SiteLogic

6 Steps to Social Media Marketing ROI

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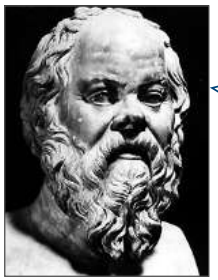
STEP 1: Who are You?

Narrative



Know Thyself

Narrative

PROGRESSIVE "The Voice of Reason"

State Farm "Your Friend, Your Guide"

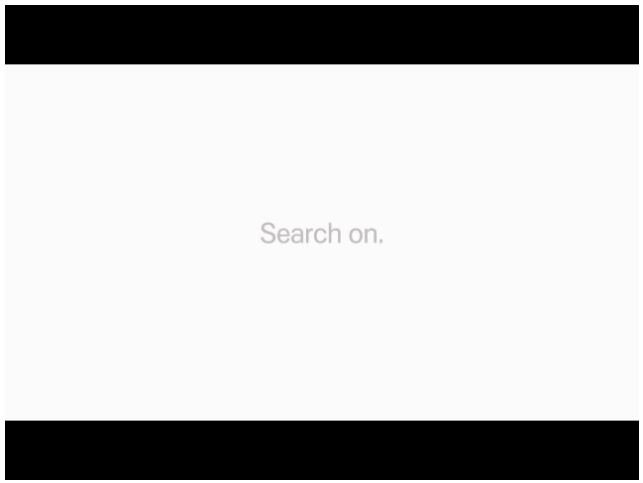
GEICO "The Entertainer"

Allstate "Fear: What if?"

Ask
.com
EXPERIENCE INSTANT GETIFICATION

Search on.

Ask
.com
THE ALGORITHM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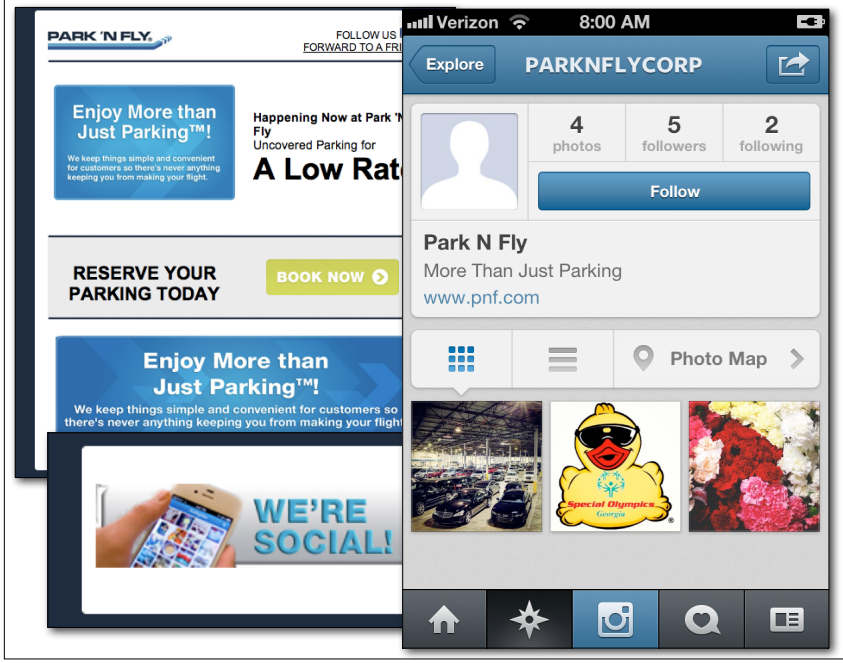
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Enjoy More than Just Parking™!
We keep things simple and convenient for customers so there's never anything keeping you from making your flight.
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A Low Rat
RESERVE YOUR PARKING TODAY
BOOK NOW
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4 photos
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2 following
Follow
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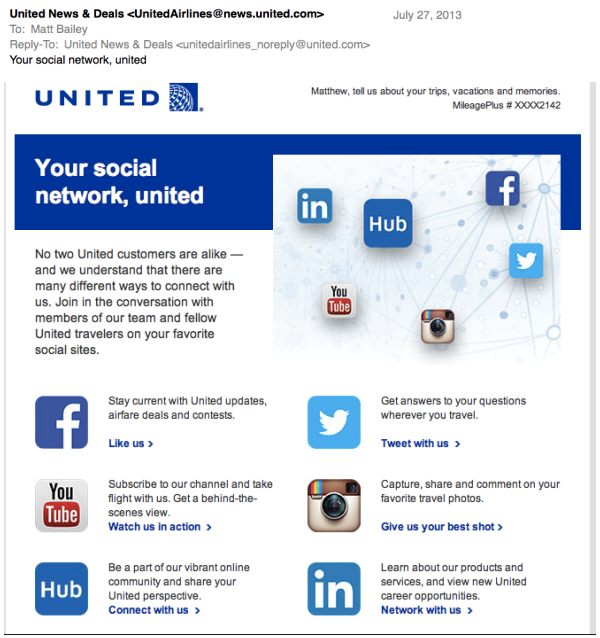
www.pnf.com
Photo Map



United News & Deals <UnitedAirlines@news.united.com> July 27, 2013
To: Matt Bailey
Reply-To: United News & Deals <unitedairlines_noreply@united.com>
Your social network, united

UNITED

Matthew, tell us about your trips, vacations and memories.
MileagePlus # XXXX2142

Your social network, united

No two United customers are alike — and we understand that there are many different ways to connect with us. Join in the conversation with members of our team and fellow United travelers on your favorite social sites.

