Digital Marketing
Technology in Marketing for 2016

Poughkeepsie Chapter of the Association For Computing Machinery
Abe Uchitelle – President, DragonSearch
Why Digital?
Mtn Dew Kickstart: Puppymonkeybaby | Super Bowl Spot

Published on Feb 3, 2016
When three friends decide to stay home for the night, a surprise visitor arrives with MTN DEW Kickstart on a mission to change their minds.

#puppymonkeybaby
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<table>
<thead>
<tr>
<th></th>
<th>Traditional</th>
<th>Digital</th>
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</thead>
<tbody>
<tr>
<td>Cost-Effective</td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>Flexible</td>
<td></td>
<td>✔️</td>
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<tr>
<td>Reach</td>
<td></td>
<td>✔️</td>
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<tr>
<td>Targeting</td>
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<td>✔️</td>
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<tr>
<td>Interactive</td>
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<td>✔️</td>
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<tr>
<td>Measurable</td>
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<td>✔️</td>
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Flexible

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Max. CPC</th>
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<tbody>
<tr>
<td>&quot;polar fitness watch&quot;</td>
<td>$1.93</td>
</tr>
<tr>
<td>+polar +activity +trackers</td>
<td>$2.50</td>
</tr>
<tr>
<td>+polar +fitness +trackers</td>
<td>$2.00</td>
</tr>
<tr>
<td>&quot;polar fitness tracker&quot;</td>
<td>$3.85</td>
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## Reach and Targeting

### Locations
- **People who live in this location**
  - United States
  - Philadelphia, Pennsylvania
  - Include
  - Add a country, state/province, city, DMA, ZIP

### Age
- **30** - 44

### Gender
- **All**
- Men
- Women

### Languages
- Enter a language...

### Detailed Targeting
INCLUDE people who match at least ONE of the following:
- **Demographics > Parents > All Parents**
- Expectant parents
- Parents (All)

### Website Clicks
**Your audience is defined.**

**Potential Reach:** 270,000 people

**Estimated Daily Reach:**
- **Facebook:** 2,200 - 5,000 people

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.
Interactive

SportsCenter Retweeted
Chris Hassel @hasselESPN 2h
SC Show Poll:
Best home-court advantage in CBB

○ Kansas
○ Duke
○ Kentucky
○ Arizona

Vote 15,683 votes • 5 minutes left

TrackMaven

TrackMaven helps you optimize content and track progress against your competitors!

I’m watching you.
Stalk Now →

Track Your Competitors

63 Likes 2 Comments 3 Shares
Digital Marketing Overview
Types of Digital Marketing

• Paid Digital Advertising
  • (Search, Social Ads, Display, Retargeting)
  • Near-term return
  • Immediate value

• SEO & Content Marketing
  • Long-term return
  • Lasting Value
  • Social Media Always Plays a Part
Paid Digital Advertising
Types of Digital Advertising

- Paid Search
  - Google AdWords
  - Bing Ads
- Display Ads
- Video
- Social Advertising
  - Facebook
  - LinkedIn
  - Twitter
- Retargeting
Paid Search Advertising
Paid Search

Google search for "gourmet indian food nyc"
Paid Search

#4 Spot!
Paid Search
Paid Search

You Select and Bid on Keyword and Craft Ad

User Searches on Keyword and Sees Ad

User Clicks on Ad and is Taken to Your Website
Shopping

@DragonSearch
Display Advertising
Display Advertising
Display Advertising

- Keywords
- Age and Gender
- Location
- Interests

The New York Times
Discovery Channel
YouTube
eBay
Zillow
The Weather Channel
Social Media Advertising
Social Media Advertising
Ads are EVERYWHERE
Build a Loyal Following
Drive Revenue
Retargeting
Retargeting
On-Site Testing
Conversion Rate Optimization

Control

Variant

<table>
<thead>
<tr>
<th>Variations</th>
<th>Conversion Rate Range</th>
<th>Percentage Improvement</th>
<th>Chance to Beat Original</th>
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</thead>
<tbody>
<tr>
<td>Control</td>
<td>5.95% ±2%</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Variation 1</td>
<td>13.09% ±3%</td>
<td>+119.90%</td>
<td>99%</td>
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<tr>
<td>Average Case</td>
<td>9.75% ±2%</td>
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Where do we begin?
Evaluate the Buying Cycle

- Awareness
- Consideration
- Preference
- Interest
- Purchase
Search Engine Optimization, Content Marketing & Social Media
State of SEO in 2016

- Search Traffic
- Brand Website
- Social Media
- Referral
- Blog
- Direct Traffic
Website Audits: Technical

- Measure Health from 360+ metrics
- Identify pain points that limit success, and recommend fixes

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<meta charset="utf-8">
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Demographic Keyword Research

Analyzes keyword groupings based on demographics

Target the right users at the right time with the right tactic
Accurate goal tracking enables statistically significant decisions that drive controlled growth and improvement.
Incremental Gains

- 5 – 10% increase in traffic per month
- 5 – 10% conversions in traffic per month

- Website Audit
- Social Media Audit
- Analytics & Competitive Research
- Action Plan

Hypothesis • Test • Analyze
Content Marketing
Brand Awareness

- Interest
- Decision
- Action
- Nurturing

Video, Community Growth, Blog Posts

- Generic Content
- Brand-Specific Content
- Product-Specific Content
- PR, Awards, Features, Testimonials
What about Social Media?
Influence of Social Media

- SEO
- Content Promotion
- Content Strategy (research)
- Paid Advertising
- Influencer Marketing
- Digital PR
- Day-to-Day Community Management
It’s a Full System