Digital Marketing

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For Tallahassee Business Leaders
20 January 2011

Ground Rules

- Silence any technology that makes noise (cell phones, especially!)
- Participate fully
- Arrive on time
- Complete any assignments to keep up with the course content each week

Introductions

- Name
- Business(es), organization(s)
- Experience with marketing
- Current web presence
- What you hope to learn from this course

Benefits of this Course

- The course is *fully* customized to your businesses and your needs.

- Following each class, all content and tools will be placed on the course website for your convenience.

  http://gabrielleconsulting.com/digitalmarketing

- My goal is to simplify complex concepts and to provide you with free tools for you to improve your marketing efforts after this course.

Tentative Schedule

Digital Marketing Course	
20 January	Websites, Metadata, Search Engine Optimization, Social Networking
27 January	Facebook Pages, Fans and Events, YouTube, LinkedIn, Twitter, Cross-Promotion
3 February	Email Campaigns, Blogs, Facebook Campaigns
10 February	Market Research, Competitor Analyses, Customer Feedback, Testimonials
17 February	Search Engine Rankings, More on SEO, E-Commerce
24 February	Progress Reports and Action Plans for Digital Marketing

Overall Course Objectives

- Leverage digital marketing initiatives for email campaigns, blogs, online promotions, and effective social networking including via Facebook.

- Write effective metadata, use cross-promotion, and implement other website design and development strategies to improve search engine rankings.

- Conduct beneficial research to be responsive to target consumers and generate leads, increase sales, and enhance market reach.

- Achieve better results with marketing spending and track return on investment.

Today's Learning Objectives

1. Explain general consumer behavior

2. Leverage Web 2.0 and other technology for marketing and brand reinforcement

3. Write effective metadata and implement other effective search engine optimization strategies

   - FREE tools
   - Competitor analyses

4. Capitalize on the ability to create a sense of community and relationships including through:

   - Social networking
   - Customer reviews

Consumer Trends

- Technology-focused
  - Web 2.0
  - Social networking
  - Search-engine driven
- Information-driven, changing frequently
- Green
- Throwback
  - People want a voice, not a hard sell.
  - Consumers are tired of technology barriers.

Creative Marketing

- Businesses
  - Price products lower
  - Gain from new needs
  - Build sense of relationship
- Non-profit organizations
  - Hold fundraising events, silent auctions
  - Recognize volunteers
  - Hold media events
  - Create lower price points for sponsors
  - Build sense of community

Add Value

Creative Marketing

- Associations
  - Adapt to new needs
  - Provide membership incentives
  - Increase retention efforts
  - Develop creative ideas for new revenue
  - Plan strategically for the future
  - Build sense of relationship
  - Create sense of community

Add Value

Recent Developments: Facebook Surpasses Google
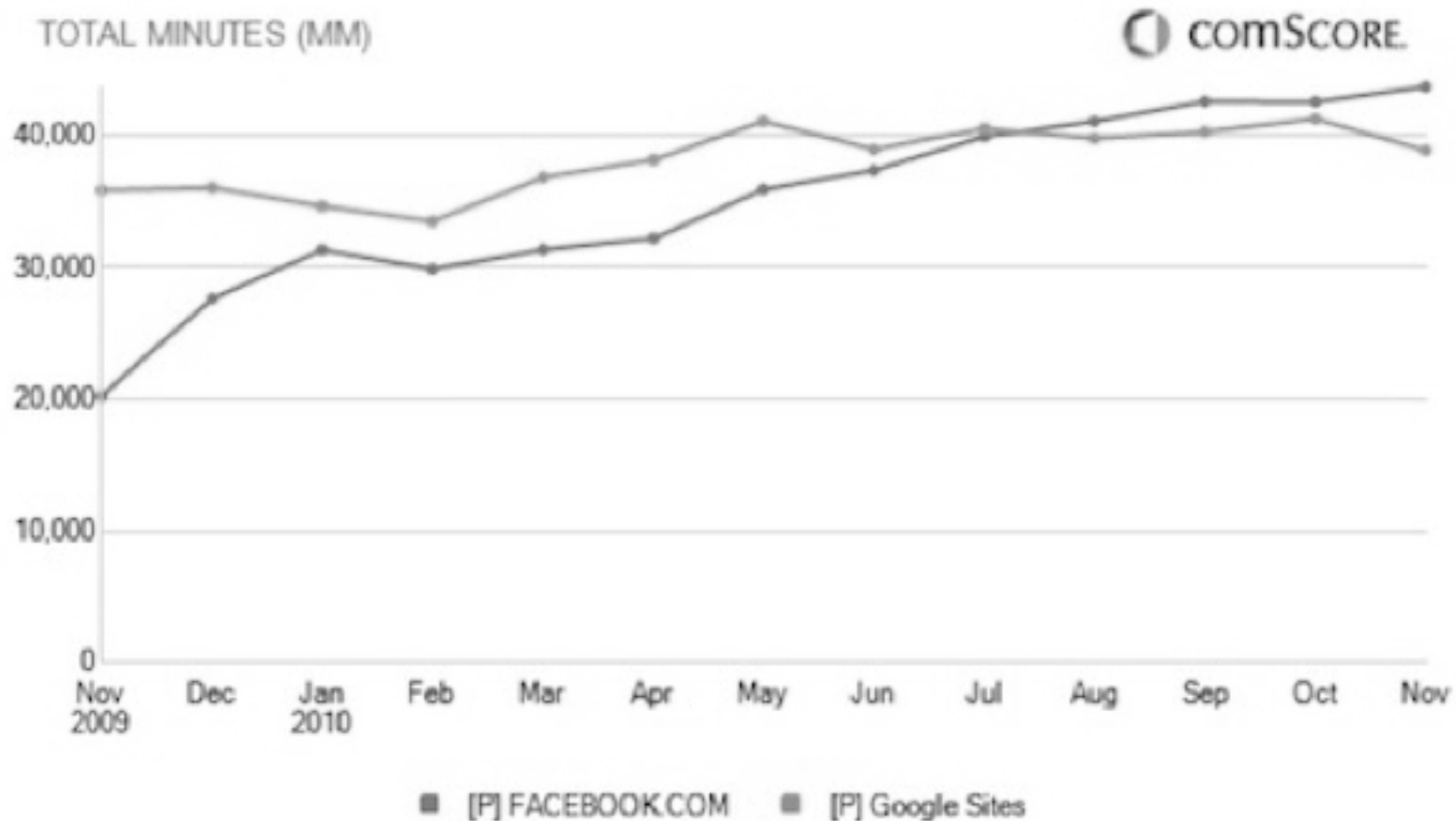
Source: ComScore, Dec. 2010

7 Online Marketing Trends - 2011

1. Social media marketing goes mainstream.
2. Mobile hits its stride.
3. Content marketing expands in new venues.
4. Marketing goes real-time, not just watching issues for PR and potential fires.

