

How can social content impact e-commerce?



1. Figure out what your gift is, and give it to them on a regular basis.
2. Make sure it's received as a real gift, not as an advertising message
3. Then figure out exactly what it is that your trail of breadcrumbs leads back to.



Hugh
MacLeod



Source: The three keys to social media marketing, <http://gapingvoid.com/2010/02/14/three-keys/>



M_Hickinbotham's settings

- Account
- Password
- Mobile**
- Notices
- Profile
- Design
- Connections



Use Twitter with Text Messaging!

Twitter is more fun when used through your mobile phone. Set yours up! It's easy!

1. Choose your country

Australia

2. Enter your n

+61

Let others

3. Choose your

Telstra

4. Verify your p

Start

Text Messaging on Twitter

Setting up your phone allows you to:

Send tweets with text messaging on your phone.

Receive texts for DMs and the tweets from users you want to be notified about.

Clicking the phone icon on a users



Search

My Account

- Settings
- Networks
- Notifications
- Mobile**
- Language
- Payments
- Facebook Ads

Activate a Phone

Activating allows Facebook for friend requests, messa

You can also update your phone.

Register for Facebook Tex

Already received a confirmation code?

Activate Facebook Texts (Step 1 of 3)

Please choose your country and mobile service provider below.*

Australia

Choose a carrier

Choose a carrier

Telstra

*If your mobile service provider does not support them at this time.

Next

Cancel

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Telstra first to bring free Facebook@ SMS alert service to Australia

Media Release 09th December 2009

Telstra today announced the launch of Australia's first SMS service that allows customers to receive free SMS notifications from Facebook, giving Telstra customers the ability to communicate, and share information via text messages.



Jenny Young, Exec Director Seament

"From today, our mobile customers can sign up to receive free SMS notifications every time a friend updates Facebook, including news on wall posts, comments, invites and messages. They can also send a SMS to reply to a notification or create a new SMS to update their profile, which will be charged at the standard SMS rate as per their mobile plan."

"Telstra's new SMS service is another example of how online and mobiles are converging in a way that means customers are choosing the best platform to suit particular needs throughout the day. People don't need to wait until they get to work now to find out if their ..."



TELSTRA EXCHANGE What's your view?

Home View Point Telstra Now

You are here: Home > Telstra Now > Telstra first to bring Facebook 'social SMS' service to Australia

Telstra Now | an exchange of views about Telstra

A blog that invites discussion on Telstra, the Australian telecommunications industry, Telstra shareholders and customers.

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DEC 09 Telstra first to bring Facebook 'social SMS' service to Australia

Filed under: business, community, customers, gadgets and gizmos, innovation, lifestyle, networks, news, trends



On the eve of a new decade where technology trends and social media use is in the news every day, there's no doubt that social media's popularity is exploding among Aussies across the country. And the statistics speak louder than words.

By Jenny Young

Posts: 1

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The Telstra Exchange site also hints that the SMS service will be coming to another social media service soon, which is almost definitely going to be Twitter.

Anyone planning on using this? Or does your iPhone/Android/Winmo/Blackberry/Other Facebook app do the job well enough for you?

[Telstra Exchange]

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smart

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Free SMS Facebook notifications

By Stephen Withers

Wednesday, 09 December 2009 05:36

IT Industry - Market

Telstra mobile customers can now

SMS Tweets for Telstra

Tuesday, December 22, 2009



Today we have launched Twitter SMS for Telstra mobile customers. It is free to receive notifications and standard text messaging rates apply to sending.

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in Australia with our partner Telstra. As always, [Kinbotnam](#)

ace phone ore easily

communication tools — the mobile phone and Facebook — will be closer linked under a new Telstra service.

Up-to-date on updates

»
in brief

Friendly updates

TWO key communication tools of the 21st century, the mobile phone and Facebook, will be closer linked under a new service from Telstra. From yesterday, Telstra customers can sign up to receive free SMS alerts from Facebook, telling them when friends have updated information.

