

# marketing

THE MANSFIELD AREA CHAMBER OF COMMERCE

## The Digital Landscape of Today

Over the past 15 years the way people buy has changed. We live in a digital world.



# Increase Sales

## Here's how we can help you at the Chamber...

Whether owning your own business or you're running a business it is downright hard especially as fast as our world continues to change. You deserve to be supported. To have the resources you need to lead a successful and growing business.

We have many marketing venues including our website, social media and email marketing. We likely have a larger following than your business so any exposure the chamber gives to your business can be greatly beneficial. Bottom line it's all about connecting with your audience to build your brand, drive website traffic and **increase sales.**

Our new members with the Enhanced Membership Package receive an initial announcement on our website with your own page, an email blast announcement, a video posted on our YouTube channel and a posting on our social media.

You will also receive the opportunity to attend a workshop "Marketing Your Message" an introduction to our Marketing Package and program for our members. This is offered three times a year.

An integral part of our Marketing Package is our 3-Part Series:

- Fine Tuning Your Message
- The Sales Funnel – as it relates to Digital Marketing
- Content Marketing

This is delivered by our Marketing and StoryBrand Expert Chris Gensheer of Empathy Marketing Group.

These educational events happen three times a year.

**LORI WILLIAMS**  
**PRESIDENT / CEO**

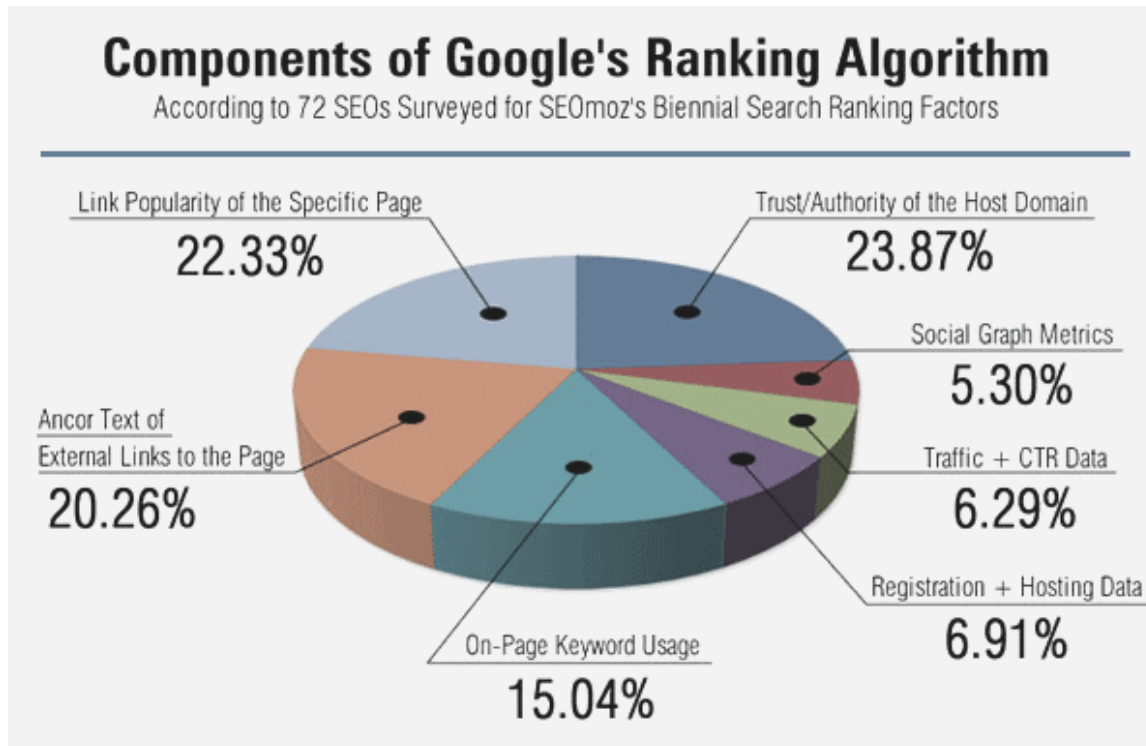
DID YOU KNOW ...

