The Five Steps To
digital marketing success

By:
Lon Safko

Lon Safko

- Spent most of my career as an entrepreneur, innovator, president and CEO.
- An innovator for more than three decades founding 14 start-up companies.
- Invented the “First Computer to Save A Human Life”.
- 18 Inventions & 30,000 personal records in the Smithsonian Institution, Washington, D.C.
- Invented the first voice recognition and the first home automation for the disabled.
- Invented the first three-dimensional virtual environment.
- Invented the first integrated computer system for the physically disabled.
- Invented the archetype for Apple Newton and Microsoft’s Bob operating systems.
- Invented “Tool-Tips”, and first software user’s guide.
- Has 14 Inventions in the Computer History Museum, Mountainview, CA.
- Awarded 3 patents on three-dimensional Internet advertising and “Virtual-Electronic-Retailing”
- Awarded 125 software copyrights, trademarks, a dozen signature marks.
- Recipient of The Westinghouse Entrepreneur of the Year Award.
- Recipient of The Arizona Software Association’s Entrepreneur of the Year Award.
- Recipient of The the Arizona Innovation Network’s Innovator of the Year Award.
- Recipient of The Public Relations Society of America’s “Mark of Excellence” Award.
- Recipient of The A.A.P.A.’s Award of Excellence for the Western Hemisphere.
- Twice nominated Entrepreneur of the Year by Ernst & Young / Inc. Magazine.
- Recognized by the Department of Veteran’s Affairs and the Phoenix Mayor’s Council.
- Now in its Third Edition and hit #1 on Amazon in both their Marketing & Business categories.
- Nine time published author and author of the Best Selling “The Social Media Bible”
- “Professional Blogger” for Fast Company.
- Appointed USA Today CEO Advisory Board, the first SCORE Ambassador.
- Author of The Fusion Marketing Bible, hit #3 on Amazon & Patent Pending!

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A Fundamental Shift In Power

Your customers are controlling your brand message and the Media

More people watch **Cable Television** than **Commercial TV.**

More people watch **Internet Television** than **Cable & Commercial Combined.**

**Nielsen:** TV’s **dropped from 98% to 96% in American homes.**

Primary difference...

- We’ve moved from pontification to two-communication!
- The Internet social citizen controls your message
  - Peer perspective, not sponsor perspective
  - Web sites and advertising is becoming irrelevant
  - TiVo commercials & hidden agendas
  - Free radio shows, live mobile phone TV, your own newspaper / magazine, live video streaming (uStream), blogging, Twitter, YouTube

*It’s Word Of Mouth At The Speed Of Light...*

You’ve Got A Facebook Page And You’ve Sent Out A Tweet...

**SO, WHAT’S NEXT?**
Five Steps To Social Media Success

Step 1 - Analysis Of Existing Strategy
- Analyze Existing Media, demographics, mediums, and look at your media & communications strategy and campaigns. Identify your goals!

Step 2 - Social Media Trinity – Understanding The Basic Tools
- Understand the Trinity of Social Media and The 5 "W"s of Blogging, Micro-Blogging, and Social Networks. Determine your strategy!

Step 3 - Integrate Your Strategy Into The Trinity
- Develop an integrated strategy & goal set, using the proper tools for your micro-demographics. Always remembering… Content still is king!

Step 4 - Identify Your Resources
- You NEED management Buy-In! Analyze In-House vs. Out-House. Consider, Existing Staff, interns, temps, college students, & new staff consider marketing & PR firms, consultants & service agencies.

Step 5 - Implement Metrics & Analytics
- You Can’t Manage What You Don’t Measure
- Determine the proper measurement tools. Only then can you determine your ROI. Manage your expectations, and analyze every marketing channel. Lather, Rinse, Repeat.

Step 1 - Analyze

Identify Your Existing Media Mediums
- Print ads, direct mail, radio & TV, newspaper, trade journal, email, telephone, billboard, SEM, trade shows, Other

Analyze Your Existing Media Strategy
- What's been effective & what's not?
- Expense Vs. Conversion (ROI)
- What is your Cost of Customer Acquisition
- Are you measuring?

