

2017 Digital Marketing Trends for Small Business





TAILOR-MADE
ADVERTISING

Strategic Marketing That Gets Results

- ▶ Target Marketing
- ▶ Content Marketing
- ▶ Email Marketing
- ▶ Social Media Strategy
- ▶ Online & Multi-Media Ads
- ▶ Websites & Strategies
- ▶ Media & Sales Analytics
- ▶ Marketing & Sales Training



Liz Harsch
Owner



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liz@adteamla.com • 310-791-6300



• fb.me/tmademkt



• [Twitter.com/tmademkt](https://twitter.com/tmademkt)



• www.linkedin.com/in/tmademkt



• www.pinterest.com/tailormademkt



• www.instagram.com/tailormadeadvertising

It's easy to join our mailing list!

Just send your email address
by text message:

Text
LIZ
to **22828** to get started.



Message and data rates may apply.

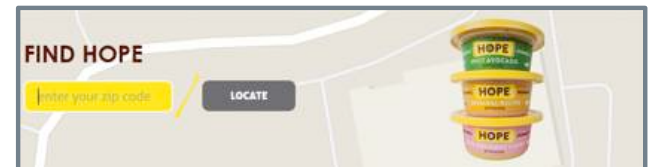
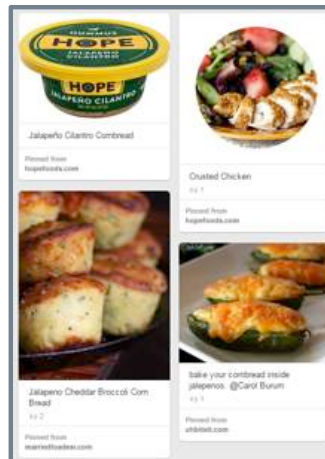
Tailor-Made Advertising
23670 Hawthorne Blvd.
Suite 205
Torrance, CA 90505
TailorMadeAdvertising.com

It doesn't matter where you are today,
you have to pay attention to digital
marketing trends.





Digital marketing in action...





2017 Digital Marketing Trends

1. Digital marketing – you have to be there
2. Content marketing is more important than ever
3. Targeting + segmentation = personalization
4. Mobile (experience and advertising)
5. Beyond big data – make decisions



New Customer Special Offer

Try It: \$5*/Month for 3 Months

- *Basic Monthly Subscription*



For Existing Customers Get 1 Month all 5
Constant Contact Programs or Email Critique

Valid Today Only 310-791-6300





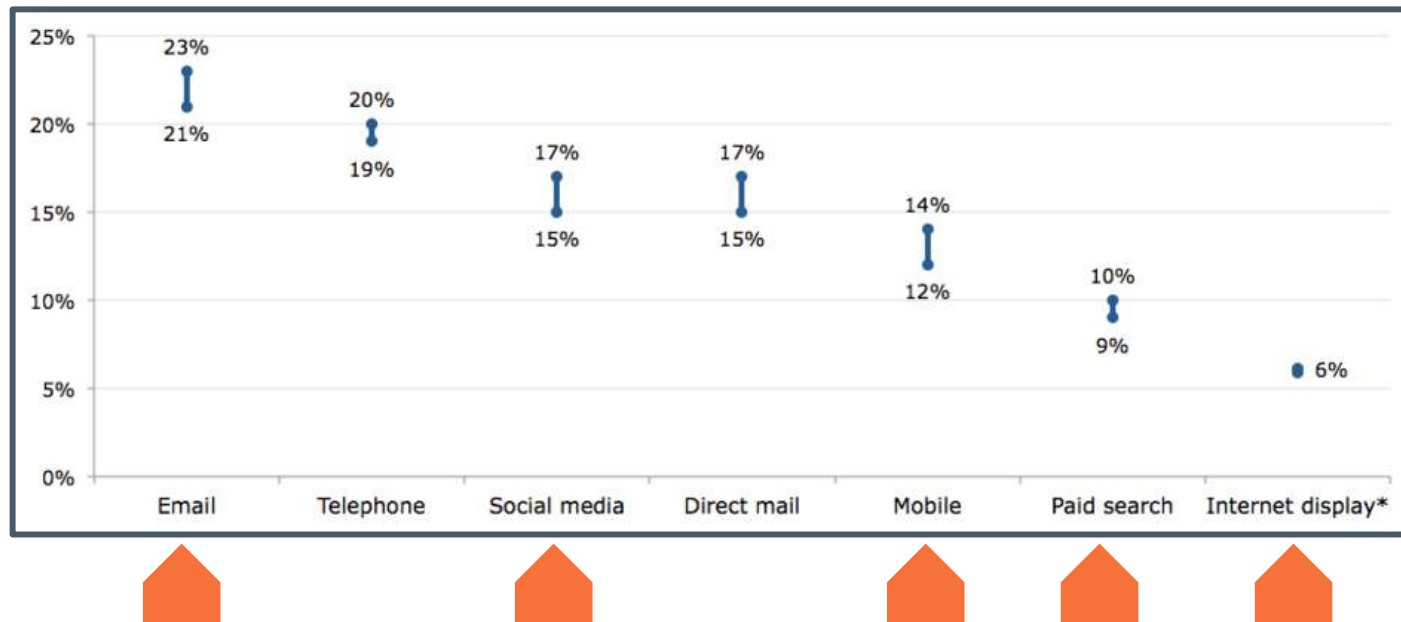
1. Digital marketing – you have to be there





Why digital marketing? Because it makes business sense...

