



THE NEW, THE NOW, THE NEXT

DIGITAL MARKETING STRATEGIES

1SEO.com
IT & Digital Marketing

from **Great** to
Extraordinary

PPAI EXPO
#ppaiexpo



Scott Fcasni

President of IT Division

1SEO IT & Digital Marketing

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🐦 @Scott1SEOTech



Featured Presenter:

Lance Bachmann

President of Digital Division

1SEO IT & Digital Marketing

in /in/lancebachmann

🐦 @LanceBachmann

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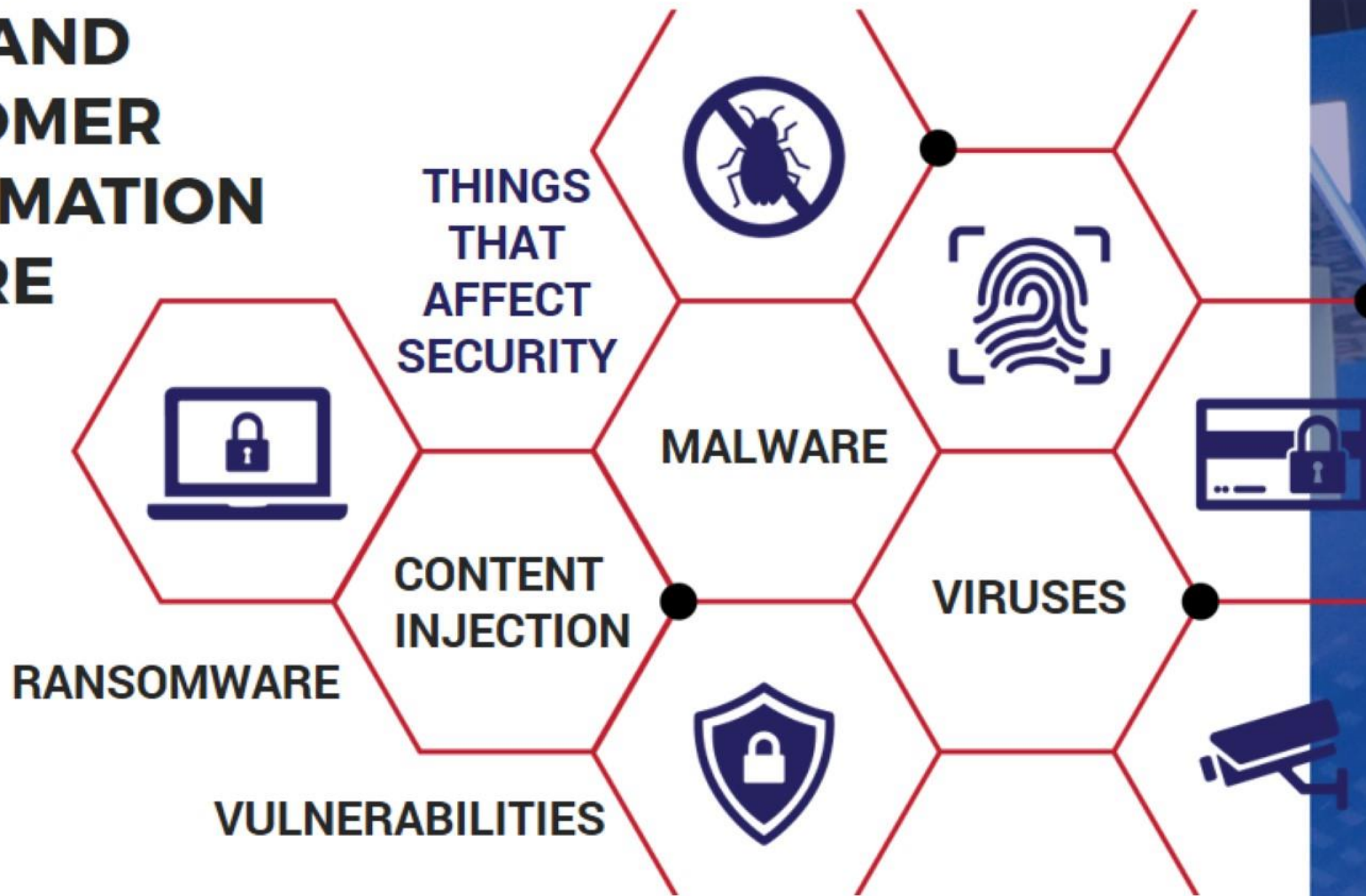
WHAT WE'LL COVER

- The Full Scope of Digital Marketing & How Each Aspect Drives New Customers
- Understanding Customer Behavior Through Digital Marketing
- Getting Your Customers to Convert Through Your Website
- How You Can Stand Out to Your Customers
- How to Make the Buying Process Easier
- The Importance of Keeping You and Your Customer's Data Secure

**WHEN PEOPLE ASK,
"WHAT DO YOU DO?"**

**ANSWER:
"WHATEVER IT
TAKES"**

KEEPING DATA AND CUSTOMER INFORMATION SECURE



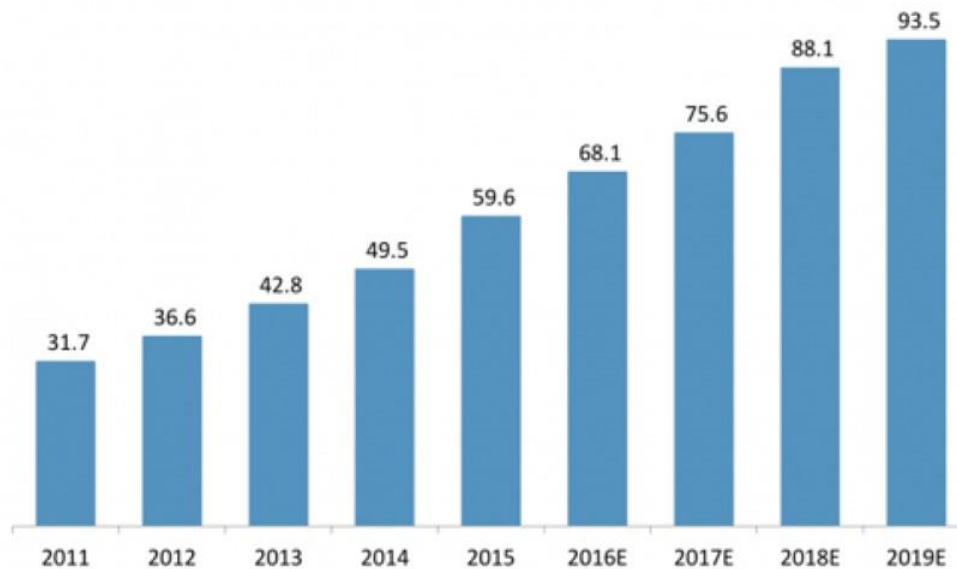
HOW TO ENFORCE SECURITY

- Firewalls
- VPNs and Private Networking
- SSL Encryption
- Trusted Plug-Ins
- Perform Security Updates