* Source: ClickZ, Jan. 2011
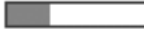
Social Network Ad Spending Worldwide, 2009-2011
billions and % change

- 2009: $2.53 (26.6%)
- 2010: $3.30 (30.7%)
- 2011: $4.26 (29.1%)
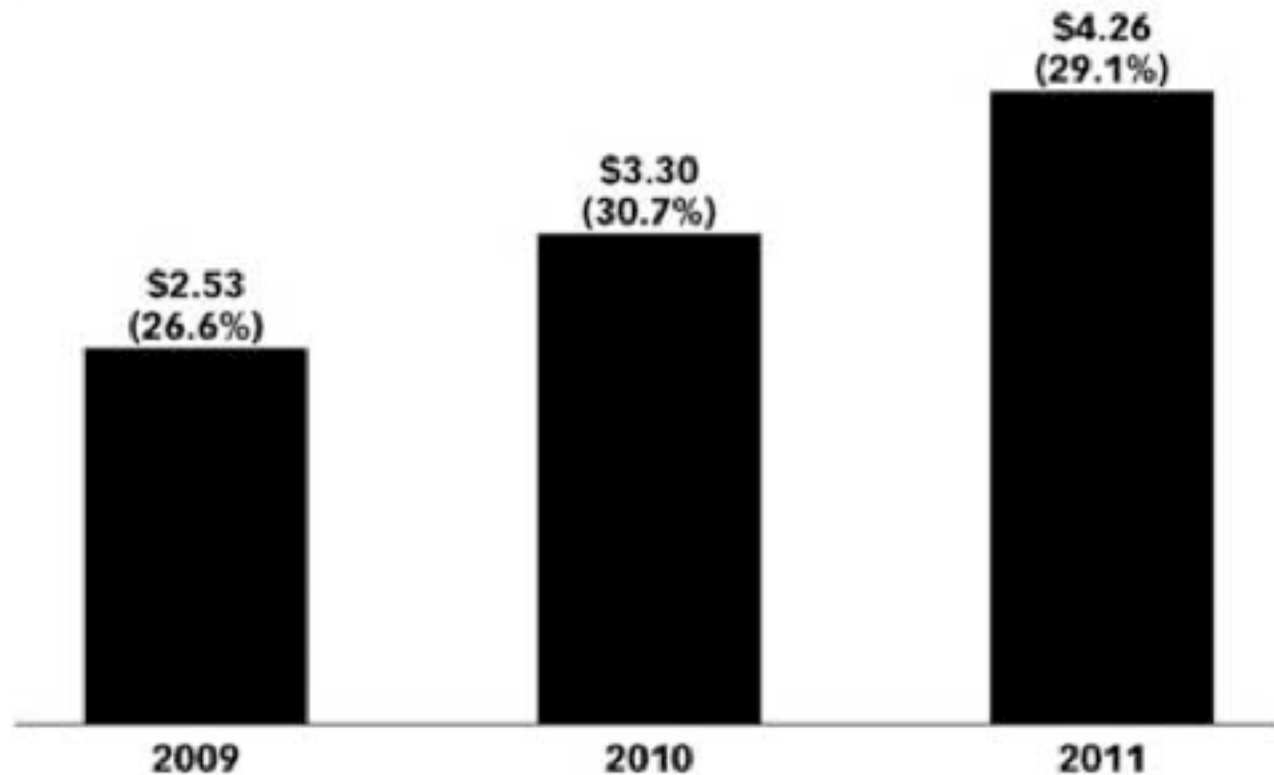
Note: growth rate based on unrounded figures
Source: eMarketer, July 2010

118039   www.eMarketer.com

Top 20 Websites

The following report shows **websites** for the industry '**All Categories**', ranked by **Visits** for the **week** ending **01/15/2011**.

Rank	Website	Visits Share	
1.	Facebook	10.38%	
2.	Google	7.41%	
3.	Yahoo! Mail	3.09%	
4.	YouTube	3.04%	
5.	Yahoo!	2.39%	
6.	Bing	1.50%	
7.	Yahoo! Search	1.43%	
8.	Windows Live Mail	1.03%	
9.	Gmail	0.99%	
10.	msn	0.91%	
11.	Aol Mail	0.72%	
12.	eBay	0.72%	
13.	Yahoo! News	0.60%	
14.	AOL	0.49%	
15.	Wikipedia	0.48%	
16.	Amazon.com	0.43%	
17.	Pogo	0.38%	
18.	MySpace	0.37%	
19.	The Weather Channel - US	0.27%	
20.	Yahoo! Finance	0.25%	

* Source: Experian Hitwise, Jan. 2011

Top 20 Real Estate Websites

The following report shows **websites** for the industry '**Business and Finance - Real Estate**', ranked by **Visits** for the **week** ending 01/15/2011.

