

検索の限界とさらなる可能性

～ 2010年代のSearch Marketing を探る ～

Search Is NOT DEAD ～ Searching for Search Marketing in the 2010s ～

Panelist: 増井 達巳 Tatsumi Masui

Panelist: 小野 雄高 Yutaka Ono

Panelist: 渡辺 隆広 Takahiro Watanabe

Moderator: 河田 顕治 Kenji Kawada

Introduction (from Moderator)

1990s

2000s

2010s

(Directory)

Yahoo!

(Crawler-based)

Google

Microsoft
(Live Search/Bing)

(UGC)

(SNS)

Facebook

Twitter



from Search Engine/Ad Platform

消費者は知り合いの意見を聞く

Consumers Trust People They Know

90%

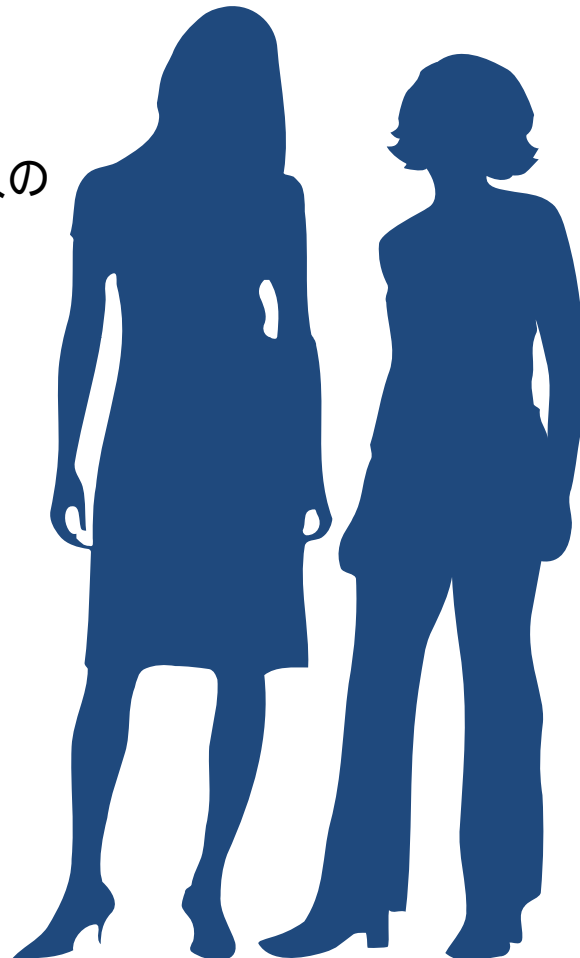
オンライン ショッピングで知人の
おすすめ情報を信頼する

Of consumers online
trust recommendations
from people they know

71%

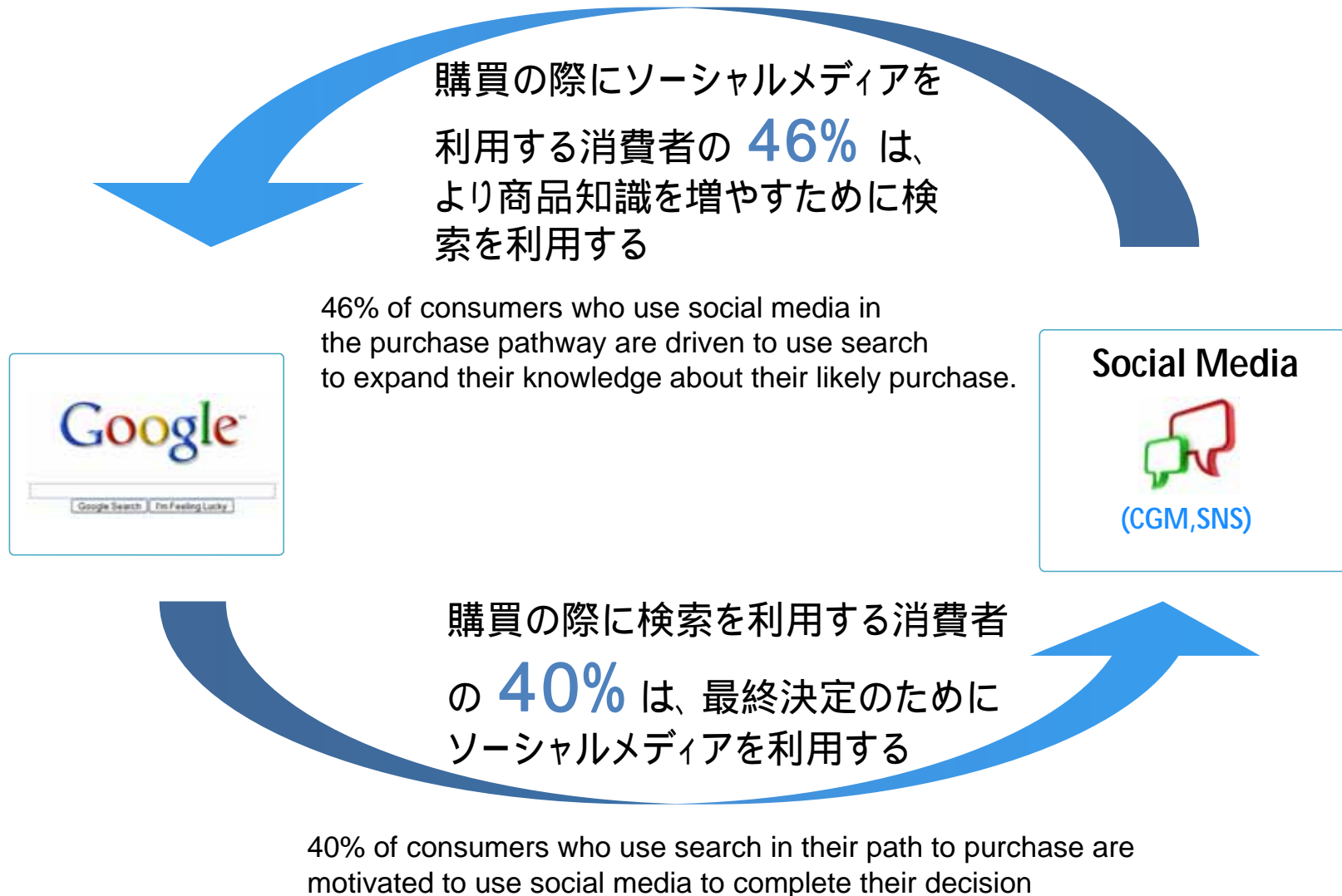
購入を決断する際に
家族や友だちの意見を
参考にする

Say reviews from
family members or friends
influence purchase decisions



検索とソーシャルメディアの相互作用

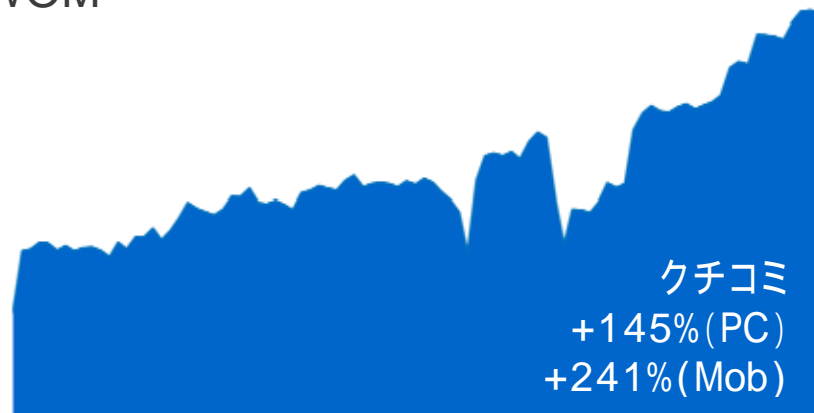
Social Media and Search Synergy



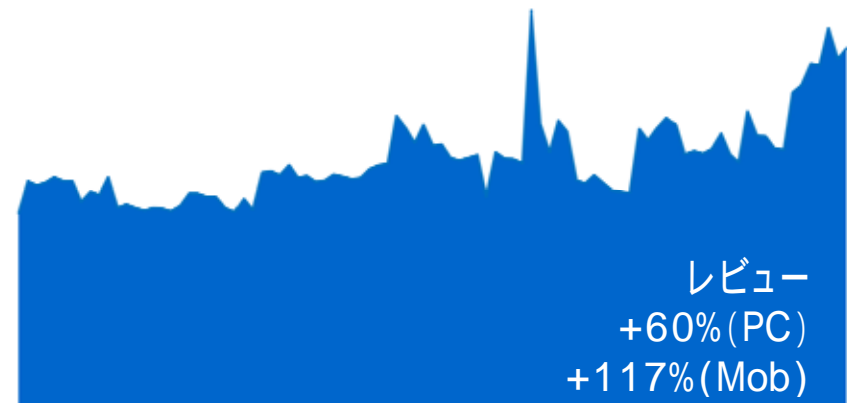
検索データから見る消費者の情報行動

Information behavior of consumers from Google query trend(2010-2011)