Digital Ad Spend Growth in the US

Revenue, in Billions

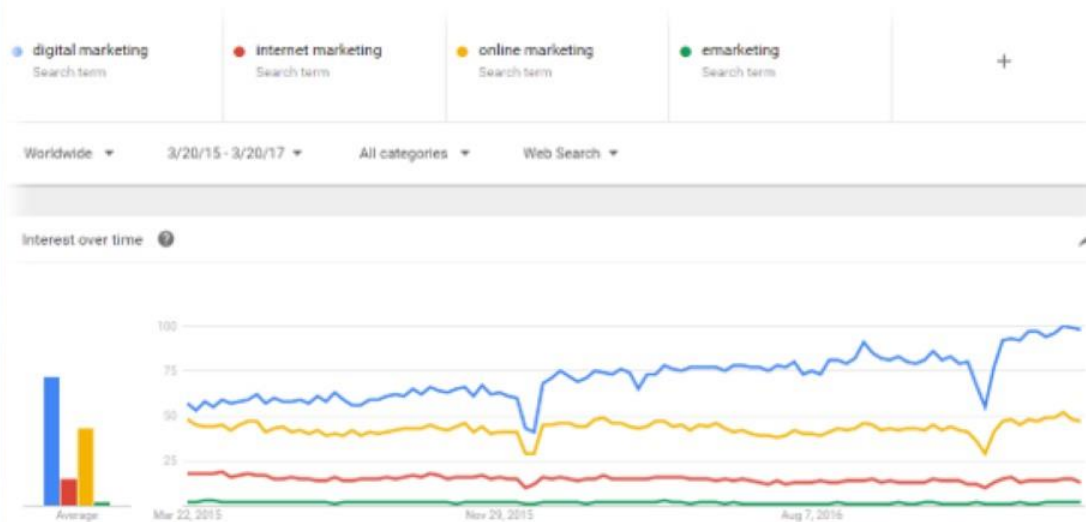


**DIGITAL
MARKETING
AD SPEND
SKY
ROCKETING**

Source: PwC Global Entertainment and Media Outlook, 2016

BI INTELLIGENCE

WHAT IS DIGITAL MARKETING?



65%

of marketers
say generating
traffic and leads
is their top
challenge.
(Hubspot)



Search

91%

of products or services bought or found online start with a search engine.

Search is the most common starting point for mobile research



48%
Start on
Search Engines

42%

Automotive

41%

Home & Garden

38%

Apparel & Beauty



33%
Start on
Branded Websites

31%

Finance

31%

Apparel & Beauty

27%

Automotive



26%
Start on
Branded Apps

36%

Finance

22%

Electronics

21%

Apparel & Beauty

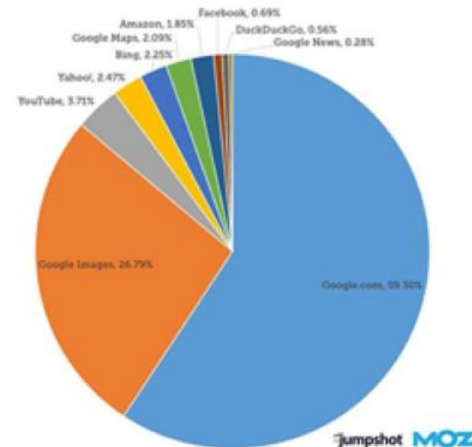
Google

is the brain I never had.

I wonder what's better.
Google?
Yahoo or Bing?
Wait... I'll Google it.

Distribution of US Searches Across 10 Web Properties

Source: Jumpshot's October 2016 clickstream panel (billions of active US searches)



KEY OPTIMIZATION ELEMENTS

- Key Search Word in Title
- Appealing Description
- Maximum of 160 Available Characters
- Call-to-Action

Title Tag

[Custom and Personalized Koozies for Sale Online](#)

<https://www.kooziesonline.com/>

Koozies Online is your #1 stop for custom and personalized koozies. Shop today and enjoy free shipping on all orders!

Display URL

Meta Description

Key elements cont.



This is an alt tag

Custom & Personalized Can Coolies

Add a memorable twist to your wedding or special event! Whether you are hosting a fundraiser or other occasion, there are so many exciting decisions and plans to be chosen the date, the place, the attire, the décor, the color palette -- now, you are in charge of choosing as favors for your guests to take home.

This is a h1 tag

ORGANIC SEARCH VISIBILITY

- Trending Topics & High Search Keywords
- Building Quality Links
- Authoritative Content



50%

of search queries are
four words or longer.
(WordStream, 2016)



MAJESTIC

Google Trends

TOOLS

A photograph of an office environment with several people working at computers. A large, semi-transparent red rectangle is overlaid in the center of the image, containing the text 'LOCAL SEO'.

LOCAL SEO

97%

of consumers search for local businesses online.

TOOLS:



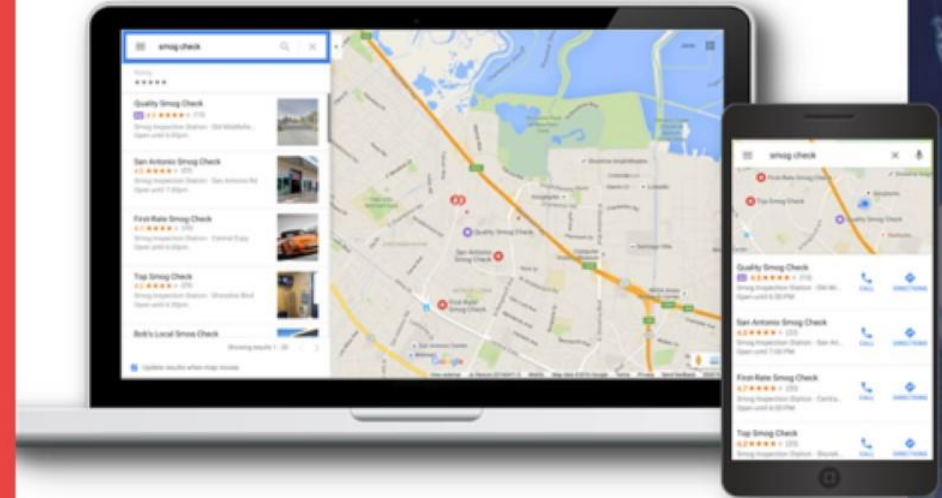
SEMRUSH

LOCAL GAME PLAN

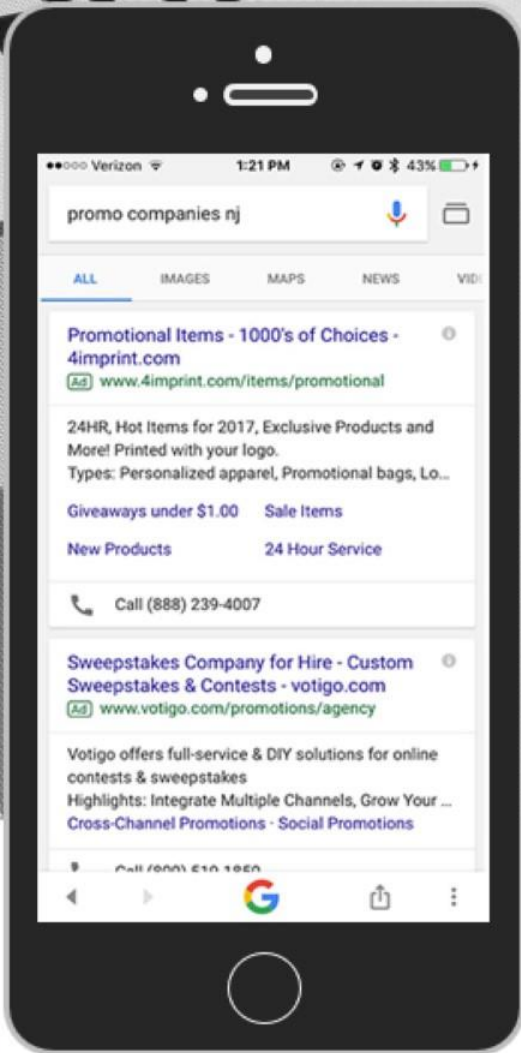
- Analyze Local Competitors
- Targeted Keyword Research
- Consistent Citations
- Updated Google My Business Listings
- Incorporating Target Locations

GOOGLE MAPS & GOOGLE MY BUSINESS

- Provide Directions to Your Location
- Add as Much Information as Possible
 - Hours of Operation
 - Number & Address
 - Website URL
 - Pictures/Video of Your Business
- Utilize Promoted Pins



Google AdWords



Pay-Per
Click
(PPC)

Study: 55 percent of mobile dollars wasted

More than 70 percent of mobile ads fail to create a positive user experience.

Greg Sterling on December 21, 2016 at 9:55 am



55 % MOBILE DOLLARS WASTED!

Consumers

"In your opinion, how important are the following factors in creating a positive mobile ad experience?"

(Only % of "very important" shown) (Top three shown)



Brands

"From your company's perspective, what are the top three most important factors in creating an overall better user experience with ads?" (Select three)



64.6%

of people click on Google ads when they are looking to buy an item online. (WordStream, 2016)

STRATEGIC SEM

DISPLAY CAMPAIGNS

SEARCH CAMPAIGNS

BING ADVERTISING

REMARKETING
CAMPAIGNS

MOBILE APP
REMARKETING ADS

CUSTOMER MATCH TARGETING

Now, it's easier to realize the full value of your customer data in AdWords

Target customers that you know



Exclude current customers to only reach new customers



Reach users similar to your customers



AD EXTENSIONS

- App Extensions
- Call Extensions
- Location Extensions
- Sitelink Extensions
- Click to Message Extensions
- Price Extension
- Structure Snippet Extensions
- Call-Out Extensions

This is a site-link extension



Cheap Logo Pencils - 16¢ Ea. - Save More Than 50% Now
www.amsterdamprinting.com/Pencils
Get Your Business Logo/Text Printed On Top Rated Pencils. Order Today.
Mechanical Pencils · Laser Engraved Metal Pen · Cheap Promo Pencils · 10¢ Logo Click Pen

This is a price extension



Search results for "custom t shirts for sale".

Custom T-Shirts - Design Online with CustomInk® - customink.com
www.customink.com/

4.6 ★★★★★ advertiser rating
Free Design, Set Up, and Shipping. Get Creating in the Design Lab Now!
Free Expert Help & Review · All-Inclusive Pricing
Types: T-Shirts, Koozies, Hoodies, Tank Tops, Pol...

Custom T-Shirts	Custom Polos	Custom Hoodies
From \$3.02 Variety of Colors	From \$6.86 Men, Ladies, & Youth	From \$12.99 Variety of Colors

Teespring
Teespring · home

Teespring makes it easier than ever to sell shirts you design, leveraging ... Teespring makes it easy to create, sell, and order custom products.
[Login](#) · [Designing](#) · [About Teespring](#) / [How it Works](#)

Cheap Custom T-Shirts - Create Custom Shirts Online for Cheap at CustomInk

REMARKETING

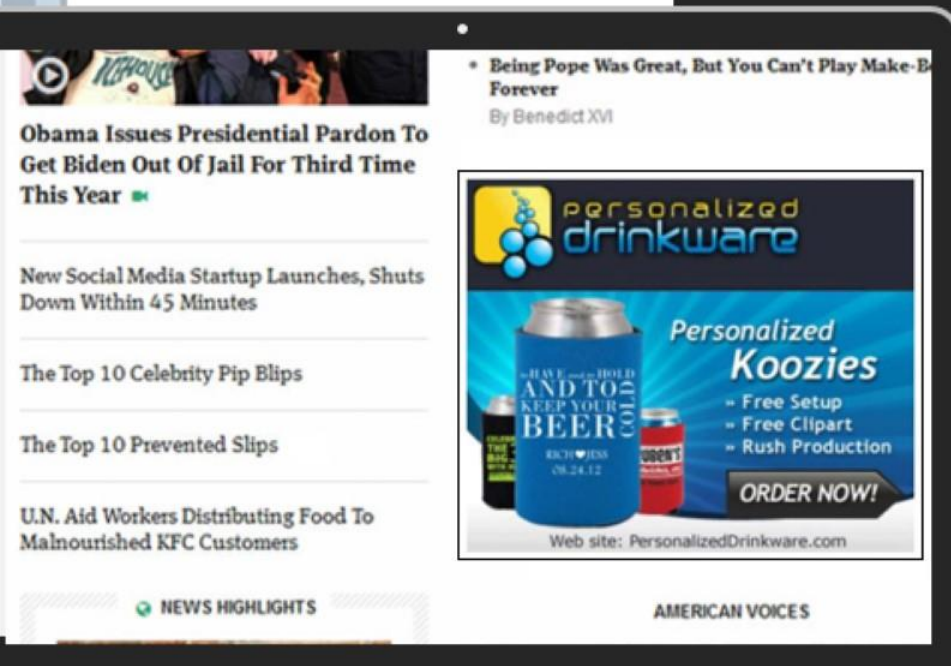
72% will likely abandon cart online

return to complete transaction **without** remarketing

8%

return to complete transaction **with** remarketing

26%



REMARKETING CONT.