Rank	Website	Visits Share	
1.	Yahoo! Real Estate	10.36%	
2.	FrontDoor Real Estate	5.54%	
3.	Realtor.com	5.46%	
4.	Zillow	4.02%	
5.	Trulia.com	3.42%	
6.	Rent.com	2.42%	
7.	Homes.com	2.10%	
8.	ZipRealty	1.79%	
9.	Apartment Guide	1.54%	
10.	MyNewPlace	1.37%	
11.	Apartments.com	1.14%	
12.	Rentals.com	1.13%	
13.	ForRent.com	1.07%	
14.	MSN Real Estate	0.99%	
15.	RE/MAX Real Estate	0.96%	
16.	LoopNet	0.92%	
17.	HomeAway	0.80%	
18.	Weichert.com	0.73%	
19.	HotPads.com	0.73%	
20.	HomeFinder	0.72%	

Source: Experian Hitwise, Jan. 2011

Total U.S. mobile market & smartphone market[10]

While 40 percent of those who purchased a smartphone in the last six months chose one with the Android operating system (OS), when it comes to overall consumer market share, Android OS (25.8%) is still behind Apple iOS (28.6%). RIM Blackberry's position is less clear: Its share (26.1%) puts it within the margin of error of both Apple iOS and Android, making it statistically tied with both Apple for first and Android for third.

Total Market Share
November 2010, Mobile Insights, National

- Feature phone
- Smartphone

Smartphone OS Share
November 2010, Mobile Insights, National

69.1%

30.9%

RIM Blackberry OS 26.1%

Apple iOS 28.6%

Other 19.5%

Android OS 25.8%
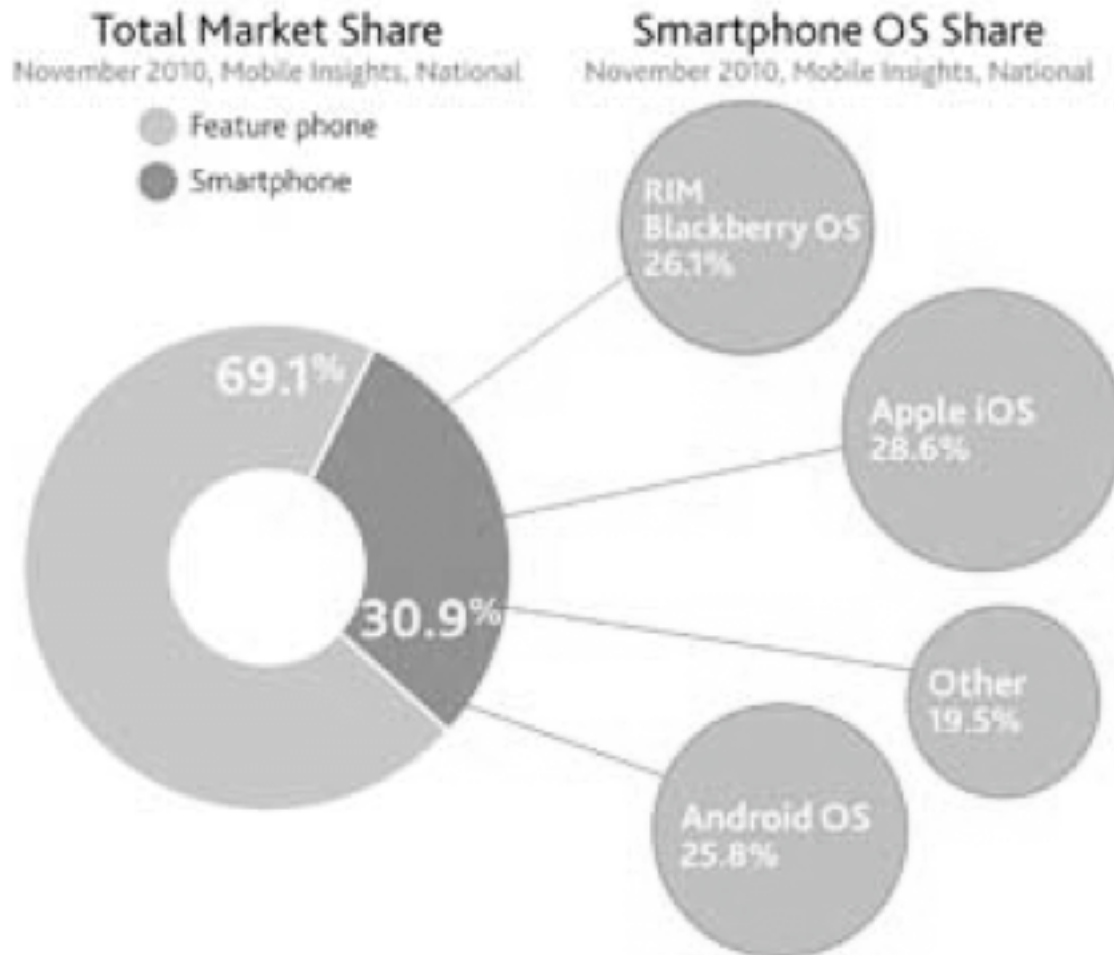
Source: The Nielsen Company, Jan. 2011

Beyond Mobile

US Tablet and iPad Sales, 2010-2012
millions of units, % of total and % change

	2010	2011	2012
iPad sales	8.5	19.4	30.1
—% change	-	127%	55%
—% of total tablet sales	88%	81%	74%
Total tablet sales	9.7	24.0	40.6
—% change	-	147%	70%

Source: eMarketer, Dec 2010

122241   www.eMarketer.com

* Source: eMarketer, Dec. 2010

7 Online Marketing Trends - 2011

5. Online retail continues to take market share from other channels.

6. Integrated marketing comes of age.

7. Metrics move into the spotlight for social media.

Source: ClickZ, Jan. 2011

How Do People Find You?

