Trust in Digital

Michael Seaton

- Principal, Level C Digital

- Instructor, Digital Marketing, University of Toronto

- Scotiabank, Canada Post, CNIB, S&P

- Co-Chair, Digital Analytics Association, Canada

- Board of Directors (former) :

    - Canadian Marketing Association

    - Association of Internet Marketing and Sales

    - Internet Advertising Bureau

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Advertising

Facebook

Viral

Twitter

Video

Chatbots

Pinterest

Blogs

Wikis

Gaming

Instagram

Snapchat

Podcasts

Micro-Sites

Content

Optimization

Email
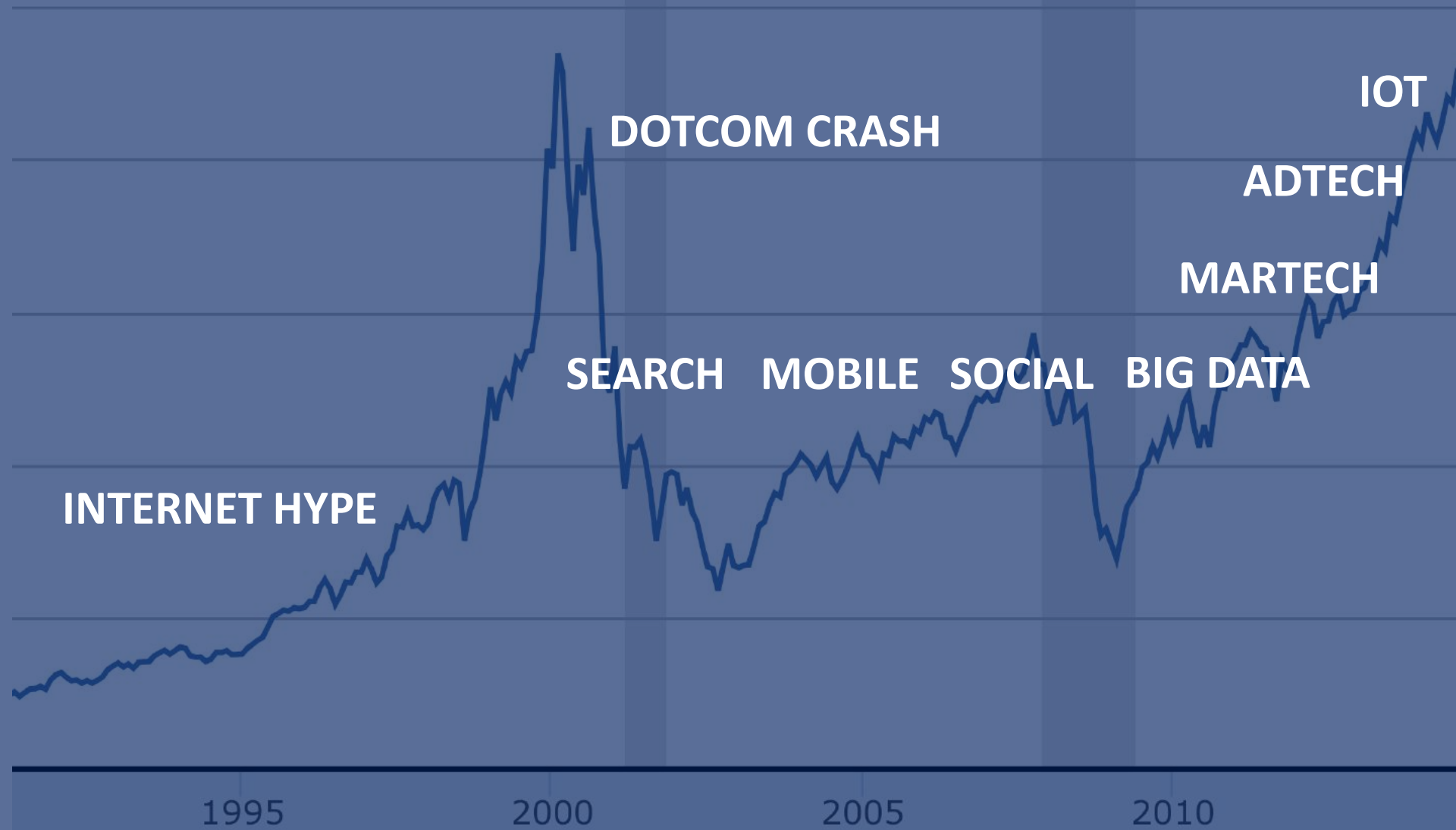
SEM
SEO

Branded
Entertainment

Programmatic

Analytics

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Areas:

1 State of trust

2 What can you do in your Digital Marketing?

3 Wrap-up & questions

AGENCIES, VENDORS & TECH

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BIG SHORT IN ONLINE ADVERTISING?

PLATFORMS

The Digital Duopoly is Challenging for the Rest

85% OF INCREMENTAL DIGITAL AD SPEND GOES TO GOOGLE OR FACEBOOK

DISPLAY LUMAscape

15%

85%

LUMA

LEVEL C DIGITAL

OURSELVES

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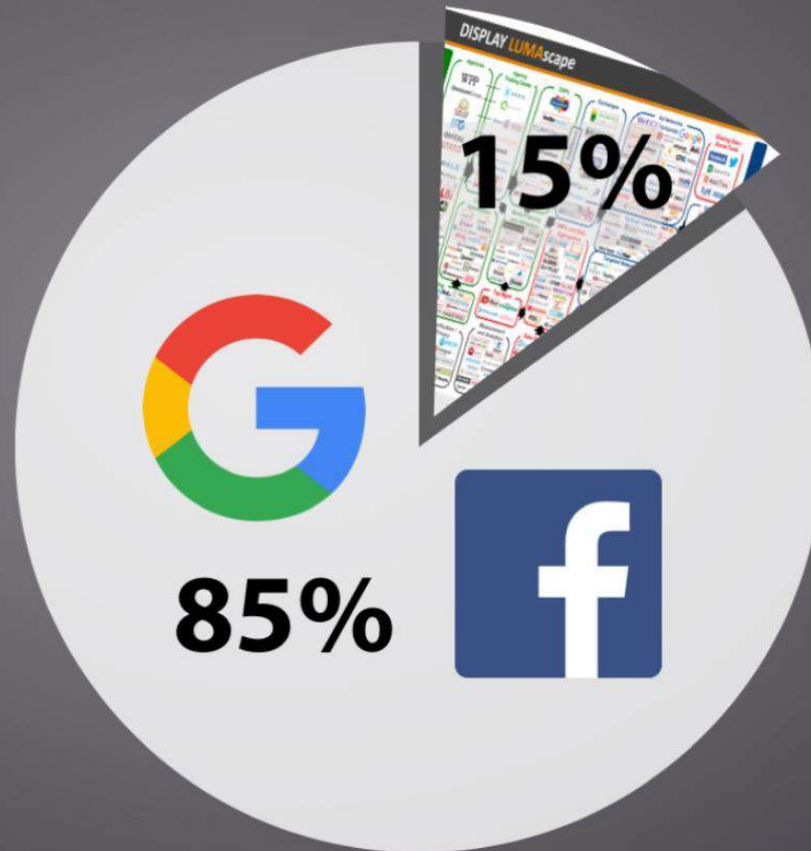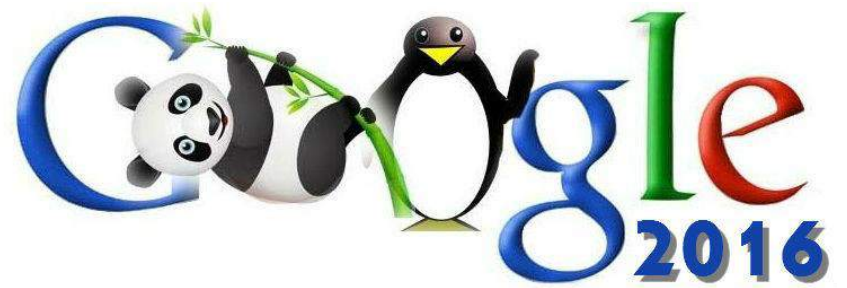
Why Snapchat's Spectacles might very well succeed where Google Glass flopped