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**93% of experiences start with a search engine. If you're in the top result on Google you have a 33% chance of getting clicked.**  
**Links and keywords play a critical role.**

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*Unleash the potential!*



50% of brand reputation comes from online sociability, 3.5 billion social media users which equates to 45% of the population. Social media users by generation: Millennials 90.4%, Gen X 77.5% and Baby Boomers 48.2%

- 54% of Browsers use social media to research products
- 71% of consumers who have a positive experience will recommend the brand to their friends and family
- 91% of social media users access via mobile devices



What is SEO?

SEO stands for “search engine optimization.” It’s the practice of increasing both the quality and quantity of website traffic, as well as exposure to your brand, through non-paid (also known as "organic") search engine results.

Despite the acronym, SEO is as much about people as it is about search engines themselves. It’s about understanding what people are searching for online, the answers they are seeking, the words they’re using, and the type of content they wish to consume. Knowing the answers to these questions will allow you to connect to the people who are searching online for the solutions you offer. If knowing your audience’s intent is one side of the SEO coin, delivering it in a way search engine crawlers can find and understand is the other.

## Search engine basics

Search engines are answer machines. They scour billions of pieces of content and evaluate thousands of factors to determine which content is most likely to answer your query. Search engines do all of this by discovering and cataloguing all available content on the Internet (web pages, PDFs, images, videos, etc.) via a process known as “crawling and indexing,” and then ordering it by how well it matches the query in a process we refer to as “ranking.”

## Why SEO is important

While paid advertising, social media, and other online platforms can generate traffic to websites, the majority of online traffic is driven by search engines.

Organic search results cover more digital real estate, appear more credible to savvy searchers, and receive way more clicks than paid advertisements. For example, of all US searches, only ~2.8% of people click on paid advertisements.

In a nutshell: SEO has ~20X more traffic opportunity than PPC on both mobile and desktop.

SEO is also one of the only online marketing channels that, when set up correctly, can continue to pay dividends over time. If you provide a solid piece of content that deserves to rank for the right keywords, your traffic can snowball over time, whereas advertising needs continuous funding to send traffic to your site.

Search engines are getting smarter, but they still need our help.

Optimizing your site will help deliver better information to search engines so that your content can be properly indexed and displayed within search results.

## Google Webmaster Guidelines

Basic principles:

- Make pages primarily for users, not search engines.
- Don't deceive your users.
- Avoid tricks intended to improve search engine rankings. A good rule of thumb is whether you'd feel comfortable explaining what you've done to a website to a Google employee. Another useful test is to ask, "Does this help my users? Would I do this if search engines didn't exist?"
- Think about what makes your website unique, valuable, or engaging.

Things to avoid:

- Automatically generated content
- Participating in link schemes
- Creating pages with little or no original content (i.e. copied from somewhere else)
- Cloaking — the practice of showing search engine crawlers different content than visitors.
- Hidden text and links
- Doorway pages — pages created to rank well for specific searches to funnel traffic to your website.

## Guidelines for representing your local business on Google

Basic principles:

- Be sure you're eligible for inclusion in the Google My Business index; you must have a physical address, even if it's your home address, and you must serve customers face-to-face, either at your location (like a retail store) or at theirs (like a plumber)
- Honestly and accurately represent all aspects of your local business data, including its name, address, phone number, website address, business categories, hours of operation, and other features.

Things to avoid:

- Creation of Google My Business listings for entities that aren't eligible
- Misrepresentation of any of your core business information, including "stuffing" your business name with geographic or service keywords, or creating listings for fake addresses
- Use of PO boxes or virtual offices instead of authentic street addresses
- Abuse of the review portion of the Google My Business listing, via fake positive reviews of your business or fake negative ones of your competitors
- Costly, novice mistakes stemming from failure to read the fine details of Google's guidelines

# How do search engines work?

## Search engines have three primary functions:

1. Crawl: Scour the Internet for content, looking over the code/content for each URL they find.
2. Index: Store and organize the content found during the crawling process. Once a page is in the index, it's in the running to be displayed as a result to relevant queries.
3. Rank: Provide the pieces of content that will best answer a searcher's query, which means that results are ordered by most relevant to least relevant.

