Digital Marketing in the Global Economy

Dr. Gabrielle K. Gabrielli
Objectives

1. Explain general consumer behavior in the digital world
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
4. Capitalize on social networking to create a sense of community
Consumer Trends

• Technology-focused
  – Social networking
  – Web 2.0
  – Search-engine driven

• Information-driven

• Green

• Throwback
  – People want a voice.
  – Consumers are tired of technology barriers.
Creative Marketing

• Businesses
  – Lower priced products
  – Gain from new needs
  – Sense of relationship

• Non-profit organizations
  – Fundraising events, silent auctions
  – Recognition for volunteers
  – Media events
  – Lower price points for sponsors
  – Sense of community
Creative Marketing

- Associations
  - Membership incentives
  - Adaptation to new needs
  - Greater retention efforts
  - Creative ideas for new revenue
  - Careful planning for the future
  - Sense of relationship
  - Sense of community
SEO

• Search Engine Optimization
1. Improved lifecycle marketing provides customers with appropriate information.
2. Segmentation is essential to delivering relevant communications.
3. Social media marketing strategies mature.
4. Content is more shareable.

*ClickZ, 2010*
5. Search marketing continues to evolve and expand.

6. Metrics continue to become more sophisticated.

7. Offline marketing continues to expand its reach online.

*ClickZ, 2010*
Global Reach of Facebook
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
The Value of Great Content

...when a video goes viral on YouTube

• Connect with audience
  – Know who you want to reach
  – Create a relationship with them
  – Actively build audience base

• Add meaningful metadata
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).
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
Local business results for jeweler near Des Moines, IA

Josephs Jewelry Stores
www.josephsjewelers.com - (515) 283-1961 - 5 reviews

Christopher's Fine Jewelry
christophersjewelry.com - (515) 251-4031 - 2 reviews

Iowa Diamond
www.iadiamond.com - (515) 246-8070 - 2 reviews

Brodky's Jewelers
www.brodkys.com - (515) 254-1800 - 1 review

Anglo International
www.anglodiamond.com - (515) 254-0100 - 3 reviews

Jim Russell Design
jrdzign.com - (515) 244-5808 - 1 review

Elements, Ltd.
www.elementslimited.com - (515) 277-7421 - 1 review

www.brodkys.com/☆
A simpler solution is to go online and browse through all online jewelry stores. ... At brodkys.com, our goal is to provide high quality diamond jewelry to ...

Jewelry Des Moines diamonds from an Iowa coin dealer ☆
The best jewelry Des Moines has comes from Christophers, an Iowa jewelry store. Buy Des Moines diamonds from an Iowa coin dealer and coin buyer.
Coin buyer - About Christophers Rare Coins - Iowa jewelry store christophersjewelry.com/ - Cached - Similar

Josephs Jewelers ☆
At Josephs Jewelers, we believe your style should be complimented by ... This watercolor rendition of the Des Moines skyline is available as a limited ...
Blogs

• Help drive traffic to your website
• Doesn’t cost anything but time

– http://wordpress.com
– https://www.blogger.com
– http://technorati.com/pop/blogs/ Top 100 sites, great for ideas
Importance of Interface Features

Relative Importance of Interface Features

Source: Seneler, Basoglu & Daim 2009

- Speed: 54.9%
- Minimal Memory Load: 17.8%
- Adaptive Behavior: 13.5%
- Content Density: 10.8%
- Customization: 3.0%
Cross Promote

• Blogs
  – Keep them current
• YouTube
  – Get votes on videos
• LinkedIn
• Twitter
• Facebook
  – Don’t update status too much
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)
Two Audiences

- Blog post titles should be “search engine friendly.”
- Blog post titles should also be creative.
- You need to update your blogs to keep people interested in following you.
A Cut Above the Rest

April 20, 2010 in American Gem Society, Certified Gemologist, Certified Gemologist Appraiser, Diamond Ring, Diamonds, Gemologist, Jeweler, Jewellery, Jewelry, Jewelry Appraiser, Registered Jeweler | Tags: diamond certificate, Diamonds, professional jeweler | Leave a comment

Your first lesson is about the cut of the diamond. I’m not talking shape here – this is the quality of workmanship by the cutter and the resulting performance of the diamond.

I mentioned in an earlier post, how each diamond is unique and even seemingly similar grades can vary tremendously in appearance. Let’s take that hypothetical round brilliant, one-carat, G, VS1 diamond.

