

# Digital Marketing 101

David Witzig – eCommerce Insights



# Presentation Overview

- **Digital Marketing – Big Picture**
- **Search Engine Marketing**
  - PPC vs SEO
  - Google & Bing
- **eMail Marketing**
- **Social Media**
  - Organic vs paid posts
- **Q&A**

JAN  
2019

# DIGITAL AROUND THE WORLD IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL  
POPULATION



**7.676**  
BILLION

URBANISATION:

**56%**

UNIQUE  
MOBILE USERS



**5.112**  
BILLION

PENETRATION:

**67%**

INTERNET  
USERS



**4.388**  
BILLION

PENETRATION:

**57%**

ACTIVE SOCIAL  
MEDIA USERS



**3.484**  
BILLION

PENETRATION:

**45%**

MOBILE SOCIAL  
MEDIA USERS



**3.256**  
BILLION

PENETRATION:

**42%**




we  
are  
social



we  
are  
social

7

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; MOBILE: GSA INTELLIGENCE; INTERNET: INTERNETWORLDSTATS; (IT); WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; SOCIAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MEDIA: MEDIA.ORG; REPORTS IN: FUTURE MEDIA; SOCIAL MEDIA: PLATFORMS; SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVISION PARTNERS ANNOUNCEMENTS; AREA: SOCIAL MEDIA SPORK; TECHRASA; NICK AGHAM; ROSEFIELD | ALL VALUES AVAILABLE DATA IN JANUARY 2019

 **Hootsuite**™ 

## Digital Media has Changed How People Connect throughout the World

JAN  
2020

# OVERVIEW: DIGITAL IN THE AMERICAS IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL  
POPULATION



**1.02**  
BILLION

URBANISATION:  
**81%**

MOBILE PHONE  
CONNECTIONS



**1.05**  
BILLION

vs. POPULATION:  
**103%**

INTERNET  
USERS



**776.1**  
MILLION

PENETRATION:  
**76%**

ACTIVE SOCIAL  
MEDIA USERS



**678.5**  
MILLION

PENETRATION:  
**67%**



we  
are  
social



we  
are  
social

 Hootsuite

SOURCES: POPULATION: UNITED NATIONS, LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITC, GLOBALWEBINDEX, GSMA INTELLIGENCE, LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES, APPI, KEPIOS ANALYSIS; SOCIAL MEDIA: FLATIRON'S SELF-SERVICE ADVERTISING TOOLS, COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS, CAFEBAZAAR, KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. + COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES.

**US Mobile phone users: 95%**  
**US Internet users: 90%**  
**US Social Media users: 90%**



# 2020 *This Is What Happens In An Internet Minute*



Is your business actively working to plug into this activity?

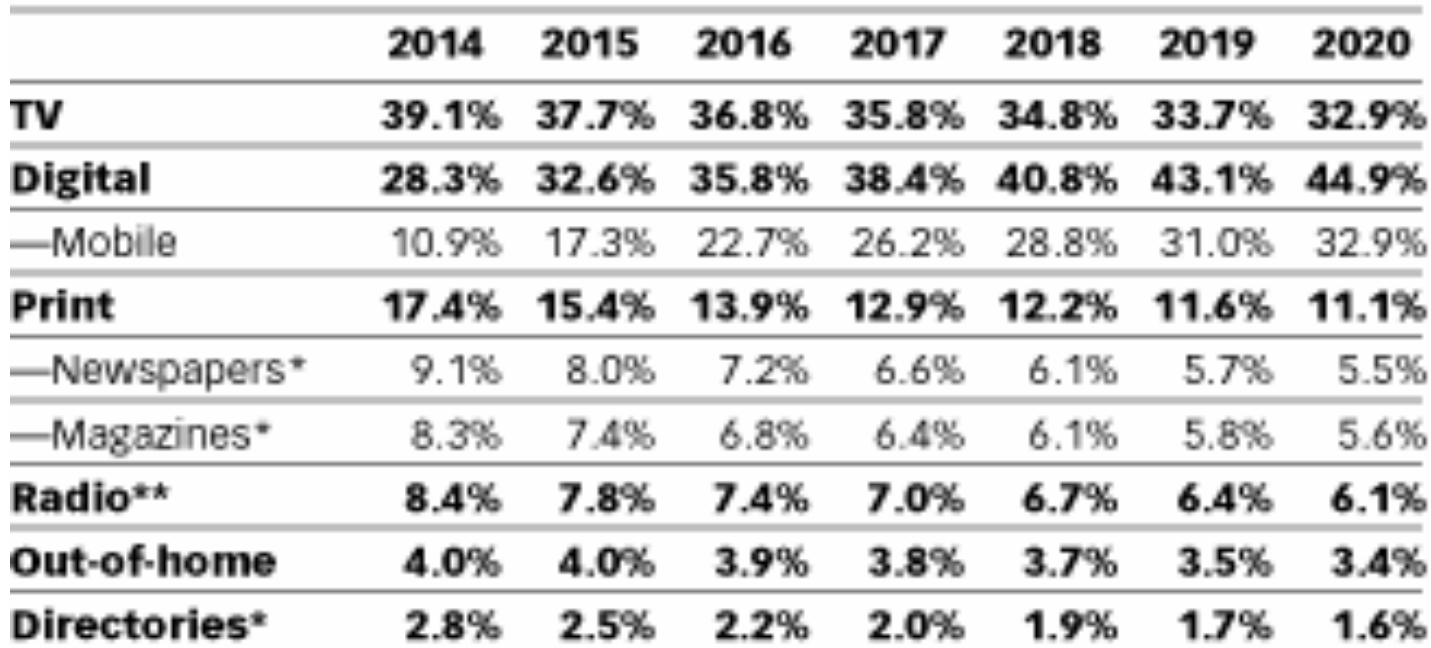
Created By:  
@LoriLewis  
@OfficiallyChadd

# The Digital Media Migration – US Ad Spend

## US Total Media Ad Spending Share, by Media,

2014-2020

% of total



	2014	2015	2016	2017	2018	2019	2020
<b>TV</b>	39.1%	37.7%	36.8%	35.8%	34.8%	33.7%	32.9%
<b>Digital</b>	28.3%	32.6%	35.8%	38.4%	40.8%	43.1%	44.9%
—Mobile	10.9%	17.3%	22.7%	26.2%	28.8%	31.0%	32.9%
<b>Print</b>	17.4%	15.4%	13.9%	12.9%	12.2%	11.6%	11.1%
—Newspapers*	9.1%	8.0%	7.2%	6.6%	6.1%	5.7%	5.5%
—Magazines*	8.3%	7.4%	6.8%	6.4%	6.1%	5.8%	5.6%
<b>Radio**</b>	8.4%	7.8%	7.4%	7.0%	6.7%	6.4%	6.1%
<b>Out-of-home</b>	4.0%	4.0%	3.9%	3.8%	3.7%	3.5%	3.4%
<b>Directories*</b>	2.8%	2.5%	2.2%	2.0%	1.9%	1.7%	1.6%

Note: \*print only; \*\*excludes off-air radio & digital

Source: eMarketer, March 2016

205439

www.eMarketer.com

# Digital Ad Revenues, by Company

Worldwide, 2019, billions

**Amazon**



**Facebook (2)**



**Google**



**Instagram**



Source: eMarketer, March 2019

**Google & Facebook Dominate**

# Average Time Spent Per Day with Major Media by US Adults - 2019

## Average Time Spent in the US, 2019

hrs:mins per day among population ←

Digital 6:35

TV\* 3:35

Radio\* 1:20

0:11 Newspapers\*

0:09 Magazines\*

Total 12:09

*Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on TV while listening to radio is counted as 1 hour for TV and 1 hour for radio; \*excludes digital*

