



Digital Marketing Technology in Marketing for 2016

Poughkeepsie Chapter of the Association For Computing Machinery
Abe Uchitelle – President, DragonSearch



Why Digital?







Mtn Dew Kickstart: Puppymonkeybaby | Super Bowl Spot



Mountain Dew

Subscribe 86,425

21,265,421

+ Add to Share More

42,605 10,676

Published on Feb 3, 2016

When three friends decide to stay home for the night, a surprise visitor arrives with MTN DEW Kickstart on a mission to change their minds.

#puppymonkeybaby

#PUPPYMONKEYBABY



0:30 / 0:32



Mtn Dew Kickstart: Puppymonkeybaby | Super Bowl Spot



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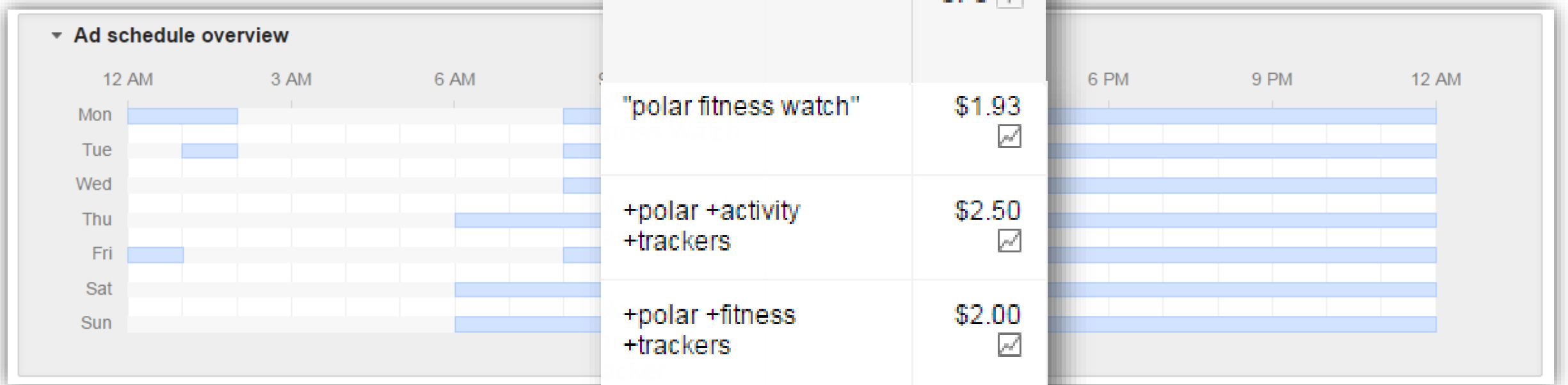
When three friends decide to stay home for the night, a surprise visitor arrives with MTN DEW Kickstart on a mission to change their minds.

#puppymonkeybaby

Traditional vs Digital Marketing

	Traditional	Digital
Cost-Effective		✓
Flexible		✓
Reach		✓
Targeting		✓
Interactive		✓
Measurable		✓

Flexible



Reach and Targeting

Locations ⓘ People who live in this location ▼

United States

📍 Philadelphia, Pennsylvania + 35mi ▼

📍 Include ▼ | Add a country, state/province, city, DMA, ZIP c

Age ⓘ 30 ▼ - 44 ▼

Gender ⓘ All Men Women

Languages ⓘ

Detailed Targeting ⓘ **INCLUDE** people who match at least **ONE** of the following ⓘ

Demographics > Parents > All Parents


Expectant parents

Parents (All)

Add demographics, interests or b... | [Suggestions](#) | [Browse](#)

WEBSITE CLICKS


AUDIENCE DEFINITION



Your audience is defined.

Potential Reach: 270,000 people

ESTIMATED DAILY REACH


 **2,200 - 5,900 people on Facebook**

0 of 230,000 ⓘ

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Interactive


SportsCenter Retweeted

 **Chris Hassel** @hasselESPN · 2h
SC Show Poll:
Best home-court advantage in CBB


- Kansas
- Duke
- Kentucky
- Arizona

Vote 15,683 votes · 5 minutes left

↩ 263 ❤️ 179 ⋮

 **TrackMaven**
Sponsored · 🌐

TrackMaven helps you optimize content and track progress against your competitors!



Track Your Competitors

PAGES.TRACKMAVEN.COM [Learn More](#)

63 Likes 2 Comments 3 Shares

👍 Like 💬 Comment ➦ Share

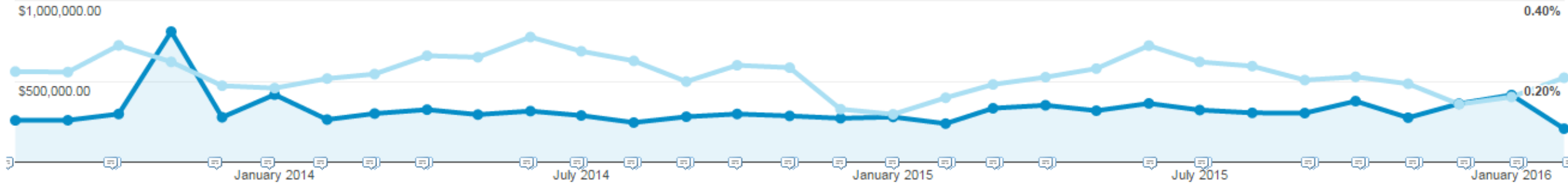
Measurable

Overview

Revenue vs. Ecommerce Conversion Rate

Hourly Day Week **Month**

● Revenue ● Ecommerce Conversion Rate



Revenue & Conversion Rate

Revenue
\$9,937,442.05

Ecommerce Conversion Rate
0.21%

Transactions

Transactions
47,415

Average Order Value
\$209.58

Marketing

Campaigns
3,554 Transactions
\$802,831.02 Revenue
\$225.90 Average Order Value

Internal Promotion
0 Impressions

Order Coupon Code
0 Transactions
\$0.00 Revenue
\$0.00 Average Order Value

Affiliation
47,415 Transactions
\$9,937,442.05 Revenue
\$209.58 Average Order Value

