

INDUSTRY CITY PRESENTS:

INTRO TO DIGITAL MARKETING

TERRY RICE | BROOKLYN DIGITAL MARKETING | WWW.BROOKLYNDM.COM

INTRO TO DIGITAL MARKETING

TERRY RICE

terry@brooklyndm.com

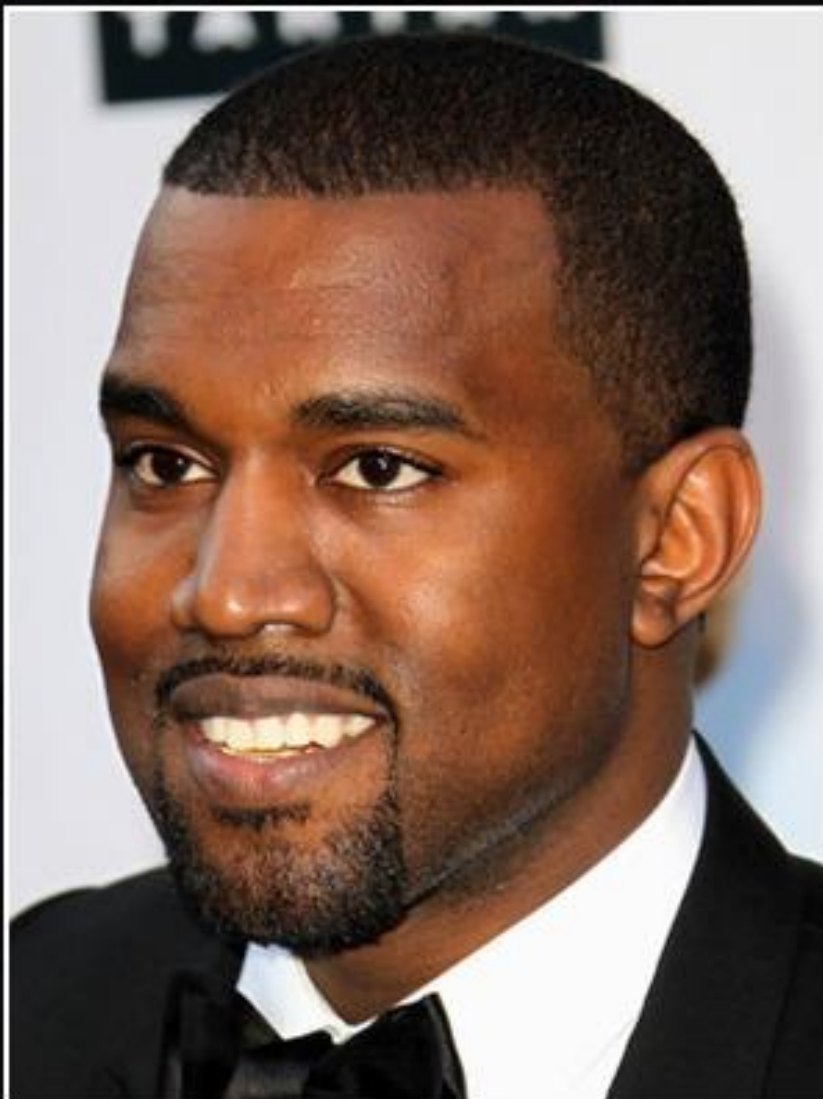


- Digital Marketing Instructor at New York University and General Assembly
- Trainer & Consultant at Brooklyn Digital Marketing
- Previously, Client Solutions Manager at Facebook, Search Engine Marketing Consultant at Adobe
- Facebook Certified Advertising Professional

HOUSEKEEPING

You can access the deck and additional resources on my website:

bit.ly/icdigitalmarketing



I hate when I'm on a flight and I wake
up with a water bottle next to me
like oh great now I gotta be
responsible for this water bottle

— Kanye West —

AVERAGE HUMIDITY



40-70%



10-20%

IMPACT OF DEHYDRATION

- Irritability
- Confusion
- Sleepiness
- Headaches





THE SMART WATER BOTTLE

★★★★★ 4.8 - 280+ reviews

Tracks water | Glows to remind | Syncs to Fitbit + more

BUY NOW

 Help

[★ REVIEWS](#)

GET \$7

WHAT IS DIGITAL MARKETING?

Using digital technologies for the targeted, measurable, and interactive marketing of products or services.

**Know Your Audience
or You'll Have No Audience**







Who is this? What is he known for?



"I know you're in a hurry. But, you still need to eat your vegetables."

Grilled Chicken Salad With a breadstick

Taco Salad

Deluxe Garden Salad With a breadstick

Fresh You love fresh salads, right? Well Wendy's® has five delicious salads, all made fresh. All available inside or at the Pick-Up Window. And all ready to go when you are. So if you want a fresh salad in a hurry, just come to a participating Wendy's.

READY-TO-GO

FAST

And make sure you try one of our delicious new, reduced fat / reduced calorie salad dressings.

FAT FREE FRENCH

Wendy's

The biggest choice of fresh salads.

Dave Thomas, Founder of Wendy's

© 1993 Wendy's, All Rights Reserved

Dave Thomas, Founder of Wendy's





Cooper Franklin @CooperDFranklin · 29 Nov 2017



Replying to [@Wendys](#)

Wendy's needs to get rid of the square burger it seems a little too... artificial



4



16



26



Wendy's

@Wendys

Follow



Replying to [@CooperDFranklin](#)

Unlike the super natural circle shape that hamburgers come in when you pick them off the vine.

4:46 PM - 29 Nov 2017

427 Retweets 1,639 Likes



26



427



1.6K





McDonald's 

@McDonaldsCorp



Black Friday **** Need copy and link****

1:00 AM - Nov 24, 2017

 71.9K  23.7K people are talking about this



Wendy's 

@Wendys



When the tweets are as broken as the ice cream machine. twitter.com/McDonaldsCorp/...

