



GENERAL ASSEMBLY

DIGITAL MARKETING: KEY CONCEPTS AND METRICS

Takeaways

- Basic understanding of the main digital marketing channels and core principles
- Functional use of digital media math and core metrics
- Understand targeting opportunities and tools at your disposal
- Evaluate, optimize, test and refine digital marketing campaigns



A Leader in Education

Today's complex, global economy requires a skilled workforce that can leverage technology to fuel success. Since 2011, General Assembly has transformed careers and teams through pioneering, experiential education in today's most in-demand skills.

GA's robust suite of courses includes all the fundamental pillars of innovation to give individuals and teams options for growth and development. These skills — coding, data, design, digital marketing, and product management — foster innovation and drive the modern economy.



At a Glance

- Award-winning curriculum and expert instructors at **20** global campuses, online, and in-office.
- A thriving alumni community of **50,000+** full- and part-time graduates.
- Dedicated career coaching for full-time students, with **7,000+** hiring partners, including Capital One, IBM, and NBC.
- Corporate training and hiring solutions with **350+** companies worldwide, including **39** of the Fortune 100.
- More than **500,000** attendees at bootcamps, workshops, and events.





Alexander Sierra

CEO, Sigma Ridge

Alexander Sierra has a diverse background. He has a bachelor's degree in Aerospace Engineering from the University of Florida, A master's in Finance from Harvard University, and an MBA from the University of Massachusetts. Over 23 years of experience as a leader in Consulting, Sales & Marketing. Alex has managed teams of over 130 direct reports in 13 different countries and Marketing budgets of over 25 million dollars a year. He has been able to achieve year-over-year growth for his clients from 25% to 120%.

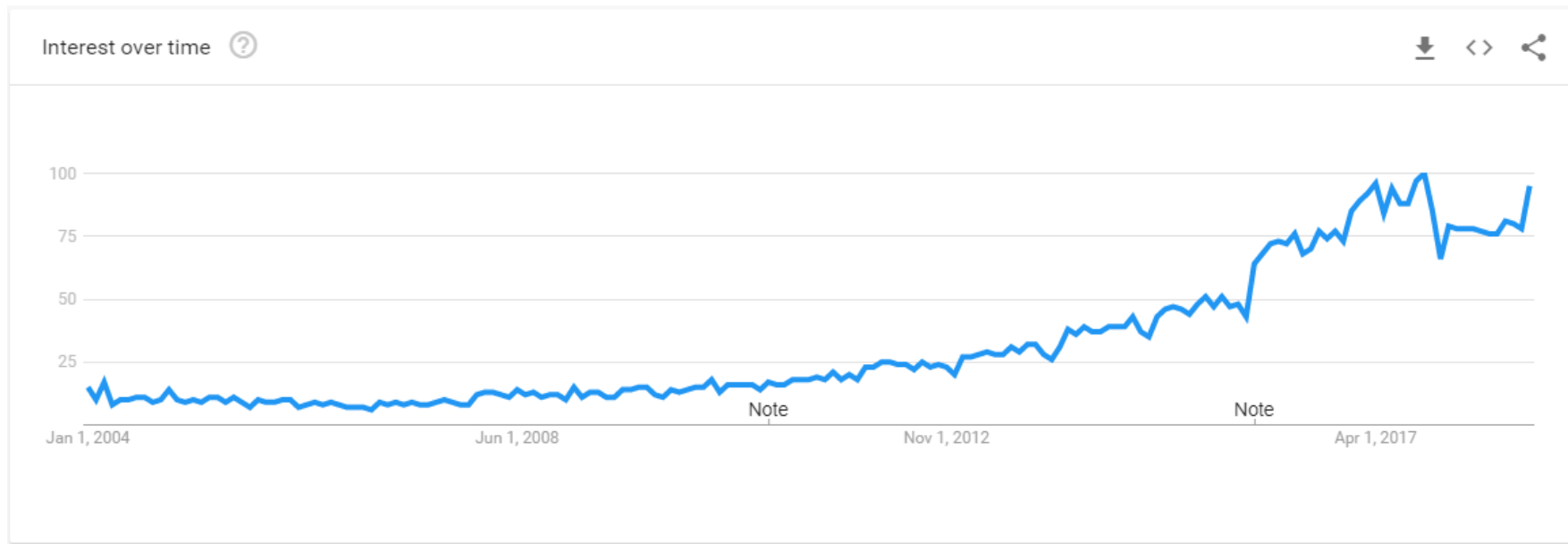
His consulting practice **-Sigma Ridge-** was a spinoff from the Harvard University Consulting club where he works with companies like Cisco, Dell, and some of the largest fashion companies in the US.



Marketing

PRODUCT Continually improve features and functions. Differentiation is based on technological superiority relative to competitors.	SOLUTION Define offerings in terms of the current and emerging needs that they meet. Differentiation is based on the relevance of the offerings to the specific needs of customers.
PLACE Determine the locations/channels through which customers find it most convenient to purchase. Identify appropriate distribution partners, wholesalers, and middlemen.	ACCESS Consider the customer's entire purchase journey: how and where they access the solution, take delivery, and incorporate it into their value chains. Develop an integrated, cross-channel presence.
PRICE Set price relative to competitors, cost to produce, and profit margin requirements. Manage the real and perceived price the customer pays.	VALUE Understand the role that the solution plays in increasing the customer's business effectiveness. Articulate the full range of benefits provided relative to the price.
PROMOTION Communicate the full range of product features and functions. Ensure the message's reach through advertising, publicity, and personal selling.	EDUCATION Develop a program to provide relevant information to customers at each point in the purchase cycle. Focus communication on the customer's needs and required benefits, not the full range of product features and functionality.

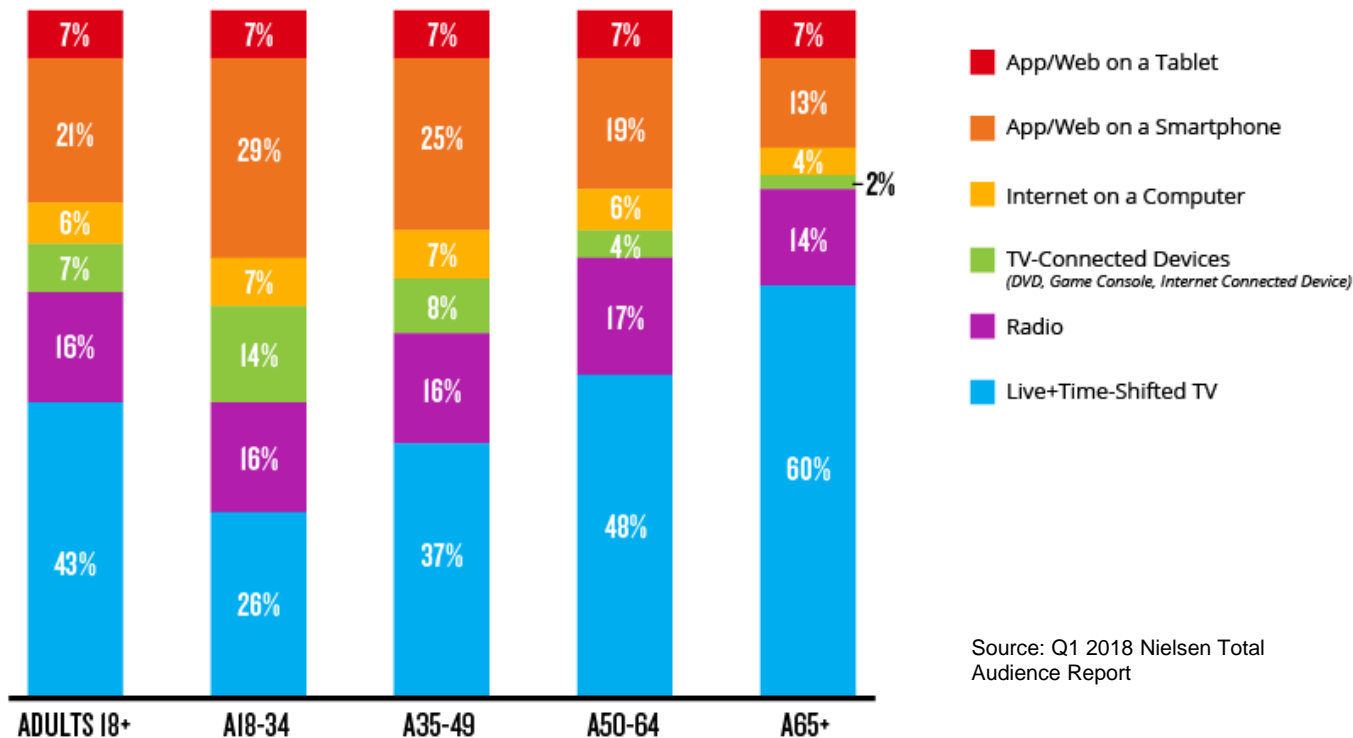
Digital Marketing Trends



<https://trends.google.com/trends/explore?date=all&geo=US&q=digital%20marketing>

Digital Marketing

Share of Daily Time Spent by Platform



Digital Marketing

Americans spend more time than ever watching videos, browsing social media and swiping their lives away on their tablets and smartphones. American adults spend more than **11 hours per day watching, reading, listening to or simply interacting with media**, according to a new study by market-research group Nielsen

=

Digital marketing is king.

Marketing has always been about meeting the customer where they are; right now, they're online.

Before and After...

MEMBER: National Newspaper Association • National Editorial Association • New York Press Association • Nassau County Press Association

Vol. 40 No. 20 MALVERNE, Thursday, May 16, 1968 FIVE CENTS PER COPY

Malverne Community Theatre Plays Attract Enthusiastic Audiences

The Malverne Community Theatre, with its experienced and talented director, Sal Zaccaro, has established itself firmly as a superb seat of good local entertainment with its presentation of five plays and a musical program during the past two weeks. The theatre within this short period has become a mecca for players who demand the best productions "right at their door," without the inconvenience of making long and tiresome trips to Broadway, and have received the best.

The casts, from Malverne and surrounding territory, gave excellent professional performances and evoked enthusiastic applause.

Chosen as the best play Saturday night in the Woodland Road School was "The Pommernate Caper," by Mrs. Wyn Patterson of West Long, who shyly admitted that while she has written other plays, this was the first time one of her efforts was on the boards. Her comedy was rich in humor as Persiphe, Linda Hubben, kidnapping her missing mother, Demeter, Mrs. Helen Pommernate, set into the forbidden fruit and elected to cast her lot in Hades.

The second choice was "Graveyard Shift," by J. R. Barrett of Glen Cove, third was "The Man from B.M." by J. R. Barrett of Manhattan fourth, "The Lord of Illus," by James Lattin of Seaford, and fifth was "The Second Coming, and No Red," by George Salvatore of Bellmore.

The judges were Dr. Julian Mager, head of the Drama De-

partment of C. W. Post College; Mrs. Elizabeth Acherman of 94 Nassau Avenue, a Malverne High School English teacher; Mrs. Henry Lapanian of 15 Catly Court; Mrs. Irene Lind of radio station W.L.H., and Mrs. Sally Lambert Macdevin, publisher of the Malverne Herald.

Coordinating the series was "The Music and Piano of Carl Follman," with Mr. Follman and Raymond Harvey of 899 Pinelake Drive, Lakeview, at the piano; Miss Carol Johnson of Lakeview and Miss Robin Gerson of 12 Alameda Road as singers, and Miss Marie Muir and Miss Jean Kober, students at the Flushing School of Nurses, as dancers.

Raymond Harvey, showed amazing versatility as musician, actor, dancer and singer and bade fair to realize his ambition to become a Broadway star after he is graduated from Malverne High School and Oberlin College.

Mr. Follman received a special award for his original music.

All of the plays were judged for their originality, writing technique, adaptability to the stage, dramatic truth and playwright's potential, and the final award was "Plays' Best."

The casts included Maxine Meyer, Alexander Ray Pevar, Long Beach; Roger Marbo, 9 Allen Court; Al Pinelli, Oceanview; Alan Korfeld, a Malverne High School teacher; Paul Meisler, 143 Stuart Avenue; David Tordella and Joe Fishback, Park Rockaway; Jacqueline Kassarab, East Rockaway; Laura Freund-

autographed football, thanking him from left are Andy Lopez, winner of Most Valuable Player Award; Bob Permaroff, leading scorer, and team quarterback Tom Felner.

(Continued on Page 4)

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Home Try-On

Want to try before you buy?
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Try it out

WarbyParkerHelp

Home Videos Playlists Channels Discussion About

Warby Parker | Window Spring collection
1,343 views • 1 week ago

In this video, members of the Warby Parker team show off our brand new Window Spring collection

Show the Window Spring collection:
<http://warby.nw/262p3>

Check out more videos:
<http://www.youtube.com/WarbyParker>
Follow Warby Parker on Twitter:
<http://twitter.com/WarbyParker>
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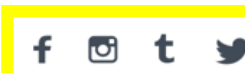
Related channels

- Warby Parker 12 Subscribe
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Role of Strategy

WHAT TO DO

- Display ads
- Video ads
- Mobile ads
- Native ads
- Audio ads
- Blogging
- Content
- Influencer marketing

WHERE TO DO IT

- Facebook
- Instagram
- Snapchat
- LinkedIn
- Pinterest
- Email
- Websites
- Affiliates
- Publishers
- TV
- Print
- Billboard

WHO TO TARGET

- Demographics
- Psychographics
- Time of day
- Day of week
- Behaviors
- Contexts
- Devices
- Locations
- Emotions

WHAT TO MEASURE

- Impressions
- Reach
- Frequency
- Views
- Clicks
- Engagements
- Interactions
- Time spent
- Repeat visits
- Repeat usage
- Conversions
- Revenue
- Efficiency rates for all of the above

HOW TO OPTIMIZE

- Adjust targeting
- Adjust channel mix
- Change messaging
- Change creative
- A/B test