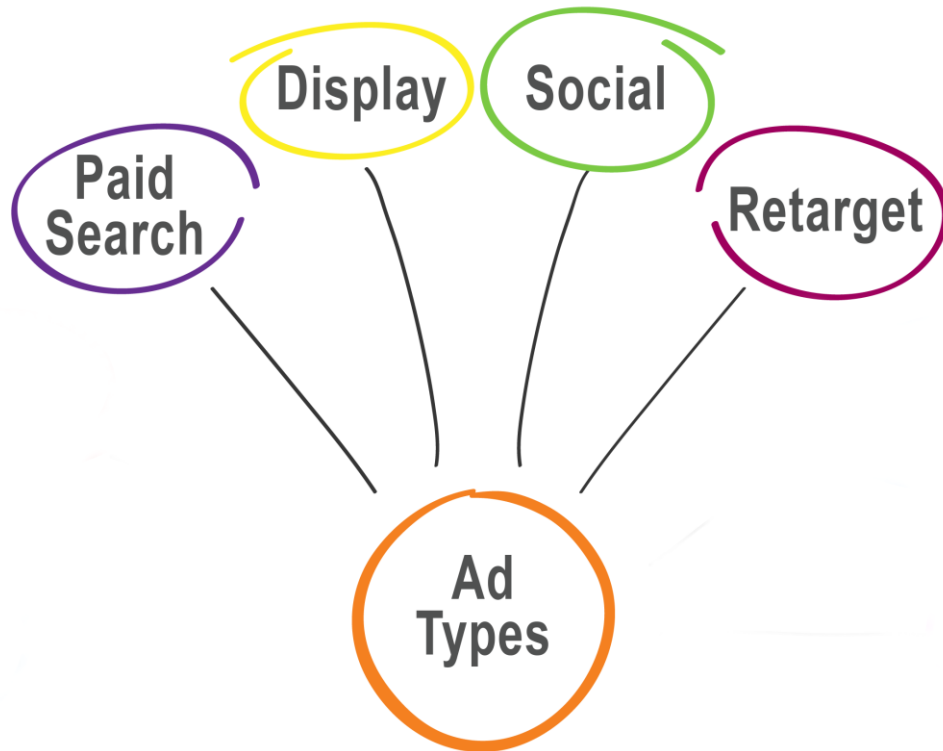
Digital Marketing Overview

Types of Digital Marketing

- Paid Digital Advertising
 - (Search, Social Ads, Display, Retargeting)
 - Near-term return
 - Immediate value
- SEO & Content Marketing
 - Long-term return
 - Lasting Value
 - Social Media Always Plays a Part

Paid Digital Advertising

Types of Digital Advertising



- Paid Search
 - Google AdWords
 - Bing Ads
- Display Ads
- Video
- Social Advertising
 - Facebook
 - LinkedIn
 - Twitter
- Retargeting



Paid Search Advertising

Paid Search

Google gourmet indian food nyc

Web Maps Images Shopping News More Search tools

About 1,290,000 results (0.95 seconds)

Top Indian Restaurants in NYC
Ad www.zagat.com/
Discover the best foodie lists with Zagat.
ZAGAT has 4,172,876 followers on Google+

These Are The 8 Best Indian Restaurants In New York City...
www.businessinsider.com/best-indian-food-new... Business Insider
by Abby Rogers - in 77 Google+ circles
Mar 2, 2012 - New York is a foodie's dream. The city boasts everything from a meatball-only restaurant to restaurants that specialize in grilled cheese, ...

NYC's 6 Best Indian Restaurants « CBS New York
newyork.cbslocal.com/top-lists/top-indian-food/ WCBS-TV
Dec 6, 2011 - Our picks for the best Indian restaurants in New York could leave your tongue in a permanent state of nirvana. Get enlightened by the 6 best ...

100 best New York restaurants: Authentic Indian food
www.timeout.com/newyork/restaurants/100-best-new-york-restaurants-in...
Some of the best New York restaurants highlight the complex cuisine of India. Here are our favorites, offering spicy curries and sub-continental classics.

The Serious Eats Guide to Indian Food in New York City ...
newyork.serious eats.com/.../the-serious-eats-guide-to-indian-... Serious Eats
May 11, 2012 - We combed through the Serious Eats: New York archives to put together this glossary of Indian food in New York that we love, from street ...

Ads

Indian Food Tiffin NY/NJ
www.tiffinblog.com/
Homestyle Indian food DELIVERY from our professional kitchen to ur door

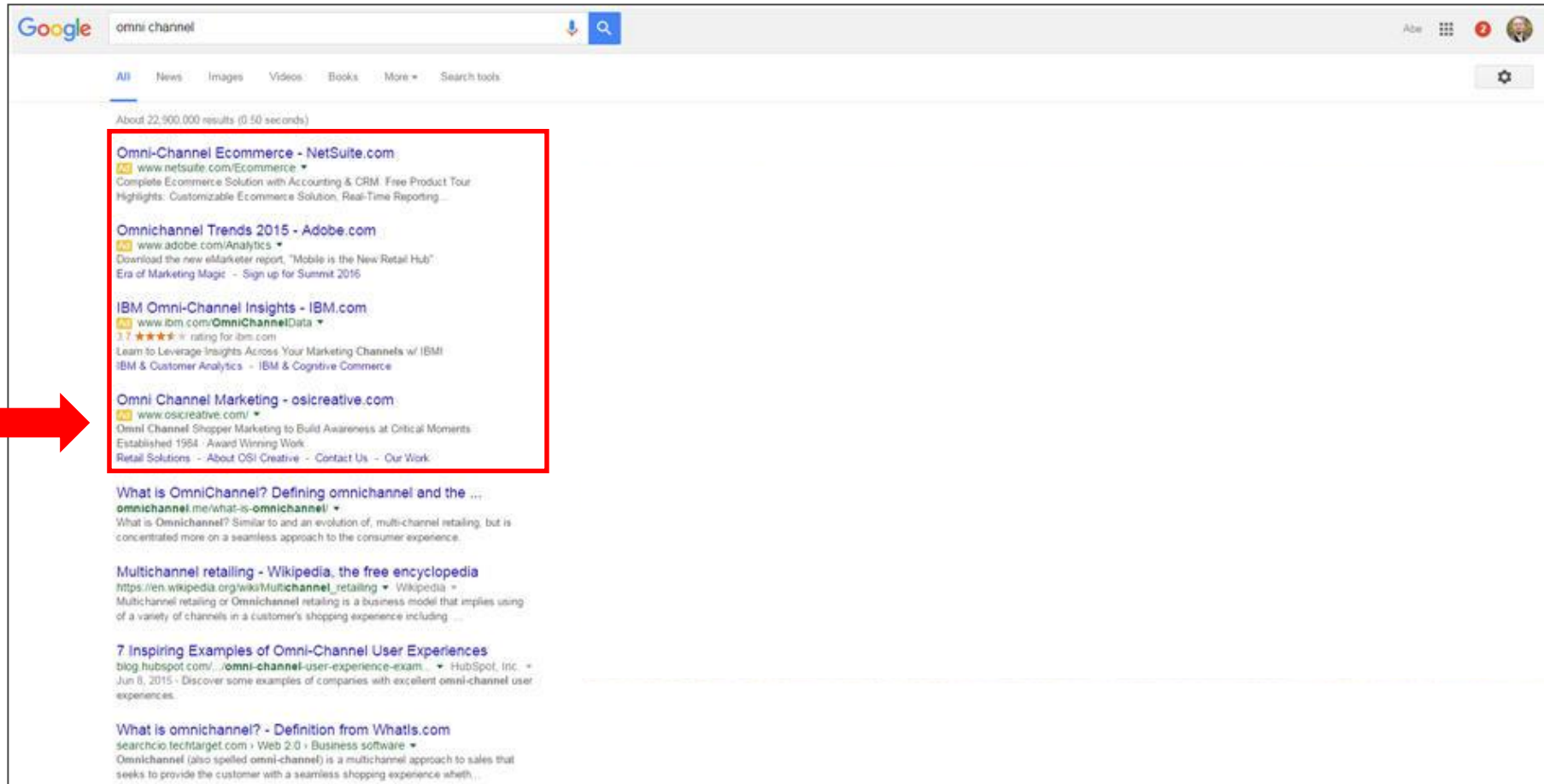
Indian Food & Fine Dining
www.darbarny.com/
NYC Indian Restaurant Specializing In Healthy Food & Fine Cuisine
152 East 46th Street, New York
(212) 681-4500 - 3.8 ★★★★★ 331 reviews

Indian Tiffin NJ/NYC
www.bombaytakeout.com/
Fresh, homemade and healthy food
view affordable tiffin plans now

Indian Groceries Online
www.ishopindian.com/
Low prices and best selection.
Over 3000 products. Free Ship!