Median ROI, by select Direct media...



Seriously Direct Marketing Association, 2015



“You don't get to decide
which device people use to
access your content.
They do.”

Karen McGrane, author of **Content Strategy for Mobile**
@karenmcgrane





What are people doing on all those devices? (And are *you* there?)

Consuming stories

- ☐ Blogs
- ☐ Video Marketing
- ☐ Email Marketing
- ☐ Social Media Platforms
- ☐ Livestreaming

Capturing and consuming video

Capture

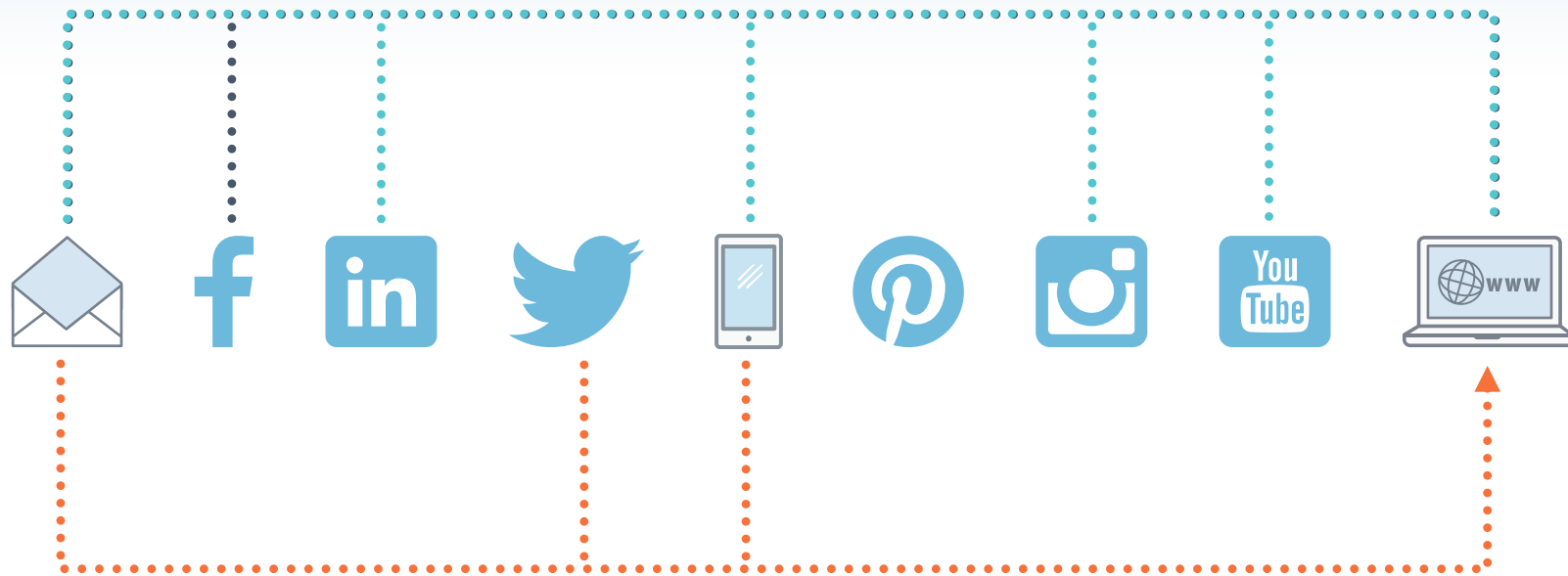
- ☐ Mobile
- ☐ Tablets
- ☐ Cameras
- ☐ Computers

Consumption

- ☐ YouTube / Vimeo
- ☐ Social Media Platforms
- ☐ Websites / Blogs
- ☐ Email Newsletter

Trying out new social channels

- ☐ SnapChat
- ☐ Vine
- ☐ Tumblr
- ☐ Vimeo
- ☐ Houzz
- ☐ Periscope / Meerkat





How do I know which to use?



Time: How much time can you devote to a social network?



Resources: What personnel and skills do you have to work with?



Knowledge: Do you need to train on it or train your staff?



Your audience: Where does your audience hang out?



Jump on the trend....



1. Where is your audience today?

(Not sure? *Ask them!*)

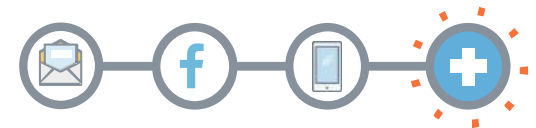


2. Where are *you* today?

Are you where your audience is?

Are you trying to do too much?

Do you need to do more?



3. What's next?

Choose your next channel, but consider your time, resources, knowledge and audience.



2. Content marketing is more important than ever





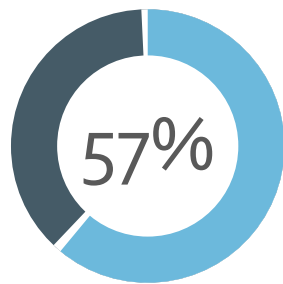
What is Content Marketing?

Content marketing is a strategic marketing approach focused on creating and distributing **valuable, relevant**, and **consistent content** to attract and retain a clearly-defined audience — and, ultimately, to **drive profitable customer action**.

Content Marketing Institute



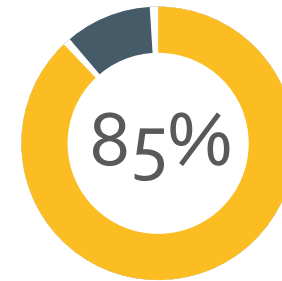
Why focus on content marketing?



of purchase decisions made before a customer talks to a supplier

CEB Inc., 2015

By 2020, customers will manage



of their relationship with an enterprise ***without interacting with a human.***

Gartner, 2015



Content marketing is a dance...

