

*Set the Stage
for What's Next*



Digital Marketing Hacks to Grow Your Business

**Presented by
Jamie Turner**

**Tuesday, May 7
10:15 a.m. – 11:30 a.m.**


Sponsored by





Digital Marketing Growth Hacks

Jamie Turner
Author | Speaker | CEO



Please ask questions
during the event

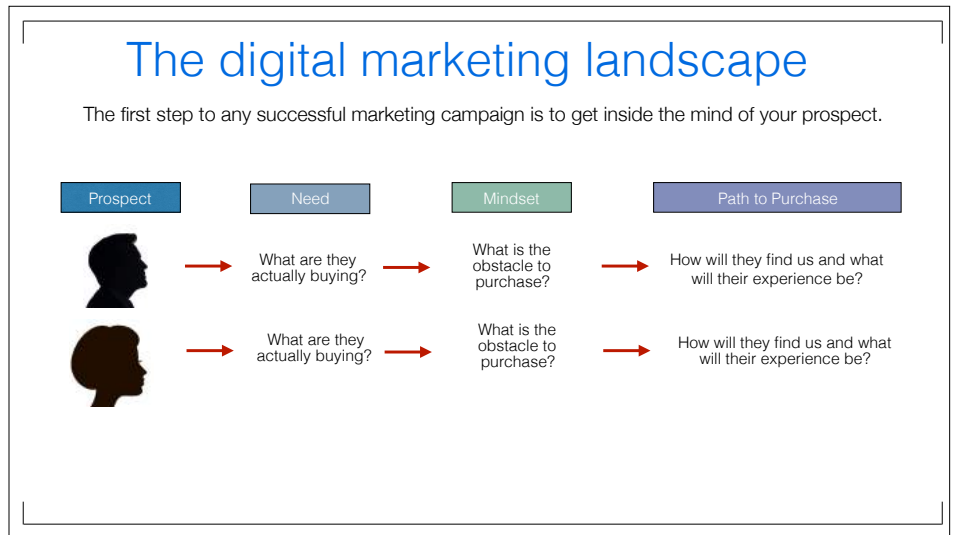
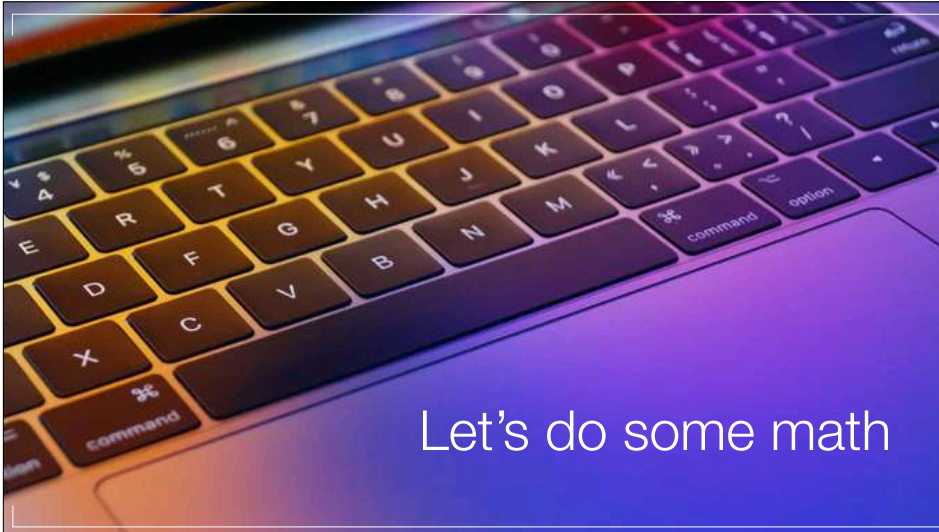


