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Digital Strategist

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@thecoolestcool



START WITH GOALS

Awareness

Engagement

Customer Service



85% of Internet Users
are on Facebook

49% of Internet Users
are on Twitter



facebook

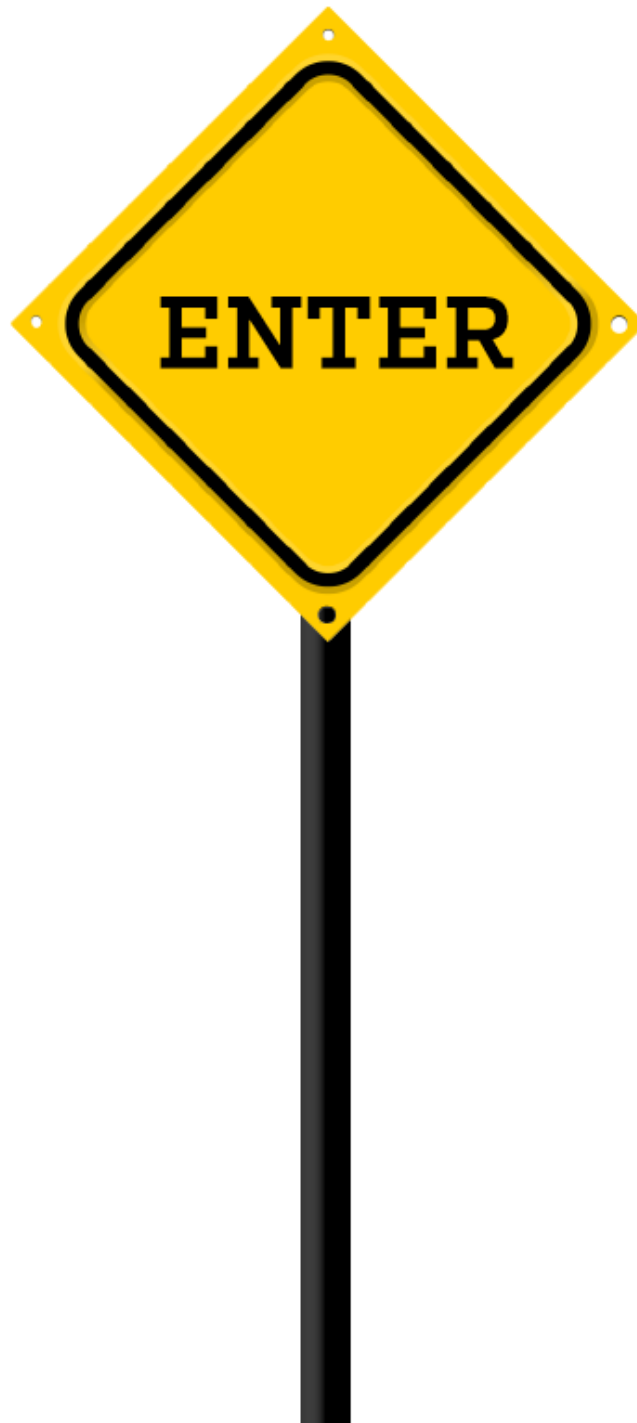
1/3

women access
Facebook first thing in
the morning before
doing anything else



42%

of people
mention
brands on
Facebook



53%

of people
recommend
brands on
Twitter

3.5+ BILLION

pieces of content (links, news stories, blog posts, etc.) shared each week on Facebook.



THE DILEMMA:

**BUSINESSES HAVE TO BREAK
THROUGH THE NOISE WITH:**

**UNIQUE BRAND
STORYTELLING**



**CONTENT
EXCELLENCE**



WHAT IS BRAND STORYTELLING?

UNIQUE BRAND STORYTELLING



THE DILEMMA:

**BUSINESSES HAVE TO BREAK
THROUGH THE NOISE WITH:**

**CONTENT
EXCELLENCE**



WHAT IS CONTENT EXCELLENCE?

CONTENT
EXCELLENCE



The Delivery & Development of
Consistent, Sustainable and
Compelling Content



Start with a Blog



MARKETING FACT.....➔

Companies
that blog get

55%

more web traffic
than those
that don't.