See your ad here »

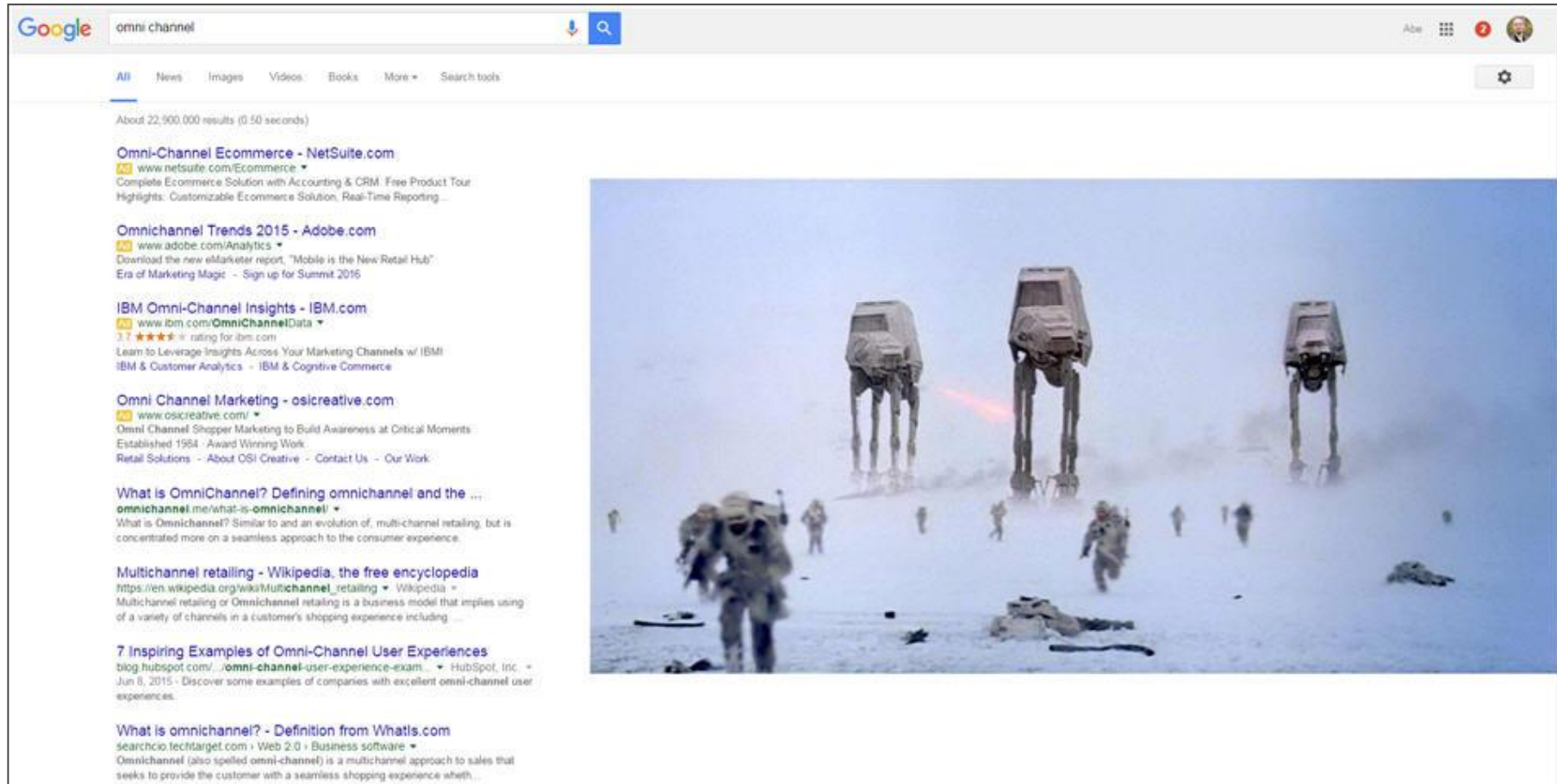
Paid Search



#4 Spot!



Paid Search



The screenshot shows a Google search for "omni channel". The search bar at the top contains the text "omni channel" and a search icon. Below the search bar, there are navigation links for "All", "News", "Images", "Videos", "Books", and "More". The search results are displayed on the left side of the page, with a total of "About 22,900,000 results (0.50 seconds)".

The search results include:

- Omni-Channel Ecommerce - NetSuite.com**
www.netsuite.com/Ecommerce
Complete Ecommerce Solution with Accounting & CRM. Free Product Tour
Highlights: Customizable Ecommerce Solution, Real-Time Reporting...
- Omnichannel Trends 2015 - Adobe.com**
www.adobe.com/Analytics
Download the new eMarketer report, "Mobile is the New Retail Hub":
Era of Marketing Magic - Sign up for Summit 2015
- IBM Omni-Channel Insights - IBM.com**
www.ibm.com/OmniChannelData
3.7 ★★★★★ rating for ibm.com
Learn to Leverage Insights Across Your Marketing Channels w/ IBM
IBM & Customer Analytics - IBM & Cognitive Commerce
- Omni Channel Marketing - osicreative.com**
www.osicreative.com
Omni Channel Shopper Marketing to Build Awareness at Critical Moments
Established 1984 - Award Winning Work
Retail Solutions - About OSI Creative - Contact Us - Our Work
- What is Omnichannel? Defining omnichannel and the ...**
omnichannel.me/what-is-omnichannel
What is Omnichannel? Similar to and an evolution of, multi-channel retailing, but is
concentrated more on a seamless approach to the consumer experience.
- Multichannel retailing - Wikipedia, the free encyclopedia**
https://en.wikipedia.org/wiki/Multichannel_retailing
Multichannel retailing or Omnichannel retailing is a business model that implies using
of a variety of channels in a customer's shopping experience including ...
- 7 Inspiring Examples of Omni-Channel User Experiences**
blog.hubspot.com/.../omni-channel-user-experience-exam...
Jun 8, 2015 - Discover some examples of companies with excellent omni-channel user
experiences.
- What is omnichannel? - Definition from WhatIs.com**
searchcio.techtarget.com | Web 2.0 | Business software
Omnichannel (also spelled omni-channel) is a multichannel approach to sales that
seeks to provide the customer with a seamless shopping experience atwh...

On the right side of the search results, there is a large image showing three AT-AT walkers from Star Wars in a snowy, desolate landscape. Several small figures of people are visible in the foreground, some appearing to be running or crouching. The scene is set in a bright, overcast sky, suggesting a high-altitude or icy environment.

Paid Search



Shopping

Google protein shakes

All Shopping Images Videos News More Search tools

About 1,980,000 results (0.43 seconds)

Protein Shakes - eas.com
Ad www.eas.com/Products
Learn About the Different Protein Drinks from EAS® Sports Nutrition
Custom workout plans · Join Team EAS · Coupons · Earn points & rewards

Where To Buy
Find A Retailer Near You & Purchase Your EAS® Protein Products Today.