Chatbots rise, and the future may be 're-written'

Stephen Desaulniers | @steve_desaul
Sunday, 10 Apr 2016 | 3:00 PM ET

CNBC

Nearly Every Major Platform Supports "Buy Now" Functionality

$30BN Projected 2015 income from social commerce*

*Statista. Worldwide social commerce revenue from 2011 to 2015. 2015.

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WHAT CAN WE DO ABOUT IT?

Marketing Leaders' Greatest Strengths

based on a survey of more than 150 marketing leaders across industries

May 2016

What do you think are your greatest strengths as a marketing leader?		In what areas do you need the most development as a leader?
71%	Strategic thinking	4%
64%	Driving results	6%
40%	Empowering team members	11%
30%	Developing talent	16%
28%	Gaining alignment around change	36%
17%	Building enduring partnerships	26%
17%	Digital marketing (including social media)	42%
15%	Creativity	12%
14%	Data analytics and insights	40%
11%	Financial acumen	22%
9%	Product innovation	20%
5%	Product marketing	7%
4%	Other	13%

MarketingCharts.com | Data Source: Spencer Stuart

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AIDA model of marketing

Broadcast

Simple Funnel
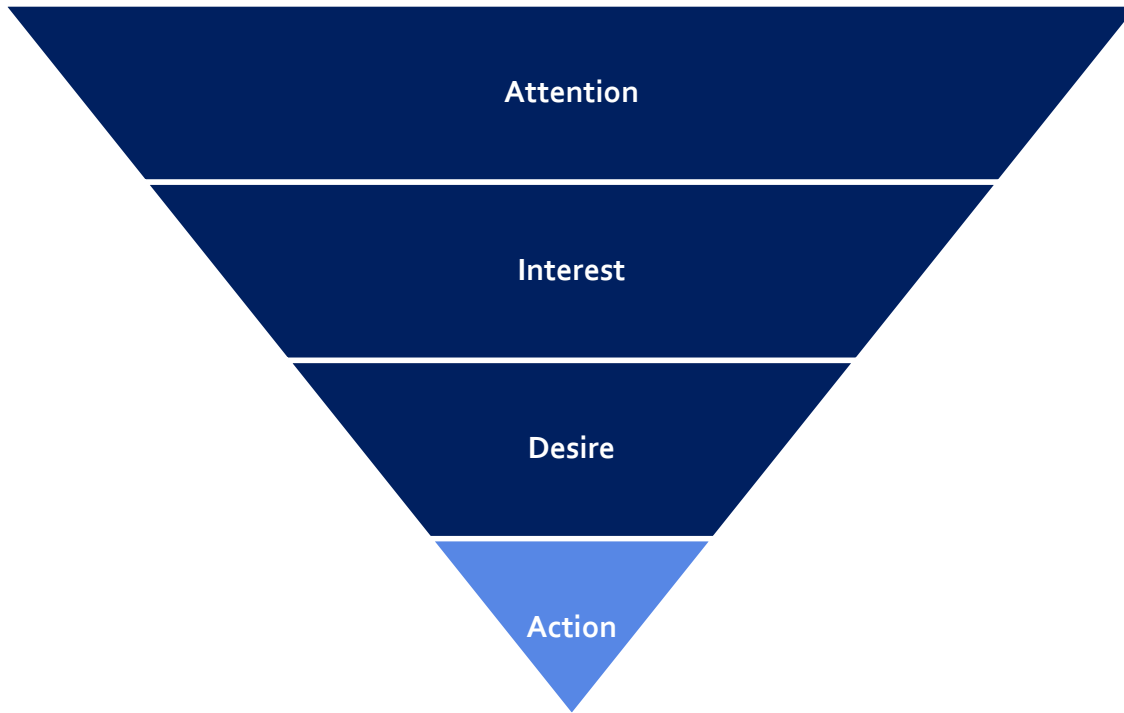
Digital ecosystem
Non-liner, push & pull
Complex customer journey
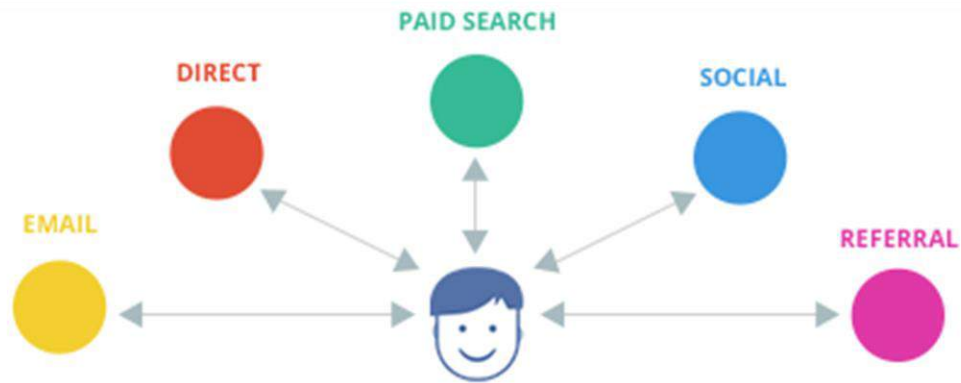
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Discipline versus Channel

Direct

Brand

Digital

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DIGITAL

Discipline versus Channel

Direct
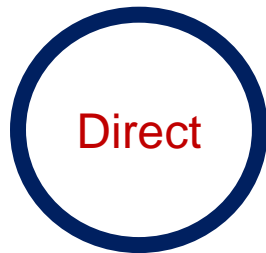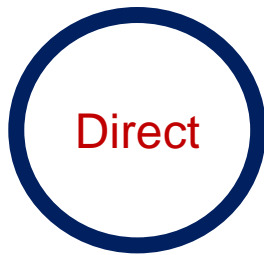
Brand

