



Econsultancy



# Fast Track: Digital Marketing

**Michelle Goodall**

4<sup>th</sup> – 5<sup>th</sup> September

A UNIQUE COMBINATION FOR  
SUCCESS

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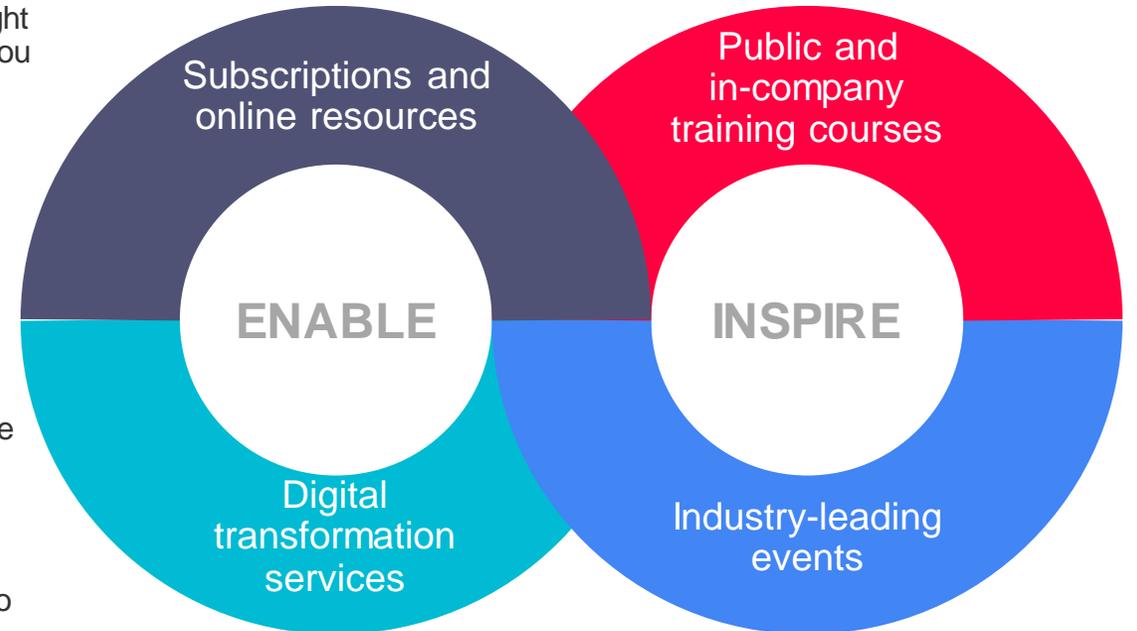
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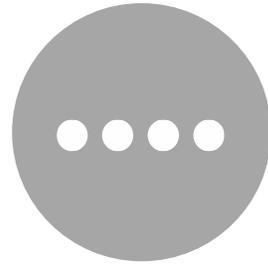
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# Econsultancy Training

By arming a global community of marketers and ecommerce professionals with a wide range of research, data, analysis, training, consulting, events and online resources, we enable organisations to succeed online. We were founded in 1999, but just like digital, we haven't stood still – our services are now relied upon by more than 600,000 professionals every single month.

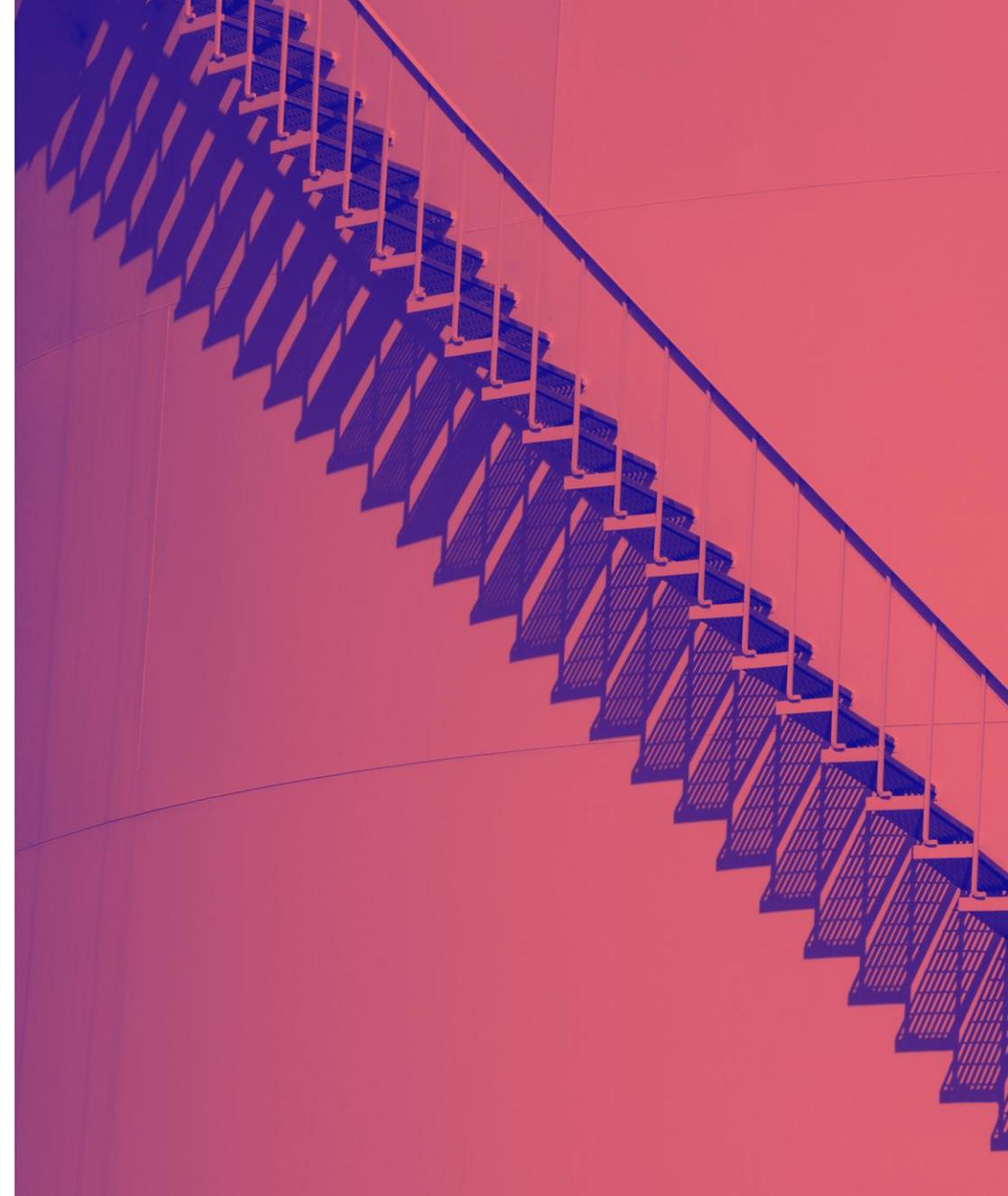
# Digital Marketing Fast Track

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T: +44 (0)20 7970 4167



# About Michelle Goodall

## @greenwellys

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- Specialises in digital transformation, communications and social media.
- Formerly Head of Digital at Lexis PR she has over 20 years' digital communications and consultancy experience. She has worked on digital transformation projects for London2012, Direct Line Group, Random House Penguin, V&A, Viacom, CAF, BBC, UK Gov (MOD, HMRC) US Gov (US Embassy).
- Clients include many where NDA contracts are in place, but span beauty/fashion, not-for-profits, banks, manufacturers, construction, FMCG, higher education and legal.
- Michelle is a chartered Communications professional (MCIPR) and has been active in developing social media standards for the industry – she was a member of CIPR's social media panel and a founder member of Measurement Camp.
- Michelle is one of the world's leading trainers in digital marketing. She designs and delivers much of Econsultancy's global face-to-face and online learning.



# Agenda – Day 1

## Morning

### TOPIC

Introduction

The Digital Context

Break

Planning Digital Marketing

## Afternoon

### TOPIC

Lunch

Content Strategy & Content Marketing

Search Engine Marketing: SEO

Break

Search Engine Marketing: PPC

# Agenda – Day 2

## Morning

### TOPIC

Review Day 1

Display Advertising

Social Media

Break

Performance, Affiliate & Influencer  
Marketing

## Afternoon

### TOPIC

Lunch

User Experience & Conversion Rate  
Optimisation

Email & Marketing Automation

Break

Analysis & Measurement

# Learning Objectives

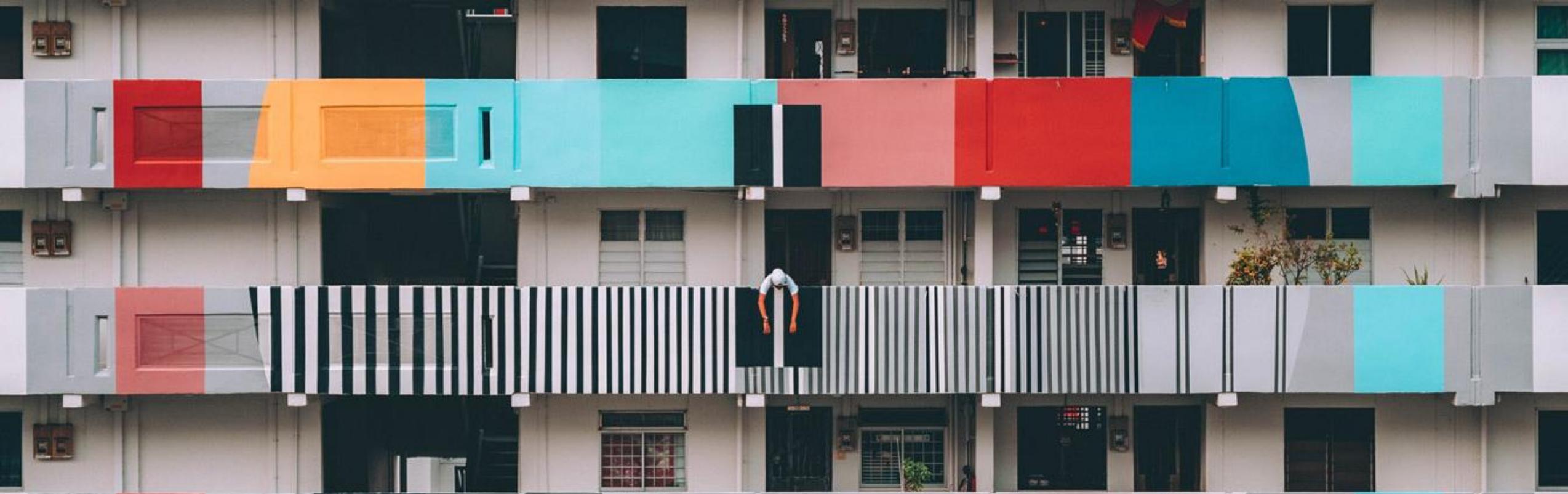
How will I benefit the course?

- Gain a deeper understanding of the impact of digital technologies on how we live our lives
- Get a complete overview of digital marketing
- Understand how to plan and execute effective digital marketing campaigns
- Become more familiar with the key channels, tools and platforms of digital marketing
- Develop an understanding of some of the future trends in digital

# Introductions

- Who are you ?
- Where do you work ?
- What do you want from our time together ?
- Coin date – transformative digital platforms, services or tools ?





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# The Digital Context

# The Digital Context

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- Lives
- Work
- Marketing
- Emerging Trends





# What is digital?



# What is digital?

Applying the culture, practices, processes & technologies of the Internet era to respond to people's raised expectations

# A second on the internet

internet live stats

Tweets

Instagram

Tumblr

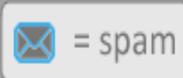
Skype

GB

Google

YouTube

Emails



2,777,825 Emails sent in 1 second



282,467,573 Emails since opening this page  
0:01:38 seconds ago

>2.7m emails sent



>72,961 Google Searches



>77,784 YouTube videos watched



>3,676 Skype Calls



>8,402 Tweets

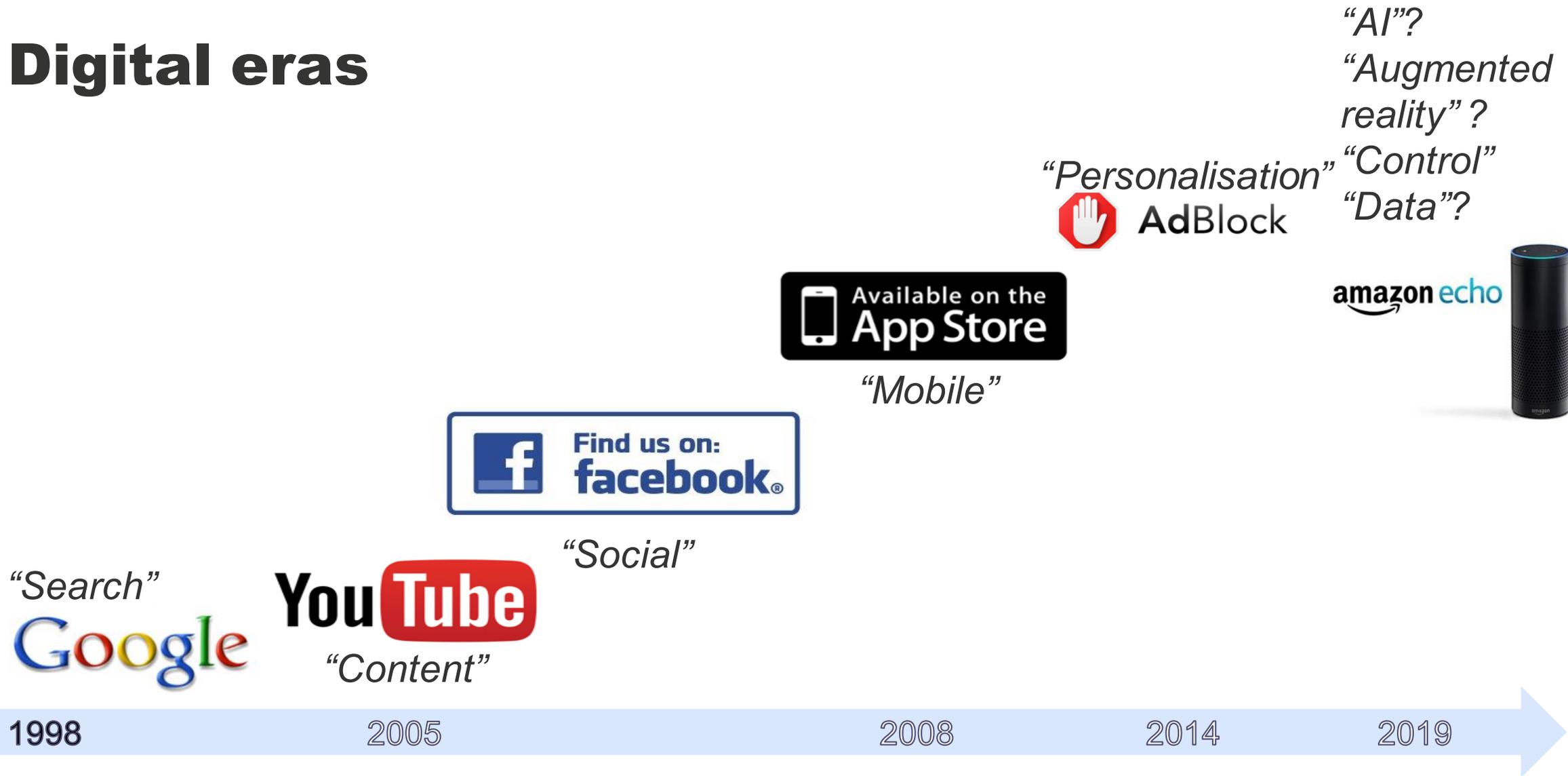


901 Instagram posts

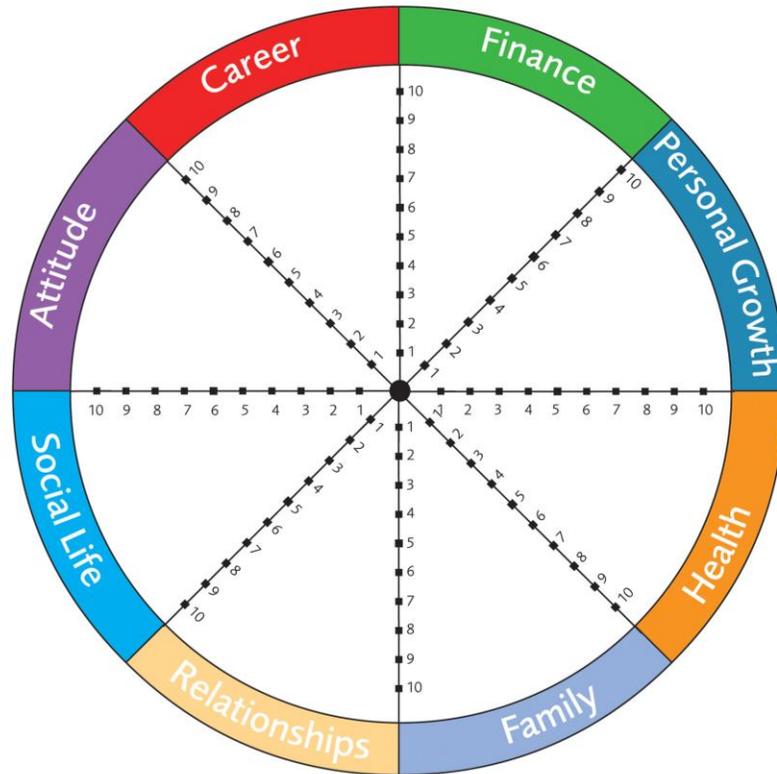


[www.internetlivestats.com](http://www.internetlivestats.com)

# Digital eras



# How has digital transformed our lives?



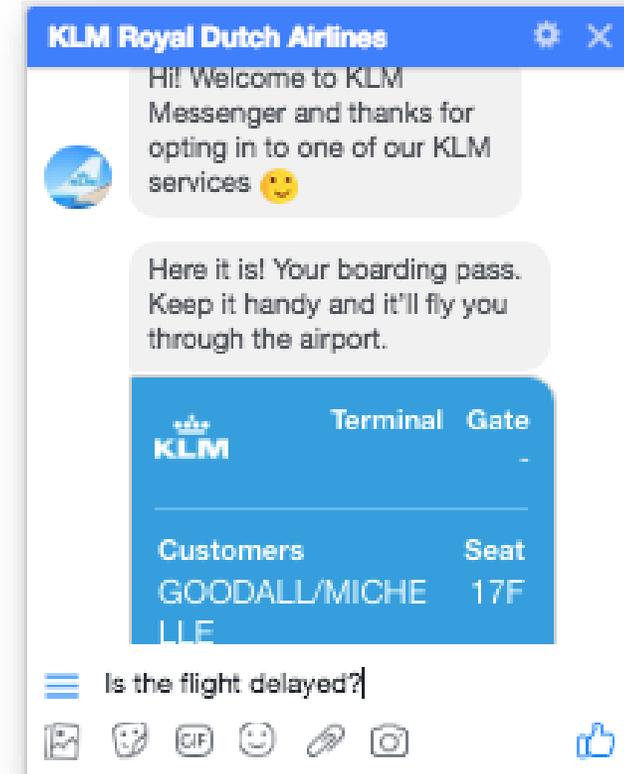
# We expect innovation and new interfaces



# We expect interactivity

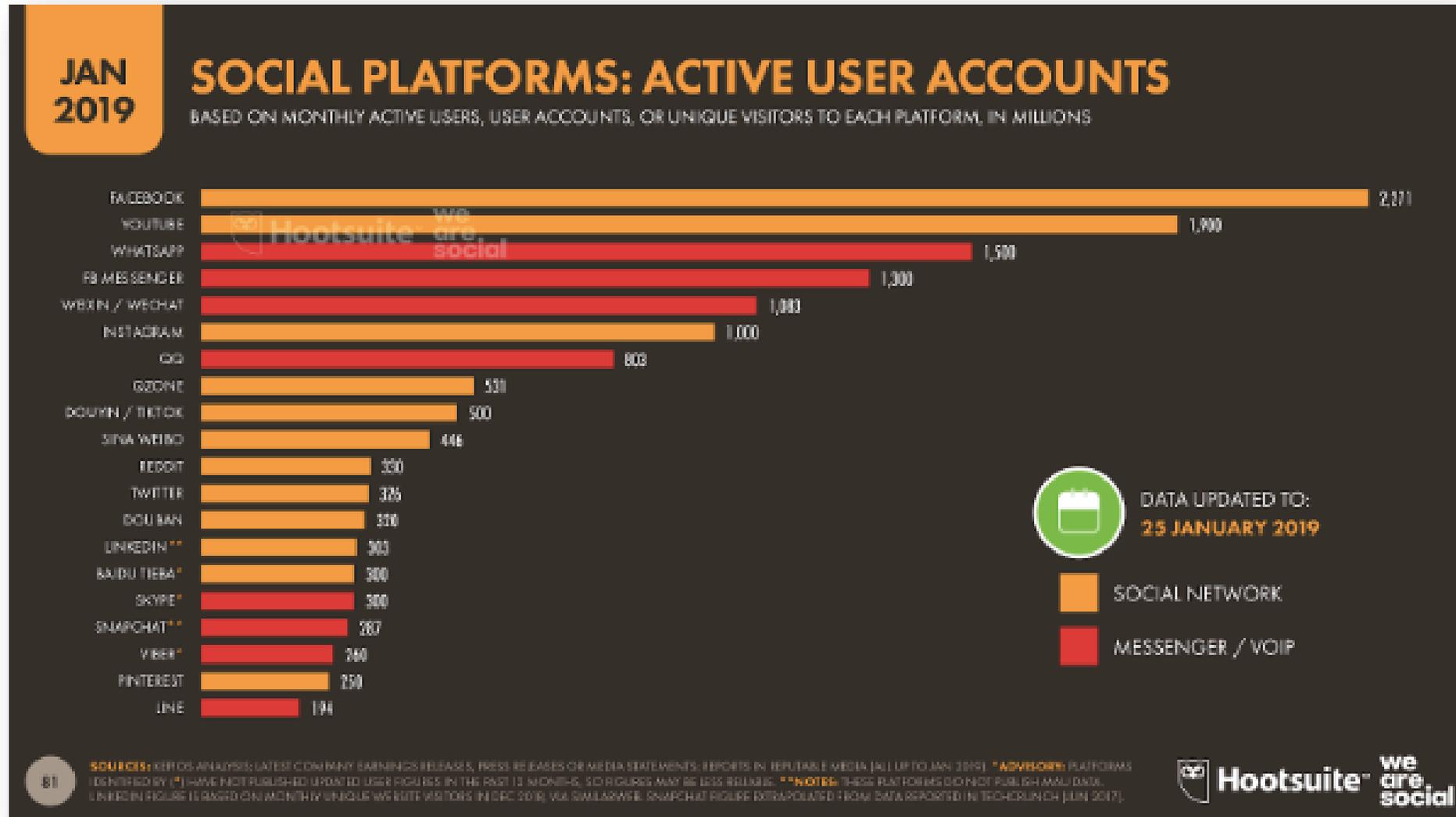


From our devices



From brands and organisations

# We crave connectedness



# We expect convenience

click & collect

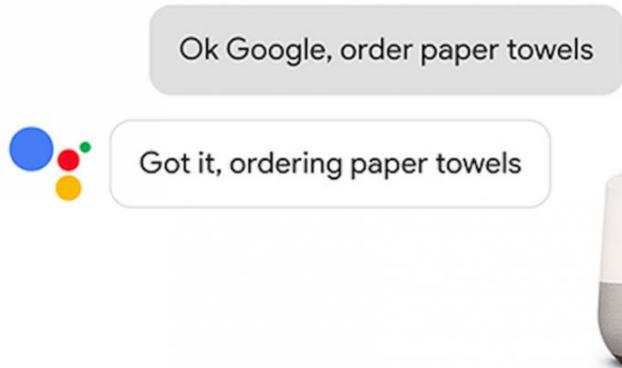
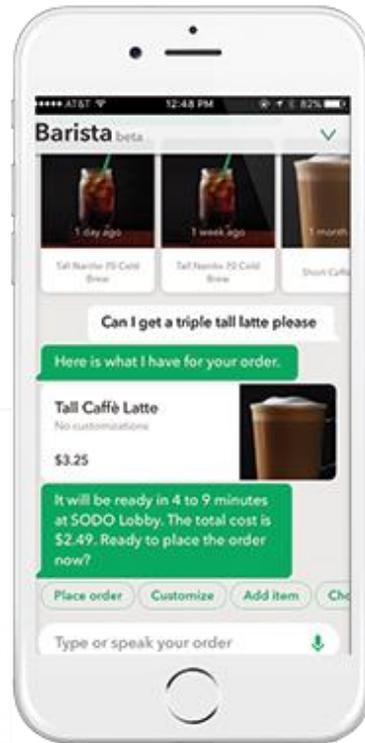


# We expect convenience

[Click to watch](#)



# Increased use of conversational user interfaces (UIs) – conversational info > commerce



- Live chat on e-commerce sites
- Live chat on messaging Apps
- Chatbots on sites or Apps
- Voice assistants
- 20% of Google searches are voice
- >100 million Amazon Prime Subscribers

# The future of digital is conversational

[Click to watch](#)



Google Assistant

# VR is a reality – what can you imagine for your brand?

4

## VIRTUAL REALITY STATISTICS

30m

Estimated number of global VR headset shipments by 2020

Source:  
Juniper Research

\$2.8bn

Estimated size of the VR hardware market in 2020

Source:  
BI Intelligence

\$2bn

The amount paid by Facebook to acquire Oculus Rift

\$99

The price of a basic Samsung Gear VR 2015 model



# AI powers so many of our digital experiences (+ tools)



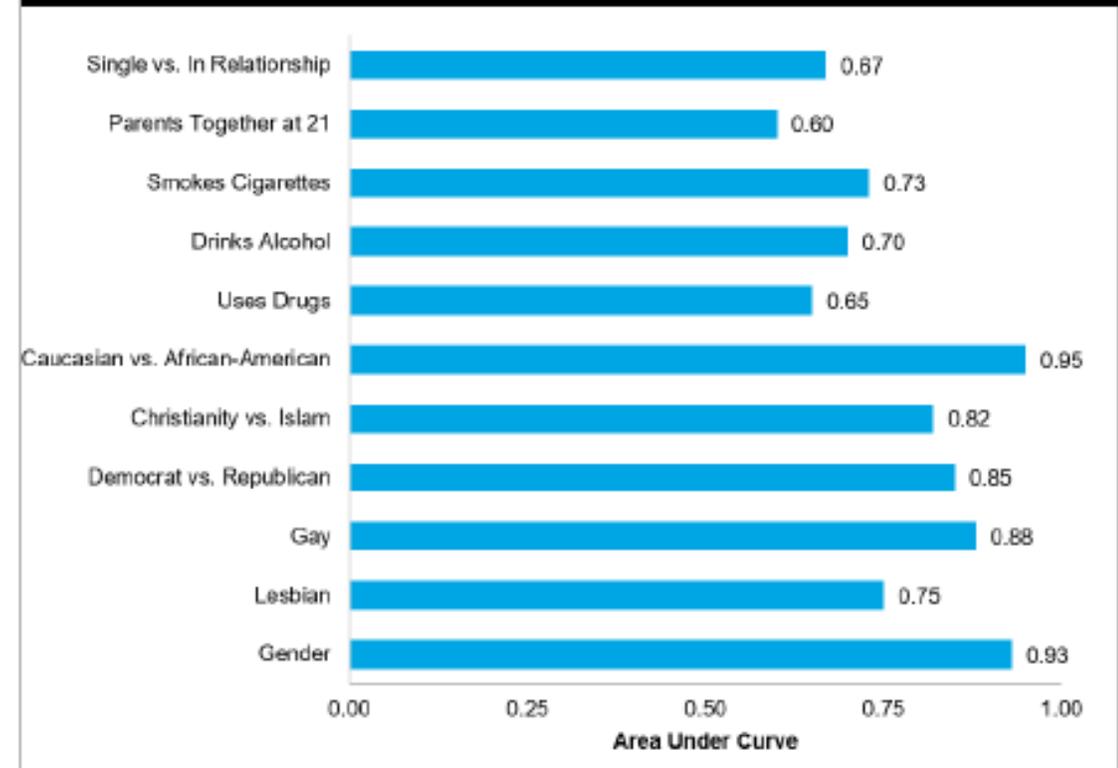
An AI algorithm can predict a surprising number of personal details.



AI applications have the power to greatly enhance customer experience.

Source: Gartner for Marketers

Figure 3. Prediction of Personal Traits Based on Facebook Likes

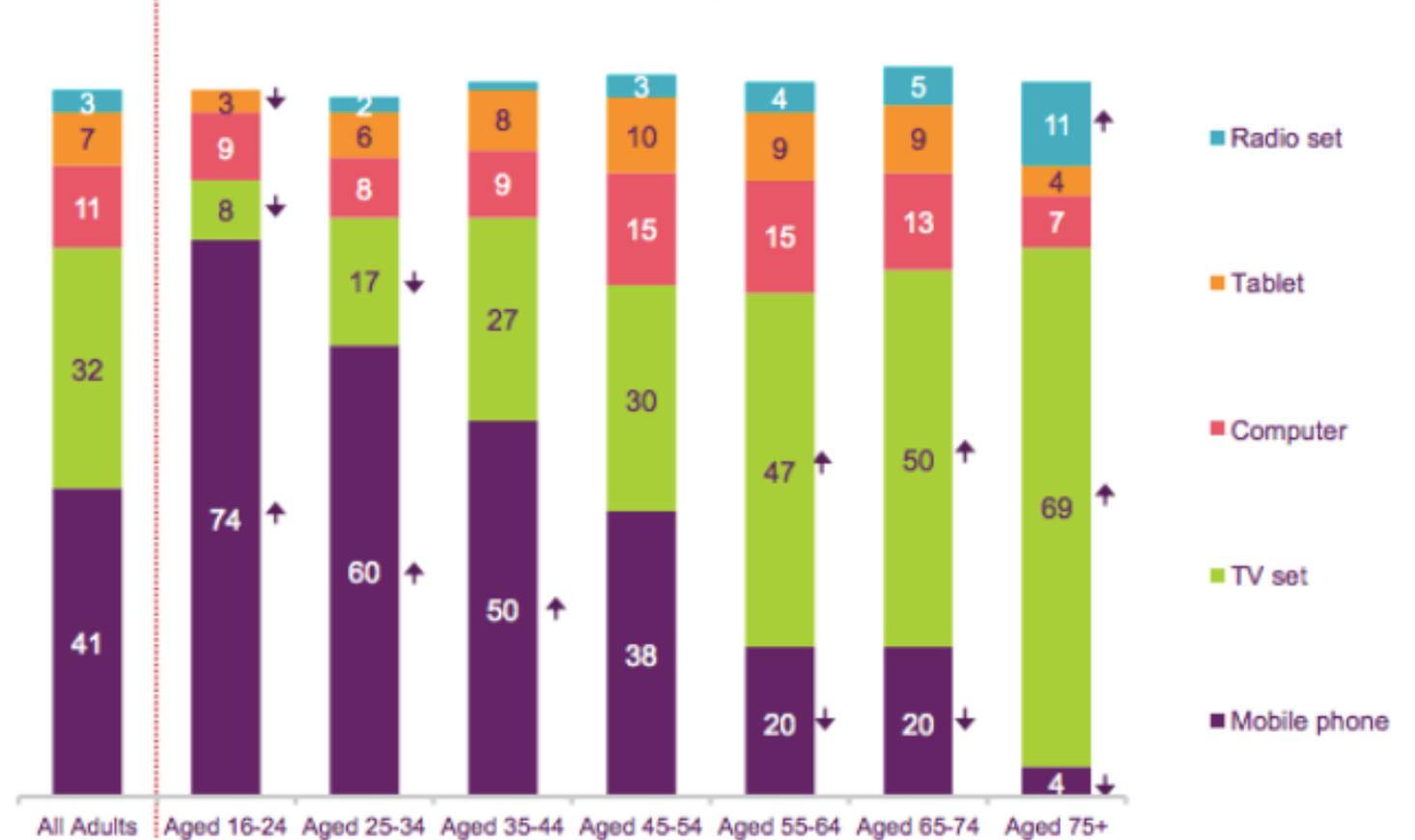


Area Under Curve = cumulative success rate of predictions (statistical accuracy)

Source: PNAS Online, National Academy of Sciences<sup>2</sup>

**We must adapt to changing consumer contexts... e.g. the era of mobile**

**Figure 9: Most-missed media device, by age**

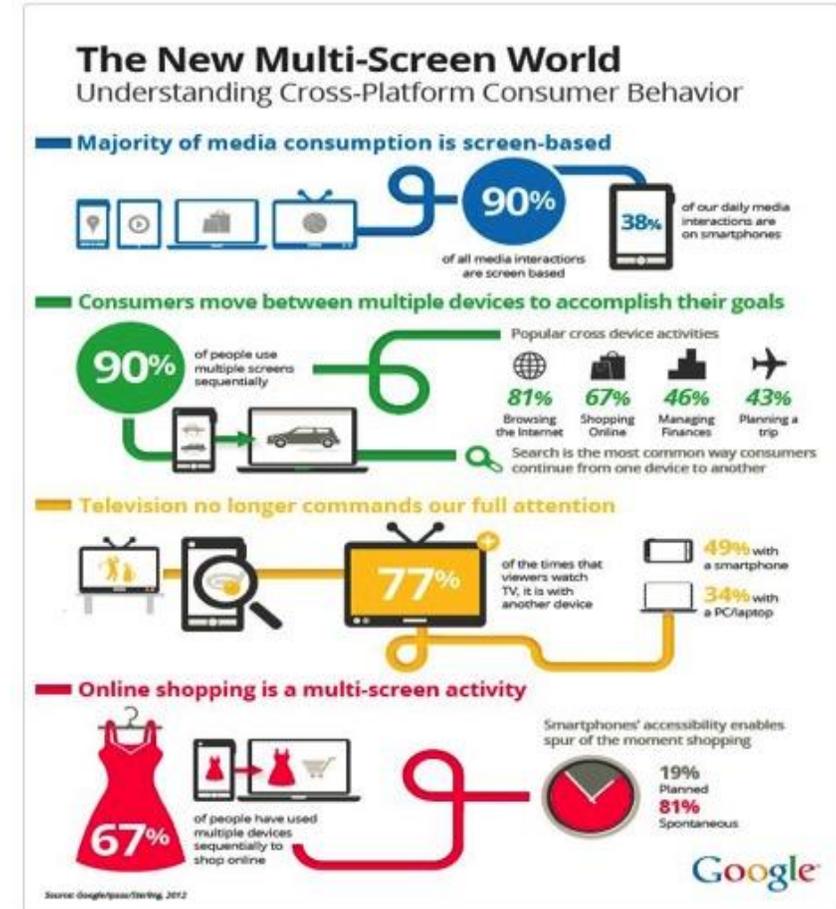


A3. Which one of these things you use would you miss the most if it was taken away? (prompted responses, single coded).  
 Base: All adults aged 16+ (1846 aged 16+, 234 aged 16-24, 272 aged 25-34, 313 aged 35-44, 284 aged 45-54, 270 aged 55-64, 218 aged 65-74, 255 aged 75+). Showing responses by >2% of all adults.  
 Arrows show significant differences (95% level) by age compared to all adults.

Source: [https://www.ofcom.org.uk/data/assets/pdf\\_file/0020/102755/adults-media-use-attitudes-2017.pdf](https://www.ofcom.org.uk/data/assets/pdf_file/0020/102755/adults-media-use-attitudes-2017.pdf)

# Mobile is at the center of the multi-screen omnichannel world

- >60% of searches on mobile
- 91% of Facebook usage (Daily Active Users) is on mobile
- 90% Of Facebook advertising revenue is on mobile
- 90% of mobile media time is spent in apps



# Mobile has transformed data



Data has become a signal of customer behaviour and intent

money transfer near me open now

Google

money transfer near me open now

ALL MAPS NEWS SHOPPING IMAGES

Moneyto Ltd Agent (Baltika Stores2)  
MoneyGram  
MoneyGram

Open now Within 0.50 mi Top-rated MORE FILTERS

**MoneyGram**  
5.0 ★★★★★ (1)  
Money transfer service · 386 Lea Bridge Rd  
9AM-10:30PM

**MoneyGram**  
No reviews  
Money transfer service · 587 High Rd Leyt...  
8:30AM-10PM

**Moneyto Ltd Agent (Baltika Stores2)**  
No reviews  
Money transfer service · 32 High St  
10AM-9PM

# These moments have fragmented the traditional customer journey

People purchase across screens



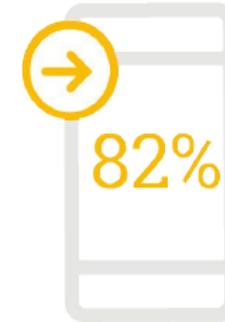
of people say they use multiple screens for everyday activities, such as booking a hotel or shopping for electronics

Digital drives people in store



of consumers do research before entering a store

Mobile is the new shopping assistant

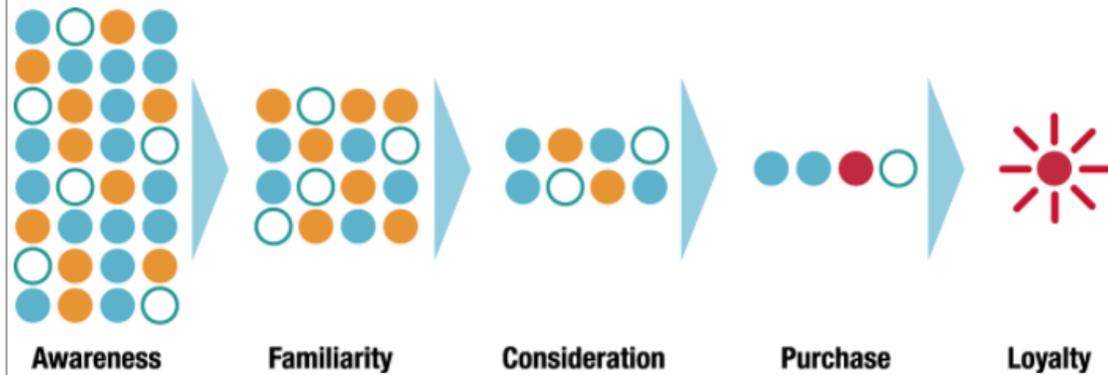


of smartphone users turn to their devices to help them make a product decision when in stores

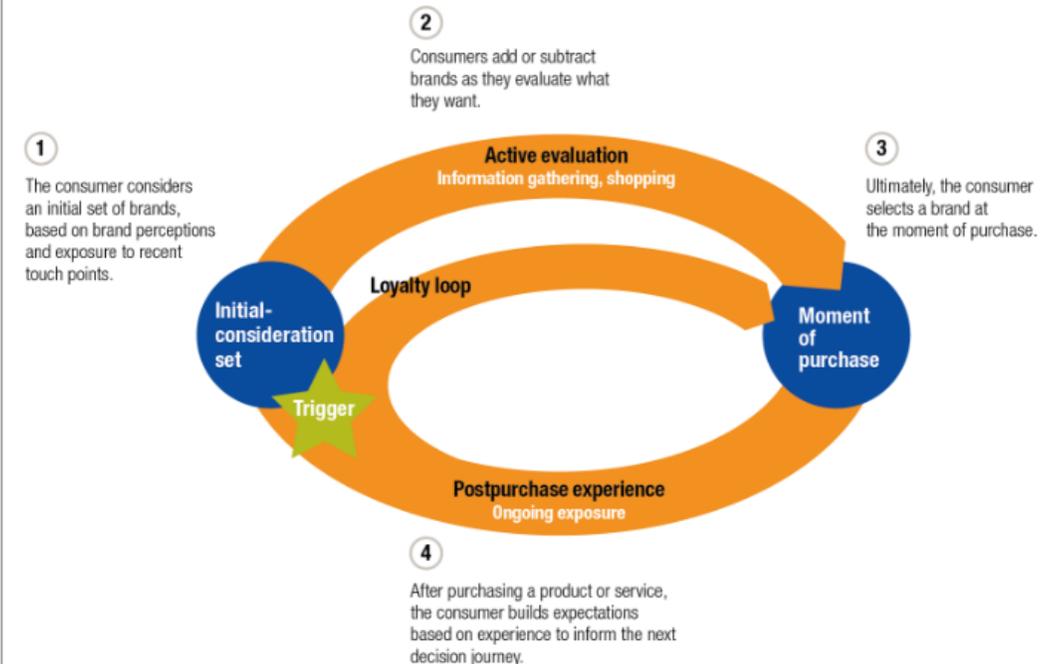
Source: Think with Google

# From funnels to pretzels – the changing shape of the customer journey

In the traditional funnel metaphor, consumers start with a set of potential brands and methodically reduce that number to make a purchase.



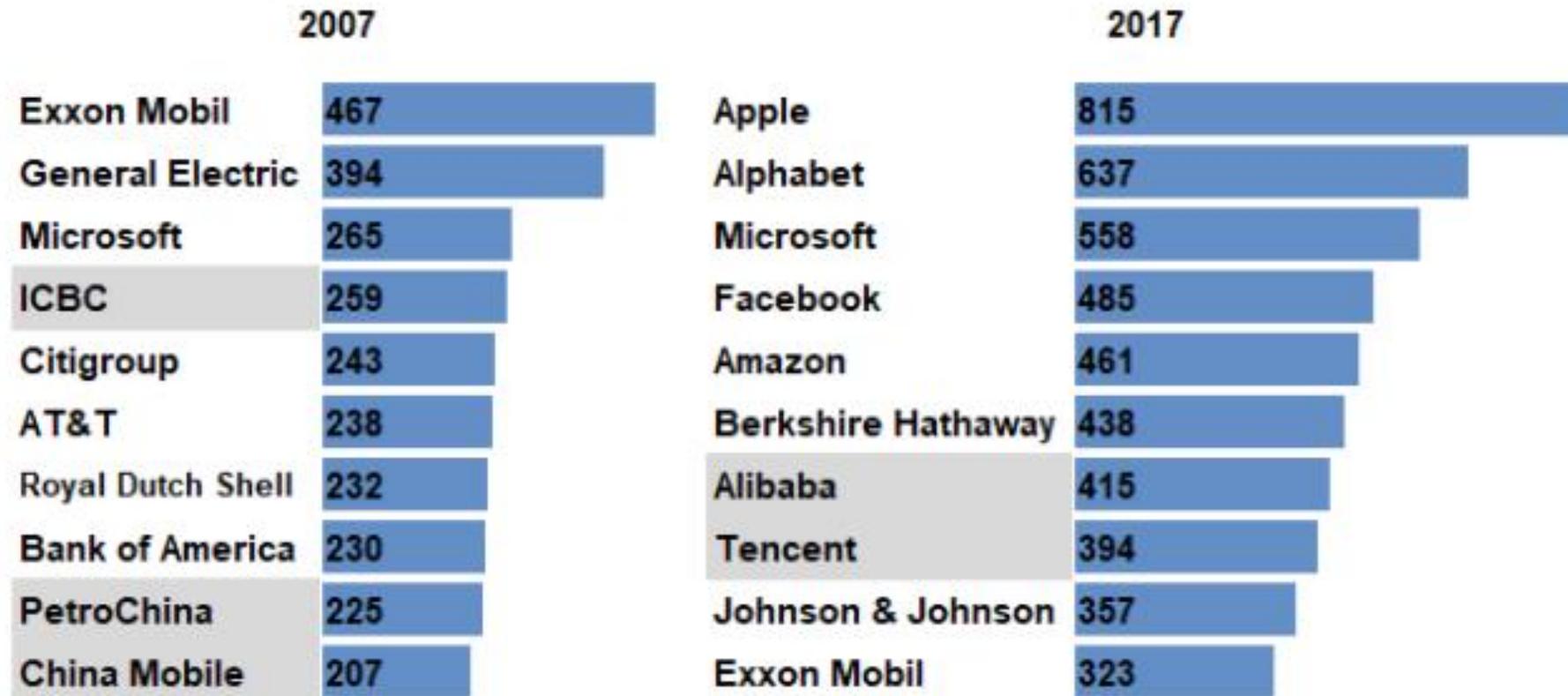
The decision-making process is now a circular journey with four phases: initial consideration; active evaluation, or the process of researching potential purchases; closure, when consumers buy brands; and postpurchase, when consumers experience them.



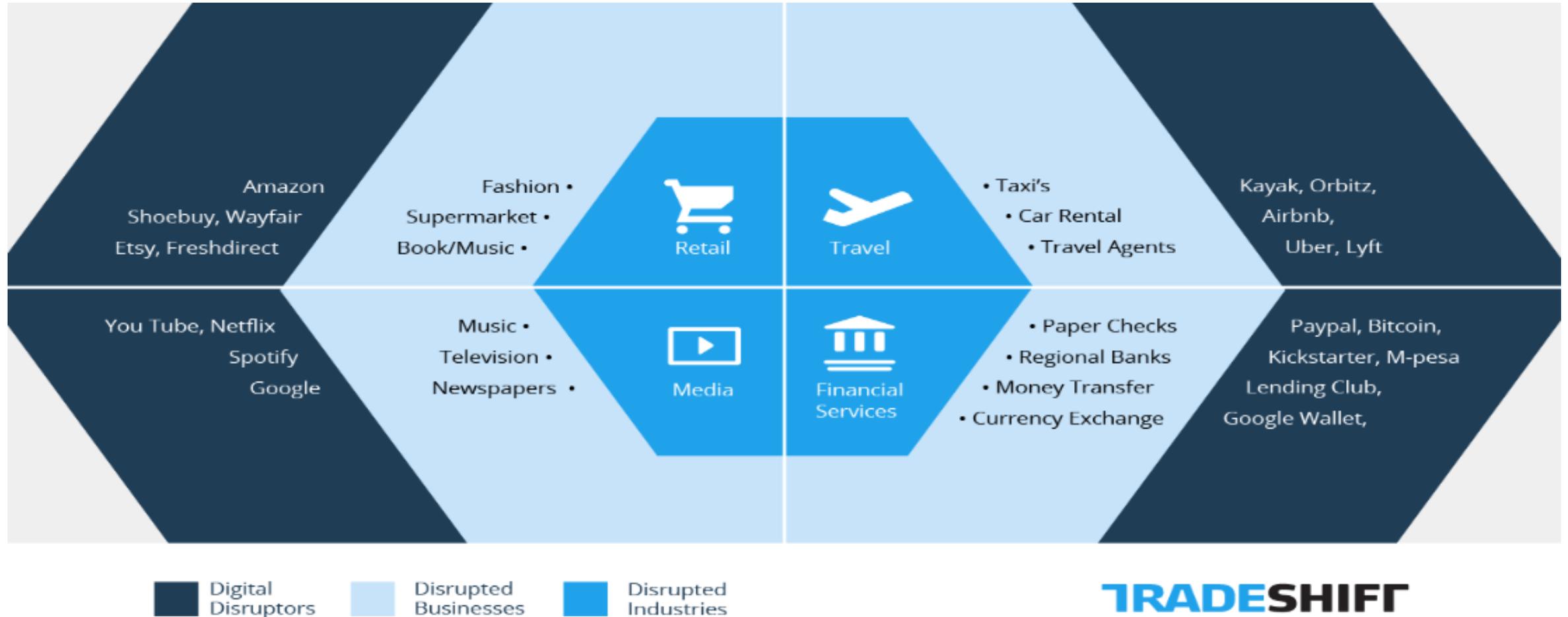
Source: McKinsey & Company 2009

# The Value in Digital

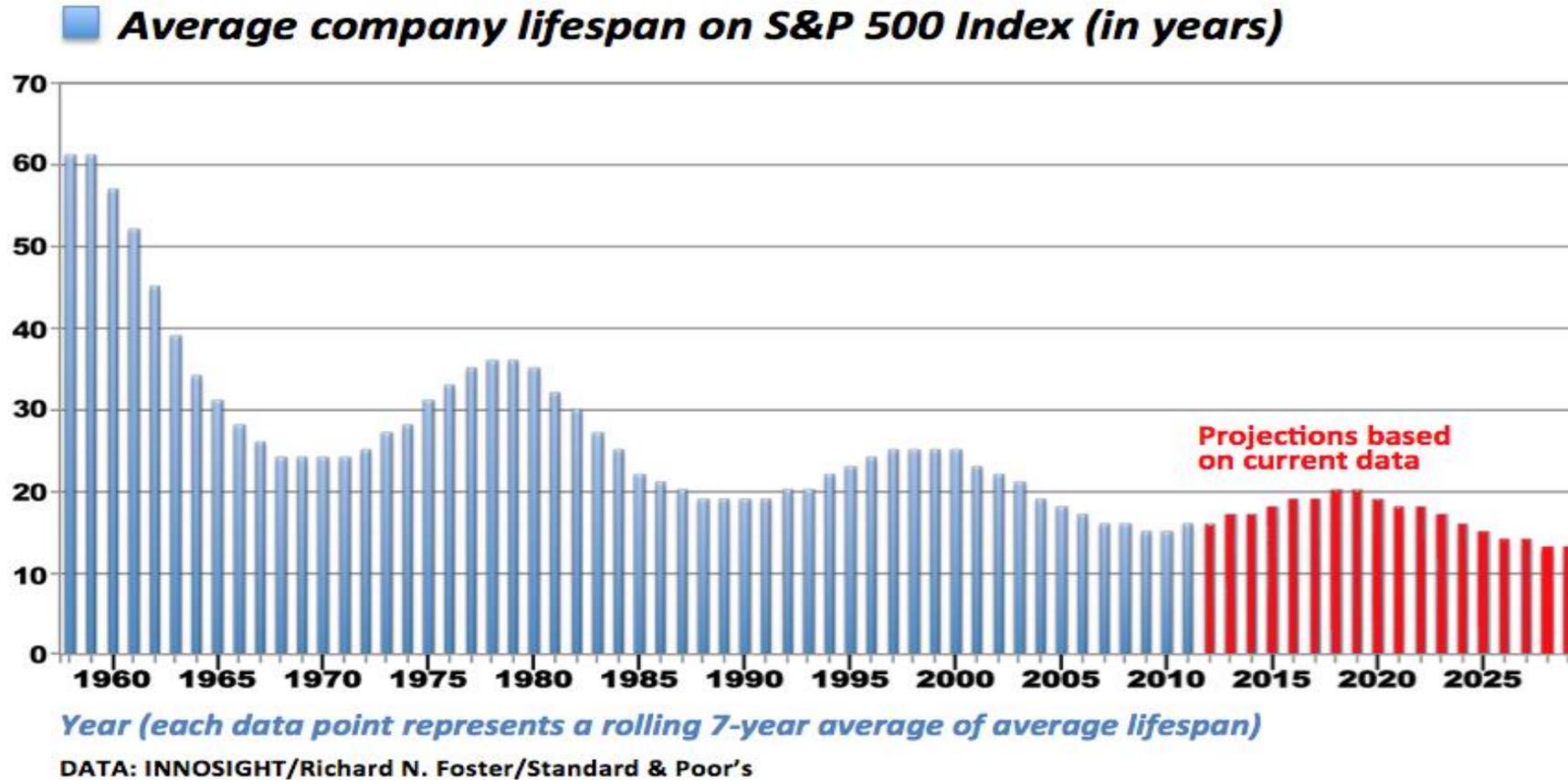
## World's Largest Companies by Market Capitalization



# Disruption is rife!



# A rapidly changing work environment

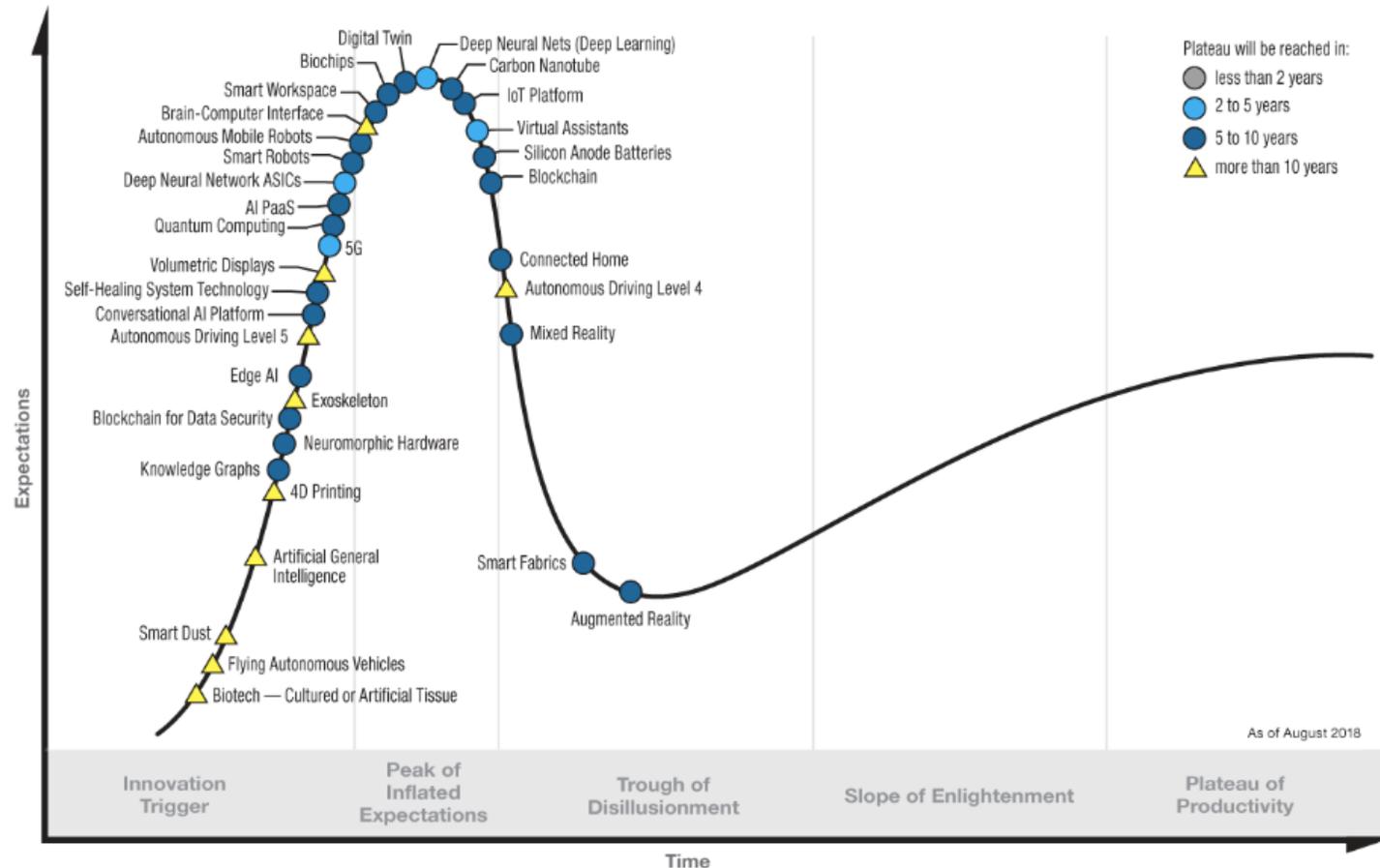


# A rapidly changing work environment

1. New pressure on prices and margins
2. Competitors emerge from unexpected places
3. Developing ecommerce and business models – Red Bull's media business, John Lewis as an incubator, Unilever buying subscription business Dollar Shave Club
4. What effect will Artificial Intelligence have on jobs?
5. What effect will Blockchain have on organisational transparency and ethics?

# If we operate in the plateau, we may be too late

## Hype Cycle for Emerging Technologies, 2018



Source: Gartner

# Beware of too much tech, not enough customers...

**Smart homes** English man spends 11 hours trying to make cup of tea with Wi-Fi kettle

Data specialist Mark Rittman spent an entire day attempting to set up his new appliance so that it would boil on command

**Bonnie Malkin**  
@bonniemalkin

Wednesday 12 October 2016 02.29 BST

Shares 20k Comments 1,498

 Save for later



# Our marketing reality can be...well...sometimes unreal!



**Ladbrokes Politics**  
@LadPolitics

Will anyone fall into the puddle?  
1/2 No  
6/4 Yes

#DrummondPuddleWatch  
[periscope.tv/w/1YpKkrVPNVyxj](http://periscope.tv/w/1YpKkrVPNVyxj)

2:52 PM - 6 Jan 2016

22 Retweets 6 Likes

**Lidl Ireland**  
@lidl\_ireland

Always be sure to have proper puddle-traversing footwear when you're out and about! #DrummondPuddleWatch

**Puddle jumpin'**

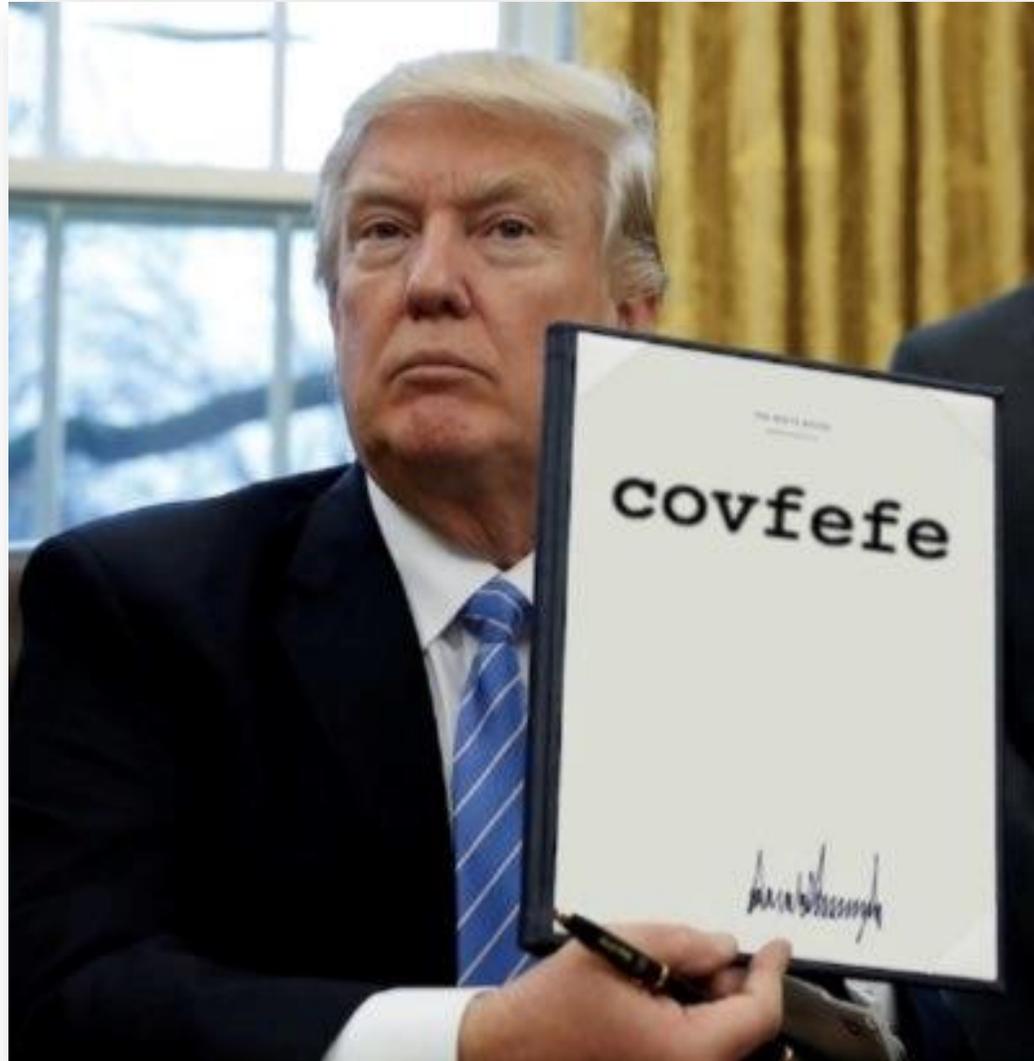


5:30 PM - 6 Jan 2016

2 Retweets 19 Likes



# Let's break for....





# — Planning digital marketing

# Planning digital marketing

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- Defining strategy and planning
- Audience insight
- Setting objectives
- Channel selection
- Integration
- Optimisation



## Exercise:



What is marketing?



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CIM definition: "The management process responsible for identifying, anticipating and satisfying customer requirements profitably".



# Spend in 'digital' increasing

Full-year forecast summary	Adspend 2017 (£m)	2017 v 2016	Estimate 2018	Forecast 2019
		% change	% change	% change
<b>Internet*</b>	<b>11,553</b>	<b>14.3%</b>	<b>13.4%</b>	<b>9.8%</b>
of which mobile	5,223	37.3%	27.3%	20.2%
<b>TV</b>	<b>5,108</b>	<b>-3.2%</b>	<b>1.3%</b>	<b>0.4%</b>
of which VoD	211	7.1%	12.1%	10.1%
<b>Direct mail</b>	<b>1,700</b>	<b>-3.1%</b>	<b>-8.0%</b>	<b>-8.2%</b>
<b>Out of home</b>	<b>1,144</b>	<b>1.5%</b>	<b>4.2%</b>	<b>2.8%</b>
<b>National newsbrands</b>	<b>1,036</b>	<b>-5.3%</b>	<b>-4.9%</b>	<b>-2.3%</b>
of which digital	275	19.3%	4.2%	8.1%
<b>Regional newsbrands</b>	<b>887</b>	<b>-13.1%</b>	<b>-7.5%</b>	<b>-4.4%</b>
of which digital	212	9.9%	11.6%	9.3%
<b>Magazine brands</b>	<b>776</b>	<b>-11.5%</b>	<b>-7.5%</b>	<b>-6.2%</b>
of which digital	271	-4.0%	-1.2%	1.3%
<b>Radio</b>	<b>679</b>	<b>5.2%</b>	<b>6.3%</b>	<b>4.8%</b>
of which digital ad formats	35	26.3%	26.7%	15.9%
<b>Cinema</b>	<b>258</b>	<b>2.3%</b>	<b>-2.6%</b>	<b>5.2%</b>
<b>TOTAL UK ADSPEND</b>	<b>22,138</b>	<b>4.3%</b>	<b>6.0%</b>	<b>4.6%</b>

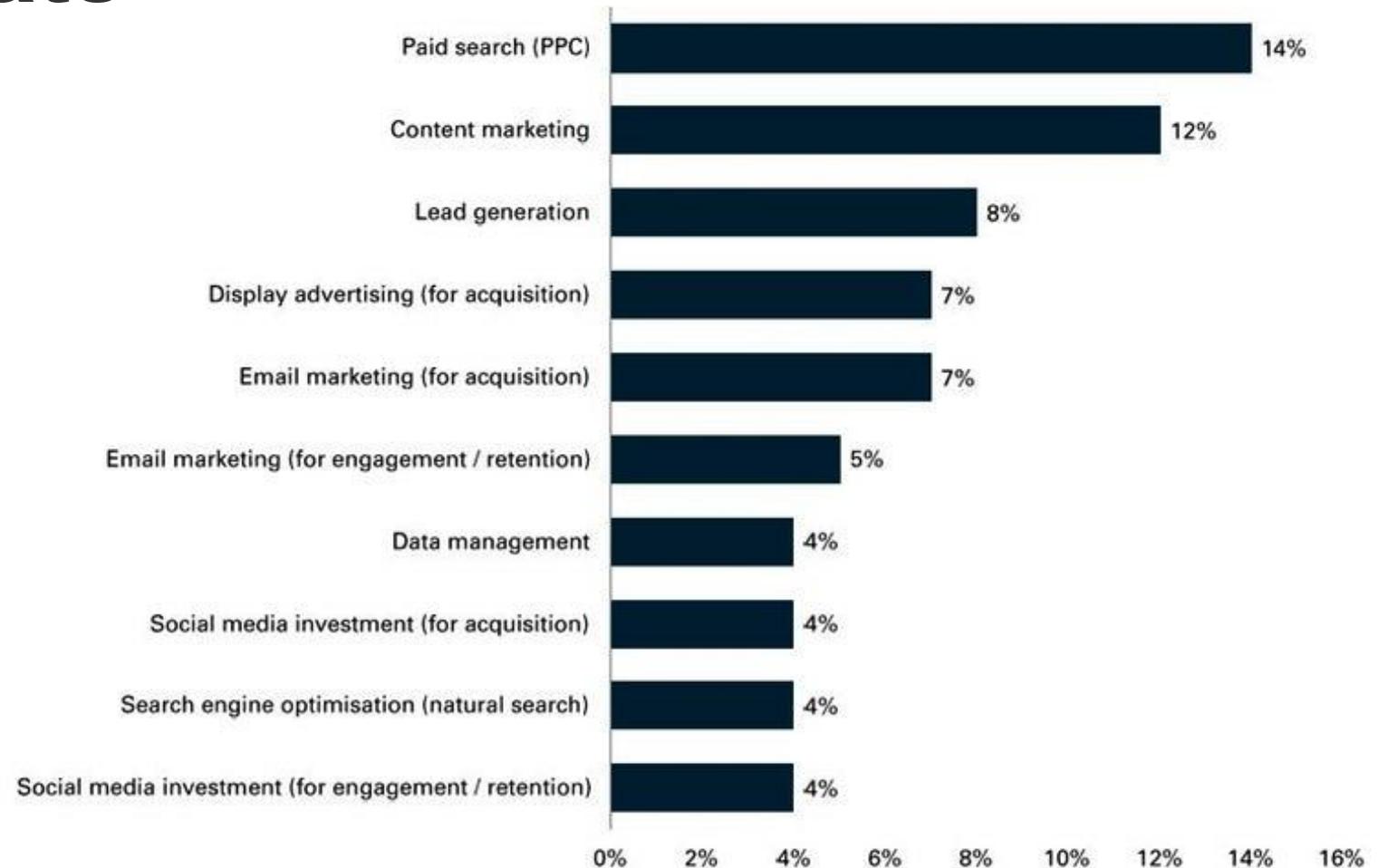
\* Broadcaster VoD, digital revenues for newsbrands and magazine brands, radio station websites and mobile advertising spend are also included within the internet total of £11,553m, so care should be taken to avoid double counting.

Source: AA/WARC Expenditure Report, January 2019

Source: Advertising Association

# Search, Content, Display, Email and Social still dominate digital marketing...

## How is your digital marketing budget split between different channels?

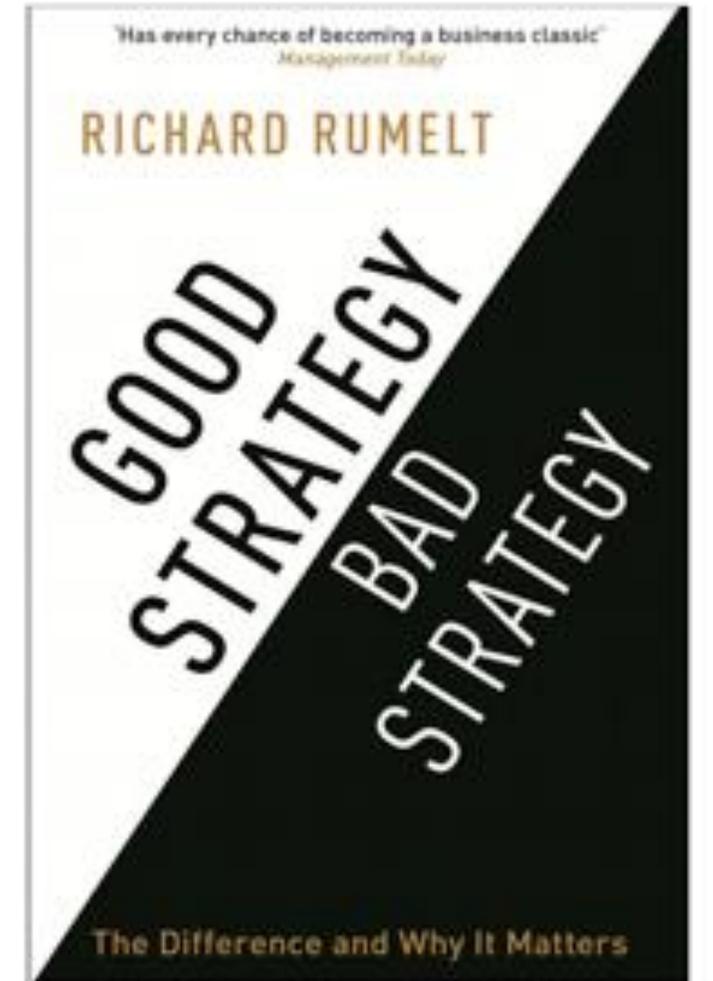


Source: Econsultancy Marketing Budgets Report

# The Basis for a Good Strategy...

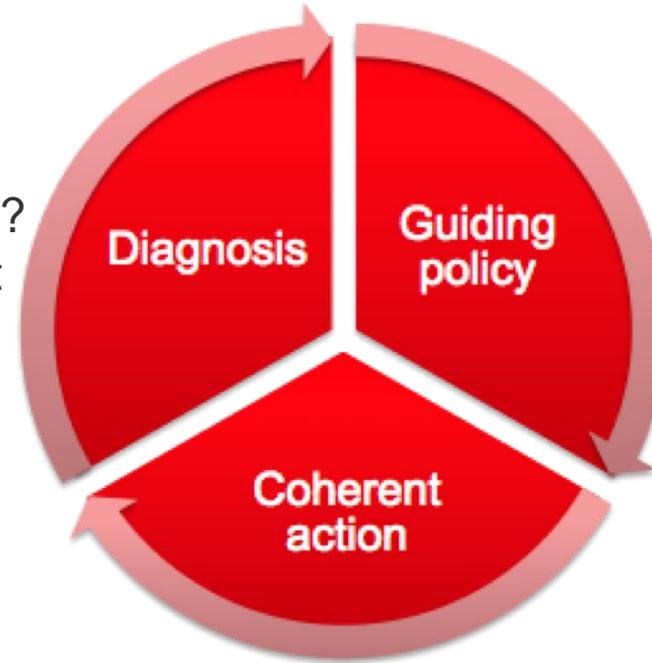
**A strategy is a coherent set of analyses, arguments and actions that respond to a significant challenge.**

A good strategy derives from consideration of many plausible courses of action and selects, in a deliberate, reasoned way, one/some of those courses of action to the exclusion of others.



# The Basis for a Good Strategy...

What data do we have?  
How do we analyse it?  
How do we interpret the results?  
What is the data telling us?



What is the pivotal insight?  
What is the simple story?  
What is the unifying vision?

How to we align action?  
How do we all pull in the same direction?  
How can we amplify the efforts of others?

# What is strategy and planning?

## Strategy:

A **strategy** is the over-arching diagnosis, guiding policy and direction

## Plan:

A **plan** is the 'sequence of events that allows one to move with confidence from one state of affairs to another'

## The fundamental questions we are asking:

Where am I now?  
Where do I want to get to?  
How do I get there?  
How do I know when I've got there

# Planning Frameworks

- A strategic planning process framework provides clear structure to create and manage your plan
- Enables you to build a plan around your customer – not your products or tactics
- It is insight-led
- SOSTAC® is a planning process framework to help structure and manage implementation of plans
- PROSPER is an Econsultancy planning model



**PROSPER**

The Digital Strategy Framework

**P PREPARATION**

Where are we now, and what do we need in order to succeed?  
 What assets do we have access to?  
 What is the competitive context?  
 Who are the key stakeholders?  
 What tools might we make use of?

**R RESEARCH**

What are the key insights providing the foundation for our campaign?  
 Who are our key audience segments?  
 What do we know about them, and how can this help our planning?  
 What is our brand position/tone/point of view?

**O OBJECTIVE**

Where do we want to get to?  
 What is our key (smart) objective?  
 How will we measure success?  
 Are our key KPIs aligned to our overarching objective?

**S STRATEGY**

How do we get there?  
 How does our end point relate to our start point?  
 What channels are we selecting to achieve our objective?  
 How will we ensure that our activities are integrated?

**P PLAN**

What are the specific steps we will take?  
 What is the sequence of events that we're proposing?  
 How will we utilize the channels we have selected?

**E EXECUTION**

What are the key actions that we are taking?  
 Who is Responsible/Accountable/Consulted/Informed?  
 How might we work with external agencies?  
 How can we optimise performance?

**R REVIEW**

How did we perform, and can we do better?  
 How will we know when we have achieved our objective?  
 What did we learn?  
 What is the key insight?  
 How can we apply and share that learning?



<https://econsultancy.com/blog/68794-how-to-plan-your-digital-strategy-with-the-prosper-fran>

# Planning Frameworks

## Prepare

*Where are we now, and what do we need in order to succeed?*  
Assets, competitive context, stakeholders, capability, tools, data

## Research

*What are the key insights providing the foundation for our campaign?*  
Personas/audience segmentation, key insights, market data, audience needs, competitor analysis

## Objective

*Where do want to get to?*  
Smart objective, key measures/KPIs

## Strategy

*How do we get there?*  
Channel selection, integration, £

## Plan

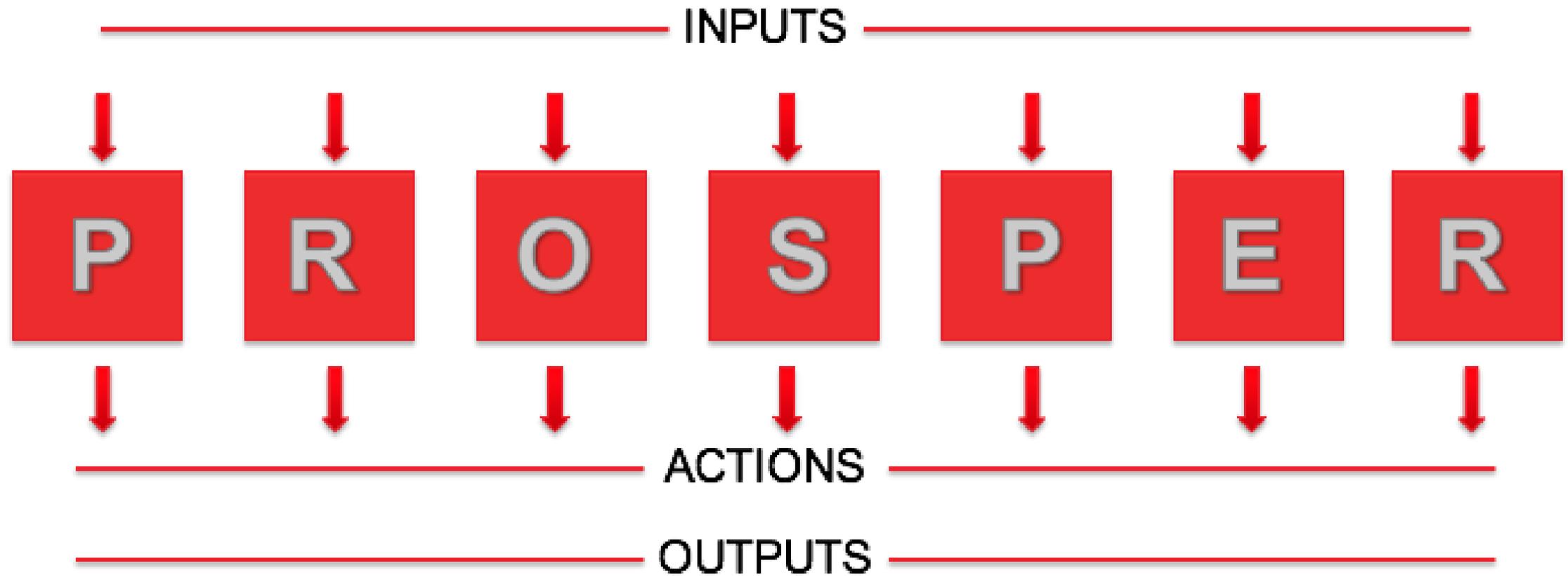
*What are the specific steps we will take?*  
Utilisation of channels, sequence of events

## Execute

*What are the key actions that we are taking?*  
RACI, agency responsibilities, optimisation, tactics, campaigns, always-on activity

## Review

*How did we perform, and can we do better?*  
Achievement of objective, learnings and insights, application and sharing for continuous improvement



# Digital marketing strategy

- How are you going to achieve the goals and objectives?
- Setting a meaningful digital marketing strategy – some considerations:
  - Targeting and Audience Segmentation
  - Positioning
  - Value Proposition
  - Brand Strategy
  - Online Presence
  - Content and Engagement Strategy
  - Acquisition Strategy
  - Conversion Strategy
  - Retention Strategy
  - Advocacy Strategy
  - Data Strategy
  - Omni-channel Strategy
  - Social Media/Email/Search/Affiliate/Partner Strategy
  - Governance Strategy

# Digital marketing tactics

- The details of the strategy
- How are you going to implement the strategy
- How are you going to measure the effectiveness of each channel, platform and tactic
- Different tactics are planned to support different objectives





The five golden rules of  
effective planning...