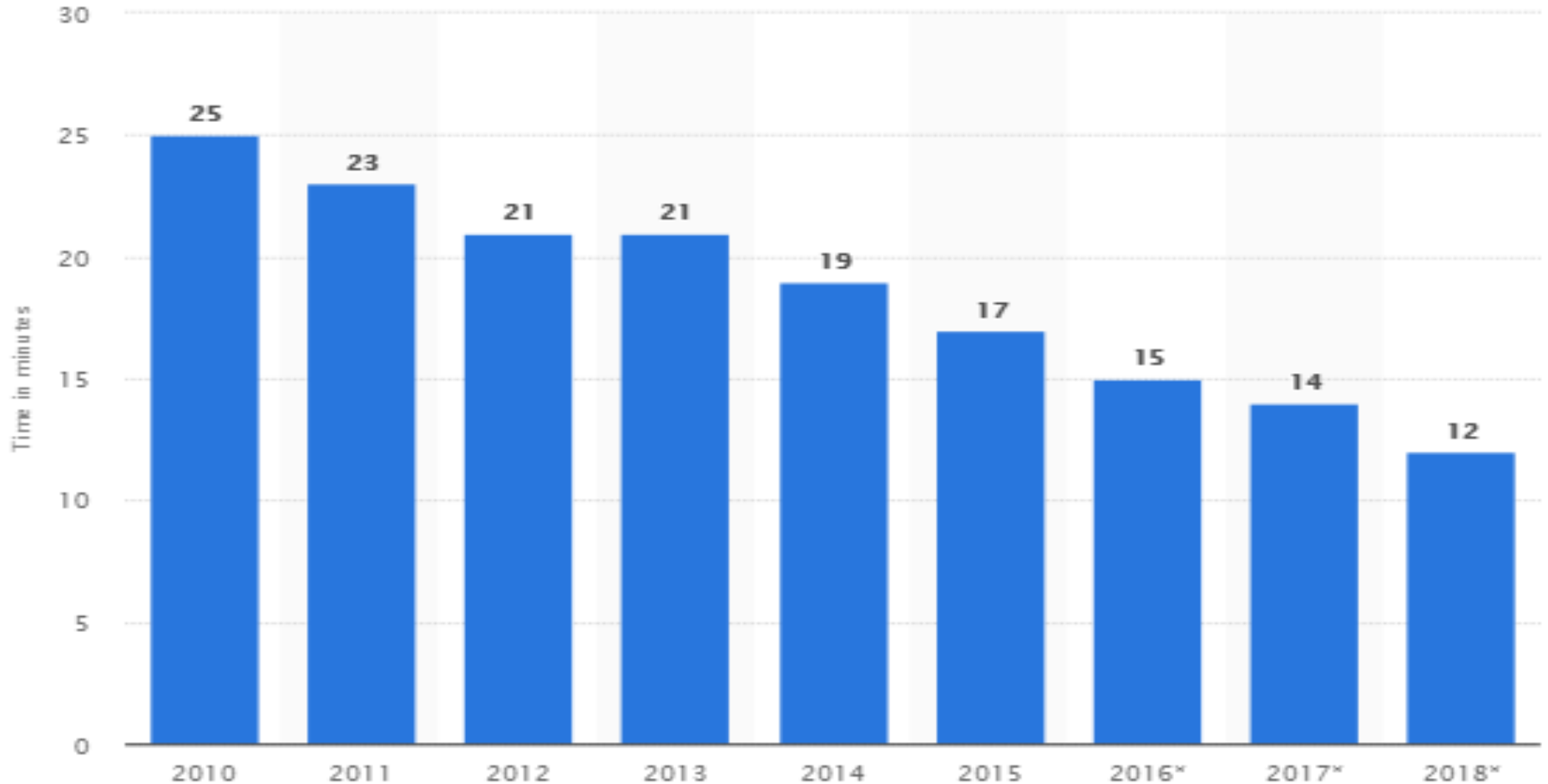
*Source: eMarketer, April 2019*

Businesses must begin to migrate ad spend toward digital channels to reach where your customers spend 6 ½+ hours of their time every day.



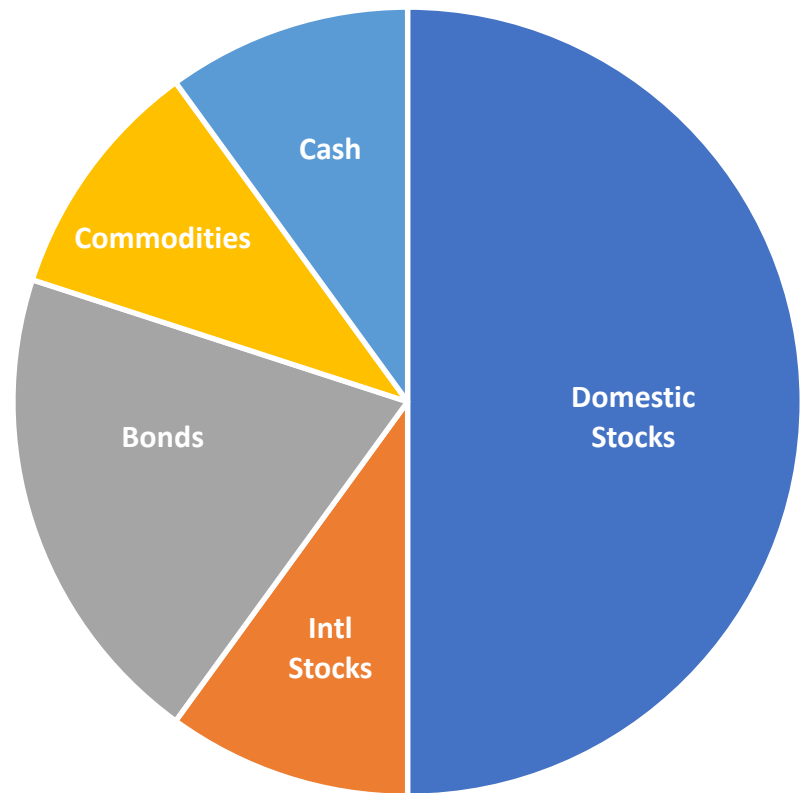
# The Digital Media Migration

Daily time spent reading newspapers per capita in the US from 2010 - 2018



# Digital Marketing: A Portfolio Approach

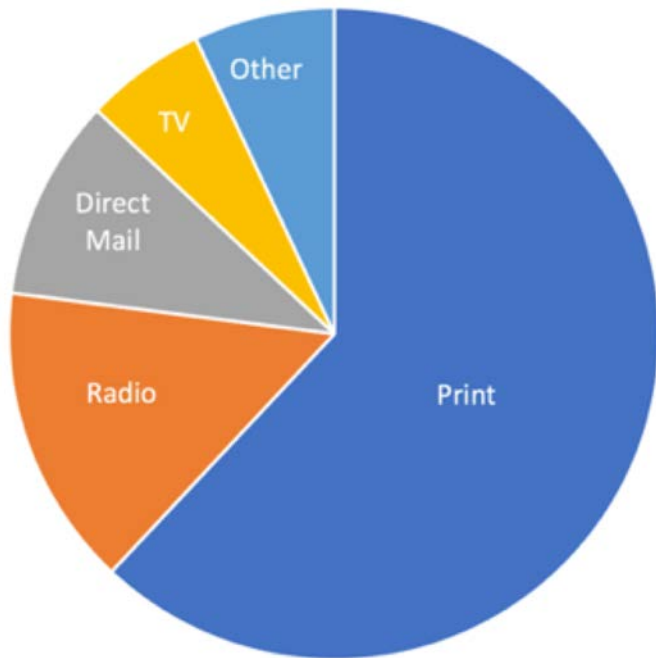
## Financial Portfolio



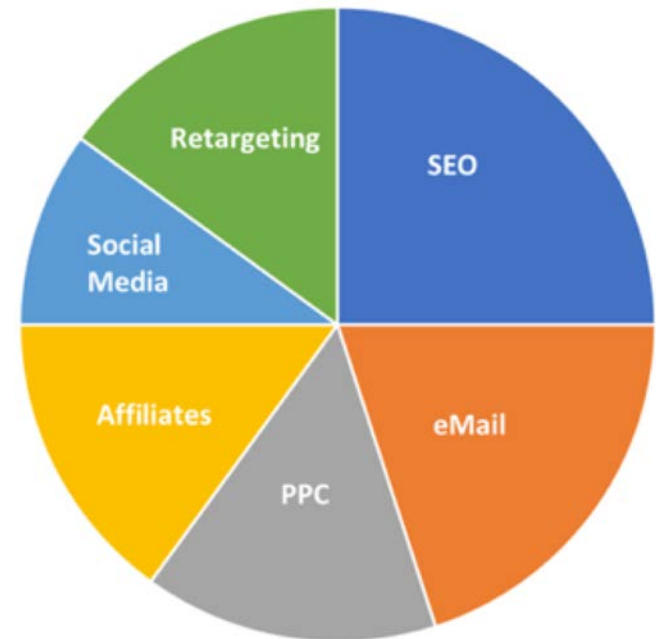
■ Domestic Stocks ■ International Stocks ■ Bonds ■ Commodities ■ Cash