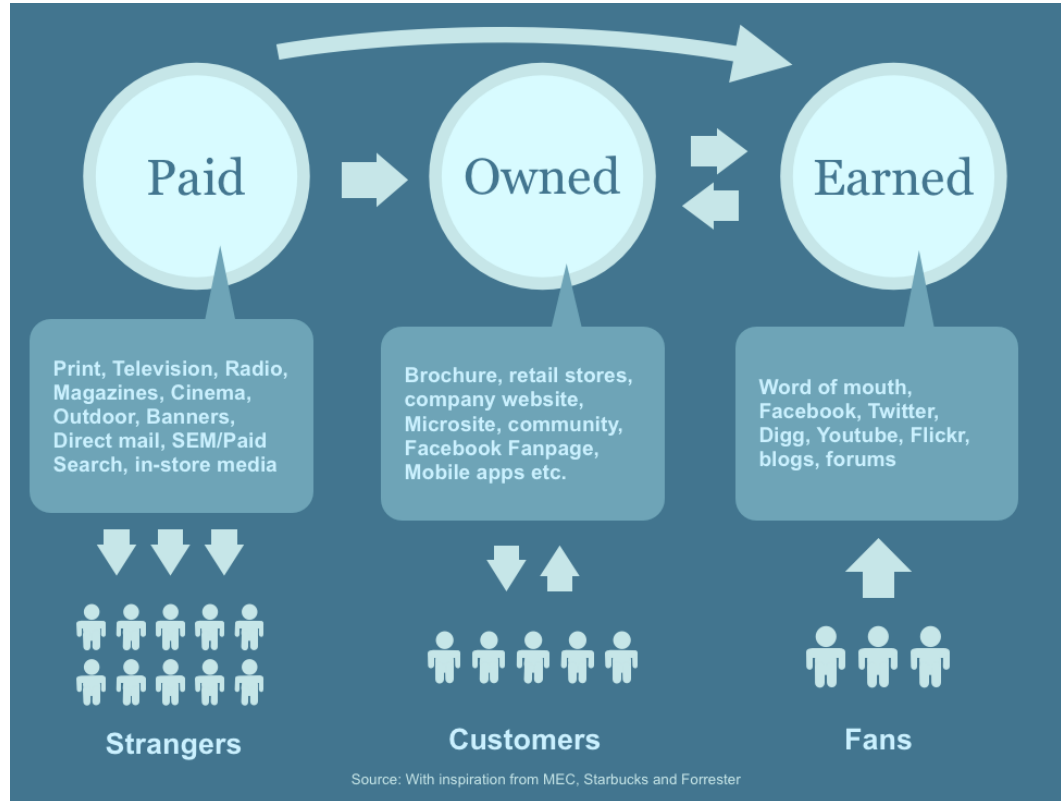




GENERAL ASSEMBLY

PAID, OWNED AND EARNED MEDIA

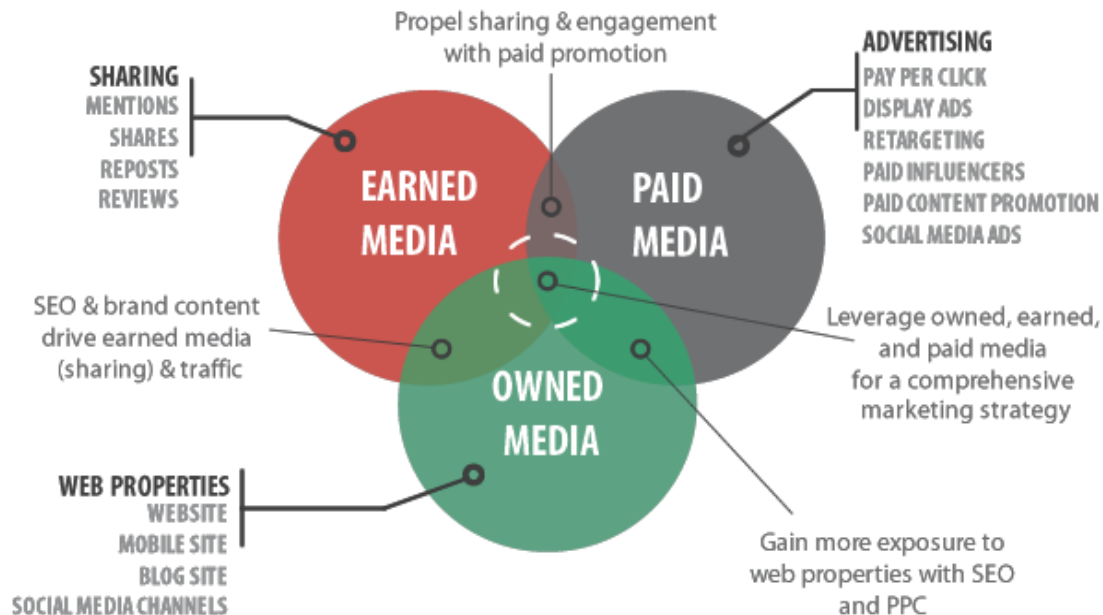
Type of media



Type of media

DIGITAL MARKETING TRIFECTA

EARNED, OWNED & PAID MEDIA

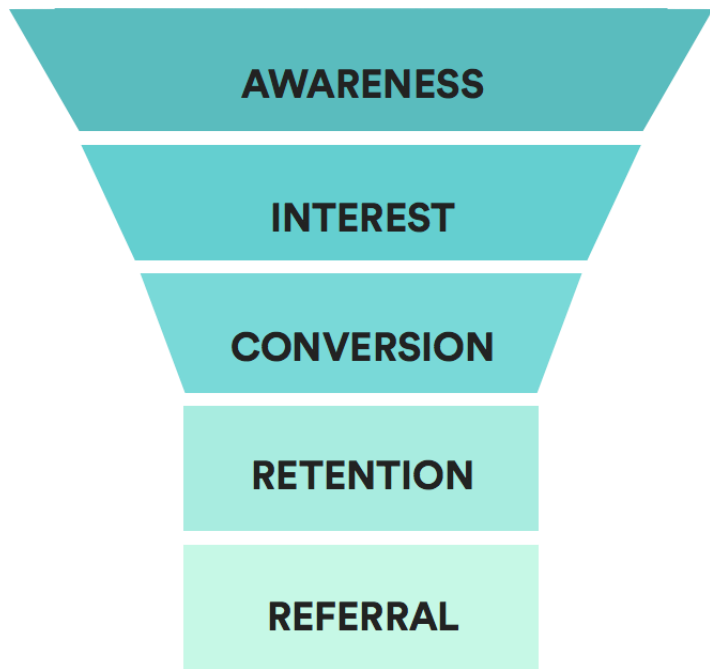




GENERAL ASSEMBLY

Marketing Funnel

Marketing objectives are typically rooted in the funnel.



- Brand Marketing:
“I want to make people aware and excited about what we have to offer!”
- Customer Acquisition:
“I want to grow my bottom line by gaining new customers.”
- Retention and Loyalty:
“I want to engage my customers and get them to buy more!”



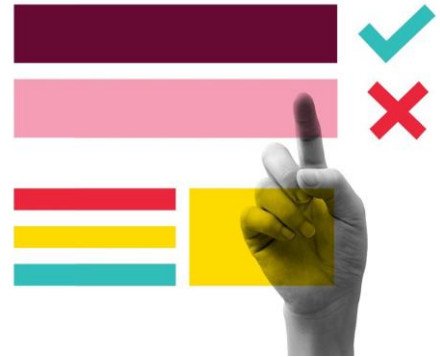
GENERAL ASSEMBLY

Marketing Channels

Digital Marketing

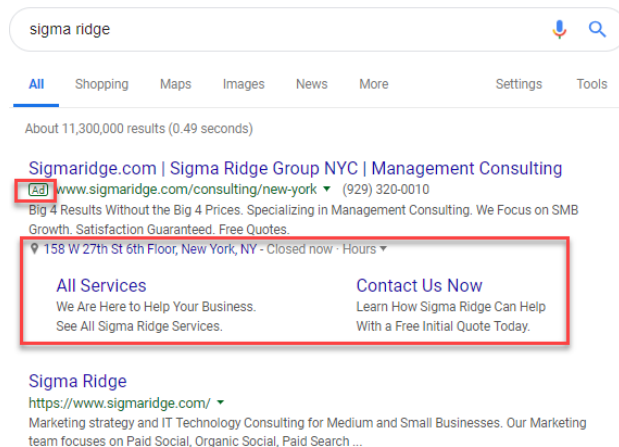
Digital marketing is an umbrella term which includes marketing channels like:

- Display
- Search (Google, Bing, Yahoo)
- Social media (Facebook, Twitter, Myspace)
- Email
- Websites
- SMS – text, Mobile
- TV, radio... Conventional channels



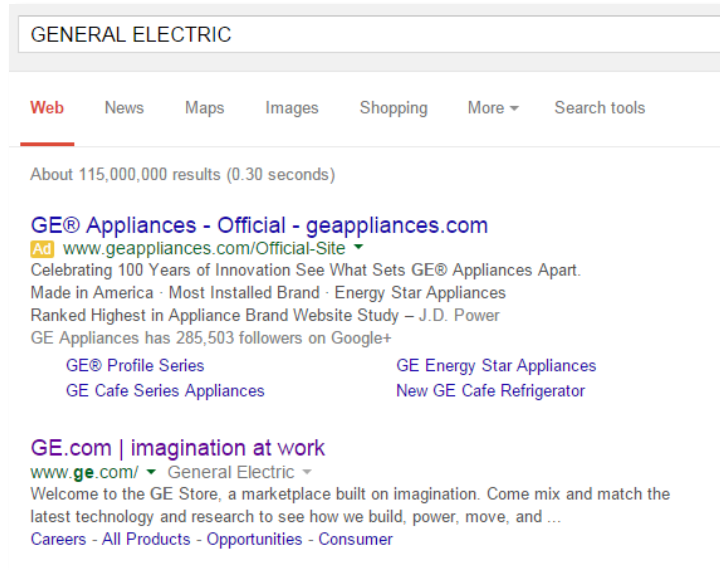
Digital Marketing

1. Brand Vs. Non-brand
2. Ad extensions
3. Organic Search and Paid Search



Digital Marketing

Brand Vs. Non-brand



GENERAL ELECTRIC

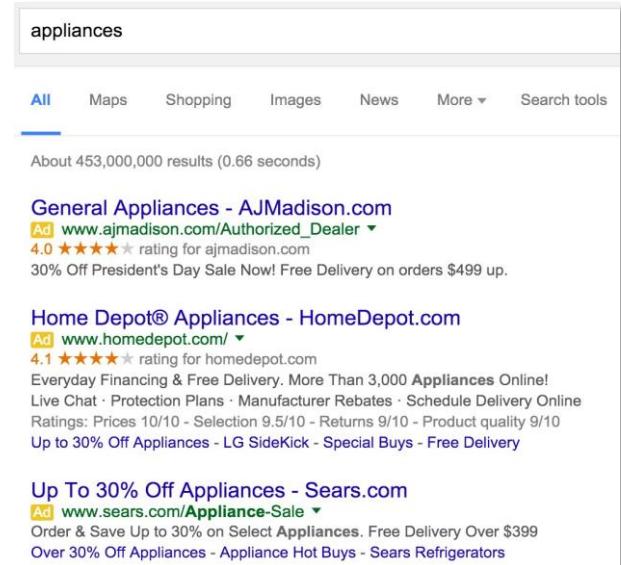
Web News Maps Images Shopping More Search tools

About 115,000,000 results (0.30 seconds)

GE® Appliances - Official - geappliances.com
Ad www.geappliances.com/Official-Site
Celebrating 100 Years of Innovation See What Sets GE® Appliances Apart.
Made in America · Most Installed Brand · Energy Star Appliances
Ranked Highest in Appliance Brand Website Study – J.D. Power
GE Appliances has 285,503 followers on Google+
GE® Profile Series GE Energy Star Appliances
GE Cafe Series Appliances New GE Cafe Refrigerator

GE.com | imagination at work
www.ge.com/ General Electric
Welcome to the GE Store, a marketplace built on imagination. Come mix and match the latest technology and research to see how we build, power, move, and ...
Careers - All Products - Opportunities - Consumer

Brand



appliances

All Maps Shopping Images News More Search tools

About 453,000,000 results (0.66 seconds)

General Appliances - AJMadison.com
Ad www.ajmadison.com/Authorized_Dealer
4.0 ★★★★★ rating for ajmadison.com
30% Off President's Day Sale Now! Free Delivery on orders \$499 up.

Home Depot® Appliances - HomeDepot.com
Ad www.homedepot.com/
4.1 ★★★★★ rating for homedepot.com
Everyday Financing & Free Delivery. More Than 3,000 Appliances Online!
Live Chat · Protection Plans · Manufacturer Rebates · Schedule Delivery Online
Ratings: Prices 10/10 - Selection 9.5/10 - Returns 9/10 - Product quality 9/10
Up to 30% Off Appliances - LG SideKick - Special Buys - Free Delivery

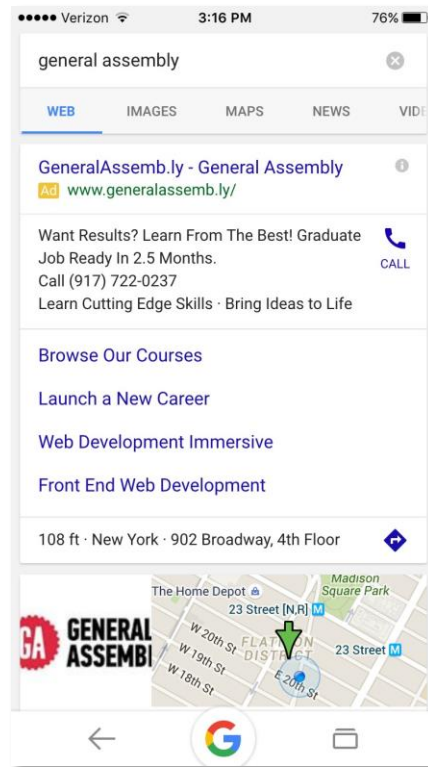
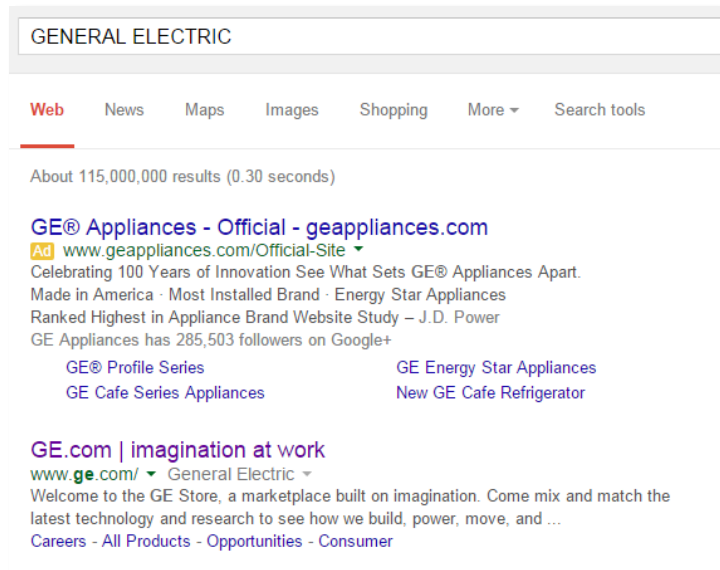
Up To 30% Off Appliances - Sears.com
Ad www.sears.com/Appliance-Sale
Order & Save Up to 30% on Select Appliances. Free Delivery Over \$399
Over 30% Off Appliances - Appliance Hot Buys - Sears Refrigerators

Non-Brand





Digital Marketing


Ad extensions



Organic Search

best pizza in nyc



Maya 

AllMapsNewsImagesVideosMore▼Search tools

About 48,200,000 results (0.77 seconds)

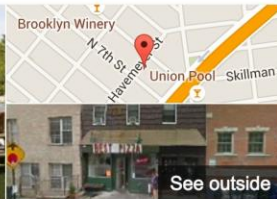

Best Pizza NYC - New York Pizzerias To Try - Refinery29
www.refinery29.com/best-pizza-nyc ▼ Refinery29 ▼
But, while there's no question that New York serves the most delicious pizza of any American city, identifying the very best joints can be difficult when there's a ...