Stay current with United updates, airfare deals and contests.
Like us >

Get answers to your questions wherever you travel.
Tweet with us >

Subscribe to our channel and take flight with us. Get a behind-the-scenes view.
Watch us in action >

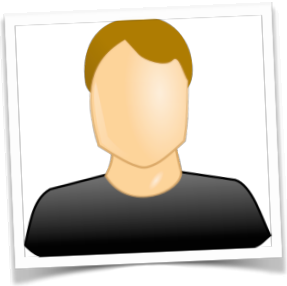
Capture, share and comment on your favorite travel photos.
Give us your best shot >

Be a part of our vibrant online community and share your United perspective.
Connect with us >

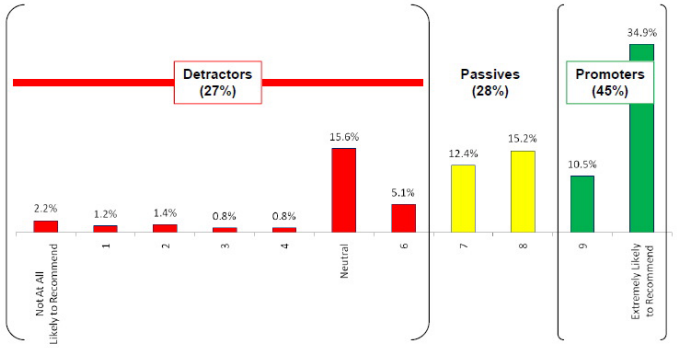
Learn about our products and services, and view new United career opportunities.
Network with us >

STEP 2: Who are you talking to?

Who is Your Best Customer?



Q: How likely are you to recommend…?



Each of the 3 Groups:
Promoters, Passives, Detractors
use very different language to describe the product.

Promoters:
"Worth it!"

"This is saying a lot - it is an expensive product, and I am by no measurement 'well off'.

However, it is a matter of prioritizing what provides the most results and it does just that."

Passives:
"Too Expensive"

Product is good. Just a little bit expensive. Have had good results with it.

Detractors:
"Price-Feature Gap"

I used for about an 8 month period. Discontinued because the minor results did not warrant the high cost of the product.

Finding #1

Price is #1 Objection

Response #1

Money-Back Guarantee

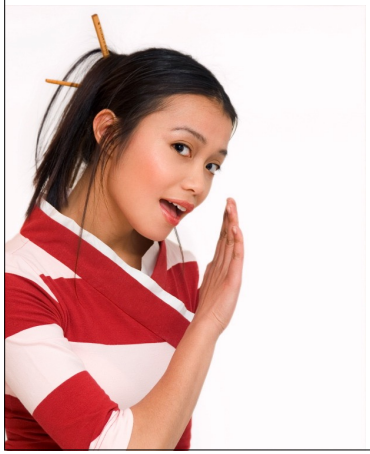
Finding #2

Perceived Benefits are different from Advertised Benefits

Response #2

Change Content to Match Customer Language

Finding #3



Loyalists breed more Loyalists

Response #3

Give Promoters a **Simpler** message to make word-of-mouth **Easier**

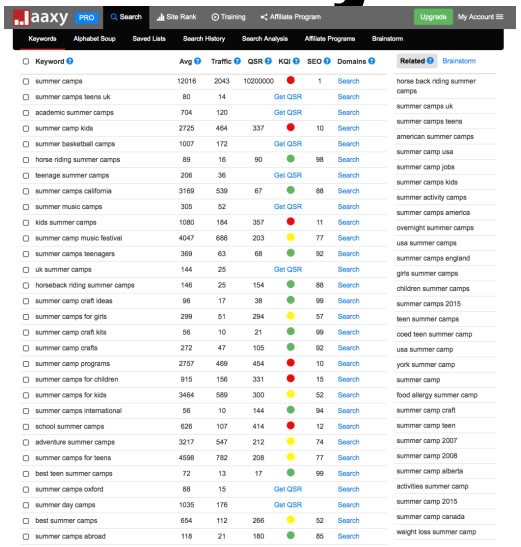
Results

Increased Visitors - up 600%
Increased Sales - up 400%
Increased Buzz - up 2000%

- Loyalists are **Excited**
- Passives are **Engaged**
- Detractors have a **no-risk trial**

STEP 3: What do they Want?

