



# VISIONary

MARKETING WITH FORESIGHT + IMAGINATION

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**Marketing  
Your Business  
on the Internet**

**STEP 1:**

**Hire Me!**





**Thank You  
For Attending!**



A cartoon illustration of a smiling bacon character. The character is anthropomorphic, with a large, curved body and a friendly expression. It has large, white eyes with brown pupils and a wide, open mouth showing a red tongue. The character is holding a wooden sign on a post with its right hand. The sign is rectangular with a rough, hand-cut edge and has the word "BACON" written on it in large, white, bold, sans-serif capital letters. The background is a vibrant, abstract design with green and yellow wavy lines at the top and blue wavy lines at the bottom, suggesting a bright, sunny outdoor setting.

**BACON**

**Social Media  
Explained  
with Bacon**

**facebook**®

I  
like  
bacon



# twitter



I am  
eating  
#bacon



**Linked**



**I am  
good at  
eating  
bacon**



**four**square

**This is  
where  
I eat  
bacon**



You  Tube



Watch  
me  
eat my  
bacon





# Instagram

Here's a  
vintage  
photo  
of my  
bacon



*Pinterest*



Here's  
a  
recipe  
with  
bacon

Google+

I work  
for  
Google  
& eat  
bacon





# SOCIAL MEDIA

Drives traffic to your web site

Improves SEO with keyword rich content

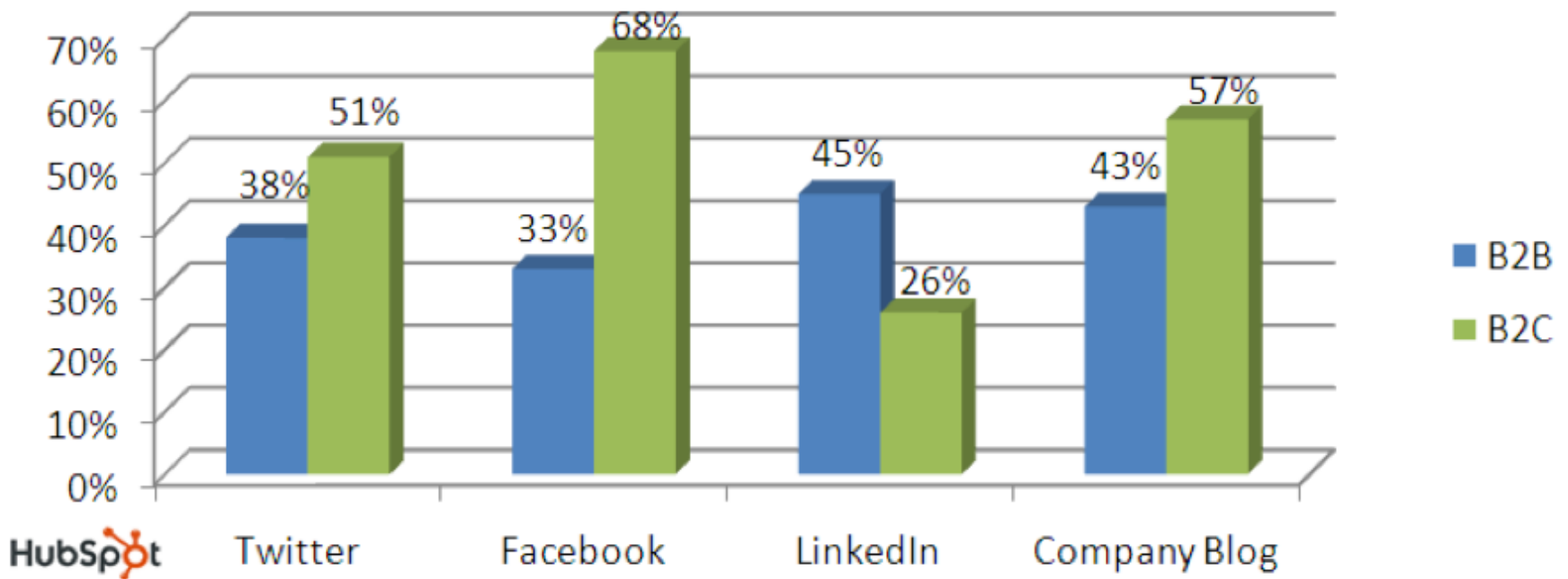
Gain better understanding of clients' perceptions of your business

Increased awareness of your business



# Social Media is for B2B & B2C

Percentage of Companies Using Specific Social Media Channels and/or Blogs Who Have Acquired a Customer From That Channel



