

**IT'S NOT JUST WHAT YOU SELL,
IT'S THE WAY THAT YOU SELL IT**

KATHRYN MURPHY

Co-founder, Editor PeopleLovePresents.com

WHAT IS CONTENT?
IT'S THE OVERALL EXPERIENCE



Welcome, you are in Ireland

Home | Sign In | Email updates | Shopping bag (Empty)

NET-A-PORTER.COM

Enter product number or keyword SEARCH

WHAT'S NEW DESIGNERS BOUTIQUES CLOTHING LINGERIE BAGS SHOES ACCESSORIES MAGAZINE GIFTS TV



ISSA

Rosette-detailed crepe dress
€365

EDITOR'S NOTES DETAILS SIZE & FIT

Issa's rosette-detailed black crepe mini dress is a beautifully simple day-to-evening style. Wear it with a metallic clutch and sleek ankle boots for a sophisticated take on new-season minimalism. Shown here with Brian Atwood boots, Anya Hindmarch clutch and a Tom Binns necklace.

More questions? Email our Fashion Advisors
Product code: 76962

Choose your size What size am I? Item measurements

ADD TO SHOPPING BAG

ADD TO WISH LIST

TELL A FRIEND SHARE

Like 6 people like this. Be the first of your friends.

TRY IT ON AT HOME
If it doesn't fit, return shipping is free.
Issa
Dresses

WEAR IT WITH



CHRISTIAN LOUBOUTIN



GILES & BROTHER



3.1 PHILLIP LIM



Toy Shop (World Wide Shopping Mall)
Chancery Lane, Malton
North Yorkshire, YO17 7HW, UK
Tel: 01653 602 880, Fax: 01653 602 889

Mall Toy Shop Dolls Shelf Basket My Details Buy



Jolina Ballerina by Zapf Creation from £29.75



Play pretend with this fabulous ballet doll, strike a pose with her bendy joints and use the book to help! Jolina Ballerina is a beautiful 34cm full bendable doll with 14 poseable joints for realistic ballet moves! Her long blonde hair is perfect for you to style! This adorable ballerina doll comes with her own ballet training outfit, a ballet book and ballet music CD! Jolina is a wonderful doll to encourage role play, a great way to develop an interest in ballet and dance!

Brand: Zapf Creation, Age Group: 3+

Customer Reviews

Search

Top Sellers in Category:

- Jolina Ballerina Doll
- My First Baby Annabell Tickle & Touch
- Learn to Walk Chou Chou

Other Shelves:

- Baby Annabell Accessories
- Baby Annabell Clothing
- Baby Annabell Dolls
- Baby Born Accessories
- Baby Born Clothing
- Baby Born Dolls
- Barbie Dolls
- Caring Corners
- Chou Chou
- Disney Fairies
- Disney Princess Toys
- Dolls Prams, Buggies
- Filly Princess
- Harumika
- iCarly

PEOPLE
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.COM

CORPOATE IDENTITY

LOGO

FONTS

COLOURS

WHO IS YOUR AUDIENCE?

WHAT ARE YOU SELLING?

HOW DO YOU WANT PEOPLE TO PERCEIVE YOUR BRAND?

**KNOW WHAT YOU WANT TO BE
AND ACT ACCORDINGLY**

PEOPLELOVEPRESENTS.COM

THE INSIDER'S GUIDE TO THE BEST GIFTS ON THE WEB



NET-A-PORTER.COM



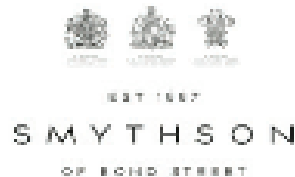
John Lewis

SPACE.NK



SELFRIDGES

LINKS
LONDON



Harrods

Cath Kidston

my
wardrobe.com

Agent Provocateur

LIBERTY

ASTLEY CLARKE
LONDON



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.COM

TODAY'S GREAT GIFT IDEAS



Signature helmet

Les Abelliers Ruby x Malson Martin Margjela "Pavillon" Helmet
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GIFT WIZARD LET US GUIDE YOU TO YOUR PERFECT GIFT IDEA

10 DAYS LEFT! MOTHER'S DAY SUNDAY 16TH MARCH GIFTS FOR MUMS

Social media icons: RSS, Twitter, Facebook, Follow People Love Presents on Twitter

WIN OUR GIFT OF THE MONTH



WIN Lulu Guinness Bag Multi colour by Orla Kiely
Fresh from Orla's Spring/Summer 2010 collection, this lovely bright satchel bag is her signature print.

STORE OF THE WEEK



Modern Design
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc sedis lectus sit lacus pellentesque fringilla. Nulla facilis.

BROWSE FIND THE PERFECT GIFT NOW
BY INTEREST BY OCCASION BY STYLE
Children's toys | Electronics | Health and beauty | Books and magazines | Music | Business and executive | Sport | Eco-friendly | Tools and DIY | Movies & TV | Clothing and accessories | Jewellery | Greeting cards and wrapping paper | Art | Food and wine | Gift vouchers and tickets | Office and stationary | Travel

LATEST EDITORIAL



Our Q&A with Billie Piper

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ac urna vel turpis dactum ultrices. Etiam consectetur lacina nuda, sit amet portitor nulla eleifend eu. Proin vestibulum gravida imper, vel lacina non tempus sit amet. Nunc mattis nulla. urna sit fermentum ullamcorper, du arcu bibendum mauris, id eleifend nulla diam et ante. Praesent sediditibus sed sit turor elementum quis euismod felis auctor. Mauris libero orci, biblique quis porta sed, ultrices non enim.

- PEOPLE WE LOVE ETIQUETTE SEASONAL OCCASIONS WEDDING ANNIVERSARIES

FROM THE BLOG



Win Flowers From A Secret Admirer
Enter our Valentine's Day competition and win flowers for yourself or your secret crush this Valentine's Day.