Search Keywords

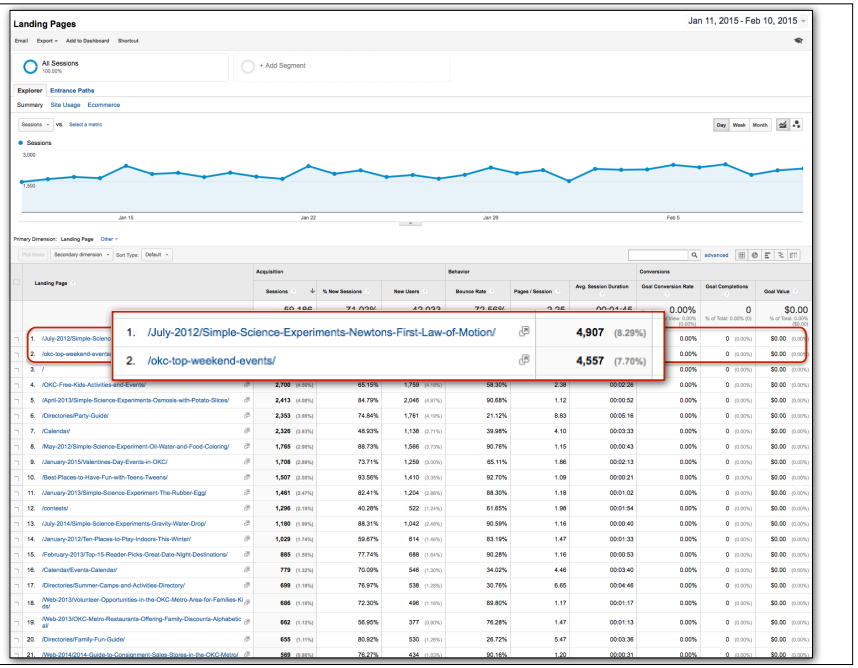


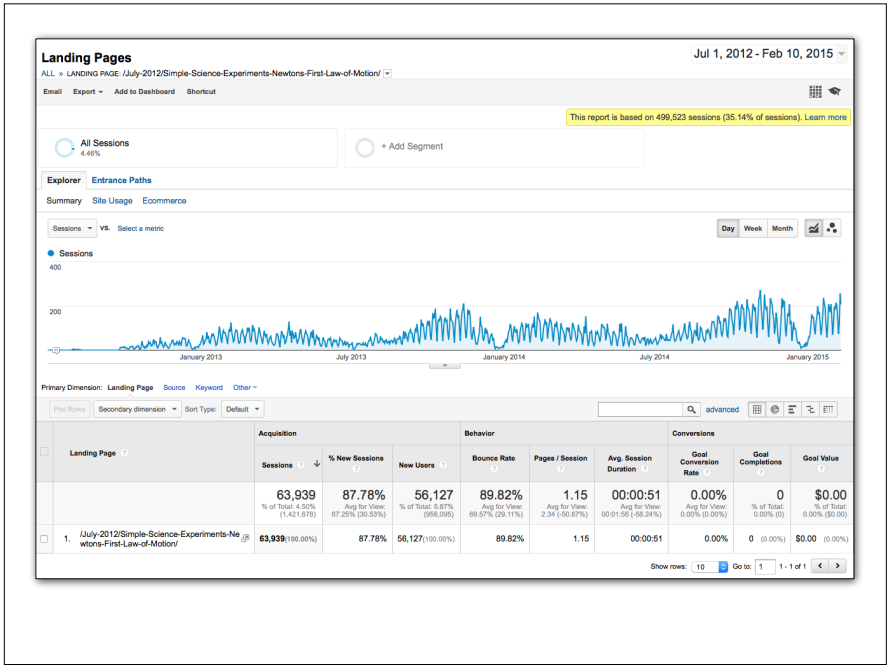
Keyword	Avg	Traffic	QSR	KQI	SEO	Domains
summer camps	12016	2043	10200000		1	Search
summer camps teens uk	80	14		Get QSR		Search
academic summer camps	704	120		Get QSR		Search
summer camp kids	2725	464	337		10	Search
summer basketball camps	1007	172		Get QSR		Search
horse riding summer camps	89	16	90		98	Search
teenage summer camps	206	36		Get QSR		Search
summer camps california	3169	539	67		88	Search
summer music camps	305	52		Get QSR		Search
kids summer camps	1080	184	357		11	Search
summer camp music festival	4047	688	203		77	Search
summer camps teenagers	369	63	68		92	Search
uk summer camps	144	25		Get QSR		Search
horseback riding summer camps	146	25	154		88	Search
summer camp craft ideas	96	17	38		99	Search
summer camps for girls	299	51	294		57	Search
summer camp craft kits	56	10	21		99	Search
summer camp crafts	272	47	105		92	Search
summer camp programs	2757	469	454		10	Search
summer camps for children	915	156	331		15	Search
summer camps for kids	3464	589	300		52	Search
summer camps international	56	10	144		94	Search
school summer camps	626	107	414		12	Search
adventure summer camps	3217	547	212		74	Search
summer camps for teens	4598	782	208		77	Search
best teen summer camps	72	13	17		99	Search
summer camps oxford	88	15		Get QSR		Search
summer day camps	1035	176		Get QSR		Search
best summer camps	654	112	266		52	Search
summer camps abroad	118	21	180		85	Search

Related | Brainstorm

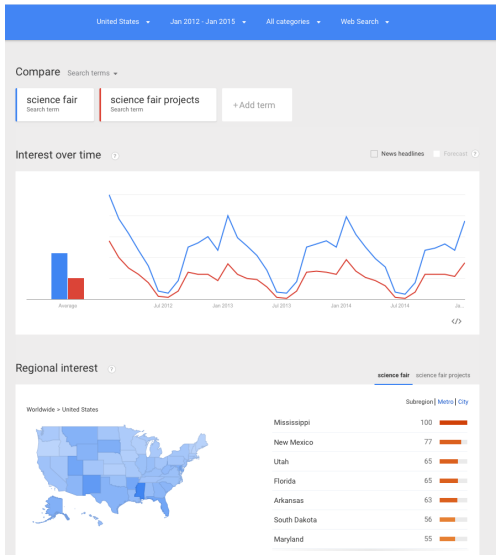
horse back riding summer camps
summer camps uk
summer camps teens
american summer camps
summer camp usa
summer camp jobs
summer camps kids
summer activity camps
summer camps america
overnight summer camps
usa summer camps
summer camps england
girls summer camps
children summer camps
summer camps 2015
teen summer camps
coed teen summer camp
usa summer camp
york summer camp
summer camp
food allergy summer camp
summer camp craft
summer camp teen
summer camp 2007
summer camp 2008
summer camp alberta
activities summer camp
summer camp 2015
summer camp canada
weight loss summer camp

STEP 4: When do they Want it?





