MARY EMBRY, DIRECTOR OF PLANNING

COPENHAGENIZE CONSULTING
BLOGS & SOCIAL MEDIA

- TELLING STORIES
- IN TEXT, IMAGES, FILM
"THE PHOTO THAT LAUNCHED A MILLION BICYCLES"

14/11/2006
IDEA

- Flickr
- Triggered a series
- Positive feedback

Blog in 2007 – Gallery
100 readers a day within 1 month
CYCLE CHÎC

BUILDING A BICYCLE CULTURE EMPîRE
NEED – REBRANDING OF CYCLING
CITIZEN CYCLISTS / BICYCLE USERS
BICYCLE CULTURE 1.0
WAVERLEY CYCLES

HAARY REYNAUD Directeur Général, pour la FRANCE

BLOG MUSTS

- CONSISTENCY
  - LIKE A NEWSPAPER
  - SPECIFIC FOCUS
- CREATE WEB OF RECIPROCAL LINKS FOR GOOGLEABILITY, TWITTER, FACEBOOK
- MULTIMEDIA
- BLOG ABOUT OTHERS
BLOG MUSTS

- Design simplicity
- Comments
- Advertising
COPENHAGENIZE.COM

- PERSONAL & EXTERNAL NEED
  -- NAME
  --- CONCEPT
  ---- EXPERT / BUSİNSŞ
BLOG TO BUSINESS / BUSINESS BLOG

- PERSONAL ANGLE MOST EFFECTIVE
- LIKE MANY ASPECTS OF LIFE – AN INTERESTING, SINGULAR VOICE OR CHORUS WILL BE HEARD IN A CROWD
- DANISH BICYCLE AMBASSADOR
- BICYCLE CULTURE & INFRASTRUCTURE EXPERT
BRANDING TRANSIT & WALKING

- THANK YOU
- LOVE SEAT
- WALKABLE LĪVEABLE READABLE
- SOCIAL MEDIA
INGEN CYKLER
PÅ FORTOVET
TAK❤