

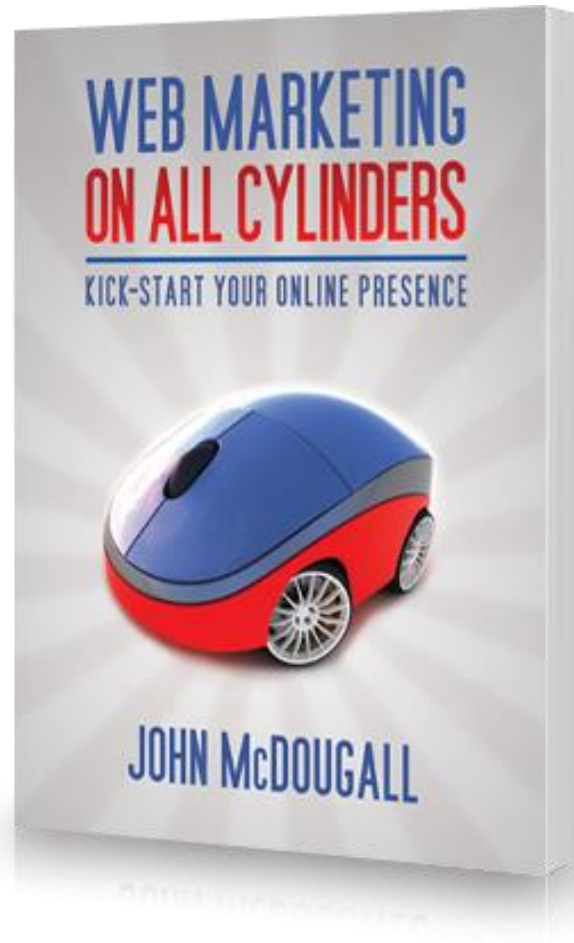
Authority Marketing For Students

How to learn digital marketing and get entry-level web jobs

John McDougall



Web Marketing On All Cylinders



Inbound Marketing Seminar DVD



Strategy Software - plansprout.com



The screenshot shows the PlanSprout Strategy software interface. At the top, there's a navigation bar with the PlanSprout logo and various menu items like "Strategy", "Accounting", "SEO", "Link", "Site", "Social Media", "Content", "Shopping", "Paid Search", "Analytics", "Conversion", "Email", "Local", and "Mobile". Below the navigation bar, there's a "Strategy" section with two buttons: "Business goals" (orange) and "Marketing goals" (green). There are also "Filter" and "Refresh" buttons. Below this, there's a search bar with "Filter" and "Clear" buttons. The main content area displays a table with columns for "Name", "Date", "Status", and "Action". The table contains several rows of data, each with a checkbox, a name, a date, and a status. A circular callout is overlaid on the table, showing a magnified view of the status column. The callout shows four rows, each with the number "1.20" and a status button: "PENDING" (orange), "PENDING" (orange), "COMPLETE" (green), and "PENDING" (orange).

Name	Date	Status	Action
1.20		PENDING	
1.20		PENDING	
1.20		COMPLETE	
1.20		PENDING	







Media Features



The New York Times



The Boston Globe



JAN
2015

GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



7.210
BILLION

URBANISATION: 53%

FIGURE REPRESENTS TOTAL GLOBAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



3.010
BILLION

PENETRATION: 42%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



2.078
BILLION

PENETRATION: 29%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

UNIQUE
MOBILE USERS



3.649
BILLION

PENETRATION: 51%

FIGURE REPRESENTS
UNIQUE MOBILE PHONE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



