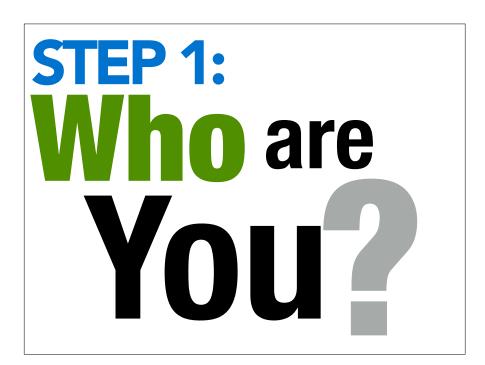


## 6 Steps to Social Media Marketing ROI

#### **Matt Bailey**

President, SiteLogic Matt@SiteLogic.com @MattBaileySays



## Narrative





# Narrative

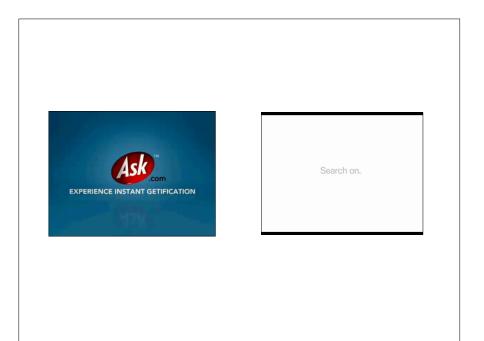
**PROGRESSIVE** "The Voice of Reason"

StateFarm "Your Friend, Your Guide"

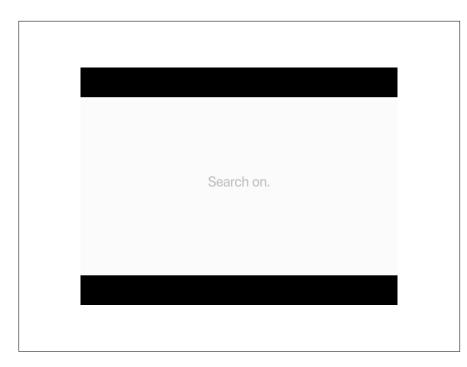
GEICO "The Entertainer"

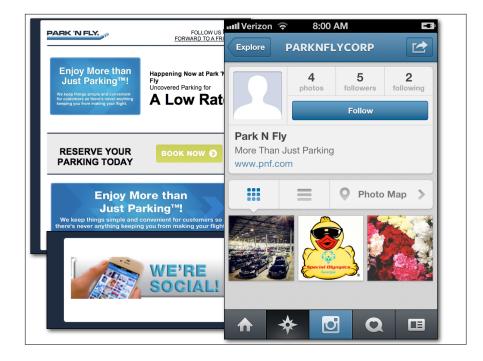
Allstate

"Fear: What if?"









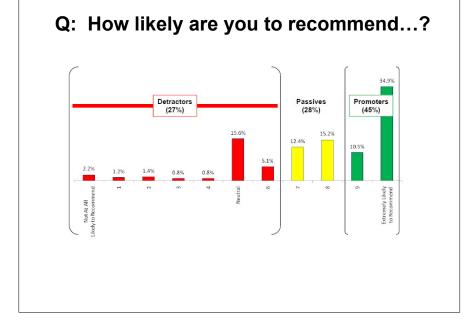






## Who is Your Best Customer





#### 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,

measurement 'well off'.

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

and I am by no

Passives: "Too Expensive"

Detractors: "Price-Feature Gap"

Product is good. Just a little bit expensive. Have had good results with it. I used for about an 8 month period. Discontinued because the minor results did not warrant the high cost of the product.



## **Response #1**

Money-Back Guarantee





## **Response #2**

Change Content to Match Customer Language



# Finding #3



Loyalists breed more Loyalists

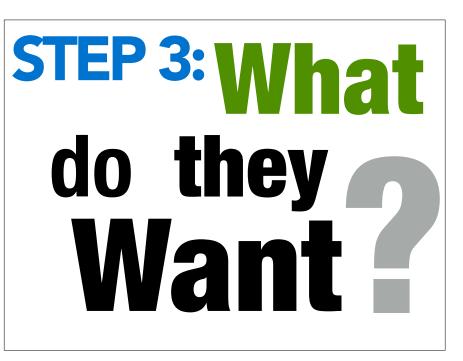
## **Response #3**

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

### **Results**

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

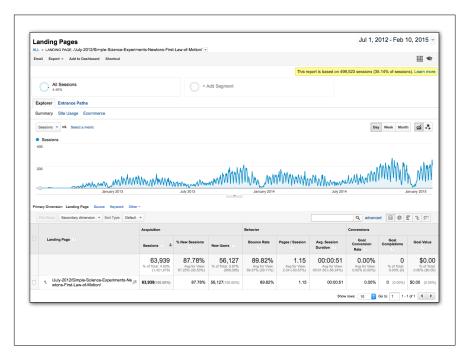
- Loyalists are **Excited**
- Passives are Engaged
- Detractors have a no-risk trial