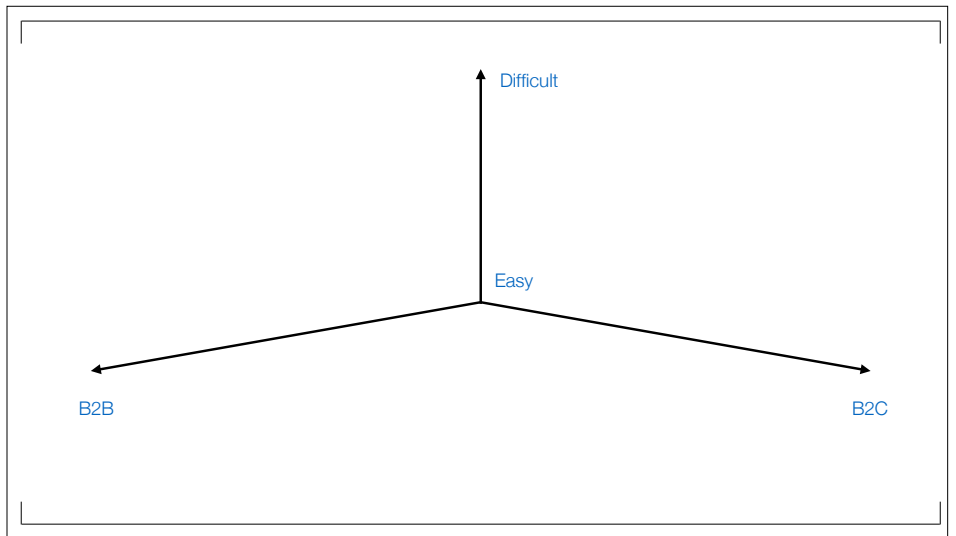
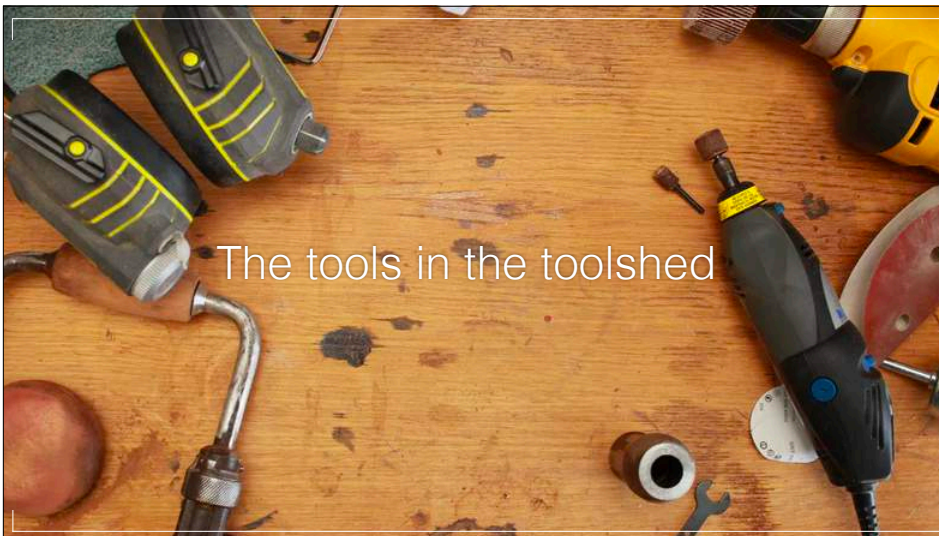
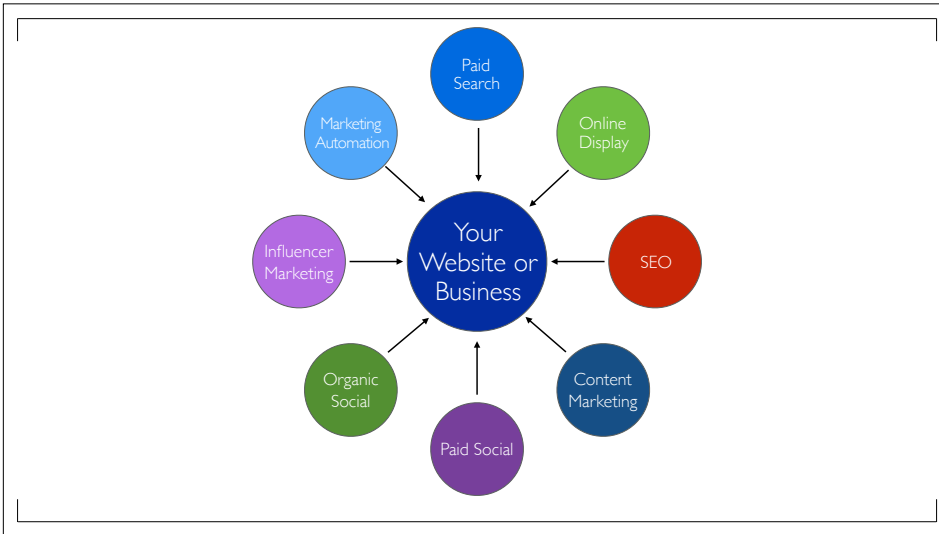
Let's get to know one another