1.685
BILLION

PENETRATION: 23%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

we
are
social

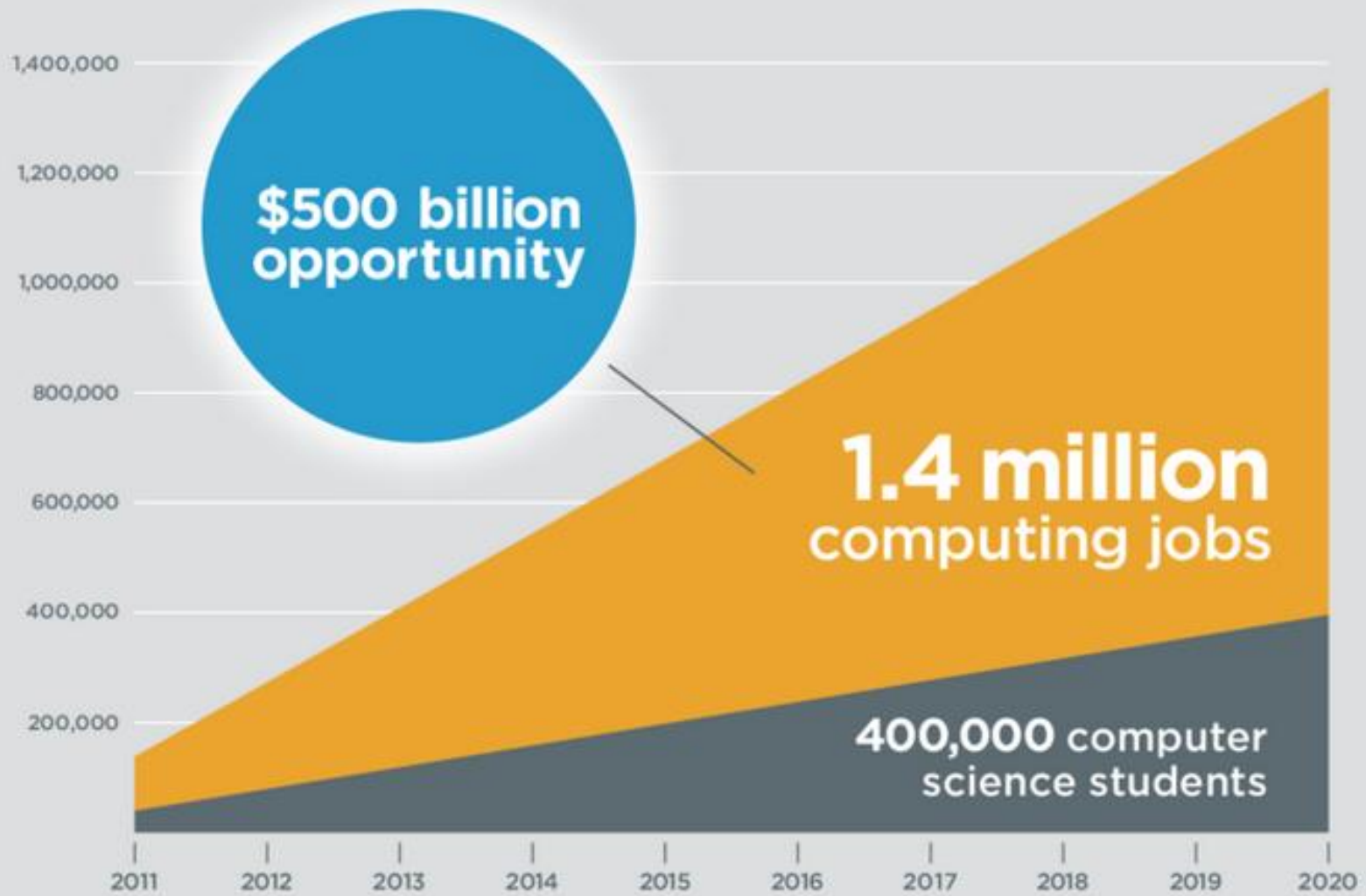
we
are
social

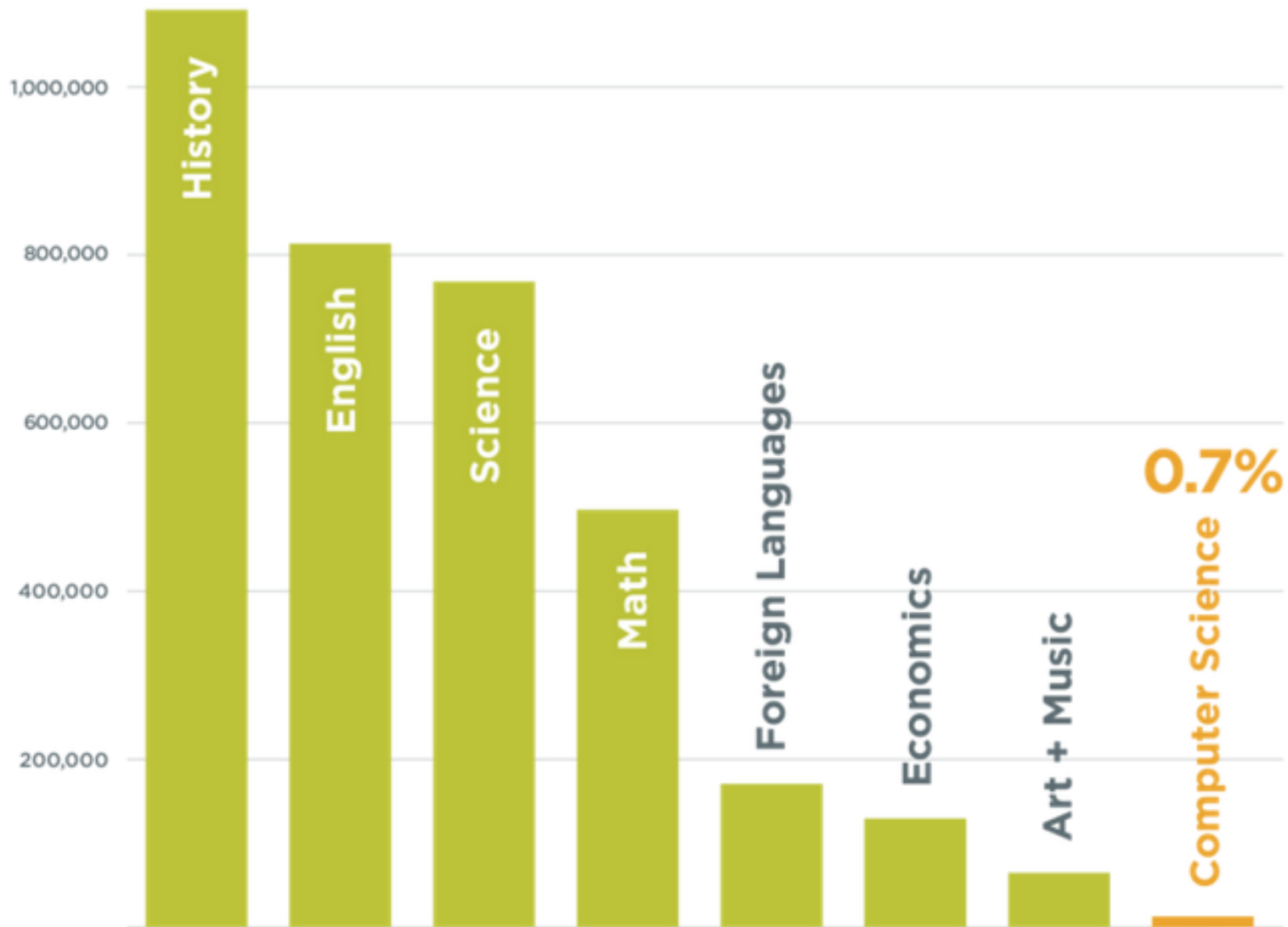
we
are
social

we
are
social



1,000,000 more jobs than students by 2020





Source: College Board



Top 10 Job Trends

HTML5

MongoDB

iOS

Android

Mobile app

Puppet

Hadoop

jQuery

PaaS

Social Media



**Do you have the right
personality for an
Internet marketing job?**





Photo Credit: [flickr.com/photos/29775208@N04/2968681143](https://www.flickr.com/photos/29775208@N04/2968681143) The Absence (Metal Blade)