They also get

70%

**more
leads**

BLOGGING 101

TODAYS POST

MONDAYS POST

- Create Content
- Conversation
- Community
- Expertise

Educate, Engage, Entertain

Topics

[Tea 365](#)
[Tea Porn](#)
[Tea Videos](#)
[What's New](#)

Learn About Tea

[For Tea Newbies](#)
[How To](#)
[Origins](#)
[Tastings & Pairings](#)
[Varieties](#)

Videos

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The Daily Tea Infusion

When we're not finding and service delicious artisan tea at the Samovar Tea Lounges in San Francisco, we're spreading our passion for tea and simple living.

"Tea Porn" will take you deep into the world of sexy tea. Let your senses take you away from the computer and into the leaves.

"Tea-365" is a place to get some daily inspiration with a quote we think is cool, and a tea we recommend for that day.

We've begun compiling our deep knowledge of tea in the "Learn" about tea is pretty obvious. For tea lovers and tea neophytes, this is the place to start learning about what it means to bring the tea ritual into daily practice. From how to brew, to what to pair with tea, you can learn it all here.

Tea for Humankindness - 9/11 Commemoration



**What should
you blog
about?**



Customers Interest

howaboutwe...

MODERN DATING

ADVICE

THE FIRST DATE

SEX

DATE IDEAS

VIDEO



THE DATE REPORT



9 Reasons Why Dating Is Better as a Single Mom

Through my circle of friends and women I meet through my blog, I often hear cries of horror about the thought of dating after divorce. These women are missing out. Big time.



6/7



LATEST POSTS



MOST POPULAR



Oscar Speech Shoutouts to Spouses, Ranked By Sweetness




Anyone Criticizing Ben Affleck's Acceptance Speech Doesn't Understand Marriage



Women Are Apparently Most Seductive at the Age Of...

Industry Relevant

[Software](#) [Pricing](#) [Case Studies](#) [Partners](#) [About Us](#) [Blog](#)

All inbound marketing, all the time.

HubSpot makes [marketing software](#) people love.

The 10 Commandments of DIY Marketing Design

by [Keith Frankel](#)

🕒 March 27, 2013 at 9:00 AM

62

65

321

34


Share

Like


Tweet

+1

When we first posted a photo of our [do-it-yourself design ebook](#) cover on Facebook, one of our fans challenged us a bit on whether we really designed the cover ourselves by commenting, "I bet 1 million \$ they hired



Search the Blog



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Content Drives Leads

FREE EMAIL UPDATES

Get the latest content first.

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MORE FREE CONTENT

Infographics

Marketing Guides



WEBINAR SIGN UP

Sign Up For The Next Webinar:

Fresh Content

LEARN ABOUT ONLINE MARKETING AND MORE...



The Definitive Guide to Online Reputation Management

There are a lot of misconceptions about online reputation management. Some people think it's just social media monitoring, while others believe it has something to do with public relations, and still others literally have no idea how it can impact business...

Continue reading

1 comment

 Like 14

 Tweet 94


How to Build a Thriving Culture – An Interview with Dharmesh Shah, Co-founder of HubSpot

I have an immense amount of respect for the team at HubSpot. The work we do here at KISSmetrics is awesome, but if there's one company that I look up to and try to model, it's definitely this one. In just a few...

Continue reading

4 comments

 Like 495

 Tweet 148



Build, Publish & A/B Test Landing Pages Without IT

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101 Landing Page Optimization Tips

By [Oli Gardner](#) | [118 comments](#)

An Opinionated Guide to Conversion

[Tweet](#) 668

Do you have abandonment issues because your landing page bounce rate is through the roof? Wasting precious time and money on ineffective PPC campaigns? Tired of your boss complaining about how the industry average conversion rate is double what "you" achieved last month? Don't know how to fix the problem?

Never fear. With our authoritative, definitive, essential and ultimate collection of 101 Landing Page Optimization tips, we'll have you testing, reporting, increasing ROI, and unbouncing your online marketing campaigns in no time.

Want Higher Conversions?

