DIGITAL MARKETING IN SPAIN:
SEARCH ENGINES AND SOCIAL NETWORKS

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ABSTRACT

The main frame of digital marketing is the Web used through specialized search engines. The objective of digital marketing is to answer marketing questions one by one using technological tools. Digital marketing promotes online services to attend its clients' demands. This process implies commercialization, publicity, brand management, or market research. We assist the strengthening of the Internet industry. We attend to the power of the Web to encourage collective intelligence, the interaction of users who act as codevelopers. Web 2.0 is the transition of traditional applications to a new approach where applications are focused on the final user. Digital marketing is based on strategies of using social Web 2.0 as an interactive platform. We are in a time of social networks. This is a new era for advertising between *You* and the social Web—and Spain is there, too!

INTRODUCTION

The aim of Web marketing is the promotion of goods and services online to put them to the disposition of the client using Web-based tools. This process implies commercialization, publicity, brand management, and market research. The Web must be understood like a multiplatform where businesses of diverse natures (technical, design, marketing, communication, entertainment) come together to serve and address individuals, groups, and companies. The new tendencies in Web marketing go with the aims of the social Web (You and people network) over material goods. The convergence and segmentation that the Web is undergoing assume the incorporation of the social networks. In Spain in 2006, 160.3 million euros were spent in publicity for the network, a 33% more than in 2005, according to the study on investment on interactive means of advertising by PriceWaterhouseCoopers and Interactive Advertising Bureau (2006). Altogether, the advertising market reached 14,590 million euros, as opposed to the 13,743 million euros in 2005, an increase of 6.2%.

The high price of the tariffs of the telephone operators in Spain is slowing down the establishment of the new models of multiplatform businesses. The possibilities that mobile phones offer is a suitable environment for the development of new advertising formats. Spain has 41 million lines, 35 million users, and 90% of terminal multimedia (Telefónica, 2005).

The segment of video games, many of them online, is a new publicity support, with numbers that rise to around 9 million potential players in Spain.

The search engines have evolved from suppliers of information and content to key pieces for advertising services and electronic commerce between companies and individuals. It is calculated that 4–6 million Spaniards already buy on the Internet. Now, the positioning of the search engines has become a key piece of digital marketing.

The height of the binnacles, blogs, or personal pages conform the blogsphere, an essential part of the social Web 2.0. (Rojas, Alonso, Antúnez, Orihuela, & Varela, 2004). Orihuela (2007) makes a revision from 1997 to the present, current 62 million personal Web sites that are managed by their authors, and the 175,000 new sites that are created every day, consolidating the position of the Web log (blog) like the mass media that has experimented with the greater increase in history (Lara, 2007).

The blog has become a digital tool playing the role of an interactive communication channel between the corporate Web and its clients. Spanish companies of interactive digital marketing—the veteran TerritorioCreativo (territoriocreativo.es) and MagnoliArt (www.magnoliart.com), as well as the company that specialized in positioning search engines OjoBuscador (www.ojobuscador.com [Seeking Eye])—are a proof of the concept. The company LastInfoO (www.lastinfoo.es) provides professional publications and business blogs on the Internet, allowing the companies to create and develop their own content.

In this clear tendency of the convergence of technical multiplatforms, the navigators of the network incorporate new social applications. For example, in the future, social networks like MySpace (with 67 million users) and Facebook (with 29 million users) will include service. Facebook, a site where high school and college students can create and maintain their communities, was designed by two Harvard graduates and is the seventh most active Internet site. It is valued at over 2 billion USD. The key to its success is that it is able to build and create communities of great cohesion in a crucial stage of people's lives—and that makes it an ideal site for publicity.

LACK OF DEFINITION: SOCIAL WEB 2.O, SOCIAL WEB 2.1 OR WEB 3.0?

San Millán (Fernández), Medrano (García), and Mayorgas (Quintana) (2007) have established that lack of definition of labels, the failure to develop new tools, and the lack of reliable data or outdated statistical data make it difficult to analyze the evolution of this sector at a worldwide level. The main frame of digital marketing is the Web. It is intended to define the evolution of the Web with labels such as Web 1.0, Social Web 2.0, Social Web 2.1 or Web 3.0, with the aim to show its development, incorporating new tools and tendencies. Many contradicting definitions respond to a constant change in their parameters. The Web is a platform where businesses of diverse nature—technical, design, marketing, and communication— come together.

