



Digital Marketing

CASAT Lunch and Learn

June 27, 2019

What is Marketing?

“The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have **value** for customers, clients, partners, and society at large.” – American Marketing Association

“The science and art of exploring, creating, and delivering **value** to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.” - Dr. Philip Kotler, considered by many as the “Father of Modern Marketing”

What Is Digital Marketing? And How Does It Work?



Video Link: https://www.youtube.com/watch?v=Z_KspIX1oXU

Traditional or Outbound Marketing

- More simply, Outbound Marketing is “Interruption Marketing.”
- It tends to be purchased intrusion into our lives
- Often difficult to target
- Often difficult to track success
- The message is *pushed*



The Digital Shift

“IBM forecasters are predicting a greater disruption in communication right now than we've seen in the past 50 years combined.”

Time it took to reach 50 million Users...



Time it took to reach 50 million Users...

38
Years



Time it took to reach 50 million Users...

38

Years

13

Years



Time it took to reach 50 million Users...

38

Years

13

Years

4

Years



Time it took to reach 50 million Users...

38

Years

13

Years

4

Years

9

Months

What's Changing?

We are more and more in control of the communication we consume. You can't just buy your way in anymore.

"Audiences everywhere are tough. They don't have time to be bored or brow beaten by orthodox, old-fashioned advertising. We need to stop interrupting what people are interested in & BE what people are interested in."

– Craig David – CCO, J Walter Thompson (one of largest agencies in the world)



TV Ads

- 40% of households have a DVR
- 86% of TV viewers don't watch the commercials

Print Ads



- Print ad revenue is down more than 50% in the past five years
- Newspaper circulation is down 30%
- Magazine circulation has declined for three consecutive years



Cold Calls

- 200 Million Americans have added their phone numbers to the FTC's "Do Not Call" list



Radio

- National and local ad revenues are down
- Public radio being replaced by paid options (satellite) and personal devices (mobile, iPod, etc.)

Direct Mail

- 44% of direct mail never gets opened





What is Inbound Marketing?

- Simply, it's a marketing strategy aimed at getting found by customers (as opposed to finding customers).
- The idea is to create content that pulls customers in like a magnet, rather than create ads that interrupt.
- The Basics
 - Step 1: Get Found Online
 - Step 2: Convert Visitors to Leads
 - Step 3: Analyze and Evolve

Digital Marketing

The Stats

- 88% of American adults use the internet
- 78% of internet users conduct product research online
- 12.5 billion searches on Google every month
- Avg US internet user views 2750 pages each month
- US internet users spend 3+ hours online every day
- 1 of every 8 minutes online is spent on Facebook
- 4.5 billion “Likes” per day on Facebook
- 500 million tweets per DAY on Twitter
- 55 million photos posted every day on Instagram
- 25% have posted a review online

Good for Business?

- More than 1/3 of US companies use blogs for marketing
- Companies that blog get 55% more website visitors
- 57% of businesses have acquired a customer through their company blog.
- 67% of B2C companies and 41% of B2B have acquired a customer through Facebook
- 42% have acquired a customer through Twitter
- 51% of Facebook fans are more likely to buy the brands they “Like”

Winning at Inbound Marketing

Provide Valuable Content

- articles/information
- white papers/ebooks
- infographics
- photos
- videos
- planning tools
- answers to common questions
- trends
- access to something exclusive

Give, give, give.

- Give more and get more
- Build your reputation as a provider
- Giving more content gives you more opportunity with search engines

Live Your Keywords

- Use your keywords in all that you do
- All content can incorporate strategic keywords
- More on keywords later!