- Dynamic Remarketing
- Utilize retargeting across all social platforms
 - Target right audience
 - Use an eye-catching image/banner
 - Call-to-actions



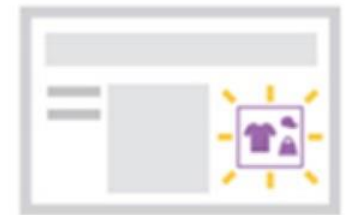
You upload your product information to the Google Merchant Center



Customers visit your website and browser through your products



Visitors are added to your remarketing lists



We show them dynamic ads related to products they've viewed

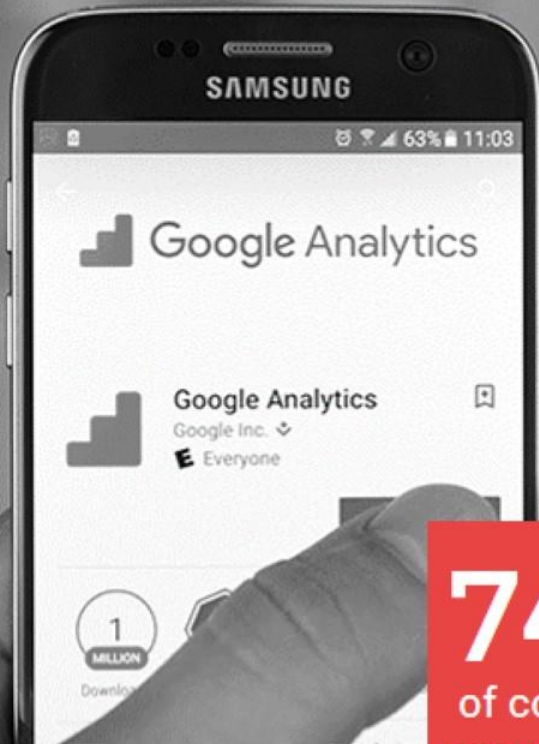


TARGET YOUR IDEAL DEMOGRAPHIC

Create ads that are geared to:

- Gender
- Age
- Weddings, Fundraising, Schools, Golf

TOOLS: GOOGLE ANALYTICS



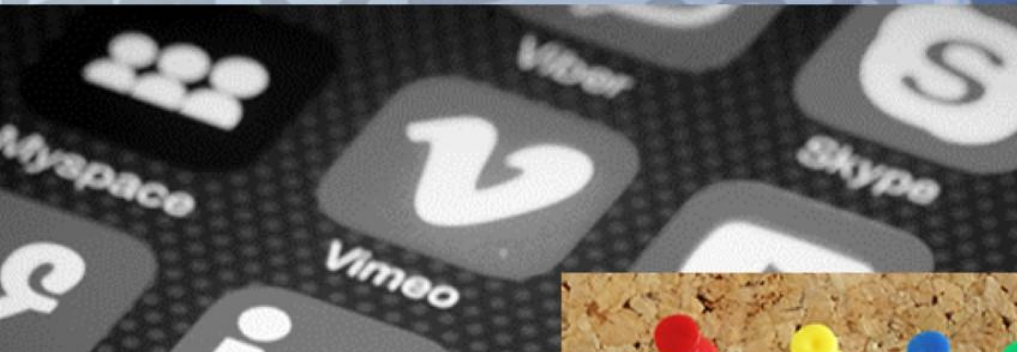
74%

of companies that weren't exceeding revenue goals did not know their visitor, lead, MQL, or sales opportunities.
(HubSpot, 2015)

CUSTOMER INTERACTION WITH BRAND

Google Analytics Shows You:

- Time on Site
- Traffic Flow Through Your Site
- Traffic Origination (Direct, Organic, Paid, Referral)
- Number of Contact Forms Submitted
- New vs. Returning Visitors



YOU'RE DOING SOCIAL MEDIA
WITHOUT A STRATEGY?

TELL ME HOW GREAT THAT'S GOING.

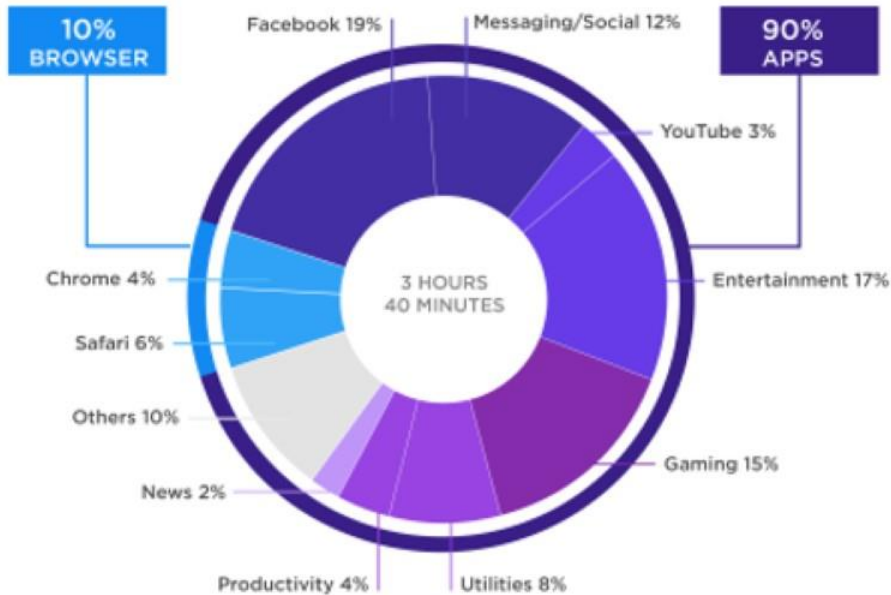
51%

of Facebook users more likely to buy the products of brands they follow.
(Yahoo)

THE SOCIAL BUZZ

- Give **Your Brand** a Voice
- Build Your Brand's **Influence**
- Grow Your **Network**
- Speak to Your **Audience**

90% of Time on Mobile is Spent in Apps



90%

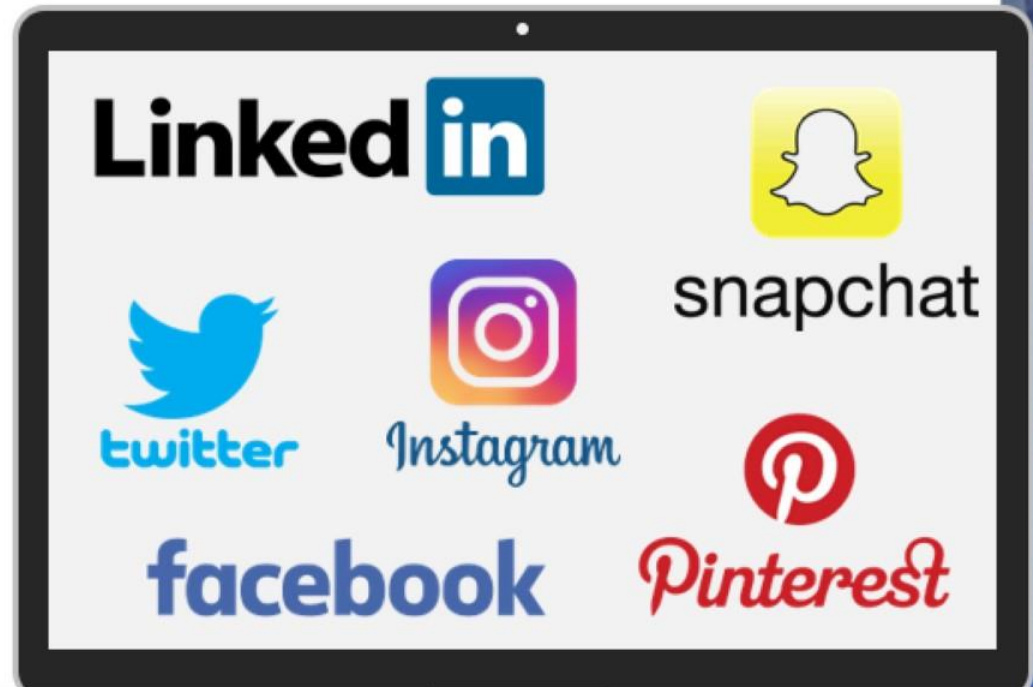
Of Time Spent in
Apps


10%

Of Time on
Browser

BE WHERE YOUR CUSTOMERS ARE

TRY THESE TOOLS:





What content
distribution channels
are marketers adding
in the next year?