We are witnessing the power of the Web to operate collective intelligence, a concept that Google understood perfectly well**,** supporting interactivity with the users, whom it treats as codevelopers. The Web 2.0 concept answers the questions: Who makes the content? In that sense, Web 2.0 represents an alternative to the project of creating a corporate Web, based on Web sites from the time of the dotcom boom (Musser, O'Reilly, et al., 2006). It is a network of services where the user supposedly has the control: Meneame.com, Technorati.com, Del.icio.us, Dejaboo.net, Flickr.com or YouTube.com.

Users transform themselves into consumers, clients, voters, readers, and journalists, while

interacting with the surroundings that are also changing. It gives rise to the native digital definition, the e-generation of Life 2.0. It is *You* demanding. This evolution is depicted in Table 1.

TABLE 1. EVOLUTION FROM WEB 1.0 TO WEB 2.0

Web 1.0	Web 2.0
DoubleClick	Google AdSense
Ofoto	Flickr
Akamai	BitTorrent
Mp3.com	Napster
Britanica Online	Wikipedia
Personal Web sites	Blogging
Evite	Upcoming.org and EVDB
Domain name speculation	Search engine optimization SEO
Page views	Cost per click
Screen scrapping	Web services
Publishing	Participation
Content management systems	Wikis
Directories (taxonomy)	Tagging ("folksonomy")
Stickiness	Syndication

Note. From "What is Web 2.0: Design patterns and business models for the next generation of software," by Tim O'Reilly, September 30, 2005. Copyright 2005 by *OíReilynet.com*. Adapted with permission of the author.

The global use of the Internet is part of its social aspect. The production of contents is atomized and passes to the users. Nevertheless, according to De Ugarte (2006), the central question of the filtering of information continues open. Web 2.0 articulates an answer to the question, "Who makes the content?" and represents an alternative to the project of a corporate Web, and uses portals dating from the time of the dotcom boom. It is the net of services where the user apparently possesses the control. Examples include Meneame.com, Technorati.com, Del.icio.us, Dejaboo.net, Flickr.com, and YouTube.com.

The social Web 2.0 has its popularity in the users' innovation and the popularization of the free software, supporting the social software for the group interaction. The social net incorporates the sociotechnical structure that emerges as an organic form on which new patterns of use of the info-technology are observed. It possesses a structure that is imposed in all the environments: personal, labor, professional, managerial, or educational. Users become consumers, clients, voters, readers, and journalists when they interact with their environment, which (in turn) keeps changing. New definitions appear such as the digital native, the e-generation of Life 2.0. It is the demanding *You*.

Fumero, Roca, and Saez (2007) maintain that Web 2.0 is of polyhedral nature and it

represents the transition of traditional applications that work through the Web and are focused towards the end user, generating collaboration and services that replace desktop applications. The network has turned into social space, with the capacity for all social agents to give support to and take part in a true society of information, communication, and knowledge. It is a people's network as opposed to a data Web that uses the technology of AJAX (Ascynchronous Javascript) and XML to develop applications such as Flickr, and Del.icius.

A new user emerges and with it emerges a new consumer. The new consumer is prone to multitasks: watching television while chatting on Messenger and using P2P. Thus, the integration between different channels is necessary. Modern consumers define themselves by the following characteristics:

- Intelligent—having more information available because it increases their capacity to analyze and discern

- Fortified—having the capacity to decide what goods and articles they will consume versus manufacturers deciding their consumption

- Skeptical—they discuss a second boom, after they have surpassed the technological bubble

- Connected—within 4–5 years, there will be no longer be a distinction between being online or offline

- Busy—having a lack of spare time

- Disloyal—This characteristic is verifiable by observing the dominant position that older companies like AltaVista or Ask used to have in the search engine market, and who are now marginalized to residual portions of the market

The last tool incorporated to the interactivity chain is Twittr. It consists of miniblogs for mobile phones. For Estalella (2005), the true achievement of Twittr is its capacity to transfer platforms and connect the Web with mobile phones.

