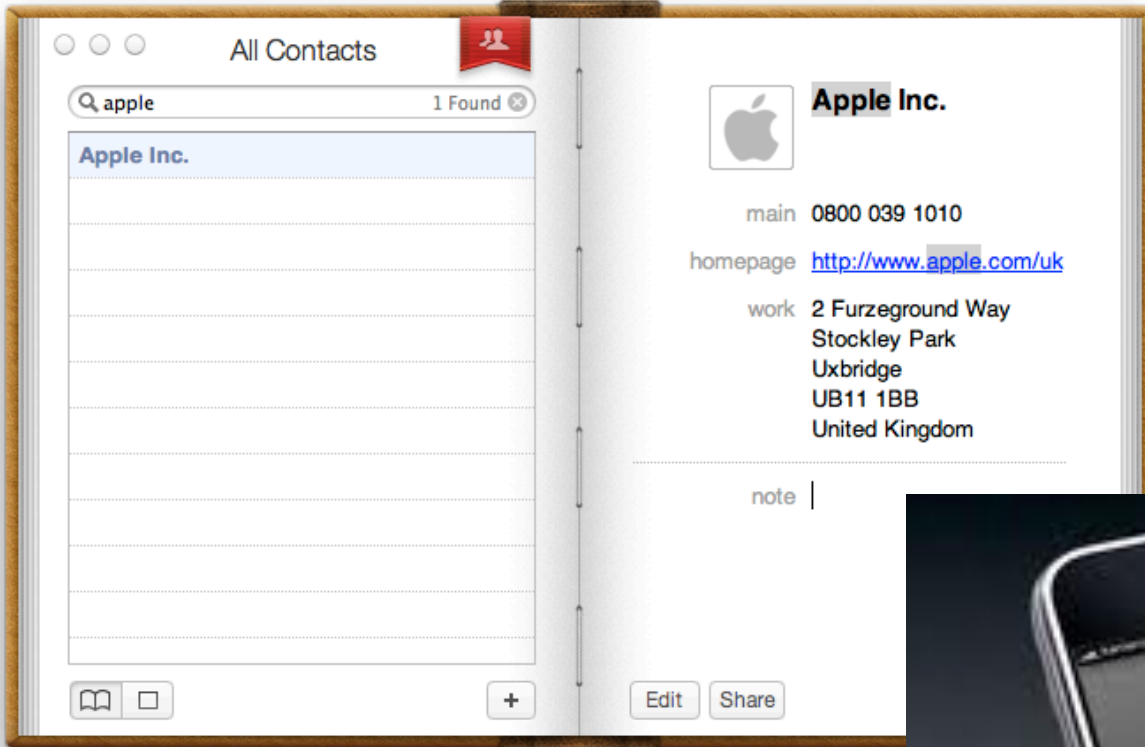
- The Incredible Burt Wonderstone* 156%
- The Call* 6%
- Ginger & Rosa* 65%
- Mote på valmueåsen* 165%
- Upside Down* 4%
- Reality* 4%
- Spring Breakers* 56%
- The Kitchen* - 0%
- Reincarnated* 54%
- K-11* 25%
- Mindless Behavior: All Around the World* 19%

[See more titles >](#)

5. Skeuomorphism

- ▶ Digitale imitasjoner av analoge gjenstander.
- ▶ For eksempel en kalender som ser ut som en bok, en iPhone med gammeldags urskive etc.