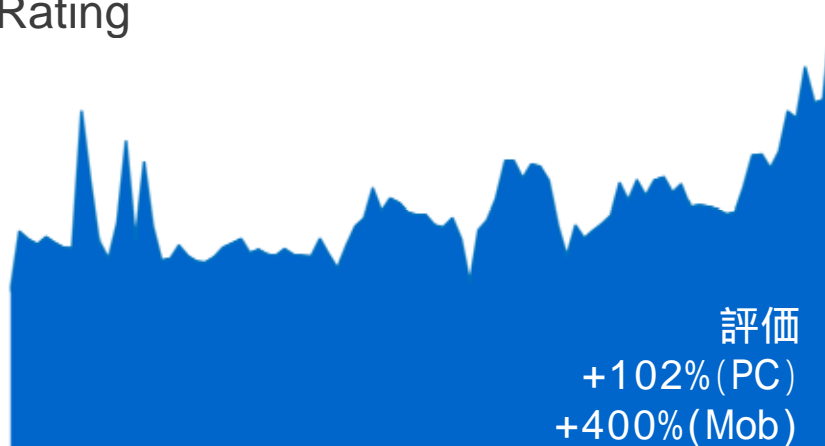
WOM



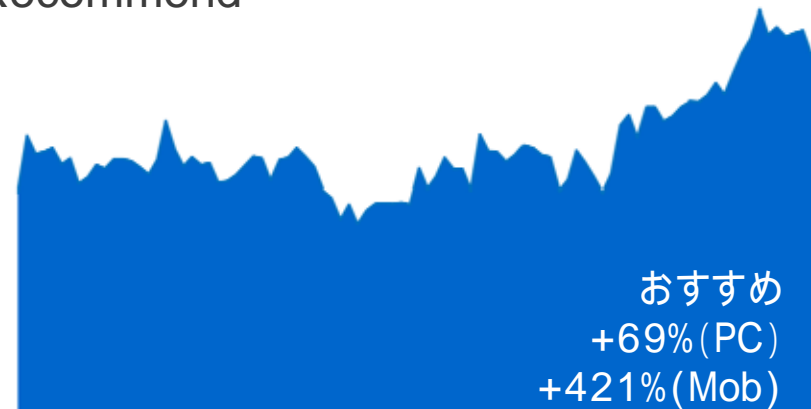
Review



Rating

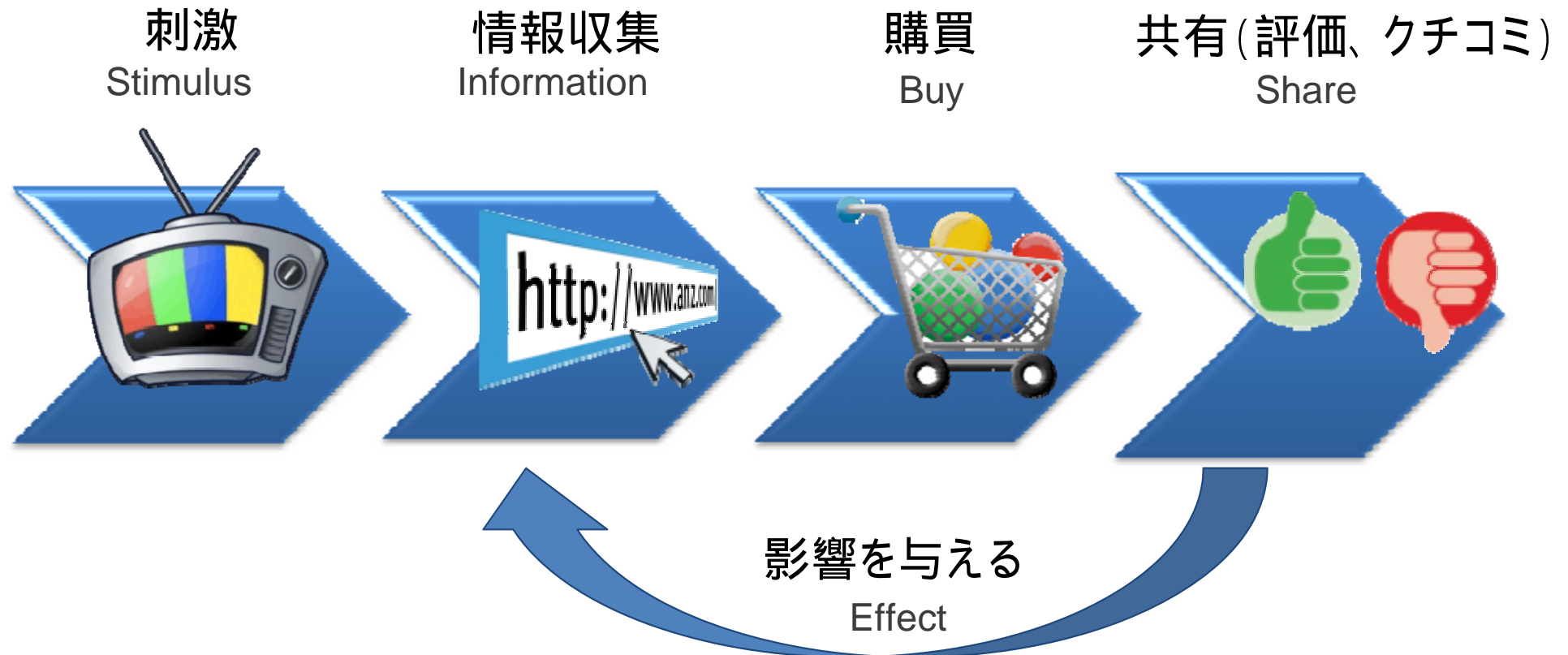


Recommend



ソーシャル時代の購買行動

Information/Purchase Process in Social era



スマートフォンでの検索数は加速度的に増加

The number of queries is rapidly increasing

【検索数増加要因】

- ・スマートフォン端末/ユーザーの増加
- ・1人当たり検索数の増加

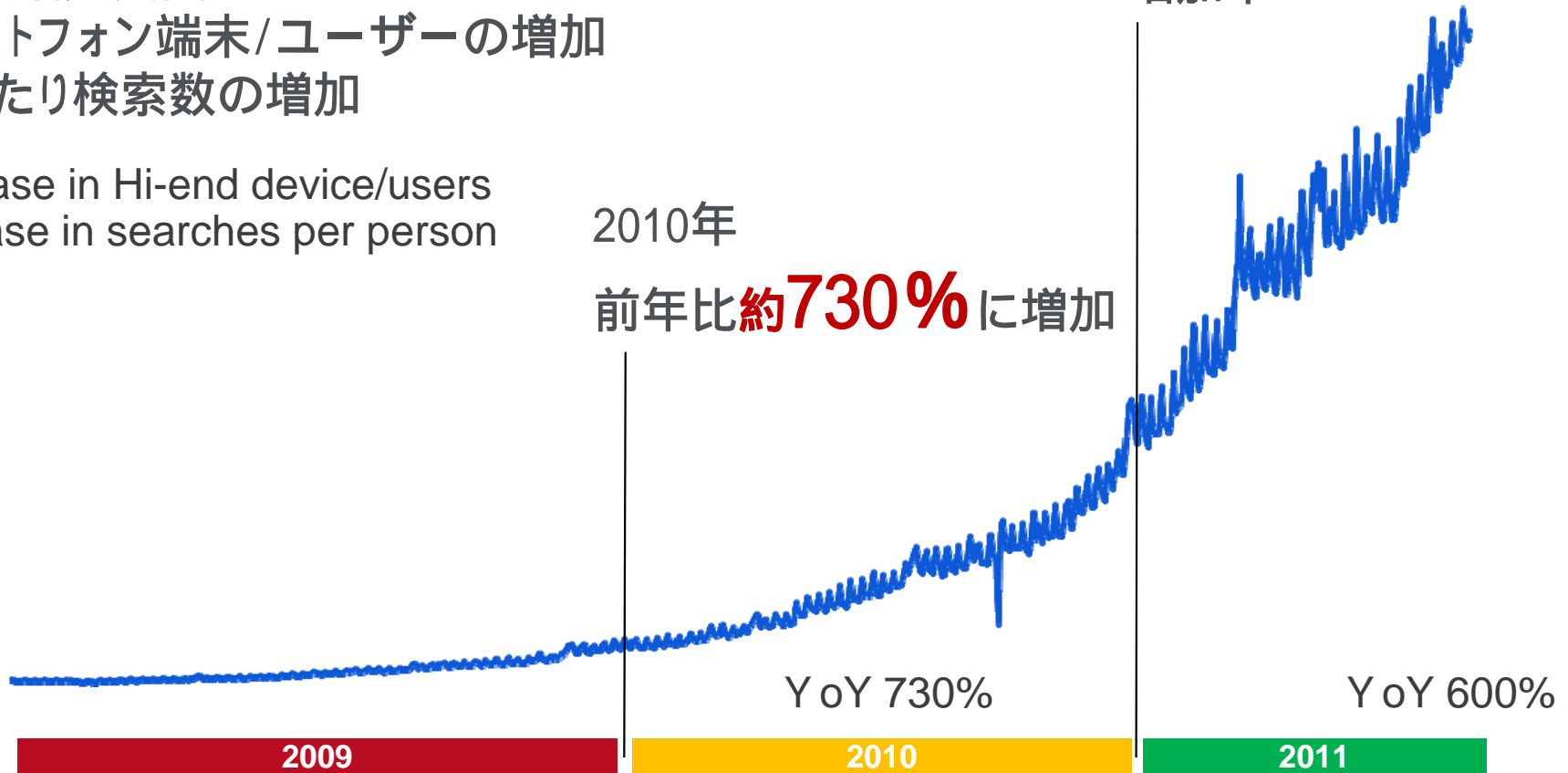
- Increase in Hi-end device/users
- Increase in searches per person

2011年

さらに前年比**600%**
増加中

2010年

前年比約**730%**に増加



2009

2010

2011

+1 ボタン – 検索向けのおすすめ機能

+1 Button, Recommendations Designed for Google Search



+1 ボタンをクリックしたことがある場合、次のユーザーの +1 情報が表示される

- Gmail チャットの友人リストの登録ユーザー
- Google 連絡先の [My コンタクト] の登録ユーザー
- Google リーダーやバズでフォローしているユーザー

公開コンテンツを共有している場合、次のユーザーの +1 情報が表示される

- Twitter や Flickr などサードパーティのパブリック ソーシャル サービスで確認済みの相手や Google のおすすめ

コントロール不可能な時代のブランドマネジメント

Brand Management in uncontrollable age



Shows what the **brand** is saying

ブランド自身が語っていること

[Ryanair.com - Book your cheap flight, hotels, car rental with ...](#)

The low Fares Airline. **Ryanair** offers cheap flight to over 145 destinations throughout Europe. Book your cheap **ryanair** flights on **Ryanair.com**. [+ Show stock quote for RYAAY](#)
[www.ryanair.com/ - 102k - Cached - Similar pages](#)

[Ryanair.com - Where We Fly](#)

Ryanair.com - The Low Fares Airline, cheap flights from Europe, UK and Use of this site is subject to the **Ryanair.com** Terms and Conditions. ...
[www.ryanair.com/site/EN/dests.php?flash=chk - 86k - Cached - Similar pages](#)

And what **people** are saying

人々がブランドについて語っていること

[Ryanair - Wikipedia, the free encyclopedia](#)

Ryanair (ISEQ: RYA, LSE: RYA, NASDAQ: RYAAY) is an Irish airline with headquarters in Dublin and its biggest operational base at London Stansted Airport in ...
[en.wikipedia.org/wiki/Ryanair - 201k - Cached - Similar pages](#)