INTELLIGENT SOCIAL WEB OR WEB 3.0

Meanwhile, it is anticipated that the arrival of the Web 3.0, also denominated "semantic Web" or "of common sense" that promises to organize the world's information in a more logical way by comparison with the way the current search engines organize it. This will give more meaning to Web pages. Thus, Tim Berners-Lee (1999), author of the World Wide Web, calls it the "semantic Web." Thus, the net would be an intelligent guide, not merely a catalogue of items that are more or less orderly. On the other hand, Web pages could exchange information about their content. This will be knowledge versus information, with an extensive system of ontology that will cover all the domains of knowledge about which humans can reason and deduce answers or conclusions, not merely searches for information by means of key words.

DEMOCRATIZATION OF WEB 2.0: CIVIC JOURNALISM 3.0.

San Millán et al. (2007) asked whether the free culture, the open business, would have a place in the future of the Web. The convergence is leading to a concentration of the control of the channels of information, establishing two different pathways: a paying path, which is more powerful, and a free path, which is less flowing. Thus, the neutrality of the net is under siege.

The "citizenship journalism" or "civic journalism" 3.0 (again with undefined labels) praises the socialization of information. Thus, citizens have appropriated the information through the social means. The credibility crisis with the traditional press, the question of its objectivity, and the appearance of accessible digital tools all transform journalism into a conversation from which citizens do not want to be absent.

The labels 2.0 or 3.0 are necessary and almost unavoidable, for they highlight the idea that the germ of civic journalism is in the readers' letters to newspaper editors in the 19th century. The citizen not only becomes a collaborating reporter, but also participates in and decides the news.

Collective intelligence, built through the consensus of million users, is the immediate future of the social search engines, the base of Kratia and Gennio. Some communication tools will be needed so that the idea of collaboration will find itself able to construct a solid free community, that classifies labels, values and shares information. Gennio is not in fact a search engine, although it has a component of a search engine, for it uses third parties. It is divided in two components: the traditional search component, in which the technology of tags is applied, but combined with Google, Yahoo, and MSN; and another component in which the users can choose and label the favorite sites. Kratia is a new generation, democratic search engine that takes advantage of collective intelligence when arranging the search engine results of MSN Search and others, for the order of the results is determined by the votes of the users who also provide their opinions.

THE USE OF SEARCH ENGINES AS A MARKETING TOOL IN SPAIN

While making a revision of the existing literature on digital marketing, we found that a clear definition of digital marketing eluded us. Dans (2001) maintained that the objective of the digital marketing was to give an answer by means of the technology to the requirements of one-to-one marketing. Regarding Internet channels, digital marketing uses diverse strategies to understand the Social Web 2.0, a constant and changeable interactive platform (Macía & Gosende, 2006). These strategies include online publicity using interactive banners; positioning in the main search engines, with programs for advertisers as Google AdWords; outlining interrelation bonds with clients (e.g., news, blogs, wikis, articles, studies, comments, and forums); and viral marketing, or the phenomenon Second Life. The list is endless (Luna, 2007).

According to a study on EMarketing (2007), the publicity invested in search engines in the United States has passed from 47% in 2004 to 66% in 2007. The amount invested is distributed equally between Google and Yahoo, for they shared 50% of the market. The same study shows also that only 6% of the budget of the American companies is dedicated to the online publicity.

The innovative strategy of using Second Life (secondlife.com) for online marketing has

arrived in Spain. On March 9, 2007, at the Computer Science Faculty of the Polytechnic University of Madrid and, simultaneously, on the Second Life platform (uvvy.com/index.php/SLnegocios2007), the conference "Second Life as a Business Environment" was held. It gathered more than 140 people with a present attendance of 80 people (Nova Tierra, 2007).

Varela (2007) maintained that viral marketing, with the campaign "I Love Laura," tries to place promotional content in place of participative videotapes like YouTube.com or iFilm.com.

The main search engines in Spain are Google, Yahoo Search, Live, Noxtrum, and Ask.com. Search engine marketing includes promotion and publicity. According to a study of EMarketer (2007), the publicity placed in search engines in the United States from 2004 to 2007 has grown from 47% to 66%, where Google and Yahoo! share 50% of the investment pie. The same study reveals that only 6% of the budget of the American companies is destined to publicity online. The rankings of the top 10 global search engines are shown in Table 2.