Google.com/Trends



22 - George Washington's Birthday Born in 1732.
23- National Rationalization Day
23 - International Dog Biscuit Appreciation Day

www.HolidaysForEveryday.com

23- Tennis Day
23- Tootsie Roll Birthday (1896)
24- Nylon Toothbrush Birthday 1938
24- National Trading Card Day
24- Gordon's Birthday Sesame Street
24- National Tortilla Chip Day
25- Let's All Eat Right Day
25- Hudson River Tunnel Anniversary 1908
25- Quiet Day
26- Thermos Bottle Day
26- New York Subway Birthday 1870
26- Movie Cartoon Birthday 1909
26- National Pistachio Day
26- Levi Strauss' Birthday Born in 1829.
26- Tell a Fairy Tale Day
27- Mardi Gras New Orleans Birthday 1827
27 - International Polar Bear Day
27- No Brainer Day
28- Car Keys and Small Change Day 1590 Pockets were Invented
28 - Public Sleeping Day
28- Floral Design Day
28- DNA Discovery Day 1953
28- M*A*S*H Bites the Dust Day (1983 Final Episode)

STEP 5: Where do they want it?

the Medium is the Message

Google

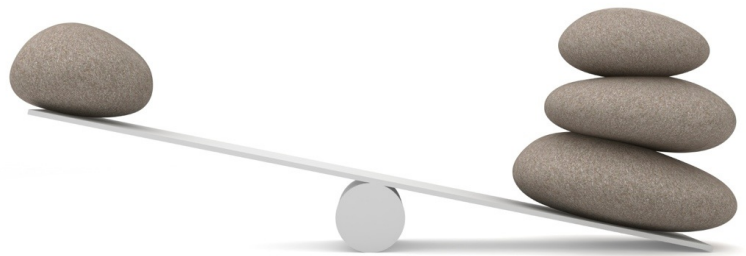
facebook

YouTube

twitter

LinkedIn

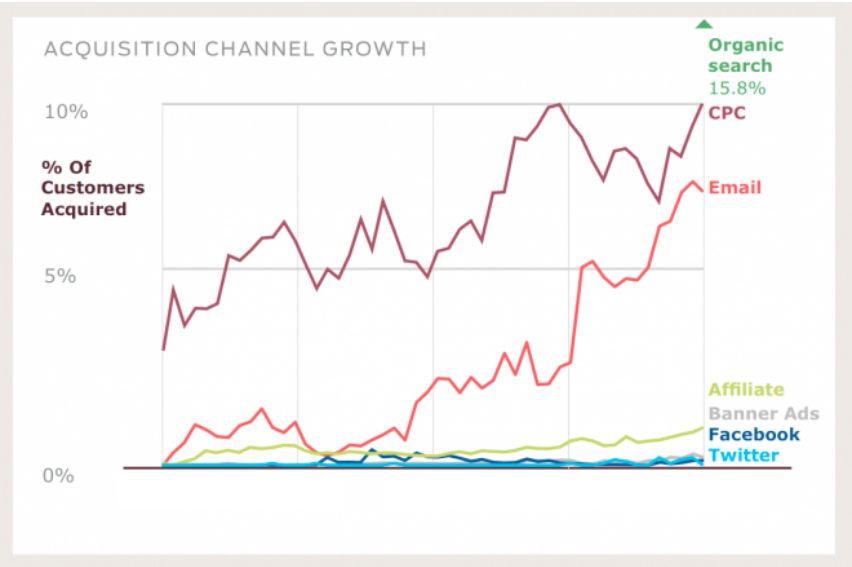
All Channels are NOT Equal



Preferred 77%

of consumers prefer to receive permission-based marketing communications through **email.**

Source: ExactTarget



Source: Custoria

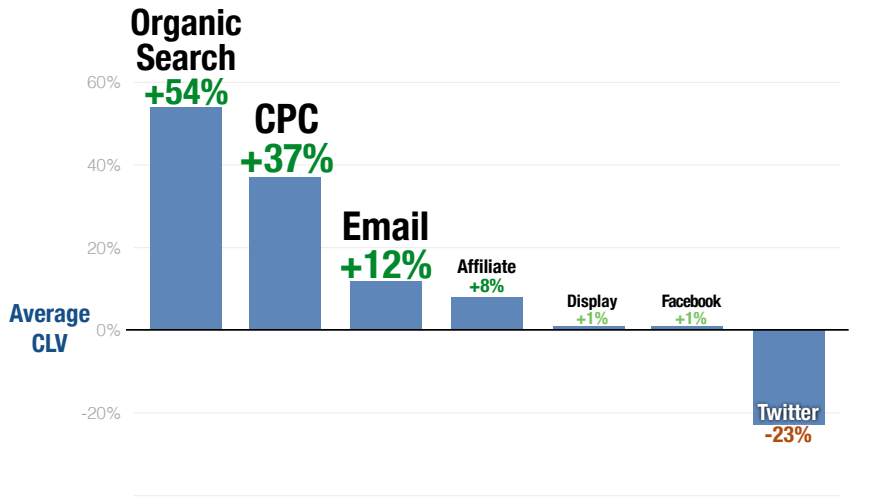
Searching "Sessions"

44%

Last a Day or More

Source: ComScore & Microsoft

Customer Lifetime Value



Source: Custoria

BLOGS

Source: HubSpot

When to use Blogs:

- Increase Search **Visibility**
- Build for **Long-Tail** Content
- **Community** and Market **Education**
- Communicate High-Trust **Content**
- Build **Lists**, Conversions and Reach
- Build **Brand** Value and **Equity**

