

2017 Digital Marketing Trends for Small Business



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**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

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23670 Hawthorne Blvd.
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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





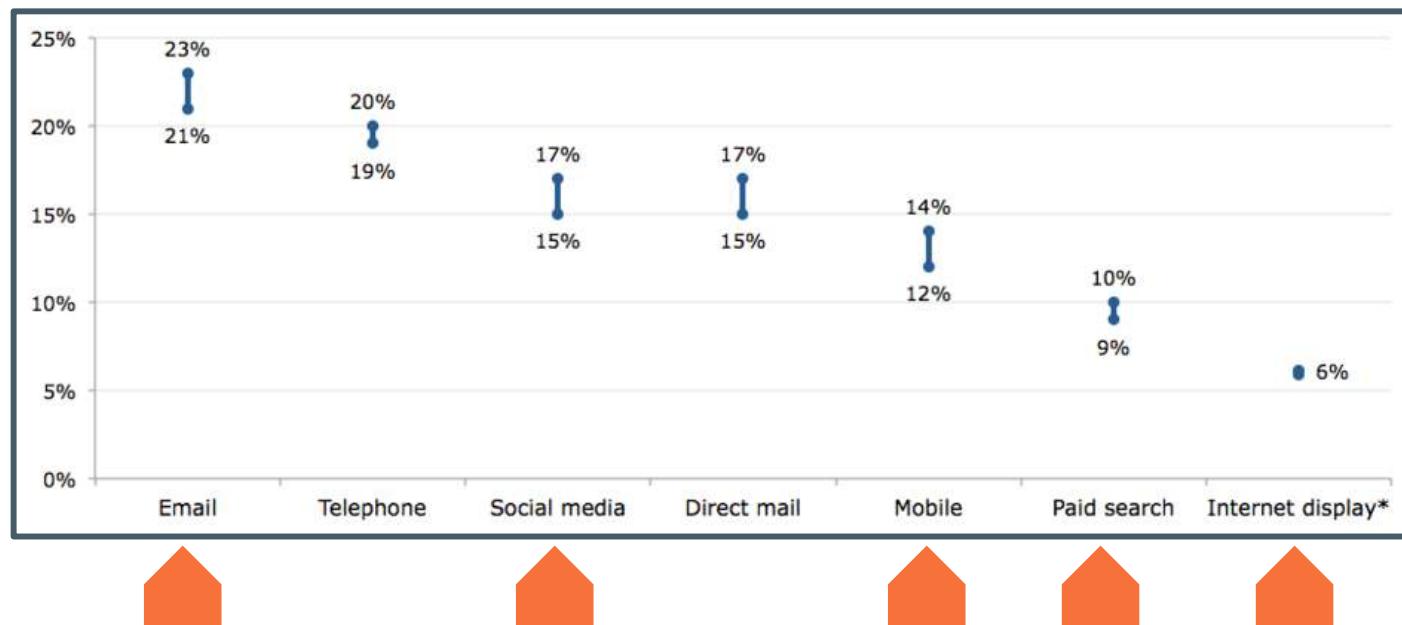
1. Digital marketing – you have to be there





