

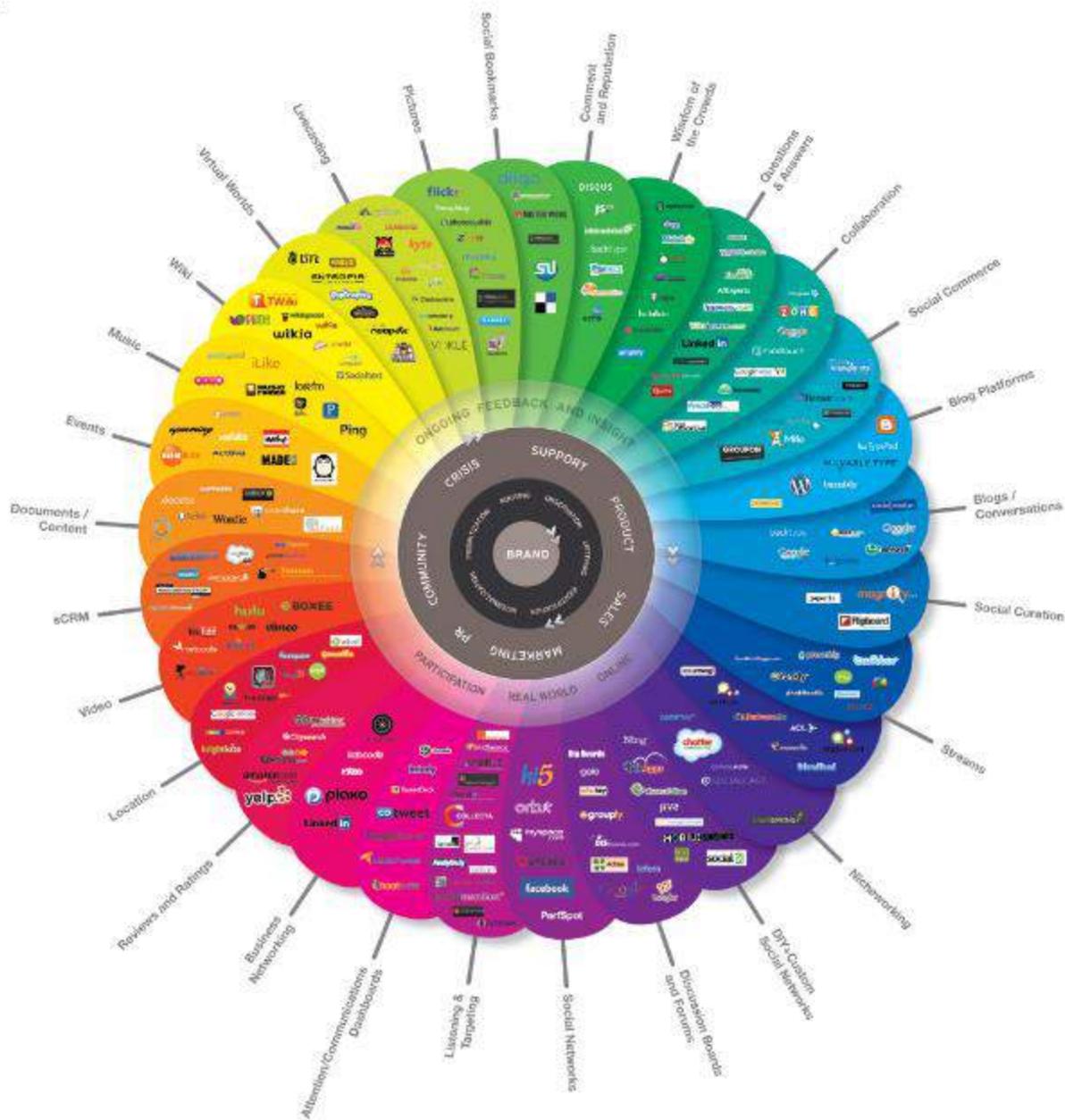
Marketing?

