

**100** *(OR SO)*

**FACTS TO HELP MAKE YOUR  
DIGITAL MARKETING EFFORTS  
REALLY HUM**

Brought to you by PaperThin, Inc.  
Heidi Unruh, Vice President of Marketing

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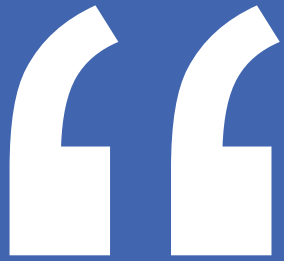
Interactive channels are marketing's growth engine of choice as an effective and cost-efficient method to grow their business.

”

Source: Forrester Research, 2011

## **FACT:**

Marketers are shifting their budgets from more costly outbound marketing (email, ads, etc) to more cost effective inbound marketing (social media, SEO, etc.).



As the pace of digital change continues to increase, digital infrastructure in all forms will become even more critical. It will either provide a path to or barrier from opportunity in the days to come. For those not looking at Infrastructure holistically today, those barriers will grow and the opportunity to leverage [new tactics] will be limited with every day that passes. The time for real change in your marketing organization's foundation is here.

Chad Ciesil, DMO Chairperson, SoDA Board of Directors; CEO, Gravity Federation

The content management system (CMS) serves as a critical, multichannel hub for your online marketing suite that enables campaign management, content management, and analytics across all web channels.

1

SOCIAL MEDIA

“

The power of consumer brand advocates today is that they aren't proclaiming the benefits to their neighbor over the fence but are using digital technologies to clearly scream at the top of their lungs to the wider consumerism.

Andy Williams, Strategist, RESN

## **FACT:**

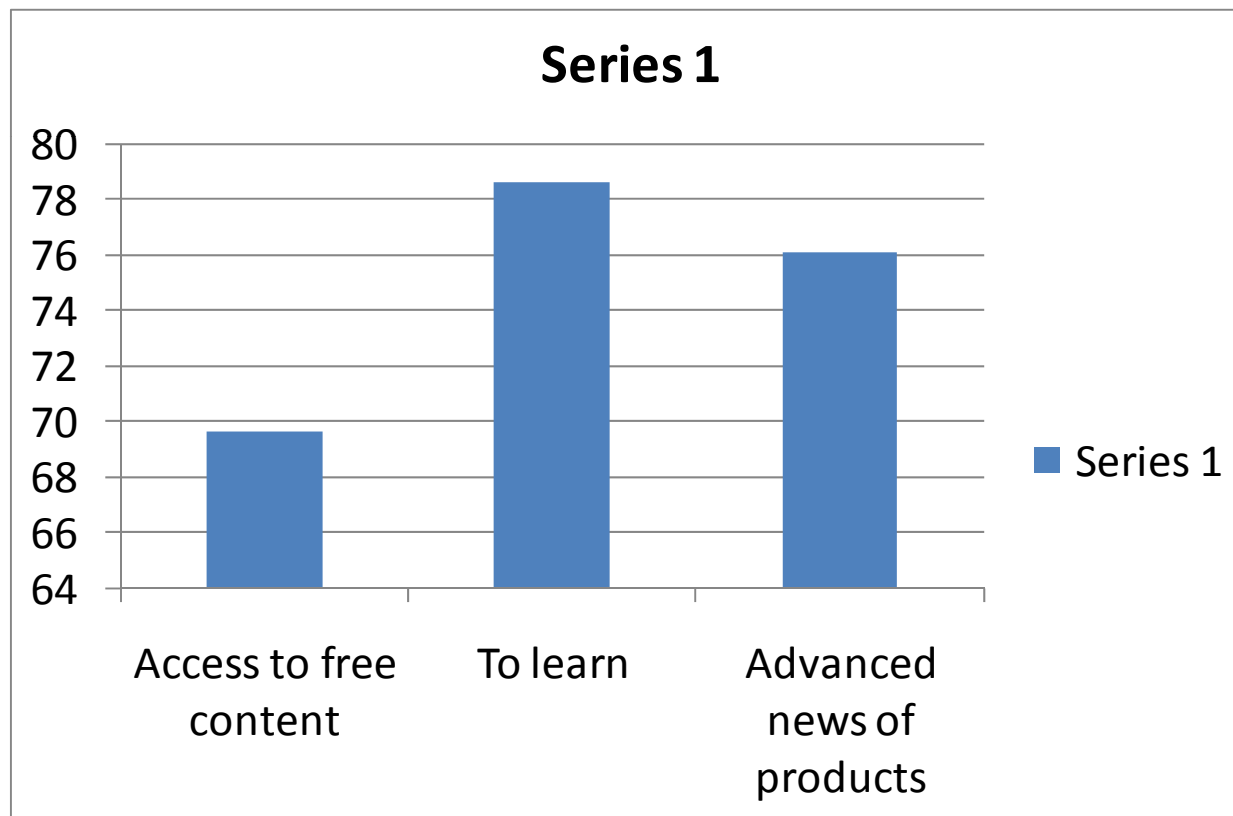
Of those people who joined a brand community  
72% said they thought more positively of the brand  
71% said they are more likely to buy the brand  
66% said they felt more loyal to the brand  
63% said they recommended others to join