Search Engine Optimization (SEO)



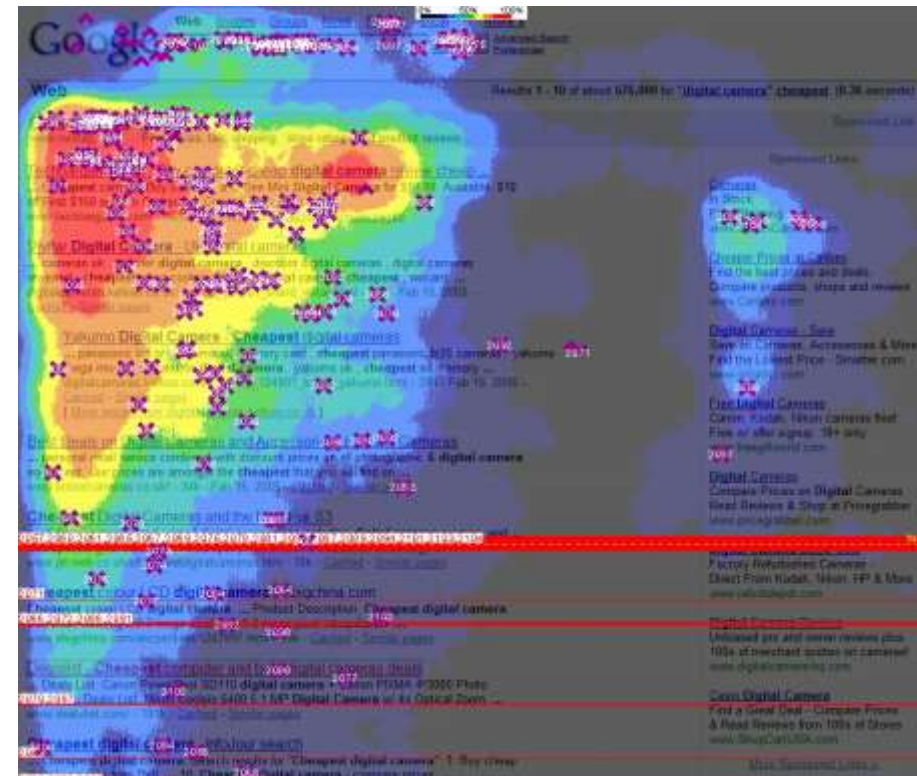
Video Link: <https://www.youtube.com/watch?v=V989Z1oE6v8&feature=youtu.be>

Search Engine Optimization (SEO)

Be Up Front

- 3.5 billion searches per day (more than a TRILLION/year)
- Most never go past page 1
- 90% never go past page 3

Top Guns





Top Search Engines

- 70% Google
- 16% Yahoo
- 9% Microsoft
- 3% Ask
- 2% Others



"Crawl, eat and report back."

Search Engine Spiders

Spider Food

- Text
- Titles
- Headers
- Tags
- URLs
- Links
- NOT images

Keywords/Phrases

- What words/phrases would your clients use to describe what you do?
- What words/phrases would they type into a search engine to find you?(not your name)
- It's OK to have "boring" headlines. Don't outsmart the spiders.

Keyword Tools

- [Google.com/trends](https://www.google.com/trends)
- [Google.com/adwords](https://www.google.com/adwords)
- [Google.com/sktool](https://www.google.com/sktool)

Friendly URLs

- The more readable by human beings, the better
- Use recognizable words, better yet use your keywords
- Separate words with hyphens
- Shorter > longer
- Match URLs to titles most of the time (when it makes sense)
- Stick to Alphanumerics [0-9, a-z, A-Z], special characters [\$ - _ . + ! * ' (),] and reserved characters [; / ? : @ = &] used for their reserved purposes (e.g., question mark used to denote a query string)

- EXAMPLE 1:
<http://www.amazon.com/gp/product/B0007TJ5OG/102-8372974-4064145?v=glance&n=502394&m=ATVPDKIKXODER&n=3031001&s=photo&v=glance>
- EXAMPLE 2:
<http://consumer.usa.canon.com/ir/controller?act=ModelDetailAct&fcategoryid=145&modelid=11158>
- EXAMPLE 3:
<http://www.dpreview.com/reviews/canonsd400/>

Formatting and Tagging

Text Formatting

- Headlines and sub-heads
- Tag in HTML
- Easier for human readers and spiders alike

For example:

This is a Header 2

Looks like this in the code:

```
<h2>This is a Header 2</h2>
```

Formatting and Tagging

Image Tagging

- Name your photo files with descriptors
- Tag your photos with keywords
- Remember: spiders only see words