ASK THE EDITORS



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc sedis lectus sit lacus pellentesque fringilla. Nulla facilis. Nunc sit ultrices. Call to action link

REMINDERS SERVICE



Sign up to our free reminders and never forget another special
GET REMINDERS NOW

STORE DIRECTORY



We've trawled the net so you don't have to. Discover the best sites on the web in our exclusive store directory. Visit the store directory

FOR THE BARGAIN HUNTER

Four product images with 'I'm going to change the world and this is my plan...' text overlay

Product title goes here and wraps to two lines Was 640.00 Now 420.00
Product title goes here and wraps to two lines Was 640.00 Now 420.00
Product title goes here and wraps to two lines Was 640.00 Now 420.00
Product title goes here and wraps to two lines Was 640.00 Now 420.00

LOREM IPSUM DOLOR SIT AMET, CONSECUTUR ADIPISCING ELIT. MORBI ET FELIS. Search SUBSCRIBE

SUBSCRIBE & WIN AN ICONIC LULU GUINNESS LIPS HANDBAG
Exclusive Discounts
Free Reminders service
Tailored Gift Suggestions
Regular Newsletters
Exclusive Competitions
Email... SUBSCRIBE

TWITTER FEED THE LATEST @PRESENTPEOPLE TWEETS
@Kallomack12 Thanks Kalle- super excited to
@TheTrafalgar what I never win anything! Thanks so much x
RT @TheTrafalgar: Last chance to WIN a night of Glam Cocktails @TheTrafalgar for you and a friend in celebration of #LFW. To enter fol... FOLLOW @PRESENTPEOPLE

BLOG BULLETIN OUR LATEST BLOG POSTS
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ipsum dolor, fermentum quis semper ut, dapibus ut lacus. Posted 16 December
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ipsum dolor, fermentum quis semper ut, dapibus ut lacus. Posted 16 December WANT THE BLOG

What's new... Latest features... We're loving... Visitor's favourites...
3x Lorem ipsum dolor sit amet
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PRODUCT PAGE

WELL WRITTEN, GRAMATICALLY CORRECT

TONE OF VOICE (appropriate to what you are selling)

INCLUDE ALL RELEVANT AND IMPORTANT INFORMATION

-BUT BE CONCISE!

Product Name, Price, Buy Button (ABOVE the fold), Out of Stock, Images (well photographed, large, multiple angles), Video, Quantity Options, Manufacturer's Name, Product Options (size, colour etc), Available Stock, Wish List, Send To A Friend, Discount Codes, Delivery Time, Delivery Options, Other Products You Might Be Like, Social Media Integration, User Reviews (Feefo, Louder Voice, etc)



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SITE STRUCTURE

DESIGN FOR CUSTOMERS, NOT YOURSELF

THE \$300 MILLION BUTTON

PEOPLE **DO** MIND REGISTERING

"I'm not here to enter into a relationship. I just want to buy something."

The \$300,000,000 Fix

They replaced the Register button with a Continue button and a message: *"You do not need to create an account to make purchases on our site. Simply click Continue to proceed to checkout. To make your future purchases even faster, you can create an account during checkout."*

RESULTS: **Customers purchasing up 45%.**
 Extra \$300,000,000 sales in one year

READ HERE <http://bit.ly/1p3MEk>

YOU ARE NOT JUST WRITING FOR PEOPLE

SEO- SEARCH ENGINE OPTIMISATION

Identify keywords- Google keyword tool

Optimise your copy

Google Analytics

Link building

ESTABLISH TRUST

ABOUT US - Let customers know that there are real people and a real organization behind an otherwise virtual world

PEOPLE LOVE PRESENTS.COM

Home | Store Delivery | My Account (0) | [Sign Out](#)

WHAT IS PEOPLE LOVE PRESENTS?

We all have a huge variety of gifts to buy throughout the year and coming up with a unique and thoughtful idea every time can be a challenge. Whether you're looking for a thoughtful idea something to bring to dinner (i.e. not another bottle of wine), or something else to bring in a two party (i.e. not chocolate waffles), it's important to you that you get it right.

PeopleLovePresents.com acts like a search engine for your gifts. We find unique gifts for all occasions, and tell you where you can buy them. Search the site to find the perfect present, then simply follow the link to an online store where you can buy it instantly.

WHAT IS IT NOT?

PEOPLE LOVE PRESENTS is not an ecommerce website (we do not sell any of the gifts featured on the site). We are entirely independent and objective and will never endorse anything that we do not truly believe is a great gift.

WHO IS IT FOR?

Anyone who takes pride in giving and appreciates it in return. If you love giving but don't have the time or the inclination to hunt through the streets in a quest for the perfect present, we'll find you the best gift that you'll be proud to give. We can even be the most unusual shopper into a gifting god!

OUR STORY

Like many of the best plans, concepts and best friends Debra Collins and Kathryn Murphy dreamt up the idea for PeopleLovePresents.com around the dinner table late one night. A quick idea out of their heads, family and colleagues soon confirmed what they suspected: across the country were crying out for a site they could trust to help them find unique and special gifts they would be proud to give.

"In my job as Head of Production at Pfizer, I regularly had to buy gifts for clients and associates, anyone from Kylie Minogue to Dame Judi Dench people who are used to being given the best of everything. I prided myself on always coming up with something just that little bit more unique and thoughtful. And I longed for a site like PeopleLovePresents.com that would take the hard work out of finding it!"

Debra

"My background as an advertising creative means I'm used to having to look outside the box, and I love bringing that creativity to hunting out unusual and interesting gift ideas. It's obsessive when it comes to finding the perfect gift. Nothing beats the thrill of finding someone you love something they will cherish."

Kathryn

FREEFORM

PEOPLE LOVE PRESENTS

BOOYEE!

Help find another great gift

OCCASION	CATEGORY	RELATIONSHIP
Birthdays Weddings Wedding Anniversary Engagement Proposal Homecoming College Party Reunions Thank you New Baby Baby Shower Christmas Graduation Sorry Good Luck Congratulations Car Wash Home Leaving Home Retirement Farewell Last Semester Reunions Commemorative Flower Girl Page Boy First Party Baby Party Dinner Valentine's Day Aunt/Uncle's Day Halloween Christmas Mother's Day Father's Day		

SUBSCRIBE & WIN AN APPLE TV (2011)

Sign up to our FREE newsletter and you could win an Apple TV!

