

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



www.levelcdigital.com



[@mlseaton](https://twitter.com/mlseaton)



www.linkedin.com/in/mlseaton



FROM

LIES

Advertising

Facebook

Viral

Twitter

Video

Chatbots

Blogs

Wikis

Pinterest

Instagram

Gaming

Snapchat

Podcasts

Micro-Sites

Optimization

Content

Email

SEM
SEO

Branded
Entertainment

Programmatic

Analytics

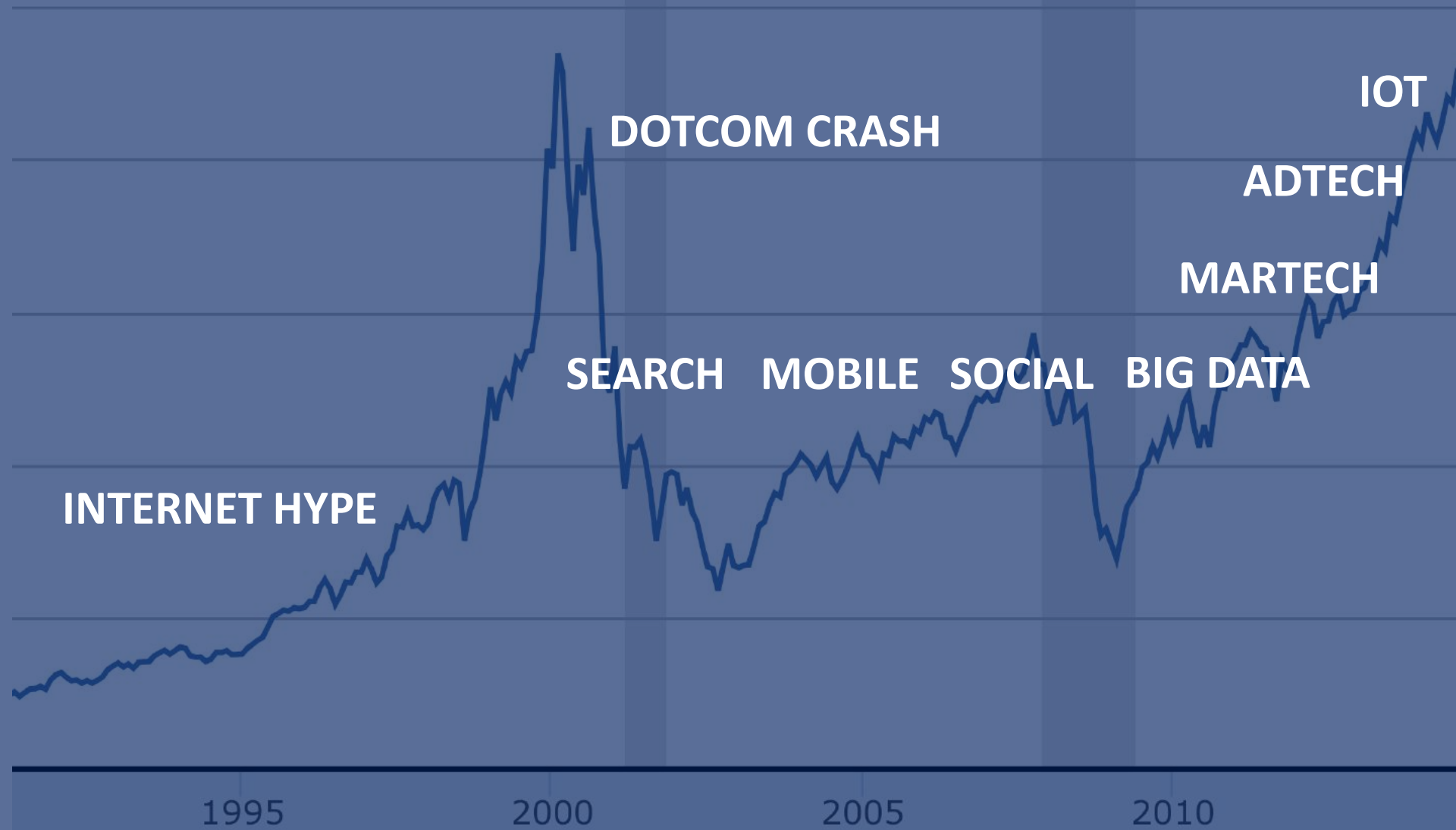


Areas:

- 1 State of trust
- 2 What can you do in your Digital Marketing?
- 3 Wrap-up & questions



CONTEXT: IT'S TOUGH



TRUST IN ...

AGENCIES, VENDORS & TECH

MEET YOUR NEW ACCOUNT EXEC



Sales & Marketing

Mktg Modeling/Attribution

MarketShare, SymphonyIRI Group, digitaldata, bluewin, adometry, Nielsen, Perich, ThinkVantage, Symantec, CMO, Conveyo, Bizible, dotomi, VISUAL, OPTIMIZE

DB Mktg

ackiam, MERKLE, Epsilon, Alliant, Targetbase, Quero

Content Marketing Platforms

NewsCred, ScribbleLive, Percolate, Contently, Kapost, Rallyserve, Parse.ly, Wochit, Persado, InboundWriter

Email Optimization

ReturnPath, Rapleaf, MobileInk, Campaign, LiveIntent, Powerinbox, AdStack

Integrated Mktg Mgmt

Oracle, Sprimo, SAS, Alterian, Unica, Oracle, Oracle, Oracle, Oracle, Oracle

Predictive Marketing Platforms

AGI LOOSE, blueShift, Agent, Custora, retention, SAILTHRU, smarterHQ, Springbot, Tell apart, richrelevance

Visualization

Tableau, GoodData, Simply Measured, Charlio

Sales/ Mktg

SAS, SPSS, IBM, collectiveIQ, PivotLink, Origami, QlikView

DMPs

Bluebeam, Bluebird, Bluebeam, Bluebeam, Bluebeam

Email Service Providers

Experian, Responstyle, DeCide, Silverpop, Dialog, Constant Contact, Yesmail, Lyris, VerticalResponse, Aleria, Contact, emailvision, omni, RedEye, MailChimp

Sales Automation

Salesforce, Oracle, Siebel, SAP, Microsoft Dynamics CRM, Pega, Continually, SugarCRM, Salesforce, Steelwedge, Highrise, InsideSales.com

Customer Relationship Intelligence

AVO, Demandbase, InsideSales.com, Informatica, Flitopia, Lattice, Genie, Mintigo, LeadSpace

Marketing Automation

Flodesk, Marketo, VIZ, HubSpot, Marketo, Marketo, Marketo, Marketo, Marketo

Website

Website Personalization & Optimization

Touch, iEStar, Needle, 1247, Active Live Chat, Qark

Chat

InterPerson, LivePerson, Commerce Sciences, bounceexchange, Runa

Message/Offers

FanPlayr, Steelhouse, Commerce Sciences, Runa

AB/MV Testing

Monetate, Optimizely, SiteSpect, Qubit, Winify, ezoic, Evergage, Amadese, Maximizer, Conversion