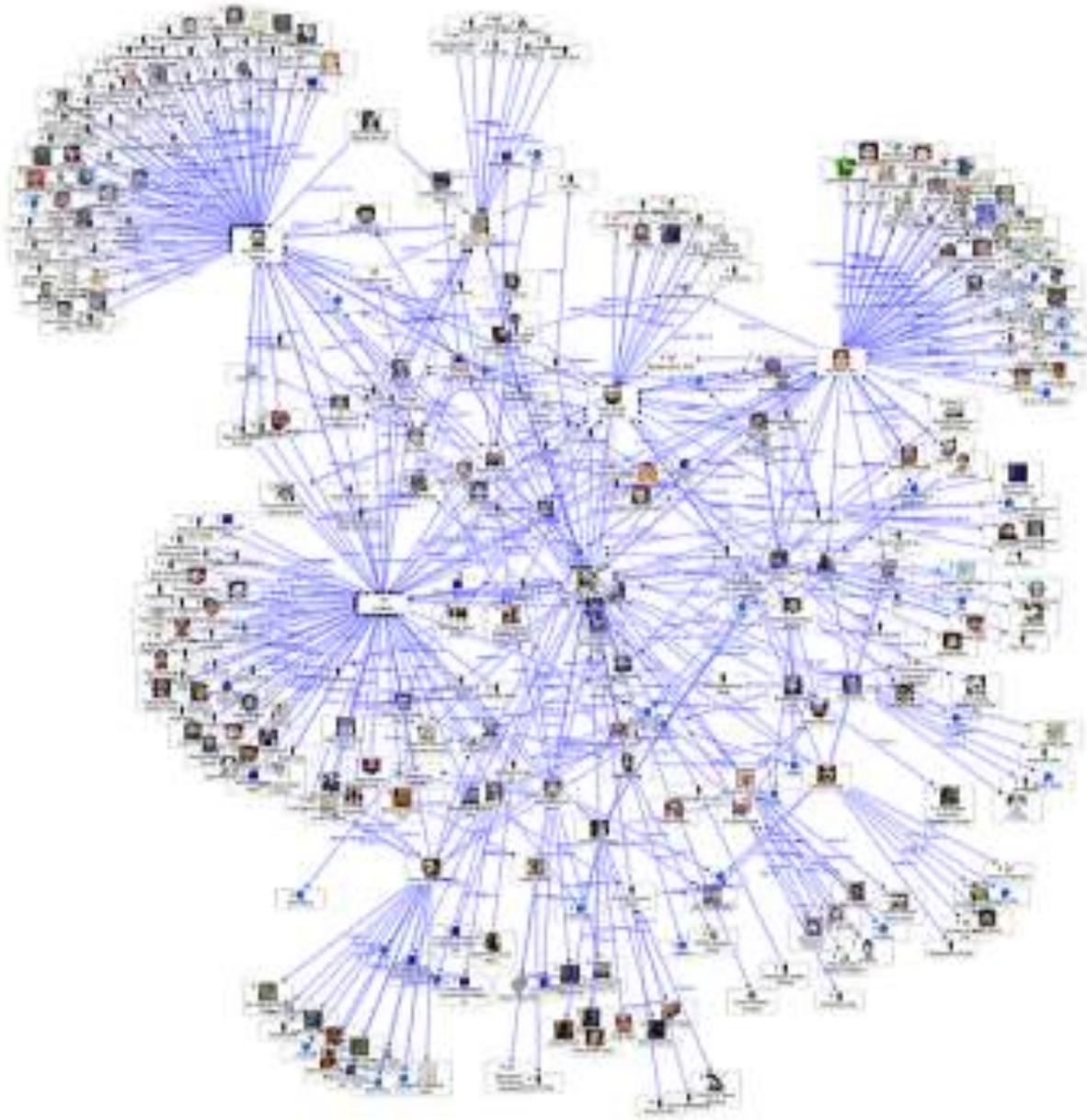
# Fishing For Values

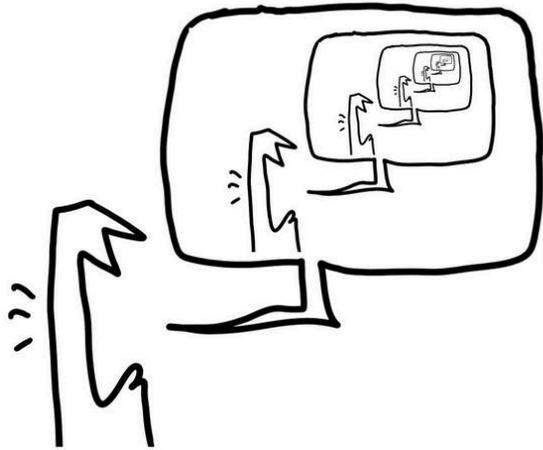
How to be heard in a new media echo chamber

# THE CONVERSATION PRISM

Brought to you by Brian Solis & JESSICA







©hugh



The **echo chamber** effect refers to any situation in which information, ideas or beliefs are amplified or reinforced by transmission inside an 'enclosed' space. Observers of journalism describe an echo chamber effect in media discourse. One purveyor of information will make a claim, which many like-minded people then repeat, overhear, and repeat again (often in an exaggerated or otherwise distorted form) until most people assume that some extreme variation of the story is true.