TABLE 2. *TOP 10 GLOBAL SEARCH ENGINES*

Search engines	Global ranking	Unique audiences (mil.)	Percentage of active searches
Google Search	1	211.0	67
Yahoo!	2	77.5	25
MSN/Windows Live	3	64.0	20
AOL	4	33.2	22
Ask	5	20.1	6
Microsoft	6	8.1	3
AltaVista	7	6.6	2
Local.com	8	6.2	2
Voila	9	5.4	2
InfoSpace	10	5.0	2

Note. From "Estado de los buscadores: Un panorama general," by Gustavo Núñez, 2007. Congreso Ojo Buscador, March 8, 2007. Copyright 2007 Nielsen/NetRatings. Adapted with permission of the author.

Spanish SMEs have incorporated the corporate Web over 2005, with the tendency to reduce the distance between the medium-size companies and the large companies, although the breach will be prolonged. The same report stated that approximately 13.8% (128,400 companies) of Spanish companies have contracted publicity on the Internet in 2005, inserting announcements in Web sites, search engines, access suppliers of general use or in Web sites specifically directed to their sectors of activity which supposes a decrement of more than 1% with respect to 2004.

Internet continues being a minority means of advertising. Only those companies that invest in this channel of publicity reach significant numbers, for example, companies with more than

250 employees with a discreet 33% investment or medium-size and small-size companies where the investment percentage stays around 14%. Only IT companies, I+D companies, and other services clearly exceed the average of 14% of Internet advertising investment, with a not-too-encouraging percentage of 23% and 20% respectively.

This publicity is inserted mainly in specific Web sites related to the companies' activity, taking advantage of the great segmentation possibilities of the Internet. These numbers are almost identical to the measures in previous years that denote a certain degree of inertia in the companies' decisions regarding publicity. As Table 3 shows, the main search engines in Spain are Google, MSN (Live), and Yahoo Search, where Google maintains its absolute leadership with a market quota of more than 80%.

TABLE 3. *MAIN POSITION OF SEARCH ENGINES BY COUNTRY*

Country	Ranking				
	1	2	3	4	5
USA	Google	Yahoo!	MSN	Google Image	AOL
Brazil	Google	UOL Busca	Google Image	Yahoo!	MSN
Australia	Google	Google Image	NineMSN	Yahoo!7	Sensis
England	Google	Google Image	Yahoo!	MSN	Ask
France	Google	Google Image	Voila	MSN	Yahoo!
Germany	Google	Google Image	Yahoo!	MSN	T-Online
Italy	Google	Google Image	Alice	MSN	Libero
Spain	Google	Google Image	MSN	Yahoo!	noXtrum
Switzerland	Google	Google Image	MSN	Yahoo!	Bluewin

Note. From "Estado de los buscadores: Un panorama general," by Gustavo Núñez, 2007. Congreso Ojo Buscador, March 8, 2007. Copyright 2007 Nielsen/NetRatings. Adapted with permission of the author.

The increasing success of the two editions of the Seeking Eye Conference shows that the positioning in the main search engine is an emergent business in Spain. The growth rate of the market quota of the search engines in Spain is the second highest in the European Union with 21%, behind France that has 27%. Table 4 shows the top 50 Spanish companies that are best positioned on search engines.

TABLE 4. *TOP 50 SPANISH FIRMS BEST-POSITIONED ON SEARCH ENGINES*

Rank	Web site	Organization
1	http://www.bbva.es	BBVA
2	http://www.telefonica.es	Telefónica España
3	http://www.sogecable.es	Sogecable
4	http://www.elcorteingles.es	El Corte Inglés

Rank	Web site	Organization
5	http://www.elpais.com	Diario El País
6	http://www.rtve.es	Radiotelevisión Española
7	http://www.once.es	Organización Nacional de Ciegos de España
8	http://www.dgt.es	Dirección General de Tráfico
9	http://onlae.terra.es	Org. Nacional de Loterías y Apuestas del Estado
10	http://www.renault.es	Renault España
11	http://www.cocacola.es	Coca Cola
12	http://www.marsans.es	Viajes Marsans
13	http://www.mattel.com	Mattel España
14	http://www.movistar.es	Telefónica Móviles
15	http://www.ceac.es	Centro de Estudios CEAC
16	http://www.carrefour.es	Carrefour
17	http://www.nissan.es	Nissan Motor
18	http://www.lechepascual.es	Leche Pascual
19	http://www.vodafone.es	Vodafone
20	http://www.fox.es	Hispano Fox Films
21	http://www.nokia.es	Nokia
22	http://www.halconviajes.com	Viajes Halcón
23	http://www.peugeot.es	Peugeot
24	http://www.altadis.com	Altadis
25	http://www.citroen.es	Citroën
26	http://www.ford.es	Ford
27	http://www.opel.es	Opel
28	http://www.bmw.es	BMW
29	http://www.volkswagen.es	Volkswagen Audi
30	http://www.allieddomecq.com	Allied Domecq
31	http://www.danone.es	Danone
32	http://www.toyota.es	Toyota
33	http://www.planetadirecto.com	Planeta Directo
34	http://www.nestle.es	Nestlé
35	http://www.repsolypf.es	Repsol YPF
36	http://www.heineken.es	Heineken
37	http://www.seat.es	Seat

