SMART SIMPLE EFFECTIVE

tränsplant

FROM TWEET TO IDEA TO INTERACTION TO CONTENT TO HEIGHTENED BRAND AWARENESS.

TWEET	Original tweet by @ChrisBrogan inviting any twitter user at the Black Dog Grill in Amesbury, MA, to a beer.
IDEA	I think heck, that guy deserves a beer from me, not the other way around.
ACTION/ INTERACTION	I call the Black Dog Grill, and Chris Brogan gets his beer in Amesbury, MA
CONTENT	ChrisBrogan tweets about his Newcastle on tap purchased from Florida.
CONTENT	I blog about the beer story and reference a post by Chris Brogan RE: Cafe Shaped Conversations.
CONTENT	I write a post about the concept of “Presence Engineering”
CONTENT	Chris Brogan writes a post about the beer and “Presence Engineering”
CONTENT	People visit the post and comment like crazy. Jason Finch (@twisness) is one of those people.
CONTENT	I start a Ning group on Presence Engineering and invite Jason Finch to join.
CONTENT	A video response from Jason Finch in Edinburgh, Scotland regarding the concept of Presence Engineering.

Organic Evolution of Content and Incremental Development of Heightened Brand Awareness

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