Edit Image

File name: dsagasgs-5.jpg
File type: image/jpeg
Uploaded on: June 21, 2019
File size: 32 KB
Dimensions: 478 by 400 pixels

Alternative Text
[Describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Title dsagasgs

Caption

Description

Uploaded By Jamie Duhart

Copy Link <http://nevadacertboard.org>

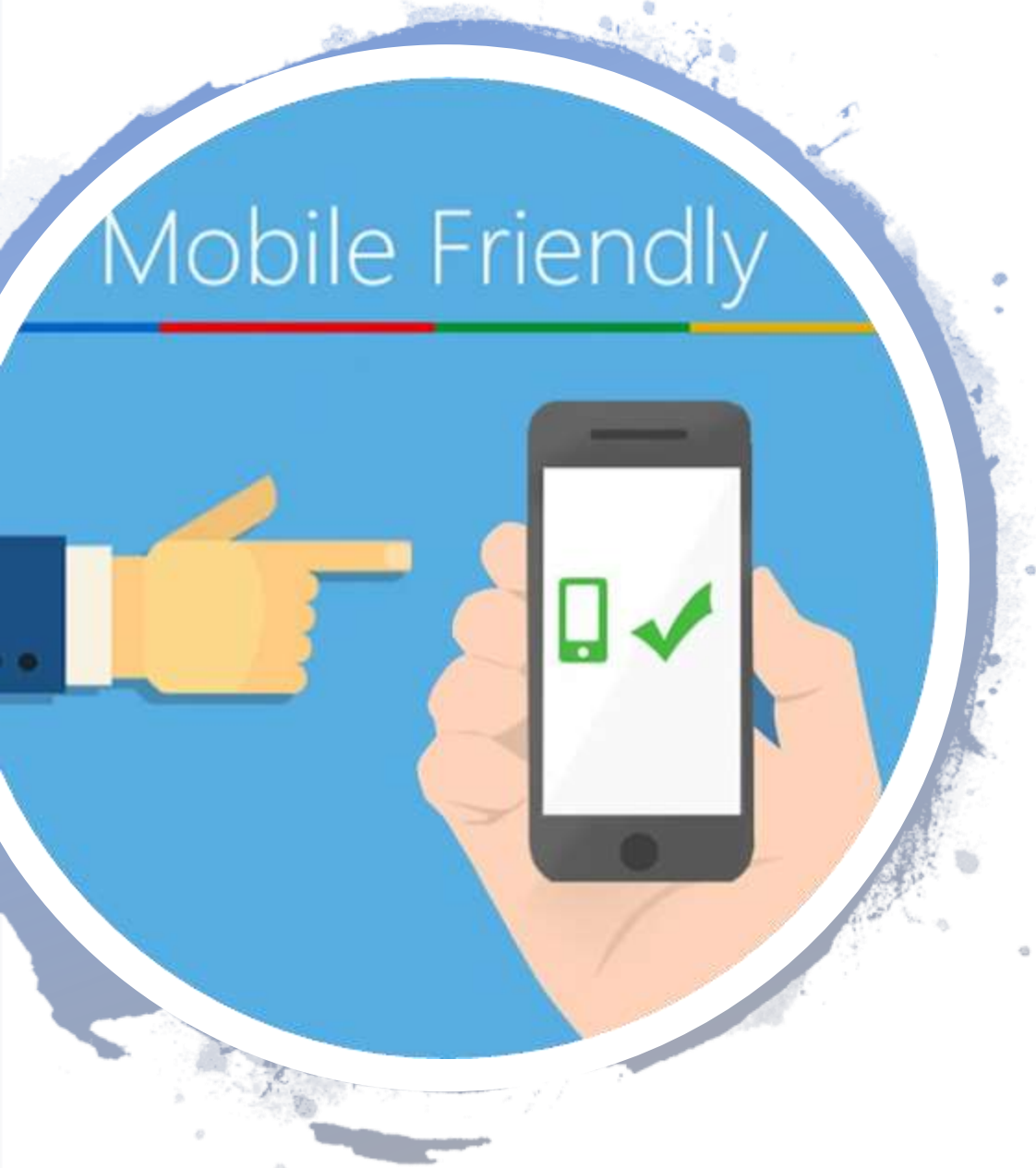
Linking

Inbound Linking

- Links from .edu or .org
- Inbound Links
- Social Media Links
- Who Links to You?
 - Moz.com
<https://analytics.moz.com/pro/link-explorer/home>