# How Do I Get My Message Out?

Conversion



# Marketing 101



First Steps:

Know Who You Are and What you do

What are your values?

Does your brand accurately portray these values?

Know your Audience. How?

Listen, align and allow values to flow through your communications

How is your brand received?

Does your brand resonate with your audience?

Does your logo and tagline explicitly tell your audience your values and what you stand for?

# Mobile



According to Marketing Land, almost 40 percent of people are now accessing the Internet via mobile devices. When it comes to social media, that figure is even higher at 55 percent. If this growth pattern continues, half of all Internet browsing will be done on mobile devices within a few years.

## Solution:

- Create a mobile version of a website
- Implement responsive web design (RWD)
- Utilize a WordPress plugin like UppSite to convert a site into an HTML 5 app



# Mobile

## Other Key Takeaways:

- Half of America own smartphones.
- Smartphone usage has reached critical mass presenting unparalleled opportunities for digital marketers.
- What this means for marketers is that a mobile-first strategy is the new priority.
- The significance of location-based marketing, which has been around for a couple of years, will only continue to grow in importance.
- Finally, with a growing number of users downloading apps on their smartphones, a focused app strategy will help ensure that your brand remains forceful and relevant.

# Think SEO



To climb the rankings, it usually requires content that's legitimately entertaining and/or provides value that people can feel. When content meets these criteria, it tends to get shared naturally on relevant websites, which increases the number of inbound links it receives. Using underhanded techniques like paying for links, spinning articles, creating links on irrelevant sites and general spam now have a negative effect, since the release of Google Penguin.

The best way to get ahead is to give your audience what they want. By focusing on quality and putting forth enough effort, your site should flourish, maintain solid rankings and be protected from future algorithm changes.

- Solution:
- 1) Promote Values
  - 2) Find brand buzz word that defines your values, promote that word/phrase in all communications messaging.

# Long Content



Since the quantity and quality of backlinks are the strongest factor in the ranking algorithm, longer articles tend to result in higher rankings, more inbound links and more website traffic.

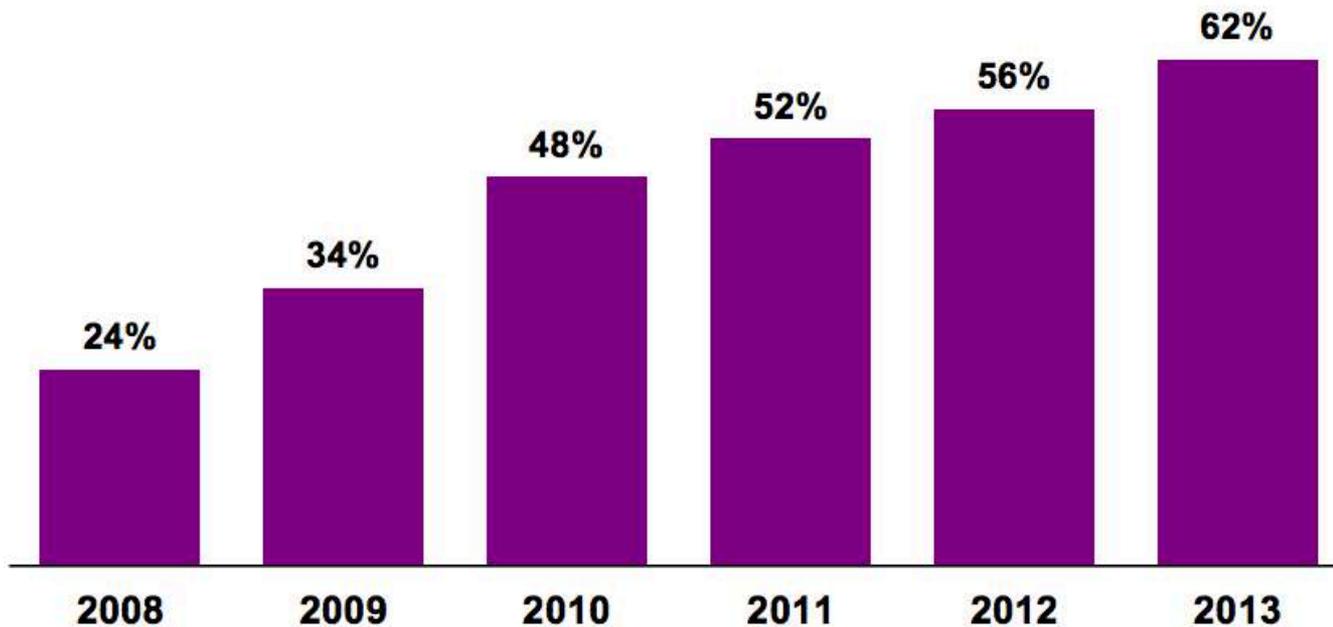
For this reason, it's more beneficial for webmasters to create a handful of 1,000+ word articles instead of dozens of 400-word or less articles.