[Ryanair Campaign](#)

Gives observations and experiences relating to **Ryanair**. Includes copies of correspondence, press articles and advice on reporting problems.
[www.ryanaircampaign.org/ - 2k - Cached - Similar pages](#)

Web


[Ryanair.com - Book your cheap flight, hotels, car rental with ...](#)
 The low Fares Airline. **Ryanair** offers cheap flight to over 145 destinations throughout Europe. Book your cheap **ryanair** flights on **Ryanair.com**. [+ Show stock quote for RYAAY](#)
[www.ryanair.com/ - 102k - Cached - Similar pages](#)

[Where We Fly](#) [Travel Questions](#)
[Flights](#) [Live Flight Information](#)
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[Timetables](#) [Lowest Fares Guarantee](#)

[Ryanair.com - Where We Fly](#)
Ryanair.com - The Low Fares Airline, cheap flights from Europe, UK and Use of this site is subject to the **Ryanair.com** Terms and Conditions. ...
[www.ryanair.com/site/EN/dests.php?flash=chk - 86k - Cached - Similar pages](#)

[Ryanair fuel ration angers pilots - Times Online](#)
 31 Aug 2008 ... **Ryanair** pilots have denounced as "insane" attempts to pressurise them into flying with less fuel by imposing a cap on their safety reserves.
[business.timesonline.co.uk/tol/business/industry_sectors/transport/article4641399.ece - Similar pages](#)

News results for ryanair

 [Terror in sky as Ryanair plane suffers 'tail strike'](#) - 5 hours ago
 Passengers told of their terror on board a **Ryanair** flight which lost cabin pressure after part of the plane struck the runway during take-off. ...
[Belfast Telegraph - 29 related articles >](#)
[BBC News](#) [Ryanair cancels Edinburgh flights](#) - BBC News - 65 related articles >
[Ryanair wins right to challenge Knock-Dublin route subsidy](#) - Forbes - 3 related articles >