11:59 AM - Nov 24, 2017

 767K  294K people are talking about this



TIMES HAVE CHANGED, SO HAS THEIR TARGET AUDIENCE



Then



Now

KNOW YOUR AUDIENCE

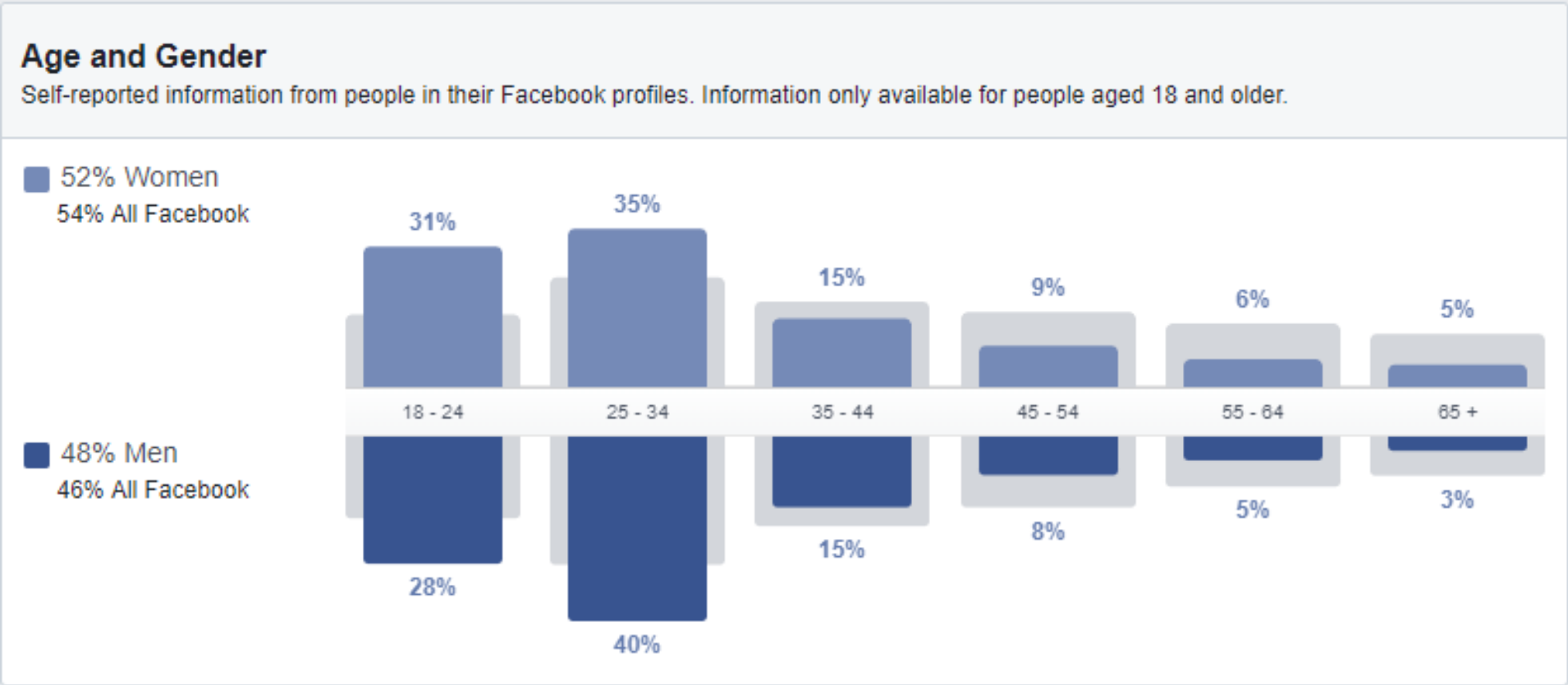
Audience Insights

Inspire campaigns that are meaningful to people and drive real results.

[Go to Audience Insights](#)



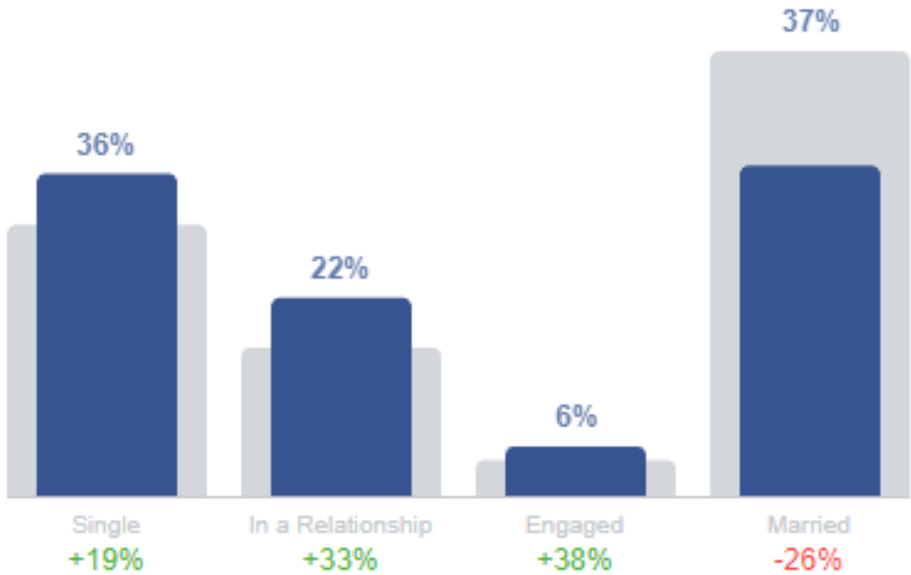
WENDY'S AUDIENCE INSIGHTS



WENDY'S AUDIENCE INSIGHTS

Relationship Status

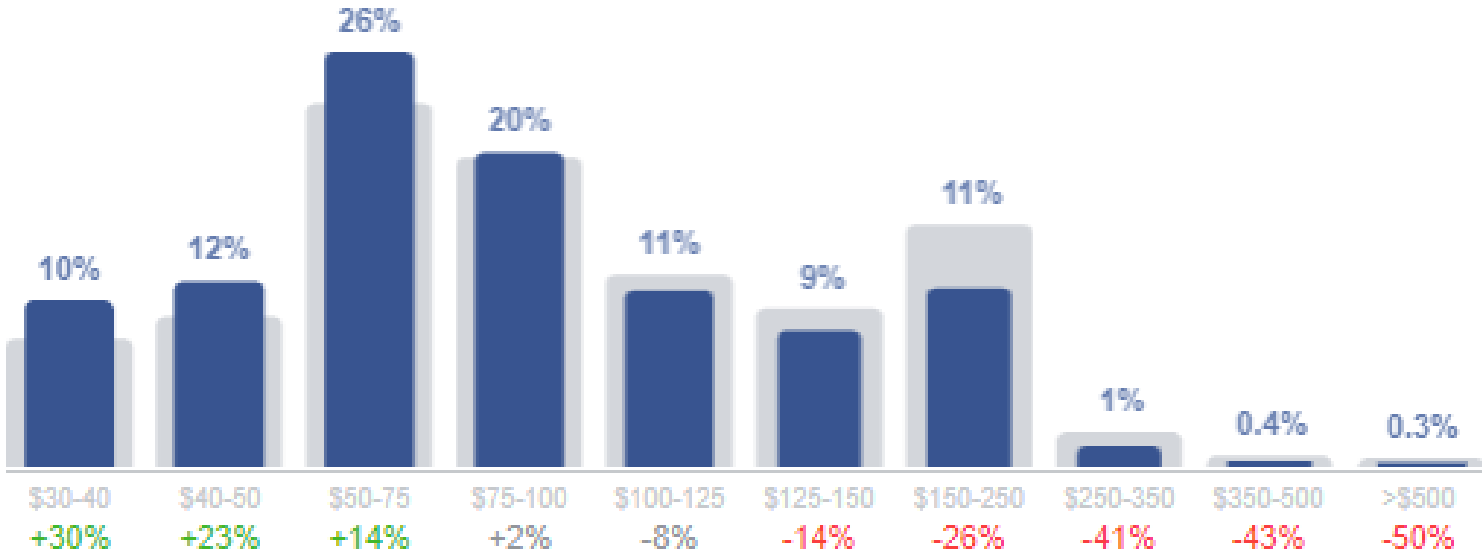
Self-reported data from people who list a relationship status on Fa...