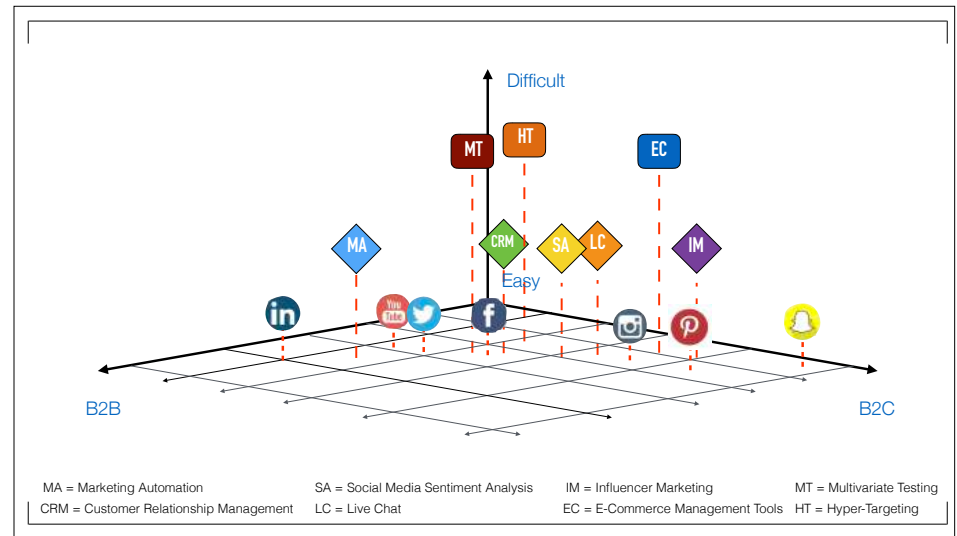
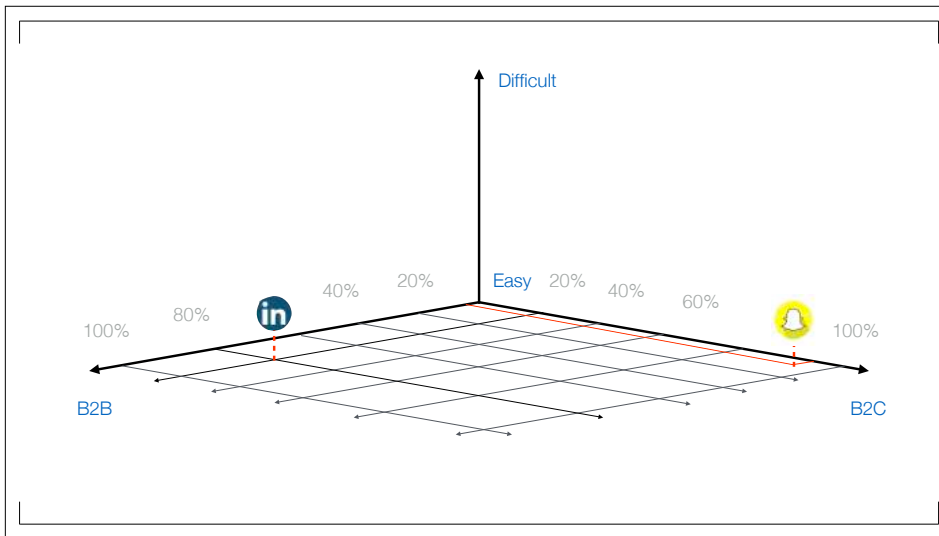
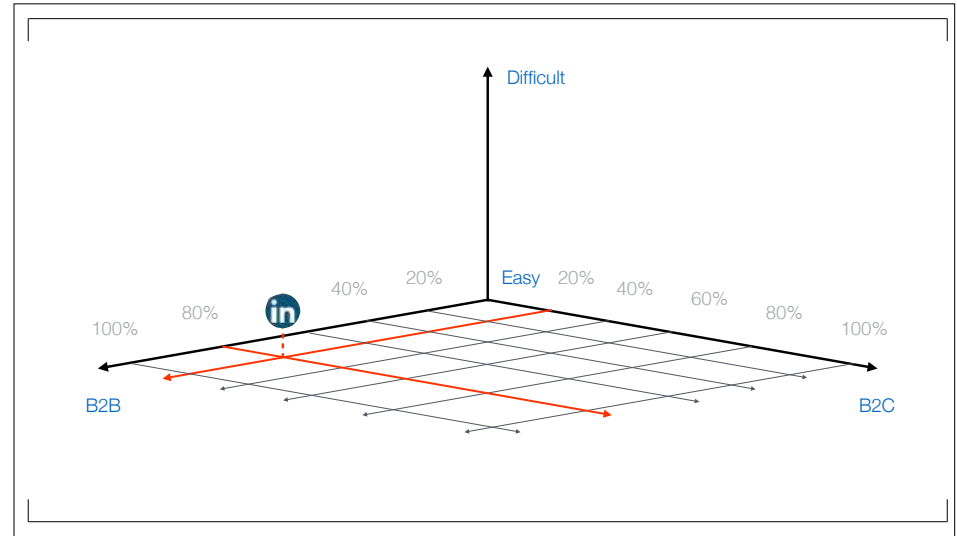
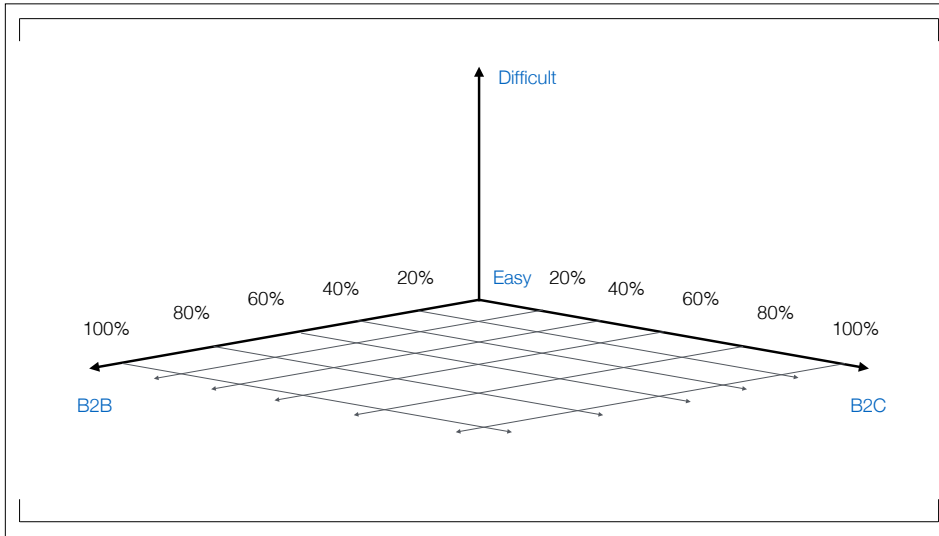