One, two, **cha-cha-cha**.



Audience



Agony



Cha -
Attraction



Cha -
Alignment



Cha -
Action



1. Audience

How would you explain quantum physics to...?





2. Agony



- What are the pain points for this audience?
 - What do they want to know?
 - What do they need to know?
 - What are their likes? Dislikes?
 - What are their wants and desires?
- Don't forget about what makes us people.

Also...

- Know what causes the *most* agony
- Learn how to gain their attention
- Be their trusted resource



3. Cha - Attraction



Get their attention & point
them toward next step

Where can you find
your audience?

Unique POV for content





4. Cha - Agreement



- Provide educational value
- Share your business beliefs, approach & values
- Weed out those who aren't the right fit
- Convert more who stay longer, promote you, & do more business



5. Cha - Action



- Focus on prospect taking the action you want them to take
- Better educated prospect
- Provide remaining info prospects need to take desired action
 - Frequently asked questions
 - Frequent objections
- If they still don't buy, keep in touch



Jump on the trend...



Audience: define your audience



Agony: outline the pain points for your audience



Cha-Attraction: get their attention with valuable and relevant content

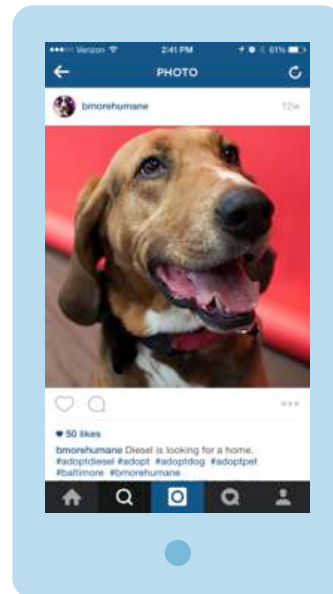
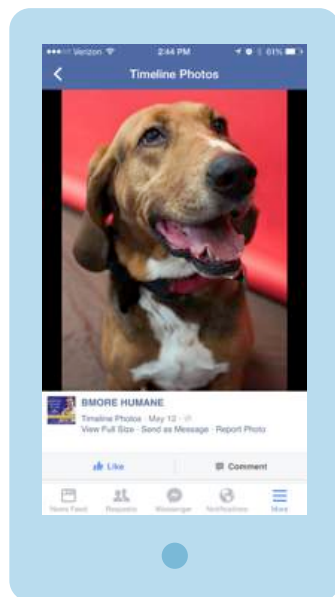


Cha-Alignment: provide educational value; share business beliefs, approach & values, weed out those who aren't the right fit



Cha-Action: provide remaining information the prospect needs to take action

Spread the word with Social media apps...
type, snap, film & publish



Add Online Ads With Google or Social Media Options





Facebook: Target Ads

Fix My Profile



Nose, Chin & Neck

504 people reached

[View Results](#)

[Like](#) [Comment](#) [Share](#) [Hootlet](#)

11

Chronological

Jackie Doyle The Best 😊
Like · Reply · Message · January 12 at 10:06am

Dr. Harold J. Kaplan, FACS Thanks Jackie!
Like · Reply · Commented on by Liz Harsch [?] · January 12 at 10:24am

LUNCHTIME WEBINARS WITH
THE DOCTOR FOR FACES

WEBINAR SERIES:
BEAUTIFUL SILHOUETTES:
NOSES, CHINS, EARS
AND NECKS
WED., JAN. 13 • 12:15

KAPLAN

Harold J. Kaplan, MD, FACS
Cosmetic Surgeon of the Nose & Neck Exclusively

27 people reached

[Boost Post](#)

11 Views

[Advertising Basics](#)[Creating Ads](#)[Managing Ads](#)[Direct Response & Brand Advertising](#)[Ad Performance & Reporting](#)[Billing & Payments](#)[Troubleshooting Your Ads](#)[Guides for Advertisers](#)[Additional Resources for Advertisers](#)[Other Help Centers](#)[Help Community](#)[Try carousel ads](#)[Set up the Facebook Pixel](#)[Get leads for your business](#)[Try dynamic ads](#)[Build Your Facebook Page](#)[Plan Ads for the Holidays](#)

Top Questions

[How do I create an ad in the carousel format?](#)[How do I create a lead ads campaign?](#)[Why should I use a third party integration with pixel?](#)[Facebook Pixel Implementation Guide](#)[Dynamic Ads Implementation Guide](#)

More Help

[Facebook Help Center](#)[Facebook for Business Page](#)[Advertising Policies](#)[Facebook Ads Guide](#)[Take a Blueprint course](#)



Boost Your Posts To Increase Outreach.