Create and A/B test high converting landing pages

[Start Your Free 30-Day Trial](#)

Subscribe to our Conversion Blog for Optimization Tips

[SUBSCRIBE TO THE BLOG](#)

Remarkable Content

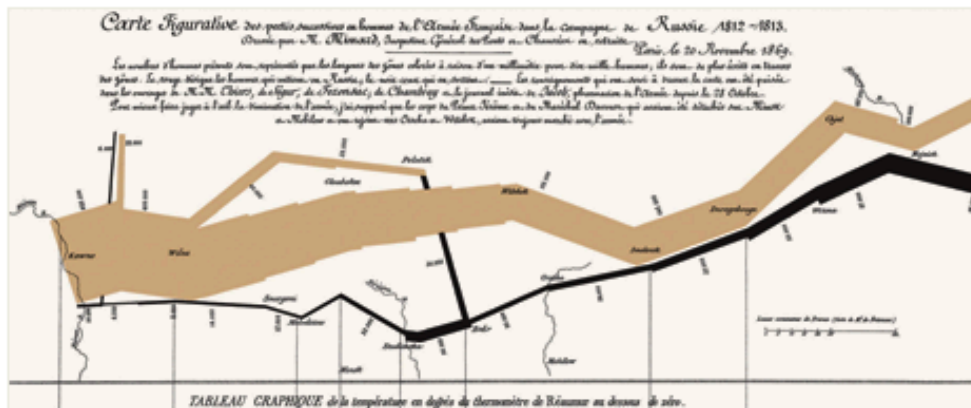


Dating Research from OkCupid

10 Charts About Sex

April 19th, 2011 by Christian Rudder

This was one of the first infographics ever made:



Favorites

All posts

How Your Race Affects The Messages You Get

1557 comment(s)

The REAL 'Stuff White People Like'

923 comment(s)

The Big Lies People Tell In Online Dating

842 comment(s)

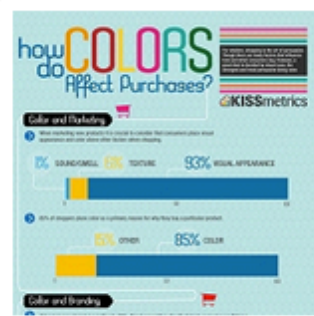
The Case For An Older Woman

721 comment(s)

Gay Sex vs. Straight Sex

702 comment(s)

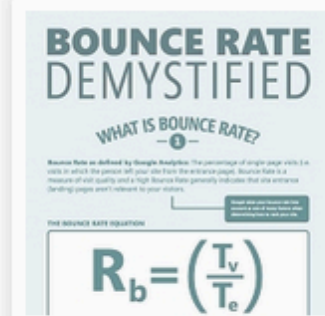
Infographics Rock!



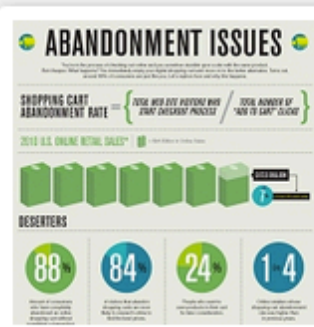
[How do colors affect purchases?](#)



[Which U.S. brands are spending the most on advertising?](#)



[Bounce Rate Demystified](#)



[Do Your Users Have Shopping Cart Abandonment Issues?](#)



[Who Likes What: Social Media By Demographic](#)



[How Online Marketing Drives Offline Success](#)

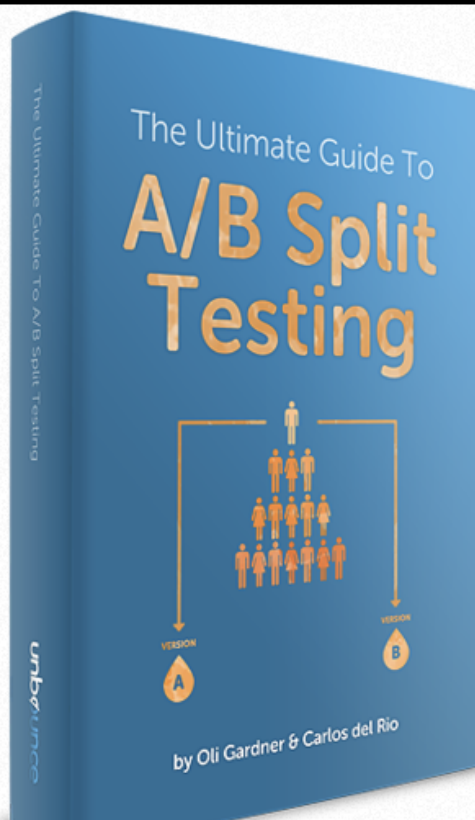


CREATE
CONTENT,
CONTENT,
CONTENT!

What's in the ebook?

This guide will teach you everything you need to know about A/B testing, including the all important "What to Test".