Topics

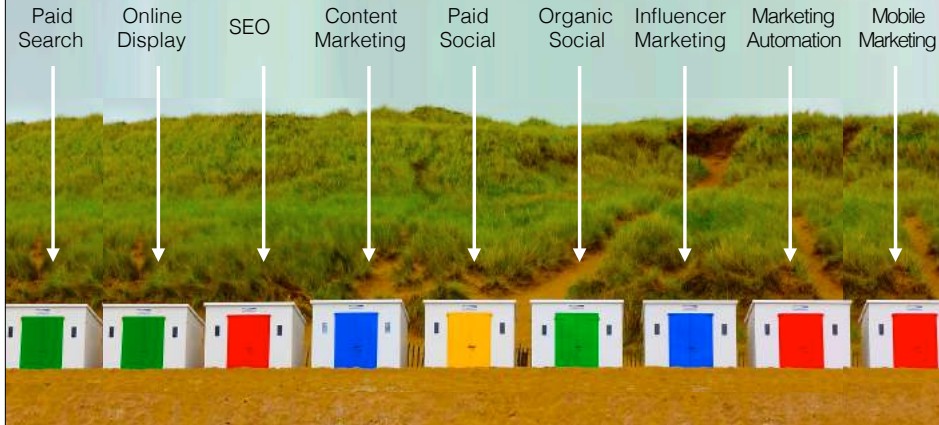
- The Digital Marketing Landscape
- Tools in the Toolshed
- The Future of Digital
- Digital Case Studies
- Additional Tools
- Questions to Ask Before You Launch Your Next Campaign





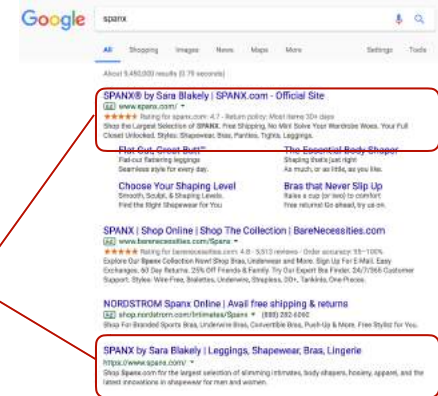


Putting the tools into action



Paid Search Best Practices

- The top three ad spots take about 40% of the clicks on a the page.
- It sometimes doesn't pay to be in the top spot on Google. See if the 3rd or 4th spot generates a better ROI.
- Buy your own brand name. 89% of the traffic generated by search ads is not replaced by organic clicks when the ads are paused.



Online Display Re-Targeting



Source: Noumantariq.com

Search Engine Optimization



Content Marketing Includes Blogs, eBooks, Podcasts, Video, and Infographics

Content Marketing Best Practices

- Prospects who read, watch or listen to your content should say “This content was created specifically for me.”
- Be sure to have a personality behind your content. As more and more organizations use content marketing, having a distinct point-of-view will be important.
- Remember the importance of amplification. Generating content is one thing, but letting people know about the content is very important, too.






Paid Social Media Options



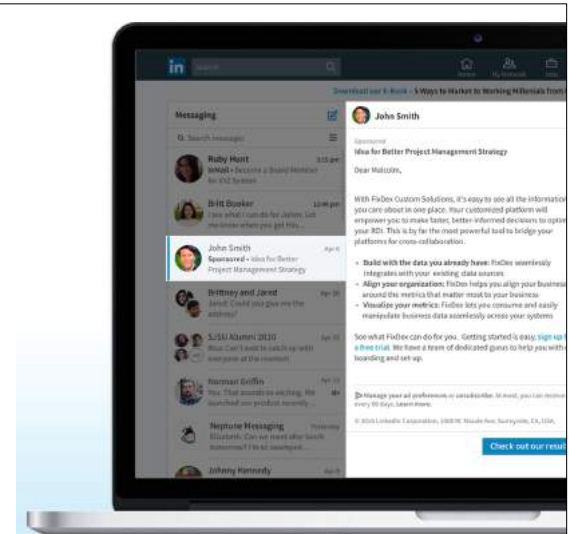
Facebook

Ad Set Name	Delivery	Results	Reach	Frequ...	Cost per ...	Budget	Amount Spent
9.8.17 Event Planners and Marketing Executives	Active 1 Approved	300 Estimated Ad R...	8,394	1.00	\$0.03 Per Estimated A...	\$5.00 Daily	\$11.77
Results from 1 Ad Set		300 Estimated Ad R...	8,394 People	1.00 Per Person	\$0.03 Per Estimated A...		\$11.77 Total Spent