Household Income

Estimated income for US households based on survey responses and estimates using demographic data.

In Thousands of US Dollars



Demographics	Page Likes	Location	Activity	Household	Purchase
Top Categories					
1	Pizza Place	Pizza Hut			
2	Fast Food Restaurant	Wendy's • Arby's • Sonic Drive-In • Steak 'n Shake • McDonald's • KFC • Taco Bell			
3	American Restaurant	IHOP • Dunkin' Donuts			
4	Ice Cream Shop	Baskin-Robbins • Dairy Queen • Dippin' Dots			
5	Food & Beverage Company	Snapple • Sunkist Soda • Sun Drop • Life Savers Gummies • Kool - Aid • Stride Gum			
6	Chinese Restaurant	Panda Express			
7	Health/Beauty	ChapStick • COVERGIRL			
8	Office Supplies	Sharpie			
9	Insurance Company	Flo from Progressive			
10	Household Supplies	Duck Tape			
11	Product/Service	Sprite • Pringles • Trident • Pepsi • Slurpee • Glowsticks • Xfinity • AT&T			
12	TV Network	Freeform			

19	Media/News Company	Netflix • Being Hyper!
20	Radio Station	Pandora • iHeartRadio
21	Donut Shop	Krispy Kreme Doughnuts
22	Bar & Grill	Buffalo Wild Wings
23	Company	Cheez-It • Reese's • Walgreens • Red Lobster • Adult Swim • Verizon
24	Video Game	GameStop
25	Landmark & Historical Place	Six Flags
26	Music	Reptar
27	Drink	Dr Pepper
28	Clothing (Brand)	Hot Topic • Levi's • Aeropostale • Old Navy • American Eagle
29	TV Show	The Bad Girls Club • Rob Dyrdek's Fantasy Factory • Freeform's 25 Days of Christmas
30	Local Business	Bacon
31	Book	Cookie dough

PROVIDE VALUE IN EXCHANGE FOR YOUR AUDIENCE'S ATTENTION



Full Name

Trait Trait Trait Trait

"A quotation that captures the essence of this person's personality."

Age: 1-100
Work: Job title
Family: Married, kids, etc.
Location: City, state
Character: Type

Goals

- The goals this user hopes to achieve.
- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

Frustrations

- The frustrations this user would like to avoid.
- The obstacle that prevents this user from achieving their goals.
- The problems with the solutions already available.
- The product or service that currently does not exist.

Bio

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and of professional life that make this user an ideal customer of your product.

Motivations

Incentive

Fear

Achievement

Growth

Power

Social

Brands

A collection or list of the user's favorite brands.