Digital

Discipline **VS.** Channel

Philosophy / Discipline

Channel

	Direct	Brand
Digital →	Direct	Brand
TV →	Direct	Brand
Print →	Direct	Brand
Mail →	Direct	Brand

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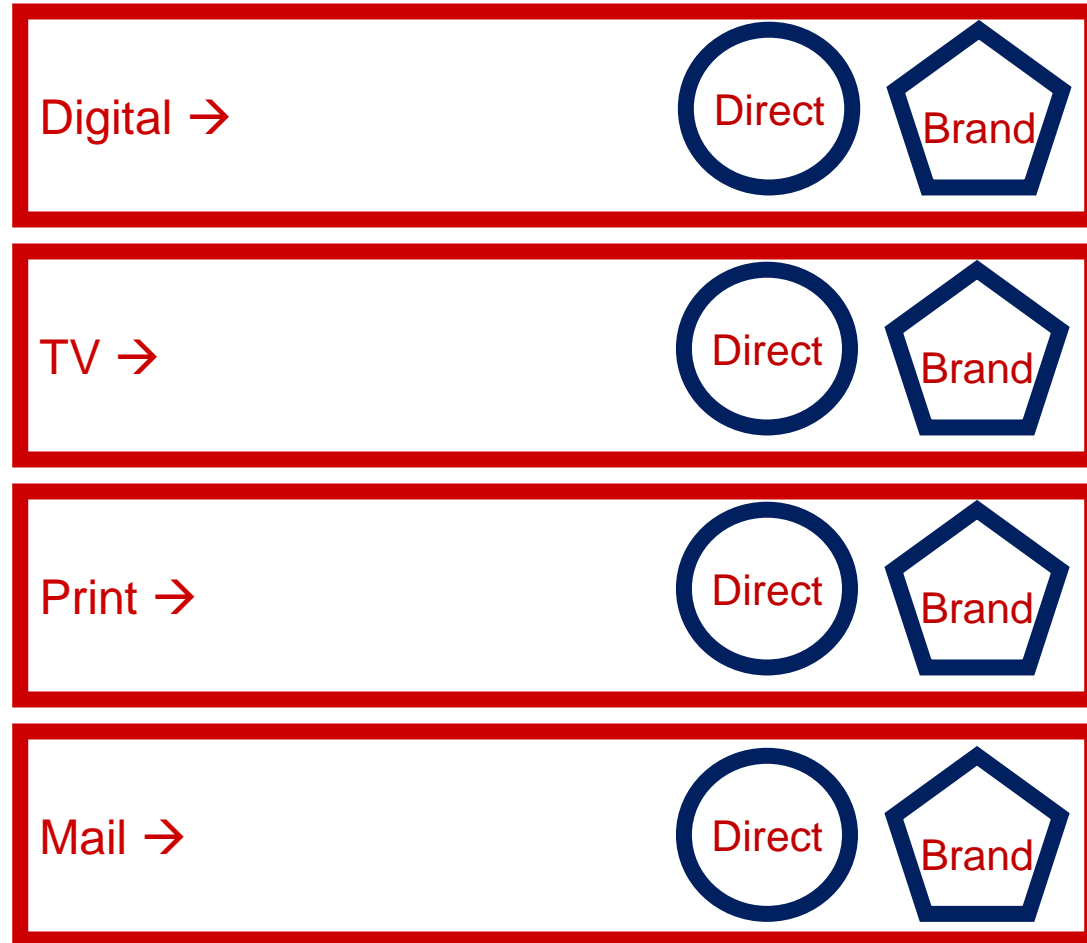
What online strategies do you pursue?

Ecommerce? Lead Generation? Content Publishing? Branding?

What tactics are priorities?

How do you measure success?

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HOW SHOULD WE THINK ABOUT DIGITAL MARKETING?

Web or mobile site is "Hub"
connecting a variety of spokes and tactics.

Brand and Consumer Experience

Awareness: Drivers of Traffic

- Online Ads
- Paid Search
- Organic Search
- DM
- Word of Mouth/Mouse
- Offline ads
- Content

Engagement: Relationship Marketing

- Email Marketing
- Social Media
- Social Networks & Communities
- Content

Measurement & Analytics
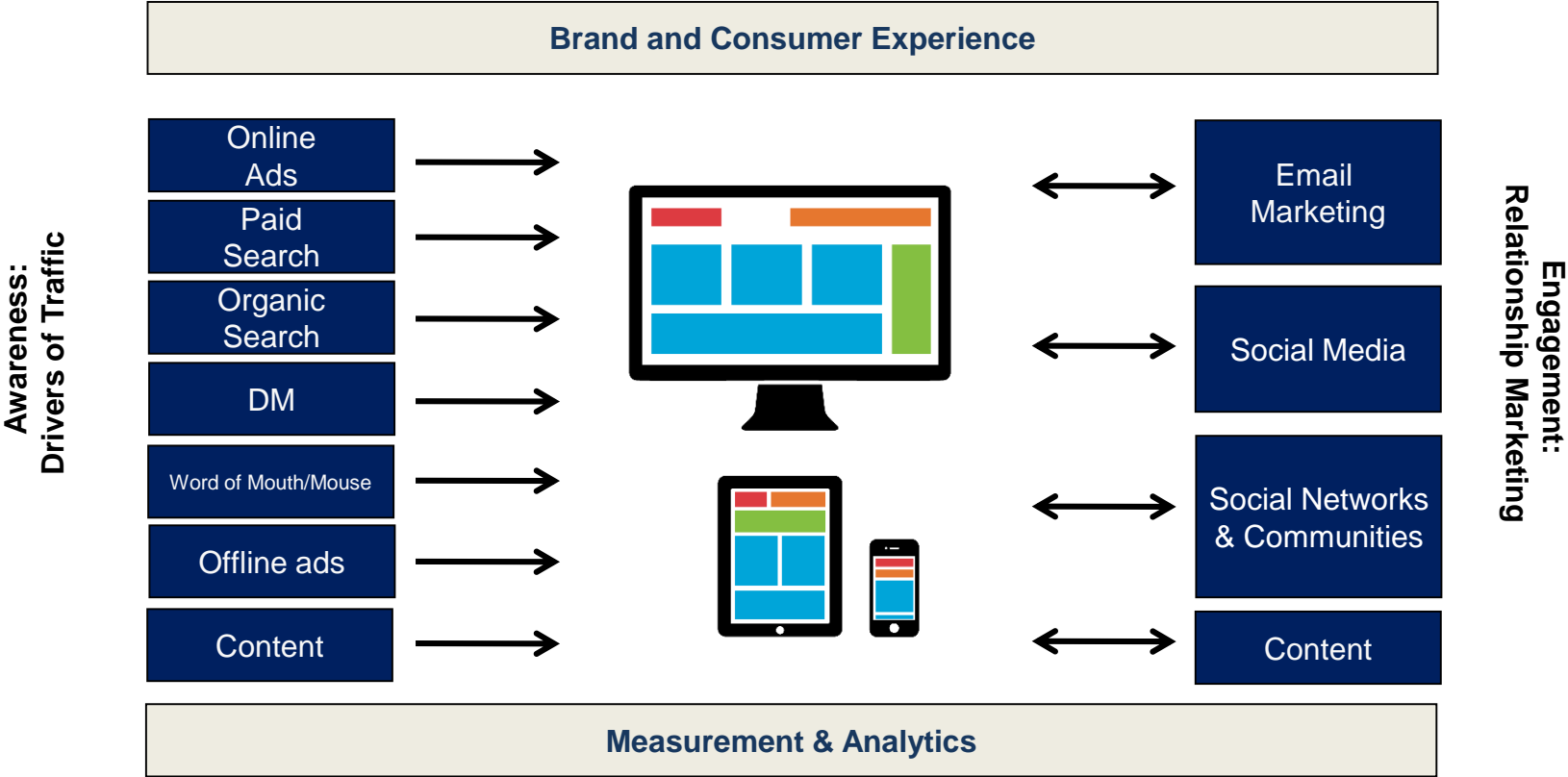
Companies are doing significantly more digital marketing than last year