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	summer basketball camps	89	16	90	Gerüche	98	Search	summer camp usa
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	summer music camps	305	52		Get QSR		Search	summer camps america
	kids summer camps	1080	184	357	•	11	Search	overnight summer camps
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c	uk summer camps	144	25		Get QSR		Search	girls summer camps
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c	summer camps international	56	10	144	٠	94	Search	summer camp craft
(	school summer camps	626	107	414	•	12	Search	summer camp teen
	adventure summer camps	3217	547	212	•	74	Search	summer camp 2007
-	summer camps for teens	4598	782	208	•	77	Search	summer camp 2008
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	summer camps oxford	88	15		Gel QSR		Search	activities summer camp
	summer day camps	1035	176		Get QSR		Search	summer camp 2015
	best summer camps	654	112	266		52	Search	summer camp canada
	summer camps abroad	118	21	180		85	Search	weight loss summer camp
				.00	-			



Landing Pages							Jai	n 11, 2015 - Fe	b 10, 2015
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Concertainee Science Experiments Cannote with Potato Science     Address Science Experiments Cannote with Potato Science	avents/           a           2,700           (4.50%)           a           2,413           (4.50%)	65.15% 84.79%	1,759 (4.10%) 2,046 (4.87%)	58.30% 90.68%	2.38	4,907 (8.29) 4,557 (7.70) 0000 28 0000 28	Week 0.00%           12.00%           0.00%           0.00%           0.00%           0.00%	15 of Total 0.00% (0) 0 (0.00%) 0 (0.00%) 0 (0.00%) 0 (0.00%) 0 (0.00%)	Not Total: 0.00 (50.0 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00
A data para a compression of the second	Ø         2,700         (K55%)           Ø         2,413         (L69%)           Ø         2,353         (1.97%)	65.15%	1,759 (4.10%) 2,046 (4.87%) 1,761 (4.19%)	58.30%	2.38 1.12 8.83	4,907 (8.29) 4,557 (7.70) 00:02.28 00:00.52 00:06.16	K) 0.00% 0.00% 0.00% 0.00%	15 of Total 0.00% (0) 0 (0.00%) 0 (0.00%) 0 (0.00%) 0 (0.00%) 0 (0.00%) 0 (0.00%)	5 of Team 0.00 (50.0 90.00 (0.00 90.00 (0.00 90.00 (0.00 90.00 (0.00 90.00 (0.00
Control Control Control Control     Contro     Control     Control     Control     Control     Control     Co	Ø         2,700         (4.50%)           Ø         2,413         (4.60%)           Ø         2,353         (1.30%)           Ø         2,326         (1.30%)	65.15% 84.79% 74.84% 48.93%	1,759 (k.10%) 2,046 (k.87%) 1,761 (k.10%) 1,138 (2.71%)	58.30% 90.68% 21.12% 30.96%	2.38 1.12 8.83 4.10	4,907 (8.29) 4,557 (7.70) 0002.28 0000.52 0005.16 0000.33	Key         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%	% of Total:         0.05%         (5.00%)           0         (5.00%)         (5.00%)           0         (5.00%)         (5.00%)           0         (5.00%)         (5.00%)           0         (5.00%)         (5.00%)           0         (5.00%)         (5.00%)           0         (5.00%)         (5.00%)           0         (5.00%)         (5.00%)           0         (5.00%)         (5.00%)           0         (5.00%)         (5.00%)	\$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00
Control and the second se	Ø         2,700         (Kann)           Ø         2,413         (Kann)           Ø         2,383         (Jann)           Ø         2,325         (Jann)           Ø         1,765         (Zann)	65.15% 84.79% 74.84% 48.93% 88.73%	1,759 (4.10%) 2,046 (4.87%) 1,761 (4.10%) 1,138 (2.71%) 1,566 (3.75%)	58.30% 90.66% 21.12% 30.98% 90.76%	2.38 1.12 8.83 4.10 1.15	4,907 (8.29 4,557 (7.70 0002.28 0000.52 0005.16 0000.33 0000.43	%)         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%	% of Total:         0.00%           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)	\$ of Table 0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00
Construction of the second secon	Ø         2,700         (K395)           Ø         2,413         (K395)           Ø         2,353         (L395)           Ø         2,325         (L395)           Ø         1,765         (L395)           Ø         1,765         (L395)           Ø         1,765         (L395)	65, 15% 84, 79% 74, 84% 48, 93% 88, 73% 73, 71%	1,759 (4.10%) 2,046 (4.0%) 1,761 (4.10%) 1,138 (2.11%) 1,566 (2.17%) 1,259 (2.00%)	58.30% 90.86% 21.12% 39.96% 90.76% 85.11%	2.38 1.12 8.63 4.10 1.15 1.86	4,907 (8.29 4,557 (7.70 000228 000616 000333 000043 000213	(k) (2005) (	% of Total:         0.00%           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)	% of Tauet 0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00