Best New York pizza: The top 25 pies in the city - Time Out
www.timeout.com/newyork/restaurants/best-new-york-pizza ▼ Time Out ▼
Apr 20, 2015 - Our five-borough tour of the best New York pizza skips from legendary institutions to new-wave joints. ... In 1905, Lombardi's opened as New York's first pizzeria, bringing the simple dish to Gotham's Italian restaurants. ... Here are the best New York pizza spots.
The people's picks for the 25 ... - Di Fara Pizza - Kesté Pizza & Vino - Rubirosa

The 7 Best Pizza Places in NYC, According to Pizza Experts
<https://www.thrillist.com/.../new-york/best-pizza-in-nyc-according-to-piz...> ▼
Dec 3, 2015 - The Definitive Top 7 NYC Pizza Shops, As Chosen by 11 Pie Experts. ... Here, now, is the definitive rank of best pizza spots in NYC. ... This spot on Carmine St is the definition of a classic NYC slice joint, and a standard for all others of its ilk.

The 10 Best Pizzas in New York City - January 6, 2015 ...
www.newyork.com › RESTAURANTS › Everything Restaurants ▼
Jan 6, 2015 - The 10 Best Pizzas in New York City. It was a tough task, but we ate pizza across New York City to come up with the 10 absolute best, from ...


The 10 Best Pizza Places in New York City - TripAdvisor
www.tripadvisor.com › ... › New York (NY) › New York City ▼ TripAdvisor ▼
Best Pizza in New York City, New York: Find TripAdvisor traveler reviews of New York City Pizza places and search by price, location, and more.




Best Pizza ★
4.3 ★★★★★ 93 Google reviews
\$ · Pizza Restaurant · Brooklyn

This casual counter-service pizzeria from the Roberta's team offers brick-oven pies & slices.
Address: 33 Havemeyer St, Brooklyn, NY 11211
Phone: (718) 599-2210
Hours: Open today · 12PM–12AM ▼
Menu: urbanspoon.com
[Suggest an edit](#)

Reviews



"Grandma pie is amazing and the place has a great atmosphere for a slice shop."




"Definitely one of the top pizzerias in NYC. NY style, not

Write a review

Add a photo

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Digital Marketing

Display

SECTIONS

SEARCH

U.S. INTERNATIONAL 中文

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ELECTION 2016

Cruz Fires Top Aide Over False Story About Rubio's Faith

By NICK CORASANTTI and MAGGIE HABERMAN 37 minutes ago

Senator Ted Cruz fired his communications director on Monday after the aide



THE CONVERSATION

Life After Scalia

By GAIL COLLINS and ARTHUR C. BROOKS

Disagreement over the late justice's sharp opinions and uncertain legacy.

OP-ED CONTRIBUTOR

Why Are White Death Rates Rising?

By ANDREW J. CHERLIN

For less-educated white Americans, the

THE STONE

A Road Trip to the Origins of Our Species

By MICHAEL S. GAZZANIGA

Along which brain science, stone tools and Scotch appear.

- Editorial: Young Voters, Motivated Again
- Blow: Bernie Sanders Hits a Roadblock
- Cohen: Smartphone Era Politics

23 | © 2018 General Assembly





Display


- *The industry standard as developed under the leadership of the Media Rating Council (MRC) calls for desktop display ads to be considered **viewable if...**
- ***50% of their pixels are in view for a minimum of one second** and for desktop video that standard is 50% for 2 seconds.
- *In addition, the standard stipulates that for larger desktop ad units, **30% of pixels in view for 1 second** constitutes a Viewable ad.

Digital Marketing


Social Media

Sarah Richards Clark and Dan Leitão like Hootsuite.


 **Hootsuite**
Sponsored · 


 Like Page

With Hootsuite Pro, your business has the power to manage all your social media, measure success, and save time.



Try Hootsuite Pro for Free!
Manage all your company's social media accounts from one simple dashboard with Hootsuite Pro. Try it free for 30 days!

WWW.HOOTSUITE.COM/FREE-TRIAL 

Like · Comment · Share ·  13

Digital Marketing

Email



- Open rate
- Click-through rate (CTR)
- Conversion rate
- Bounce rate
- Number of unsubscribes
- List growth rate
- Spam complaints
- Forwarding rate/**email** sharing

Digital Marketing

Email

Newsletter

CHANDON

Let's catch up

#CHANDONSUMMER

Last chance to order for Memorial Day! Shop Now.

Hello,

What will you be wearing this summer?

Us? We're all about stripes!

We are so obsessed with stripes that we've wrapped our Limited Edition American Summer Rosé and Brut Classic in stripes—perfect for toting to the beach or pool. Our Rosé is making a splash with hot pink and cool white—just the right pop of color for a girls' night.

Our Brut Classic is sporting very nautical blue and white stripes—perfect for toting to the beach or pool. Our Rosé is making a splash with hot pink and cool white—just the right pop of color for a girls' night.

Available online at Chandon.com and in wine stores nationwide from Memorial Day through Labor Day, both our Limited Edition American Summer Rosé and Brut Classic are available in 750ml. Brut Classic is also available in 187ml mini bottles. Three cheers to American Summer!

SHOP NOW >

RECIPES

How We Roll

Does any food say "summer's here" more than a delicious lobster roll? We don't think so! To prove it, we've piled lobster onto a warm, soft bun, added a splash of citrus, a sprinkle of chive and just the right amount of warm, drawn butter. Yum.

Cocktail Obsessed

Warm summer nights make us thirsty for cocktails. To quench that thirst, we've been busy at the bar mixing up new seasonal faves to share with you. One we love a lot is the Cape Cod Fizz. With just three ingredients, it's simple, streamlined and easy.

AVIVA

Car insurance from just £191

“Quick, easy and hassle free”

Sharon from Glasgow

★★★★★ 4.5 / 5

Our customers rate us 4.5 out of 5 [Read the reviews](#)

Reviews to 6 June 2014

Get a quote, Abigail >

Dear Ms Boswell

When it comes to choosing your [car insurance](#), we know how important it is to find the [right cover](#) at the right price.

To help you decide we thought you might like to know what our customers are saying about us. Real unbiased [reviews](#) about our [car insurance](#) which most of our customers rate 4 out of 5 or higher.

And since you've enquired about our [insurance](#) before we thought you might also like to know:

- > [Car insurance from just £191](#) - that's all 10% of customers paid for our standard cover*
- > [Up to 60% no claim discount](#) - 10% of customers with five or more years no claim discount receive maximum 60% saving.**
- > [You can quote online in under 5 minutes†](#) - Visit [aviva.co.uk](#)

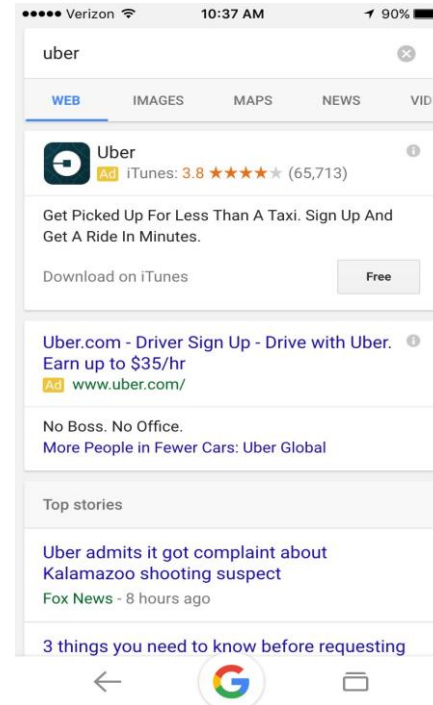
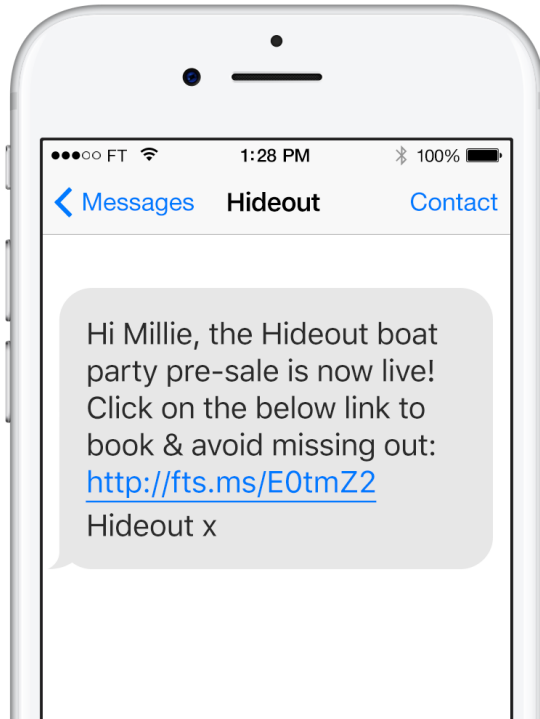
You won't find our car insurance on price comparison websites so get a quote today and see if you could save.

Get a car quote >

Promotional

Digital Marketing

SMS - Mobile





GENERAL ASSEMBLY

Key Terms and Concepts

Key terms and concepts

Impression

An impression is counted each time your ad is shown



Created by Tomek Wołoszyn
from Noun Project

Click

When someone clicks on your ad



Created by Gilbert Bages
from Noun Project

Conversion

When someone takes an action you've defined as valuable to your organization, such as an online purchase or signing up for emails



Created by Dario Moriconi
from Noun Project



Key terms and concepts

CPM

Cost per thousands
impressions or...



Created by Tomek Wołoszyn
from Noun Project

CPC

Cost per click



Created by Gilbert Bages
from Noun Project

CPA

Cost per action
Cost per acquisition
Cost per conversion



Created by Dario Moriconi
from Noun Project



Key terms and concepts

CTR

Click Through
Rate
(Clicks / Impression)

CR or
Conversion
rate

Conversions /
Clicks
(1000 Impressions)

CPA

Cost per
Acquisition
(Cost / # Conversions)

AOV

Average
Order
Value
(Revenue /
#Orders)

ROAS

Return on Ad
spend
(Revenue /
marketing \$)

ROI

Return on
Investment
(Profit /
investment)



Key terms and concepts

SOV

Share of Voice
(# times **your**
ads show / **all**
ads show)

Engagement Rate

Clicks +
Social Actions
/ Impressions

Post view Conversion

Conversion
after View

Post view Conversion

Conversion
after View

Look Back window

Amount of
time an
action has
influence
on a
conversion

CPC

Cost per
Click
(\$\$ / Click)



GENERAL ASSEMBLY

Targeting and Tactics

Digital Marketing

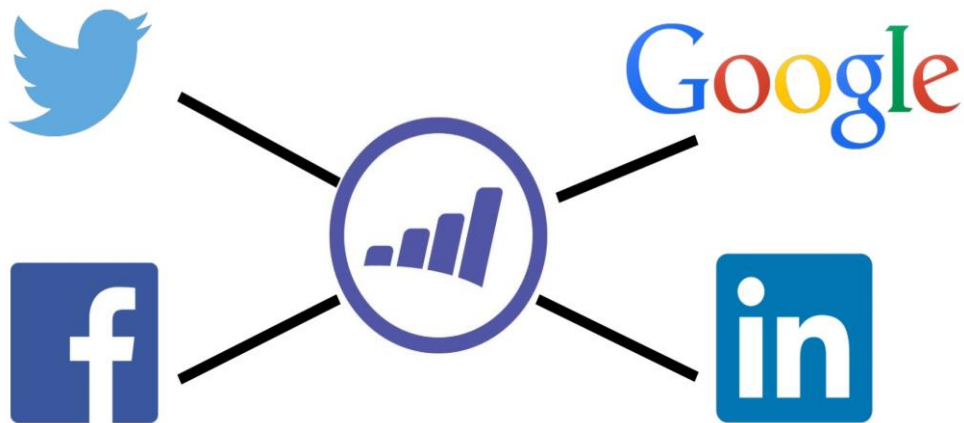
Cookies: A small file saved on people's browsers that allows marketers to track & target:

- Websites visited
- Interactions
- Conversions
- Demographic information
- Consumer preferences
- Location
- Organization
- Other



Digital Marketing

Cookies: They can be passed across platforms for enhanced targeting and increased performance



Targeting

- Gender
- Age
- Interests
- Time of Day
- Device
- Geo Location
- Education Levels
- Social Media Likes
- Search History
- Contextual / Keywords





GENERAL ASSEMBLY

Evaluation & Optimization

Attribution Models

- An attribution model is the rule, or set of rules, that determines how credit for conversions is assigned to various touch points before a conversion
- Without some form of attribution model, you are not taking into account the full value of your marketing efforts

Google Analytics Attribution Models

Single-Touch



Last Interaction



Last Non-Direct Click



Last AdWords Click



First Interaction

Multi-Touch



Linear



Time Decay

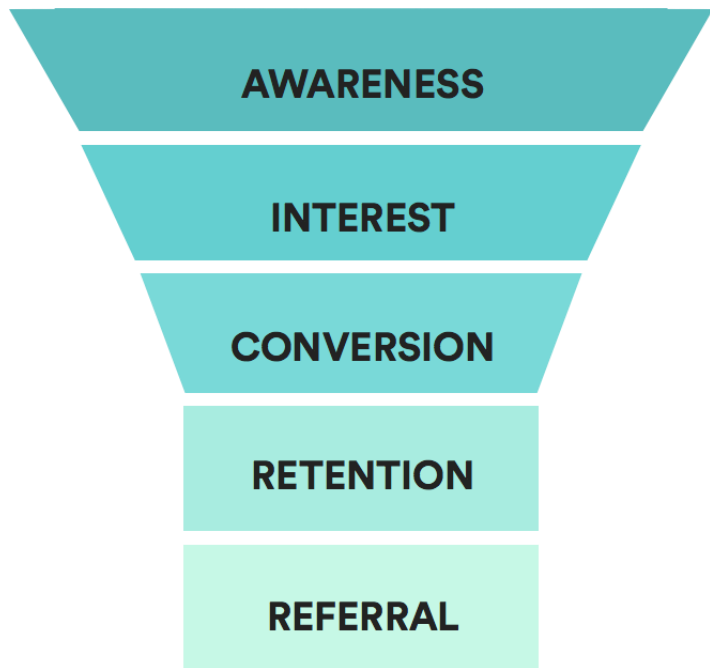


Position Based



Data-Driven

Marketing objectives are typically rooted in the funnel.



- Brand Marketing:
“I want to make people aware and excited about what we have to offer!”
- Customer Acquisition:
“I want to grow my bottom line by gaining new customers.”
- Retention and Loyalty:
“I want to engage my customers and get them to buy more!”