MUCH MORE · MUCH/SOMEWHAT MORE

- Social marketing-creating communities on social media such as — 20% / 63%
- Direct customer engagement through email — 14% / 51%
- Digital data analytics — 14% / 51%
- Reevaluating roles within marketing — 14% / 50%
- Reorganizing marketing department functions — 14% / 48%
- Digital ads such as display advertising — 10% / 46%
- Creating mobile apps/ campaigns — 11% / 44%
- Hiring staff with digital expertise — 9% / 40%
- Events — 8% / 36%
- PR — 7% / 35%
- Sponsored content-sometimes referred to as 'native advertising' — 6% / 29%
- Print advertising — 5% / 20%
- Broadcast and/or radio advertising — 4% / 15%

Q22. Please review the list of activities below and select how much more or less of each activity your company is doing compared to last year. (TOP & BOTTOM BOX) n=1,004

DOBE | DIGITAL ROADBLOCK: Marketers struggle to reinvent themselves.

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Email PPC Display Video HTML UX SEO Social Community Blogging Content

A wide breadth of knowledge   **across many overlapping areas**

On-Page Optimization
Earning Links & Shares
Making Sites Search Friendly
Keyword Research & Targeting
Rich Snippets & Schema
Tools & Metrics
Redirection & Canonicalization
Personalization & Localization
Local SEO & Citation Building

Deep knowledge, experience, and ability in one (or a few) fields

MOZ

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WEBSITES

Principles of Website Design

1. Content & Utility
2. Navigation & Usability (UI/UX)
3. Speed
4. Visual Design
5. Interactivity
6. Consistency
7. Responsive

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Bold imagery

Less is more

Responsive & optimized

Drive into "funnel" with clear call to actions

Great UX, utility & content

Linked to social

25 Principles of Mobile Site Design

83% Homepage & Site Navigation

78% Form Entry

75% Site Search

69% Usability & Form Factor

67% Commerce & Conversions
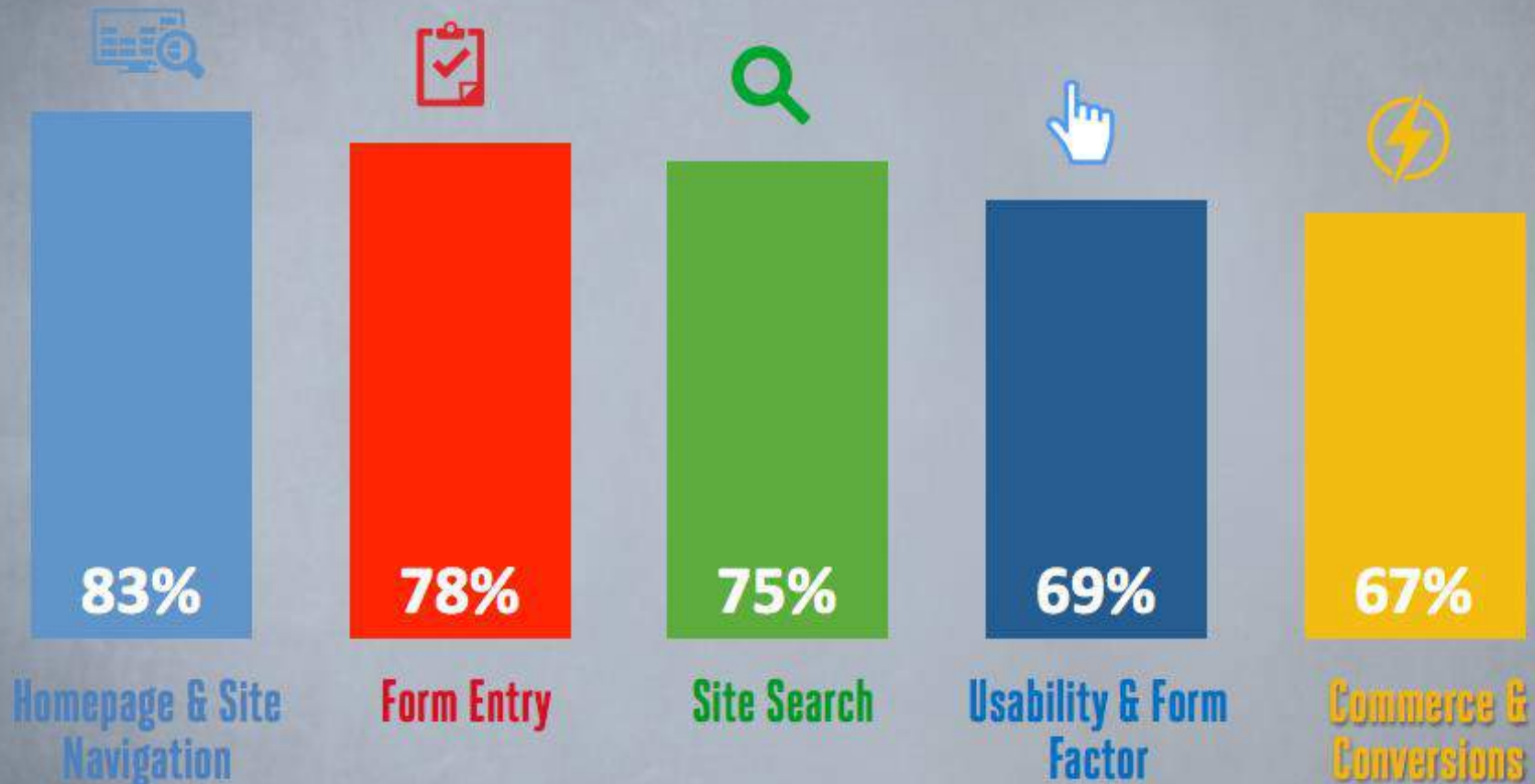
SEARCH

You Have to Get These Right

The SEO Pyramid

For optimal results, start with a strong base, and build your way up.