Linking Strategy

- Great Content/Natural Links
- Manual Outreach
- Links from Clients



Search and Mobile

- "Mobilegeddon" April 21, 2015
- Want to know if your site is mobile friendly? Google has a tool for that:
<https://www.google.com/webmasters/tools/mobile-friendly/>
- Paid Search

Content Marketing



Video Link: <https://youtu.be/9OHgMMpGLzk>

Creating Content

- Creating killer content is the most important job in being successful in inbound marketing
 - Content should be timely, creative, engaging, relevant and above all else – valuable
 - Content should be *strategic*
- Content Planning
 - Create a plan for what you'll create and when and how you'll share it
 - Develop an “editorial calendar”
 - Not every piece of content needs to be “The Great American Novel”



Sharing is Caring



- Make it easy for people to share your content on social media, email, and their own websites
- Tools like [ShareThis](#) or [AddThis](#) are good options
- Talk with the media team about adding this type of plugin if you are interested.



Email Marketing

Best Practices

- Segmentation
- Acquisition
- Subject Lines
- Frequency and Timing
- Crafting Your Message
- Mobile
- Measurement

Segmentation

- Geography
- Gender
- Activity/Behavior
- Most/Least Responsive
- Self Segmentation



**SEGMENT
YOUR
EMAIL LIST**

Video Link: https://www.youtube.com/watch?time_continue=2&v=w5m7pTlb8-U

EMAIL
MARKETING



Acquisition

- Clear Opt In
- Do Not Add Your Contacts
- Opt Out
- Form on Your Website
- The Transaction
- Be Grateful

Subject Lines and Frequency/Timing

Subject Lines

- Straightforward beats clever, consistently
- Be Brief
- Articulate the value behind the click
- Experiment with A/B Testing

Frequency & Timing of Sending Emails

- Consistency
- Weekends & Evenings
- Balance

Crafting Your Email

Strategies

- Know your objectives
- Create an editorial calendar/content matrix
- Provide content of value

Structure

- Avoid long paragraphs
- Use headlines and sub-headlines
- Use photos and graphics to tell the story

...Crafting Your Email

Death of a Newsletter



Style

- More conversational than usual
- True to your brand
- Clear call to action
- Clear deadlines
- Visually Appealing

Social Media



Video Link: <https://youtu.be/9m45nVsvvEY>

Facebook



The Stats

- 1 of every 8 minutes online are on Facebook
- 1.59 billion active users
- Average daily use = 21 minutes
- 65% of users are 26-64 years old
- 45% of users are 35+
- 76% of users log in at least once a day
- Avg daily “Likes” – 4.5 Billion

Good for Business?

People recognize the popularity of Facebook, but often are skeptical that they can use this platform to improve their business. And, indeed it does.

- Provides a presence for people that are looking for your products/services
- Develops a community around your brand
- Connects with current clients and potential clients
- Promotes your content (blog articles, videos, etc.)
- Generates business leads

...Facebook

Steps to Success

- Share great content
- Build your audience
- Repeat



Business Pages

- DO NOT use a personal profile page
- Be interactive and engaging
- Integrate Facebook with your existing means of communications
- Integrate with your email list
- Experiment with date/time

Facebook Advertising



Video Link : <https://youtu.be/yTCcKLkaaeA>

CASAT Facebook Accounts

- CASAT (@casat.unr):
<https://www.facebook.com/casat.unr/>
- Pacific Southwest Prevention Technology Transfer Center (PTTC): <https://www.facebook.com/Pacific-Southwest-Prevention-Technology-Transfer-Center-1963178173978476/>
- Nevada's Recovery and Prevention Community (@NevadaRAP): <https://www.facebook.com/NevadaRAP/>
- Nevada Certification Board (NCB):
<https://www.facebook.com/Nevada-Certification-Board-156550024415418/>

LIKE! FOLLOW! SHARE!