Source: State of Inbound Marketing Report - <http://bit.ly/aewfHr>

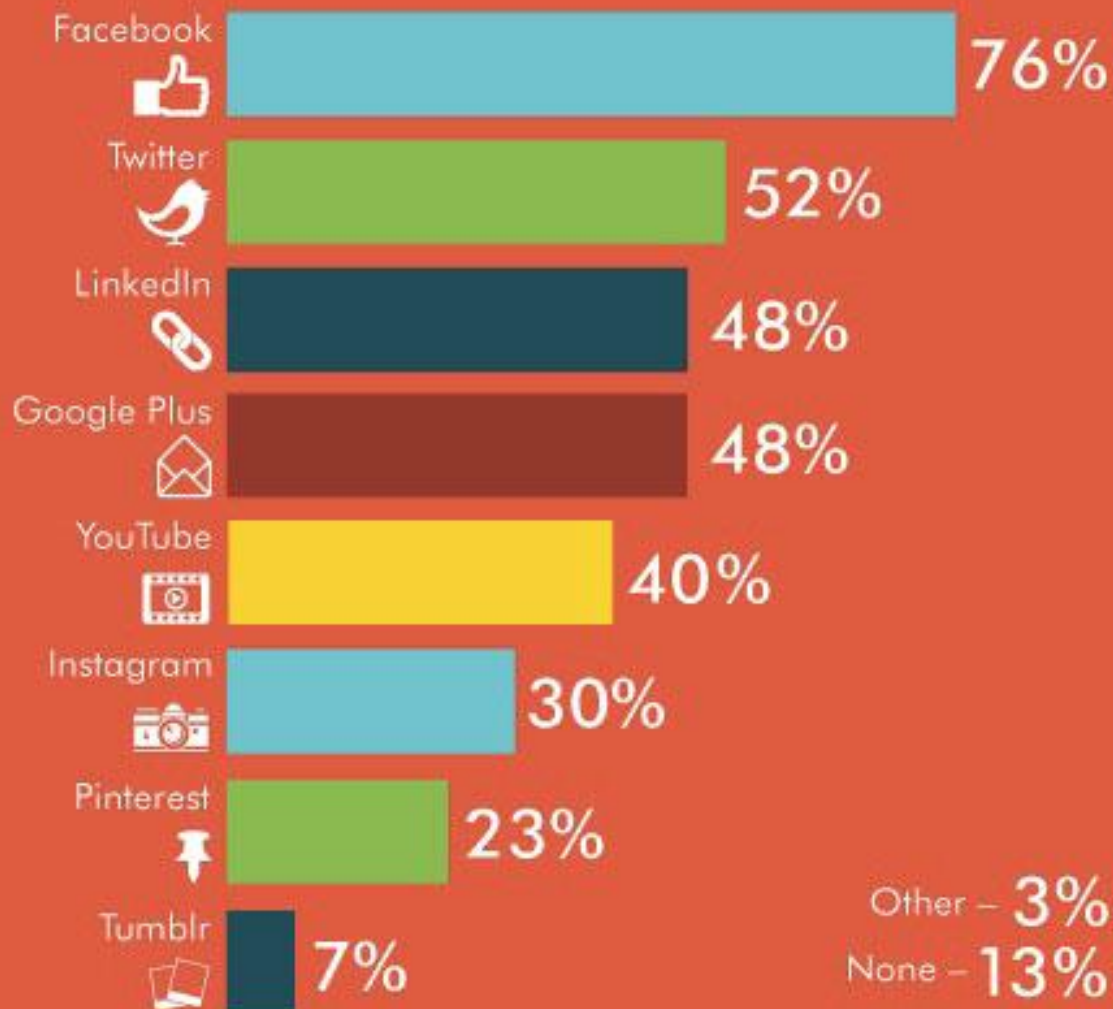


# *Social Media*

## **Facts & Figures**



## Which social media sites does your company have an active presence?



# facebook®

71% of all US Internet users are on Facebook

74% of marketers believe it's important  
for lead generation strategy

Users share 2.5 Billion pieces of content every day

**1.15 BILLION + USERS**

# facebook®

Facebook gives your business an image. You can have live conversations with people who matter, making it a more personal experience.

# facebook®

All the links and posts on your Facebook page are indexed by search engines.

Through comments or posts, you can have direct feedback and conversations with your target audience.





#2 Search engine on the web making it a great resource for traffic and leads

500 Years of YouTube videos are watched on Facebook everyday

More video is uploaded to YouTube in one month than the 3 major U.S. networks created in 60 years

**1 BILLION + USERS**



“How To...” Videos are a great way to help people solve problems.

Social Media Networks, websites and blogs integrate YouTube embeds into their platform framework, allowing users to watch videos directly from their feeds.

# twitter

60 % of Twitter users access it via mobile device

Fastest growing age demographic is 55 to 64 years old, registering a 79% increase in active users

On average, over 400 million tweets sent daily

**500 MILLION + USERS**



# twitter

Businesses Use Twitter to Converse  
with Prospects, Provide Customer  
Service and Drive Website Traffic.





43% of US marketers have found a customer through LinkedIn

3 Million companies have company pages

50% of users have a Bachelor's or Graduate degree

**238 MILLION + USERS**



People typically visit LinkedIn with a purpose to make connections, gain insights about their industry, and is a great way to quickly find content that is relevant to your target market.





More than 16 billion photos uploaded to site

MTV is the most followed brand on Instagram

Receives 1,000 comments per second

5 Million photos uploaded everyday

**130 MILLION + USERS**

# *Pinterest*

More than 69% of users are female

80% of total pins are repins of existing content

Nordstrom is most popular brand on Pinterest

Food is the top category, garlic cheesy bread  
is the most repinned topic

**70 MILLION + USERS**

# Google+

Distinguish connections by creating circles

The +1 button is clicked more than 5 billion times a day

67% of active users are male

**500 MILLION + USERS**





Google+  
IS  
Google

Google+ integrates with:  
Google Docs, Chrome,  
Gmail, Google Maps,  
Picasa, Google Analytics,  
Blogger and YouTube.



**Circles:** Categories you create to organize your followers and the people you follow.

**Extended Circles:** Friends of friends may see your content when you share.

**Local:** 97% of consumers search for a local business online. Allows consumers to find your hours, address, phone number.

**Hangout:** Video chat with up to 10 people.

**Communities:** Created by brands or individuals to create conversations and share information on a specific topic.





Your search ranking can improve if you use Google+ network. A strong presence on Google + can give you a higher page rank and Increased web visibility.