How you get our latest great gift ideas for all occasions straight to your inbox.

Sign Up

PEOPLE LOVE PRESENTS .COM

TESTIMONIALS

"PeopleLovePresents is a visionary site. Genuinely cool gift ideas and the whole job's done in under ten minutes!"

Damien Hirst (artist)

"How did I ever live without this Reminders service? PeopleLovePresents.com are lifesavers with great taste"

Billie Piper (actress)

"Your ideas are brilliant. If ONLY I'd know about you before. The countless bloody Diptyque Figuier candles I've bought that everyone has gifted been gifted with a thousand times over. Really, bravo!"

Christa D'Souza (contributing editor VOGUE)

PRESS

United Kingdom | Ireland | Europe

PEOPLELOVEPRESENTS.COM


THE INSIDER'S GUIDE TO THE BEST GIFTS ON THE WEB

Blog | Store Directory | My Shortlist (0) **Sign-in**


WHAT'S NEW EDITORIAL Search...

HOME FOR HIM FOR HER FOR COUPLES FOR KIDS FOR PETS CORPORATE LAST MINUTE **BARGAIN HUNTER**


PRESS




GRAZIA
GRAZIA LOVES our 'genius' iPhone app




The Guardian
Jemma Kiss interviews Oragh and Kathryn




Grazia Daily
GRAZIA Daily calls Ask The GR Genius 'best app EVER!'




InStyle
InStyle LOVES our Ask The GR Genius iPhone / iPad app




Easy Living
Our great gift ideas catch Easy Living's eye




Vogue
PeopleLovePresents on VOGUE.co.uk



InStyle
InStyle LOVES the personalised monopoly board




The Sunday Times
PeopleLovePresents.com featured in The Sunday Times




The Sunday Times
StudioRoom blanket featured in 'Name'.


1 2 → View all



RSS



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.COM

BROWSE

FIND THE PERFECT GIFT NOW

OCCASION CATEGORY RELATIONSHIP

Birthday | Wedding | Wedding Anniversary | Engagement | Proposal | Housewarming | Dinner party | Pregnancy | Thank you | New Baby | Baby Shower | Christening | Graduation | Sorry | Good Luck | Congratulations | Get Well Soon | Leaving Work | Retirement | Farewell | Just because... | Bridesmaid | Groomsmen | Flower Girl | Page Boy | Hen Party | Stag Party | Divorce | Valentine's Day | Anti-Valentine's Day | Halloween | Christmas | Mothers' Day | Easter | Father's Day

TWITTER FEED

LATEST @PRESENTPEOPLE TWEETS

FOLLOW @PRESENTPEOPLE

BLOG BULLETIN

OUR LATEST BLOG POSTS

- M A C's Wonder Woman Collection Has Arrived!**
Posted 21st February
- Rescue Me**
Posted 18th February
- Ye Olde Steinsand Gift Shoppe**
Posted 10th February

VISIT THE BLOG

PEOPLE
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SOCIAL MEDIA CONVERSATIONS



PEOPLE
LOVE
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.COM



THE CMO'S GUIDE TO: THE SOCIAL LANDSCAPE

2010 IS THE YEAR CMOs WILL HEAVILY INVEST IN SOCIAL MEDIA. HERE'S A GUIDE TO HELP YOU UNDERSTAND HOW BEST TO LEVERAGE MAJOR SOCIAL MEDIA SITES.

GOOD!

OK.

BAD!