Digital Marketing

A/B testing

- Testing allows you to experiment with different:

- Creative
- User Groups
- UI
- Ad Copy
- Day-Parting
- Demographics

- Data integrity
- Control Vs. Experiment groups
- Sample size are key

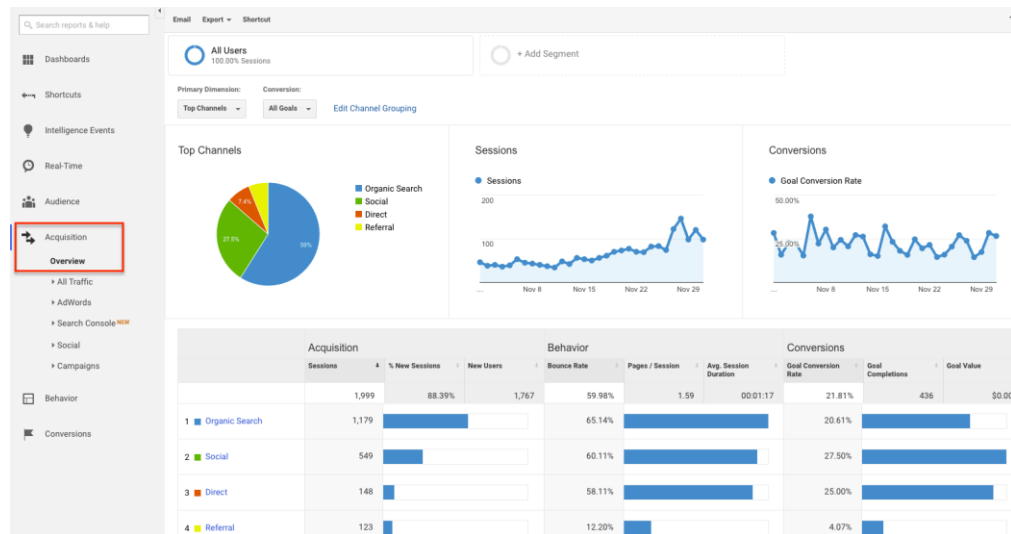


Digital Marketing

Google analytics

Measure how people use and interact with your website

- Traffic sources
- Unique users
- Pageviews
- Visits
- Time on page
- User flow



Digital Marketing



[illegible]

RESOURCES

*PPC Hero - <http://www.ppchero.com>

*Search Engine Watch - <http://searchenginewatch.com>

*Think Insights - <http://www.thinkwithgoogle.com>

*Google Trends - <http://www.google.com/trends>

*Facebook - <https://www.facebook.com/business/>

*Twitter – <https://ads.twitter.com>

*LinkedIn - <https://business.linkedin.com/marketing-solutions/blog>



DELETE AFTER THIS

At a Glance

- Award-winning curriculum and expert instructors at **20** global campuses, online, and in-office.
- A thriving alumni community of **50,000+** full- and part-time graduates.
- Dedicated career coaching for full-time students, with **7,000+** hiring partners, including Capital One, IBM, and NBC.
- Corporate training and hiring solutions with **350+** companies worldwide, including **39** of the Fortune 100.
- More than **500,000** attendees at bootcamps, workshops, and events.



Awards and Recognition

At General Assembly, we strive to create a culture of excellence that empowers our community to thrive. We feel honored and humbled to receive recognition from leaders acknowledging the efforts of our global teams. Recent highlights are below.

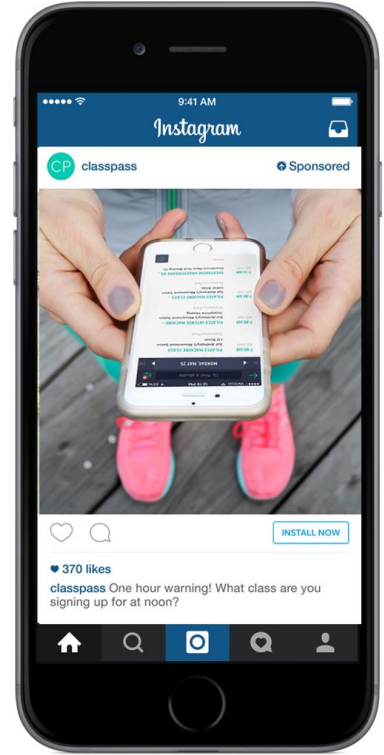
- **Fast Company:** Winner, [Diversity in Coding](#)
- **Optimas:** Winner, [Corporate Citizenship](#)
- **Built in NYC:** [Top 100 Tech Companies](#)
- **Technical.ly DC:** Winner, [Tech Mission Org of the Year](#)
- **MIT:** Finalist, [Inclusive Innovation Competition](#)



Let's Meet

Stand up and tell us:

- Name
- What do you do for a living?
- What you hope to get out of today?
- Open a social channel mobile device
- Scroll to the first ad
 - Is the ad content relevant and valuable to you?
 - How do you know it's an ad?

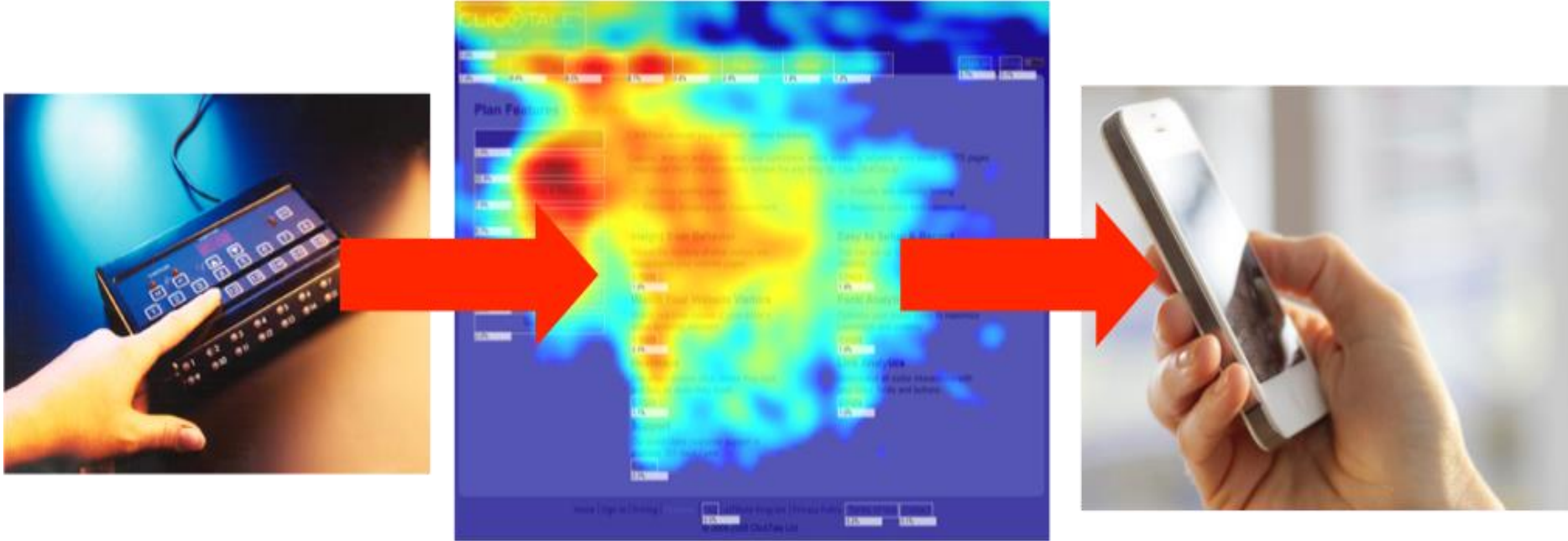




Digital Marketing

Intro to Digital Marketing

Role of Technology



Digital Marketing





**So many choices
So little time!**



Digital Marketing

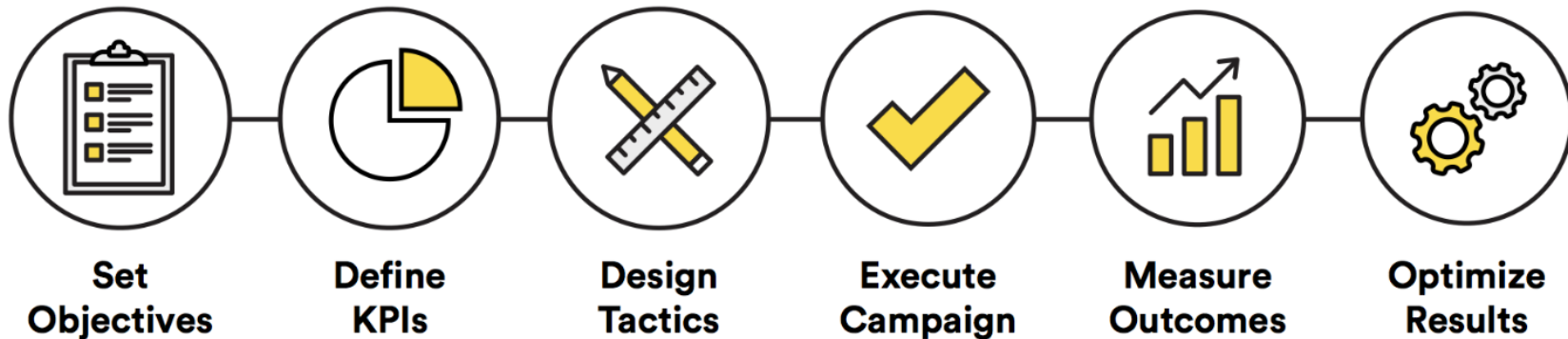
The Objective-First Framework

Why We Start With Objectives:

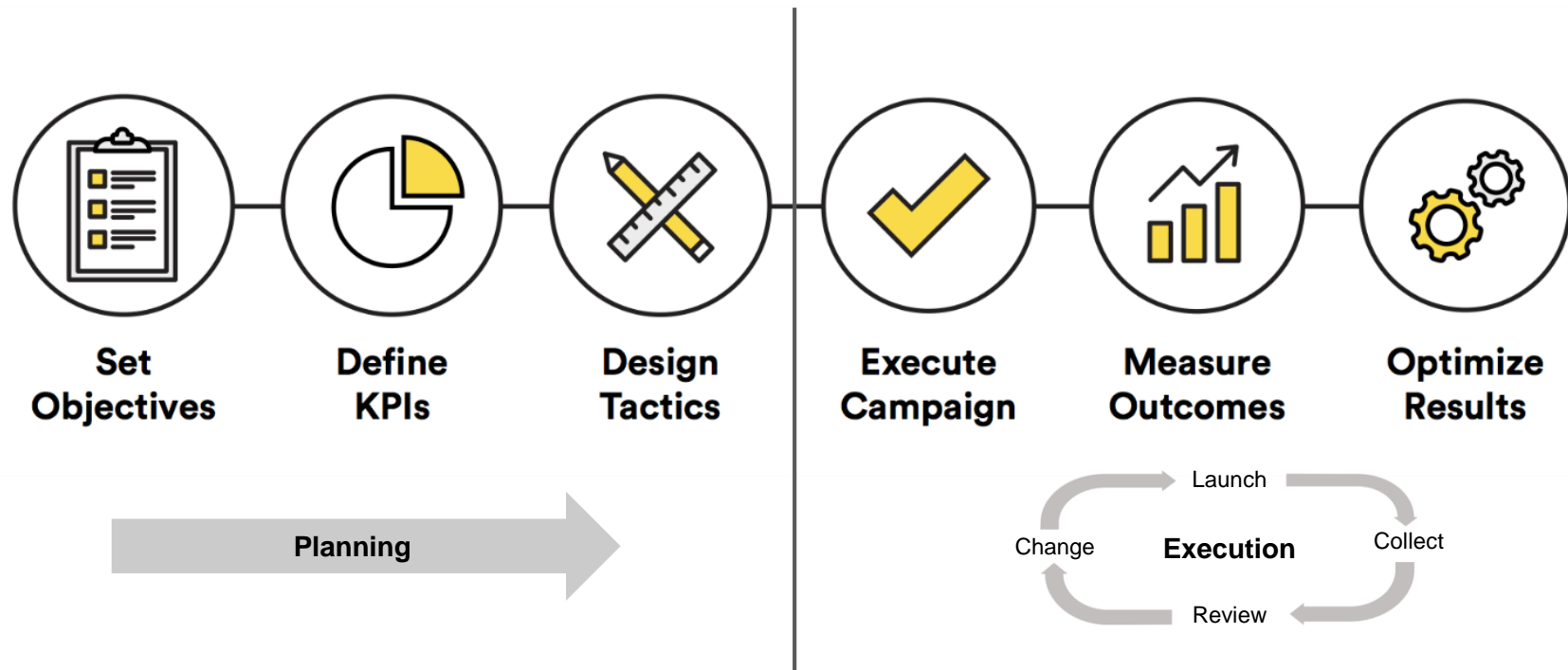


©marketoonist.com

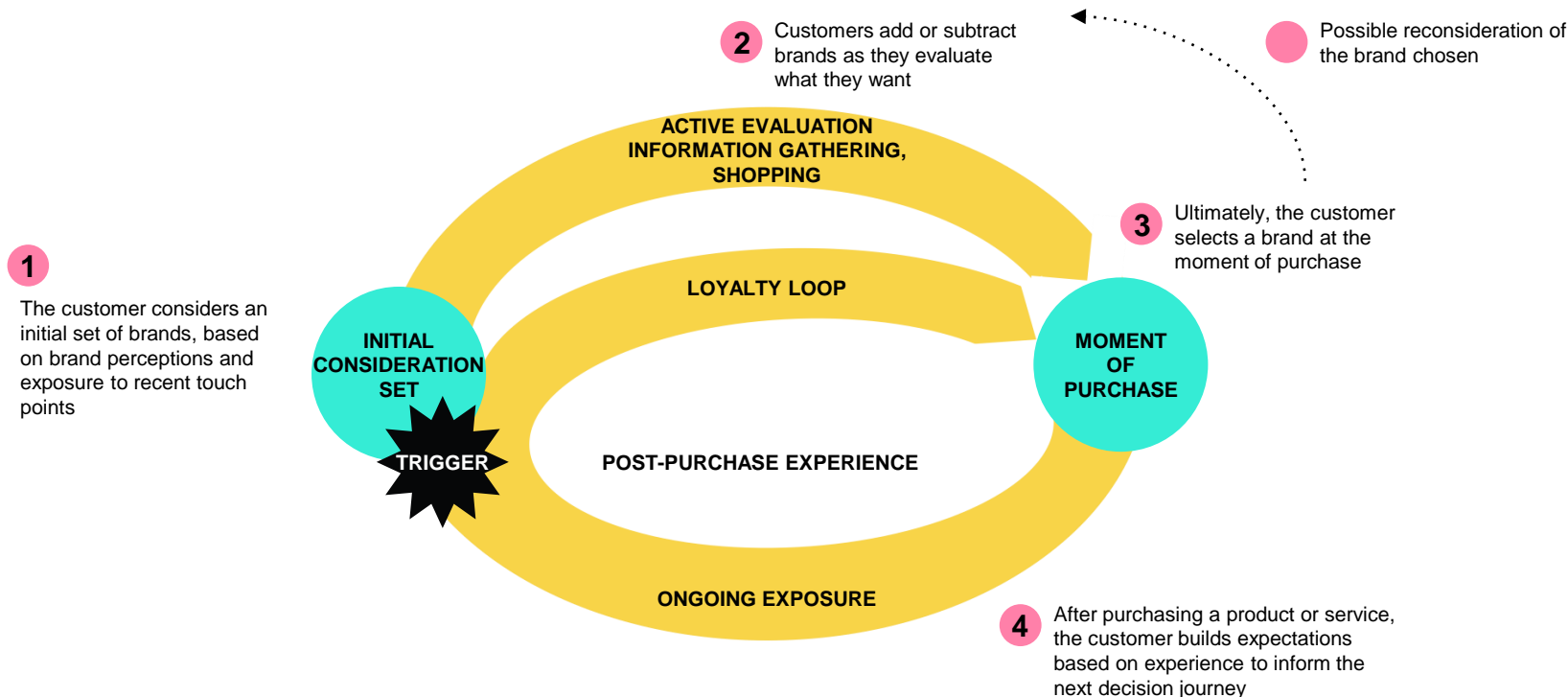
The Objective First Campaign Framework Is Here To Help.