# Goal: Create a Comprehensive Digital Marketing Portfolio

## Traditional Retail or Service Provider Ad Spend Portfolio

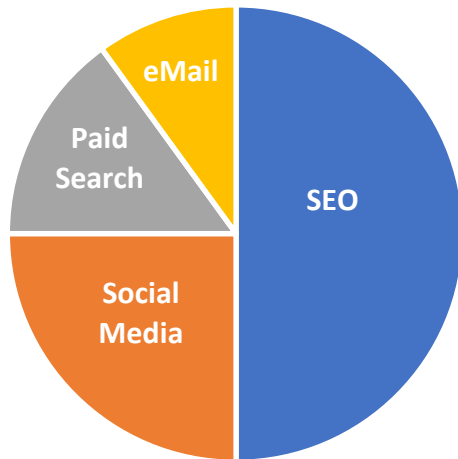


## Digital Marketing Ad Portfolio



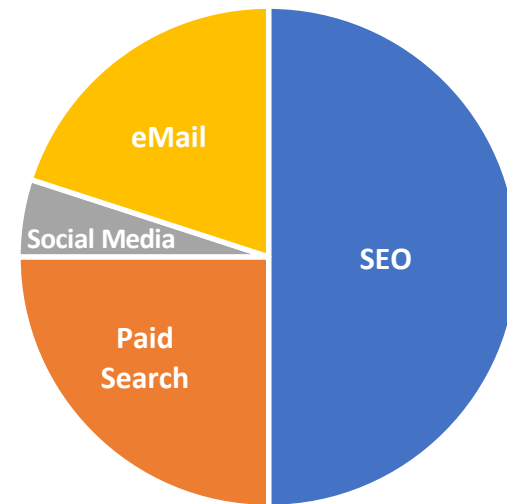
# Goal: Crawl, Walk then Run with Digital Marketing

## Digital Marketing Beginning Portfolio for Retail & Services



■ SEO ■ Social Media ■ Paid Search ■ eMail

## Digital Marketing Beginning Portfolio for B2B



■ SEO ■ Paid Search ■ Social Media ■ eMail



# DIGITAL MARKETING

Channel Overview



SEO



PPC

# Two Types of Search Marketing

**SEO: Search Engine Optimization**  
(Free clicks – making your website easy to find)

**PPC: Pay-Per-Click**  
(Paid Search Marketing  
a.k.a SEM)

**Focus on SEO first, then test the waters  
with paid search listings**

# Anatomy of a SERP (Search Engine Results Page)

Keyword Search Ads (Pay-Per-Click)  
(Average of \$.85 - \$1.35/click)



Geo-targeted local search  
(free.....for now)



Organic search (SEO)  
Free



The screenshot shows a Google search for "grocery delivery". At the top, the search bar contains "grocery delivery" with a magnifying glass icon to its right. Below the search bar are navigation tabs for "All", "News", "Maps", "Shopping", "Images", "More", "Settings", and "Tools". A line indicates "About 20,500,000 results (0.57 seconds)".

The results are divided into three main sections:

- Keyword Search Ads (Pay-Per-Click):** This section contains four sponsored listings. The first is "Order Fresh Groceries Online - 1st Delivery Free w/ Instacart" from instacart.com. The second is "Get free two-hour delivery - Amazon Prime Now Groceries - amazon.com" from amazon.com. The third is "Free Grocery Delivery - Get 60 Days Free Delivery - cobomdelivers.com" from cobomdelivers.com. The fourth is "Kowalski's Grocery Delivery - From Our Shelves to Your Door" from onthego.kowalskis.com.
- Geo-targeted local search:** This section features a map of the Chicago area with markers for "Lakewinds Food Co-op" and "Kowalski's Market". Below the map are three local business listings: "ShopForFresh" (4.0 stars), "Lakewinds Food Co-op" (3.7 stars), and "Kowalski's Market" (4.5 stars). Each listing includes the business name, rating, address, and a small photo.
- Organic search (SEO):** This section contains three organic search results. The first is "Cub Grocery Delivery - Instacart" from instacart.com. The second is "On-Demand Grocery Delivery in Minneapolis - Instacart" from instacart.com. The third is "CobornsDelivers - Grocery Shopping Made Easy" from cobomdelivers.com.

# Anatomy of a Local SERP

Google

carry out restaurant mason city

All Maps Images News Shopping More

About 65,300,000 results (0.92 seconds)

**Keyword Search Ads (Paid)**  
**(Average of \$.20 - \$.50/click)**



Ad · www.doordash.com/ ▾  
**DoorDash®- Restaurant CarryOut | No-Contact Delivery**  
To Promote a Safer Delivery Experience, All Orders Are Now Left at Your Door By Default. No Delivery Fees on Your First Order, Order from Your Favorite Restaurants Today! Search by Cuisines. 100s of Local Restaurants. Pizza, Chinese and More. Lunch Delivered.

**Geo-targeted local search**  
**(free.....for now)**



**Godfather's Pizza**  
4.5 ★★★★★ (254) · \$\$ · Pizza  
1.7 mi · 1703 4th St SE · In Regency Square  
✗ Dine-in · ✓ Takeout · ✗ Delivery

**The Boulder Tap House - Mason City**  
4.3 ★★★★★ (978) · \$\$ · American  
3.7 mi · 2700 4th St SW  
✗ Dine-in · ✓ Takeout · ✗ Delivery

**Organic search (SEO)**  
**Free**



globegazette.com › news › local-restaurants-whos-offering-takeout-and-...  
**Local restaurants: Who's offering takeout and delivery ...**  
Mason City. State Street Deli: to place an order for carryout, call 641-201-1002. Pasta Bella: to place an order for pick-up or delivery, call 641-201-1891. Blue Heron Bar & Grill: for delivery or carry-out, call 641-201-8561. The Hungry Mind: taking orders for carryout and delivery.

www.restaurantji.com › mason-city ▾  
**Mason City, IA Restaurants Open for Takeout, Curbside ...**  
List of local restaurants in Mason City offering take-out and/or delivery. Applebee's Grill + Bar. Sports Bar. Applebee's Grill + Bar. Arby's. Arby's. Bill's BBQ. Barbecue. Buffalo Wild Wings. Chicken Wings. Hamburgers & Hot Dogs. Burger King. Burke's Bar & Grill. Bar & Grill. China Buffet. Chinese. Cooks Cafe. ...

www.tripadvisor.com › United States › Iowa (IA) › Mason City ▾  
**THE 10 BEST Restaurants in Mason City - Updated April 2020 ...**  
Best Dining in Mason City, Iowa: See 2465 Tripadvisor traveler reviews of 79 Mason ... "What a fun little bar! the place is not big in seating room, but big on pleas.