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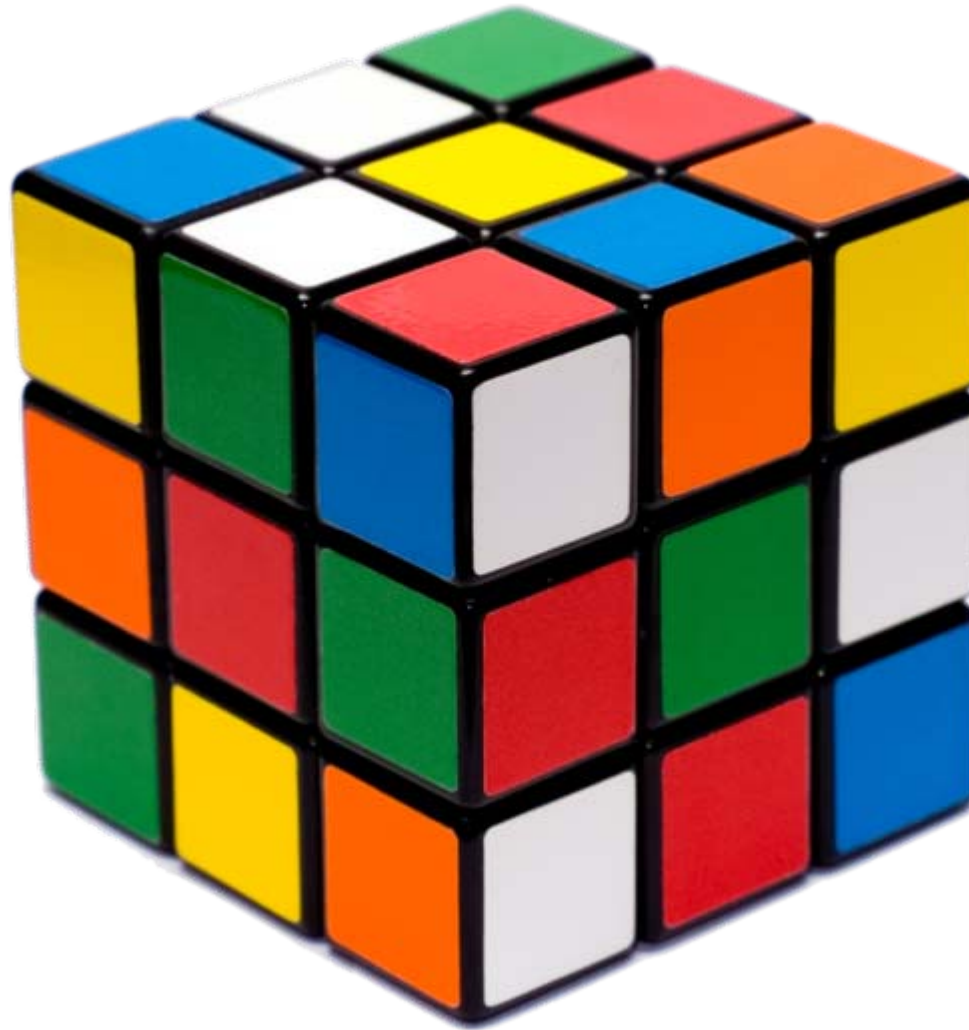
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@Telstra I hope you don't frickin
disappoint me come April. This is your
1 chance to win me back from @Optus.

22 minutes ago from Seismic Look



twitter

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Get a sneak peek of the new Android
powered phone that Telstra is releasing
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MAR 09

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Social content and e-Commerce. Where's the connection?

Filed under: [business](#), [corporate](#), [e-commerce](#), [internet](#), [social media](#)



By **Mike Hickinbotham**

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At this year's [ad:tech conference in Sydney](#), I am moderating the session '[What is the Impact of Social Content on e-Commerce?](#)'

With the majority of businesses working out what their connection between social content and e-Commerce is, I suspect the most valuable session outcome will be the diverse points of view offered through the presentations and the Q&A.

So to kick off the discussion, I'd like to float out the idea that you can't discuss the impact between social content and e-Commerce without first recognising where the connection exists.