The Objective First Campaign Framework Is Here To Help.



The 'New' Customer Decision Journey



Source: McKinsey Consulting

On the Customer's Side, the Journey Isn't Quite As Direct As We Imagine...





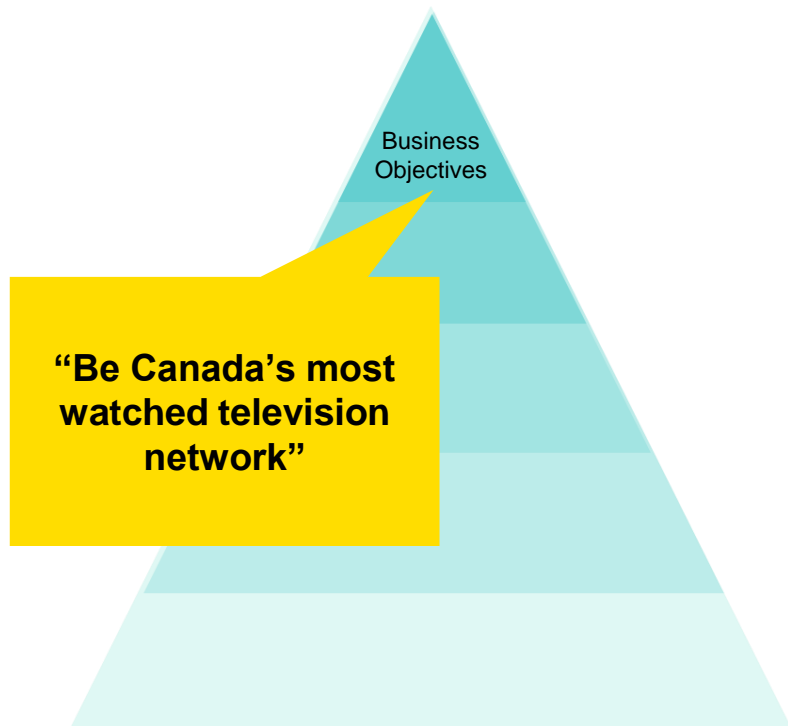
Digital Marketing

Objectives & KPIs

Laddering Up Objectives



Business Objectives

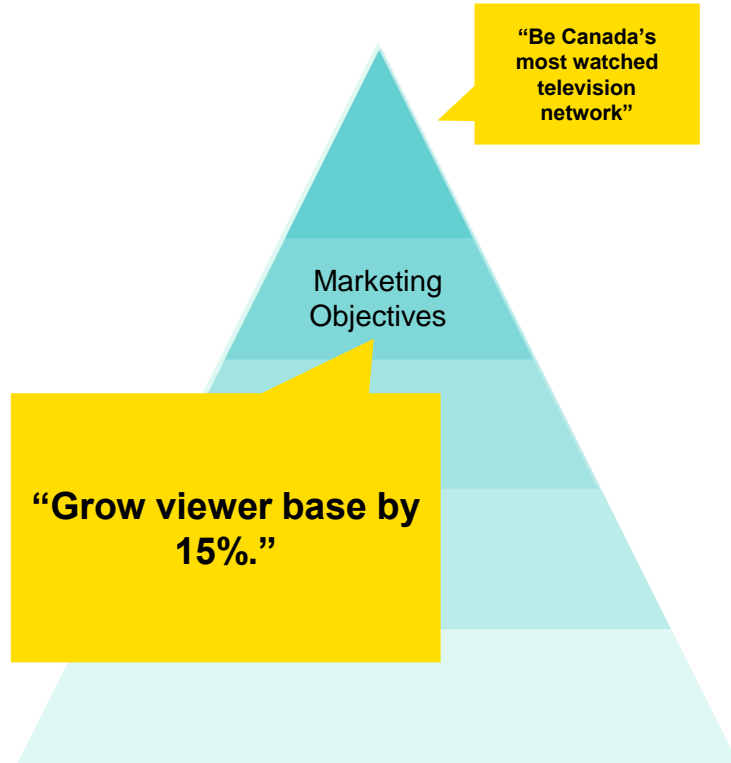


Business Objectives:

Broad, company-wide goals.

These are created by senior leadership (typically annually) to guide decisions across the business.

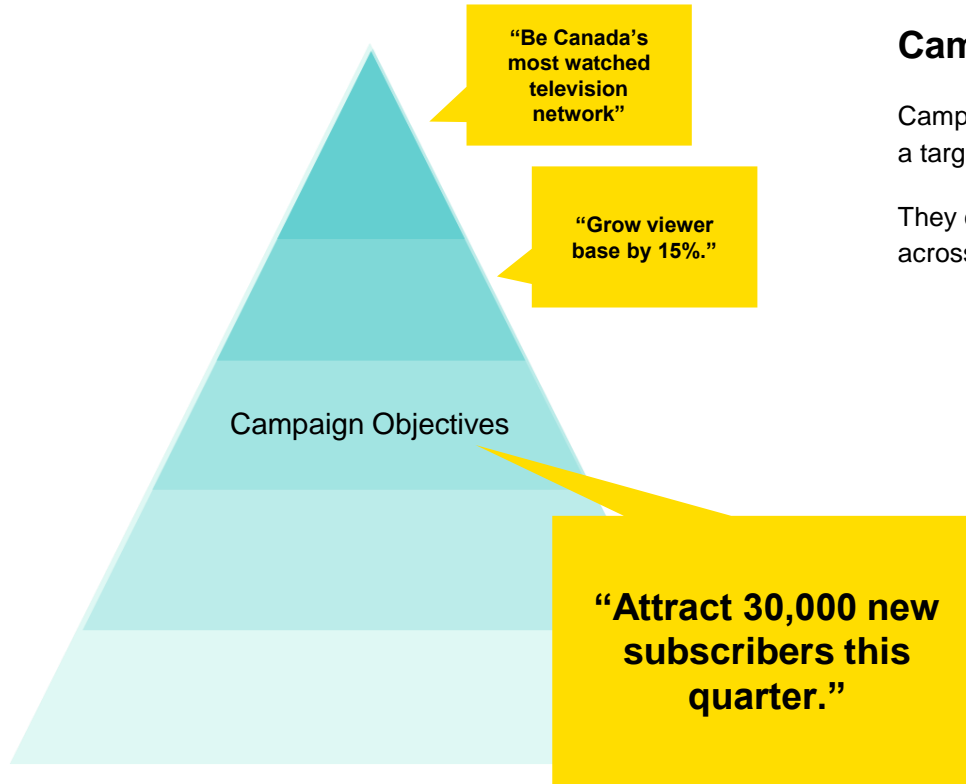
Marketing Objectives



Marketing Objectives:

This is how the marketing team will drive the business objectives. These will be the measure of success for the overall marketing performance.

Campaign Objectives

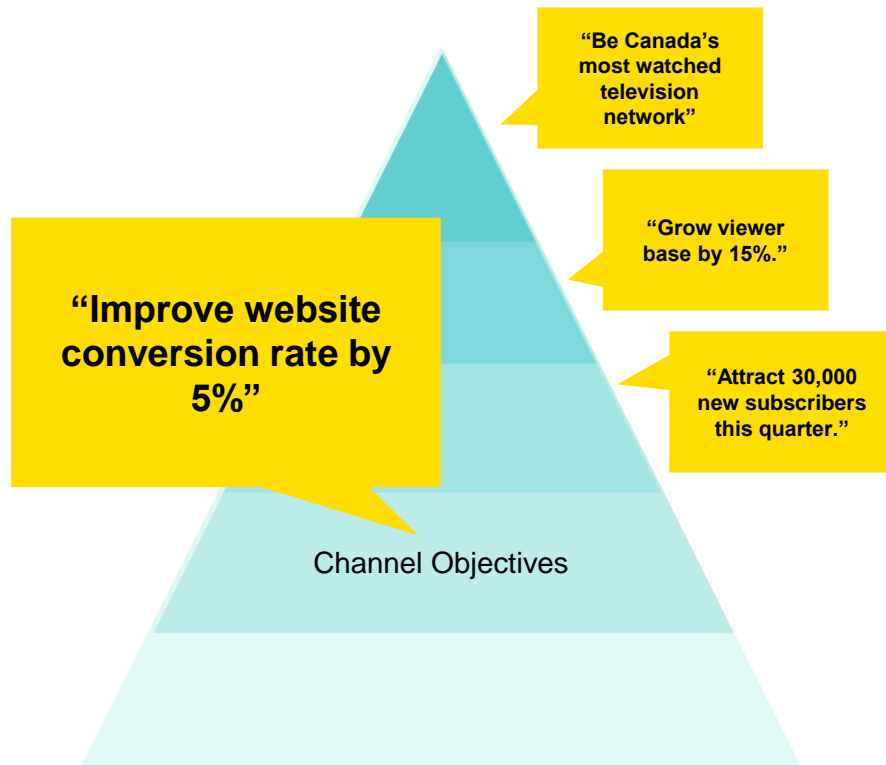


Campaign Objectives:

Campaigns aim to change a specific perception or behavior of a target audience in a quantified way over a set period of time.

They can be carried out on a single channel (i.e. Facebook) or across multiple channels.

Channel Objectives



Channel Objectives:

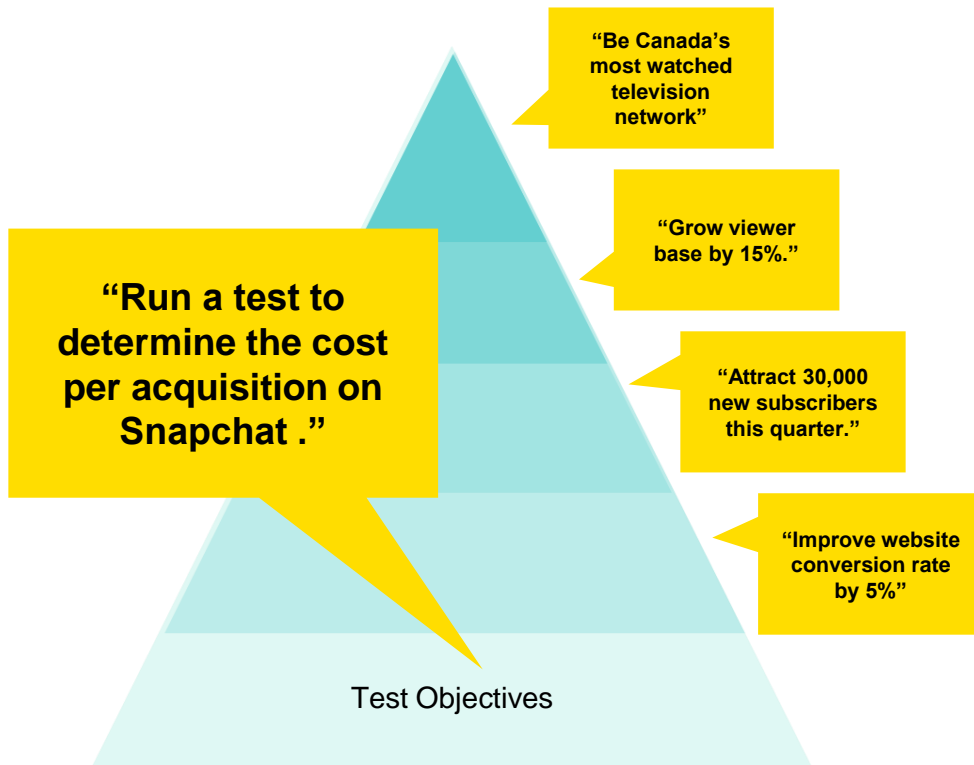
Some channels, like your website and your paid search ads, are “always on.” You will want to improve performance of these channels both in support of and separate from specific campaigns.

Channel objectives are often related to the marketing funnel and improving customer acquisition and retention.

Test Objectives

Test Objectives:

The goal of a test is to learn something which will help you make better decisions for a larger scale project.



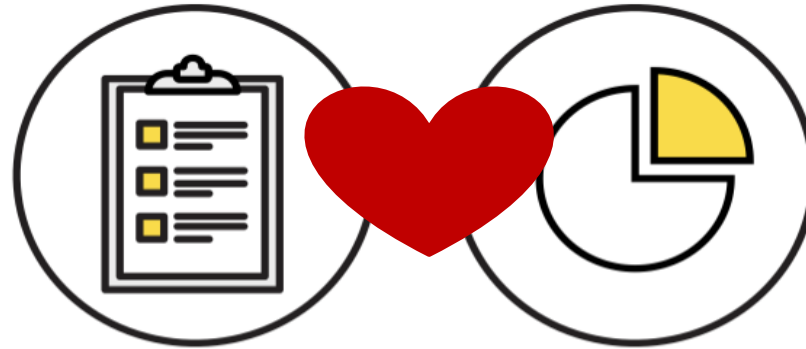
The Best Objectives Are SMART



Specific	Measurable	Attainable	Relevant	Time-Bound
Make sure your goals are focused and identify a tangible outcome. Without the specifics, your goal runs the risk of being too vague to achieve. Being more specific helps you identify what you want to achieve. You should also identify what resources you are going to leverage to achieve success.	You should have some clear definition of success. This will help you to evaluate achievement and also progress. This component often answers how much or how many and highlights how you'll know you achieved your goal.	Your goal should be challenging, but still reasonable to achieve. Reflecting on this component can reveal any potential barriers that you may need to overcome to realize success. Outline the steps you're planning to take to achieve your goal.	This is about getting real with yourself and ensuring what you're trying to achieve is worthwhile to you. Determining if this is aligned to your values and if it is a priority focus for you. This helps you answer the why.	Every goal needs a target date, something that motivates you to really apply the focus and discipline necessary to achieve it. This answers when. It's important to set a realistic time frame to achieve your goal to ensure you don't get discouraged.

Objectives And KPIs:

You Can't Have One Without The Other.