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

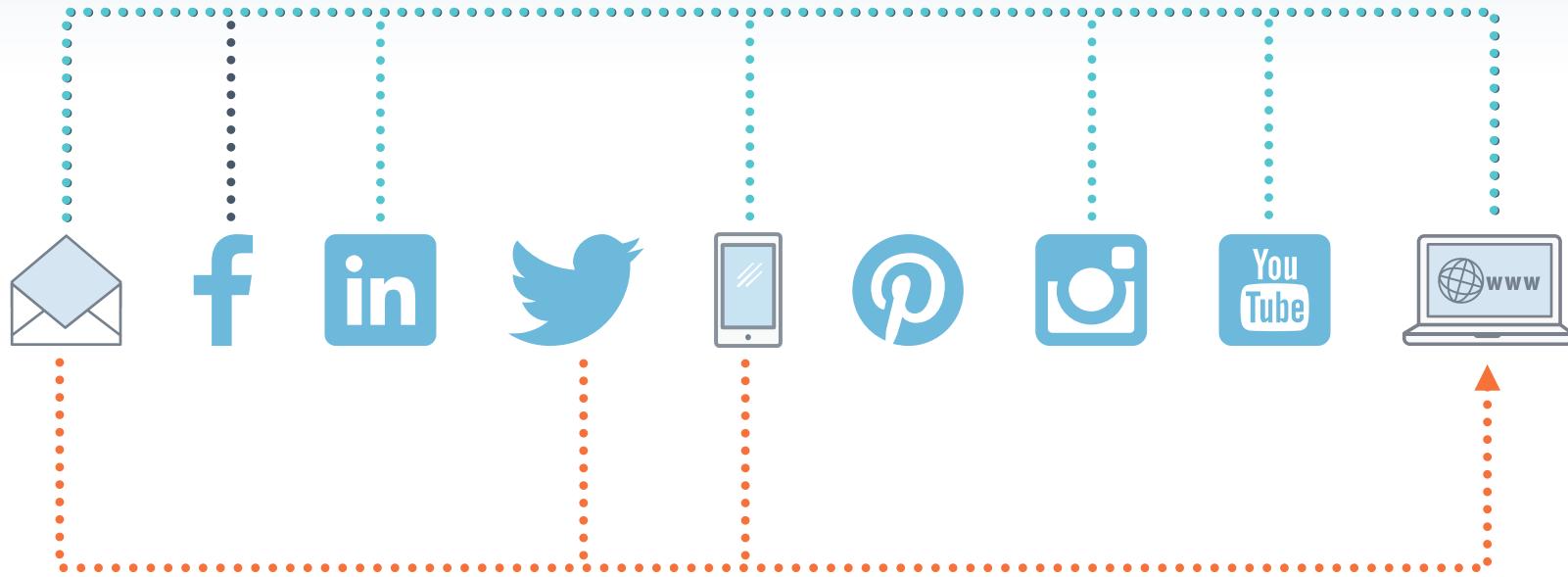
Consumption

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

Trying out new social channels

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

1. Digital marketing – you have to be there





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?



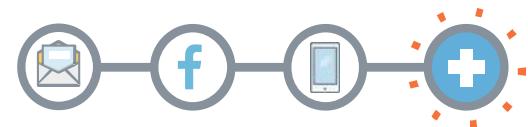
Jump on the trend....



- 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





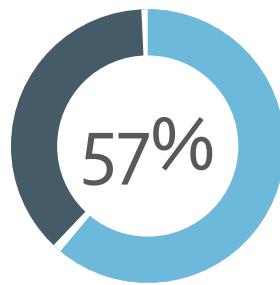
What is Content Marketing?

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



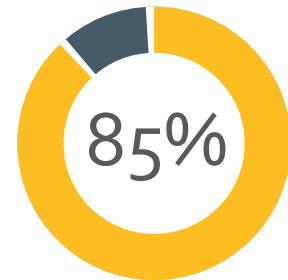
Why focus on content marketing?



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

2. Content marketing is more important than ever



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

2. Content marketing is more important than ever



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

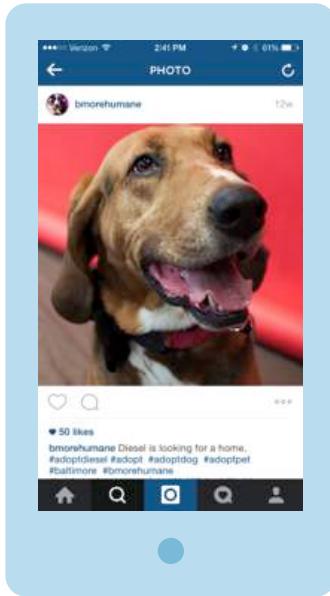


Cha-Alignment: provide educational value; share business beliefs, approach & values, weed out those who aren't the right fit



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



[Marketing on Facebook](#) [Pages](#) [Ads](#) [Success Stories](#) [Learn How](#) [News](#) [Advertising Basics](#)[Try carousel ads](#)[Creating Ads](#)[Set up the Facebook Pixel](#)[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](#)[Get leads for your business](#)[Build Your Facebook Page](#)[Try dynamic ads](#)[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.