FAKE GROW

Personality

Introvert Extrovert

Analytical Creative

Conservative Liberal

Passive Active

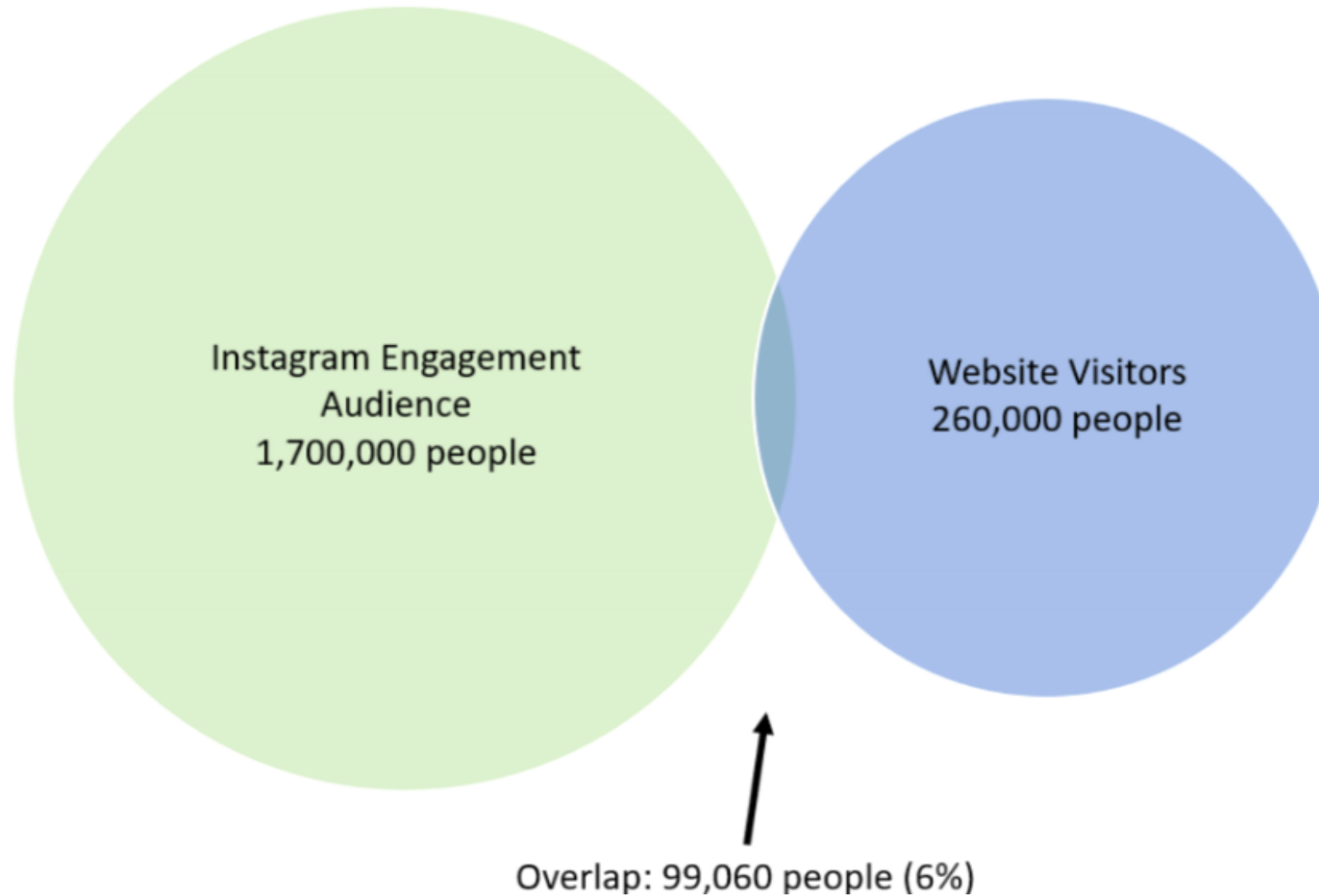
Preferred Channels

Traditional Ads

Online & Social Media

Referral

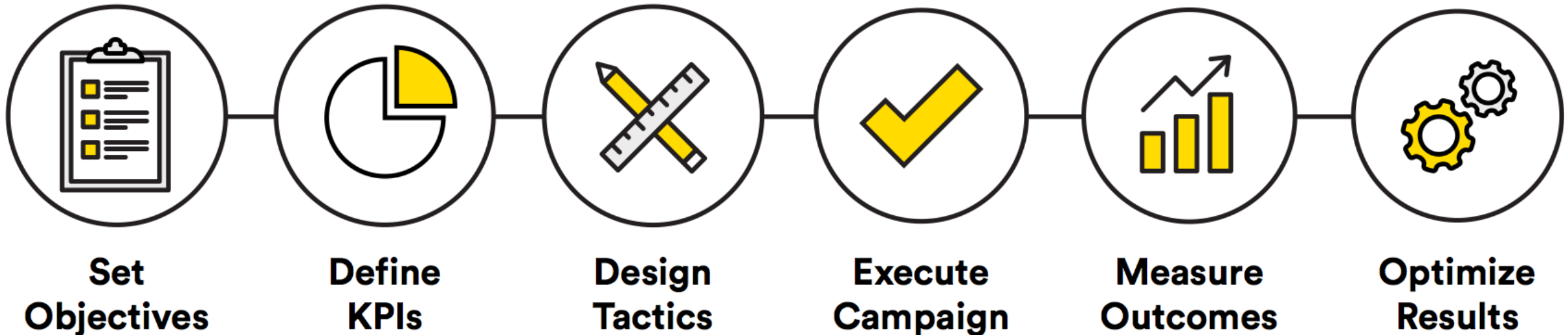
VALUE LEADS TO RIGHT ENGAGEMENT



CAMPAIGN PLANNING

THE OBJECTIVE-FIRST FRAMEWORK

A lean Marketing Plan used to define and document your campaign strategy.



DEFINE YOUR OBJECTIVE

Objective: Our goal this quarter is to obtain 10,000 opt-in Email addresses.



HIDRATE SPARK 2.0

\$54.95

COLOR



QTY

—

1

+

ADD TO CART

DESCRIPTION

FEATURES

APP COMPATIBILITY

Sometimes drinking more water is all we need to feel energized and brighten our mood. Available in an array of frosted colors, our sleek Hidrate Spark 2.0 smart water bottle will keep track of how much you drink and helps you meet your daily hydration goal. There's no better time than the present to start living healthier. Why not do it in style?

Giving a bottle as a gift? [Download this card](#) to let your loved one know their bottle will be on the way soon!

#REVIEWS

KEY PERFORMANCE INDICATORS (KPIs)

Metrics, such as Cost per Lead or Conversion Rate, that let you immediately know how you're tracking towards your goals.

You should also know what actions you can take to influence these metrics.



KPI TARGETS

Our goal this quarter is to obtain 10,000 opt-in Email addresses.

Ad Budget: \$20,000

Cost per Lead = Ad Cost/Leads

Target Cost per Lead = ?

$\$20,000/10,000 = \2

We need targets to quantify efficient performance.

If the Cost per Lead is over \$2, we'd exhaust our budget before hitting our goal.



Ad A



Ad B

KPIS HELP US DETERMINE THE ‘BEST’ APPROACH

	CPM	Budget	Impressions	Click Through Rate	Clicks	Cost Per Click	Conversion Rate	Leads	Cost Per Lead
Ad A	\$ 7.00	10,000	1,428,571	3.3%	47,143	\$ 0.21	13.0%	6,129	\$ 1.63
Ad B	\$ 7.00	10,000	1,428,571	1.1%	15,714	\$ 0.64	13.0%	2,043	\$ 4.90

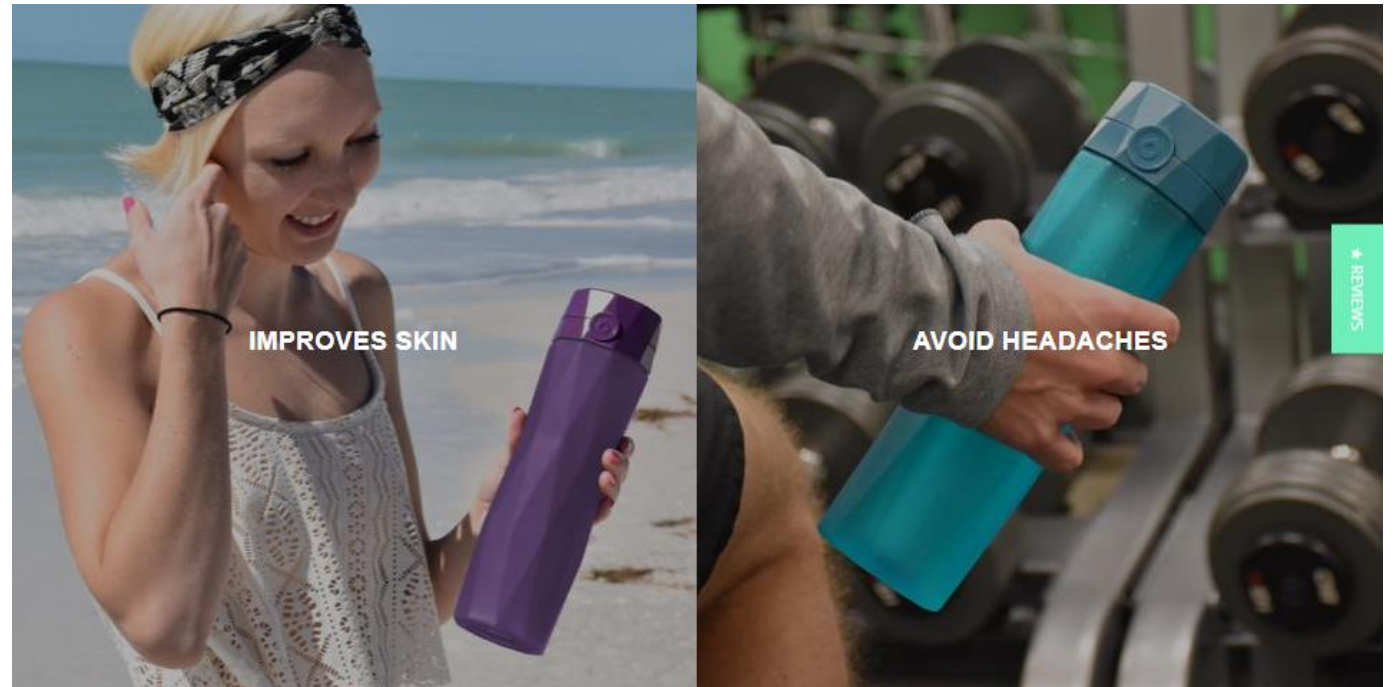
Notice, a lower Click Through Rate increased our Cost Per Lead.