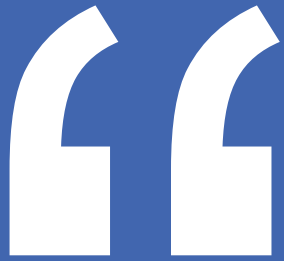
## **FACT:**

90% of consumers trust peer recommendations.  
Only 14% trust advertisements.

Although many are saying that they have joined a Brand community online to gain free access to content, the highest motivation is to learn and get access to advance news. Info is clearly a very valuable commodity.



Source: Wave 5, *The Socialization of Brands*



Social media has become one of the top resources people use to find information on websites. It's also a favored content channel for the No. 1 resource—natural search results—and Google's recent changes to its search engine results will include even more social media content.

Forrester Research, 2011

## **FACT:**

63% of companies using social media say it has increased marketing effectiveness.

61% of US marketers use social media to increase lead-gen.

50%+ of US SMBs say social media sites play an important role in active sales.

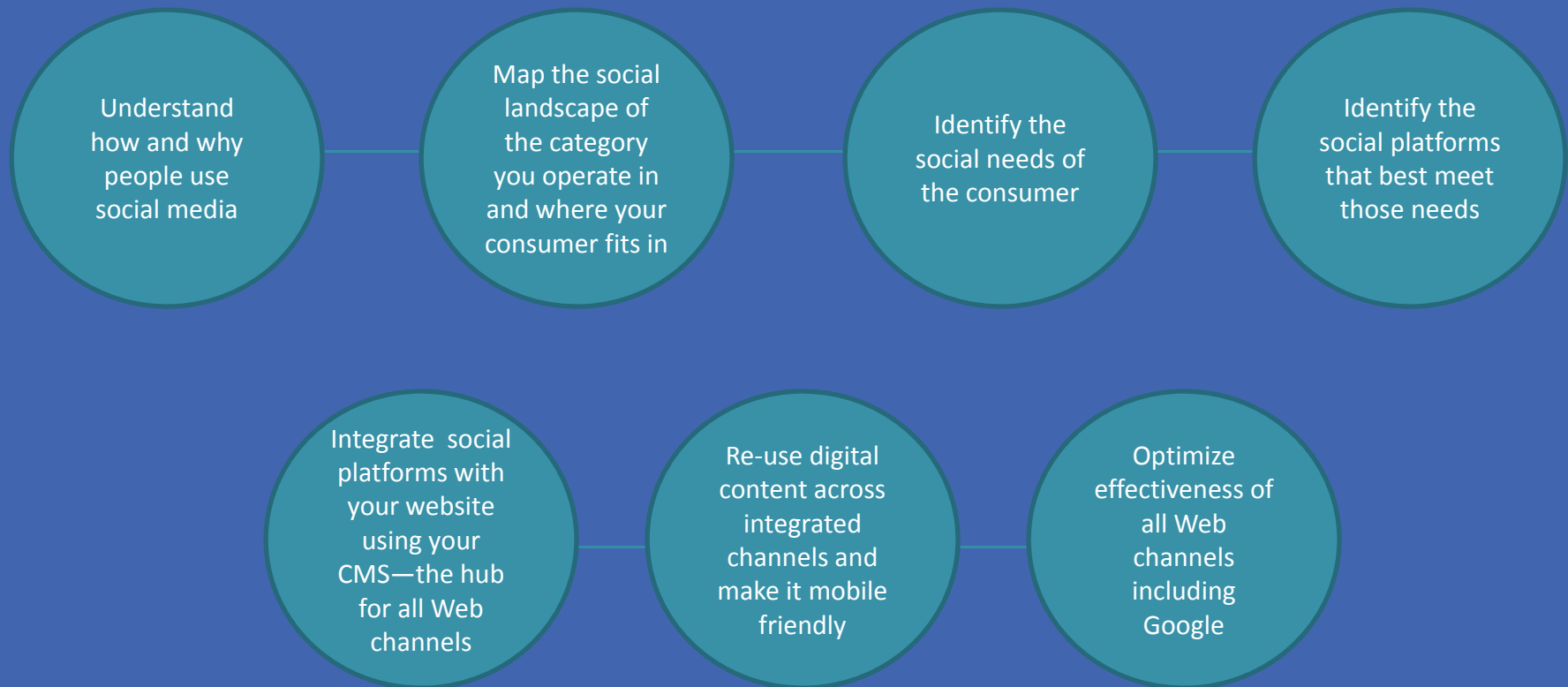
## **CONCLUSION:**

Social media drives revenues, builds brand equity, increases loyalty, and creates brand endorsements... in other words—the holy grail of marketing.

If you aren't working a plan, you're late to the game.

# WHAT YOU NEED:

## A Social Roadmap



Source: Wave 5, *The Socialization of Brands*

2

FACEBOOK



People share, read and generally engage more with any type of content when its surfaced through friends and people they know and trust.

Malorie Lucich, Facebook Spokesperson  
February 2011



## **FACT:**

An average of 10,000 new websites integrate with Facebook every day. More than 2.5 million websites have integrated with Facebook to date.



Many Internet activities that once took place on separate, isolated venues are now funneled through Facebook. These include email, instant messaging, blogging... As long as users feel they can use Facebook as a gateway for these and other functions, the social network will remain vital to the Internet experience and relevant to marketers.