A screenshot of a Facebook post from the page "Tailor-Made Advertising". The post features a graphic of a pizza with various social media icons (Instagram, Twitter, Pinterest, Google+, Facebook, LinkedIn, YouTube, and WordPress) on it. The text on the graphic reads "4/6 Torrance Social Media Workshop". Below the graphic, the text "4/6 FREE Marketing Class" is visible. At the bottom of the post, there is a progress bar showing "1,267 people reached" and a "Boost Post" button. The post has standard Facebook interaction buttons for Like, Comment, Share, and Hootlet.

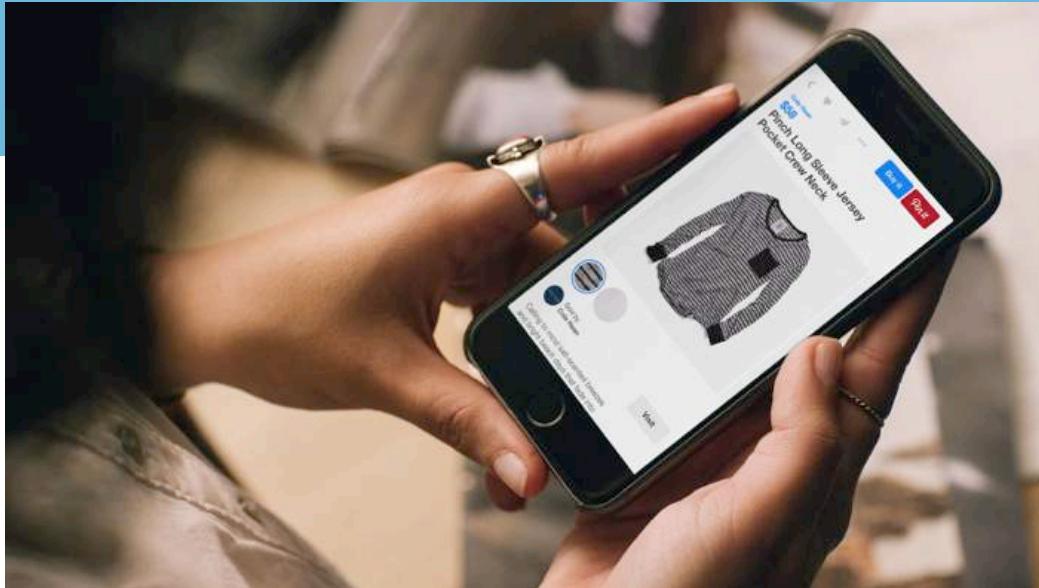
- Promote on Instagram

Instagram's Shop Now Button





- Promote on Pinterest Buy Now





3. Targeting + Segmentation = Personalization



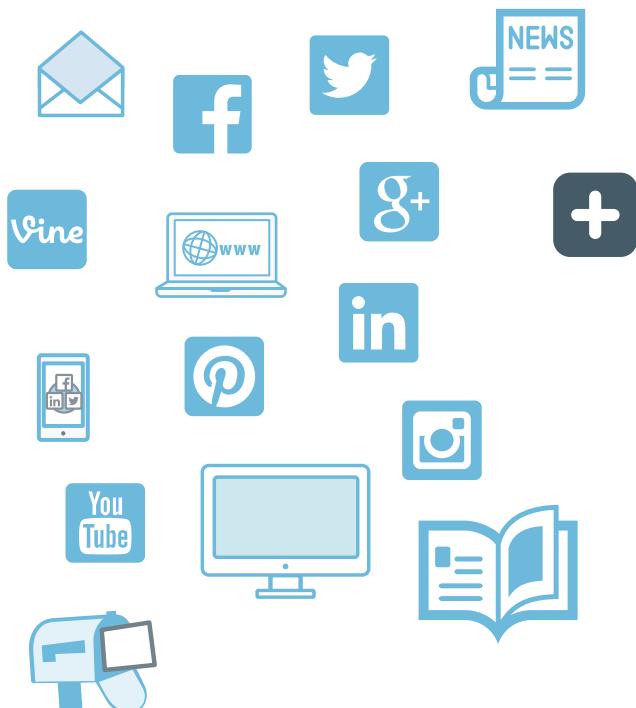


Divide email lists into groups based on information like interests and demographics.