Email

Past 3 years Increased by

300%

Source: Experian Email Report

50%

Opens are on Mobile

Source: Experian Email Report

3rd largest website

2nd most popular search engine

YouTube

When to use YouTube

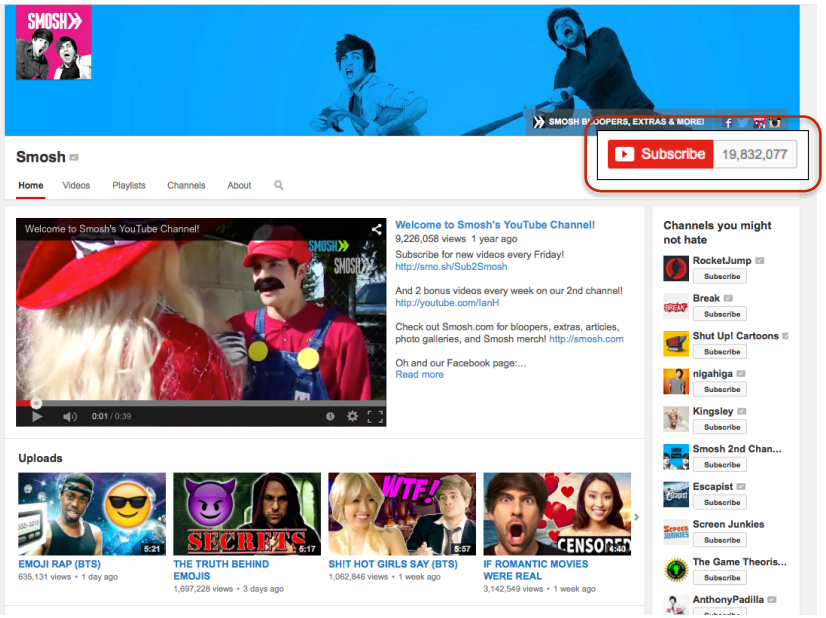
- "**See it** to Believe it"
- Highly Visual
- "**Portable**" reach
- Re-Publishable
- Influence **Search Results**
- Present **Content** in Different Methods
- **Extend** Reach
- **Earned Media** Content

YouTube

3 billion hours per month

60/60

YouTube



Expectations for Twitter

1. Access to Celebrities
2. Access to News
3. Access to Brands

ExactTarget, 2010

Why Follow Brands?

1. Give Feedback
2. Provide Ideas
3. Insider Information
4. Freebies & Discounts

ExactTarget, 2010

Reasons to Fan or Follow

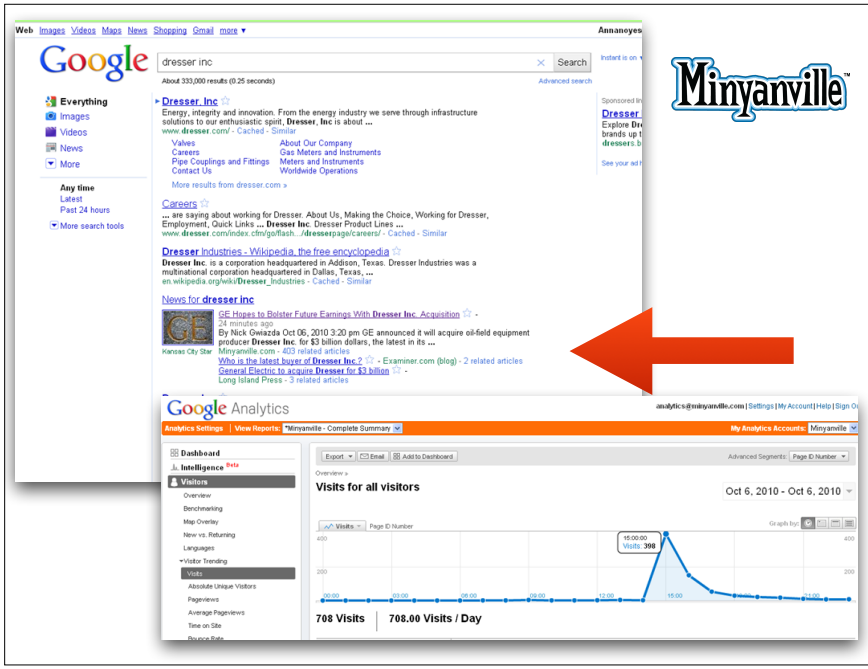
Incentives	77%
Discounts	46%
Solve Problems	39%
Entertain	28%
Interact	26%
Market Directly	21%

Source: Cone, November 2010

Minyanville

When to use Twitter

- **Immediacy**
- **Time**-Sensitive Information
- Utilizing Follower Networks
- **Direct** Consumer Contact with Brand
- Direct Consumer Contact with **Experts**
- Samples, Discounts & Freebies
- **Insider** Information



Minyanville

Business Executives

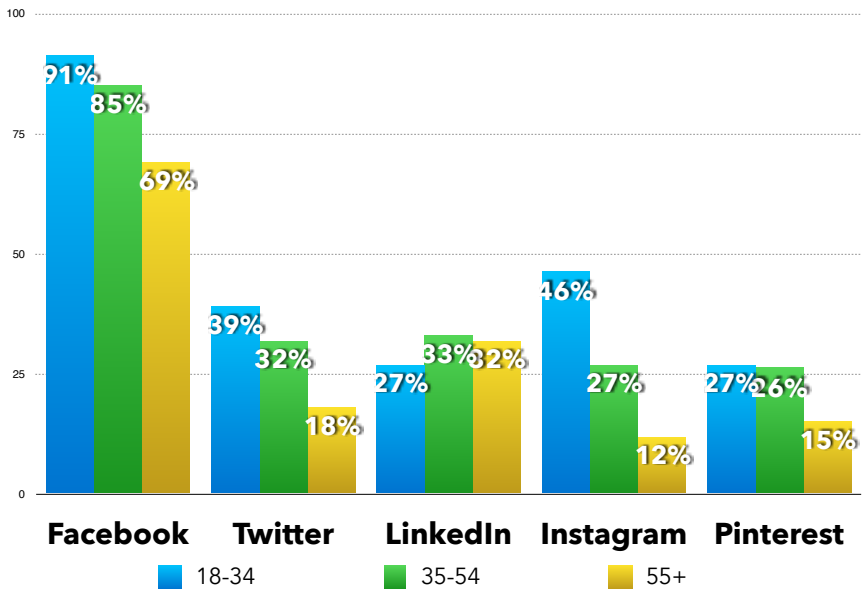
9 in **10**

use LinkedIn "**often**" or "**very often**"

73%

LinkedIn is their favorite social network

Social network users, by age



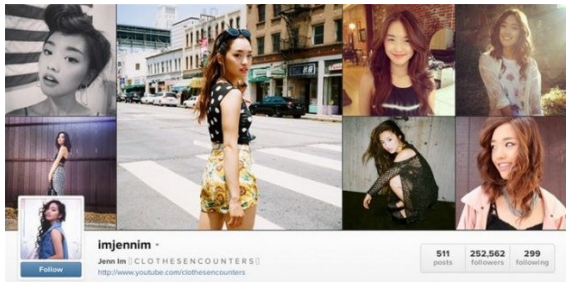
LinkedIn

…is more popular than Twitter among the core age demographic; 30 - 49.