6. ~~Responsive~~ Experience design

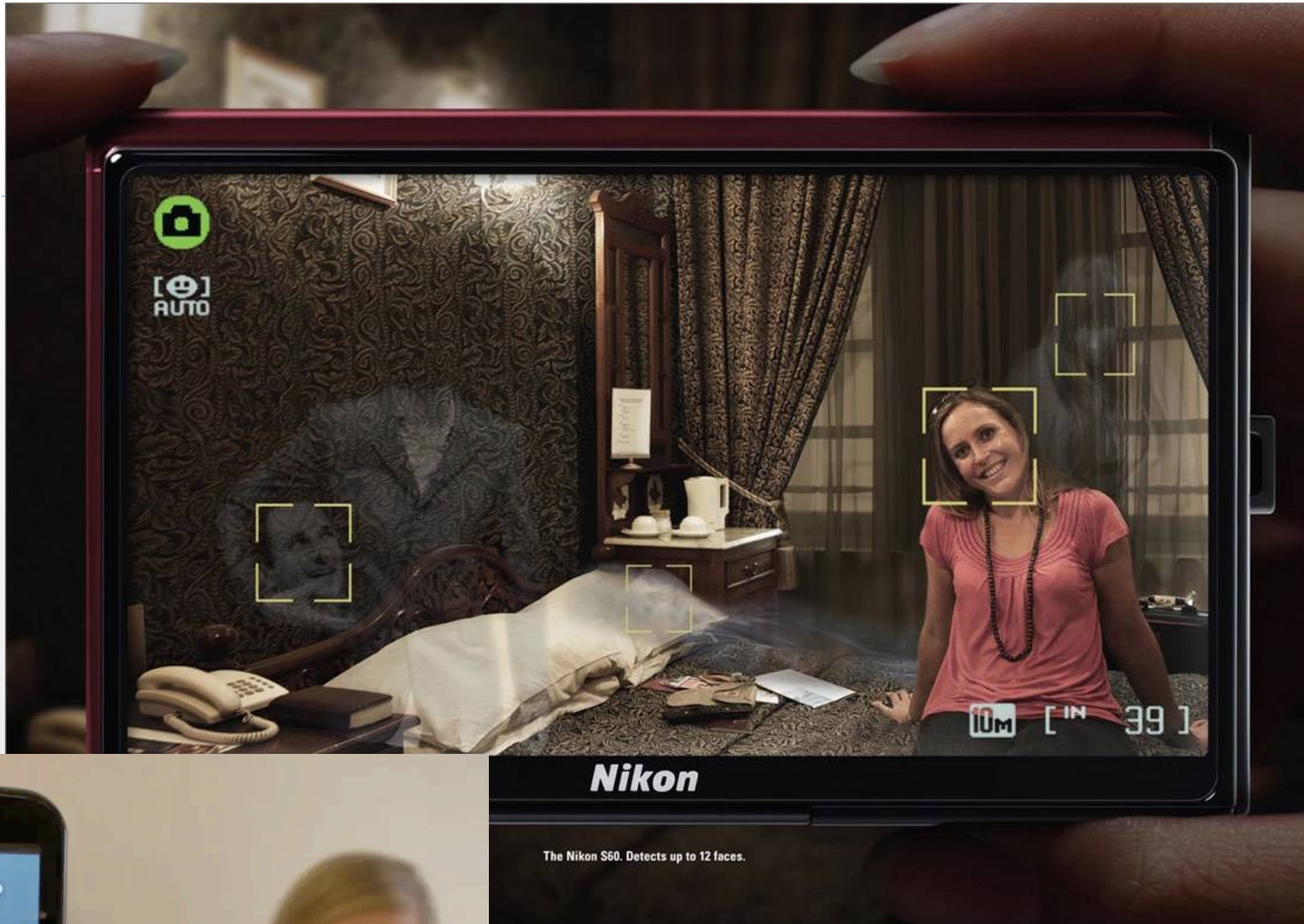
- ▶ Responsive design viker plass for experience design.
- ▶ Brukeropplevelsen i fokus: psykologi, storytelling etc.



7. Ansiktsgjenkjennelse

- ▶ Kjenner igjen ansikt, kjønn, fakter og sinnelag. Ikke bare i kamera, men i apper og på web.
- ▶ Recognizr (Android-app).





The Nikon S60. Detects up to 12 faces.



8. Smartass-sensorer

- ▶ Innebygde sensorer sjekker det du ønsker automatisk og sender rapport via ønsket tjeneste.
- ▶ Spesielt sterk innen helse.
- ▶ Switch to health: <http://www.s2h.com/>
- ▶ Nest (the learning thermostat) <http://www.nest.com/>
- ▶ Asthmapolis: <http://asthmapolis.com/>
- ▶ IBG Star (diabetes management on the go) <http://www.bgstar.com/web/ibgstar>
- ▶ Twine: <http://supermechanical.com/>
- ▶ Mint (handle your finances) <https://www.mint.com/>
- ▶ Fitbit (logger mat og trim) <http://www.fitbit.com/>
- ▶ SmartDongle: <http://www.smartdongle.com/>
- ▶ Hormonblogging