Twitter

The Stats

- Average 500 million tweets per day
- 320 million active users/month
- 9th largest site in the world
- 83% are 26+ years old
- 53% are 35+

Best Practices

- Content First
- Post multiple times per day



CASAT Twitter Accounts

- CASAT Twitter (@CASATunr): <https://twitter.com/CASATUNR>
- Pacific Southwest Prevention Technology Transfer Center (@PS_TTC): https://twitter.com/PS_PTTC
- Nevada's Recovery and Prevention Community (@NvRAP): <https://twitter.com/NvRAP>
- NV Cares (@NvCares): <https://twitter.com/NvCares>
- Mountain Plains ATTC (@MT_Plains_ATTC): https://twitter.com/MT_Plains_ATTC
- NFARtec (@NFAR_tec): https://twitter.com/NFAR_tec
- Mountain Plains FASD (@MtnPlnsFASDPIC): <https://twitter.com/MtnPlnsFASDPIC>

LIKE! FOLLOW! RETWEET!

Instagram

The Stats

- 1 billion people use Instagram every month
- More than 500 million of them use the platform every day
- 34% of Instagram users are millennials
- 22% of all Instagram users log in at least once a day
- 38% of users check Instagram multiple times a day
- 25% of smartphone owners use Instagram
- Users 'like' 4.2 billion posts per day
- 95 million posts per day
- 500 million people use Stories every day
- 80% increase, year-by-year, for videos

Fun Facts

- Professional soccer player Cristiano Ronaldo has more followers than any other person on Instagram with 172 million followers.
- Ariana Grande and Selena Gomez are not far behind with 158 and 152 million followers respectively).
- The most popular Brand on Instagram? Instagram itself, with 305 million fans.



LinkedIn



The Stats

- 400 million members
- 100 million members log in monthly
- 77% are 25+ years old
- Avg time spent per month: 17 min

Good for Business?

- LinkedIn tends to be more successful for B2B than B2C - it allows you to discover business connections, but is not likely going to help you connect with general consumers
- Have a presence for people that are looking for you/your company or organization
- Develop a community around your brand
- Connection with current clients and potential clients
- Promote your content (blog articles, videos, presentations, etc)

CASAT



Center for the Application of
Substance Abuse Technologies
University of Nevada, Reno



CASAT at The University of Nevada, Reno

Education Management · Reno, Nevada · 14 followers

✓ Following ...



Marinn & 2 other connections work here

[Visit website](#)

[See all 9 employees on LinkedIn](#)

Home

About

Jobs

People

Ads

Updates

Sort by: Top



CASAT at The University of Nevada, Reno

14 followers
3w

"Whether he tries to enter into a dislocated world, relate to a convulsive generation, or speak to a dying man, his service will not be perceived as authentic unless it comes from a heart wounded by the suffering about which he speaks." - ...see more

Promoted



Get preview builds
here.

Want to get under the
hood of Microsoft Edge
preview builds?

[Learn more](#)