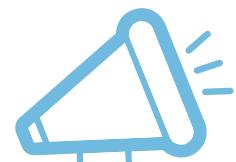




How we receive marketing messages



How many messages we receive



NOISE!!

Approximately
264
marketing impressions
per person, per day

CustomerThink.com



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...

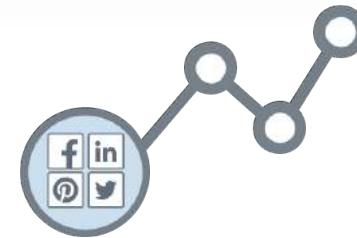
- Demographics:** name, address, age
- Interests** related to your business or organization
- Buying/giving behavior**
 - Frequency of purchase/donation
 - Timing of purchase/donation
 - Categories of purchase
 - Specific causes/events donated to
- Events attended**
- Communication behavior**
 - Social 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



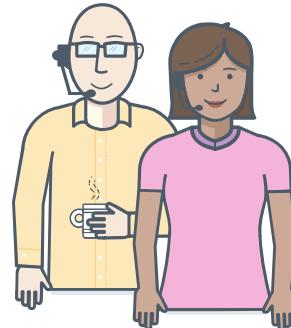
...and then use that information.



- Customer + VIP Events & exclusives



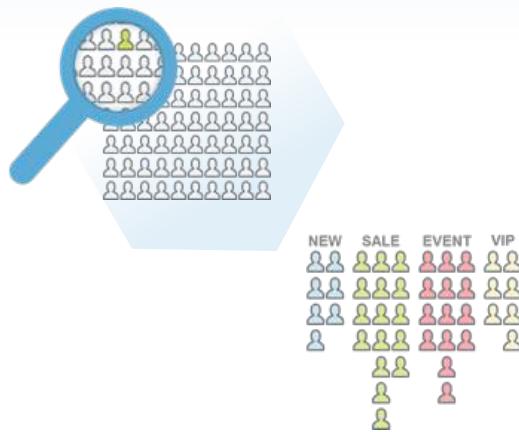
- Reward + loyalty programs



- Exceptional customer service



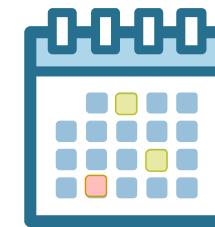
Jump on the trend...



- 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



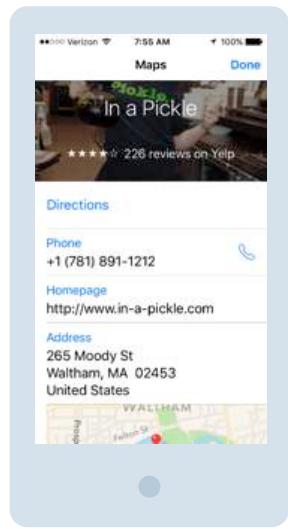
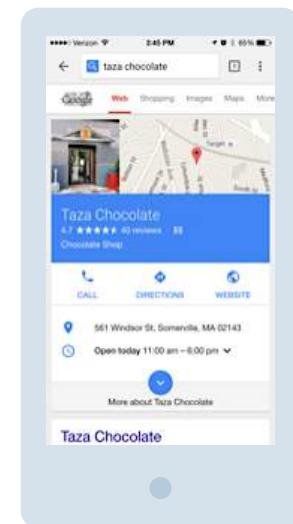
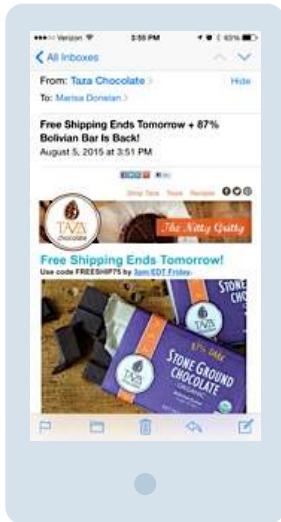
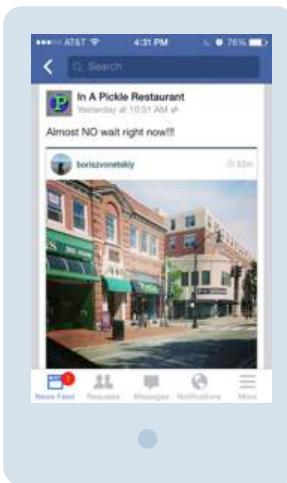
150
of times per day
the average
person looks at
their phone.