SEO Platforms / Tools

biocomp, Moz, Conductor, Bright Edge, Syntac, Altruik, Wordtracker, RankAbove, Linkdex, Gshifi

B2B Personalization

Demandbase, InSightera, Enecto

Social Marketing Management

Buddymedia, Spreadfast, iShoutlet, Sprinklr, Context Optional, Syncapse, This Moment, iTrue, Hootsuite, Awareness Hub, Tweet, Involver, Expion, Argyle Social, Yrval, MomentFeed, Socialware, Hearsay, Tapili, Engage2, Social Lynch, SocialFlow, Sprout Social

E-Commerce Technology

E-Commerce Platform/Storefront (Enterprise)

Demandware, Escalate, Digital River, ATG, InterShop, Commerce Server, iCongo, Vanda, ElasticPath, Hybris, Amazon Services, MWA, UltraCart, Goodsie, ChannelServer, Magento, Delivery Agent, Deserbridge, NetSuite, MarketLive, Volusion, Shopify, Commerce, Monsie, ProStores, GoCart

Social Referral

ShopSocially, Ambassador, Merchandising, Decro, Swifttype

Payments

BillMeLater, Google Wallet, PayPal, Amazon Payments, Recurly, Skrill, Stripe, eBillme, First Data

M-Commerce

Brand, Zappi, Revel, Shop Pad, Movylo, Airbrite, Zmags, Shopkick, Mad Mobile, MobiCart, Sava, Unbound, Moovw=B

Online Video Players

Soovla, Brightcove, Waywire, Delve, Vidyard, Twistage, Kaltura, Realgrivity, Mami, Silverlight, Longtail, VideoLect

DAM

OpenText, EMC, Adobe, North Plains, Widen, Celum, Media Beach, Web DAM, Chubbwalla, DigEyeZ, Extensio

Web Analytics

Comniture, Caremetrix, Webtrends, Similar Group, Nielsen, Mixpanel, Tealeaf, Google Analytics, Unica, Cloudmeter, Kissmetrics, Comscore, SessionCam, Celebris, Jjento, Chartbeat, Clicktale, Crazyegg

Website Creation & Mgmt

WCM, Interviewer, Vignette, Day, FatWire, SDLeKtron, Percussion, Episerver, CrownPeak, Sitecore, Clickability, WordPress, Joomla!, Acquia, Agility, Drupal

Feedback / Surveys

Vizur, UserVoice, Kampay, Allegation, Medallia, Translation, Lionbridge, Speaklike, SDLeKtron, Cloudwords, Smarting, Mobile Web, Snapr, Net Biscuits, DotMobi, Usablenet, MnetGroup, Mobify, BMenu, Moovw=B, MillisMobile

Community

LiveLithium, VisionCritical, Ose, Gaggong, Assistly, Disqus, Livify, CommunityBuilder, Sitiron, Mzingo, UGC Mgmt & Forums, Disqus, Olapic, Facebook, Social Login/Sharing, Jonrain, Conduit, AddProctor, Tynt, Mebo, Ose, LoginRadius, Add This, Share This, Giga, Loyalty, Badgeville, Unimobli, Trust, Vission, PUPPY, Stellar, Actionbird



Denotes acquired company

Denotes shuttered company

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BIG SHORT IN ONLINE ADVERTISING?

AdvertisingAge

Marketing Advertising Digital Media Agency Data BtoB Video Campaign Trail

DigitalNext



The Subprime Banner Ad Crisis

Are Banner Ads Poised to Experience the Same Fate as the 2008 Housing Market?

By [Jerrod Grimm](#) Published on April 05, 2016

Reprints

MediaPost

AppNexus Weighs Option Given IPO Climate

Friday, January 19, 2016 8:04 AM

TechCrunch

Digital Ad Company Turn Raises \$80M, Stays Possible IPO Plans

Posted Jan 13, 2014 by [Anthony Ha \(@anthonyha\)](#)

TURN videology

MediaMath Raises Huge \$73.5 Million Series C Round

ing Round As Ad-Tech Stocks Wobble

I recently watched Adam McKay's Oscar-winning film "The Big Short." For those who are unfamiliar with the

Bloomberg

Canadian tech IPOs set for a slow 2016, with Hootsuite, D2L likely delaying

2015 4:10 PM ET

DIGIDAY

SECTIONS

EVENTS

CAREERS

+ follow



Confessions of a programmatic vet: 'It's such a mess right now.'

Yuyu Chen March 15, 2016

2149

Programmatic is supposed to bring efficiency to ad buying. But in reality, it's becoming murky and less reliable for many brands. Most of the time, brands end up

Popular

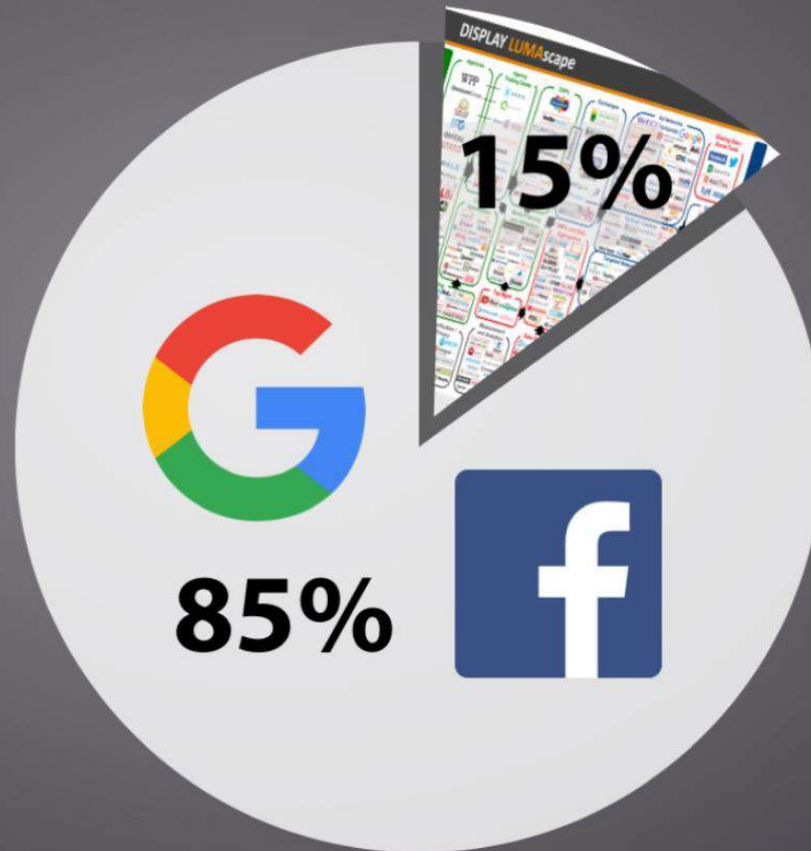


LEVEL C DIGITAL

PLATFORMS

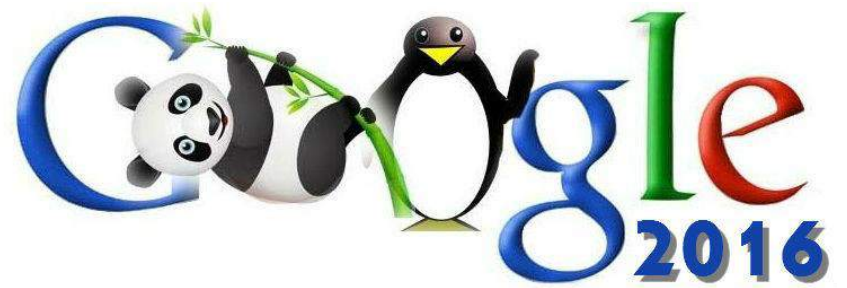
The Digital Duopoly is Challenging for the Rest

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



Source: Morgan Stanley





TRUST IN ...