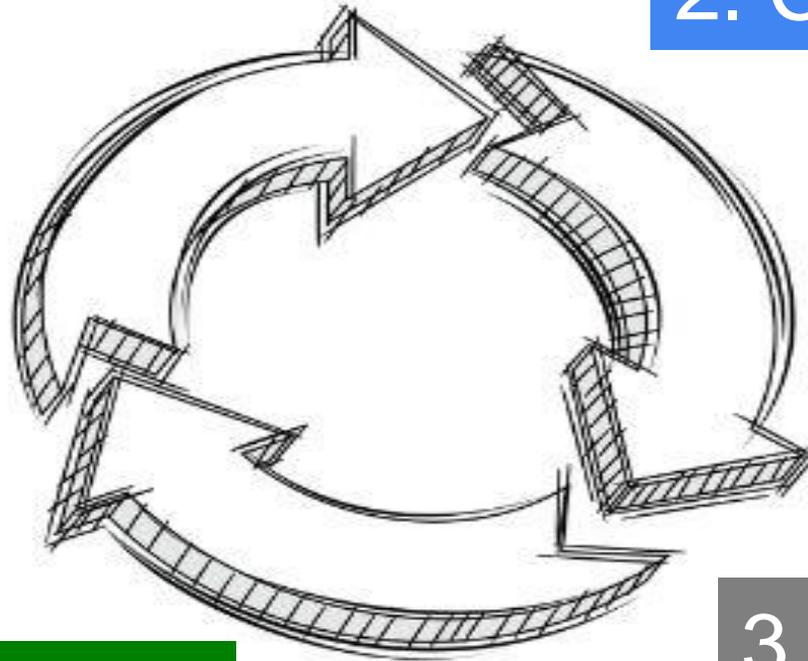
# 1 Start with the user and work backwards



# Customer lifecycles

1. Customer Acquisition

2. Customer Conversion



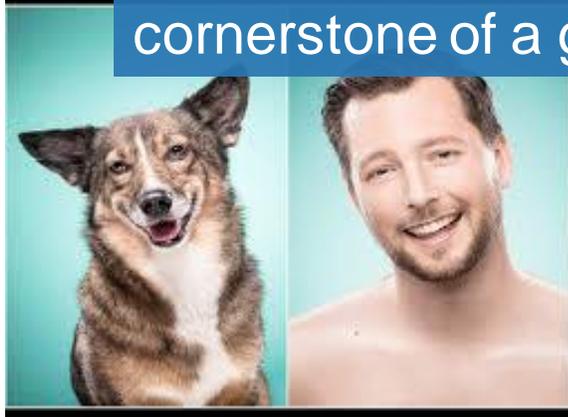
4. Customer Advocacy

3. Customer Retention

# Customer/Audience segmentation



Segmentation is critical to digital marketing. It helps organisations manage a range of audience/customer relationships, and forms a cornerstone of a good digital marketing plan.



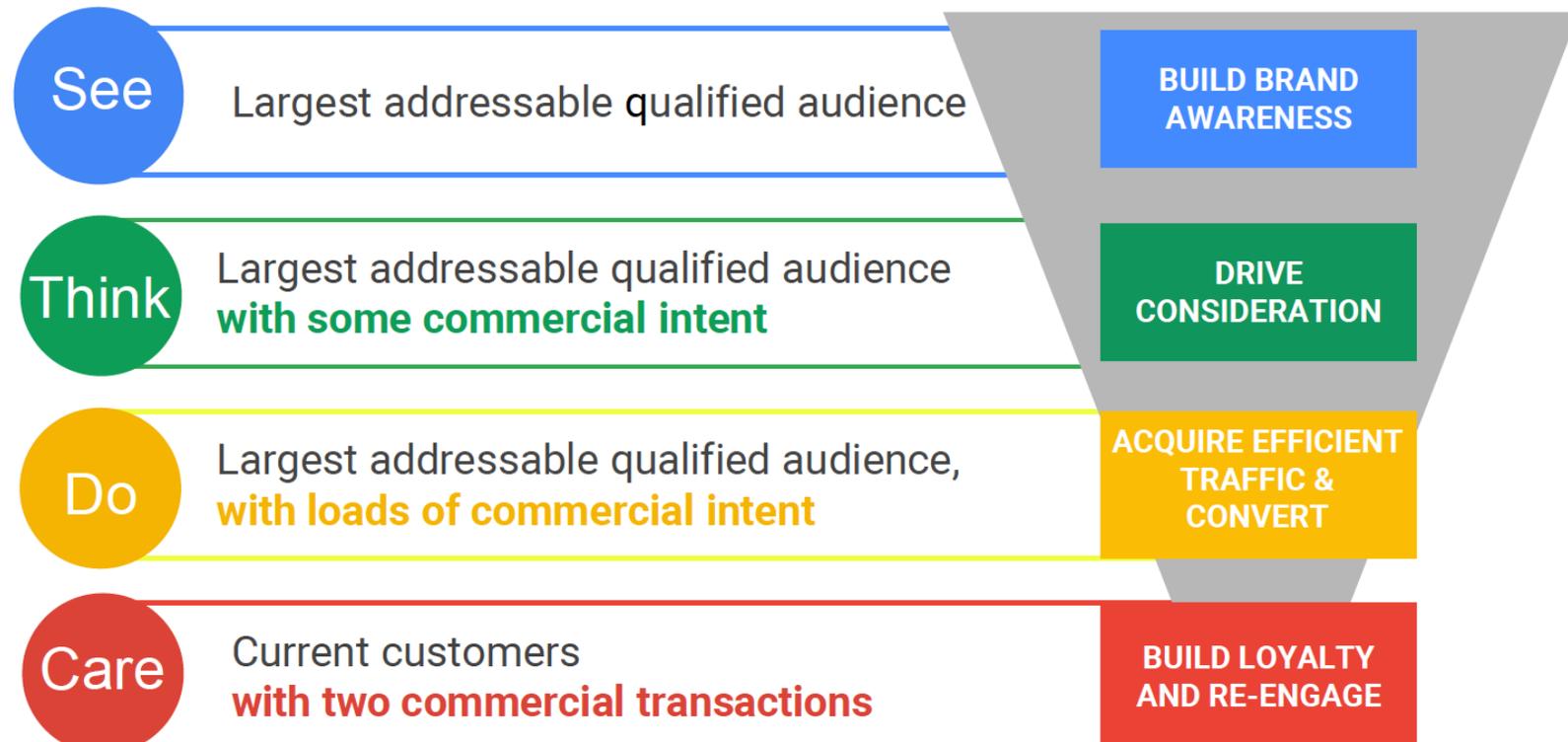
# Customer/Audience segmentation so much more than demographics!



- Consumer journey stage
  - Interests
  - Benefits sought
  - Purchasing behavior
  - Content engagement
  - Brand use
  - Occasion / timing
  - Consumer satisfaction
  - Consumer loyalty
  - User status / logged in / location etc.
- +more

# Customer intent

See think do care framework for thinking about your company goals



Source: Avinash Kaushik

BATH BALLISTICS  
PLONK, PLONK, FIZZ...

'NO ONE MAKES  
BATH BOMBS LIKE  
LUSH

THE ART  
OF BATHING

PATENTED  
BUBBLE  
BARS

CHOCOLATE  
MELTS

FOR A  
FABULOUSLY  
DECADENT  
BATH TIME

LET'S GET  
READY TO CRUMBLE



AN EXAMPLE OF INTENT PLANNING FRAMEWORK

See



Think



Do



Care



Largest addressable **qualified** audience

*Environmentally conscious people  
who want to look and feel good*

**LUSH**  
FRESH HANDMADE COSMETICS



See

I want to get tips on how to live more sustainably

I want to see beauty videos for easy fresh new looks

I want to try an app that helps me to make mindfulness part of my daily habits



Think

I want to learn about simple life-hacks that help me improve my health and beauty regime

I want to compare the ethical credentials of different brands

I want to know whether my health role models ever talk about ethical issues



Do

I want to locate the nearest store that sells Lush cosmetics

I want a Lush discount voucher code

*Moments of varying levels of intent on a typical Lush customer journey*



Care

I want to find out about other Lush products

I want to share photos of my Lush regime with my friends

**LUSH**  
FRESH HANDMADE COSMETICS



# See



# Think



# Do



# Care

 I want to get tips on how to live more sustainably  
Interested in sustainability. Watches videos about ethical living

 I want to learn about simple life-hacks that help me improve my health and beauty regime  
Browses websites and social media for beauty tips, exercise and healthy living

 I want to locate the nearest store that sells Lush cosmetics  
Visits Lush website. uses Store locator

 I want to find out about other Lush products  
Has subscribed to newsletter or participated in a competition.

 I want to see beauty videos for easy fresh new looks  
Searches for beauty vloggers on YouTube

 I want to compare the ethical credentials of different brands  
Reading online brand reviews

 I want a Lush discount voucher code  
Does a Google search for Lush voucher codes

 I want to share photos of my Lush regime with my friends  
Sharing photos with #LushLooks on Instagram and Facebook

 I want to try an app that helps me to make mindfulness part of my daily habits  
Reads reviews on Mindfulness apps

 I want to know whether my health role models ever talk about ethical issues

 **Browses blogs about health and ethics**

*Signal that could identify the moments on a typical Lush customer journey*



# Understanding customer needs -Audience Insight



# Creating Audience Segments and personas

## Clark Andrews

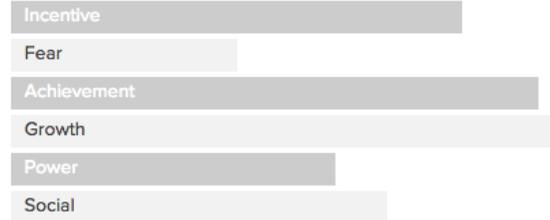
AGE 26  
 OCCUPATION Software Developer  
 STATUS Single  
 LOCATION San Jose, CA  
 TIER Experiment Hacker  
 ARCHETYPE The Computer Nerd

Friendly    Clever    Go-Getter



"I feel like there's a smarter way for me to transition into a healthier lifestyle."

### Motivations



### Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

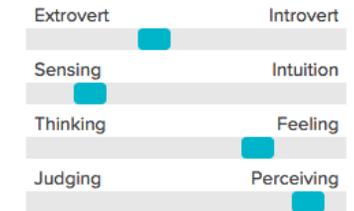
### Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

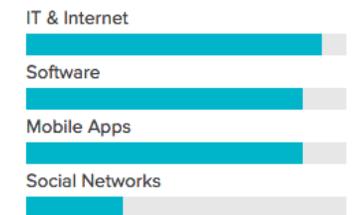
### Bio

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

### Personality



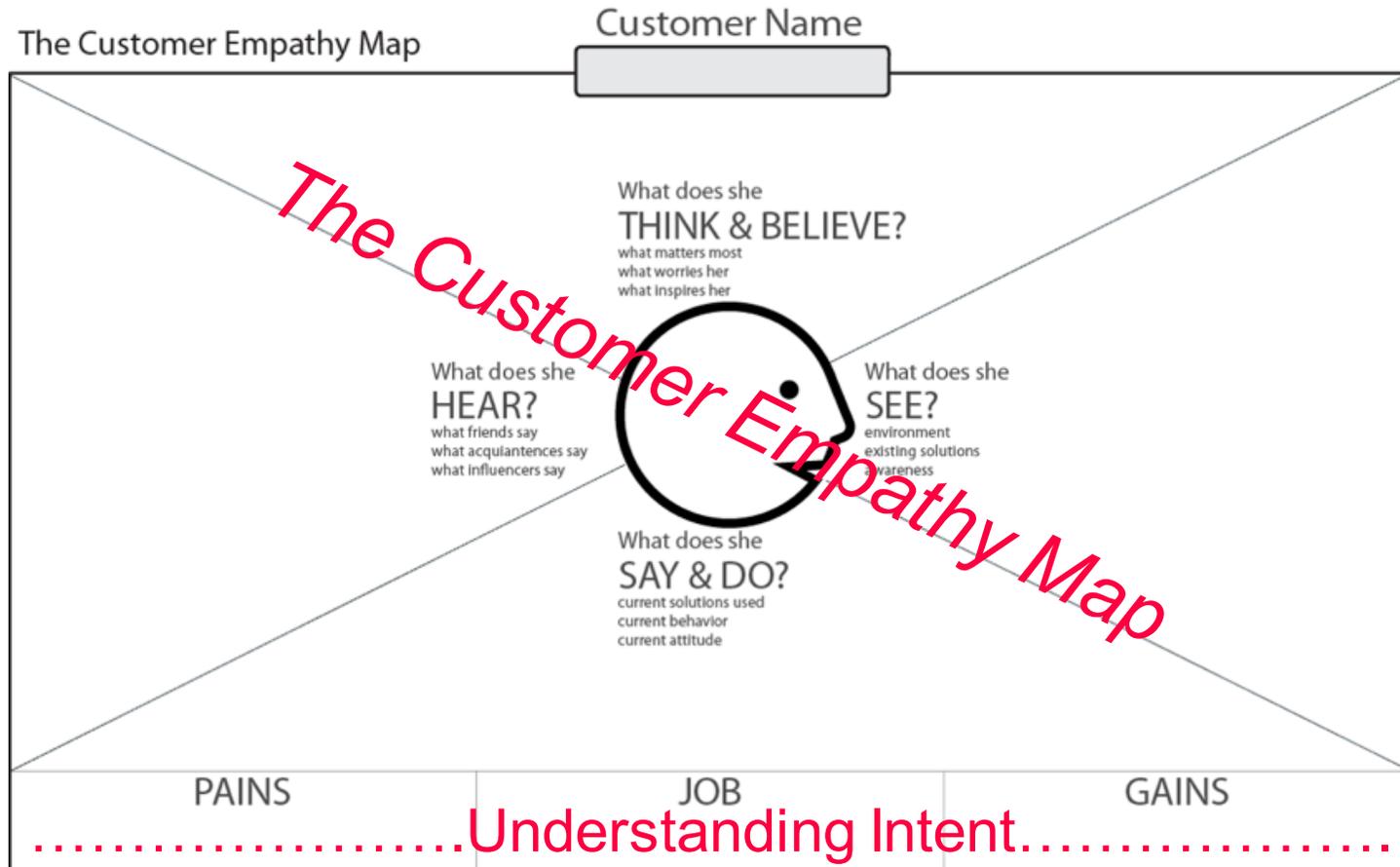
### Technology



### Brands



# Empathy Mapping - Plotting where you meet needs and create value



# Building a campaign briefing framework

**GET**

**TO**

**BY**

## BRIEFING

### WHO

Who do you want to talk to? How would you describe them?

### WHAT

What do you want them to feel, think or do? What needs to change?

### HOW

What will you broadly say to make them feel, think or act that way?

## SOLUTION



Audience



Targeting



Measurement

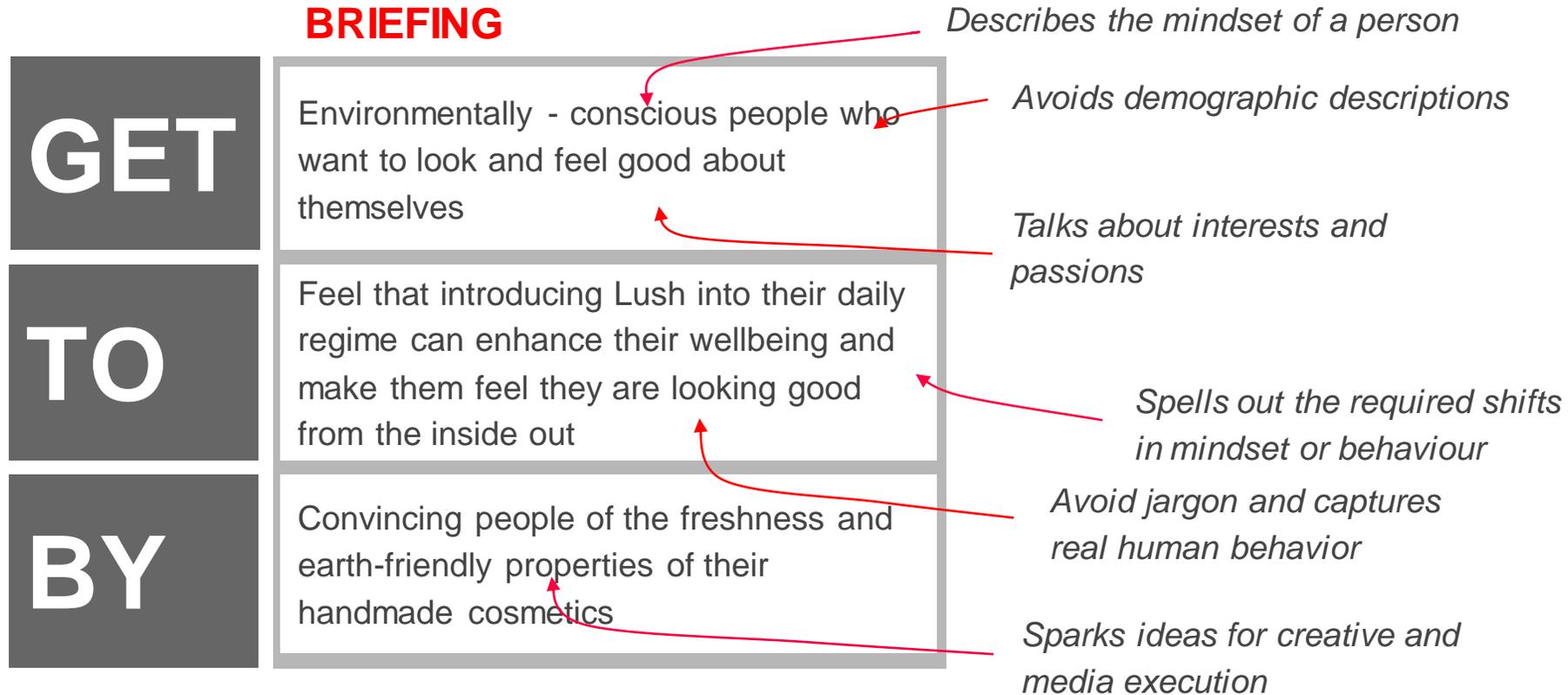


Messages



Media & Content

# The Lush Get-To-By



**LUSH**  
FRESH HANDMADE COSMETICS

# Exercise Part 1: Build a campaign brief for your brand

## BRIEFING

GET

### WHO

Who do you want to talk to? How would you describe them?

TO

### WHAT

What do you want them to feel, think or do? What needs to change?

BY

### HOW

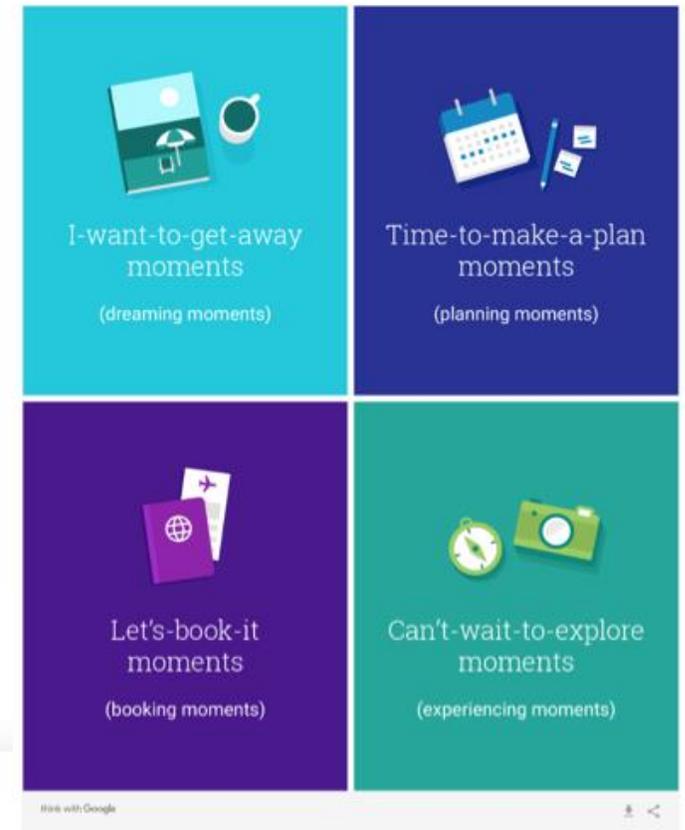
What will you broadly say to make them feel, think or act that way?

# A typical customer journey – booking a holiday



Travel micro-moments start when people begin dreaming of a trip, and they continue all the way through the long-awaited trip itself. These moments tend to fall into one of four categories, which map closely to the stages of the travel decision-making process: dreaming, planning, booking, and experiencing.

Travel moments that matter



# Customer journey mapping

The consumer decision journey has four key battlegrounds.



McKinsey&Company

# Customer lifecycles/customer journey maps

Audience Segments/ Personas

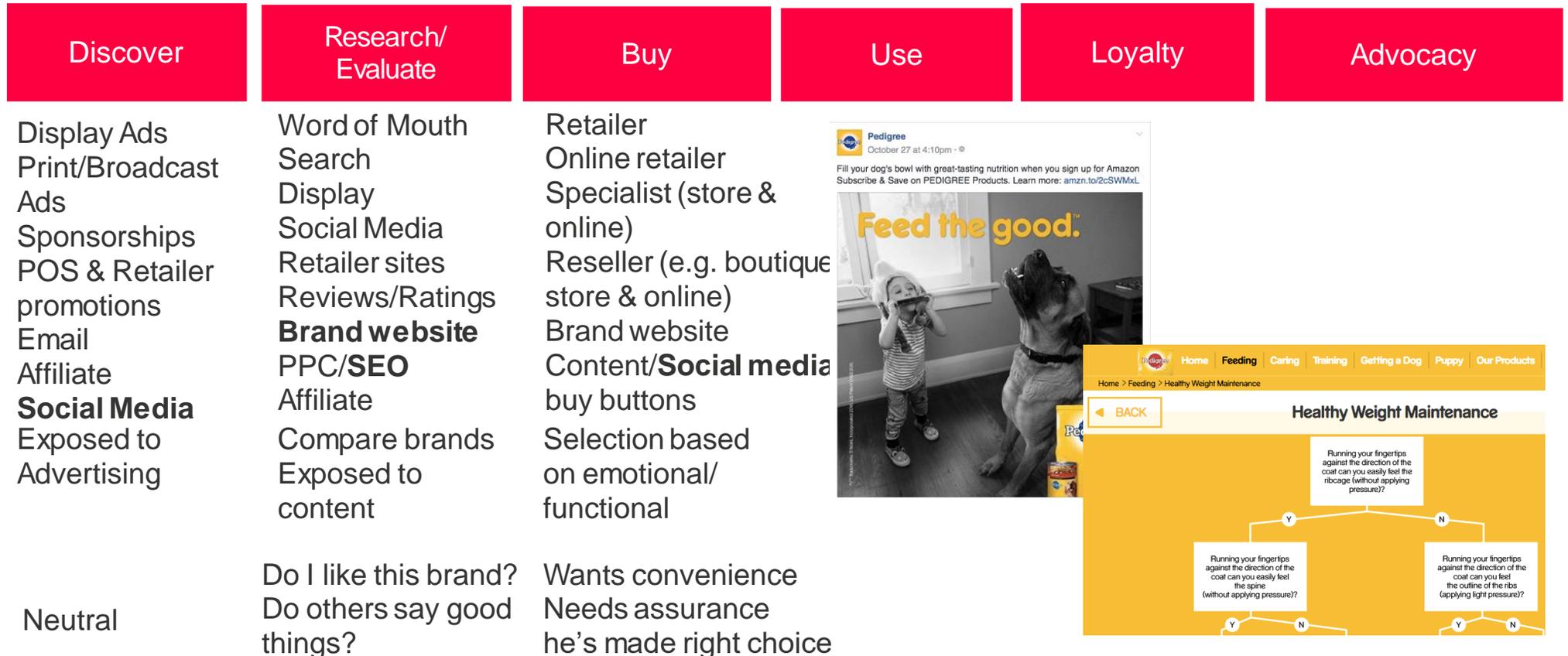


Touchpoints  
Digital and non-digital

Actions

Feelings

Let's take "Plan ahead Paul" what does a typical customer lifecycle look like for him?



# Exercise : Customer journey mapping

Map out your last significant purchase - how did you feel at each stage (emotions, pains and passions)

What were the touch points – digital and non-digital?

What mobile moments did you encounter?

See: Stretch exercise or post workshop action



## Customer lifecycles/customer journeys

Audience Segments/ Personas

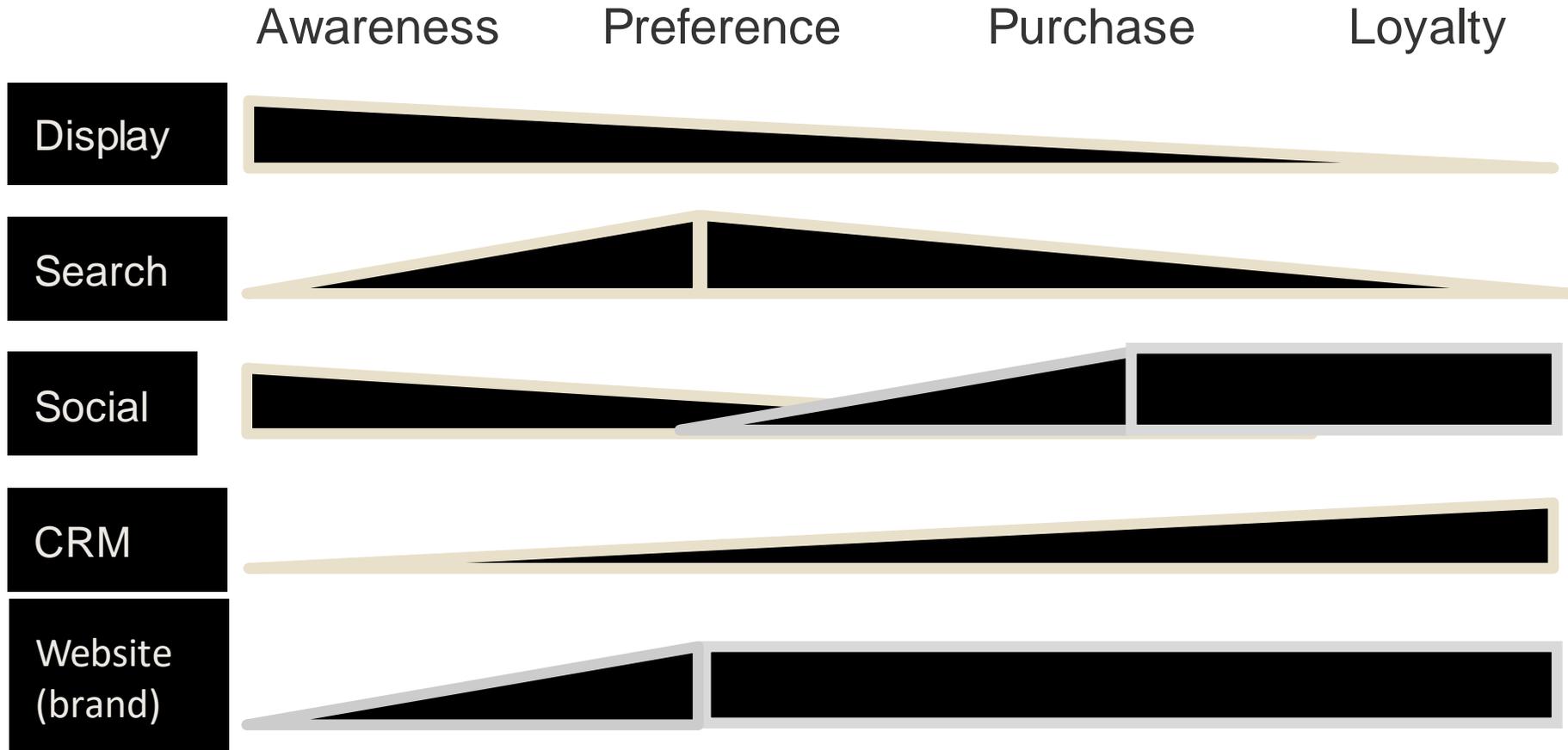
Let's take "Plan ahead Paul" what does a typical customer lifecycle looks like for him?

Customer Journey Map

Discover	Research/Evaluate	Buy	Use	Loyalty	Advocacy
<ul style="list-style-type: none"> <li>Display Ads</li> <li>Print/Broadcast Ads</li> <li>Sponsorships</li> <li>POS &amp; Retailer promotions</li> <li>Email</li> <li>Affiliate</li> <li>Social Media</li> </ul>	<ul style="list-style-type: none"> <li>Word of Mouth</li> <li>Search</li> <li>Display</li> <li>Social Media</li> <li>Retailer sites</li> <li>Reviews/Ratings</li> <li>Brand website</li> <li>PPC/SEO</li> <li>Affiliate</li> <li>Compare brands</li> <li>Exposed to content</li> <li>Do I like this brand?</li> <li>Do others say good things?</li> </ul>	<ul style="list-style-type: none"> <li>Retailer</li> <li>Online retailer</li> <li>Specialist (store &amp; online)</li> <li>Reseller (e.g. boutique store &amp; online)</li> <li>Brand website</li> <li>Content/Social media buy buttons</li> <li>Selection based on emotional/functional</li> <li>Wants convenience</li> <li>Needs assurance he's made right choice</li> </ul>			
<p><b>Touchpoints</b> Digital and non-digital</p>					
<p><b>Actions</b></p>					
<p><b>Feelings</b></p>	Neutral				



# Role of channels – constantly changes



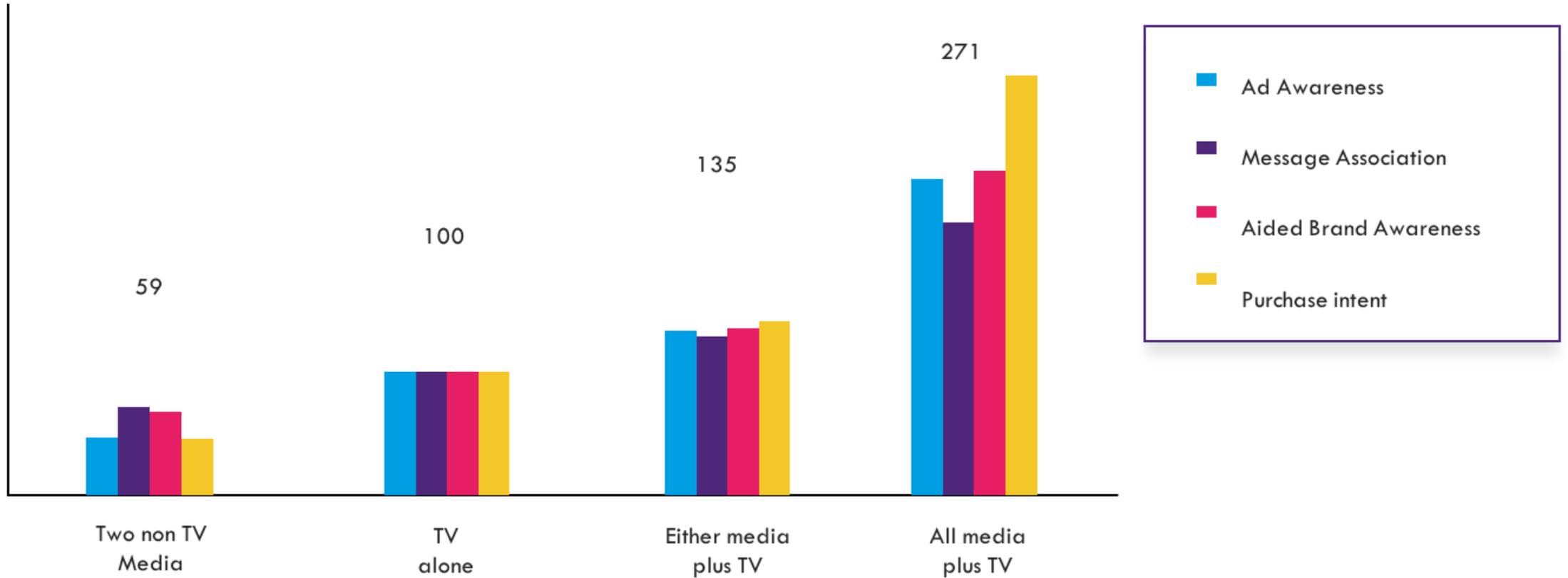
# Channel selection

Where are  
my  
audience?



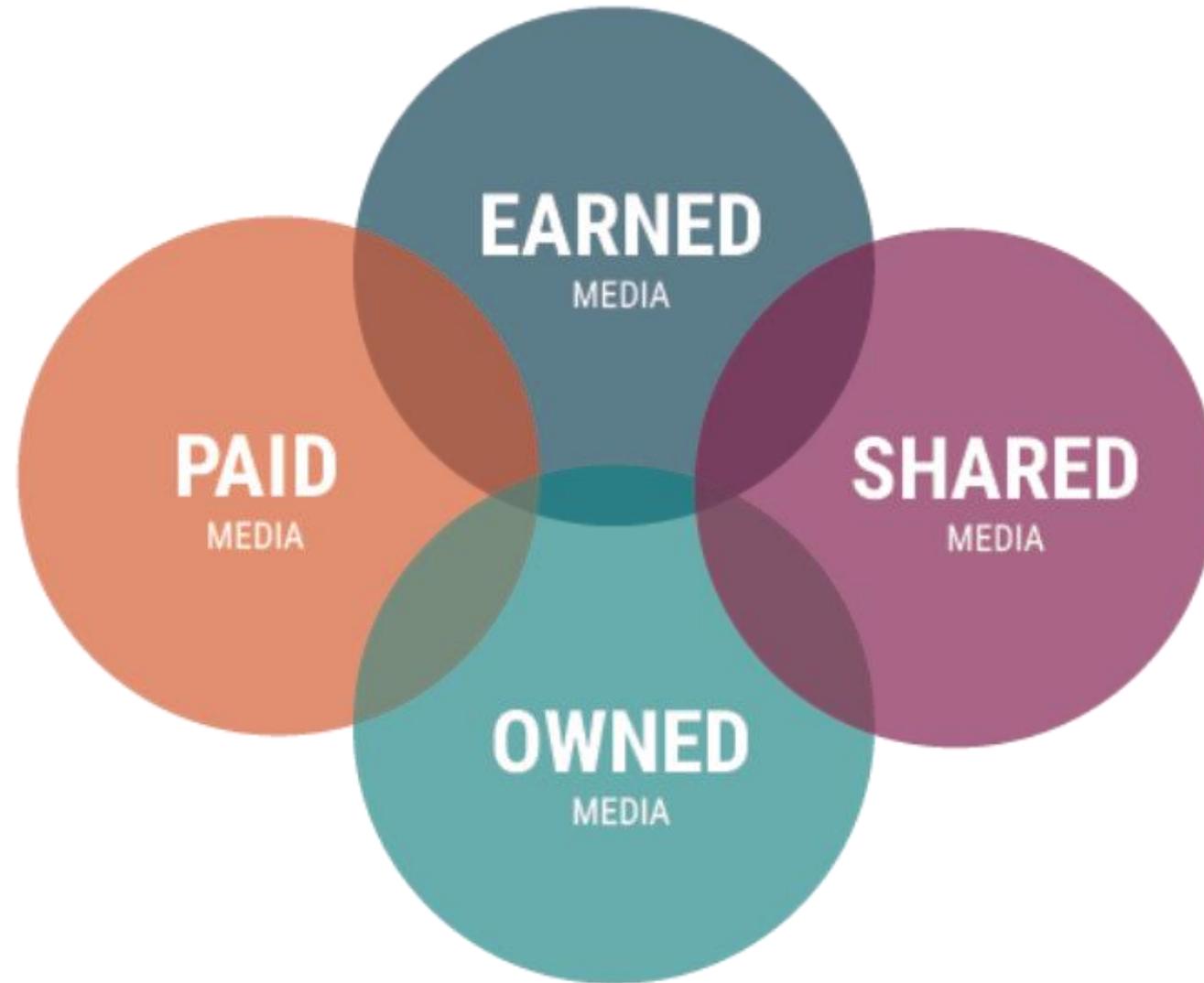
What are  
my  
objectives?

# Media-multiplier effect

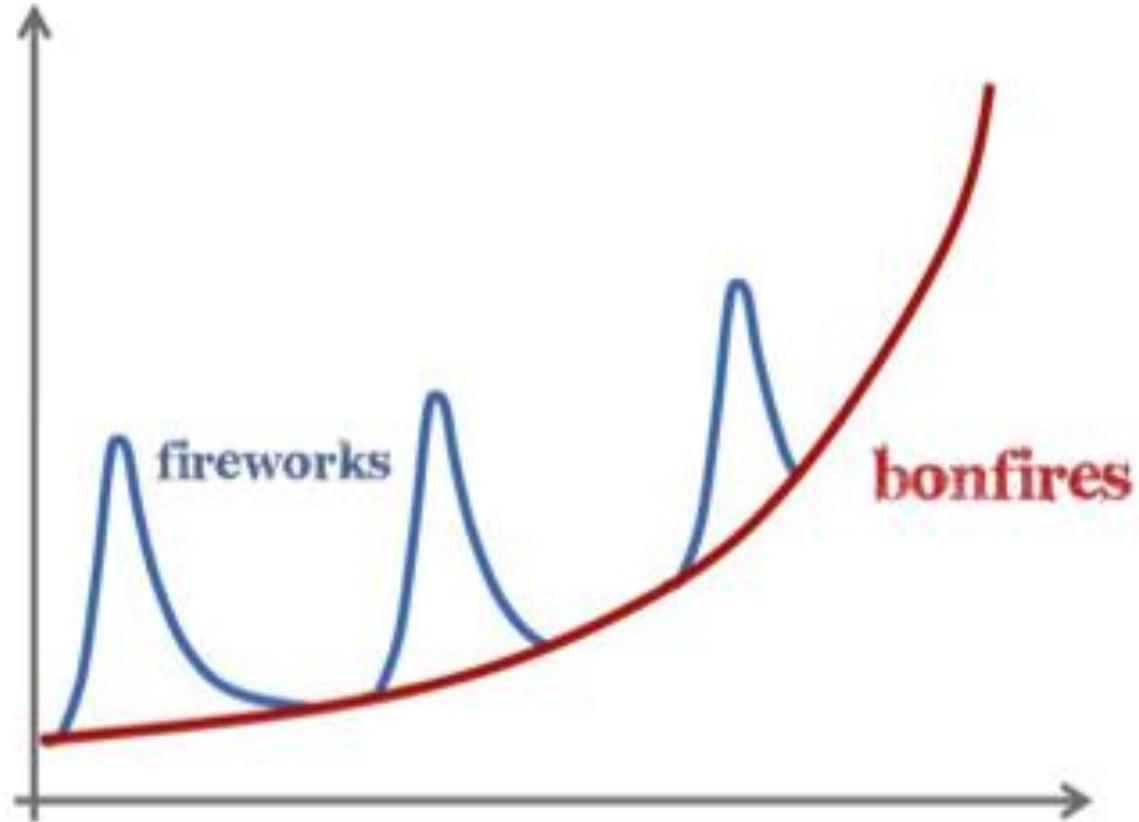




# PESO



# Always on and campaigns



Source: John Willshire 'What is Media Planning'

# Digital and physical

[Click here to watch](#)

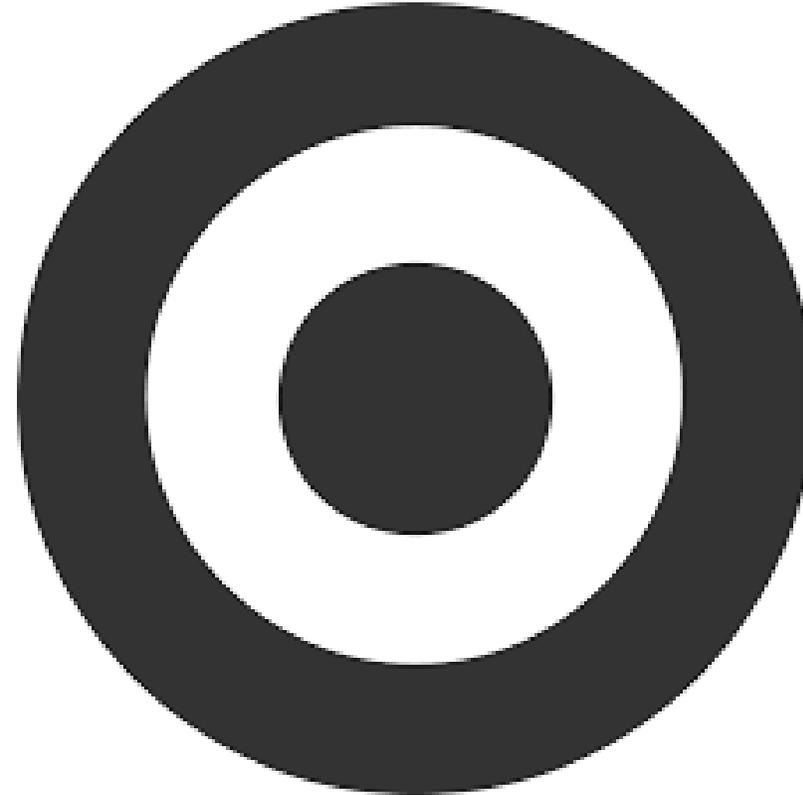


Rebecca Minkoff's New York Connected Store blends best of digital with a retail space

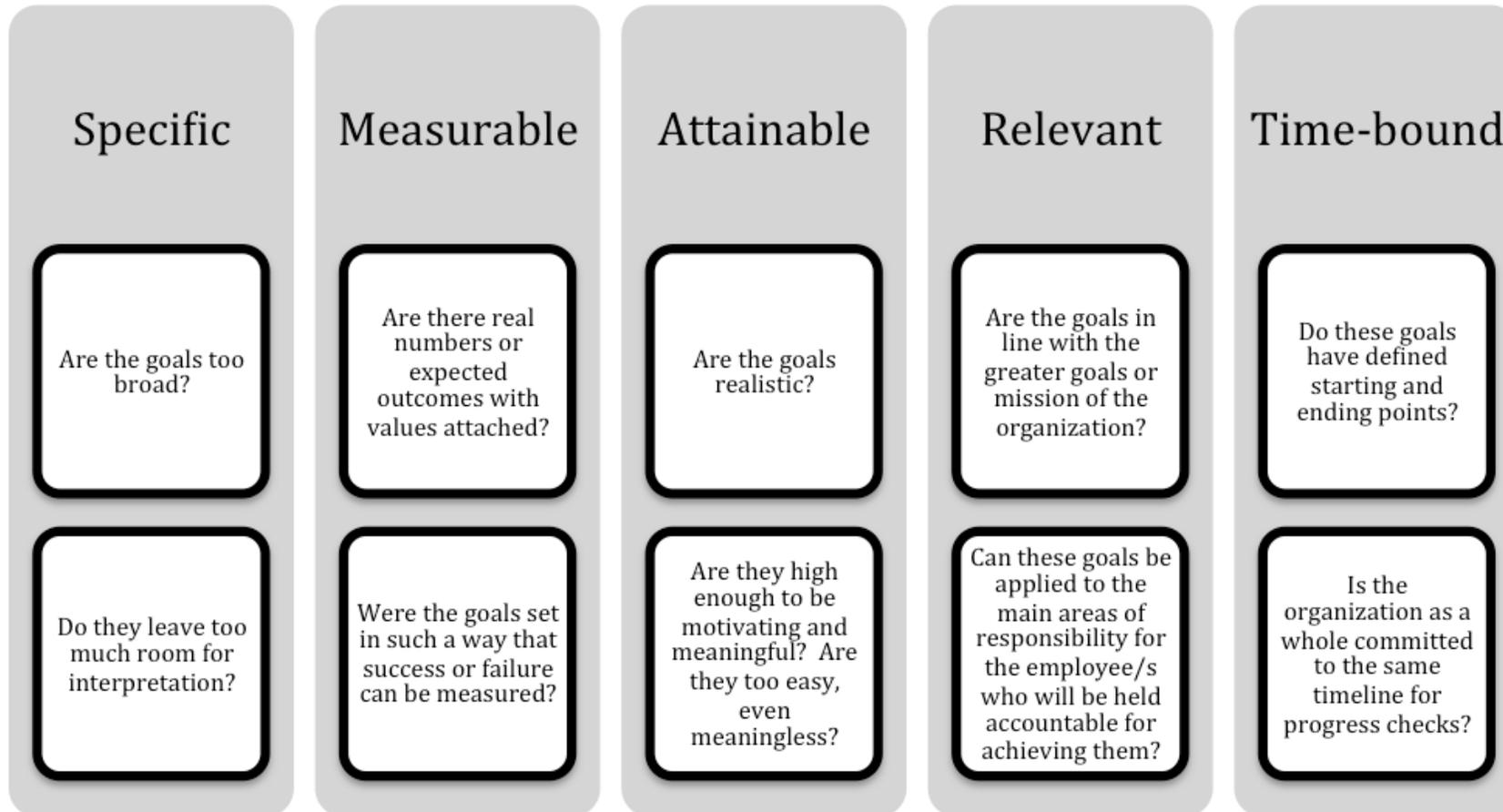
Has increased time in store and sales.

Data generated in changing room enables them to dynamically change their merchandising in-store.

# 4 Set clear objectives



# Objective Setting in practice



# Basic objective setting in practice

## Goal

- Increase number of quality sales prospects by 10% within 6 months

## Objectives

- Increase number of UUs to blog by 30% by Q4 2019
- Increase LinkedIn/Twitter/YouTube reach by 20% by Q4 2019
- Secure 25 organic new, quality links to website by Q4 2019

## Strategy

- Produce a unique online library of 'Thought Leadership' material as basis of an lead gen > acquisition program

## Tactics

- Drive prospects into our online lead generation process
- Designate an internal content and social team
- Develop an editorial calendar & post 3 blog posts per month
- Support corporate and personal social reach with targeted paid social activity for successful posts
- Task comms team to secure links from online PR/placement of key features and assets

# Detailed objective setting in practice

Objectives	Substantiation (informed by situation analysis or insight, example)	Strategies to achieve goals	Key performance indicators (critical success factors)
1. <i>Acquisition objective.</i> Acquire 50,000 new online customers this financial year at an average cost per acquisition (CPA) of £30 with an average profitability of 5%	Based on growth forecast based on current sales of 40,000 sales per year, but with incremental sales arising from new affiliate programme and SEO development	Start affiliate marketing programme and improve SEO. Existing media mix based on pay-per-click and display advertising supported by offline media	Overall CPA for online sales. Incremental number and % of sales from affiliate marketing programme. Number of strategic keywords ranked for in top positions in natural search results page
2. <i>Acquisition (or conversion) objective.</i> Migrate 40% of existing customers to using online 'paperless' bill payment services and e-mail communications within 3 years	Extrapolation of current natural migration coupled with increased adoption from offline direct marketing campaign	Direct marketing campaign using direct mail, phone prompts and online persuasion to encourage adoption. Use of incentive to encourage change	Number and percentage of existing customers registering to use online service. Number and percentage of customers actively using online services at different points after initially registering

# Measures

We recommend four different types of measures

1. Top-level broad goals to show how the business can benefit from digital channels
2. Mid-long term vision that can articulate the transformation required
3. Specific SMART objectives to give clear direction and commercial targets
4. Key Performance Indicators to check you are on track

SMART – Specific, Measurable, Achievable, Realistic and Time-bound

# 5

Optimise,  
optimise,  
optimise



# Optimisation



# Summary

- Start with the user and work backwards
- Use the right channel, use more than one
- Think integrated
- Optimise, optimise, optimise
- Use a planning framework – like  
PROSPER

# Tools and resource

<https://www.thinkwithgoogle.com/tools>

Google Trends, Shopping Insights, Consumer  
Barometer,  
Graph Builder  
Gartner's Hype Cycle  
McKinsey Consumer Decision Journey  
...and more!



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# Content marketing

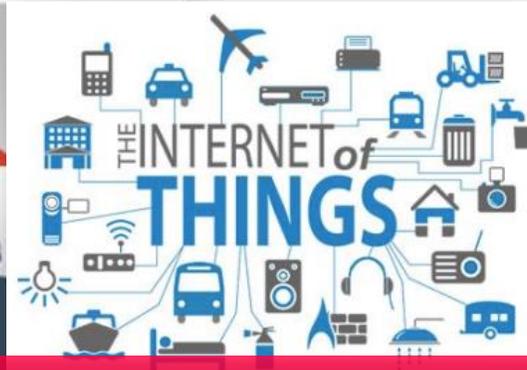
# Content marketing

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- Content marketing and the customer journey
- Frameworks for content marketing
- Defining your content marketing mission

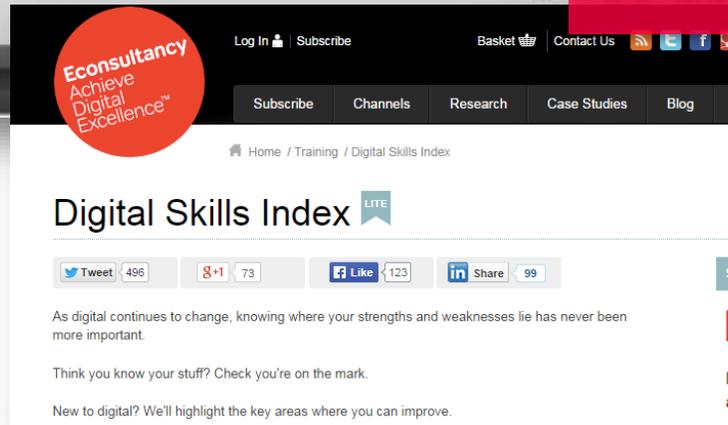


# What is Content ?

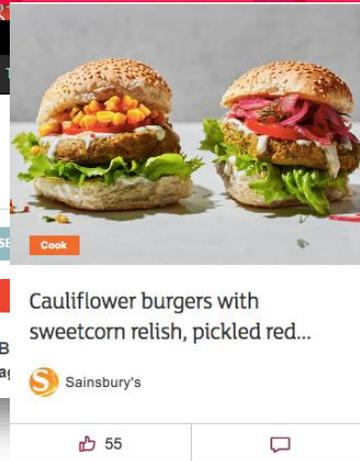


## INFORMATION

Creative



Messaging



Type/Format



# What is Content Marketing?

content  
marketing is “  
the only  
marketing left

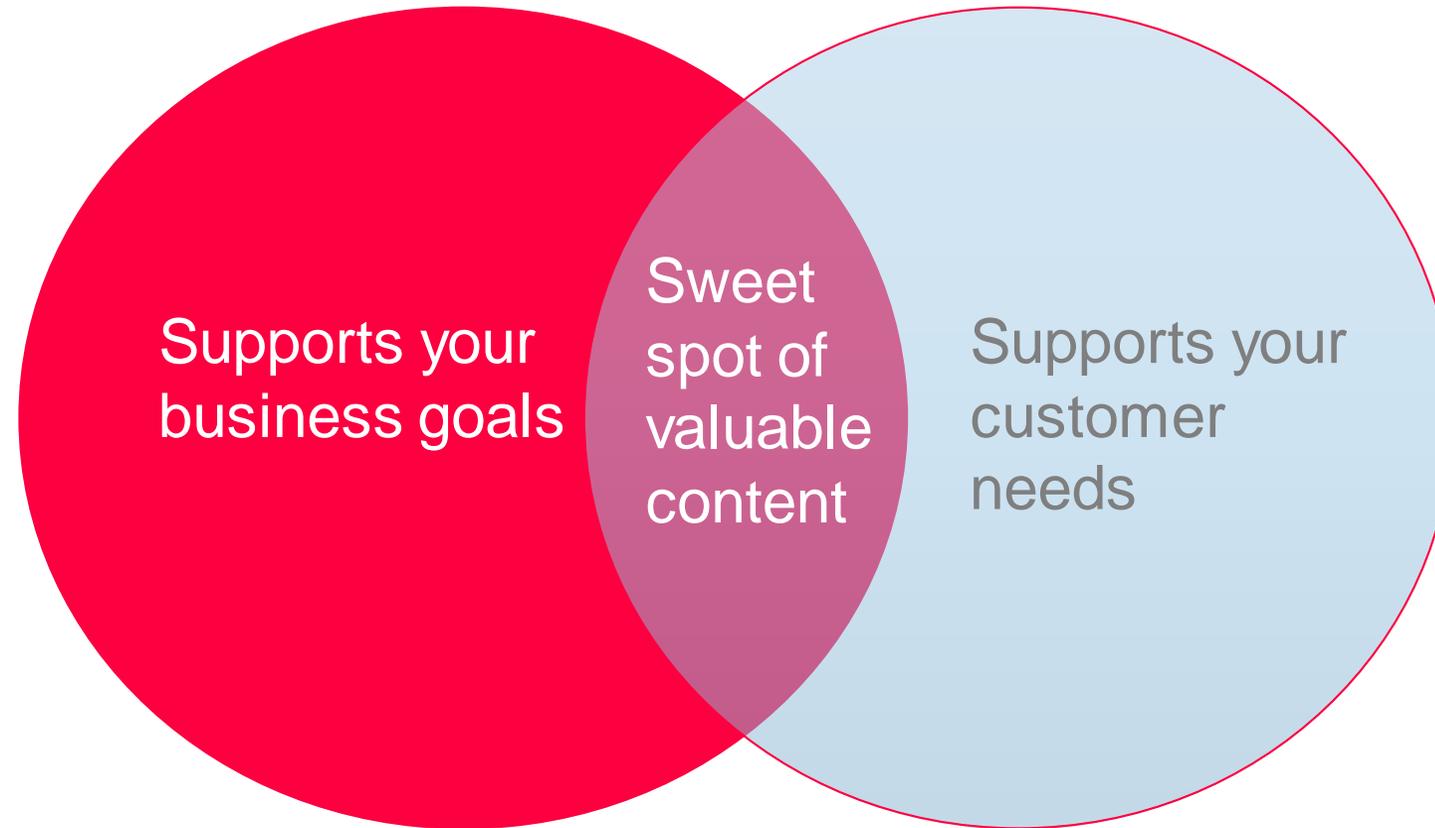
// Seth Godin



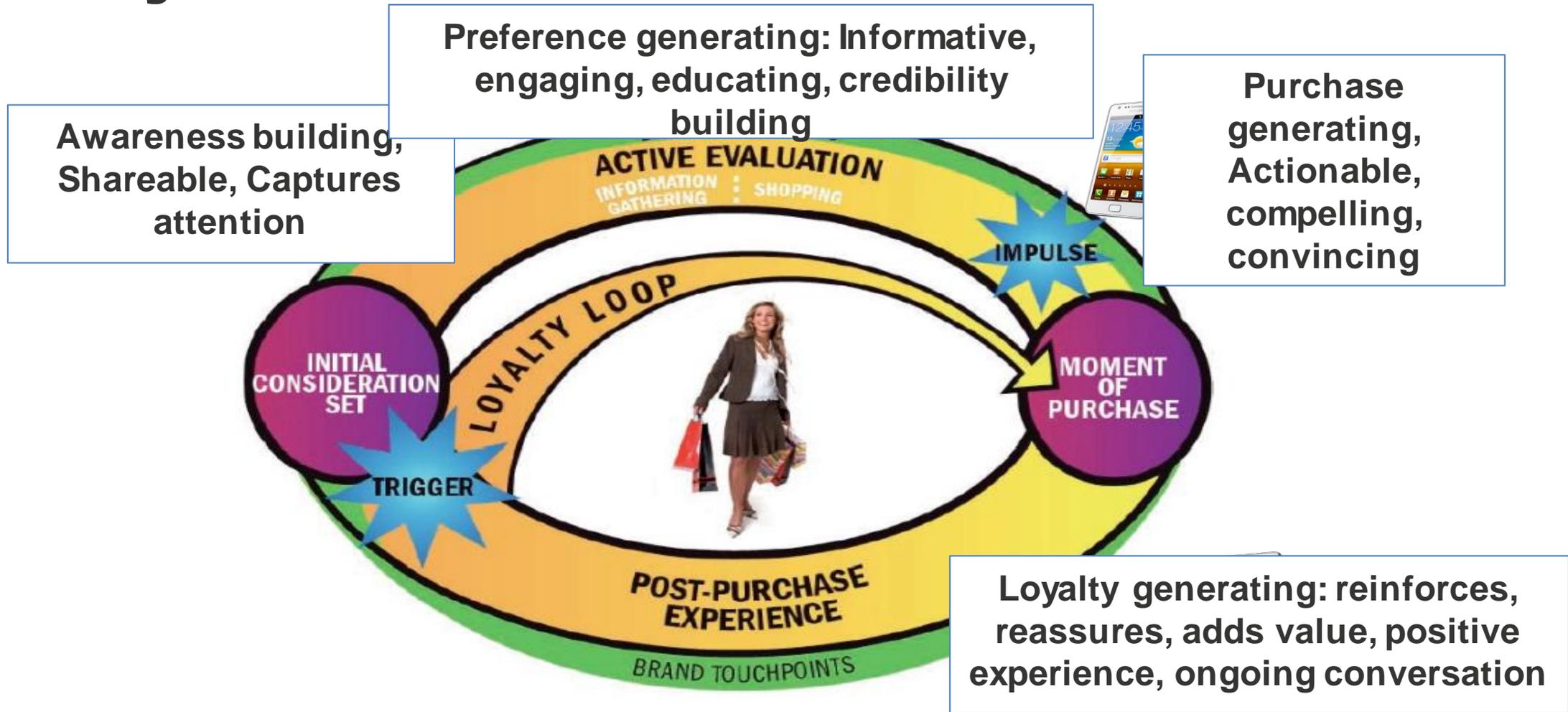
*‘Creation & delivery of information tailored to audience needs where both business and audience **gain value** from the exchange of **content** for **attention**. The primary goal is to convert audiences to a **business building outcome**’*

**Source: Michelle Goodall**

# Content Marketing

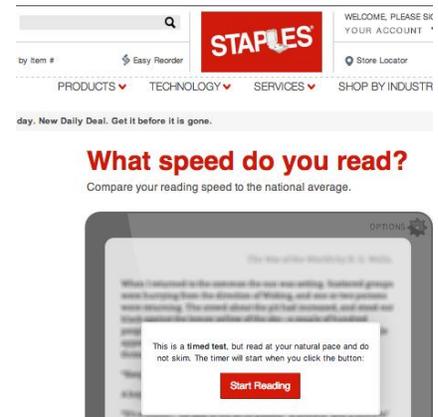
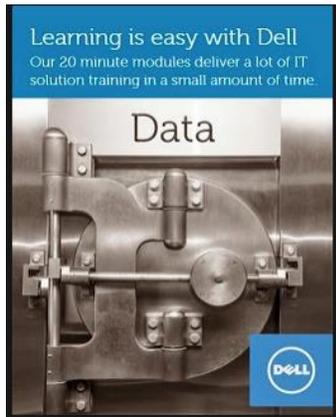


# Must have a purpose throughout the customer journey

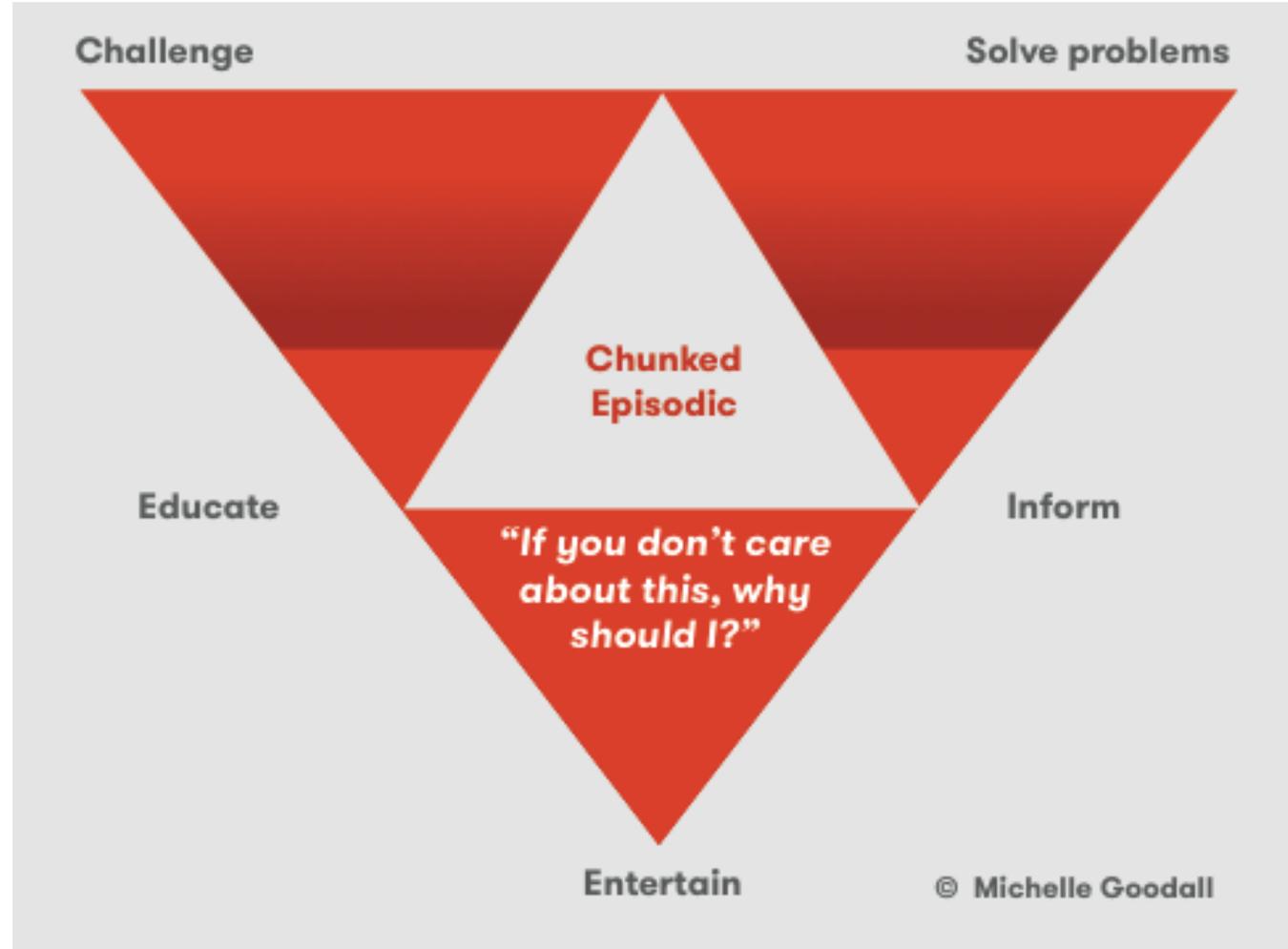


# The key here is 'value'

B2B value proposition	B2C value proposition
Make my work easier	Make my life easier
Help me develop my career	Help me learn and explore
Make me look good	Make me look good
Make me feel better about my work	Make me feel better about my life

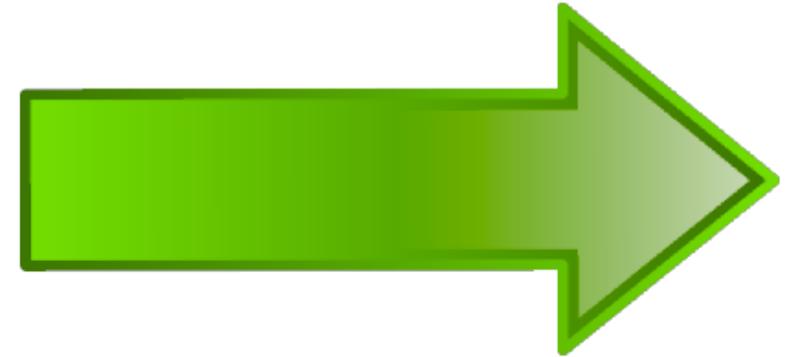


# ...and purposeful content

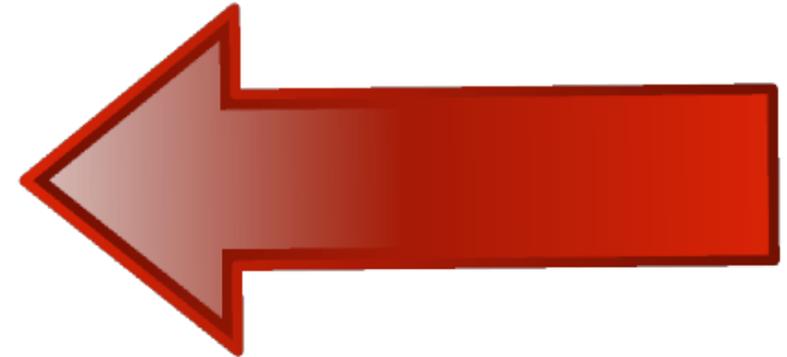


# Inbound and outbound marketing

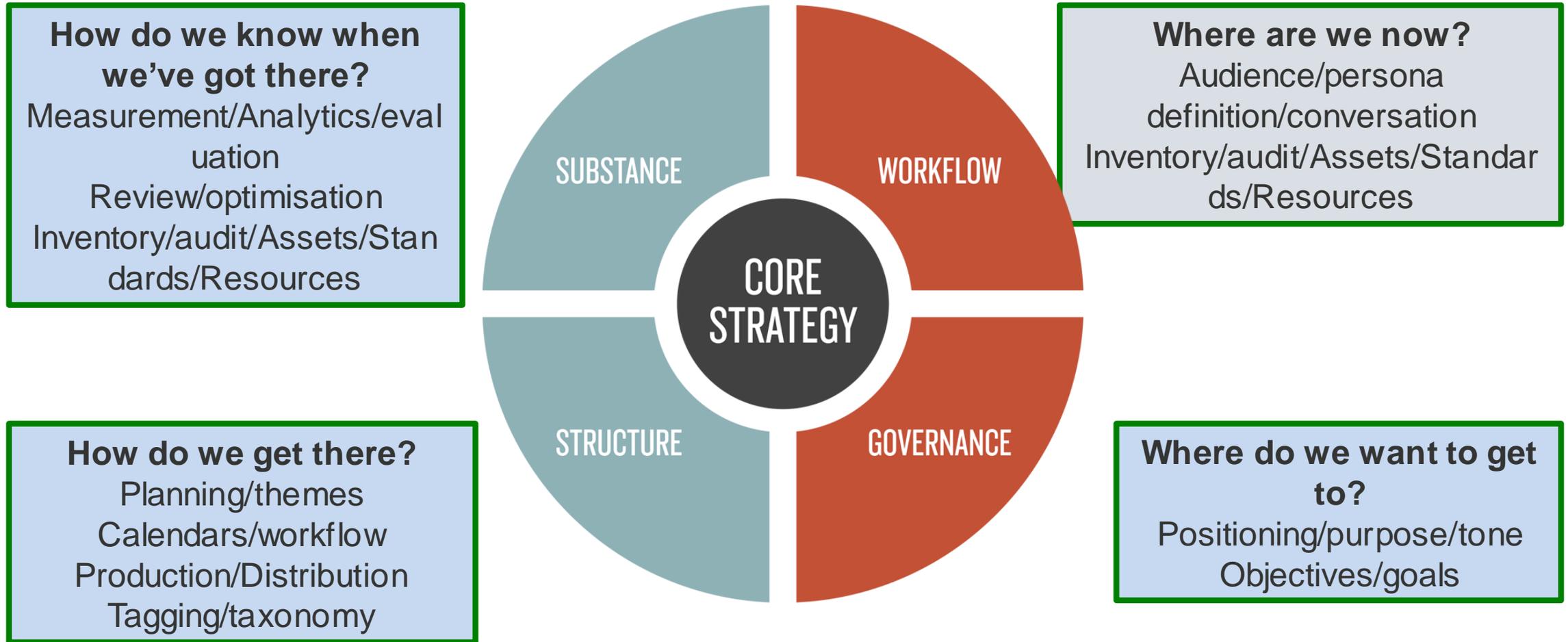
“**Outbound Marketing**” is where a marketer **pushes** his message out far and wide hoping that it resonates with target audiences.



“**Inbound Marketing**” is where you "get found" by **pulling** people already resident online and learning about your industry.

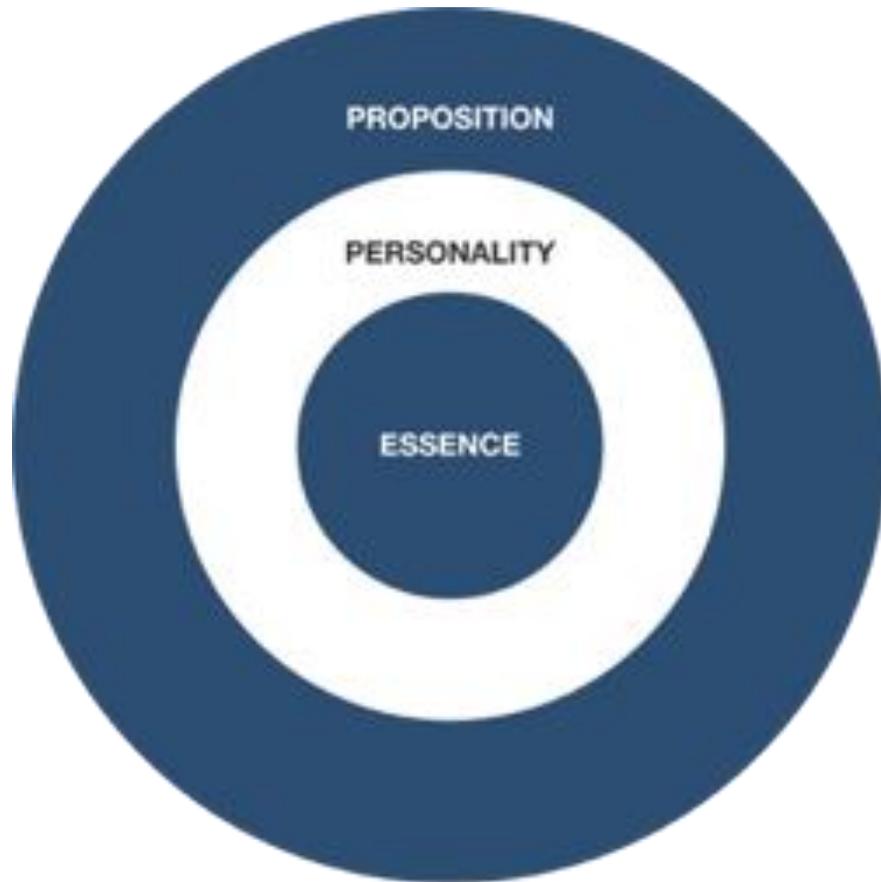


# Content Strategy before Content Marketing



“plans for the creation, publication, and governance of useful, usable content.”

# Brand alignment



Brand Model

## Essence:

What does the brand stand for/what's our purpose/our 'why'?

## Personality:

Tone of voice, what is our point of view?

## Proposition:

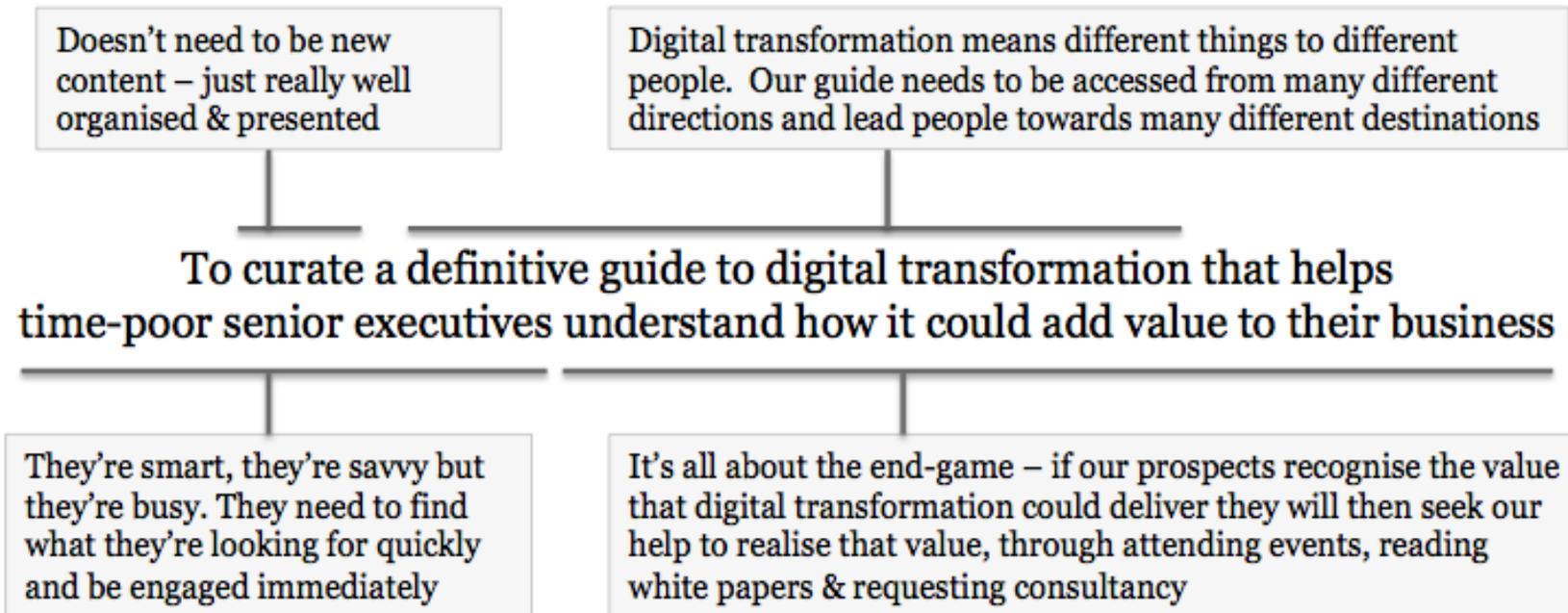
What are the main content themes?

Why should audiences/customers engage with us?

What is credible and relevant territory for us?

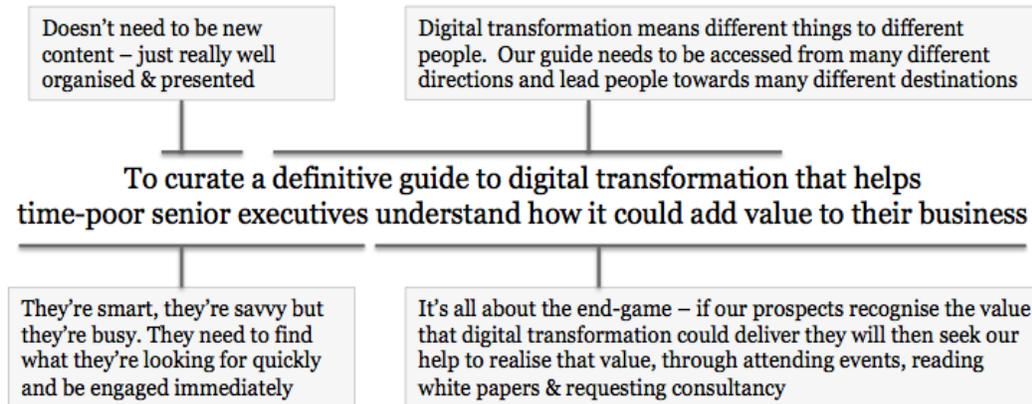
# Content marketing missions

## *Define your content marketing mission*



# Exercise:

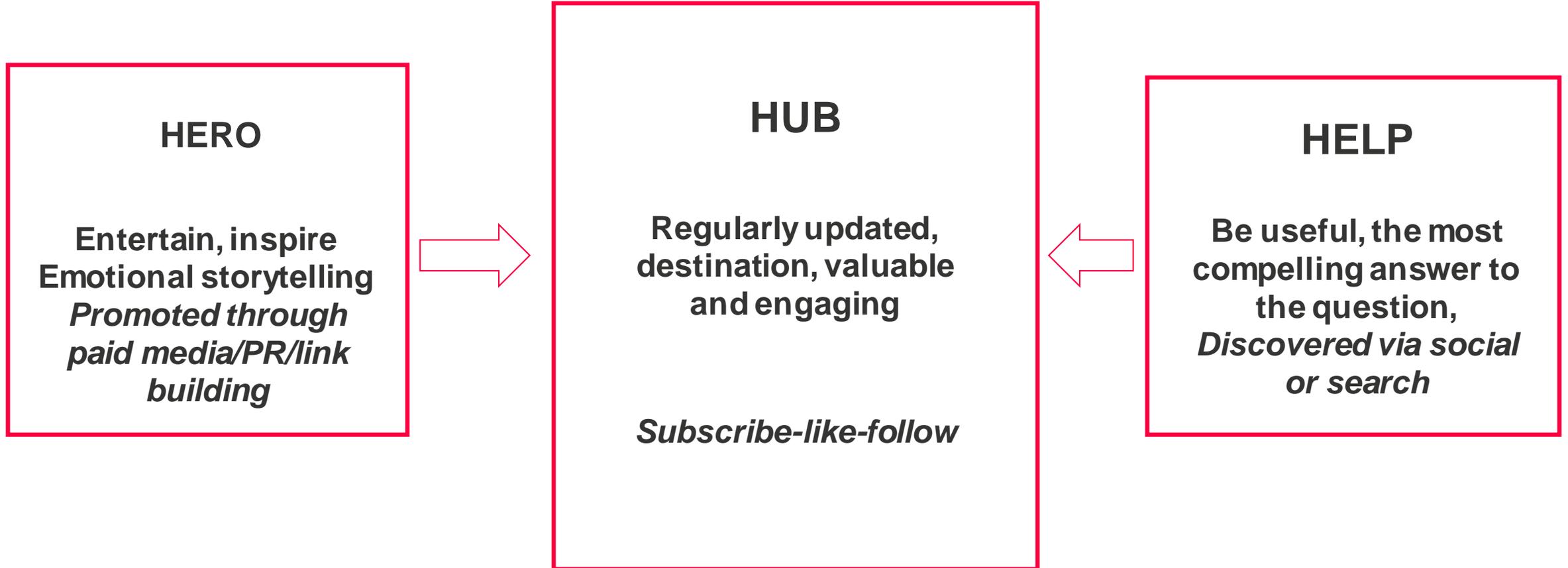
## Define your content marketing mission



The content we produce helps our organization/business/brand accomplish \_\_\_\_\_ **GOAL** \_\_\_\_\_ and \_\_\_\_\_ **GOAL** \_\_\_\_\_ by providing \_\_\_\_\_ **ADJECTIVE** \_\_\_\_\_ and \_\_\_\_\_ **ADJECTIVE** content that makes \_\_\_\_\_ **AUDIENCE/E** \_\_\_\_\_ feel \_\_\_\_\_ **EMOTION** \_\_\_\_\_ so that they can \_\_\_\_\_ **TASK** \_\_\_\_\_

The content we produce helps our business **reach new customers and retain and grow existing customers** by providing **helpful** and **empathic** content that makes **people with sensitive skin** feel **understood** so that they can **feel more confident and get on with their lives**

# Hero, Help, Hub



# Hero, Hub, Help

The screenshot shows the UPS Longitudes website. At the top left is the UPS logo and the text "LONGITUDES Navigating the trends of tomorrow". To the right are "Subscribe" and "Search" buttons. Below the header is a navigation menu with categories: LONGITUDES RADIO, ROUTES TO THE FUTURE, TED@UPS, INNOVATION, LOGISTICS, and INDUSTRIES. The main content area features a featured article titled "10 Cities Predicted to be Megacity Status by 2030" by Alex Thornton from the World Economic Forum. The article text reads: "Housing, pollution, transportation, infrastructure, inequality, and social cohesion all require creative solutions." Below the text is a "Learn More" link. A yellow dropdown menu is open over the "TED@UPS" category, showing years from 2015 to 2018. The background of the page is a stylized bar chart with blue and dark blue bars.