Concerning and an analysis of the second secon	Ø         2,700         (4.05%)           Ø         2,413         (4.05%)           Ø         2,153         (1.35%)           Ø         2,152         (1.35%)           Ø         1,705         (2.35%)           Ø         1,705         (2.35%)           Ø         1,705         (2.35%)	85.15% 84.79% 74.84% 48.93% 88.73% 73.71% 83.56%	1,759 («10%) 2,046 («1%) 1,761 («10%) 1,138 (2,1%) 1,586 (2,1%) 1,259 (20%) 1,259 (20%)	58.30% 80.66% 21.12% 39.86% 80.76% 85.11% 82.70%	2.98 1.12 8.83 4.10 1.15 1.88 1.09	4,907 (8.29 4,557 (7.70 000228 000632 000633 000633 000631 00021	(6)         0.00%           (6)         0.00%           (6)         0.00%           (6)         0.00%           (7)         0.00%           (7)         0.00%           (8)         0.00%           (8)         0.00%           (8)         0.00%           (8)         0.00%           (8)         0.00%	% of Note:         0.00% (0)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)	% of Name: 0.00           \$0.00         (0.00           \$0.00         (0.00           \$0.00         (0.00           \$0.00         (0.00           \$0.00         (0.00           \$0.00         (0.00           \$0.00         (0.00           \$0.00         (0.00           \$0.00         (0.00           \$0.00         (0.00           \$0.00         (0.00           \$0.00         (0.00           \$0.00         (0.00
Concerning and an analysis of the second secon	Ø         2,709         (K494)           Ø         2,413         (K494)           Ø         2,333         (Ja95)           Ø         2,328         (Ja95)           Ø         1,765         (Ja95)           Ø         1,765         (Ja95)           Ø         1,507         (Ja95)           Ø         1,401         (L475)	85.16% 84.70% 74.84% 48.93% 88.73% 73.71% 93.56% 82.41%	1,759 (4.195) 2,046 (4.195) 1,761 (4.195) 1,158 (2.175) 1,586 (2.175) 1,259 (2.005) 1,244 (2.005) 1,244 (2.005)	58.30% 90.66% 21.12% 90.76% 95.11% 85.11% 82.70% 88.30%	2.38 1.12 8.83 4.10 1.15 1.88 1.09 1.18	4,907 (8.297 4,557 (7.70 000228 000632 000633 000633 000633 000631 0006213	Ka)     Construction     Constructi	% of Note:         0.00%         (0.00%)           0         (0.00%)         (0.00%)           0         (0.00%)         (0.00%)           0         (0.00%)         (0.00%)           0         (0.00%)         (0.00%)           0         (0.00%)         (0.00%)           0         (0.00%)         (0.00%)           0         (0.00%)         (0.00%)           0         (0.00%)         (0.00%)           0         (0.00%)         (0.00%)           0         (0.00%)         (0.00%)           0         (0.00%)         (0.00%)	\$ of Tablet Cold \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00
Constanting of the second	Ø         2,700         (4394)           Ø         2,413         (4394)           Ø         2,433         (2394)           Ø         2,235         (2394)           Ø         1,765         (2394)           Ø         1,766         (2394)           Ø         1,100         (2394)           Ø         1,404         (2474)           Ø         1,266         (2394)	85.16% 84.70% 74.84% 48.93% 88.73% 73.71% 83.56% 82.41% 40.20%	1,759 (c.10%) 2,046 (c.10%) 1,761 (c.10%) 1,156 (c.10%) 1,566 (c.10%) 1,259 (c.00%) 1,244 (c.00%) 1,244 (c.00%) 522 (1.24%)	58.30% 60.68% 21.12% 50.76% 60.76% 65.11% 62.70% 68.30% 61.65%	238 1.12 8.83 4.10 1.15 1.88 1.09 1.18 1.18	4,907 (8.29) 4,557 (7.70) 000028 000012 000013 000013 000012 000124	%)         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%	% of total:         0.05%; (d)           0         (3.05%)           0         (3.05%)           0         (3.05%)           0         (3.05%)           0         (3.05%)           0         (3.05%)           0         (3.05%)           0         (3.05%)           0         (3.05%)           0         (3.05%)           0         (3.05%)           0         (3.05%)           0         (3.05%)           0         (3.05%)           0         (3.05%)           0         (3.05%)	% of Their node         %           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00
Analysis of the second se	Ø         2,700         (4,85)           Ø         2,443         (4,85)           Ø         2,443         (4,85)           Ø         2,235         (3,85)           Ø         2,236         (3,85)           Ø         1,765         (3,85)           Ø         1,765         (3,85)           Ø         1,647         (3,85)           Ø         1,646         (4,75)           Ø         1,646         (3,75)           Ø         1,646         (3,75)           Ø         1,646         (3,75)	85.19% 84.79% 74.84% 45.53% 88.73% 73.11% 83.55% 82.41% 40.20% 88.31%	1,759 (4.1%) 2,046 (4.1%) 1,761 (4.1%) 1,566 (2.1%) 1,566 (2.1%) 1,259 (2.0%) 1,410 (2.0%) 1,204 (2.0%) 522 (1.34%) 1,042 (2.4%)	58 30% 60.88% 21.12% 39.88% 60.78% 65.11% 82.70% 88.30% 61.85% 60.59%	2.38 1.12 8.83 4.10 1.15 1.86 1.09 1.18 1.18 1.16	4,907 (8.29) 4,557 (7.70) 00052 00054 000032 000043 000021 000124 000124 000154 000154	%)         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%	% of taust:         0.00%; (d)           Ø         (0.00%)	% of heat hold         No           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00           \$0.00         0.00