Tailor-Made Advertising
5 hrs · 🌐

Torrance Social Media Marketing 102-Tailor your Social Media Pizza Lunch
#ConstantContact

4/6 Torrance
Social Media Workshop



4/6 FREE Marketing Class

EVENTS.R20.CONSTANTCONTACT.COM [Learn More](#)

1,267 people reached

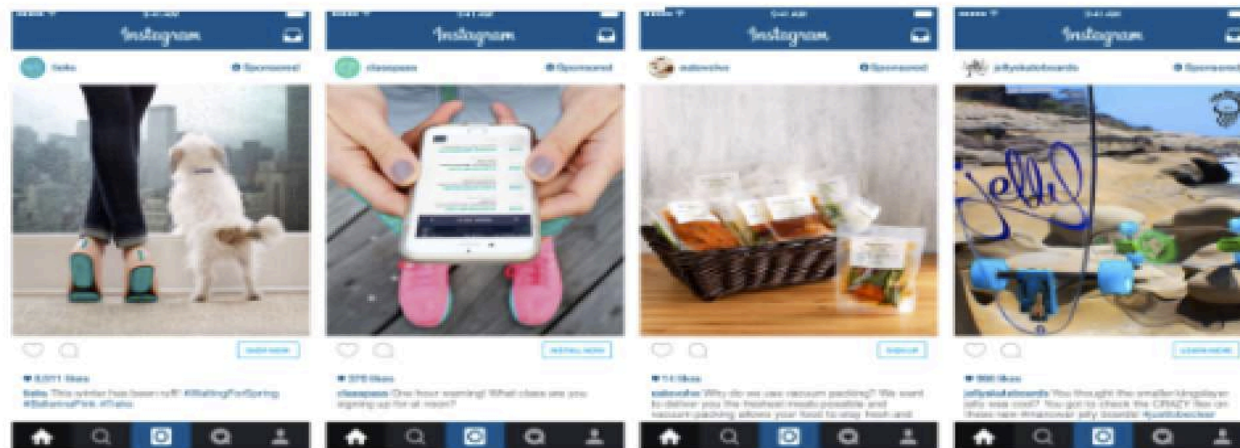
[Boost Post](#)

👍 Like 💬 Comment ➦ Share 📧 Hootlet



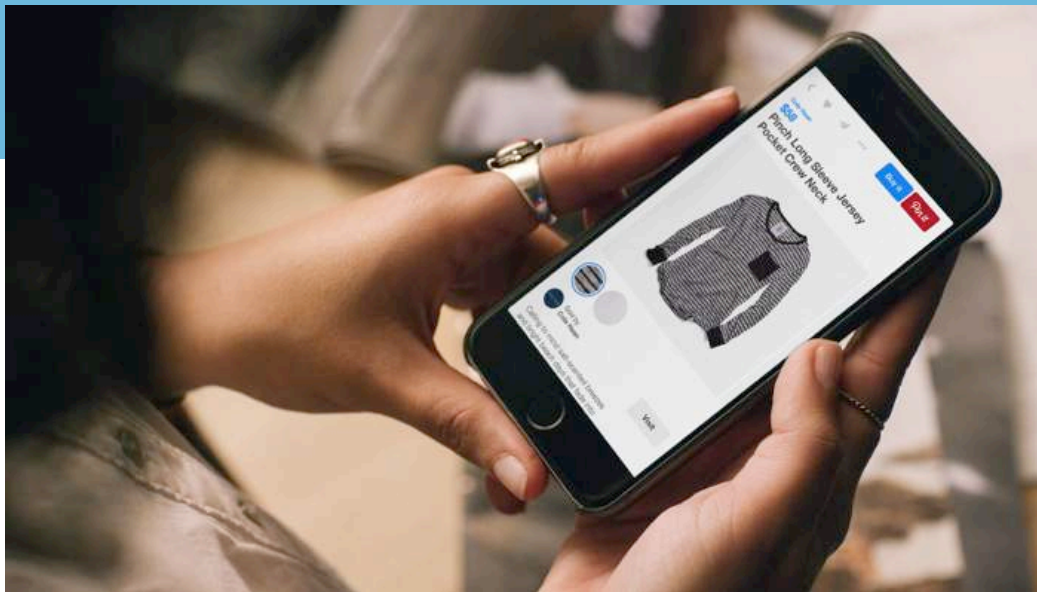
- Promote on Instagram

Instagram's Shop Now Button





- Promote on Pinterest Buy Now





3. Targeting + Segmentation = Personalization





Divide email lists into groups based on information like interests and demographics.





How we receive
marketing messages



How many messages
we receive



Approximately

264

marketing impressions
per person, per day

CustomerThink.com



NOISE!!



of consumers **buy more** from retailers who personalize the shopping experience across channels.

MyBuys



of consumers are **more likely to shop** with a good personalized experience.

Brandanew.com



of consumers **will share personal information** with a brand if they believe it will improve their experience and interaction.

Digital Marketing Association

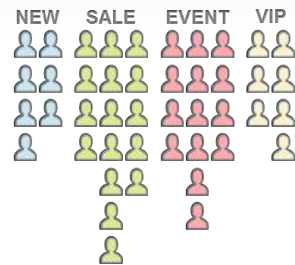


So go ahead...ask them...

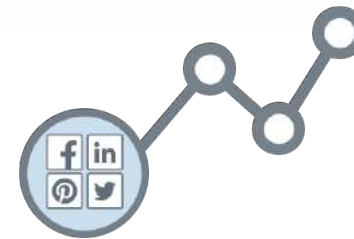
- ❑ **Demographics:** name, address, age
- ❑ **Interests** related to your business or organization
- ❑ **Buying/giving behavior**
 - Frequency of purchase/donation
 - Timing of purchase/donation
 - Categories of purchase
 - Specific causes/events donated to
- ❑ **Events** attended
- ❑ **Communication behavior**
 - Social media – channels used
 - Content preferences – text, images, video
 - Frequency desired – daily, weekly, monthly
- ❑ **Device Usage** – phone, tablet, laptop, desktop



...and then use that information.