Google

- Up to 70% of web traffic goes to top 3 results
- Paid clicks usually cost $7-8 per click
- Free results are more credible than paid

SEO

- Search Engine Optimization

Pagerank

- Numeric value that represents how important a page is on the web
- Cross-linking is important

PR(A) = (1-d) + d(PR(t1)/C(t1) + ... + PR(tn)/C(tn))

PageRank = 0.15 + 0.85 * (a "share" of the PageRank of every page that links to it)

Importance of Interface Features

Relative Importance of Interface Features

Source: Seneler, Basoglu & Daim 2009

Feature	Average Importance (Percentage)
Speed	54.9%
Minimal Memory Load	17.8%
Adaptive Behavior	13.5%
Content Density	10.8%
Customization	3.0%
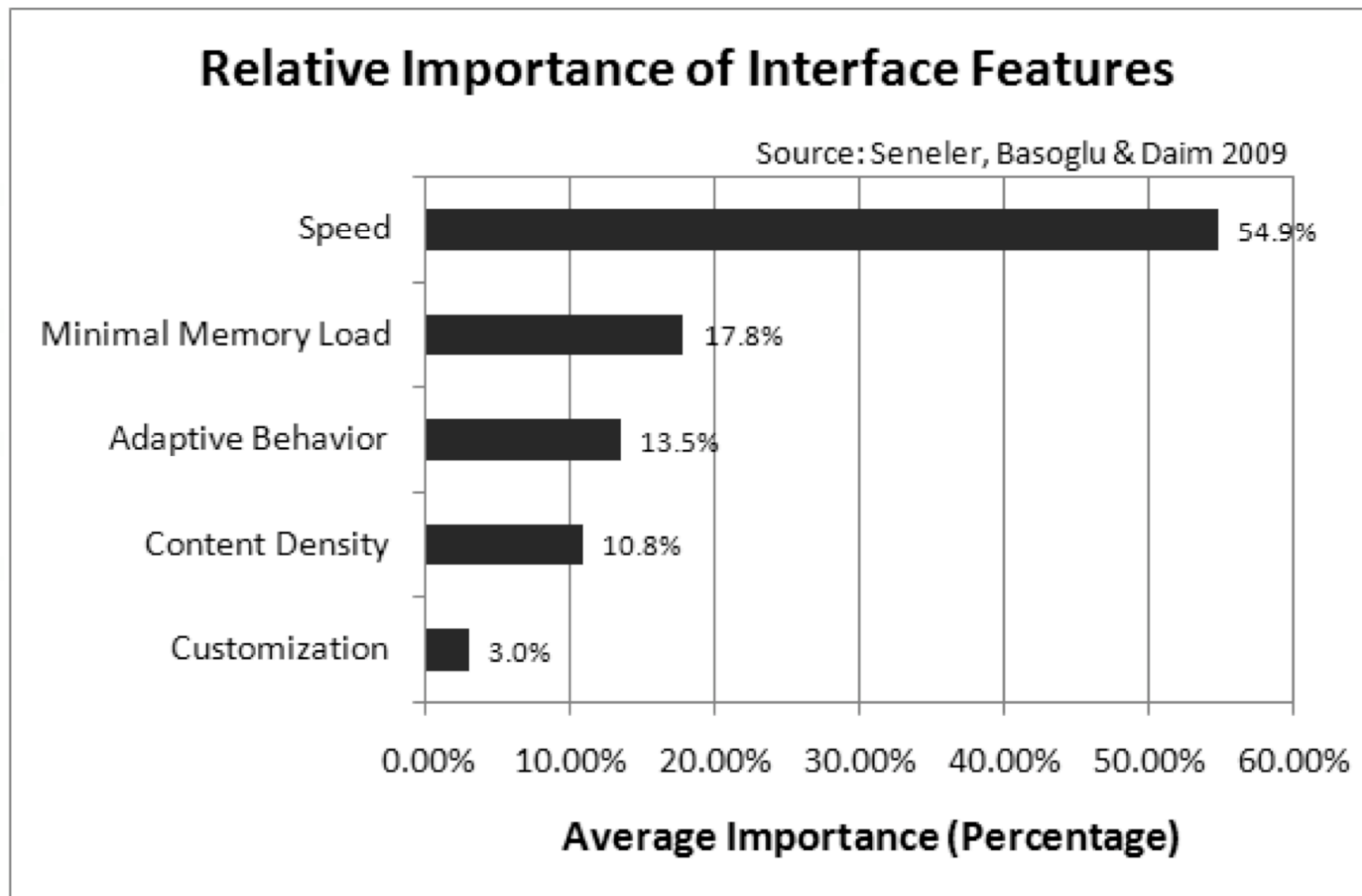
Costs of Clickthrus, Impressions, and Leads

- Advertisers pay as little as $8.95 per thousand impressions and an average of $1.20 per lead.

- Advertisers pay much more for targeted traffic, with prices as high as $50.00 per lead (including the contact information from someone interested in learning more).

Cross Promote

- Blogs
  - Keep them current
- YouTube
  - Get votes on videos
- LinkedIn
- Twitter
- Facebook
  - Don't update status too much

eb 2 Icons

Value of Facebook Fans

- Vitrue calculated value at $3.60
- Based on impressions from news feed
- 1 million fans equals at least $3.6 million in equivalent media over a year
- Range .44 - 3.6 impressions
- Engagement increases value

AdWeek, 14 April 2010

Value of Facebook Communities

- Starbucks - $20.7 million, 7 million likes
- Coke - $4.6 million, 5.5 million likes

Vitrue's Social Page Evaluator- calculates potential worth based on *their* best practices

http://evaluator.vitrue.com

Marketing Your Website

- Check out your competition
- View source
- Ensure metadata (keywords, description, title, ALT tags, etc.) are effective
- Take advantage of free marketing options
- Consider industry publications and other paid marketing options

Website Rules of Thumb

- If your website is more than 3 years old, consider a redesign.

- If you still have a "splash" page, remove it.

- Don't have more than 2 moving items on a web page at any given time.

- Try to reduce volume of text to prevent scrolling on homepage.

- Cross-promote, cross-link, reinforce brand, market yourself with innovation!

Metadata

- Page Title
- Description
- Keywords
- ALT Tags

Metadata Description

- Character Limit- Typically 200-250
- When limit is exceeded, some search engines may bump you

Metadata Description Examples

- The Space a Feather Oaks located in Tallahassee, FL holds Private Parties , corporate retreats & events

- Teresa Turner Realty Services, LLC - Teresa Turner: Providing real estate service in Tallahassee Florida Home

- Everyday solitude tips from Elizabeth, Geralyn and guest bloggers.