# Social Media



## Six in Ten Americans Have a Profile on a Social Networking Site

**% Who Currently Have a Profile on Any Social Network**

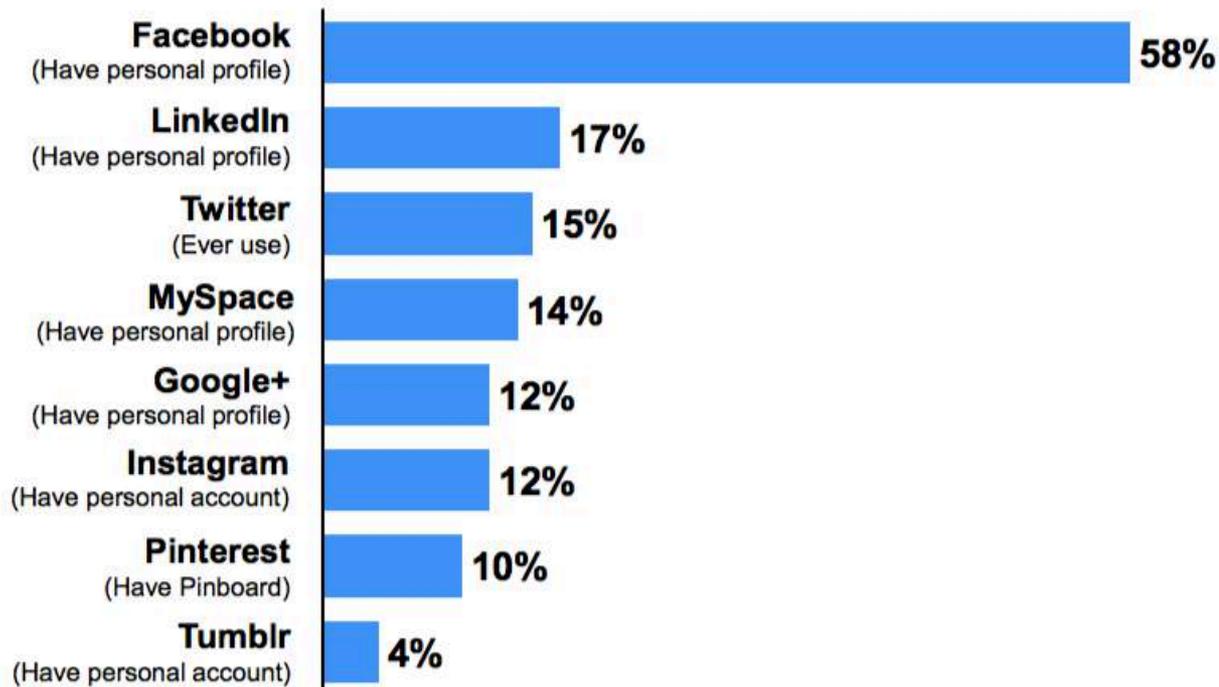


# Social Media



## Facebook Is the Dominant Player in Social Networking

### % Using Each Social Networking Site/Service



# Social Media



## Lessons:

- Brands that use hashtags in their posts may have slightly higher reach than brands that don't use them, according to Edgerank Checker.
  - Hashtags will also open up new advertising opportunities for marketers, including the ability to advertise directly to users who have used or clicked on a particular hashtag.
- Graph Search is a valuable tool for helping you find people who like your Page. If you're a local business this means you can create content, ads or free giveaways just for fans in your geographical location, thus encouraging a more vibrant local community.
- To stay ahead of the game, marketers must learn and master the Facebook environment in spite of unexpected and often frustrating changes to the platform.