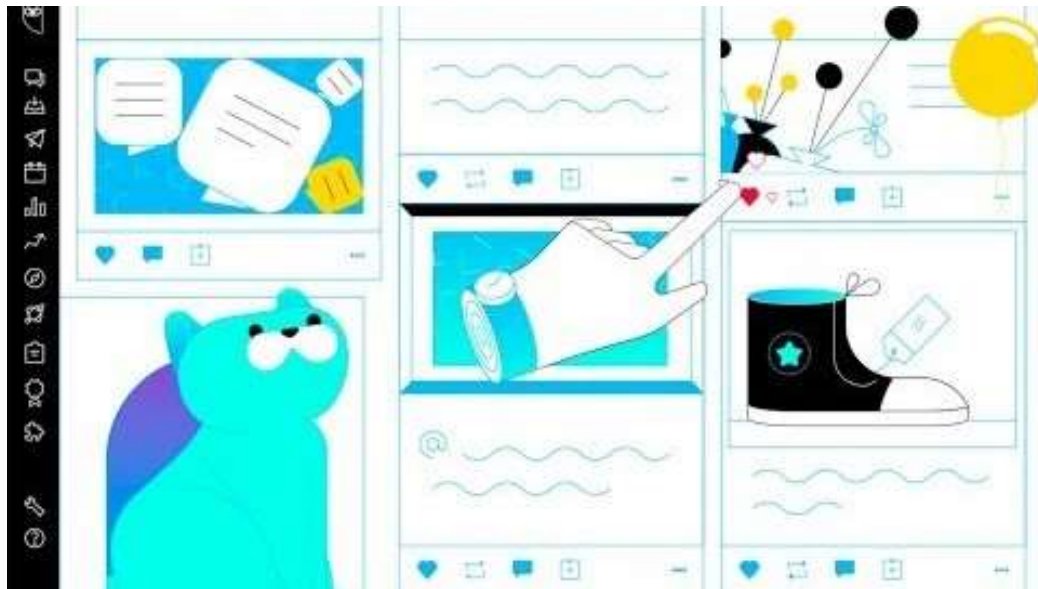
Improving your NPS
score

Learn how you can turn
customer insights into
action with SurveyMonkey
CX

[Learn more](#)

Monitoring & Measuring Social Media

Monitoring & Scheduling



Measuring

- Reach
- Engagement
- Content
- Share of Voice

“There is only one thing in the world worse than being talked about, and that is not being talked about”

– Oscar Wilde

Video Link: <https://www.youtube.com/watch?v=CVwBPh-CHJs>

Website Analytics



Video Link: <https://youtu.be/ny2rBxwvxBY>

...Website Analytics

The Basics

- Measure month over month, 6 month over 6 month, year over year...
- Look for seasonal trends
- Look at where your traffic is coming from - what sites are sending people to your website?
- Which of your pages are converting visitors to leads? And leads to customers?
- Are visitors going to the pages you want them to go to?
- You should have conversion forms (forms that collect information, effectively turning a visitor into a lead)