HubSpot

RESEARCH



 InkHead Promotional Products posted an offer.
December 11

**Free
Shipping**



Free Shipping on orders over \$500. Expires
12/20.

2 people claimed this offer

 Get Offer

Like · Comment · Share

 Nicole Cunning Sigman likes this.

Write a comment...

PAID SOCIAL ADVERTISING

- More Exposure
- More Clicks
- More Conversions

83%

of all marketers
actively pursue
social media
marketing
initiatives.
(Aberdeen, 2016)

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**JUST LIKE YOU CAN PERSONALIZE
SOCIAL MEDIA EFFORTS, YOU CAN
PERSONALIZE EMAIL MARKETING.**



EMAIL MARKETING

TARGETED EMAIL CAMPAIGNS



Welcome to Our Newsletter! We're Super Excited You're Here!

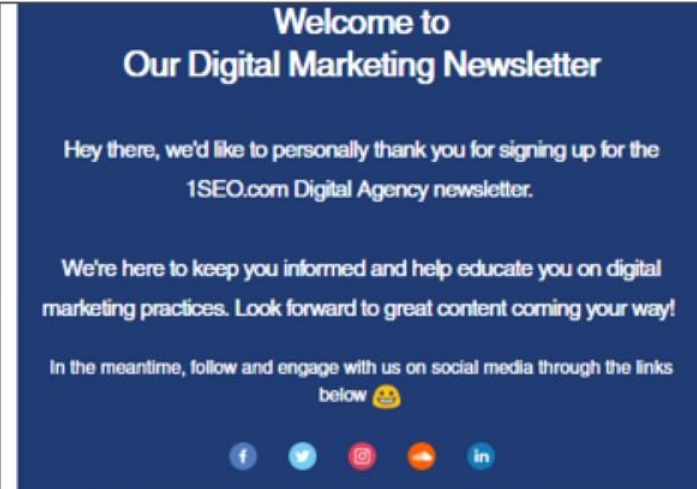
Inbox x



Compelling Subject Line



Responsive Design
and Appealing Copy



2/3 of email are either
read on smart
phones or tablets
(Marketing Land)



Interested In A Free Website Audit Today? Contact Us Now!

Copyright © 2017 1SEO.com Digital Agency, All rights reserved.
Call us today 215.911.1234

Generate Brand Loyalty
and Trust



#ppaiexpo

PROMOTE YOUR PRODUCTS

- Announce Promo Codes, Discounts, & Upcoming Events
- Leverage Customer Behavior
- Re-Engage Old Customers
- Maintain Relationships
- Create Segmented Lists

10% Off

On select mugs for Mom.



Email notifications about abandoned carts have a 40.5% open rate. (eMarketer, 2015)

TRACK YOUR SUCCESS

- Open Rate
- Click Rate
- Unsubscribers & Those That Bounced
- Links That Were Clicked

TOOLS:

MailChimp.

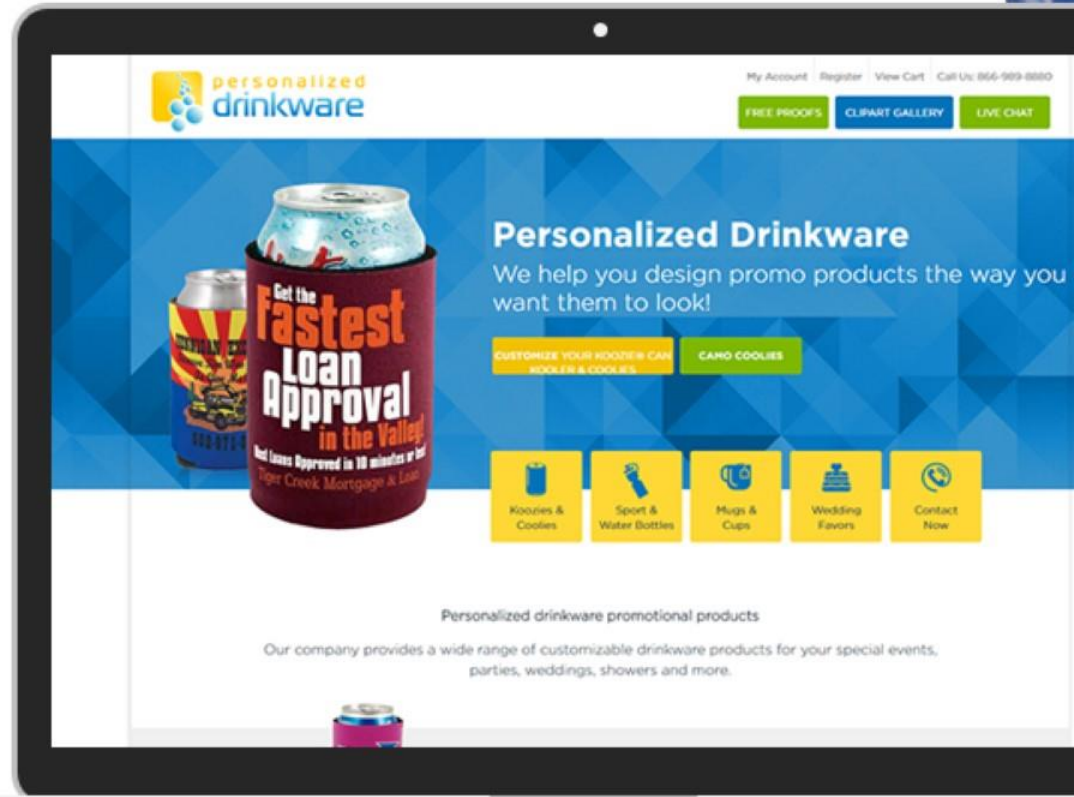
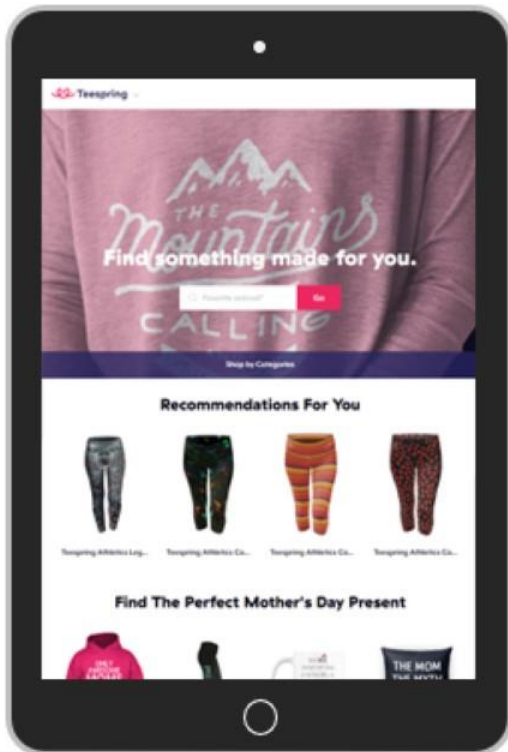