## What is search engine crawling?

Crawling is the discovery process in which search engines send out a team of robots (known as crawlers or spiders) to find new and updated content. Content can vary — it could be a webpage, an image, a video, a PDF, etc. — but regardless of the format, content is discovered by links.

Googlebot starts out by fetching a few web pages, and then follows the links on those webpages to find new URLs. By hopping along this path of links, the crawler is able to find new content and add it to their index called Caffeine — a massive database of discovered URLs — to later be retrieved when a searcher is seeking information that the content on that URL is a good match for.



## Search engine ranking

When someone performs a search, search engines scour their index for highly relevant content and then orders that content in the hopes of solving the searcher's query. This ordering of search results by relevance is known as ranking. In general, you can assume that the higher a website is ranked, the more relevant the search engine believes that site is to the query.

It's possible to block search engine crawlers from part or all of your site, or instruct search engines to avoid storing certain pages in their index. While there can be reasons for doing this, if you want your content found by searchers, you have to first make sure it's accessible to crawlers and is indexable. Otherwise, it's as good as invisible.

### **In SEO, not all search engines are equal**

Most people know that Google has the largest market share, but how important it is to optimize for Bing, Yahoo, and others? The truth is that despite the existence of more than 30 major web search engines, the SEO community really only pays attention to Google. Why? The short answer is that Google is where the vast majority of people search the web. If we include Google Images, Google Maps, and YouTube (a Google property), more than 90% of web searches happen on Google — that's nearly 20 times Bing and Yahoo combined.

## Ranking: How do search engines rank URLs?

How do search engines ensure that when someone types a query into the search bar, they get relevant results in return? That process is known as ranking, or the ordering of search results by most relevant to least relevant to a particular query.

To determine relevance, search engines use algorithms, a process or formula by which stored information is retrieved and ordered in meaningful ways. These algorithms have gone through many changes over the years in order to improve the quality of search results. Google, for example, makes algorithm adjustments every day — some of these updates are minor quality tweaks, whereas others are core/broad algorithm updates deployed to tackle a specific issue, like Penguin to tackle link spam. Check out our [Google Algorithm Change History](#) for a list of both confirmed and unconfirmed Google updates going back to the year 2000.

Why does the algorithm change so often? Is Google just trying to keep us on our toes? While Google doesn't always reveal specifics as to why they do what they do, we do know that Google's aim when making algorithm adjustments is to improve overall search quality. That's why, in response to algorithm update questions, Google will answer with something along the lines of: "We're making quality updates all the time." This indicates that, if your site suffered after an algorithm adjustment, compare it against Google's Quality Guidelines or Search Quality Rater Guidelines, both are very telling in terms of what search engines want.

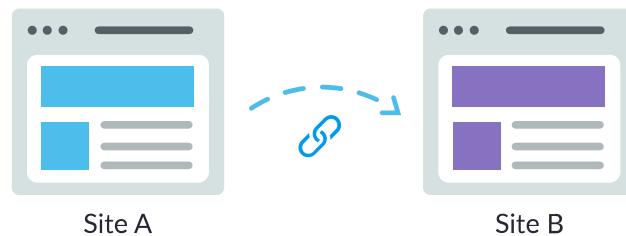


## The role links play in SEO

When we talk about links, we could mean two things. Backlinks or "inbound links" are links from other websites that point to your website, while internal links are links on your own site that point to your other pages (on the same site).