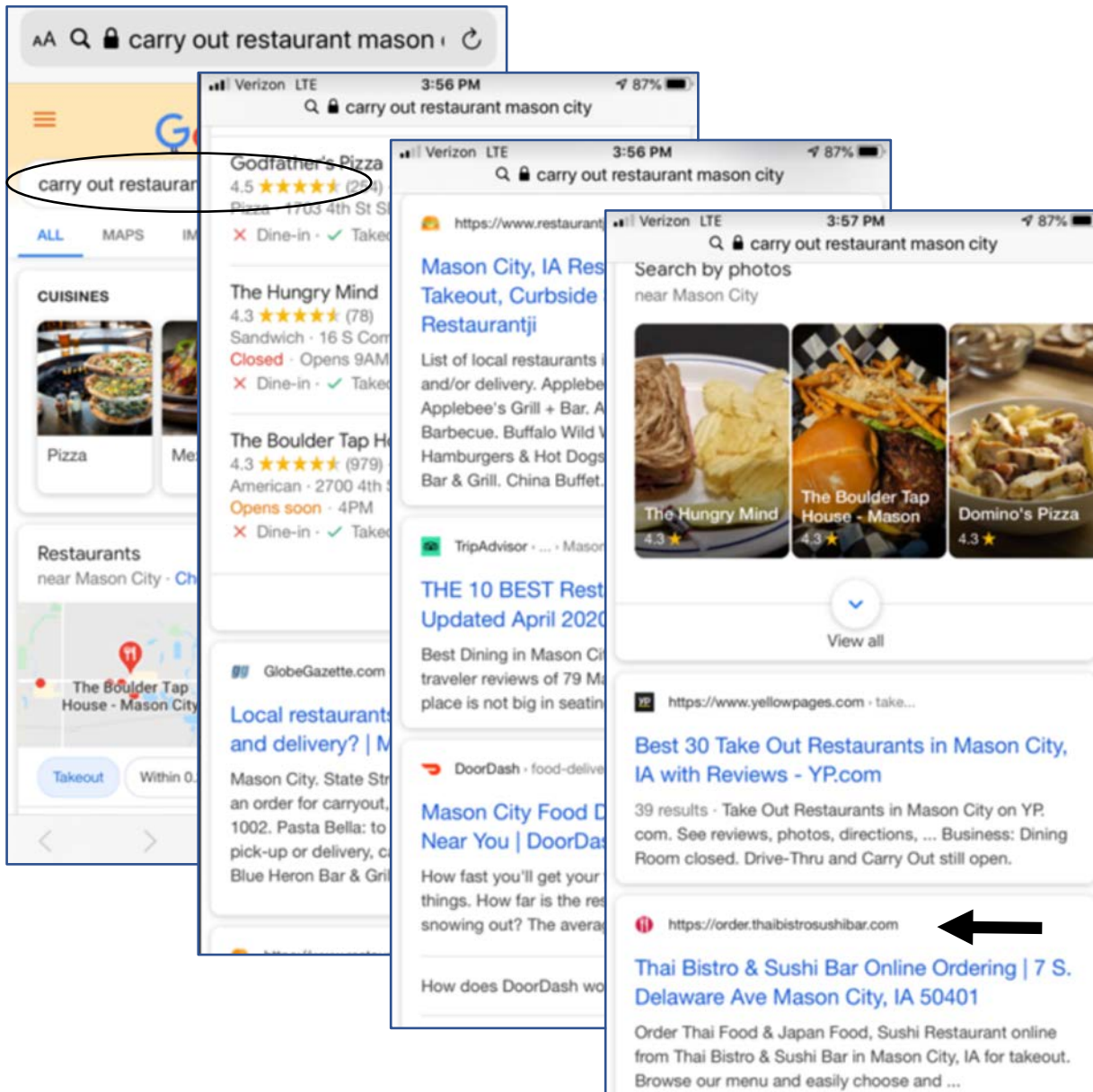
order.thaibistrosushibar.com ▾  
**Thai Bistro & Sushi Bar Online Ordering | 7 S. Delaware Ave ...**  
Order Thai Food & Japan Food, Sushi Restaurant online from Thai Bistro & Sushi Bar in Mason City, IA for takeout. Browse our menu and easily choose and ...

**First local business organic listing**





# Anatomy of a Local Mobile SERP



Think ***“Mobile First”*** in everything you do with digital marketing



# Search Engine Optimization

SEO



**THE BEST PLACE TO HIDE A DEAD  
BODY**

**IS PAGE TWO OF THE GOOGLE  
SEARCH RESULTS**

# SEO Fun Facts

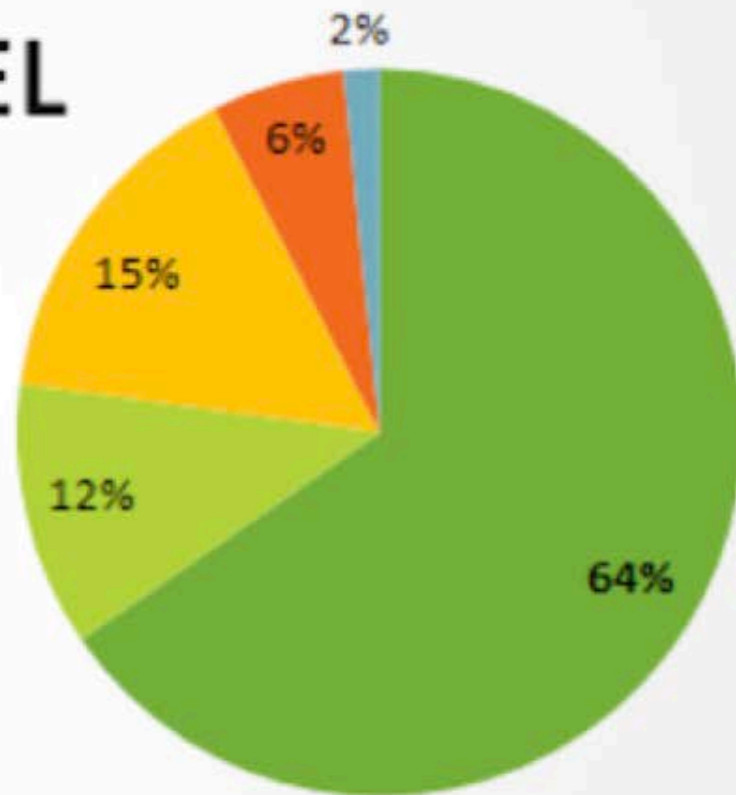
- The first five organic search results get 68% of the clicks
- Google received over 2.3 trillion searches in 2019
- Google's search algorithm uses 200 factors to rank websites
- 52% of Google searches contain 3 or more words
- 70% of marketers see SEO as more important than PPC
- 93% of all online experiences begin with a search
- 50% of searches will be voice search by 2021