This is because we were getting less Clicks from the same budget.

DESIGN TACTICS

The way you will present your business value in a way that triggers a potential customers need or desire.

- Targeting
- Call to Action
- Creative
- Channel



DO YOU NEED TO CREATE AWARENESS ABOUT YOUR PRODUCT?



Social Media is a great way to create awareness among an audience who may be interested in your product, even if they aren't actively looking for it.

ARE PEOPLE LOOKING FOR YOUR PRODUCT?






really expensive water bottle that glows when you should drink

All Shopping Images Videos News More Settings Tools

About 9,810,000 results (0.71 seconds)

Shop for really expensive water b... on Google

Sponsored ⓘ

 <p>Hidrate Spark 2.0 - The Smart... \$54.95 Hidrate Spark</p>	 <p>VitaJuwel Gemwater... \$78.00 Amazon.com Free shipping</p>	 <p>Elkay EZH2O LZS8WSLP Next... \$1,145.00 Global Industrial</p>	 <p>bkr Limited Edition 500... \$185.00 Sephora ★★★★★ (6)</p>	 <p>S'Well Brilliance 25-oz. Reusable... \$1,500.00 Horchow</p>
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Paid Search Marketing is the process of bidding on search queries related to your product or service.

Why you should hire a pro.

ARE PEOPLE LOOKING FOR YOUR PRODUCT?

[Amazon.com : Hidrate Spark 2.0 Smart Water Bottle \(Black\) - Tracks ...](https://www.amazon.com/Hidrate-Spark-Smart-Water-Bottle/dp/B076CS1GP5)

<https://www.amazon.com/Hidrate-Spark-Smart-Water-Bottle/dp/B076CS1GP5> ▼

★★★★★ Rating: 3.7 - 295 reviews

Hidrate Spark 2.0 Smart **Water Bottle**. Sometimes drinking more **water** is all we need to feel energized and brighten our mood. The Hidrate Spark 2.0 smart **water bottle** will keep **track** of your **water** habit and help you meet your daily hydration goal. There's no better time than the present to start living healthier. Why not do it ...

[Hidrate Spark](https://hidratespark.com/)

<https://hidratespark.com/> ▼

Sometimes drinking more **water** is all we need to feel energized and brighten our mood. Available in an array of frosted colors, our sleek Hidrate Spark 2.0 smart **water bottle** will keep **track** of how much you drink and helps you meet your daily hydration goal. There's no better time than the present to start living healthier.

[Shop](#) · [About](#) · [Contact](#) · [Reviews](#)

[10 Smart Products That Help You Drink More Water - NBC News](https://www.nbcnews.com/.../10-smart-products-will-make-upping-your-water-intake-...)

<https://www.nbcnews.com/.../10-smart-products-will-make-upping-your-water-intake-...> ▼

Jun 3, 2017 - The **bottle** also has an app for Amazon's Alexa, so you can easily add that extra glass to your tally without even lifting a finger. (The app also works without the **bottle** if you want to give **tracking** your intake a try before making the investment). Savvy Infusion(R) Flip-Top Sport Infuser **Water Bottle** One Savvy ...

[Hydration Tracking Water Bottle | Sports Bottle, Drinking Water ...](https://www.uncommongoods.com/kitchen-bar/outdoor-dining/water-bottles)

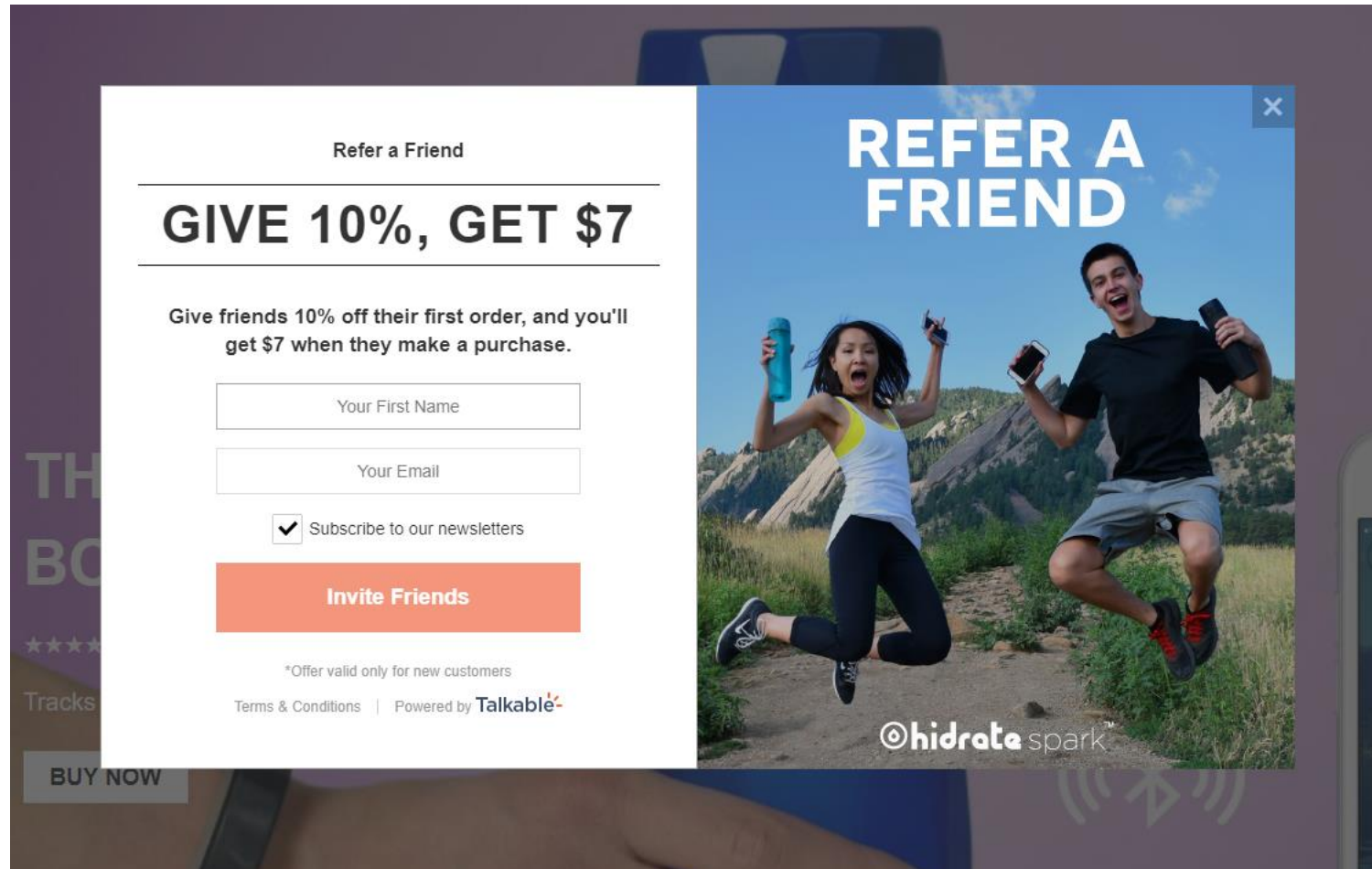
[https://www.uncommongoods.com/kitchen & bar > outdoor dining > water bottles](https://www.uncommongoods.com/kitchen-bar/outdoor-dining/water-bottles) ▼