WEBSITE	CUSTOMER COMMUNICATION	BRAND EXPOSURE	TRAFFIC TO YOUR SITE	SEO
 A microblogging site that enables users to send "tweets", or messages of 140 characters or less	Use keyword search monitoring through a program such as Hootsuite, Tweetie or Radian 6 to track what people are saying about you and your competitors.	Offers unique opportunities for Web site integration and to engage with customers in a viral way, helping your company stand out from the masses.	Potential can be large, but promotion is an art form – promote your brand too heavily and turn off followers, yet don't promote enough and receive little attention.	Value to your site's SEO is limited, but tweets will rank high in search results – good for ranking your profile name and breaking news, though shortened URLs are of little benefit.
 A social networking site where users can add friends, send messages and build their own profile	Great for engaging people who like your brand, want to share their opinions, and participate in giveaways and contests.	Facebook brand pages are great for brand exposure. Jump-start your brand exposure through the ad platform, or hire a Facebook consultant to help you grow your brand presence.	Traffic is decent and on the rise thanks to share buttons and counters, but don't expect massive numbers of unique visitors to go to your site.	Little to no value, aside from blogs picking up and featuring your posted links. Not worth the time expenditure.
 An image and video hosting website where community members can share and comment on media	Unnecessary to spend too much time on this, though properly tagged photo sets of company events can help customers put a face on the team behind your brand.	Participation in industry-related groups might get your photos, and thus your brand, viewed by people with similar interests, but numbers will be small.	Even if you get tens of thousands of visits to a photo hyperlinked with your URL, click-through rates are among the lowest around.	Heavily indexed in search engines, passing links and page ranks. Also helps images rank higher in Google Images and in building inbound links.
 A social networking site for business professionals	Not the primary focus, but customer engagement opportunities are possible by answering industry-related questions, establishing yourself as an expert in the field.	Effective for personal branding and demonstrating your organization's professional prowess. Encouraging employees to maintain complete profiles to strengthen your team's reputation is advisable.	Unlikely to drive any significant traffic to your site, though you never know who those few visits might be from – perhaps a potential client or customer.	Very high page rank – almost guaranteed on the first page of search results – especially for your company name or individual employees' names, but that's about it.
 A video sharing website where users can share and upload new videos	Whether you seek to entertain, inform, or both, video is a powerful channel for quickly engaging your customers, responding to complaints, and demonstrating your social-media savvy.	One of the most powerful branding tools on the Web when you build your channel, promote via high-traffic sites, and brand your videos.	Traffic goes to the videos. If the goal is to get traffic back to your site, then add a hyperlink in the video description, but don't expect traffic to correlate closely with video views.	Very good for building links back to your site because videos rank high. Also a tried-and-true way for your brand to gain exposure.
 A social news site where users can discover and share content	Not the site's primary strength, though occasionally an objective third-party writeup as a PR effort, perhaps to counteract bad press or customer sentiment, can be promoted.	Opportunities are huge, especially for promoting objective press/blog coverage of your brand. Make sure content doesn't read like an ad, or your site might be banned for being overly commercial.	The grandfather of traffic spikes, so become active in the community or find someone who is. If your site is corporate, then consider launching an industry blog on a noncommercial Web domain to establish yourself as a thought leader.	Very good because even if your story doesn't become popular, then your page will still be indexed quickly. If your story does become popular, this is likely the best site in terms of getting linked to by bloggers.
 A social news community where members discover and share webpages	Paid StumbleUpon traffic can be a very targeted method of communicating, but whether you're reaching your existing customers is purely random and costly to determine.	A paid campaign can be good for brand awareness, especially following efforts to get free, organic traffic to your home page. Targeting is very accurate, but keep in mind you're paying 5 cents per visit (\$50 CPM).	Enables a diverse range of people to discover your content and share links via the su.pr link shortener on Twitter. Tagging helps, but you don't want the same people repeatedly giving you a thumbs-up.	Very good if your story makes it to the top page for its tag. StumbleUpon's large user base enables many people to find and link to your stories. For vanity name searches, profile pages rank well, too.
 A social news site where community members can vote on stories	Editor-driven and moderated, so this shouldn't be your primary focus.	Noncommercial sites are heavily favored by moderators, so business sites should not waste time in this uphill battle.	Get in the moderators' good graces, and you have a chance to hit absolutely massive numbers – but it's a long shot.	If you make the front page of Yahoo!, then you will get a ton of backlinks; but chances are unlikely unless you are a large, established brand.
 A social news community where users post links to the site's home page	The community is fickle, and anything perceived as spam will be destroyed. However, look deep into the categorized "subreddits" to unearth small niche communities, and you could get valuable feedback.	Unless you're a bacon company, don't try to build your brand here. You'll end up banned from the site without even realizing what happened.	If Reddit loves you, then traffic is often right up there with Digg and StumbleUpon. Be careful: Push too hard for votes from your friends and risk being banned, but don't push at all and you'll wind up with nothing.	Make the front page and many reputable sites will pick up your story, generating valuable backlinks and extending trust to your site.
 A social bookmarking site used for sharing and storing bookmarked pages	Site is intended for people to bookmark content. You can see what people tag with your brand name, but communication with them is nonexistent.	Not enough ongoing brand recognition to make it worth your while unless you want to be known for providing reference content for later retrieval.	Not as big as it used to be, but informative, massive reference pieces bookmarked for later use can net you a few thousand recurring monthly visitors.	Pretty much everything about the site helps. When your page is bookmarked, it's a direct link back to your site. When you're on the front page of the site, the big category tag pages are full of trust, which will pass directly to your URL.

Before you set up a Facebook page or Twitter account there are a few questions you need to ask yourself...

Do you really need to?

Why do you need to?

What do you want to get out of it?

What are you going to do with it?


Who is going to look after it?

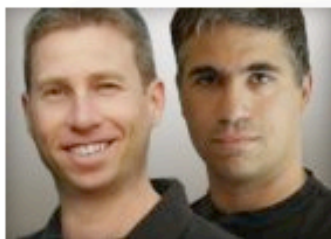
SERIOUSLY,
WHO IS GOING TO LOOK AFTER IT?

Nestle's Facebook Page: How a Company Can Really Screw Up Social Media

By [Rick Broida](#) | March 19, 2010


 Like 52


 66 Comments




Business Hacks


Rick Broida

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Dave Johnson

 [Contact](#)

 [Author Bio](#)

Like the Force, Facebook can be a powerful ally — but beware the Dark Side. This is a tale of how a big company can land itself in a PR nightmare in a matter of minutes, all thanks to the power of social media.

About 10 hours ago, Chocolate-maker Nestle posted [a seemingly innocent request on its Facebook page](#): Nestle fans, don't

use an altered version of the company's logo as your profile pic, or your comments will be deleted. (I'm paraphrasing, but only a bit.)

The reaction from more than a few followers: Don't tell us what to do,



Nestlé



Nestle Thanks for the lesson in manners. Consider yourself embraced. But it's our page, we set the rules, it was ever thus.

8 hours ago · [Report](#)



Darren Smith Freedom of speech and expression

8 hours ago · [Report](#)



Nestle you have freedom of speech and expression. Here, there are some rules we set. As in almost any other forum. It's to keep things clear.

8 hours ago · [Report](#)



Paul Griffin Your page, your rules, true, and you just lost a customer, won the battle and lost the war! Happy?

8 hours ago · [Report](#)



Nestle Oh please .. it's like we're censoring everything to allow only positive comments.

8 hours ago · [Report](#)



HabitatUK: [#mms](#) Our totally desirable Spring collection now has 20% off! www.habitat.co.uk/pws/Home.ice

2 days ago from *web* · [Reply](#) · [View Tweet](#)



HabitatUK: [#Apple](#) Our totally desirable Spring collection now has 20% off! www.habitat.co.uk/pws/Home.ice

2 days ago from *web* · [Reply](#) · [View Tweet](#)



HabitatUK: [#Poh](#) Our totally desirable Spring collection now has 20% off! www.habitat.co.uk/pws/Home.ice

2 days ago from *web* · [Reply](#) · [View Tweet](#)



HabitatUK: [#iPhone](#) Our totally desirable Spring collection now has 20% off! www.habitat.co.uk/pws/Home.ice

2 days ago from *web* · [Reply](#) · [View Tweet](#)



HabitatUK: [#MOUSAVI](#) Join the database for free to win a £1000 gift card <http://bit.ly/2wPLO> (expand) ? Now!!

4 days ago from *web* · [Reply](#) · [View Tweet](#)



HabitatUK: [#TRUE BLOOD](#) Join the database for free to win a £1000 gift card <http://bit.ly/2wPLO> (expand) ? Now!!

4 days ago from *web* · [Reply](#) · [View Tweet](#)

power **Twitter** Home Profile Find People Settings Help Sign out

RT @Roshorner: Terrible marketing behaviour!! RT @HabitatUK #iPhone Our totally desirable Spring collection now has 20% off!