Rank	Web site	Organization
38	http://www.gallinablanca.es	Gallina Blanca
39	http://www.henkel.es	Henkel
40	http://www.corporaciondermoestetica.com	Corporación Dermoestética
41	http://www.mahou.es	Mahou
42	http://www.retevision.es	Retevisión Mobile
43	http://www.loreal.es	L'Oreal
44	http://www.mcdonalds.es	McDonald's
45	http://www.unilever.es	Unilever
46	http://www.esteelauder.es	Estée Lauder
47	http://www.nivea.es	Nívea
48	http://www.fiat.es	Fiat auto
49	http://www.pepsi.es	Pepsi
50	http://www.arbora-ausonia.es	Arbora & Ausonia

Note. From "Estudio Top 50: Análisis del posicionamiento en buscadores de las 50 empresas que más invierten en publicidad en España," by Emiliano Elías, 2007, pp. 10. Copyright 2007 by InZearch. Retrieved on April 5, 2007, from http://www.theslogan.com/es_content/index.php?option=com_remository&Itemid=23&func=showdown&id=7. Scholarly research.

Spanish companies, mainly the SMEs (small and medium-sized enterprises), show a great interest in using search engines as a marketing tool (OjoBuscador, 2007). A study by Baeza-Yates, et al. (2005) on the Spanish Web in 2005 shows that only 16% of corporate Webs had a unique name or title, indicating the level of optimization of the Spanish sites regarding search engines. The analysis made by Elías (2007) on the Spanish companies and their investment in publicity concludes that they do not use good strategy for marketing their Web sites. As Table 4 shows, the study included 50 companies with the highest investment in publicity in the Spanish market and showed that the millionaire amount of money destined for publicity off-line was not accompanied by an appropriate marketing strategy on the Internet so that the Web sites would have an equally good positioning on the Internet.

SOCIAL NETWORKS ON THE INTERNET

Social networks on the Internet have held fast the motors of advance within Web 2.0. Their origin goes back to 1995, when Randy Conrads created the Web site Classmates.com to find or maintain contact with former high school or college classmates. There are more than 200 sites of social networks, although Friendster has been better known to use the technique of the circle of friends. The popularity of these sites has grown quickly and some big companies have entered the space of the social networks on the Internet. Thus, Google created Orkut on the January 22, 2004. Other search engines like KaZaZZ! and Yahoo! have also created social networks in 2005.

The social networks have their origin and development from the theory of the six degrees of separation, by which it is asserted that all people in the planet are connected through not more than six people. Hungarian Frigyes Karinthy first proposed the chains theory in 1929, which

postulates that the number of known people grows exponentially with the sum of the connections in the chain.

San Millán and Medrano (2007) classify the social networks in different types:

- Leisure Networks—segmented generally by ages, for example, Festuc.com that is directed toward young people or MiPasado.com for adults (over 35 years old), or by likings, for example Oobgolf (www.oobgolf.com) for the lovers of golf, Tomajazz (www.tomajazz.com) for music lovers, or Literatura.com for lovers of literature.

- Encounter Networks—dating social networks where one can search for partners, for example, the French Meetic (meetic.com), a contact site with international participation and which, in 2006, had a turnover of 78.8 millions euros, 83.2 % more than the previous year (Blanco, 2007); the Spanish Contacts of Marqueze (contactos.marqueze.net/contactos.html) with more than 100 sites; and the world leader in the sector for the last 12 years, the North American Match.com, with a turnover of 240 million euros. Trying to establish itself in Europe, in February 2007, it bought Net Club, which was No. 3 in the sector in France, making Match.com the leader in Europe. Other network sites in Spain are trying to find a place in market, for example Amigos.com (www.netclub.fr), Parship, Be2, AdultFriendFinder, FriendScout24, Badoo, or Amigar.com. Blanco (2007) suggested that there would be more business in the segment of Mobile Dating, and that all these social contact networks must evolve by the incorporating characteristics of Web 2.0.