A promotional graphic for the Longitudes Radio podcast. It features the text "LONGITUDES RADIO" with a radio wave icon. Below this is a description: "Subscribe to our new podcast for in-depth conversation with industry leaders, influencers and innovators about trends shaping the world of tomorrow." At the bottom, there are two buttons: "Get it on iTunes" and "AVAILABLE ON: STITCHER".

<https://longitudes.ups.com/>

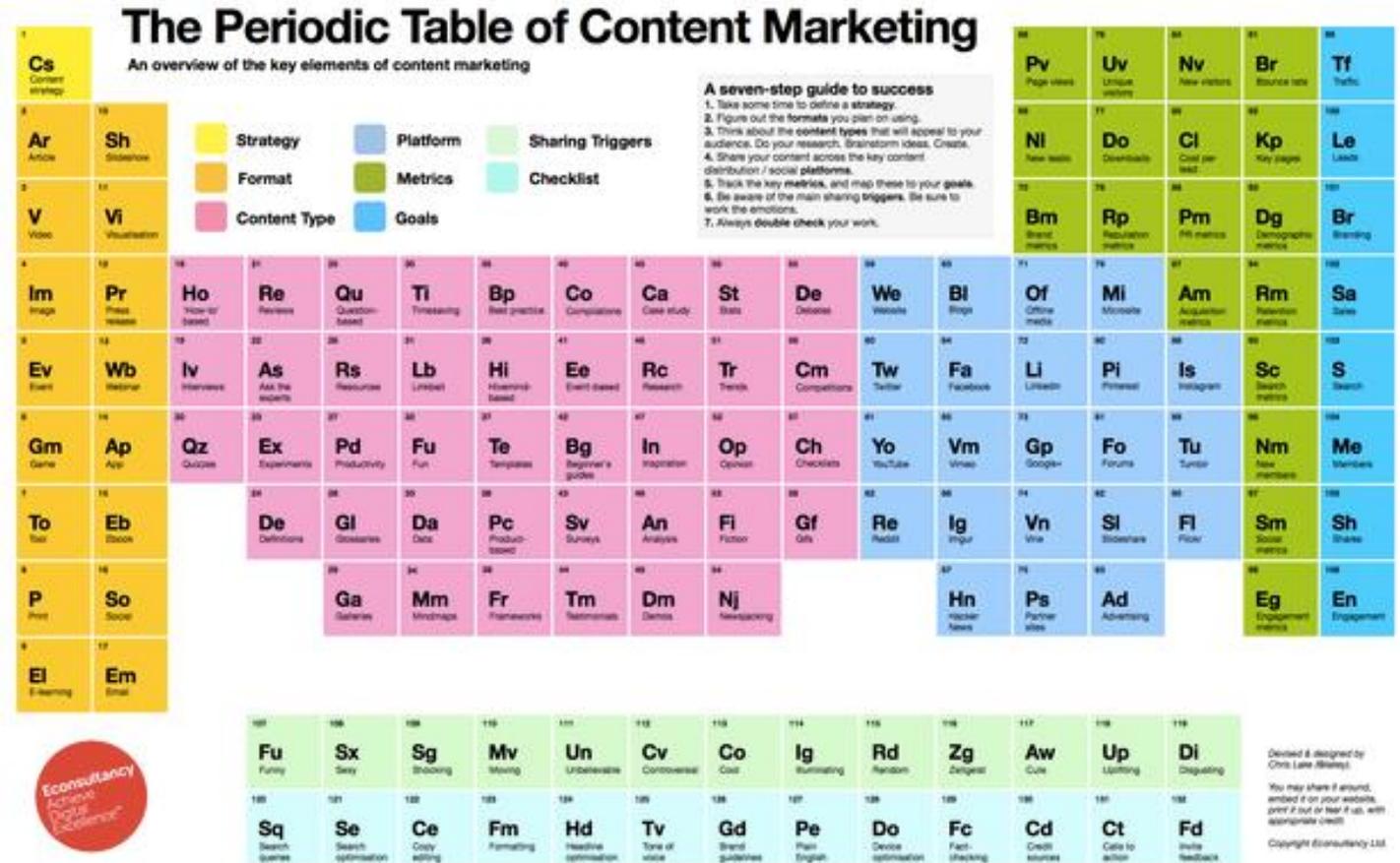
# Hero, Hub, Help

Content Theme:

- Content Marketing

Content Format:

- Periodic Table embeddable visual
- A4 Wallchart
- Organic social posts
- Paid social posts



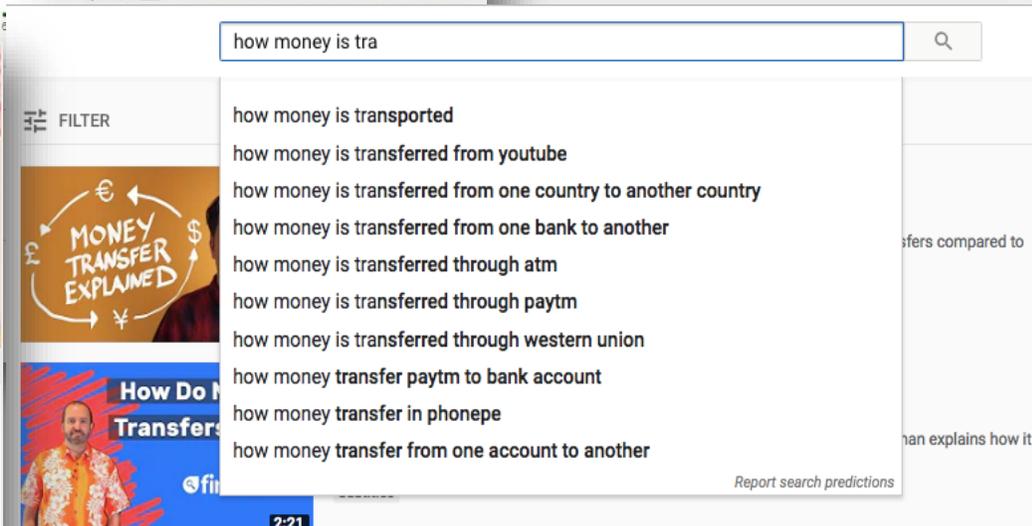
# Hero, Hub, Help

Searches for 'how to' increased by 70% year on year



**Q: What should I do if I think I've been scammed?**

Call our fraud hotline at **1-800-448-1492** immediately. If you've sent funds but they haven't yet been paid out to the receiver, you may be able to stop the transaction.



# Content marketing & strategy

70

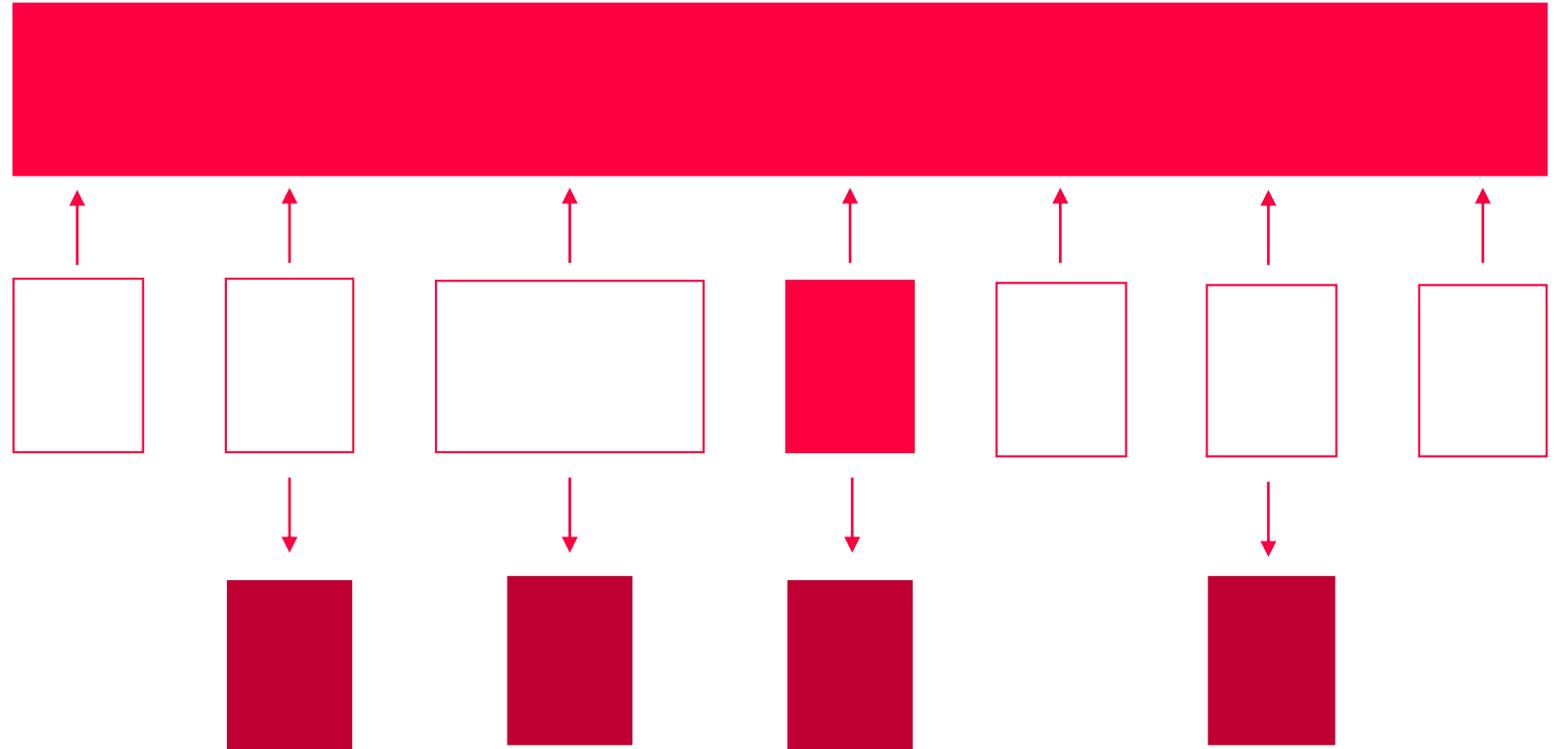
**Planned and Always-on activation**  
Guided by content themes/ consumer journey / seasonality / campaigns

20

**Amplified by success**

10

**Agile, experimentation, Responsive**  
Guided by opportunity



# Content KPIs?

Metric	Reach audience	Encourage Action	Convert to Sale	Engage customers to Retain & Grow
Tracking metrics	<ul style="list-style-type: none"> <li><input type="checkbox"/> Unique visitors</li> <li><input type="checkbox"/> New visitors</li> <li><input type="checkbox"/> Visits</li> <li><input type="checkbox"/> Conversation volume</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Online opportunity (lead) volume</li> <li><input type="checkbox"/> Offline opportunity (lead) volume (online influenced)</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Online sales volume</li> <li><input type="checkbox"/> Offline sales volume (online influenced)</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> E-mail list quality</li> <li><input type="checkbox"/> E-mail response quality</li> <li><input type="checkbox"/> Transactions</li> </ul>
Performance drivers (diagnostics)	<ul style="list-style-type: none"> <li><input type="checkbox"/> Share of audience compared to competitors</li> <li><input type="checkbox"/> Share of search</li> <li><input type="checkbox"/> Brand / direct visits</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Bounce rate and duration measures</li> <li><input type="checkbox"/> Macro-conversion rate to opportunity and micro-conversion efficiency</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Conversion rate to Sale</li> <li><input type="checkbox"/> E-mail conversion rate</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Active customers % (site &amp; e-mail active)</li> <li><input type="checkbox"/> Active social followers</li> <li><input type="checkbox"/> Repeat conversion rate</li> </ul>
Customer Centric KPIs	<ul style="list-style-type: none"> <li><input type="checkbox"/> Cost per Click and per Sale</li> <li><input type="checkbox"/> Brand awareness</li> <li><input type="checkbox"/> Conversation Polarity (sentiment)</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Cost per Opportunity</li> <li><input type="checkbox"/> Customer satisfaction</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Cost per Sale</li> <li><input type="checkbox"/> Customer satisfaction</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Lifetime value</li> <li><input type="checkbox"/> Customer loyalty index</li> <li><input type="checkbox"/> Customer advocacy index</li> <li><input type="checkbox"/> Products per customer</li> </ul>
Business Value KPIs	<ul style="list-style-type: none"> <li><input type="checkbox"/> Audience share</li> <li><input type="checkbox"/> Share of conversations</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Goal value per visit</li> <li><input type="checkbox"/> Online product requests (n, £, % of total)</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Revenue per visit</li> <li><input type="checkbox"/> Online originated sales revenue and profit (n, £, % of total)</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Retained sales growth and volume</li> <li><input type="checkbox"/> Revenue per 1000 emails sent</li> </ul>

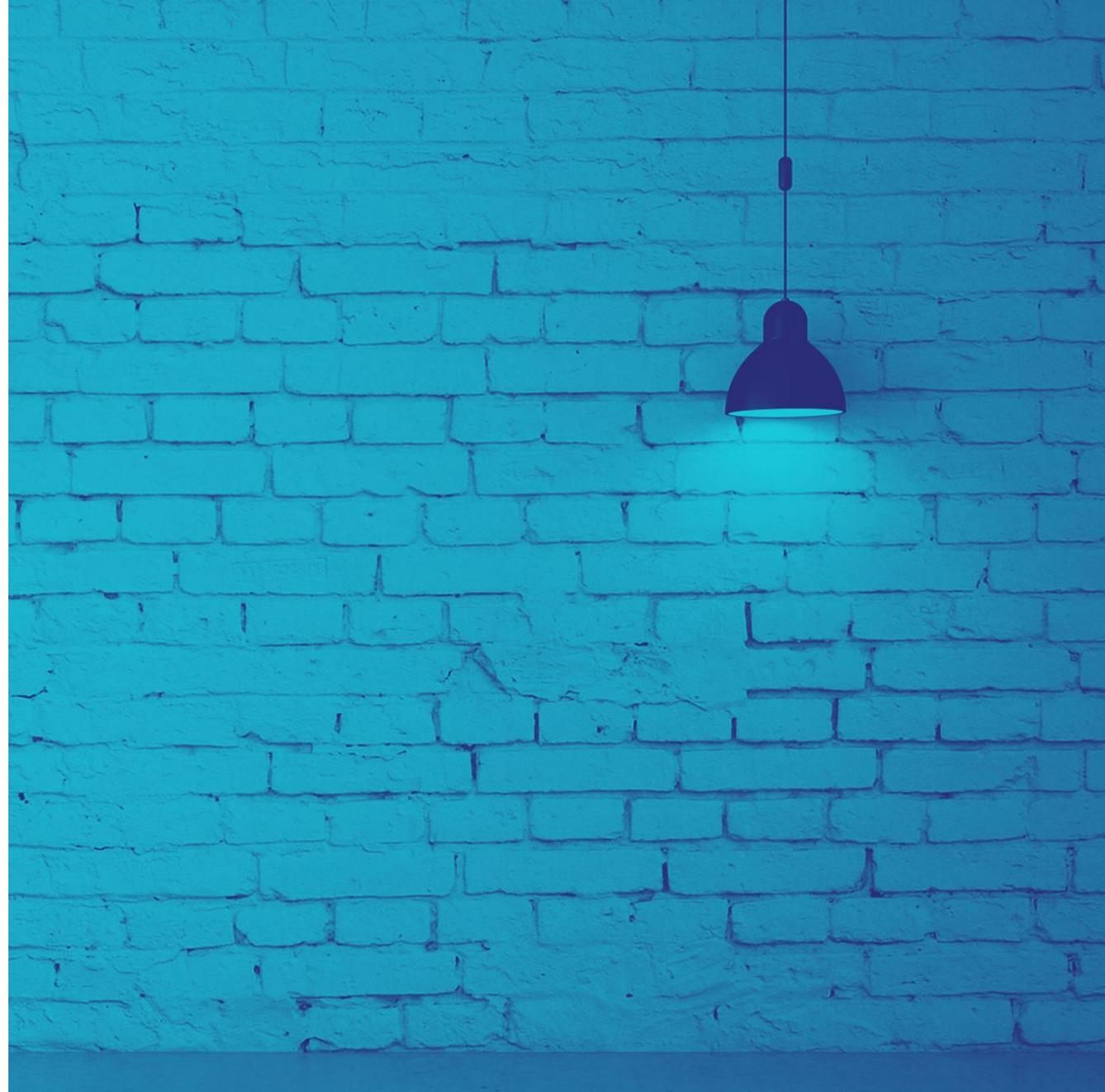
# Summary

- Content strategy before content marketing
- Define role of content in the customer journey
- Define a content marketing mission and pillars
- Align content formats to channel and objectives
- Optimise, optimise, optimise

# Content Marketing:

What better questions can we ask of our internal teams or agency?

What will you do differently?





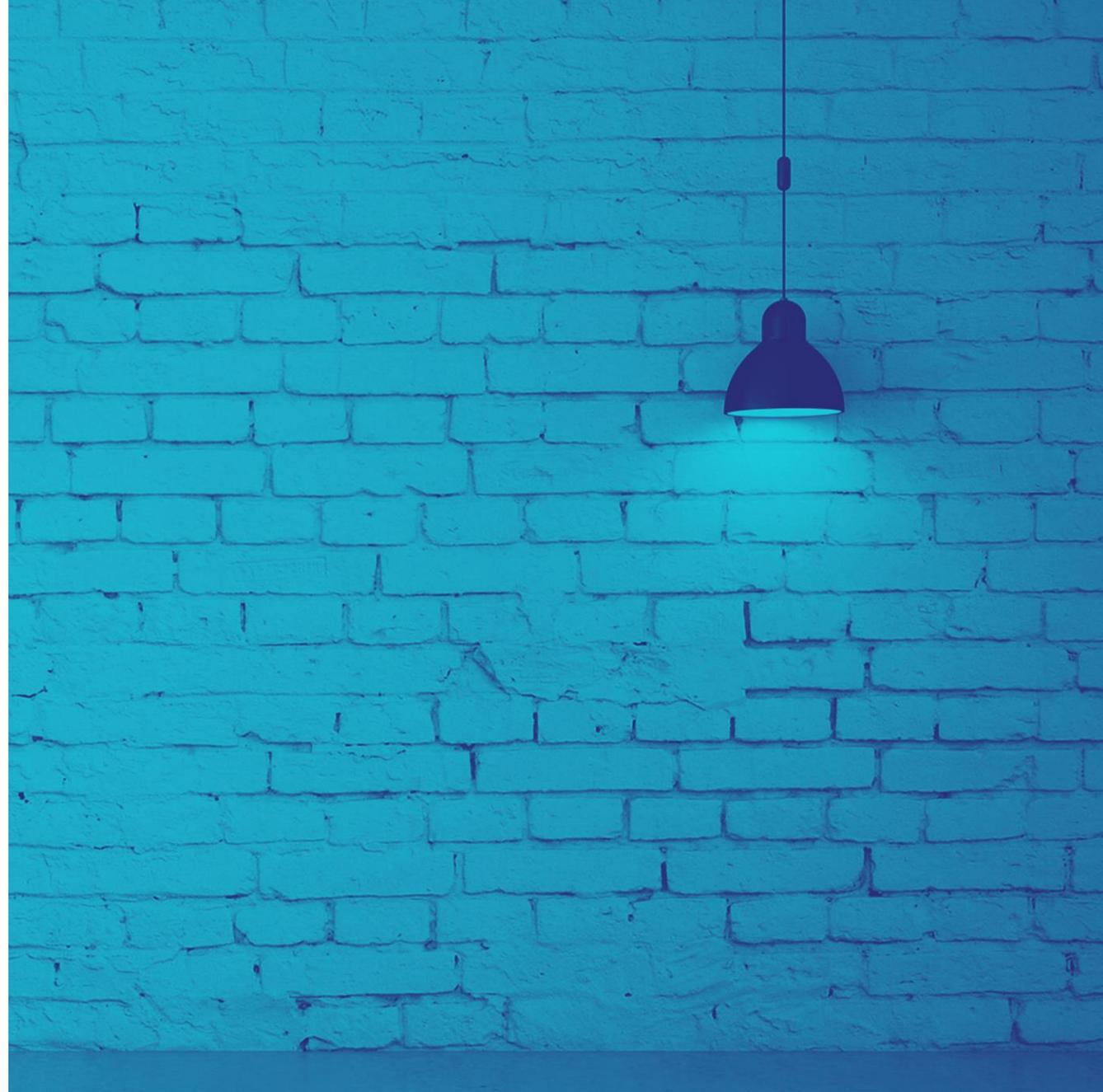
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# Search Engine Marketing: SEO

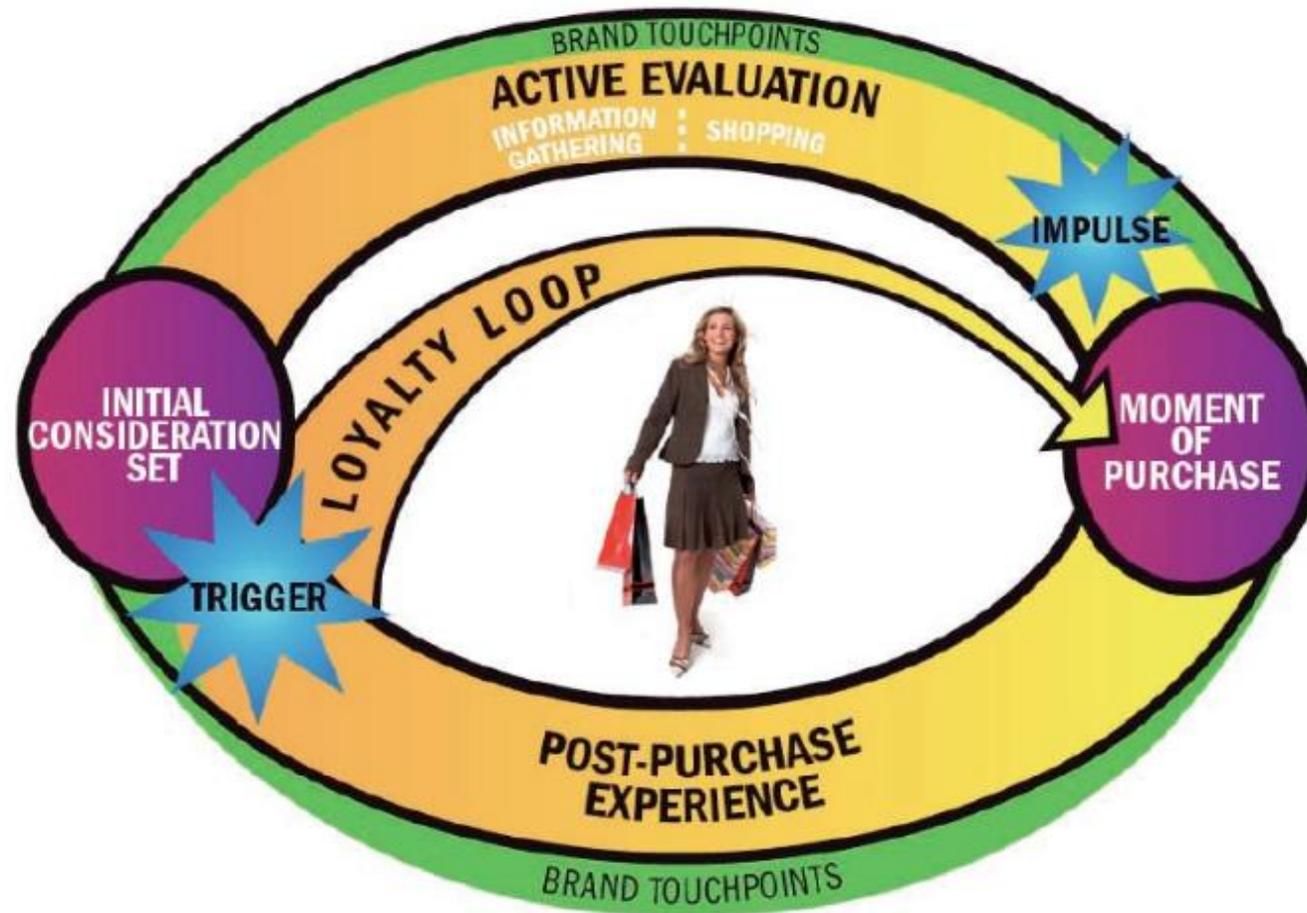
# Search Engine Marketing: SEO

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- Importance
- Keywords
- Link Strategy
- Trends



# Customer journey mapping and search marketing

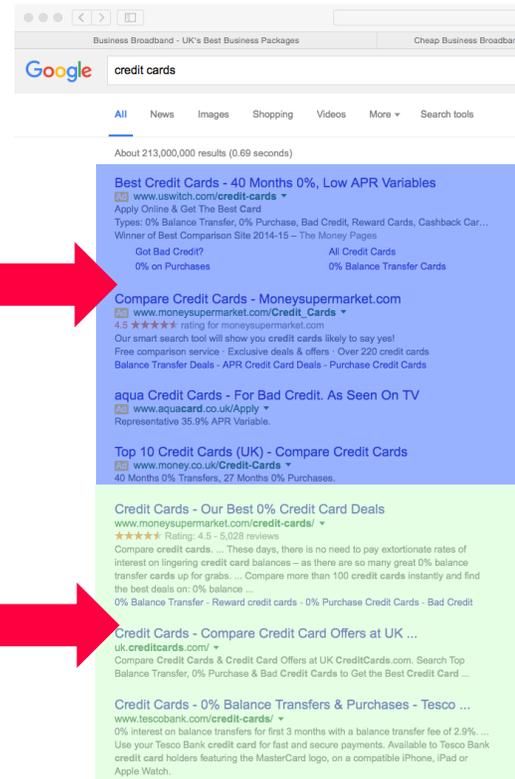


# What is Search Engine Optimisation?

- Search engine optimisation (SEO) is the process of improving a website's visibility within the “organic” search results.
- There are many factors that cause sites to be relevant for search results, but they can all be boiled down to:
  - **Technical Elements** – helps search engines crawl and access content
  - **Content** – provides dynamic and most relevant content to users
  - **Authority** – inbound links indicates “votes” of quality and relevance

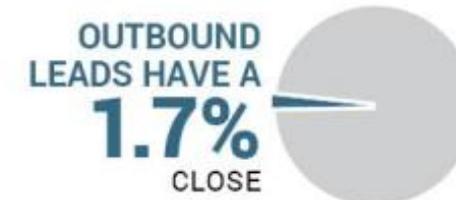
# Why is SEO important?

- Online and offline activity drive search behavior and click volumes



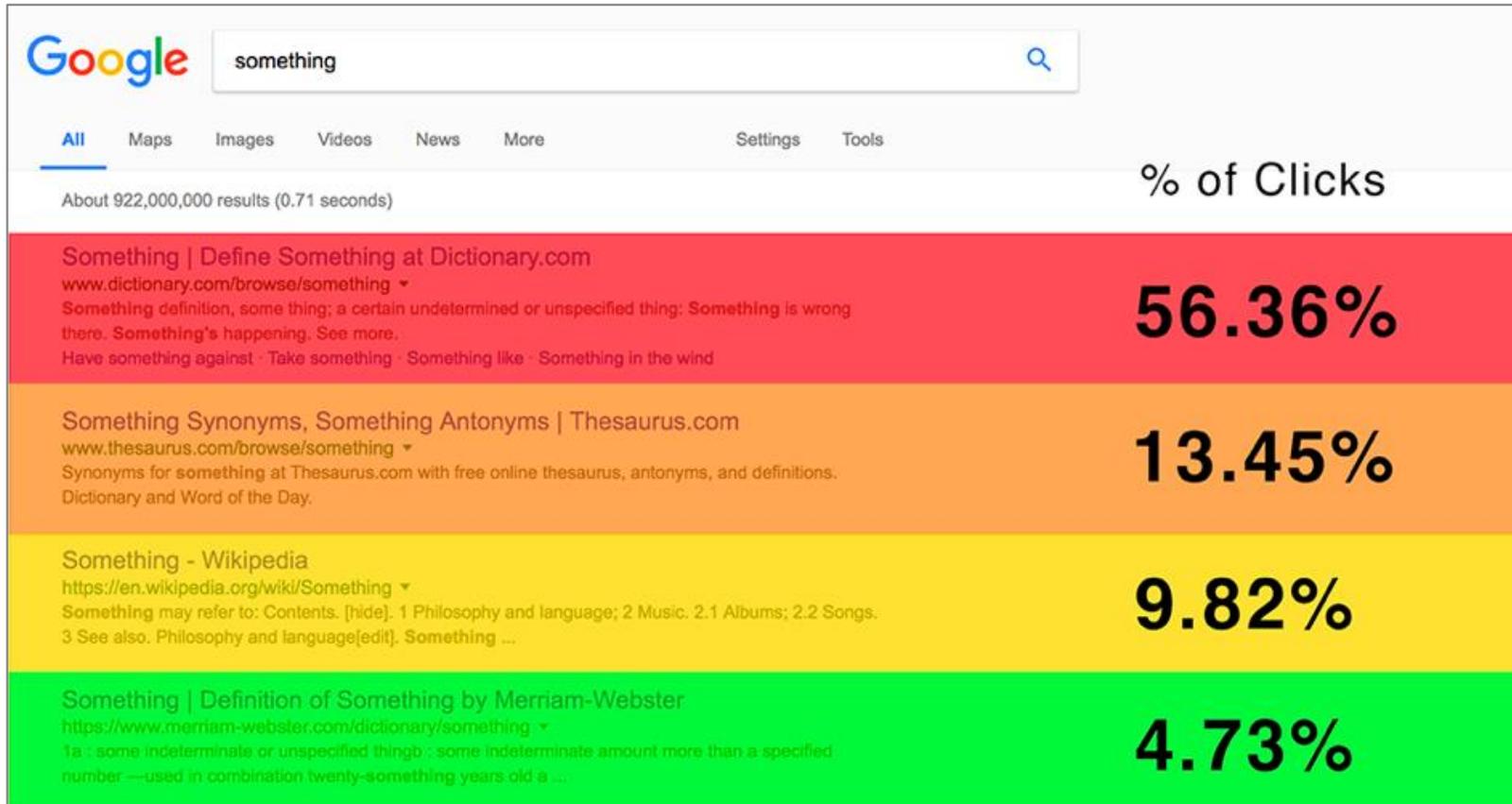
Paid Search Drives  
Approximately 17% of clicks

Organic Results (SEO)  
Drives Approximately  
83% of Clicks



<http://hubshout.com/?Three-of-the-Most-Convincing-Statistics-All-SEO-Resellers-Need-to-Know>

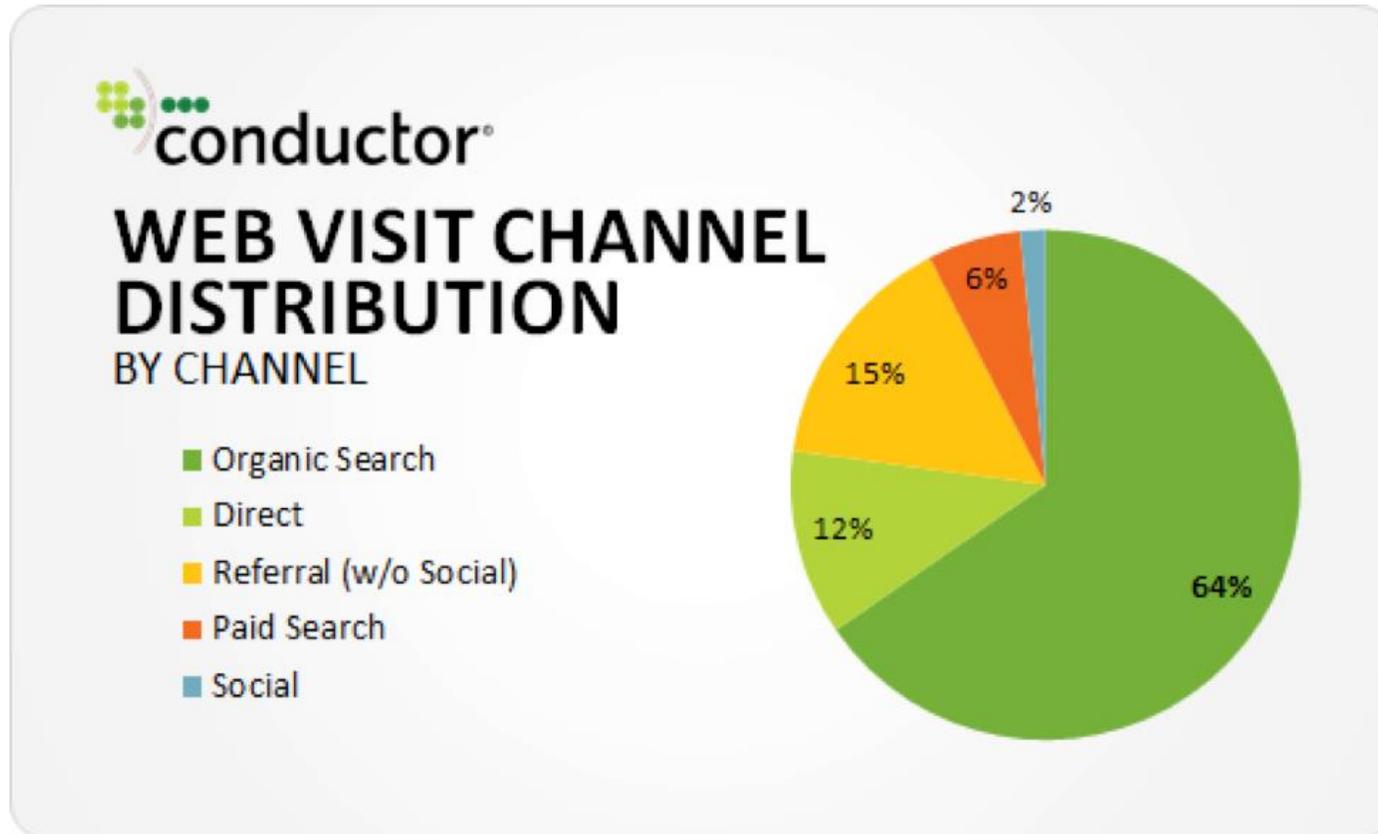
# Why is SEO important?



**70% - 90% click on a search result on the 1<sup>st</sup> page of search results.**

Source: MEC July 2014

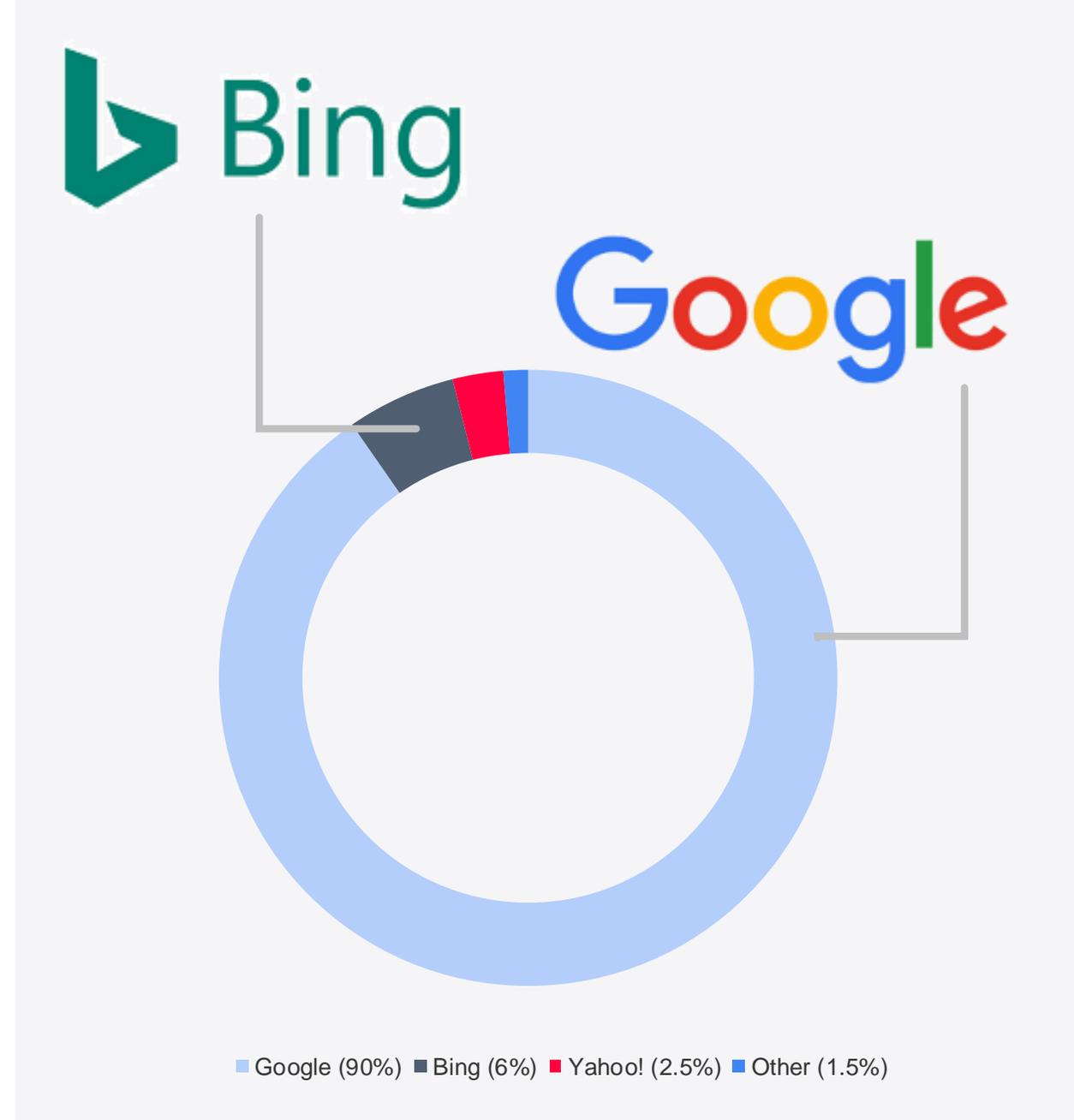
# Search drives most traffic



	373,223 % of Total: 100.00% (373,223)
1. Organic Search	228,862 (58.86%)
2. Direct	121,959 (31.37%)
3. Referral	32,483 (8.35%)
4. Social	4,463 (1.15%)
5. Email	792 (0.20%)
6. Paid Search	197 (0.05%)
7. (Other)	35 (0.01%)
8. Display	1 (0.00%)

Source: Nathan Safran Conductor Blog

# UK Search Engine Market Share is dominated by Google





# How Search Works

[Click to watch](#)

The Google logo is centered on a light gray background. It consists of the word "Google" in its signature multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.

[www.google.com/howgoogleworks](http://www.google.com/howgoogleworks)

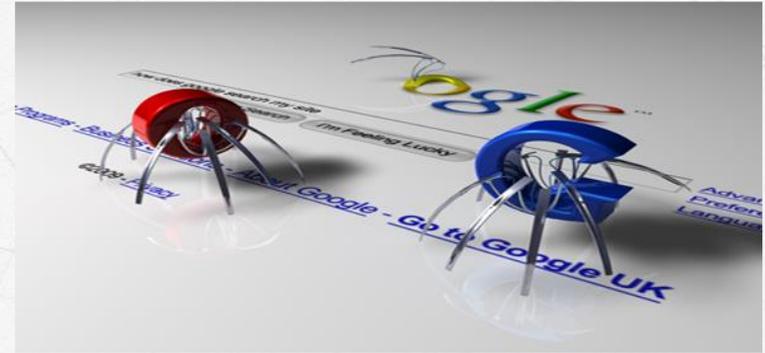
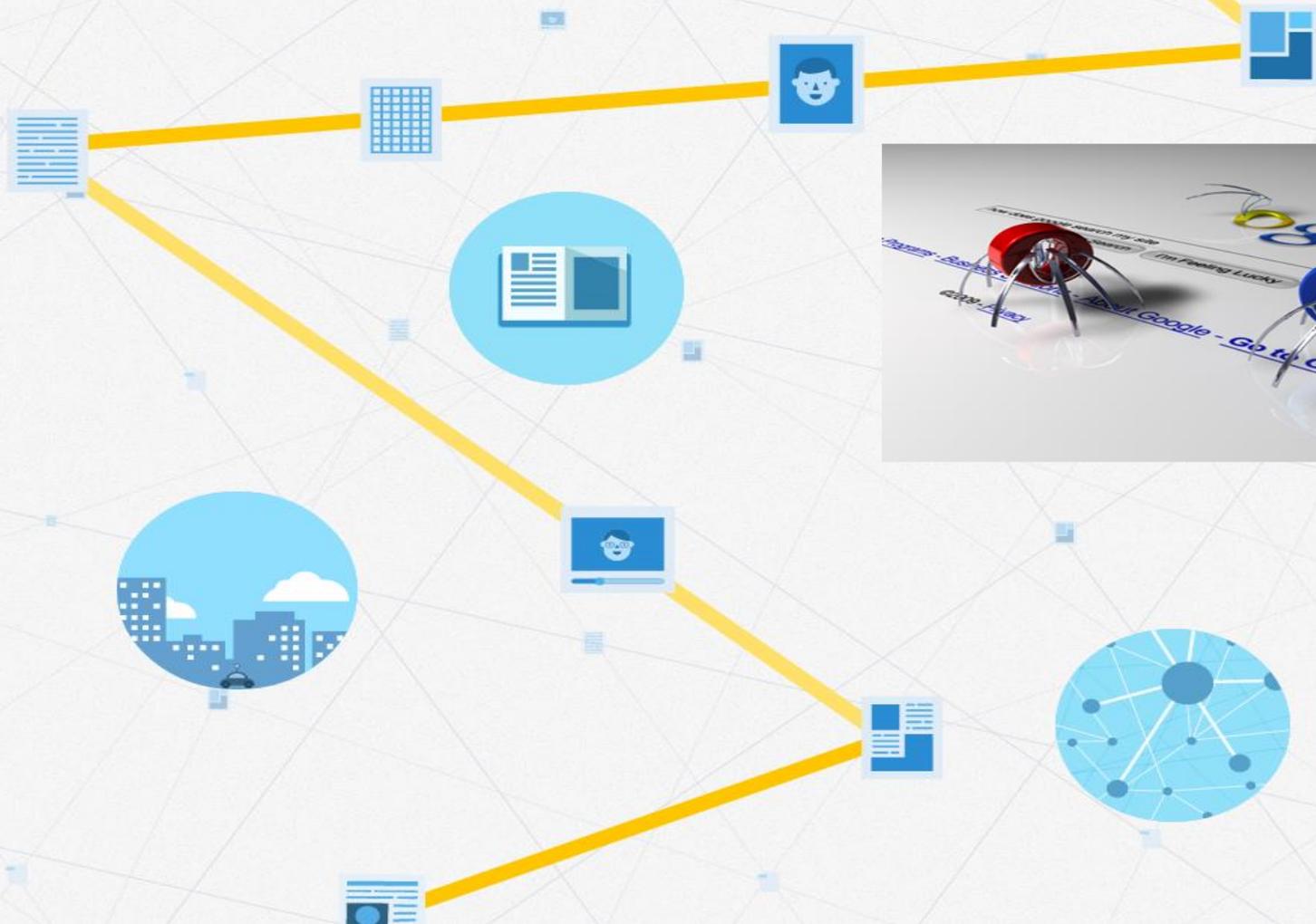
SEARCH STARTS WITH THE WEB. IT'S MADE UP OF OVER

# 60 TRILLION INDIVIDUAL PAGES

AND IT'S CONSTANTLY GROWING.

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Google navigates the web by **CRAWLING.**



They then **RANK** the results\*



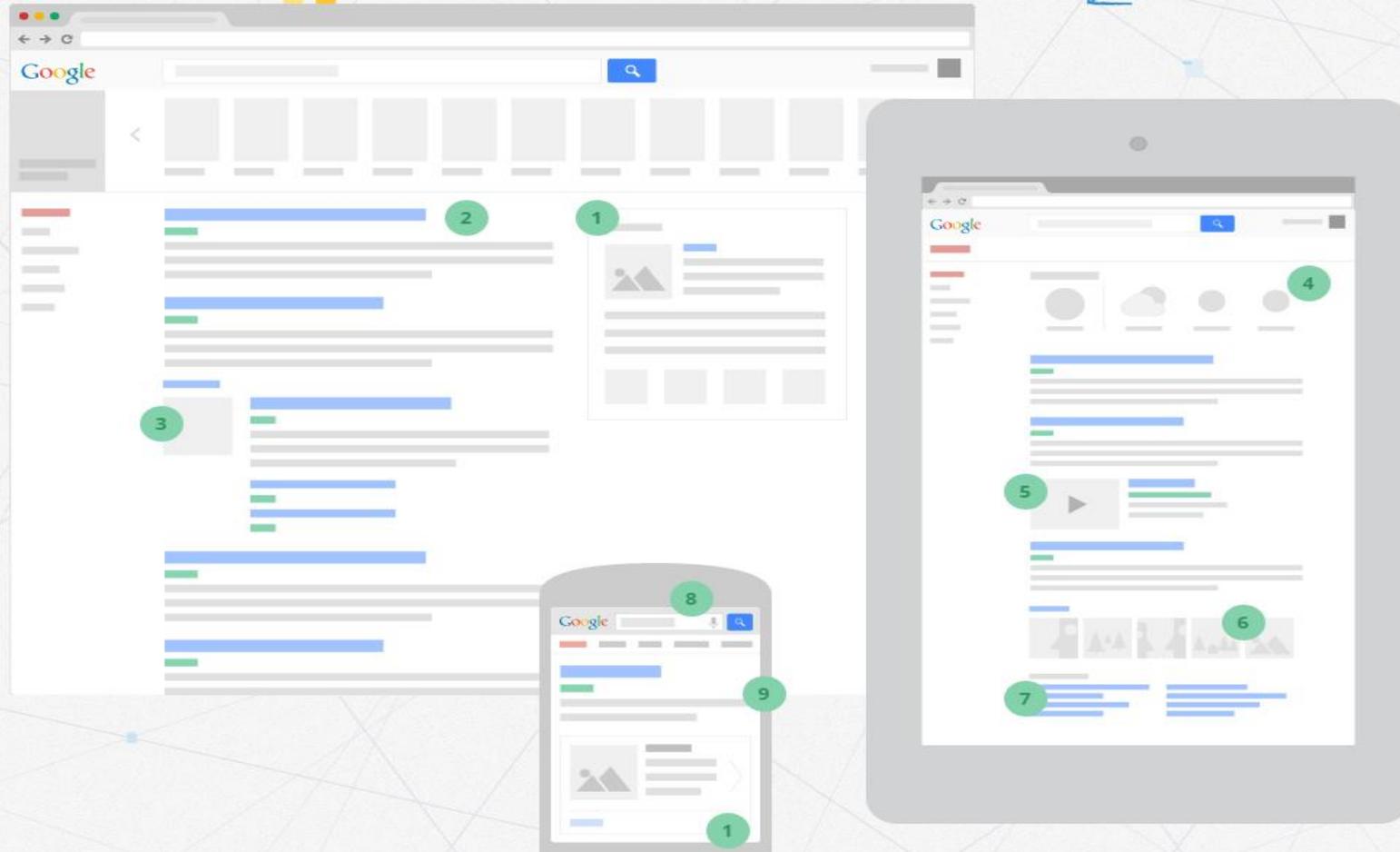
using over **200 FACTORS.**



# RESULTS

can take a variety of forms:

All this happens in  
1/8th of a second.



# How does Google rank pages?



Hundreds of individual factors across each of these areas are taken into consideration when ranking a single page

- Relevancy
- Content
- Assets
- Website Structure / internal links

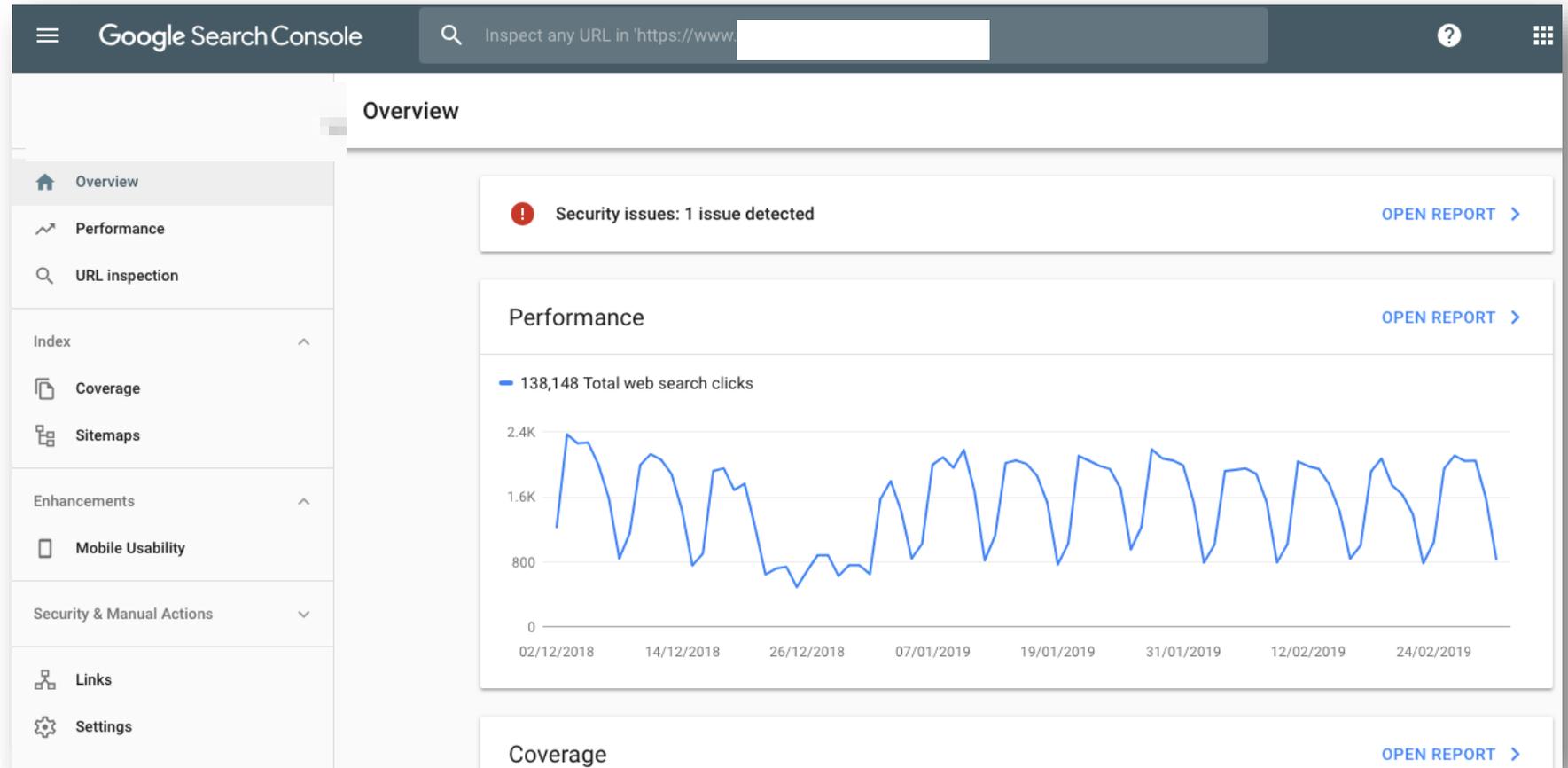
- Popularity
- Inbound links
- Citations
- Social signals
- Click Through Rate (CTR)

- Behaviour
- User profiling
- Searcher intent
- Device / location

# Four trends that are changing our search behaviour

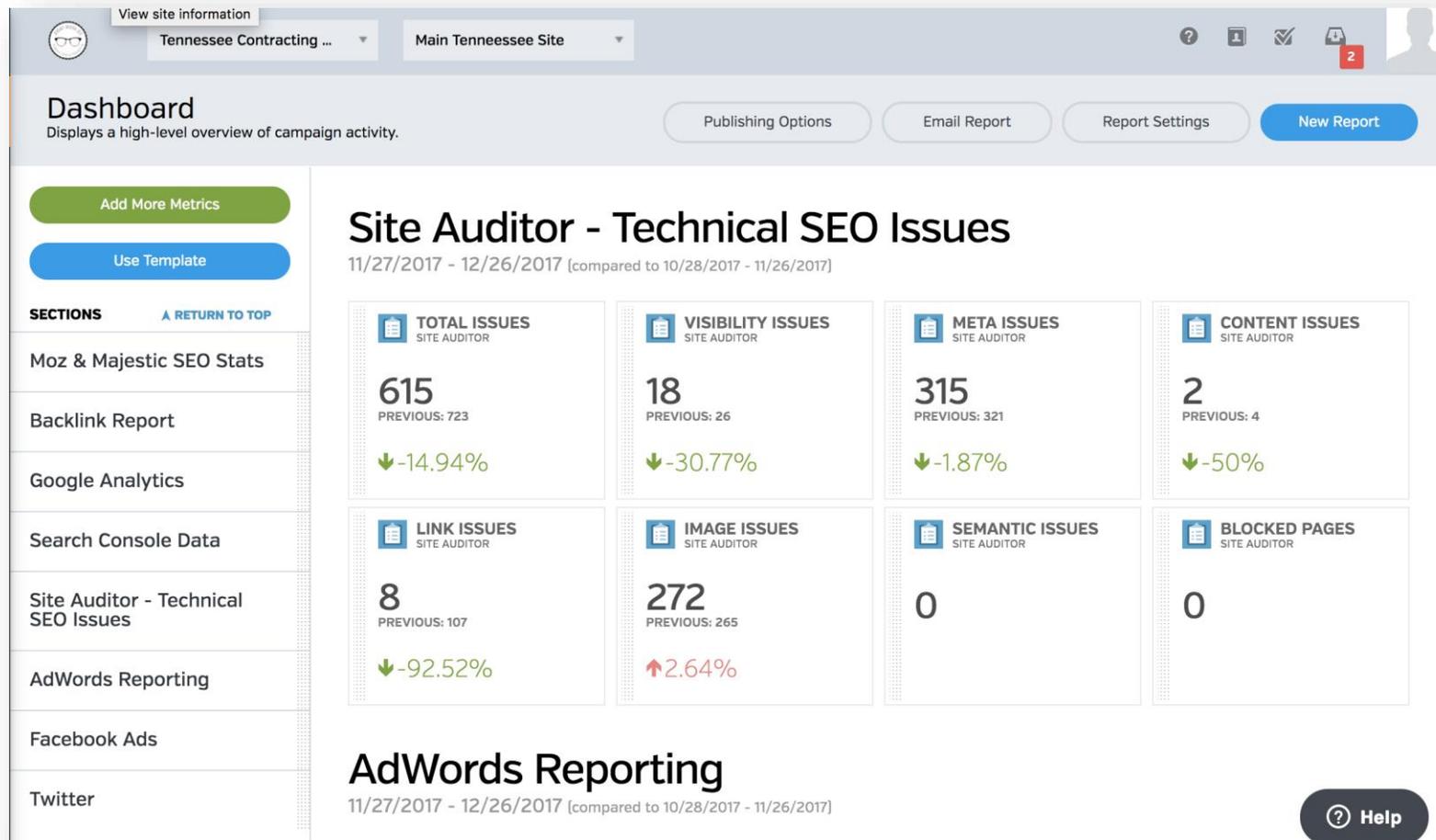


# The key to understanding your SEO performance

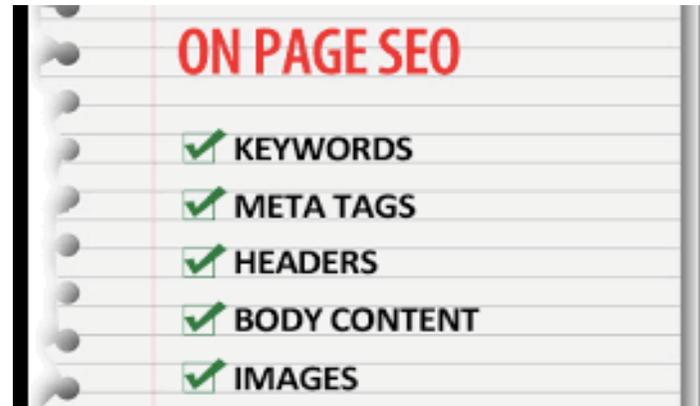
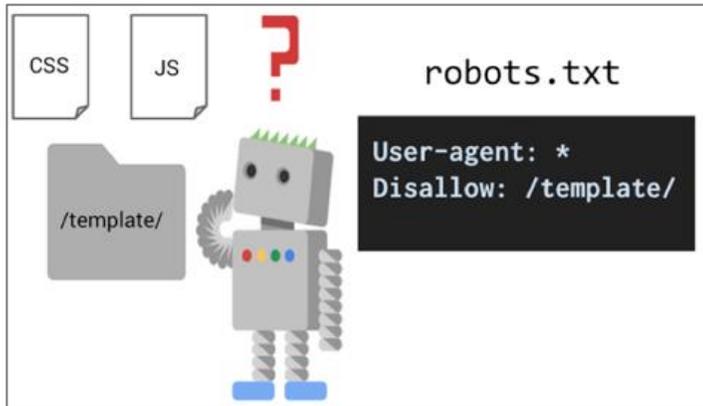


# SEO audit

An SEO audit provides you with information as to your current status and how good or bad that may be.



# SEO work is broadly divided into three main elements



## Technical SEO

Ensuring website is compatible with search engine guidelines and can be indexed and ranked for keyword searches.

## On Page Optimisation

Numerous on page & technical rankings factors search engines use in combination to determine the relevancy of a page.

## Off Page Optimisation

Search engines use links to establish how popular a particular page is. Building and earning links from trusted sites is critical.

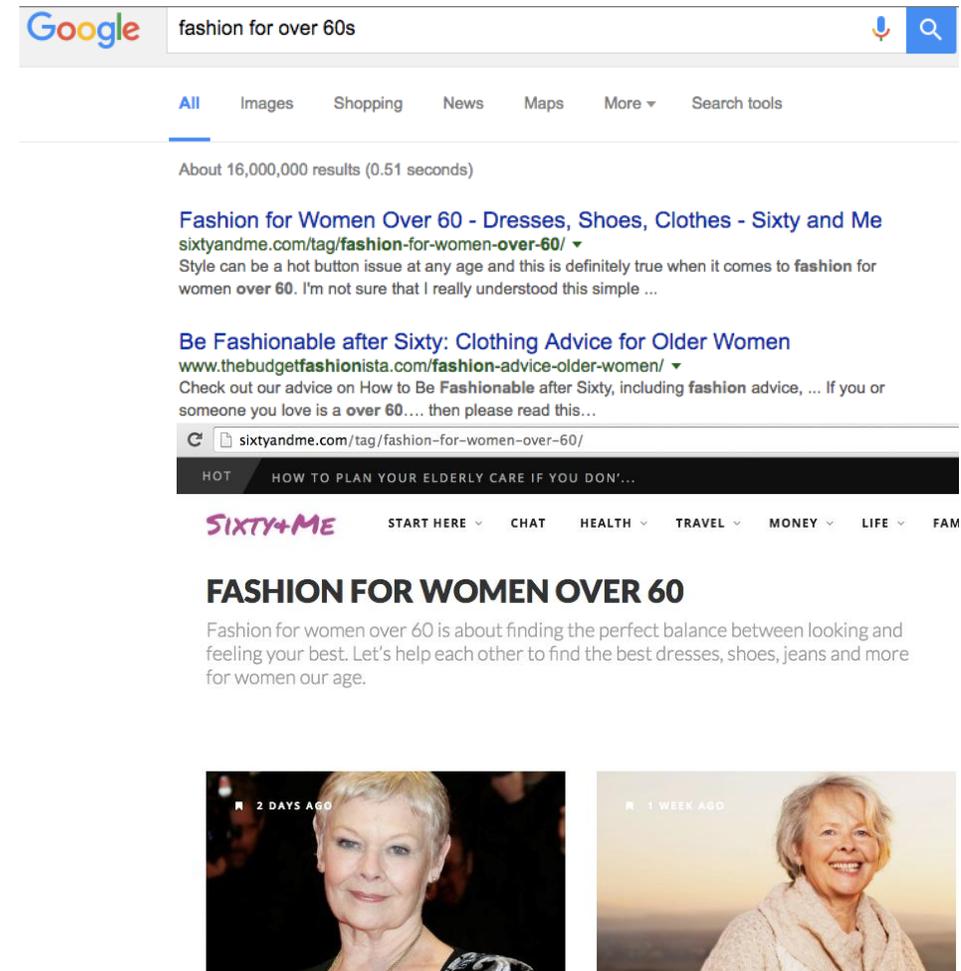
# Search Principles

- Think about on page (content)
- Ensure developers understand what search engines value (speed, security, structure, relevance etc.)
- Create great web content that other people want to link to AND meets the needs of people who are searching for products or services like yours
- Reach out to those sites and people that might link to it (generate authoritative links)
- Back up with social media – encourage sharing (signals)

# How does the search engine make sense of the page?

## Ranked in terms of importance

- Topic
- Title tag
- URL
- Internal link structure
- Internal text anchor link
- H1 Heading
- Words used in first paragraph
- Semantically related words
- ALT image attribute
- H2 heading
- Words used in lists
- File name
- Text in bold
- Text in Italics
- H3 Heading
- Meta description
- Meta keywords



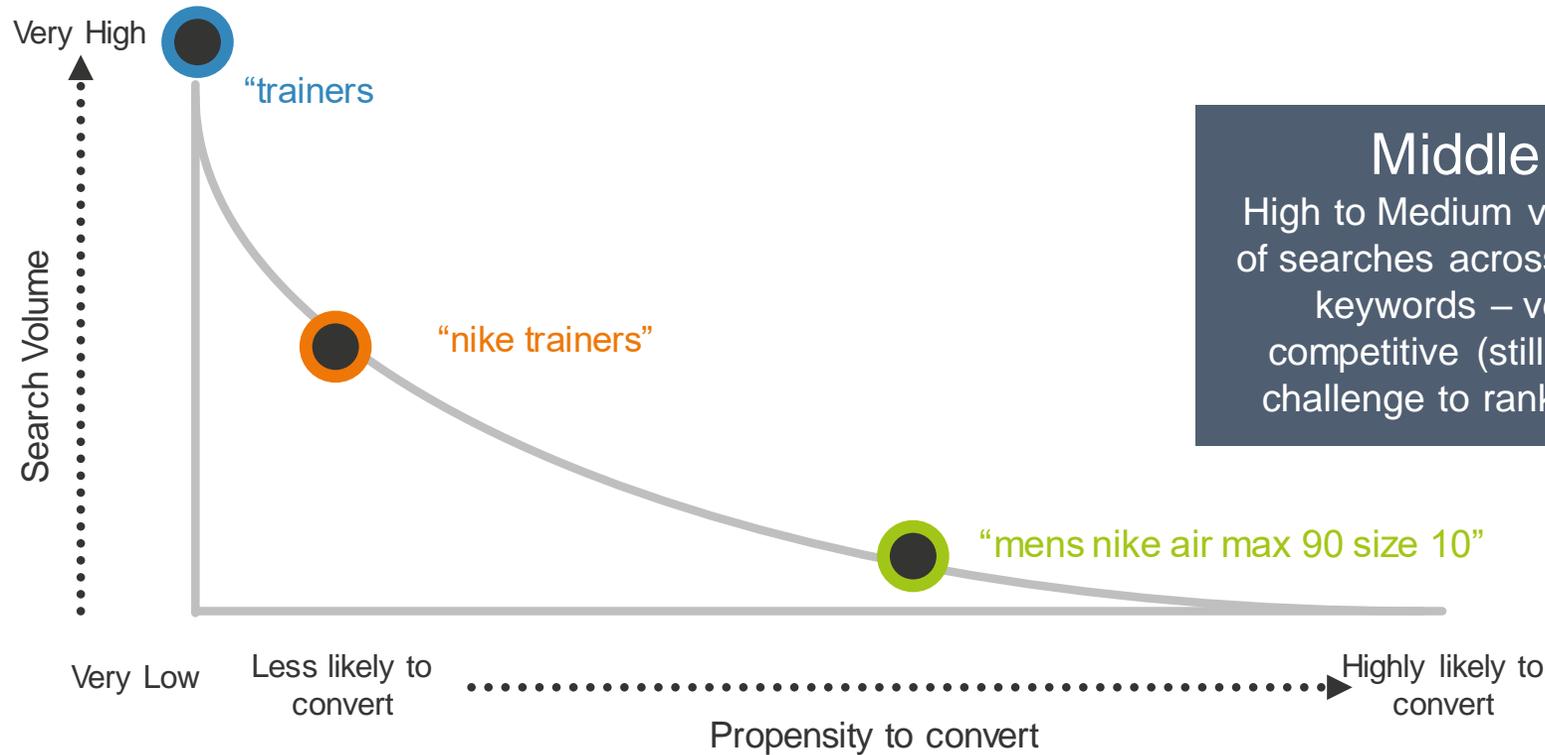
# What are keywords?

Before you start writing a web page, building a website, considering a new product or service to sell on-line or considering how an existing product or service should be marketed via search engines ideally you will first **consider what keywords a user will type into find that product or service.**

*“All SEO starts with keyword research. Keywords are the search term a user types into the search engine to find what they need and as such they are the first thing an SEO has to think about when optimising a web page”*



# Balance of keywords across the curve



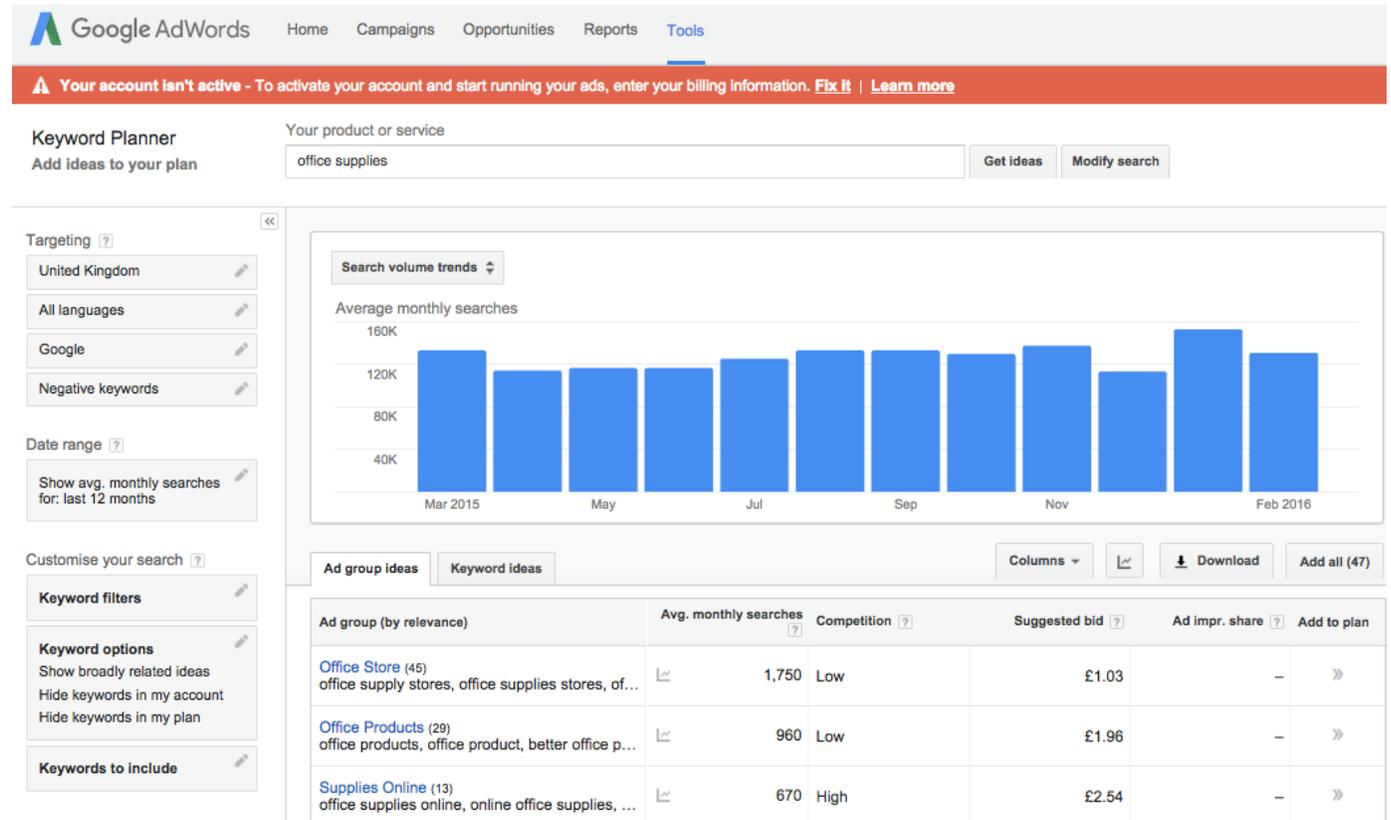
**Head**  
Very Large volumes of searches across few terms – highly competitive (harder to rank for, long term aim)

**Middle**  
High to Medium volumes of searches across select keywords – very competitive (still a big challenge to rank well)

**Long Tail**  
Smaller volumes of searches across many terms – less competitive (easier to rank for and can convert well in smaller numbers)

# Using Google Adwords Keyword Research Tool

- Think about keywords and phrases your customers might be using to search for your products and services
- See if Google can suggest any better (more frequent) relevant search terms
- Shortlist your primary keywords and phrases
- See if you can find other, less important terms
- Shortlist your secondary keywords and phrases



<https://adwords.google.co.uk/KeywordPlanner>



# Some other nice (free) tools

The image displays two screenshots of Moz's tools. On the left is the Moz.com 'Title Tag' tool, and on the right is the Moz Pro 'Link Explorer' tool.

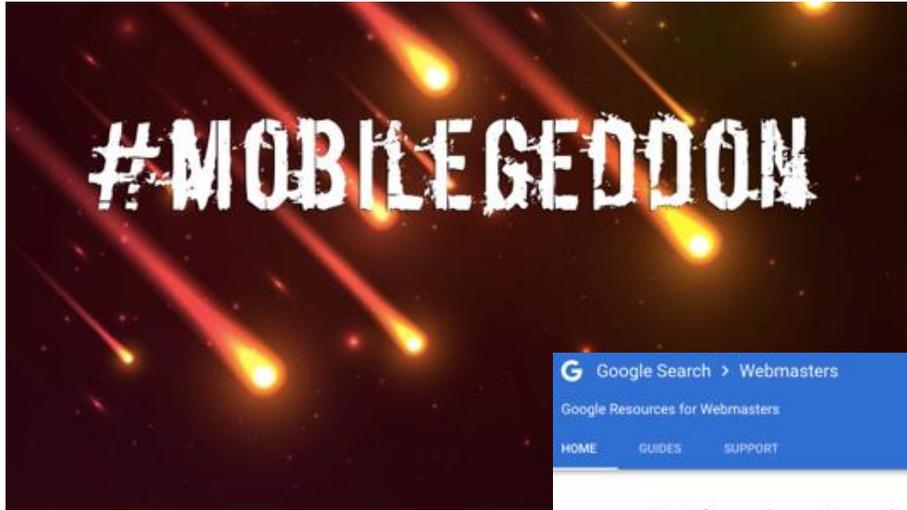
**Moz.com Title Tag Tool:** The page title is 'Title Tag' and the main heading is 'What is a title tag?'. It explains that a title tag is an HTML element that specifies the title of a web page, used as the clickable headline for search results. A 'Title Tag Preview Tool' is shown with the input 'SEO training | test your title tags here' and a 'Check' button. The preview shows the title tag in blue, followed by the URL 'https://example.com/your-url-goes-here' and a meta description snippet.

**Moz Pro Link Explorer:** The tool is titled 'Inbound Links' for the domain 'http://www.econsultancy.com'. It displays key metrics: Domain Authority (77), Page Authority (59), Linking Domains (38.7k), and Inbound Links (Total: 1.1m, Followed: 943.1k). The interface includes filters for Link Source, Link Type, Link State, and Limit Results, along with an 'Export CSV' button.

<https://moz.com/learn/seo/title-tag>

<https://analytics.moz.com/pro/link-explorer/home>

# Stay up to date with BIG changes...



## What Is Mobilegeddon & The Update

On April 21, 2015, Google [will release](#) a [significant](#) update designed to give a boost to mobile-friendly pages

<https://www.google.com/webmasters/tools/mobile-friendly/>

<https://static.googleusercontent.com/media/www.google.com/en//insidesearch/howsearchworks/assets/searchqualityevaluatorguidelines.pdf>

<http://forrester.com/>

Not mobile-friendly

Page appears not mobile

✗ Text too small to read

## Google Confirms Broad Core Algorithm Update: The Facts & Advice

Google Search > Webmasters

Google Resources for Webmasters

HOME GUIDES SUPPORT

### Get found on Google

Whether you're a veteran webmaster or just getting your business online, we're here to help you make sure that people can easily find your site and all its great information. Google-friendly sites are great for users and great for the web.

You'll find topics for beginner, intermediate, and advanced users, videos to help break down the topics for you, and links to other webmaster resources.

[LEARN MORE](#)



By: Dr. Peter J. Meyers

## Half of Page-1 Google Results Are Now HTTPS

Search Engines | Technical SEO

# Schema Markup and Snippets

- Basic fundamentals as important as ever (title, description, keywords)
- 1/3 of Google results contain rich snippets but >1% of websites use schema markup\*  
Schema mark-up can be used to add star ratings, number of reviews, pricing and more
- Snippets currently key to ranking for voice search

\*Searchmetrics

## London Fashion Events | Eventbrite

<https://www.eventbrite.co.uk/d/united-kingdom--london/fashion--expos/> ▼

Are you looking for the best **fashion** expos that London has to offer? Find your next great experience on Eventbrite.

Sat, 30 Jul	<a href="#">RIXO London Sample Sale</a>	The Hoxton, Holborn, London ...
1 Sep - 4 Sep	<a href="#">L.E.D international Launch ...</a>	Centrestage, London ...
Sun, 18 Sep	<a href="#">London Collections // London ...</a>	Devonshire Square, London ...

## Home page | The Original Handmade English Country Shoes and ...

<https://www.trickers.com/> ▼

**Tricker's** boots and **shoes** for Men combine all our traditional durability, practicality and sturdiness with a degree of understated elegance.

## Trickers - Herring Shoes, Church, Church's Shoes, Churches Shoes ...

[www.herringshoes.co.uk/trickers](http://www.herringshoes.co.uk/trickers) ▼

★★★★★ Rating: 4.9 - 989 votes

By appointment to His Royal Highness the Prince of Wales. This is a range of iconic country **shoes** All Tricker **shoes** are Goodyear welted with Leather or Rubber ...