Constant Contact®

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WEBSITE DESIGN AND DEVELOPMENT



APPEALING WEB DESIGN

MOBILE RESPONSIVENESS

SIMPLE NAVIGATION

CUSTOM DESIGNS & BANNERS

WINNING PRODUCT



38%

of people will stop engaging with a website if the content/layout is unattractive.
(Source: Adobe)

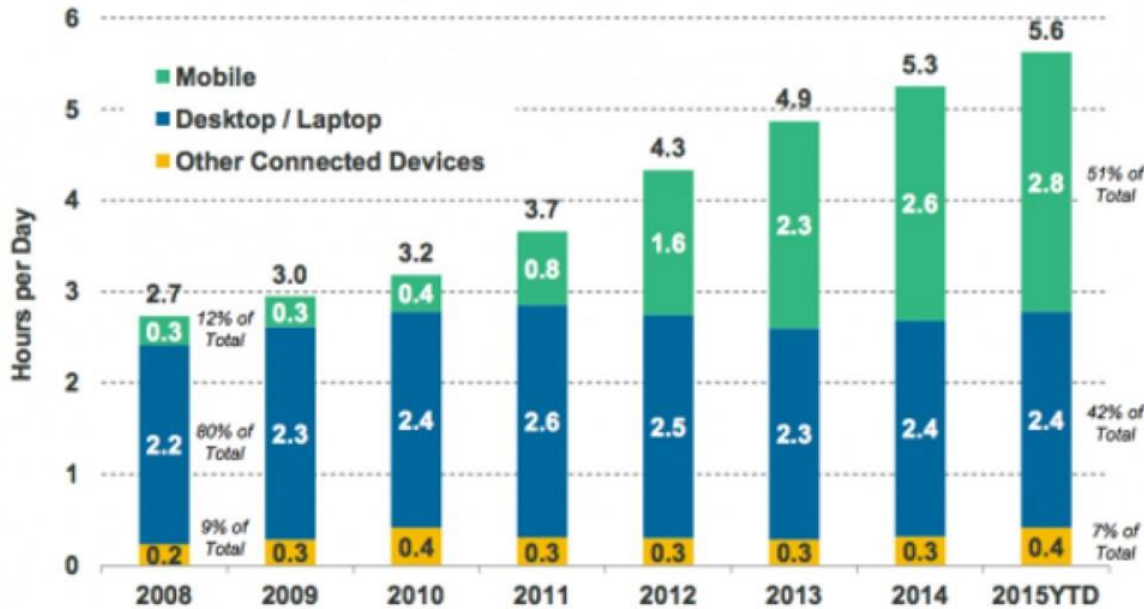
RESPONSIVE DESIGN



51%
of smartphone users have discovered a new company or product when conducting a search on their smartphone. (Google, 2015)

Internet Usage (Engagement) Growth Solid
 +11% Y/Y = Mobile @ 3 Hours / Day per User vs. <1 Five Years Ago, USA

Time Spent per Adult User per Day with Digital Media, USA, 2008 – 2015YTD



3 HOURS
 PER DAY
 PER
 USER ON
 MOBILE

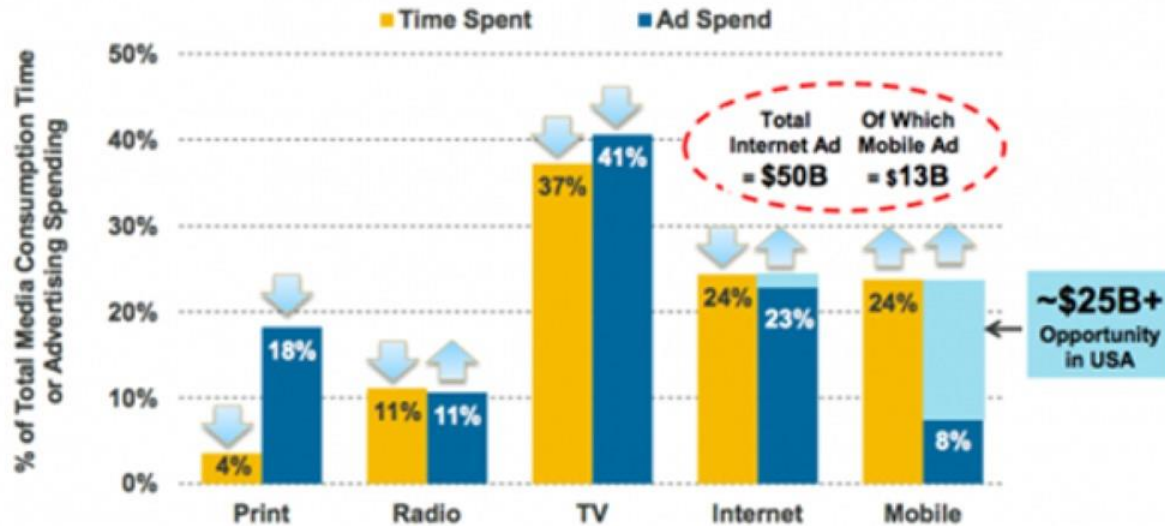
@KPCB Source: eMarketer 3/14 (2008-2010), eMarketer 4/15 (2011-2015). Note: Other connected devices include OTT and game consoles. Mobile includes smartphone and tablet. Usage includes both home and work. Ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking.

~\$25

Billion Plus Opportunity Mobile Ad Spend

Remain Optimistic About Mobile Ad Spend Growth... Print Remains Way Over-Indexed Relative to Time Spent