NORDSTROM

Pinterest

Instagram



facebook

1 Connection

2 Self Expression

3 Entertainment

facebook

70% Fans of Brands

Being a **FAN**
does **NOT** mean
Marketing

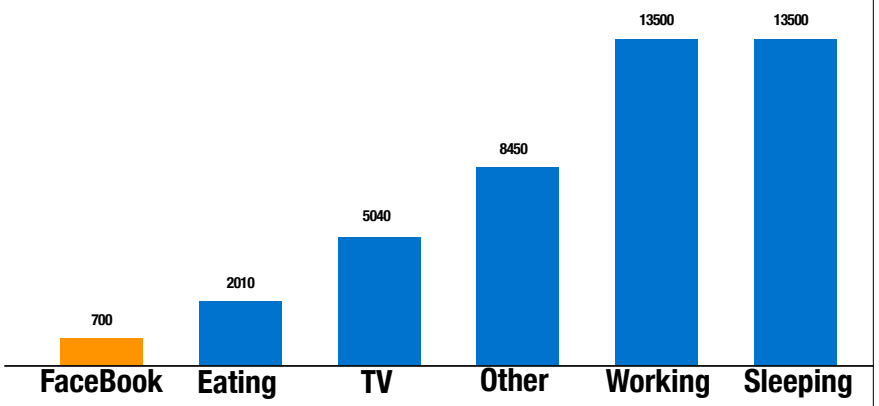
ExactTarget, 2009

facebook

You own all of the content and information you post on Facebook, and you can control how it is shared through your privacy and application settings. In addition:

For content that is covered by intellectual property rights, like photos and videos (IP content), you specifically give us the following permission, subject to your privacy and application settings: **you grant us a non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use any IP content that you post on or in connection with Facebook (IP License).** This IP License ends when you delete your IP content or your account unless your content has been shared with others, and they have not deleted it.

Facebook Users:
11 Hours a Month

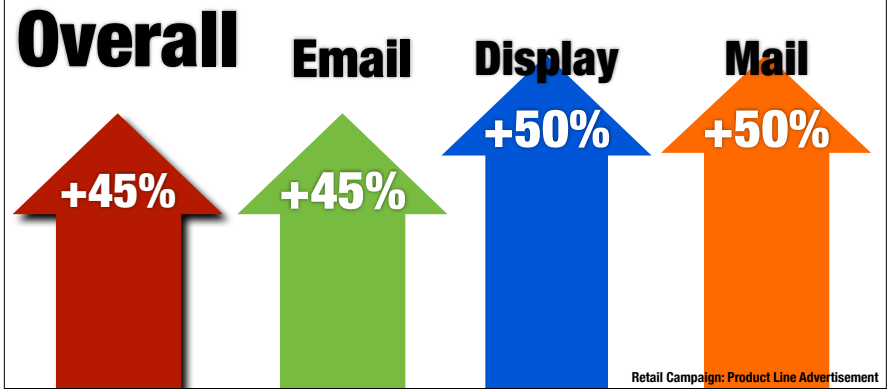


FaceBook Pressroom

When to use facebook

- **Conversation**
- **Sharing**
- Social **Interaction**
- Reach **Targeted Segments**
- **Stories**

Multi-Channel Marketing

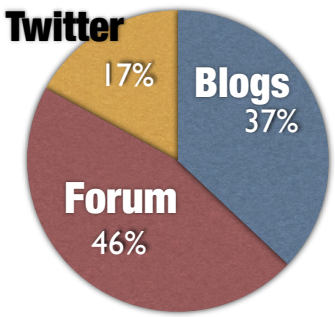


STEP 6: How will you Engage them?

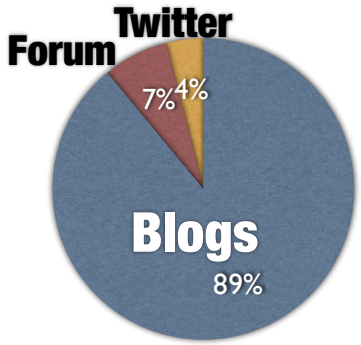
Channels are Tools

Social Media Actions leading to Conversion:

# of Posts



# of Impressions



Response by Channel

Keyword	Visits	Bounce Rate	Pages Per Visit	Avg. Time
google.com	1,991	49%	1.84	0:40
linkedin.com	1,003	66%	1.66	1:40
yahoo.net	985	68%	1.52	1:56
facebook.com	947	76%	1.48	1:06
yahoo.com	716	66%	1.65	1:40
t.co	633	79%	1.45	1:11
live.com	632	65%	1.61	1:37

Company Efforts:
- 60% Blogs
- 40% FaceBook & Twitter
- 0% LinkedIn

Resource Assessment

1. Full-time hours/channel
2. Part-time hours/channel
3. Ad Buys/investment
4. Planning/Strategy
5. Return by Visitors
6. Return by Conversion

Develop a Marketing Schedule

Keywords + Trend = Predictability

Search peaks
Demand curves
Search lows
Known events
Annual events
Industry events

Schedule Content & Channel

- "Mexico Vacation"
- Peaks every January
- Publish by late October (Search)
- Develop in November/December (Facebook/Twitter - blog)
- Close the Trend (Facebook)

