TODAY’S MARKETING
ARE YOU FEELING OVERWHELMED????

ASDP National Conference, October, 2013

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Business and Workforce Development
Northern Illinois University
My Goals for you Today:

• Understand importance of internet marketing
  ▪ Start making decisions on how to adapt it for your business
  ▪ Create action items to start implementation
• Realize that you don’t have to be on all social media platforms
• Direct your efforts to what works for your business
Not Death by Power Point
Today’s Marketing

• What’s different?
  ▪ Faster cycle
  ▪ Viral
  ▪ Relationship building
  ▪ Reviews/feedback
  ▪ Geo-Location

• Leads to
  ▪ More relationship-based marketing
  ▪ Instant feedback
Today’s Marketing = Image Management

- What does that mean?
- Managing the image of your company on all facets of marketing
- Consumers should have the same “feel” for your company whether they are seeing a business card, website, Facebook page, or Pinterest boards
Email Marketing

- Subject Line
  - Short
  - Catchy
  - Provoke curiosity

- Send emails
  - When someone has opened an account
  - Purchased an item
  - Put an item in a shopping cart

- Put “call to action” at the top of the message

Source: Kissmetrics
Email Marketing Continued

- Format emails for mobile
  - 89% delete if it doesn’t load
  - 27% unsubscribe
  - 15% look at it on the computer
  - 8% read it anyways

- Keep the design simple

- Don’t go overboard with graphics

- Get to the point quickly

- CAN-SPAM laws need to be followed
REASONS PEOPLE UNSUBSCRIBE FROM PERMISSION EMAILS

- Emails came too frequently: 54%
- The content became repetitive or boring over time: 49%
- I receive too many emails and needed to get off some companies’ lists: 47%
- The content wasn’t relevant to me from the start: 2.5%
- I prefer to seek out information instead of having companies push it to me: 24%
- I signed up for a one-time offer: 22%
- My circumstances changed (i.e., moved, married, changed job, etc.): 13%
- I switched to another company that provided better information: 8%
- I found I could get the information another way (e.g., via blogs, Facebook, etc.): 6%
We live in a multi-screen world
Staggering Statistics - Websites

• How many websites are there globally?
  ▪ 634 million (as of December, 2012)
  ▪ 51 million websites were added in 2012
• 191 million visitors to Google
• 2.4 billion internet users worldwide

Source: Pingdom.com
To what extent do you trust the following forms of advertising?

<table>
<thead>
<tr>
<th>Source of Advertising</th>
<th>Trust Completely/Somewhat</th>
<th>Don't Trust Much/At All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recommendations from people I know</td>
<td>92%</td>
<td>8%</td>
</tr>
<tr>
<td>Consumer opinions posted online</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>Editorial content such as newspaper articles</td>
<td>58%</td>
<td>42%</td>
</tr>
<tr>
<td>Branded Websites</td>
<td>58%</td>
<td>42%</td>
</tr>
<tr>
<td>Emails I signed up for</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Ads on TV</td>
<td>47%</td>
<td>53%</td>
</tr>
<tr>
<td>Brand sponsorships</td>
<td>47%</td>
<td>53%</td>
</tr>
<tr>
<td>Ads in magazines</td>
<td>47%</td>
<td>53%</td>
</tr>
<tr>
<td>Billboards and other outdoor advertising</td>
<td>47%</td>
<td>53%</td>
</tr>
<tr>
<td>Ads in newspapers</td>
<td>46%</td>
<td>54%</td>
</tr>
<tr>
<td>Ads on radio</td>
<td>42%</td>
<td>58%</td>
</tr>
<tr>
<td>Ads before movies</td>
<td>41%</td>
<td>59%</td>
</tr>
<tr>
<td>TV program product placements</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>Ads served in search engine results</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>Online video ads</td>
<td>36%</td>
<td>64%</td>
</tr>
<tr>
<td>Ads on social networks</td>
<td>36%</td>
<td>64%</td>
</tr>
<tr>
<td>Online banner ads</td>
<td>33%</td>
<td>67%</td>
</tr>
<tr>
<td>Display ads on mobile devices</td>
<td>33%</td>
<td>67%</td>
</tr>
<tr>
<td>Text ads on mobile phones</td>
<td>29%</td>
<td>71%</td>
</tr>
</tbody>
</table>

Source: Nielsen Global Trust in Advertising Survey, Q3 2011
Your Website

• Keep it up-to-date and fresh
• Informative
• Make individuals want to visit your site
• Relate to the visitor
• Don’t have it be too busy
• Break into different sections if necessary
Attracting Consumers

- “Pull” technique
- A study found that:
  - 63% of search-related purchases are made offline
  - 37% of those completed their purchase online.
- How can you get consumers to visit your site?
- Need to “drive” people to your website
- What can you put on your website to draw people in?
Today’s Consumer