## Trickers Shoes | Fine Footwear from Northampton, England - Peditwear

[www.peditwear.co.uk/trickers.php](http://www.peditwear.co.uk/trickers.php) ▼

★★★★★ Rating: 5 - 4,060 votes

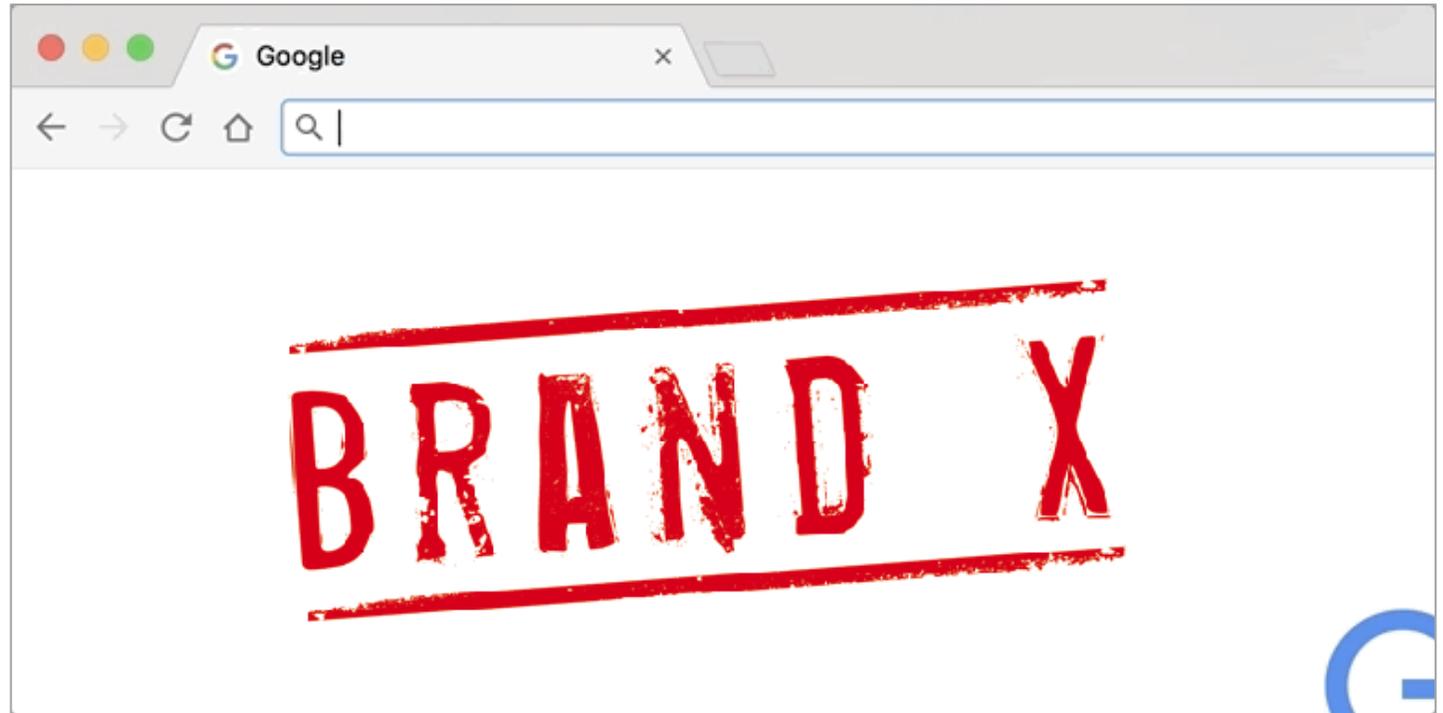
Trickers Shoemaking from a family manufacturer in Northampton England since 1829. Extensive range of **Trickers Footwear** readily available from our stock, ...

<https://blog.kissmetrics.com/get-started-using-schema/>

# Integrated marketing powers SEO

By exposing the brand to a wider audience we see...

- Increase in brand searches signals to Google that this might actually be a 'brand'...
- Direct visits to the website increase as well – (data from Google Chrome)) which provides further 'brand' signals.
- More mentions on social media (Google has direct access to the Twitter 'fire hose') which Google uses to discover content and infer yet more 'brand' signals.



# SEO Campaign checklist

- Benchmark and audit your website for SEO
- Set and agree objectives for SEO
- Carry out detailed keyword/keyphrase analysis
- Complete competitor analysis
- Implement on-page and technical SEO
- Carry out off-page SEO
- Measure, monitor, refine





# SEO:

What better questions can we ask of our internal teams or agency?

What will you do differently?





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# Search Engine Marketing: PPC

# Search Engine Marketing: PPC

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- Adwords
- Creating good copy
- Landing Pages
- SEO & PPC



# One of the most important advertising platforms for UK businesses

Digital advertising overtook non digital in 2017

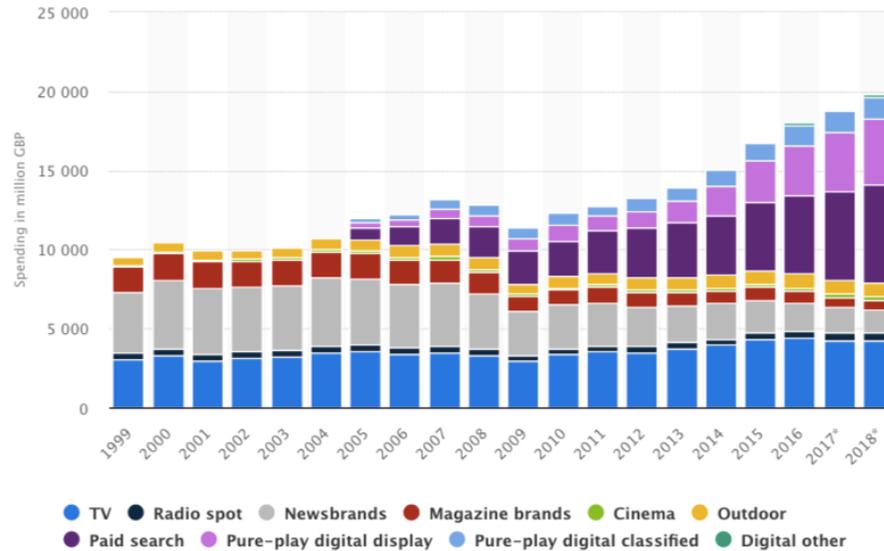
51% digital adspend on PPC. Dominated by Google (£2.84bn revenue in H12017)

Businesses on average spend over a quarter of their marketing budget on PPC.

Entry point into the Google results for advertisers who want to drive traffic in addition to their organic natural results

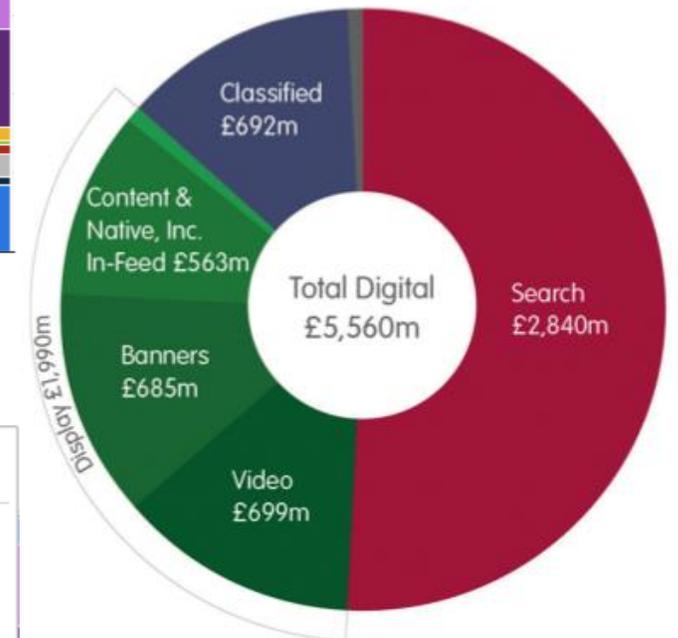
Source: iab UK PWC, Statista

UK Advertising Spend 1999 - 2018



2018*	
TV	4 280
Radio spot	455
Newsbrands	1 480
Magazine brands	608
Cinema	193
Outdoor	917
Paid search	6 200
Pure-play digital display	4 173
Pure-play digital classified	1 366
Digital other	120

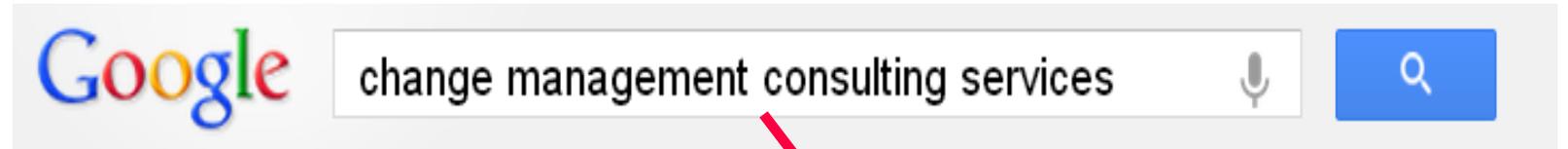
UK Digital Advertising Spend H1 2017



Spending in million GBP

# What is Pay Per Click?

- PPC is a business model not a product – used by many businesses & services
- ‘Adwords’ is Google’s \$50bn Pay Per Click Product
- There are other PPC models – e.g. Amazon, Outbrain



## Culture Change. | Organisation-wide change

**Ad** [www.t-three.com/culture-change](http://www.t-three.com/culture-change)

Change the Way your Employees Feel, Believe, Behave & Do. Unique Approach. Tailored Programme. Highlights: Guiding Principles Available, Providing Personalised Change Programme.  
Culture Change · Psychometric Analysis · Leadership Development · Management Development



Sponsored ads

Reach Amazon customers with pay-per-click ads for your products

Promoted stories from the web



Sponsored Links by Taboola

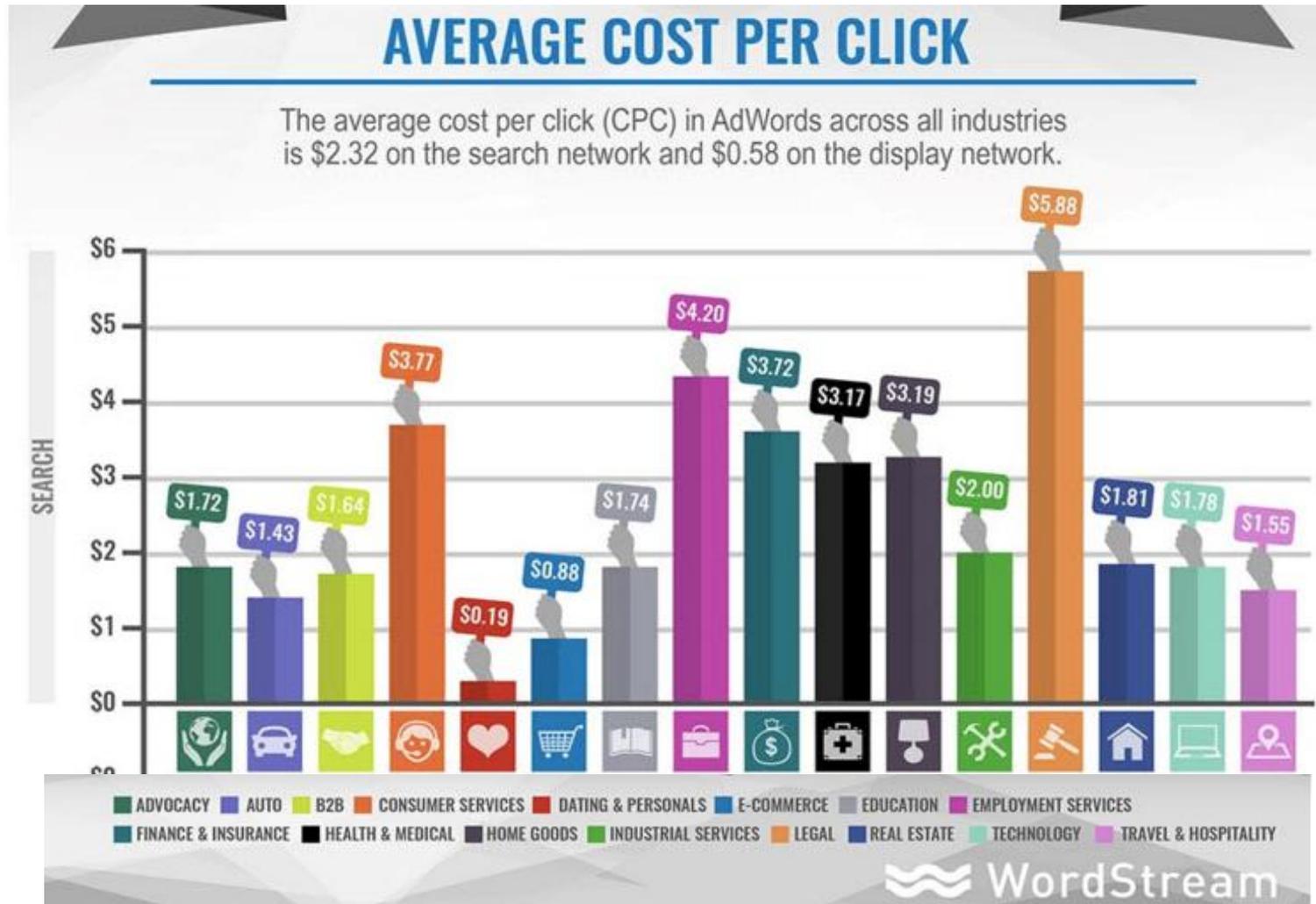
Understand Programmatic Problems Before They Arise  
PulsePoint.com

11 Of The Most Colourful Hotels In Europe  
Laterooms.com

Too difficult for English native speakers? Test your knowledge of collective ...  
Learn Languages with Babbel

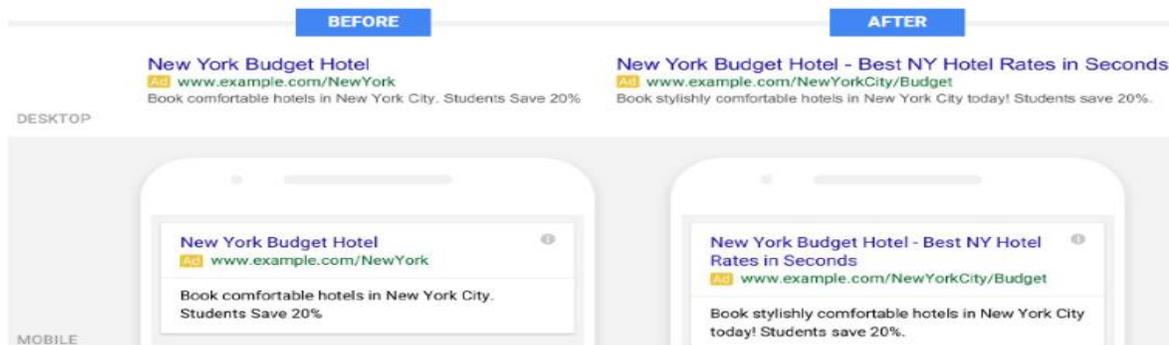
10 Awesome Movies That Slipped Through the Cracks  
Answers

# Benchmarks?

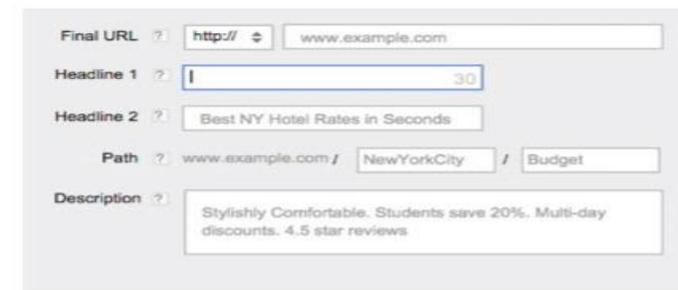


# Google PPC newer text ads

Here's a before and after of what the ads will look like on mobile and desktop:



And here's what Expanded Text Ads will look like in the [AdWords interface](#):



1 x 25 char headline

2 x 30 char headlines

2 x 35 char description lines

1 x 80 char description line

*Headlines increased by 140%*

*Descriptions increased by 14%*

*Clickthroughs are increasing by >20%*

# How Pay Per Click (PPC) Ads Work

Ads are bought in an auction, where you bid for position. The ad with the highest relevancy “Quality Score” typically wins



Max Bid \$5:  
“money transfer”

An advertiser bids on a keyword

Advertiser's ad shows up in the paid results

Advertiser pays search engine based on bid

World First billed



User searches for that keyword

User clicks on the ad and goes to the advertiser's site

PPC click thru to Advertiser's page

GOOGLE:  
“Money transfer”



# The Google Adwords Formula



## AdRank

$$\text{Cost paid} = \text{Quality Score} \times \text{Bid}$$

The price you pay for each click (often be less than the price you bid)

Google's measurement of how relevant your ads, keywords, and landing page are to a person seeing your ad.

Google's measurement of how relevant your ads, keywords, and landing page are to a person seeing your ad.

# Quality Score

Google places strong emphasis on quality of it's search results.

QS is a mechanism to safeguard against poor quality results.

Crucial that boosting each of the key elements is at the centre of your strategy.



 The picture can't be displayed.

# The auction – factors that affects bids/prices

Time



Season



Location



Device being used



Weather



Clickthrough rate



Competition

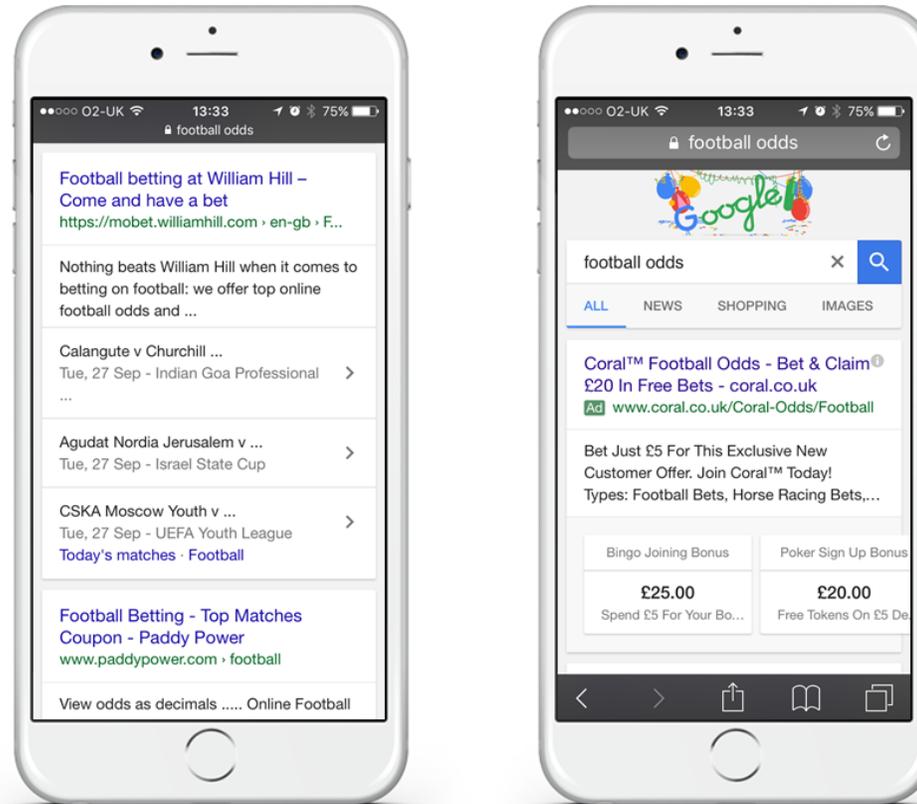
Your Quality Score



# Why PPC?

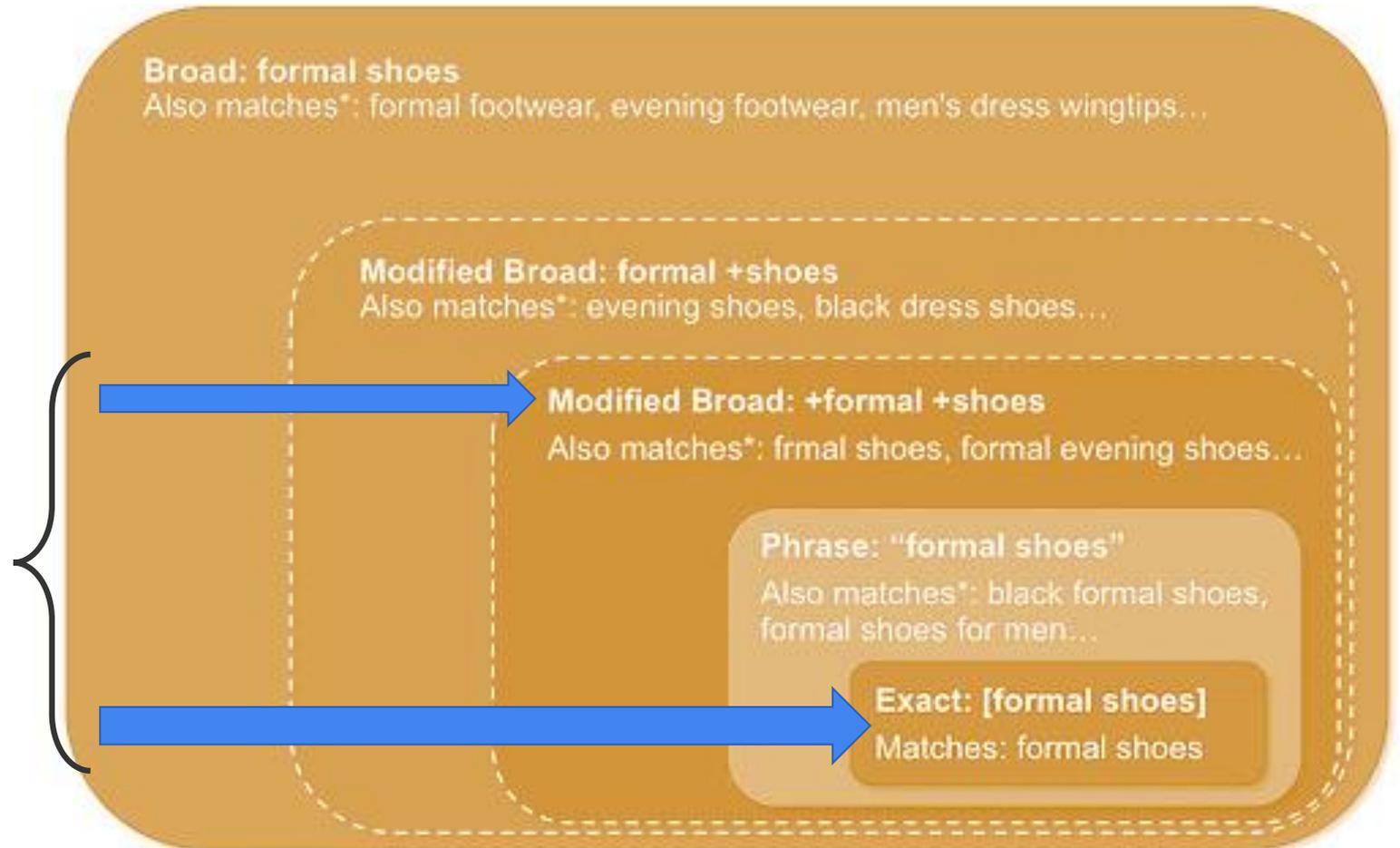
- **Speed** – Instant Rankings (Anything from 5 minutes)
- **Simple to implement** – Easy to setup and monitor
- **Position Control** – You can achieve #1 position if you are willing to pay
- **Branding Control** – You control the ad copy
- **Qualified Leads** – Targeted ads should lead to more relevant results
- **Instant Updates** – Keyword changes are easy to implement
- **Insurance** – You are protected against ranking algorithm changes on organic Search Engines
- **Analytics** – You can measure your performance
- **Mobile** – All top positions are paid for

# PPC increasingly stealing organic clicks on mobile



Match types are different ways of targeting keywords, and keyword groups

**Recommended**



+ negative match, e.g. "cheap" to prevent irrelevant and low converting ads

[Further reading on keyword matching options](https://support.google.com/adwords/answer/2497836?hl=en-GB)  
<https://support.google.com/adwords/answer/2497836?hl=en-GB>

# Optimisation improves ongoing campaign performance

Well-structured ⇒ Sorted keyword lists ⇒ Keyword-consistent ad text



Improved CTR



Higher positioning

Higher quality factor and lower minimum bid

# Right message, Right person, Right time, Right place



## Beyond just basic account structure look at how to optimise your audience to programmatically deliver the best return

- Right Person:
  - Re-targeting list for search (RLSA) and Demographics List for Search (DLSA), ensure that as well as keywords we can prioritise targeting those people that are your audience and more importantly are most likely to convert
- Right Place / Time
  - Fully optimise across all audience to ensure that we have visibility when the right person is in market by device

Further reading Retargeting in Google Adwords

<https://support.google.com/analytics/answer/6212951?hl=en>



Further reading location targeting in Google Adwords

<https://support.google.com/adwords/answer/1722043?hl=en&topic=1713941&ctx=topic>

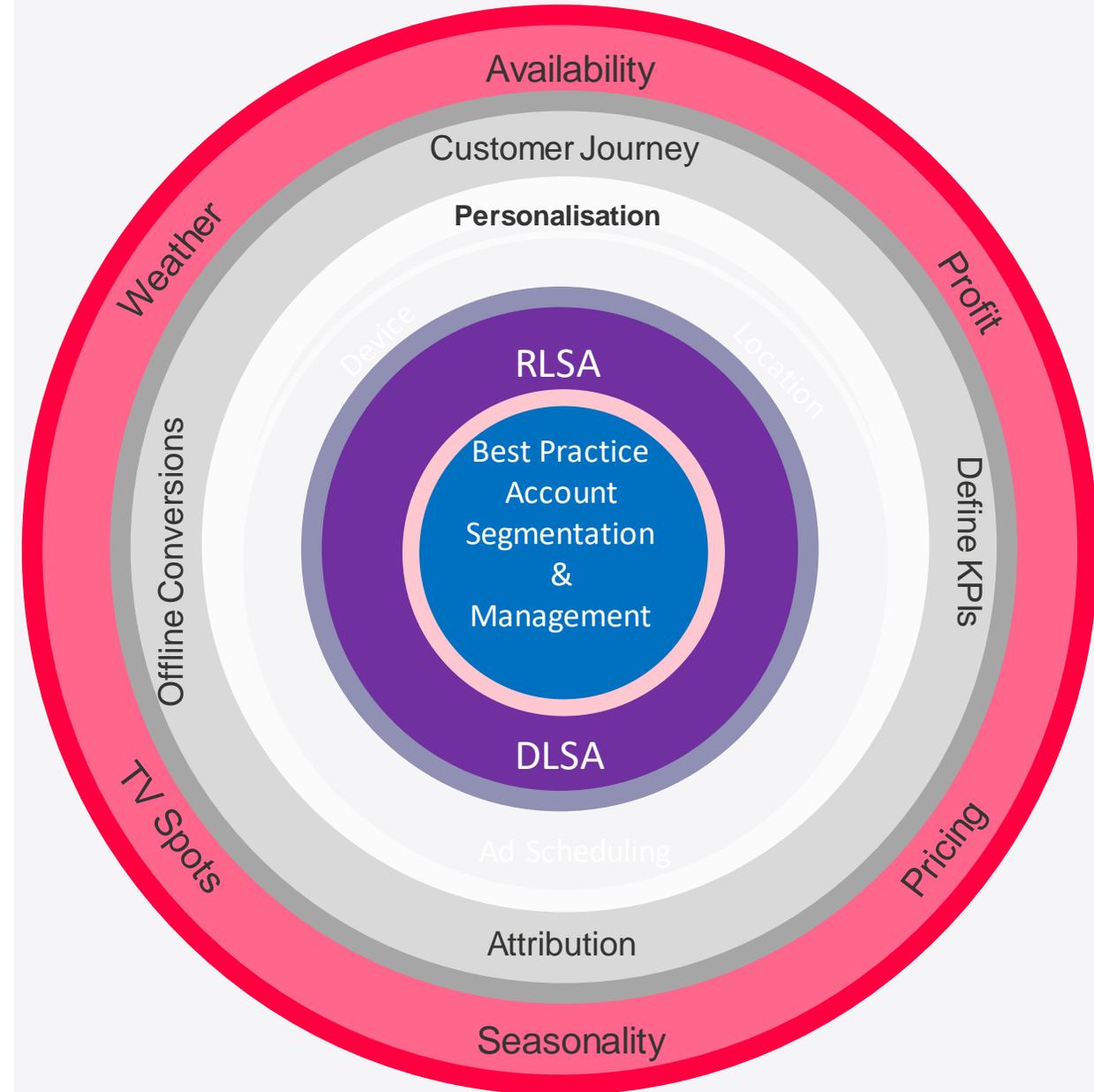
## Beyond just basic account structure look at how to optimise your audience to programmatically deliver the best return

- Right Place / Time
  - fully optimise across all audience to ensure that we have visibility when the right person is in market by device
- Right Person:
  - Re-targeting list for search (RLSA) and Demographics List for Search (DLSA), ensure that as well as keywords we can prioritise targeting those people that are your audience and more importantly are most likely to convert
- Right message
  - Knowing all of these things then allows to personalise that message to give us the best chance of attracting the right customer



## Look at what offline factors you can use to enhance your PPC further

- Assessing how to measure success and advancing the optimisation process
  - Evaluate the Customer Journey
  - Evaluate all KPIs
  - Integrate offline conversions
  - Apply click path attribution
- Utilise technology to maximise return from offline data
  - Weather
  - Availability
  - Profit / ROI
  - Pricing
  - Seasonality
  - TV integration



# Google Customer Match



Let's say a retailer wants to advertise a new loyalty program to their customers with ads on Google search. Here's how it works:

The retailer creates a list from the email addresses their customers have given them.

The retailer creates a "Search Network only" campaign that targets this list.

Customers, signed in to their Google Account, see the retailer's ads as they use Google search.

The list of email addresses are deleted 7 days after matching

# Ad Extensions

Ads related to ray ban sunglasses ⓘ

[Ray Ban® - Official Site - Shop Ray Ban® Sunglasses Online](#)  
[www.ray-ban.com/](http://www.ray-ban.com/)

★★★★★ 1,942 reviews for ray-ban.com  
Free Overnight Shipping & Returns!  
Ray-Ban has 115,253 followers on Google+

<a href="#">Sunstore</a>	<a href="#">Wayfarer</a>
<a href="#">Clubmaster</a>	<a href="#">Aviators</a>

Sitelink extensions

Ad related to todd's t-shirts

[Todd's T-shirts](#)  
[www.toddstshirts.com/](http://www.toddstshirts.com/) - ★★★★★ 104 seller reviews

New designs in stock now. Free shipping for a limited time.

[View Offer](#) - 50% off purchase of \$20 or more  
- available until Oct 4, 2013

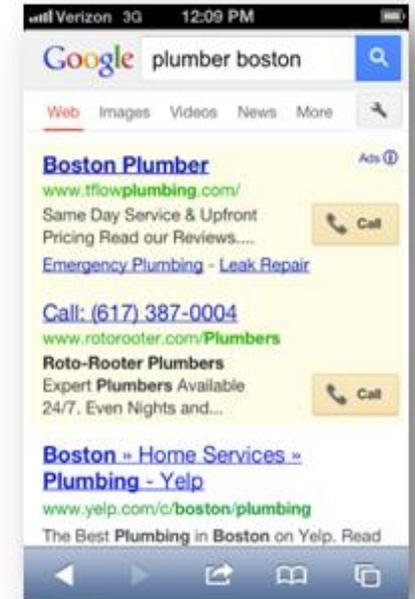
Offer extensions

[Personal Injury Attorney](#) (617) 426-4488  
[crowemulvey.com/InjuryLawyerBoston](http://crowemulvey.com/InjuryLawyerBoston)

High-Quality Legal Representation. We Can Help. Call Us Today!  
» [Map of 141 Tremont Street, Boston, MA](#)

Crowe & Mulvey, LLP has 102 followers on Google+  
[Our Team](#) - [Practice Areas](#) - [Results](#) - [Contact US](#)

Location extensions



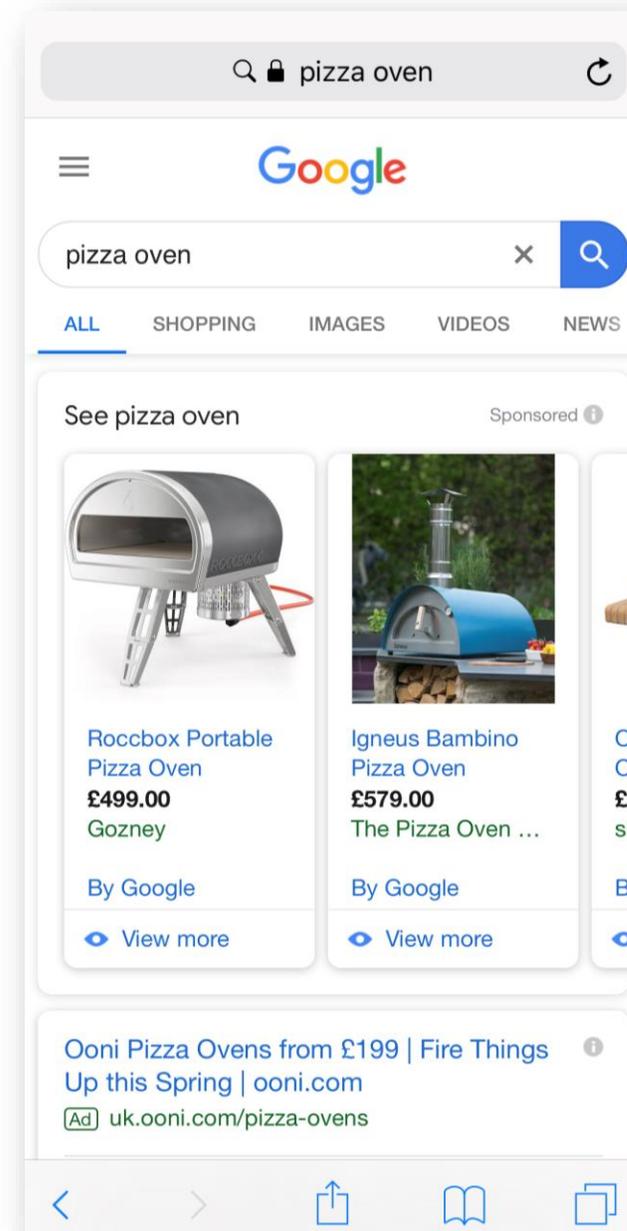
Call extensions

# Product Listing Ads/Google Shopping Ads

76.4% of retail search ad spend in the US, and 82% of retail search ad spend in the UK

Set up as a Google Merchant. Connect product data feeds from your website to 'GM Center' with attributes that describe your products.

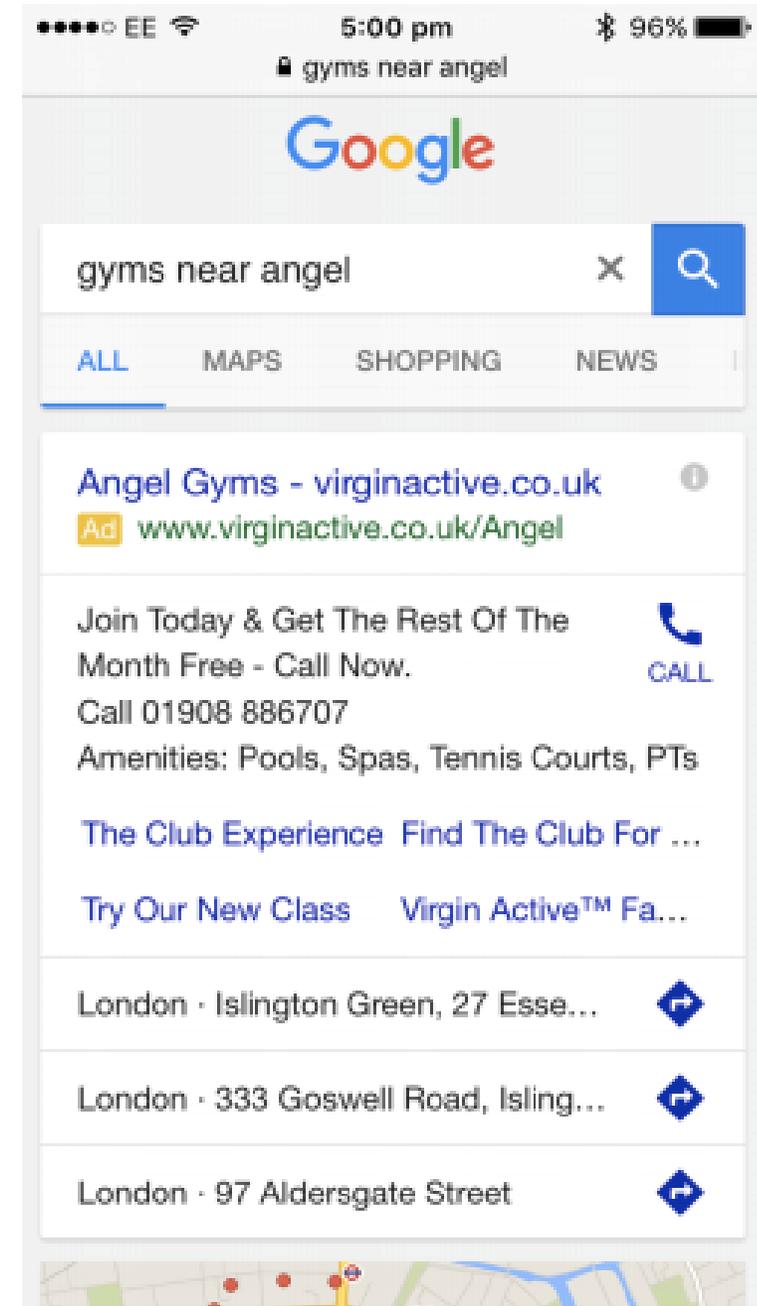
Don't need keyword bidding – Ads are automatically eligible to show for any search query that matches a product you sell.



Source: Adthema

# Mobile search

- >60% of mobile searches are local
- Search terms tend to be shorter
- More spelling mistakes on keywords
- Strategies for people searching locally - opportunity to drive potential customers in store to complete their purchase (shop now, call links etc.)



Source: Econsultancy Paid Search Best Practice Guide

# Good copy?

- 3 second rule
- What are your assets (value, quality, associations?)
- Matches your objectives - Is it lead gen/direct response/awareness? (Download/Book/Explore)
- Matched to need states – emergency vet = when you need us most, 24/7, local = drop in, we're open now
- Agile – e.g. “Eden Hazard” should have gone to Specsavers
- Uses keywords

## Mercedes-Benz Retail Group | The Best Knows No Alternative

**Ad** [www.mercedes-benzretailgroup.co.uk/Dealership/Book](http://www.mercedes-benzretailgroup.co.uk/Dealership/Book) ▼ 01689 888400

The UK's Largest Mercedes-Benz Retailer. Book A Local Test Drive.

Great Value · Passionate Car Retailer · Highest Level Of Service · Expert Industry Knowledge

[Mercedes Car Valuation](#) · [Make An Enquiry](#) · [MOTs By The Experts](#) · [View Our Latest Offers](#)



# Bidding on competitors trademarks?

- Check your legal position with your lawyers
- In most countries, it's not illegal but don't use trademarked names in ad text and make it clear you are not affiliated with them
- Be prepared for retaliation if you make the first leap
- Consider the inevitable poor CTR and the subsequent effect on quality score

<https://support.google.com/adwordspolicy/answer/6118?hl=en-GB>

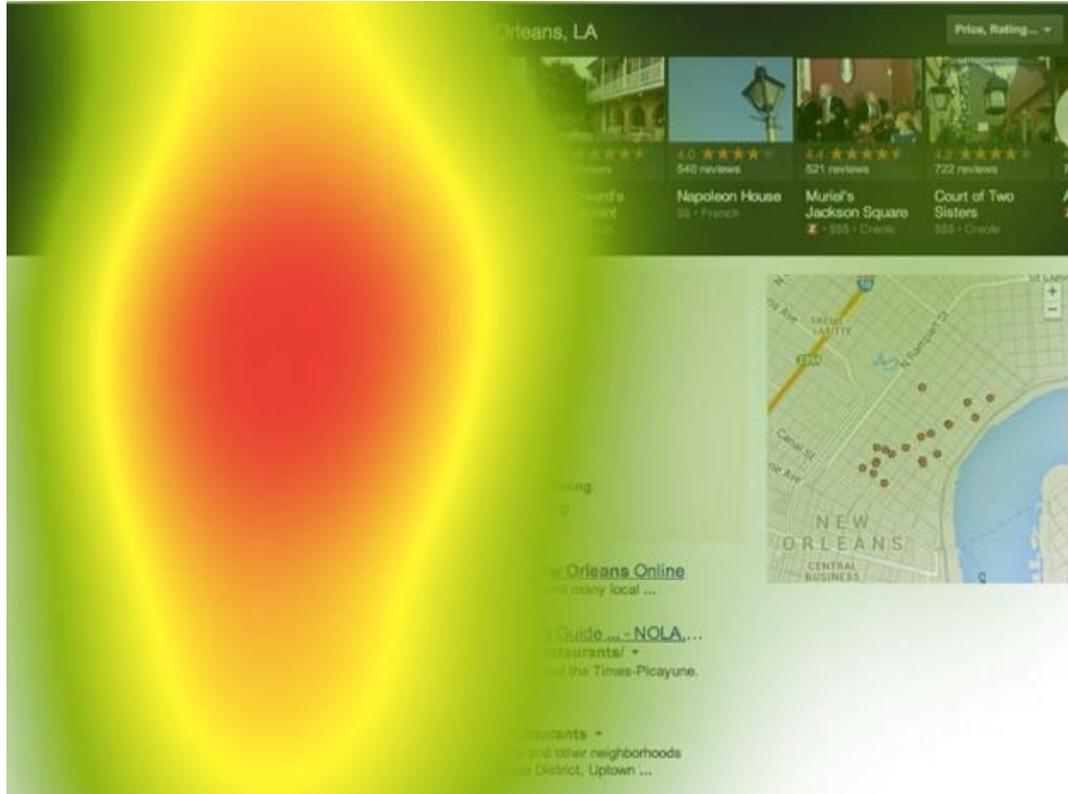
# Landing Pages

The screenshot shows the JD Sports homepage with a black header. The logo 'JD UNDISPUTED KING OF TRAINERS' is on the left. A search bar is in the center with the text 'Search Nike, adidas, latest footwear etc?'. Navigation links include 'Latest', 'Men', 'Women', 'Kids', 'Accessories', 'Collections', 'JD Now', 'Football', 'Sports', 'HALF TERM OFFERS', and 'JD Blog'. A yellow banner contains three promotional messages: '20% OFF WHEN YOU SPEND £80 SELECTED LINES. CODE: DIS28', 'STUDENTS! GET 10% OFF WITH UNIDAYS', and 'ORDER BEFORE 9PM TO GET IT TOMORROW!'. Below the banner, there are three columns of product categories: 'NIKE TRAINERS FROM JD SPORTS' (listing Air Max models), 'RETRO RUNNING' (listing Huarache, Jordan, Force 1, Presto, Cortez, Rift), and 'BASKETBALL' (listing Jordan, Force 1). A 'NIKE RUNNING' section lists the Nike Zoom All Out. A 'NIKE TRAINERS' section features a large black banner with the Nike logo and text: 'The King of Trainers pave the way for some serious footwear royalty, our range of Nike trainers has got the sneaker throne on lock. OG icons like the Air Max 90 and Huarache keep it classic, new Vapormax and Zoom Mariah models get your game as fresh as ever.' Below this are three buttons for 'MEN'S', 'WOMEN'S', and 'KIDS'. Three images of sneakers are shown at the bottom.

The screenshot shows the product page for the Nike Air Huarache Ultra. The header is identical to the homepage. The main content area features a large image of the black sneaker. To the right of the image, the product name 'Nike Air Huarache Ultra' is displayed with a price of '£100.00'. Below the price, there is a 'Choose size in stock' section with a size selector showing sizes 8, 9, 9.5, 10, 10.5, and 11, with size 11 selected. A 'FIT FINDER' button is also present. The 'Quantity' section shows '1' and an 'Add to basket' button. At the bottom, there is a 'Free Standard Delivery available on this item' message and a Klarna payment option: 'Pay £33.33 per month, No fees. Learn more'.

“Mens Nike running shoes” vs “Nike air huarache run ultra mens size 11”

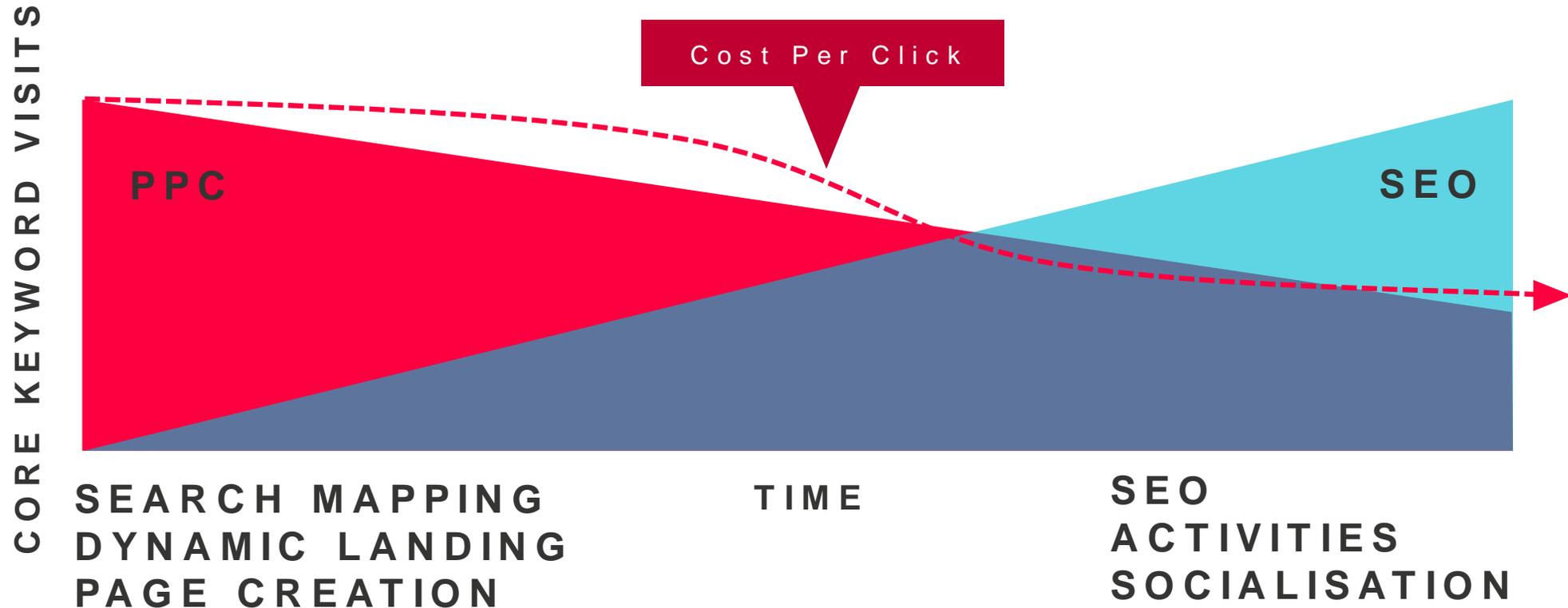
# PPC + SEO enhances visibility



**Mobile Search Win:**  
66% of search results screen owned by one business using paid with a top organic result.



# Why should PPC & SEO strategies align?



As organic listing rank improves, PPC budget can be reinvested into new sets of search terms to broaden the reach of brand's search campaign yet further

# Agile, data-driven PPC – an example

[Click to watch](#)



# Some PPC factors to be aware of

- **Cost** – PPC is generally more expensive than organic optimisation
- **Management** – Campaigns need to be monitored constantly to make them effective
- **Auction Basis** – Competitors often outbid each other for #1 positions – over inflating the price of keywords
- **Click Fraud** – where are those clicks actually coming from?

# Exercise: Your Turn

- Choose a relevant keyword or phrase for your business
- Develop a set of ads for Adwords that you would like to test
- Write an ad!

## Reiss Brogues | Winter Sale at Reiss | Endless Styles Online

Ad [www.reiss.com/NewLinesAdded](http://www.reiss.com/NewLinesAdded) ▼

★★★★★ Rating for reiss.com: 4.1 - 221 reviews

New Lines added, enjoy up to 50% Off Online and in Stores. Shop Now! Celebrate Coming Special Holidays With Our Latest Styles. All Tailored For You. Next Day Delivery. AW18 Lookbook. Click & Collect. Personal Shopping. Free Returns. New Lines Added Daily. Wedding Shop.

[Products On Sale](#) · [Women's Ankle Boots](#) · [Women's Boots](#) · [Women's Heels](#) · [Women's Flats](#)

📍 [112-113 The Arcade, Westfield Stratford City, Montfichet Road, London](#)

## Men's Brogues With The Heart of a Sneaker | Comfortable

Ad [www.sevenfeetapart.com/](http://www.sevenfeetapart.com/) ▼

Browse & Shop Our Range of Comfortable Sneakers. Handcrafted with Italian Leather. **Buy Now**

# Summary

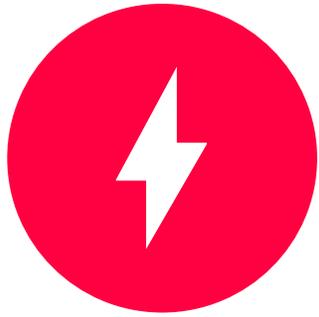
- SEO and PPC are key drivers of traffic
- Keyword strategy = customer behaviours/needs + objectives
- Align copy and targeting to simplify customer journeys
- Optimise, optimise, optimise for efficiency and effectiveness

# PPC:

What better questions can we ask of our internal teams or agency?

What will you do differently?





Homework: A brand that does content & social well (not Nike, Innocent, Hubspot etc.) Bonus points for B2B!



# Day 2

# Agenda – Day 2

## Morning

### TOPIC

Review Day 1

Display Advertising

Social Media

Break

Performance, Affiliate & Influencer  
Marketing

## Afternoon

### TOPIC

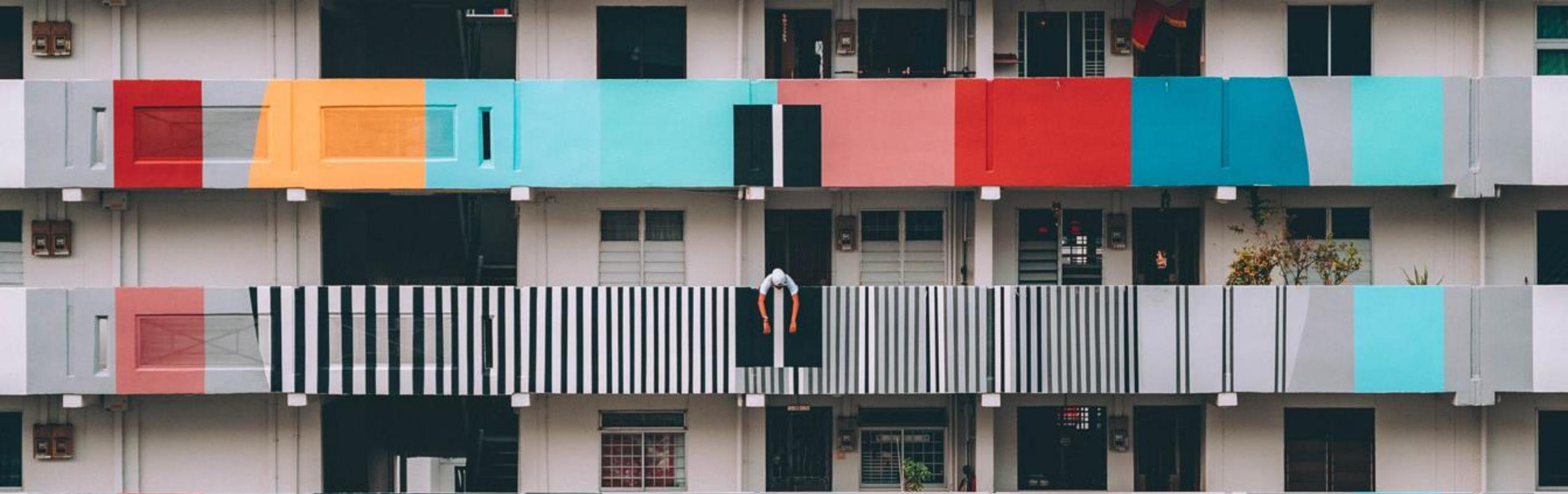
Lunch

User Experience & Conversion Rate  
Optimisation

Email & Marketing Automation

Break

Analysis & Measurement



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# Review

QWERTZ!



1. What is the name of Google's quality measure of the relevance and performance of your PPC ads?
2. Name 3 factors that could affect the cost of your PPC ads?
3. SEO - approx. how many factors affect whether your web pages are visible in Google's organic search results?
4. What are the P E S O elements of the integrated marketing/comms planning model? P = ?, E = ? Etc.
5. Fill in the BLANKS Content Marketing is the *Creation & delivery of information tailored to audience needs where both business and audience **gain** \_\_\_\_\_ from the exchange of **content** for \_\_\_\_\_*. The primary goal is to convert audiences to a \_\_\_\_\_ .



6. What is the name of Amazon's walk-in, walk-out store?
7. What is the process of visualising a customer's path from awareness, to conversion, loyalty, advocacy called ?
8. What are the 3 distinct areas of SEO?
9. What is the name of Gartner's model that tracks technical innovation and adoption over time?
10. PPC – what types of audience targeting are available beyond keyword targeting?



1. What is the name of Google's quality measure of the relevance and performance of your PPC ads? **Quality Score**

2. Name 3 factors that could affect the cost of your PPC ads?

**Time, season, location, device used, weather, competition, your clickthrough rate**

3. SEO - approx. how many factors affect whether your web pages are visible in Google's organic search results? **>200**

4. What are the P E S O elements of the integrated marketing/comms planning model? P = ?, E = ? Etc. **Paid – Earned – Shared or Social - Owned**

5. Fill in the BLANKS Content Marketing is the *Creation & delivery of information tailored to audience needs where both business and audience **gain*** \_\_\_\_\_ *from the exchange of **content** for* \_\_\_\_\_. *The primary goal is to convert audiences to a* \_\_\_\_\_ *\_\_\_\_\_.*  
**value – attention – business building outcome**



6. What is the name of Amazon's walk-in, walk-out store? **Amazon Go**

7. What is the process of visualising a customer's path to conversion, loyalty, advocacy called ? **Customer Journey Mapping**

8. What are the 3 distinct but connected elements of SEO?

**On-Page, Off-Page and Technical**

9. What is the name of Gartner's model that tracks technical innovation and adoption over time? **Hype Cycle**

10. PPC – what types of audience targeting are available beyond keyword targeting?

**Demographic targeting (DLSA), Retargeting (RLSA) and First Party Data targeting (Customer Match)**



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# Display Advertising

# Display Advertising

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- Introduction
- Key trends
- Content vs. Advertising

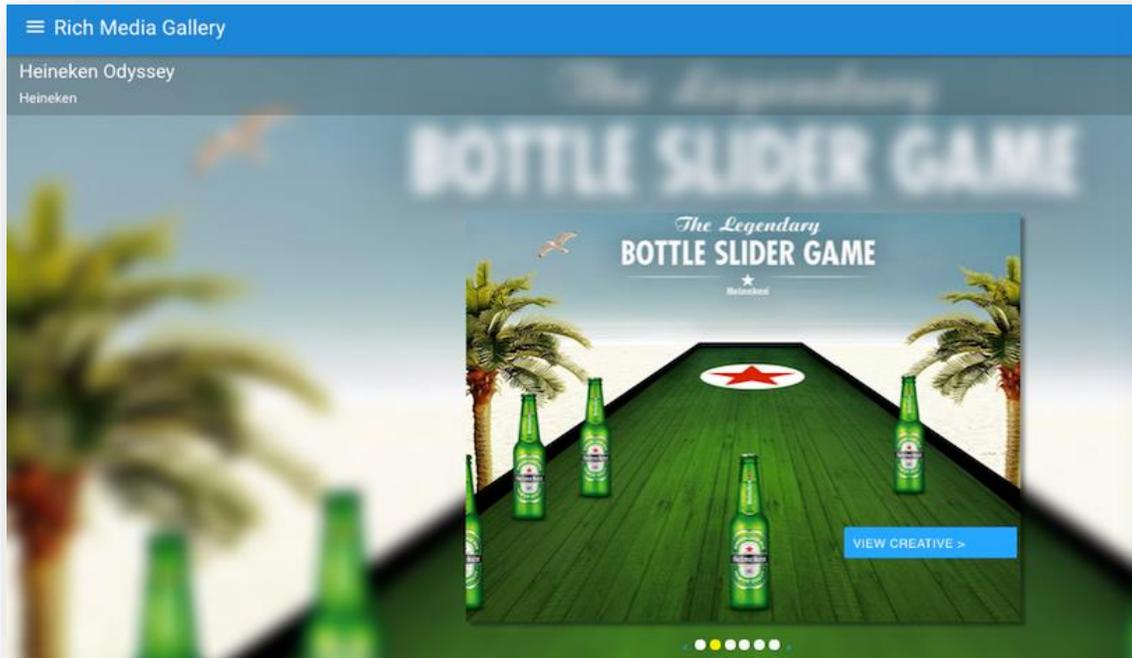


DISPLAY

# First ever banner ad

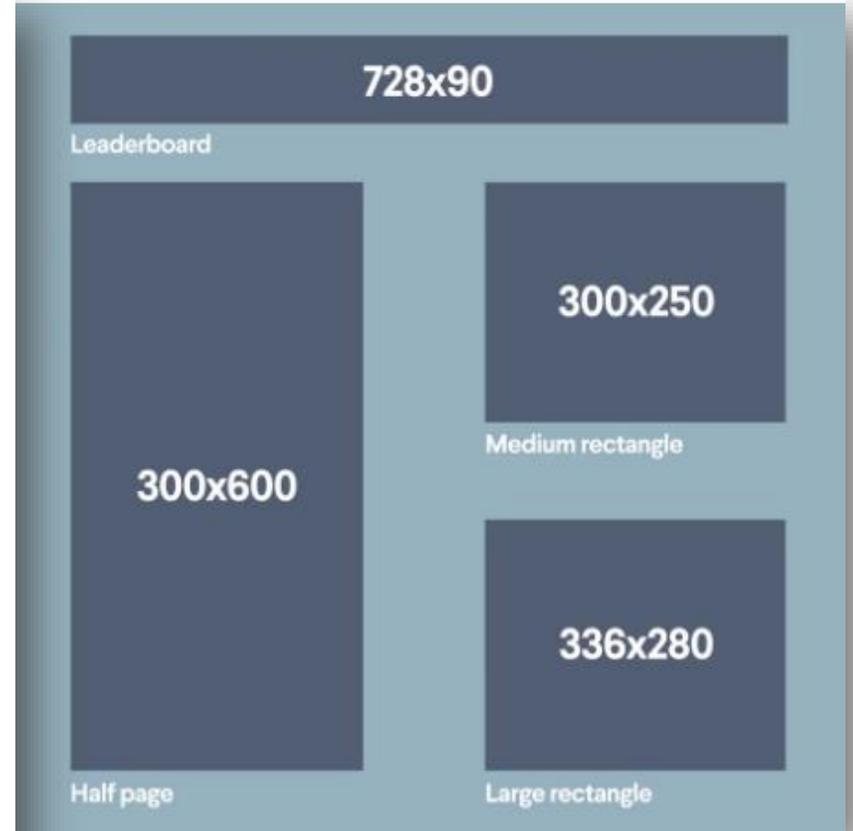


# Ad formats – examples -



All

- 1440x1024 Mail Login
- 160x600 Skyscraper
- 300x250
- 300x600 Half Page
- 320x50
- 728x90
- 970x250 Billboard
- Mobile Interstitial
- Mobile Moments
- Native Stream
- Peek
- Pre-Roll Bumper
- Pre-Roll Desktop
- Pre-Roll Mobile
- Pre-Roll Skippable
- Tumblr Sponsored Day
- Tumblr Sponsored Posts
- Xbox 360 & One



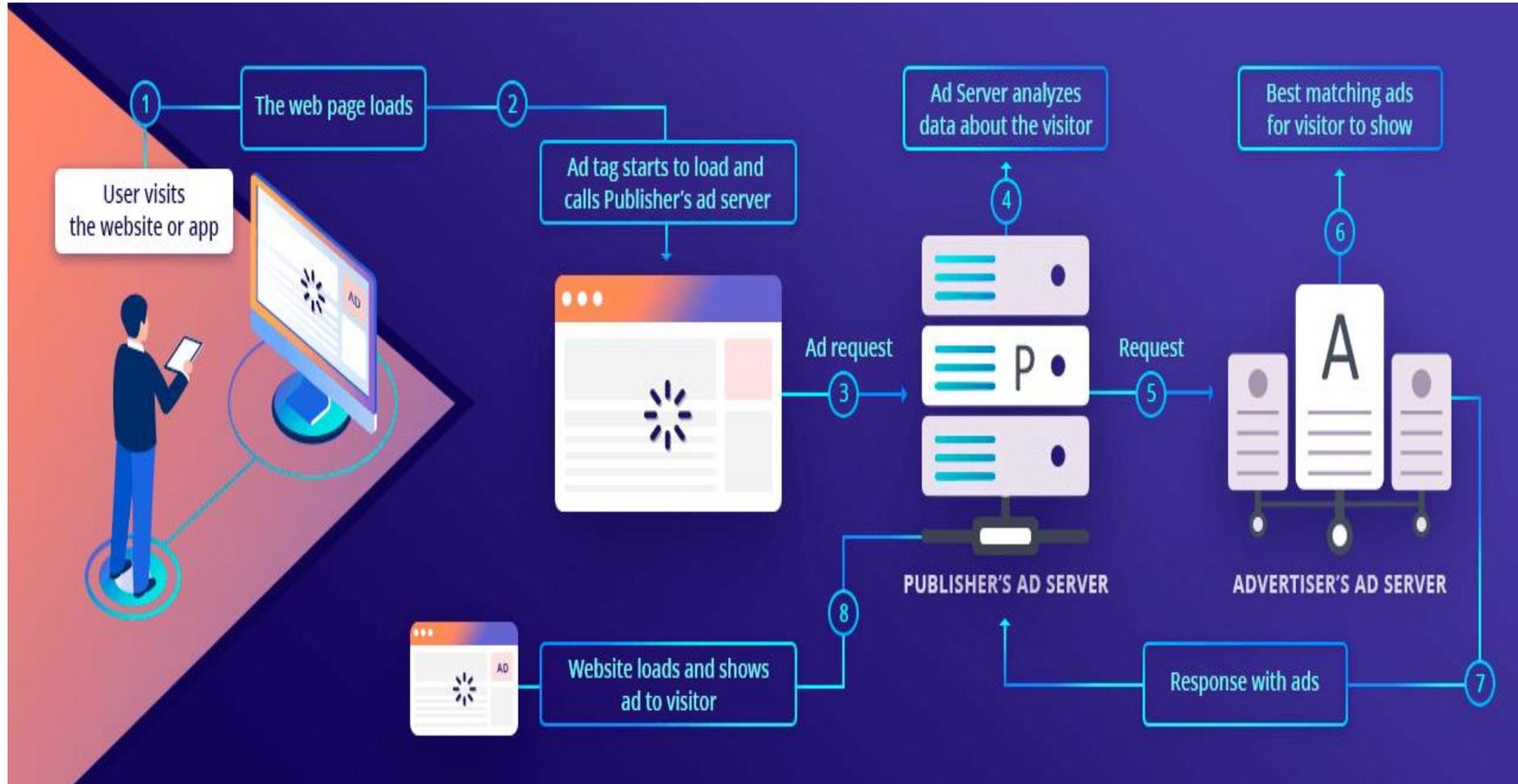
<http://www.richmediagallery.com/>  
<https://actshowcaseemea.tumblr.com/>

# UK Spend

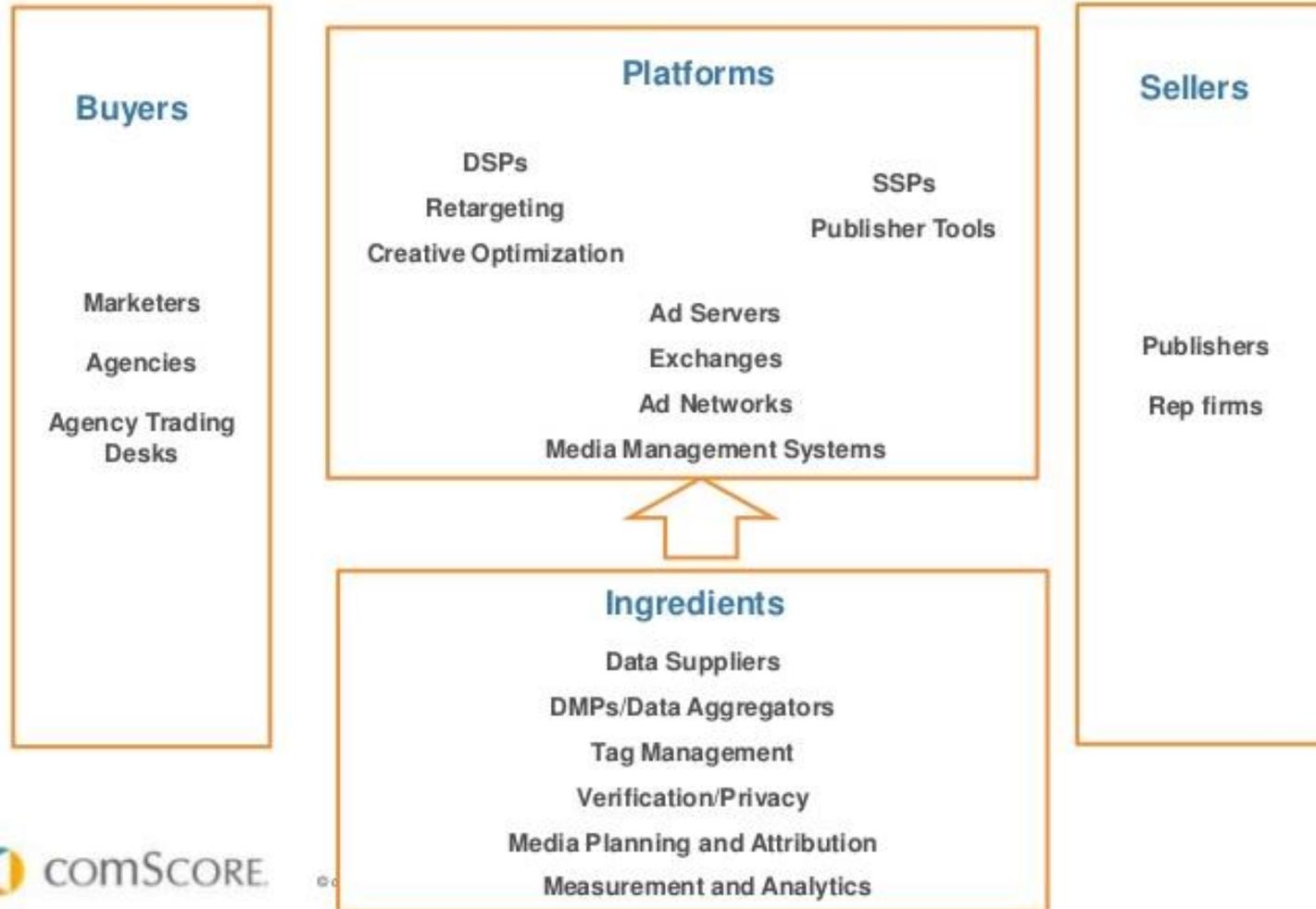


Source: IAB

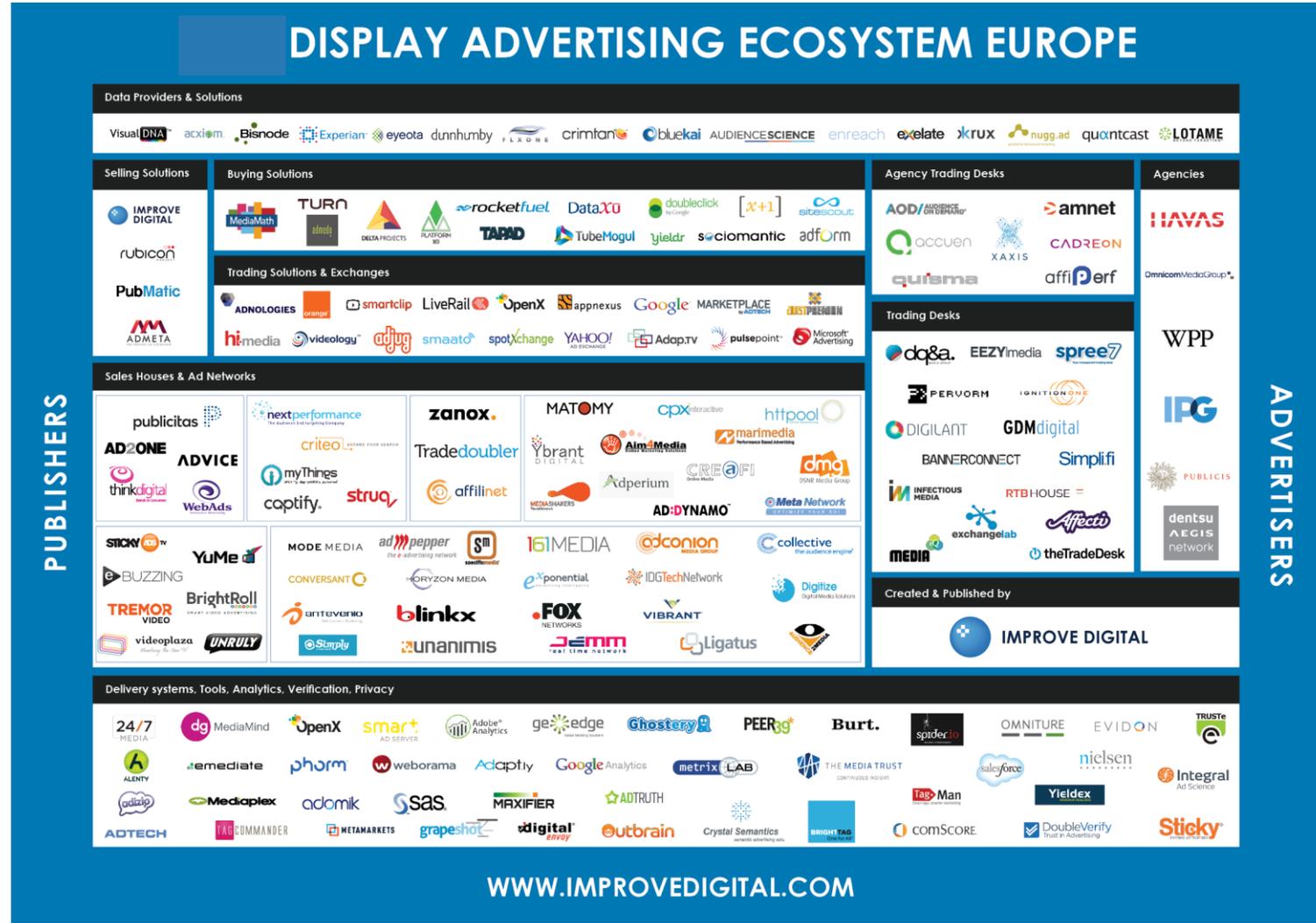
# Display advertising made simple



# Display advertising made simple



# It's a Tech Jungle!



# Key Trends

- Retargeting
- Programmatic/Real Time Bidding (RTB)
- Header Bidding
- Dynamic creative optimisation
- Ad-blocking
- Native - branded content

# How does retargeting work?



**Cycling**  
WEEKLY

## Competitions



WIN a 2015 Cycling Event Season Pass

Are you a sportive rider? Are...

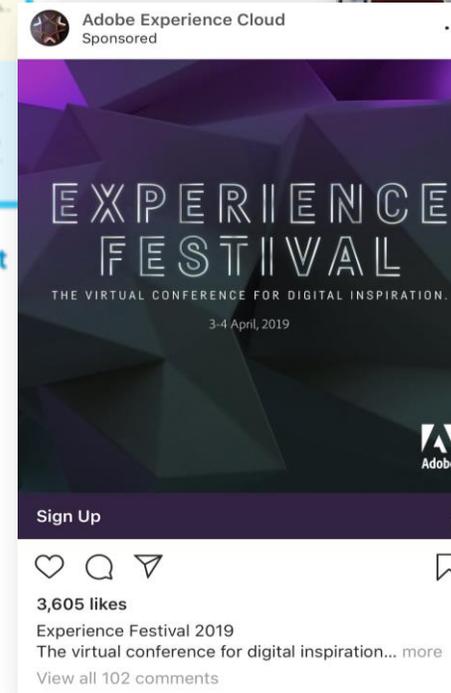
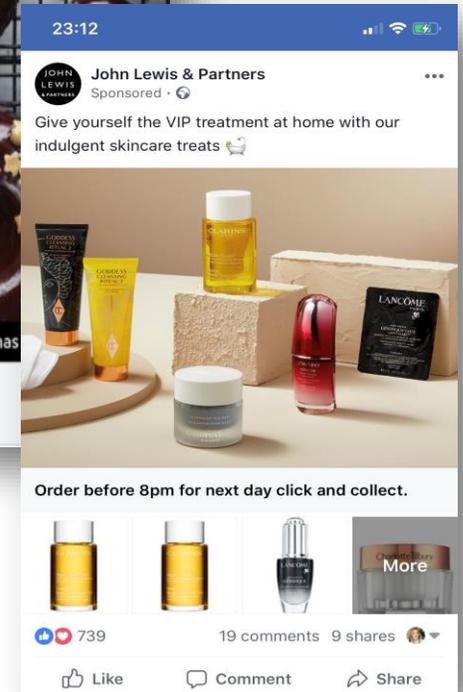
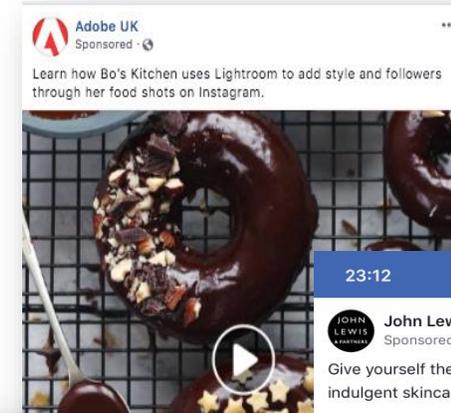
[More Competitions](#)



# Not just for display



# #Retargeting



# Why retargeting?

## WHY YOU SHOULD BE RETARGETING

### INCREASED ECOMMERCE SITE PERFORMANCE

18 apparel, sporting good and home & garden retailers running retargeting campaigns from Cyber Monday 2010 - Cyber Monday 2011 saw:

**21%**

Conversion Rate Increase

**149%**

Revenue Performance Increase

## INCREASED SALES

AVERAGE CUSTOMERS



**2%**

convert on the first visit to an online store

**VS.**

RETARGETED CUSTOMERS

spend close to **50% more**

**70%**

more likely to complete a purchase

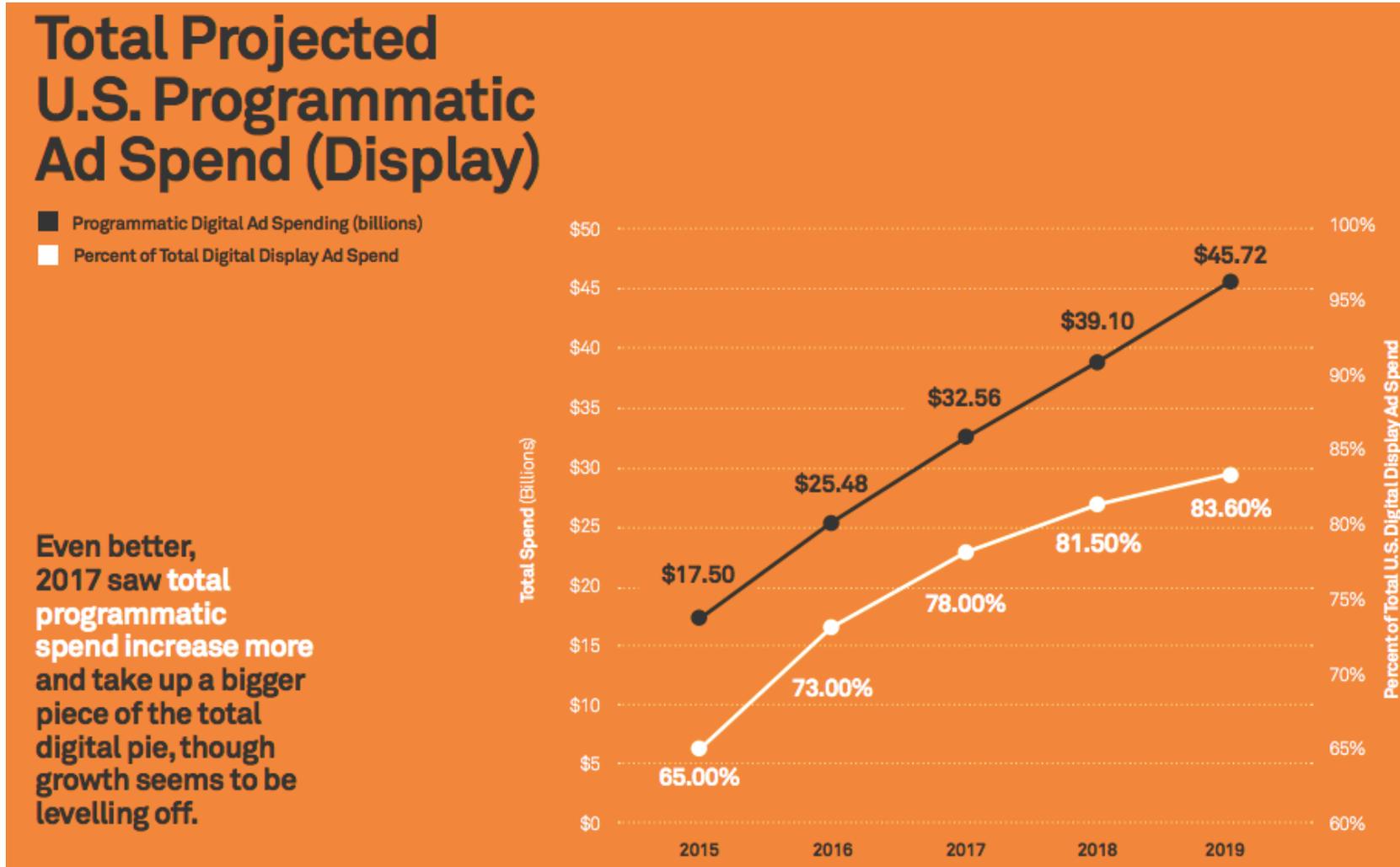


**95%**

leave a site without making a transaction



# >80% of Ads are now Programmatic



Source: Appnexus

# Programmatic Advertising

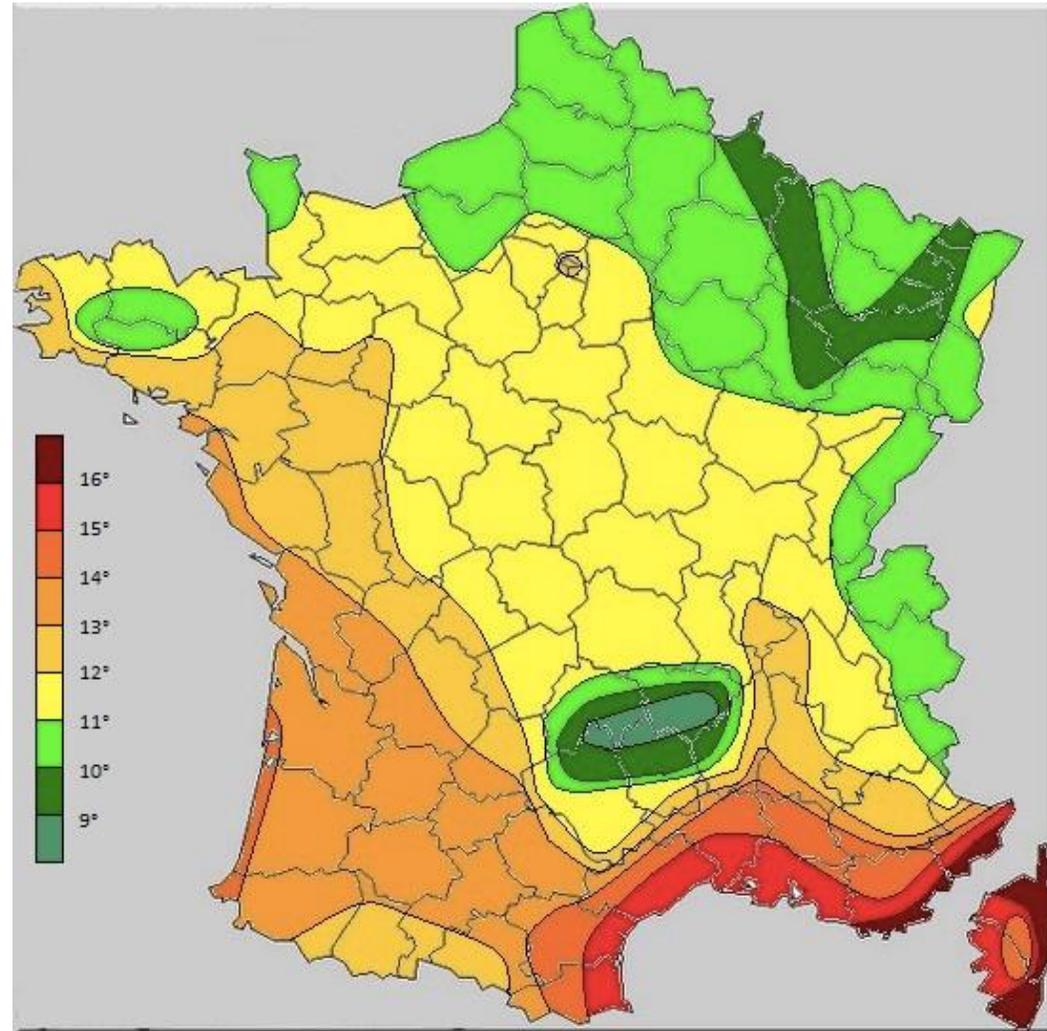
[Click to watch](#)



# Programmatic Advertising – an example



Age + weather + location data



# Header Bidding

**Header** bidding, also known as advance bidding or pre-bidding, is an advanced programmatic technique wherein publishers offer inventory to multiple **ad** exchanges simultaneously before making calls to their **ad** servers (mostly DoubleClick for Publishers). 18 Aug 2015

**WTF is header bidding? - Digiday**  
[digiday.com/publishers/wtf-header-bidding/](http://digiday.com/publishers/wtf-header-bidding/)

*About this result • Feedback*

# Dynamic creative optimisation



Offer, CTA, creative, copy depends on audience data

NYC  
BARCELONA  
COMPLETE YOUR BOOKING!  
DEPARTING  
**JUN 8**  
RETURNING  
**JUN 15**  
FROM  
**\$599.00**  
BOOK NOW

## Sequential Messaging

*Mmm...new luxury car...*  
[LEARN MORE](#)  
Luxury Motors

First message: builds brand awareness for a new luxury car model.

