

Web 2.0 Applications as Marketing Tools

	Passive	Active			
MARKETING OBJECTIVE	Listening In	PR and Direct Marketing	Reaching the New Influencers	Personalizing customer Experience	Tapping customer creativity
APPLICATION TYPE					
Web logs	XXX	XXX	XXX		
(Content) Communities	XXX	X		XXX	XXX
Social Networks	X	XX		XX	XX
Forums / Bulletin Boards	XXX	X	XXX		
Content Aggregators		XXX	X		