# Social Media



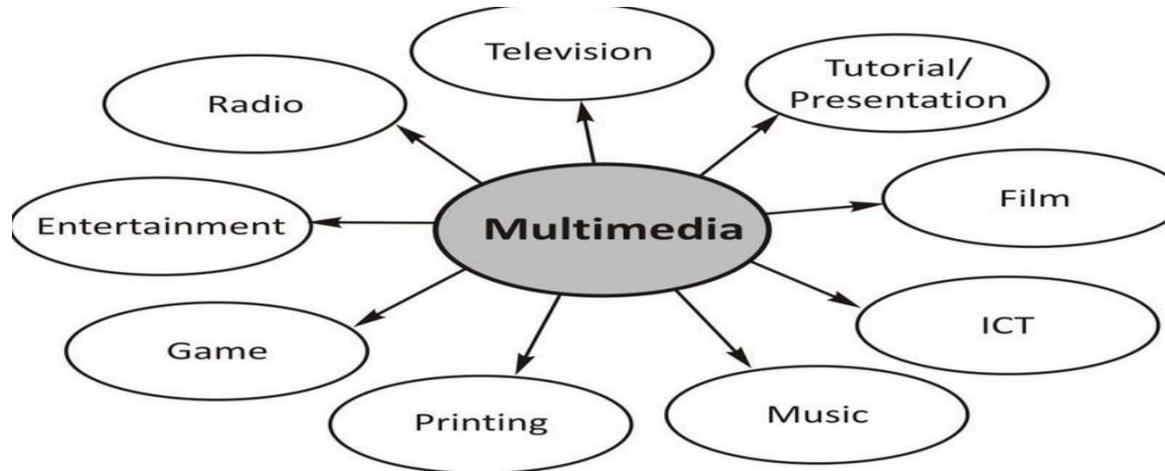
## Lessons:

- At least establish a social media presence on at least Twitter, Facebook and Google+ if you haven't done so already.
- Creating a network and posting content where your audience spends time can quickly bring exposure for your brand and website, leading to increased website traffic, leads and sales.
- Social Media = Sharing = Earned Media. Trust is important online. Having ambassadors for your organization is good.

# SOCIAL MEDIA MARKETING MADNESS



# Integrate Multimedia



- Traditional text-based content is still a fundamental part of SEO.
- Since search engines crawl content and learn its meaning via text, it's important to optimize your text content accordingly. However, using multimedia such as pictures and videos has become more important. According to Search Engine Watch, images increase post interaction.
- By including pictures and videos within textual content, you can reach your audience on a deeper level than by only providing text.



# Integrate Multimedia



Takeaways:

Pictures:

- Adding a relevant description with the right keywords
- Adding relevant tags
- Including captions when appropriate

For videos, this includes:

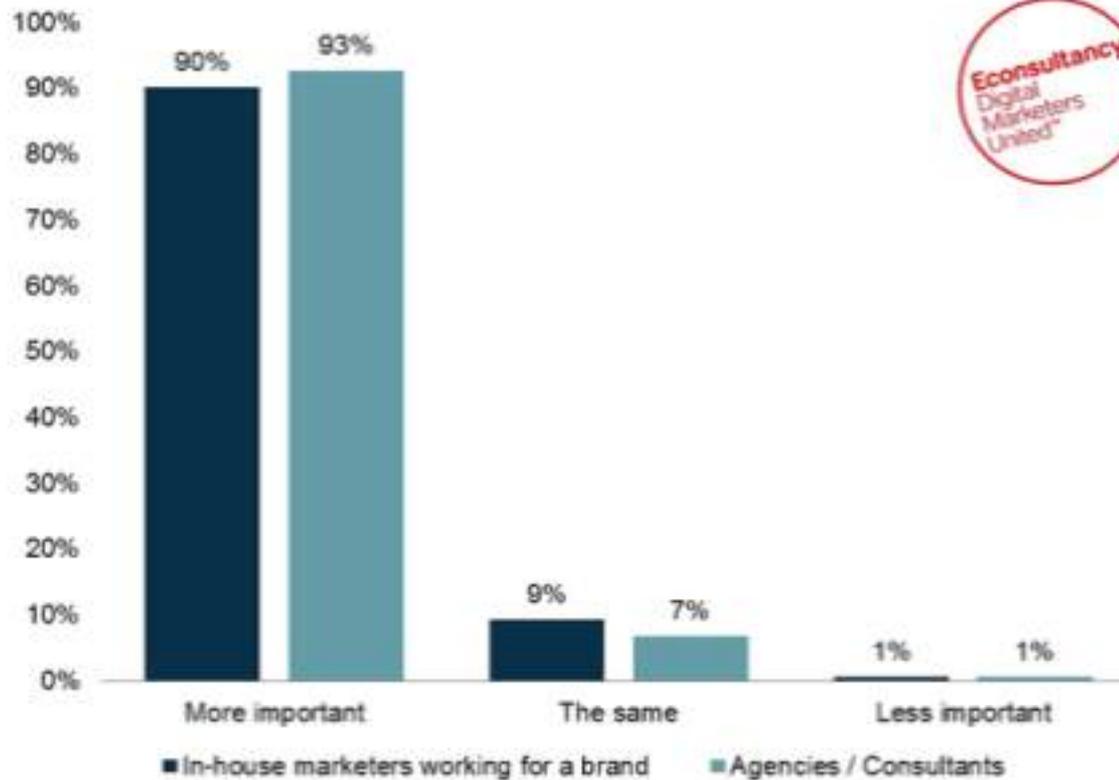
- Adding a summary
- Including relevant tags
- Adding a transcript
- Push values and messaging