- meta name="keywords" content=""

Metadata Title

- Character Limits- Google 160, Yahoo 165, MSN 200

- When limit is exceeded, some search engines may bump you

- Default page name in some software is "Home" - be sure to change it

- Unique title is needed for each page

Metadata Title Examples

- Teresa Turner - Teresa Turner Realty Services, LLC - Tallahassee Florida Real Estate - Home

- http://liciaberry.com

- Joan H. Raley, REALTOR® 2010 - Homes for sale in Tallahassee, Florida

- Blog - Elizabeth Barbour - Speaking, Coaching & Retreats

- Blog- Solitude Retreats

- NATIVENURSERIES.COM

- http://www.jhardy.myarbonne.com/

- Top Hat Limo and Sedan Services of Tallahassee - Luxury Limousine and Transportation Service

- The Space at Feather Oaks | Corporate Retreats & Events | Weddings | Wellness Classes | Private Parties | Wine Tastings

Metadata Keywords

- Character Limits- No real limits on most search engines but figure first 20 words as most important

- No real consequence when limit is exceeded

- Doesn't carry as much weight as it once did with SEO, but still important

Keywords

- Don't use capitalization.
- Don't use plurals.
- Put most important search terms at the top of the list.
- For local organizations, regionalize search terms.
- Add unique descriptors.

Metadata Keywords Example

- "Tallahassee Florida Real Estate, Teresa Turner, Teresa Turner Realty Services, LLC, tallahassee foreclosures, tallahassee reos,foreclosed homes in Tallahassee Florida, Tallahassee short sales, Tallahassee Foreclosure Help, tallahassee realty, tallahassee realty services, Teresa Turner - Teresa Turner Realty Services, LLC - Tallahassee Florida Real Estate"

   DO NOT use words like retail, sale, etc.

Metadata Keywords Example

- "tallahassee limo, tallahassee tour of lights, limo tour of lights tallahassee, tallahassee travel bus,tallahassee tour charter bus,tallahassee coach,tallahassee bus transport,tallahassee luxury motorcoach,tallahassee motorcoach,tallahassee sightseeing tour,tallahassee party bus,tallahassee limo bus,tallahassee luxury bus, limousine bus,tallahassee prom limo,tallahassee prom bus,tallahassee prom,valdosta prom,perry prom,limousine tallahassee,tallahassee excursion limo,tallahassee navigator limo,tallahassee wedding limo,tallahassee limousine,tallahassee corporate transport,tallahassee super stretch lincoln town car,tallahassee trolley,tallahassee excursion limo,tallahassee classic limo,tallahassee vintage limo,tallahassee trolley,tallahassee party bus,tallahassee car service,tallahassee sedan service,mikes limo,tallahassee limousine,limo service tallahassee,mikes limousine,tallahassee motorcoach,north florida prom,south georgia limo,atlanta limo,jacksonville limo,panama city limo,southeastern limo,pensacola limo,albany ga limo,valdosta limo,lake city limo,tallahassee 300m limo,tallahassee rolls limo,tallahassee cadillac limo,moultrie limo,north florida limo,corporate travel tallahassee,sedan tallahassee,corporate transportation tallahassee,towncar tallahassee,tallahassee elite car service,tallahassee elite limo,classiclimo.com,tallahassee classic limousine,limousine tallahassee,tallahassee party limo,tallahassee navigator limo,tallahassee wedding,tallahassee hummer limo,tallahassee excursion limo,tallahassee classic limo,tallahassee elegant limo,tallahassee limo service,tallahassee airport service,tallahassee car service,sedan service tallahassee anniversary,tallahassee homecoming,tallahassee bar mitzvah,fsu grad limo,famu grad limo,tallahassee football limo,tallahassee black towncar,tallahassee corporate town car,tallahassee corporate transport,tallahassee airport transport,tallahassee safe passenger transport,tallahassee reliable airport transfer,tallahassee airport pick up,tallahassee airport drop off,tallahassee affordable transport service,tallahassee shuttle service,tallahassee large party

Metadata Keywords Example

- "hotel near the crown center plaza, kansas city hotels, missouri hotels, meeting hotel in kansas city, wedding hotel in kansas city, hotel near hallmark crown center, shopping hotel kansas city"

  Which hotel do you think this is?

ALT Tags

- Help drive traffic to website and ensure Section 508 accessibility
- alt="Follow liciaberry on Twitter"

Change in Facebook Users 2010-11

	As of 1/04/2010		As of 1/04/2011		
Gender	**Users**	**Percentage**	**Users**	**Percentage**	**Growth**
US Males	43,932,140	42.6%	63,645,480	43.4%	44.9%
US Females	56,026,560	54.3%	80,711,340	55.0%	44.1%
Unknown	3,126,820	3.0%	2,448,180	1.67%	-21.7%
Total US	103,085,520	100.0%	146,805,000	100.0%	42.4%
Age	**Users**	**Percentage**	**Users**	**Percentage**	**Growth**
13-17	10,680,140	10.4%	13,114,780	8.9%	22.8%
18-24	26,075,960	25.3%	45,406,460	30.9%	74.1%
25-34	25,580,100	24.8%	33,171,080	22.6%	29.7%
35-54	29,917,640	29.0%	39,595,900	27.0%	32.3%
55+	9,763,900	9.5%	15,516,780	10.6%	58.9%
Unknown	1,067,780	1.0%	0	0.0%	-100.0%
Geography	**Users**	**Percentage**	**Users**	**Percentage**	**Growth**
New York	2,934,580	7.0%	4,369,820	3.0%	48.9%
Chicago	1,803,620	4.3%	3,007,720	2.0%	66.8%
Los Angeles	2,166,840	5.1%	2,931,480	2.0%	35.3%
Miami	1,113,540	2.6%	1,638,240	1.1%	47.1%
Houston	1,361,820	3.2%	2,262,600	1.5%	66.1%
Atlanta	1,967,720	4.7%	2,497,700	1.7%	26.9%
Washington DC	1,429,760	3.4%	1,682,460	1.1%	17.7%
Philadelphia	1,181,760	2.8%	1,564,940	1.1%	32.4%
Boston	872,460	2.1%	1,065,560	0.7%	22.1%
San Francisco	583,460	1.4%	740,040	0.5%	26.8%
Current Enrollment	**Users**	**Percentage**	**Users**	**Percentage**	**Growth**
High School	7,989,620	7.8%	7,292,080	5.0%	-8.7%
College	3,521,900	3.4%	11,748,840	8.0%	233.6%
Alumni	32,350,260	31.4%	36,441,600	24.8%	12.6%
Unknown	59,223,740	57.5%	91,322,480	62.2%	54.2%