Control your Nest >

OUR THERMOSTAT ABOUT US BLOG COMMUNITY SUPPORT BUY



Welcome home

Meet the Nest Learning Thermostat >

PLAY THE NEST VIDEO >

S2H CHALLENGE

THE WELLNESS PROGRAM FOR YOUR COMPANY

CONSUMERS CLICK HERE

Our Solution Getting Started Proven Results Contact

Introducing the S2H CHALLENGE Corporate Wellness...



Motivate your employees to get healthy!

The all new S2H CHALLENGE is the most exciting way to get your employees moving. This Corporate Wellness Program will Motivate, Educate, and Reward!

It's All About ENGAGEMENT
Using Healthy Competition & Fun!

We Use INCENTIVES
To Reward Healthy Activity!

And Social RECOGNITION
Because Healthy Behavior is Contagious!

Learn More

The All-New S2H Challenge is a Social-Based Wellness Platform integrated with the S2H STEP Pedometer and other fitness tracking devices and apps. Users are challenged to earn points via wellness activities and are able to redeem them for rewards online!



Take the Challenge!

Employees compete and interact within the Challenge Platform while improving their health and well-being!



Activity Tracking

Track physical activities through our S2H Step or from your favorite device or app.



S2H Upload Apps

Upload Reward Codes on-the-go with the S2H Upload Apps for iPhone and Android!

Latest from Twitter

January 19, 2013

@JerryKunz Working out on weekends is always soo much easier.

January 16, 2013

@carodriguez2 ya se me esta convirtiendo en una pesadilla. Y aun no logro llegar a 10,000.

January 16, 2013

@joselynparrada Deciding which races to sign up for. Spartan,rugged maniac, warrior dash, foam fest, color run, tough mudder

SUPERMECHANICAL

HOME BLOG ABOUT US SIGN IN

TWINE

WHY TWINE? BUY NOW

LISTEN TO YOUR WORLD. TALK TO THE WEB.

Twine is the simplest way to get the objects in your life talking to you remotely. It's a temperature, vibration and orientation sensor that emails or texts you when its environment changes.

Tell a simple web app what to listen to with human-friendly rules — no programming needed. Twine's quick Wi-Fi setup and AAA batteries let you drop it anywhere you want to monitor. And additional external sensors detect when your basement floods, doors are opened, or build your own sensors.