# WEB VISIT CHANNEL DISTRIBUTION

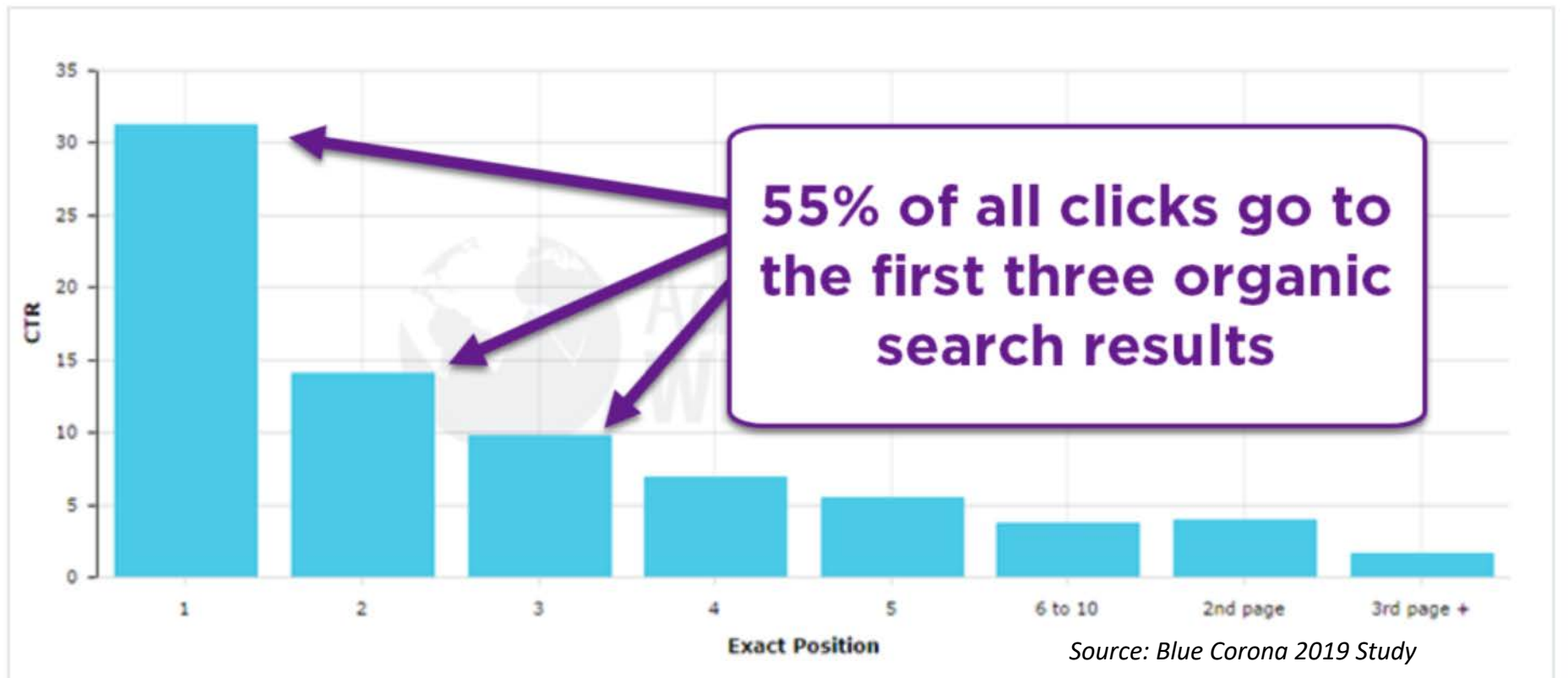
## BY CHANNEL

- Organic Search
- Direct
- Referral (w/o Social)
- Paid Search
- Social



Improving your “organic” search results can change your business

# SEO Goal: Rank in the Top 3 Organic Search Positions for your Most Important Keywords



Over 60% of Search Queries are on a Mobile Device



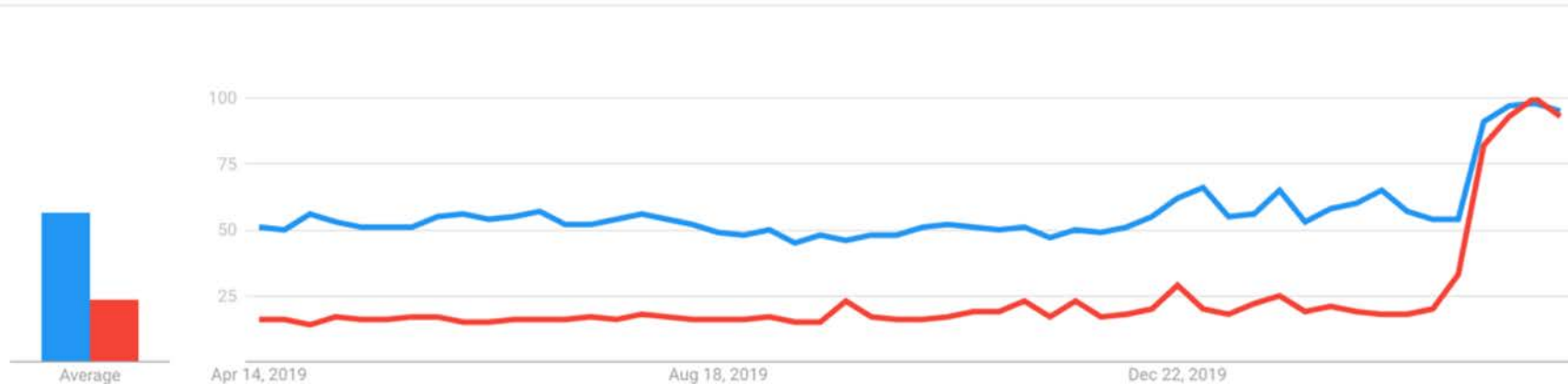
● food delivery  
Search term

● Grocery delivery  
Search term

+ Add comparison

United States ▼ Past 12 months ▼ All categories ▼ Web Search ▼

Interest over time ?



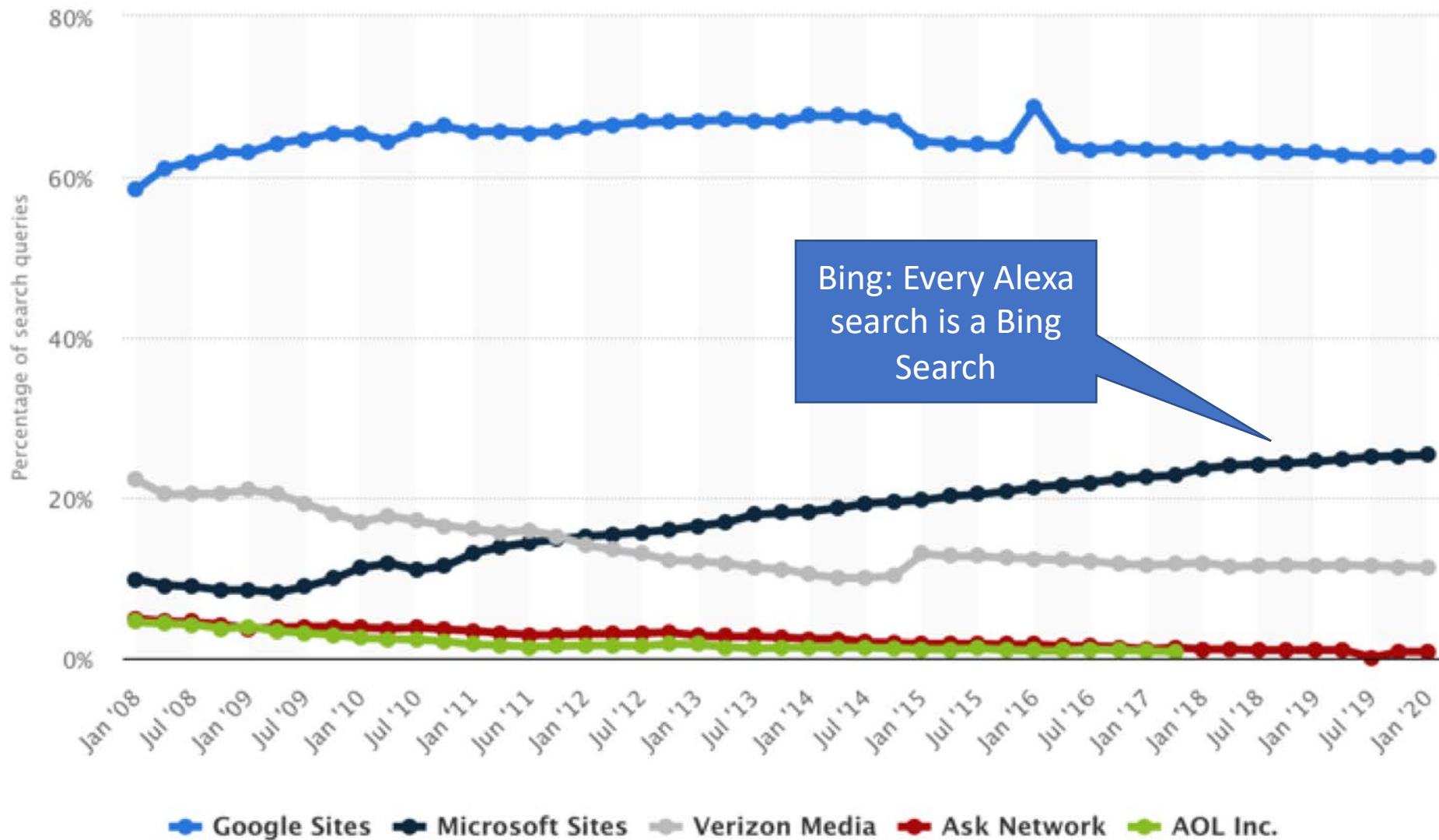
**Search trends can change drastically based on current events**

# How Do I Get Started with SEO?

- Review the content on your webpage
  - Does it contain popular keywords that relate to Google search queries about your business?
  - Free SEO tools: <https://moz.com/free-seo-tools>
- Work with your web developer
  - Are there Google Analytics tags on your website pages?
  - Update your content with relevant copy that contains popular keywords for your business (new text, updated images & videos)
  - Ensure every page on your site has a H1 tag (e.g. page name) that relates to that page
- SEO everything! (webpage, images, videos)
- Contact a digital marketing specialist

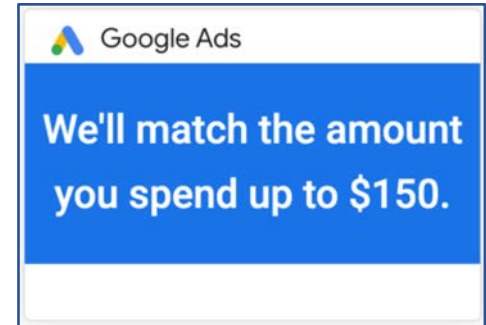


# US Search Engine Market Share - 2020



# How Do I Get Started with SEM?

- Hypothesize, test and measure
- Sign up for Google Ads
  - \$150 matching credit for new accounts
  - Free online video tutorials
  - Google can suggest keywords that relate to your business
- Contact a digital marketing specialist
- Budget a small amount to get started
  - \$5/day over the first two weeks
  - Easy tracking of your results at any time



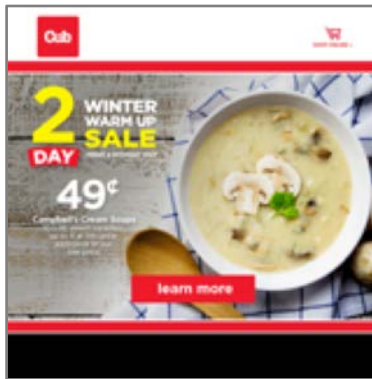




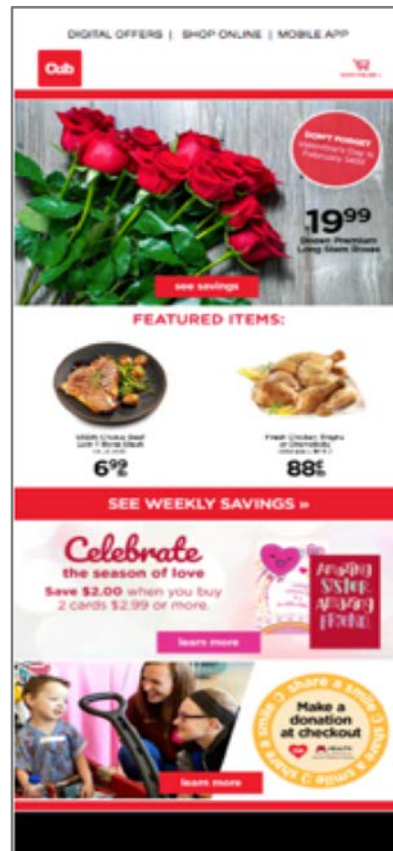
# An eMail Program Keeps Your Customers Loyal & Informed

**eMail Goals:** Create awareness and drive traffic to your business, weekly specials, digital coupons, event information and more.