- Email list segmentation



- Social media promotions



- Autoresponders



- Discount offers



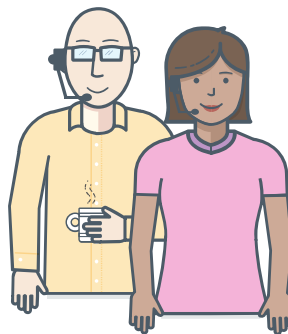
...and then use that information.



- Customer + VIP Events & exclusives



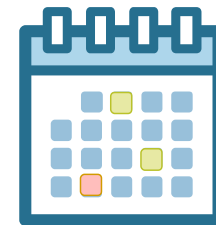
- Reward + loyalty programs



- Exceptional customer service



Jump on the trend...



- Review your contacts list...can you create segmented lists?
- Don't know enough yet... start asking for more information.

- Find places to automate your marketing around those segments.

- Develop special events or offers for different segments.



4. Mobile (experience and advertising)





51%

of emails are opened
on a mobile device

Constant Contact, 2015



68%

of American adults own a
mobile smartphone

Pew Research Center, 2015



150

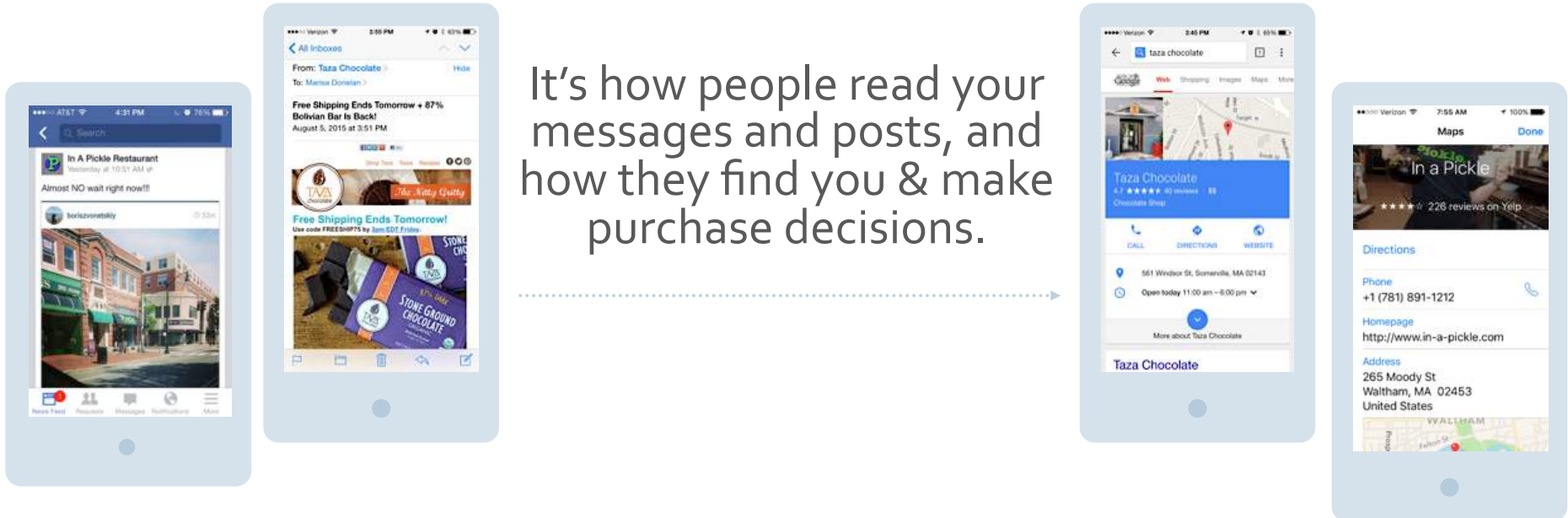
of times per day
the average
person looks at
their phone.

Social Media Today, 2015



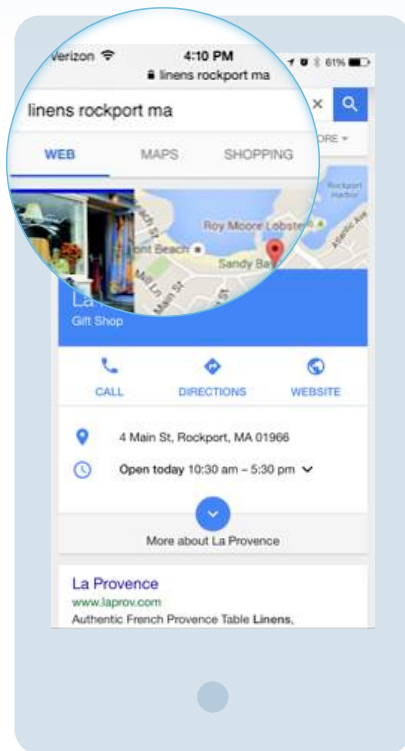
Mobile has changed our behavior.

It's how people read your messages and posts, and how they find you & make purchase decisions.





Mobile has changed our behavior.