BUY TWINE NOW

Buy from amazon.com



NEW: TWINE + CLOUD SHIELD ARDUINO TO INTERNET IN A MINUTE



© PA

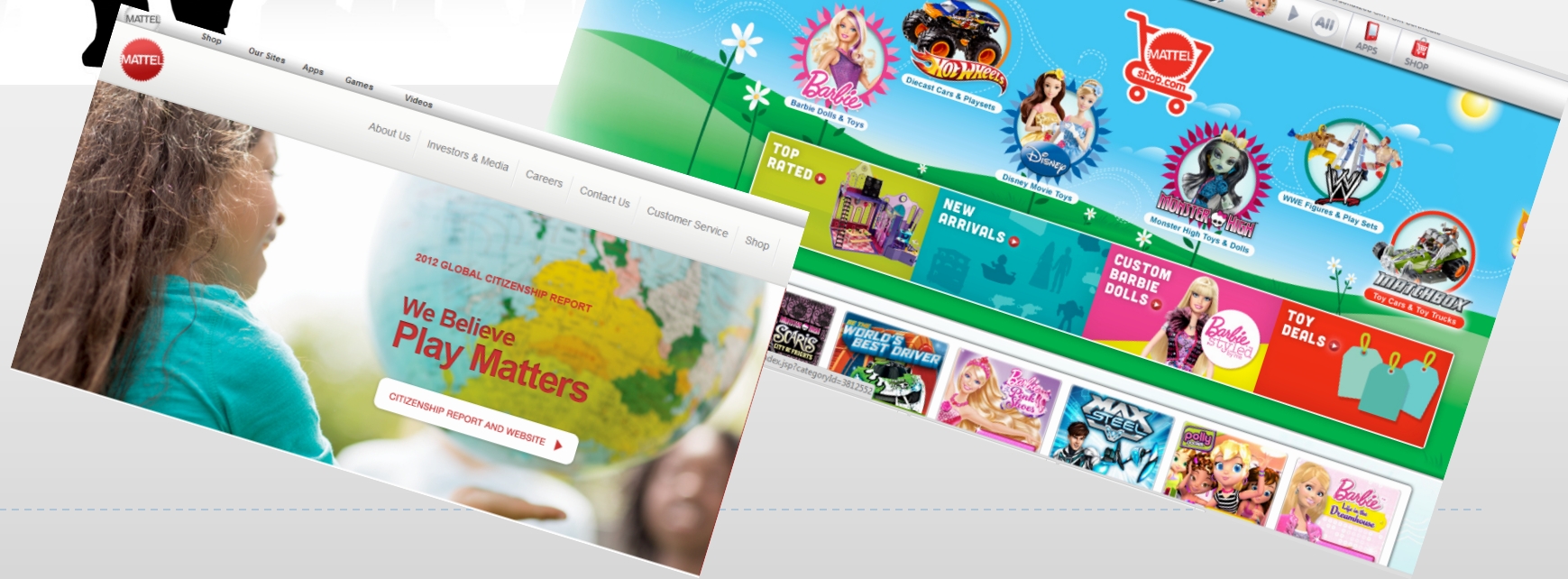
9. Vær genuin

- ▶ Du må være den du sier du skal være, ikke bare utgi deg for et image.
- ▶ Content is king – igjen.
- ▶ Flere store selskaper lager egne FB-sider med fokus på brukertilpasset innhold og medvirkning isf ren branding.

- ▶ Nye Facebook newsfeed straffer de som jukser
- ▶ Google straffer dem som prøver å snike seg til pagerank






- ▶ Matell: <http://corporate.mattel.com/>
- ▶ VGs redaksjonelle regnskap <http://www.vg.no/spesial/2013/regnskap/>
- ▶ Oreo: <http://brands.nabisco.com/oreo/index.html>





Norges største Facebook-side = en svenske

TOP 5

#	Page	Local Fans ▼	Fans	ER	Score
1	 Spotify	278 713	3 462 832	0.002%	17%
2	 Moods of Norway	247 424	273 779	0.084%	58%
3	 Stiftelsen Organdonasjon	228 203	240 499	0.227%	71%
4	 Forby pels nå	224 291	260 463	N/A	N/A
5	 Komplett.no	222 890	232 926	1.979%	N/A

10. Stol på fremmede

- ▶ Tillitsbaserte nett-tjenester.
- ▶ Airbnb <https://www.airbnb.no/>
- ▶ Easybring <https://www.easybring.com/nb>
- ▶ Bloppis: <http://bloppis.no/>
- ▶ Haikesentralen:
<http://www.vg.no/spesial/haikesentralen/>
- ▶ Zimride <http://www.zimride.com/>
- ▶ Taskrabbitt <https://www.taskrabbitt.com/>



Finn et sted å bo.

Du kan leie av mennesker i 34 183 byer og 192 land.



zimride

[University & Corporate Networks](#)
[Sign up](#)
[Log in](#)
[Post a ride](#)

Grab a seat.

Save money and meet people heading your way.
Now serving San Francisco, Los Angeles, Lake Tahoe, New York, D.C.



How Zimride works →

Latest Rides

Corona ⇌ New York
@ Gina C / 1 seat left

Palo Alto ⇌ Novo Progresso
@ Umer A / 1 seat left

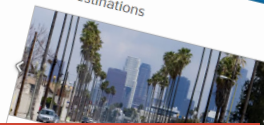
Santa Rosa ⇌ Philadelphia

\$200
per seat

\$200
per seat

\$200
per seat

Top Destinations



easybring

Send noe

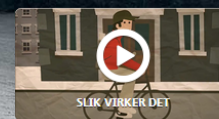
Ta med noe

Logg inn

Registrer

Send eller ta med noe!

Trygt, enkelt, fleksibelt og rimelig.



Skal du sende noe?