YouTube Targeting Options

 <p>Location</p> <p>Where is your customer located?</p> <p>Around the corner or around the world, you can show your video ads to a whole country or just a town – or a combination of both.</p>	 <p>Demographic</p> <p>Who is your customer?</p> <p>YouTube viewers come from all walks of life. Think about the age, gender, parental status and household income of your customers.</p>	 <p>Interests</p> <p>What's your customer into?</p> <p>You'll be able to choose from over 100 interests to narrow in on specific customers. Mix and match interests to tailor who you reach.</p>
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LinkedIn Sponsored InMail



Ads You May Be Interested In

- Propel Your Job Search – Fast!**
On the job hunt? Get your work in front of the right people and let top tier companies compete for you.
- Simple Prototyping**
Create realistic animations and bring your designs to life as interactive prototypes. No code required.
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LinkedIn Text Ads





Social media helps you stand out in the crowd.



Social media helps you generate new ideas for your business.



Social media helps you stay young, fresh, and relevant.



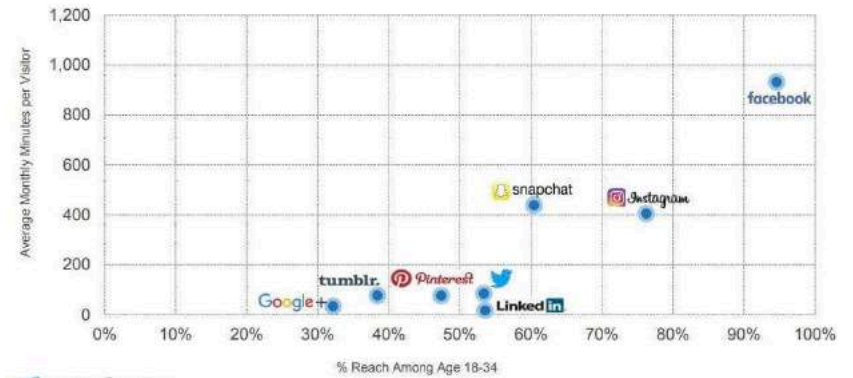
The Bad News

Social Media isn't a Silver Bullet



Age 18-34 Digital Audience Penetration vs. Engagement of Leading Social Networks

Source: comScore Media Metrix Multi-Platform, U.S., Dec 2016



Marketing Automation, Account Based Marketing, Chatbots, and Messenger Bots

What is marketing automation? Email marketing on steroids



Email Marketing



Web Tracking



Lead Scoring



Nurture Marketing



SMS Messaging



Campaign Tracking



Form Capture



Surveys



Landing Pages



Social Discovery



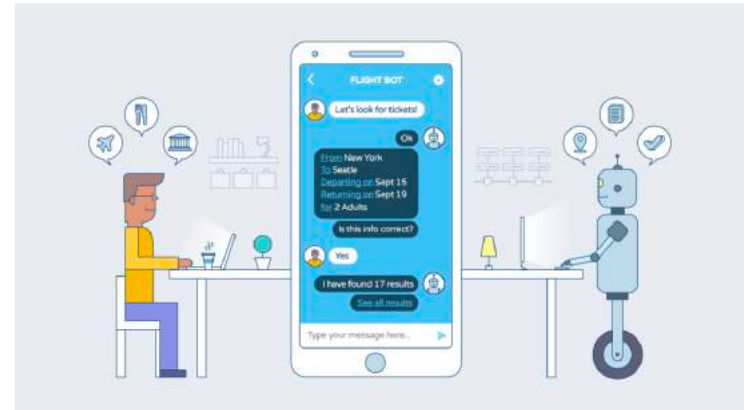
Integrations
(GoToWebinar)



Training & Support



Chatbots and Facebook messenger bots

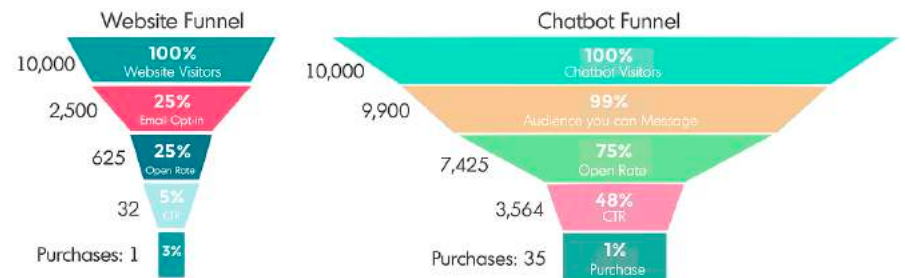


Facebook Messenger bots for business

The field is wide open. Facebook has 6 million advertisers, but there are only 300,000 chatbots.