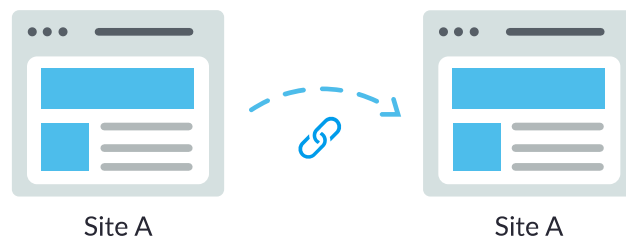
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### Backlink / Inbound



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### Internal Link



Links have historically played a big role in SEO. Very early on, search engines needed help figuring out which URLs were more trustworthy than others to help them determine how to rank search results. Calculating the number of links pointing to any given site helped them do this.

Backlinks work very similarly to real-life WoM (Word-of-Mouth) referrals. Let's take a hypothetical coffee shop, Jenny's Coffee, as an example:

- Referrals from others = good sign of authority
  - Example: Many different people have all told you that Jenny's Coffee is the best in town
- Referrals from yourself = biased, so not a good sign of authority
  - Example: Jenny claims that Jenny's Coffee is the best in town
- Referrals from irrelevant or low-quality sources = not a good sign of authority and could even get you flagged for spam
  - Example: Jenny paid to have people who have never visited her coffee shop tell others how good it is.
- No referrals = unclear authority
  - Example: Jenny's Coffee might be good, but you've been unable to find anyone who has an opinion so you can't be sure.

## The role content plays in SEO

There would be no point to links if they didn't direct searchers to something. That something is content! Content is more than just words; it's anything meant to be consumed by searchers — there's video content, image content, and of course, text. If search engines are answer machines, content is the means by which the engines deliver those answers.

Any time someone performs a search, there are thousands of possible results, so how do search engines decide which pages the searcher is going to find valuable? A big part of determining where your page will rank for a given query is how well the content on your page matches the query's intent. In other words, does this page match the words that were searched and help fulfill the task the searcher was trying to accomplish?

Because of this focus on user satisfaction and task accomplishment, there's no strict benchmarks on how long your content should be, how many times it should contain a keyword, or what you put in your header tags. All those can play a role in how well a page performs in search, but the focus should be on the users who will be reading the content.

Today, with hundreds or even thousands of ranking signals, the top three have stayed fairly consistent: links to your website (which serve as a third-party credibility signals), on-page content (quality content that fulfills a searcher's intent), and RankBrain.

DID YOU KNOW ...

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**While there are several forms of traditional marketing, including print, radio, and television, statistics show that digital marketing is taking over, in terms of popularity and success. In fact, by 2021, it's projected that marketing leaders will spend 75% of their total marketing budget on digital marketing, rather than traditional marketing.**

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# Social Media

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Social media marketing is all about meeting your target audience and customers where they are and as they socially interact with each other and your brand.

While social media marketing as a whole is incredibly valuable and beneficial to your business growth (as you'll see in the following section), your strategy will differ based on which social networks your audience spends their time on.

**Facebook** – is the market leader with 2/3 of U.S. adults 68% now report that they are Facebook users.

**LinkedIn** – has more than 690 million active users. 80% of social media B2B leads come from LinkedIn and 46% of all social media traffic to company websites comes from LinkedIn

**Instagram** – has 1 billion monthly active users and continues to attract a younger audience with 72% of teens say that they use the platform. 64% are under the age of 34.

**YouTube** – is the second largest search engine globally. It is the preferred form of social media worldwide. 54% of all people want more video content. YouTube reaches more adults aged 18-49 during prime time than any cable network.



# How to Create a Social Media Marketing Strategy

- Research your buyer personas and audience
- Determine which social platforms you'll market on
- Create unique and engaging content
- Organize a schedule for your posts
- Analyze your impact and results

***"It's important to be where your audience of potential customers is today, and where they might be tomorrow. It's better to be ahead of the curve than behind."*** — Andrew Delaney, Social Media Marketing Manager at HubSpot

Create unique and engaging content. With the billions of social media users around the globe, there's no question that at least some of your followers — or the people browsing your profile — have also seen your competitor's content or that of other businesses in your industry. That's why you must have engaging social media content that stands out and provides viewers with a reason to click that "Follow" button and interact with your brand.