Social Media Today, 2015 40



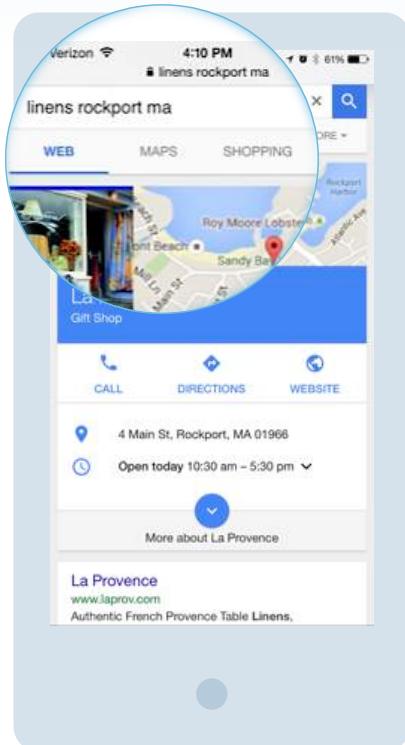
Mobile has changed our behavior.

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)

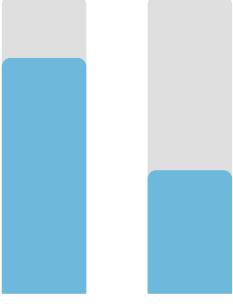
Local searches lead to purchase at **more than 2x the rate of** non-local searches

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.

75% delete  30% unsubscribe

When email doesn't look good on mobile



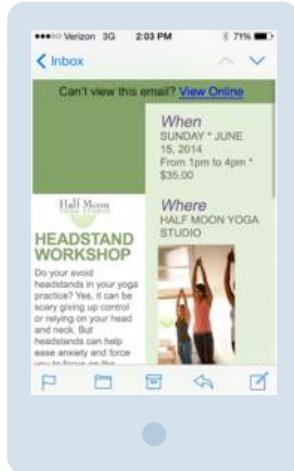
Email has to work on mobile devices.

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





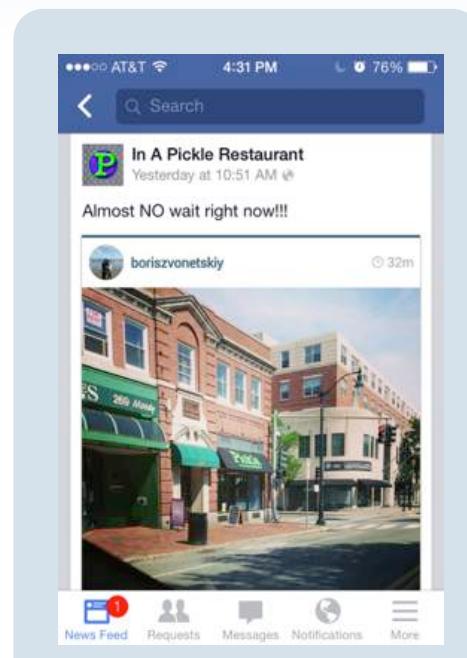
Encourage engagement on mobile through social media.

Opt-in

Check-in

Customer content creation

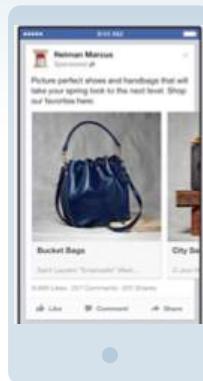
Reviews





Mobile Advertising

- Pinterest Cinematic Pins



- Facebook Carousel Ads

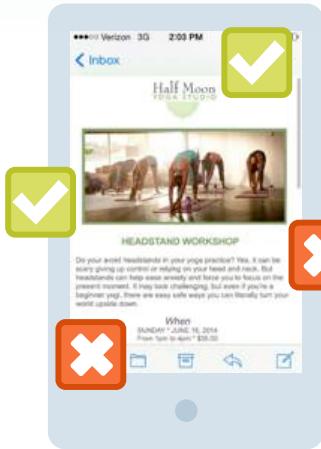
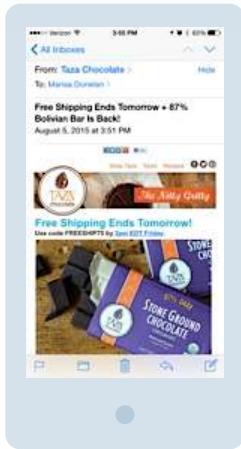
- Google Local Inventory Ads



- 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?