Paul Verna, March 2011, emarketer  
*Facebook Users: The Juggernaut Rolls On*

## **FACT:**

The number of marketers who say Facebook is “critical” or “important” to their business has increased 83% in just two years.

## **FACT:**

69% of all Facebook users are a fan of one or more company pages.

## **CONCLUSION:**

Facebook is clearly the largest social network in the world, and brands are thriving on it. It has become a game changing platform for distributing and consuming content in all its forms—text, photos, videos, etc.—and is key to successfully engaging consumers and building brand communities online. Brands must build Facebook into their content strategies.

## WHAT YOU NEED:

A CMS that supports your content strategy across any Web channel (website, Facebook, Twitter, etc.).

A CMS that truly supports Facebook will:

- Integrate Facebook with your website
- Enable site visitors to login to Facebook accounts from your website
- Enable site visitors to like, link, share, and comment on website content
- Have Facebook activity appear on your website and on Facebook
- Analyze Facebook activity on your website
- Enable content authors to create content once, and re-use/publish it on Facebook
- Enable you to publish any type of Web content to Facebook, including: blogs, photos, videos, etc.

3

TWITTER



Unlike other forms of social media marketing Twitter's users are highly educated...which means more spending power. 51% of Twitter users follow brands versus just 16% in other social media spectrum. Users are also more international than other social networkers, so your brand can reach a global audience. These stats deliver-up an intricate web of knowledge and of movers and shakers, and reaching these intelligent movers and shakers is why Twitter is a critical element to social media marketing success.