Constraints and a constraint of the constraints of the constraint	Ø         2,700         (x4m)           Ø         2,410         (x4m)           Ø         2,410         (x4m)           Ø         2,230         (x4m)           Ø         2,228         (x4m)           Ø         1,766         (x4m)           Ø         1,766         (x4m)           Ø         1,640         (x4m)	65.19% 84.70% 74.84% 88.73% 73.71% 93.55% 82.41% 82.41% 82.41% 83.55% 83.81% 93.67%	1,759 (4.1%) 2,046 (4.1%) 1,761 (4.1%) 1,158 (2.1%) 1,566 (2.1%) 1,259 (2.0%) 1,259 (2.0%) 1,224 (2.0%) 1,224 (2.0%) 522 (1.4%) 1,042 (2.4%) 814 (4.4%)	58.30% 90.65% 21.12% 90.87% 65.11% 82.70% 68.30% 61.65% 90.59% 63.19%	2.38 1.12 8.83 4.10 1.15 1.88 1.09 1.09 1.18 1.18 1.18 1.18 1.16 1.147	4,907 (8.29) 4,557 (7.70) 000238 0006152 0006143 000012 000152 000152	(a)         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%           0.00%         0.00%	% of these 0.00% (i)           0         (0.00%)	No of black tool         000           \$00.00         000
Constrained and an experimental and and an experimental and and an experimental and and an experimental and	2000         (68%)           2         2433         (68%)           2         2433         (88%)           2         2433         (88%)           2         2433         (88%)           2         2433         (88%)           2         2433         (88%)           3         1.076         (28%)           4         1.036         (28%)           4         1.036         (28%)           4         1.036         (28%)           4         1.036         (28%)           4         1.036         (28%)           4         1.036         (28%)           4         1.036         (28%)           4         1.036         (28%)           5         1.036         (28%)           6         1.032         (28%)           6         1.032         (28%)           6         1.032         (28%)           6         1.032         (28%)	65.15% 84.75% 74.84% 48.97% 88.73% 93.55% 82.41% 40.25% 88.31% 99.67% 77.74%	1,750 (4.18%) 2,046 (4.1%) 1,761 (4.1%) 1,566 (3.1%) 1,556 (3.1%) 1,254 (3.0%) 1,244 (3.0%) 1,244 (3.0%) 1,244 (3.0%) 1,542 (4.1%) 1,544 (4.0%)	68.30% 80.66% 21.12% 90.76% 65.11% 88.30% 61.65% 88.30% 61.65% 80.56% 83.19% 80.56%	2.38 1.12 8.63 4.10 1.15 1.15 1.68 1.09 1.18 1.09 1.18 1.00 1.16 1.16	4,907 (8.29) 4,557 (7.70) 000528 000533 000543 000243 000243 000543 00053 000162 000164 000163 000163 000053	K     K	Softword DDRS(e)           0         (200%)	% of Their Book         000           \$9.00         0.00
A constrained and an and a second a sec	Openetis/         Alternation           0         2,2000         10,800           0         2,233         0,800           0         2,232         0,800           0         2,232         0,800           0         1,076         0,800           0         1,076         0,800           0         1,070         0,800           0         1,070         0,800           0         1,010         0,800           0         1,010         0,800           0         1,010         0,800           0         1,010         0,800           0         1,010         0,800           0         1,010         0,800           0         1,010         0,800           0         1,010         0,800           0         1,010         0,800           0         1,010         0,800           0         1,010         0,800           0         1,010         0,800           0         1,010         0,800           0         1,010         0,800           0         1,010         0,800           0	65.19% 84.79% 48.90% 98.73% 93.50% 82.21% 40.20% 98.51% 59.67% 77.74%	1759 (k.ms) 2.046 (k476) 1.741 (k.195) 1.741 (k.195) 1.546 (k776) 1.546 (k776) 1.204 (k.005) 1.204 (k.005) 1.204 (k.005) 0.646 (k.005) 546 (k.005)	58.30% 50.88% 21.12% 50.76% 65.11% 58.30% 61.69% 50.95% 50.26% 50.28% 50.28%	2.38 2.38 3.3 4.10 1.16 1.16 1.16 1.16 1.16 1.16 1.16 1	4,907 (8.29 4,557 (7.70 000028 000023 000023 000023 000021 0000154 000013 0000155 0000155	K     K	Softword DURS(e)           0         (100%)	% of their field         %           \$9.00         0.00
Constraints and a second	Zyme         Kannel           2         2,000         6,000           2         2,413         6,000           2         2,413         6,000           4         2,243         6,000           4         2,243         6,000           4         2,243         6,000           4         2,243         6,000           4         1,000         6,000           4         1,000         6,000           4         1,000         6,000           4         1,000         6,000           4         1,000         6,000           4         1,000         6,000           4         1,000         6,000           4         1,000         6,000           5         1,000         6,000           6         1,000         6,000           6         1,000         6,000           6         1,000         6,000           6         1,000         6,000	65.15% 84.75% 74.84% 48.97% 88.73% 93.55% 82.41% 40.25% 88.31% 99.67% 77.74%	1,750 (4.18%) 2,046 (4.1%) 1,761 (4.1%) 1,566 (3.1%) 1,556 (3.1%) 1,254 (3.0%) 1,244 (3.0%) 1,244 (3.0%) 1,244 (3.0%) 1,542 (4.1%) 1,544 (4.0%)	68.30% 80.66% 21.12% 90.76% 65.11% 88.30% 61.65% 88.30% 61.65% 80.56% 83.19% 80.56%	2.38 1.12 8.63 4.10 1.15 1.15 1.68 1.09 1.18 1.09 1.18 1.00 1.16 1.16	4,907 (8.29) 4,557 (7.70) 000528 000533 000543 000243 000243 000543 00053 000162 000164 000163 000163 000053	K     K	Softword DDRS(e)           0         (200%)	% of their field         %           \$9.00         0.00