SOCIAL

On-Site User Engagement Features

Social Media & Viral Marketing

LINK BUILDING

Manual Requests & Link Creation

Scalable, Content-Based Link Strategies

KEYWORD RESEARCH & TARGETING

Keyword Brainstorming   Term/Phrase Selection

On-Page Targeting - Titles, Metas, URLs, H1s, Text, Internal Anchor Text

ACCESSIBLE, QUALITY CONTENT

Unique Text Content   Bot Accessiblity   URL Structure

Internal Link Architecture   Sitemaps   Server Response Codes

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There are 500+ variables … 2 groupings

1. On-Page Factors | 30% of score

2. Off-Page Factors:
        - Links | 50% of score
        - Social Signals | 20% of score

http://moz.com/blog/weighting-the-clusters-of-ranking-factors-in-google-analytics-whiteboard-friday

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Most Important Elements in Order:

1. Keyword use in Title tag

2. Keyword use in domain name

3. Keyword use in internal anchor text

4. Keyword use in h(#) headings

5. Keyword use in first 50-100 words on page

6. Keyword use in subdomain/folder/page name

7. Keyword use in Alt tags (text describers for images)

8. Keywords in image names

9. Keywords in <b> or <strong> tags

10. Keywords in <i> or <em> tags

This copy talks all about our new amazing product NOSY. It is the perfect product for everyone and it is important that you click here to learn more about the new features. Or, if you wanted to download a coupon for free sample, click here. Of course you can always find our locations near you if you click here or you might want to buy it at a special price in our online store.

This copy talks all about our new amazing product NOSY. It is the perfect product for everyone and it is important that you click here to learn more about the new features. Or, if you wanted to download a coupon for free sample, click here. Of course you can always find our locations near you if you click here or you might want to buy it at a special price in our online store.

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1. Claim your business

2. Use same details in your Google profile as is used on your site (be consistent)

3. Add your business to online business directories
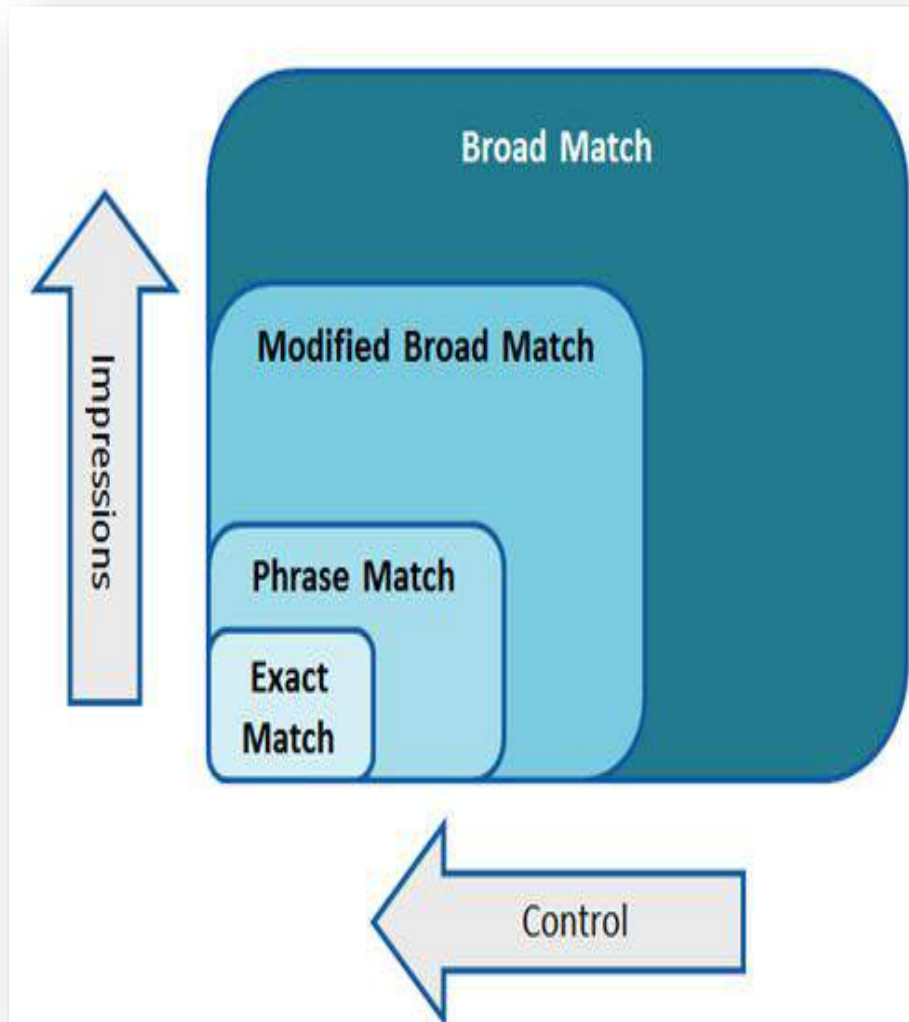
Ad Groups via:

1. Industry terms
2. Competitive terms
3. Product terms
4. Geographic terms
5. Brand terms
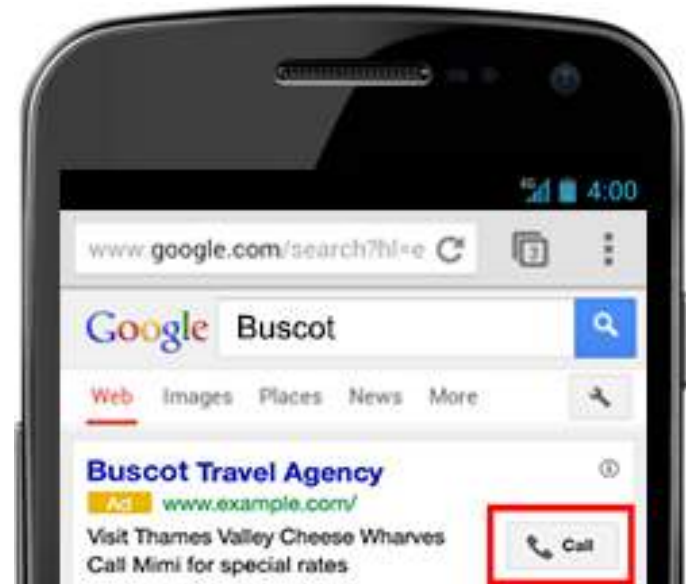
- Moz.com

- SEObook.com

- BruceClay.com

- SearchEngineWatch.com

- SearchEngineJournal.com

- Mattcutts.com/blog/

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SOCIAL MEDIA

FACEBOOK

1,590 MILLION ACTIVE USERS

ACCOUNTS FOR **70%** OF SOCIAL MEDIA REFERRALS

The biggest area of opportunity. Stay active, as a high engagement rate will keep your posts in front of your audience.