Browse All EAS® Products
Help Fuel Your Workout Performance. Browse The Complete Product Line.

Premier Protein® Shakes - premierprotein.com
Ad shop.premierprotein.com/
30g Protein 160 Calories 1g Sugar Find Your Nearest Store Now!

High Protein Shakes - Introducing a Great Tasting Shake
Ad www.specialk.com/ProteinShakes
Made With 10 Grams of Protein.
Try All Protein Shakes - Follow Us on Twitter









48 Delicious Protein Shake Recipes - Bodybuilding.com
www.bodybuilding.com/fun/proteinshakes.htm
Dec 30, 2015 - Whether you're eating to bulk up, slim down, or just maintain your fantastic body, your nutrition regimen probably includes a protein shake or ...
Spirulina · Eggs · BSN Lean Dessert Protein · The 6 Best Additions To Your ...

23 Best Protein Shakes for Weight Loss | Eat This Not That
www.eatthis.com/10-protein-shake-recipes-weight-loss
A high protein diet can help you build muscle and burn more fat. Jumpstart your weight loss goals by adding these protein shake recipes to your diet plan.

13 Quick and Easy Protein Shake Recipes - Life by Daily Burn
dailyburn.com/life/recipes/quick-easy-protein-shake-recipes/
Jun 9, 2014 - Get energized with these amazing protein shake recipes. From chocolate peanut butter to mango and key lime, we promise your taste buds ...

Protein Shakes: Benefits of Whey and Soy Protein Powders ...
www.webmd.com/diet/protein-shakes
Jul 11, 2014 - WebMD explains the health benefits of protein shakes and who may want to use them.

Shop for protein shakes on Google Sponsored

 Premier Protein® 100% Whey Protein Shake \$24.66 Jet.com	 Pure Protein 100% Whey Protein Shake \$20.69 Drugstore.com ★★★★★ (13)	 Optimum Nutrition Gold Standard Whey Protein \$29.98 Bodybuilding.com	 CytoSport Muscle Milk Protein Shake \$28.30 Enutra
 Ensure Milk Chocolate Protein Shake \$15.97 Walmart	 100% Whey Gold Protein Shake \$43.95 ProSource.net	 Body Fortress Super Protein Shake \$22.49 Drugstore.com ★★★★★ (23)	 Body Fortress Super Protein Shake \$17.98 Walmart

Ads

Top 10 Protein Shakes
www.mealreplacementshakerreviews.com/
Shakes That Stop Hunger & Burn Fat!
2015's 10 Best Protein Shakes.

20G High Protein Shakes
www.slimfast.com/protein_shakes
3.9 ★★★★★ rating for slimfast.com
The Bold New Look Of SlimFast™ Is Here. See Results In Just One Week!

See your ad here »



Display Advertising

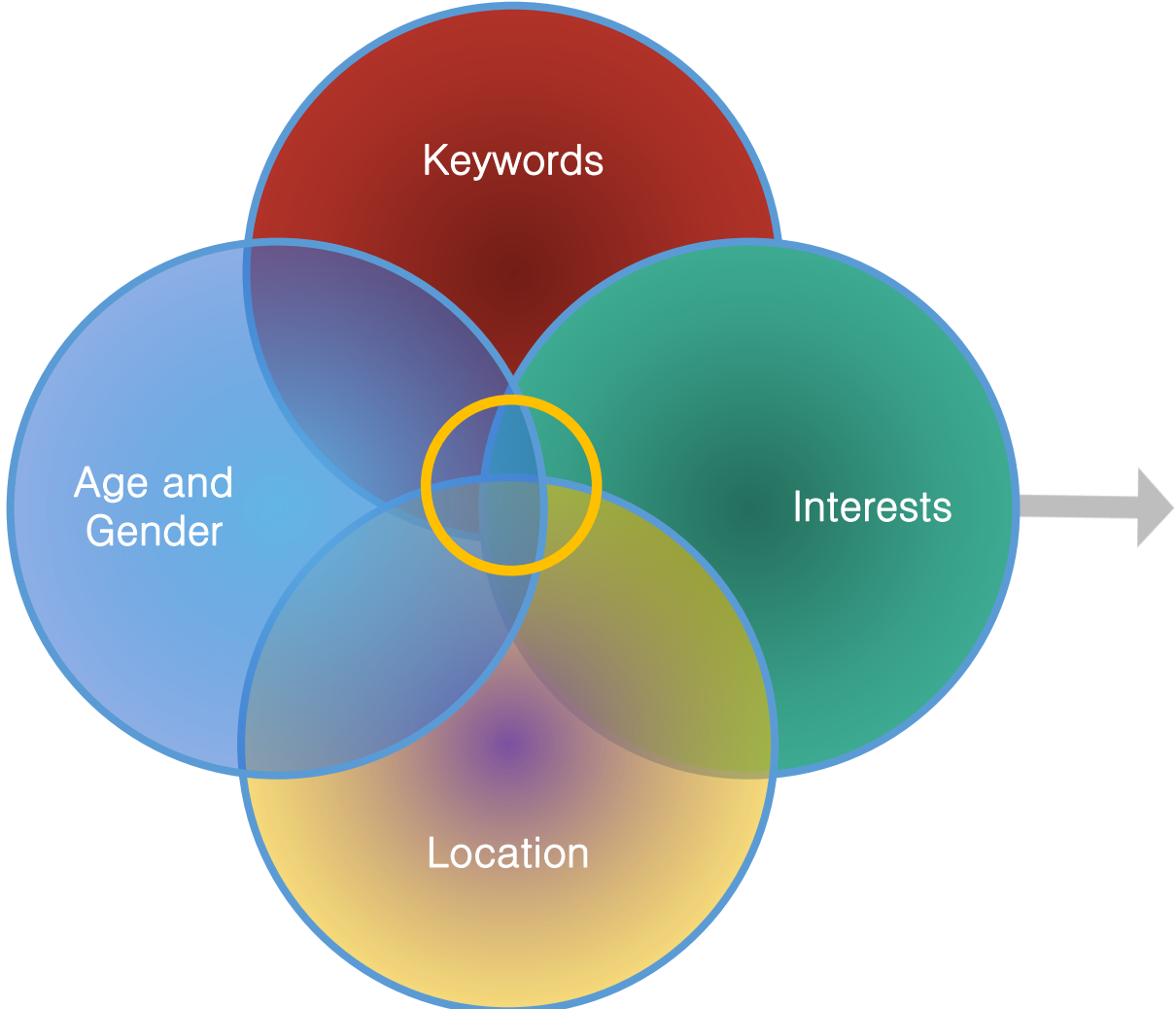
Display Advertising

The screenshot shows the Food Network website's home page. At the top, there are navigation links for Videos, Magazine, Apps, and Shop, along with a 'LOG IN' button and a 'Recipe Box' dropdown. Below the navigation is a search bar for 'Find Shows, Chefs, Recipes & Restaurants'. The main content area features a 'Shows' section with a 'WHAT TO WATCH' sidebar. A prominent advertisement for 'Madness Sale' is displayed, featuring 'Thin Sliced Chicken Breast Cutlets' for \$3.99/lb (40% off the regular price of \$6.99). The ad includes the Whole Foods logo and a 'click for more sales' button.