A constraint and a	Zyme         Kannel           2         2,000         6,000           2         2,413         6,000           2         2,413         6,000           4         2,243         6,000           4         2,243         6,000           4         2,243         6,000           4         2,243         6,000           4         1,000         6,000           4         1,000         6,000           4         1,000         6,000           4         1,000         6,000           4         1,000         6,000           4         1,000         6,000           4         1,000         6,000           4         1,000         6,000           4         1,000         6,000           4         1,000         6,000           5         6,000         6,000           6         1,000         6,000           6         1,000         6,000	65.19% 84.79% 48.90% 98.73% 93.50% 82.21% 40.20% 98.51% 59.67% 77.74%	1759 (k.ms) 2.046 (k476) 1.741 (k.195) 1.741 (k.195) 1.546 (k776) 1.546 (k776) 1.204 (k.005) 1.204 (k.005) 1.204 (k.005) 0.646 (k.005) 546 (k.005)	58.30% 50.88% 21.12% 50.76% 65.11% 58.30% 61.69% 50.95% 50.26% 50.28% 50.28%	2.38 2.38 3.3 4.10 1.16 1.16 1.16 1.16 1.16 1.16 1.16 1	4,907 (8.29 4,557 (7.70 000028 000023 000023 000023 000021 0000154 000013 0000155 0000155	K     K	Softword DURS(e)           0         (100%)	% of Their model         0.00           \$9.00         0.00
Control Contro Control Control Control Control Control Control Control Control Co	Best         2,200         1,600           2         2,200         1,600           2         2,210         1,600           3         2,230         1,600           4         2,230         1,600           5         1,600         1,600           6         1,500         1,600           6         1,500         1,600           6         1,600         1,600           6         1,600         1,600           6         1,600         1,600           6         1,600         1,600           6         1,600         1,600           6         1,600         1,600           6         1,600         1,600           6         1,600         1,600           6         1,600         1,600           6         1,600         1,600           6         1,600         1,600           7         1,600         1,600           8         1,600         1,600           8         1,600         1,600           9         1,600         1,600           9         1,600         1,700	6.10% 8.75% 74.85% 68.73% 92.26% 82.41% 60.26% 86.31% 95.65% 77.74% 77.65%	1759 (KUN) 2,046 (44%) 1,741 (40%) 1,158 (47%) 1,158 (47%) 1,159 (	58 30% 21.12% 39.88% 65.11% 62.70% 68.30% 61.65% 60.55% 60.55% 60.26% 34.22% 30.76%	2.36 1.12 8.83 4.10 1.15 1.66 1.16 1.16 1.16 1.16 1.16 1.16	4,907 (8.29) 4,557 (7.70) 000028 000013 000013 000013 000014 000014 000014 000014 000004 000014 000004 000004 000004 000004 000004 000004 000004 00004 00004 00004 00004 00004 00004 00004 00004 00004 00004 00004 00004 00004 00004 00004 00004 00004 00004 000 00	K     K	Softwood DORS, 6)           0         (2003)	% of Total: 0.00 (\$0.0 \$0.00 (0.00
Contrast Control	Bootents/         Lang           0         2,700         1,83%           0         2,410         1,83%           0         2,525         1,83%           0         2,525         1,83%           0         1,646         1,33%           0         1,646         1,83%           0         1,647         1,83%           0         1,642         1,63%           0         1,642         1,63%           0         1,642         1,63%           0         1,642         1,63%           0         1,645         1,63%           0         1,645         1,63%           0         1,645         1,63%           0         1,645         1,63%           0         1,645         1,63%           0         1,645         1,63%           0         1,645         1,63%           0         1,645         1,63%           0         1,645         1,63%           0         1,645         1,63%           0         1,645         1,63%           0         1,645         1,64%	65.15% 64.75% 64.75% 64.75% 63.55% 63.55% 62.41% 64.35% 64.31% 55.65% 77.75% 77.75% 77.55% 77.55% 77.25%	1789 (41%) 2.046 (41%) 1.731 (45%) 1.536 (17%) 1.546 (17%) 1.546 (17%) 1.546 (17%) 1.546 (17%) 1.546 (17%) 6.646 (17%) 1.556 (12%) 1.556 (12%)	68.3% 00.6% 21.1% 39.38% 60.7% 61.5% 61.5% 61.5% 61.5% 61.5% 61.2%	2.38 1.12 8.83 4.10 1.15 1.16 1.16 1.16 1.16 1.16 1.16 1.16	4,907 (8.297 4,557 (7.70 000024 0000024 000024 0000024 0000024 0000024 0000024 0000024 0000024 0000024 0000000 000004 0000004 000000 000004 000000	(a)     (b)     (c)     (	S of these 0.05% (i) 0 (1,00%) 0 (1,00%)	% of Their and the second se