TWITTER

320 MILLION ACTIVE USERS

140 CHARACTERS IS YOUR POST LIMIT

Twitter has a worldwide audience that covers any topic. It's busy, so use relevant #hashtags to be found.

LINKEDIN

100 MILLION ACTIVE USERS

70% ARE OVER 30

Its business orientation makes it an excellent B2B marketing tool. Write knowledgable posts to that promote your thought leaderhsip.

INSTAGRAM

400 MILLION ACTIVE USERS

ENGAGEMENT **15x** HIGHER THAN FACEBOOK

Its users are the most likely to convert. Always use high quality images and videos to get the best results

TUMBLR

555 MILLION ACTIVE USERS

50% ARE UNDER 25

This can be a very difficult platform to use for marketing, but if it fits with your audience, then there's not an interest that can't be found.

PINTEREST

100 MILLION ACTIVE USERS

WOMEN ARE **83%** OF THEM

Users have a high focus on crafts, DIY projects, fashion, art, and food. It can be low maintenance, and high converting if done well.

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- Determine your goals and "right-fit" tactics
- Listen
- Engage with audience on their turf first
- Create a content plan
- Integrate into your hub
- Make it interesting & add value

Awareness & Buzz,
Customer Activation,
Brand Ambassadors,
Community Participation,
Data Collection, CRM,
Loyalty & Retention, **Sales**

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CONTENT PLANNING

	Author	Facebook	Twitter	LinkedIn	Google+	Instagram
Monday						
Third-party post						
Blog post						
Picture						
Promotion						
Tuesday						
Third-party post						
Blog post						
Picture						
Promotion						
Wednesday						
Third-party post						
Blog post						
Picture						
Promotion						
Thursday						
Third-party post						
Blog post						
Picture						
Promotion						
Friday						
Third-party post						
Blog post						
Picture						
Promotion						

Hootsuite

buffer

TweetDeck

FACEBOOK AUDIENCE TARGETING

Source: FanPageToolKit

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- Upload list of email addresses or phone numbers (100+) and Facebook will deliver your ads to them

- You can also have Facebook identify people that are similar in nature to those that you segment from your database
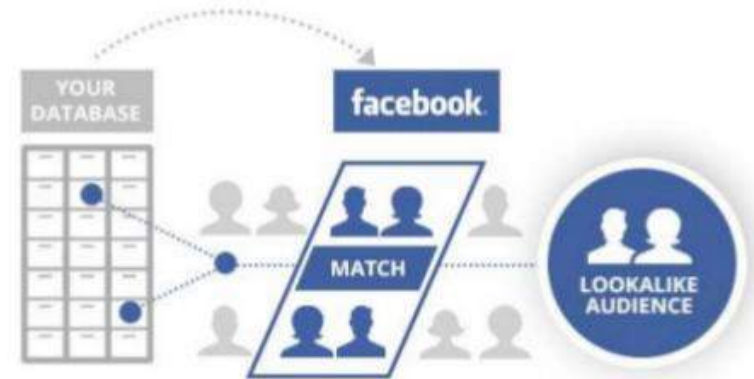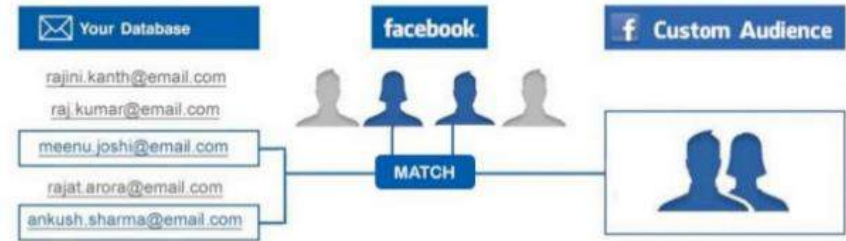
Source: Facebook

- Social Media Explorer

- Social Media Examiner

- Facebook Ads Tutorials

Facebook.com/ads

https://youtu.be/Ed8qoNP1tdo?list=PL1DCB23F4A6FB9619

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EMAIL

1. Starts here with email communication (targeted, list)

Email Campaign & Deployment

Email Platform

Email Database
(List, Segment, Campaigns, Measurement & Analytics)
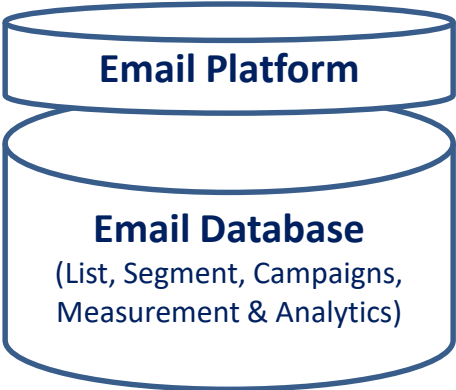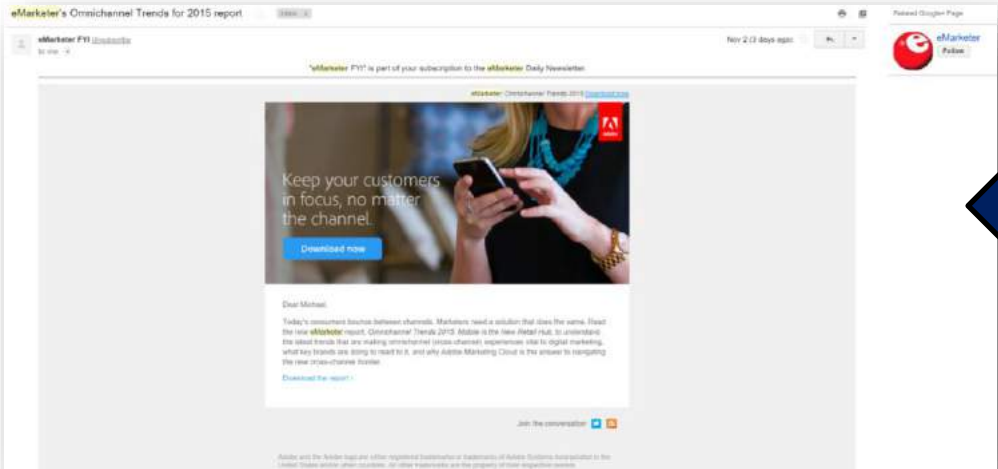
2. Landing Page – Auto fill form (LinkedIn API)
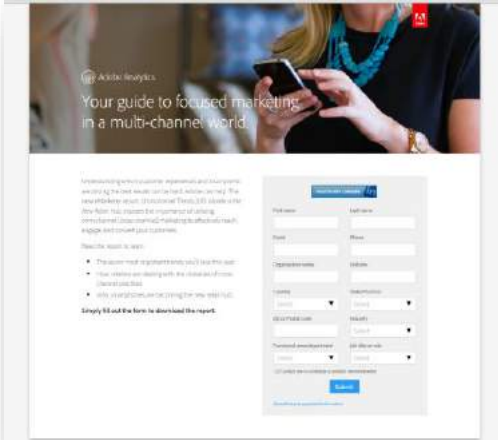
3. Confirmation – Closing of CX loop