Source: iStrategyLabs.com, Jan. 2011

Change in Facebook Users 2009-10

| Age	Users	Percentage	Users	Percentage	Growth
13-17	5,674,780	13.5%	10,680,140	10.4%	88.2%
18-24	17,192,360	40.8%	26,075,960	25.3%	51.7%
25-34	11,254,700	26.7%	25,580,100	24.8%	127.3%
35-54	6,989,200	16.6%	29,917,640	**29.0%**	328.1%
55+	954,680	2.3%	9,763,900	9.5%	**922.7%**
Unknown	23,480	0.1%	1,067,780	1.0%	4447.6%
Geography	**Users**	**Percentage**	**Users**	**Percentage**	**Growth**
New York	1,622,560	3.9%	2,934,580	2.8%	80.9%
Chicago	797,040	1.9%	1,803,620	1.7%	126.3%
Los Angeles	636,160	1.5%	2,166,840	2.1%	240.6%
Miami	627,840	1.5%	1,113,540	1.1%	77.4%
Houston	560,520	1.3%	1,361,820	1.3%	143.0%
Atlanta	535,300	1.3%	1,967,720	1.9%	**267.6%**
Washington DC	526,460	1.3%	1,429,760	1.4%	171.6%
Philadelphia	498,220	1.2%	1,181,760	1.1%	137.2%
Boston	440,500	1.0%	872,460	0.8%	98.1%
San Francisco	264,460	0.6%	583,460	0.6%	120.6%
Current Enrollment	**Users**	**Percentage**	**Users**	**Percentage**	**Growth**
High School	5,627,740	13.4%	7,989,620	7.8%	42.0%
College	7,833,280	18.6%	3,521,900	3.4%	-55.0%
Alumni	4,756,480	11.3%	32,350,260	31.4%	580.1%
Unknown	23,871,700	56.7%	59,223,740	57.5%	148.1%
Interests	**Users**	**Percentage**	**Users**	**Percentage**	**Growth**
Sex	72,100	0.2%	844,600	0.8%	1071.4%
Drugs	25,440	0.1%	28,800	0.0%	13.2%
Rock and Roll (Music)	3,901,600	9.3%	1,375,080	1.3%	-64.8%

Contact: Peter Corbett, Peter@iStrategyLabs.com
Source: Facebook's Social Ads Platform
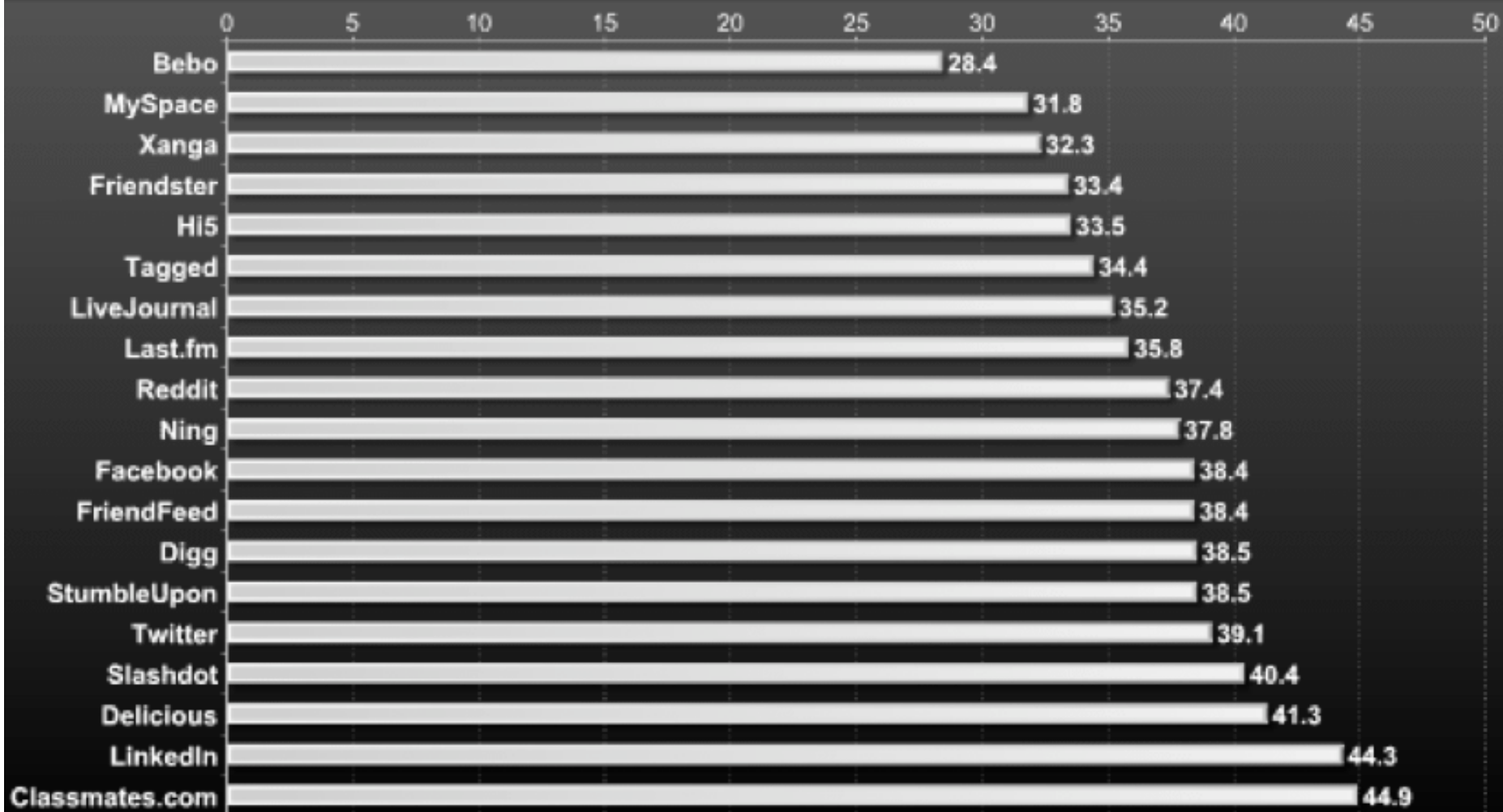
Distribution in U.S. on Facebook
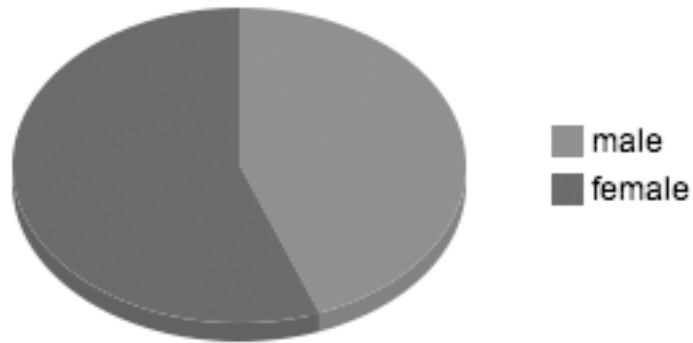
United States Age Distribution