The screenshot shows the Allrecipes.com website's search interface. It includes a search bar, navigation links for 'by ingredient', 'recipes', 'videos', 'holidays', 'thebuzz', and 'magazine'. Below the search bar are options for 'RECIPE BOX', 'SHOPPING LISTS', and 'MENU PLANNER'. The search filters section includes 'Search by Keyword', 'Ingredient', 'Nutrition Facts', and 'More'. There are input fields for 'With These Ingredients' (containing 'crickets') and 'But Not These Ingredients'. At the bottom, there are dropdown menus for 'Meal' and 'Dish Type'. A 'Blue Apron' advertisement is featured, showing a box of fresh ingredients and a 'Get 2 Meals Free' button.

The screenshot shows a financial website's interface. At the top, there are market indicators for S.&P. 500, with values 671.82 and -8.55, and a -0.97% change on Monday. Below this is a 'GET QUOTES' section with a search input and a 'GO' button. There are also links for 'Analysis Tools', 'Screener', 'Portfolio', and 'Alerts'. A large advertisement for 'FIESTA MEXICO-AMERICANA LOS LOBOS W/ BALLET FOLKLORICO MEXICANO' is displayed, featuring a photo of the band Los Lobos and the text 'AT UPAC - KINGSTON NY' and 'WWW.BARDAVON.ORG'. Below the ad are tabs for 'MOST EMAILED' and 'MOST VIEWED', and a list of articles starting with '1. Selling a Poison by the Barrel: Liquid Nicotine for E-Cigarettes'.

Display Advertising

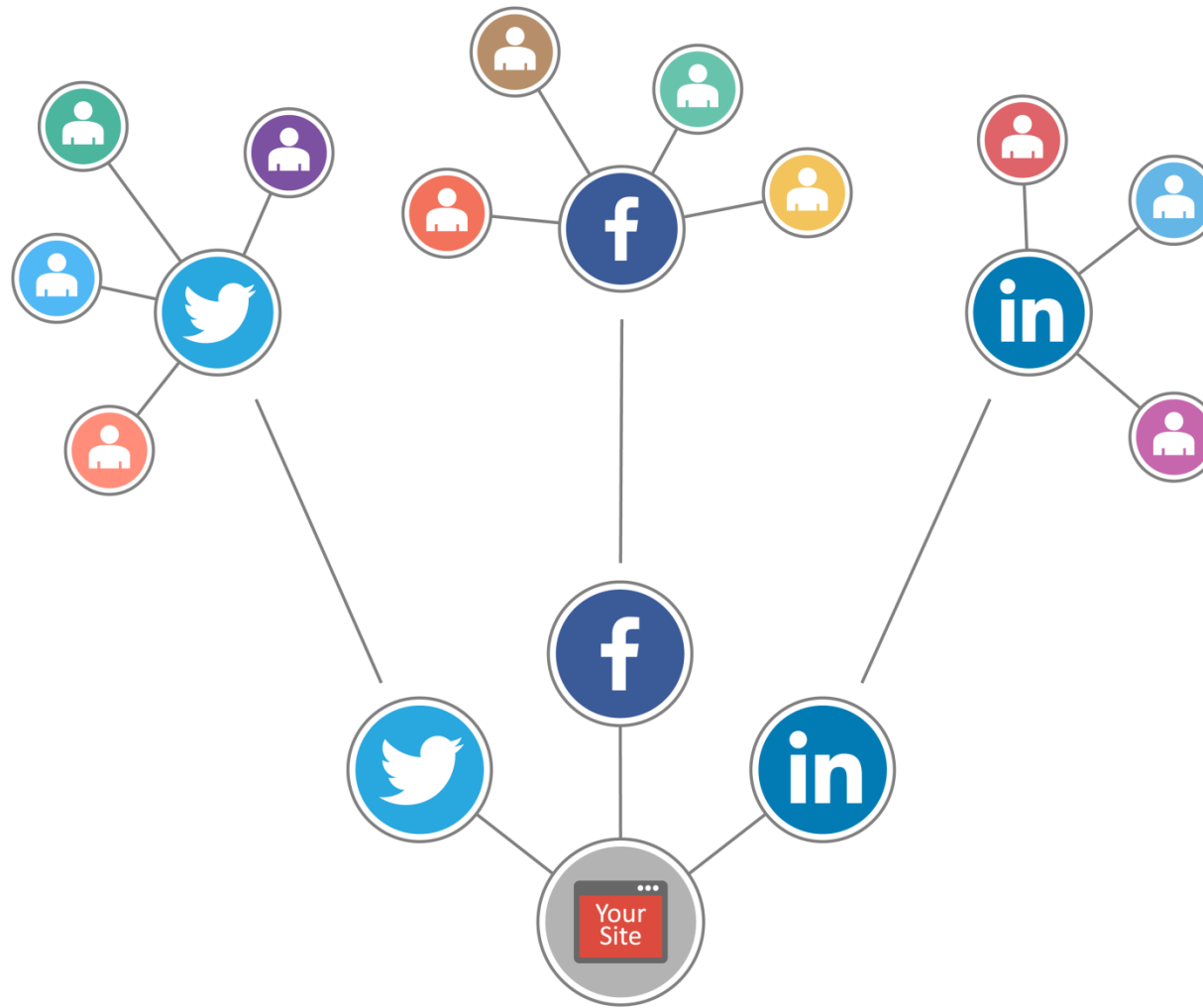


The New York Times
Discovery CHANNEL
YouTube ebay
OPRAH.COM Zillow
The Weather Channel



Social Media Advertising

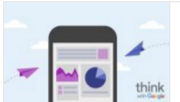
Social Media Advertising



Ads are EVERYWHERE

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Read this blog and hear tips from a millennial on how to fuel your younger employees.

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[Redacted] has a new job. Director of Sales and Marketing at [Redacted]

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- iPhone:** Apple Confirms That Setting Device's Date Back to Jan. 1, 1970, Will Disable It
- Big Ang:** Reality TV Show Star Angela Raiola Says She Left Husband Amid Her Cancer Treatment
- Sage the Gemini:** Rapper Reportedly Posts Instagram Photo With Message for Ex-Girlfriend Jordyn Sparks

[See More](#)

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Free shipping and free returns —every day. You're welcome. **BARNEYS NEW YORK**

Abe Uchitelle @AbeUchitelle · 16m

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[Retweet](#) [Like](#) [Comment](#)

TripAdvisor @TnpAdvisor · Feb 11



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tripadvisor.com

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The MW60 Wireless Over Ear Headphones are designed to be the ultimate modern mobile thinking caps: wireless tools to help focus, inspire, and transport your mind.

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Barneys New York

barneys.com

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For Only \$599.00. Save on Apple Watch 42mm Smartwatch (Stainless Steel, (PRODUCT)RED Sport...