- Networks of systematic culture of professional contacts—for example, the German Xing, ex OpenBC, that has absorbed the Spanish Neuron and eConozco to introduce itself in the Spanish-speaking market; the Anglo-American LinkedIn (www.linkedin.com), the leader of the sector with 11 million members and 180,000 new members every week.

- Networks of College students—for example, theSquare (www.thesquare.com), with elitist touch being constituted by students of the some of the most prestigious universities in the world, like Yale, Oxford, or Harvard; entrepreneurs blog users like Iniciador (www.iniciador.com) with off-line meetings in Madrid on the second Wednesday of every month.

- Elitist networks—for example, ASmallWorld where exclusive executives and club members share firsthand information on leisure and company.

- Networks for commercial relations—for example, ReferNet (www.refernet.net), Shortcut, Shoomo; the Spanish NoticiasdelVino (www.noticiasdelvino.com) or Misterios, the social network of the mystery; PuroMarketing, a social network of marketing, publicity, and businesses.

In Spain, we are witnessing the growth of networking (Alastrauey, 2006) like strategic management of a network of professional contacts, with Xing playing a leading role with more than 200,000 users and networkers, and LinkedIn with around 65,000 active Spanish users.

MARKETING IN THE SOCIAL NETWORKS WEBSITES

Dans (2001) maintains that the objective of digital marketing is to answer the requirements of one-to-one marketing by means of technology. The primary aim of Web marketing is the promotion of goods and services online to put them at the disposition of the clients using Web-based tools. In this process, commercialization, publicity, brand management, and market research is implicit. Thus, the evolution–revolution of publicity is made clearer through marketing of interruption, user-controlled publicity, long tail, bidirectionality, and conversation.

In 2007, 48% of brand marketers were predicted to develop marketing campaigns in social networks channels, as opposed to 38% in 2006 (Riley, Card, Wigder, Mitskaviets, I., 2007). Although it is necessary to be aware of the social networks, Riley et al. (2007) maintains that marketing in communities online is not effective for all the advertisers. Before introducing itself in one of them, the brand must think about the audience it addresses there and how to attract it. In addition, Riley et al. (2007) sounds the alert that the social networks can cause a slower growth of the investment of the publicity online because the users of online communities and social networks have selective behavior. They are demanding Internet users, the *You* intelligent. They move on Web sites and own their own sites; they customize spaces, know friends and contacts and, what is worse for publicity and marketing, they usually feel annoyed when they are exposed to invasive publicity. Online behavior is different from the typical behavior of the mass user who one could denominate as being in Stage 1.0: a consumer of passive content who seeks general information and entertainment. Figure 1 shows the global distribution of social networks.
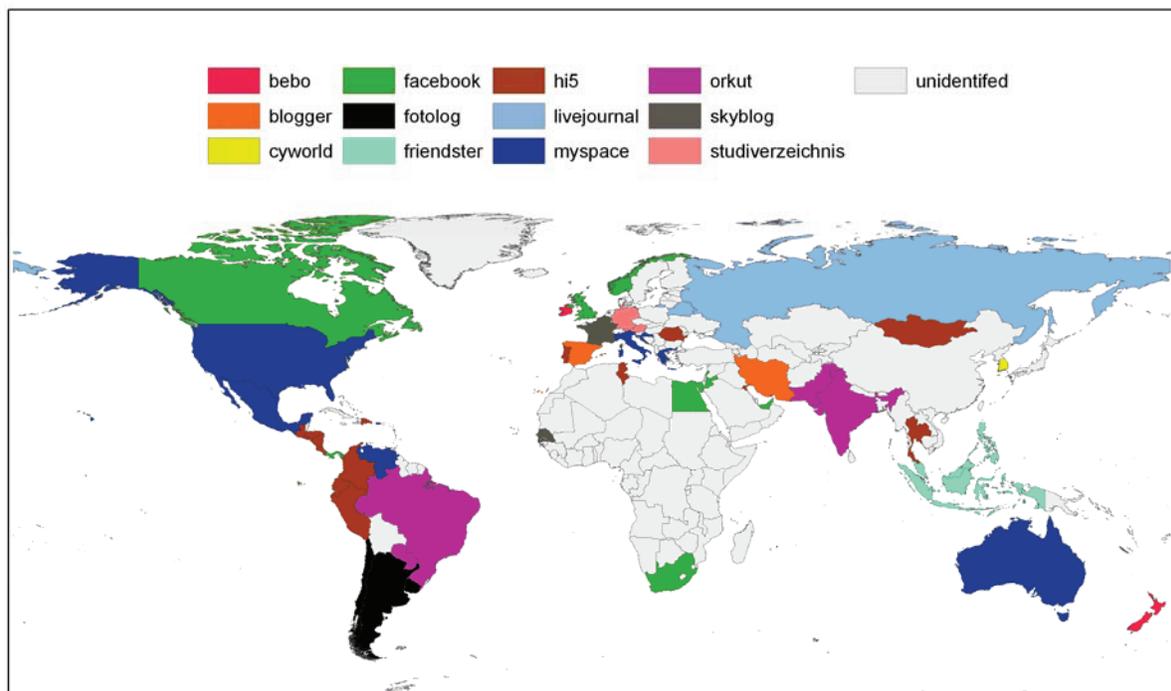