Mo.	Content	Intro	Introduction date/distribution	Develop	Development date/distribution	Close date/medium
Jan	Article 1 Article 2 Article 3	Nov 1 Nov 10 Nov 20	article 1: Twitter article 2: Facebook article 3: article distribution	Dec 1 Dec 10 Dec 18	article 1: Blog article 2: Blog article 3: Article	Jan 3 - return to School: Twitter Jan 10: T / FB article 3: T
Feb	Article 1 Article 2 Article 3	Dec 1 Dec 5 Dec 15	article 1: Local Newspapers article 2: Facebook article 3: Magazine, Contest	Jan 3 Jan 10 Jan 24	article 1: Blog article 2: Blog article 3: Article	Feb 3: content: T/B Feb 14: Valentines - T / FB Feb 23: FB
Mar	Article 1 Article 2 Article 3	Jan 10 Jan 15 Jan 20	article 1: YouTube article 2: Facebook article 3: Facebook - Twitter	Feb 10 Feb 20 Feb 25	article 1: Blog article 2: Blog article 3: Article	Mar 3: FB Mar 10: T / FB Mar 24: T / FB
Apr	Article 1 Article 2 Article 3	Feb 30 Mar 10 Mar 20	article 1: Facebook article 2: article distribution article 3: Facebook	Mar 5 Mar 10 Mar 20	article 1: Blog article 2: YouTube article 3: Article	Apr 3: Spring - T Apr 10: T / FB Apr 3: FB
May	Article 1 Article 2 Article 3	Mar 1 Mar 10 Mar 20	article 1: Twitter article 2: Twitter/Facebook article 3: article distribution	Apr 10 Apr 16 Apr 20	article 1: Blog article 2: Blog article 3: Article	May 3: School pics- FB/ B May 10: T / FB May 13: T
Jun	Article 1 Article 2 Article 3	Apr 10 Apr 18 Apr 25	article 1: Facebook article 2: Twitter article 3: Facebook/Blog	May 5 May 16 May 24	article 1: Blog article 2: Blog article 3: Article	Jun 3: Schools Out: T / FB Jun 10: T / FB Jun 30: T/FB
Jul	Article 1 Article 2 Article 3	May 10 May 18 May 23	article 1: Twitter article 2: Facebook article 3: article distribution	Jun 1 Jun 14 Jun 20	article 1: Blog article 2: Blog article 3: Article	Jul 4: Independence Day: T/FB Jul 10: T / FB Jul 31: FB
Aug	Article 1 Article 2 Article 3	Jun 10 Jun 18 Jun 20	article 1: YouTube article 2: article distribution article 3: Article	Jul 1 Jul 15 Jun 25	article 1: Blog article 2: Blog article 3: Article	Aug 3: T Aug 10: T / FB Aug 3: School - T / FB
Sep	Article 1 Article 2 Article 3	Jul 8 Jul 15 Jul 24	article 1: Facebook article 2: article distribution article 3: Article	Aug 1 Aug 11 Aug 24	article 1: Blog article 2: Blog article 3: Article	Sep 3: Labor Day: T/B Sep 10: T / FB Sep 15: FB
Oct	Article 1 Article 2 Article 3	Aug 10 Aug 14 Aug 21	article 1: YouTube article 2: Blog article 3: article distribution	Sep 1 Sep 12 Sep 18	article 1: Blog article 2: Blog article 3: Article	Oct 3: T Oct 10: T / FB Oct 31: FB
Nov	Article 1 Article 2 Article 3	Sep 6 Sep 15 Sep 22	article 1: Facebook article 2: article distribution article 3: Facebook	Oct 1 Oct 10 Oct 26	article 1: Blog article 2: Blog article 3: Article	Nov 3: holidays - T/B Nov 25: T-Day - T/ FB Nov 26: Black Friday - T/FB
Dec	Article 1 Article 2 Article 3	Oct 20 Oct 28 Nov 4	article 1: Facebook article 2: Blog article 3: Twitter	Nov 15 Nov 20 Dec 3	article 1: Blog article 2: YouTube article 3: Article	Dec 3: holidays: FB Dec 20: shopping - T / FB Dec 26: christmas - T /FB

Create Conversations

1 How can this article be supported?

2 What is the primary medium? What are secondary?

3 3 ways to engage - primary
2 ways to engage - secondary

4 Schedule your “drip”
Get early, talk thru the trend, close

Content

Content

- Lists: tips, packing list, Must-have’s
- Series: history, recommendations
- Reader feedback
- Best of…
- Updates
- Interviews

Interaction

Fan Feedback

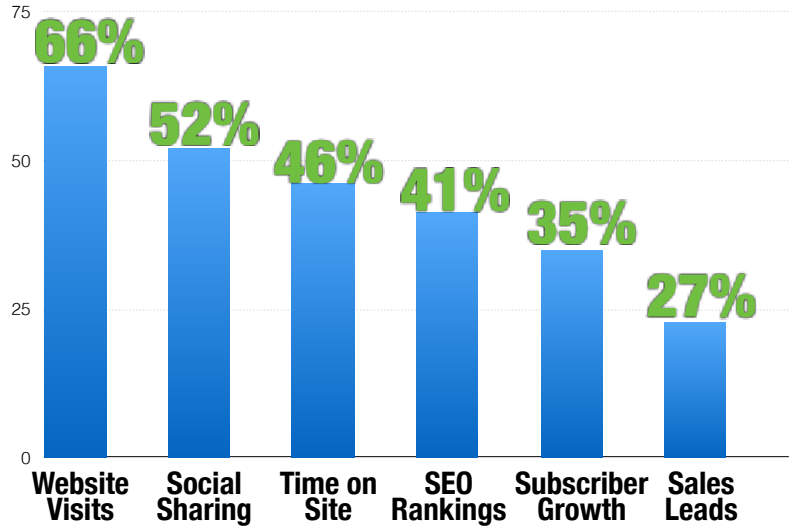
- Fan’s favorite vacation
- Best vacation experience
- Best sunset
- Most romantic wedding
- Network: pictures - stories - contests
- Add related links, galleries, content