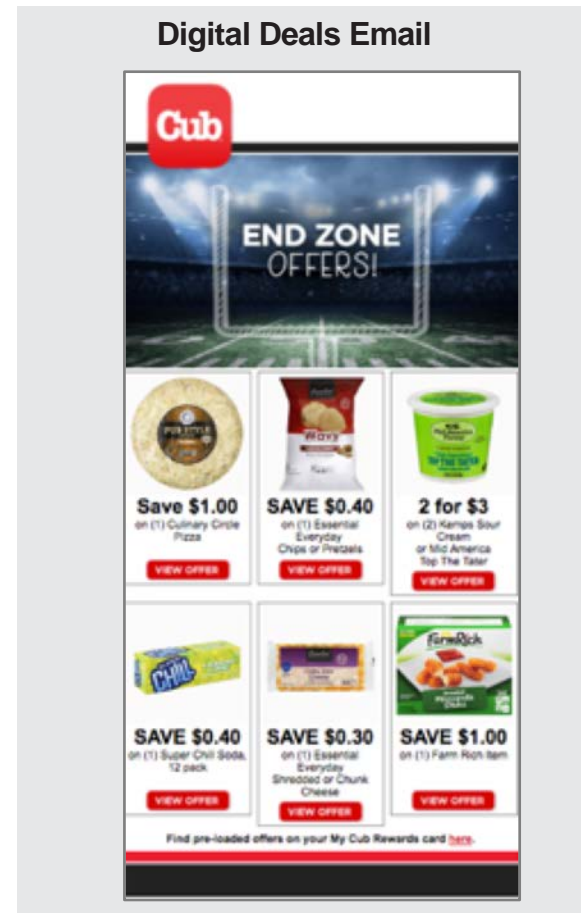
Ad Hoc Emails



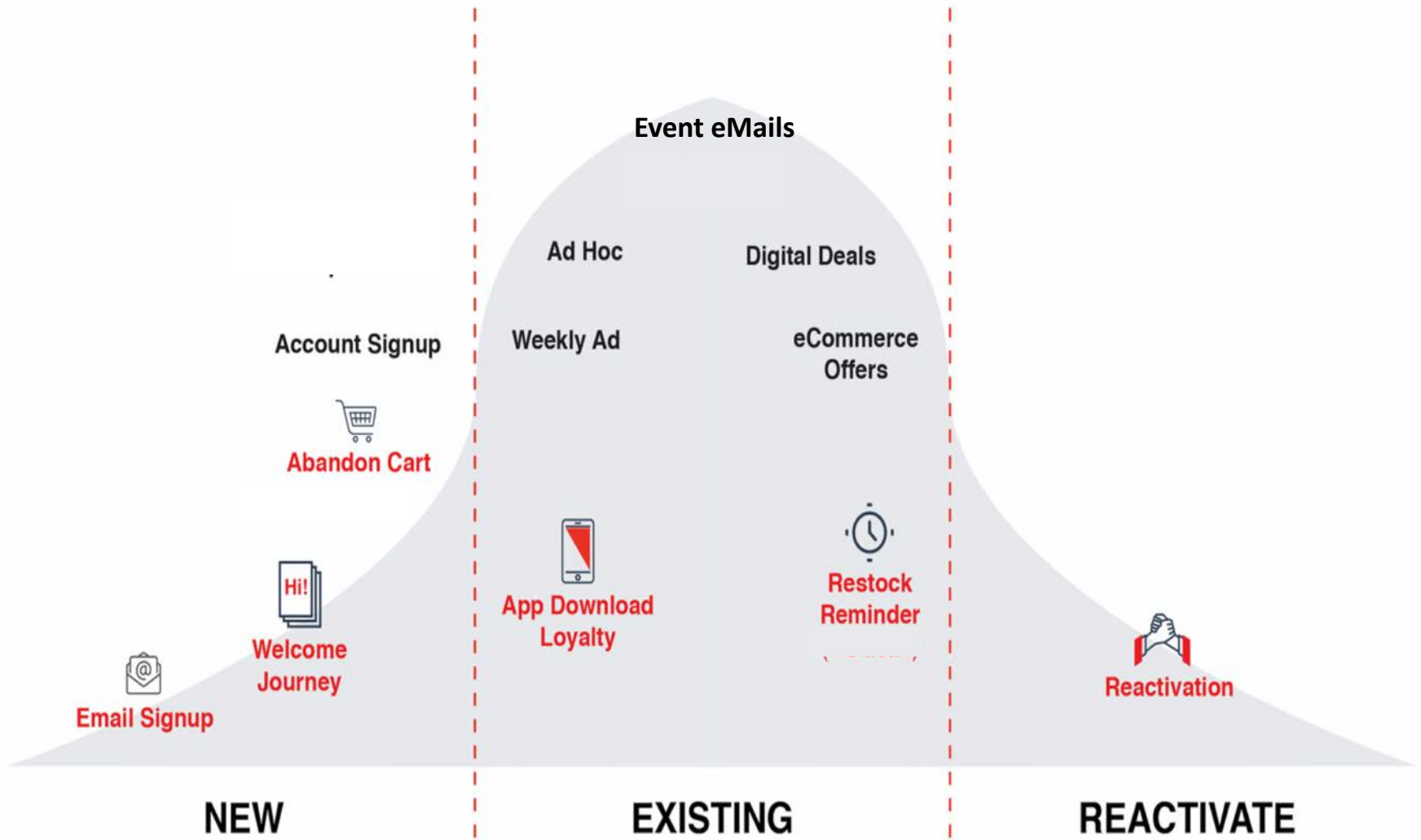
Weekly Ad Email



Digital Deals Email



# eMail Marketing: Lifecycle Approach



# eMail Marketing: Contact Us Page



[WELCOME](#) [PLAN YOUR VISIT](#) [EVENTS](#) [PRIVATE EVENTS](#) [ABOUT US](#) [TRAVEL](#) [BLOG](#) [STORE](#) [CONTACT US](#)

## FAT HILL BREWING

### Subscribe

Sign up with your email address to receive news and updates.

We respect your privacy.

# How Do I Get Started with eMail?

- If you don't have an eMail list, start one....now!
- Check out Constant Contact or MailChimp
  - Both have free options for starting up an eMail program
- Grow your list
  - “Contact Us” page on your website
  - Capture eMail through customer communications (opt-in)
  - Social Media promotions
  - Require eMail address (and phone #) for all online orders
    - This is no longer a barrier
- Contact a digital marketing specialist
- Develop a welcome eMail for new signups
- Develop a calendar of eMail sends throughout the year

# Social Media





# Two Types of Social Media Marketing

## Organic Posts

(Limited distribution unless the content is highly-engaging)