[Ryanair - Wikipedia, the free encyclopedia](#)
Ryanair (ISEQ: RYA, LSE: RYA, NASDAQ: RYAAY) is an Irish airline with headquarters in Dublin and its biggest operational base at London Stansted Airport in ...
[en.wikipedia.org/wiki/Ryanair - 201k - Cached - Similar pages](#)

[Ryanair Campaign](#)
 Give observations and experiences relating to **Ryanair**. Includes copies of correspondence, press articles and advice on reporting problems.
[www.ryanaircampaign.org/ - 2k - Cached - Similar pages](#)

[hostelworld.com](#)
 ... Balaton€10 / £8; Tallinn€7 / £6; Ljubljana€13 / £11. Prices quoted are based on persons sharing and may vary. Hostels in **Ryanair** destinations ...
[www.hostelworld.com/ryanair/ - 67k - Cached - Similar pages](#)

雇用差別集団訴訟についての検索/関心を
企業の主張を掲載したページに誘導

Wal-Mart funnelled searches for it's class action
discrimination lawsuit to a target portion of it's site
that addressed the claims.



Web Results 1 - 100 of about 200,000 for walmart **discriminati** (0.11 seconds)

[NPR : The Marketplace Report: Wal-Mart Discrimination Lawsuit](#)

Business. The Marketplace Report: **Wal-Mart Discrimination** Lawsuit. Listen to this story...
Day to Day, June 22, 2004 - NPR's Alex ...
www.npr.org/features/feature.php?wflid=1969246 - [Similar pages](#)

[NPR : Wal-Mart's Gender Discrimination Lawsuit](#)

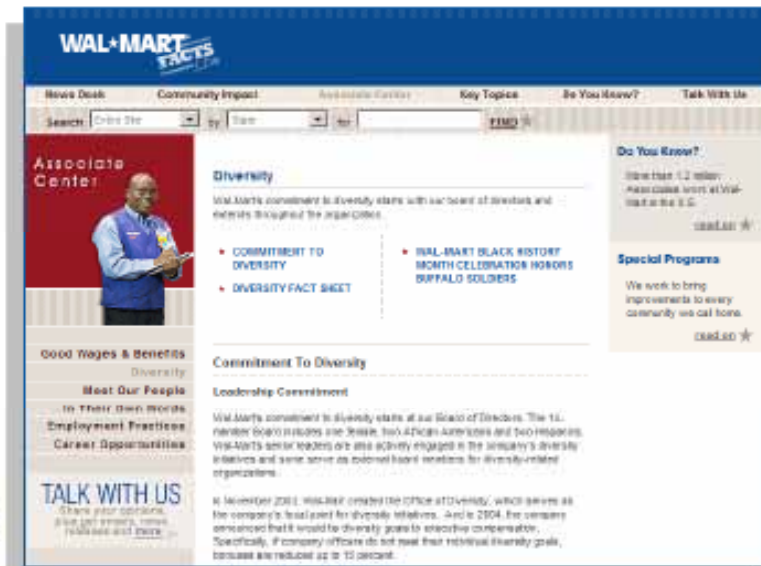
Wal-Mart's Gender Discrimination Lawsuit. Listen to this story... The Motley Fool, June 25,
2004 - The Motley Fool Radio Show kicks ...
www.npr.org/templates/story/story.php?storyId=1979129 - [Similar pages](#)

[PointofLaw.com | PointOfLaw Forum: WalMart discrimination suit ...](#)

FORUM « "Is Common Sense Dead?" | Rx: tougher sanctions » August 16, 2004. **WalMart
discrimination** suit, cont'd Last Friday, as ...
www.pointoflaw.com/archives/000426.php - 10k - [Cached](#) - [Similar pages](#)

[PointOfLaw Forum: Discussion on WalMart discrimination suit, cont' ...](#)

... entry: <http://www.pointoflaw.com/cgi-bin/mt-tb.cgi/233> Listed below are links to weblogs
that reference '**WalMart discrimination** suit, cont'd' from PointOfLaw ...
www.pointoflaw.com/cgi-bin/mt-tb.cgi?__mode=view&entry_id=426 - 2k -