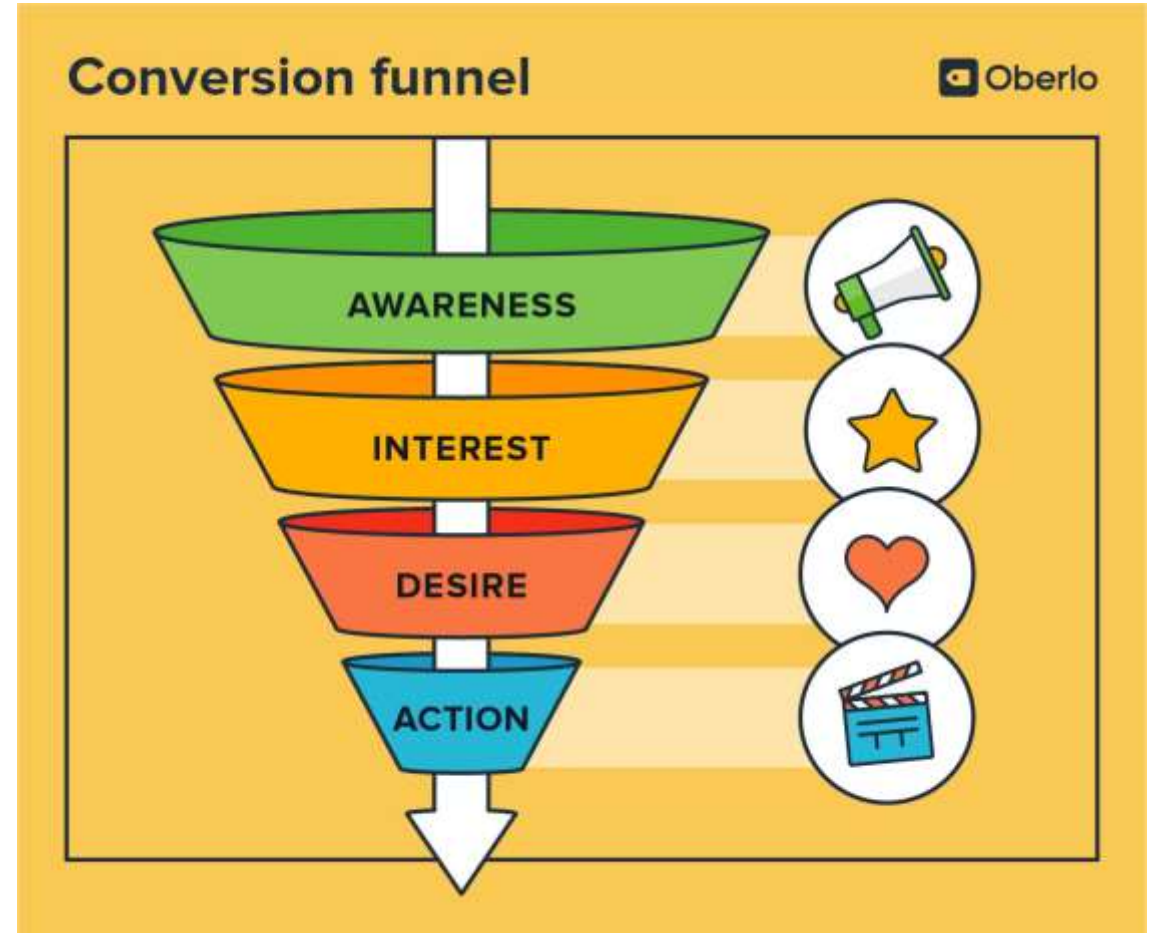
Term Review

- **Session:** A session is the period in which a user is actively engaged with your website, app, etc.
- **User:** Users that have had at least one session within the selected date range. Includes both new and returning users.
- **Difference between user & session:**
 - Users: Unique visitors
 - Session: Visits — a unique visitor can have multiple sessions
- **Bounce Rate:** The percentage of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page).
- **Source/Medium:** Describes where your traffic comes from. The Source is the place users are before seeing your content, such as a search engine, social network or another website.
- **Events:** User interactions with content that can be tracked independently from a web page or a screen load. Downloads, mobile ad clicks, gadgets, Flash elements, and video plays are all examples of actions you might want to track as Events.
- **Goals:** Represents a completed activity, called a conversion, that contributes to the success of your business. Examples of Goals include making a purchase or submitting a contact information form, for example.

The Conversion Funnel

Example

- Your full audience is the potential people you can reach. For this sample, let's suppose your reach is **10,000 people**.
- If you can get 30% of your total audience to click through something to get to your website, that means you will send **3,000 people** to the Visitors stage of the funnel.
- Of the people you're able to send to your website, let's suppose that you're able to get 10% to complete a form, thereby giving you their information and making them a lead. This means you have **300 leads** to give to your sales team.
- Of the 300 leads, if you can convert 10% of them to become customers, then you've got **30 customers**.