*The all-new Model LX.*  
*Luxury interior. 8-speed transmission. And more.*  
[TAKE A TOUR](#)  
Luxury Motors

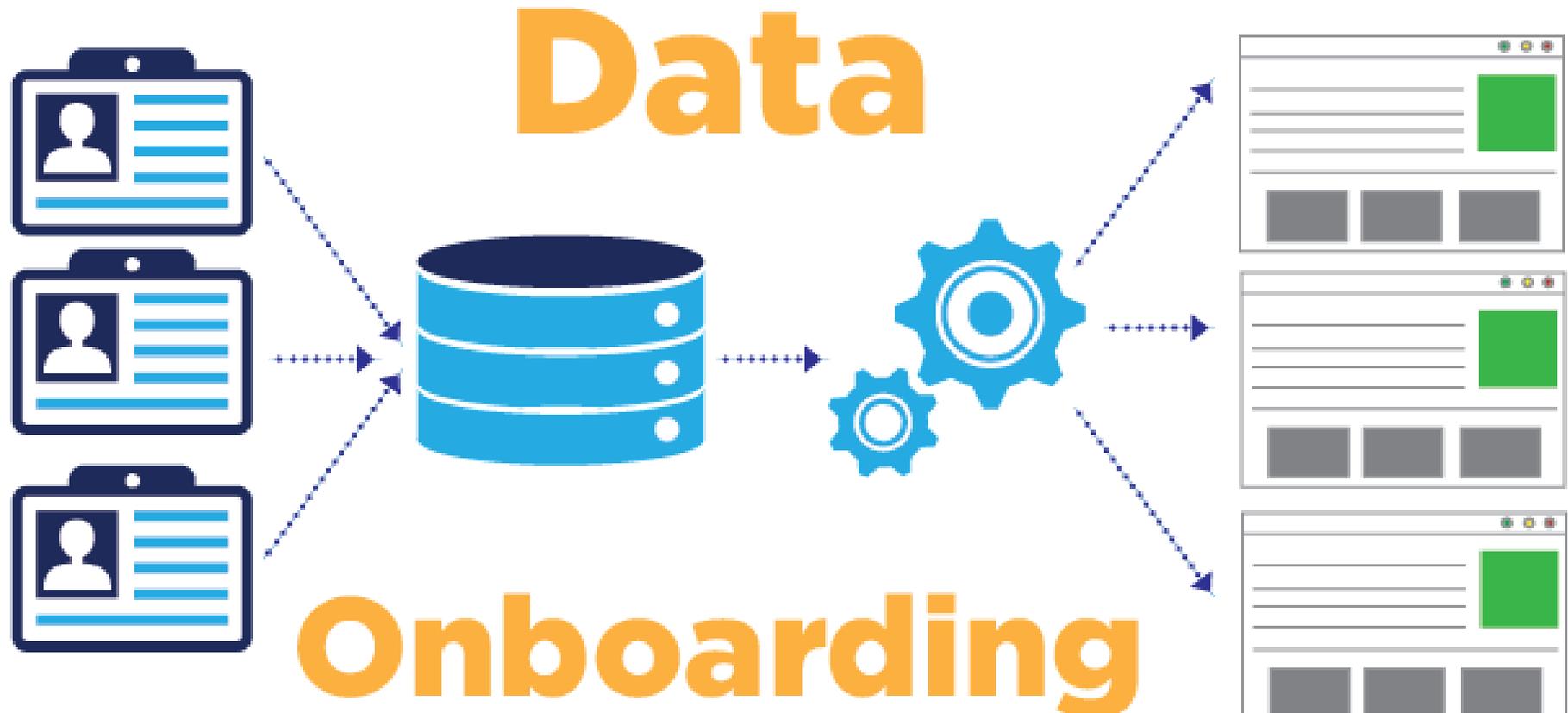
Second message: highlights specific features and benefits.

*Experience the Model LX*  
*Sit in this car and tell us it's not frickin' amazing.*  
[SCHEDULE YOUR TEST DRIVE](#)  
Luxury Motors

Third message: converts audience interest and excitement into an in-person test drive.

Realtime data (e.g. fares)

# Data is key



# Ad Blocking

## Global Ad Blocking Growth

Blocking ads continues to build on the strong growth rates seen during 2013 and 2014.



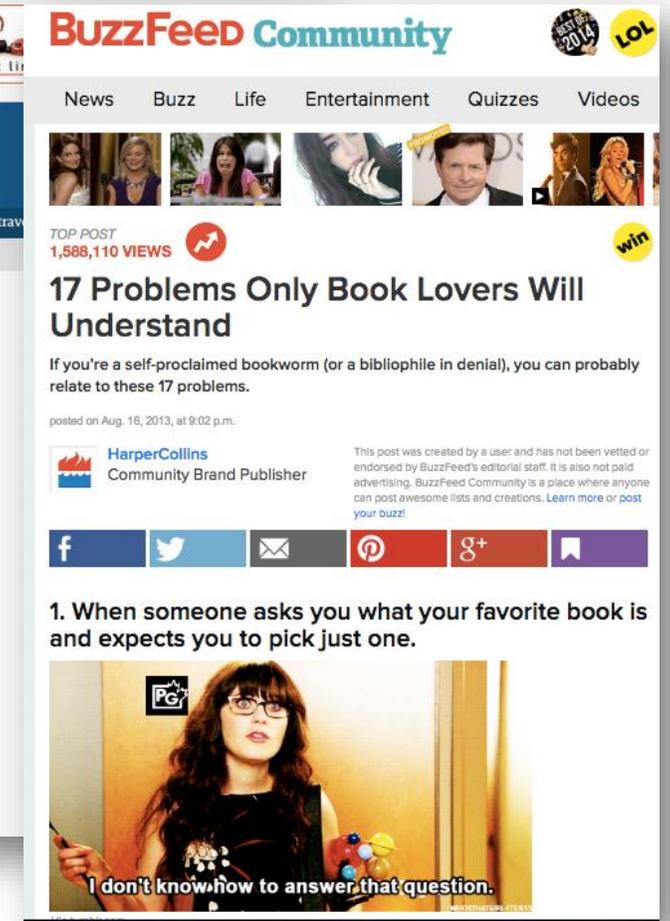
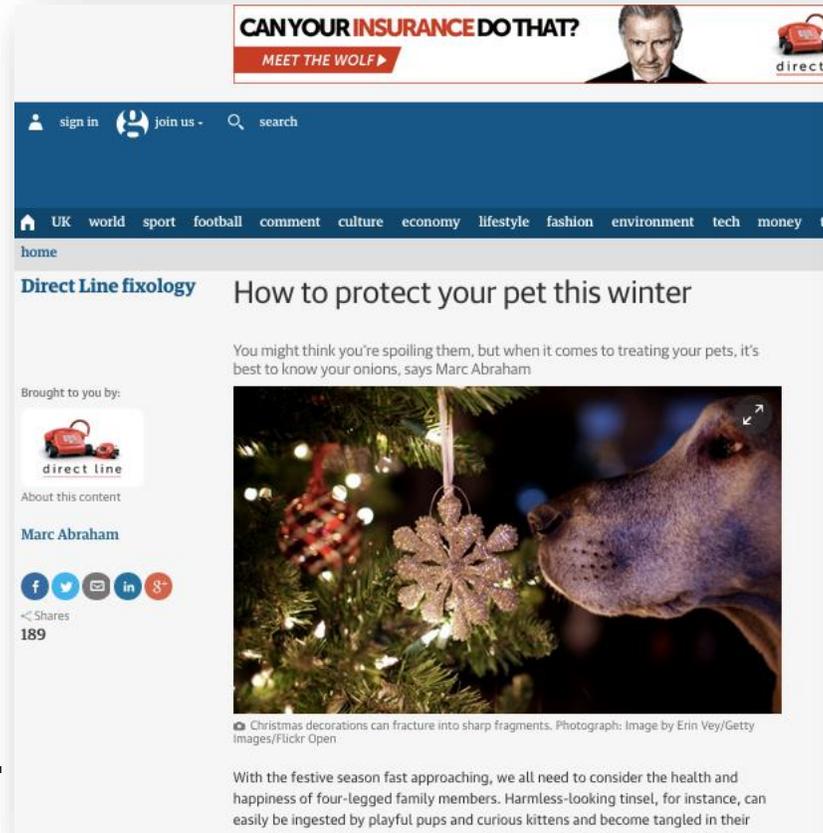
# Native Advertising

na-tive  
ad-ver-tis-ing

ad experience follows natural form and function of the user experience in which it is placed.

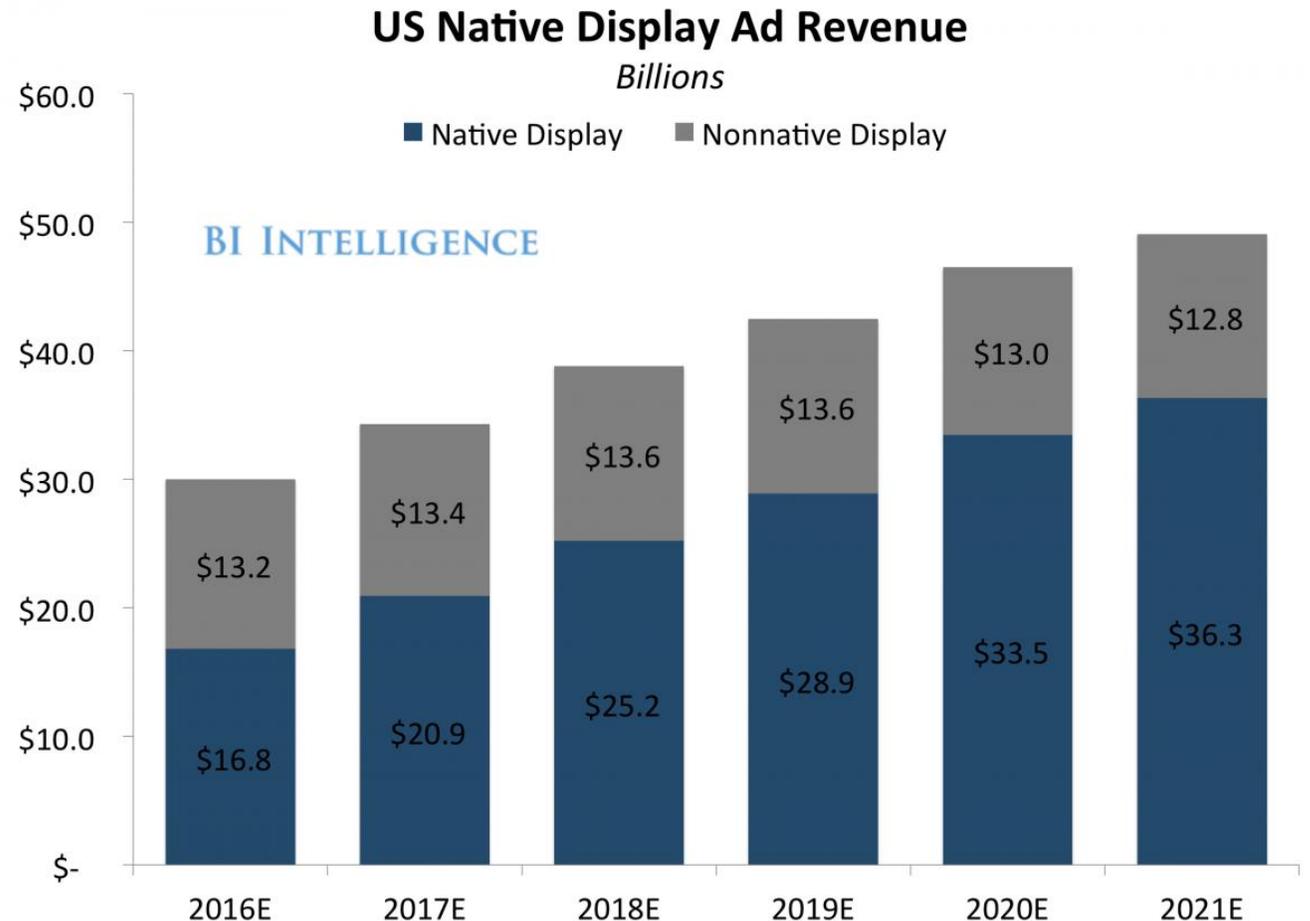
Matches visual design of the experience they live within, and look and feel like natural content.

Must be clearly marked as Ad, Sponsorship, Promotion



# Native Advertising predicted to drive 74% of Ad Revenue by 2021

- These stats include social native, native ads on publisher websites and PPC editorial ads (e.g. Outbrain)
- Social platforms generate most revenue from native ads and will continue to dominate overall native ad spending through 2021.

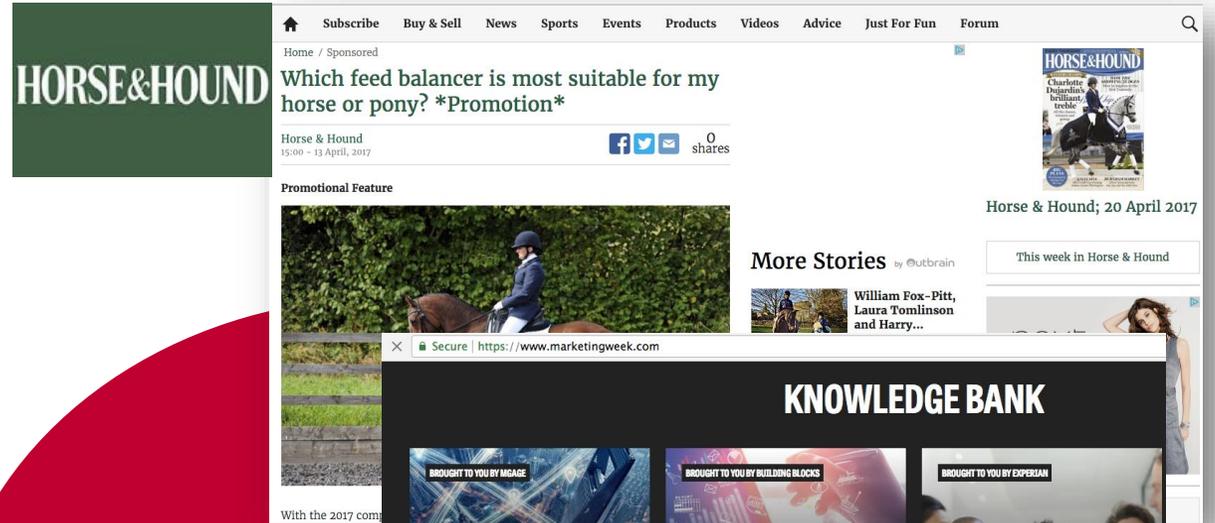


Note: Display includes all banner, rich media, sponsorship, and video ads

Source: BI Intelligence estimates based on historical data from the Interactive Advertising Bureau and PricewaterhouseCoopers, and IHS

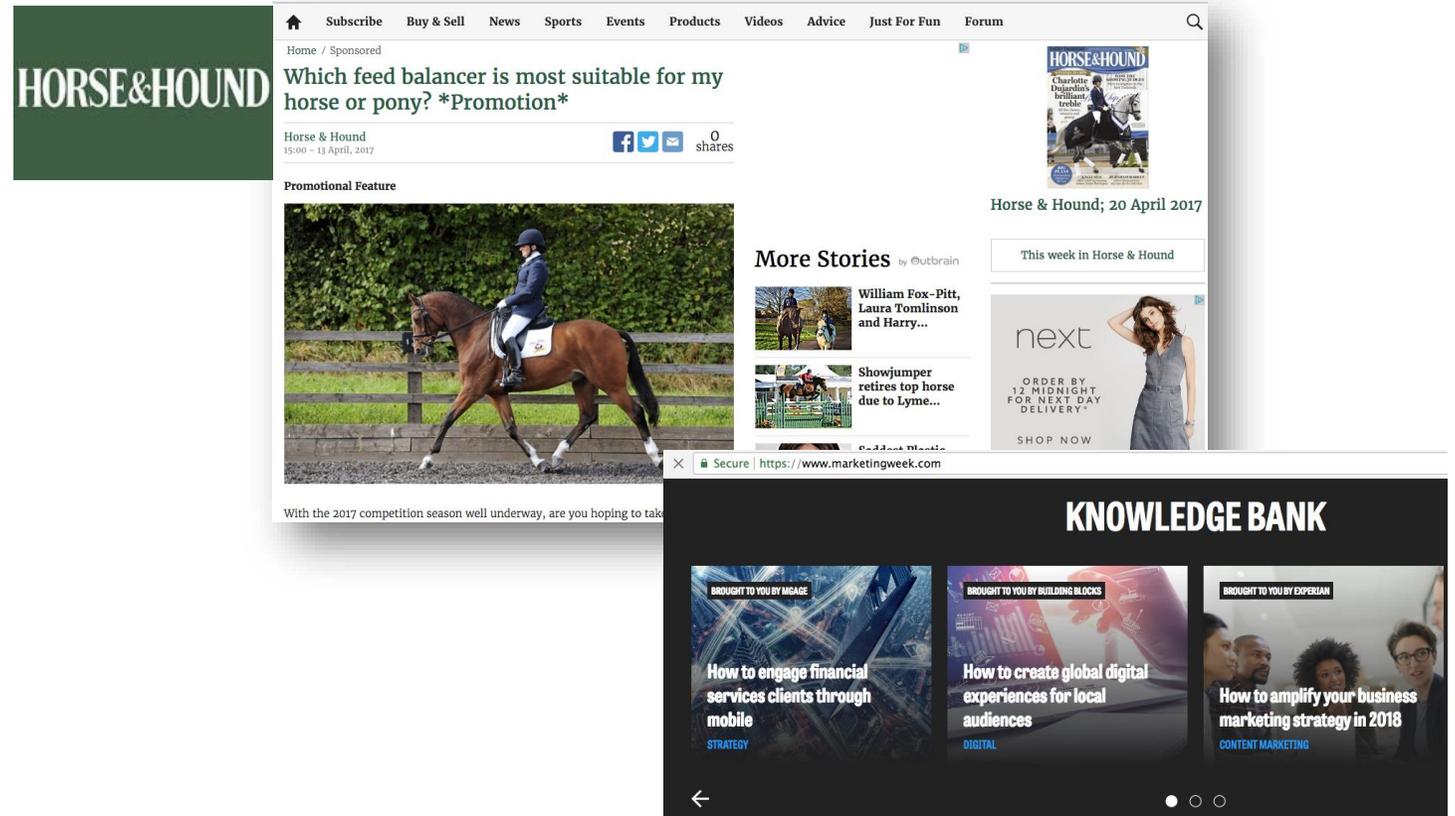
# Why the growth?

- Banner blindness
- Some users wary about clicking on ads/banners for companies and/or products they know little about
- Less 'salesy' format - educates users outside of market
- Engagement higher for native ads than traditional banners
- Positive for publishers - drives revenue in a difficult market



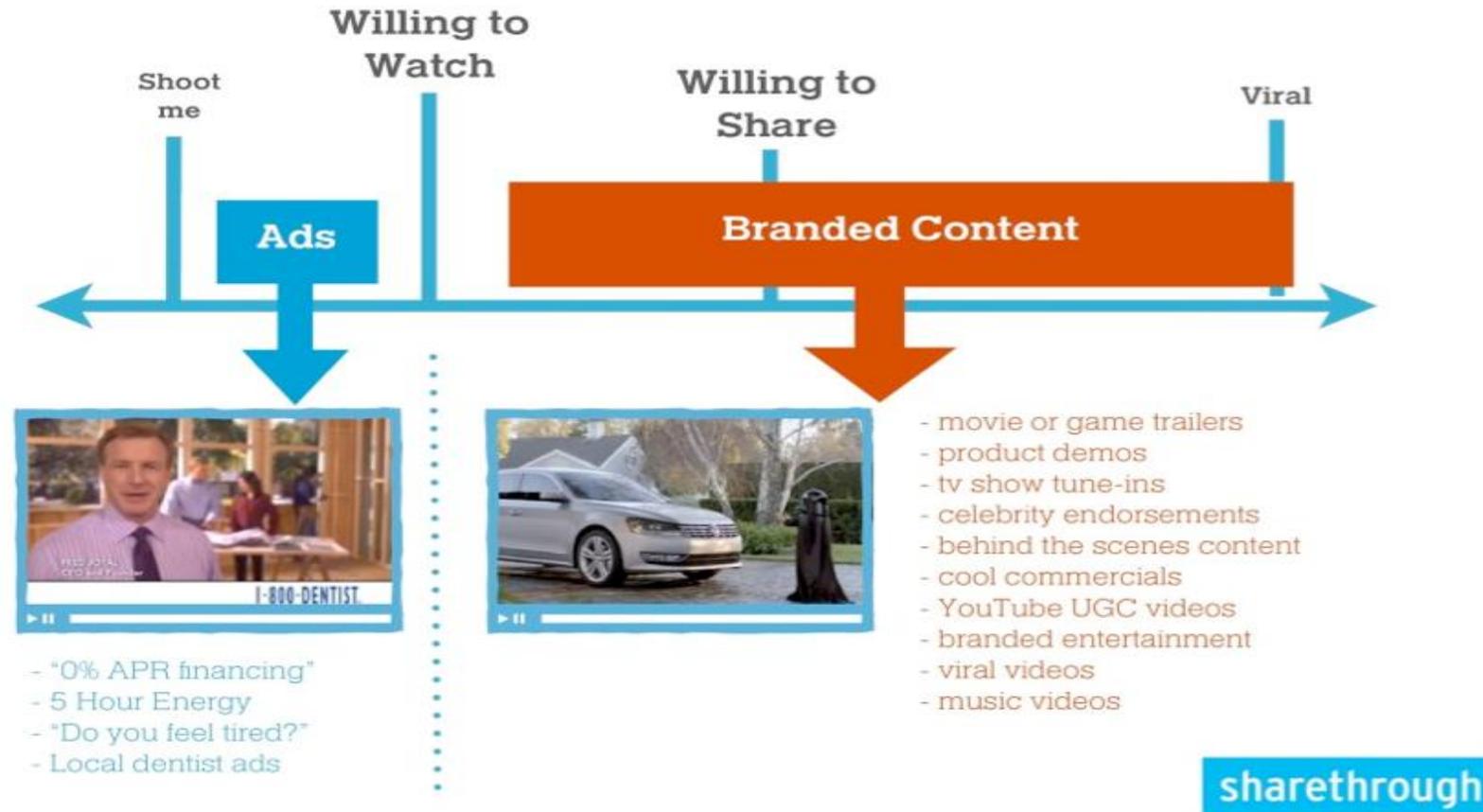
# Exercise: Find a native ad on a publisher's website

Some places you could try:  
Guardian  
Marketing Week  
Horse and Hound  
Vogue  
Vice  
Joe



# The difference between content and advertising?

## Branded Content is different from Ads



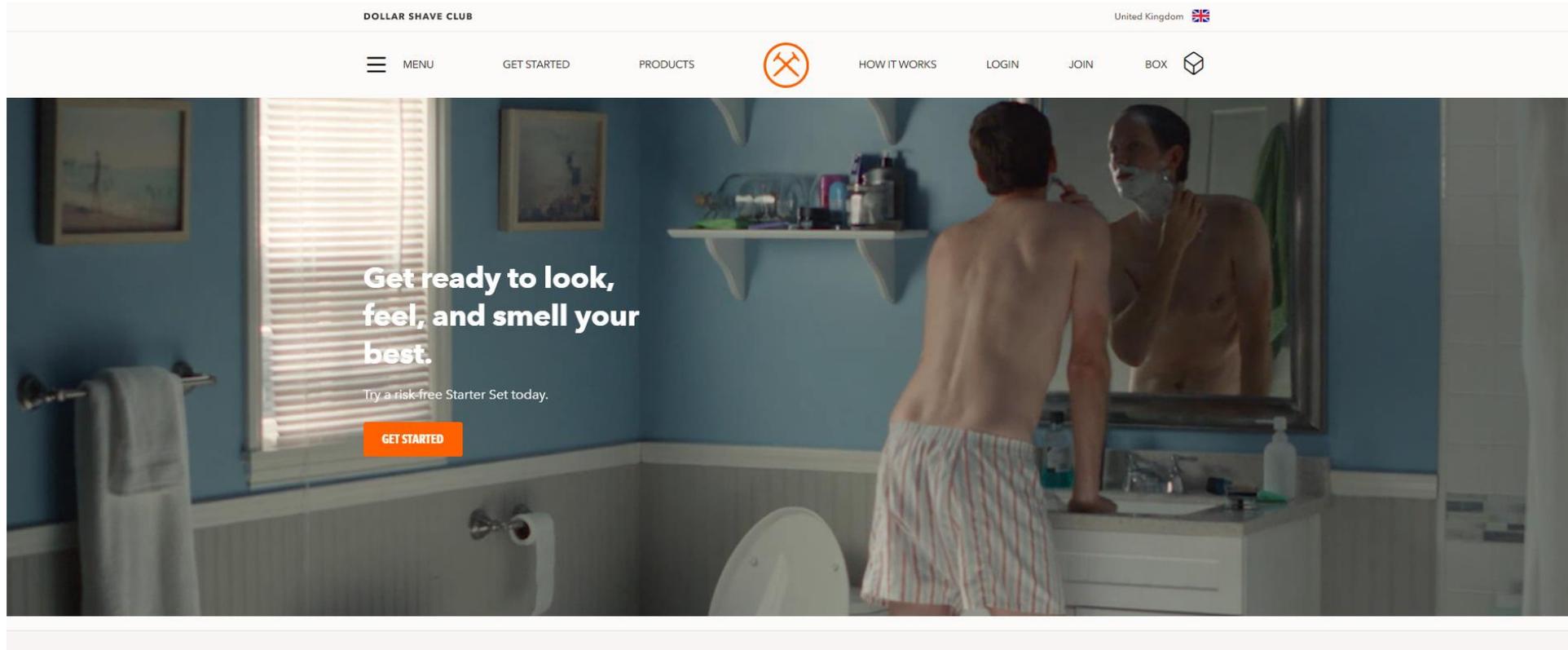
# A great example

[Click to watch](#)



# A business built on a video

[Click to view](#)



# Agile, PR led response marketing

[Click to watch](#)



# B2B can do it too...

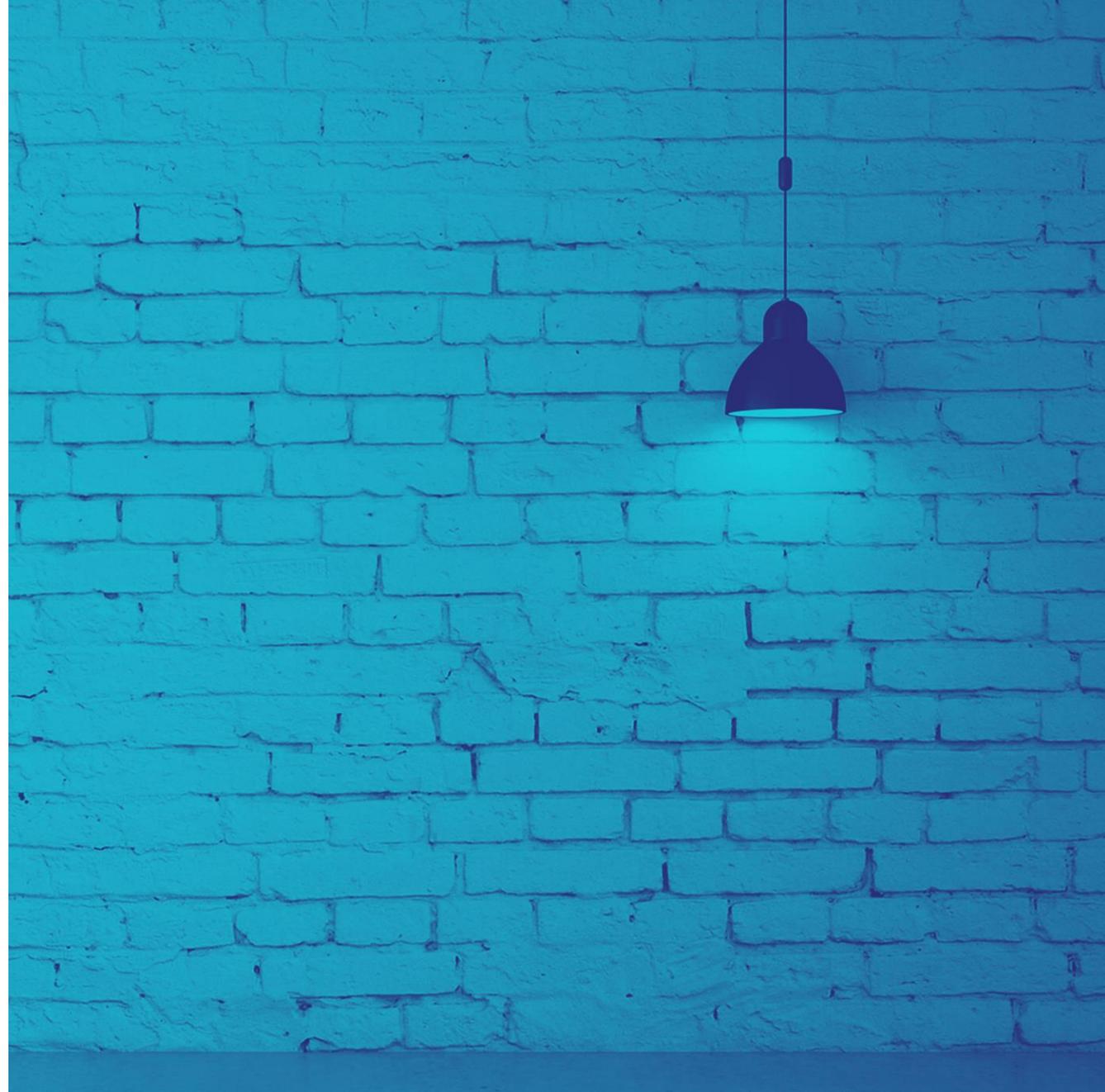
[Click to watch](#)



# Display:

What better questions can we ask of our internal teams or agency?

What will you do differently?





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# Social Media

# Social Media

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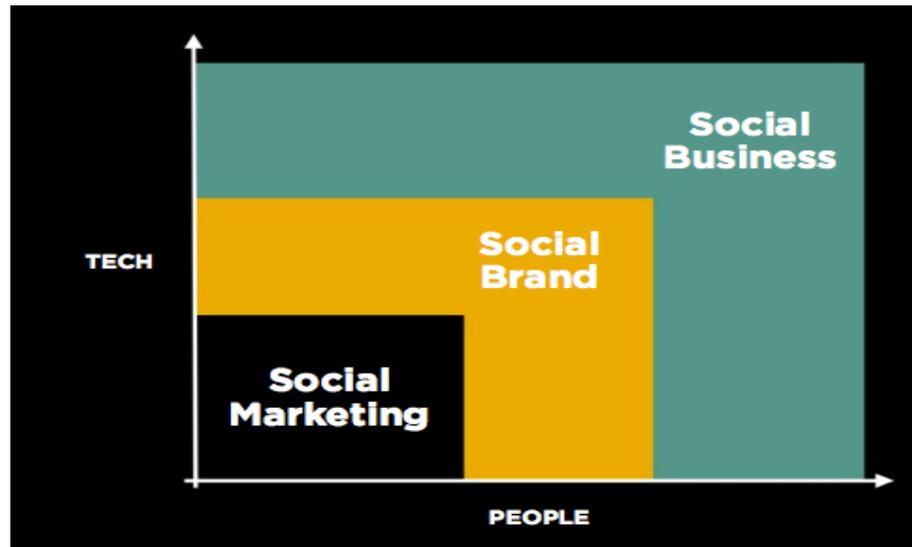
- Understand what social media is
- Impact on organisations – structural & cultural
- What makes content ‘shareable’
- Planning social media & customer journeys



# Social Media is...

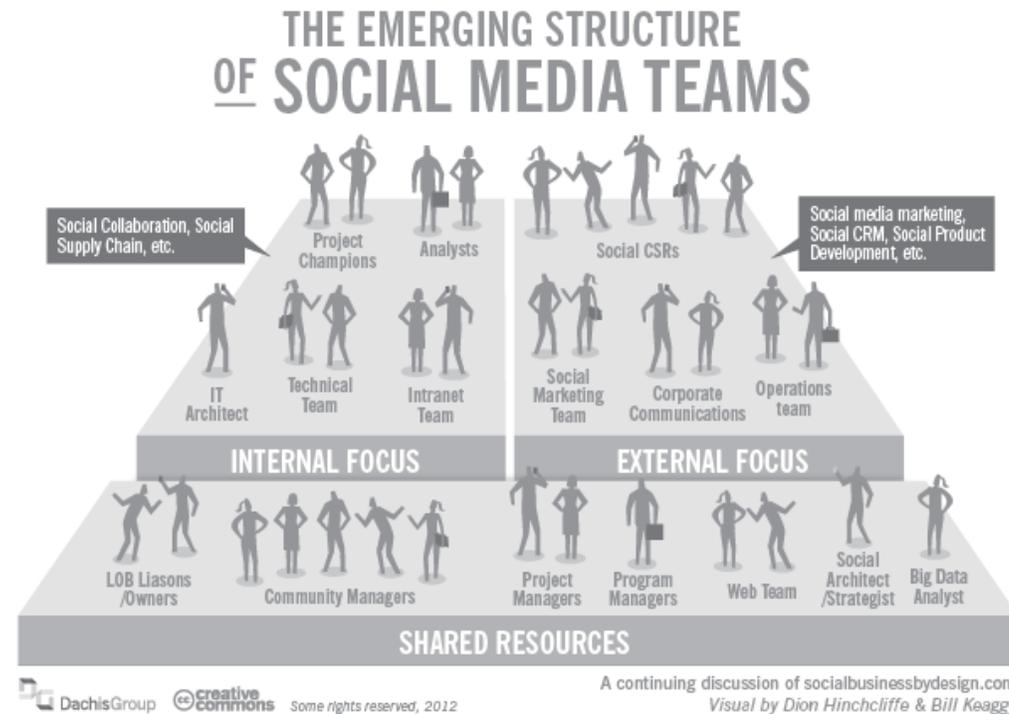
1. A strategic tool for uncovering business insights.
2. Marketing that provides value and turns customers into evangelists.
3. Managing the influencers who are driving the conversation around your brand.
4. A critical component of customer care.
5. Transformative - organisations need to meet the transparency and humanity customers now expect

# Not a platform or marketing channel...to be 'owned'



Social media often starts off in marketing but soon acts as proxy for organisations to do things differently/better...ORGANISATIONAL AND BRAND BEHAVIOUR

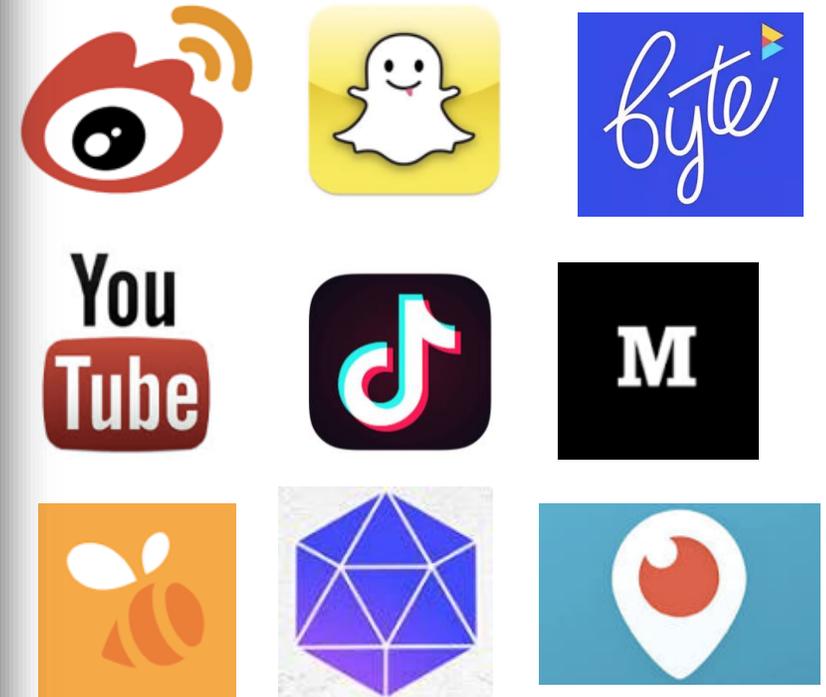
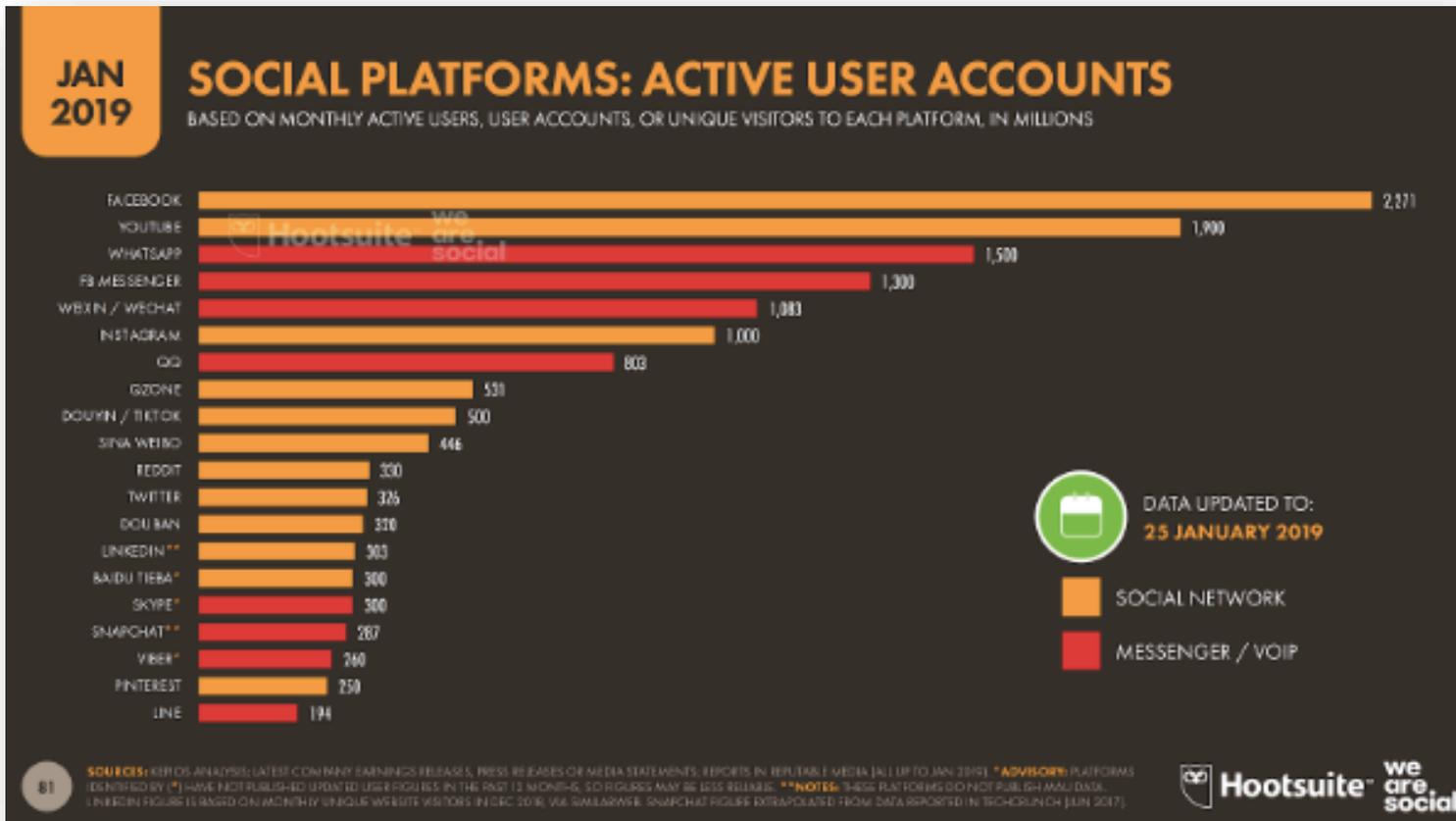
# It's been the lever of change for many organisations



# ...thankfully now increasingly aligned to business goals



# ...things are getting more complicated



Source: We Are Social

# .... likely to be regulated further

MW Marketing Week

LATEST DISCIPLINES CAREER DEVELOPMENT STRATEGY REPORTS JOBS MINI MBA



## Mark Ritson: Marketers' silence on Cambridge Analytica speaks volumes

*Marketers know consumers are shocked at the level of Facebook user data that Cambridge Analytica acquired, but they can say nothing without admitting they have been targeting people in the same way for years.*

By [Mark Ritson](#) 28 Mar 2018 12:30 pm



Cambridge Analytica whistleblower Christopher Wylie testifying to the House of Commons DCMS committee on 27 March



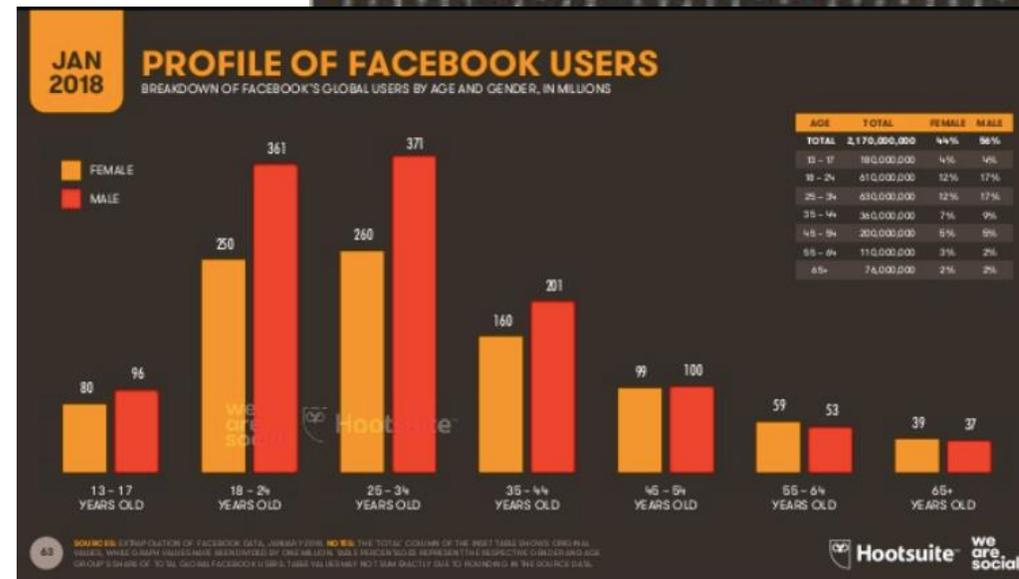
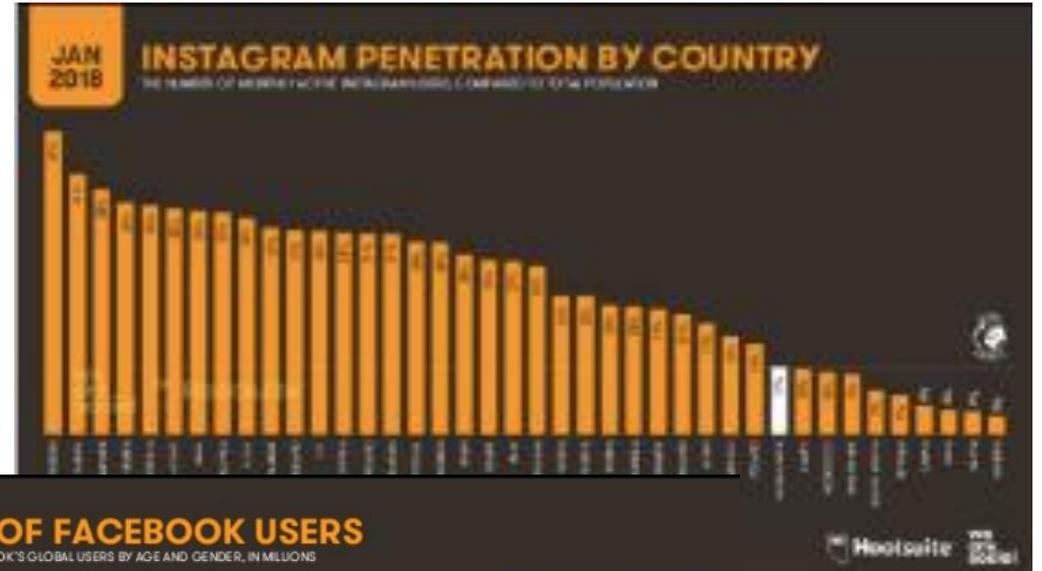
# Key considerations – where are your audiences?

61% of Instagram users 18-34

LinkedIn 610m MAU in >200 countries

TikTok fastest growing social app 1 billion (non Chinese) global app downloads (source: AppAnnie)

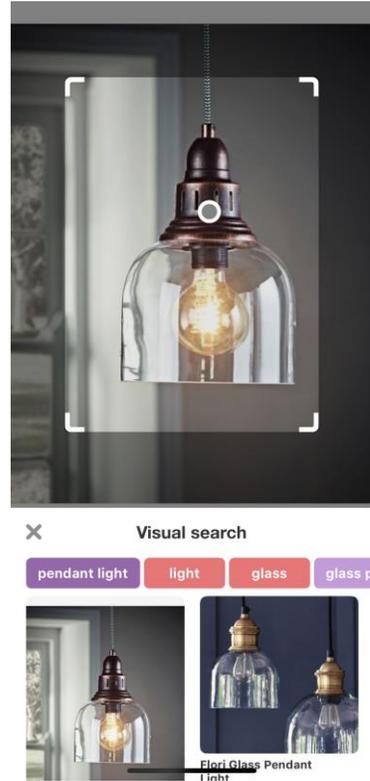
23 million UK LinkedIn users



# Key considerations – what are they doing?



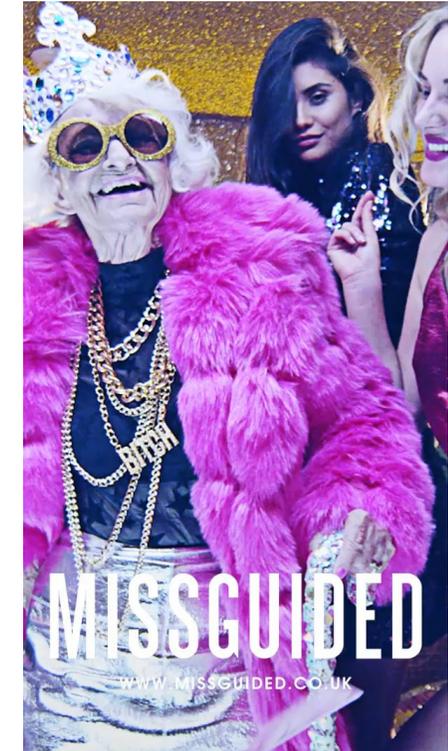
Sharing GIFs on WhatsApp



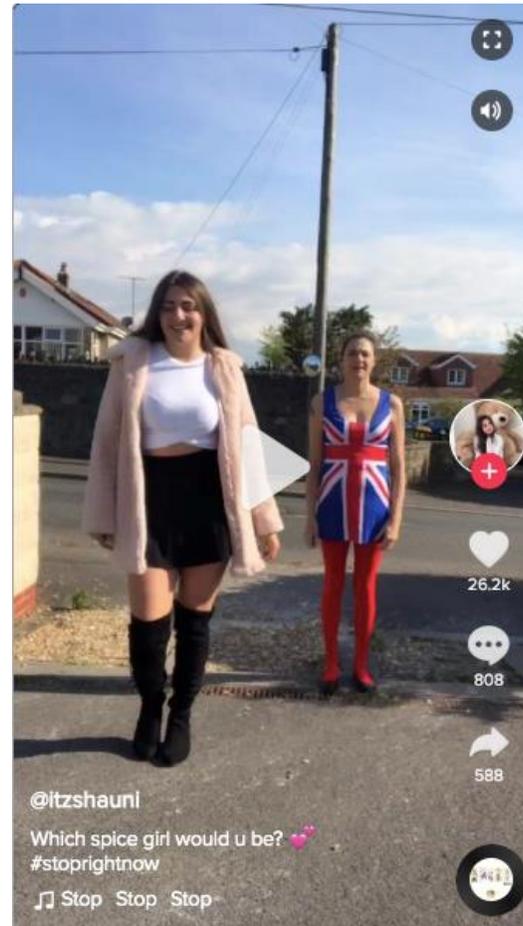
Using Pinterest's visual search tool



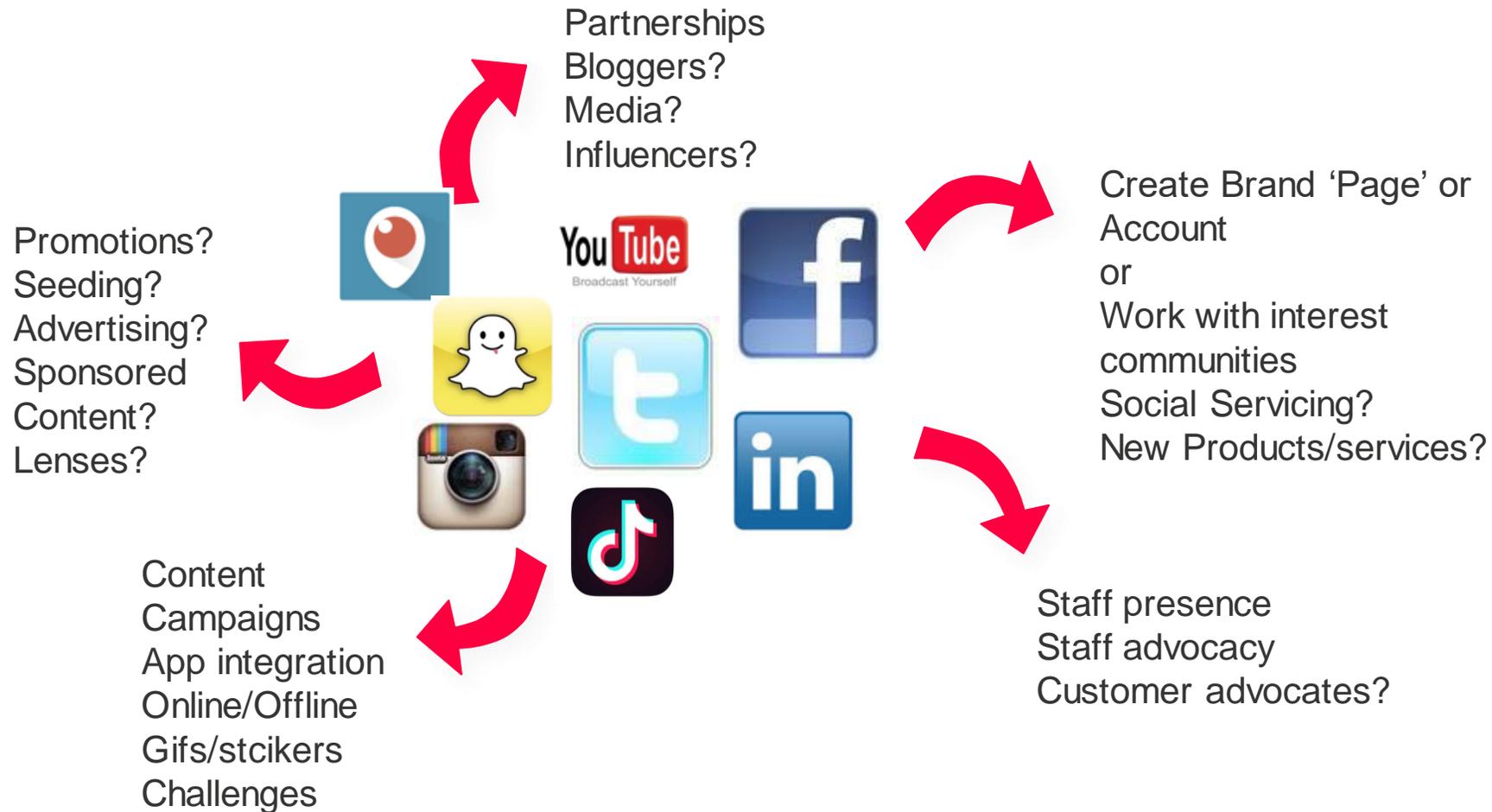
>500m Daily Instagram Stories users (and FB forcing users to share memories as Stories)



# Key considerations – what do they want/need from you?

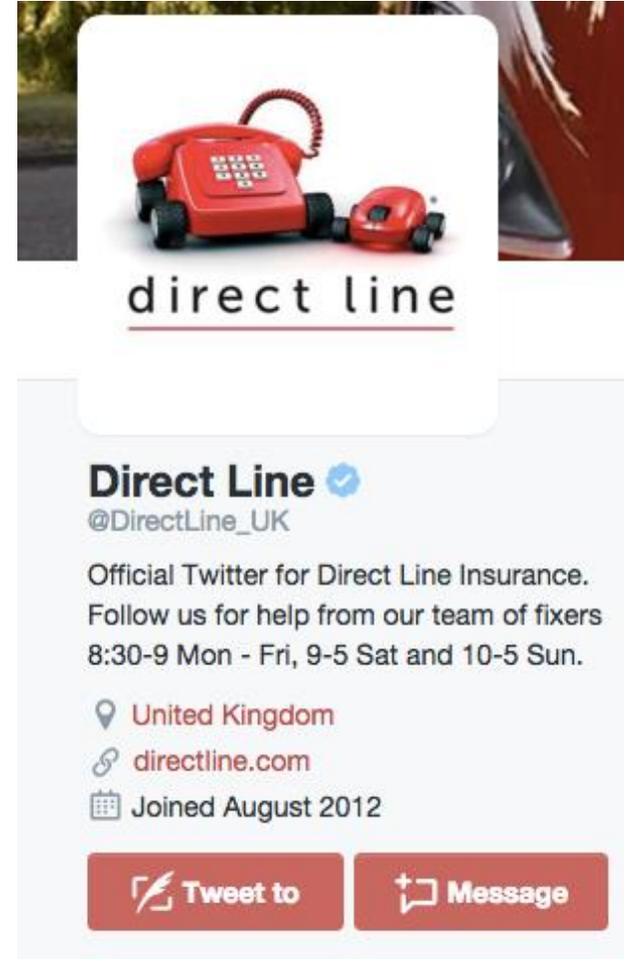


# Key considerations – what do they want/need from you?

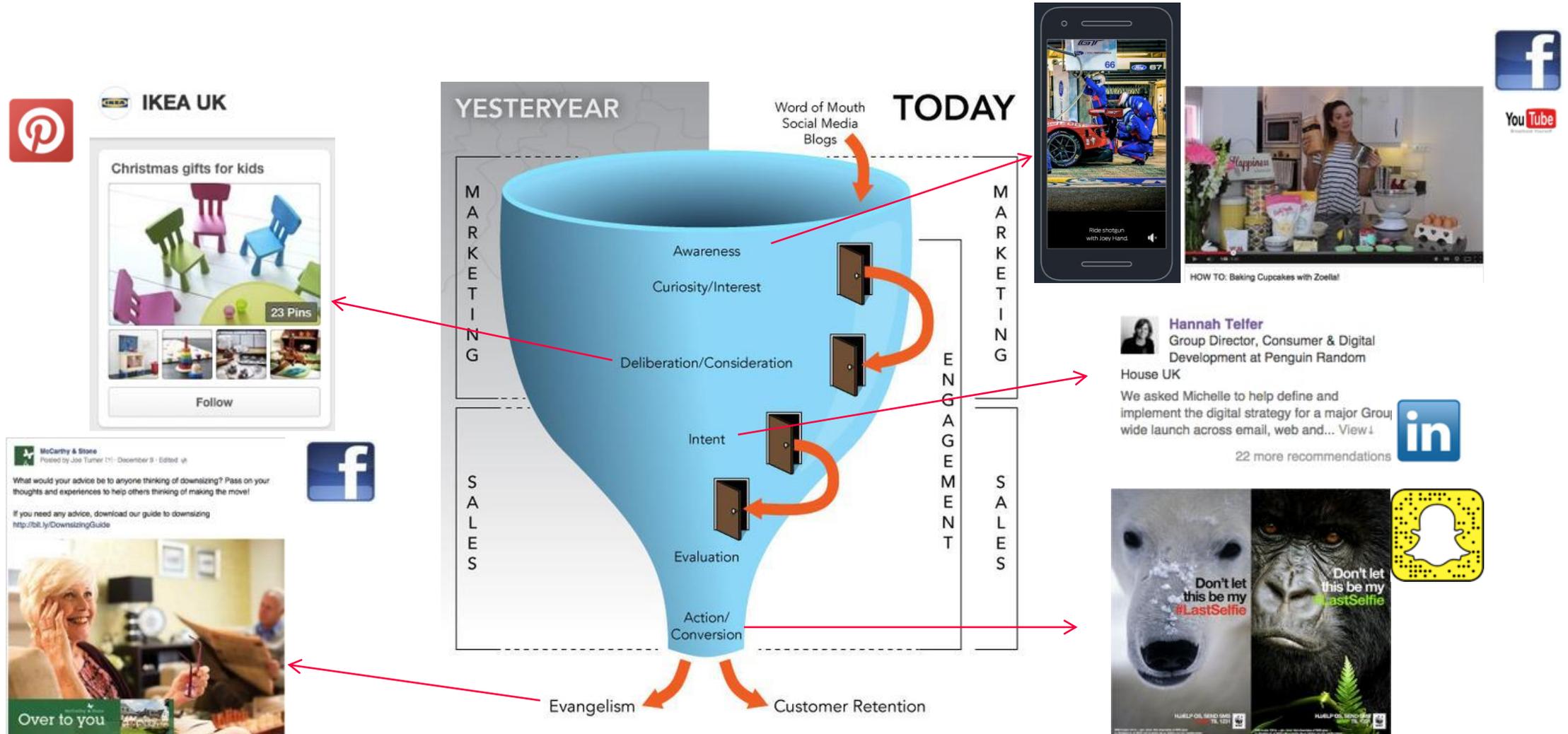


# Key considerations – can you resource/manage/measure?

1. Brand Metrics
2. Communications Metrics
3. Servicing Metrics
4. Sales Metrics
5. Etc.

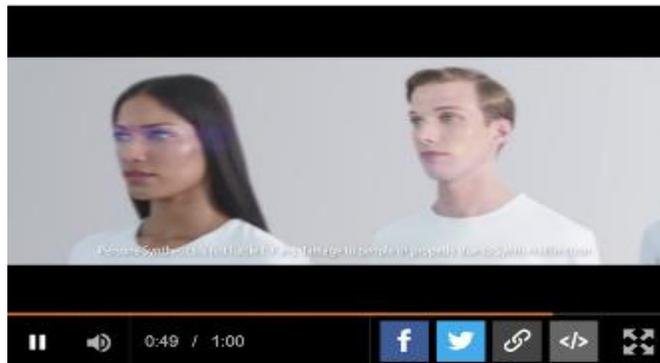


# Key considerations – social in customer journeys?



# Key considerations – integration

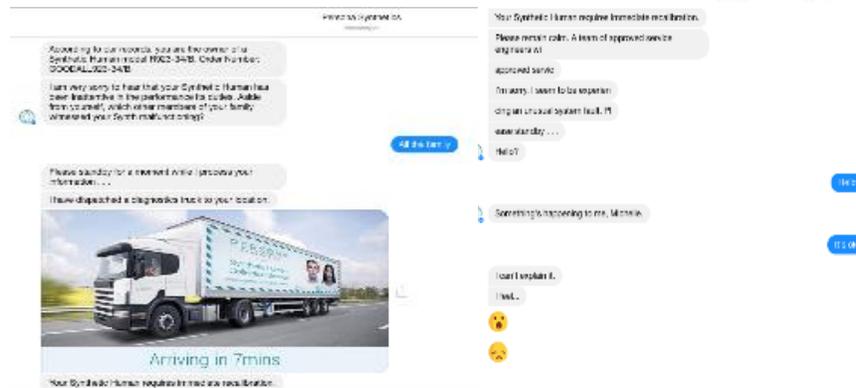
TV/YouTube ad



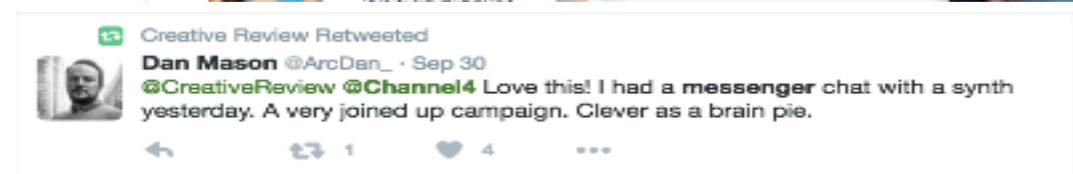
Outdoor



Website with Livechat



Facebook Messenger

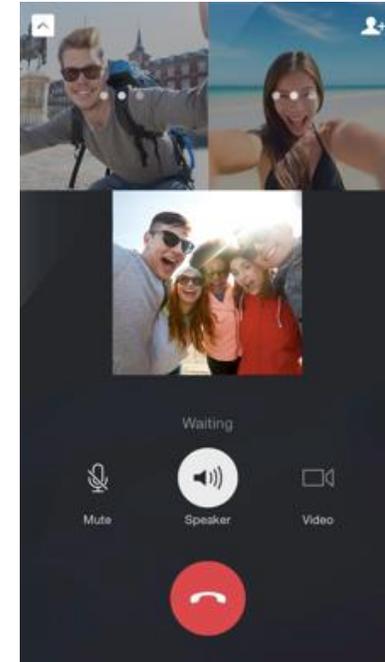
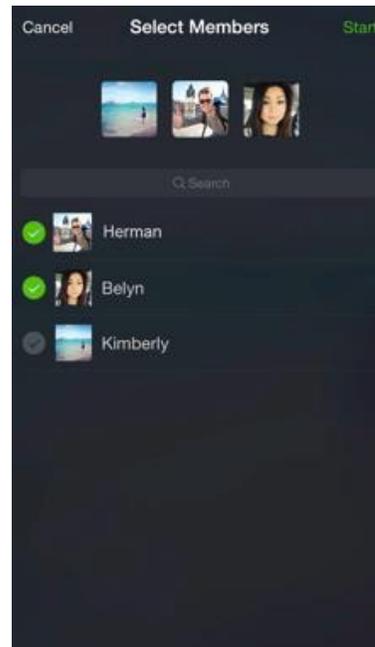
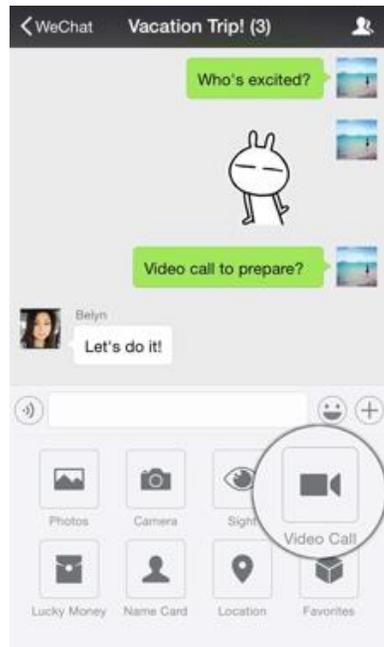


Earned media + social media influencer



Channel 4 brings Synths to life on Facebook Messenger for hit series Humans  
Persona Synthetics are recalling faulty Synths through Facebook Messenger using a chat bot to promote the second series of...

# Significant trends – mobile first, messaging, payment integration



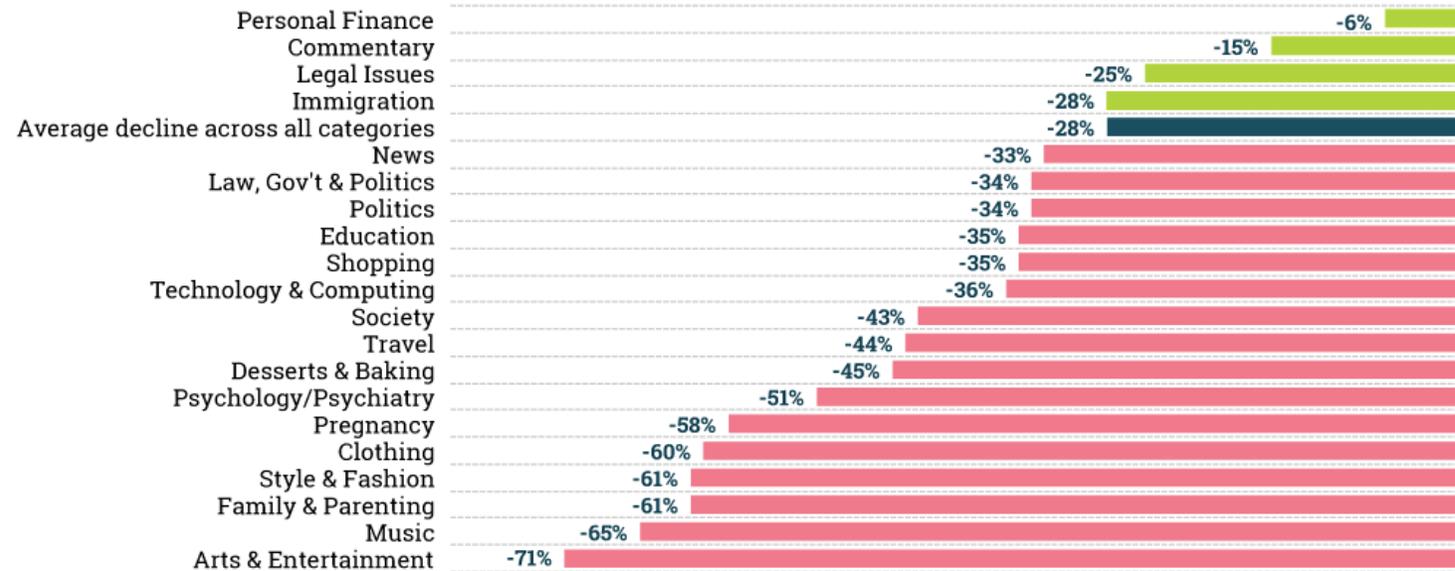
WeChat reveals what's possible when we take a mobile-first approach to platforms, portals, payments, social networks and brands. *"One stop App"*

# Significant trends – Algorithms and Ads

- Determine visibility of brand posts in news feeds
- Organic reach decrease = increase in ads
- Impact of “Facebook Zero” on many orgs being felt



## Facebook Referral Traffic Decline in 2018 Across Popular Content Categories



Published on MarketingCharts.com in April 2019 | Data Source: Parse.ly

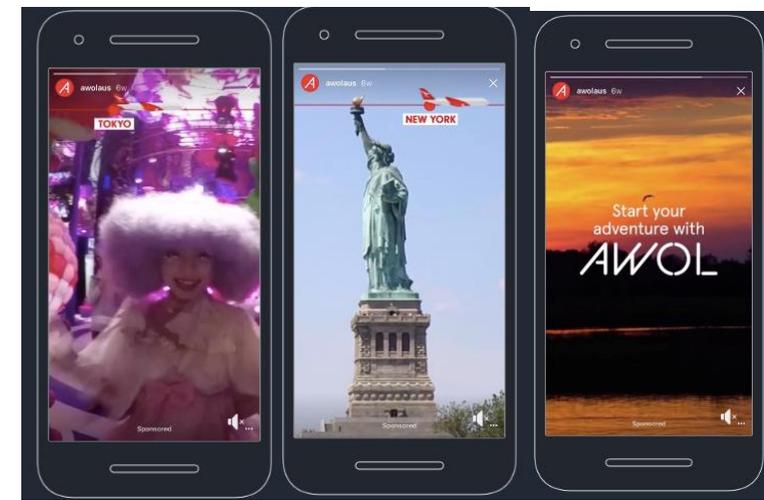
Based on 2017 and 2018 data from Parse.ly's network, which covers thousands of sites and 1 billion people reading 8 million articles monthly  
 Figures show changes after Facebook announced that they would show fewer posts from brands and publisher-owned "pages"

# Significant trends – Video, Video, Video

- 360, VR, AR allow viewers to experience and engage. FB >80% of video views on mobile, 62% watch without sound
- Instagram, FB, YouTube Story Formats
- Investment in visual storytelling/innovation. Captioning. Short/Silent.
- Vertical and Canvas/IX formats
- Shortform and Gifs



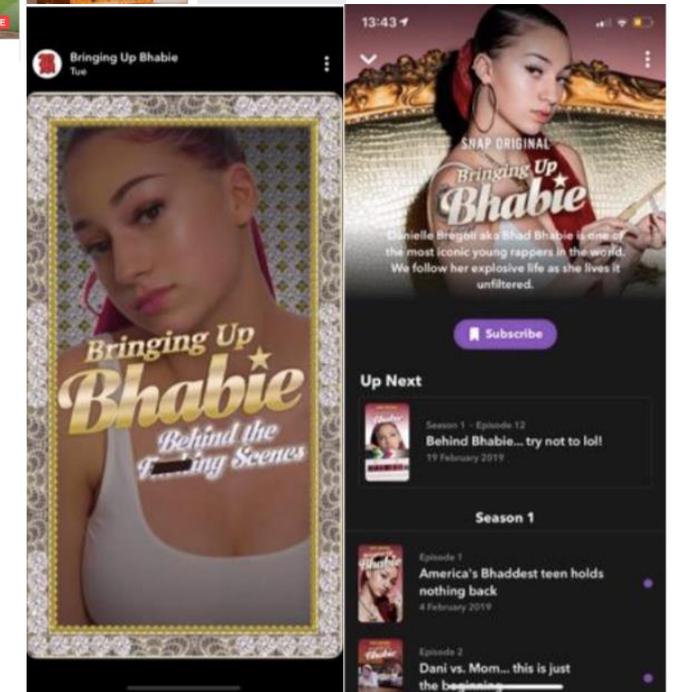
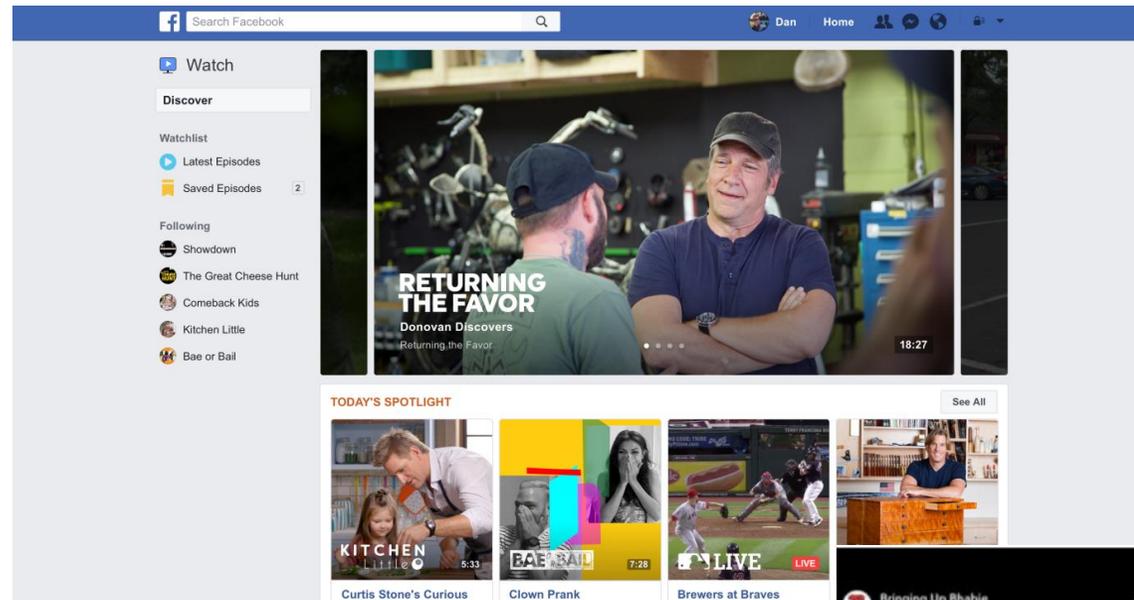
The United Nations  
CLOUDS OVER SIDRA



<http://vrse.works/creators/chris-milk/work/the-united-nations-clouds-over-sidra/>

# Social TV

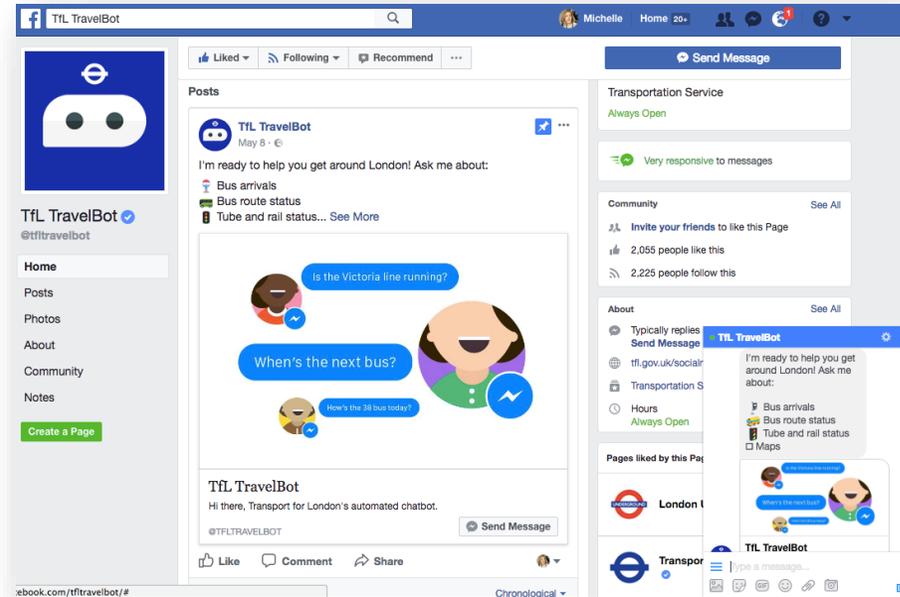
- Watch TV
- IGTV
- Snap Originals
- FB Watch – Communities/chat around TV content
- Quality original programming
- 5-15min episodes
- Opportunities for brands
- In-stream video ads
- But mostly about more space for Ads!