What’s the quality of the cut? This factor alone can affect the price of a diamond by as much as 50% or more!! So, if you’re price shopping and comparing diamonds of equal weight with no mention of the quality of the cut, you are basing your decision on incomplete data.
Email Campaigns

- Personalize when possible.
- Make content visually appealing.
- Keep text to a minimum.
- Provide discounts or incentives to click.
- Keep frequency to less than once per 1-2 weeks.
- Include a call to action.
Cross Jewelers  Portland, Maine Since 1908

Vintage is in Vogue + "WOW" Prices = Great Opportunity

Retro and vintage styles are in; one just has to look at the jewelry worn down the red carpet at the Oscars a few weeks back to see the trend.

Why are Estate Jewelry Prices so Good? It takes the right lover of vintage fashion to fully appreciate these pieces. If you see something you love, you're in luck.

Visit our eclectic Estate Collection to see for yourself. We started with pins, for pins are often the best preserved group of Estate jewelry. We also have a number of necklaces up for you to browse.

Rings, bracelets and other fun items will certainly be added so return often to see what's new.

What's old is "new" & what's "new" may not be available tomorrow.

Balance, beauty, craftsmanship...what you can find in Estate jewelry are pieces of impeccable quality at outstanding values. See More Estate Jewelry
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.
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
Metadata

- Page Title
- Description
- Keywords
- ALT Tags
Metadata Description

• Character Limit - Typically 200-250
• When limit is exceeded, some search engines may bump you
Welcome to Adeler Jewelers, custom designers of fine jewelry since 1975. We offer gold and platinum custom jewelry designs, wedding and engagement rings, diamond brokering, coin jewelry, fine gemstones and pearls, repairs and Insurance Appraisals by our own (GIA) Graduate Gemologist.
Metadata Description Example

- Parlé 'Stones that Speak'. Design and Manufacturing of fine color gemstone Jewelry in gold and sterling silver.
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

• Adeler Jewelers | Custom Designers of Fine Jewelry since 1975
• Parlé Jewelry Designs. Fine Color Gemstone Jewelry.
• Nelson Coleman Jewelers - The Authority on Diamonds - Since 1856
• Welcome to LeighJewelers.com, Vero Beach Florida, Fine Jewelry, Watches, Diamonds, Necklaces, Earrin
• Josephs Jewelers
• OmiGems.com
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.
ALT Tags

• Help drive traffic to website and ensure Section 508 accessibility
• alt="Nelson Coleman Jewelers - The Authority on Diamonds - Since 1856"
Free Website Promotion

• Exchange links with other organizations and businesses
• Take advantage of free website submission tools like http://addme.com
Stats

Usage summary for gabrielleconsulting.com

- Pages / Files / Hits
- Visits / Sites

May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr

Total KBytes: 2710426

Visits: 3633

Pages / Files / Hits:
- May: 52948
- June: 3633
- July: 3633
- August: 3633
- September: 3633
- October: 3633
- November: 3633
- December: 3633
- January: 3633
- February: 3633
- March: 3633
- April: 3633
I’ve attracted visitors, now what?

- Website must:
  - Be well designed
  - Provide appealing headline, image
  - Attract clicks
  - Drive traffic
  - Include a call to action that leads to conversions
Web 2.0 Technology

Increases:

• Collaboration
• Creativity
• Secure information sharing
• Community
• Capability
• Reciprocal communication
Examples of 2.0

- Social networking [http://facebook.com](http://facebook.com)
- Video sharing [http://youtube.com](http://youtube.com)
- Wikis [http://wikipedia.com](http://wikipedia.com)
- Blogs [http://blogger.com](http://blogger.com)
- Folksonomy [http://flickr.com](http://flickr.com)
Target Marketing