- 1. Introduction to A/B Testing**
Find out why you should be testing.
- 2. Getting Started with A/B Testing**
5 things all pages should have & a case study.
- 3. What to Test**
Learn what and how to test page elements.
- 4. Workflow**
Learn now to manage your testing workflow.
- 5. Dealing with Data**
When to stop, and how to use your data.
- 6. The unGlossary**
Terminology and tips for running better tests.



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You will be able to customize the tweet when you share.



Georg Singer @Georg_Singer

5h

I just downloaded The Ultimate Guide to A/B Testing [#abtesting](#) - bit.ly/ultimate-ab

Expand



Gorazd Zakrajšek @octusIM

11h

Got your search engine rankings up? Here are 4 tips to convert SEO traffic bit.ly/U3Pjcl [#abtesting](#)

Expand

Email this content!

Send to a friend or colleague

Follow @KISSmetrics

When is it?

Presenter: [Lars Lofgren](#).

Format: A highly valuable journey into the world of funnel analysis with Q&A at the end.

Day: Thursday, June 28th 2012

Time: 10 AM PDT – GMT-08:00 Pacific Time (US and Canada);Tijuana

How do I sign up?

To register, click here on the button below:

CLICK HERE TO SIGN UP FOR OUR FREE WEBINAR

Feel free to share this link:

<https://attendee.gotowebinar.com/register/6905334687295330304>

12

Like

108

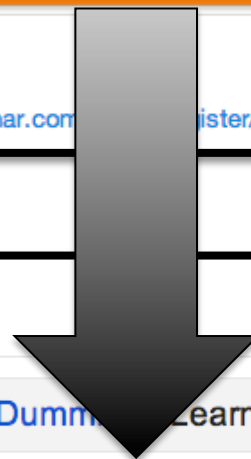
Tweet

2

+1

12

Buffer



More ▾

1–8 of 8



Analytics For Dummies© - www.IBM.com/Analytics_For_Dummies Learn How Customers Behave [Why this ad?](#)



Lars at KISSmetrics

Inbox

Spots are filling fast for our KISSmetrics

Mar 26

REVENUE RANGERS



FACEBOOK



TWITTER



How Can You Make Money
From Facebook?



Step #1:
Build a
Following

Use Ad Manager



This is the NEW word of mouth -
it is twice as effective

160%

lift in brand recall

200%

lift in message awareness

400%

lift in purchase intent

Ford Canada



The Ford F-150 is built Ford Tough. Like our page today.

Like · Thomas J Luscombe likes Ford Canada.

**SOCIAL
INFLUENCE**



WHY WOULD YOU LIKE A BRAND ON FACEBOOK?





How Can You Make Money From Facebook?