OURSELVES



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



PEER PRESSURE



OPPORTUNITIES EVERYWHERE BUT ... WE STILL DON'T GET "TRADITIONAL" DIGITAL RIGHT



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

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



Nearly Every Major Platform Supports "Buy Now" Functionality

\$30BN Projected 2015 income
from social commerce*



*Statista - The Global Social Commerce Revenue Forecast 2015-2019

INTERNET OF THINGS



WHAT CAN WE DO
ABOUT IT?

WARNING: INFORMATION OVERLOAD AHEAD!





Marketing Leaders' Greatest Strengths

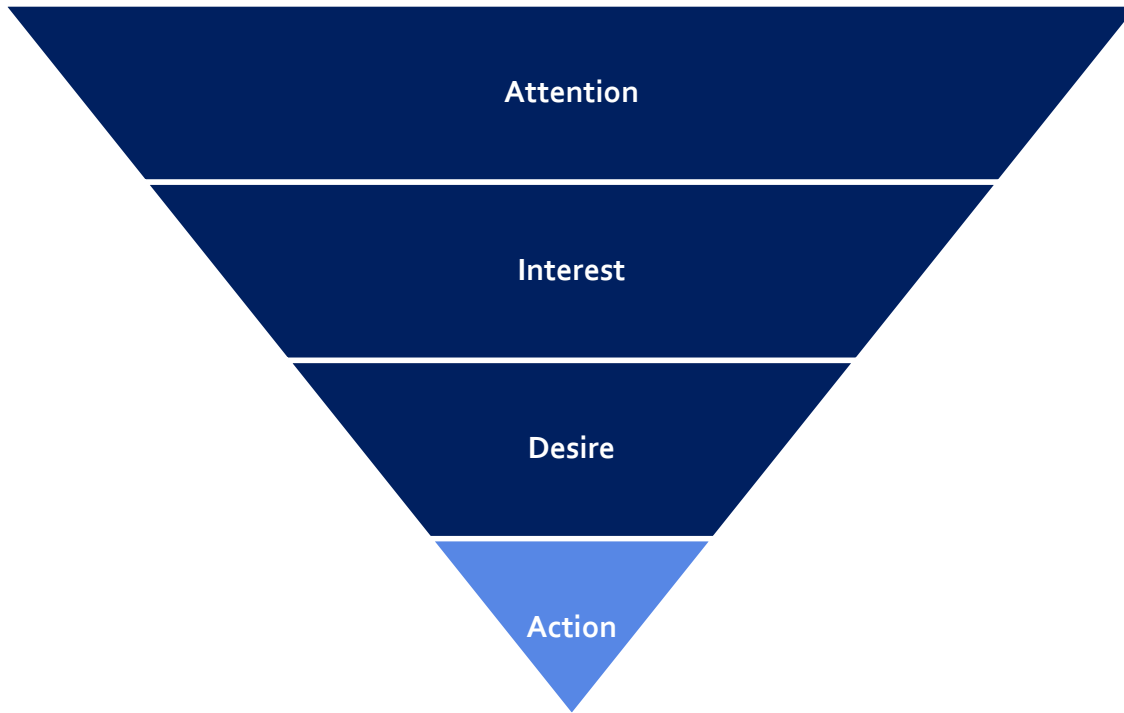
based on a survey of more than 150 marketing leaders across industries

May 2016



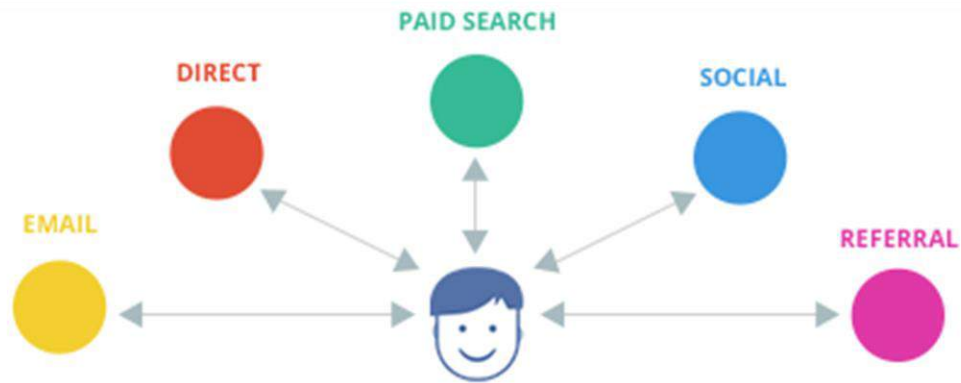
MarketingCharts.com | Data Source: Spencer Stuart