• How are they different?
  ▪ They are up-to-date
  ▪ Search product information
    ▪ Usually online
  ▪ Bargain shop
  ▪ Finicky
  ▪ Want things personalized
Driving Traffic to Websites

- Takes time and never really ends
  - Always work on your strategy
- Social networks
- Blogging
- SEO
- Link building
- Content Aggregators
<table>
<thead>
<tr>
<th>Type</th>
<th>Currently in Use</th>
<th>Most Effective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>86.6%</td>
<td>33.9%</td>
</tr>
<tr>
<td>Social media</td>
<td>77.3%</td>
<td>24.9%</td>
</tr>
<tr>
<td>Email for marketing/promotion</td>
<td>65.8%</td>
<td>19.6%</td>
</tr>
<tr>
<td>Email for customer service</td>
<td>61.3%</td>
<td>14.0%</td>
</tr>
<tr>
<td>Videos and photos</td>
<td>54.6%</td>
<td>13.2%</td>
</tr>
<tr>
<td>SEO</td>
<td>53.8%</td>
<td>16.2%</td>
</tr>
<tr>
<td>Blogs and white papers</td>
<td>52.7%</td>
<td>13.4%</td>
</tr>
<tr>
<td>Email for prospecting</td>
<td>48.2%</td>
<td>9.5%</td>
</tr>
<tr>
<td>Online store</td>
<td>26.3%</td>
<td>10.9%</td>
</tr>
<tr>
<td>Online events</td>
<td>26.3%</td>
<td>10.1%</td>
</tr>
<tr>
<td>Paid search words</td>
<td>23.2%</td>
<td>8.4%</td>
</tr>
<tr>
<td>Paid banner ads</td>
<td>22.7%</td>
<td>9.8%</td>
</tr>
<tr>
<td>Mobile communication</td>
<td>19.6%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Mobile apps</td>
<td>18.2%</td>
<td>6.2%</td>
</tr>
</tbody>
</table>
U.S. Share Of Time Spent On Social Media By Device

- Tumblr: 13%
- Linkedin: 19%
- MySpace: 45%
- Pinterest: 48%
- Facebook: 50%
- Twitter: 70%
- Instagram: 99%
- Foursquare: 99%

Source: comScore, November 2012

Share of Minutes on PC vs Share of Minutes on Mobile
Online Reviews

- 85% of consumers find local business information online
  - Reviews
  - Store hours
  - Deals
  - Maps
- Online reviews are one of the most trusted sources of information for consumers
  - 70% find online opinions somewhat or completely trustworthy
Mobile transformation

- Mobile has changed the customer experience in three ways:
  - Immediacy
  - Simplicity
  - Context
- Consumers using mobile devices want access to information at their convenience, anytime and anywhere.
- Leads to quick product decisions
## Mobile Usage Shaping Digital Behavior

<table>
<thead>
<tr>
<th>Activity</th>
<th>PC</th>
<th>Mobile</th>
<th>Tablet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Searched for product/service to buy</td>
<td>68%</td>
<td>61%</td>
<td>60%</td>
</tr>
<tr>
<td>Used internet banking</td>
<td>63%</td>
<td>55%</td>
<td>49%</td>
</tr>
<tr>
<td>Purchased a product online</td>
<td>61%</td>
<td>52%</td>
<td>52%</td>
</tr>
<tr>
<td>Reviewed a product/brand online</td>
<td>50%</td>
<td>50%</td>
<td>52%</td>
</tr>
<tr>
<td>Purchased an online service</td>
<td>35%</td>
<td>32%</td>
<td>37%</td>
</tr>
<tr>
<td>Bought a product/service through Groupon, etc.</td>
<td>32%</td>
<td>32%</td>
<td>36%</td>
</tr>
<tr>
<td>Sold a product online</td>
<td>20%</td>
<td>20%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Source: GlobalWebindex, Stream Device Report, eMarketer, June 4, 2013
Mobile Transformation

• Mobile has changed the customer experience in three ways:
  • Immediacy
  • Simplicity
  • Context
• Consumers using mobile devices want access to information at their convenience, anytime and anywhere.
  • Leads to quick product decisions
The Hub of Marketing

- Your website
- Look at it from the consumer’s standpoint
- Don’t have it be too busy
- Think about all elements
  - Fonts
  - Graphics
  - Ease-of-use
Traditional Marketing

• Ways to help with internet marketing:
  - Have website on ALL marketing material
  - Give them a reason to visit
  - Up-to-date information
  - Blogs/recommendations/reviews
If all U.S. Internet time were condensed into one hour, how much time would be spent in the most heavily used sectors?