8:49 PM Jun 18th from TweetDeck

 **theletterj**
J Jarrold

power **Twitter** Home Profile Find People Settings Help Sign out

@HabitatUK Spamming news of important events. You must be so proud.

about 13 hours ago from web in reply to HabitatUK

 **GrrAargh**
Phil Waters

power **Twitter** Home Profile Find People Settings Help Sign out

@cimota Its hard not to label @HabitatUK as a spam-bot. Terrible thing to do to a premium brand.

about 6 hours ago from Tweetie in reply to cimota

 **mattfarrugia**
Matt Farrugia

power **Twitter** Home Profile Find People Settings Help Sign out

Agree with @drewm & @roshorner, sad day when a reputable brand resorts to using trend hash tags to advertise. Technically Spam @HabitatUK

8:46 PM Jun 18th from Tweetie

 **raymosley**

power **Twitter** Home Profile Find People Settings Help Sign out

@HabitatUK shocked by barrage of tweets using spam hashtags. Why oh why oh why....?

9:14 PM Jun 18th from web

 **Roshorner**

power **Twitter** Home Profile Find People Settings Help Sign out

RT @drewm Wow, @HabitatUK really need to clean up their act. Not what you'd expect from an otherwise classy brand. (via @roshorner)

8:48 PM Jun 18th from Twitterrific

 **rachelandrew**
Rachel Andrew



habitat hashtag

Search

About 193,000 results (0.09 seconds)

[Advanced search](#)

Everything

More

Dublin

Change location

The web

Pages from Ireland

More search tools

[Habitat apologises for Twitter 'hashtag spam' - Telegraph](#)

24 Jun 2009 ... The furniture giant has been forced to apologise after using the Iran election to help publicise money-saving discounts at its stores.

www.telegraph.co.uk/.../Habitat-apologises-for-Twitter-hashtag-spam.html - Similar

[How not to use Twitter: HabitatUK as a case study | Social Media Today](#)

20 Jun 2009 ... Tags: getting started **habitat** **habitat** **ukhabitatuk** **hashtag** spamming how not to use twittersocial mediasocial media brand damage trending topic ...

www.socialmediatoday.com > ... > The Ethics of Blogging - Cached - Similar

[HabitatUK apologises for Twitter hashtag issue | Social Media Today](#)

As a consequence, the **Habitat** press office contacted me this week to ...

www.socialmediatoday.com/SMC/104490 - Cached - Similar

[+](#) Show more results from socialmediatoday.com

[Habitat Uses Iran Twitter Spam to Pimp Furniture](#)

24 Jun 2009 ... In some of the worst **hashtag** spam we've seen in a long time, European furniture maker **Habitat** has been caught spamming Twitter to increase ...

mashable.com/2009/06/24/habitat-spam/ - United States - Cached - Similar

[Twitter Hashtag Abuse and Spam](#)

Habitat Hashtag Use. The problem with these hashtags are that, Habitat is a furniture company -- why are they using hashtags for (Apple, iPhone, ...

hubpages.com/hub/Twitter-Hashtag-Abuse-and-Spam - Cached - Similar

[Habitat Turning Hashtag Spam Into 'Green Eggs & Ham'?](#)

16 Sep 2009 ... The power of social media and real-time search can turn on anyone in a moment's notice when misconduct online takes the so-called

Whether or not you actively engage
in Social Media, it will engage with
you.

BEFORE



AFTER

Sales dropped 20%

Tropicana eventually reverted to
original branding.

Gap 

GAP

PEOPLE
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PRESENTS
.COM

Less than a week after the new logo debut Gap announced they were sticking with the original logo.

Then they invited their fans to submit new ideas for a new logo.

Then they withdrew the invitation and stuck with the original logo.

Is Social Media the ultimate
focus group?

CUSTOMISE YOUR FACEBOOK PAGE

Tailored landing page- FMBL

Involver Apps- link to YouTube Videos, RSS feed etc

facebook

Sign Up

JUST Mobile is on Facebook
Sign up for Facebook to connect with JUST Mobile.

JUST Mobile

Wall Info Welcome Sweepstakes Photos Boxes

JUST MOBILE

Do ya like me?

FIND OUT MORE ON JUSTMOBILE.IE

**CHEAPER CALLS
CHEAPER TEXTS
PÓG MO
PHONE**

JUST MOBILE

JUST Mobile is Ireland's new pre-pay Mobile network offering cheaper calls and cheaper texts. 1 cent of every minute, of every call, goes to community causes and charities. Don't bid in '09, choose the cause and we pay. Nice!

Information

Founded:
4 29pm April 29 2010

2,195 people like this

Aine Regan, Kat Walsh, Furry Byrne, John O'Leary, Helen Clarke, Diarain Keating

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Price: \$1,500,000

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peoplelovepresents.com is the insider's guide to the best gifts on the web.
<http://www.peoplelovespresents.com/>

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Zara Burke, Elizabeth Wylsham, Lorraine Rogers, Sarah Gillbane, Susan Baker

Hello Dolly

"Centrade" Handmade Rag Doll introducing the delectable "Centrade" who comes straight from Paper Doll's "Mrs. Crimmens" collection of handmade dolls. Wearing a silk green dress and sporting a mid-brown cashmere hairstyle, Centrade is sure to become the most popular doll in the nursery. All "Mrs. Crimmens" dolls are lovingly created from tea dyed, unbleached cotton, vintage...
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Picnic-ing pretty

4 Person Wicker Picnic Basket This chic 4 person wicker picnic basket has everything you need to picnic in style. Well almost, crusty baguette, ripe Bré and chilled Chablis also obligatory.
Read Full Article Share

Feel Good Fashion

The "Nessa" Bag Another limited edition lovely from talented Irish Designer Ana Faye, the fabulous Nessa bag is made from environmentally friendly leather, free from chrome and heavy metals, and is also fully biodegradable and reusable. With it's beautifully rich olive colour and girly pocket features, being right on-trend has rarely felt so good.
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So how do PeopleLovePresents.com
use social media?