To help you get creative, consider the content your competitors are sharing and how you can uniquely promote your products. Also, take advantage of the features offered by the platform you're using. For example, you can create live videos on Facebook to share the latest details about a product launch or conduct a giveaway.

Lastly, use your current customers and promoters to help you generate content. You can do this by re-posting their content or encouraging them to use a hashtag to share their own experiences and pictures with your products (similar to Frye's Instagram hashtag that I mentioned earlier).



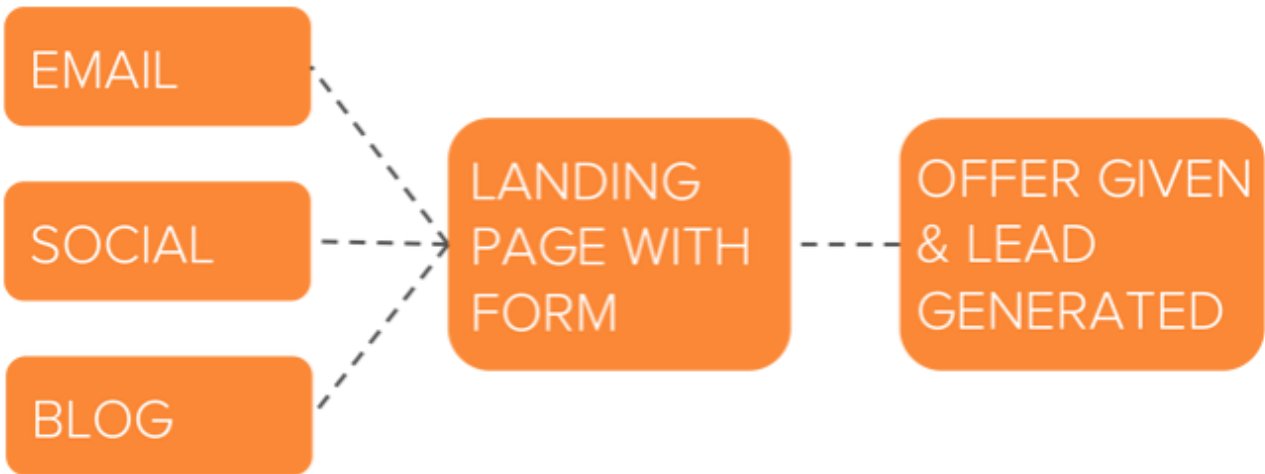
## Social Media Metrics

Social media metrics are data related to the success of your posts and your impact on your audience and customers on various platforms. These metrics may include data about your level of engagement, likes, follows, shares, and all other interactions on each platform. Here are 10 of the most important metrics for you to track:

1. **Engagement:** This includes clicks, comments, likes, and replies on your social media posts. There are also platform-specific types of engagement such as “Saved” posts on Instagram and “Pinned” posts on Pinterest.
2. **Reach:** The number of people who have seen any content associated with your page or profile is your reach. **Followers:** This is the number of people you have on your profile who have clicked your “Follow” button and see your content in their feeds regularly.
3. **Impressions:** This is the number of times a post from your profile or page is seen, whether or not your audience members click on it. This is often what happens when someone is scrolling through their newsfeed, but not clicking on anything. **Video views:** On Facebook, Snapchat, Instagram, or any other social channel with video capabilities, this is the number of views each gets.
4. **Profile visits:** The number of people who have opened your social media page is your number of profile visits.
5. **Mentions:** This is the number of times your profile has been mentioned by audience members in their posts. **Tags:** This is when your audience adds the name of your company’s profile or your hashtag to another post.
6. **Reposts:** This is when a member of your audience posts a piece of your content on their profile. **Shares:** These are the posts your followers and audience take from your profile and share with their network.



# LEAD GENERATION



In marketing lead generation is the process of attracting and converting strangers and prospects into someone who has indicated interest in your company's product or service. What content to place on your landing pages?