AIDA model of marketing
Broadcast
Simple Funnel



UNDERSTAND NEW PATH TO PURCHASE

Digital ecosystem
Non-linear, push & pull
Complex customer journey



ASSIST

LAST INTERACTION

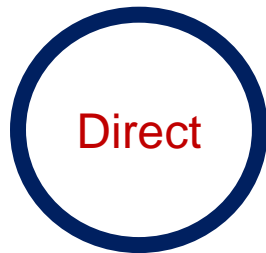
Awareness

Consideration

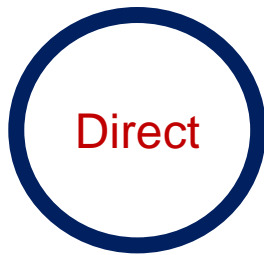
Intent

Decision

Discipline versus Channel



Discipline versus Channel



Discipline

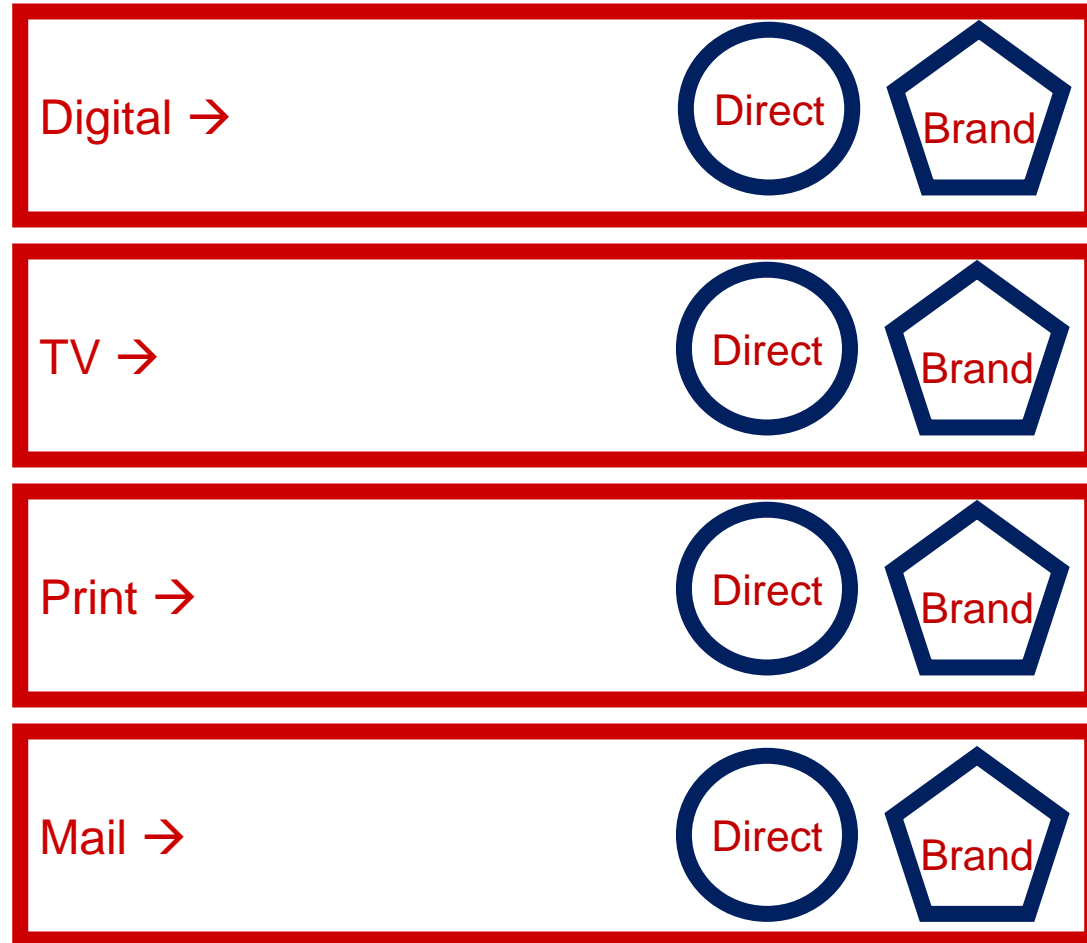
VS.



Channel

Philosophy / Discipline

Channel



What online strategies do you pursue?

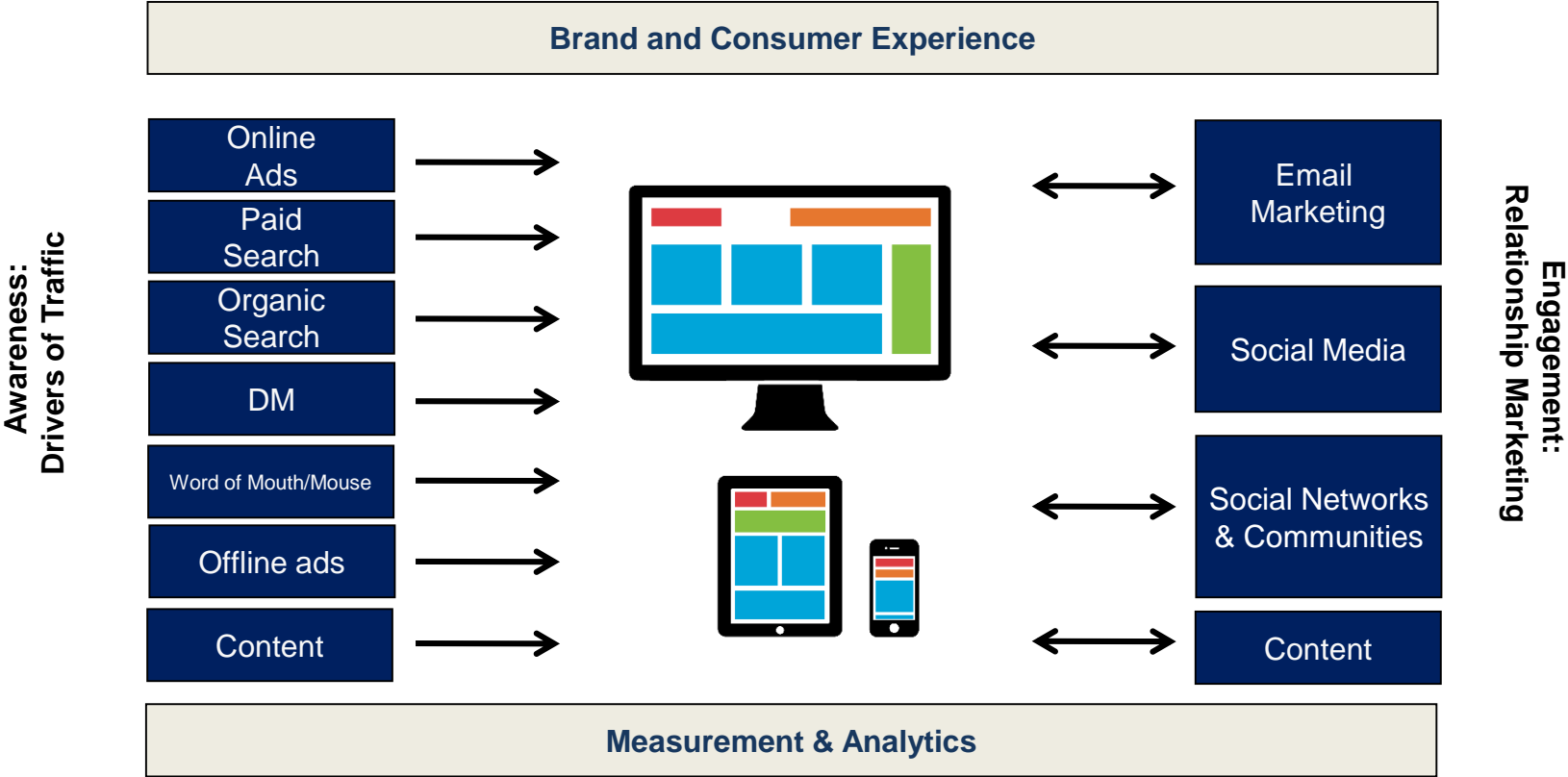
Ecommerce? Lead Generation? Content Publishing? Branding?

What tactics are priorities?