The Good, The Bad and The Most Wanted: Seth Godin

Posted in The Good, The Bad and The Most Wanted , Tuesday 21st September by Kathryn

We ask our favourite bloggers and web heroes about their most memorable gifts.



Inspirational, thought provoking and read by just about everyone, Seth Godin is one of our favourite man-about-web. He has spoken at TED, is the author of 12 bestselling books that have been translated into 53 languages, but as far as we know until now no-one has ever really known what he, really, really wants for Christmas. We were thrilled to catch up with Seth to hear about his gifting his and misses.



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THE INSIDER'S GUIDE TO THE BEST GIFTS ON THE WEB

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- Real Life Gifts

62nd Emmy Awards Gift Bags

Posted in Corporate, News , Wednesday 1st September by Amanda

Further to our speculation over the 62nd Emmy Award gift bags, we can confirm that the gifting suites about LA town were (as predicted) choc full of lovely presents.

Lucky (and not so lucky) nominees, presenters and celebrities picked up their loot at different venues dotted around the city.

The GBK and Tic Tac Luxury Gift Lounge at the SLS Hotel were handing out iPads, personal dry cleaners, dresses, hair care products, jewellery and crochets, while over at the Petersen Automotive Museum the beauty and lifestyle brigs continued, courtesy of the Secret Room.

Their swag bags included: Miucho shoes, trips to the Caribbean, Manbur clutches, Belly Buds, skincare and hair products, jewellery and gift certs for microdermatation.

The lists go on and on, but of course the most high profile gift bags were given at the venue. Here's what backstage visitors to the Nokia Theater got their mitts on:

- A year's supply of P.F. Chang's Home Menu Frozen Entrees
- Kodak S100 touchscreen digital camera
- Barnes & Noble's e-reader the NOOK, pre-loaded with skincare books
- Body Shop skincare
- Palm phones
- Vera Bradley duffie bags
- Moroccan oil gift sets
- 2 night stay at the St. Regis Monarch Beach in Laguna Nigal, California
- Scalable Flash, electronic game
- Footwear from Magnanni and Pretty Ballerina's
- Vintage Revolution jeans
- Memberships to Crunch gym

Is it just us or is anyone else more drawn to the iPad and assorted cheeses on offer at the SLS Hotel? via Huffington Post, images via Hollywood Today and Access Hollywood

If you need a unique corporate gift, or a cheese gift in particular (!) check out our unique corporate gifts.

ONE COMMENT

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Halloween Competition: Win over £100 of Biscuiteers Goodies!

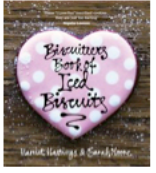

Posted in Competitions , Friday 1st October by Amanda



Tell us about your Halloween Howlers for a chance to win!

The Treat:

The countdown to Halloween has begun and to celebrate we will be treating one of our readers to not 1, but 2 delicious Biscuiteers biscuit tins of your choice. PLUS a copy of their new book *Biscuiteers Book of Iced Biscuits*, which will teach you how to make lovelicious treats that look as good as they taste.

The Trick:

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Best Ever 'I'm Sorry' Gift: Bono

Posted in Real Life Gifts , Wednesday 20th October by Amanda



When Bono forgot his wife Ali's birthday while recording *The Joshua Tree*, he came up with the best 'I'm sorry' gift ever. He penned her a song: 'Sweetest Thing to be Precious'.



Although originally featured as the b-side to 'Where the Streets Have No Name', it was later reworked and released as a single in its own right.

There's Al sitting down waiting to be impressed in the opening frames. The video goes on to be a 3 minute dedication.

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Wedding Fever has taken hold! Take our survey for a chance to win a £250 Amazon.co.uk voucher!

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Ruth McDonagh

And tshirt 2....



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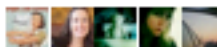
Ruth McDonagh

Never say no to Panda.. You've been warned... Tshirt one from Shot Dead in the Head..



23 hours ago · Like · Comment

Kelly Creegan likes this.

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PeopleLovePresents.com What's the worst gift you ever got? Share your disappointment with the world in REALLY TERRIBLE GIFTS



Really Terrible Girlfriend Gifts: A (Forged) Shooting Star | People Love Presents Blog

ow.ly

Before all the romantics out there start to get huffy, let me explain that I'm not implying that buying someone a star and naming it after them is a really terrible gift. No, today's really terrible gift is in fact Halley's Comet.

27 August at 16:11 · Comment · Like · Share · Promote · Flag

Jsen Wintle likes this.

View all 15 comments



PeopleLovePresents.com Oh dear. It's true what they say, you can choose your friends, but not your family! You might like to use our shortlists feature in the future to avoid further disappointment. Save the gifts you want and email it to them. It's not very subtle, but it is effective!

28 August at 12:24 · Like



Maria Graham I might try to hit them over the head with it and it's likely they still wdnt get it!!!! But will give a try!!!

29 August at 15:18 · Like · Flag

Write a comment...

PeopleLovePresents.com How to say I'm sorry (if you're the lead singer in a rock band).



Best Ever 'I'm Sorry' Gift: Bono | People Love Presents Blog
blog.peoplelovepresents.com

When Bono forgot his wife Ali's birthday while recording The Joshua Tree, he came up with the best 'I'm sorry' gift ever.

Wednesday at 17:18 · Comment · Like · Share · Promote · Flag

Fergal O'Brien and Rhiannon McHugh like this.



Nichola Crosse im in this video!
Thursday at 12:13 · Like · Flag



PeopleLovePresents.com How fantastic! Which one are you?
Thursday at 22:55 · Like

Write a comment...

PeopleLovePresents.com Which of these \$1,000,000 gifts would you like the most? We can't decide between the Mercedes Benz 1954 300 SL Gullwing and the submarine. You could drive the car every day, but NO-ONE has a submarine...



Million Dollar Corporate Gifts | People Love Presents Blog – Great Gift Ideas for All

blog.peoplelovepresents.com

If you're looking for a way to GUARANTEE you land that next deal, check out these million dollar corporate gifts. Those with a smaller budget can check out our stylish corporate gift ideas here. (We promise- not a logoed mug in site).