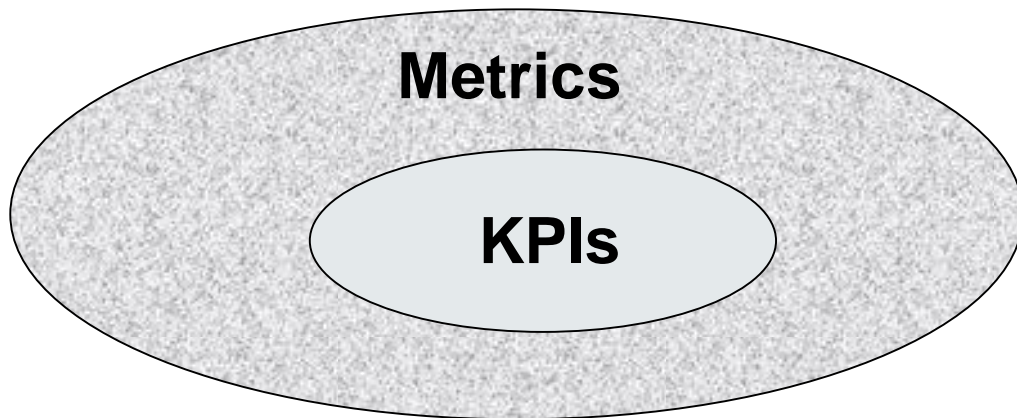


**Set
Objectives**

**Define
KPIs**

How Many KPIs Should You Have Per Objective?

- A strong SMART objective should have ONE primary KPI. This is the one source of truth that tells you whether or not you reached your goal.
- You might have 1-3 secondary KPIs that relate to other objectives/things you care about (i.e. cost effectiveness) as well as the primary KPI.



When We Don't Have KPI's...we get paralyzed by data

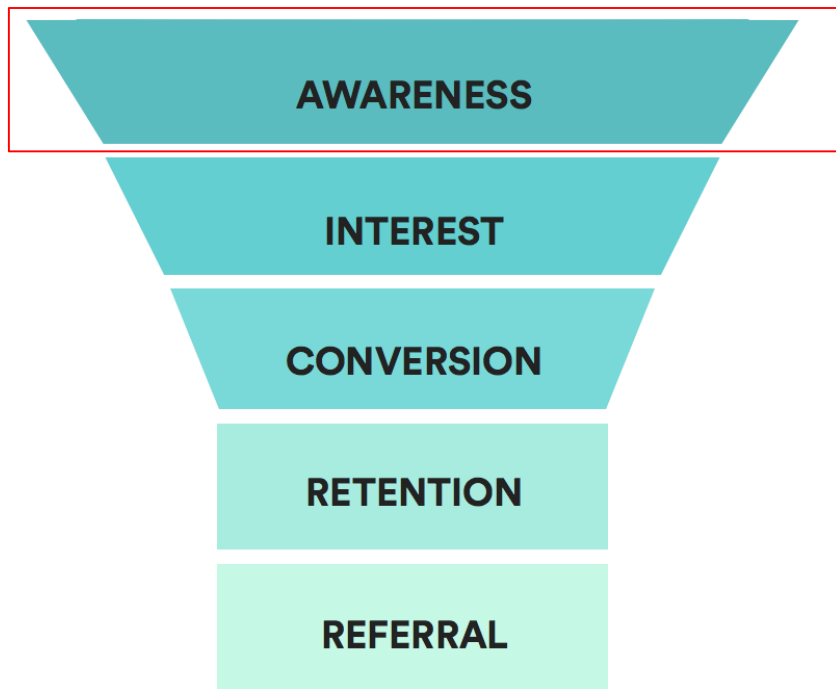


Scale Vs. Efficiency Metrics

#: SCALE	%: EFFICIENCY
<p>Numbers that measure volume, usually a “Whole Number” such as:</p> <ul style="list-style-type: none">• Number of sessions.• Ad impressions.• Clicks.	<p>Numbers that are expressed as a ratio or percentage (Rational Number), such as:</p> <ul style="list-style-type: none">• Average order value (AOV).• Pages per session.• Cost per click (CPC).



Awareness messages mean you reached your customer.



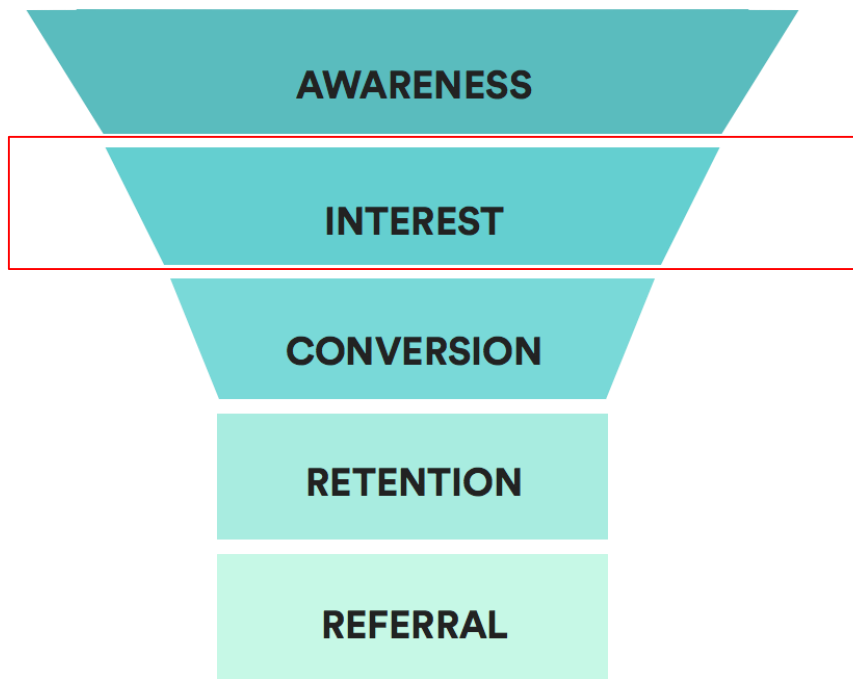
- **Scale Metrics:**

- a. Reach
- b. Impressions
- c. Video views
- d. Brand mentions
- e. Pageviews

- **Efficiency Metrics**

- a. Cost per reach
- b. Cost per 1000 impressions (CPM)
- c. Cost per view
- d. Average frequency

Interest metrics show a customer engaging with your messaging and content.



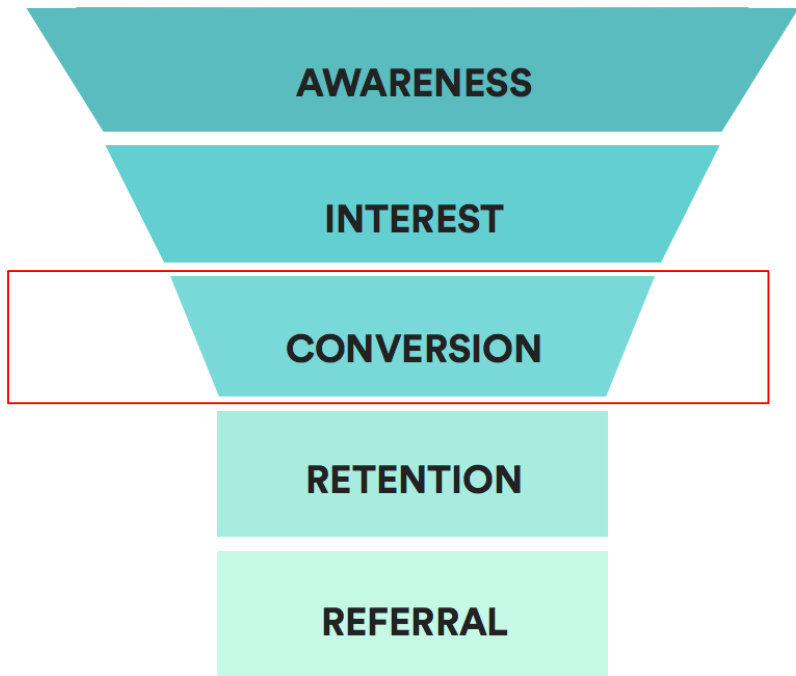
- **Scale Metrics:**

- a. Engagement
- b. Clicks
- c. Visits
- d. Completed Video Views
- e. Shares
- f. Repeat visits

- **Efficiency Metrics**

- a. Click-Through Rate
- b. View-Through Rate
- c. Engagement Rate
- d. Cost per Engagement
- e. Cost per Completed View

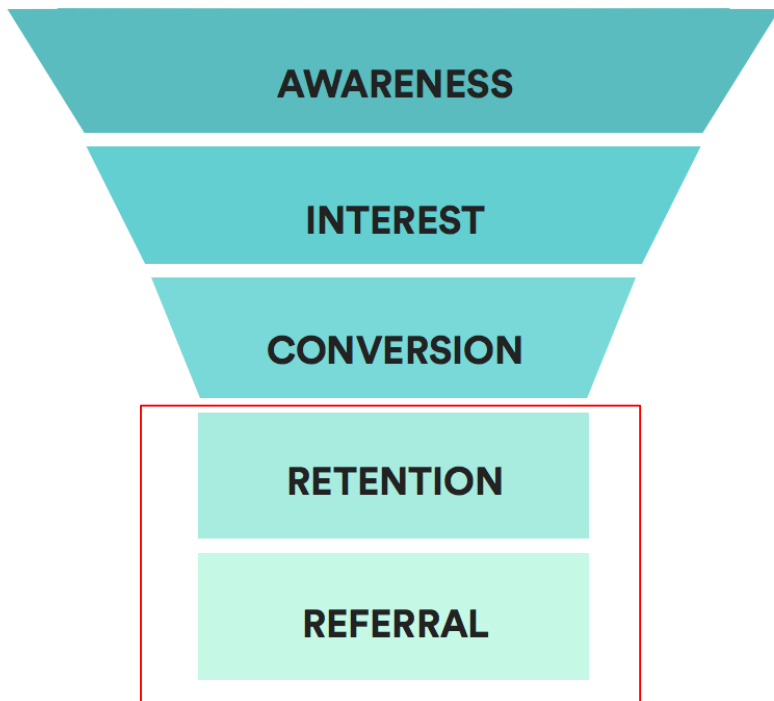
Conversion metrics are tied to a customer completing a meaningful or revenue-creating action.



- **Scale Metrics:**
 - a. Leads
 - b. Downloads
 - c. Orders
 - d. New customer acquisitions
 - e. Repeat purchases
- **Efficiency Metrics:**
 - a. Cost per order (CPO)
 - b. Cost per lead (CPL)
 - c. Cost per acquisition (CPA)
 - d. Conversion Rates
 - e. Average order value (AOV)
 - f. Return on Investment (ROI)
 - g. ROAS



Retention & Referral:



- **Scale Metrics:**
 - a. Repeat purchases
 - b. Referrals
 - c. Annual recurring revenue
- **Efficiency Metrics:**
 - a. Churn rate
 - b. Average customer lifetime value
 - c. Retention rate

But wait: We don't have any hard numbers yet!

Where Do The Numbers In The “Measurable” Part of S.M.A.R.T. Come From?




Your Historical Data

For example: you ran a test and found a benchmark click-through rate and are scaling up




Industry Benchmarks

For example: you're getting started on Instagram so you check average engagement rates for your industry



Absolute business needs

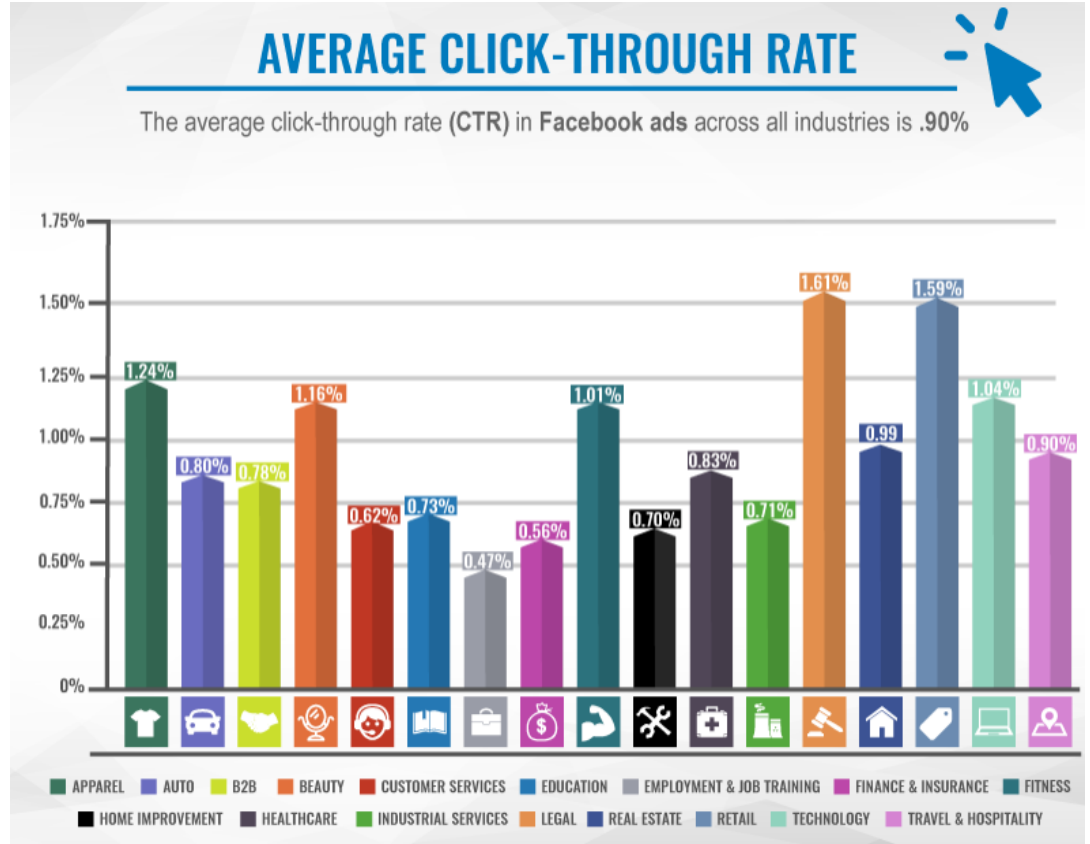
For example: if you absolutely need 1000 new customers this quarter or your business is going to shut down.