Chatbots and Facebook messenger bots



Where is digital going?



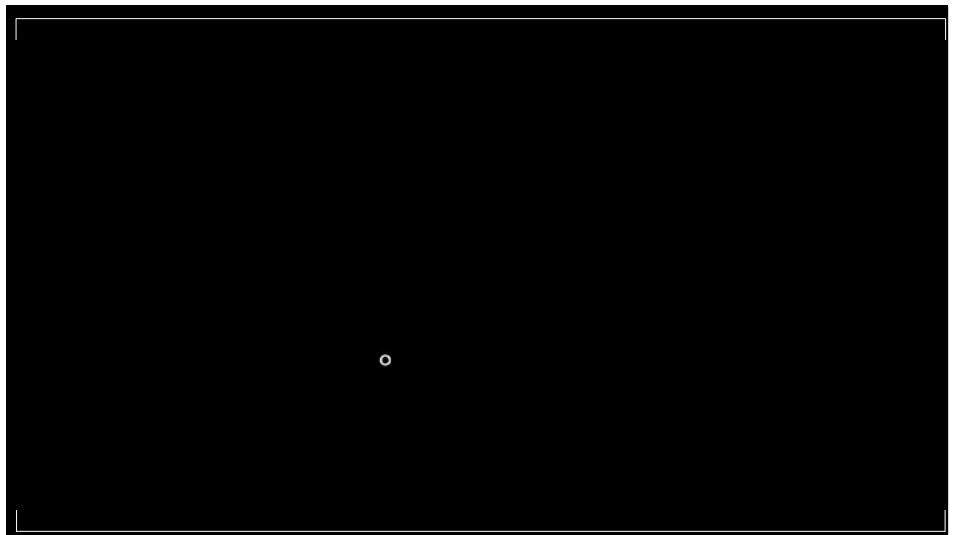
What we know from a single dot of light.

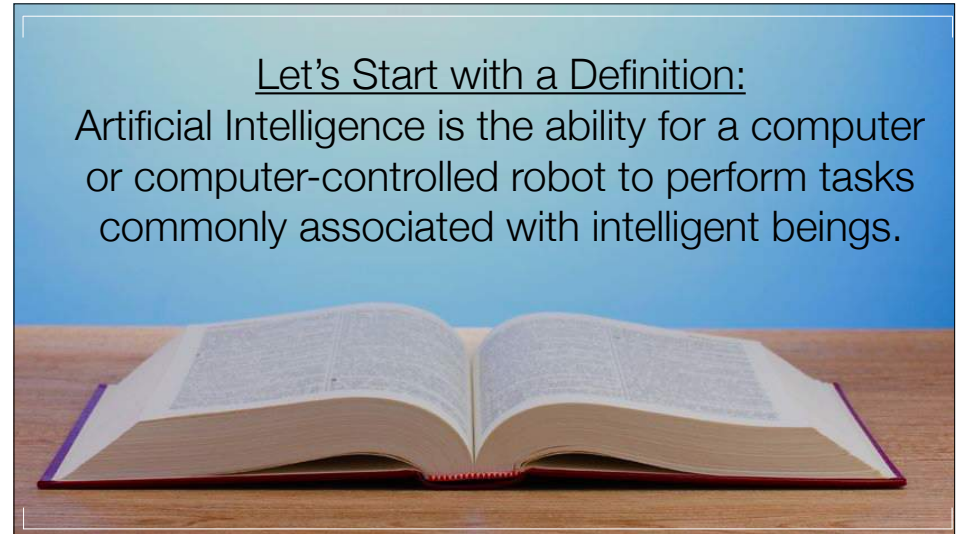
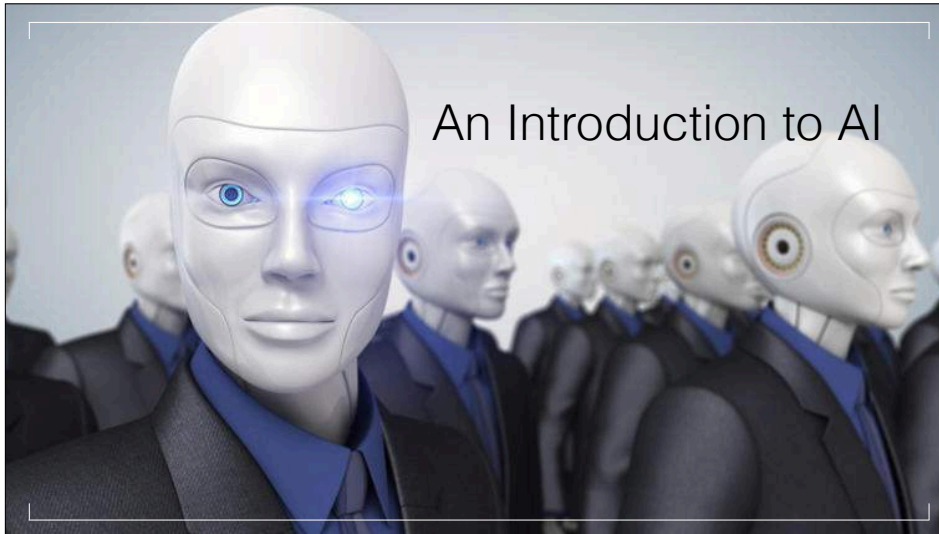
- What its chemical composition is
- How old it is
- When it will die
- Whether there are black holes nearby
- How old it is compared to the universe
- How big it is
- Whether or not it has planets around it
- Whether those planets might support life
- What galaxy it is part of
- Where the star is located
- How far away it is
- What temperature the star is
- What kind of star it is
- What stars are nearby
- Whether those stars are gravitationally attached
- Where it falls on the H-K spectrum
- How soon it will become a supernova
- How similar it is to our own star
- How many other stars are in its neighborhood
- When the star will run out of fuel
- What the temperature of the star is
- What the mass of the star is