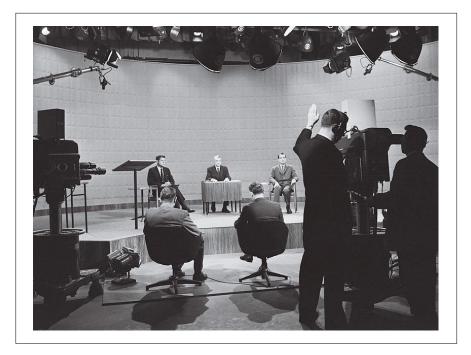


#### 22 - George Washington's Birthday Born in 1732. 23 National Rationalization Day **SECON Everyday.com** 24 Vinternational Dool Bisout Copyectator Day

- 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- 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)

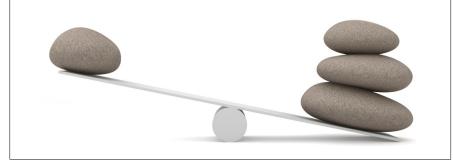
# STEP 5: Where do they want it

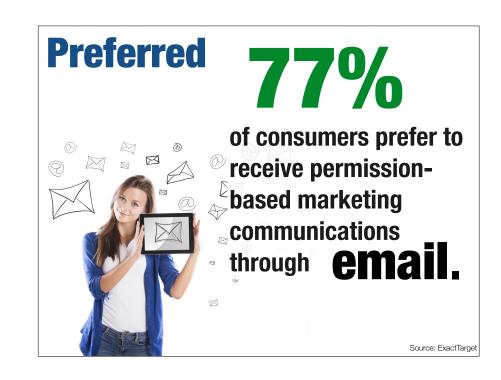


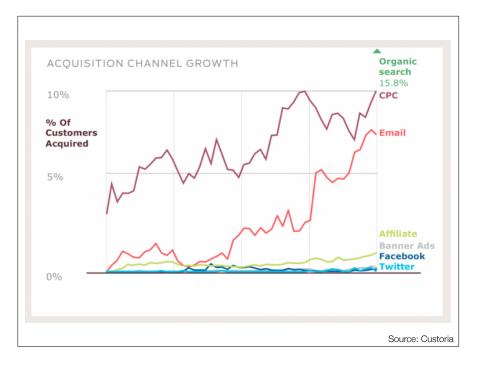




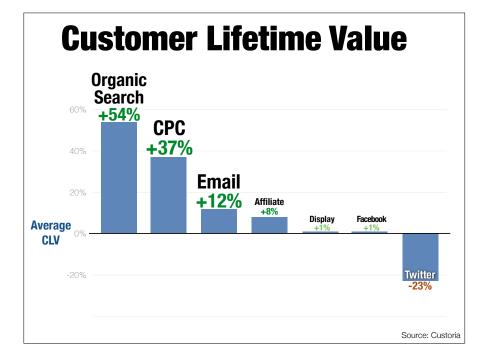
# All Channels are NOT Equal











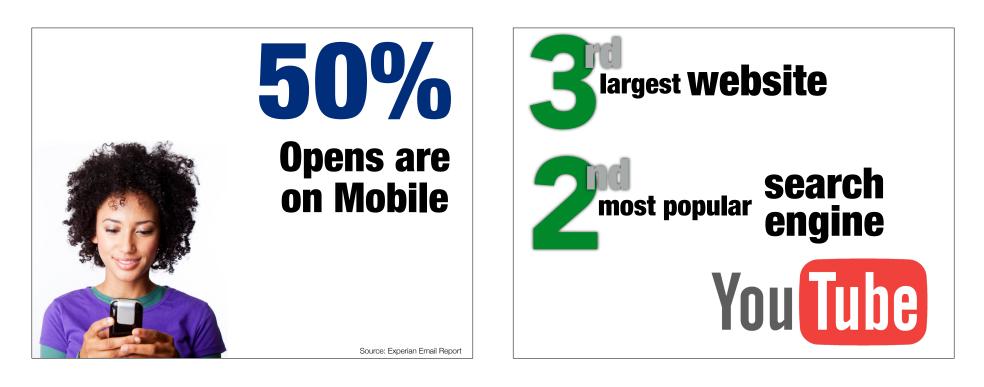


#### When to use Blogs:

- 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**





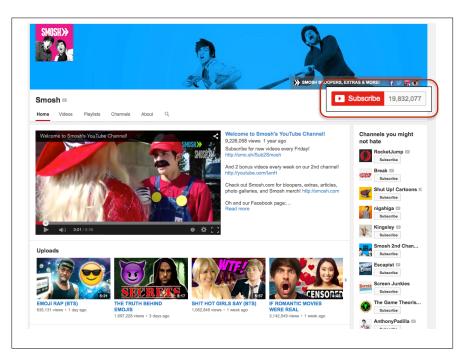


#### When to use YouTube

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







#### **Expectations for Twitter**

Access to Celebrities
 Access to News
 Access to Brands



#### **Why Follow Brands?**

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

ExactTarget, 2010



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

		Minyanville
G <mark>oogle</mark> trends	Tip: Use commas to compare multiple search terms.	
Hot Searches (USA)		
Oct 6, 2010 - change date Updated 44 minutes ago Helt Searches 1 huge explosions 2 westboro baptist chu 3 dresser inc 4 randy moas trade 5 facebook: Her 8 m 6 shawfa by hoda 7 dan gordon heritt 8 dreid pro	dresser inc Hitmes: On Fae Related searches: dresser 5 hours apo Lossina: 5 Mainte Schmedtary, NY 9% - Allante, GA	Sealch Yolume Indix Google Trends
9. <u>fred phelps</u> 10. <u>lisa rinna lips befo</u> Showing 1 - 10 <u>Next &gt;</u> <u>View entire list</u>	News articles <u>GE Ropes to Bolter Future Earnings With Dresser Inc. Acquisition</u> Minyamile: com-23 minutes ago By Nick Gwiazda Oct 60, 2010 3.20 pm GE announced it will acquire oil-field equipment producer Dresser Inc. for \$3 billion dollars, the latest in its	Blog posts Descent Inc 1 hore any In Construction of the second secon
Hot Topics (USA) 1. logitech 2. cliff lee 3. max.hall	Who is the latest boyer of Dressen Inc.? Examiner can (log) - ? boyers Dressen Inc. has had several owners over the pasts few years: Hallburton, First Reserve Corp. with Odyssey Investment Partners and then Riverstone Holdings  Comparies still watching on \$2.50 ml funds the dresser Inc	http://www.mryeersainderews.com/ desser.incl/incl/Vists 42 minutes ago Reuters IndixGE Energy absorbing Dresser Inc. in \$3B dealAlbany Business ReviewGeneral Electric Co. plans to buy energy infrastructure technology and service. http://www.tenely/wist.com/