★★★★★ Rating: 4.8 - 6 reviews - \$10.00 - In stock

Reach your daily hydration goals by **tracking** what you drink with this snappy **water bottle**.

Search Engine Optimization (SEO)
is the process of acquiring free
organic search listings.

LOOKING TO GROW ORGANICALLY?



Refer a Friend

GIVE 10%, GET \$7

Give friends 10% off their first order, and you'll get \$7 when they make a purchase.

☒ Subscribe to our newsletters

Invite Friends

*Offer valid only for new customers

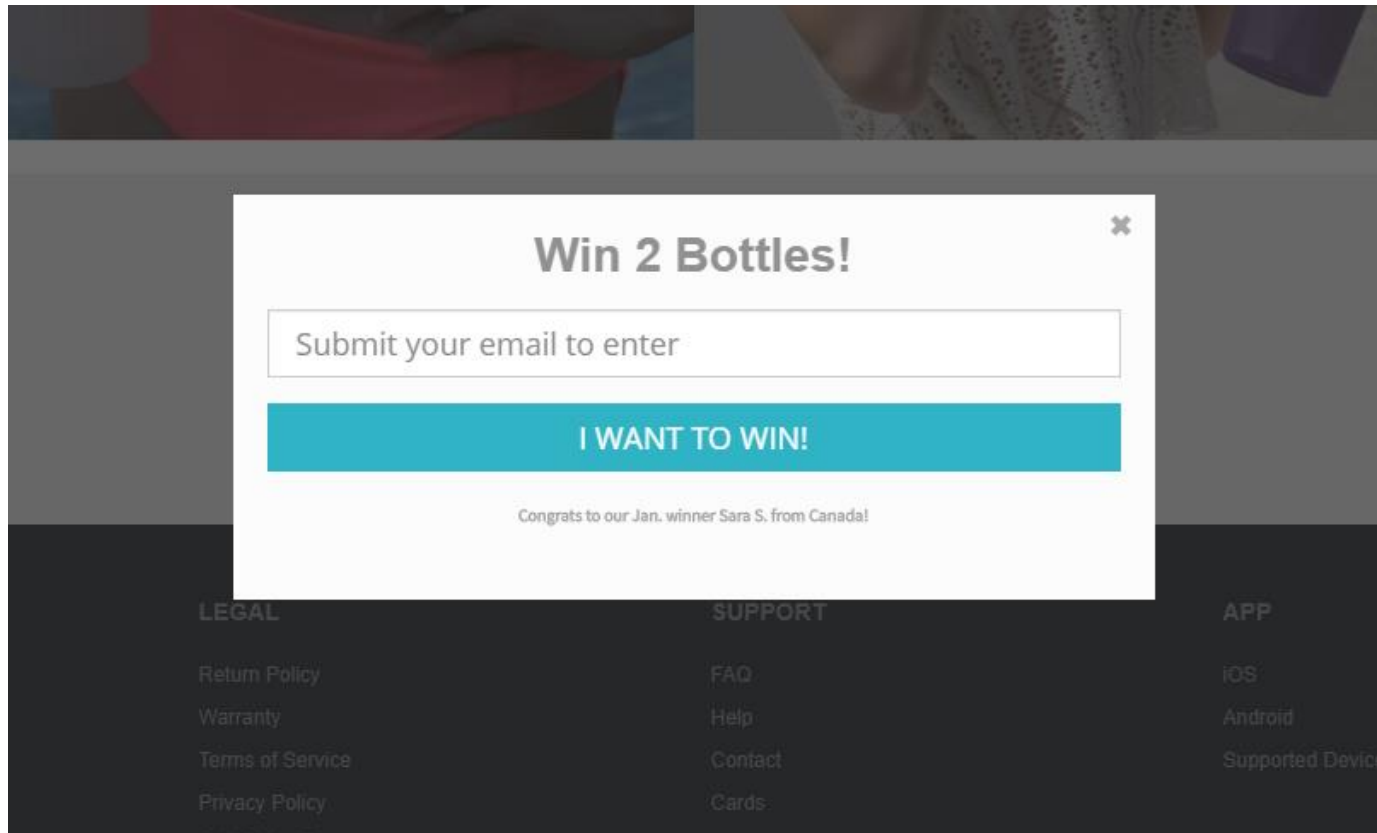
Terms & Conditions | Powered by **Talkable**

REFER A FRIEND

hidrate spark

Referral campaigns are a great way to have your audience spread the word on your behalf.

NEED TO GROW QUICKLY AND EFFICIENTLY?



Contests and giveaways can help you quickly grow your email list.

This is also a great way to get testimonials.