Starting out & shooting low

For example: If you're starting out with a brand new company with no prior marketing, just ballpark something low and learn

Do Your Research:



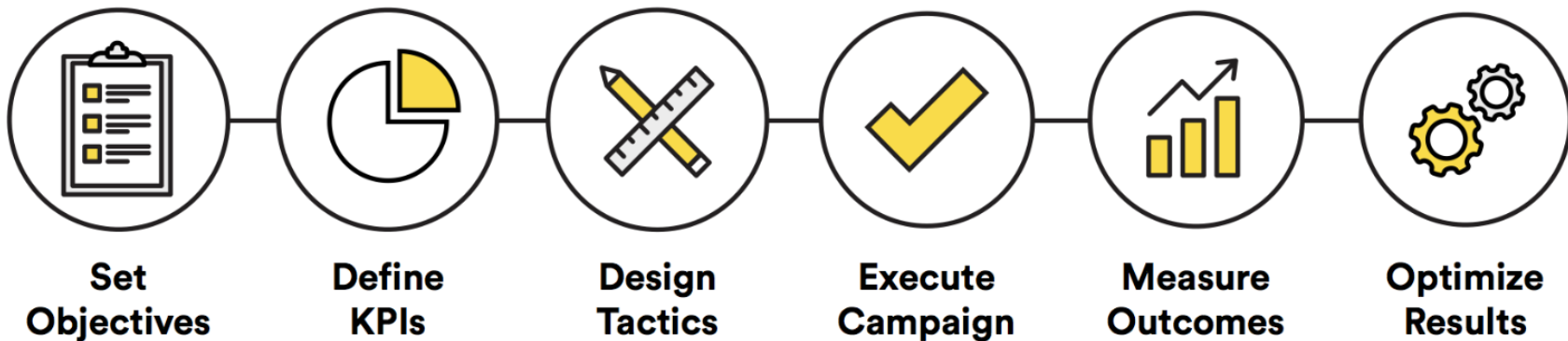


Digital Marketing

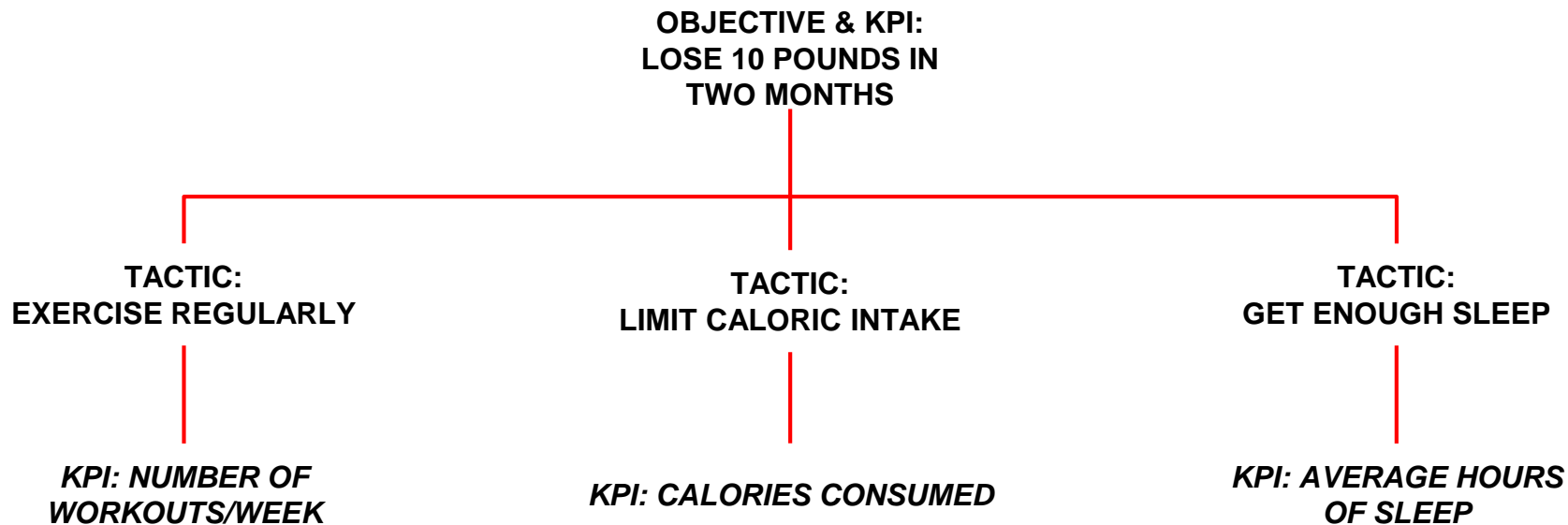
Design Tactics

Revisiting the Objective-First Framework

Now that we know what we want to achieve, how do we do it?



You Can Achieve a Single Objective With One or Multiple Tactics



It starts with the customer

WHETHER YOU'RE...

B2C

OR

B2B

OR

B2B2C

THINK

H2H

The Curse Of Knowledge Means...

YOU ARE NOT YOUR CUSTOMER.



How Would You Sell Me Your Product?



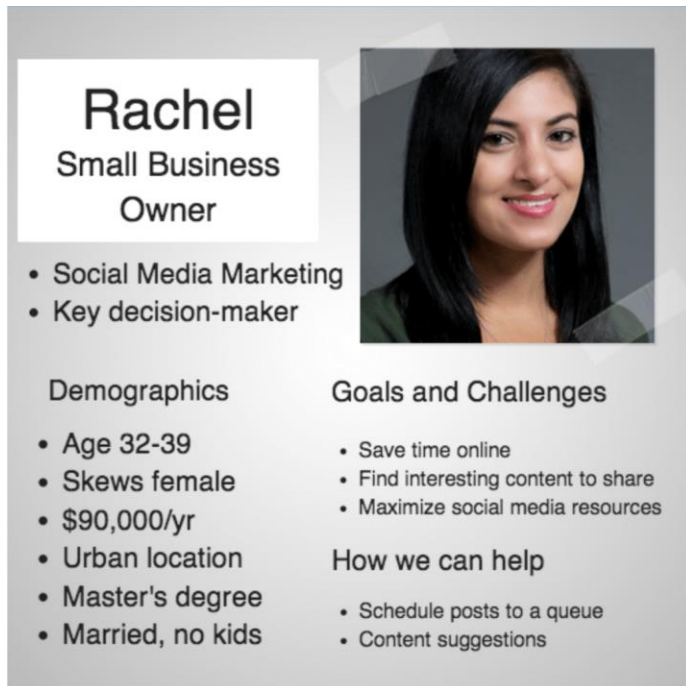
Personas Help You Dig Beneath The Surface to Minimize Bias



Digging in Deeper: Customer Personas

Personas are brief documents that encapsulate data about your target audience. They allow you to:

- Build empathy for your customers and evaluate messaging from their perspective.
- Give data context and a human face.
- Help your team (and partners) make decisions based on a shared understanding.



A customer persona card for Rachel, a Small Business Owner. The card includes a portrait of Rachel, a list of her roles (Social Media Marketing, Key decision-maker), her demographics (Age 32-39, Skews female, \$90,000/yr, Urban location, Master's degree, Married, no kids), her goals and challenges (Save time online, Find interesting content to share, Maximize social media resources), and how we can help (Schedule posts to a queue, Content suggestions).

Rachel
Small Business
Owner

- Social Media Marketing
- Key decision-maker

Demographics

- Age 32-39
- Skews female
- \$90,000/yr
- Urban location
- Master's degree
- Married, no kids

Goals and Challenges

- Save time online
- Find interesting content to share
- Maximize social media resources

How we can help

- Schedule posts to a queue
- Content suggestions

WHERE DOES VALUE COME FROM?

Customer value comes from three places:

Psychological: emotional or inexplicable benefits

“It makes me feel good.”

“Don’t know why, but I love it!”

Economic: financial benefits

“Buy this one to save money.”

Functional: utility gained from the product or service

“Helps me do things better or faster.”

1



2



3



The Formula for a Value Proposition

Benefit + Proof - Risk = \$\$\$

- An OK value proposition promises a benefit.
- A GOOD value proposition promises a benefit without risk.
- A GREAT value proposition adds proof to that promise.



The Difference Between Brand & Product

“A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well”.

Jeff Bezos

Introducing a Simple Framework

Here's a simple three-step formula to build a value proposition that's clear and compelling:

You know how...	<i>Goals and pain points – Who is your customer, what is their main pain point</i>
Well, what we do...	<i>Benefits and feelings - What you offer, focus on key features and benefits</i>
In fact...	<i>Data and impact - Why they need it, how you're different and the impact you make.</i>

Examples

Uber

You know how...	<i>It can be hard to find a taxi and you're not sure one will come.</i>
Well, what we do...	<i>Is have a car come to you with just one tap.</i>
In fact...	<i>Our average pickup time is only four minutes.</i>

Uber competitor

You know how...	<i>There has been a lot of negative press about Uber's leadership.</i>
Well, what we do...	<i>Is treat our employees and drivers with respect.</i>
In fact...	<i>We were voted one of the best places to work.</i>



Digital Marketing

Channels

Channels & Tactics

Channels

Where marketing and distribution happens:

The pipes that connect you to the customer.

- Websites
- Email
- TV
- Facebook
- Apps
- Text messages
- Phone calls
- Retailers
- Wholesalers

Tactics

The stuff that flows through the pipes:

Strategies that can take place on one or more channels.

- Promotional discounts
- Content marketing
- Influencer marketing
- Live videos
- Retargeting
- Chatbots



Buzzword Breakdown

What it is

Single-Channel

One or multiple messages on one channel.

Multichannel Marketing

One or multiple messages on multiple channels.

Integrated Marketing

One unified message across multiple channels.

Omnichannel Marketing

One unified experience that seamlessly picks up where it dropped off across multiple channels.

What it means

You might work for a startup doing all of your marketing on Facebook.

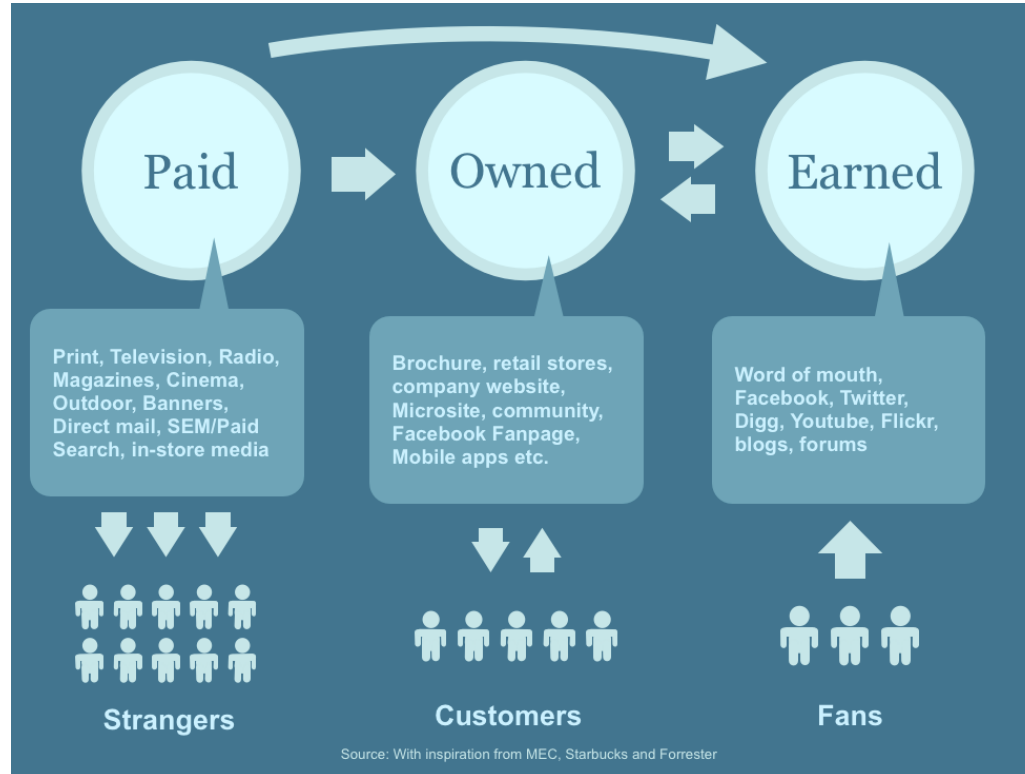
Basically, this is just marketing.

Your marketing team works together.

What all retailers want to be, some like to talk about being, and few are.



THE MARKETING LANDSCAPE: THEN AND NOW



Digital Advertising



A Blast From The Past:



Welcome the The "First" Banner Ad

Yes, this site is supposed to look this way. After all, this is what most web pages looked like back on October 27, 1994 -- the day that Wired Magazine flipped the switch on its first website, hotwired.com, starting a revolution in web content and advertising that still reverberates today.

This site is dedicated to showing off one of the ads that ran on that site. No, it wasn't the "first" as there were a handful of other ads that ran on various sections of hotwired.com. This site is also here to tell the story of how that ad came to be, how it succeeded beyond anything we had imagined, and how we tried to set an example for how corporations could communicate with their audiences.

1994: “You only love me for my eyeballs”

People visit site:



Site reads:

impression 1

impression 2

impression 3

Server delivers:



Today: “You love me for me...or at least my data points”

People visit site:



Site reads:

affluent father
lives in tribeca

retired female
active on Facebook

frequent online shopper
interested in fashion

Server delivers:



Facebook is a powerhouse for targeting, testing and learning



Copy Best Practice: The Action-Benefit Rule

Hire talent through the top freelancing website

and keep your project moving.

Action

Benefit



SEARCH



Paid Search vs. Organic Search

The screenshot shows a Google search for "home improvements". The search bar at the top contains the text "home improvements" and a magnifying glass icon. Below the search bar, there are tabs for "All", "News", "Maps", "Images", "Shopping", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 52,100,000 results (0.79 seconds)".

The search results are divided into two sections. The first section, highlighted with a blue border, contains paid search results. The second section, highlighted with a red border, contains organic search results.

Paid Search Results (Blue Border):

- Improvements® | Home Decor, Storage, & More**
www.improvementscatalog.com/
Beautify Your Home or Get Organized with Smart Solutions. Shop the Full Catalog!
Online Catalog
Quickly browse and shop the pages of our most recent online catalogs.
Home Decor
Wide variety of unique home furnishings for every taste.
Outdoor Living
All your outdoor living needs- from patio furniture to garden decor!
What's New
Shop New products now available! Outdoor Living, Indoor and Pets.
- Home Improvements | Don't Hire Just Anyone | HomeAdvisor.com**
www.homeadvisor.com/
Compare Local Pre-Screened Pros. Hire Our Pros & Get the Job Done Right!
- Home Improvement | Get In Touch | homeevolutions.us**
www.homeevolutions.us/HomeImprovement
Turn Your Home Into A Dream With The Help Of Our Qualified Professionals.
- General Contracting Pros | Hire Top-Rated Professionals | houzz.com**
www.houzz.com/Contractors
Connect With Local Contractors Who Can Help With Your Project.