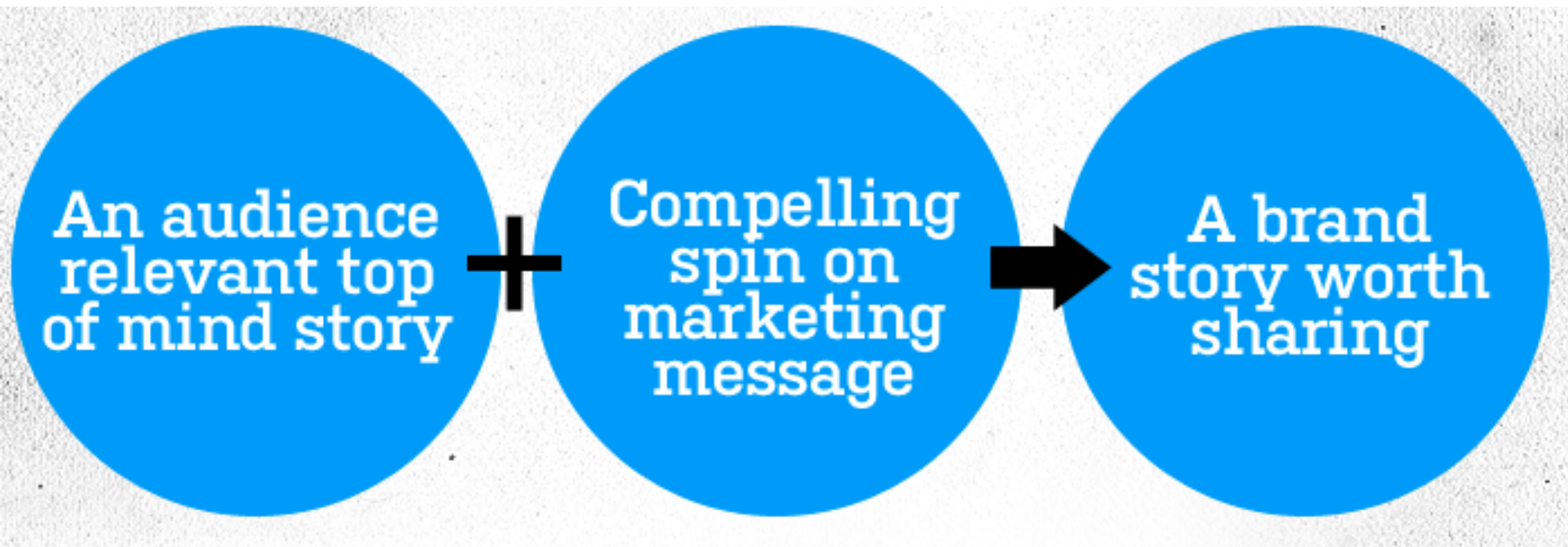
Step #2: Activate Them



THE POWER OF VISUAL STORYTELLING



REACTIVE STORYTELLING:



REACTIVE STORYTELLING:

Pop culture references



REACTIVE STORYTELLING:

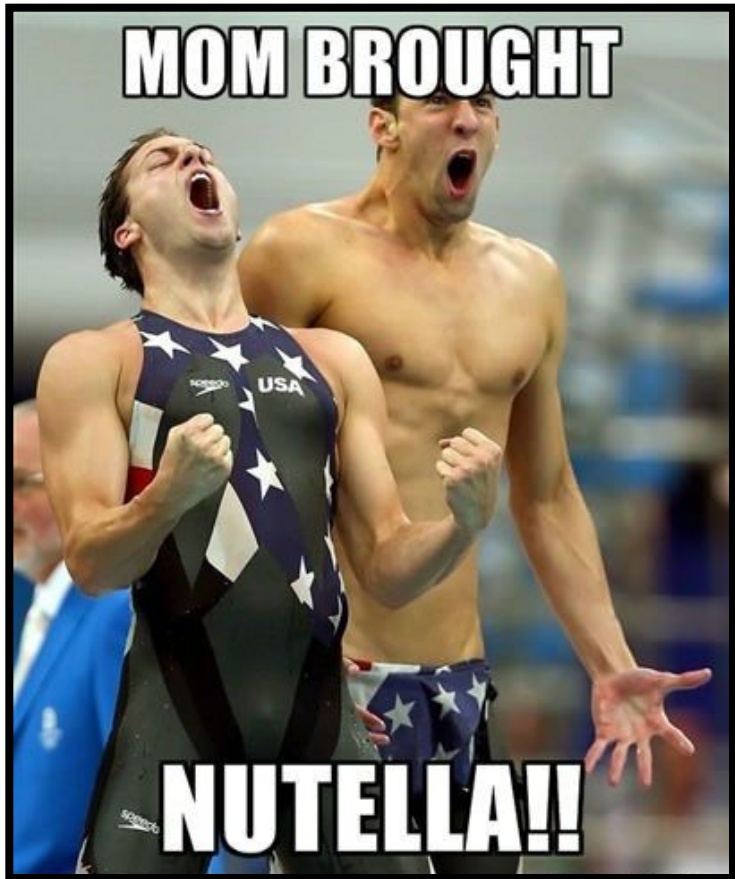
Meme related content

f Search for people, places and things

Hey, I just cooked you
and you were tasty
and nicely seasoned
so steam me, maybe?



MOM BROUGHT



NUTELLA!!

SPEAK TO THEM DIRECTLY

Status Photo / Video Offer, Event +

Write something...

Add Targeting ▾ Targeted to: 620

- Gender
- Relationship Status
- Educational status
- Interested In
- Age
- Location
- Language

Promote ▾ Public ▾ Post

★ ✎

it..





How Can You Make Money
From Facebook?



WAIT!

Did You Know...

**YOU'RE ONLY
REACHING 20%
OF YOUR FANS!**





EdgeRank

$$\Sigma = U_e \times W_e \times D_e$$



Rank

=



Affinity

The score between
the viewing user and
the edge creator.

x



Weight

The weight for
this edge type.
(Comment, Like, etc)

x



Decay

The decay factor based
on how long ago
the edge was created.

This is Twitter





How Can You Make Money From Twitter?