# Content is KING



**Question: Do you expect content marketing to become more or less important for your organisation / clients over the next 12 months?**



Digital marketers believe content marketing will become more important than ever.

# Content is KING



## Lessons:

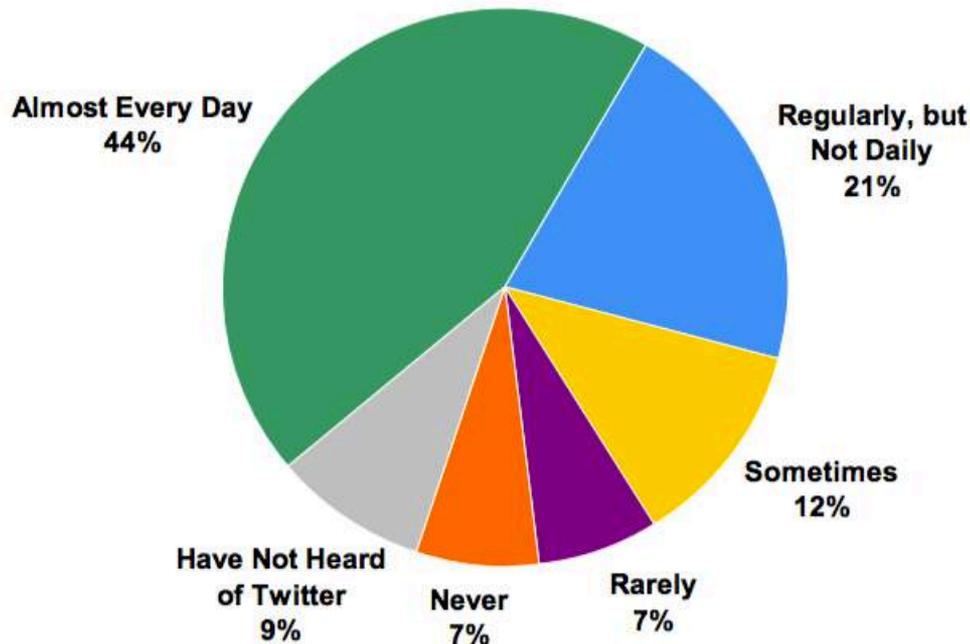
- A 2012 survey conducted by Outbrain and research firm eConsultancy showed that 91% of in-house marketers use content marketing to sell their products and services.
- Additionally, 90% of all digital marketing professionals believe content marketing will become even more important over the next 12 months.
- The same research pointed to the top 3 types of content that are working best for marketers: social posts and updates (83%), email newsletters (78%) and news or feature articles (67%).
- Focus on content marketing rather than advertising because consumers interact with content first, giving brands ideas or insights about what is important to them. Brands can then use these insights to craft their ads.

# Headline News



## More Than Four in Ten Americans Hear or Read About Tweets Almost Every Day in the Media

*“How often do you hear about Twitter feeds, commonly called ‘tweets,’ through media such as TV, radio, newspapers, or websites other than Twitter?”*





# Headline News

What Does the Rise of Twitter Say about Americans Get New

Lessons:

- Too much information out there!
- More and more news is delivered in short, digestible chunks of information.
- Twitter, at 140 characters, symbolizes this trend to headline news.
- News makers struggle to stay relevant in the public eye by utilizing microblogging sites like Twitter.





Thank you.