Robin Wilding, *The Importance of Twitter To Your Social Media Marketing Strategy*  
March 2011, Social Technology Review



## **FACT:**

There are more than 106 million accounts on Twitter.  
The number of Twitter users increases by 300,000 accounts every day. 75% of traffic comes from outside twitter.com.

## **FACT:**

25% of Twitter users follow a brand. And 67% of those followers will purchase from it.

## **FACT:**

75% of US Twitter users are more likely to recommend brands they follow.

## **CONCLUSION:**

Twitter accelerates and amplifies news, drives brand/product awareness, enhances customer communications, and influences purchasing decisions. It also provides advanced warning of issues with your company or product.

Twitter = big business for your organization. And if you listen, provides great insight into public perception.

## WHAT YOU NEED:

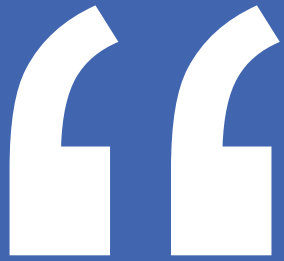
A CMS that supports your Twitter strategy.

A CMS that truly supports Twitter will:

- Integrate Twitter with your website
- Enable site visitors to login to Twitter accounts from your website
- Enable site visitors to tweet website content (text, links, video, photos, etc.) to their networks
- Have tweets appear on your website and on Twitter
- Analyze Twitter activity on your website
- Enable content authors to create content once, and re-use/tweet it on Twitter

4

BLOGS



Blogs truly offer an open line of communication with your existing and potential customers...and offer you 24/7 access to consumer research. Blogs allow your customers to have a voice...they are the hard working 'underdog' for building brand ambassadors from within and outside your organization.

Angele Beausoleil, DMO Editor-in-Chief,  
VP Strategy and Innovation, Dare

## **FACT:**

Companies that blog have 434% more indexed pages

...have 97% more inbound links.

...have 55% more website visitors.

B2C companies that blog generate 88% more leads.

B2B companies that blog generate 67% more leads.

Companies with >51 blog articles get a 77% lift in median monthly leads.

Source: Hubspot, *State of Inbound Marketing Lead Generation*, 2010



## **CONCLUSION:**

Companies that blog have more indexed pages, get higher website traffic, have better SEO results, and get significantly more leads.

Make blogging a priority.

## WHAT YOU NEED:

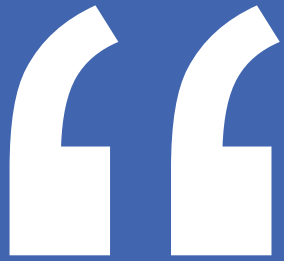
One (or more) frequently updated blogs on your website that visitors can interact with and share.

Your CMS should offer blogging capabilities that:

- Enable you to create and manage blog content
- Enable you to generate topic keywords for SEO
- Tag blogs with custom metadata to re-use content across your site or via any Web channel
- Allow visitors to like/dislike and comments on blogs; and allow bloggers to manage blog comments
- Enable sharing of blog content using social media
- Allow visitors to easily search blog content

5

VIDEO



Behavior shows that viewers approach video the way Internet users have approached content from the Web's earliest days—they want to accomplish their task, whether instructional, message-oriented, or tied to entertainment-value; and they're done.

Whit Andrews, Gartner Research, June 2011  
*Serve Users Best and Use Video Most Effectively with In-Context Chunks*

## **FACT:**

By 2013, 90% of Internet traffic is projected to be video.

By 2014, nearly 66% of the world's mobile data traffic will be video.

## **FACT:**

Forrester Research reports two to three times higher email click through rates when video content is embedded.

Online viewers spend an average of 1.5 minutes with video compared with an average of eight to 10 seconds on static graphic email messages. Source: MarketingSherpa

Online video brochures generate a 400%-700% increase in viewer engagement compared to static content online such as text and graphics. Source: Flimp Video Marketing

## **FACT:**

70% of professional marketers use online video.