Loyalty

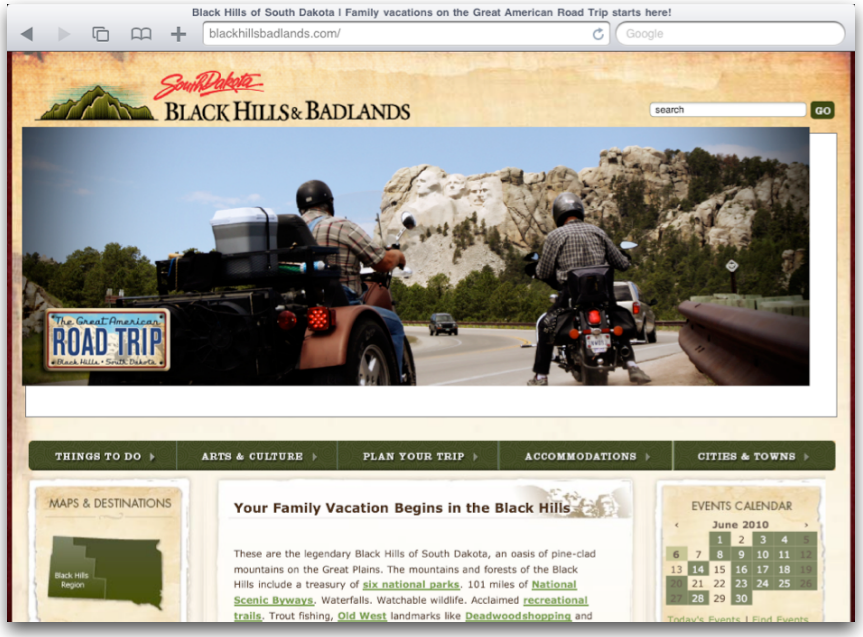
Email & Social

- Previous Customers
- Insider deals
- Announcements
- Personal, Relevant, Timely
- Match the message to the customer

Metrics



Content Marketing Institute and Marketing Profs: Benchmarks, Budgets and Trends



Initial Analysis

Anchor term: Map **14,392 visitors**

2.13 minutes average time on site

4.5 average page views

43.6% of visits less than 5 seconds

72.7% (10,466) enter at old landing page

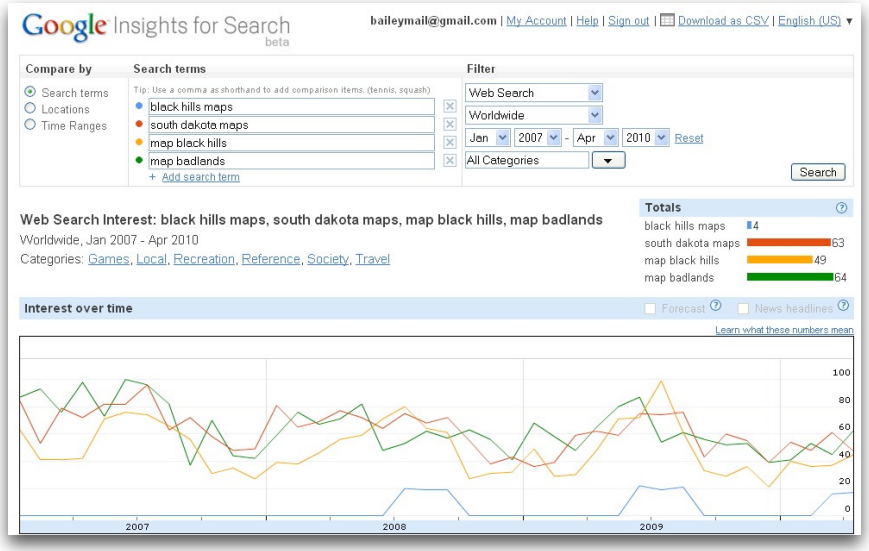
20.2% (2,909) enter at HomePage

5.8% (834) enter at Maps

0.46% (67) Conversion Rate

Anchor Term: map

Average Monthly Count	Prefix	Anchor Term	Suffix	Average Monthly Count
6510	South Dakota			
			Of south dakota	1760
1455	South dakota state			
679	South dakota road			
	Road		Of south dakota	582
			south dakota	566
	dakota deadwood		south	516
	Road		south dakota	412
243	rapid city sd			
222	black hills			
			Of rapid city sd	211
	I need a		of were the badlands national park	207
	Street	map	Of rapid city sd	202
	I need a		of were badlands national park	200
146	Sd			
			Of sd	109
51	Badlands			
	Need		badlands national park	37
29	black hills south Dakota			
25	Deadwood			
			Of badlands	23
			rapid city sd	22
	map downloads for tfc		badlands	21
	Street		rapid city sd	18
			Of deadwood, south dakota	17



Search Term
Seasonal Variation
Bookings
Demographics
Psychographic Profile

Model Growth

Search term: "maps"

Initial

- **14,000** Visitors
- **2:13** time on site
- **4** page views
- **43%** bounce rate
- **0.5%** conversion
- **$0.20** /visitor

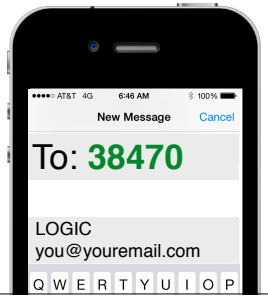
+2 years

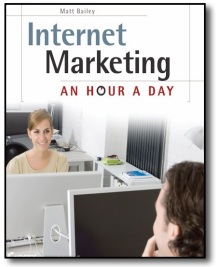
- **42,000** Visitors
- **7:31** time on site
- **10** page views
- **12%** bounce rate
- **4%** conversion
- **$5.60** /visitor

SiteLogic

For a copy of this presentation and links to the resources cited:

1. Biz Card with "LOGIC" on back
2. Text **LOGIC** and your **email** to 38470





6 Steps to Social Media Marketing ROI

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