4. pattinson stewart 5. <u>dish network</u> 6. <u>rick sanchez cnn</u> 7. <u>souray</u> 8. <u>acapulco</u>	Breakwary Transfa - 60 monutes app One year after receiving deteral money to help small businesses hunt by Huricane like, the city has yet to pay a dime. Can you help me? Main: Mexer of The Day ± 00547. General Electric, YHOO, STD WeitEB - 2 hours app This morning the company and that has agreed to acquire Dresser, Inc. for \$3	GE Entry absorbing Dresser Inc. in \$38 deal – Altany Business
9. <u>dwyane wade</u> 10. <u>droid pro</u> More Hot Tonics:	billion. The deal includes all of the Dresser businesses, which provide More news results >	More blog results >

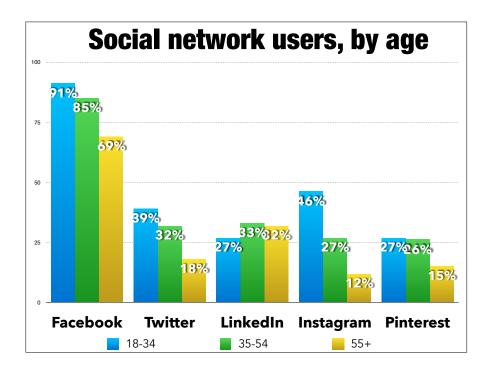
#### When to use Twitter

#### Immediacy

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

Google	dresser inc		× Search	Instant is on v	
JOOSIC	About 333,000 results (0.25 seconds)		Advanced search	M9	5
Everything	► Dresser, Inc ☆				<b>e</b>
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	multinational corporation headquartered i en.wikipedia.org/wiki/Dresser Industries				
	News for dresser inc				
		are Earnings With Dresser Inc. Acquisition 😭 -			
	24 minutes ago				
	By Nick Gwiazda Oct 06 producer Dresser Inc. fo	2010 3:20 pm GE announced it will acquire oil-field equipment \$3 billion dollars, the latest in its			
	Kansas City Star Minyamille.com - 403 rel	ated articles f Dresser Inc.2 🛱 - Examiner.com (blog) - 2 related articles			
	General Electric to acqui	e Dresser for \$3 billion 😭 -			
	Long Island Press - 3 rel	ited articles			
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### Linked in

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



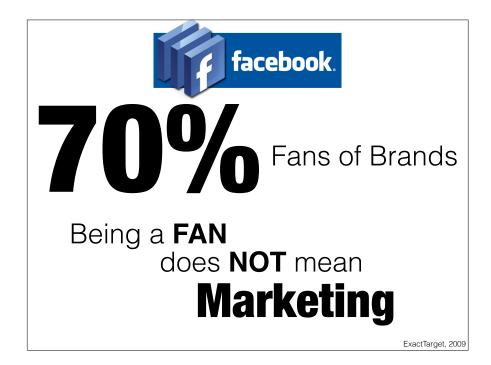
### NORDSTROM



Pinterest



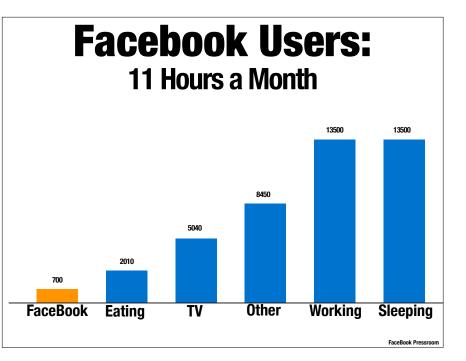






You own all of the content and information you post on Facebook, and you can control how it is shared through your <u>privacy</u> and <u>application settings</u>. In addition:

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 nonexclusive, 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.