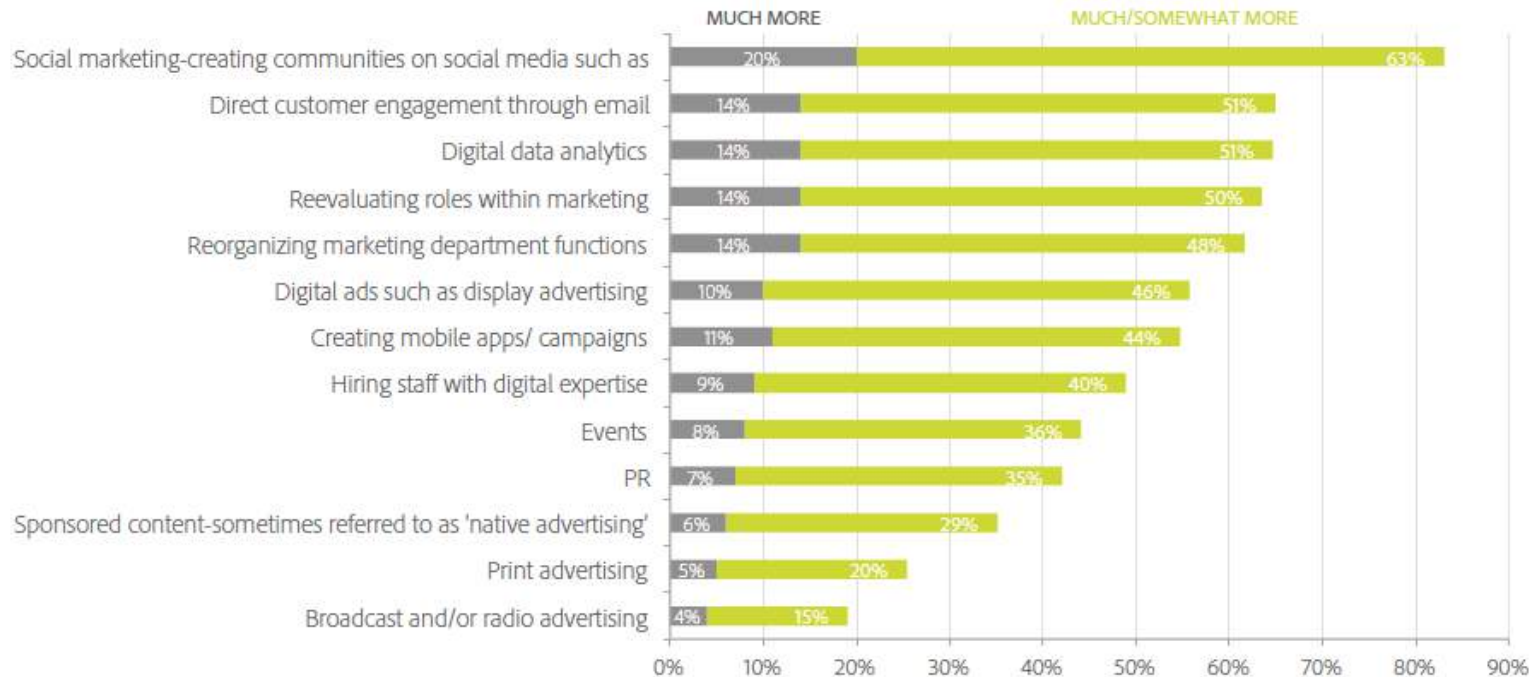
How do you measure success?

HOW SHOULD WE THINK ABOUT DIGITAL MARKETING?

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



Companies are doing significantly more digital marketing than last year



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

OOBE | DIGITAL ROADBLOCK: Marketers struggle to reinvent themselves

MANAGING MEANS ASKING THE RIGHT QUESTIONS

Email PPC Display Video HTML UX SEO Social Community Blogging Content

A wide breadth of knowledge

- 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

across many overlapping areas

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

MOZ

WEBSITES

Principles of Website Design

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

Real Results Real People

Bold imagery



about our team classes physiotherapy schedules teacher training news corporate faq contact blog