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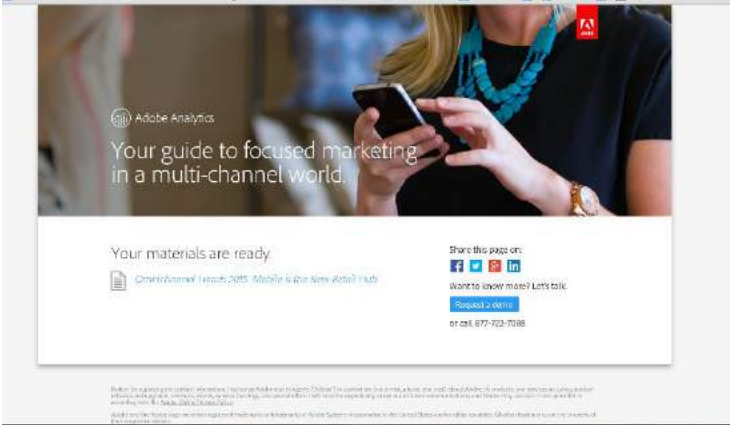
Types of Email

- Activation & Engagement
- Trigger
- Sales & Promotion
- Service
- Event

Best Practices

- Great content link to specific landing page
- Personalized
- Opt-in & Out
- Timely & recognizable
- Compelling, action-oriented subject line
- Short catchy text, engaging images
- Testing & Optimization

bolstr

ESTD 2015

Craft Beer
BOOTCAMP

CRAFT BREWERY BOOTCAMP

Get insights on the craft brewery industry with weekly research, infographics and an industry benchmarking study.

YES, I WANT IN!

🔒 We won't send you spam. Unsubscribe at any time.

LOOKING TO GROW YOUR CRAFT BREWERY?

Recieve weekly research with the latest insights on the craft beer industry

Learn about the economic impact of craft brewing with visual infographics

See how you stack up against breweries in your area with our benchmarking study

Get advice from breweries like Lagunitas, Magnolia Brewing, Laughing Dog and more!

HERE'S EXACTLY WHAT YOU'LL RECIEVE FROM THE CRAFT BREWERY BOOTCAMP:

1 Weekly Research Delivered Straight to Your Inbox
Sign up to be the first to recieve each week's research directly in your inbox. We'll send you the newest article every Monday for the duration of the bootcamp (September 14th to November 9th).

2 Take a Deep Dive Into Breweries in Your Area
Gain access to our craft brewery Top 10 Lists, where we breakdown the top 10 breweries in areas across the country, as well as infographics that show the geographic breakdown of breweries in the U.S. and highlight the best areas to run a brewery.

3 Recieve the Craft Brewing Industry Benchmarking Study
See how you stack up to the competition. The study will provide industry benchmarking data for craft breweries and provide insights for production breweries across the country.

The Craft Brewery Bootcamp runs from September 14th through November 9th. Don't miss out!

SIGN ME UP FOR THE CRAFT BREWERY BOOTCAMP

🔒 We won't send you spam. Unsubscribe at any time.

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WEB ANALYTICS

Have a digital **measurement strategy** & plan in place?

Have clear **KPIS aligned** to strategy and tactics?

Drive **insights** from your analytics reports?

Drive continual **improvement**?

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Avinash Kaushik's five simple steps for success:

1. Document business objectives
2. Identify strategies & tactics
3. Choose KPIs
4. Choose segments
5. Choose targets

Is your digital measurement plan using these **Five Steps?**

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Acquisition
Who is our audience? How did they get to our site?
What efforts drive visitor traffic (paid, owned and earned)?

Behaviour
What content was viewed?
What are specific interactions and events took place?

Outcomes
What specific goals were achieved?
What happened in the conversion funnel we've set?

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GOOGLE ANALYTICS

Audience

Overview

Active Users

Cohort Analysis **BETA**

User Explorer

▸ Demographics

▸ Interests

▸ Geo

▸ Behavior

▸ Technology

▸ Mobile

▸ Custom

▸ Benchmarking

Users Flow

Acquisition

Overview

▸ All Traffic

▸ AdWords

▸ Search Engine Optimization

▸ Social

▸ Campaigns

Behavior

Overview

Behavior Flow

▸ Site Content

▸ Site Speed

▸ Site Search

▸ Events

▸ Publisher

Experiments

In-Page Analytics

Conversions

▸ Goals

▸ Ecommerce

▸ Multi-Channel Funnels

▸ Attribution

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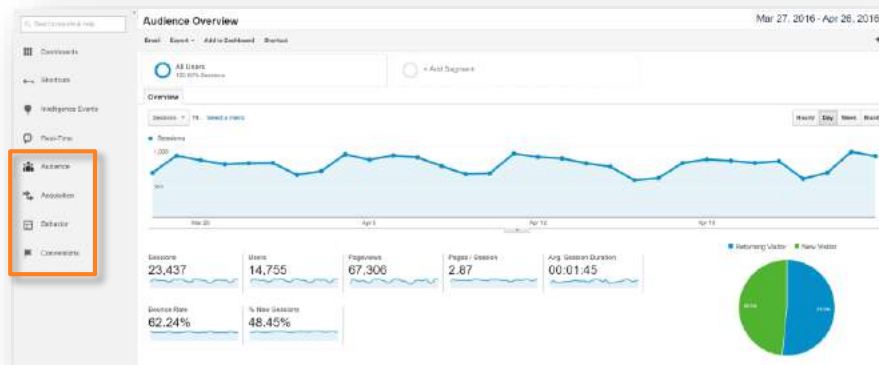
Macro conversions:

The big goal

- Online purchase or sale
- Completed & submitted lead capture form
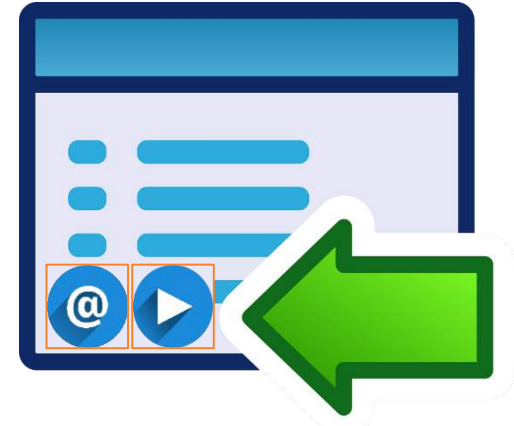
Micro conversions:

The smaller goals that lead to big goals

- Email newsletter sign-up
- Download PDF
- Video view

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WEB ANALYTICS DASHBOARD

Total Web Visits (Sept 2016)

17,827 ⬆

(vs. 23,577 same period 2015)

12 month average :
10,354 web visits

Visitors (Sept 2016)

New 39.4% Returning 60.6% ⬇

(vs. New 49% same period 2015)