Who Is Doing it?
- In-house - you, an admin, who?
- Out-house - marketing company, consultant?

Analyze Your Communication Strategy
- What is your message? (For Each)
- What is your frequency? (For Each)
- What is your style? (For Each)
- Who is your persona? (For Each)
- What is your conversion? (For Each)
Mobile Marketing

Smarties

Three of The Best Smartphone Advertising Campaigns in India

YOU CAN DONATE YOUR CALLER TUNE FOR A CAUSE

With 814.5 MILLION eligible voters.

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Step 1 - Analyze

Analyze your micro-demographics
What is your demographic(s) – Who are your customer(s) / prospects?
- What are the different customer / prospect (groups)?
- How many groups? What are they? Details...

What are their communication platforms of choice?
- What is their communication preference - Not yours!

What tools are your customers currently best responding to?
- On-line, direct mail, print, radio, TV, email, etc.
- Different tools, different techniques for different customers

What tools will they be using next?
- ON-LINE! See next slide...

Analyze your exiting goals / conversions
- Analyze your reach through existing marketing channels
- What’s working / what isn’t?
- Current ROI’s – know your numbers!
Step 2 - The Trinity
Blogging, Micro-blogging, & Social Networks

**Blogging**
- The 5 "W"s - Who, What, Where, When, Why, How
- Understand the terms: Post, Publish, RSS, Tags, etc.
- Identify which tools are best for you...
  - WordPress, Blogger, Joomla, etc.
- Identify content: text, photos, podcasts, video, hyperlinks
- Identify plug-ins & widgets

**Blog advantages**
- SEO advantages
- "Google Juice"
- "Link Love"
- RSS & Readers
- Inter-connection – Facebook, email, Tweeter, social bookmarking

**Customer benefits (possible education)**
- Automated immediate notifications
- Interactive rich media, hyperlinks, video, images, audio, etc.

**Determine your strategy**
- Content, frequency, type of interaction
- Interaction with other community social networks

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Step 2 - The Trinity
Micro-Blogging (Twitter)

- The 5 "W"s - Who, What, Where, When, Why, How

**Understand the terms**
- Following, Followers, Tweets, ReTweets, Direct, Hash Tags, etc.

**Identify the right tool**
- Twitter, Tumblr, Twitpic, Yammer

**Complimentary tools**
- Management: Tweetdeck, Seesmic Desktop, etc.
- URL shortners: Bit.ly, etc.
- Photoshare: Twitpic.com, etc.

**Determine your strategy**
- Sell, value added, personal interaction, brand awareness
- Content (WII-FM) & frequency
- Interaction with community
- Value, contribute, engage, “What’s In It For Me”!
- What not to do...

*Google: "Lon Safko" - 141,000
*Hmmm... I Didn’t Know That!
*Your Readers ARE Spending

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Social Networks
- Understanding the terms – Profile, Groups, Fan Page, In-Mail, Questions

Identify The Tools
- Facebook – Fastest growing US network with more than 800 million members!
- LinkedIn – Professional directory
- MySpace – Going back to more of an entertainment network
- Ning – Themed niche, interest, community
- Plaxo - Large alternate to Facebook
- Others... Are they for your demographic?

Determining your strategy
- Culture & benefits to each
- Content (WII-FM) & frequency
- Developing your social relationship & brand

Mobile Marketing
Smarties
Best Smartphone Advertising Campaigns in India

I got stomachache
Step 3 - Integration

Integrate The Trinity into your existing strategy

Develop an integrated strategy with existing conventional & new digital

- Social Media is an extension of your existing marketing

Selecting your tool sets

- Identify best media for each demographic
- Identify best tools for that media

Develop clear individual conversion strategies

- Increase email list
- eCommerce
- User Generated Content
- Increase web traffic
- Loyalty & peer support
- Innovation

- Events
- Build brand awareness
- Added value
- Reduce tech support
- Increase email subscription
- Drive telephone sales

Step 3 - Integration

The difference is: Moving from pontification to two-communication

Emphasize the content – content is still king

WII-FM! (What’s In It For Me!) & IDKT! (I Didn’t Know That!)