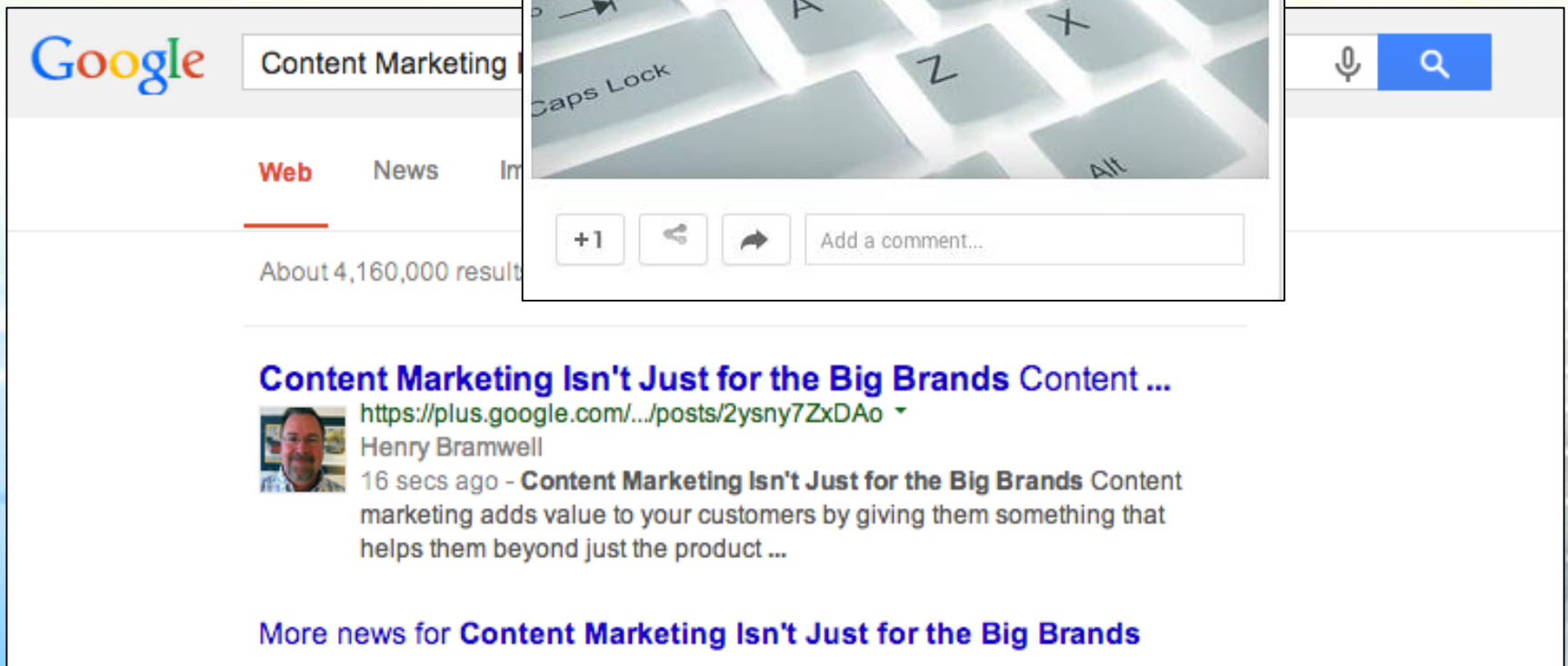


# Google+ Post



A screenshot of a Google+ post. At the top left is a circular profile picture of Henry Bramwell. To its right, the name "Henry Bramwell" is displayed in bold, followed by "Shared publicly · 7:51 PM" and a grey pill-shaped hashtag "#ContentMarketing". The main text of the post reads: "Content Marketing Isn't Just for the Big Brands" in bold, followed by "Content marketing adds value to your customers by giving them something that helps them beyond just the product you sell." Below the text is a hashtag "#contentmarketing" and a large image of a computer keyboard. At the bottom of the post are interaction buttons: "+1", a share icon, a comment icon, and a text input field labeled "Add a comment..."

# Google Search



A screenshot of a Google search result. The top left shows the Google logo and a search bar containing "Content Marketing". Below the search bar are tabs for "Web", "News", and "Images", with "Web" selected. The search results show "About 4,160,000 results". The first result is a Google+ post by Henry Bramwell, titled "Content Marketing Isn't Just for the Big Brands Content ...". The snippet includes the URL "https://plus.google.com/.../posts/2ysny7ZxDAo", the name "Henry Bramwell", and the text "16 secs ago - Content Marketing Isn't Just for the Big Brands Content marketing adds value to your customers by giving them something that helps them beyond just the product ...". Below the result is a link that says "More news for Content Marketing Isn't Just for the Big Brands".

# Tips for businesses using Social Media to connect with customers

1. Listen relentlessly.
2. Reply immediately.
3. Have a human voice.





Social Media

**IS**

Content Marketing

# CONTENT

# Marketing



The creation and sharing of media and publishing content in order to **acquire customers.**



The line between writing good SEO copy for search engines and engaging copy for humans has all but disappeared.





The days of keyword stuffing, or writing meaningless content that would only impress search engines, are thankfully a distant memory.



**CONTENT IS KING!**



# Rehashing Hashtags

# #Hashtags

Hashtags help identify a common topic or theme.

Hashtags have become a critical way to communicate and link information on Social Networks.





# Why are #Hashtags Important?

Hashtags make your information searchable by anyone.

Your post appears in the stream of the hashtag you used.

Build an audience & community.



# How do you use a hashtag for your business?

Identify where your posts or subject fits in. Chances are there is already a hashtag being used for your area of communication.

Find someone who is already active in your field, and then see what hashtags they are using.

If you see one you like, click on it, all posts with that given hashtag will appear.



# Social Media Tools







HootSuite offers a comprehensive solution for all aspects of a business' online promotion activities. You can enter blog posts with ease, handle social media interaction across multiple networks, monitor website metrics, and incorporate SEO features via one easy to use platform.



Buffer allows you to share content (yours and content from the Internet) across multiple social networks.

You can set a pre-set schedule to share posts, and when you share these articles into your "buffer app" it puts the post into a queue to be published at your set time.



HubSpot is an all-in-one Inbound marketing platform that helps you outline your marketing goals, and track your progress. It offers access to the necessary SEO and keyword strategies to help you develop an online marketing campaign, but also offers ongoing feedback to justify your advertising efforts.





## **Google's Mission:**

Serve the right content to the right person at the right time.

High ranking is a vote of confidence!