11 August at 10:12 · Comment · Unlike · Share · Promote · Flag

You, Orlagh Collins and 3 others like this.



Vena Doyle Definitely the Benz, it's so pretty!!!!
Submarine...not for me, too confined!!

11 August at 12:43 · Like · Flag



Lorna Begg I would definitely go for the car also - so amazing. The submarine is brilliant also but as you can drive the car everyday but with the sub you'd have to get yourself a beach side house or a pool and then the equipment...it's a total pyramid scheme submarine buying!

11 August at 13:01 · Like · Flag



Orlagh Collins Taking the suits to Miami for the mother of all weekenders would be a pretty surefire way to win friends and influence people, no?

11 August at 17:18 · Like · Flag

Write a comment...


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What's happening? 140

Latest: @EnglishMum We're right there with you.. roll on the bank holiday weekend! x about 11 hours ago Tweet

Home

 **berniceburnside** So quick! "@squidlimerick: so here is your youtube moment re uncomfortable holiday #latelate @tubridytweets <http://youtu.be/Sx6jAclnNOM>"
half a minute ago via Twitter for iPhone Reply Retweet

 **nytimesarts** ArtsBeat: 'Paranormal Activity 2': An Inside Look <http://nyti.ms/bVEdC8>
3 minutes ago via The New York Times

 **nytimesarts** ArtsBeat: The Week in Culture Pictures, Oct. 22 <http://nyti.ms/ajVEK9>
3 minutes ago via The New York Times

 **GabbyBernstein** Checking out "MOVE INSPIRATION THROUGH YOU" on her future: <http://ning.it/dcs0bC>
2 minutes ago via Ning Network

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867 tweets

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Who to follow

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-  **cooper_m** Matt Cooper Follow

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BLAME THE MOTHER

'Mama Ain't Raisin' No Fool' T-Shirt/Body Vest from [Nippaz With Attitude](#)

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[Kathryn Murphy](#), [Suzanne Fitzgerald](#) and 3 others like this. [Unlike](#)

EDITOR'S NOTES

Inspired by the legendary lyrics of Tupac Shakur, no-one will put baby in the corner sporting this t-shirt. Sure to deter bullies and dealers alike, this tee is also quite the compliment to 'dear mama'. Comes a variety of cool colours.

Delivery information

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Be proactive about creating interesting stories

- Be an expert in your field

- Surveys

- Market research

- Be focused

**moo.com's
scrapbook**

This is - as the title would suggest - a scrapbook from the folks at moo.com

It's a place to gather great MiniCard or Business Card designs we see, or handy links we come across.

If you're wondering who MOO is, we're an online printing company. We print Business Cards, MiniCards - and more.



peoplelovepresents.com share gift ideas on their Business Cards. Very clever!

This Glossy lifestyle



Damien Hirst butterfly-print deckchair, ©357, www.peoplelovepresents.com.

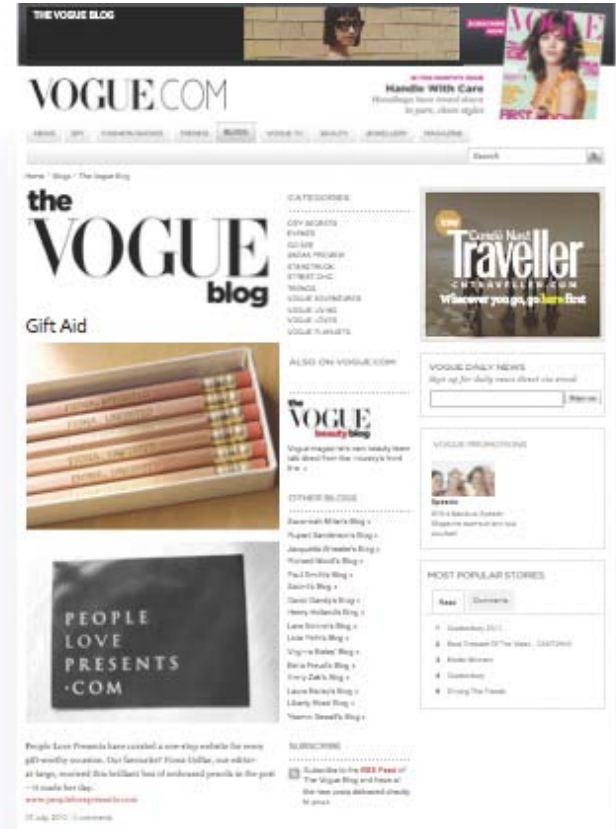
UNDER WRAPS

PeopleLovePresents.com is a new Irish-owned website dedicated to carefully selected pieces designed to take the hassle out of present buying and to help customers find the perfect gift. Established by cousins ORLAGH COLLINS and KATHRYN MURPHY, the site has also launched Ireland's exclusive Online Shopping Directory. The creative pair are particularly interested in applications from Irish e-tailers to join their directory as "there is a real opportunity for Irish businesses to capitalise on the demand for online shopping," says Murphy.



09:28
29th JUN 2010

notes: 2
tags:
business cards



LorraineELLE Have been sent some pencil's with 'lorraine rules ok?' on them from peoplelovepresents.com. Am still laughing.

10:21 AM Jul 13th via web

@presentpeople Are you the people who sent me the 'What would India do?' pencils? Thanks if so, I love them.

