

# Person to Person

Facebook has exploded in popularity. MySpace is super popular. There are many other social networking sites I have never even heard of. All of this points to an increase in using the Internet to connect with other people. Person to person. How is this changing marketing? For one, marketing is increasingly more targeted. It is by-passing traditional avenues and heading straight to its most likely audience. I just checked out [www.gather.com](http://www.gather.com). Big national stores like Borders and Starbucks have a presence there. I wonder how their experiment is working out. Are you more likely to shop at either place because you joined a social group they sponsor on a social networking site? I guess that is the million dollar question. On the other hand, can you afford to ignore a burgeoning movement in the way people communicate with each other?