• Geographic segmentation – based on location such as home addresses
• Demographic segmentation – based on measurable statistics, such as age or income
• Psychographic segmentation – based on lifestyle preferences, such as being urban dwellers or pet lovers
Social Networking
<table>
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<tr>
<th></th>
<th>Facebook</th>
<th>Twitter</th>
<th>LinkedIn</th>
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</thead>
<tbody>
<tr>
<td>Founded</td>
<td>2004</td>
<td>2006</td>
<td>2003</td>
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<tr>
<td>Users</td>
<td>400 million</td>
<td>105 million***</td>
<td>60 million</td>
</tr>
<tr>
<td>Employees</td>
<td>700</td>
<td>141</td>
<td>480</td>
</tr>
<tr>
<td>Asks</td>
<td>What’s on your mind?</td>
<td>What are you doing?</td>
<td>...</td>
</tr>
<tr>
<td>Connections</td>
<td>Friends</td>
<td>Followers</td>
<td>Connections</td>
</tr>
<tr>
<td>Features</td>
<td>Wall posts, photos, video, links, groups, events, causes, fan pages, applications, enhanced privacy settings</td>
<td>Tweets</td>
<td>Professional networking, industry groups, recommendations, job classifieds, premier paid subscription</td>
</tr>
</tbody>
</table>
Content of Tweets

- News: 751
- Spam: 174
- Self-Promotion: 72
- Pointless Babble: 75
- Conversational: 117
- Pass Along Value: 811
Twitter

- Social networking
- Micro-blogging
- Status updates up to 140 characters
- Updated through RSS, SMS or Twitter website
If I only had three choices....

1. Facebook
   • http://facebook.com
2. LinkedIn
   • http://linkedin.com
3. YouTube
   • http://youtube.com
Tip 1: Create Business Fan Page Username


should be

• http://facebook.com/CraigsFineJewelry
Tip 1: Create Business Fan Page Username

• http://www.facebook.com/pages/Vero-Beach-FL/Leigh-Jewelers/101502769888410?ref=ts
  should be

• http://www.facebook.com/LeighJewelers
My Facebook Business Page
http://www.facebook.com/GabrielleConsulting
Tip 2: Don’t Block Followers

CraigsJewelry

Request sent.
You’ve sent a request to follow this person. If your request is approved, you’ll be able to view their tweets.

Cancel request
Tip 3: Increase Engagement

KPIs - Key Performance Indicators

- Time spent on site
- Pages per visit
- Return frequency to site
- Page view
- Visitors per referrer
Tip 4: Cross-Promote

• Examples?
Tip 5: Save Time by Cross-Linking

- Facebook to Twitter link:
- http://www.facebook.com/twitter
Tip 5: 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
Tip 6: Track Data

• Simple analyses can be done easily and free [http://surveymonkey.com](http://surveymonkey.com)
• Ask your customers how many are currently using Facebook, LinkedIn, etc. before committing resources.
### Survey Question Example

#### 2. How would you rate the following?

<table>
<thead>
<tr>
<th></th>
<th>Poor</th>
<th>Fair</th>
<th>Average</th>
<th>Above Average</th>
<th>Excellent</th>
<th>Rating Average</th>
<th>Response Count</th>
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</thead>
<tbody>
<tr>
<td>Meeting Location</td>
<td>1.7%</td>
<td>8.6%</td>
<td>22.4%</td>
<td>34.5%</td>
<td>32.8%</td>
<td>3.88</td>
<td>58</td>
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<tr>
<td>Meeting Time</td>
<td>0.0%</td>
<td>12.1%</td>
<td>37.9%</td>
<td>32.8%</td>
<td>17.2%</td>
<td>3.55</td>
<td>58</td>
</tr>
<tr>
<td>Membership Benefits</td>
<td>0.0%</td>
<td>5.2%</td>
<td>13.8%</td>
<td>39.7%</td>
<td>41.4%</td>
<td>4.17</td>
<td>58</td>
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<tr>
<td>Knowledge of Others</td>
<td>0.0%</td>
<td>5.2%</td>
<td>17.2%</td>
<td>41.4%</td>
<td>36.2%</td>
<td>4.09</td>
<td>58</td>
</tr>
<tr>
<td>Helpfulness of Others</td>
<td>0.0%</td>
<td>1.7%</td>
<td>1.7%</td>
<td>46.6%</td>
<td>50.0%</td>
<td>4.45</td>
<td>58</td>
</tr>
<tr>
<td>Efficiency of Meetings</td>
<td>13.8%</td>
<td>8.6%</td>
<td>37.9%</td>
<td>27.6%</td>
<td>12.1%</td>
<td>3.16</td>
<td>58</td>
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<td>Refreshments</td>
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<td>0.0%</td>
<td>29.3%</td>
<td>48.3%</td>
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<td>58</td>
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<td>Meeting Topics</td>
<td>0.0%</td>
<td>17.2%</td>
<td>29.3%</td>
<td>34.5%</td>
<td>19.0%</td>
<td>3.55</td>
<td>58</td>
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</table>