People Types

Creative Visually/Artist

Creative with Language/Writer

Math Skills/Programmer

Analytical/Research Analyst

Business Intelligence/Strategist/Sales



Captain Kirk and Spock are triggered by different things





photo credits:

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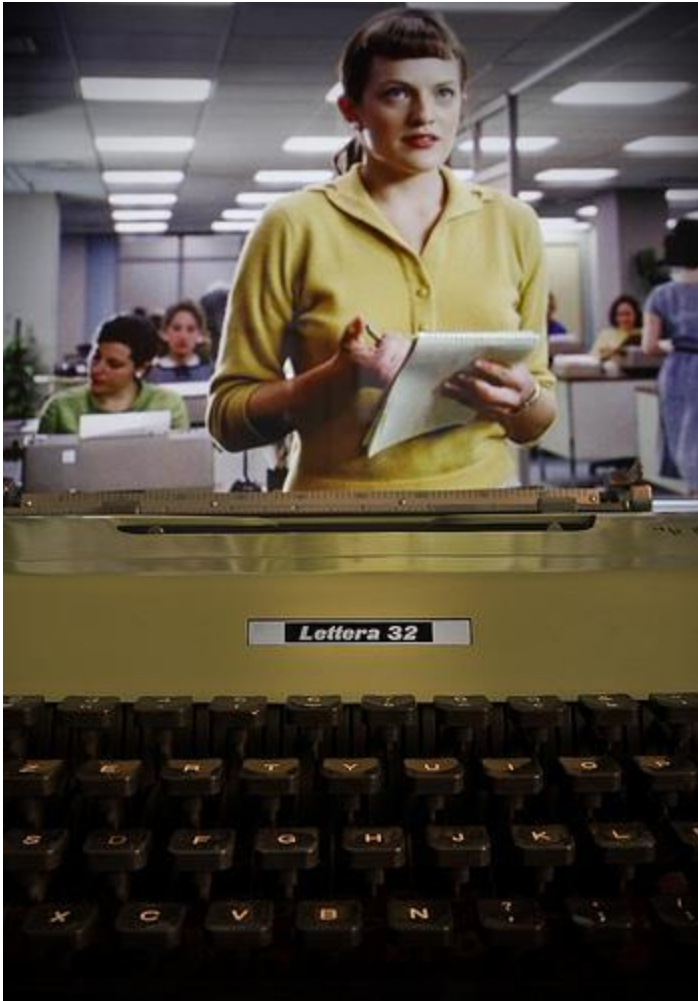


photo credits:

[flickr.com/photos/11432907@N00/5923765876](https://www.flickr.com/photos/11432907@N00/5923765876) Non farti spaventare dalla tecnologia

[flickr.com/photos/47473221@N00/2292520508](https://www.flickr.com/photos/47473221@N00/2292520508) leisure



Pit Crew not “Webmaster”



People hate “webmasters”/ mktg people for the wrong reasons; do too much not too little



INBOUND MARKETING

"Unpaid" Traffic Sources



<http://placester.com/academy>



Internet Marketing Job Types?

Strategist

Web designer

Web developer

SEO specialist

Link builder

PR expert

Social media marketer

Analytics expert

Online copywriter/blogger

Paid search expert

Conversion rate optimizer

Email marketer

Local search

Mobile optimizer

Viral video / viral marketer



What does a web designer do?

Art oriented

Create graphics

Design websites

Light coding now usually required

Social Media profile design

Banner ad design

Infographics



What does a web developer do?