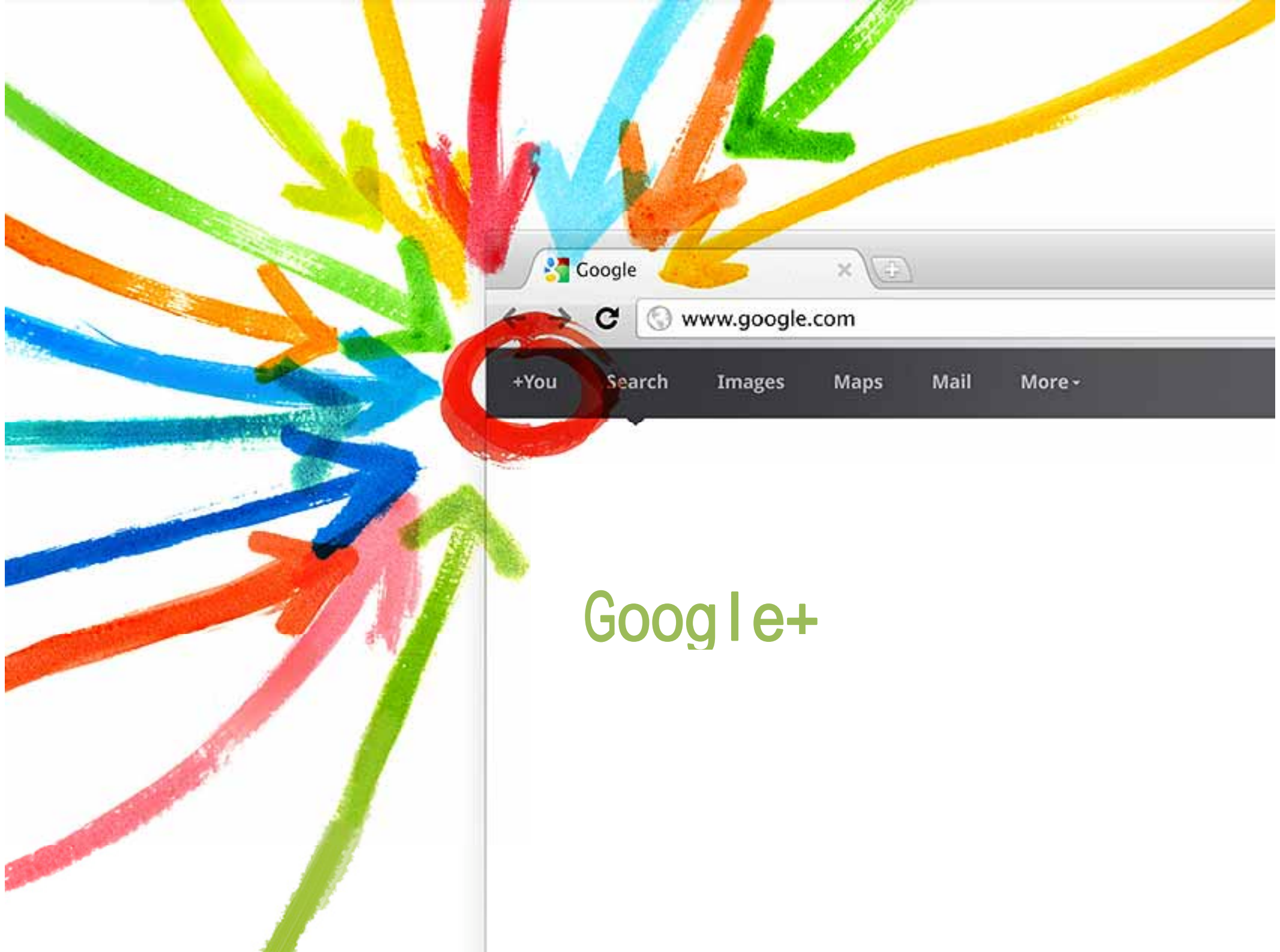


walmartfacts.com

Get the real story about Wal-Mart.
Go to walmartfacts.com

[Invest in Walmart](#)

A small investment could pay big.
Plan ahead, buy **Walmart** Stock.
www.MonsterMarketPlace.com



Google+



from Search Marketing Agency

Search Engines can answer your questions.

Social Media (like FB) can't answer your questions, but may recommend you from your friends.

イタリア料理

検索



Search Engines are evolving. They are going to take “social signals” into consideration as a hint to evaluate the quality of content.

Social Signals: signals that are given during social interaction.

e.g. Facebook “Likes”, Google “+1”, Twitter
“Tetweet” “reply with @” “Social Graph”



Google is trying to build their own social networking sites "Google+" to establish a level of relevancy with its searches, enhancing overall search experience.

Microsoft is cooperating with Facebook to integrate its own search technology with FB's social graph data, competing against Google.



How will Social Media & SEO Work Together ?

Distribution Channel

Promoting content to drive a tons of traffic from Search and Social media.

Engagement

Attentions, interactive communications, keeping in touch with its customers.

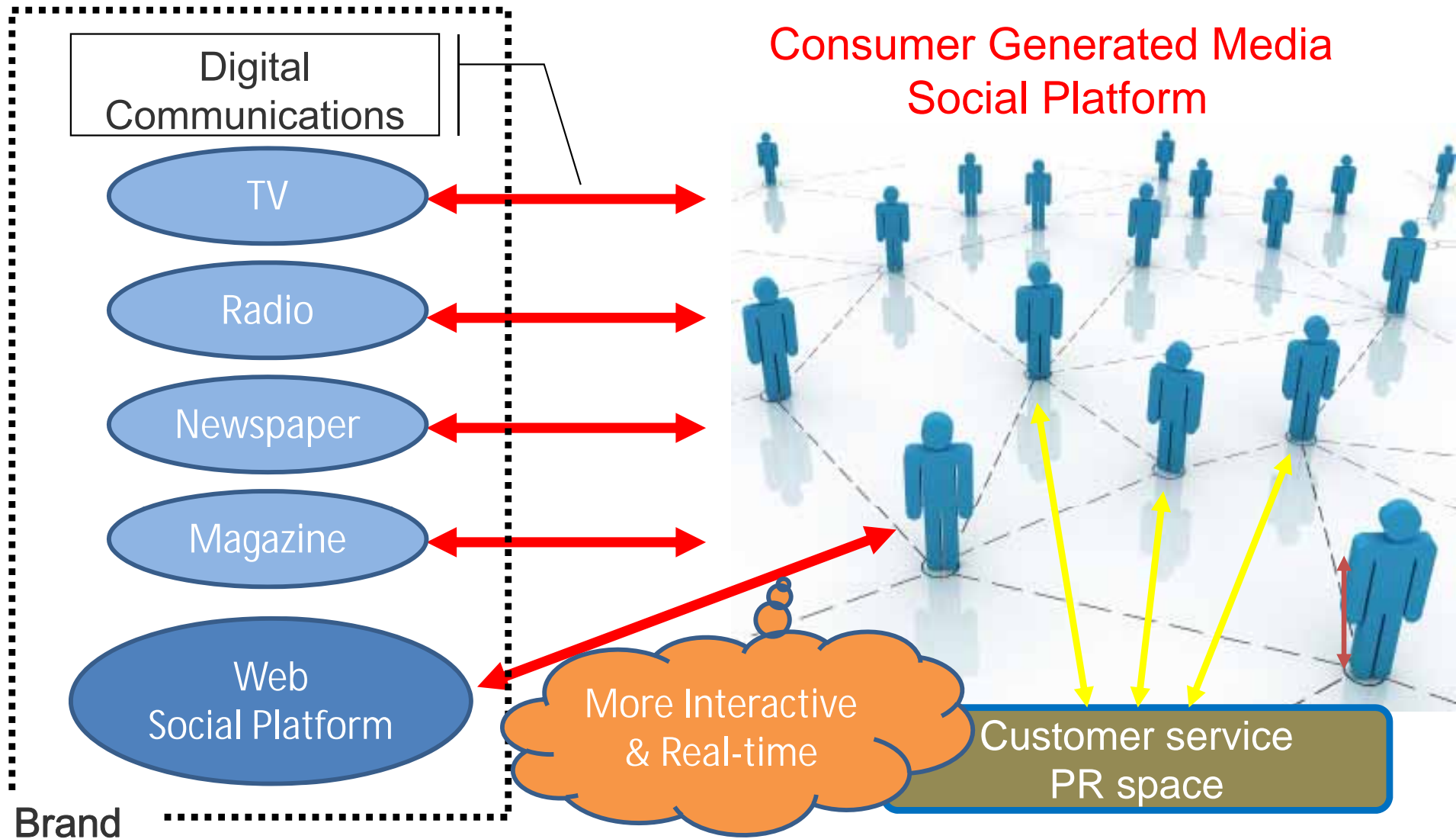
Where is the Integration of Social Media & Search Headed ?