What we can know about a single individual.

- Where they shop for groceries
- What they watch on TV
- Whether they like Coca-Cola or Pepsi
- Where they went on vacation
- What their credit score is
- Where they bank
- What kind of car they drive
- Where they live
- What their birthdate is
- Whether they like white wine or red wine
- How many children they have
- When they're going to buy their next car
- Whether they will default on their next loan
- Whether they've ever been arrested
- How many accidents they've had
- Where they're planning on going for vacation
- What TV shows they watch
- Whether they like opera or tennis or football
- When they probably broke up a relationship
- When they probably got back together again





Having Fun with AI



What's an example of AI that you use all the time?

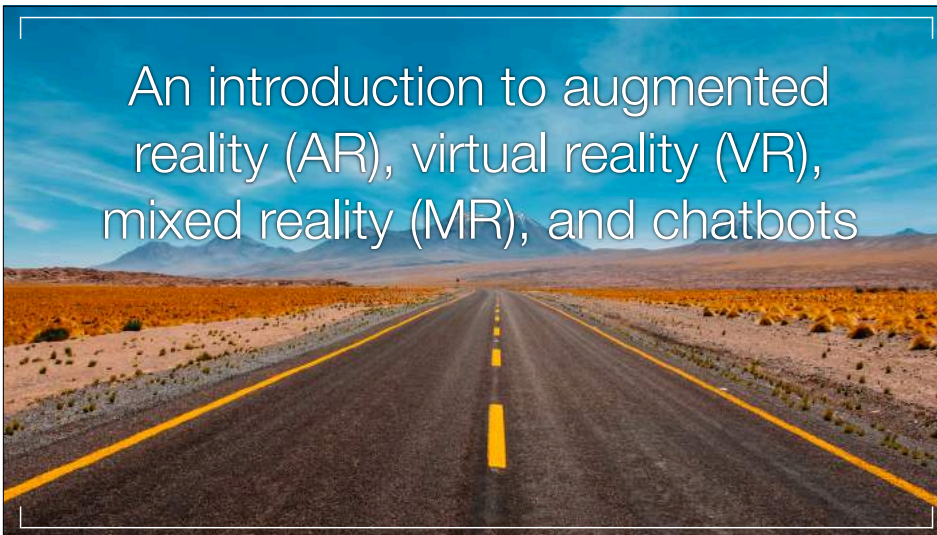
Google Images uses AI for image recognition



Visit 60SecondMarketer.com to download the e-book



An introduction to augmented reality (AR), virtual reality (VR), mixed reality (MR), and chatbots



Introduction to AR



Introduction to VR

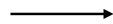
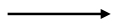


Introduction to Mixed Reality



Digital Marketing Case Studies

Digital marketing case study



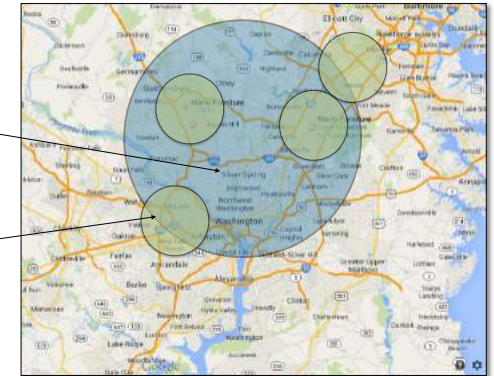
- Envelopes.com wanted to see if they could land sales from visitors who created an account, put an item in their shopping cart, but abandoned the cart.
- They ran an A/B split test. Version A was to email prospects the next morning. And Version B was to email them 48 hours later.
- The emails sent after 48 hours outperformed those delivered the following morning.
- The results? 1) An open rate of 38.01%, 2) click-through rate of 24.71% and 3) a conversion rate of 40.00%.





Digital marketing case study

- A furniture business hypertargeted people buying a new home.
- In addition, they overlaid that campaign with ads to people who live within a 10 mile radius of one of their stores.
- This two-pronged approach ensured that the right people are seeing the right ad at the right time.