The Conversion or Landing Page



Video Link: <https://youtu.be/I9T80-QIgj4>

...The Conversion or Landing Page

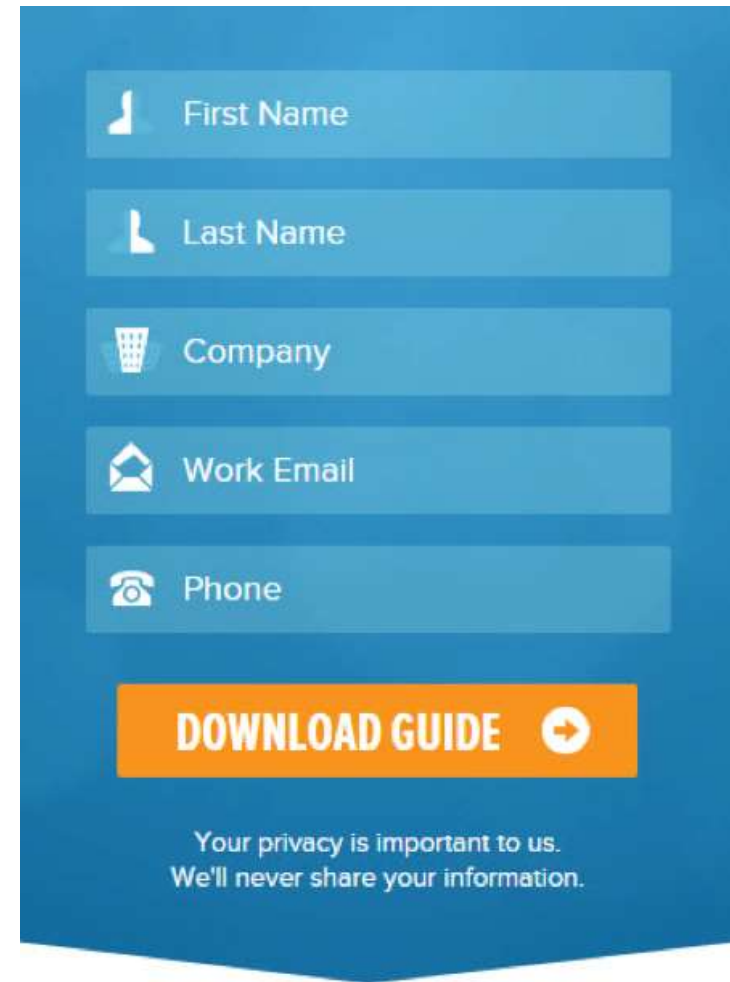
Best Practices

- Have a singular goal - convert the visitor to a lead.
- Pay attention to your information form as the centerpiece of the page (more about forms below).
- Limit distractions - consider altering/eliminating the global navigation or other global site callouts. Again, you're only interested in one goal - that visitor completing the form. Any other callouts are competing with your goal.
- Have a clear call to action with clear value. What will the visitor receive for providing you with their information? This could be an email newsletter, a free sample, a 30-day trial, or a white paper/report.
- Limit the photos and graphics. This page should be streamlined.
- Make people feel comfortable about their decision. Some choose to include logos of companies that have done work with them, some choose to share testimonials from happy customers/clients. This technique is used to remove any doubt that may exist that moment before the form information is submitted.
- Keep your form high on the page - try to avoid asking your visitor to scroll down to look for it.

...The Conversion or Landing Page

The Form

- Single most important element of your conversion page
- Turn visitors into leads
- Provide Value
- Keep form fields simple
 - Phone number (5% reduction)
 - Address (4% reduction)
 - Age (3% reduction)
- Submit Button
- Experiment with your conversion page



The image shows a vertical form on a blue background. It consists of five input fields, each with a white icon on the left and a label on the right. The fields are: 'First Name' (person icon), 'Last Name' (person icon), 'Company' (trash can icon), 'Work Email' (envelope icon), and 'Phone' (phone handset icon). Below the fields is an orange button with the text 'DOWNLOAD GUIDE' and a white right-pointing arrow icon. At the bottom, there is a white text block that reads: 'Your privacy is important to us. We'll never share your information.'

One Last Opportunity to Promote Your Projects

The image shows a screenshot of the CASAT website. The header features the CASAT logo (Center for the Application of Substance Abuse Technologies, University of Nevada, Reno) on the left and a navigation menu on the right with items: About CASAT, Academics, CASAT Training, Grants & Contracts (circled in red), Resources, and Contact. Below the header is a section titled "News in the Field" (circled in red). This section contains four news items, each with a representative image, a title, and a short introductory paragraph.

CASAT
Center for the Application of
Substance Abuse Technologies
University of Nevada, Reno

About CASAT ▾ Academics ▾ CASAT Training **Grants & Contracts** Resources ▾ Contact 🔍

News in the Field

Take 5: Tackling Stress at the College Level
What do final exams and the holidays have in common? They are both major s...

Overcoming Barriers to MAT: Bridging the gap between research and treatment in Nevada
"Of the 2.5 million Americans 12 years of age or older with [opioid use dis...

Nevada's Future: Opioid Crisis Evolves
Dr. Stephanie Woodard, the Nevada Department of Health and Human Services S...

How the Downtown Reno Ambassadors Helped Save a Life with Narcan
"The Downtown Reno Partnership ambassadors were trained how to use Na...



Thank you!!!

Please feel free to email me with questions or requests for additional information

jbartlett@casat.org.