# Search Engines Focus on Two Factors

## On-Page Content

Content on pages of your website or blog

## Off-Page Content

Trust/Authority via  
Social Media &  
Link Building



# Types of Content

## Branded Content

Specific to your business

## Non-Branded Content

Specific to your industry or field





# SMART Goals

**Specific** Set real numbers with real deadlines.

**Measurable** Make sure that you can track your goal.

**Attainable** Work toward a goal that is challenging but possible.

**Realistic** Be honest with yourself.

**Timebound** Give yourself a deadline.

# SMART Example

## SMART Goal:

I will acquire three new clients for my consulting business within two months by asking for referrals, launching a social media marketing campaign and networking with local businesses. This will allow me to grow my business and increase my revenue.

# Quantify Your Social Media Efforts

Number of engaged users.

How often is your post shared?

How many submitted an online form.

How many clicked on link to your site.



# Social Authority/Influence

Influence is the ability to drive action.  
When you share something on social media or in real life and people respond, that's influence.



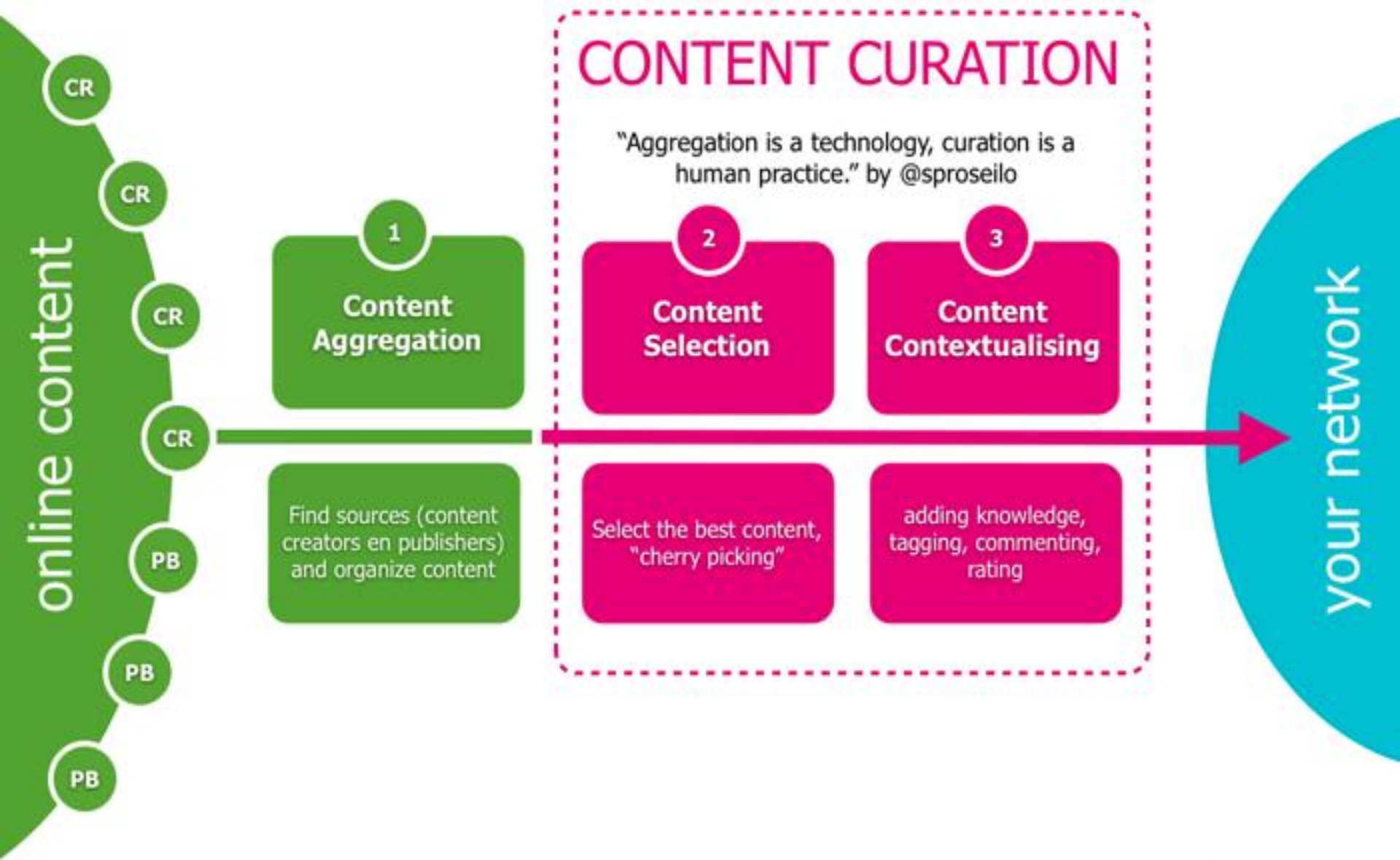
Your Klout Score is a number between 1-100 that represents your influence.

The more influential you are, the higher your Klout Score.

# **Content Curation**

Content Curation is the art of continually finding, grouping, organizing, and sharing the best and most relevant content with your brand's audience.





CR = Content Creator  
PB = Content Publisher

# Content Curation Tools

Content Curation is about showing thought leadership.

Good content creation tools help you save time and increase productivity.

They streamline the process of:

- Coming up with content ideas on a consistent basis
- Organizing and executing content promotion
- Identifying link prospects
- Tracking your results

**Scoop.it!**

**#tagboard**

# #tagboard

Tagboards automatically aggregate social media hashtags from Twitter, Facebook, Google+, Instagram and others in a single view.

The screenshot shows the #tagboard interface for the #landingpages hashtag. At the top, there is a search bar with the text "Search any #hashtag" and a "CREATE TAGBOARD +" button. Below the search bar, the hashtag "#landingpages" is displayed in large blue text. Underneath the hashtag, a definition is provided: "Landing page, sometimes known as a 'lead capture page' or a 'lander', is a single web page that appears in response to clicking on a search engine optimized search result or an online advertisement." Below the definition, there is a "LATEST" tab and a grid of social media posts. The posts are from various users, including Marco Angelucci, Marketo, Rachel Horner, Chris Johnson, Lee Constantine, and Neil Ballard. Each post includes a profile picture, name, handle, and the text of the tweet. The posts are arranged in a grid, with some posts partially visible at the bottom.