DESIGN TACTICS



Hidrate Spark

January 19 · 🌐

43% of Americans drink less than 4 glasses of water a day. We can help you beat the statistic! 💧



 Like

 Comment

 Share



Age ⓘ

23 ▼ - 50 ▼

Gender ⓘ

AllMenWomen

Languages ⓘ

Enter a language...

Detailed Targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

Fitbit

Internet of Things

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Audience

DESIGN TACTICS

ADVANCED OPTIONS

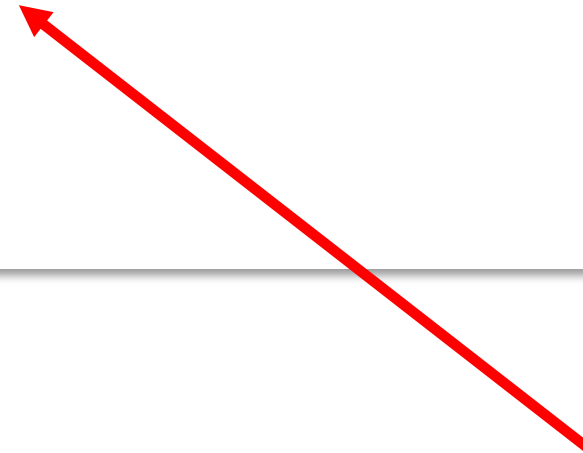
Specific Mobile Devices &
Operating Systems

All Mobile Devices ▼

☒ Only when connected to Wi-Fi

[Exclude Categories](#) ⓘ

[Ad Set Block Lists](#) ⓘ



EXECUTE CAMPAIGN

Platforms

- Facebook, Twitter, Google AdWords

Duration

- How long are campaigns and/or ads running?
- Retargeting?

Management

- Agency, Internal
- Third party tools

MEASURE OUTCOMES

It is vital that you track your campaigns and analyze the data to find where opportunities are.



MEASURE OUTCOMES

Examples:

- 12,500 Leads acquired
- Cost per Lead: \$1.60
- Conversion Rate: 8%
- Click Through Rate: 2.2%
- Cost Per Click: \$.50

OPTIMIZE RESULTS

Once you have analyzed your data, refine or stop your campaigns based on your KPIs.

Segment your data to determine what yields the best results.

For example:

- Ad Copy
- Age/Gender
- Videos/Images

THERE IS NO “BEST WAY” TO DO IT

KPIs let you know how efficiently you’re achieving your goals, so you can compare one approach to another.

Channel	Budget	Leads	Cost Per Lead
Facebook	\$ 4,000	2,500	\$ 1.60
Instagram	\$ 4,000	3,988	\$ 1.00
Twitter	\$ 4,000	1,197	\$ 3.34
Snapchat	\$ 4,000	943	\$ 4.24
Google AdWords	\$ 4,000	770	\$ 5.19
Total/Average	\$ 20,000	9,397	\$ 2.13

SOMETHING IS ALWAYS CHANGING

SEO trends and Google changes to expect in 2018

Columnist Pratik Dholakiya explores current search trends and speculates on where the industry might be headed in 2018.

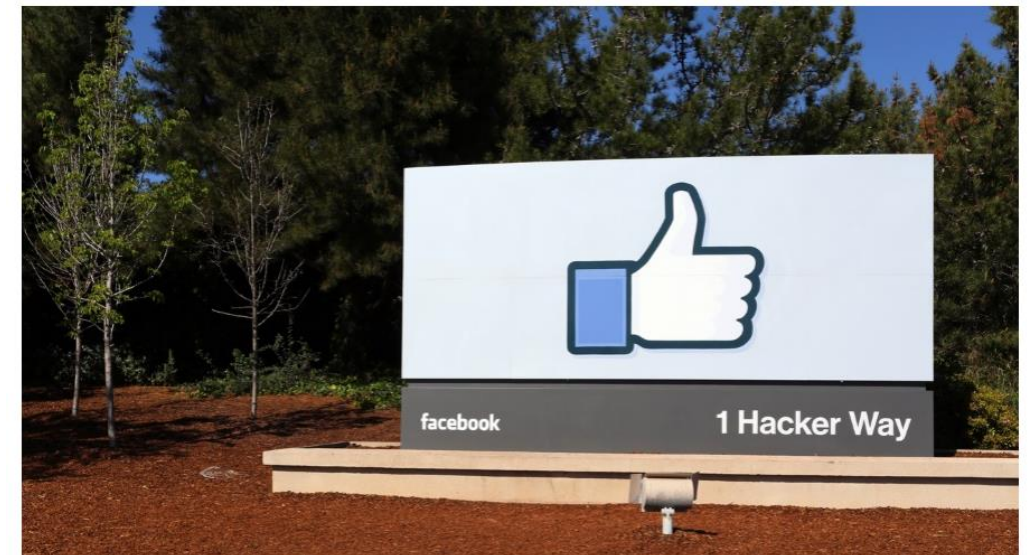
Pratik Dholakiya on January 11, 2018 at 12:04 pm



The Ad Community's Reaction to Facebook's News Feed Algorithm Change

Experts examine how the platform's announcement affects the industry

By David Cohen | January 16, 2018



**WHAT MANY
MARKETERS ARE
MISSING . . .**

A desk setup featuring a laptop with 'CONTENT MARKETING' on the screen, a corkboard with sticky notes, a red mug, and a pen holder.

CONTENT MARKETING

CONTENT MARKETING

The technique of creating and distributing valuable and relevant content to attract and engage a clearly defined audience.

The key words here are “valuable” and “relevant”.



CONTENT MARKETING

Examples:

Fitness Apparel Brand: *'Tips for exercising in hot weather'*

Airline: *'Best way to pack for a trip'*

Marketing Tech Company: *'How to Interview a Direct Response Marketer'*

Fast Food Restaurant: *'Bunch of mean Tweets'*



10 REASONS WHY WATER IS THE
ULTIMATE HEALTH DRINK

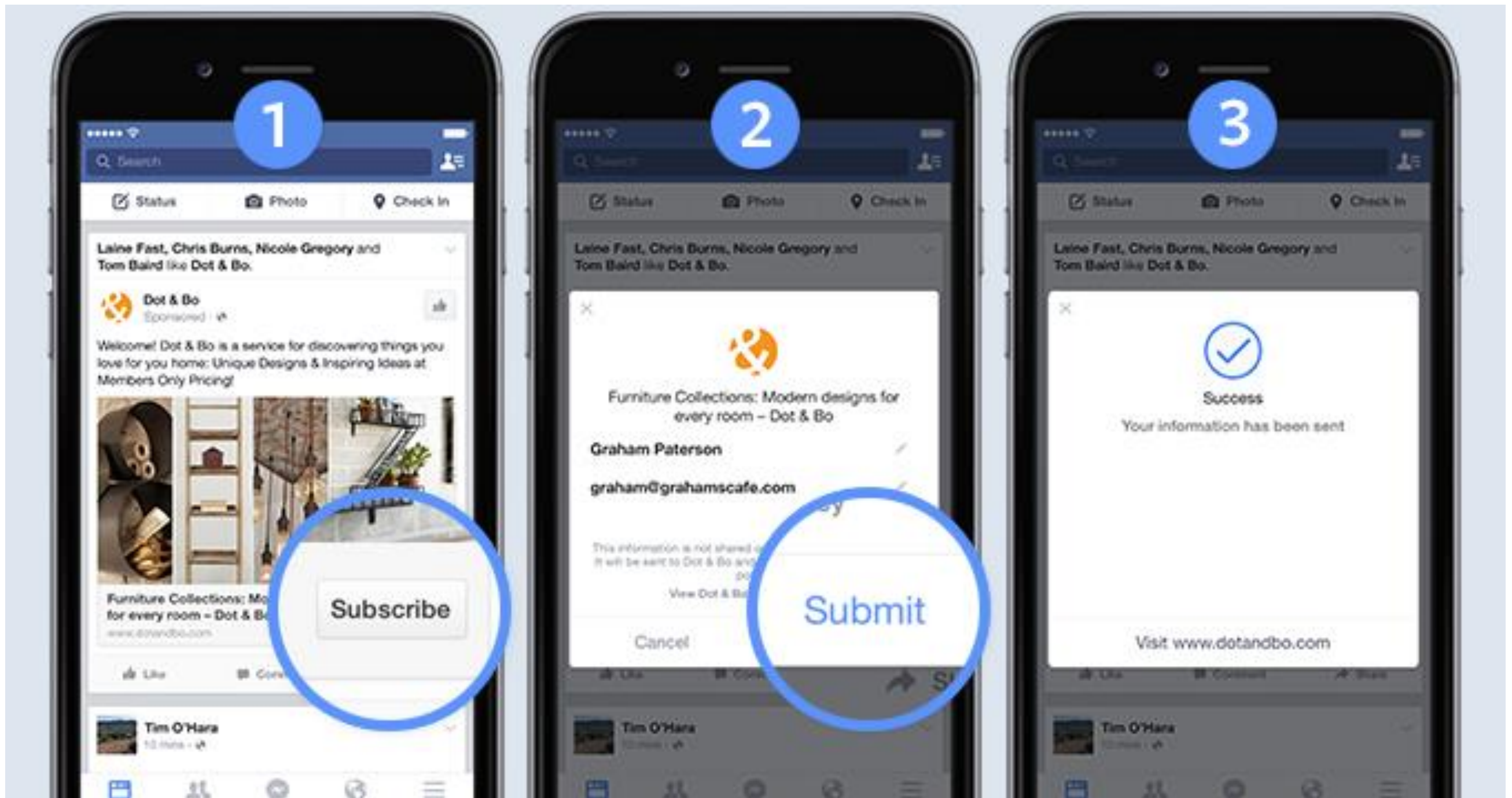
★ REVIEWS

 Help

GET \$7

VIDEO IS ESSENTIAL





Facebook Lead Ads

CONCLUSION

KEY TAKEAWAYS

- Start with a goal, and then develop your strategy around it
- Identify your target audience, and what they care about
- Determine what channels they want to be reached on
- Exchange value for your audience's time
- Measure, Test and Optimize

WHAT'S NEXT?

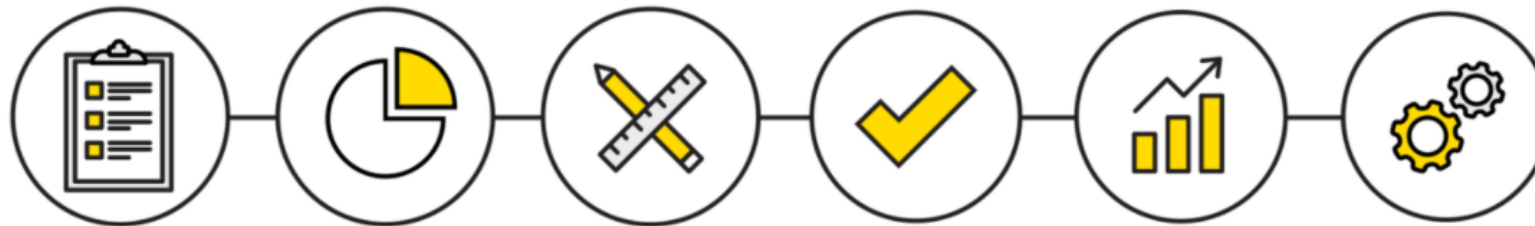
Digital Marketing Campaign Optimization

At a high level, Campaign optimization is relatively simple.

1. If it works, keep it, and spend more money there.
2. If it doesn't work, stop, and learn from your mistakes.
3. Try something new, see if it works better than what you're currently doing.
4. If it works, keep it up, and spend more money there.

It's a four-step process with three unique steps. However, it often sounds much more complicated than it needs to be. Some people even try to make it sound more complicated than it needs to be by design. My goal is to better prepare you for those conversations. Let's walk through this using some very light math. I know not everyone is great at math, but we're not going past the same shopping skills that let you realize 40% off is a better deal than 20% off. Or, the same rationale that tells you it's only a deal if you were planning on buying it in the first place.

Before we start optimizing, we need to plan our campaign. When I teach at General Assembly, we focus on the Objective First Framework.





FAQ: Google Chrome ad blocking is here. Everything you need to know



Google announces AMP for Email – delivering Accelerated Mobile Pages experiences to your inbox



Snapchat opens its advertising API to everyone

Marketer's Guide
Social Media Management Tools

Free 55-page social media management tools research report! What to look for, top vendors, analysis, and more

DIGITAL MARKETING

DOWNLOAD NOW



Everything a CMO needs to know about video marketing in 2018



A final call? Unilever threatens to pull ads from platforms swamped with 'toxic' content

WHAT'S NEXT?

Consider taking classes at General Assembly:

- One Day Digital Marketing Bootcamp
- Facebook & Instagram Marketing Bootcamp
- Digital Marketing Part-Time Course (Remote & On Campus)
 - Accelerated 1-Week or 10-Week

Contact me for custom training & consulting: terry@brooklyndm.com

Q&A

terry@brooklyndm.com



THANKS!

terry@brooklyndm.com

Resources: bit.ly/icdigitalmarketing