**Start By
Listening**





How Can You Make Money
From Twitter?

**Then By
Engaging**

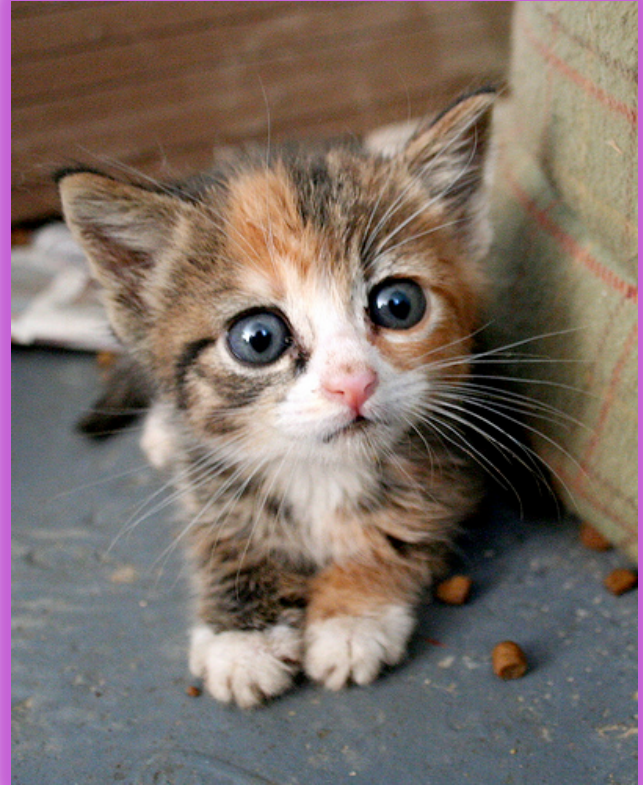




BE RELEVANT!

58%

of followers
unfollow because of
irrelevant content



Think Different



@LobstertruckDC

Red Hook Lobster DC

This just in! Sold out of Maine rolls at Franklin sq! Again we are sold out of Maine rolls at Franklin sq!

21 Nov via [TweetDeck](#) ☆ [Favorite](#) ⇄ [Retweet](#) ↻ [Reply](#)

FOCUS ON YOUR STORY!



MailChimp @MailChimp

15 Feb

Freddie the chimp was even busier than Cupid this Valentine's day, helping set a new one-day delivery record of 206 million emails!

Expand



Doc Parsons @drbparsons

21 Mar

The @mailchimp guys do a lot right. Their new UX newsletter is great, check out the first one: eepurl.com/w5Aon

Retweeted by MailChimp

[Collapse](#) [Reply](#) [Retweet](#) [Favorite](#) [Buffer](#) [More](#)

7

RETWEETS

20

FAVORITES



5:54 PM - 21 Mar 13 - Details



RMBrenna @RMBrenna

25 Mar

I do think @nordstrom and @fab have the BEST customer service and products. Love you guys! \$JWN

Expand



Fab @Fab

25 Mar

@RMBrenna Thanks so much! Our pleasure to help out our amazing members! :)

[Hide conversation](#) [Reply](#) [Retweet](#) [Favorite](#) [Buffer](#) [More](#)

11:06 PM - 25 Mar 13 - Details



EMBRACE VISUALS!



Fab @Fab

5h

Inspired by British gangster flicks, it's the Knuckle Duster MUG!
bit.ly/10PGA1D pic.twitter.com/Sbw9PtuzMk

Hide photo Reply Retweet Favorite Buffer More



LeadSift @leadsift

25 Mar

Corporate cookies have arrived! Nomnomnomnom..