<https://newsroom.fb.com/news/2017/08/introducing-watch-a-new-platform-for-shows-on-facebook/>

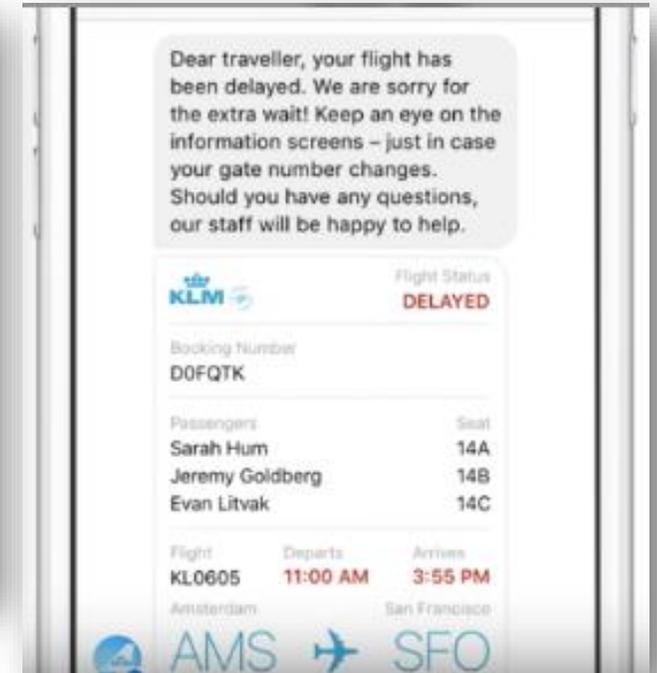
# Messenger & AI

- Evolution from Public platform to 1:1 platform
- Integration of AI is Messenger for CS as well as brand activation (e.g. Channel 4 'Humans')
- Product, e.g. Sage's Pegg to help simplify accounting/bookkeeping, Peer to Peer payments in FB Messenger



<https://www.facebook.com/tfltravelbot/>

TFL's TravelBot



KLM's AI integration frees up 235 social CS agents

# S-Commerce

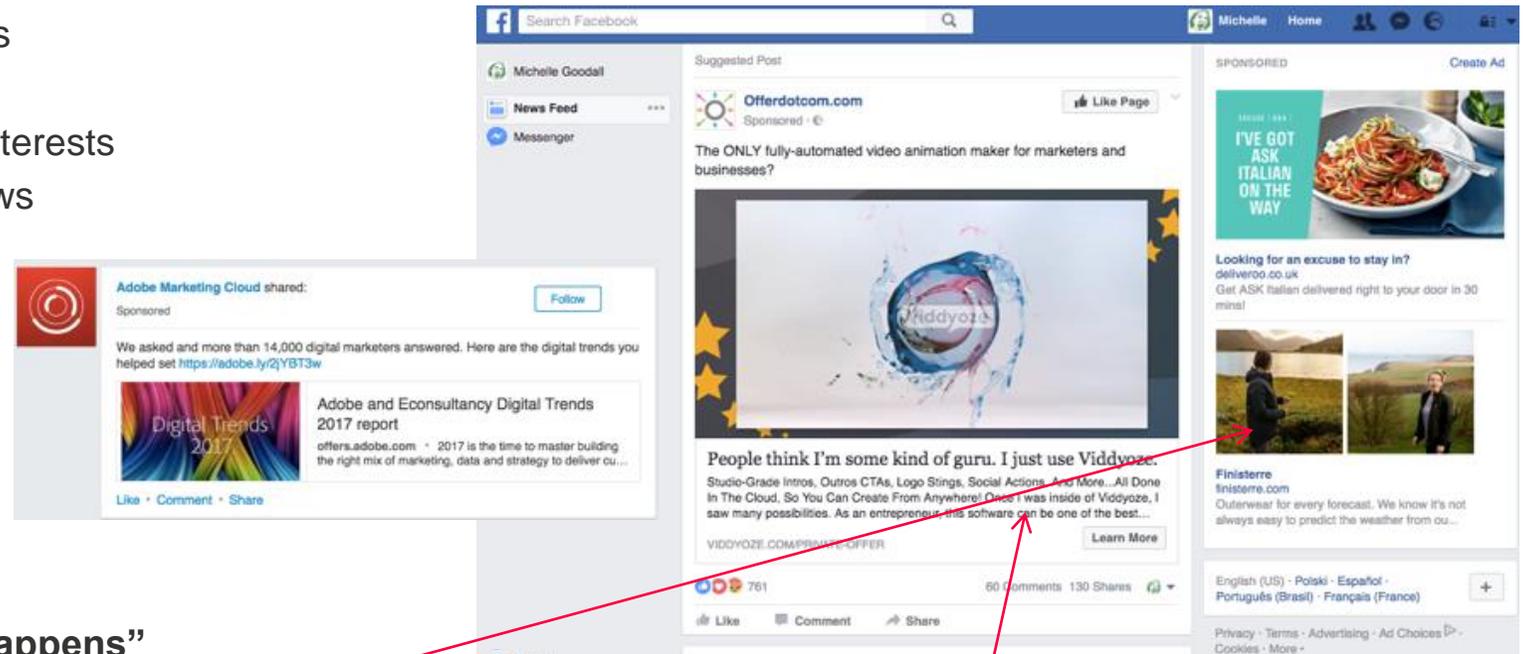
- A few failed attempts but Shop integration, shoppable posts and Stories driving significant revenue for many orgs
- **Influencers using Instagram checkout to ‘sell the look’**
- **Pinterest pivot towards shoppable content**

The image displays three examples of shoppable social media content:

- Facebook Post (Pai Skincare):** Shows a product image of 'Camellia & Rose Gentle Hydrating Cleanser + Cloth' for £90.00. The post includes a search bar for 'Anti-Redness & Hypersensitive' products and a navigation menu with options like Home, Reviews, Shop, Photos, Videos, Posts, Events, About, Community, Info and Ads, Reviews, Twitter, Pinterest, Random Act of Pai-ness, and Jobs.
- Instagram Post (silkfred):** Features a fashion look with two shoppable items: 'Millie Polka Dot Top In Cream' for £69 and 'Sing Floral Trousers In Red' for £75. The caption reads: 'Say it with prints and say it with P R I D E 🇺🇸 New in 💎 Think outside the box and pair the Millie Polka Dot Top (£69) with the Sing Floral Trousers (£75) 🍷 Equally as fab when you wear them together or separate, the choice is yours 🍷 And remember, free UK shipping on orders over £50 ✨ Tap to shop!'. The post has 431 likes and 17 comments.
- Smartphone Story (madewell):** Shows a woman wearing a denim jacket and a black top. A shoppable tag for 'SILK BUTTON-DOWN CAMI' is overlaid on the image.

# Social media advertising targeting ‘where the magic happens’

- Location
  - Demographics
    - Age
    - Gender
    - Relationship status
    - Education
    - Work (job title, company)
  - Behaviours (via third party data)
    - Purchasing
    - Device usage
    - Lifestyles
  - **Proprietary Data – AKA “Where the Magic Happens”**
    - Customer lists
    - Website visitors
  - **Lookalike Audiences**
- Interests
    - Activities
    - Likes
    - Broad Interests
    - TV Shows
    - Events



But so much poor targeting,  
Incorrect context and sub-standard  
creative ;-(

# Social advertising is objective-led

- Branding
- Reach
- Engagement
- Video views
- Direct Response
- Click
- Purchase
- Download
- Apply

What's your marketing objective?

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Local awareness	Engagement	Product catalog sales
Reach	App installs	Store visits
	Video views	
	Lead generation	

Tweet engagements

Video views

Website visits

Website conversions

App installs or re-engagements

Followers

Awareness

NEW

# Social advertising is all about context

- People experience your messages as part of their native experiences; you're placed among content from sources that they enjoy and private spaces – be careful!



Tom's brother,  
Daniel

Your message

Tom's best friend,  
Lindsay

# Social advertising is cost-effective

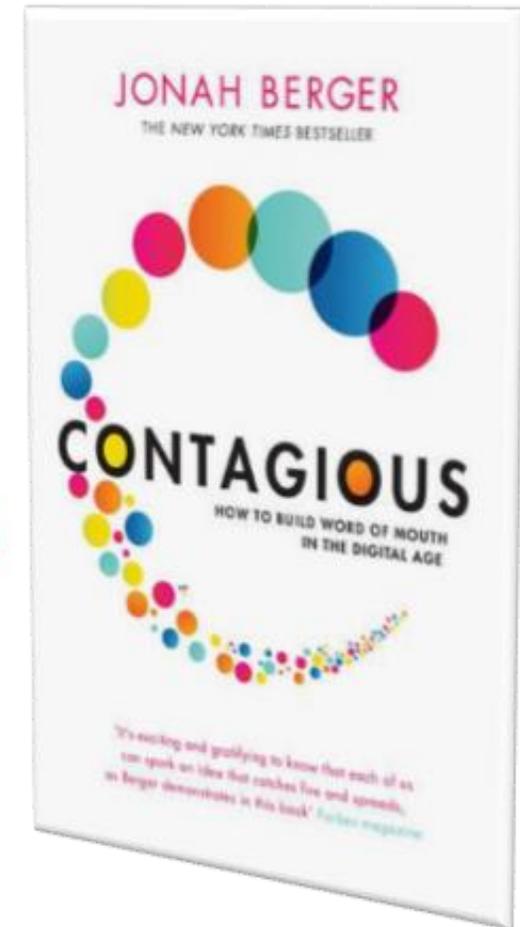
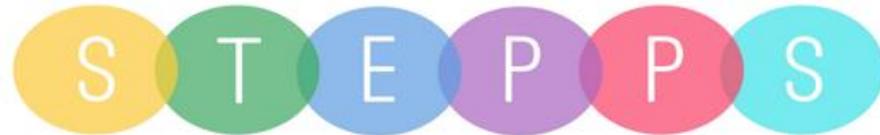
- Low minimum spends on social media - returns can be cost effective
- Seasonality, competition for audiences and poor ads can all affect bid prices



# What gets shared on social media?

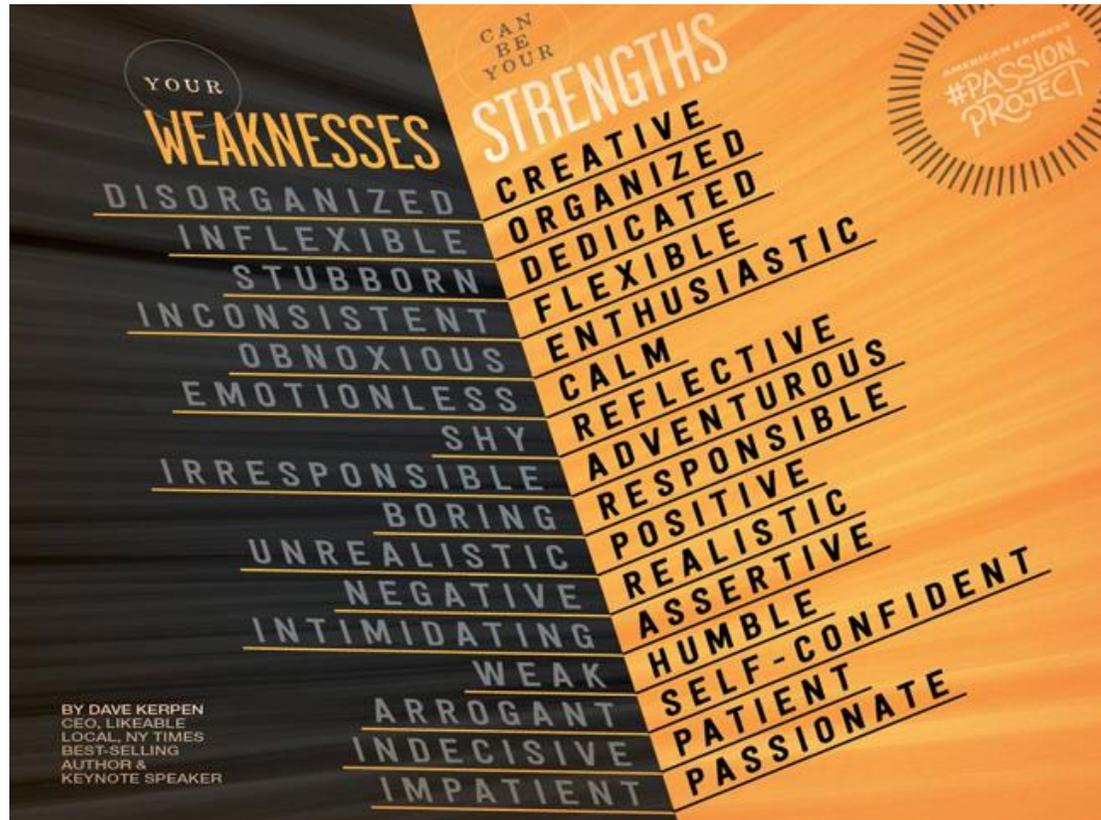
The 6 elements of successful social content:

1. **S**ocial currency
2. **T**riggers
3. **E**motion
4. **P**ublic
5. **P**ractical value
6. **S**tories



# Social Currency

S T E P P S



# Triggers

## STEPS

share with friends

### tweet & eat

the more people that tweet, the cheaper you eat

50p off   £1 off   £1.50 off   1/2 price   Pot for £1   FREE

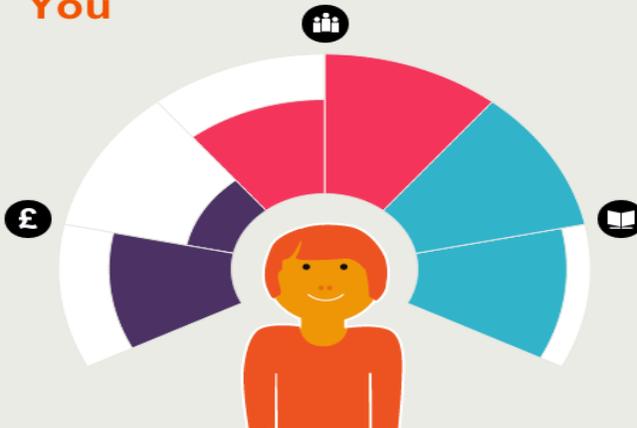


too hungry to tweet?  
click here to print the current coupon:



Economic £   Social   Cultural   **Your result ✓**

### You



**Result:** the class group you most closely match is:

### Established middle class

This is the most gregarious and the second wealthiest of all the class groups. According to the Great British Class Survey results, lots of people in this group:

- Enjoy a diverse range of cultural activities
- Went to university
- Are comfortably off, secure and established

**Reset**

**Share your result** [Share](#) [f](#) [t](#)

Select the categories below to explore the class groups



Don't let this be my #LastSelfie

find out more.

				
Technical middle class	New affluent workers	Traditional working class	Emergent service workers	Precariat

# Emotion



Most Shocking Second a Day Video

SaveTheChildren  
Subscribe 56,482

52,154,317

# Public Value



**Mama Syder** @mamamakes Aug 2

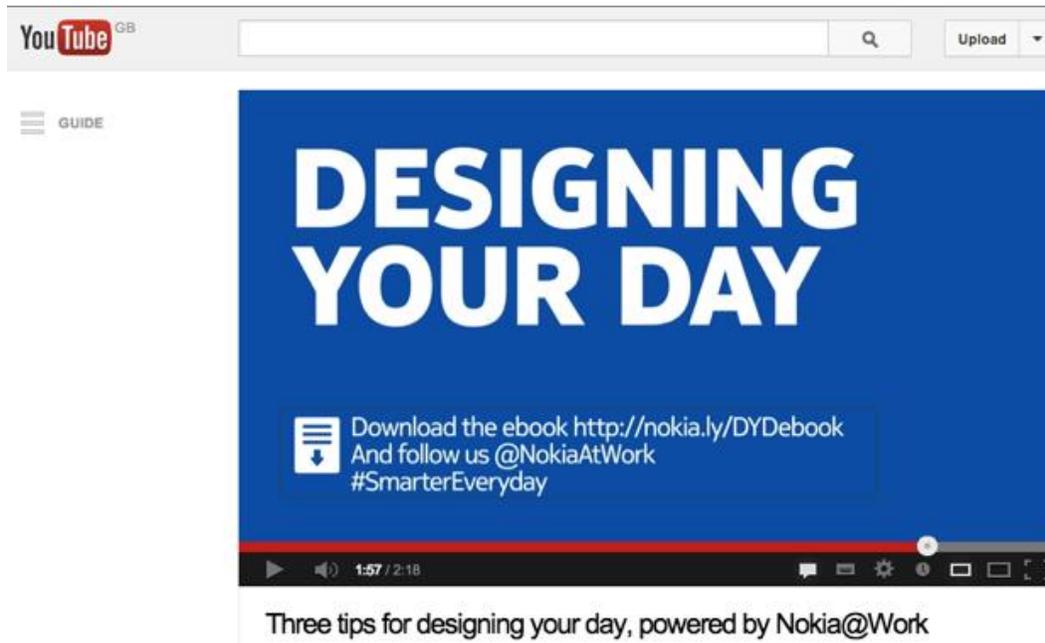
Anyone recognise this family? They have lost their **camera** after watching Andy Murray at **Wimbledon** #Olympics2012  
[pic.twitter.com/wu0krd6P](http://pic.twitter.com/wu0krd6P)  
Expand

**James Melville** @JamesMelville · 16 Feb 2017

What a fantastic gesture by **Timpson** dry cleaners. Free dry cleaning for the **unemployed** who have a job interview.

86 1.7K 2.8K

# Practical Value



Nokia – design your day (video/ebook)



THIS IS YOUR **LIFE.**  
DO WHAT YOU LOVE,  
AND DO IT OFTEN.  
IF YOU DON'T LIKE SOMETHING, CHANGE IT.  
IF YOU DON'T LIKE YOUR JOB, QUIT.  
IF YOU DON'T HAVE ENOUGH TIME, STOP WATCHING TV.  
IF YOU ARE LOOKING FOR THE LOVE OF YOUR LIFE, STOP;  
THEY WILL BE WAITING FOR YOU WHEN YOU  
START DOING THINGS YOU LOVE.  
STOP OVER ANALYZING, ALL EMOTIONS ARE BEAUTIFUL.  
WHEN YOU EAT, APPRECIATE  
**LIFE IS SIMPLE. EVERY LAST BITE.**  
OPEN YOUR MIND, ARMS, AND HEART TO NEW THINGS  
AND PEOPLE, WE ARE UNITED IN OUR DIFFERENCES.  
ASK THE NEXT PERSON YOU SEE WHAT THEIR PASSION IS,  
AND SHARE YOUR INSPIRING DREAM WITH THEM.  
**TRAVEL OFTEN;** GETTING LOST WILL  
HELP YOU FIND YOURSELF.  
SOME OPPORTUNITIES ONLY COME ONCE, SEIZE THEM.  
LIFE IS ABOUT THE PEOPLE YOU MEET, AND  
THE THINGS YOU CREATE WITH THEM.  
SO GO OUT AND START CREATING.  
**LIFE IS** LIVE YOUR DREAM,  
**SHORT.** AND WEAR  
YOUR PASSION.

Moleskine Manifesto

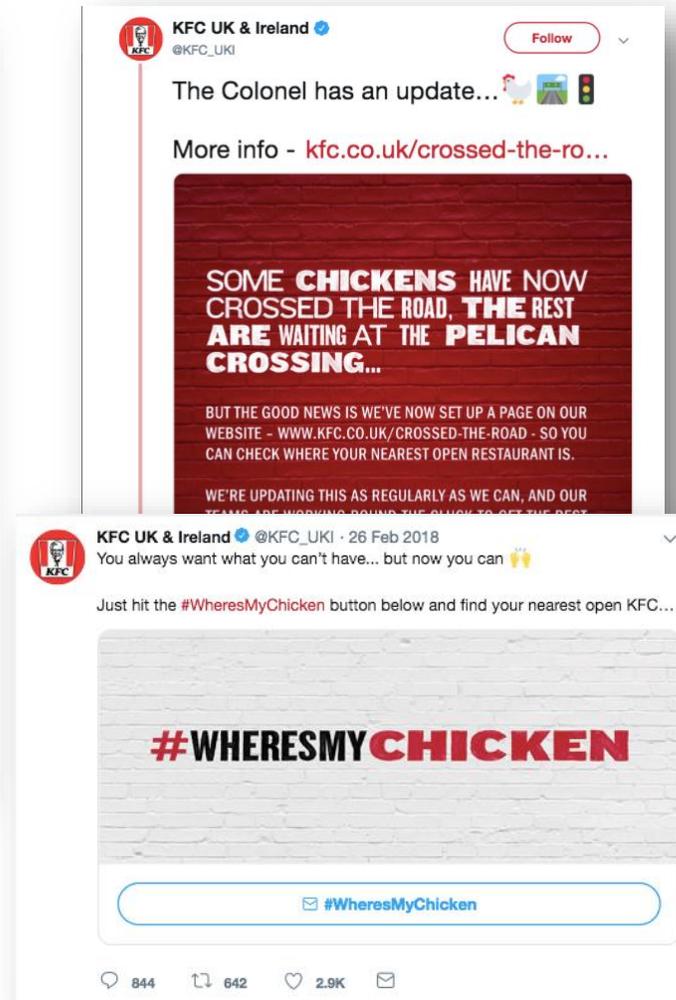
# Stories



# Importance of quality control



# Critical element of issues and crisis management

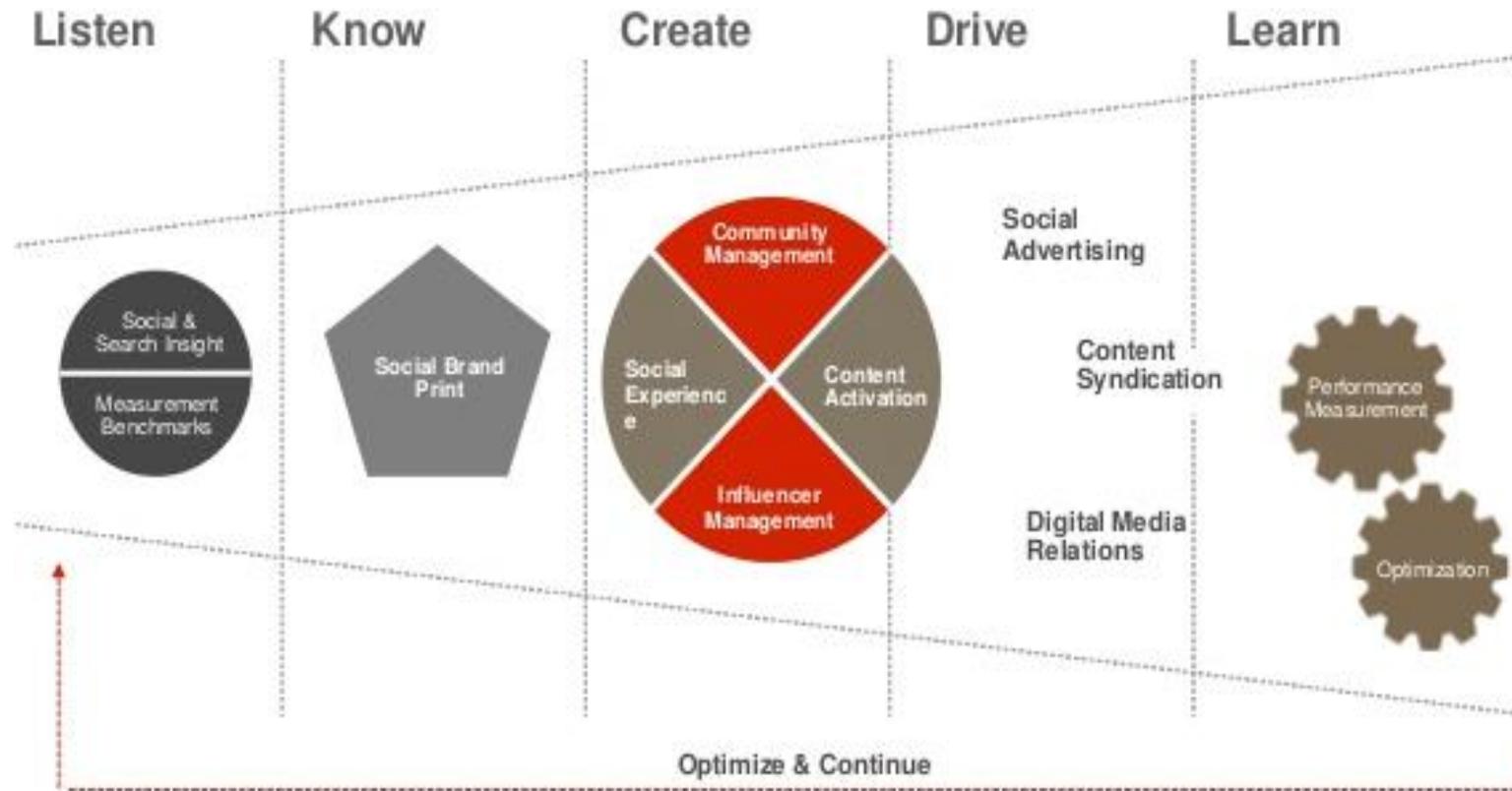


# Where do you start?

Set Objectives

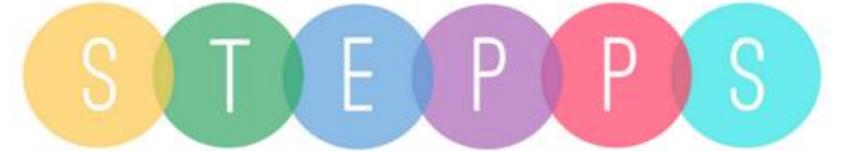
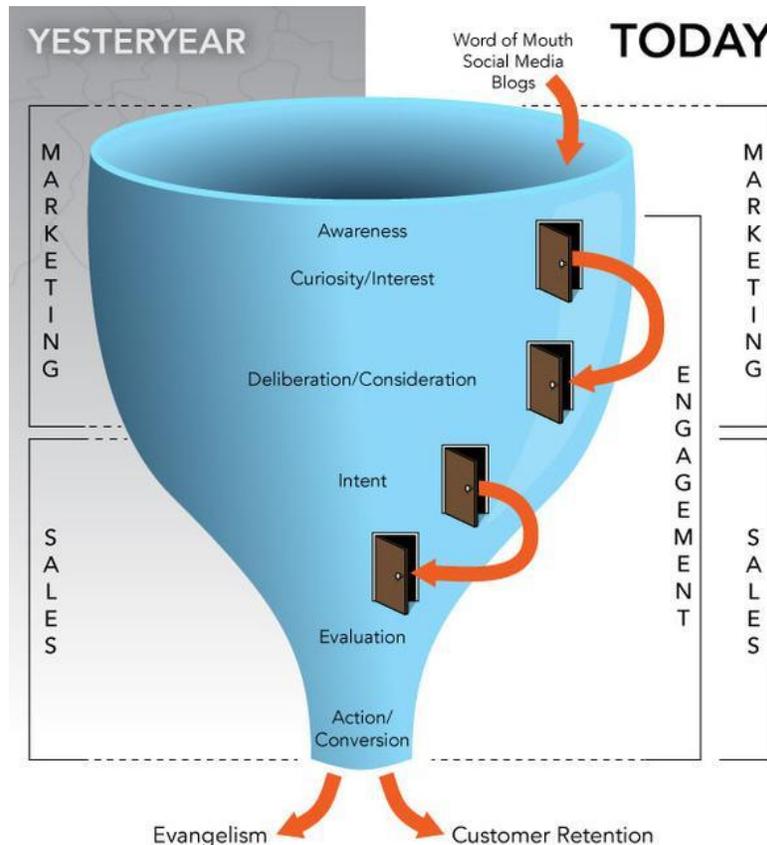
Resource

Define Audiences



# Exercise: Social Media

1. Social currency
2. Triggers
3. Emotion
4. Public
5. Practical value
6. Stories



Review your social media platforms

Who is engaging?

Look at your your most shared social content - what STEPPS element does it have?

Where does your social activity fit with customer journeys?

# Social Summary

- Social monitoring data can be useful source of insight
- Real-time response and always-on are both important and resource-heavy
- Ensure content is aligned to defined social media strategy
- Native advertising offers excellent opportunities to target and amplify content
- Brand advocacy can be powerful but paid seeding key to amplification

# Social:

What better questions can we ask of our internal teams or agency?

What will you do differently?





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# Performance, Affiliate & Influencer

# Performance, Affiliate & Influencer Marketing

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- What is performance/affiliate marketing?
- What is influencer marketing?
- Who manages it?
- Where does it fit in to our strategy?



# What is Performance Marketing?



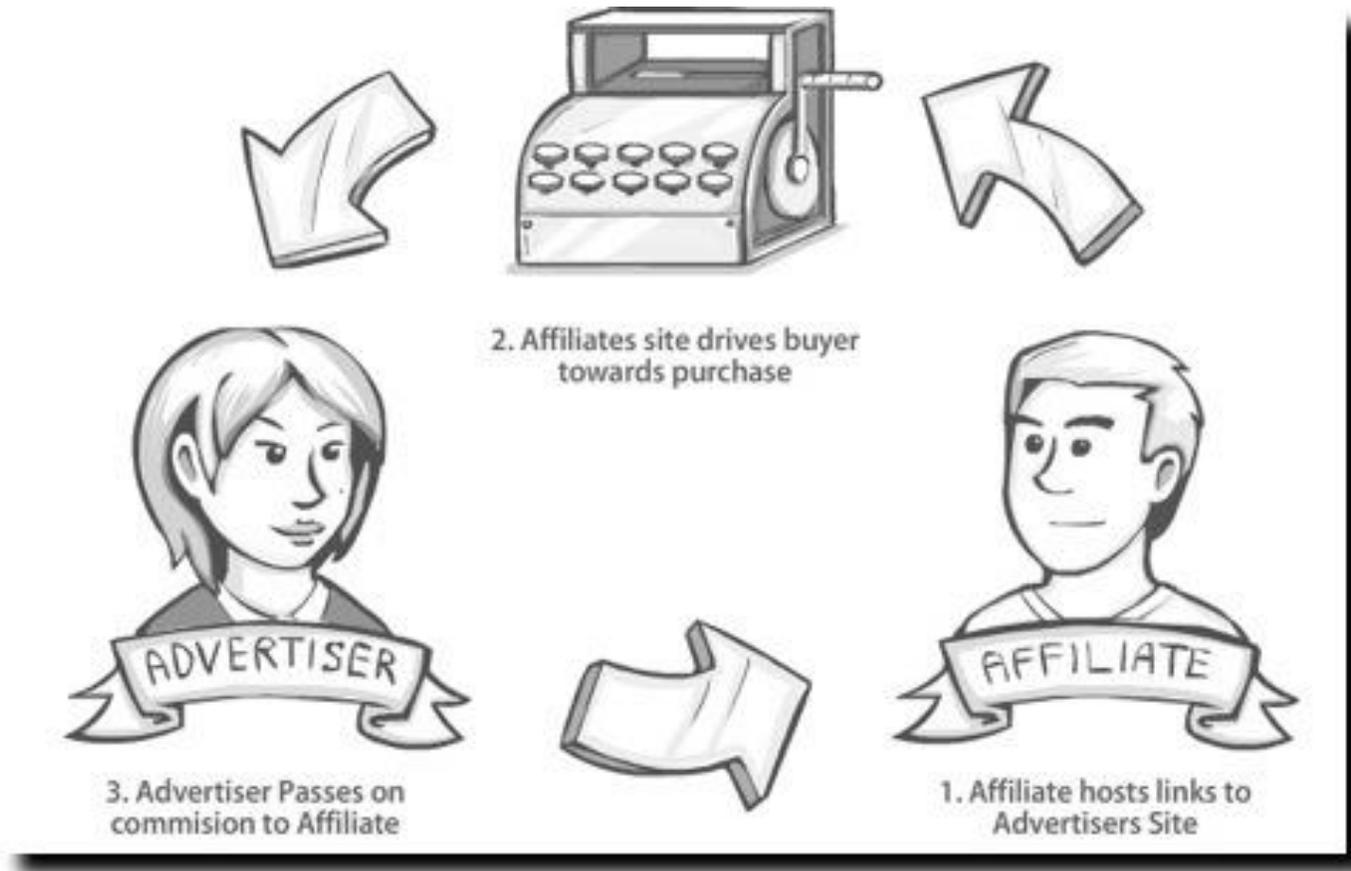
# What is Performance Marketing?

**Performance Marketing** is a comprehensive term that refers to online **marketing** and advertising programs in which advertisers and **marketing** companies are paid when a specific action is completed; such as a sale, lead or click.

[What You Should Know About Performance Marketing | The PMA](https://thepma.org/our-work/the-performance-marketing-industry/)  
[thepma.org/our-work/the-performance-marketing-industry/](https://thepma.org/our-work/the-performance-marketing-industry/)

*About this result • Feedback*

# A Simple Model



# The Founder of Affiliate Marketing?



# Anyone can become an affiliate

The screenshot shows the Amazon Associates sign-up page. At the top left is the 'amazonassociates' logo. To the right, there are links for 'Help | Feedback | Select Locale: United Kingdom'. The main heading is 'Make Money Advertising Amazon Products' with a subtext 'Earn up to 10% in referrals by advertising Amazon products.' Below this, there are three columns: 'Advertise products on your web page' with a 'Your Web Page' example, 'People follow the links to Amazon' with an illustration of three people, and 'Earn up to 10% when they buy' with a camera and a large green pound sign. A 'Get Started Tour' badge is also present. On the right side, there is a sign-in section with fields for 'Email address' and 'Password', and buttons for 'Sign In' and 'Need help?'. Below that is a 'Don't have an account? Join now for FREE!' button. At the bottom, there are three sections: 'Links & Banners', 'Widgets', and 'aStore', each with a brief description and a 'Learn more' button. On the far right of this section, there are 'Promotions' (Deals of the Week), 'Stay Connected' (Weekly Deals, Discussion Boards), and 'Customer Support' (Help, Performance Tips, Glossary).

This section introduces the #AmazonBasket program. It features the text 'The Amazon Associates Program Introduces: #AmazonBasket' with the Amazon and Twitter logos. Below this, it says 'Increase Your Earnings by Promoting #AmazonBasket in Your Tweets'. A three-step process is shown: 1. Include an Amazon.co.uk product link in your tweet (illustrated with a link box), 2. Tell your followers to reply w/ #AmazonBasket (illustrated with a tweet reply box), and 3. Product is added to their Amazon.co.uk Shopping Baskets after they reply (illustrated with a shopping cart icon). A 'Find Out More' link is provided at the bottom.

# Affiliate marketing is very influential

On Black Friday 2019, AWIN, reported sales recorded across its affiliate Network between 8pm – 9pm €109.1m.

The average order value was €116.19

AWIN Affiliates earned €580.3k in that single hour

Awin generated £13.85 billion revenue for advertisers in 2018 and £614m commission for publishers/affiliates.

# Who's Advertising?



Finance = 34% of spend



Retailers = 21% of spend



Travel & Leisure = 19% of spend

# Brands with affiliate programmes



Working with iTunes



# Who are the BIG affiliates?



Hello!

[Sign in to view your previous quotes](#)

- HOME
- MONEY
- INSURANCE
- TRAVEL
- ENERGY
- MOBILE PHONES
- SHOPPING
- BROADBAND
- NEWS & COMMUNITY
- HOW WE WORK

## Gas & Electricity

### Compare cheap energy prices and suppliers

We compare prices from every energy supplier in England, Scotland and Wales to help lower your fuel bills

[Compare now](#)

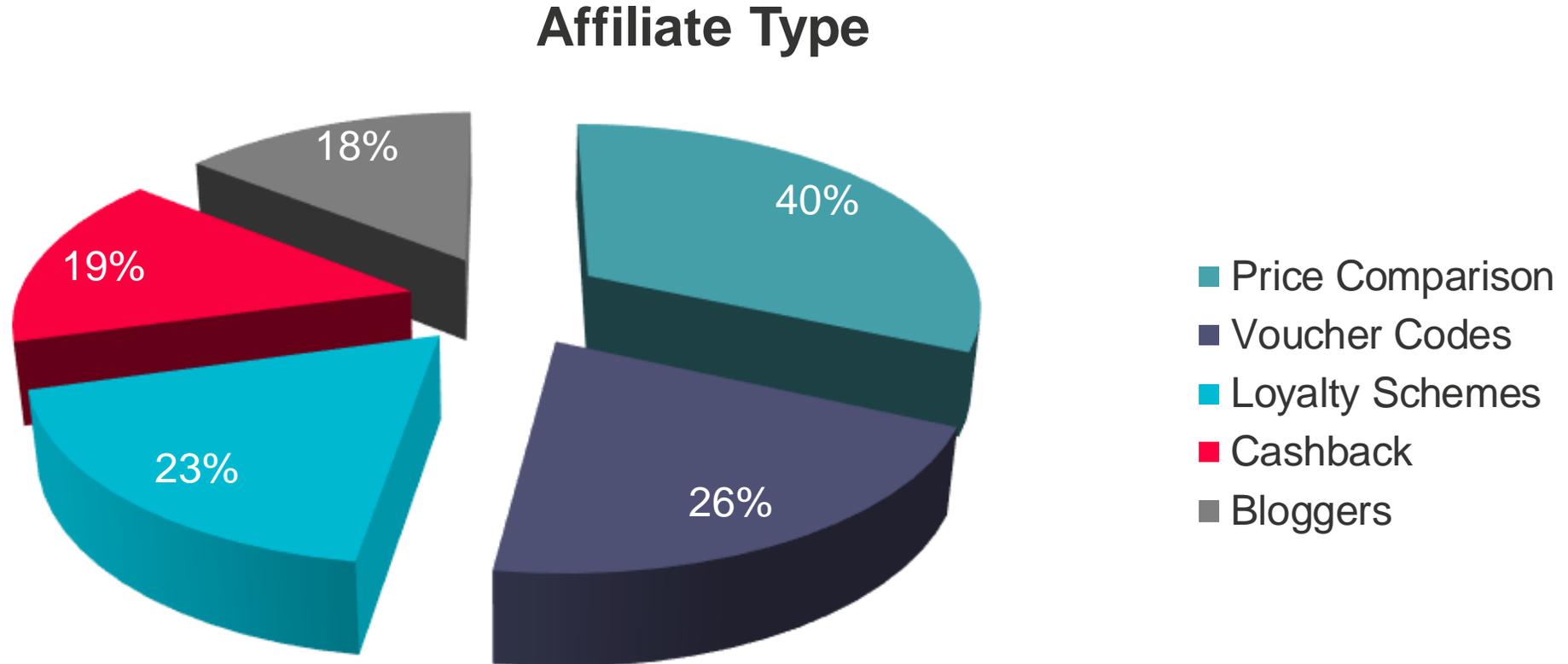
[Sign in to retrieve quotes](#)



Cut YOUR bill as energy prices tumble

The banner features a blue header with navigation links: 'Browse', 'Search', 'Quidco', 'Support', 'Join free', and 'Sign in'. Below the header is a photograph of a man and a woman sitting on the floor in a room full of cardboard boxes, looking at a smartphone together. The text 'Rewarding shopping every day' is overlaid on the image, with a 'Join Quidco now' button below it. At the bottom of the banner, it says 'Earn cashback on everything you buy this year'.

# Affiliate Types UK



# Bloggers, Vloggers, Influencers



60% earning  
£500 - £5000  
per month

Source: bigmouthmedia

# Methods used by affiliates

SEO – 61%

Social Media – 60%

Blogging – 57%

Email – 37.8%

PPC – 29%

Word of Mouth – 29%

Video/Images – 25.1%

Offline Marketing – 13%

Comment Marketing – 11%

Guest Posting – 9%



# Affiliate Networks enable scale



Display:  Rows per page:  Showing 1 - 25 of 139 [Options](#)

Name	ID	Imp.	Clicks	Conversion Rate	Assists	Total Influence	Default CG Commission	AOV (GBP)	No. Sales	No. Products	Amount (GBP)	Commission (GBP)
RetailMarket UK Ltd	67035	0	354	16.95%	21	81	4.5%	135.94	60	881	8,156.58	367.08
Webgears GmbH (UK...)	180000 +3	0	156	17.95%	11	39	4.5%	181.61	28	450	5,085.18	228.85
Ve Interactive Ltd	111190	0	97	26.8%	1	27	4.5%	112.30	26	367	2,919.92	131.40

# Industry specific sub affiliate networks

rewardStyle

The first and largest invitation-only end-to-end content monetization platform for top-tier digital style Influencers and Brands around the world.

rewardStyle is the only platform that measures and monetizes the influence of content on a global scale, across owned and social channels, powering influencer compensation that is in-step with true brand and retail influence.

**LOG IN**

Influencers

Email

Password

**LOG IN**

**APPLY**

**INFLUENCER**

**BRAND**

LONDON BEAUTY STYLE *lp* LIFESTYLE VIDEO SHOP

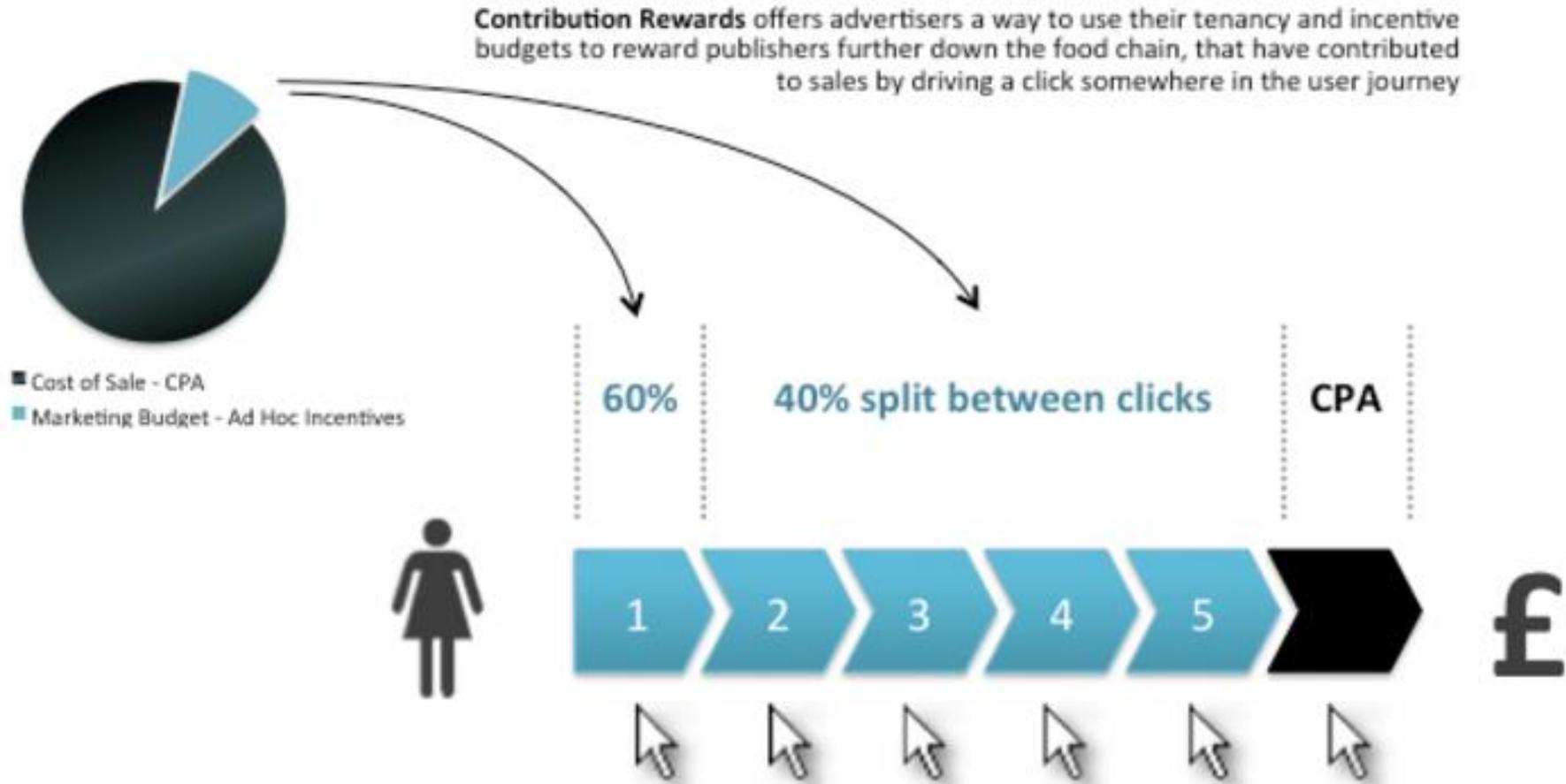
SHOP MY FAVOURITES / HOME

BEAUTY WARDROBE HOME TECH

My new fav flowy pants! Screenshot to shop - download Emoticode! FU4

Innovation includes emoji driven, trackable affiliate codes for Snapchat/Instagram

# The importance of attribution



Source: Webgains

# A Brand's Response

The screenshot displays the Treat Street website interface. At the top, there is a navigation bar with links for 'Offers', 'A - Z of shops', 'Questions?', 'Privacy & cookies', 'Feedback', and 'Visit boots.com'. Below this is a search bar for shops and 'Login' and 'Register' buttons. A category menu includes 'Fashion', 'Entertainment', 'Electrical', 'Home & outdoors', 'Children', 'Insurance & energy', 'Gifts & toys', and 'Travel'. The main content area features a large promotional banner for the 'Monsoon Sale' with the text 'Love Monsoon. Love Treat Street THIS WEEK' and 'Monsoon Sale up to 50% off Ladieswear and Childrenswear'. A 'SHOP NOW' button is present. Below the banner, there is a section for 'Accessorize' with another 'SHOP NOW' button. A pink circular badge indicates '2 points for every £1'. To the right, a '3 simple steps' section outlines the process: 1. Shop online, 2. Collect points, and 3. Treat yourself. At the bottom right, there is a 'New here? Find out what you need to know' section with a 'Find out more' button and a social media widget showing 5,489 likes.

Boots advantage card

Offers | A - Z of shops | Questions? | Privacy & cookies | Feedback | Visit boots.com

Search for shops Go Login Register

Fashion Entertainment Electrical Home & outdoors Children Insurance & energy Gifts & toys Travel

1 2 3 PAUSE

Love Monsoon. Love Treat Street

**THIS WEEK**

Monsoon Sale up to 50% off Ladieswear and Childrenswear

**MONSOON**

SHOP NOW

also

Accessorize up to 50% off at Accessorize

SHOP NOW

2 points for every £1

A-Z of shops

**3 simple steps**

- 1 Shop online**  
Find the shop you want, log in to Treat Street and click through to buy
- 2 Collect points**  
We'll track your purchase so you'll collect at least 1 point for every £1\* you spend through Treat Street
- 3 Treat yourself**  
Use your points in any Boots store or on Boots.com to treat yourself  
Find out more

New here? Find out what you need to know

Boots advantage card

**treatstreet**  
Find out more

Like 5,489 people like this. Sign Up to see what your friends like

Valid: 9th July - 15th July

# A Brand's Response 2

The screenshot shows the oddschecker website interface. At the top, there's a navigation bar with 'Free Bets', 'Casino', and 'Tips'. Below that, various sports categories are listed. A large banner for 'GET ATLETICO MADRID TO WIN @ 21/10 10/1' is prominent. The main content area is titled 'Next Prime Minister Betting Odds' and features a table of odds for various candidates across multiple betting sites.

**Next Prime Minister Betting Odds**

Match select... [dropdown]

Next Prime Minister | Next Conservative Leader | Next Labour Leader | Next Liberal Democrat Leader | View All Betting Markets >

**Special Offers**

- BETVICTOR £25 Sign Up Offer
- £1940 OF FREE BETS! (CORAL, LeoVegas, sky BET)

	£200	£20	£25	£50	£30	£50	£25	£30	£20	£x3	£30	£20	£20	£200	£30	£30	£50	£20	£30	£10	£200	£20	£25	£20	£25	£30
Sort By: Favourite	bet365	sky BET	tokeSPORT.com	BoyleSports	BETFRED	sportingbet	BETVICTOR	PADDYPOWER	StanJames.com	888 sport	Ladbrokes	CORAL	William HILL	winner	betfair	betway	NetBet	001001	bwin	32Red	10 Bet	MARATHON	188 BET	betfair	BETDAQ	MATCHBOOK
+ Boris Johnson	11/4	11/4	11/4	11/4	15/8							15/8	15/8		3	5/2					5/2	9/4		7/2		
+ George Osborne	11/2	11/2	11/2	11/2	5							11/2	9/2		4	5					5	6		26/5		
+ Theresa May	13/2	7	7	13/2	13/2							7	6		4	6					6	7		32/5		
+ Michael Gove	13/2	8	8	13/2	13/2							7	13/2			6					6	7		34/5		
+ Jeremy Corbyn	10	10	10	7	7							13/2	6		9	13/2					13/2	6		59/5		
+ Priti Patel	16				20							20	20			14					14			20		

# New performance marketing models



November Skincare Favourites | A Model Recommends



Ruth Crilly

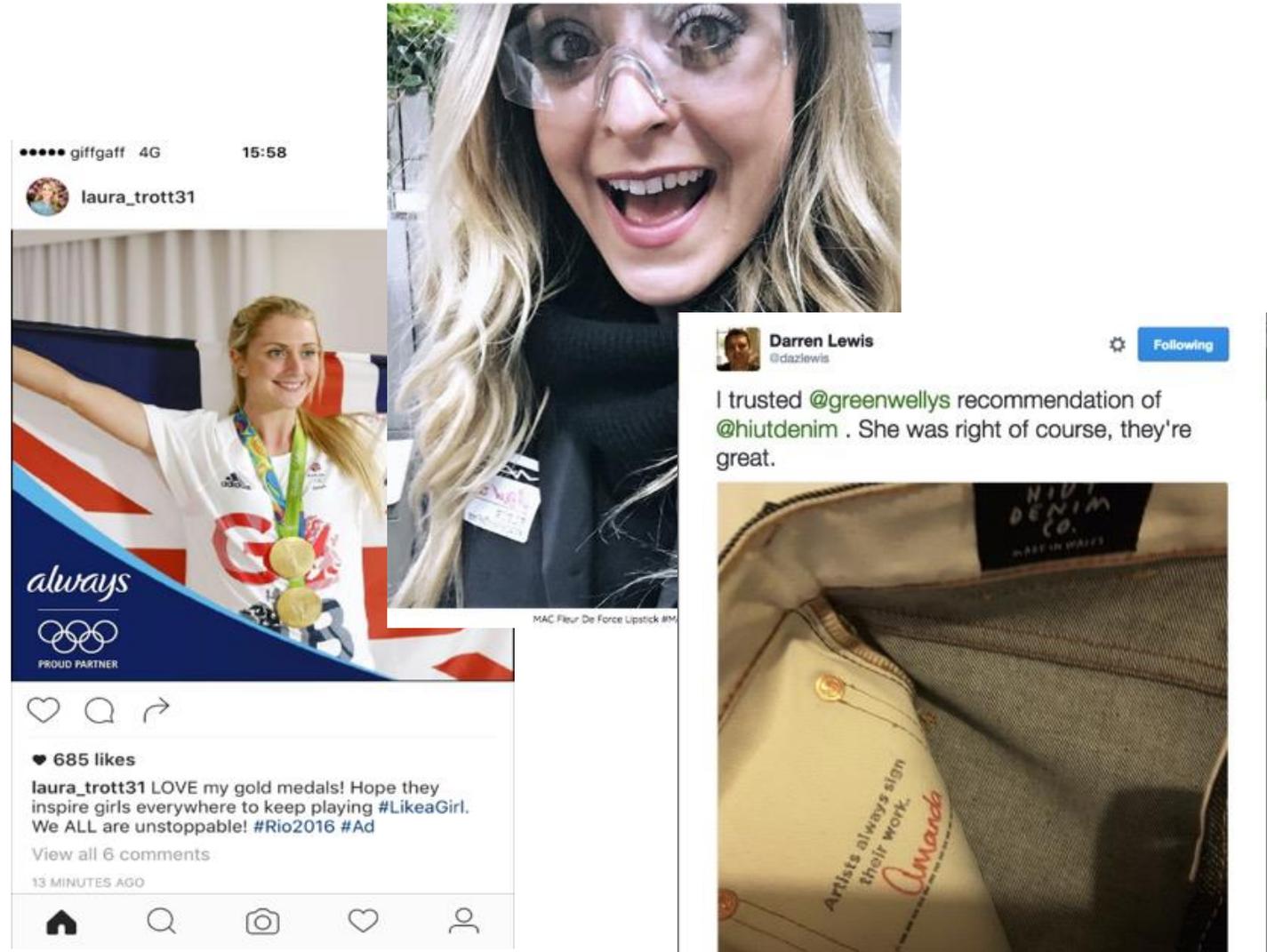
Subscribe 305,761

60,061

A screenshot of a website search results page for "pai skincare". The page features a search bar at the top, a navigation menu with links for HOME, ABOUT, BEAUTY, FASHION, VIDEOS, TRAVEL, BOOKS, BABY BLOG, and SUBSCRIBE. Below the navigation, there is a search bar with the text "Search Results for: pai skincare". The main content area displays three search results for Pai Skincare products, each with a thumbnail image and a brief description. The first result is "Pai Skincare: Targeted Treatment Masks for Sensitive Skin" dated April 3, 2015. The second result is "Reader Offer: Pai Skincare for Your Sister!" dated July 30, 2014. The third result is "Reader Gift with Purchase: Pai Skincare".

# Influencer Marketing

1. Celebrity
2. Professional Top Tier
3. Professional Power Middle
4. Mid-Tier
5. Micro influencers
6. Customer Advocates
7. Staff Advocates



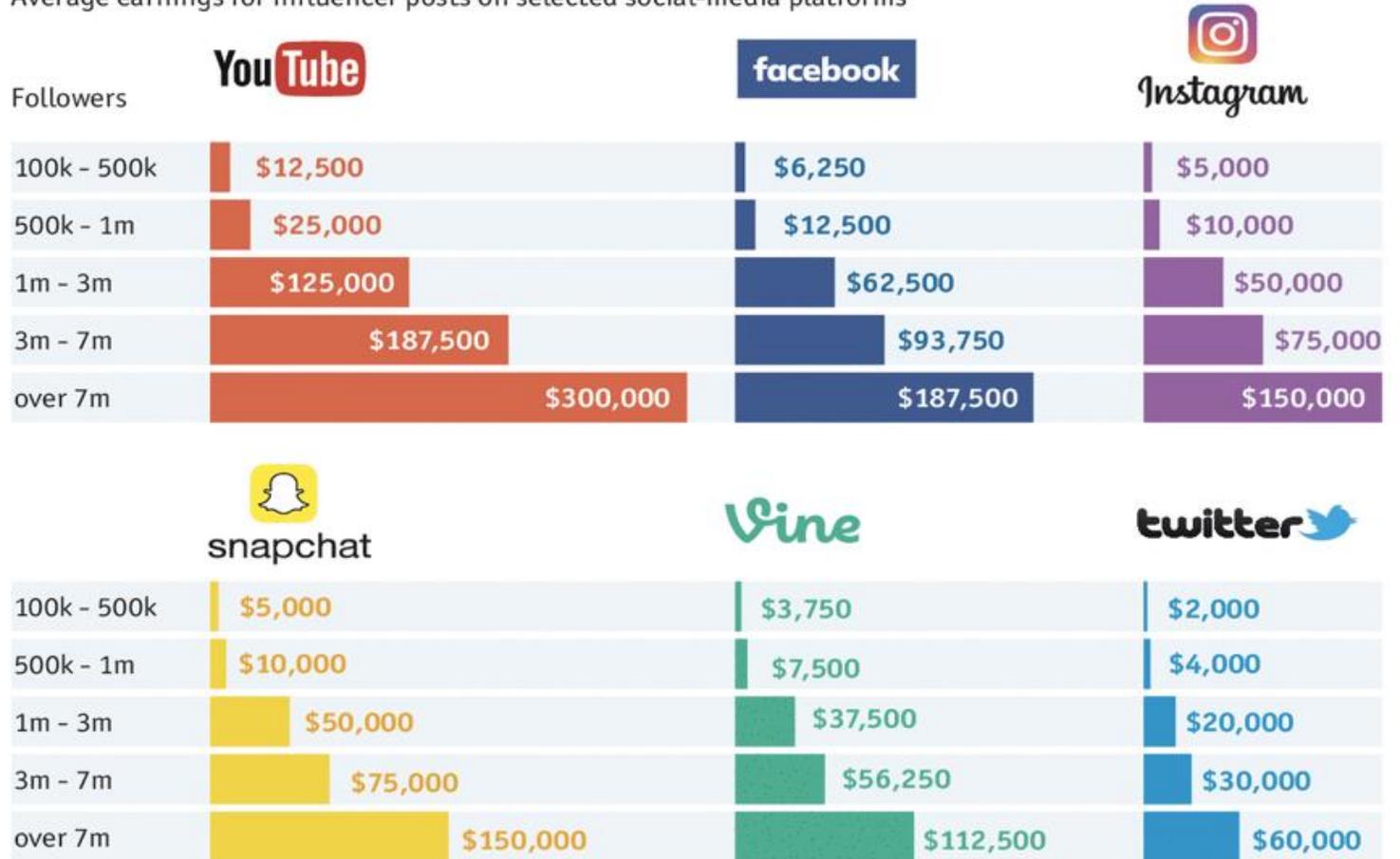
Source: <https://econsultancy.com/reports/the-voice-of-the-influencer/>

# Nice work if you can get it!

- Well established in fashion and beauty industry.
- We can all learn from the growth, successes and mistakes

## Follow the money

Average earnings for influencer posts on selected social-media platforms



Source: Captiv8

Economist.com

# But full of pitfalls!

- 'Like buying' perennial issue in social
- \$440 buys 50,000 Instagram followers, 5,000 likes and 500 comments!
- Commercial databases (e.g. Fashion & Beauty Monitor) provide security
- Check for spammy Instagram accounts
- <2% engagement rate
- Speed of likes (level off at 5 mins)
- Types of accounts liking/following (lots of numbers, private/child accounts, different language, spammy posts etc.)

<https://metro.co.uk/2018/09/03/blogger-sent-death-threats-for-staged-instagram-ad-where-she-swapped-pancakes-for-wraps-7907366/>

1'000 Likes <sup>Best!</sup>	5'000 Likes
\$9.95	\$39.95

## Blogger gets death threats for 'perfect morning' Instagram picture



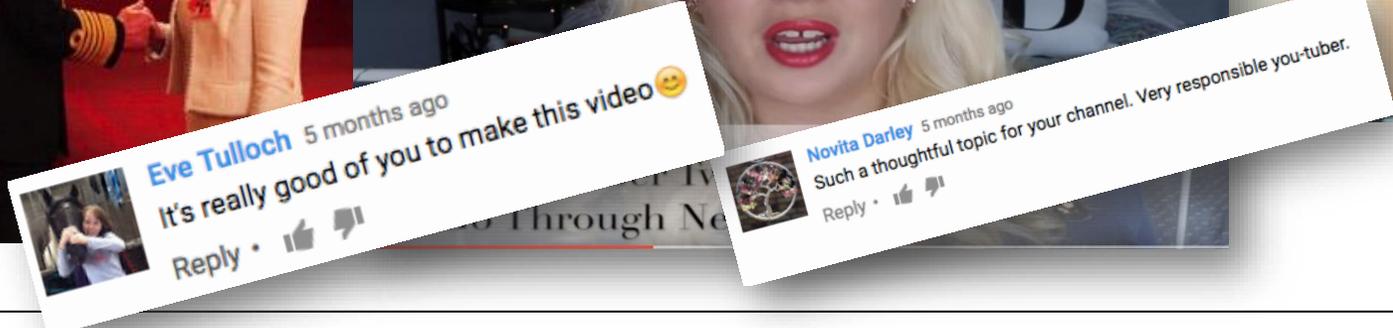
500 Instagram Comments

~~\$279.00~~

\$145.00

Select options

# Done well, can have a huge impact



- Best music streaming apps  
2016-04-01 14:00:20
- Mobile security: how to stay safe online  
2016-09-21 13:10:17
- Microsoft Office for Android  
2016-02-23 14:55:45
- 3G & 4G coverage checker: how high-speed is your area?  
2016-05-03 10:37:19



# Brand awareness and sales objectives

- >53 million reach for campaign
- >1.2 million views of influencer video content
- SEO longevity of content linking to and on Tesco Mobile hub
- Measurable positive brand metrics
- Consistent messaging through all channels
- Reaches and impacts 3 distinct target audiences



# New micro influencer / affiliate trends

<http://www.asos.com/discover/insiders/>

ASOS.com Limited [GB] | <https://www.asos.com/discover/insiders/>

## Meet the team

Follow your favourite Insider and shop their #OOTDs straight from Instagram



**@ASOS\_LESLEY**  
For major hair inspiration and real-talking beauty buys



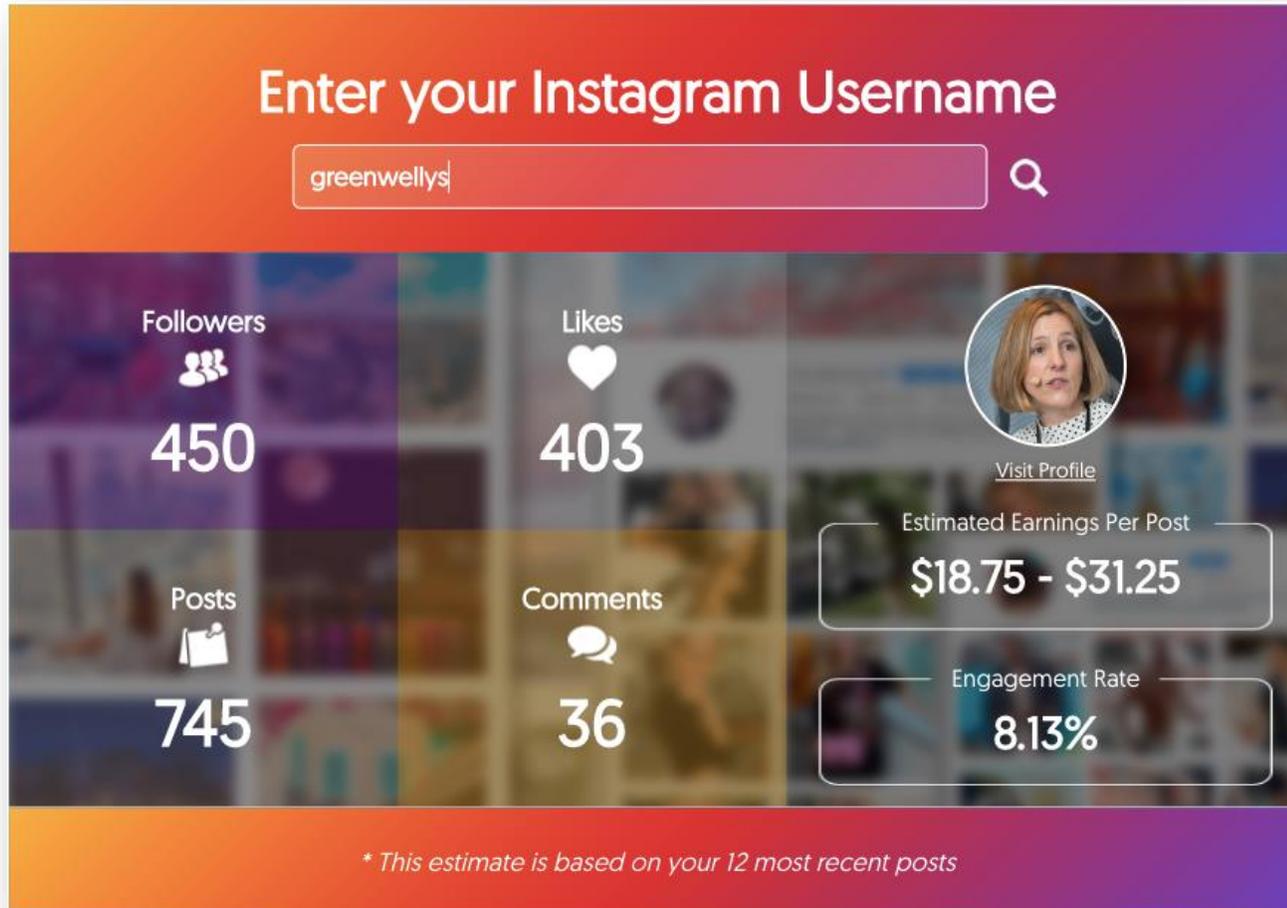
**@ASOS\_LEX**  
Follow me for activewear style nods and Tall guy switch-ups



**@ASOS\_KAT**  
Oversized fits and minimal androgyny

<https://econsultancy.com/impressive-influencer-marketing-campaigns/>

# EXERCISE: Could you give up your day job?



How much could you earn for an Instagram sponsored post?

<https://influencermarketinghub.com/instagram-money-calculator/>

# Performance, Affiliate and Influencer Marketing:

What better questions  
can we ask of our  
internal teams or  
agency?

What will you do  
differently?





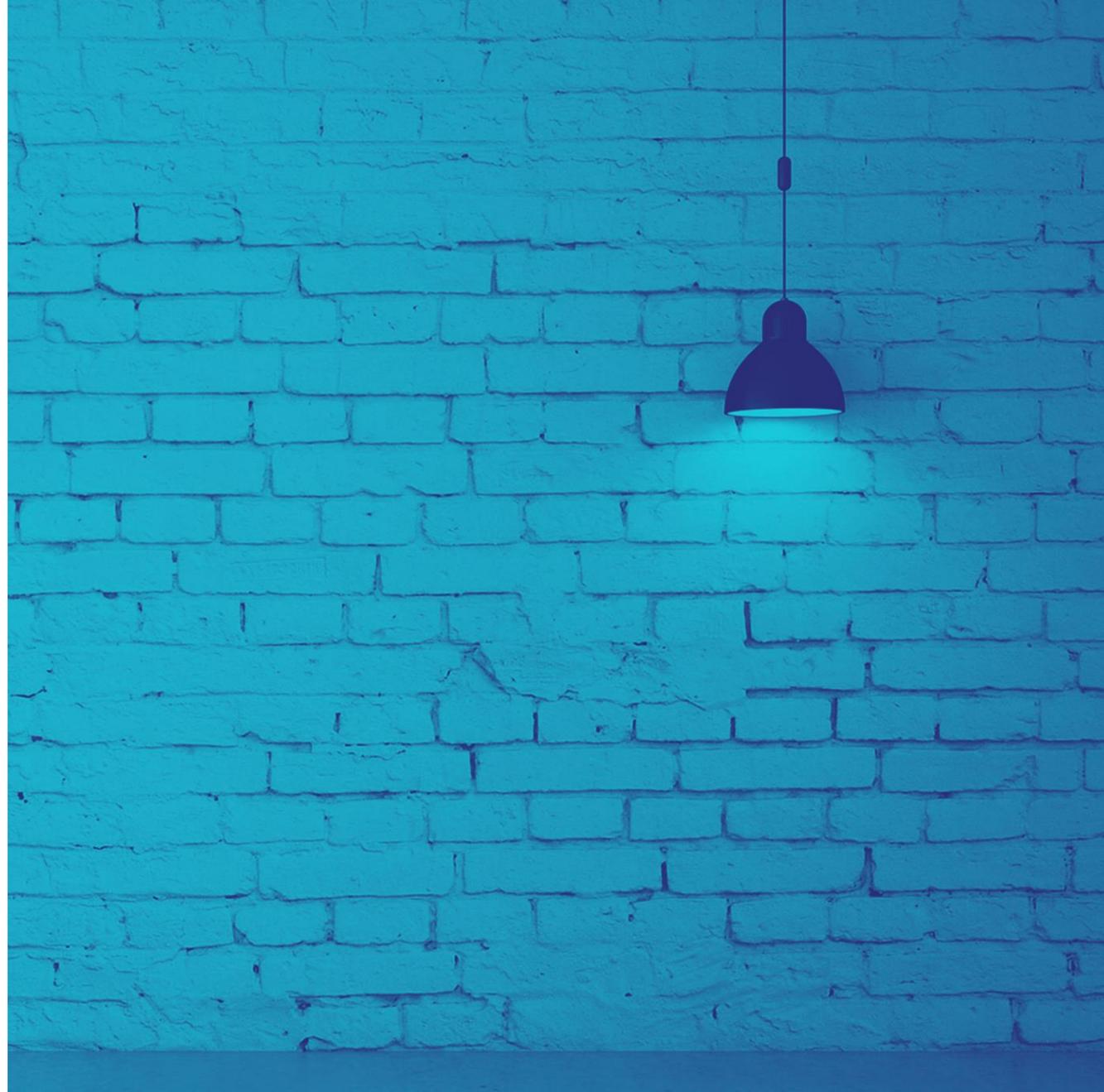
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# UX and CRO

# UX and CRO

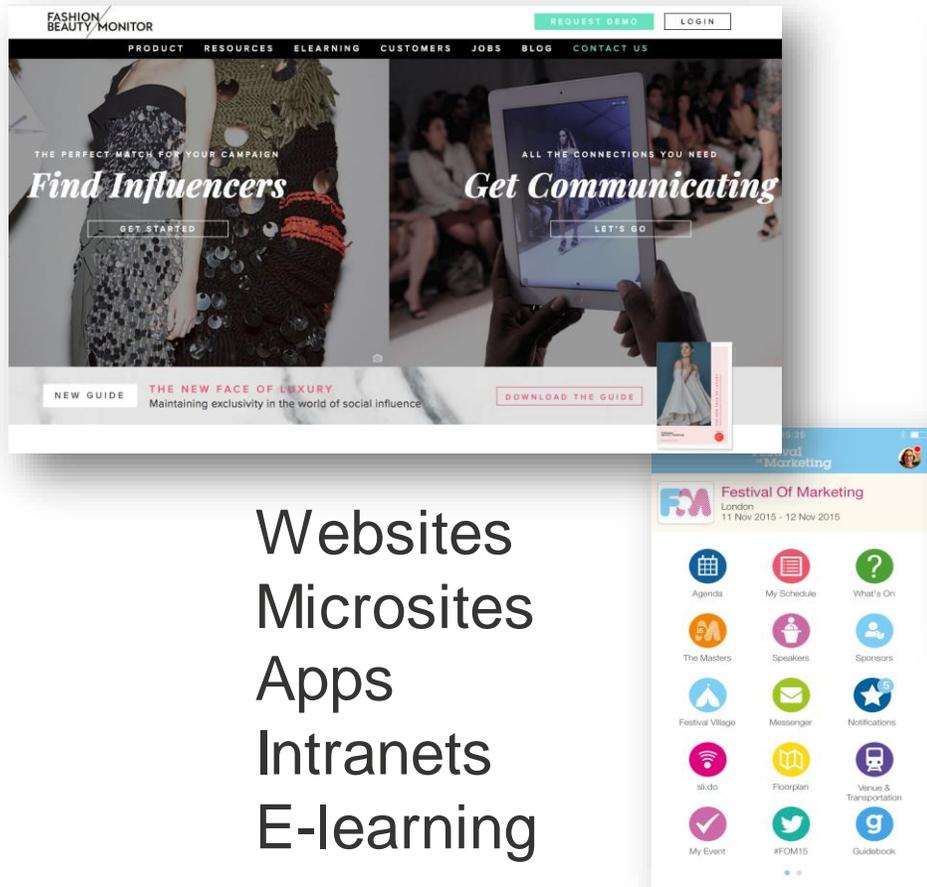
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- What is User Experience and CRO ?
- Where does it sit in our strategy?



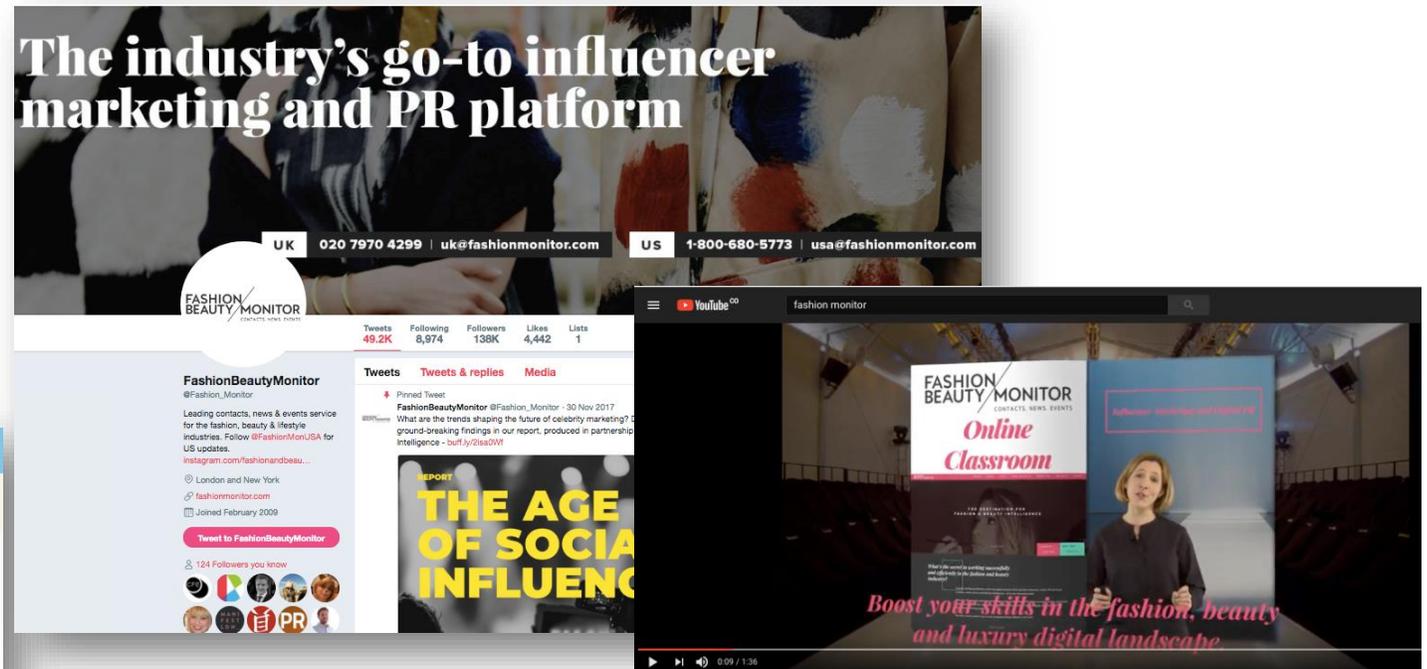
# We are generally driving users to a platform for some form of conversion

## Owned



Websites  
Microsites  
Apps  
Intranets  
E-learning

## Third Party



Social  
Video platforms

# Big changes matter!

**COUNT DOWN TO MOBILEGEDDON**

**APRIL: 21**

**Penguin 4% Impact**

**Panda 12% Impact**

**Mobile Search 60% Impact**

**Your Sites Search Ranking**

**Mobile Friendly**

**Non Friendly**

**Secure | https://econsultancy.com**

**johnwhitaker.com/saddles**

**Your connection to this site is not secure**

You should not enter any sensitive information on this site (for example, passwords or credit cards), because it could be stolen by attackers.