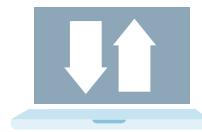


5. Beyond Big Data – make decisions





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



Clicks or
downloads



Visits to the
store/office



Reservations,
appointments



Calls

**Generate revenue
or donations**

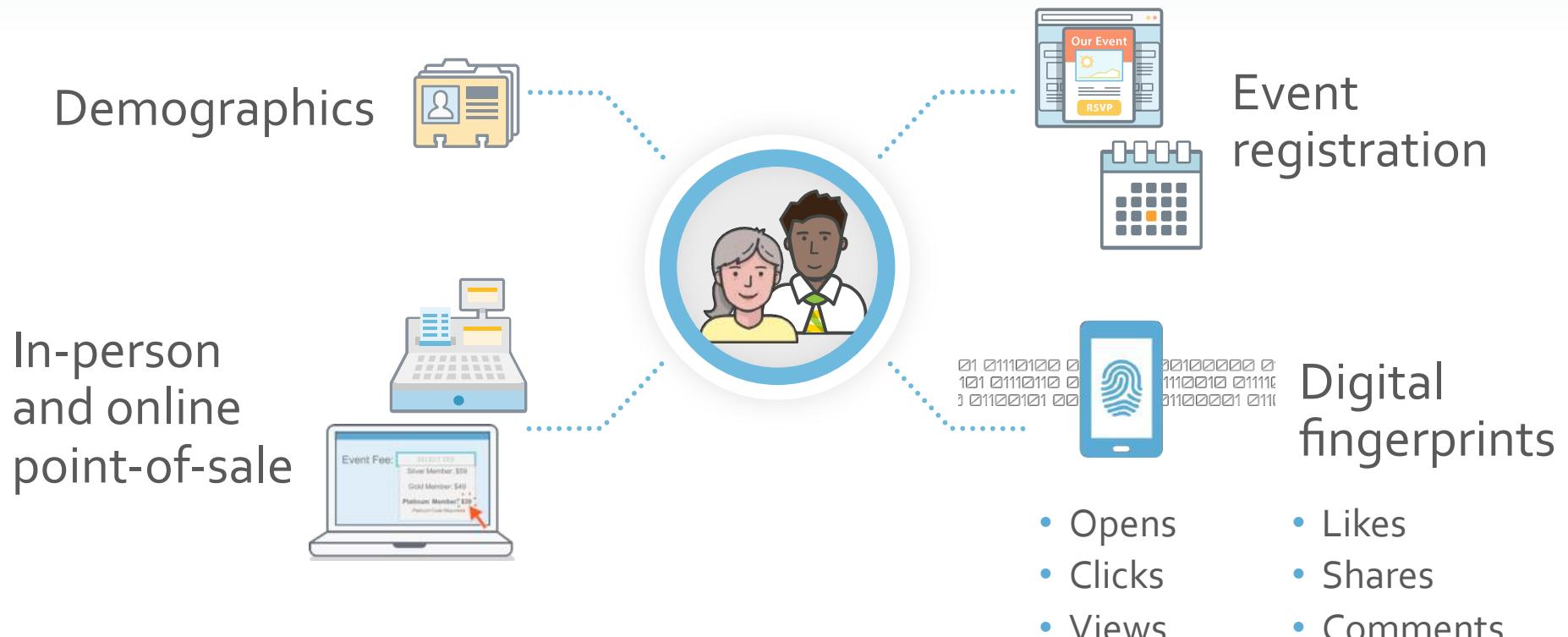


Data isn't important for data's sake...it's important for helping to ask **better questions** and make **better decisions**.





Data is everywhere....





Data is everywhere....