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Drive Revenue

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Promoted

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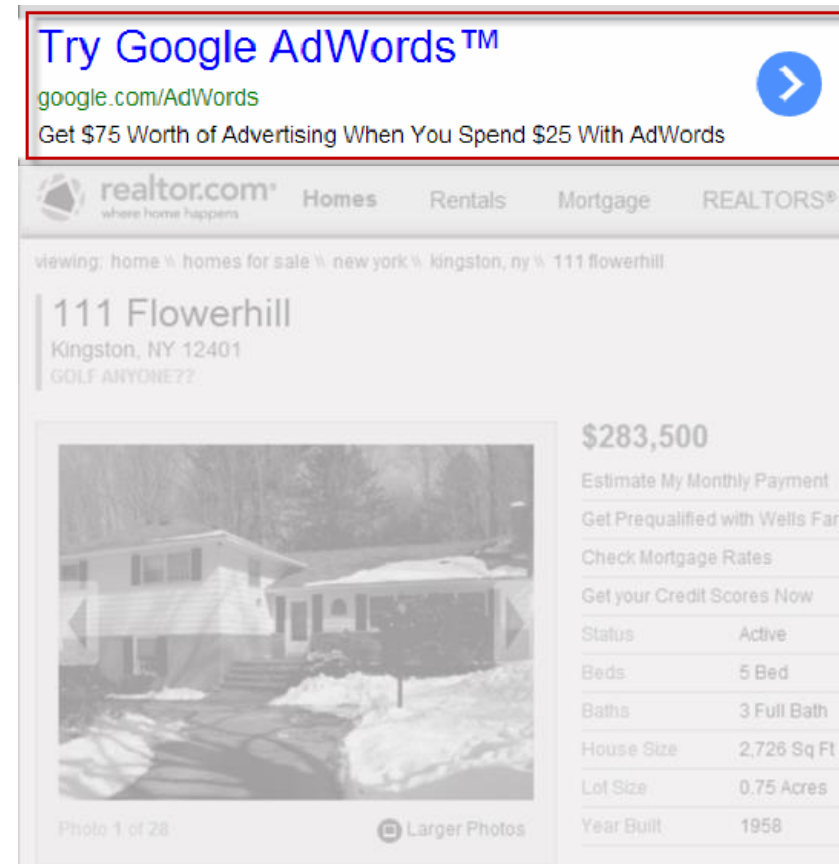
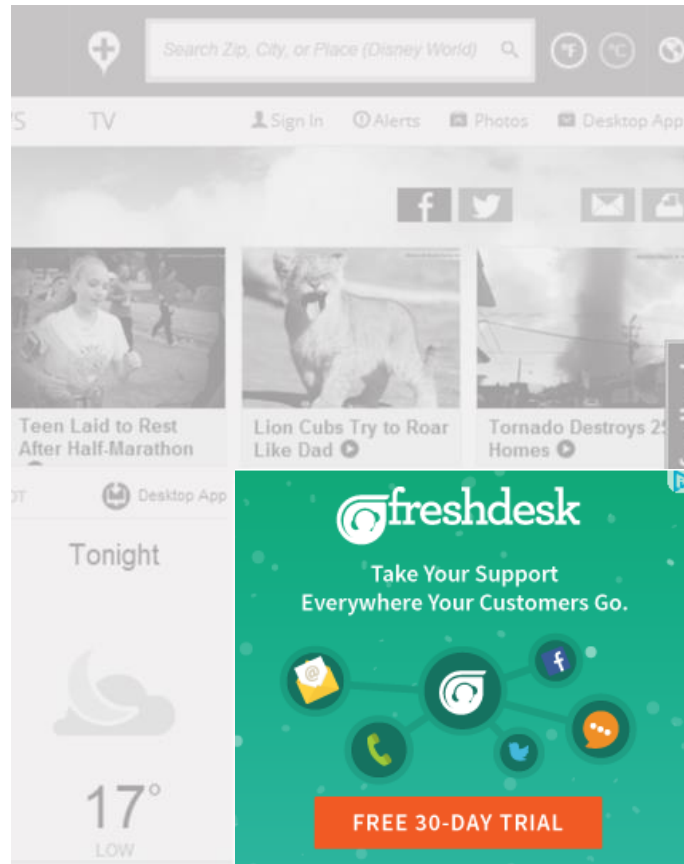
WWW.MASTERDYNAMIC.COM Shop Now

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Retargeting

Retargeting



Retargeting





On-Site Testing

Conversion Rate Optimization

Control

Get a Free Quote

First Name

Last Name

Email

Contact #

Zip Code

[Storage Quote](#) [Moving Quote](#)

Variant

Get Instant Pricing

First Name

Last Name

Email

Contact #

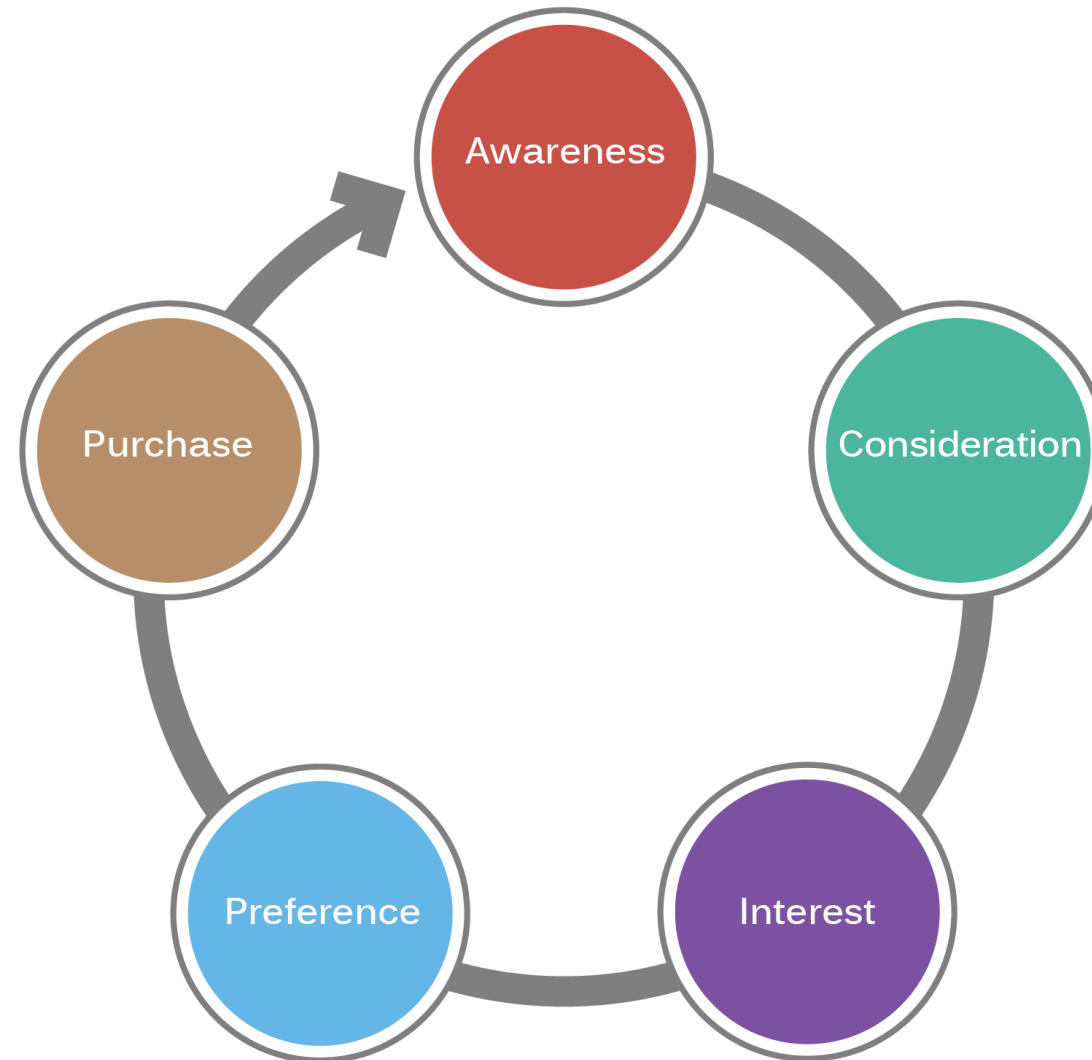
Zip Code

[Storage Quote](#) [Moving Quote](#)

Variations ?	Conversion Rate Range ?	Percentage Improvement	Chance to Beat Original ?
Control	5.95% ±2%	-	-
👍 Variation 1	13.09% ±3%	+119.90%	99%
Average Case	9.75% ±2%	-	-

Where do we begin?