Digital marketing case study



Digital marketing case study



- In 2010, Gillette had 70% market share. By 2016, that had dropped to 54%
- Harry's and Dollar Shave Club rose to 12.2%, from 7.2%, in 2016 alone!
- 81% of those who buy from Harry's come back to purchase another product
- P&G took another hit in 2017 when Target started selling Harry's razors in its physical locations
- The secret is not to ask the consumer to come back to the website for every order, but to ask them to sign up for regular mailings so they can set it and forget it



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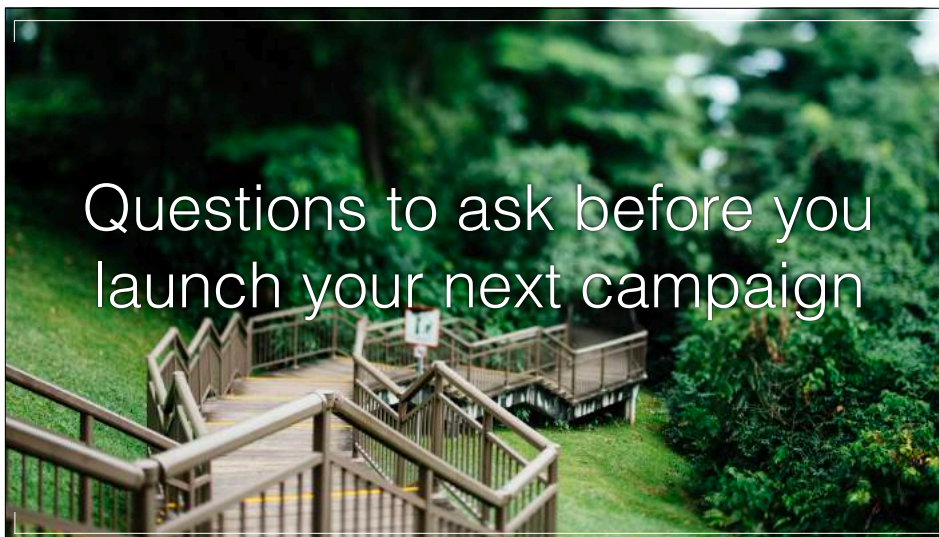
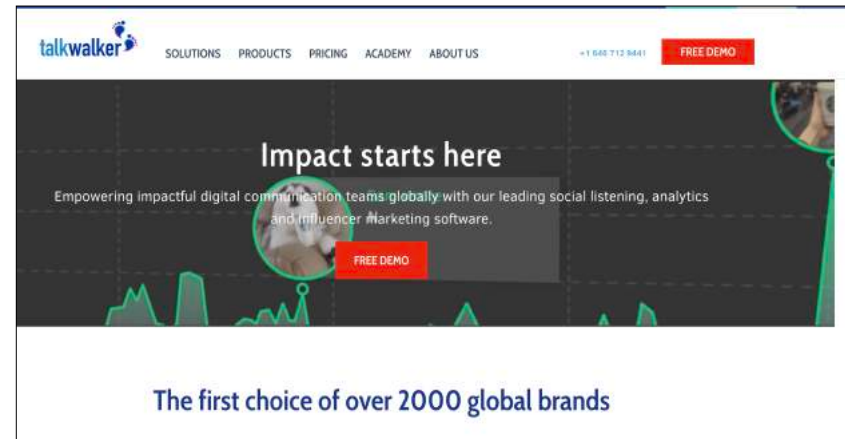
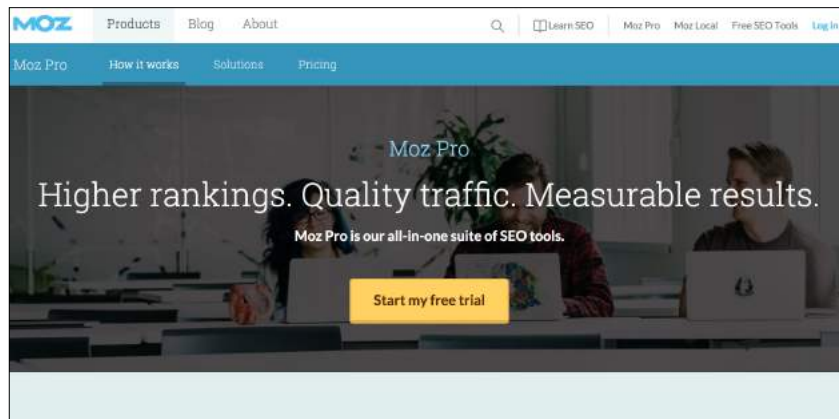
Watch this 90 second video.

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Questions to ask before launch

- What are we trying to accomplish?
- What are our competitors doing? What can we learn from them? What do we want to avoid?
- Who is our audience? What do they feel? What do they need? What are they really buying?
- What can we say about our product or service that will help us stand out from our competitors?
- What barriers are there to purchase?
- How will we measure our success?

Want a digital copy of my latest book?



Jamie@JamieTurner.Live



Thank You!