- Ebooks
- Courses
- Trials
- Demos
- Contests
- Cheat Sheets
- Checklists
- Email Series
- Email Subscriptions
- Guides
- Kits
- Research
- Podcasts
- SlideShare Presentations
- Templates
- Events
- Tools
- Free Apps
- Webinars
- Whitepapers



# The Future

At one time, artificial intelligence, data-driven marketing and voice search engine optimization (VSEO) were ambitious concepts bordering on the ridiculous. Today, these innovative digital marketing trends are among the top priorities for most business owners in 2020.

And why wouldn't they be? After all, if your business has any intention of remaining competitive in today's online landscape, you must adapt to the rapidly evolving changes in digital marketing.

Make no mistake: We live in a time when marketing technology moves fast and consumer interests and behaviors are hard to predict. Marketers can no longer stick their heads in the sand and hope that educated guesses and the same old methods will work forever.

## **1) Artificial Intelligence**

If you haven't already realized it, 2020 may be the year that a lot of people wake up to the dominance of artificial intelligence (AI). It's sure to be at the heart of global business and industry in the future – and it's already taking over many simple jobs.

AI can analyze consumer behavior and search patterns, and use data from social media platforms and blog posts to help businesses understand how customers find their products and services.

Artificial intelligence will soon be the driving force behind many services and, currently, we already see it implemented in such areas as: Basic communication, Product recommendations, Content creation, Email personalization, E-commerce transactions

## **2) Programmatic Advertising**

Programmatic advertising means using AI to automate ad buying so you can target more specific audiences. Real-time bidding, for example, is a type of programmatic ad buying. This automation is much more efficient and fast, which means higher conversions and lower customer acquisition costs.

It's changing the face of digital advertising so swiftly that, according to eMarketer, 86.2% of digital display ads in the U.S. will be programmatic by 2020.

# THE FUTURE

## 3) Chatbots

Chatbots will continue to be an important part of digital marketing in 2020. This AI-based technology uses instant messaging to chat in real-time, day or night, with your customers or site visitors. Surveys show that:

- Chatbots will power 85% of customer service by 2020
- Top benefits of chatbots are 24-hour service (64%), instant responses to inquiries (55%), and answers to simple questions (55%)
- 63% of respondents prefer messaging an online chatbot to communicate with a business or brand
- By 2022, chatbots will help businesses save over \$8 billion per annum
- 80% of businesses want chatbots by 2020

## 4) Conversational Marketing

With all that talk about chatbots, the reality of modern marketing becomes clear: it's more conversational. People want it that way, and so brands are reacting. When consumers have a question, 82% want an "immediate" response. Conversational marketing facilitates a one-to-one, real-time connection between marketers and customers.

## 5) Personalization

If you want to stand out in 2020, you need to personalize your marketing – and that means personalized content, products, emails and more. Consider these personalization stats:

- 63% of consumers are highly annoyed with generic advertising blasts
- 80% say they are more likely to do business with a company if it offers personalized experiences
- 90% claim they find personalization appealing

## 6) Video Marketing

Video marketing is one of, if not the, most important marketing trend today and likely for the next 5-10 years. These numbers show the importance of incorporating video into your digital marketing strategy in 2020:

- 70% of consumers say that they have shared a brand's video
- 72% of businesses say that video has improved their conversion rate
- 52% of consumers say that watching product videos makes them more confident in online purchase decisions
- 65% of executives visit the marketer's website and 39% call a vendor after viewing a video

Video is by far the most popular way customers want to learn about new products.

## 7) Influencer Marketing

Influencer marketing is a type of word-of-mouth marketing that focuses on using key leaders to amplify your brand message to a larger market. Influencers can be well-known celebrities, but more often they are Instagram or YouTube personalities with a huge niche following who can help spread the word about your business or product through their social channels.