80% use smartphones to find local information (hours, products, address & directions)

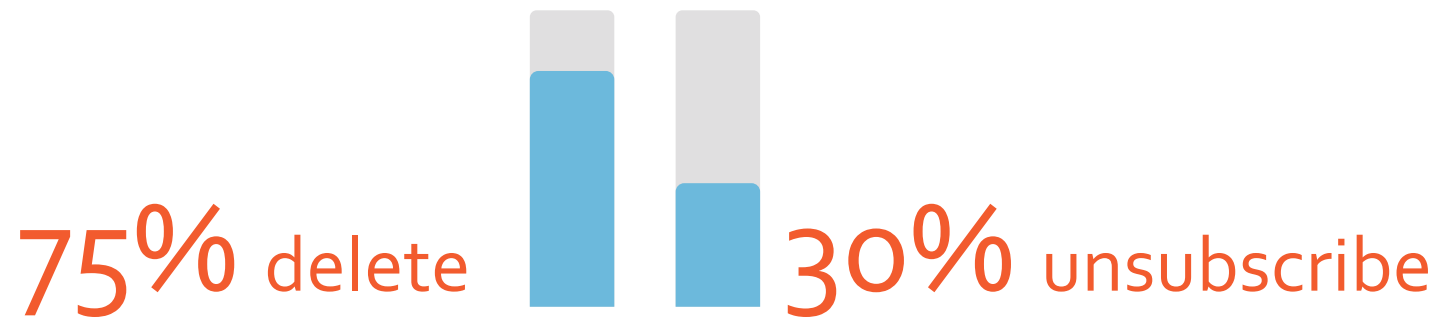
Local searches lead to purchase at **more than 2x the rate of** non-local searches

50% of store visits happen within an hour of local search

78% of searches that result in a local purchase are conducted on mobile phones



Email has to work on mobile devices.



When email doesn't look good on mobile

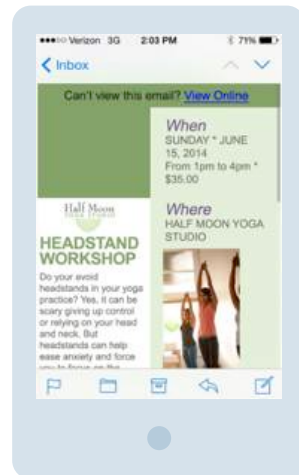


Email has to work on mobile devices. Avoid these mistakes...

Too much
text



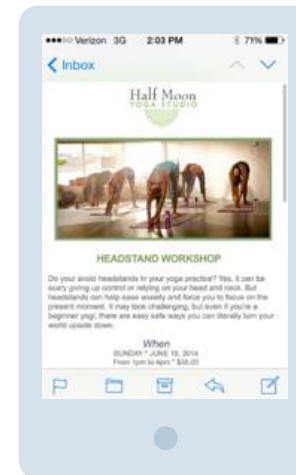
Multiple
columns



Large off-screen
image sizes



Tiny
fonts



Hard to read/find
calls to action

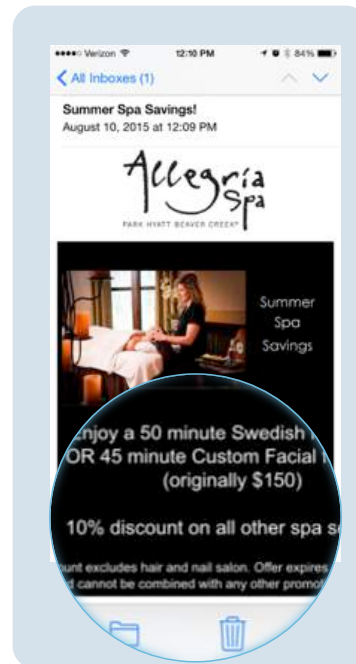




Make mobile work for your business.

70%
want mobile coupons
Source: SocialMediaToday.com

Trackable coupon



Facebook promotion





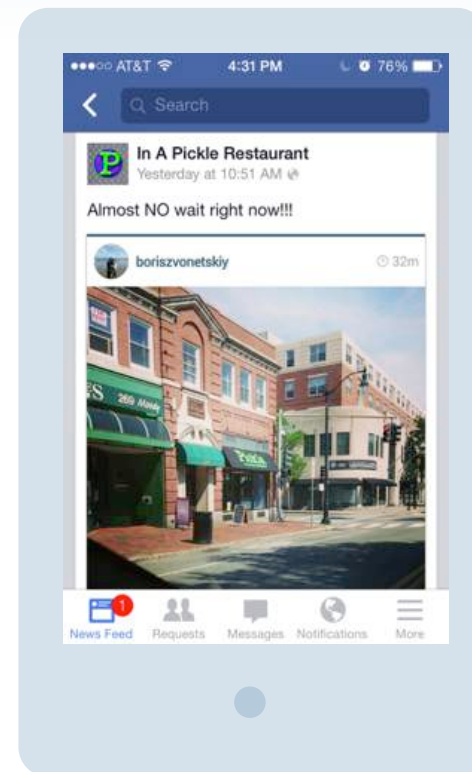
Encourage engagement on mobile through social media.

Opt-in

Check-in

Customer content creation

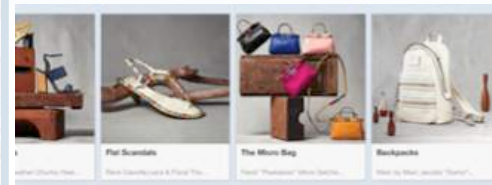
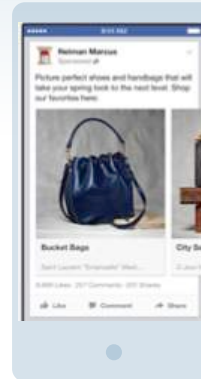
Reviews