Content Marketing

Planning for the creation, publish, delivery, and usable, enjoyable content will be far more important.

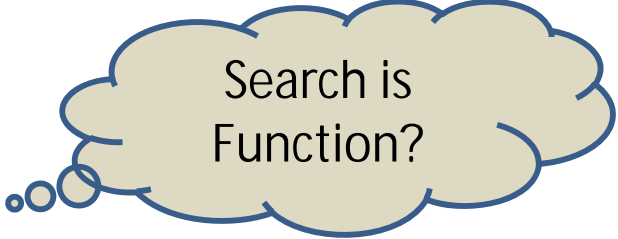
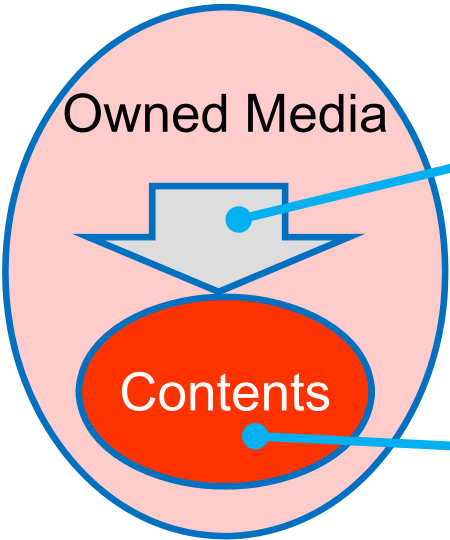
from Advertiser