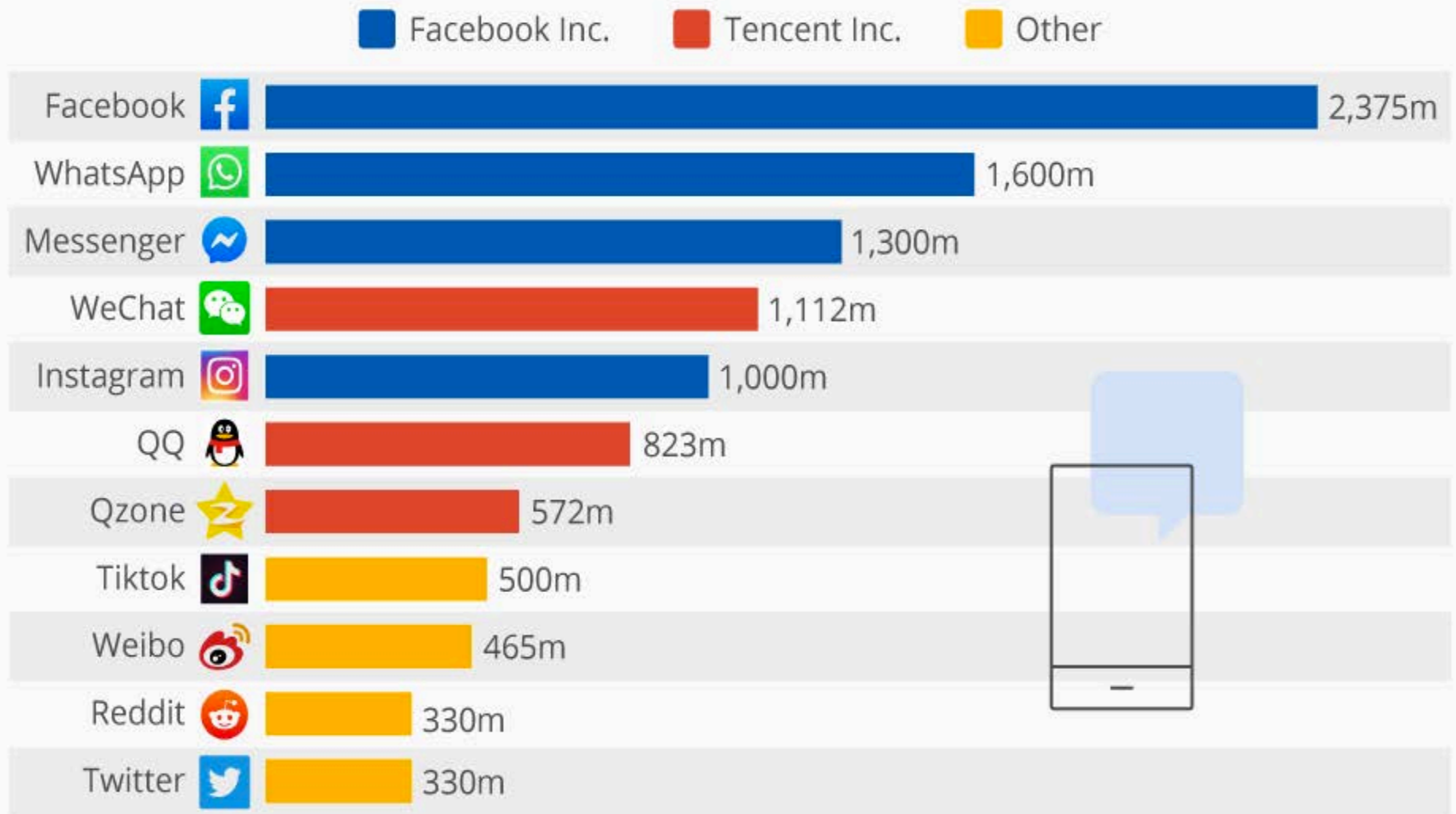
## Paid Posts

(a.k.a. Sponsored Posts or boosted posts)

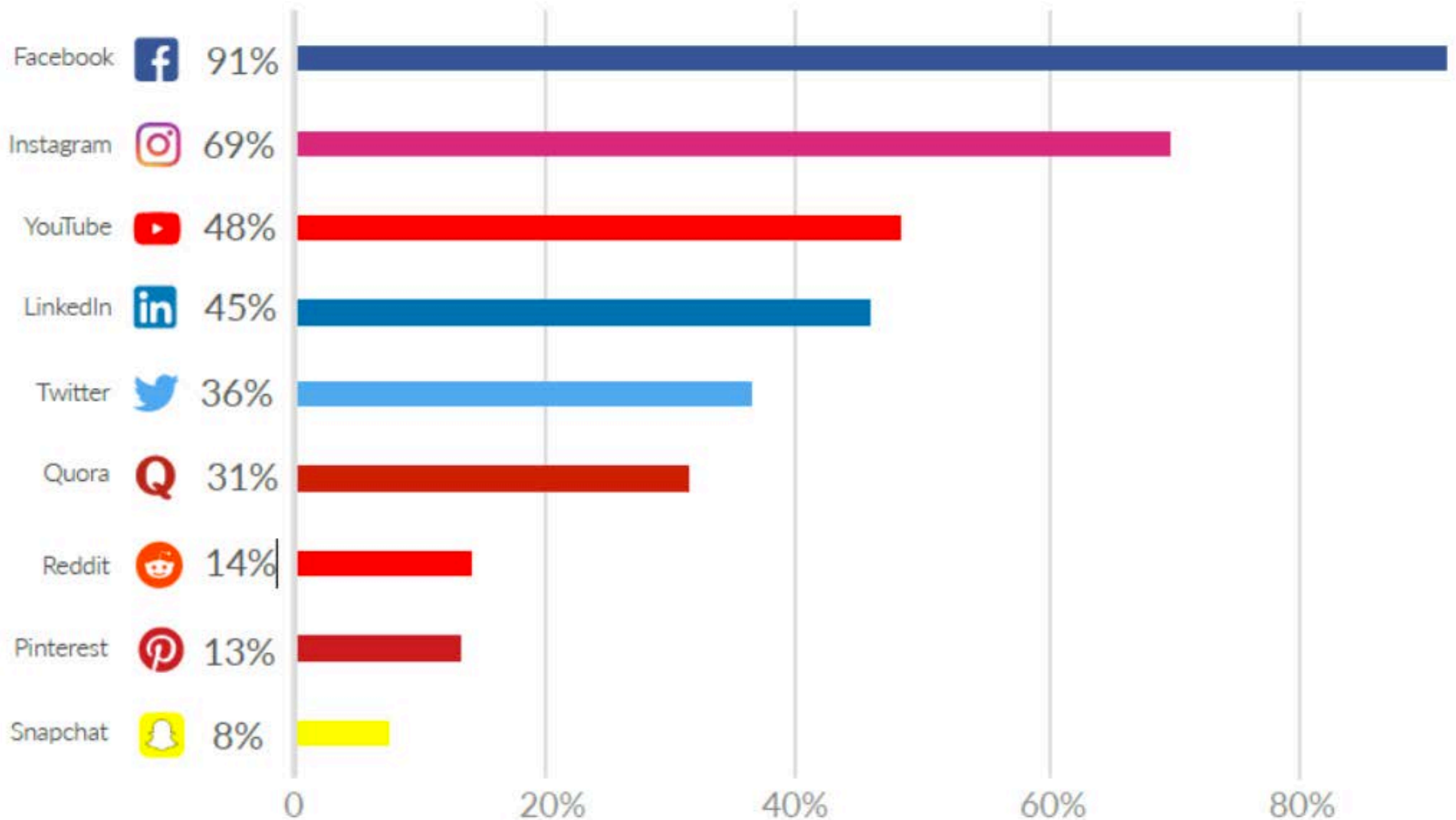
**Focus on the content of your posts and be strategic about when/how you boost distribution via paid posts**

# Facebook Inc. Dominates the Social Media Landscape

Monthly active users of selected social networks and messaging services worldwide\*



# BUDGETING: WHAT SOCIAL PLATFORMS ARE MARKETERS CURRENTLY INVESTING IN?



Source: Hanapan Marketing 2019 Report

# Social Media – Use it!



Source: Interactive Marketing

**73% of shoppers want to hear about discounts and promotions**

# Social Media- Use it!



Source: Interactive Marketing

**77% of social media users  
expect businesses to  
connect with them online**



# Social Media is a “Pay-for-Play” Game

## A Case Study:

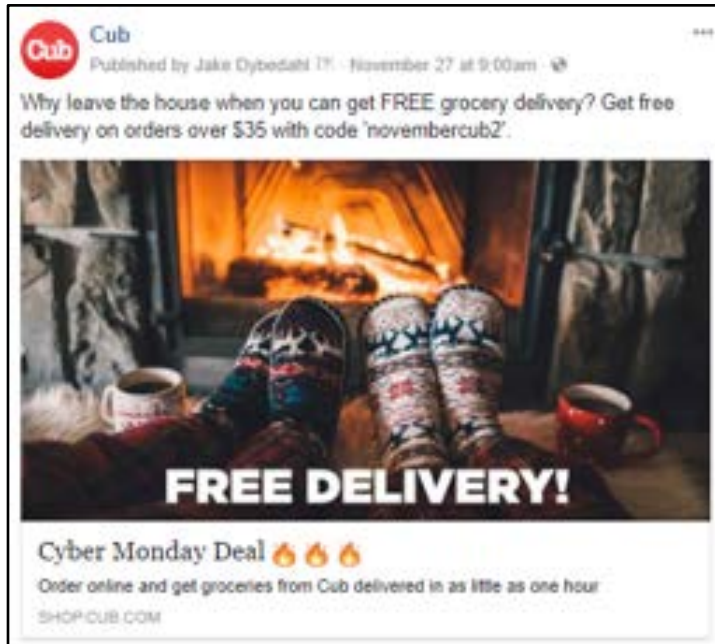
- **Current number of Facebook followers: 330**