Mobile Advertising

- Pinterest Cinematic Pins



- Facebook Carousel Ads

- Google Local Inventory Ads



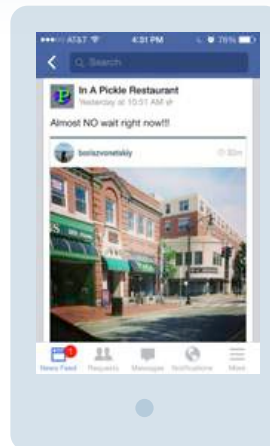
- Instagram Sponsored Ads



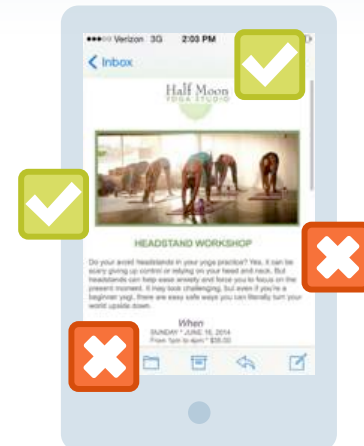
Jump on the trend....



- What is *your* mobile experience? Send your latest email or coupon to yourself. Does it look good?



- Try sending a coupon, offer or social post that is targeted to mobile users who might become customers.



- Consultants: can you create a service around mobile optimization?



5. Beyond Big Data – make decisions





Why all this data matters in the first place...



Clicks or
downloads



Visits to the
store/office

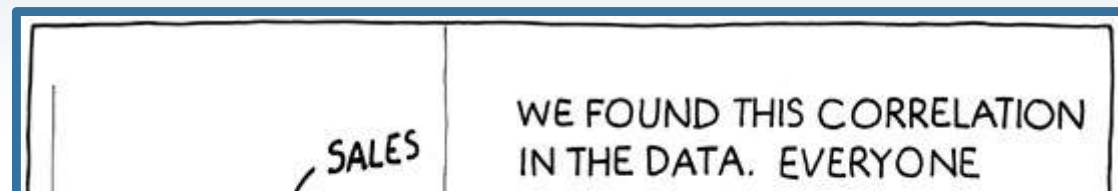


Reservations,
appointments



Calls

**Generate revenue
or donations**

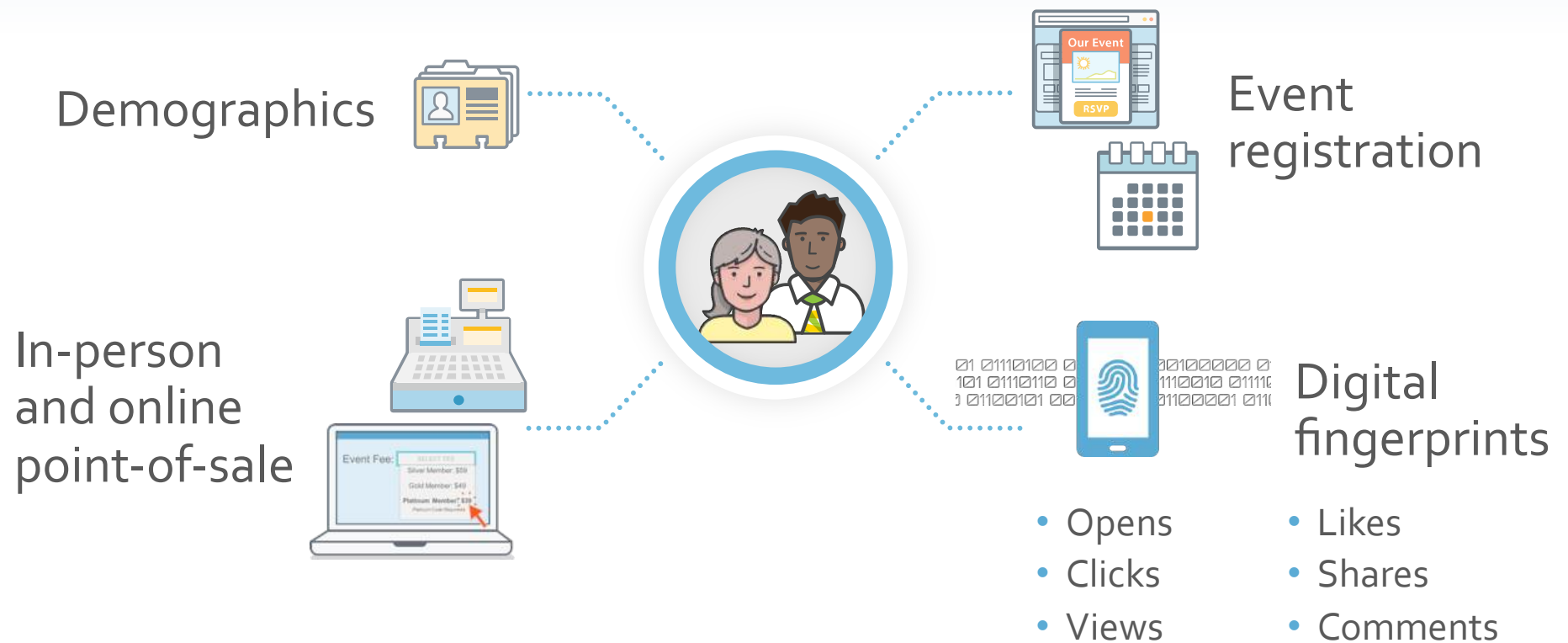


Data isn't important for data's sake...it's important for helping to ask **better questions** and make **better decisions**.





Data is everywhere....





Data is everywhere....