#tagboard Search any #hashtag CREATE TAGBOARD + MENU

## #landingpages

Landing page, sometimes known as a "lead capture page" or a "lander", is a single web page that appears in response to clicking on a search engine optimized search result or an online advertisement.

LATEST

**Marco Angelucci** @MMTrainer  
Come ottenere il massimo da #GoogleAnalytics! Nuovi report per l'analisi delle #keywords e delle tue #landingpages [ow.ly/urSOu](http://ow.ly/urSOu)  
11 Mar 5:00pm

**Marketo** @marketo  
Learn how to optimize and target your #landingpages w/ graphics, offers, calls-to-action and forms with this ebook! [ow.ly/urJzQ](http://ow.ly/urJzQ)  
11 Mar 4:50pm

**Rachel Horner** @Lpagequeen  
Do Long-Tail Keywords Matter in PPC?  
[feedproxy.google.com/~r/PPCH...](http://feedproxy.google.com/~r/PPCH...) #landingpages  
11 Mar 4:46pm

**Chris Johnson** @CGJohnson  
Some #helpful #information for anyone creating #Marketo #LandingPages. Marketo Landing Page Robot Definitions: [elixiter.com/resources/mark...](http://elixiter.com/resources/mark...)  
11 Mar 2:43pm

**Lee Constantine** @leeconstantine  
5 things you should split test on

**LaunchBit** @launchbit  
5 things you should split test on

**Neil Ballard** @SaaSitUK  
@launchbit: 5 things you should split test on your landing pages.

**Marco Angelucci** @MMTrainer



# Scoop.it!

Scoop.It! helps you find content from your favorite topics and allows you to share it via your favorite social networks or blogs.

The screenshot displays the Scoop.it website interface. At the top, there is a navigation bar with the Scoop.it logo, an 'Upgrade' button, a search bar containing 'Scoops, topics, users', a 'New Scoop' button, a notification bell, and a user profile for 'Visionary' with 81+0 followers. The main content area is divided into three columns. The left column features an article titled 'Here Are the Best Ways You Can Leverage Positive Online Reviews | Sprout Social', scooped by Russ Merz, Ph.D. from sproutsocial.com. The middle column features an article titled 'Twitter Teams Up With European Galleries In #MuseumWeek To Push Its Cred With Culture Vultures', scooped by Brian Yanish from MarketingHits.com. The right column has an 'On the Blog' section with a photo of a city street at night and a post titled '4 ways to increase your curation traffic'. A sidebar on the far right contains a 'feedback' button and a 'My Curated Topics' section listing 'search engine optimization' and 'Social Media'.

**Scoop.it!** Upgrade Scoops, topics, users New Scoop Visionary 81+0

Scooped by Russ Merz, Ph.D. onto Integrated Brand Communications

### Here Are the Best Ways You Can Leverage Positive Online Reviews | Sprout Social

From sproutsocial.com - Today, 5:39 PM

Your happy customers can be your best brand ambassadors, pushing your products or services farther than even the cleverest marketing campaign. "There is so much data out there that shows the importance of favorable online reviews," says Richard Thomas, Executive VP of Listen360. "We all like to point to the Nielsen report showing that online consumer reviews are the second most trusted source of brand information after recommendations from friends and family. The number of consumers that rely on these reviews is rising."

The impact reviews have on your business isn't as straightforward as just driving customers to your door — the quality of those reviews can have a big impact on your bottom line as well. A Harvard study reports that a 1-star increase in a business' Yelp review can result in a 5-9% increase in revenue. And, Thomas explains, businesses getting those great reviews are likely to have high customer loyalty, which means better performance and growth over time.

Russ Merz, Ph.D.'s insight:  
The author describes three best practices for leveraging

Scooped by Brian Yanish - MarketingHits.com onto MarketingHits

### Twitter Teams Up With European Galleries In #MuseumWeek To Push Its Cred With Culture Vultures

From techcrunch.com - Today, 2:57 PM

Twitter, a big hit with news junkies and those in the media industry, has been working to widen that scope to bring in more mainstream users, as well as those with other special interests. The latest group to be tapped are culture vultures: between March 24 and 30 Twitter will