% of Time Spent in Media vs. % of Advertising Spending, USA, 2014



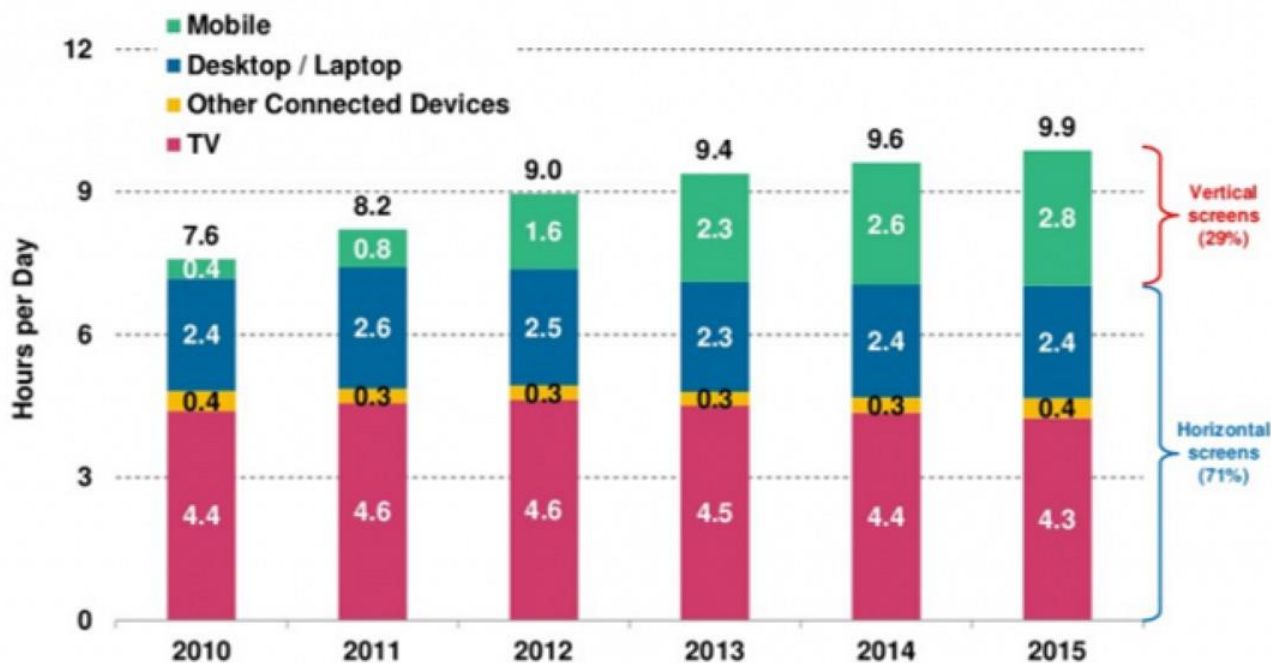
@KPCB

Source: Advertising spend based on IAB data for full year 2014. Print includes newspaper and magazine. ~\$25B+ opportunity calculated assuming mobile ad spend share equal to respective time spent share. Time spent share data based on eMarketer 4/14 (adjusted to exclude outdoors / classified media spend). Arrows denote Y/Y shift in percent share.

16

INCREASE OF MOBILE USAGE

Time Spent on Screens by Orientation (Hours / Day), USA, 2010 – 2015



KPCB

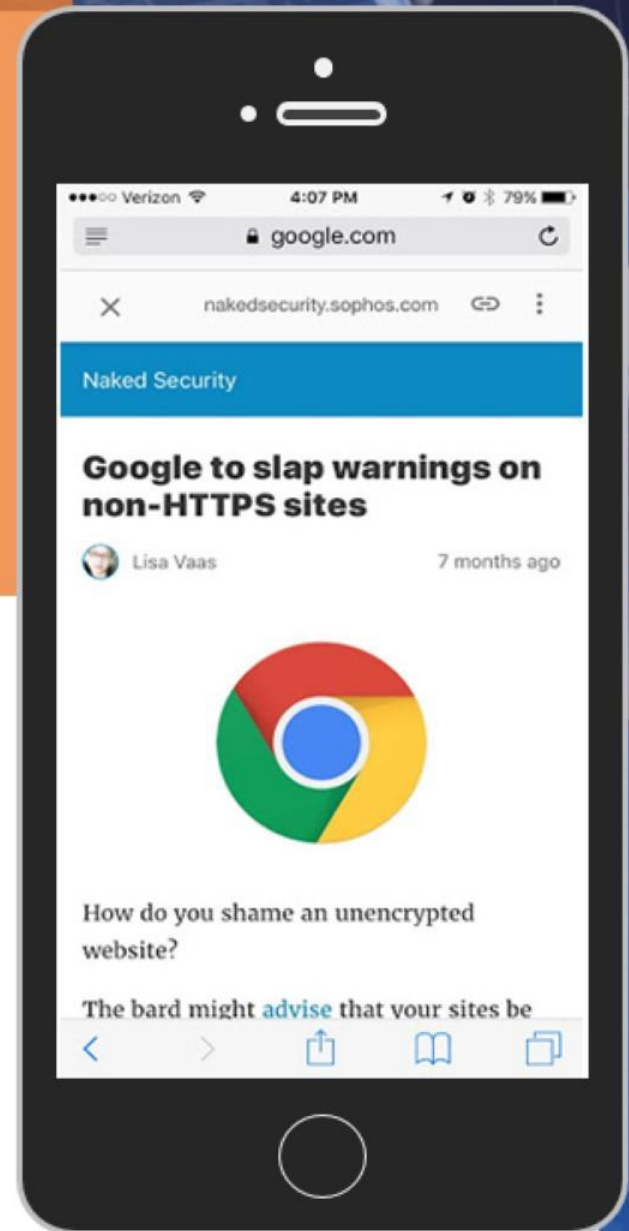
Source: eMarketer 4/15, Coates analysis. Note: Other connected devices include OTT and game consoles. Mobile includes smartphone and tablet. Usage includes both home and work. Ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop.

24

KEEP
YOUR
SITE
SECURE

86%

of websites
contain at least
one 'serious'
vulnerability



A photograph of an office environment with several people working at computers. A large, semi-transparent red rectangle is overlaid on the center of the image, containing the text 'ADDITIONAL VISIBILITY TACTICS' in white, bold, sans-serif font. The background shows people in a professional setting, some looking at their screens and others in conversation.

ADDITIONAL VISIBILITY TACTICS

NEARLY 75%
of all internet traffic in
2017 will be **VIDEO.**



VIDEO MARKETING

Including Video on a
Landing Page Increases
Conversions by **80%**

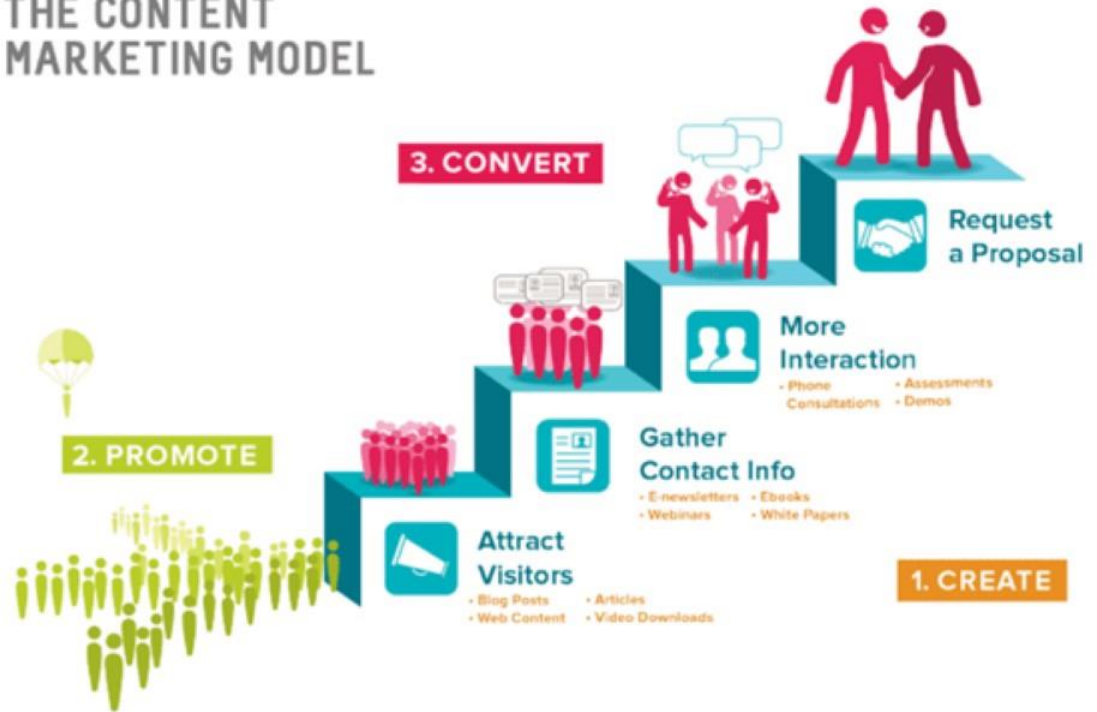
It's a visual world. Videos
are proven to increase
your online visibility.