Referrers

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

Search Engine Terms

Search	Views
Unknown search terms	3
Total search terms	3

Subscriptions

Followers	Clicks
Facebook	3
Twitter	3

Top Posts & Pages

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

See All Email Reports

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
427	14.5% (62)	1	2.8% (12)	38.4% (140)	37.9% (53)	0

Click-through Statistics

Email Link	Unique Click-throughs	Click-through Distribution
http://www.homeaway.com/vacation-rentals/3171-209-california-beach	27	42.9% (11)
http://www.lakebrownwoodrental.com/11.html	18	28.6% (5)
http://www.lakebrownwoodrental.com/13.html	5	9.5% (2)
http://www.lakebrownwoodrental.com/index.html	12	19.0% (5)
Total Click-throughs	63	100% (23)



Your 5 Most Recent Posts

Published	Post	Type	Targeting	Reach	Engagement	Promote
12/31/2014 5:45 pm	Wishing all you fabulous friends a wonderful #HNYE and a #HappyNewYear like you in 2015!	Post	1	1	1	<button>Boost Post</button>
12/31/2014 5:45 pm	I am thrilled to share that I am the last #ITD Featured Blogger of 2014! #ITD stands for Secret Is In The Details	Post	1	162	32	<button>Boost Post</button>
12/30/2014 8:00 am	This morning my website sent me my yearly stats for webstaging post views. I am not going to get	Post	1	35	5	<button>Boost Post</button>
12/29/2014 8:00 am	Did you know: According to Rakesh Radia, "statistics show that writing down your goals gives	Post	1	23	2	<button>Boost Post</button>
12/28/2014 10:00 am	This is the perfect #MondayMotivation for the last Monday of 2014. So whether you are in the office,	Post	1	13	1	<button>Boost Post</button>



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

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

Low open rate

Improve it by:

- Watch timing & frequency
- Write a strong subject line
- Send relevant, engaging content

High click-through rate

Make it even better:

- 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....

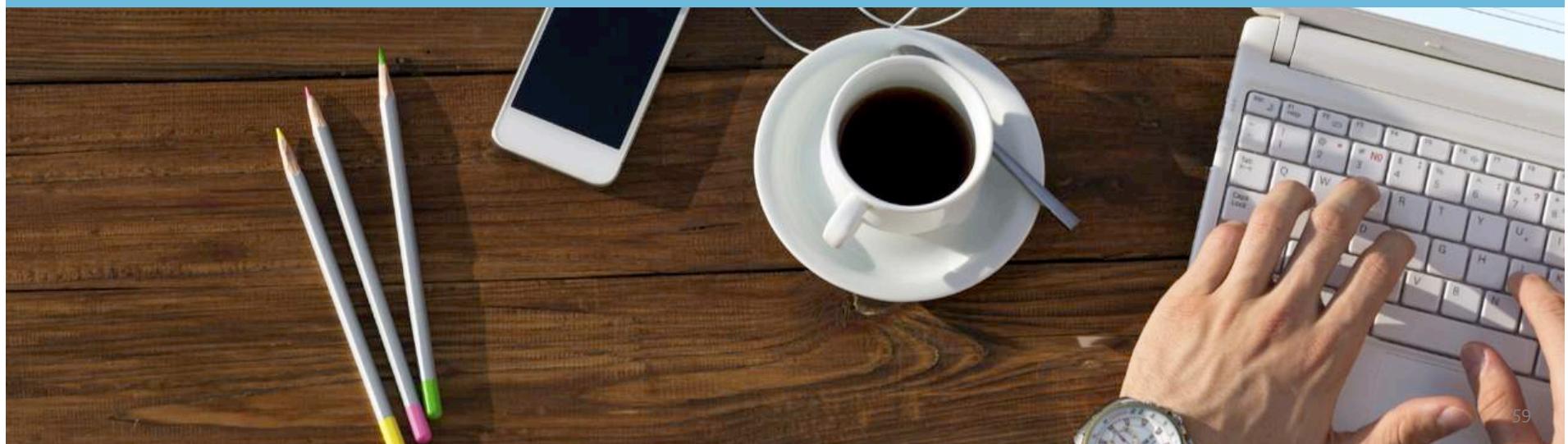
+ # = !



- 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 consumer 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
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Owner



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-  • 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.

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