Consumer Generated Media Social Platform

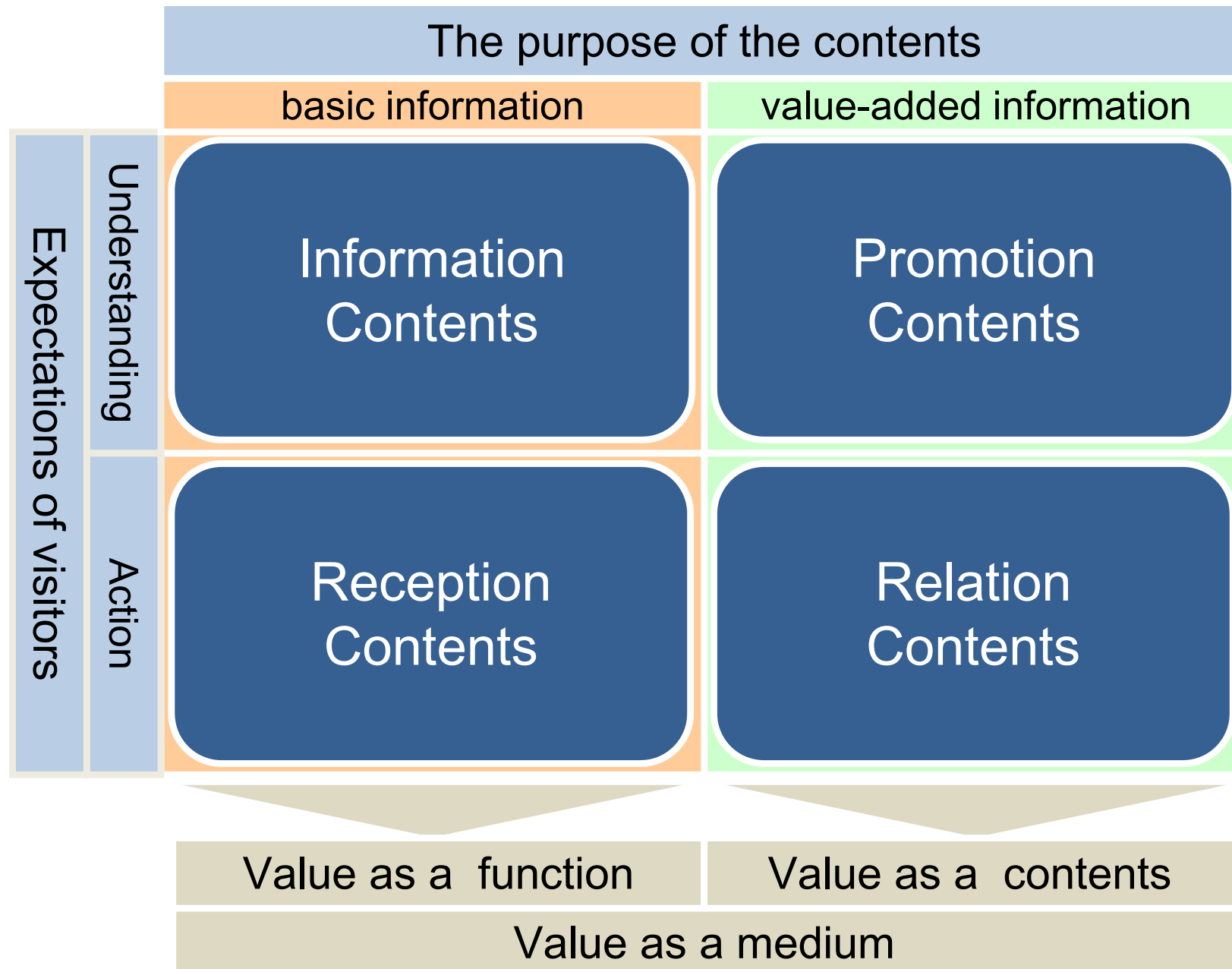


Consumers got the functions of information collection
& information dissemination

Customers
audience



these value should be provided in the Owned Media





Search is the value-added

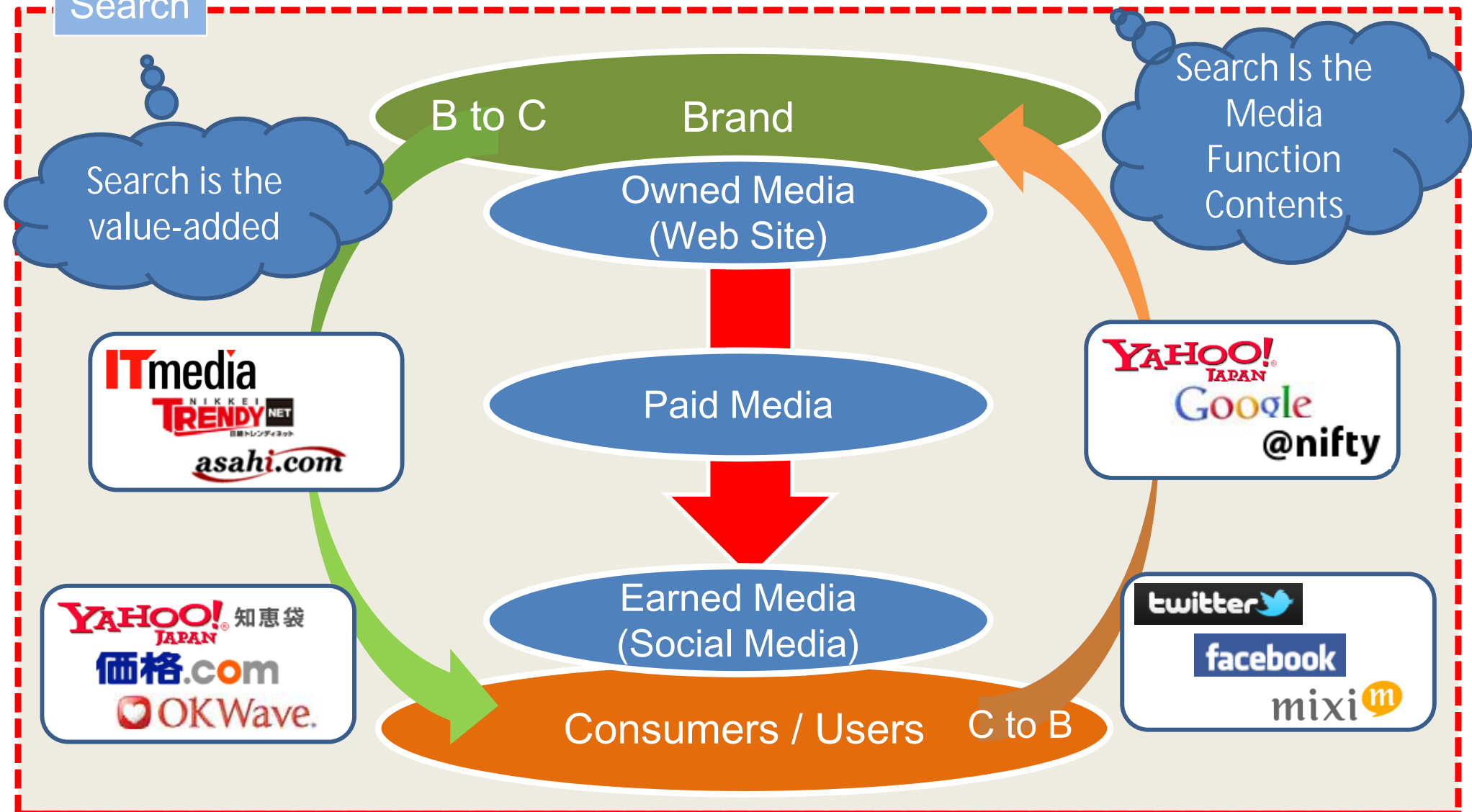


Search Is the best partner



Basic information Site is not a museum , It is a library

Search



Digital Communications is the Hub of the marketing
Search is the necessary foundation of Digital Communications

Discussions

Search as...

Media?

Function?

Contents?

Brand Management in uncontrollable age

Future of Search



Thank You!