Kan du ta med noe?

bloppis

OVERDELER

UNDERDELER

YTTERTØY

SKO

Kvinner

Menn

Barn

BADETØY

TILBEHØR

SKJØNNHET

OUTLET

Skinner

Start din Bloppis

Søk

Ingen produkter



Bloppis.no er Norges beste loppemarked på nett!
Start din egen Bloppis i dag!

Indevalp

Oslo » Bergen

Har plass i en bil

PRIS 250kr

BETALINGSMÅTE



11. Gamification

- ▶ Spilldesign og oppbygging med premiering/nivåer etc for å engasjere og oppmuntre kundene.
- ▶ Badge unlocked.

- ▶ Foursquare <https://foursquare.com/>
- ▶ Mindbloom <https://www.mindbloom.com/>
- ▶ Healthy heroes <http://www.healthyheroes.se/>
- ▶ Epic win <http://www.rexbox.co.uk/epicwin/>



mindbloom™

Making life improvement
accessible to everyone.



Life Game — As Seen In LifeHacker

How to Motivate Yourself Into an Exercise Routine
You'll Actually Stick To

Already have

Sign

Place

foursquare

MAYOR OFFER



Welcome to Starbucks

3193 Main Street

As mayor of this store, enjoy \$1 off
a NEW however-you-want-it
Frappuccino blended beverage. Any
size, any flavor. Offer valid until
6/28.

(Mon May 17 @ 7:56 AM)



CONGRATS! YOU'VE UNLOCKED THIS SPECIAL

HOME HOW TO PLAY FORUMS BLOG NEWS PRESS CONTACT

Login

COMPLETE FUN MISSIONS
AND UNLOCK ACHIEVEMENTS
WITH FRIENDS AND
OTHER PLAYERS



STRENGTH



STAMINA



INTELLECT



AGILITY



DOWNLOAD TODAY, IT'S FREE

Available on the
App Store

epic win

Follow Us!

APP REVIEWS MEDIA CONTACT BLOGS

LEVEL-UP YOUR LIFE

Make being organized as much fun as gaming with EpicWin the to-do list app with an RPG setting.

Available now in the iTunes AppStore

Available on the iPhone
App Store

UPDATES ON OUR CO-DO LIST:

Version 1.3 is now out in the AppStore this adds online backing-up of your profile, and fixes the repeated task bug.

Version 1.2, already released features:

- 1) Epic Sound!**
Background music, more spot effects and dramatic fight music when you battle your chores. But when you're in a meeting and need it to be less epic, you can also turn it off!
- 2) History Page!**
In update 1.2 once you "beat" a quest it's moved to your history page, which keeps a record of everything you've ever done. If

Tom

12. Mikrobetaling

- ▶ Nye digitale businessmodeller (som virker)

Mikrotransaksjoner:

- ▶ Appstore etc
- ▶ Pay with a tweet/FB

Abonnementstjenester:

- ▶ Spotify (<https://www.spotify.com>)
- ▶ Netflix (<https://netflix.no>)
- ▶ bloppis (<http://bloppis.no>)

- ▶ Near field communication (NFC)



ÉN
MÅNED
GRATIS

Se TV-serier og filmer når som helst, hvor som helst. Bare kr 79 per måned.

Prøv én måned gratis nå



PAY WITH A
TWEET

Digital Strategy Toolbox

Get this for free! In exchange you just have to Post/Tweet

Choose a social network below, connect with your account message and get your free content.



Pay with a Tweet



Pay with a Facebook post



Music for every moment

Get Spotify for free

[Find out more](#)

13. Customization

- ▶ Snart kan du bestille nesten hva som helst, med særpreg eller spesielt tilrettelagt for deg.
- ▶ Personalize your M&M - Eat your face
- ▶ Leverposteiungen (Stabburet)



Personalize Your M&M'S®



PICK YOUR COLORS



UPLOAD A PHOTO



WOW!
Create Now

ANNONSEBILAG



Vil du bli den nye Leverpostei-ungen?

Få ansiktet ditt på boksen



Vil du bli den nye Leverpostei-ungen?

Hjelp oss å finne den nye leverpostei ungen. Klikk her og last opp et bilde av den du mener burde vinne!