pic.twitter.com/1ljBq5zDzW

Hide photo Reply Retweet Favorite Buffer More

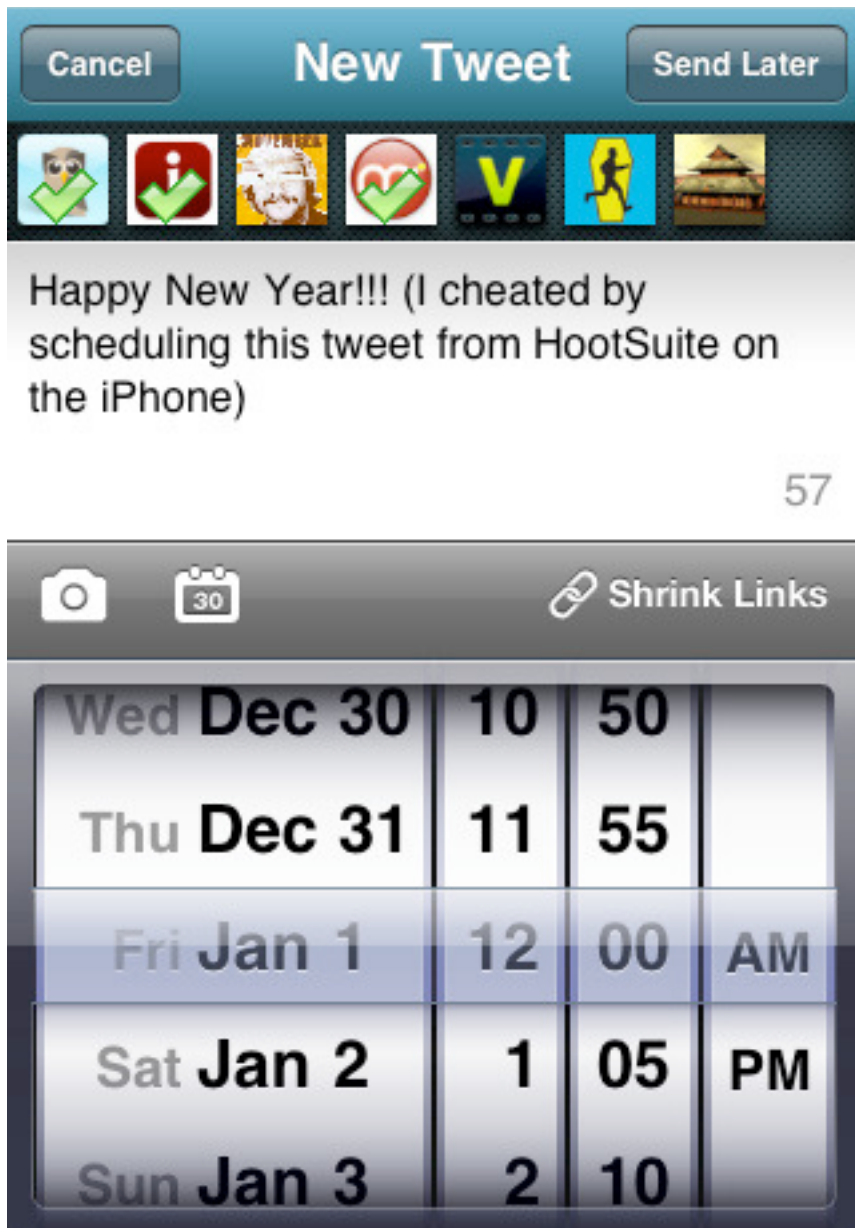


Hootsuite.com

The screenshot displays the Hootsuite web application interface. At the top, there is a "Compose message..." input field with a "Send Now" button and social media sharing icons. Below this is a tabbed interface with tabs for "Featured", "stupidsucks", "webappstorm", and "Jarel R.". The main content area is divided into three columns:

- Home Feed (stupidsucks):** Contains tweets from users like shadesofgraydes, creattica, hiddenpearls, DesignerDepot, and wpstudios.
- Mentions (stupidsucks):** Contains tweets mentioning @stupidsucks, such as from chrishuck, roguecnidarian, wil_m, michaeladamek, and armstrongaj.
- @stupidsucks/appstorm List:** A list of tweets related to AppStorm, including posts from iphoneappstorm, macappstorm, and webappstorm.

At the bottom left, the user "Jarel" is logged out.



Go Mobile!

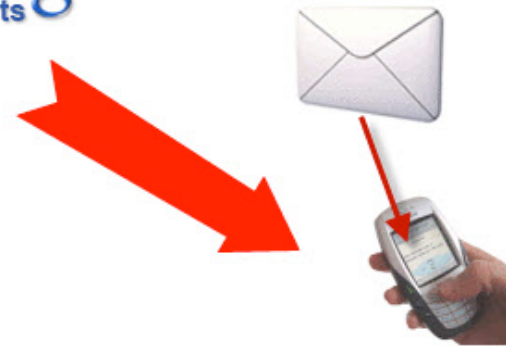
HOW

DO YOU DO IT?



Google
Alerts

- Recycle, Reduce, Reuse
- Schedule Content
- Start Small, Plan First



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