male
female

<= 13
14-17
18-24
25-34
35-44
45-54
55-64
65+
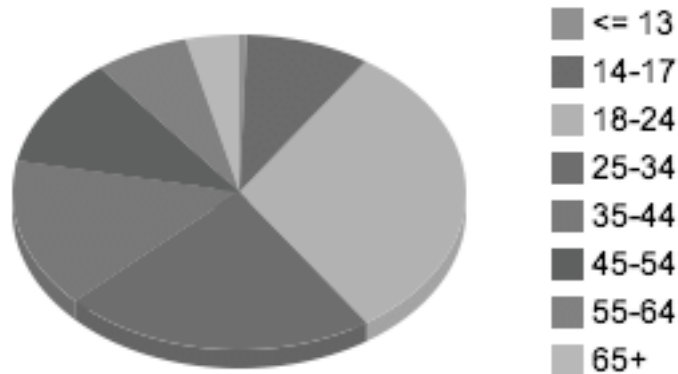
Source: checkfacebook.com retrieved 20 January 2011

Estimated average age on social network sites
United States

Site	Age
Bebo	28.4
MySpace	31.8
Xanga	32.3
Friendster	33.4
Hi5	33.5
Tagged	34.4
LiveJournal	35.2
Last.fm	35.8
Reddit	37.4
Ning	37.8
Facebook	38.4
FriendFeed	38.4
Digg	38.5
StumbleUpon	38.5
Twitter	39.1
Slashdot	40.4
Delicious	41.3
LinkedIn	44.3
Classmates.com	44.9