TAKE ADVANTAGE OF IT!

CUSTOMIZED CONTENT

- Answer User Questions
- Provide Valuable Tips
- Blog Posts & Social Media to Drive Traffic
- Generate Leads Through Your Content (Written & Visual)

THE CONTENT MARKETING MODEL



47%

of buyers viewed 3-5 pieces of content before engaging with a sales rep. (Demand Gen Report, 2016)

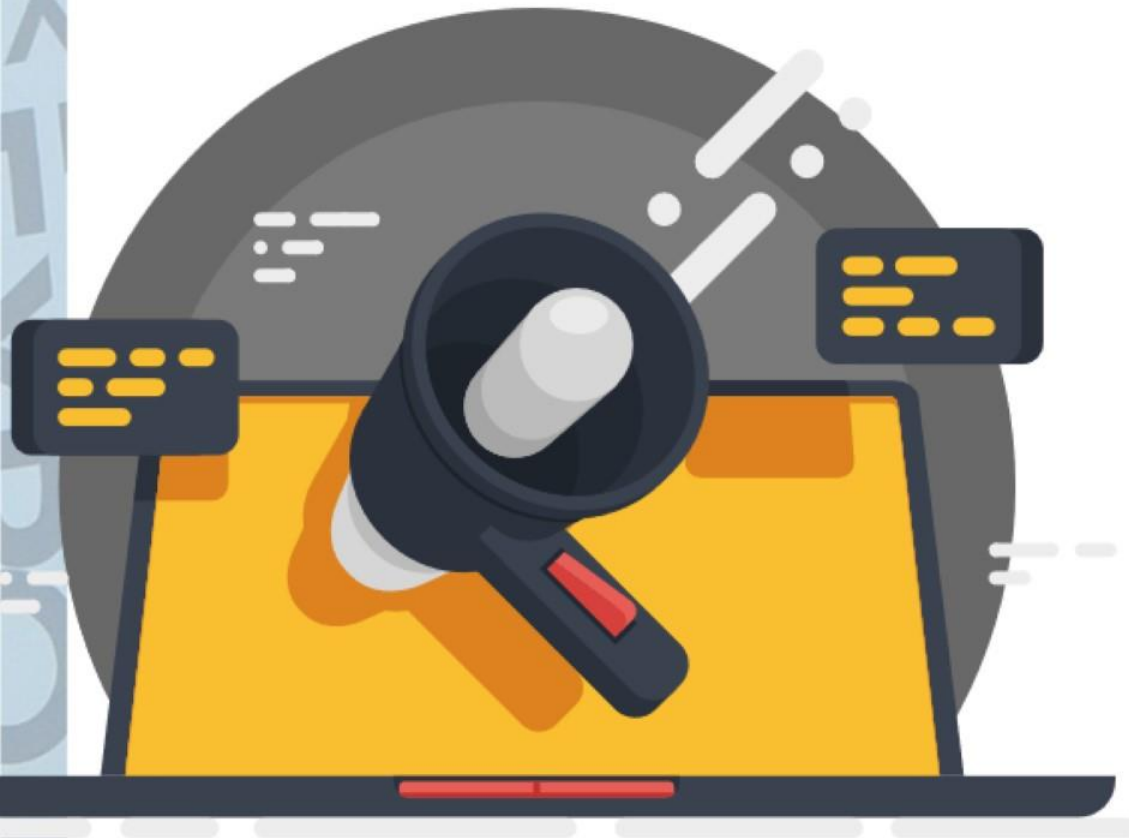
BEACON TECHNOLOGY

GOOGLE IS NOW OFFERING FREE BLUETOOTH BEACONS TO BUSINESS WITH PHYSICAL STORES AS A PART OF THEIR PILOT PROGRAM CALLED PROJECT BEACON

- Beacons let you send notifications to customers with mobile devices, offering personalized services
- Collect more data about customers
- Gain insight into shopping behaviors
- Learn how customers engage with a store



PROGRAMMATIC ADVERTISING



- Use of software and data to purchase digital advertising
- Automatic and efficient process
- Real-Time Bidding (RTB)
- Leads to more targeted campaigns

- Testing & Analyzing
- Behavior Targeting
- Understanding How to Improve Aspects of Your Site
- Tools to Learn Demographic and Psychographic of Your Visitors

GENERATING ENOUGH LEADS



Contact Us

Thanks for reaching out! Let us know how we can help you.

Company*

First Name*

Last Name*

Title

Email Address*

Phone*

Industry

Comments*

Do you have an RFP/RFQ?

We can execute any large quantity requests, promotional merchandise programs and online company stores.

Upload RFP/RFQ [Browse](#)

[SUBMIT](#)

Product Hotline:

888.413.7283

General Inquiries:

888.585.3506

770.457.6226

Fax: 770.457.6206

Office Hours:

Monday - Friday 9:00 AM-6:00 PM EST

4855 Peachtree Industrial Blvd.

Suite 235

Norcross, GA 30092

[Map/Directions](#)

SIMPLIFYING THE BUYING PROCESS

CALL EXTENSIONS

EASY NAVIGATION AND CHECKOUT

FREE SHIPPING OPTIONS

CONTACT FORM

BUY IN BULK

DISCOUNT ON FIRST ORDERS

PRODUCT REVIEWS

30% off postcards, brochures & more.


Promo code [MARKETING30](#) Ends April 30 [Shop now](#)

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REPUTATION MANAGEMENT

- Focus on Excellent Customer Service to Entice Positive Reviews
- Respond to Negative Comments
- Optimize Positive Web Content
- Fight Online Defamation



**REPUTATION
MANAGEMENT**

92% of North American consumers regularly read online reviews to learn about a business

WHAT'S ON THE HORIZON?

Monetized Voice Search

Mobile First Indexing

Object Recognition with Video Intelligence

Artificial Intelligence

Biohacking

KEY TAKEAWAYS

- How to Improve Search Visibility
- Take Full Advantage of Paid Ads & Maximize Your Budget
- Know Your Ideal Demographic to Grow Your Business
- Importance of Staying Active on Social Media
- Using All Digital Tactics to Remain Visible Online
- Importance of Keeping Your Data Secure



**BE THE
GAME
CHANGER.**

ANY QUESTIONS?



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THANK YOU!

Please complete your session evaluation now to receive credit for session attendance.