Math oriented

Computer science skills

Develop applications

Mobile apps

Databases

Ecommerce

Html, Php, .Net, Python, Ruby Etc.

Worpress, Drupal, Joomla



What does an SEO do?

Technical analysis of websites

Pick keywords

Write keywords into content

Develop content

Link building

Knowledge of web design / dev

Track results

Constant change



What does a social marketer do?

Share content

Engage visitors

Connect with influencers

Run content

Create images

Facebook, Twitter, LinkedIn

Google Plus, Pinterest, Instagram



What does a PPC expert do?

Competitive analysis

Write ads

Manage Google adwords / ad groups

Retargeting

Banner ads – Content network

Adjust or create landing pages

Track results



Conversion expert tasks

Help websites get more sales

Run A/B tests

Develop personas

Analyze data

Suggest edits to design, copy, code

Track results



What do viral video experts do?



How to learn?

1. Traditional on-campus study
2. Self-study using blogs and books
3. Online programs and certifications



Top 10 blogs for learning web marketing

SearchEngineLand.com

Moz.com

SEOBook.com

SearchEngineWatch.com

SocialMediaExaminer.com

MarketingLand.com

Mashable.com

Copyblogger.com

ProBlogger.com

Influenceatwork.com



Certificate programs and eLearning sites

[MarketMotive.com](https://www.marketchallenge.com/)

academy.hubspot.com/certification

[Lynda.com](https://www.lynda.com/)

[onlinemarketinginstitute.org/certificates](https://www.onlinemarketinginstitute.org/certificates)

learn.hootsuite.com



Top 12 tools for web marketing

office.microsoft.com/en-us/excel Microsoft Excel

google.com/analytics Google Analytics

google.com/webmasters – Google Webmaster Tools

adwords.google.com/KeywordPlanner – Keyword Tool

adwords.google.com – Google paid search platform

hootsuite.com – Social media management tool.

hubspot.com – All-in-one tool.

moz.com – SEO and social media software.

ahrefs.com – Link building tool.

facebook.com/advertising – Facebook Ad platform.

mailchimp.com – Email marketing.

marketwired.com – Submitting press releases.



Internships

mcdougallinteractive.com

mullen.com

digitas.com

razorfish.com

iprospect.com

portent.com

distilled.net





What is Authority Marketing?

Branding via specialization

Building a platform / list

Blogging

Writing a book

PR

Public Speaking

SEO

Social Media

Links from influencers

Sales Influence

Conversion Optimization

Tracking ROI – Analytics



White hat versus black hat



Thought Leaders



Built into nature: birds flock, fish school etc.



TRUMP

AND BILL ZANKER
President/Founder The Learning Annex



THINK BIG

"This book is Donald Trump's version of *The Secret*.
It's a must read!" —JACK CANFIELD
COAUTHOR OF *CHICKEN SOUP FOR THE SOUL*

MAKE IT HAPPEN IN
BUSINESS AND LIFE



A portrait of Oprah Winfrey with dark, wavy hair, wearing a bright pink top and a large ring. She is smiling and looking slightly to the right.

O

THE OPRAH
MAGAZINE

O's Best Advice Ever!

Make Over Your Life with Oprah and Friends

Including Dr. Oz, Suze Orman, Dr. Phil, Martha Beck, and more

From the Editors of O THE OPRAH MAGAZINE





Rankings have to be part of the test, but they cannot be the only part:

user performance

TEST# 1

GOOD

BAD

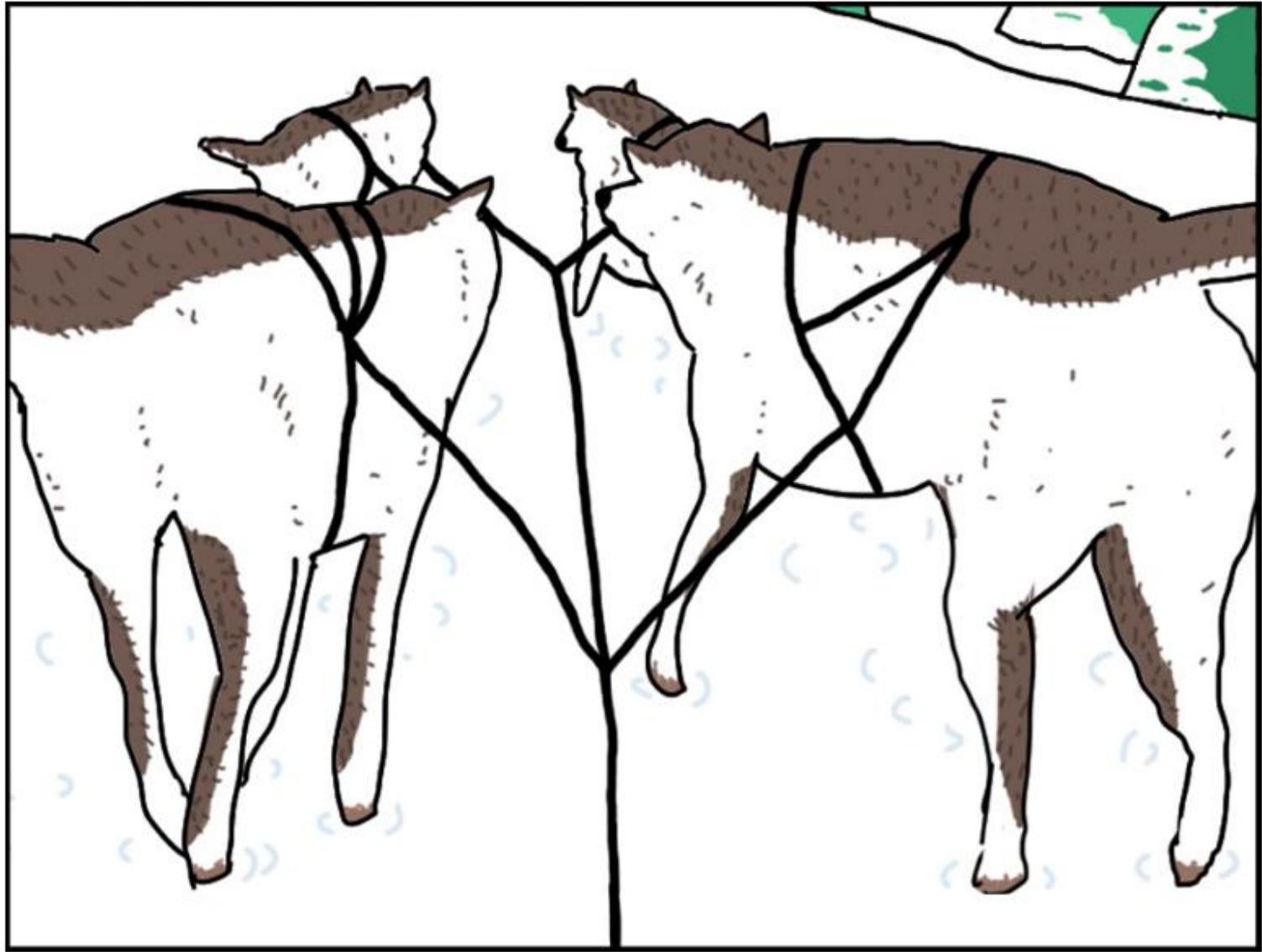
Always in logged-out non-geo



Rand Fishkin of MOZ Whiteboard Fridays wearing yellow sneakers



IF YOU'RE NOT THE LEAD DOG THE VIEW IS ALWAYS THE SAME!



Takeaways

- 1. Determine your interests**
- 2. Try a variety of things**
- 3. Then pick a niche to focus on**
- 4. Start a blog**
- 5. Create social profiles including Google+**