Evaluate the Buying Cycle



Search Engine Optimization, Content Marketing & Social Media

State of SEO in 2016

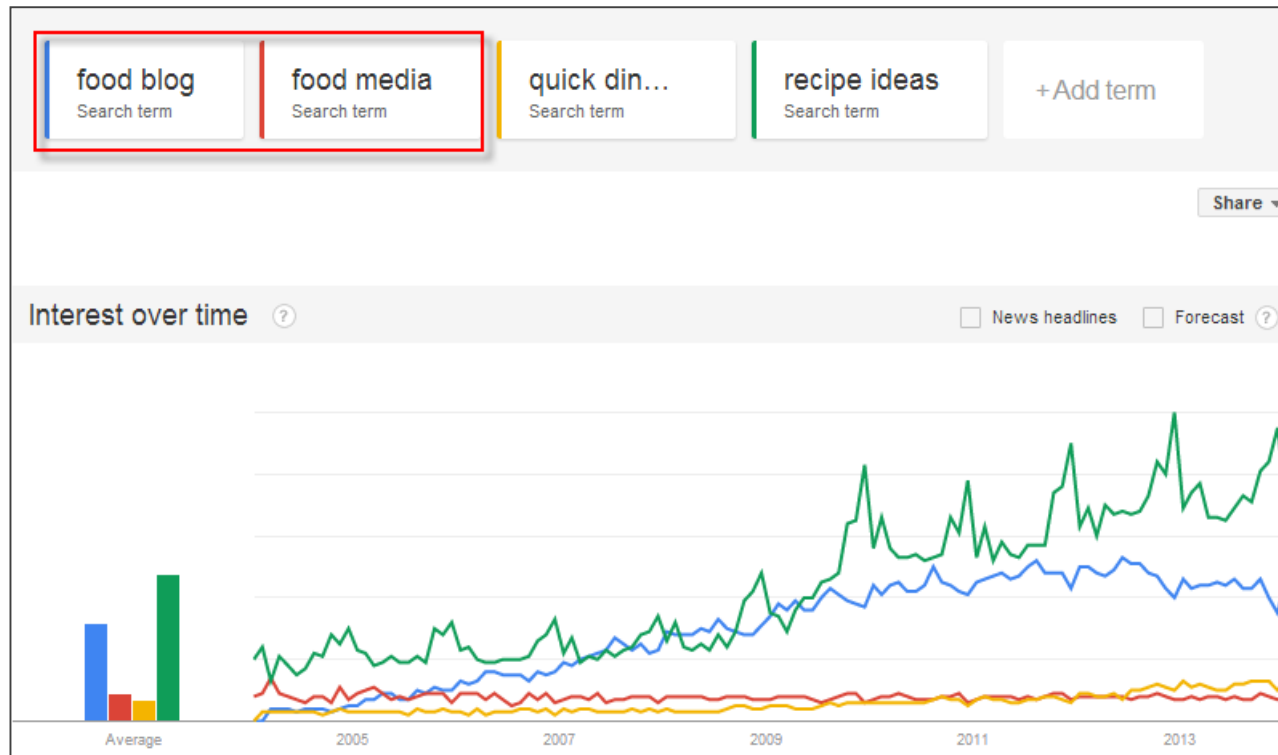


Website Audits: Technical

- Measure Health from 360+ metrics
- Identify pain points that limit success, and recommend fixes

```
1
2 <!doctype html>
3
4 <!--[if lt IE 7]><html lang="en-US" prefix="og: http://ogp.me/ns#" class="no-js lt-ie9 lt-ie8 lt-ie7"> <![endif]-->
5 <!--[if (IE 7)&!(IEMobile)]><html lang="en-US" prefix="og: http://ogp.me/ns#" class="no-js lt-ie9 lt-ie8">
  <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-
  transitional.dtd"><![endif]-->
6 <!--[if (IE 8)&!(IEMobile)]><html lang="en-US" prefix="og: http://ogp.me/ns#" class="no-js lt-ie9"><![endif]-->
7 <!--[if gt IE 8]><!--> <html lang="en-US" prefix="og: http://ogp.me/ns#" class="no-js"><!--<![endif]-->
8
9     <head>
10         <meta charset="utf-8">
```

Demographic Keyword Research

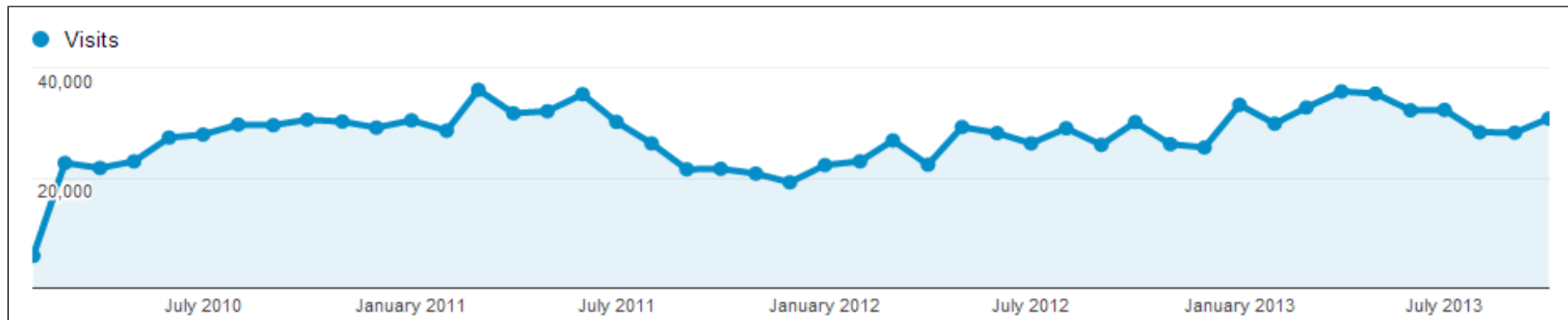


Analyzes **keyword groupings** based on **demographics**

Target the right **users** at the right **time** with the right **tactic**

Measurement & Analysis

Accurate goal tracking enables statistically significant decisions that drive controlled growth and improvement



Incremental Gains



5 – 10% **increase**
in traffic month
month



5 – 10% **conversions**
in traffic month
month

- Website Audit
- Social Media Audit
- Analytics & Competitive Research
- Action Plan