Pia ble den første leverpostei-jenta



Pias mor syntes datteren passet helt perfekt til å fronte leverpostei-boksen. og slik ble det!

Få gratis småbarnsbillett



Send inn et bilde og få en billett til TusenFryd!



1 Tweet 68

ettsiden er ikke tilgjengelig



tjeneren på linode.mottimotti.com fordi DNS-oppslaget mislyktes. DNS er

Slik ble han leverpostei ikonet



14. Crowd funding

- ▶ Fellesinnkjøp og/eller -finansiering ut fra interesse, kjønn, hvor du bor etc.
- ▶ Det nye Groupon
- ▶ Kickstarter <http://www.kickstarter.com/>
- ▶ Kiva: <http://www.kiva.org/>



Fund & Follow Creativity

Kickstarter is a funding platform for creative projects. Learn more!

FEATURED IN



Staff Picks: Dance

See all 49 Dance projects



Project of the Day

"ASCENDance" brings object, music, and light to life!

by Hedwig Dances in Chicago, IL

ASCENDance is an interdisciplinary work exploring the themes of renewal and transformation in a chaotic world.

21% funded | \$1,388 pledged | 27 days left



15. The next next gen. gaming

- ▶ Lanseres en helt ny generasjon spillkonsoller - den åttende i rekken. Vil påvirke digitalt bruksmønster.
- ▶ Nintendo Wii U er allerede her. Sony og Microsoft på vei
- ▶ En gamechanger.
- ▶ Mange nye tjenester integrert, slik som på Smart-tv.





16. Milliard-videoer

- ▶ Video overgår alt digitalt konsum.
- ▶ Hva blir gagnar style 2.0? (<http://www.youtube.com/watch?v=9bZkp7q19f0>)
- ▶ Harlem shake 2.0? <http://www.youtube.com/watch?v=3R8HGsbI4QY>

... LOL cats, Justin Bieber-parodi etc som passerer 1 milliard videovisninger?



OVERSIKT

harlem shake



0:26 / 4:13

PSY - GANGNAM STYLE (강남스타일) M/V

officialpsy · 51 videoer
Abonner 3 156 015

1 413 924 217
7 188 135 676 123

Liker Del Legg til

Publisert 15. juli 2012
PSY - Gangnam Style (강남스타일)

YouTube-lister
Nr. 2 på YouTube 100

FOR A NEW TOP 25 - SUBSCRIBE & SEND YOU'RE FAVORITE VIDEO TO MY FACEBOOK



2:45 / 3:26

TOP 10 - BEST HARLEM SHAKE VERSIONS

Ruben Alencastre · 42 videoer
Abonner 26 858

34 635 230
117 048 12 235

Liker Del Legg til

Publisert 9. feb. 2013

17. ~~Second~~ Fourth screen

- ▶ Det holder ikke lenger med to skjermer for å se på Netflix mens vi shopper, spiller, surfer, tvirer, instagrammer og skriver statusoppdatering på Facebook.
 - ▶ Twitch.tv <http://no.twitch.tv/>
 - ▶ Into now <http://www.intonow.com>
 - ▶ Get glue <http://getglue.com/feed>
 - ▶ Smartglass <http://www.xbox.com/nb-NO/smartglass>
 - ▶ Fango <http://au.fango.yahoo.com/>
 - ▶ Watch ith ebay-appen
 - ▶ Miso <http://gomiso.com/>
 - ▶ Zeebox <http://zeebox.com/>
-





IPL Team Arena Challenge



IGNProLeague
playing StarCraft II: Wings of Liberty

The IGN ProLeague "IPL" is one of the largest competitive gaming leagues in the world. Organized by IGN Entertainment's eSports division, IGNProLeague is the home of IPL's StarCraft II content including Team Arena Challenge, IPTL, IPL Fight Club and international live events.

[Click here to watch and chat live.](#)



Twitch Makes Playing Games More Fun.

FANGO

Chat with fellow fans about the TV shows you love across Fango, Facebook and Twitter.

Vote on the action in realtime with polls, trivia, and much more.

Win points, badges and real prizes by proving yourself the biggest fan.

Give Feedback

GetGlue

Your app for TV, movies and sports.