Estimated average age on social network sites

Content of Tweets
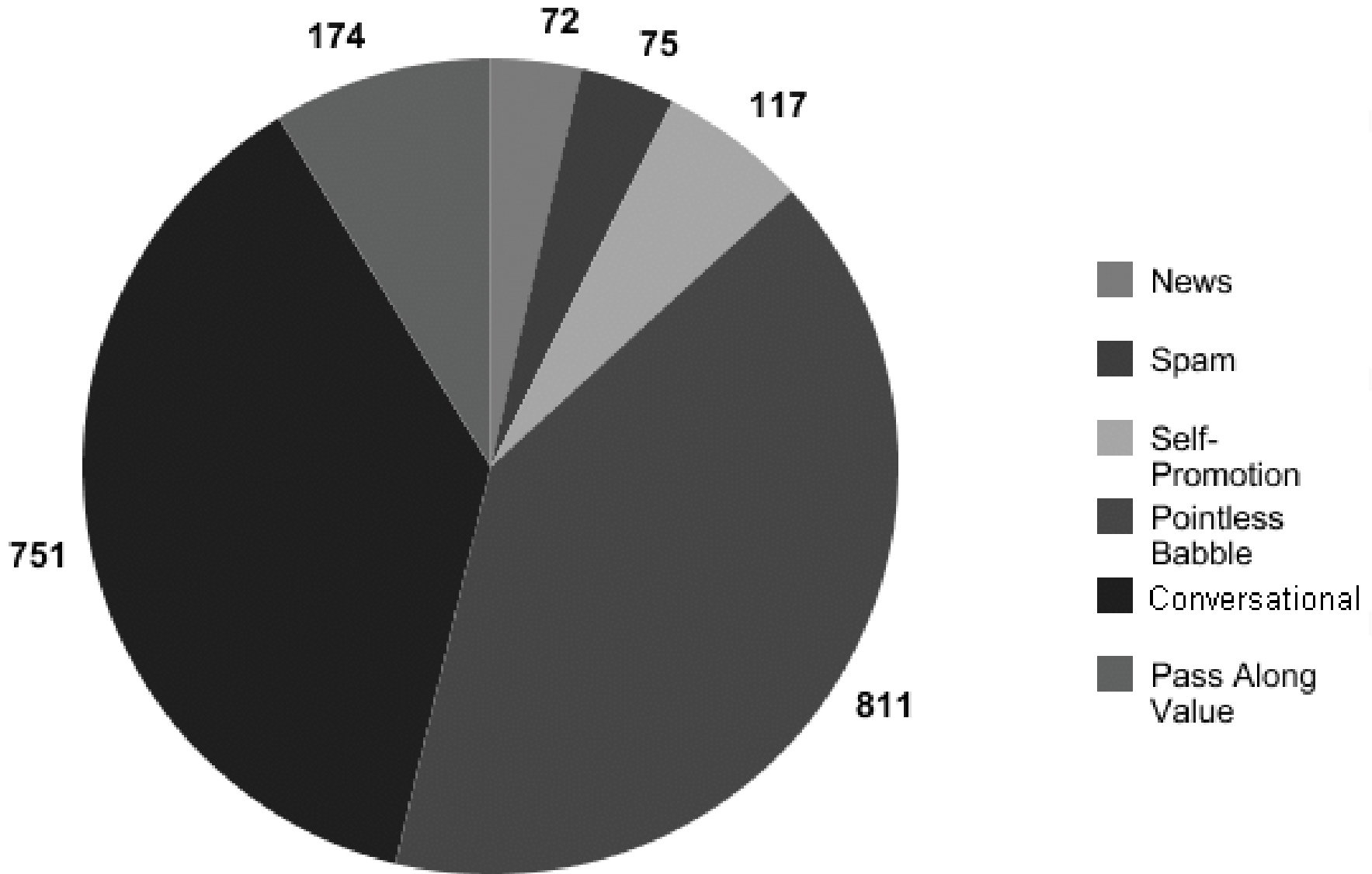
Pear Analytics, 2010

Twitter Followers
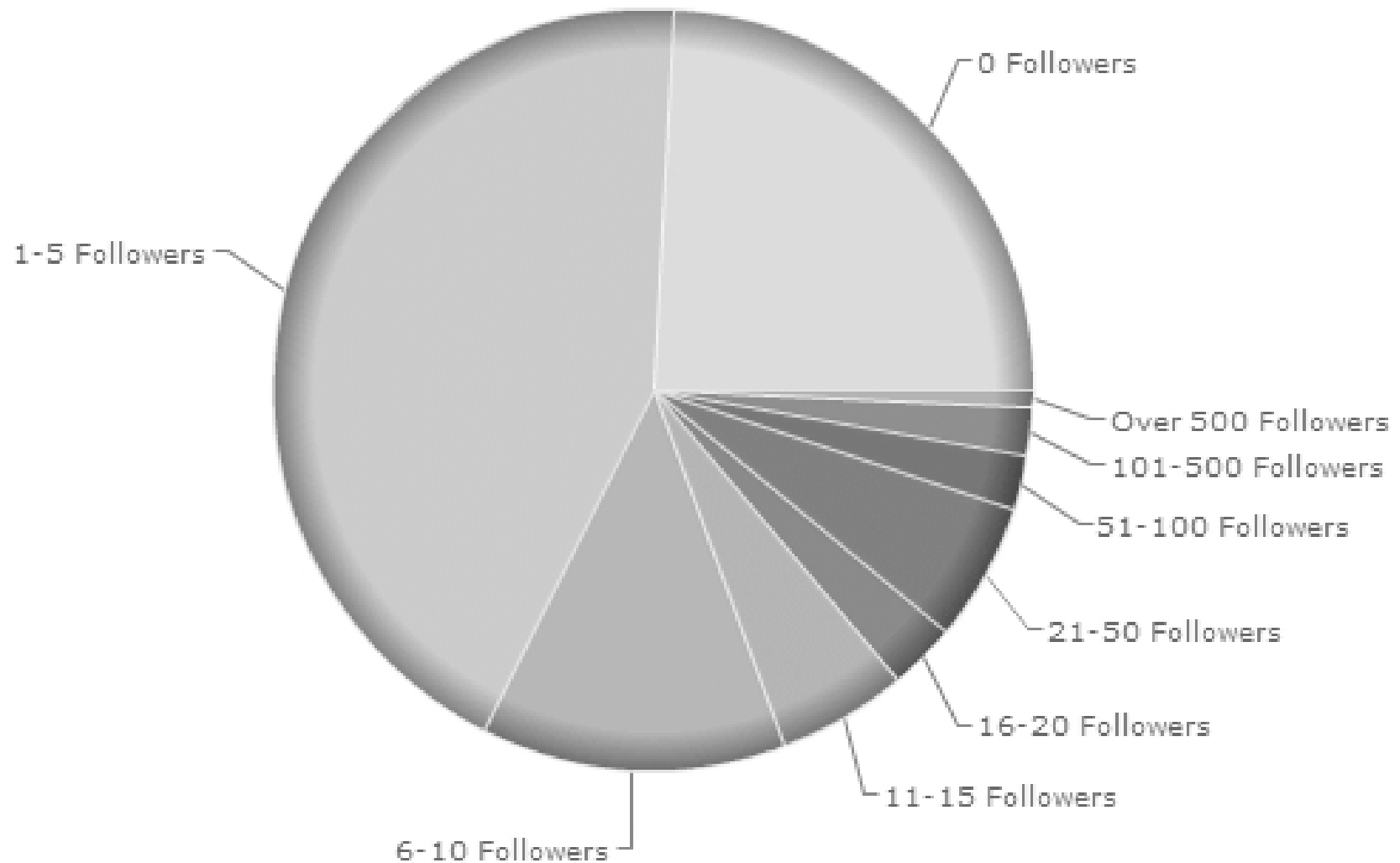
RJMetrics, 2010

Tip 1: Create Business Fan Page Username

- http://www.facebook.com/pages/Naples-FL/Hilton-Naples/47156073601?ref=ts should be

- http://www.facebook.com/HiltonNaples

Go to http://facebook.com/username to create a custom username for yourself or your business.

My Facebook Business Page
http://www.facebook.com/GabrielleConsulting

Tip 2: Cross-Promote

- Connect all of your web presence sites to one another.
  - Social networking
  - Blogs
  - Website
- Connect with others through reciprocal links.

Tip 3: Save Time by Cross-Linking

- Facebook to Twitter link:

- http://www.facebook.com/twitter

Link Your Pages to Twitter:

	Tallahassee–Leon Community Animal Service Center Not Linked to Twitter	Link to Twitter

	Gabrielle Consulting, Inc. Linked to Twitter (as gabriellefsu) Edit Settings	✓ Linked to Twitter Unlink from Twitter

☑ Status Updates

☐ Photos

☐ Links

☐ Notes

☐ Events

Save Changes   Cancel

Tip 3: Save Time by Cross-Linking

- WordPress to Facebook link:

- http://wordpress.org/extend/plugins/share-on-facebook

- LinkedIn and Twitter are easily linked to each other through a checkbox