Other Comments (please specify) answered question 58
## Track Analytics/ Metrics

### Visits duration

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<th>Number of visits</th>
<th>Percent</th>
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<td>0s-30s</td>
<td>663</td>
<td>85.1 %</td>
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<td>30s-2mn</td>
<td>44</td>
<td>5.6 %</td>
</tr>
<tr>
<td>2mn-5mn</td>
<td>25</td>
<td>3.2 %</td>
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<tr>
<td>5mn-15mn</td>
<td>29</td>
<td>3.7 %</td>
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<tr>
<td>15mn-30mn</td>
<td>10</td>
<td>1.2 %</td>
</tr>
<tr>
<td>30mn-1h</td>
<td>5</td>
<td>0.6 %</td>
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<tr>
<td>1h+</td>
<td>1</td>
<td>0.1 %</td>
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<td>0.2 %</td>
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Number of visits: 779 - Average: 85 s
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<tr>
<td><strong>Referer:</strong> -</td>
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<td>Host: 38.97.127.5</td>
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<td><strong>Http Code:</strong> 200</td>
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<td><strong>Referer:</strong> -</td>
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<td>/images/clients/p3.jpg</td>
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<td>/services.php</td>
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</table>
Things Change Every Day....

Introducing the Like button

Starting today people will be able to connect with your Page by clicking “Like” rather than “Become a Fan.” We hope this action will feel much more lightweight, and that it will increase the number of connections made across the site. Learn more.
Free Google Tools

• Google Analytics (sign up first)
  http://google.com/analytics
• Wonder Wheel
• Webmaster Tools
<table>
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<th>Global Monthly Searches</th>
<th>Local Monthly Searches</th>
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<td>Keywords</td>
<td>Estimated Avg. CPC</td>
<td>Advertiser Competition</td>
<td>Local Search Volume: March</td>
<td>▼ Global Monthly Search Volume</td>
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<td>----------------------------------</td>
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<td>------------------------</td>
<td>----------------------------</td>
<td>--------------------------------</td>
</tr>
<tr>
<td>fargo jewelry</td>
<td>$1.39</td>
<td></td>
<td>1,900</td>
<td>2,400</td>
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<tr>
<td>fargo jewelry stores</td>
<td>$0.05</td>
<td></td>
<td>390</td>
<td>480</td>
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<tr>
<td>wimmers jewelry fargo</td>
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<td></td>
<td>Not enough data</td>
<td>210</td>
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<td>jewelry stores in fargo</td>
<td>$0.05</td>
<td></td>
<td>Not enough data</td>
<td>170</td>
</tr>
</tbody>
</table>
Free SEO Tools

- https://adwords.google.com/select/KeywordToolExternal

Enter one keyword or phrase per line:

- jewelry
- vero beach

Use synonyms
Google Webmaster Tools

Googlebot activity in the last 90 days

- Number of pages crawled per day
  - Maximum: 507
  - Average: 230
  - Minimum: 79

- Number of kilobytes downloaded per day
  - Maximum: 4,970
  - Average: 1,178
  - Minimum: 307

- Time spent downloading a page (in milliseconds)
  - Maximum: 579
  - Average: 145
  - Minimum: 101

These statistics provide distribution information for pages we have crawled for our google.com index. The PageRank distribution reflects all crawled pages in your site, not just the home page.

http://dotnetperls.com, 2010
• http://www.submitexpress.com/analyzer
Check Out Your Competition

- http://keywordspy.com
Free Website Monitoring

- http://internetseer.com
Free Website Speed Test

• http://www.websiteoptimization.com/services/analyze/
Check for Accessibility

- http://contentquality.com

HiSoftware® Cynthia Says™ - Web Content Accessibility Report
Powered by HiSoftware Content Quality Technology. If you have a question about this output please email support@hisoftware.com

Verified File Name: http://josephs.flynnwright.com
Date and Time: 4/21/2010 8:20:26 AM
Failed Automated Verification
Emulated Browser: MS Internet Explorer 6.0
What is Next? Web 3.0

- The next iteration of the Internet
- More like a personal assistant
- Vastly expanded search functions
- Learned capabilities
Your Call to Action

1. Website
   - SEO
   - Metadata
   - Stats

2. Social Networking
   - Facebook
   - YouTube
   - LinkedIn

3. Web 2.0
Questions?

- http://gabrielleconsulting.com/agsdigital