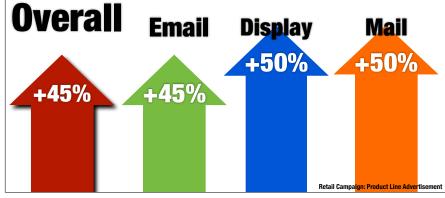


### When to use



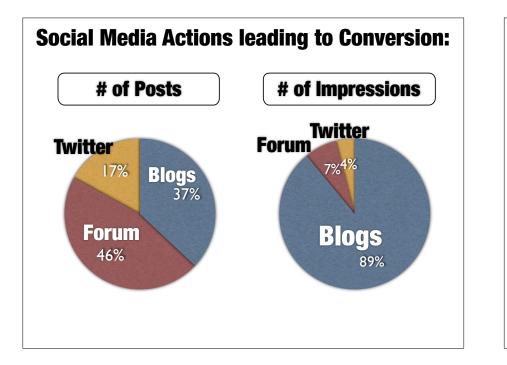
- Conversation
- Sharing
- Social Interaction
- Reach Targeted Segments
- Stories

# Multi-Channel Marketing









#### **Response** by Channel

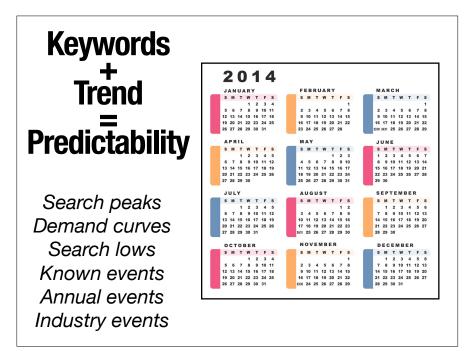
Keyword	Visits	Bounce Rate	Pages Per Visit	Avg. Time
google.com	1,991	49%	1.84	0:40
linkedin.com	1,003	66%	1.66	1:40
yahoo.net	985	68%	1.52	1:56
facebook.com	947	76%	1.48	1:06
yahoo.com	716	66%	1.65	1:40
(t.co	633	79%	1.45	1:11
live.com	632	65%	1.61	1:37

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

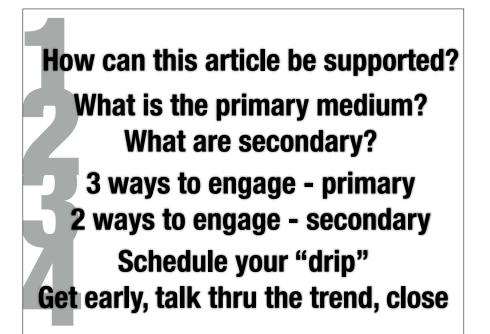






Mo.	Content	Intro	Introduction date/distribution	Develop	Development date/distribution	Close date/medium
Jan	Article 1	Nov 1	article 1: Twitter	Dec 1	article 1: Blog	Jan 3 - return to School: Twitter
	Article 2	Nov 10	article 2: Facebook	Dec 10	article 2: Blog	Jan 10: T / FB
	Article 3	Nov 20	article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

# **Create Conversations**





# 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

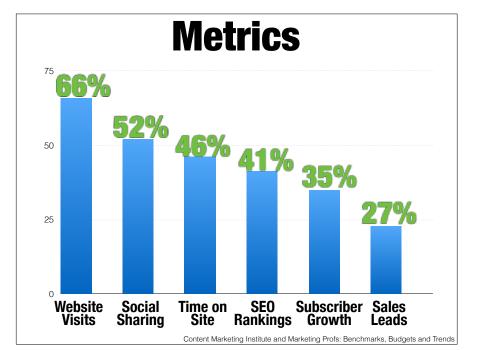


# Loyalty

#### **Email & Social**

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







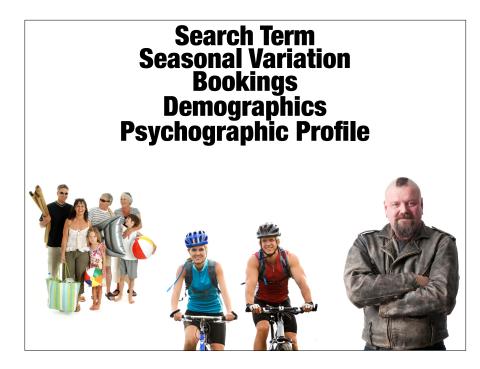
### **Initial Analysis**

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

Average	Prefix	Anchor	Suffix	Average
Monthly Count	Pretix	Term	Sumx	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
	black hills south			
29 25	Dakota Deadwood			
25	Deadwood		Of badlands	00
				23
			rapid city sd	22
	map downloads for tfc		badlands	21
	Street		rapid city sd Of deadwood, south dakota	18









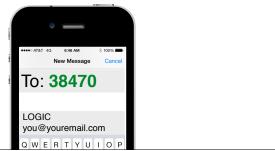
#### **Model Growth** Search term: "maps" Initial +2 years • **14,000** Visitors • **42,000** Visitors • 2:13 time on site • 7:31 time on site • 4 page views • 10 page views • 43% bounce rate • 12% bounce rate 0.5% conversion • 4% conversion • **\$0.20** /visitor • **\$5.60** /visitor

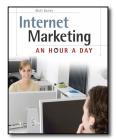


#### SiteLogic

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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