2:00 PM Aug 12th via TweetDeck in reply to presentpeople

Reply Retweet

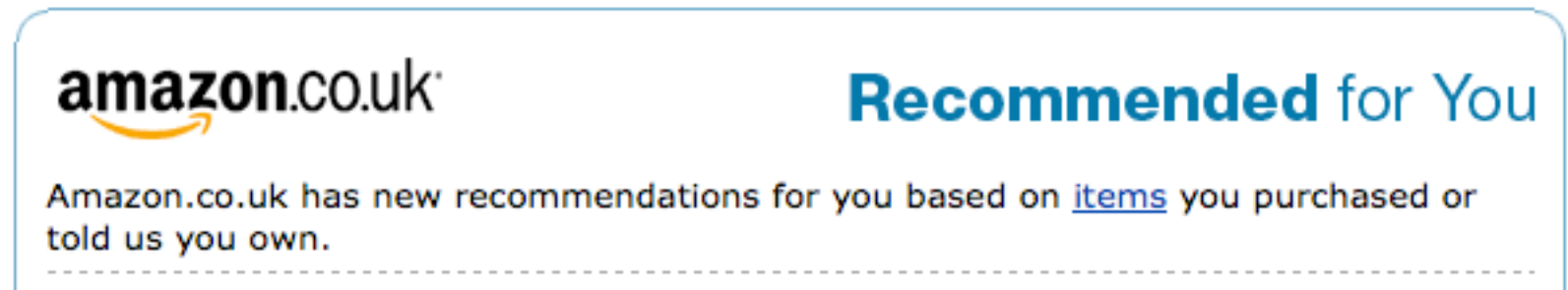


indiaknight
India Knight

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HOW DO YOU COMMUNICATE AFTER PURCHASE?

AMAZON



The screenshot shows an Amazon.co.uk notification. On the left is the Amazon logo with the text 'amazon.co.uk'. On the right, it says 'Recommended for You' in blue. Below this, the text reads: 'Amazon.co.uk has new recommendations for you based on [items](#) you purchased or told us you own.'

MY WARDROBE

Yeah I am already on Quidco, I just registered on My Wardrobe too as I have never bought anything from there before and they have sent me a £30 off voucher too 😊 I am going to be on my computer 24/7 to snap one up! I hope it won't be stressful to buy one when they come in... will they sell out quickly? And how quickly? 😱

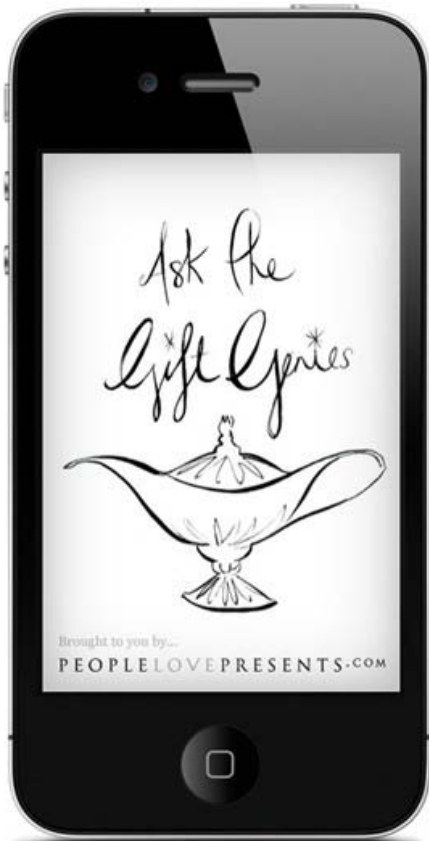
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Need gift ideas? The PeopleLovePresents.com Gift Genies are here to help. We don't sell any of the gifts we feature so you can trust us for impartial advice.

<http://www.peoplelovepresents.com/>
<http://twitter.com/thegiftgenies>

[Information](#)

Ask The Gift Genies



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Bronwyn Greene boyfriends 30th coming up - what do i get him?? he loves football, and hates all jewellery.....

07 October at 09:52 · [Comment](#) · [Like](#) · [Flag](#)



Ask The Gift Genies If he enjoys playing football you can design him a one of a kind pair of football boots on Nike ID <http://nikeid.nike.com/>. Or if he's more of an armchair football fan they will also do a personalised replica shirt for his favourite team. Olé!

07 October at 10:46 · [Flag](#)



Anthony Muldoon lads i need help, mums 60th birthday, thoughts?

06 October at 08:31 · [Comment](#) · [Like](#) · [Flag](#)



Anthony Muldoon oh and she is a classy lady

06 October at 08:34 · [Flag](#)



Ask The Gift Genies We do love a boy who loves his mum! 60 is a significant birthday that deserves something special. For a really thoughtful gift, fill this classic silver keepsake box <http://bit.ly/cDQhxh> with things that bring back happy memories; old photo...

[See more](#)

06 October at 15:32 · [❤️ 1 person](#) · [Flag](#)



Anthony Muldoon interesting concept ladies, cheers!

15 October at 02:22 · [Flag](#)



Idirline O'n I need gift advice for someone who shall remain nameless (its meant to be a surprise!). I usually get them Cath Kidson design bags or Orla Kiely accessories but I want something new! Its for a big occasion, but must be under €500. Anything related to Travel would be good, especially Paris. Any suggestions?

Ask The Gift Genies



TheGiftGenies

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Lists



Followed by @Cherryandjoy

@northernmum1 <http://bit.ly/9fV8q0>, <http://bit.ly/9mViH>, <http://bit.ly/9P0gAY>, <http://bit.ly/axRjVj> let us know if you need any more help! x

10:34 AM Oct 7th via TweetDeck in reply to northernmum1

@northernmum1 Here are a few of our favourites: <http://bit.ly/dAJjuX>, <http://bit.ly/bchMMo>, <http://bit.ly/cyq1Dr>, <http://bit.ly/9Fclbi>

10:33 AM Oct 7th via TweetDeck in reply to northernmum1

@northernmum1 What's your budget? We'll try and find something suitable. x

9:16 AM Oct 7th via TweetDeck in reply to northernmum1



Name Ask The Gift Genies

Location UK and Ireland

Web <http://www.people...>

Bio Need gift ideas? The PeopleLovePresents.com Gift Genies are here to help. We don't sell any of the gifts we feature so you can trust us for impartial advice.

1 following 3 followers 0 listed

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RSS feed of TheGiftGenies's tweets

IT'S FAR BETTER TO KNOW WHAT YOU'RE DOING
WRONG THAN WHAT YOU'RE DOING RIGHT

USEFUL TOOLS

Facebook- Wildfire (for competitions)

Facebook- Involver (Apps)

Facebook Vanity URL-

<http://www.facebook.com/username/>

Twitter- Tweetdeck

Blog- Use Wordpress (good for SEO)

Innovation Voucher – www.innovationvouchers.ie

Surveys- Survey Monkey, Question Pro

Demographic Information - www.crowdscience.com

THANK YOU