**Marketing 3.0**

**Expressive Social Media**

We are going to check and analyze the impact of social media on Marketing. In the beginning of 2009, Technorati discovered 13 million active blogs in the world approx. As it happens in media of impressions, the audience and frequency of reading of blogs vary from country to country. In contradiction to what happens in Japan, where 74% of users read blogs on Internet, in USA only a 27% of users do that. Apart from the fact that the number of users is low, 34% of blog readers in USA have an impact on opinion. Result: American blogs, work as companions for a 34% of readers. Seth Godin, well known as expert of Marketing, that each day presents a new idea on his blog, in order to make billions of people read it, and give their opinions as feed.

Another type of popular blog, is a type of social media like Twitter. From April 2008 to April 2009, the number of twitters increased to 1.298% here. The microblog Twitter allows its users to write and give information to blog of no more than 140 characters. It’s considered much easier for users of Twitter, to be able to post their comments from mobile devices, like iPod and Blackberries. Through Twitter, users can share opinions, can post their activities in humor until fuzz. The actor Ashton Kutcher has reached 1 million followers on Twitter.

Many blogs and comments on Twitter are personal ones: People share news, opinions and ideas between them. Other types of blogs and *tweets* are created by persons, who are free to post their opinions, and personal ideas on them. Other bloggers and adepts of Twitter like to post positive or negative comments on several Companies and products. Some recurrent bloggers on Twitter, who have many followers, are able to persuade people to do business with a specific company.

Twitter has become popular this way, by joining the world of Business.IBM for example, encourages its employees to create blogs and post their opinion on company in them, based on specific instructions. Another example is General Electric, that created Tweet Squad, a group of young employees who train older employees, on how to use social media.