- **Social Networks/Blogs**: 13m 36s
- **Games**: 6m 6s
- **E-mail**: 5m 00s
- **Portals**: 2m 36s
- **Instant Messaging**: 2m 24s
- **Videos/Movies**: 2m 18s
- **Search**: 2m 6s
- **Multi-category Entertainment**: 1m 42s
- **Classifieds/Auctions**: 1m 36s
- **Other**: 20m 36s

Source: Nielsen NetView. June 2010

*Other refers to 74 remaining online categories visited from PC/laptops

**NetView’s Videos/Movies category refers to time spent on video-specific (e.g., YouTube, Bing Videos, Hulu) and movie-related websites (e.g., IMDB, MSN Movies and Netflix) only. It is not a measure of video streaming or inclusive of video streaming on non-video-specific or movie-specific websites (e.g., streamed video on sports or news sites).
What is the Role of Search Engines?

Help users find what they are looking for.
How do Search Engines do That?

- Algorithms
  - Latest for Google – Hummingbird update
- Rankings
  - Organic
  - Paid
  - Social media
- Company’s website
Search Engines

Percent of Market Share

- Google: 67%
- Microsoft: 18%
- Yahoo!: 11%
- Ask Network: 3%
- AOL, Inc.: 1%

Source: comScore
Search Engine Optimization

• Consumers research everything they do
• Small businesses must get serious about organic rankings
• Search Engine Optimization
  ▪ Ranking comprised of algorithms
  ▪ Each search engine is unique
• Google
  ▪ has more serious shoppers
  ▪ places a lot of emphasis on links
  ▪ Adwords Keyword Tool
Search Engine Optimization

• Pros
  ▪ Allows companies to increase their rankings strategically
  ▪ Levels the playing field between large and small businesses

• Cons
  ▪ If you are not on the first three search pages, you will probably not get noticed
  ▪ Can be very time consuming
  ▪ Not guaranteed results
Driving Traffic to Website

- Takes time and never really ends
  - Always work on your strategy
- Social networks
- Blogging
- SEO
- Link building
- Content Aggregators
Search Strategies

- Make sure there is enough demand for the product.
- Competition
- Have a quality website
- The industry is driven by the consumers
- Try and add additional words to the search phrases to differentiate yourself more
- Become an expert in your industry
Social Media is Impacting Marketing

- Social word-of-mouth
- Hyper-informed consumers
- Opportunity for engagement
- It has become an essential piece of a strong content marketing strategy
Building and Leveraging Social Rank

- Creating and sharing relevant, quality content
- Developing relationships with authoritative social media users
- Finding creative ways to encourage users to share your content with their networks
Understanding Where Consumers Are

Source: eMarketer, Pitney Bowes
Core Functions of Social Media

- Monitor
- Respond
- Amplify
- Lead Consumer Behavior

Social Media
Different Types of Social Networking

- What would be the best way to reach your customer base?
  - Professional
  - Activists
  - Demographic profile
  - Hobbies/Interests
  - Age group
  - Religious beliefs
Social Media is Impacting Marketing

- Social word-of-mouth
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How Nordstrom’s Uses Pinterest in Stores

[Images of Nordstrom store displays featuring Pinterest logos and top pinned items]
User Generated Content

- Mobile videos viewed worldwide:
  - 2011 – 108 billion
  - 2012 – 280 billion
- Video offers greater retention and recall – up to 5 times greater than something written.
- It’s easy to share via social media channels.
- Video provides the ultimate story-telling platform.
How Have you Utilized Social Media into Your Marketing Plan?
Setting Social Media Goals

• What can be accurately measured?
  ▪ Establish benchmarks
  ▪ Make projections
  ▪ Gauge performance

• Utilize various angles
  ▪ Single metrics normally do not provide enough information
Social Networking

• Can be a powerful tool
• Make sure you don’t “invade” consumer’s privacy
• Good way to keep your “ear to the ground”
• Numerous social networks for various demographics
Where Do We Get Our Customers?

Q. Has your company ever acquired a customer from the following sources?

(*graph illustrates Yes’ responses)
Where Do We Get Our Customers?

Q. Has your company ever acquired a customer from the following sources?

("graph illustrates 'Yes' responses")
Where Do We Get Our Customers?