Sign Up with Facebook

or Sign Up with Email

18. Online-kurs tar av

- ▶ Lær alt fra å lage kjøttboller til å spille gitar, eller bli IT-guru - av enkeltpersoner som vil dele kunnskap.
 - ▶ Skillshare: <http://www.skillshare.com/>
-

Have you seen the new Skillshare video? · [Check it out here](#) →



Learn Differently.

Skillshare is a global learning community where you can learn real-world skills from real people.



What is Skillshare?



Our Manifesto



Join us! We'll send you a weekly list of our best classes.

Sign Up

Learn From Anyone, Anywhere

Connect with teachers and students in your neighborhood or from around the world.



19. Latsabb-apper

- ▶ Hva med gratis husvask mot reklame for grønnsåpe eller å bli hentet i luksusbil?
- ▶ Latsabbenes beste venn:
 - ▶ Pindone <http://www.pindone.com/>
 - ▶ Taskrabbit <https://www.taskrabbit.com/>
 - ▶ Uber <https://www.uber.com/>
 - ▶ AirTasker <https://www.airtasker.com/>
 - ▶ TaskPanda: <http://www.taskpandas.com/>



ALL [Buy/Shop](#) [Clean/Organize](#) [Deliver](#) [Drive](#) [Handyman](#) [Stand in line](#) [Do other stuff](#)

\$50⁰⁰

disassemble flat screen on wall and book shelf

at Bora Bora Way, Marina del Rey, CA 90292
must arrive/start by 10:00 AM Mar 23, 2013
expense allowed: \$0
pinned by [janeliat](#)

Runner Fred was selected

57 Views | 3 Runners Applied | 1 Comments

[GuyA](#) 1 tasks done
Trust Badges: applied to run @ 11:01 AM Mar 8, 2013

[Fred](#) 1 tasks done
Trust Badges: applied to run @ 11:04 AM Mar 8, 2013

[rellikami](#)

\$150⁰⁰

Professional photographer needed

at Pasadena, CA
must be done by 12:00 PM Mar 01, 2013
expense allowed: \$0
pinned by [PinDoneLA](#)

Runner Ramon is getting it done

76 Views | 5 Runners Applied | 9 Comments

[GuyA](#) 1 tasks done
Trust Badges: applied to run @ 03:38 PM Feb 27, 2013
commented @ 03:45 PM Feb 27, 2013

[GabbyV](#) 3 tasks done
Trust Badges: applied to run @ 03:40 PM Feb 27, 2013
commented @ 05:01 PM Feb 27, 2013
commented @ 05:00 PM Feb 27, 2013
commented @ 04:04 PM Feb 27, 2013
commented @ 03:41 PM Feb 27, 2013

\$72⁶⁰

4-hour babysitter

at Irving

\$45⁰⁰

2-hour

Sign up | Login

[Browse Tasks](#) [Become a Runner](#) [Post a Task](#) [How it Works](#)

Join the Airtasker Movement [CONNECT WITH FACEBOOK](#) OR [SIGN UP WITH YOUR EMAIL](#)

Find people to help you around the home and office.

Over 45,000 people across Australia & over \$650,000 of jobs created.

It's FREE to post a task, get started here

[POST A TASK](#)

AirtaskerPRO Learn More

- ✓ ID Checked
- ✓ Video Screened
- ✓ Application Approved


Google play Available on the **App Store**

3 Review offers from Airtaskers, check their profiles and assign the best person for the job.

U B E R Sign Up Learn More Blog Sign In

Everyone's Private Driver™

[SIGN UP NOW](#) or [Learn More](#)



Request from Anywhere

Use our iPhone and Android apps, [m.uber.com](#) or SMS (US/Canada only).

Ride with Style & Convenience

Within minutes, a professional driver in a sleek black car will arrive curbside.

Hassle Free Payment

Automatically charged to your credit card on file.

20. Big data > smart data

- ▶ Før: spå fortiden, i beste fall nåtiden. Nå: forutse fremtidige trender.
- ▶ Når big data-koden knekkes, gir det smart data = unik innsikt.
- ▶ Økt kundeforståelse > skreddersy innhold og tjenester utifra den enkeltes behov. Supert for feks anbefalingstjenester.
- ▶ cXense: <http://www.cxense.com/>
- ▶ Netflix, Amazon, LinkedIn, Rich Relevance, Gravity



Our promise to online businesses...