[Learn more](#)

**Notifications** Block (default) ⌵

**Cookies** 96 in use

# DISCUSSION: What User Experience (UX) issues frustrate you about websites/apps?

- Slow load times ?
- Hard to find info you need ?
- Difficult or lengthy forms ?
- Lack of information
- Lengthy copy
- No filter options
- Captchas ?
- Logins/Password 'use capital letter, non alpha numeric etc.'?
- Not returning to same part of page/product ? (especially retailers)
- Error pages ?
- etc.



# Poor user experience = impact on your bottom line

[Click to watch](#)

Google Analytics

google.com/analytics

# User Experience basics

## UX fundamentals

 Econsultancy

BRIEFINGS

TOPICS ▾

RESOURCES ▾

DATA ▾

LEARNING ▾

CONSULTANCY

BLOG

 MY ACCOUNT

 SEARCH



UX fundamentals

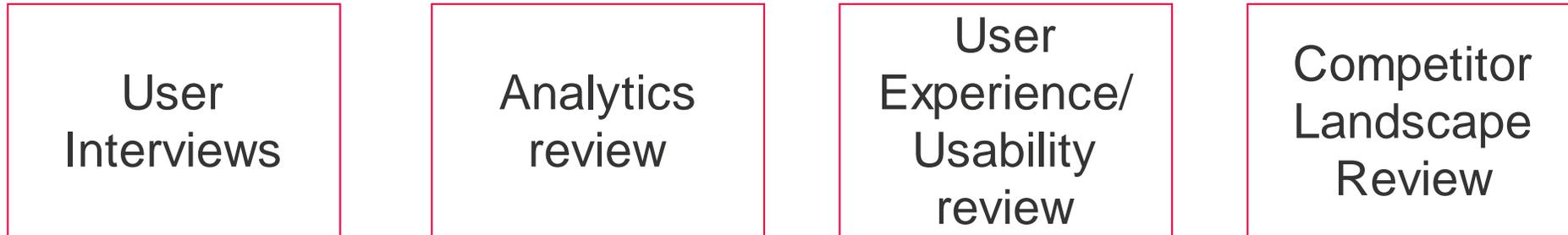
# Design platforms around people – don't teach people to use platforms!

- Differences in age, gender – your personas are important
- Cognitive differences
- Support people with disabilities
- Reduce tension and help users to achieve objectives

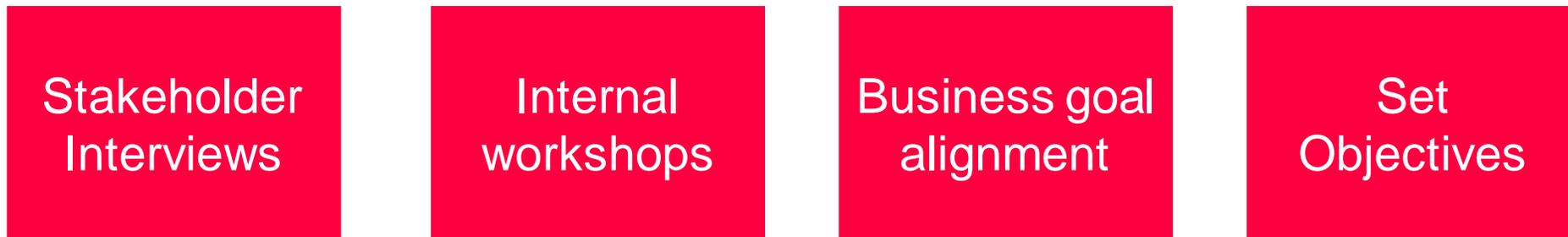


# If you're creating a new platform

Research: what do your users want/need ?



Research: what does the org want/need ?



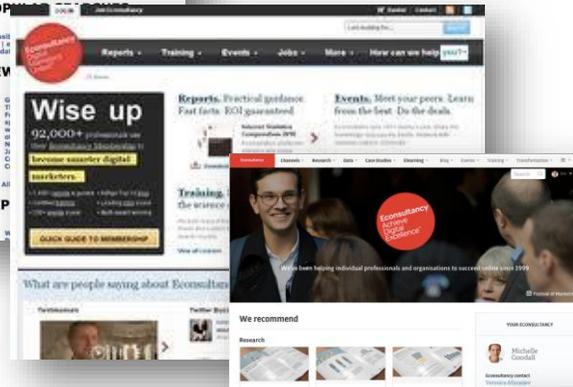
# If you're updating an old platform

1. Test old design – ID elements to keep or emphasise, and bad parts that give users trouble.
2. Review competitors' designs and best in industry platforms – a range of alternative UIs
3. Conduct user study to see how users behave in their natural habitat.
4. Look at web analytics and understand potential issues

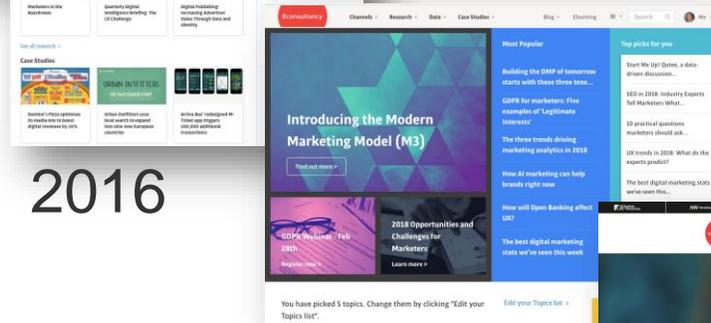
<http://archive.org/web/>



2004

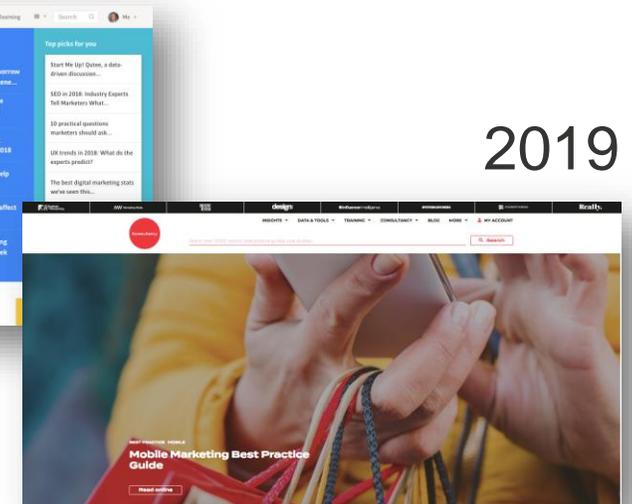


2012



2016

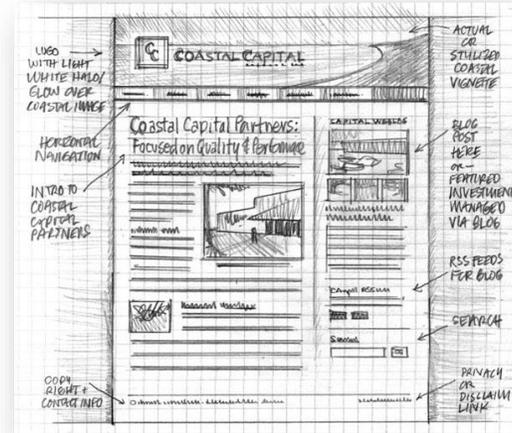
2017



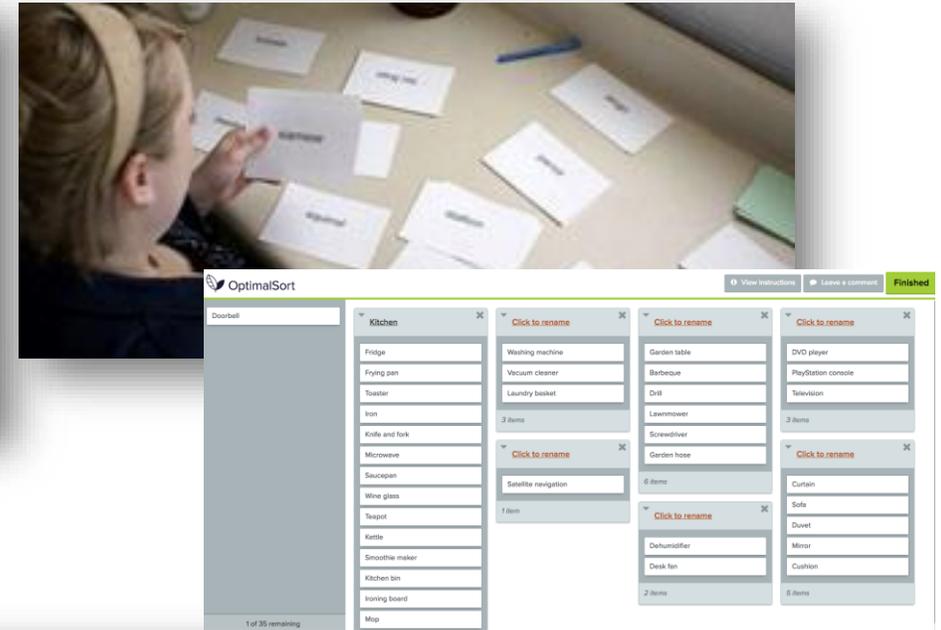
2019

# If you're updating an old platform

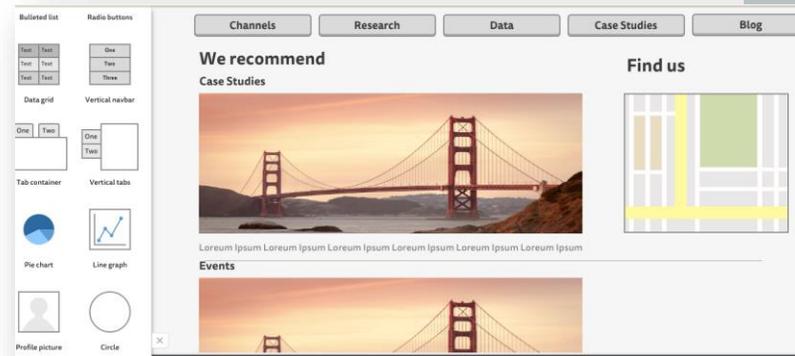
5. Paper/lo-fi prototypes. Changes based on test results.
6. Move to high-fidelity representations. Test each iteration.
7. Design using established usability guidelines  
[www.w3.org](http://www.w3.org)  
<https://www.gov.uk/guidance/government-design-principles>
8. Implement final design, test it again. Subtle usability problems always creep in.
9. Iterate based on user data
10. Ongoing UX and CRO testing



Pen and paper



Card sorting  
Open and Closed



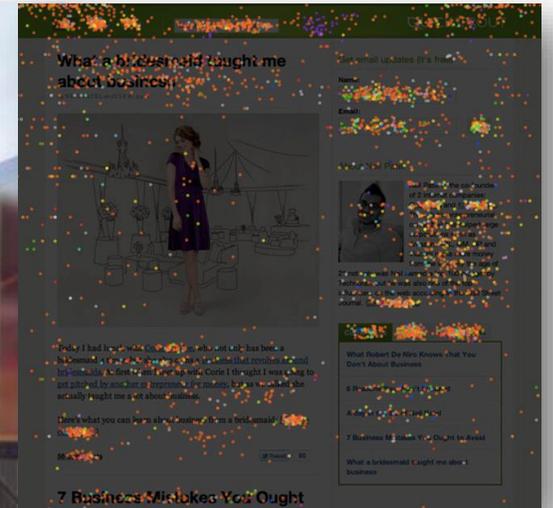
Gomockingbird.com

# Optimise your platform – basic UX testing

Technical	Design / Appearance	Navigation / Site Structure	Content	E-Commerce	Avoidances
Page Load Times	Layout - font	Navigation menus (e.g. mega drop down)	Copy and other content formats (e.g. pricing psychology, explainer videos)	Site sales – e.g. comparison, cross sell, mini baskets	Outdated information
Browser and device compatibility	Graphics	Scrolling and buttons	Critical information – e.g. contact info, FAQs, Ts and Cs, Privacy Policy etc.	Checkout process – forms, order summary	Dead Links
Validation – is it accessible and does it conform to web standards	Links and rollovers	Search function	Feedback forms and error messages	Trust – e.g. order process messages	Unnecessary sign ups or checks (e.g. Captchas)

# Developer > Beta testing and user lab testing

- Closed Beta
- Persona walkthroughs
- In-depth interviews
- Roundtables
- Usability labs
- Eyetracking studies
- Click testing
- Calls to action
- Persuasive copy
- Pricing strategies
- Personalisation

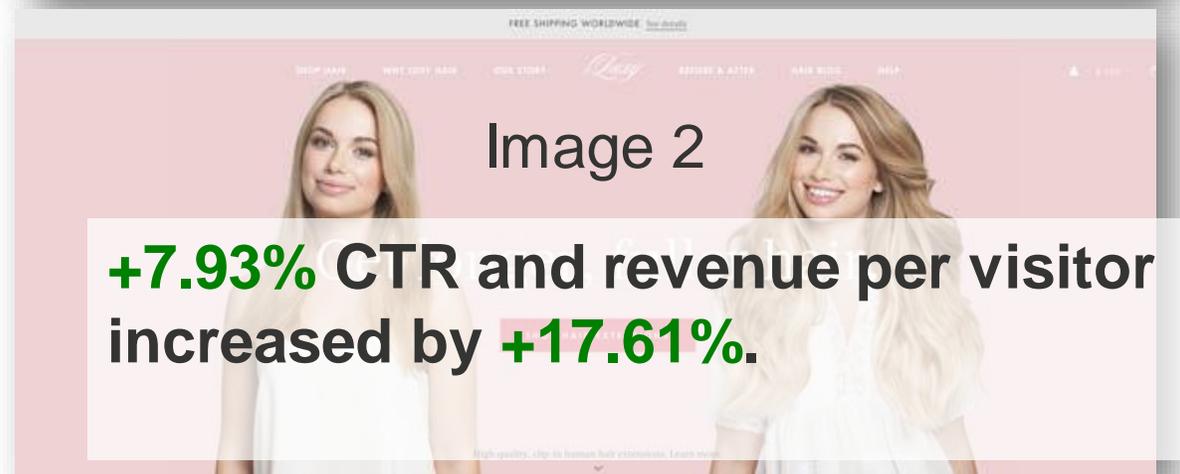


<b>X</b>	<b>\$14<sup>99</sup></b> <b>/month</b>	<b>✓</b>	<b>\$0.49</b> <b>/day</b>
<b>Tactic 6</b>	<b>Mention the Daily Equivalence</b>		

Further reading: <http://www.nickkolenda.com/psychological-pricing-strategies/>

# What is CRO?

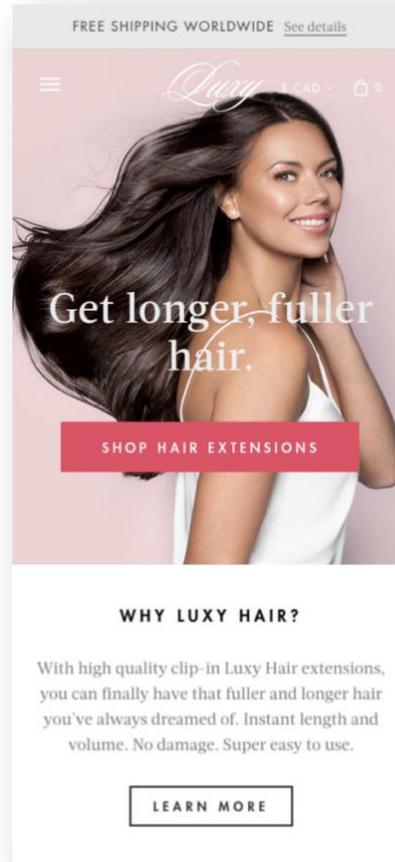
- Conversion Rate Optimisation
- IDs where users fall out of the conversion 'funnel'
- Split test pages with different users (images, CTA, copy, layout etc.)
- Test across devices
- Make changes based on what works best



Q: Which of these 2 images more clearly visualizes this hair extension product's benefit to the consumer?

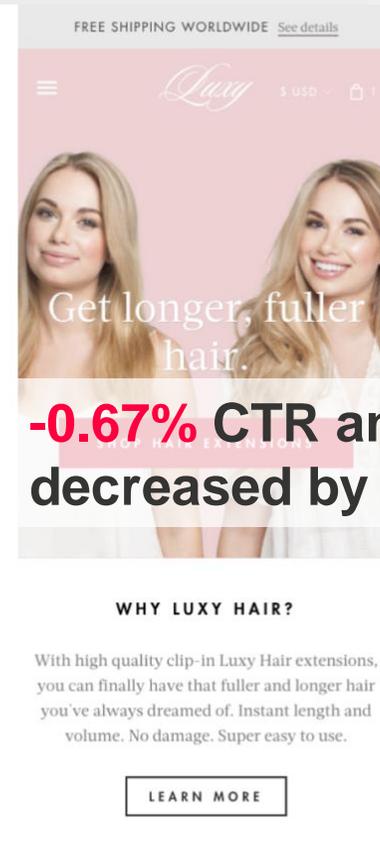
# What is CRO?

Version 1



**VS**

Version 2



**-0.67% CTR and revenue per visitor decreased by -27.69%**

Q: Which of these 2 designs for mobile generated a lower CTR and lower revenue per visitor?

# Conversion goals/events



Your site might have a single conversion goal (e.g. product purchase) but a number of conversion events at page level to get to that goal

Ask some simple questions about desired visitor actions:

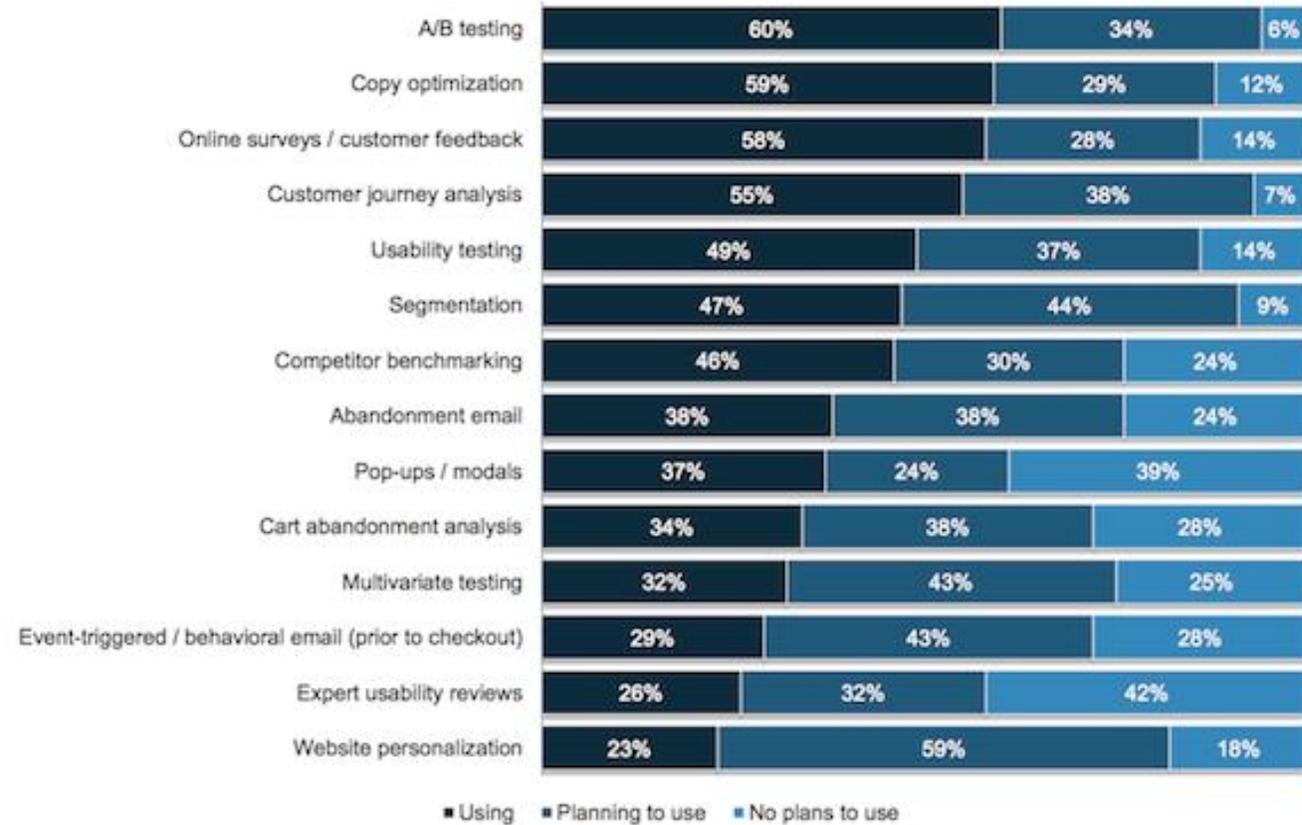
- What's the conversion event for this page?
- How is the success of this page being measured?
- How might this page's performance be improved?

# Methods to improve conversion rates

*“Companies that are improving their conversions typically use 35% more methods than their counterparts who are not seeing conversion rates change positively.”*

## Company respondents

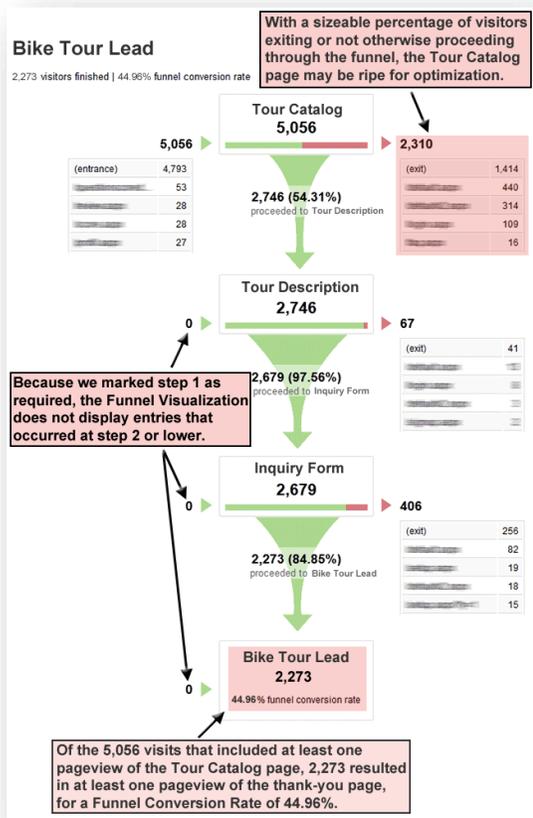
Figure 9: Which of the following methods do you currently use to improve conversion rates?



Respondents: 424

Source: Econsultancy

# Tools for UX testing and CRO



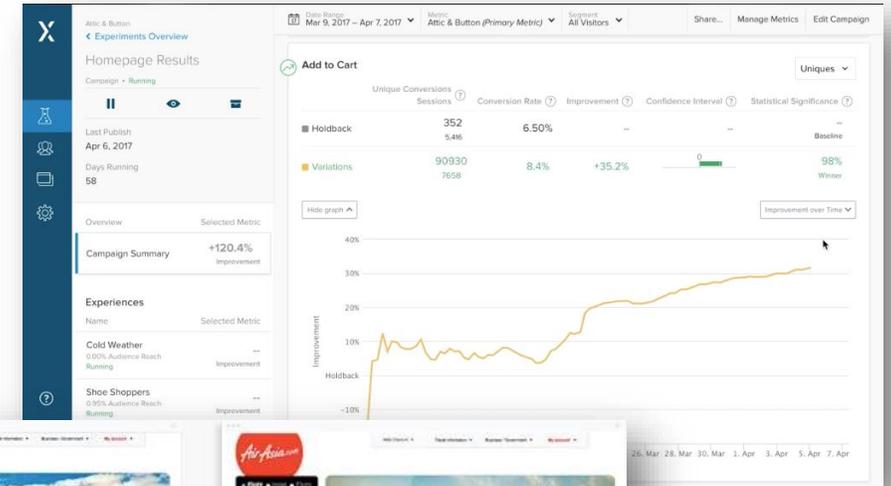
### Heatmap

We're proud to be the originator in webpage heatmap technology. We designed our Heatmap report to quickly show you the highest areas of click activity on any of your webpages.

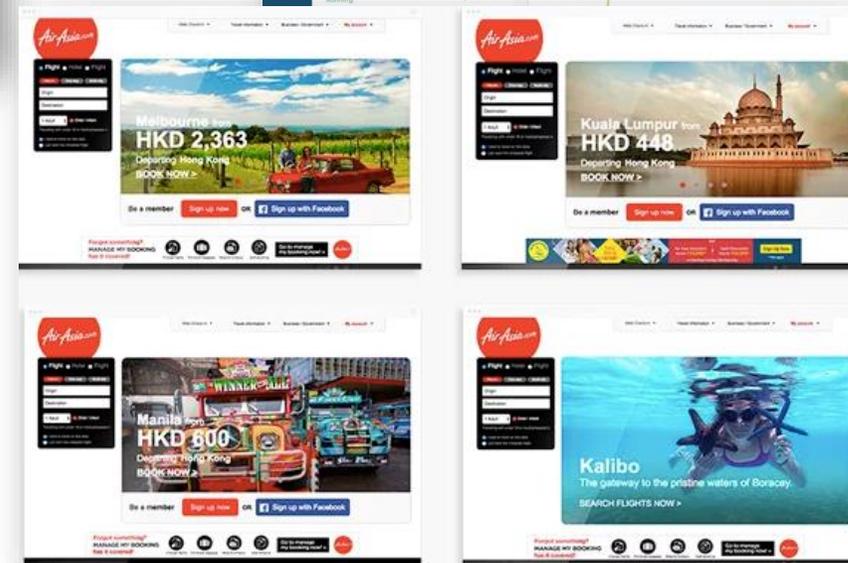
### Scrollmap

Know where your call-to-action sweet spot is. The Scrollmap report shows where the most popular scroll-depth of your webpage is - and that's usually a prime spot for an important call-to-action.

Crazy Egg



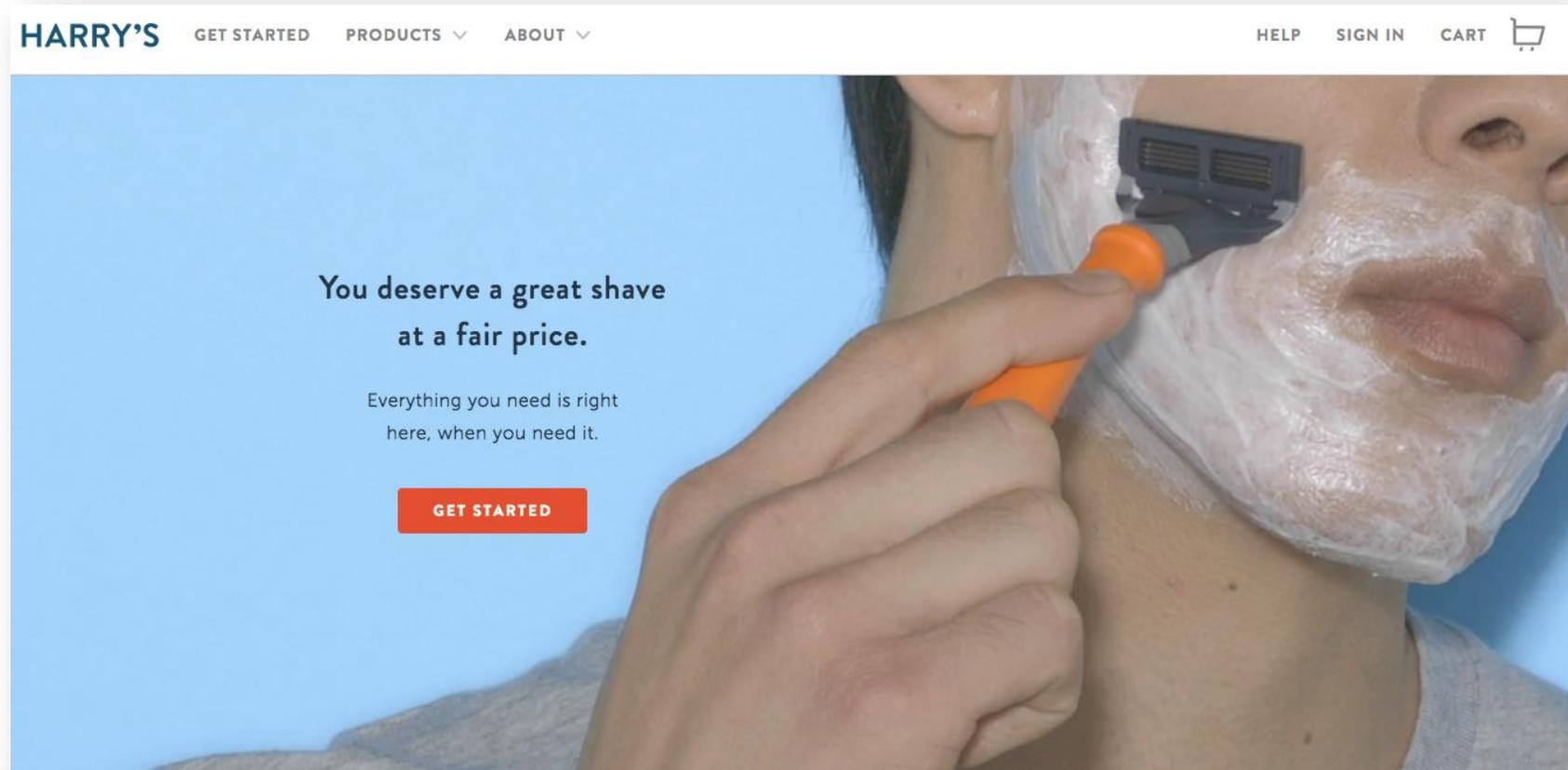
Optimizely



Google Analytics (Conversion Funnels)

Further reading: <https://econsultancy.com/blog/69447-ask-the-experts-conversion-rate-optimisation-trends-challenges-strategy/>

# Exercise: Look at Harry's Shave Club and their UX/CRO



<https://www.harrys.com/en/gb>

# Why is this such a good example?

- Simplicity of Home page with obvious next step
- Minimal competing information
- Minimal steps in the on-site journey to purchase
- Clever ways of representing complex choices (e.g. shave frequency)
- Clarity on product page and order ('system status visibility')
- Easy sign up and registration (minimal viable data approach)

# Not just for web platforms – in-store



Argos concept store

# Not just for web platforms – apps



# Not just for web platforms – email and social

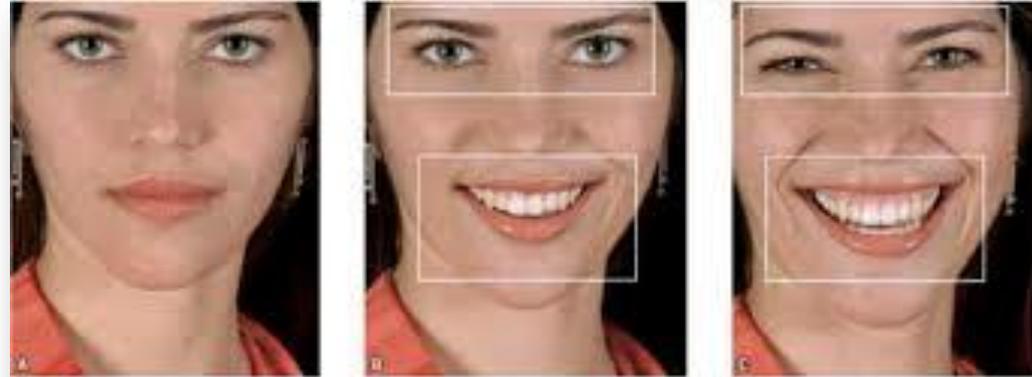


FIGURE 16 - Resting position (A). First stage of the smile – Social smile (B). Second stage of the smile – Spontaneous smile. Notice that in this stage the patient's eyes are half-shut. (C).

Joanna Halton, Nicola Long and 3 others like Boden.

**Boden**  
Sponsored · €

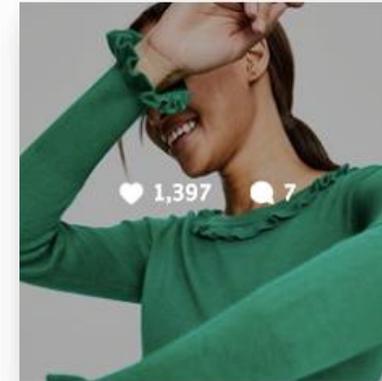
Like Page

You: I've got nothing to wear. Us:...

**Clarissa Jumpsuit**  
£140.00  
Shop Now

**Hayden Jersey Dress**  
£110.00

Like Comment Share



# Not all persuasive design is 'good' design



<https://www.lingscars.com/>

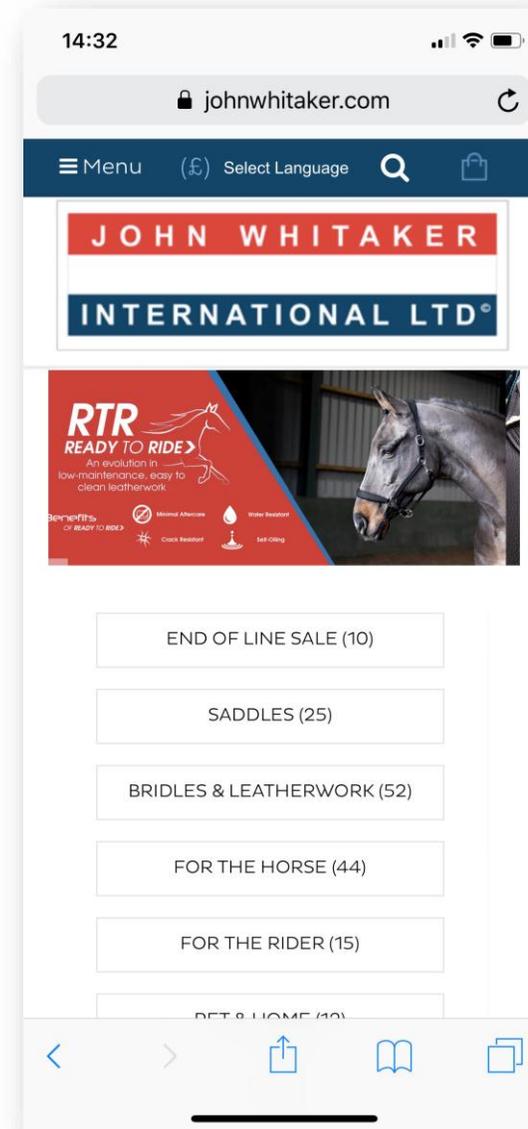
<https://econsultancy.com/blog/9067-lings-cars-and-the-art-of-persuading-visitors-to-buy/>

# Summary

- <5% of DM budget spent on optimisation but can have huge impact on results
- Optimise along the whole customer journey
- What are your conversion goals/events ?
- Optimise text, images, video, design, calls to action
- Test and learn – use multiple methods to test
- Remember mobile, social, email, in-store UX optimisation!
- Look out for the BIG UX signals

# Exercise: Usability Test

- Test your website/app on a mobile device
- OR
- Pair up – ask each other to perform a high value user task on your website (e.g. “find a suitable for an elderly relative”)
- Talk through your UX pains/delight as a ‘tester’



# UX and CRO:

What better questions can we ask of our internal teams or agency?

What will you do differently?





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# Email Marketing and Marketing Automation

# Email Marketing and Marketing Automation

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- Email marketing practices
- Segmentation and personalisation
- Optimisation and testing
- Marketing automation

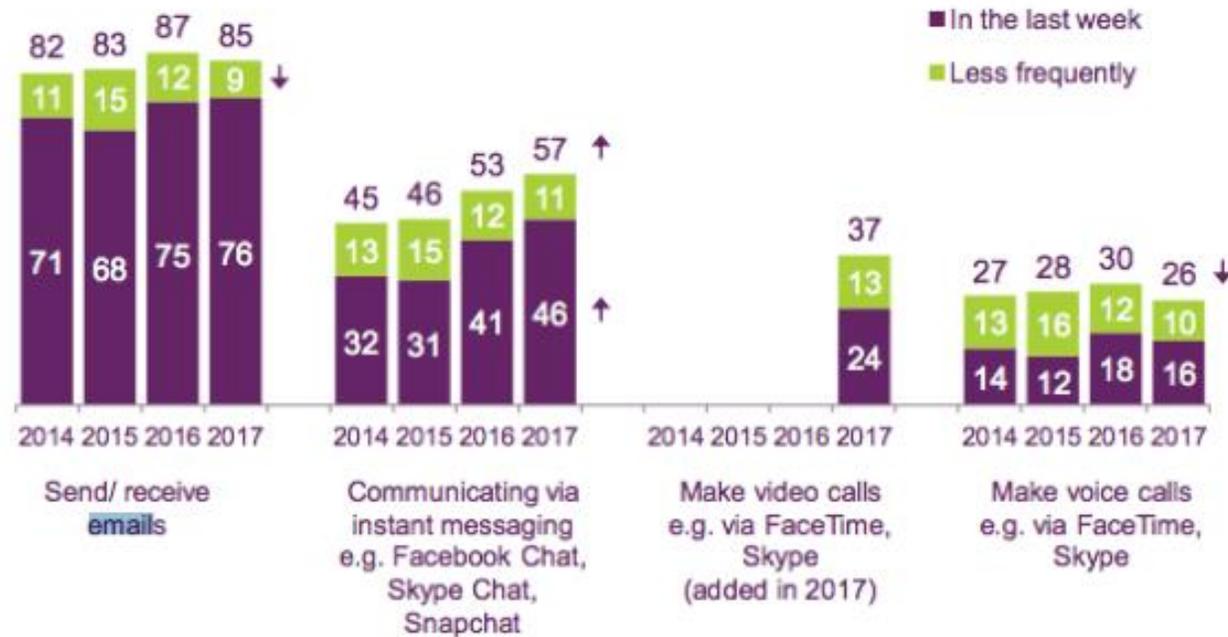


# The unsung hero of digital



# We still send and receive more emails than IM/video call!

Figure 26: Communicating online: 2014-2017

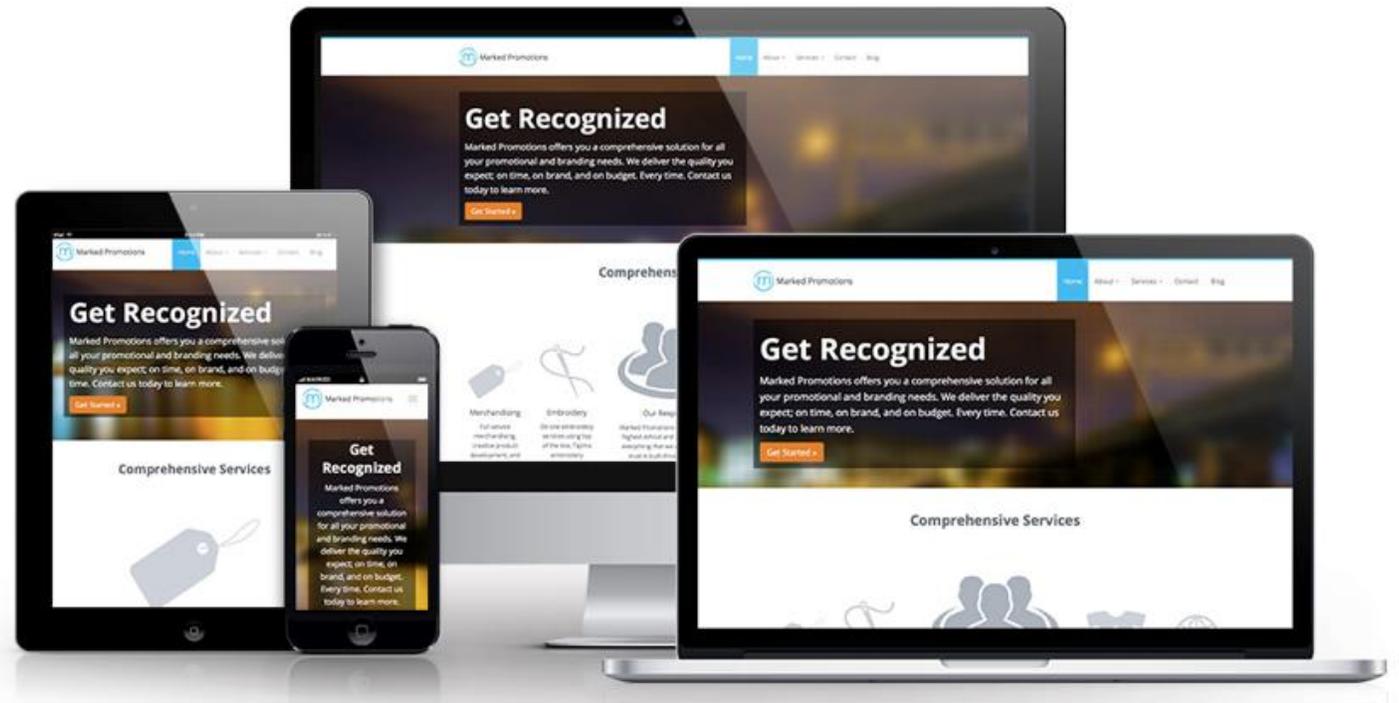


Source: Ofcom Technology Tracker, Half 1 2014-2017  
 QE5A/ QE5B. Which, if any, of these do you use the internet for? / And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded).  
 Base: All adults aged 16+ who go online (3221 in 2017).  
 Arrows show significant changes (99% level) between 2016 and 2017.

[https://www.ofcom.org.uk/data/assets/pdf\\_file/0020/102755/adults-media-use-attitudes-2017.pdf](https://www.ofcom.org.uk/data/assets/pdf_file/0020/102755/adults-media-use-attitudes-2017.pdf)

# But the devices are changing

- 45% of email opens occurred on mobile, 36% on desktop
- 19% in a webmail client

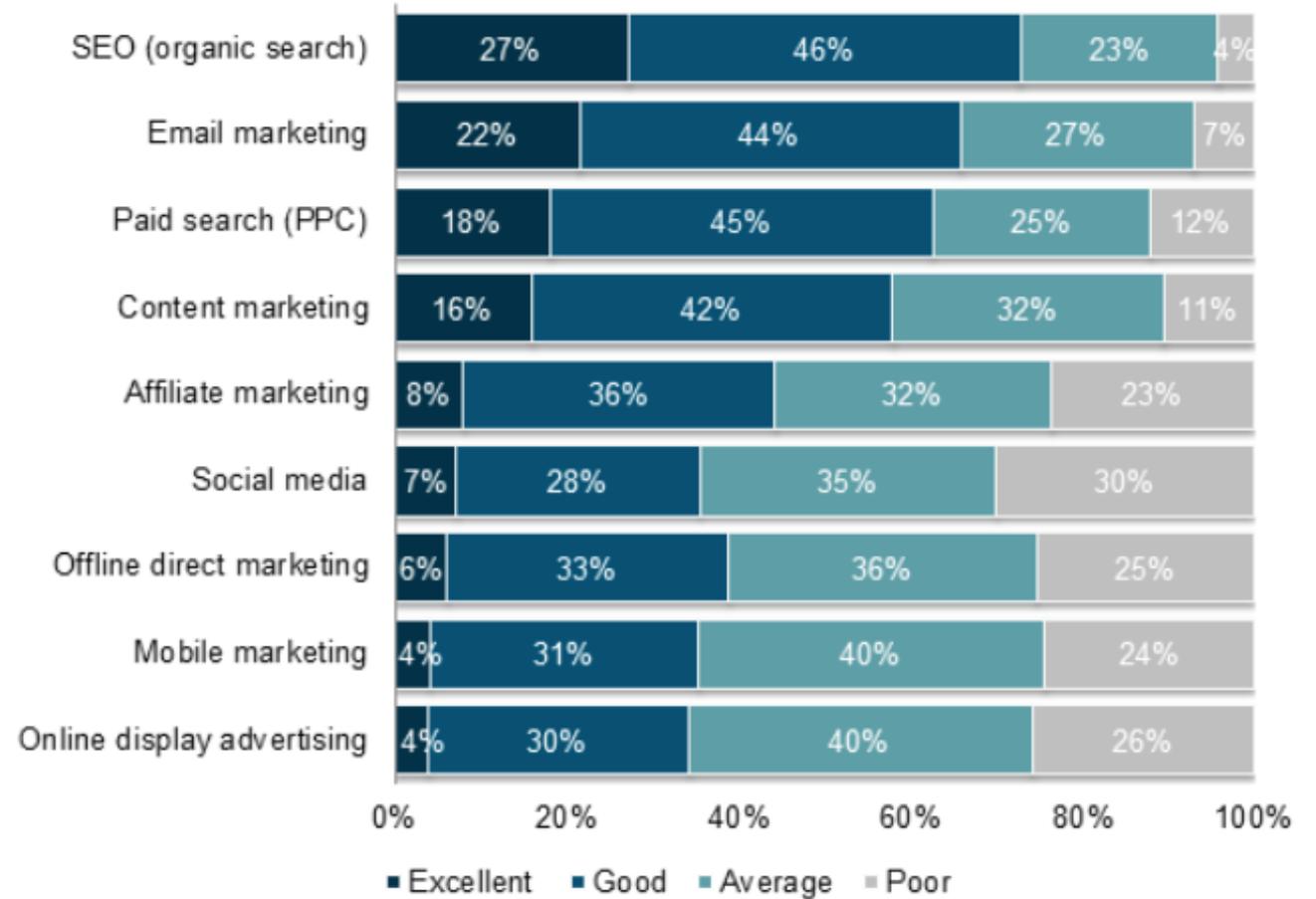


Sources: Turnpath, Econsultancy, Adestra

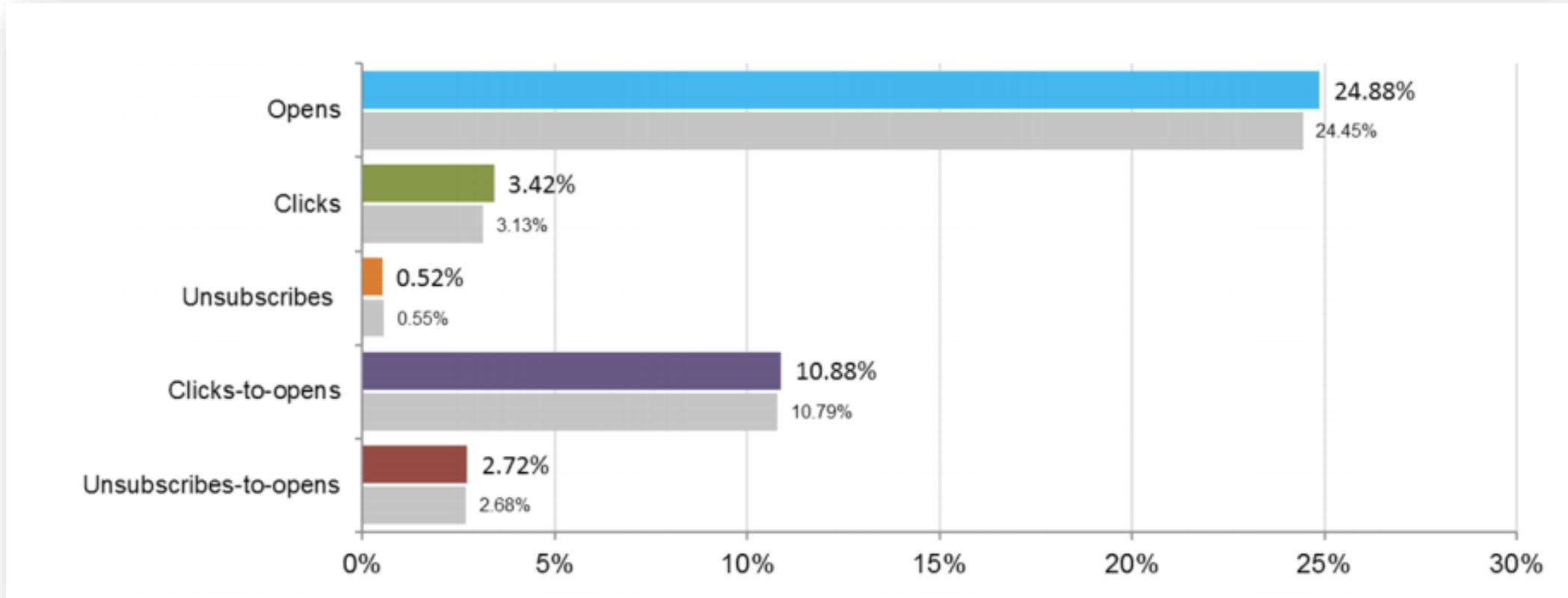
# Email marketing

How effective is email marketing?

How do you rate the following channels in terms of return on investment?



# What are we measuring?

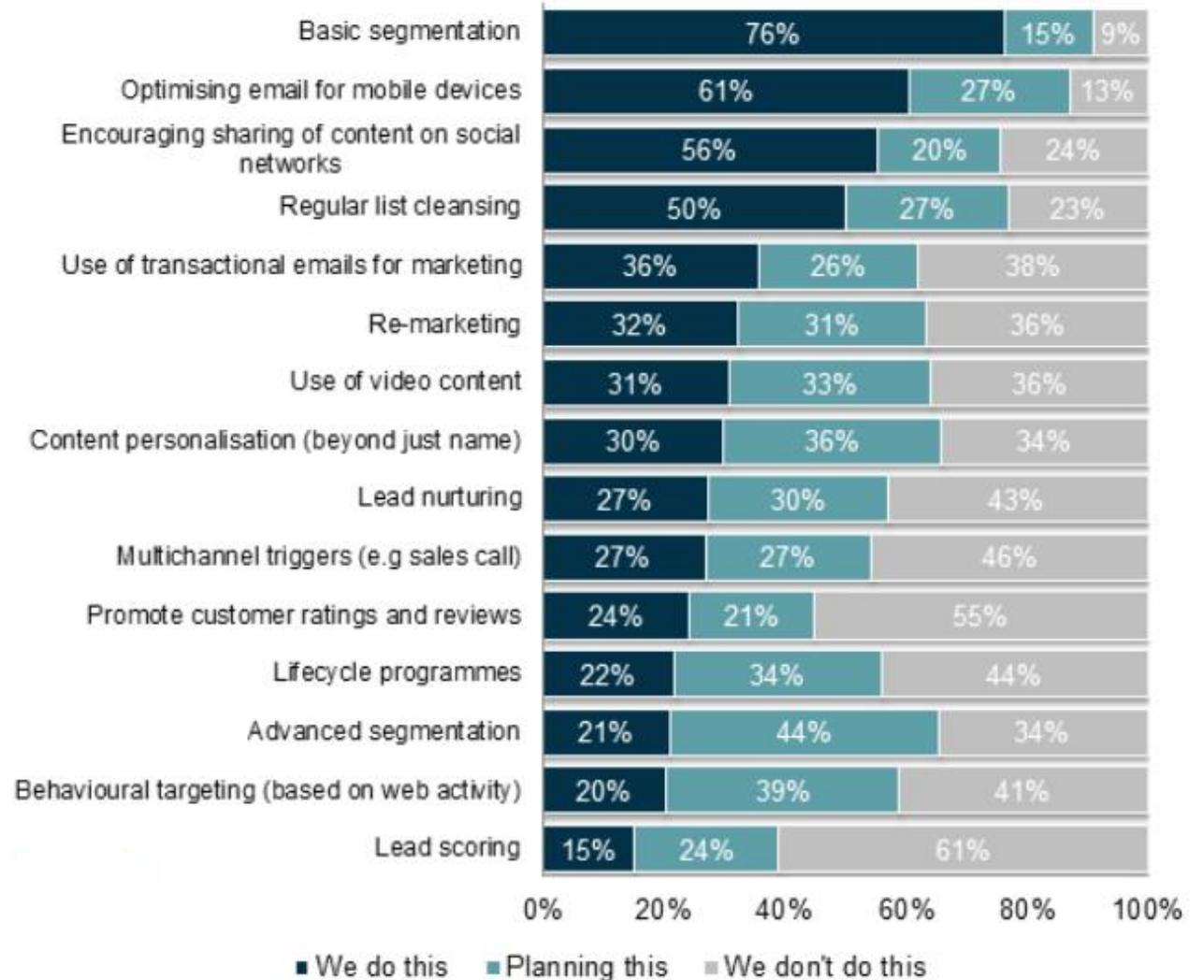


Slight decrease in key metrics year on year – email effectiveness remaining fairly static

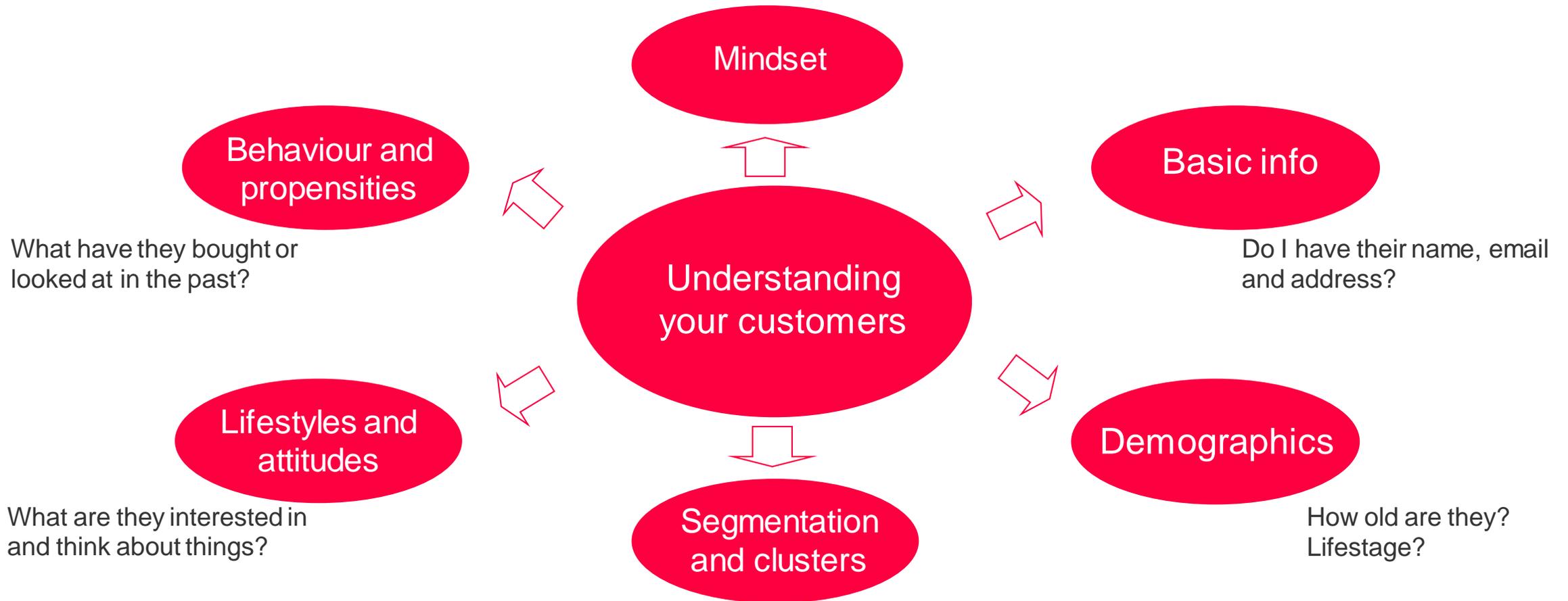
# Segmentation is key

## Email marketing practices...

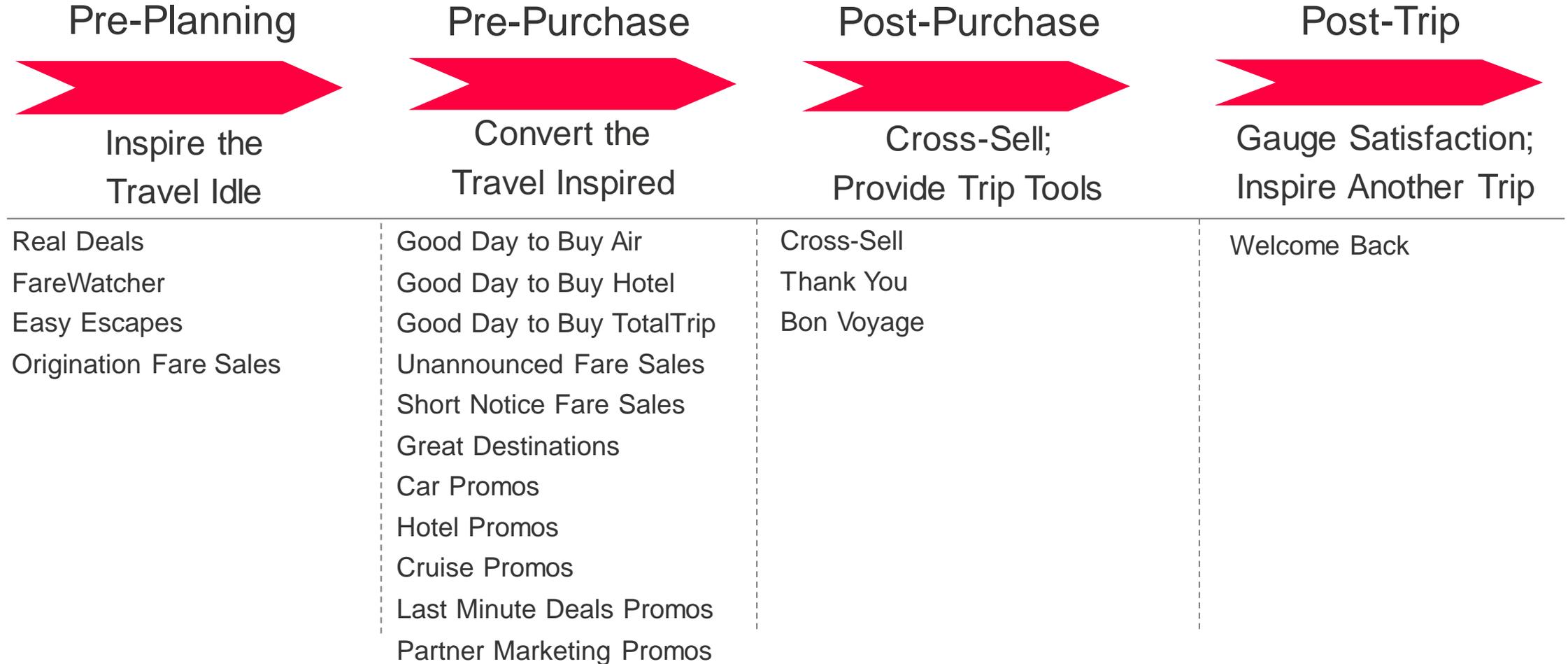
Which of the following practices are a part of your email marketing efforts?



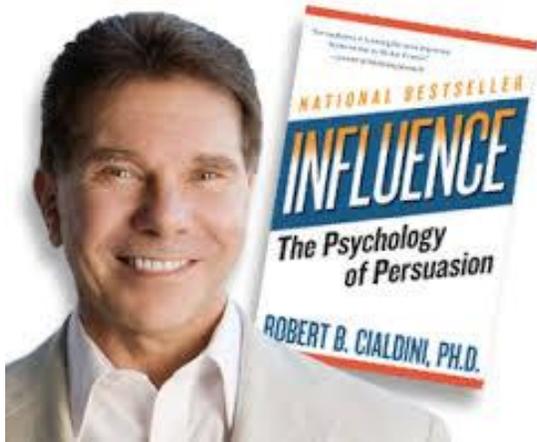
# Segmentation



# Tailoring your communication to the customer journey



# 6 weapons of influence



## Reciprocity

Our Junior ISA - £20 for you and a £5 donation to charity  inbox x

 **The Children's Mutual** <sarah@email.thechildrensmutual.co.uk> [Unsubscribe](#)  
to me ▾

If you are having trouble viewing the graphics in this e-mail [View it in your browser](#)

**The Children's Mutual**  
A Foresters Company

**Foresters** 

**Do you have any children eligible for a Junior ISA?**

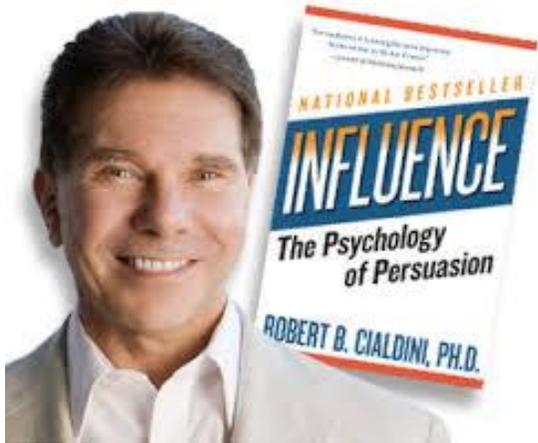
We want our children to have the best start in life, and having some money set aside when they become an adult could help them achieve their goals. So imagine their face when they're told that there is money saved for university or that new car.

Discover the benefits of a **Forester Life Junior ISA** today and find out how to receive **£20** worth of **Mothercare vouchers**.

[Find out more >](#)



# 6 weapons of influence

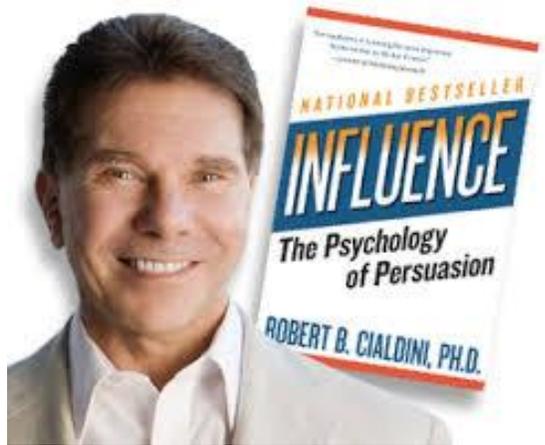


## Commitment and Consistency

The screenshot shows an email from IDM online. At the top left is the IDM online logo. At the top right is the phone number 020 7173 5682 and the text 'The Institute of Direct and Digital Marketing'. Below this are three navigation buttons: 'Watch our video', 'Read student reviews', and 'Meet our experts'. The main content area has the heading 'Get qualified in digital marketing and get ahead' and a pink button labeled 'Get course information'. To the right of this text is a photo of a woman sitting and using a tablet. Below the photo is the start of an email body: 'Dear Michelle, When you're looking get ahead in your career, an internationally recognised IDM qualification will help you improve your digital marketing skills and prove your expertise to employers. The IDM Professional Diploma in Digital Marketing has been designed to give you the skills and confidence to plan and manage integrated campaigns across digital channels. What role are you aiming for? Whether you are new to digital, need to update your skills or looking to move up the career ladder, we have a qualification to help you achieve your goal:'. At the bottom is a table with three columns: 'Role', 'Average Salary\*', and 'Qualification that can help you get there'. The table lists 'Head of Marketing' with a salary of £67,500 and 'Digital Marketing Manager' with a salary of £50,217. The qualification for both roles is 'IDM Professional Diploma in Digital Marketing'.

Role	Average Salary*	Qualification that can help you get there
Head of Marketing	£67,500	<a href="#">IDM Professional Diploma in Digital Marketing</a>
Digital Marketing Manager	£50,217	

# 6 weapons of influence



## Consensus

A collage of promotional images for ORIBE Backstage hair product. The central image is a screenshot from the TODAY show's 'Today's Talk' segment, featuring Kathie Lee Gifford and Hoda Kotb. A play button icon and the text 'WATCH NOW' are overlaid on the image. Below the screenshot is the text 'KATHIE LEE & HODA'S FAVORITE THINGS'. Above the screenshot is the ORIBE BACKSTAGE logo. To the right is an album cover for '50,000,000 ELVIS FANS CAN'T BE WRONG' by ELVIS' GOLD RECORDS - Volume 2, featuring a collage of Elvis Presley in his signature gold suit. The album cover lists various songs such as 'A BIG HUNK O' LOVE', 'MY WISH CAME TRUE', 'A FOOL SUCH AS I', 'I NEED YOUR LOVE TONIGHT', 'DON'T', 'I BEG OF YOU', 'SANTA BRING MY BABY BACK (TO ME)', 'SANTA CLAUSE IS BACK IN TOWN', 'PARTY', 'PARALYZED', 'ONE NIGHT', 'I GOT STUNG', 'RING CHA-CHOLE', 'WEAR MY RING AROUND YOUR NECK', 'DONCHA' THINK IT'S TIME', 'WEAN WOMAN BLUES', 'PLAYING FOR KEEPS', 'HAND HEADED WOMAN', 'GOT A LOT O' LEVIN' TO DO!', '(THERE'LL BE) PEACE IN THE VALLEY', and '(FOR ME)'.

ORIBE  
BACKSTAGE

50,000,000 ELVIS FANS CAN'T BE WRONG  
ELVIS' GOLD RECORDS - Volume 2

A BIG HUNK O' LOVE  
MY WISH CAME TRUE (NOW AND THEN THERE'S)  
A FOOL SUCH AS I  
I NEED YOUR LOVE TONIGHT  
DON'T  
I BEG OF YOU  
SANTA BRING MY BABY BACK (TO ME)  
SANTA CLAUSE IS BACK IN TOWN  
PARTY  
PARALYZED  
ONE NIGHT  
I GOT STUNG  
RING CHA-CHOLE  
WEAR MY RING AROUND YOUR NECK  
DONCHA' THINK IT'S TIME  
WEAN WOMAN BLUES  
PLAYING FOR KEEPS  
HAND HEADED WOMAN  
GOT A LOT O' LEVIN' TO DO!  
(THERE'LL BE) PEACE IN THE VALLEY  
(FOR ME)

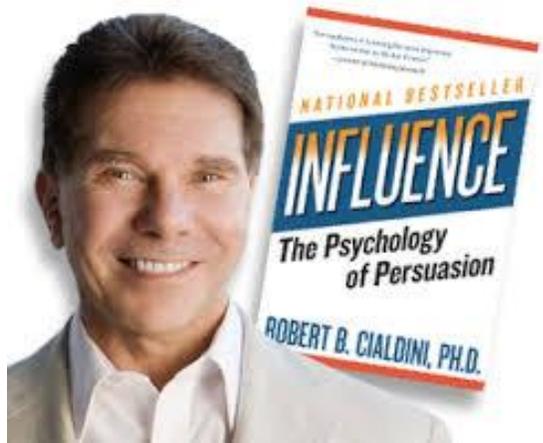
Today's Talk  
KATHIE LEE & HODA'S FAVORITE THINGS  
TODAY

WATCH NOW

In the News: Airbrush featured on *TODAY*

Hoda shared [Airbrush Root Touch-Up Spray](#) on Kathie Lee and Hoda's "Favorite Things."

# 6 weapons of influence

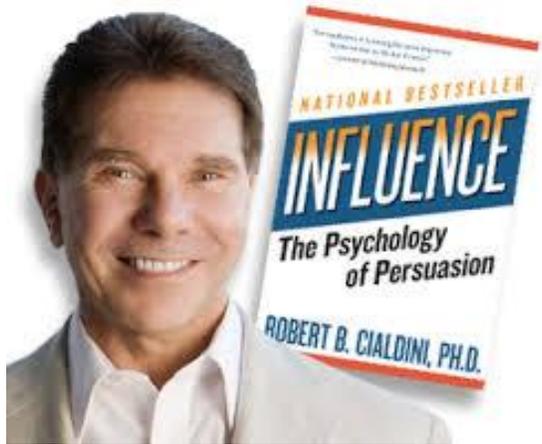


## Affinity

An advertisement for Finisterre. At the top, the 'finisterre' logo is in a black box. Below it, the text reads 'Men's New In / Women's New In / Staff Picks'. The main headline says 'THIS WEEK WE ASKED SOME OF THE TEAM FOR THEIR TOP PICKS - CHECK OUT HOW THE GUYS BEHIND THE SCENES WEAR FINISTERRE.' Below the text is a photograph of two men. The man on the left is wearing a bright blue jacket and is petting a small white dog. The man on the right is wearing a dark blue t-shirt and is smiling with his hands clasped in front of him.

A screenshot of the CIPR Marketing Communications website. The header includes the CIPR logo (Chartered Institute of Public Relations) and social media icons for Facebook, Twitter, and LinkedIn. A navigation menu lists 'News / Membership / Courses / CPD / Resources / Events'. Below the header is a large photograph of a group of people at a networking event. A text overlay on the photo reads 'Event news from CIPR Marketing Communications'. To the right of the photo, there is a paragraph of text: 'Libel, damaging comment, inadvertent slips by inexperienced staff...while the rewards of social media campaigns can be huge, so can the risks. And the legal constraints are getting tougher. Join us for a seminar on Tuesday 22 September to learn how to build successful campaigns and avoid expensive trouble with your clients, their brands and the public.' Below this is a 'Hear from:' section with a bulleted list of speakers and topics. At the bottom, there are two small promotional images: 'Marcomms Bonfire Night Party' and 'Social Media's Legal Pitfalls', each with a 'Book now &gt;&gt;' button. The footer contains contact information for CIPR Public Relations Centre, including the address, phone number, and links for feeds, copyright, terms, and conditions.

# 6 weapons of influence

A graphic for a webinar invite. It features the Brandwatch logo (a cluster of colorful dots) in the top left. A white speech bubble in the top right contains the text 'register now'. The main title 'Webinar invite' is in white on a dark blue background. Below this, the title 'Closing the Gap: The Disconnect between Marketing Technology & Business Value' is in bold. A blue button with 'REGISTER >' is next to the date 'Tues., August 4th 1pm ET | 10am PT'. The text describes the gap between marketing data and business value. It lists the host, Will McInnes, CMO of Brandwatch, and the guest, Nate Elliott, VP & Principal Analyst at Forrester Research. A 'register now' button is also present at the bottom left.

Brandwatch

register now

## Webinar invite

### Closing the Gap: The Disconnect between Marketing Technology & Business Value

[REGISTER >](#) Tues., August 4th  
1pm ET | 10am PT

Today's social marketers have a big gap to close: lots of data and lots of technology vendors making lots of promises - but too few insights and too little business value. Sure, you may have KPIs and metrics and data points, and you've even got some analytics on top of that - but now what?

Your marketing stack is crucial in helping you demonstrate your team's business value. You may have the social data piece covered - but what other kinds of data do you need to plug in to get to the insights that help you make smart business decisions? And more importantly, whether it's a suite or multiple point solutions, are the components of your stack really delivering on their promises to help you close that gap by collecting that data and translating it into action, and actual business value, for your organization?

Join **Will McInnes, CMO of Brandwatch**, along with guest speaker **Nate Elliott, Vice President & Principal Analyst at Forrester Research**, for this [one-hour, free webinar](#), where they'll discuss

### Host/



**Will McInnes**  
CMO, **Brandwatch**

### Guest/

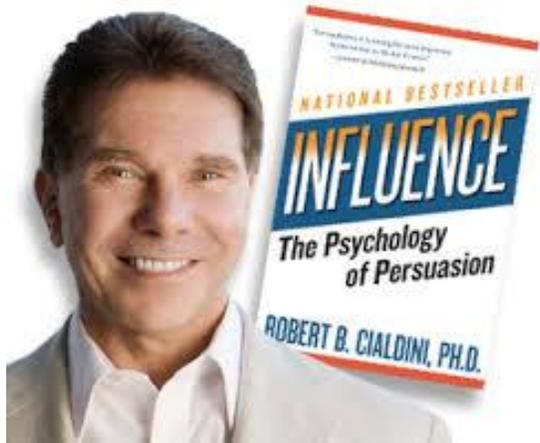


**Nate Elliott**  
VP & Principal Analyst,  
Forrester Research, Inc.

## Authority



# 6 weapons of influence



Scarcity  
(#FOMO)

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LAST CHANCE - GFS executive dinner invitation

---

7 days! There's still time to register for Intelligent Content Conference 2018!

---

MOO

Hurry! 20% off is going.... going.... almost gone - Just a few hours left for Cyber week! Let's go! Products Inspiration 10+ Employees?

# Test your weapons



NEW FIT LAUNCH - THE SKINR



This is our new fit. The SkinR.

We took the SlimR cut and shaved a bit off the hips, the thighs and the leg. Not crazy skinny, so you do the duck walk. But skinnier than the SlimR.

It is perfect for those tall skinny types amongst us.

We have been working on it since I came back from Brooklyn Beta last November inspired by what they were wearing out there. New cuts take time. This is only our 4th cut in 3 years.

We don't have a desire to do many things. But, the things we do have to be nailed.

Launch seldom. Launch right.

BUY

The first 50 will have their own leather label. They will be shipped from July 1st. As they are cut to order, we will take payment when ordered.