Hypothesis · Test · Analyze

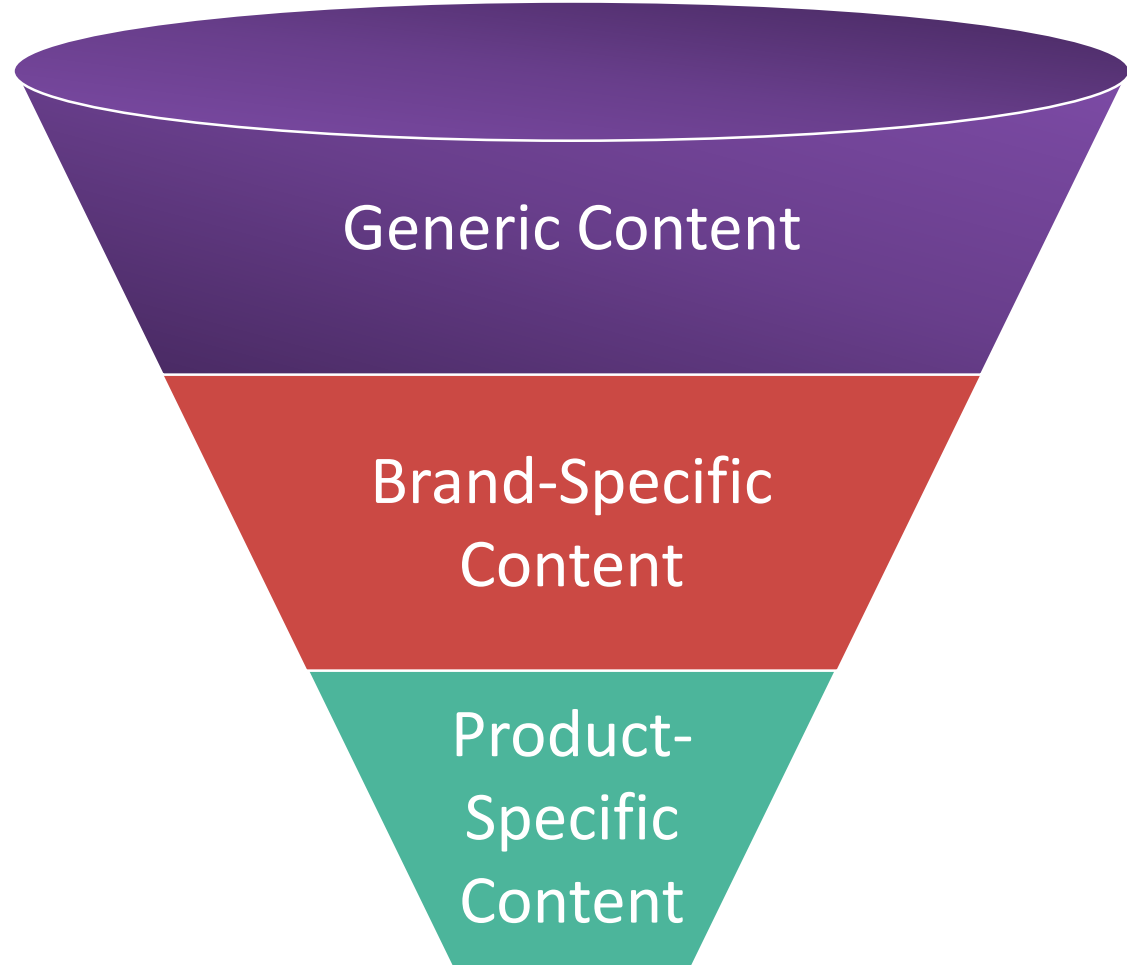
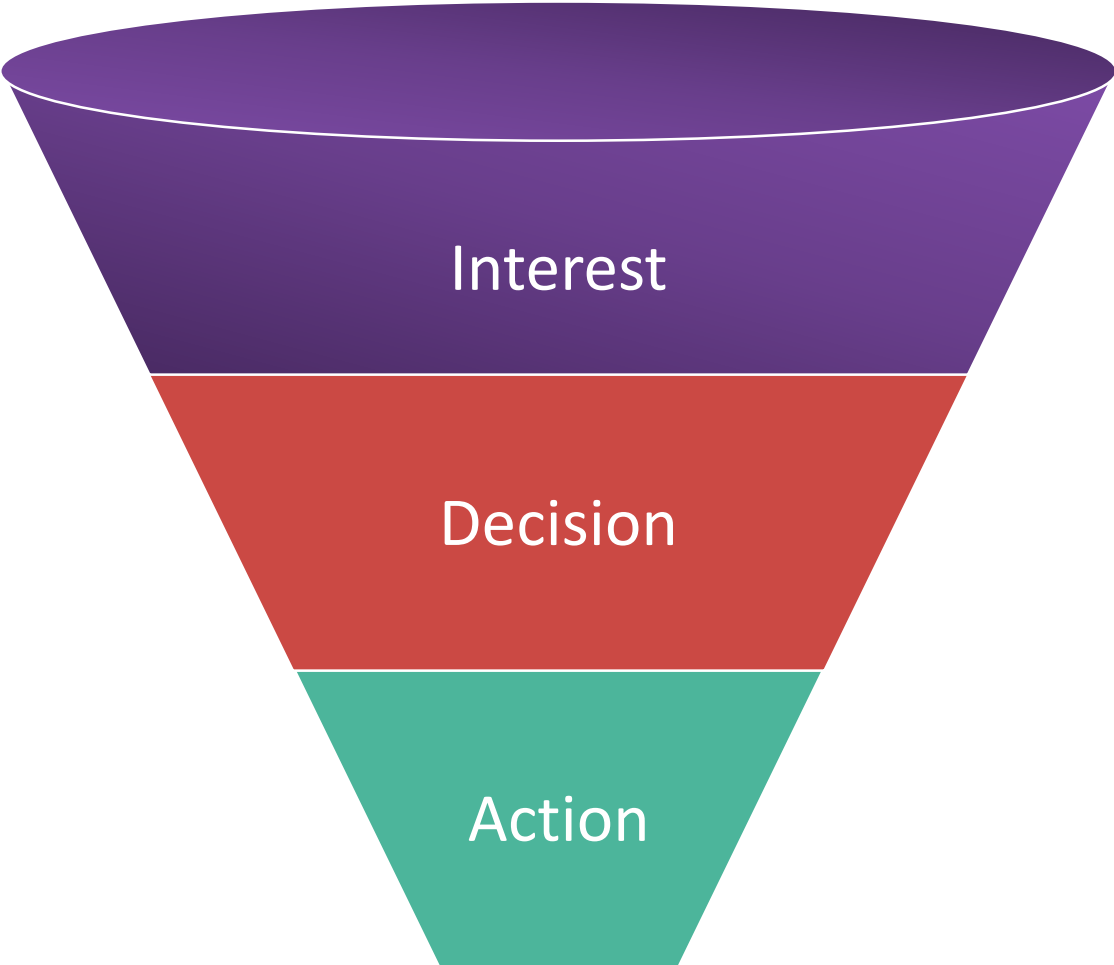




Content Marketing

Brand Awareness

Video, Community Growth, Blog Posts



Nurturing

PR, Awards, Features,
Testimonials



What about Social Media?

Influence of Social Media

- SEO
- Content Promotion
- Content Strategy (research)
- Paid Advertising
- Influencer Marketing
- Digital PR
- Day-to-Day Community Management

It's a Full System



DRAGONSEARCH.COM