- An average “organic” post will only reach 30 – 50 of your followers
- Facebook monitors the first 60 seconds of every post. They look for:
  - Likes, comments and shares (e.g. “engagement”)
- If engagement isn’t there, the Facebook algorithms dramatically-limit distribution on your organic post.
- If you want to reach more people, you need to pay for it
- Facebook can reach a highly-targeted audience with tremendous efficiency where consumers spend hours each day:
- **\$25 will drive hundreds of targeted impressions**
- **\$50 can drive thousands of targeted impressions**
- **Target people by age, gender, income, interests, who they follow online and much more**

**There are 1.5 million *active* Facebook users in Iowa  
(50% of the population)**

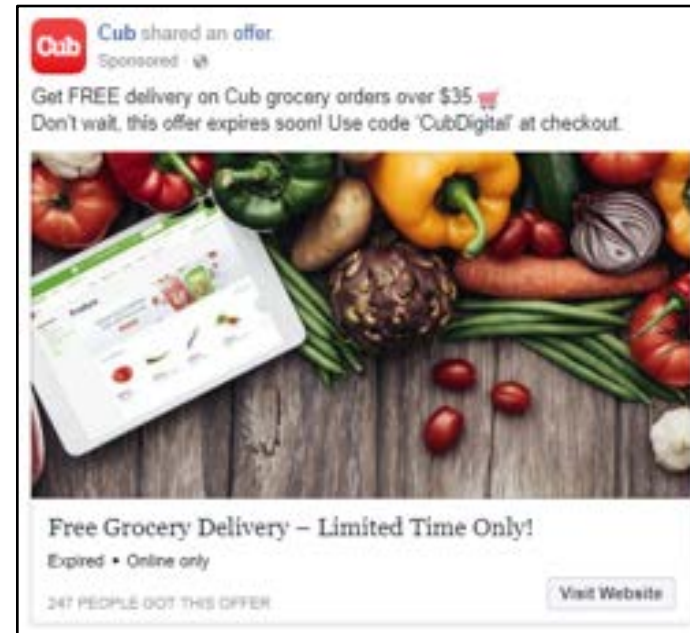
# Case Study: Organic vs Paid Post (125K Followers)

## Organic Post



- \$0 Spend
- 5,573 People Reached
- 21 Link Clicks
- 7 Post Reactions
- 3 Shares
- 2 Comments

## Paid Post



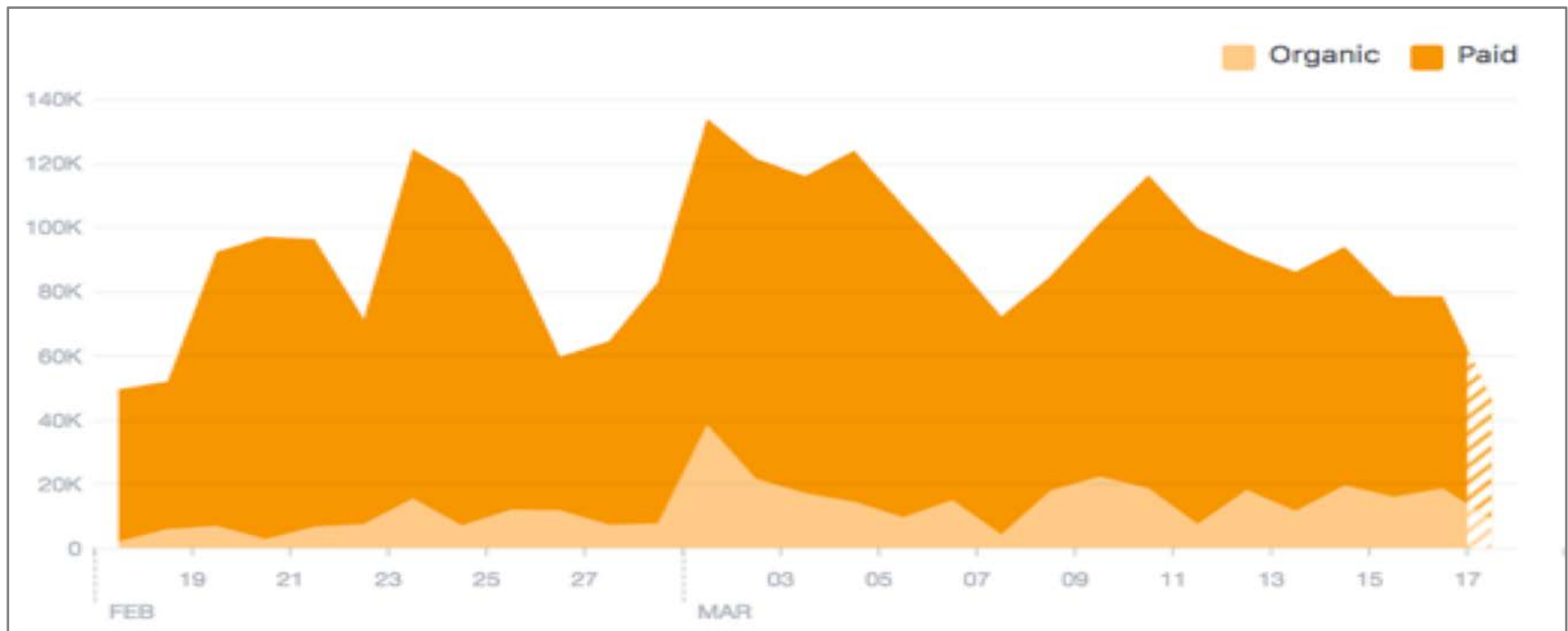
- \$3,750 Spend
- 216,096 People Reached
- 790 Link Clicks
- 319 Conversions
- \$29.5K Revenue (8X return)
- 278 Post Reactions
- 39 Shares
- 61 Comments

# Organic vs Paid Posts

**Social media has become a pay-to-play channel**  
**More budget = more reach = more results**

**Paid Facebook posts garner 510% more impressions, reach 362% more people, and drive 187% higher engagement than organic posts.**

Social advertising even improves organic results – paid posts have a 30% higher organic reach.



source: Cub Facebook Data, Nov 2018 through March 2018

# Partner With Other Businesses

**Wayne's Ski and Cycle** Sponsored

During this unpredictable time, it is more important than ever to show our community support. Local businessse... Continue Reading

321 20 Comments 81 Shares

Like Comment Share

Verizon LTE 12:31 PM 78%

**Wayne's Ski and Cycle** Sponsored

During this unpredictable time, it is more important than ever to show our community support. Local businesses are the backbone of North Iowa, and that is why Wayne's Ski and Cycle is offering a gift card to a local restaurant with every bike purchase. Receive a \$50 gift card for every adult bike purchase and \$25 for every kids bike purchase, offer includes sale and clearance priced bikes. We are all in this together.

[The Hungry Mind](#) [Pete's Kitchen](#) [Taco Tico](#) [Jitters Coffee Bar](#) [Downtown > Outback](#) [Prime n Wine](#) [RibCrib BBQ & Grill - Mason City, IA](#) [Fat Hill Brewing](#) [Bill's BBQ](#) [Papa's American Cafe](#) [LD's Filling Station](#) [Pastime Gardens](#) [Godfather's Pizza](#) [Mason City, IA](#) [Three on the Tree](#) [Coffee & Cafe](#) [Mulligans Bar and Grill](#) [State Street Deli](#) [Cabin Coffee Co. - Mason City, IA](#) [Wok N Roll](#) [Mystic Lanes](#) [Pro's Sandwich Shop](#) [The Blue Heron Bar & Grill](#)

Write a comment...

# How Do I Get Started with Social Media?

- If you haven't claimed your Facebook business page, claim it.... now! Instagram too!
- Contact a digital marketing specialist – they can manage your program or get you up and running.
- Grow your followers
  - Gift card giveaways (new followers and eMail subscribers!)
  - Don't just post content about your new sale
    - Engage your customers
    - Invite them to share photos, videos, comments
    - Surveys drive great engagement
    - Try Facebook live. The more you try, the better you'll get!
- Develop a calendar for social posts



# Any Questions?