More revenue
through better relevancy

More visitors
the network effect


More control
no frienemy involved

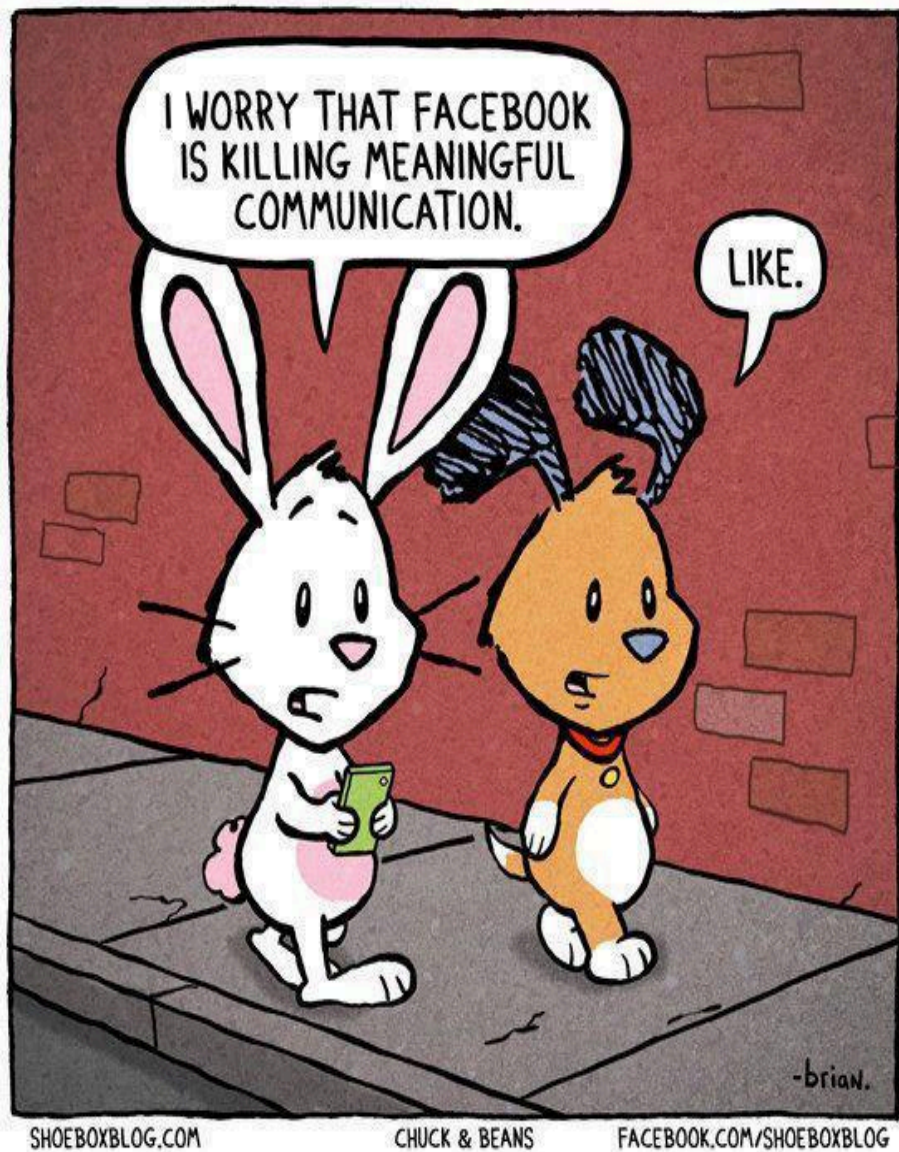


Latest News cXense is 2012 Red Herring Global Winner! November 29th, 2012

« Our clients are looking a lot more at integration in a consumer journey sense. So when someone is browsing, they are thinking about how they bring that person into the brand journey and when someone is buying something, they want to inspire them with content that might lead them on to know that company for a different reason. »

▶ ***Nigel Vaz**, senior vice president, managing director Europe, Sapient*





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- ▶ LinkedIn: <http://www.linkedin.com/in/inetg>

Takk for meg 😊