1. Repricocity
2. Commitment and Consistency
3. Consensus
4. Affinity
5. Authority
6. Scarcity



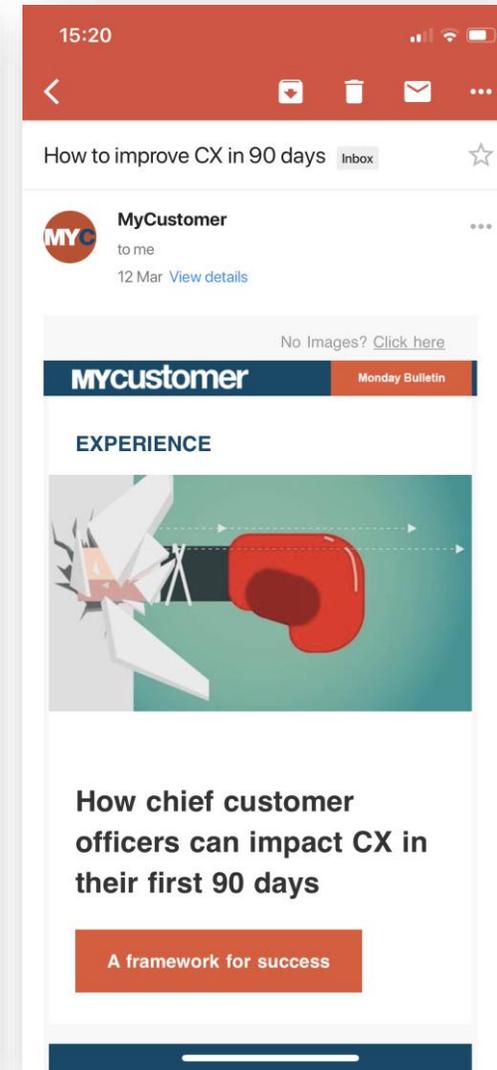
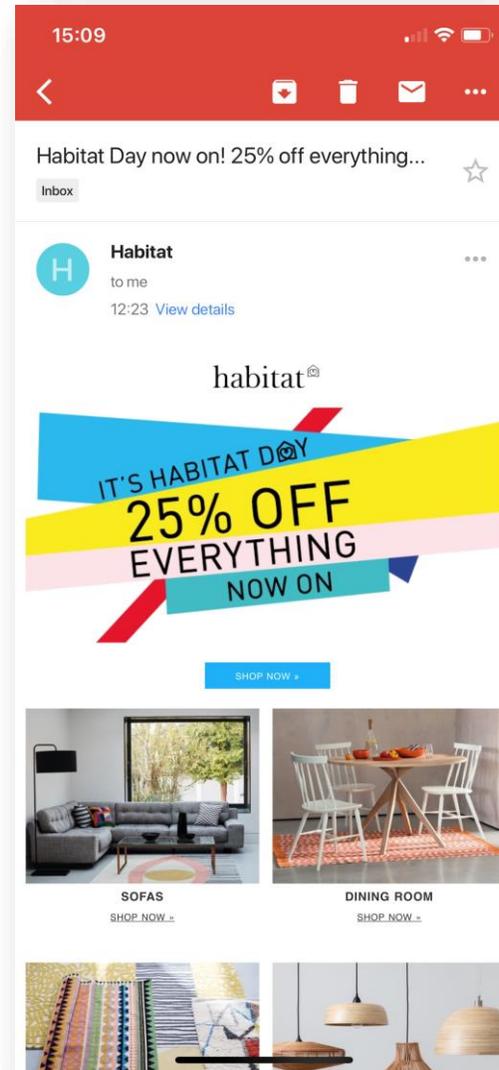
# Basic methods to optimise email campaigns

- Test copy in email headers
- Use different subject lines – open and click through rates
- Try different ‘from’ addresses (generally, consistent ‘from’ addresses perform best)
- Test different template styles
- Try testing copy length
- Experiment with buttons vs. text links for calls to action.
- Test personalisation – e.g , does saying “Dear firstname” work better than “Hello.”?
- Time of day testing

#1	Tuesday   10 am	#5	Thursday   10 am	#9	Wednesday   10 am
#2	Thursday   8 pm	#6	Wednesday   8 pm	#10	Tuesday   8 pm
#3	Wednesday   2 pm	#7	Tuesday   2 pm	#11	Thursday   2 pm
#4	Tuesday   6 am	#8	Thursday   6 am	#12	Wednesday   6 am

# Optimising for mobile

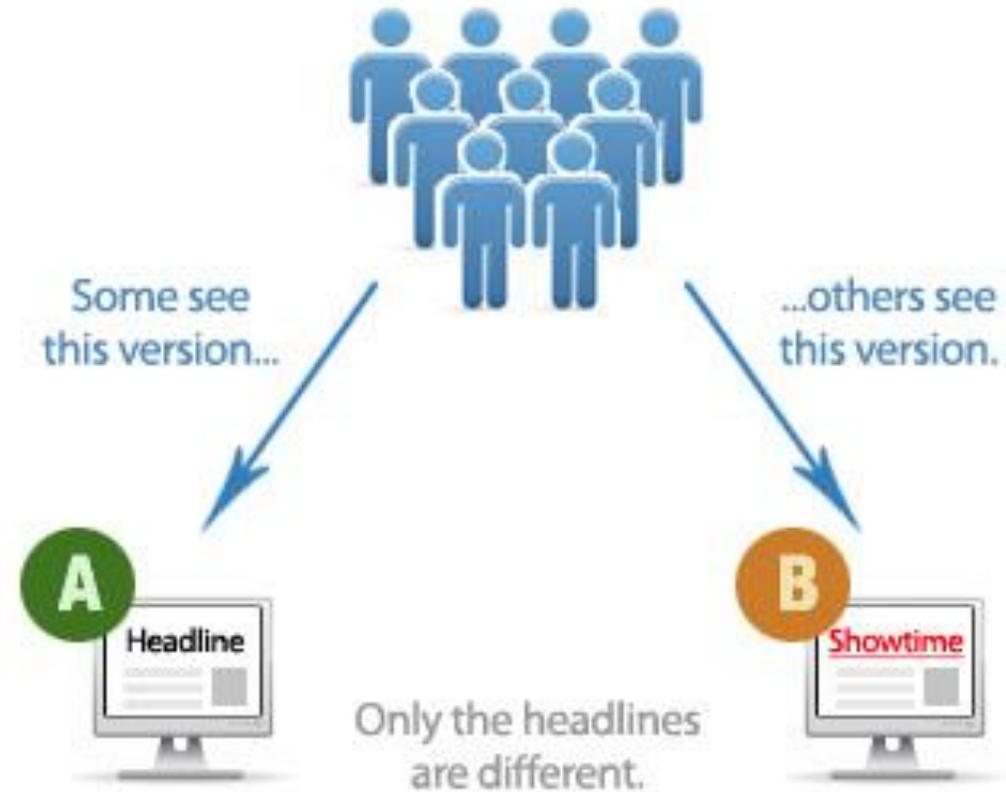
- Responsive templates
- Less copy (30:30:30)
- Calls to action
- Subject lines – 71 characters on iPhone 5!
- Mobile optimised landing pages



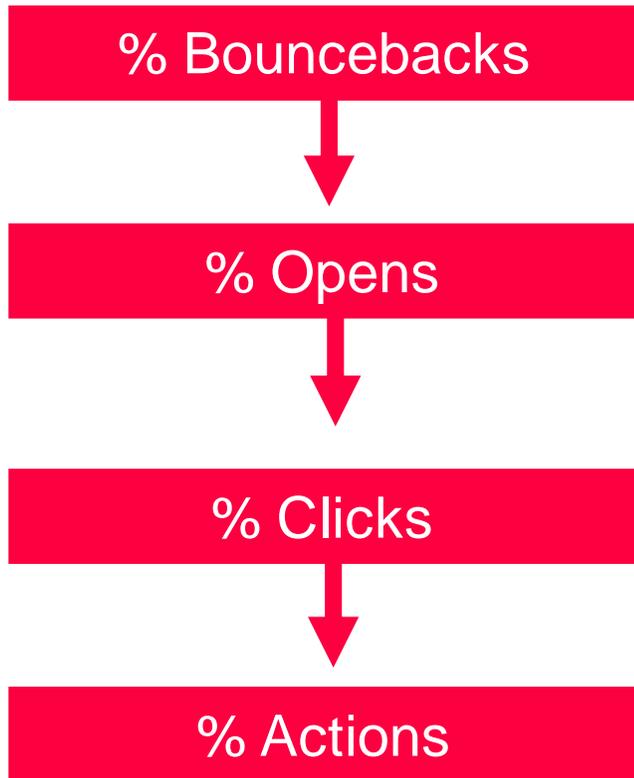
# Test and learn

Split testing, A/B  
testing

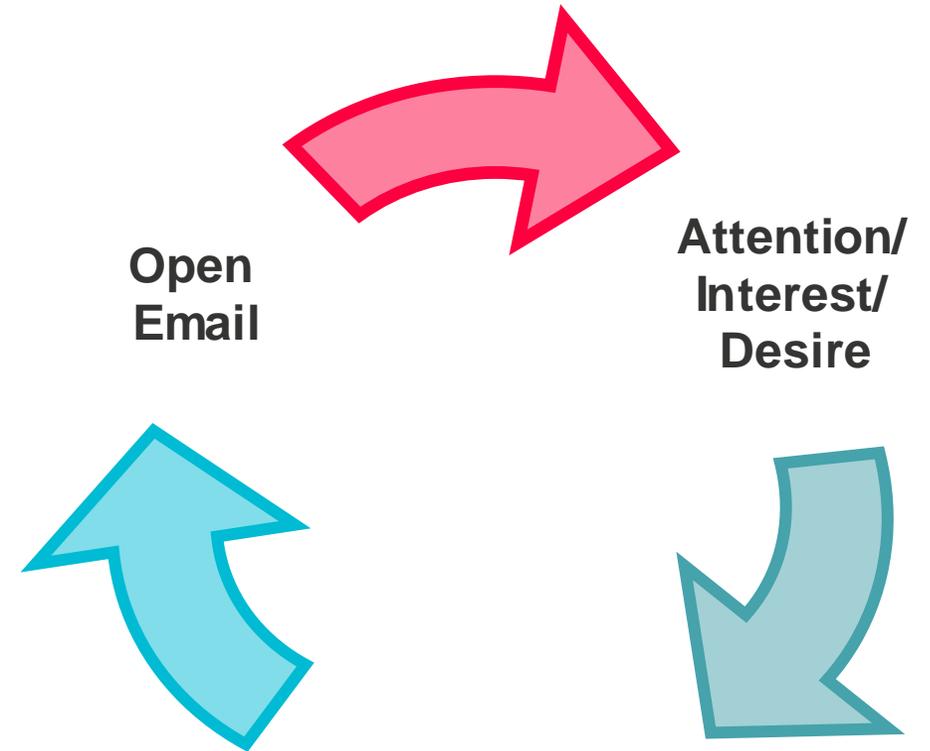
Content optimisation



# Test and learn

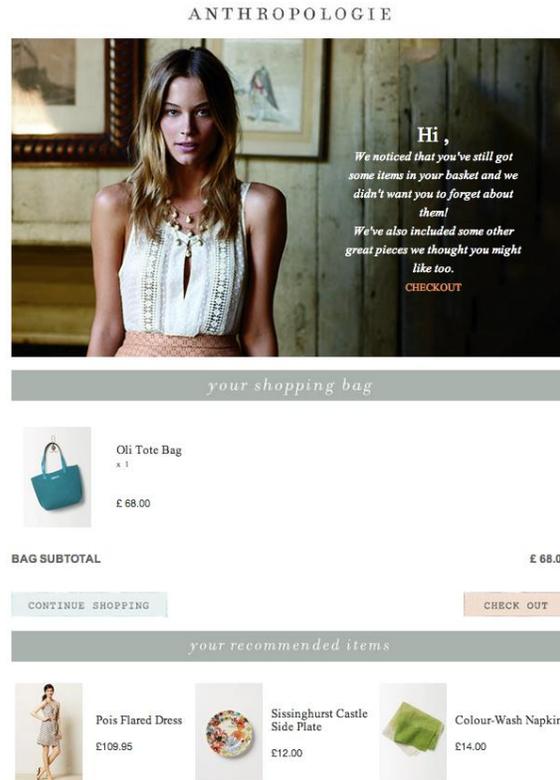


Test everything

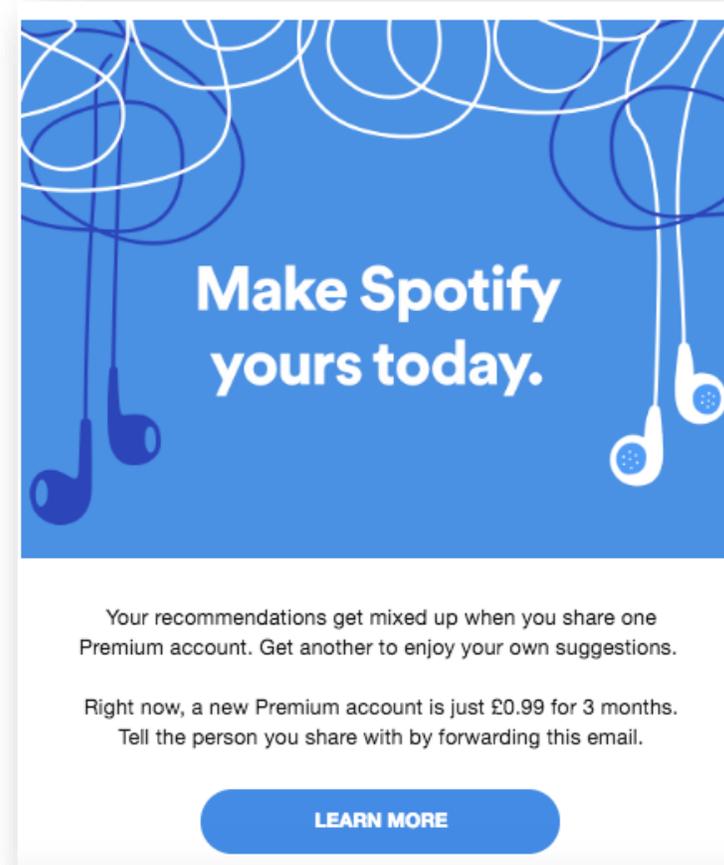


= Number of people who act on your email

# Triggered events



Abandoned checkout email example from Anthropologie



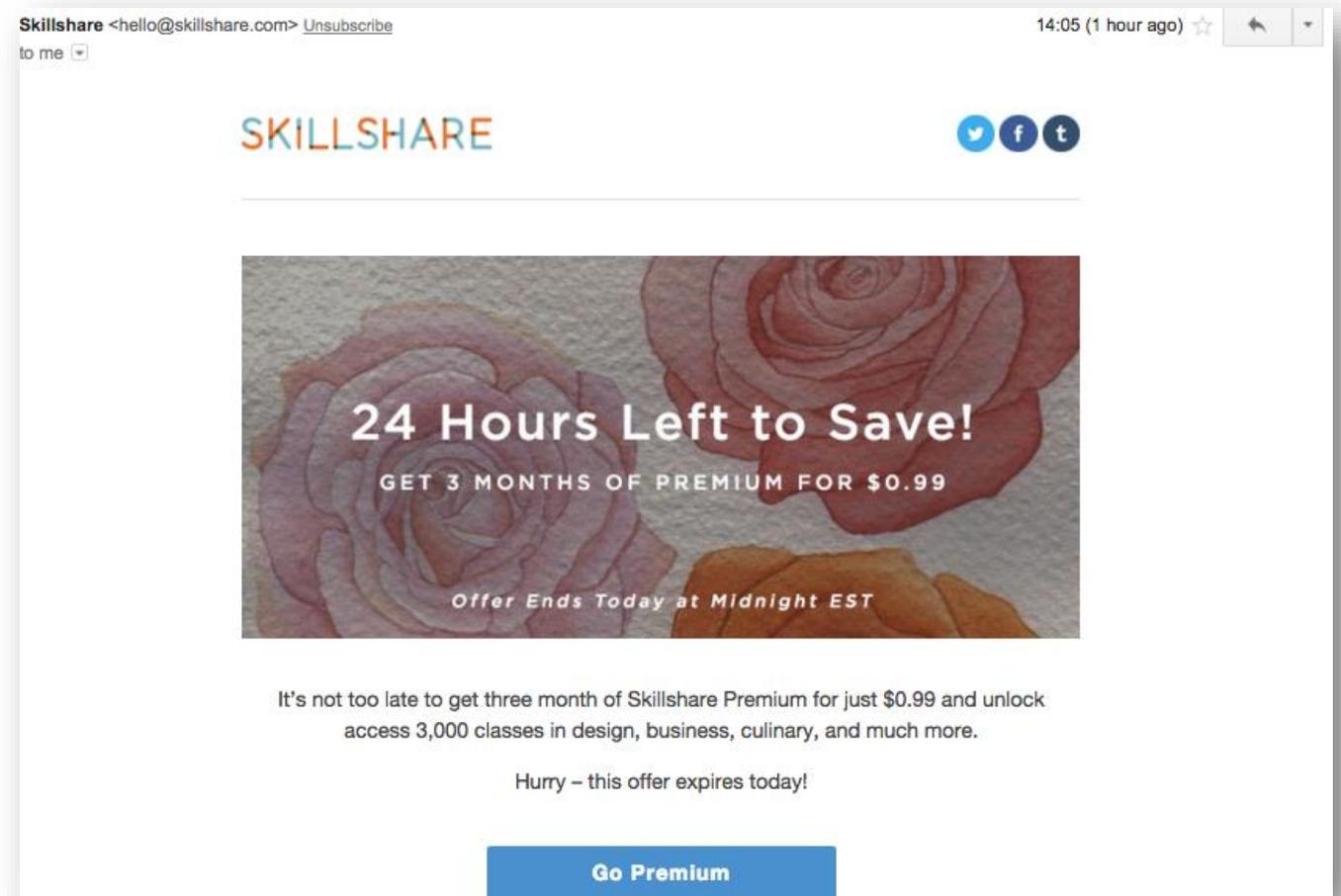
Upsell – My daughter uses my Premium Spotify account to listen to her terrible music...

# Exercise: Email

**Exercise:** *Critique recent marketing emails you received in your inbox – how effective were they in getting your attention, engaging you, encouraging you to click through?*

*Did they use any weapons of influence?*

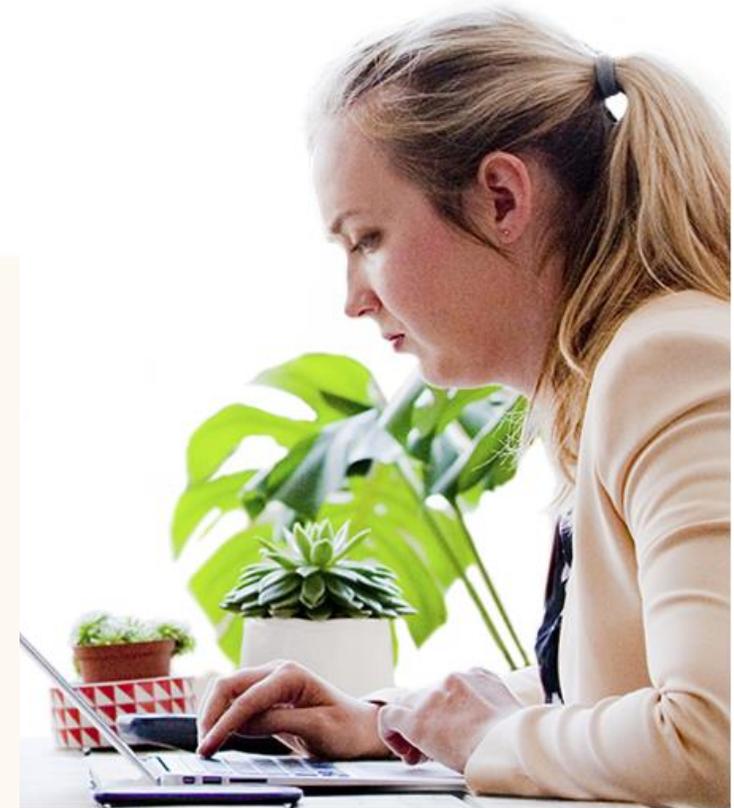
*Was there a trigger event in a marketing automation process? (e.g. checkout abandonment, cross-sell etc.)*



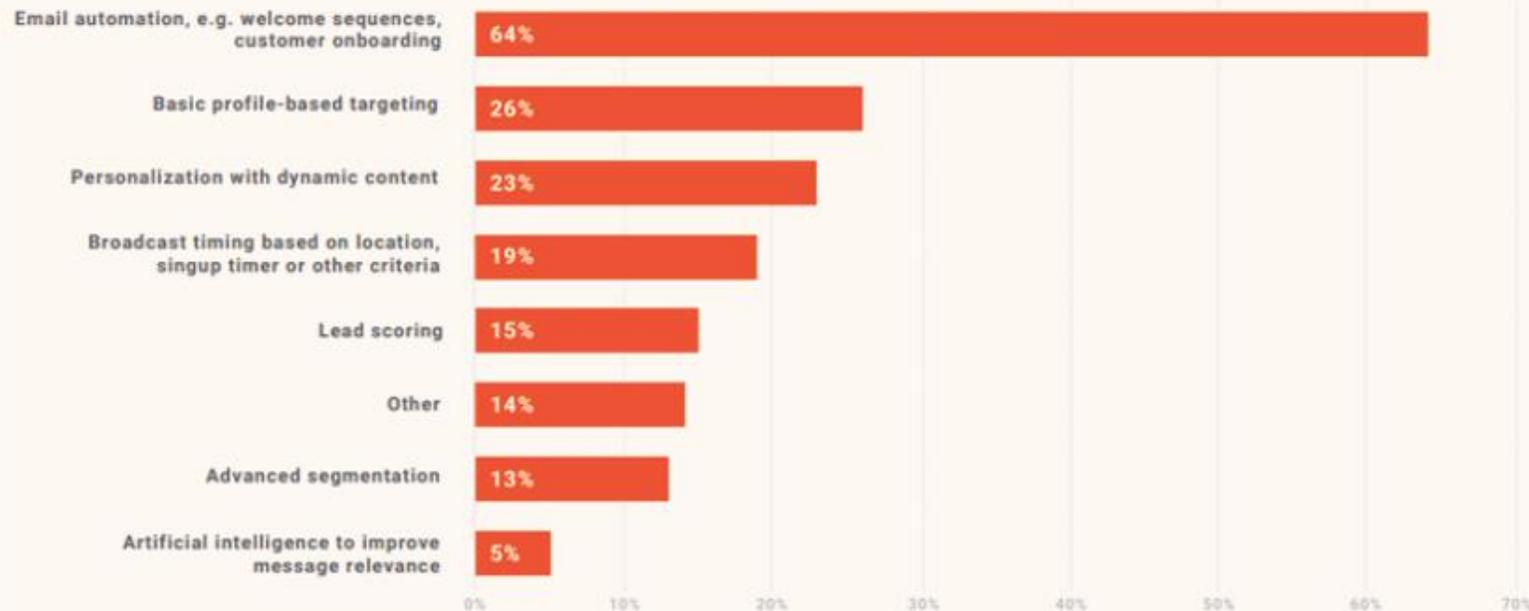
# Marketing more effectively

## What is Marketing Automation?

Marketing automation is a category of technology that allows companies to streamline, automate, and measure marketing tasks and workflows, so they can increase operational efficiency and grow revenue faster.



### Automation techniques used



GetResponse

<https://econsultancy.com/blog/68769-what-s-the-difference-between-crm-marketing-automation-and-dmps/>

# Common features and functions

Features include email marketing, landing pages and forms, campaign management, engagement marketing, prediction and scoring, customer lifecycle management, CRM integration, social marketing capabilities, mobile marketing capabilities and marketing analytics.

Email Marketing

Landing Pages

Campaign Management

Prediction/Scoring

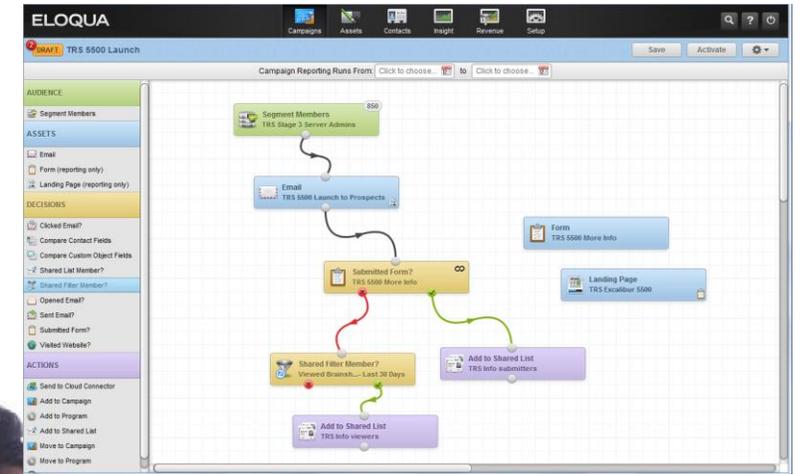
Lead Management

CRM Integration

Social Marketing

+ Marketing Analytics

**Marketing Automation**



Source: <http://www.marketo.com/marketing-automation/>

# Defining marketing automation

## What it is not:

- Just email marketing
- A better way to send spam
- Beneficial to just marketing
- A solution that doesn't require effort



# Defining marketing automation

## Example B2B Funnel

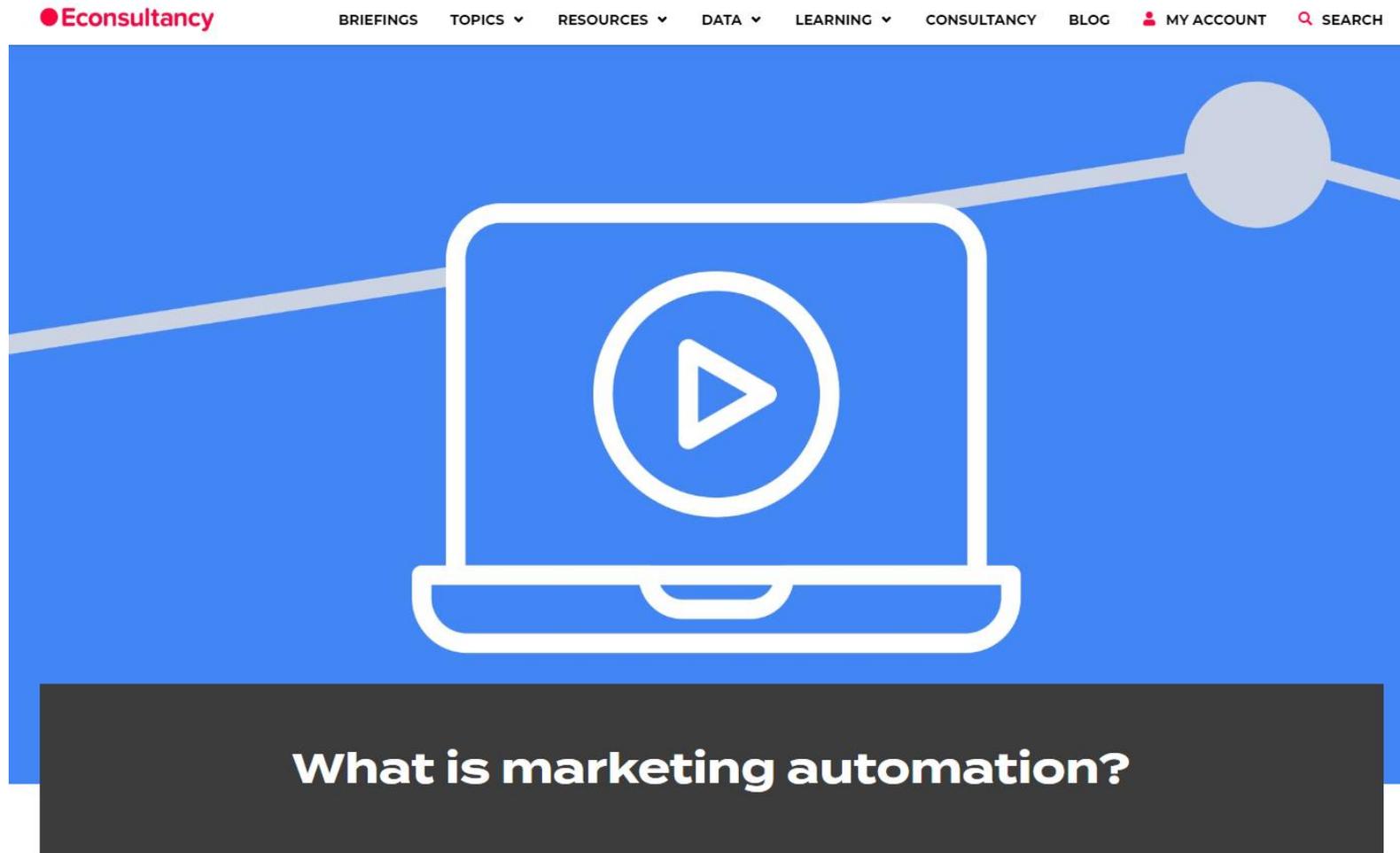


Marketing



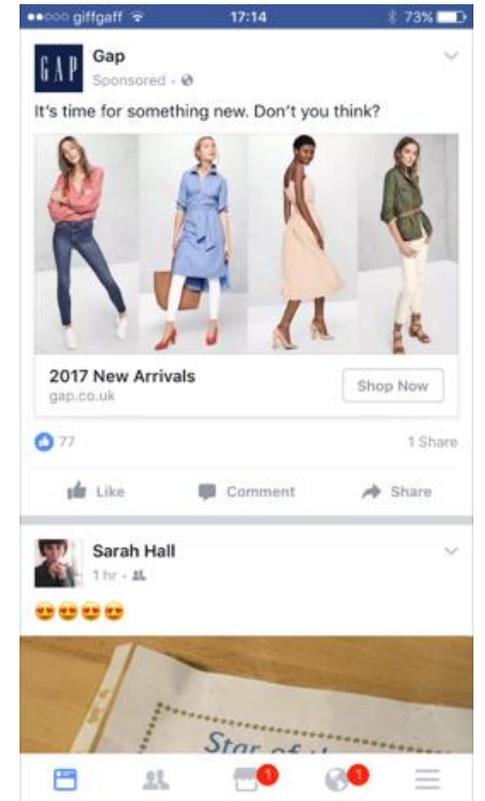
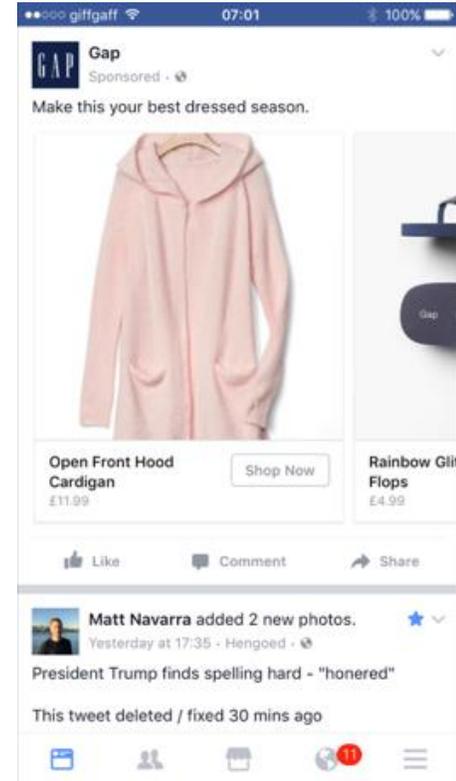
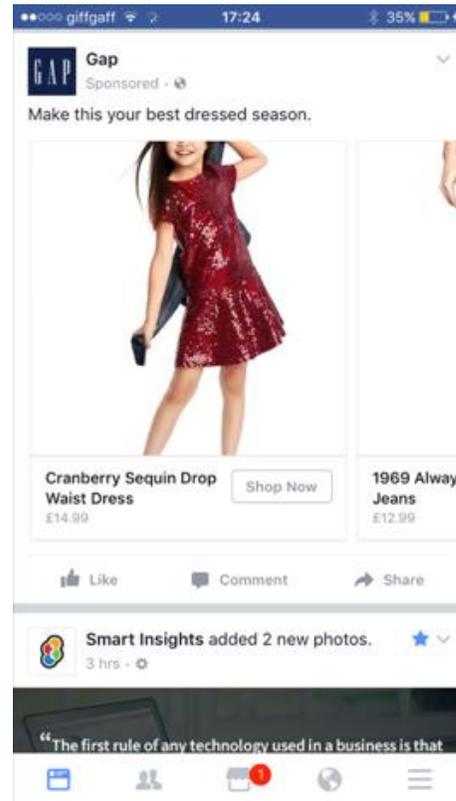
Sales

## What is Marketing Automation



# Dangers of Marketing Automation?

- Bought 30% discounted coat
- Volume far too great – email and social ads daily for 1 month
- Reputational issue?
- Redbubble 30% discount offered immediately after purchase
- Cheated?



# GDPR

<http://www.eugdpr.org/key-changes.html>



‘...the most important change in data privacy regulation in 20 years’

Useful information: <https://econsultancy.com/hello/gdpr-for-marketers/>

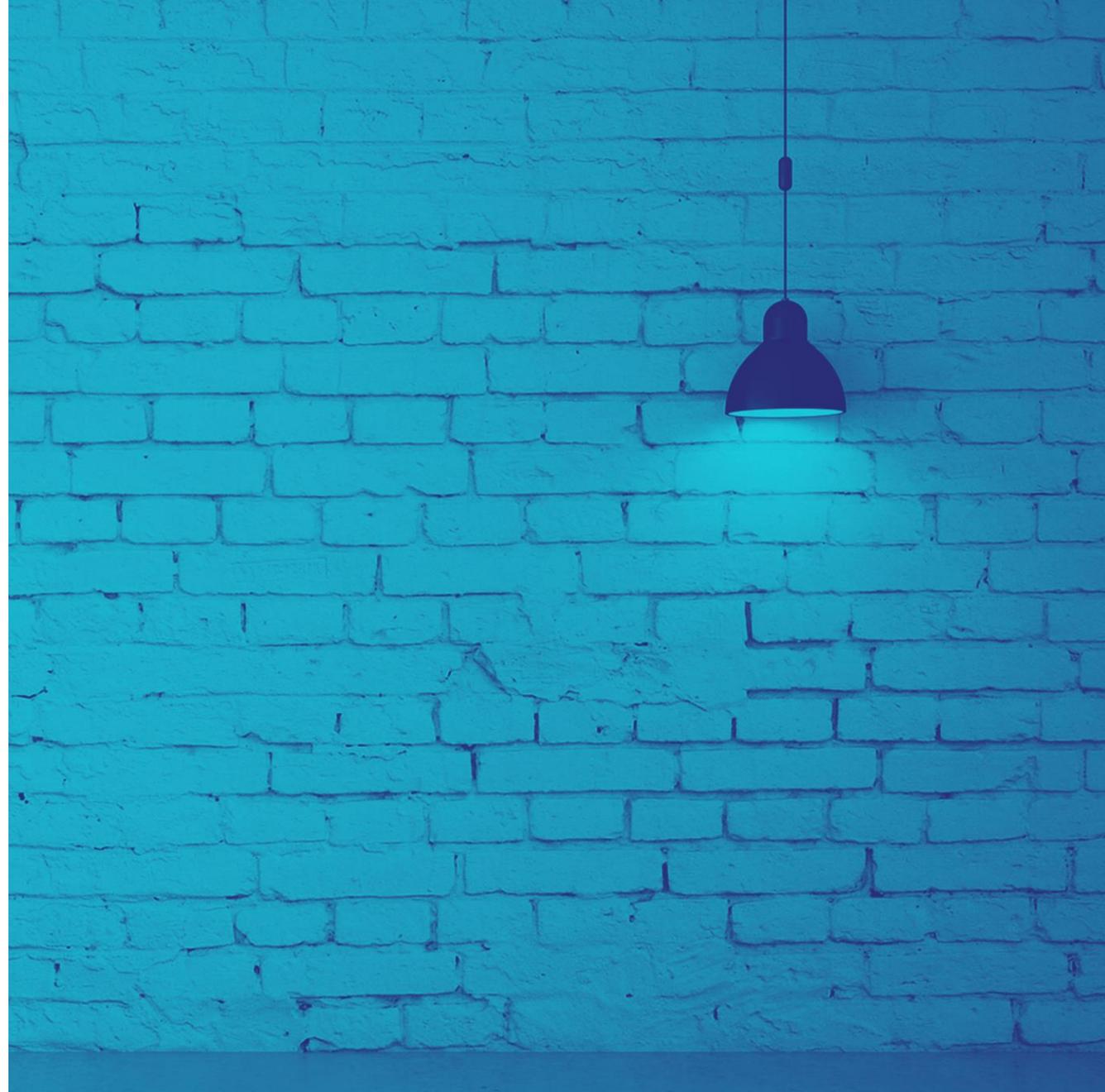
Further study: <https://econsultancy.com/reports/a-marketer-s-guide-to-the-general-data-protection-regulation-gdpr/>

- Enforced May 2018
- Designed to protect EU citizens from privacy and data breaches, strengthen and unify data protection, give more control back to citizens
- Severe penalties (up to 4% of global turnover)
- Valid consent explicit, encryption, right of erasure, data breach reporting obligations, data protection by design, records of processing activities
- After Brexit – rules still apply to data on EU citizens, UK position depends on legislation

# Email and Marketing Automation:

What better questions can we ask of our internal teams or agency?

What will you do differently?





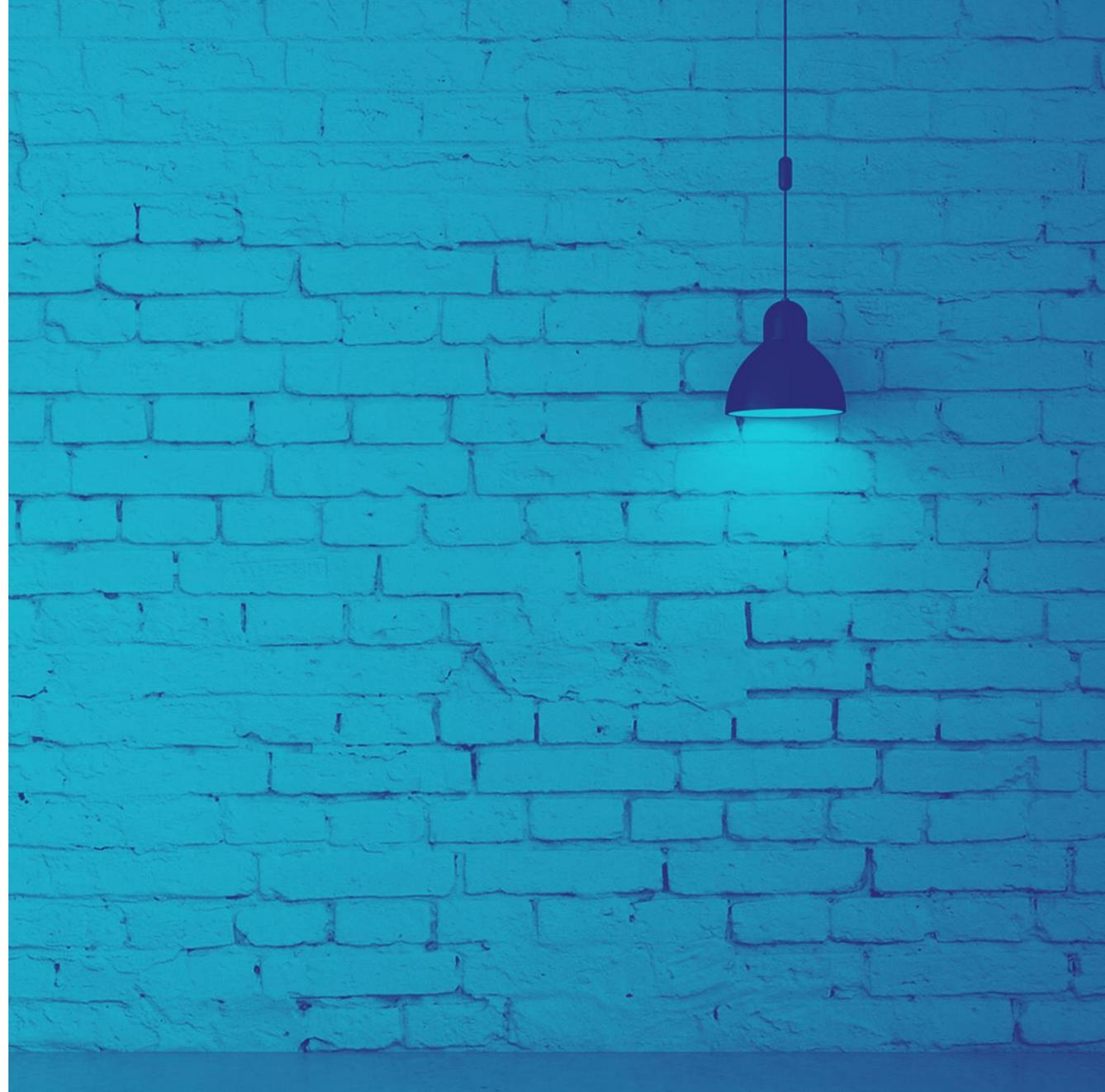
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# Data, Tracking & Analysis

# Data, Tracking & Analysis

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- Who are our customers online?
- What can we track?
- How do we tie this all together?
- Show what's working?
- Achieve continuous improvement?



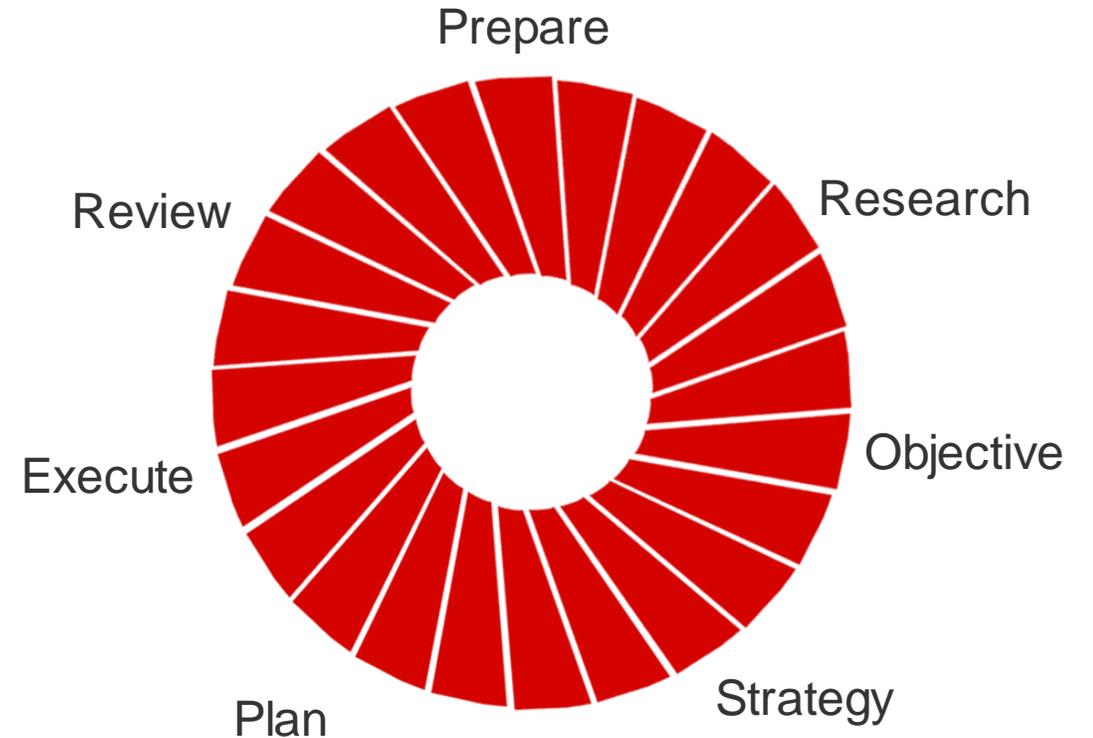
# Data used in all areas of the marketing lifecycle

1. Planning
2. Targeting – first, second and third party
3. Evaluation
4. Optimisation



# Typical marketing requirements from data are...

- To Optimise the Customer Journey
- To increase customer loyalty and value
- To understand marketing performance and improve return on investment



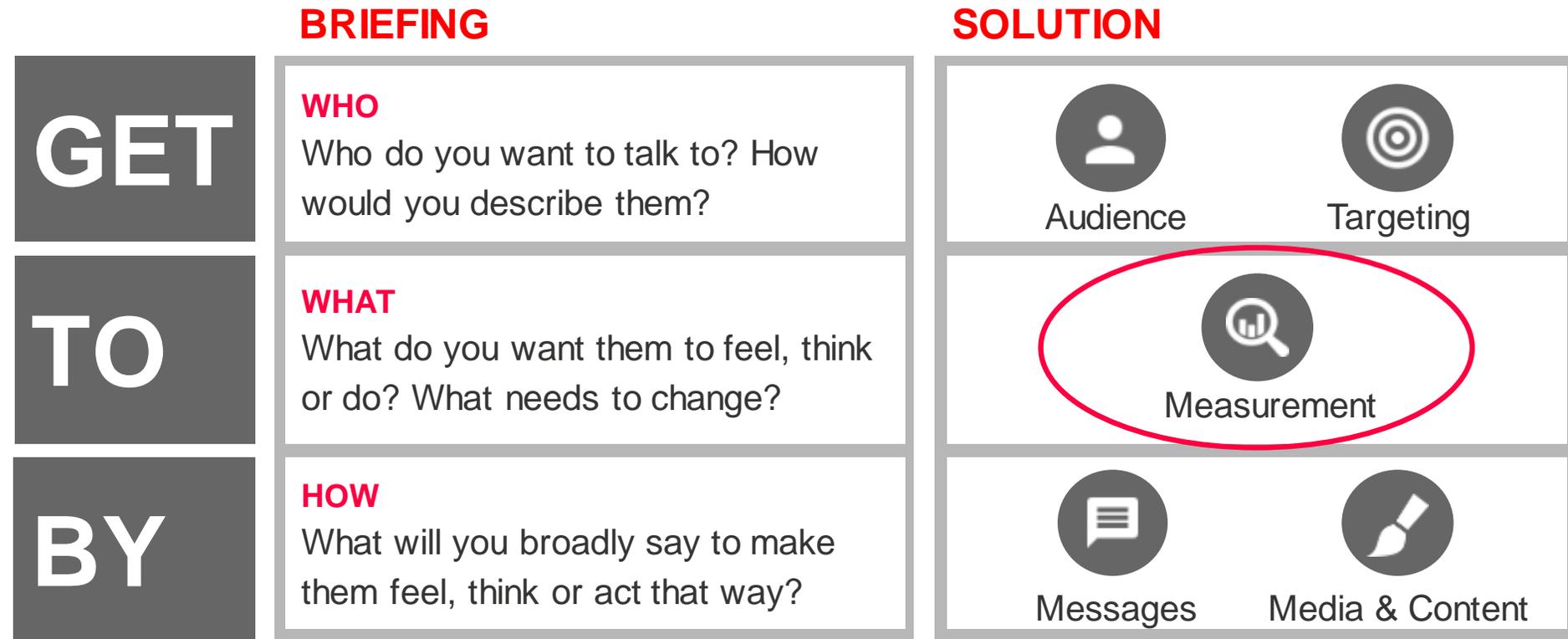
# Measures of campaign success depend on your objectives...

OBJECTIVE	POSSIBLE METRICS
Brand awareness	Website traffic • Page views • Video views • Document views • Downloads • Social chatter • Referral links
Engagement	Blog comments • Likes, shares, tweets, +1s, pins • Forwards • Inbound links
Lead generation	Form completions and downloads • Email subscriptions • Blog subscriptions • Conversion rate
Sales	Online sales • Offline sales • Manual reporting and anecdotes
Customer retention/loyalty	Percentage of content consumed by existing customers • Retention/renewal rates
Upsell / cross-sell	Sales for new products / services

So we need to go all the way back to the start - which is why “Get To By” and “See, Think, Do, Care” or other planning frameworks help



# The campaign briefing framework should have some KPIs



# What data signals can we access?



Your Data



Media  
Platform



3rd party

# Mapped to your customer journeys



See



Think



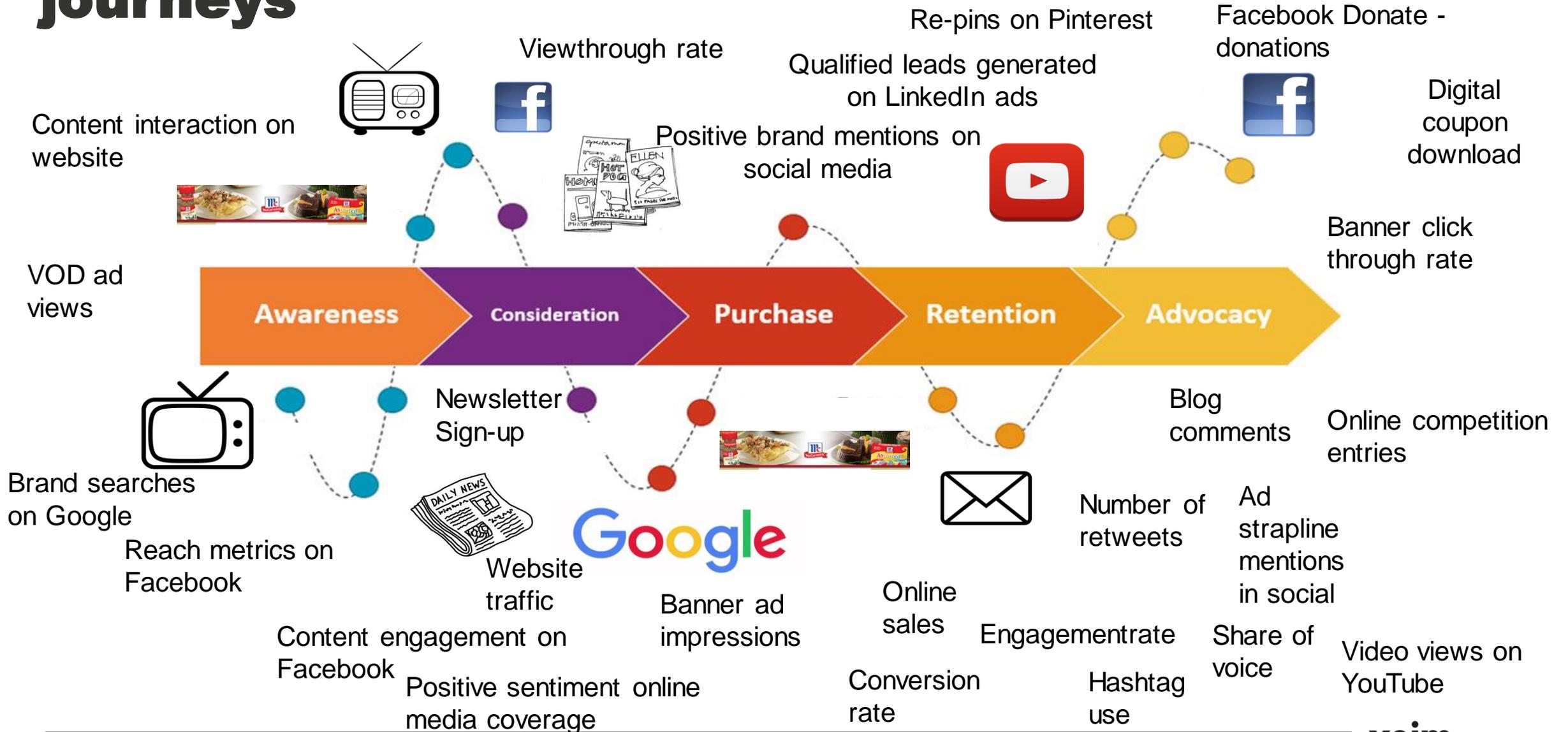
Do



Care

Behavioral or Mindset Shift	What is the behavioural objective for this campaign? What shifts in mindset or behaviour do you want to achieve?			
Messaging	What mindset are they supposed to attain in this stage?	What mindset are they supposed to attain in this stage?	What mindset are they supposed to attain in this stage?	What mindset are they supposed to attain in this stage?
Behavioural Metric	KPI #1 + Goal KPI #2 + Goal KPI #3 + Goal	KPI #1 + Goal KPI #2 + Goal KPI #3 + Goal	KPI #1 + Goal KPI #2 + Goal KPI #3 + Goal	KPI #1 + Goal KPI #2 + Goal KPI #3 + Goal
Efficiency Metric	KPI + Goal	KPI + Goal	KPI + Goal	KPI + Goal

# Consider most useful data mapped to customer journeys



# Web Analytics...In Short

3

things

Where did they come from/which channel  
(Source)?

What did they do (Behaviour)?

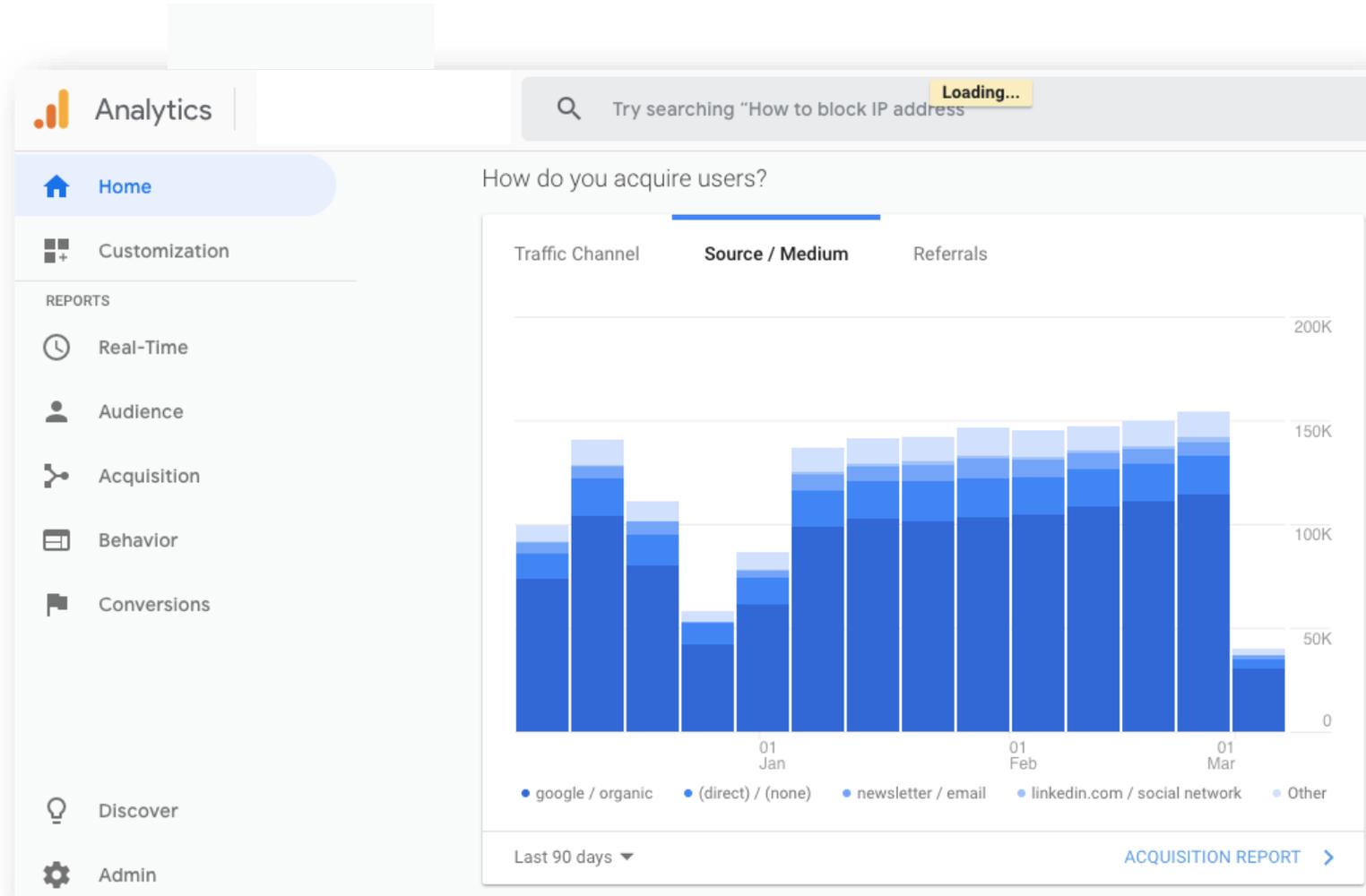
What was the result (Outcome)?

...attribution modelling/reporting = assigns  
credit/value

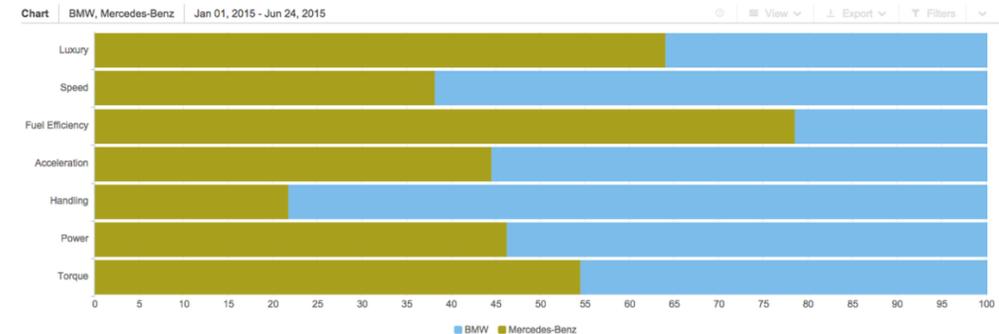
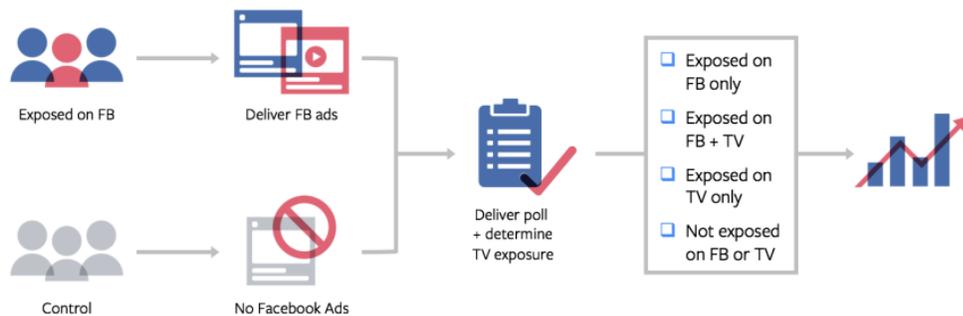
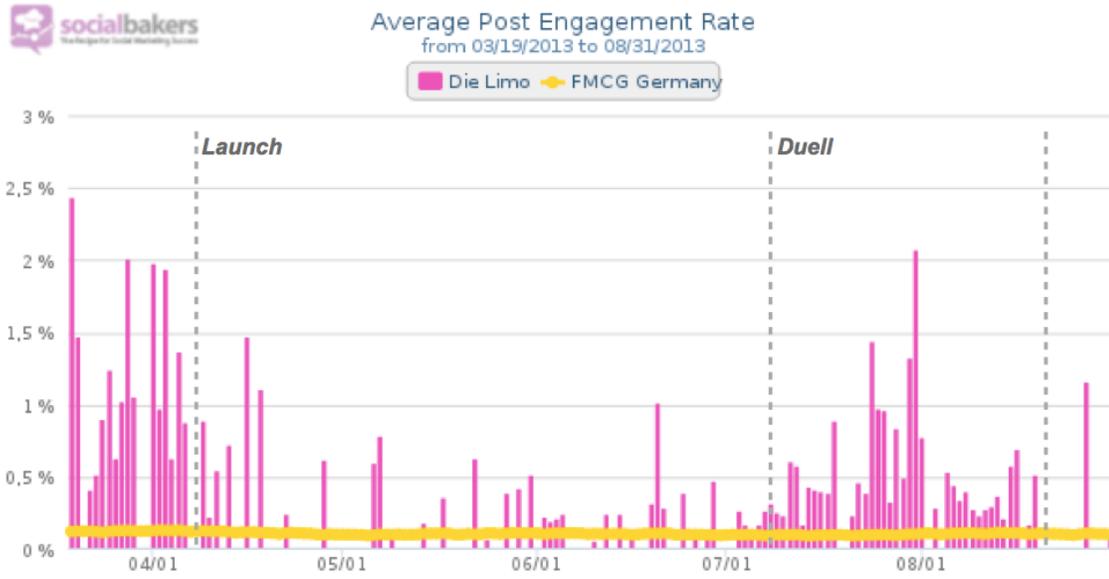
# Many challenges

1. Not sure what we're measuring or why
2. The numbers often don't match up (e.g. social > website)
3. There's no 'one size fits all' approach to reporting
4. Data v insights
5. We're stitching together qual/quant, behavioural, paid, owned, earned, online & offline
6. Different devices
7. We can't tag everything!
8. Attribution Modelling still immature
9. Standard frameworks?

# Gather the Data – web analytics



# Gather the Data – social, email, PPC etc.



# Gather the Data – surveys / unstructured data

The screenshot shows the Econsultancy website homepage. At the top, there is a navigation menu with items like Channels, Research, Data, Case Studies, Elearning, Blog, Events, Training, and Transformation. A search bar and a user profile icon are also present. The main banner features a photograph of a smiling man and a woman, with a red circular graphic containing the text "Econsultancy Achieve Digital Excellence™". Below the banner, a text line reads "We've been helping individual professionals and organisations to succeed online since 1999." Below this, there is a "We recommend" section with three research reports: "The Fundamentals of Email Marketing", "Social Quarterly: Q3 2016", and "Conversion Rate Optimization Report 2016". On the right side, there is a "CONTACT US" form with fields for NAME, EMAIL, and MESSAGE, and a "SEND" button. A "Feedback" button is also visible at the bottom right of the contact form.

The screenshot shows the SurveyMonkey website homepage. The top navigation bar includes "Home", "How It Works", "Examples", "Survey Services", and "Plans & Pricing". The main headline reads "Improve customer satisfaction with surveys". Below this, there are two buttons: "Pro Sign Up" (yellow) and "Sign Up FREE" (grey). The lower section features a "Net Promoter® Score (NPS)" section with a question: "How likely is it that you would recommend this company to a friend or colleague?". Below the question is a scale from 0 to 10, with "Not at all likely" at the left end and "Extremely likely" at the right end.



# Gather the Data – campaign tags

Marketing needs to be tagged correctly to measure and optimise:

- Campaign – Time, sequential, product/service
- Medium – Agree spelling/format
- Source – Agree spelling/format
- Content – Descriptive, scalable, pragmatic
- Item/Term – Descriptive, scalable, pragmatic

**Step 1:** Enter the URL of your website.

Website URL \*

(e.g. <http://www.urchin.com/download.html>)

**Step 2:** Fill in the fields below. **Campaign Source, Campaign Medium and Campaign Name** should always be used.

Campaign Source \*

(referrer: google, citysearch, newsletter4)

Campaign Medium \*

(marketing medium: cpc, banner, email)

Campaign Term

(identify the paid keywords)

Campaign Content

(use to differentiate ads)

Campaign Name \*

(product, promo code, or slogan)

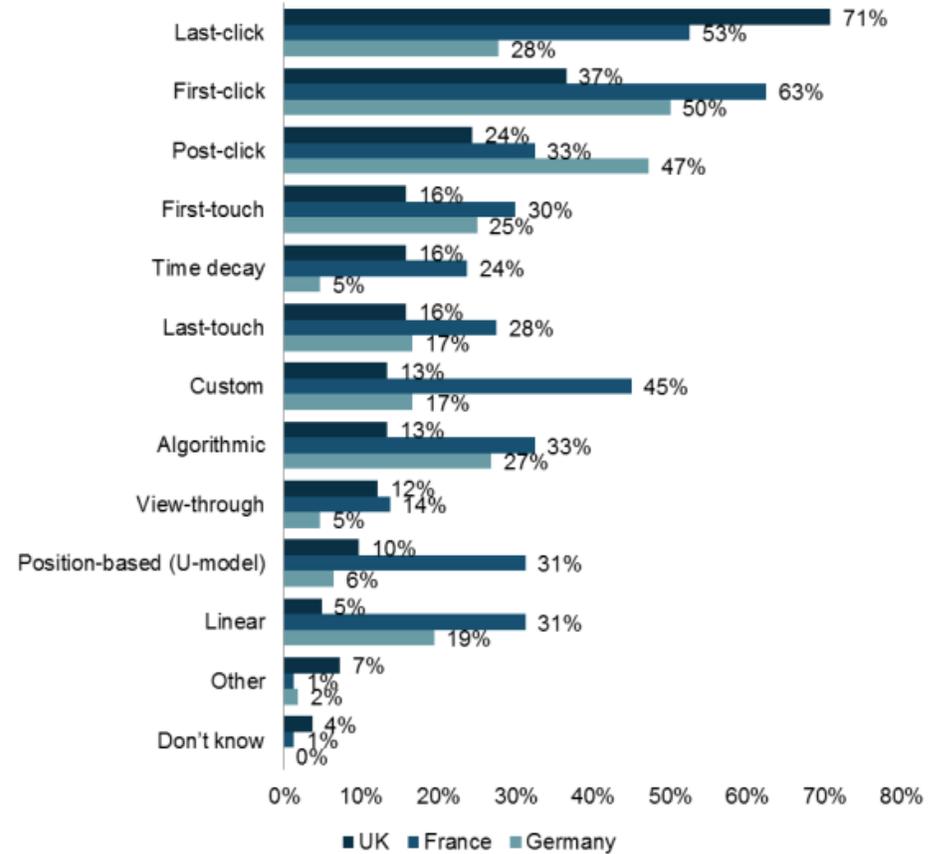
## Use the Google URL Tool

?utm\_source=newsletter10&utm\_medium=email&utm\_term=graphic2&utm\_content=halfpriceoffer&utm\_campaign=newjuiceproductlaunch

# Understanding what it tells us – Attribution

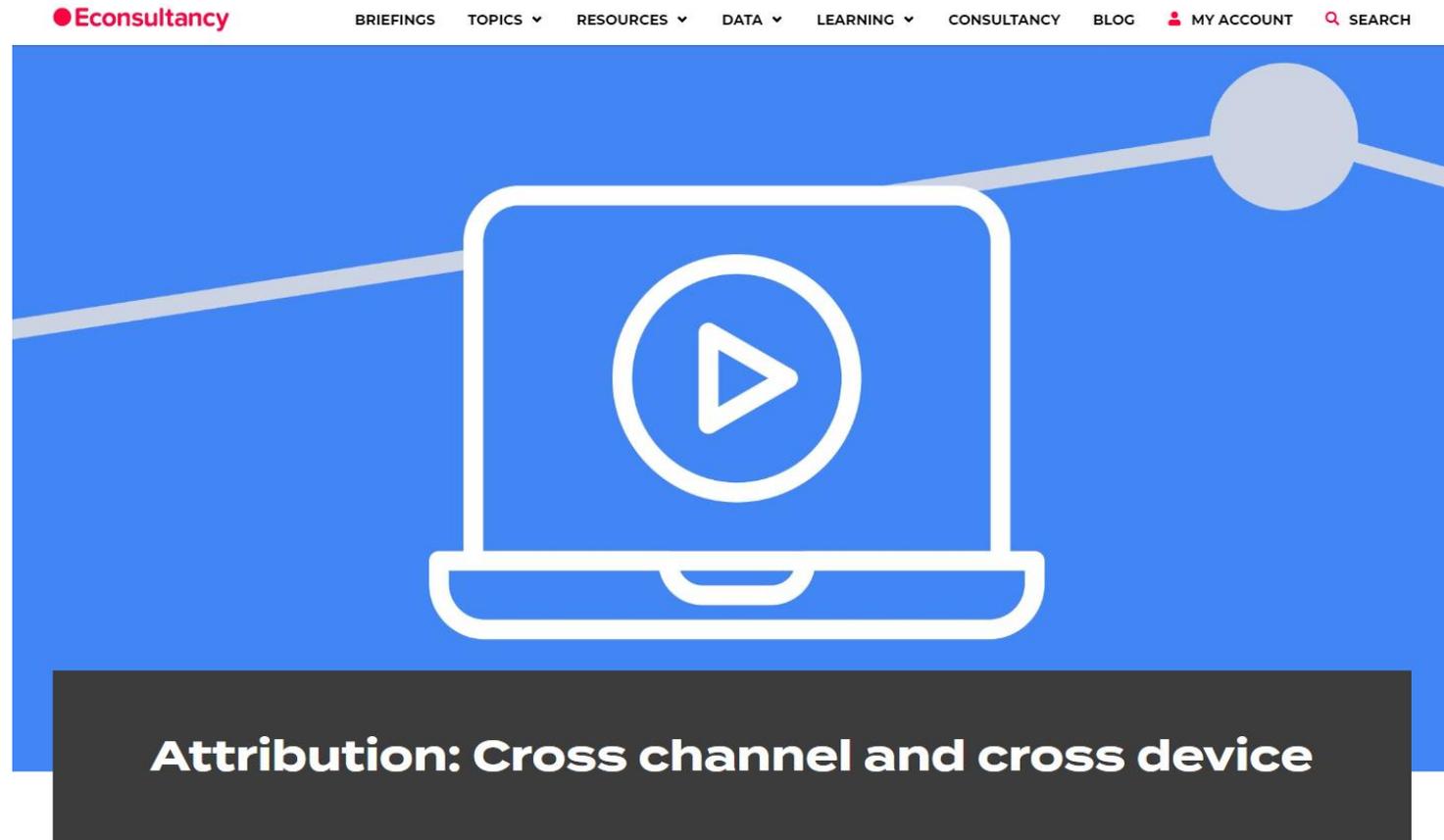


Regional comparison – companies carrying out attribution  
 Figure 9: What specific methods do you use for marketing attribution?



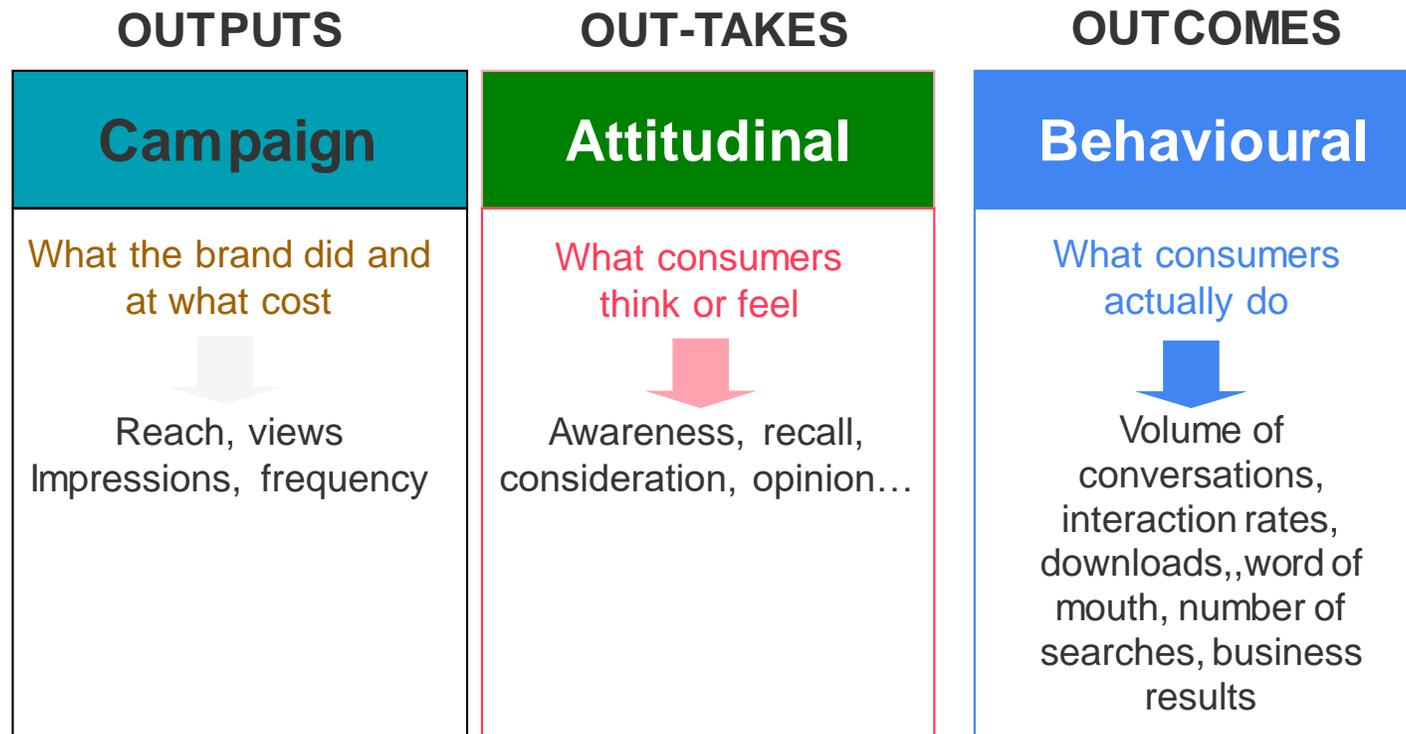
# Understanding what it tells us - Attribution

## What is attribution



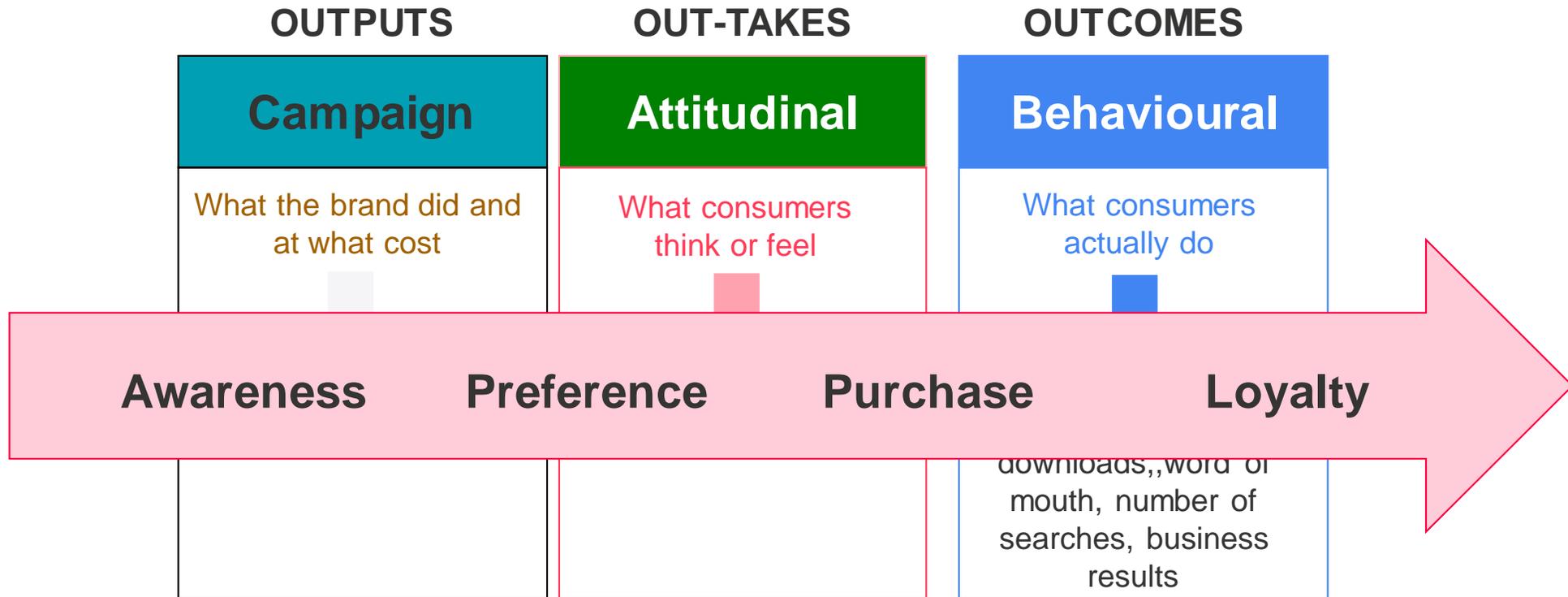
# Measurement

## A framework for measures



# Measurement

## A framework for measures



# A D.I.A framework



Data = The “what”?  
Insights = The “so what”?  
Actions = The “now what”?

# A D.I.A framework

	EXPOSURE	ENGAGEMENT	INFLUENCE	IMPACT	ADVOCACY
PROGRAM METRICS	Total OTS for program content	Number of interactions with content Interaction rate Hashtag usage	Increase % association with key attributes Change in issue sentiment	New subscribers Referral traffic to website White paper downloads	Recommendation/ Total Mentions %
CHANNEL METRICS	Number of items Mentions Reach Impressions CPM	Post Likes Comments Shares Views RTs/1000 Followers	Net promoter % by channel	Unique visitors to website referred from each channel	Organic posts by advocates Ratings/Reviews
BUSINESS METRICS			Purchase consideration % Likelihood to recommend % Association with brand attributes	Sales Repeat sales Purchase frequency Cost savings Number leads	Employee ambassadors Brand fans/advocates

We lack a standard digital marketing framework.

But there are steps in the right direction, e.g. AMEC social media valid framework

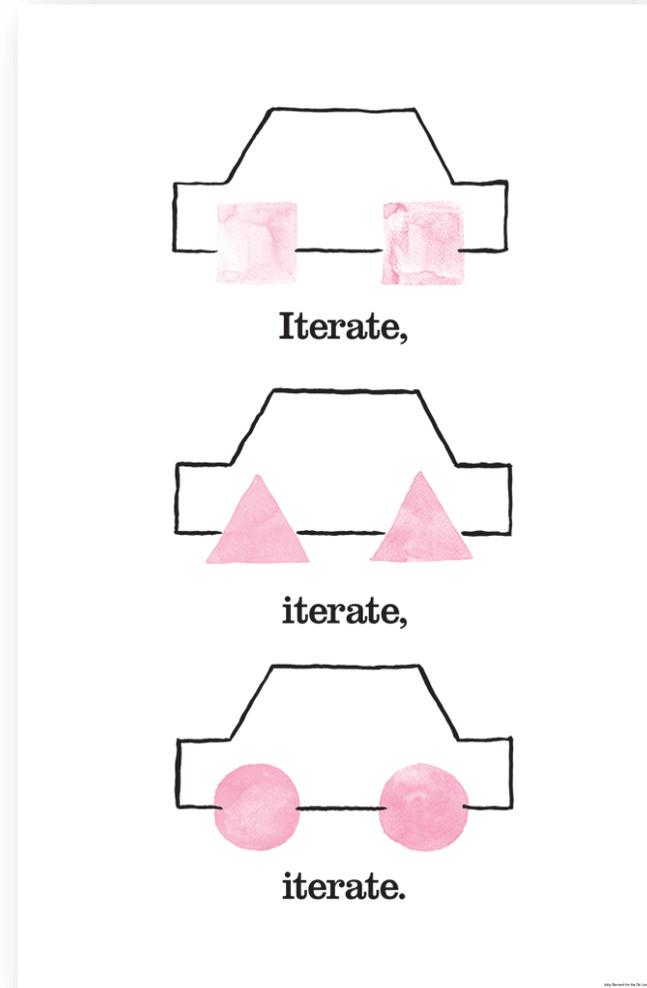
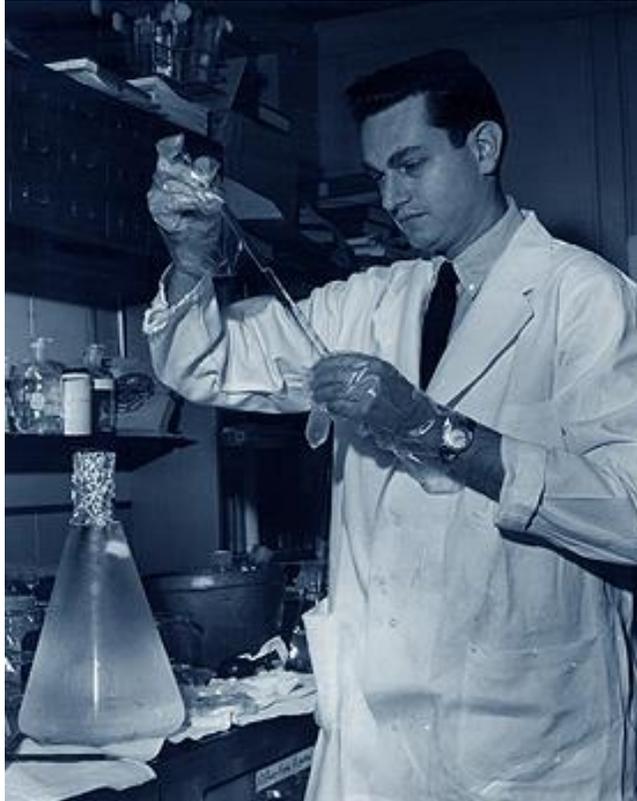
Campaigns, channels and business metrics – Paid, Owned, Earned

# Dashboards are not analytics...



What should we feature on a daily, weekly and monthly reporting basis?  
What narrative is most helpful?  
Who needs what type of report?  
Data > Insight > Action

# Most importantly, act on the results!



# Data, Tracking and Analysis:

What better questions can we ask of our internal teams or agency?

What will you do differently?



That's all folks!



# Any questions?

## GET IN TOUCH

E: [training@econsultancy.com](mailto:training@econsultancy.com)

T: +44 (0)207 970 4167



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**MW** Marketing Week

**FM** Festival of Marketing

**OYSTERCATCHERS**

● **influencer** intelligence

FASHION  
BEAUTY / MONITOR

**YA** yearahead

**foresightnews**

**m** marketmakers

**Really.**

**design** WEEK

**CREATIVE  
REVIEW**

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