#### On the Blog

#### 4 ways to increase your curation traffic

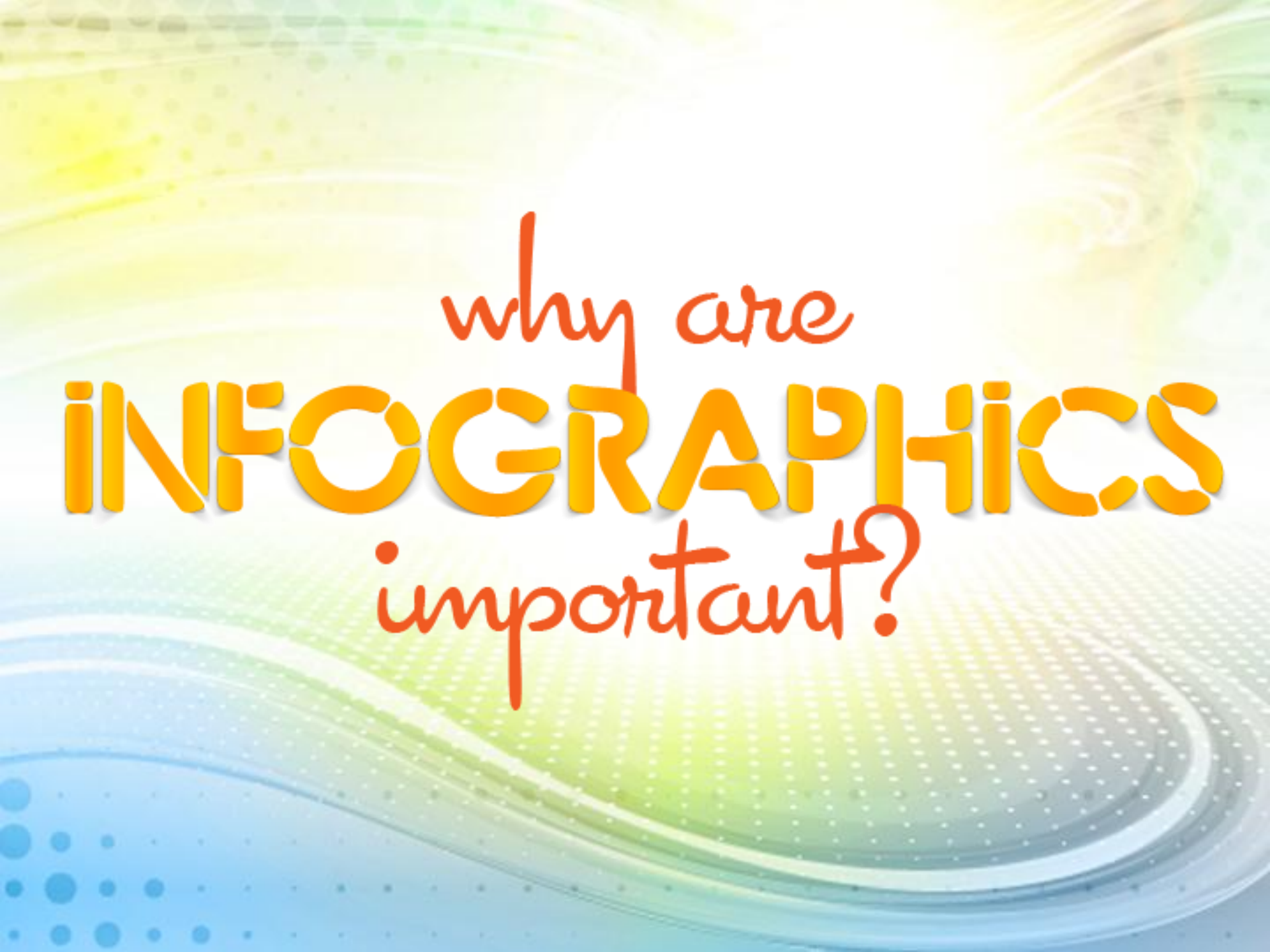
We've analyzed all the content curated, published and shared through Scoop.it. Check out our learnings so you can be more effective with your content curation.

Tweet 50

#### My Curated Topics

- search engine optimization  
100 suggestions
- it! Social Media  
100 suggestions

feedback

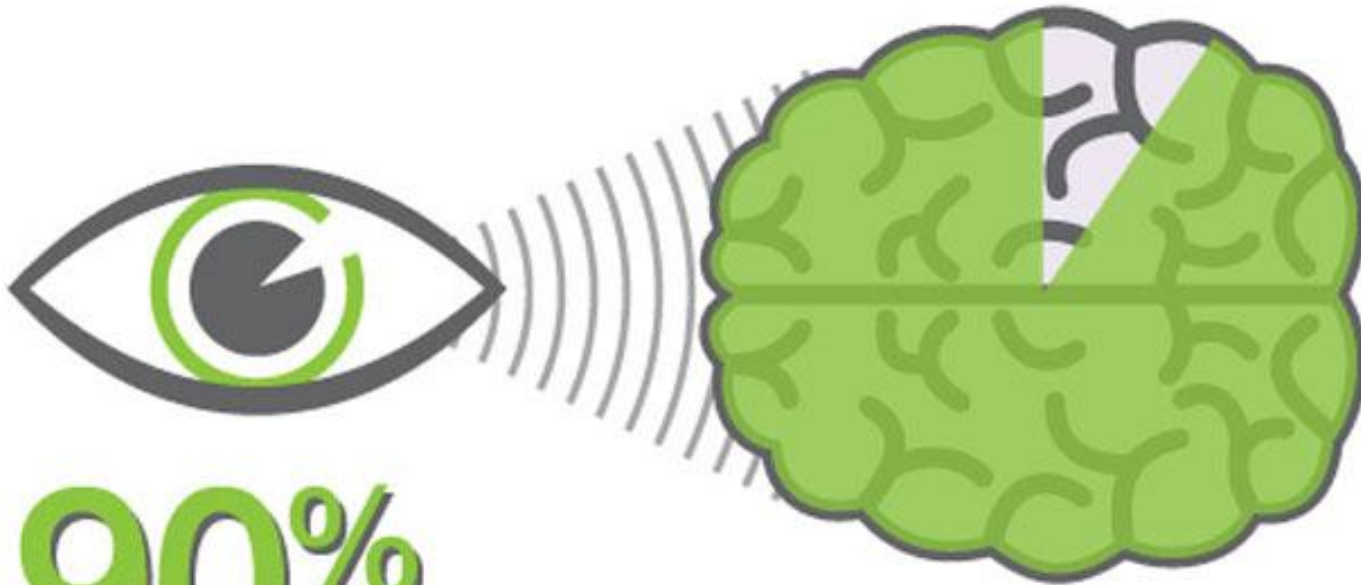


why are  
**INFOGRAPHICS**  
important?