FIGURE 1. **THE WORLD MAP OF SOCIAL NETWORKS**

Note. The colors on the map are the Web site colors for the given social network. From "The World Map of Social Networks," by Nick Denton at Valleywag with Alexa.com data and Lucas Shaw/Wandamere for Valleywag (maps), published by Valleywag.com (June 28, 2007). Copyright 2007 by Lucas Shaw/Wandamere for Valleywag (maps) and Valleywag.com (data). Reprinted with the permission of the authors. Retrieved on

The users of social networks, let's call it Stage 2.0, use the network for more personal and communication intent, that is, not merely for information, but also for bidirectional communication. New users multiply the potential of the network and have a different concept of communication; this is why advertisers must yet discover how to announce themselves without causing a negative reaction. Meanwhile, they remain on the sites and classic Web pages, where they can advertize safely. Some experts like Group M, are forecasting a tendency toward an online publicity investment loss in the United Kingdom over the next few years. Table 5 displays the data behind the map showing the social network distribution by site and country.

TABLE 5. *GEOGRAPHIC ALLOCATION OF SOCIAL NETWORKS*

Bebo	Blogger	Cyworld	Facebook	Fotolog	Friendster	hi5	Livejournal	myspace	orkut	skyblog	studiverzeichnis
Irlanda	España	Korea Sur	Canadá	Argentina	Brunei	Colombia	Belarús	Australia	Brasil	Belgica	Austria
N.Zelanda	Irán		Egipto	Chile	Indonesia	Costa Rica	Rusia	Croacia	India	Francia	Alemania
			Jordania	Uruguay	Malasia	R.Dominicana		Grecia	Pakistán	Polinesia	
			Líbano		Filipinas	Ecuador		Italia	Paraguay	Guadalupe	
			Noruega		Singapur	El Salvador		Méjico		Martinica	
			Panamá			Guatemala		Puerto Rico		N.Caledonia	
			Sudáfrica			Honduras		Servia		Senegal	
			Gran Bretaña			Kuwait		EE.UU.			
			Emiratos Arabes			Mauricio		Venezuela			
						Mongolia					
						Nicaragua					
						Peru					
						Portugal					
						Rumania					
						Tailandia					
						Túnez					

Note. Table of "The World Map of Social Networks," by Nick Denton at Valleywag with Alexa.com data and Lucas Shaw/Wandamere for Valleywag (maps), published by Valleywag.com (June 28, 2007). Copyright 2007 by Lucas Shaw/Wandamere for Valleywag (maps) and Valleywag.com (data). Reprinted with the permission of the authors. Retrieved on January 18, 2009, from http://valleywag.gawker.com/273201/tech/ data-junkie/the-world-map-of-social-networks. Also cited by Liz Martínez in "Blogger: La red social más usada en España," October 4, 2007, on *Etc.Territorio Creativo.es* (2007). Retrieved on January 14, 2008, from http:// etc.territoriocreativo.es/etc/2007/ 10/blogger-la-red-social-mas-usada-en-espana.html. Although the data for the map is almost 2 years old now and the leading social network in many countries might have changed since it was published, it is yet useful to demonstrate as a snapshot and as a basis for future research. To the point, Bob Margel appears to have done an update in October 2008 viewable at http://blogs.msdn.com/robmar/archive/ 2008/10/23/favourite-social-network-by-country.aspx.