Less is more

Responsive & optimized

Studio
Bispilates
PARIS



Drive into "funnel" with clear call to actions

Great UX, utility & content

Linked to social

Les cours

OCTOBER 3, 2016

6:30 pm - 7:20 pm

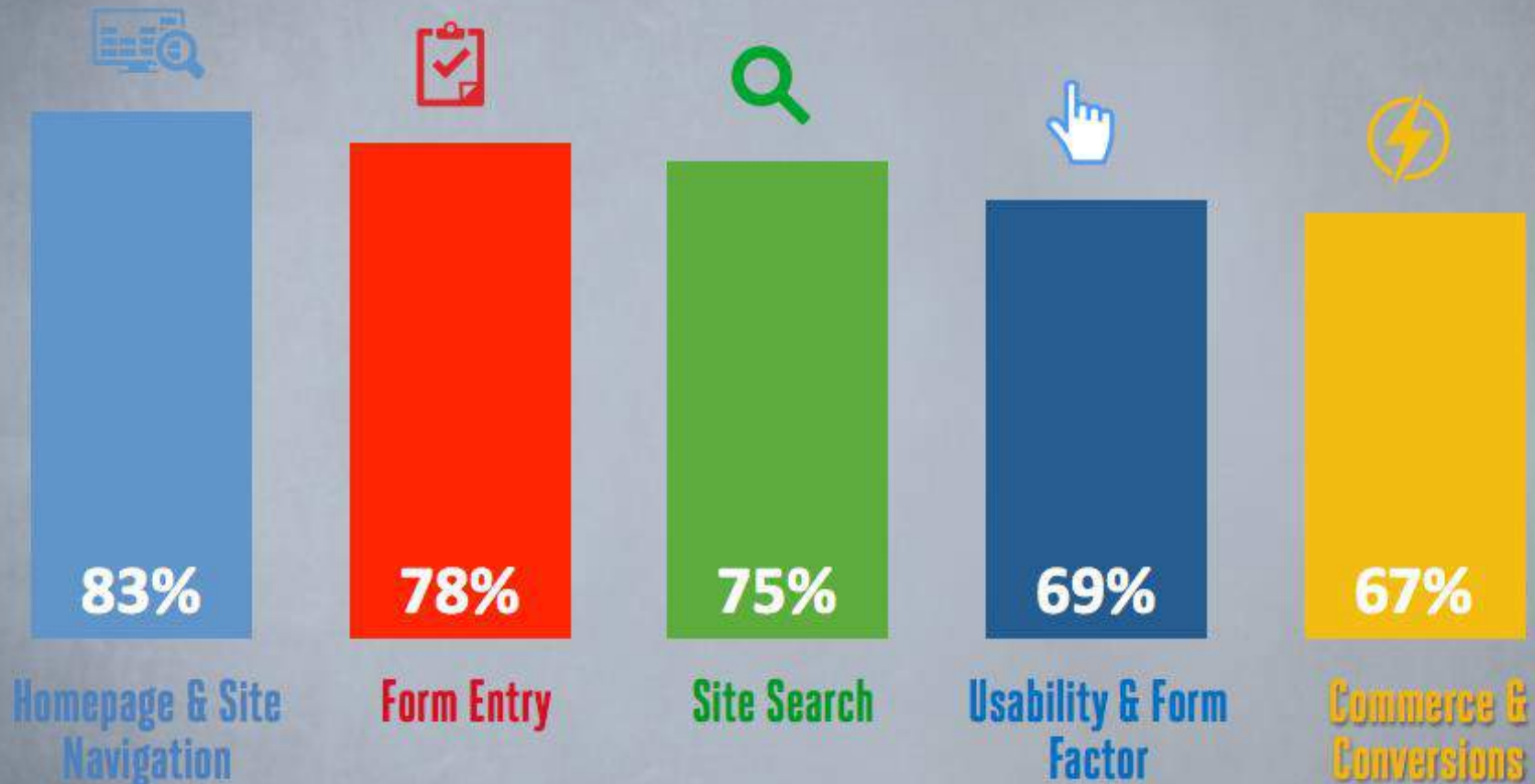
CONTACT LOGIN

LEVEL C
DIGITAL

Mobilegeddon



25 Principles of Mobile Site Design



SEARCH

You Have to Get These Right

The SEO Pyramid

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



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>

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 or tags
10. Keywords in <i> or 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.

LOCAL SEARCH

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

Google bicycle stores toronto

All Maps Shopping News Images More Search tools

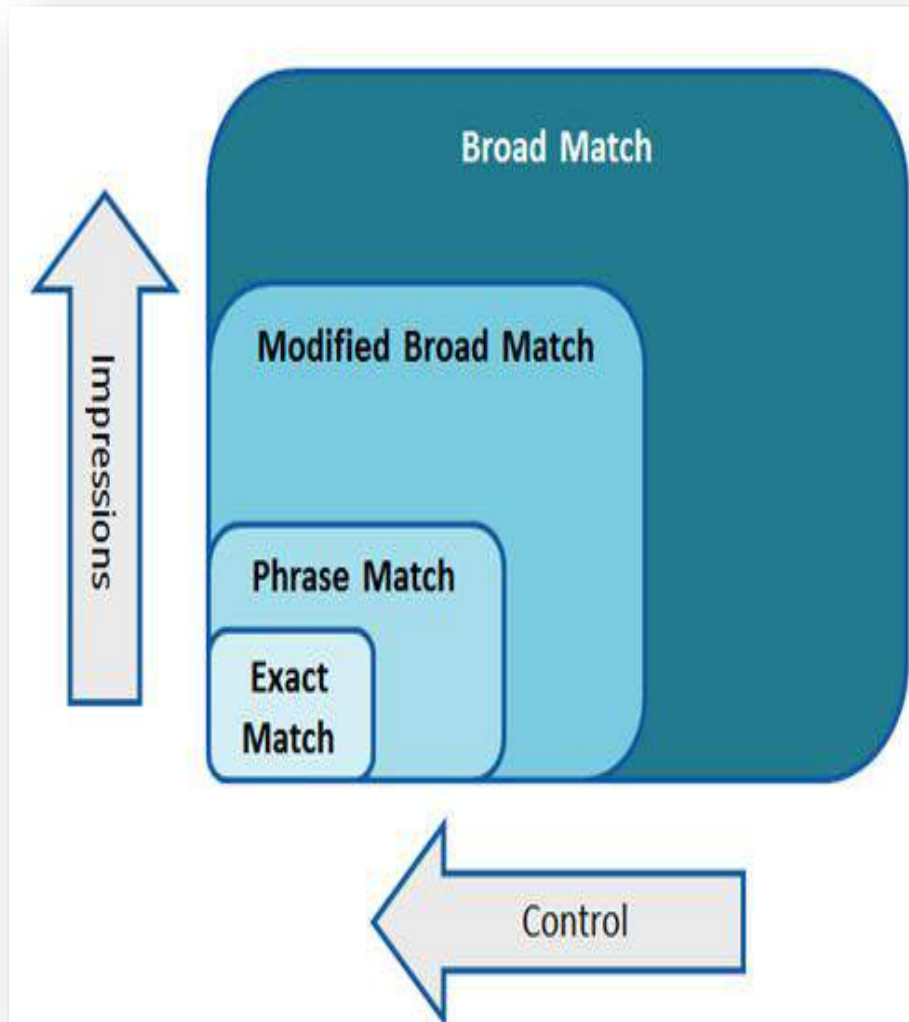
About 1,690,000 results (0.85 seconds)

Trek Bicycle Store of Toronto
3.6 ★★★★★ (38) · Bicycle Shop
1.3 km · 2063 Yonge St · (416) 481-8735
Closed now

Bike Depot Toronto
4.3 ★★★★★ (78) · Bicycle Shop
6.1 km · 1222 Bloor St W · (416) 531-1028
Closed now

Sweet Pete's Bike Shop
4.3 ★★★★★ (101) · Bicycle Shop
Independent shop for new bikes & repairs
6.1 km · 1204 Bloor St W · (416) 533-4481
Closed now

More places



Ad Groups via:

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

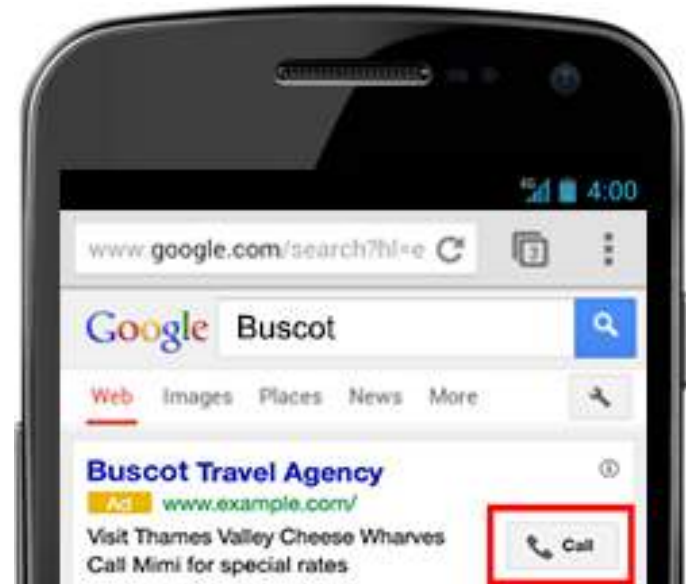
PAID SEARCH: AD WORDS EXTENSIONS

Example mobile app ⓘ

Ad www.example.com/

Example app is terrific!
Buy example app now

E [Download Example App Here](#)



- [Moz.com](https://moz.com)
- [SEObok.com](https://seobook.com)
- [BruceClay.com](https://bruceclay.com)
- [SearchEngineWatch.com](https://searchenginewatch.com)
- [SearchEngineJournal.com](https://searchenginejournal.com)
- [Mattcutts.com/blog/](https://mattcutts.com/blog/)

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 knowledgeable posts to that promote your thought leadership.



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.