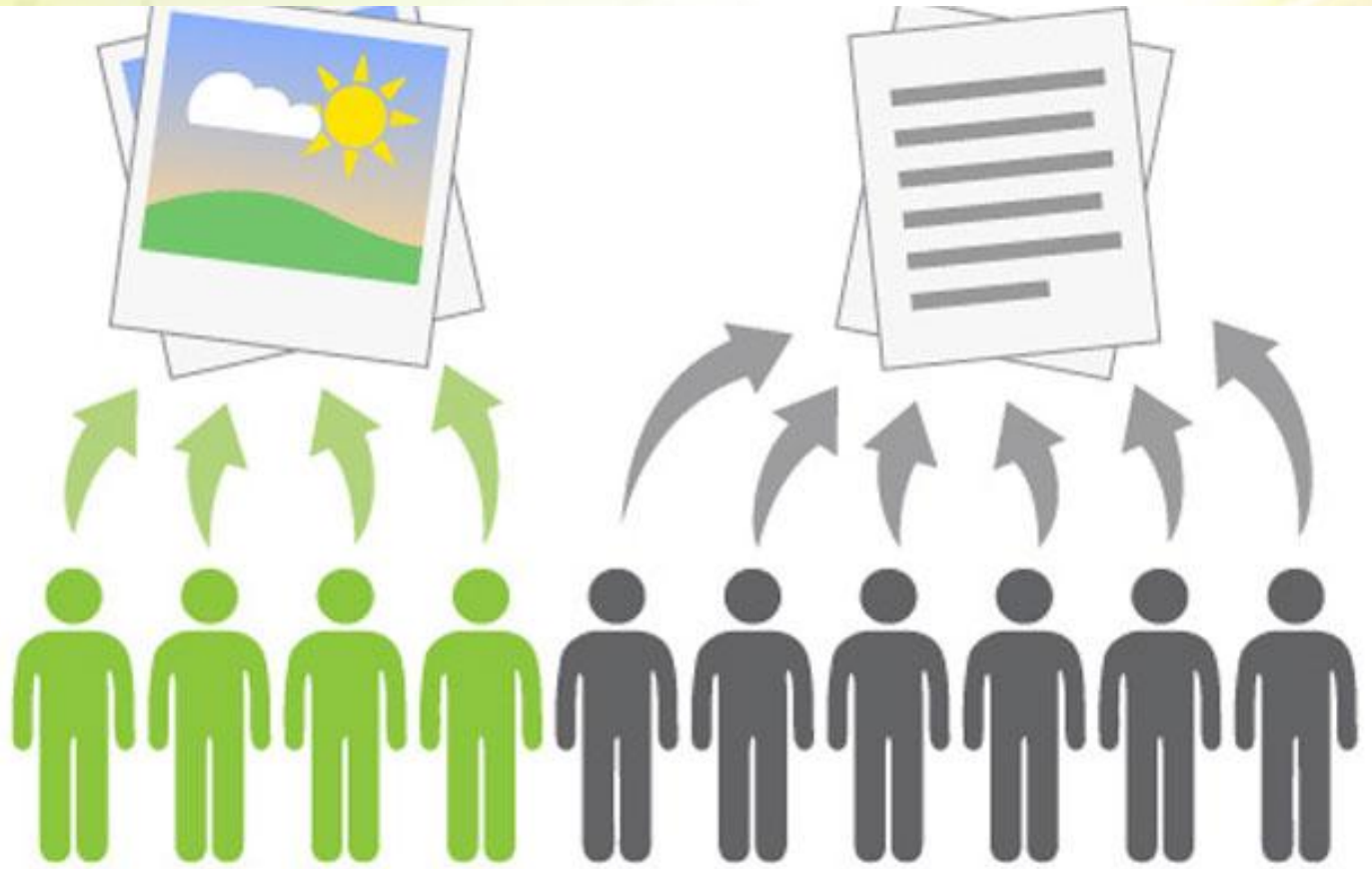
# **A good Infographic is worth a thousand words**

Infographics or Data Visualization are visual images such as a chart or diagram used to represent information or data.





**90%** of information transmitted  
to your brain is visual



**40%** of people respond better to images than plain text



images are processed  
**60,000** times  
faster than text





**28%** of words  
are read  
in documents

**20%** of text read  
is retained  
in memory





**50%** of audiences are persuaded  
by verbal presentations



**67%** are persuaded  
with visuals

# Outbound Marketing VS. Inbound Marketing

**Out** with the **Old**      **In** with the **New**



# THE DECLINE OF OUTBOUND MARKETING

The **decline in outbound marketing** is a response to a recent and fundamental shift in consumer behavior. **People** are more **in control of what information they receive** and how. In outbound marketing, the company, not the consumer is in control.



***THIS JUST DOESN'T  
SEEM TO BE WORKING  
ANYMORE...***

# EVERYONE IS TUNING ADVERTISING OUT



**84%** of 20 to 35 year olds have left a favorite website because of intrusive or irrelevant advertising.



**Toyota** is including Pandora in its multimedia system in all new cars.

**PANDORA**  
internet radio

**200 Million**

Americans have registered their phone numbers on the FTC's "Do Not Call" list.



**86%**

of people skip television ads.



**SPAM!**



**91%** of email users have unsubscribed from a company email that they previously opted into.

**44%** of direct mail is never opened.



# Inbound Marketing





# THE INBOUND MARKETER



**NEW MARKETING RELIES ON EARNING PEOPLE'S INTEREST INSTEAD OF BUYING IT.**

-  Communication is interactive and two-way.
-  Customers come to you:  
Via search engines, referrals and social media
-  Marketer provides value.
-  Marketer seeks to educate.

**VS.**

# THE OUTBOUND MARKETER



**OLD MARKETING PUSHES PRODUCTS OR SERVICES ON CUSTOMERS.**

-  Communication is one-way.
-  Customers are sought out:  
Via print, TV, radio, banner advertising and cold calls
-  Marketer provides little to no added value.
-  Marketer rarely seeks to educate.

# *Develop A* **Buyer Persona**

The profile of the key purchasers of your product or service. It represents the demographic, financial and psychological aspects of your customers.

It can be viewed as a barometer of what makes your audience “tick” from a sales point of view.



1

2

3

4

5

## Step 1: Create & Maintain a Powerful Website

An effective website is the hub of all your online marketing and lead generation.