Q. Has your company ever acquired a customer using a lead from the following sources?

(*graph illustrates ‘Yes’ responses)
Different Types of Networks

- What would be the best way to reach your customer base?
  - Professional
  - Activists
  - Demographic profile
- Hobbies/Interests
- Age group
- Religious beliefs
HOW DO I CORPORATE THIS INFORMATION INTO MY MARKETING?
Overview-The Conversation Prism

Listening
- Social Networks
- Blogs/Influencers
- Q&A

Learning
- Customer Feedback
- Discussions & Forums

Adapting
- Events
- Pictures
- Documents
Multi-Channel Marketing

- Pepsi launched Refresh Project
  - Put eggs in one basket
  - Pulled out of Super Bowl ads
  - Social Media campaigned flawed

- Coke understood multi-channel marketing
  - Social media
  - Global brand building
  - Super Bowl ads

Source: Beverage Digest, Carbonated Beverage Category results for 2010
Choosing the Right Platform

- Why?
  - Is the campaign being launched
  - What are goals/objectives of the campaign?
- Who?
  - Is the target customer?
  - How are they best engaged?
- How?
  - Should customer relationships change as a result of the social application?
  - How will the campaign be measured?
Choosing the Right Platform

• What/Where?
  ▪ What applications should be built?
  ▪ Which technologies should be used?
  ▪ Where should the campaign be run?
    ▪ Facebook?
    ▪ MySpace?
    ▪ The iPhone?
Sources: Go-Globe.com and Socialnomics.net
Internet Devices

Share of Device Page Traffic on a Typical Work Day
Source: comScore Device Essentials, UK, Mon 21st Jan 2013

- PCs dominate working hours
- Tablets popular at night
- Mobiles brighten the commute

- LATE NIGHT (12AM - 7AM)
- EARLY MORNING (7AM - 10AM)
- DAYTIME (10AM - 5PM)
- EARLY EVENING (5PM - 8PM)
- PRIME (8PM - 12AM)
Building a Search Keyword List

- Be thorough
- Be descriptive
- Misspellings
- Know your audience
- Use all available resources
- Use multi-word phrases
- Get specific
- Study your own marketing
- Test everything
Past Customers

- Statistics show that current and past customers are the best audiences to engage with
- What marketing efforts or campaigns can you do to gain repeat business from engaging customers?
Influencers & Advocates

- Ability to use an outside person to reach consumers
- Influencers have:
  - Large audiences that follow them and purchase what is suggested to them
  - They will have a much greater reach than an advocate
  - Needs to be the right fit for your brand
- Advocates are happy customers
  - Recommendations from a trusted friend can have a huge influence on a purchase
  - Can generate up to 2x the sales versus paid advertising
Measuring the Success of your Campaign

• Appeal
  ▪ Is it interesting, fun, engaging, entertaining, helpful, self-expressive?

• Simple
  ▪ Is the desired action clear?

• Social
  ▪ Is the application better with my friends? Do I want to share? How does it spread?

• Addictive
  ▪ Would I come back? Why?
How Many of You Suffer From . . . BANNER BLINDNESS
Content Creation

- Stumbling block
- Scary
- Unknown territory
- Takes on different forms
  - Blogs
  - Posts
  - Tweets
- Centers around a topic or subject
- Highlights your expertise and knowledge
- Today’s world is all about sharing and embedding
- Look for brand advocates and influencers
This is a key . . .

Building User-focused Content Strategies
Location Based Marketing

- Should you use a location based effort?
- Does it fit the brand’s marketing objective?
- Does the service (Foursquare) fit your target audience?
- How does location relate to and enhance your brand?
- Does it scale (only available on iPhone and iTouch)?
- What is your measurement strategy?
- Are you rewarding the right audience with promotions?
- Do you understand privacy implications?
Consumer Demographic Trends

- Generation Y
  - Living at home longer
- Generation X
  - Hitting middle age
  - Kids in high school and college
- Baby Boomers
  - Lost a lot of wealth in the recession
  - Many moving to warmer climates
    - Choosing urban settings
  - Maintaining healthy lifestyles
Social Media Gender Breakdowns

- **Facebook**
  - Male: 46%
  - Female: 54%

- **Twitter**
  - Male: 48%
  - Female: 52%

- **MySpace**
  - Male: 36%
  - Female: 64%

- **Pinterest**
  - Male: 44%
  - Female: 83%
Privacy Reassurances

- Make sure your website is as secure as possible
- Stay on top of the latest products available to protect proprietary information
- Communicate security measures to consumers
- Best practices is to have a dedicated tab/section on your website indicating:
  - What data you collect and keep
  - Do you sell customer information to anyone?
  - What measures do you take to ensure your website’s information is secure?
  - Do you work with any third-party web security companies for security verification?
- Really important for e-commerce sites
Things to Remember for Success

- Keep your content relevant and updated
- Research relevant key words in applicable foreign language
- Chose a web host with clear rules
- Consider links
- Obey privacy rules, avoid spam
- Maintain reliable encryption and security
- Be aware of fraud
- Analyze internal search data
- Clearly identify who is responsible for what
- Clearly state policies for returns/exchange and warranties
Conclusion

- Numerous ways to capture and grow with Internet Marketing
- Determine what works best for your organization
- Stay on top of trends
- Don’t be afraid to ask for help
- Hopefully your company will be “liked” with a strong, positive internet presence!
Contact Information

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