## **CONCLUSION:**

The use of video dramatically improves click-through rates and viewer engagement. It is a great way to deliver visually rich or emotionally impactful experiences across all Web channels. Success will be determined by length, video quality, content, syndication, and find-ability. The biggest challenge to marketers is generating new content regularly, and making that content stand out in a crowd.



## WHAT YOU NEED:

A video strategy that supports every stage in the customer lifecycle, and a CMS to enable it.

A CMS that truly supports video will allow you to:

- Upload video easily without the need to code
- Manage and organize your media library whether on your site or content syndication sites such as YouTube
- Make videos searchable by tagging them with metadata
- Re-use video dynamically across your entire site
- Schedule video content publication
- Like, link, share, comment on, and tweet videos

6

MOBILE

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Innovation around the constantly emerging mobile platform will be the key to marketers staying relevant.

Charles Duncan Jr.,  
DMO Section Editor, Director of Tech, IQ

## **FACT:**

There is a clear correlation between smartphone ownership, mobile Internet access and engagement in social media. Smartphone users visit their social networks 18% more than the average social networker. They more than likely work in senior decision making positions, are more likely to try products first, and influence others in regard to their purchases.

Source: Wave 5, *The Socialization of Brands*

## **FACT:**

>40% of marketers are using some form of mobile marketing today.

35% plan to incorporate mobile into their plans.

>30% have optimized their email campaigns for mobile.

## **CONCLUSION:**

Mobile is here to stay. A mobile strategy is key for marketers going forward. Before you decide to transform a website into a mobile website, determine the core customer behaviors that need to be satisfied to deliver a compelling mobile experience. Then build your strategy around that.

## WHAT YOU NEED:

Making your website mobile friendly is a good first step toward mobilization.

A CMS that supports mobile will allow you to:

- Present any type of content via any mobile device
- Detect the mobile device a site visitor is using and deliver content accordingly
- Present an all-mobile version of your site or a pared down version with fewer links, navigation, images, etc.
- Allow visitors to choose from available mobile layouts
- Support new device types as they evolve without reprogramming

7

WEBSITE



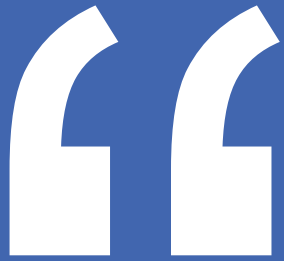


The promise of the Internet has shifted from being an exhaustive archive of media to being alive, immediate, proactive. While we may still go to websites to survey media, computing is becoming an encounter, a conversation, an event.

Dr. Daniel Coffeen, Brand and Digital Strategist

## **FACT:**

Marketers' own corporate sites are still considered the most important digital media channel—social media is a close second. For 80% of marketers, the corporate website is still a first priority.



Customers demand that brands interact with them on a myriad of platforms and devices, and they look for digital tools that aspire to be a proactive part of their everyday life...products and services that are accessible anywhere, at anytime, and on any channel, will uncover new audiences and create new opportunities.

Justin Wilden, Solutions Director, IE Media

## **CONCLUSION:**

Your website must serve as a multi-channel hub for all digital marketing initiatives. If your website isn't fully optimized, you are wasting marketing dollars and missing revenue opportunities. To optimize your website, you need a Web content management solution.

## WHAT YOU NEED:

Your website is the center of your digital marketing universe, and the CMS is the engine that makes it all possible. You need much more than just content management to make your digital marketing really hum.

- Interoperability with a range of applications and data sources
- Brand management
- Experience management
- Social integration and aggregation
- Marketing optimization
- Personalization
- Analytics
- And so much more

## A PARTING THOUGHT

The CMS serves as a multichannel hub for your marketing suite. Study what consumers enjoy from each Web channel and why. Align your message to those preferences to engage your audience. Then use your CMS to explode your content across every Web channel. That is the holy grail of digital marketing.

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## **OR, CONTACT ME DIRECTLY:**

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## THE END.

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