Organic Search Results (Red Border):

- Home Organization, Storage Solutions, Outdoor Furniture ...**
<https://www.improvementscatalog.com/>
Shop Improvements for our variety of innovative home organization, storage solutions, outdoor furniture, and unique problem solvers for your home and more.
Home Improvement · Improvements Sale · Home Decor · Home Accents
- Home Improvement Ideas and DIY Projects | DIY**
<https://www.diynetwork.com/how-to/topics/home-improvement>
Whether you're preparing to sell or staying put, get home improvement tips for inside and outside your home. ... DIY Network's remodeling experts Nicole Curtis and Matt Blashaw talk about the smartest way

When To Use Seo Vs. Paid Search

Organic search (SEO)

- The long game: Can take a while to see results
- Compounding ROI over time; best if you have other initiatives to rely on short term
- Costs: primarily labor
- You can only win through better content, structure, domain authority

Paid Search (PPC)

- The results are almost instantaneous
- You have access to all the data
- ROI can be high, but always has a cost
- Costs: Pay per click
- You can win by spending a lot of \$\$



LOW INTENT

“Summer Grilling”

“Indoor Gardening”

“Ocean Pollution”

MEDIUM INTENT

“Weber Grill”

“AeroGarden Kits”

“Save the Waves”

HIGH INTENT

“Weber Grill at Home Depot”

“Buy AeroGarden”

“Donate to Save the Waves”



HIGH VOLUME

LOW VOLUME

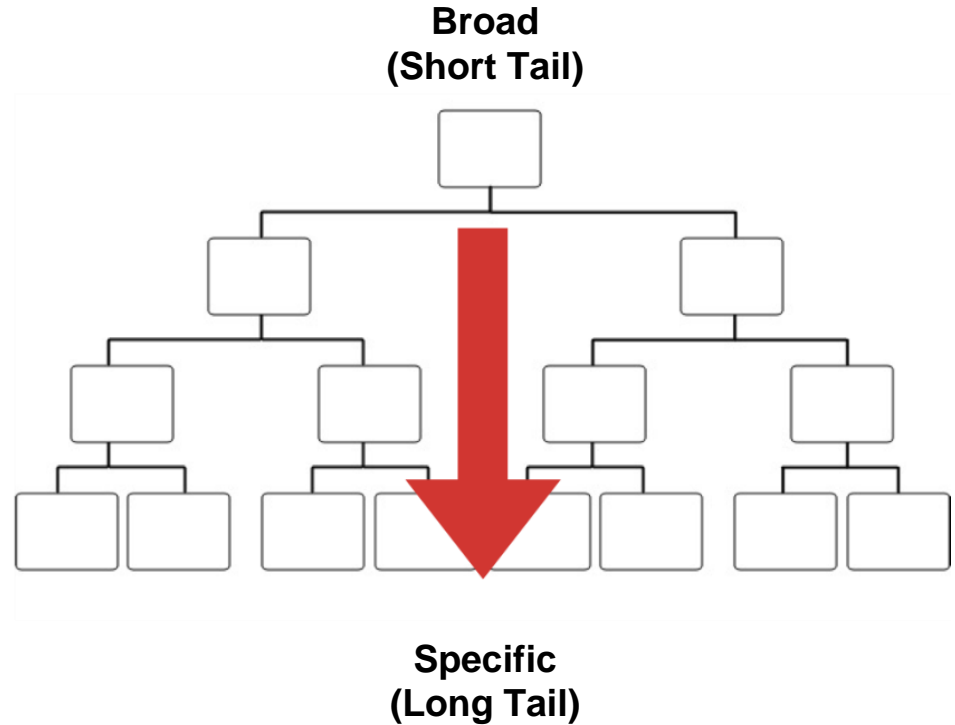
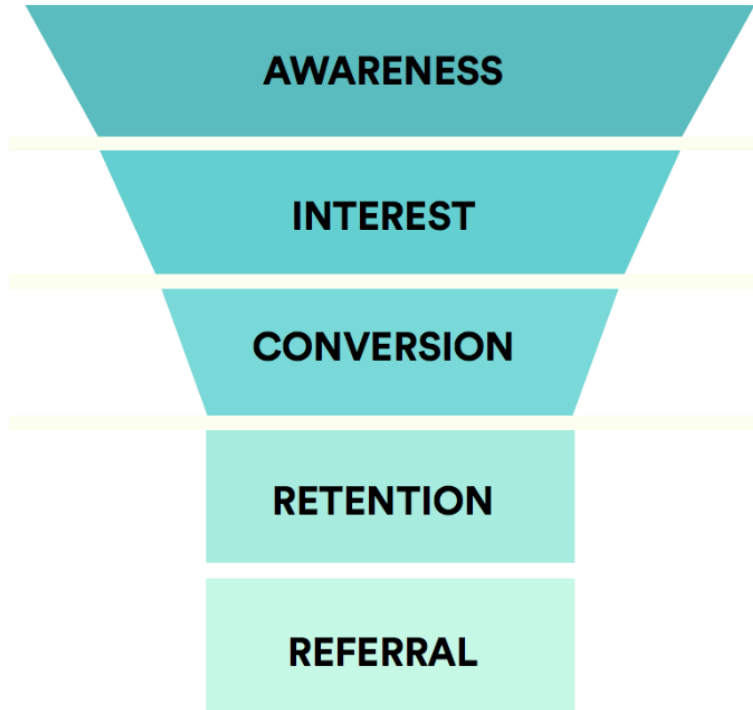


LOW CONVERSION
%

HIGH CONVERSION %



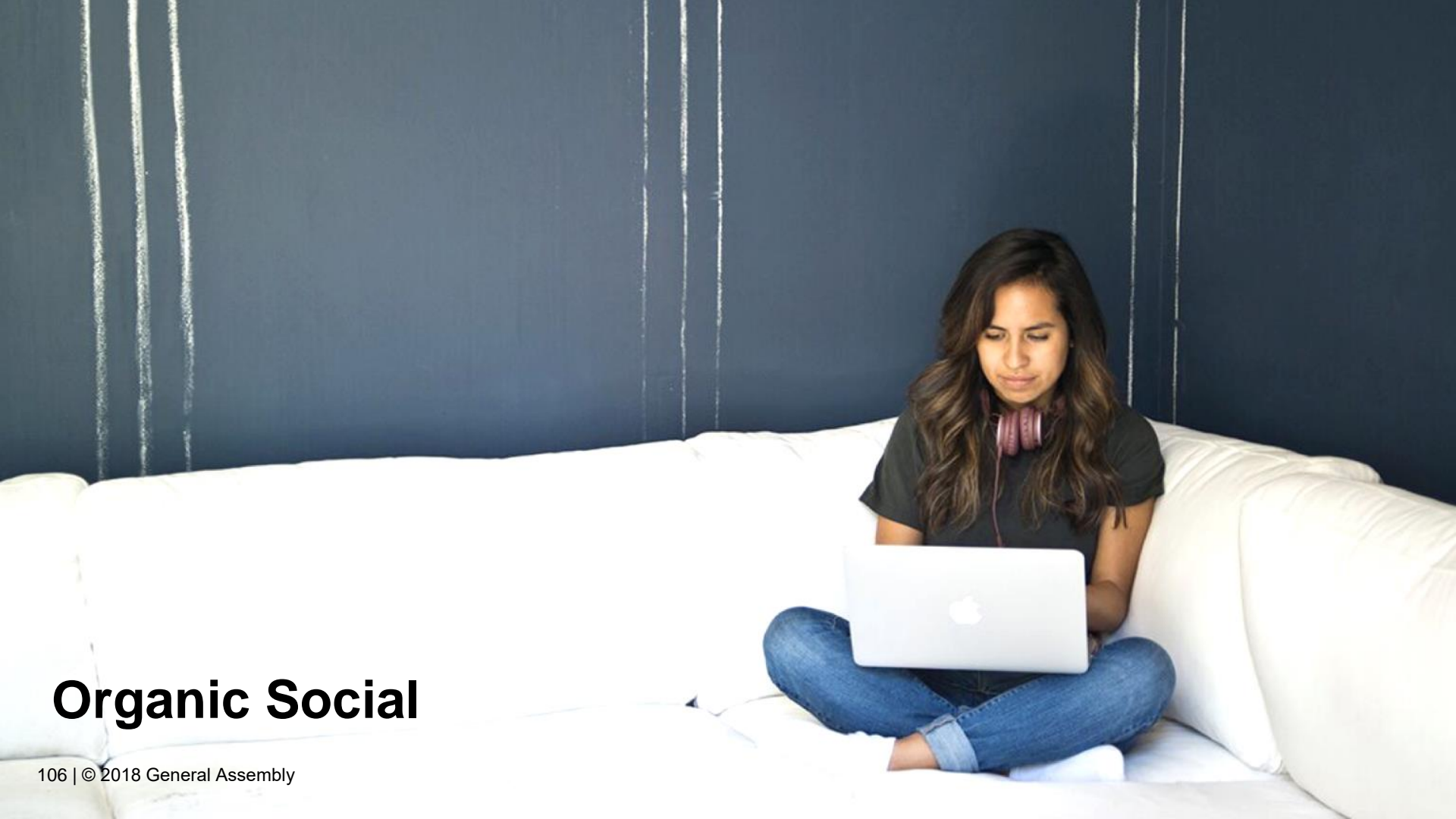
Gathering Data: Buyer Intent



Keyword Research Tools Everyone Can Use

TOOL	FREE?	REQ'S ACCT?	GOOD FOR:
Google Keyword Planner	Yes	Yes	Keyword Research, Competitor Research, Article Ideas
Google Trends	Yes	No	Identifying Trends, Understanding Cyclicalities / Seasonality
UberSuggest	Yes	No	Keyword Research, Article Ideas, Customer Research
MozBar	Yes	Yes	Keyword Competitive Analysis
SEMRush	Trial	No	Keyword Research, Competitor Research
BuzzSumo	Trial	No	Article Ideas





Organic Social

Guess Who?



Regarded as a source of inspiration and discovery.



Posts with 1,900–2,000 words and 1–8 photos perform well here, but videos don't.



About 93% of users use this network to plan purchases.



Content should be humorous and/or “in the moment,” as opposed to part of a longer narrative.



Brevity is anticipated and required, with some of the most respectable brands resorting to posting “u” instead of “you.”



Used for everything from catching up with the news to wedding announcements .



Content Marketing

Content: It's Not About You

PUSH →

WHAT WE WANT THEM TO KNOW

WHAT THEY WANT TO SPEND TIME ON

← PULL

Getting Your Brand Out There: Push vs. Pull Marketing

Advertising

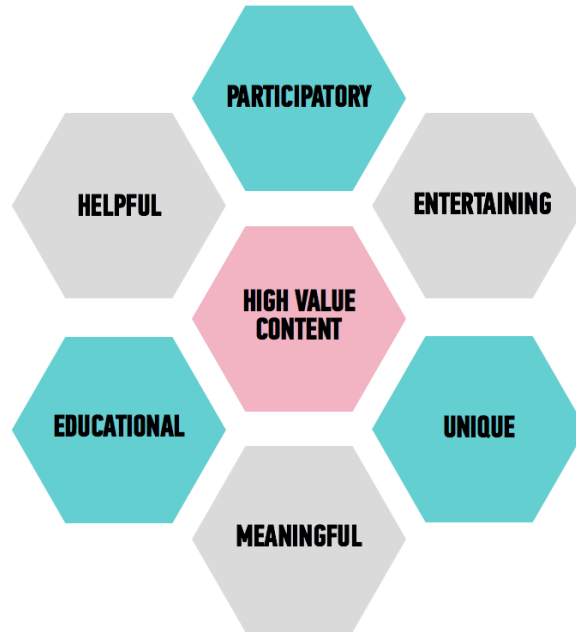
- Communicate your value prop
 - Brand value & story
 - Promotions (direct response)

Content Marketing

- Solve a customer need:
 - Education
 - Entertainment



The Content Marketing Honeycomb

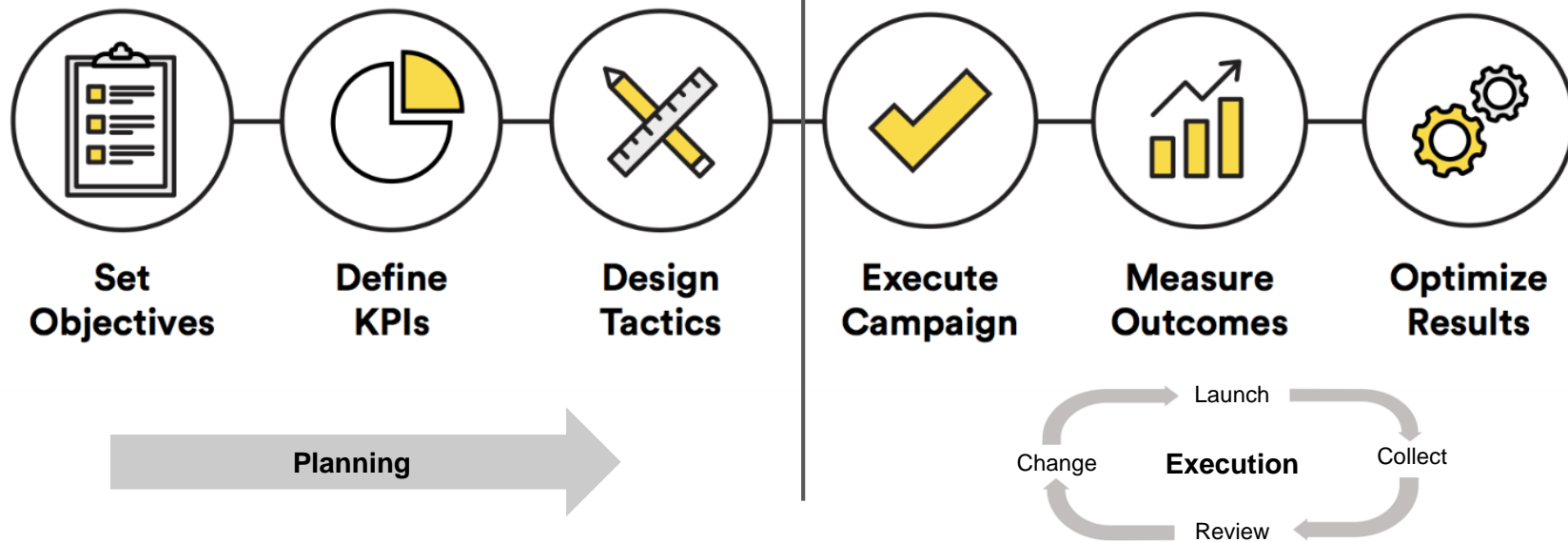




Digital Marketing

Measuring Outcomes

Remember Me?



How Do You Convince Your Boss to Give You a Digital Marketing Budget?

Marketers need to be able to say, “If I spend X, you will get Y back.”



Calculating ROI

To calculate ROI, take the benefit (or return) of an investment and divide it by the cost of the investment.

This is expressed as a percentage or ratio.

$$\text{ROI} = \frac{(\text{Investment Gain} - \text{Investment Cost})}{(\text{Investment Cost})} \times 100$$



Testing



A/B Tests

- Pick a single variable to change.
- Create two or more versions of that variable and change nothing else.
- Randomly split the audience so that each member of the audience sees only one version of the variable.
- The results are easier to interpret than a multivariate test.
- Significant results occur faster than with multivariate testing.



Multivariate Tests

- Pick more than one variable you feel influences customer behavior.
- Create two or more versions of each variable. For example, you may have two subject lines and two headlines in an email, for a total of four unique combinations.
- Randomly split the audience so that each member of the audience sees only one unique combination of the versions. (Most test software will do this for you.)
- Can be more difficult to interpret than an A/B test, but is more impactful.
- More learning happens from a single experiment compared to A/B testing.



QUESTIONS?

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