Referrers		Summaries
Referrer	Views	
theslogirls.com	32	
Search Engines	4	
Twitter	3	
pinterest.com	2	
thewalkersfiresthearts.blogspot.com/2014/12/hump-day-happenings-4...	1	
asavoryfeast.com/hump-day-happenings-43/	1	
Total views referred by links to your blog	43	

Search Engine Terms		Summaries
Search	Views	
Unknown search terms	3	
Total search terms	3	

Subscriptions		
Followers		

Top Posts & Pages		Summaries
Title	Views	
Blog	30	
Your Digital Marketing Goals For 2015	9	
How to extend the life of your blog post	9	
How to Sound "Wicked Smart" on LinkedIn	8	
Case Study: 50 Shades of Marketing Brilliance	5	
Social Media is a Never-Ending Carnival Ride	2	
Instagram: Bio? What Bio?	2	
Blogging Process - What To Do When You Write Your Post	1	
3 Important Blogging Lessons You Need To Know	1	
Other posts	3	
Total views of posts on your blog	72	

Clicks		Summaries
URL	Clicks	
Facebook	3	
Twitter	3	



See All Email Reports						
Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
427	14.5% (62)	1	2.8% (12)	38.4% (160)	37.9% (53)	0

Click-through Statistics		
Email Link	Unique Click-throughs	Click-through Distribution
http://www.homeaway.com/vacation-rentals/3171538/calendar-3aj	27	42.9%
http://www.lakebrowmwoodrental.com/11.html	18	28.6%
http://www.lakebrowmwoodrental.com/13.html	8	9.5%
http://www.lakebrowmwoodrental.com/index.html	12	19.0%
Total Click-throughs	63	100%

Your 5 Most Recent Posts						
Published	Post	Type	Targeting	Reach	Engagement	Promote
12/1/2014 5:03 pm	Wishing all you fabulous friends a wonderful #NYE and a #HappyNewYear! See you in 2015!		✓	6	2	Boost Post
12/1/2014 4:05 pm	I am thrilled to share that I am the last DTG Featured Blogger of 2014! DTG stands for Secret is in The Sauce		✓	162	22	Boost Post
12/30/2014 9:03 am	This morning my website sent me my yearly stats for website/blog post views. I am not going to get		✓	35	5	Boost Post
12/29/2014 9:03 am	Did you know? According to #KathrinaRadice #Statistics show that writing down your goals goes		✓	23	2	Boost Post
12/29/2014 10:03 am	This is the perfect #MondayMotivation for the last Monday of 2014. So whether you are in the office,		✓	13	0	Boost Post



The magic happens when you use the data to make decisions.



High open rate,
low click-through rate

High open rate

Make it even better:

- Find the best time & day
- Identify best keywords
- Segment your audience by interest

Low click-through rate

Improve it by:

- Have a strong call to action
- Make email mobile friendly
- Keep email short



The magic happens when you use the data to make decisions.



High open rate,
low click-through rate



Low open rate,
high click-through rate

High open rate	Low open rate
Make it even better: <ul style="list-style-type: none"> • Find the best time & day • Identify best keywords • Segment your audience by interest 	Improve it by: <ul style="list-style-type: none"> • Watch timing & frequency • Write a strong subject line • Send relevant, engaging content
Low click-through rate	High click-through rate
Improve it by: <ul style="list-style-type: none"> • Have a strong call to action • Make email mobile friendly • Keep email short 	Make it even better: <ul style="list-style-type: none"> • Format links to stand out • Offer links to preferred content • Segment audience based on clicks



3 tips for using all of that data

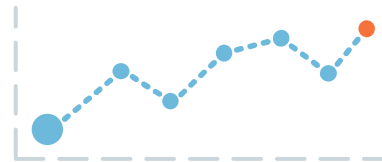
1. **Beware of “vanity” stats like “opens” or “reach.”** Always dig deeper and look for the data that points to customer actions or intentions that relate to your business goals. Don't forget that what you want is *results*.
2. **Start small.** Track the effectiveness of tactics and content used for one specific targeted audience. Then, apply successful tactics (with adjusted content) to other targeted groups.
3. **Do more of what works.**



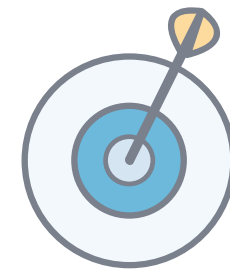
Jump on the trend....



- Determine what numbers *really* matter for your business, and point to real business results.



- Look at those numbers over time, not just a snapshot. Determine what cycles, trends and baselines exist.



- Based on those numbers, their performance over time and your business goals, choose one or two tactics to pursue. *Track* and compare the results!



Wrapping up...





Digital marketing

- Your audience chooses on which device they'll consume your content.
- Not sure what *your* customers are using? Ask!



Content marketing

- Valuable and relevant content drives decisions.
- Use your content to answer questions, solve problems and deepen relationships.



Personalization

- One size doesn't always fit all... learn more about your customers.
- Use that information to target and segment your efforts.





Mobile

- Mobile has changed consumer behavior...you must account for it in your efforts.
- You *have* to look good
- on mobile.



Beyond big data

- You don't need *all* the data...just the data that counts for *your* business.
- Find the numbers that reflect actions towards your business goals.





New Customer Special Offer Try It: \$5*/Month for 3 Months

- *Basic Monthly Subscription*



For Existing Customers Get 1 Month all 5
Constant Contact Programs or Email Critique

Valid Today Only 310-791-6300





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Just send your email address
by text message:

Text
LIZ
to **22828** to get started.



Message and data rates may apply.

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