CONCLUSIONS

We are witnessing the socialization, location, and segmentation of Web 2.0 thanks to the strengthening of the social networks, which means that the traditional vehicles are no longer efficient as centralized sites. New models are needed that will adapt to new users, the *You* demanding ones, and to their creative content, for they multiply the potential of the network

and have a different concept of communication that is bidirectional, participative, and selective. Therefore, advertisers must discover how to announce themselves without causing negative reactions.

In the advance of the segmentation of the Web, the local will become more social and the social will become more local. The advance of thematic niches in social networks, including elitist clubs like ASmallWorld, against the more democratic parameter of Web 2.0, has given rise to a collective base around likings and necessities. The confluence of a multiplatform that offers mobile phone technology to social networks provides companies suitable surroundings to develop new advertising formats.

Web 2.0 is the Web of the people that open a new field for Web marketing, which is to adapt better to the behaviors of new, active, and intelligent ciberusers, or digital natives, in contrast to the passive users of Web 1.0, or digital immigrants. Although these new users might be more demanding, they also cause a decrease in the investment of online publicity.

As a model of business and commercial strategy in the new fields that are arising in Web marketing, we emphasized the fortification of RSS (Really Simple Syndication) that is beginning to replace marketing by e-mail and has become a better-quality, direct communication channel with the consumers.

Within the social networks, we have emphasized Facebook and ASmallWorld as models of success that capitalize on the cohesion between network members and that make them an ideal site for publicity.

Among causes of a possible failure of the social network sites, we emphasized the problems of privacy, the absence of effective systems of motivation such that the people share their contacts, the strengthening of the relationships outside the network, the lack of integration with other applications such as interchange systems like Messenger, and the lack of interoperability with other networks.

The mainframe of digital marketing is the Web that uses specialized search engines. Search engines have evolved from suppliers of information and content to key pieces for advertising services and to electronic trade between companies and individuals. More than 4–6 million Spaniards already use the Internet to buy products and services. The year 2007 was the year of advertising consolidation on the Internet in Spain. It was also the year of the incorporation of many businesses and companies to the Network as a fundamental vehicle.

Spaniards trust Google because it has 90% of the quota of the search market in Spain. In fact, 70% of the searches in Google are local; thus, its Local Solution Business Search is the heart of the business of the company. Therefore, in Spain, this great search engine has reinforced its directive team with four new directions to launch itself to the market with two objectives: advertising markets (mainly video) and electronic commerce. The intention is to commercialize publicity in other supports and formats outside of the Web, but managed through the Web by the SME (Varela, 2006).

Hernández (2006), the director of marketing and products for Google, believes that this direction builds a bridge for Spanish SMEs over the challenges that they have (97.9% of the companies) in operating on the Internet.

The penetration of the Internet in Spain is approaching the European average: recently the INE has published data of the percentage of Spaniards connected to the network, 47.2%. Nevertheless, for the SMEs it still proved difficult to sell by Internet. Of the 21.2% that says to be online, less of 10% recognizes to make activities of e-commerce according to the AECE. That is a very small number, without a doubt. (p. 1)
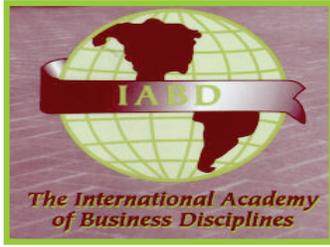
This is the process: from the convergence to the segmentation, then, the customized search. The user demands more and more local and thematic searches. We are witnessing the increasing segmentation of the Web in thematic niches by countries, terms, collectives, and interests around a sport, cultural practice, and ages. The great search engines and the social networks wish to cover these specialized niches, which have become the center of attention of digital marketing. On the other hand, the lack of label definition, the rapidity of the constant appearance of new tools, the lack of trustworthiness, and the lack of up-to-date statistical data makes the analysis of the evolution of this sector difficult not only worldwide, but also nationally.

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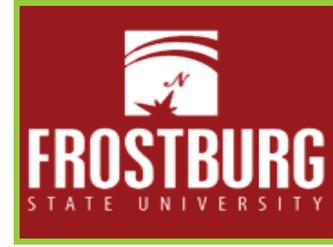
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