YOU CAN'T BE EVERYWHERE

STRATEGY

WHY

OBJECTIVES

MEDIA

WHAT

CONTENT

SOCIAL

WHO

NETWORKS



Source: Christopher S. Penn

- 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**

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						




FACEBOOK AUDIENCE TARGETING




I want to target special offers to college students in this city, Birmingham


Good targeting




Gender: Males & females
Age: 18-22
Location: Birmingham
Interests: Pizza, Italian food, takeouts, Italian pizza, Pizzas, Pizza Napolenta, Pizza rolls, Pizza ristorante, Italian food lovers, Italian cuisine
Education: In College













Bad targeting



Gender: Males & females
Age: 13-65
Location: United Kingdom
Interests: Food
Education: All

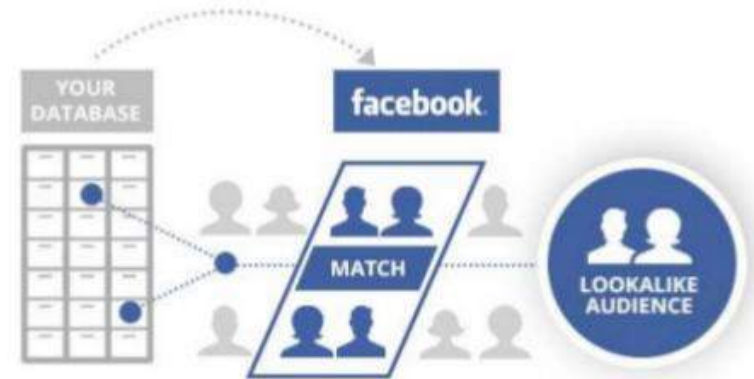
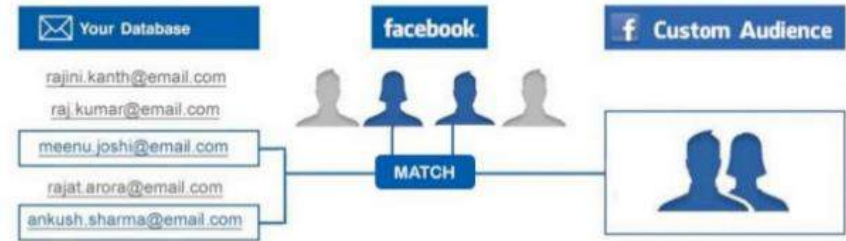


-  Boost your posts
-  Promote your Page
-  Send people to your website
-  Increase conversions on your website
-  Get installs of your app
-  Increase engagement in your app
-  Reach people near your business
-  Raise attendance at your event
-  Get people to claim your offer
-  Get video views

Source: FanPageToolKit

FACEBOOK CUSTOM AUDIENCES

- 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

RESOURCES

- Social Media Explorer
- Social Media Examiner
- Facebook Ads Tutorials



[Facebook.com/ads](https://www.facebook.com/ads)

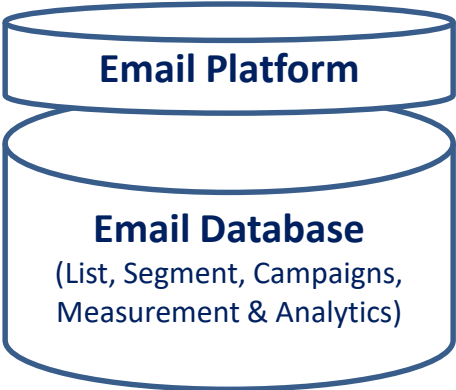
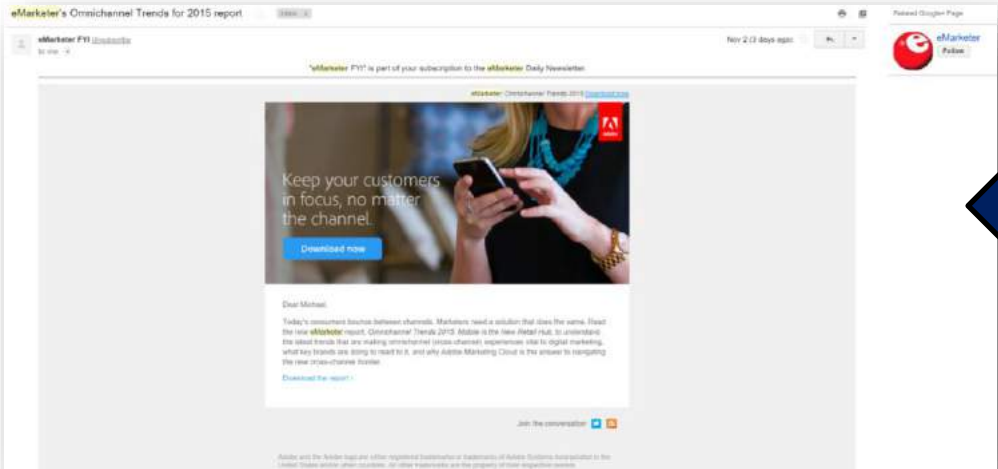
<https://youtu.be/Ed8qoNP1tdo?list=PL1DCB23F4A6FB9619>



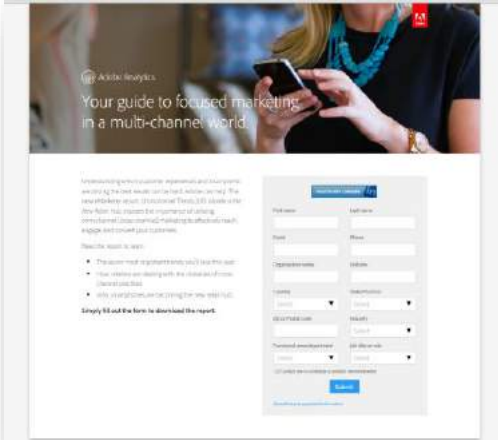
EMAIL

EMAIL MARKETING IS MORE THAN THE EMAIL

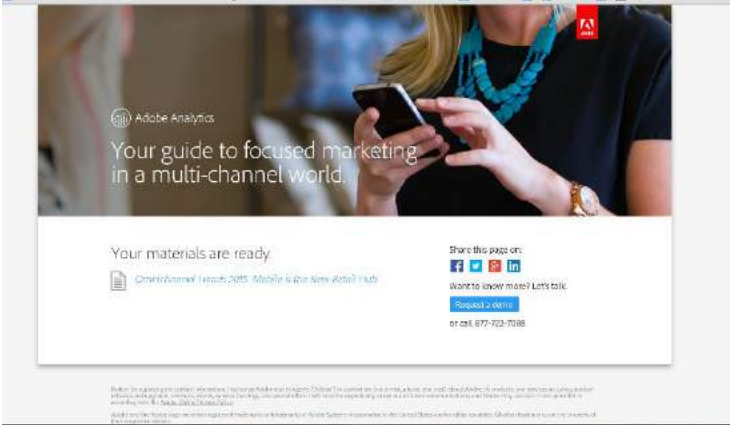
1. Starts here with email communication (targeted, list)



2. Landing Page – Auto fill form (LinkedIn API)



3. Confirmation – Closing of CX loop



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

CALL TO ACTION



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?