12 month average:
New 48%; Returning 52%

Top "Clicks" Interactions (Sept 2016)

Login as customer = 4,549
Viewed Performance = 1,031

Pages Per Visit (Sept 2016)

Pages per session = 5.04 ⬆

By Device (Sept 2016)

72% Desktop ⬆
28% Mobile (& Tablet) ⬇

12 month average:
Desktop 62% ; Mobile 38%

Fin Srvs Industry Benchmark
Mobile 51% Desktop 49%
(source: Adobe Mobile Benchmarks 2015)

Source of Visits	Current Sept 2016	Previous Year Sept 2015
Organic	30%	28%
Email	26%	30%
Direct	26%	21%
SEM PPC	8%	1%
Social Media	3.5%	3.8%
Display (Other)	.5%	13%

WEB ANALYTICS DASHBOARD

MICRO CONVERSION GOALS

Engagement Goal 1 - User Time On Site (Sept 2016)

2,718 (12% of users reached goal)

12 month average time on site = 1 min 42 sec
July-Sept 15th average time on site: 2 mins 19 sec

What is measured?
Engagement goal > 3 mins in duration

Engagement Goal 2 - Engaged User Pages Visited (Sept 2016)

3,254 (18% of users reached this goal)

12 month average page per = 2.52
July-Sept 15th average pages per: 5.04

What is measured?
Engagement goal > 5 pages per session

MACRO CONVERSION GOALS

Lead Conversion Goal - Lead Completion (August 2016)

268 Total Leads
Business Case Target YTD: 216

Product A	Plan	Actual
July	65	71
August	65	80

Product B	Plan	Actual
July	43	56
August	43	61

What is measured?
Lead Form completion entered into CRM

Newsletter Sign-up Goal – Email Capture (July & August 2016)

238 newsletter subscribers
Business Case Target YTD: 200

What is measured?
email capture for newsletter

- Google Analytics Academy
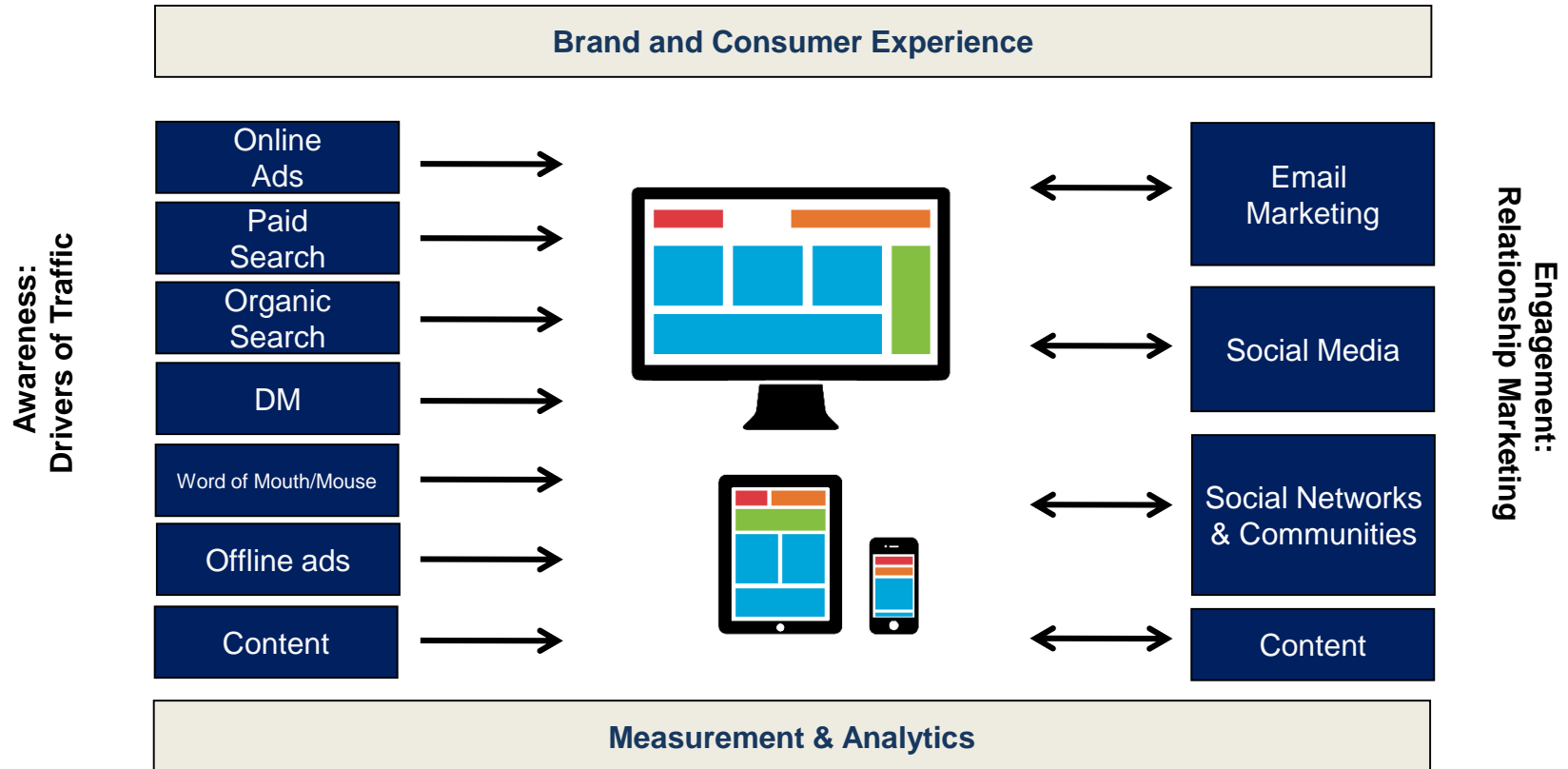
- Occam's Razor

Occam's Razor
by Avinash Kaushik

Google

Google Analytics Academy

kaushik.net/avinash/

analyticsacademy.withgoogle.com

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DIGITAL MARKETING

Brand and Consumer Experience

**Awareness:
Drivers of Traffic**

- Online Ads
- Paid Search
- Organic Search
- DM
- Word of Mouth/Mouse
- Offline ads
- Content

**Engagement:
Relationship Marketing**

- Email Marketing
- Social Media
- Social Networks & Communities
- Content

Measurement & Analytics

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Be curious

Books, Blogs & Podcasts

Courses

On-going learning
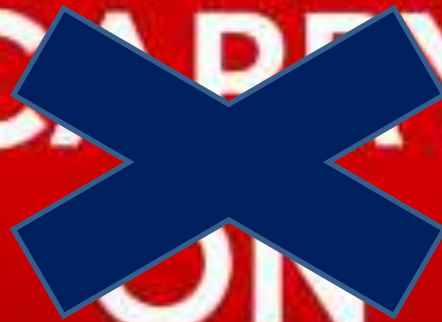
Thank You.

Questions?

seaton@levelcdigital.com
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