Because influencer marketing is generally more authentic than corporate advertising:

- 63% of consumers trust influencers' opinions of products much more than what brands say about themselves
- 58% of people have bought a new product in the past six months because of an influencer's recommendation

# THE FUTURE

## 8) Social Messaging Apps

Reasons for your brand to use messaging apps include:

- Cultivate contact
- Deliver information
- Boost sales
- Involve people in events
- Regain potential customers
- Provide support and assistance
- 10 billion messages are sent between people and businesses on Facebook Messenger every month
- WhatsApp has 1.6 billion active users and 55 billion messages are sent via every day
- The top three social messaging apps – WhatsApp, Facebook Messenger and WeChat – have more combined users than Facebook or YouTube

## 9) Visual Search

Visual search can take the user experience to a totally new level: People can upload an image to conduct a search and get more specific results.

### A) Pinterest Lens

Not surprisingly, Pinterest has jumped on the visual search bandwagon. They came out with Lens, a visual search tool that allows users to take a photo of an item to find out where to buy it online, search for similar products or view pinboards of related items.

B) Google Lens And Pinterest is not the only one with visual search. Google Lens is a visual search engine by Google, which recognizes objects and landmarks through a camera app. Here's what you can do when you take a photo of the following items.

C) CamFind CamFind is another visual search mobile app which enables you to search for anything from your phone simply by snapping a picture. Instead of typing queries into a search engine, you can directly search via images to find similar images, price comparisons, local shopping results, etc. You can also take a picture of a movie poster and CamFind will show you movie information, trailers, showtimes and local theaters.

D) Bing Visual Search And with Bing Visual Search, you can search for a specific element within an image without having to go through all the current hoops. For example, say you're looking for kitchen decoration inspiration and an image attracts your attention. You click on a thumbnail result to get to the "Detail View." The overall décor is great, but you're particularly interested in that nice-looking chandelier. Wouldn't you love to know where you can get one just like it? With Bing Visual Search, now you can.

## 10) Voice Search & Smart Speakers

The increasing use of voice search has made it important for companies to rethink their digital marketing strategies in 2020. Consider these numbers:

- 50% of all searches will be via voice by 2020
- 55% of all American homes will own a smart speaker by 2022
- 72% of people who own voice-activated speakers say that their devices are used as part of their daily routines
- Voice shopping is set to jump to \$40 billion in 2022, up from \$2 billion today
- Global smart speaker shipments have almost trebled between Q1 2018 and Q2 2019, growing from 9.36 million units to 26.1 million units

# THE FUTURE

## **14) Content Marketing Continues to Dominate SEO**

In November 2019, Google rolled out some major updates to its search algorithm. The updates included the new BERT system, which is designed to aid Google in its efforts to understand the natural language that people use in their search queries.

The advice from Google's John Mueller is that "rather than chase the latest SEO trends, it's more important to ensure a site has fast speeds, useful links, and well-written content."

In fact, content marketing is so important that 88% of B2B content marketers agree that creating content makes their audience view their organization as a credible and trusted resource:

- Content marketing costs 62% less than outbound marketing and generates 3x as many leads.
- Content marketing has lower up-front costs and deeper long-term benefits than paid search.
- 615 million devices now use ad blockers, which means your ads are not being seen by as many people.
- Small businesses with blogs generate 126% more leads than those without blogs.
- Content marketing rakes in conversion rates 6x higher than other methods.

## **15) Augmented Reality (AR) & Immersive Technologies**

Gartner predicts that by 2022, 70% of enterprises will be experimenting with immersive technologies, and 25% will have deployed to production.

While virtual reality (VR) makes a lot of noise and gets everyone excited with grand sci-fi ideas, AR is much more implementable from a marketing standpoint. Experts predict that AR will continue to outpace VR in terms of market share.

Brands are increasingly using this technology to enhance the consumer experience and increase sales. IKEA has their own AR app called IKEA Place which allows you to take a picture of a room in your home with your smartphone camera (with just iOS 11.0.1 for now) in order to "test drive" IKEA's furniture in it.

There's MORE! We just hand picked a few samples to show you how DIGITAL our world is becoming.



**As John F. Kennedy once  
said: “Change is the law of life.  
And those who look only to  
the past or present are certain  
to miss the future.”**