Receive 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 RECEIVE FROM THE CRAFT BREWERY BOOTCAMP:

- 1 Weekly Research Delivered Straight to Your Inbox**
Sign up to be the first to receive 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 Receive 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!

CALL TO ACTION

SIGN ME UP FOR THE CRAFT BREWERY BOOTCAMP

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

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**?

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**?

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?

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



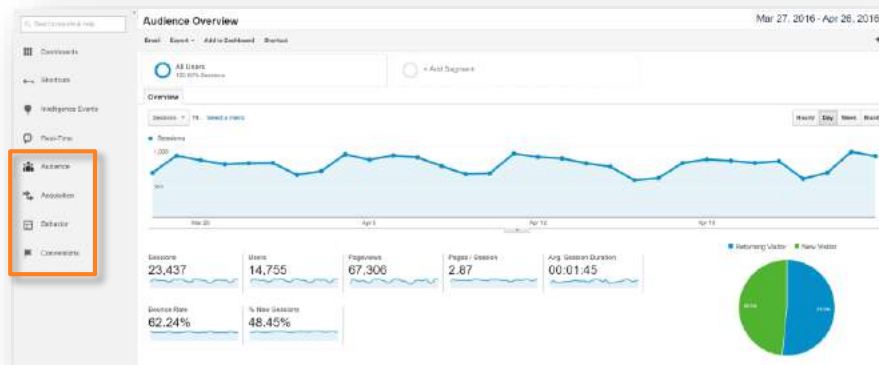
Conversions

▶ Goals

▶ Ecommerce

▶ Multi-Channel Funnels

▶ Attribution



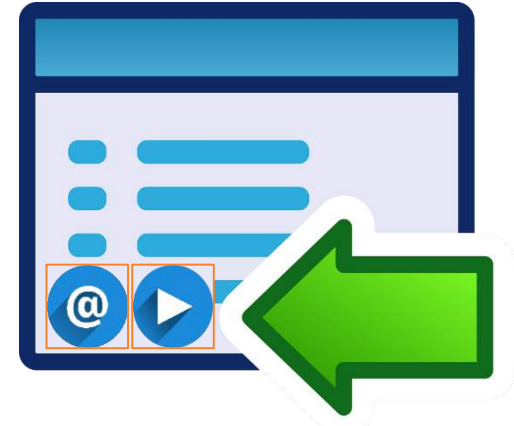
CONVERSIONS MAKE A DIFFERENCE



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

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%

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

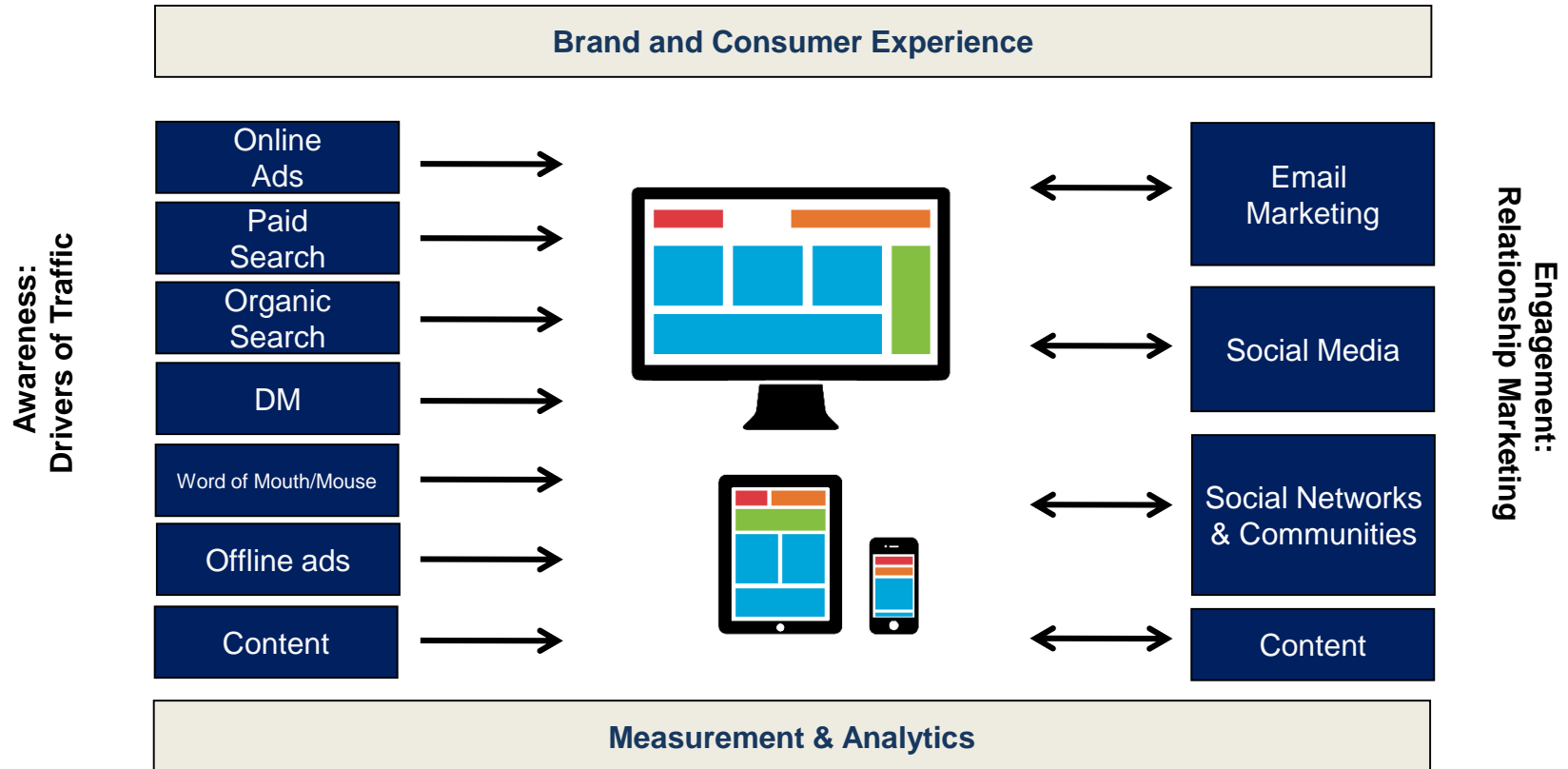
kaushik.net/avinash/



Google Analytics Academy

analyticsacademy.withgoogle.com

DIGITAL MARKETING



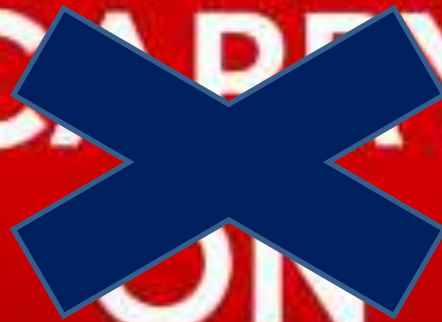
Be curious
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**KEEP
CALM
AND**

**CARRY
ON**



**DIVE
IN!**

Thank You.

Questions?

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