**EASY**  
TO  
NAVIGATE

**PROFESSIONAL**  
APPEARANCE

**EASY TO UPDATE**

**MOBILE**  
READY

**SEARCH**  
**ENGINE**  
FRIENDLY





## Step 2: Generate More Traffic

By increasing traffic to your website, you increase the number of opportunities for visitors to turn into leads. These tasks are proven ways to bring new and qualified visitors to your site:

### BLOGGING

Create blog articles that interest your audience.

Blogging creates more pages for the search engines to crawl. (more opportunities to be found)

**55%**  
MORE TRAFFIC

**400%**  
MORE INDEXED  
PAGES

### SOCIAL MEDIA

Build a following, share your blog posts, and engage in social media conversations.

Businesses see a 63% increase in marketing effectiveness when using social media.

**66%** INTERNET  
USERS  
USE SOCIAL MEDIA

### SEO

Identify targeted keywords, optimize your website for those keywords, routinely create keyword targeted content, and build quality links to your website.

**46%**  
OF DAILY SEARCHES ARE FOR  
PRODUCTS OR SERVICES

**20%**  
OF MONTHLY GOOGLE  
SEARCHES ARE FOR  
PRODUCTS OR SERVICES

### PPC (optional)

Create and manage pay-per-click advertising campaigns that drive additional quality traffic to your website.

Optimize your pay-per-click campaigns to generate the most traffic and leads for the lowest cost-per-click.

**70%**  
OF THE LINKS SEARCH USERS  
CLICK ON ARE ORGANIC



## Step 3: Convert Traffic to Leads

Create attractive offers and Calls to Action that appeal to potential buyers at all levels.

### The Proven Process:

1. Build landing pages that describe the offer with a form to collect lead information.
2. Upon completing the form, the user will gain access to the offer, receive an auto responder email, and be entered as a lead in your CMS system.
3. Place Calls to Action (CTA's) throughout the website to encourage more lead generation.



1

2

3

4

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## Step 4: Convert Leads Into Sales

Marketing automation is used to perform these laborious tasks cost-effectively.



### Lead Intelligence

Know which pages your leads view & when they return to your site. Lead scores are generated for all leads so you know who to contact first.



### Segment Leads

Leads are segmented into lists based on the form they completed or information you collect. This allows you to quickly send targeted messages.



### Lead Nurturing

Various lead nurturing campaigns are developed to further educate "Top of the Funnel" leads into a sale.



### Email Marketing

Email marketing is used to send timely messages to all contacts in your system.



### CRM Integration

Intergrate a Customer Relationship Management (CRM) software for improved sales process and closed-loop marketing campaign.

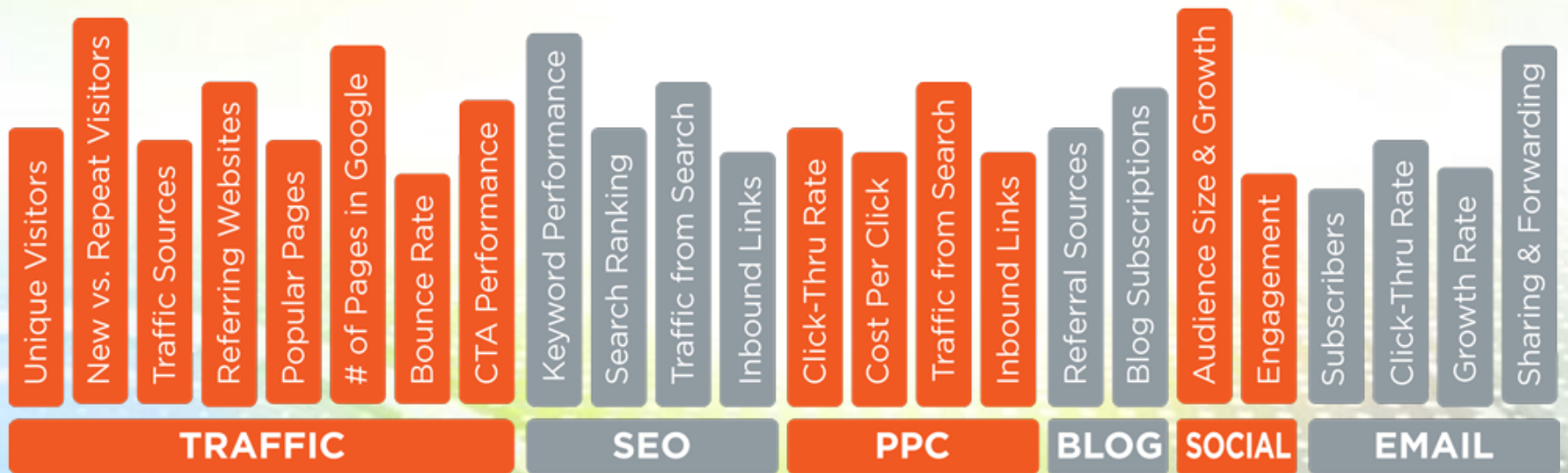


- 1
- 2
- 3
- 4
- 5

## Step 5: Measure Everything

Most important metrics measured:

Traffic to Leads, Cost per Lead, Leads to Customers, Cost per Customer.



**Every two days we  
create as much  
information as we did  
from the dawn of  
civilization up until 2003**

**Eric Schmidt**  
Google



# Resources

- [SocialMediaToday.com](http://SocialMediaToday.com)
- [SocialMediaExaminer.com](http://SocialMediaExaminer.com)
- [MarketingProfs.com](http://MarketingProfs.com)
- [Tagboard.com](http://Tagboard.com)
- [HubSpot.com](http://HubSpot.com)
- [HootSuite.com](http://HootSuite.com)





# VISIONARY

MARKETING WITH FORESIGHT + IMAGINATION

VGL.COM

Presentation available:



**slideshare**  
Present Yourself

[www.slideshare.net/hbram/social-media-power-point-3-12](http://www.slideshare.net/hbram/social-media-power-point-3-12)