- Lower quality expectations, video (HD, multi-camera angles, script)
- People want content - not polish!
- No hidden agendas!

Integrate existing conventional & new digital... Examples:

- Social network links on stationary
- Twitter account on business cards
- All social media addresses on email signature
- Web address on return mailing label
- Twitter & web address in all advertising
- Blog address on brochure
- Web address In company voice mail
- Twitter account in your videos
- Blog address in your podcasts (text & audio)
- “Visit us at... in your direct mail
- Blog links in your email blasts... etc.
Step 4 - Resources

Identify resources

Management buy-In
- Resistance
- Buy the book – case studies, stats
- Third party credibility
- Responsibility to reputation management – fighting fire with fire
- Successful campaigns – testing the waters
- Existing staff
- No hard costs!
- Inordinate ROI!

Budget (mostly human resources)
- No monetary resources
- Reallocate existing resources From Step 1
- New resources

Identify resources

In-house
- Interns, temps, college students, Craig’s List, eLance, etc.
- Existing staff - Use qualified personnel as the voice of the organization
  - Pick appropriate matches
- New staff
- Training, both existing & new staff
  - Corporate voice, message, SEC, & legal
- Warning: Millennials understand the technology, but lack the experience
- Changing the mindset challenge

Out-house
- Marketing & PR firms
- Consultants
- Service agency
- Warning: Social Media “Experts”!
  - Resistance & misdirection
- Outsource firm may not have knowledge
- Out-house firms don’t want you to do it yourself (loss of revenue)

I Met With Dozens of Fortune 1,000’s
- Welch’s, Proctors & Gamble, Levi Strauss, Kellogg’s, L’Oreal, Jockey, Kraft Foods, Land-O-Lakes, General Mills, Campbell’s, Nestlé, Nike, and Scott Miracle
Step 5 - Implementation

Implementing strategy, metrics & analytics
- You can't manage what you don't measure -

Determine your measurement tools
- Video: YouTube or TubeMogul
- Traffic analytics - Google Analytics, Alexa
- Google Alerts, Google "links:www.YourDomain", Twitter Search
- Big Guns - Radian 6, etc.

Develop the ROI
- Manage your expectations
  - It's not overnight. It's a long term strategy
- Analyze each marketing channel
  - ROI will be different for each marketing channel
- Brand awareness AND revenue

You still need SEO / SEM!
- Search Engine Optimization
- Google "site:www.YourDomain.com"
- SEM / PPC and winning keywords

Lather, Rinse, Repeat...

Cyber Surveillance
Know your competition
- What tools / platforms are they using?
- Where are they engaging (Facebook, Blogs, Twitter)?
- Where are they advertising?

Reputation (brand) management
- What are people saying about your brand or services
- Opportunity to respond - positive & negative

Surveillance tools
- Google Alerts
- TweetDeck / Seesmic
- Search.Twitter.com
- Spyfu.com – PPC
- Google Search, Google Universal Search, Blog Search, Social Search
- Radian 6
- Forums
- Flickr Search
- Shopping
Step 5 - Implementation

Putting the pedal to the metal!

Stay current on the technology

- Web resources
- Mashable.com
- SocialMediaOptimized.com
- ExtremeDigitalMarketing.com
- TheSocialMediaBible.com

Comment marketing

- Participate in other blogs, microblogging, social networks
- Encourage and solicit good conversation
- Defuse bad conversation

Commitment!!!
Chat to **bargain!**
Best online mobile shopping experience, **Paytm is here!**
Resources

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Mobile Marketing
Smarties
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Smarties

The Best Smartphone Advertising Campaigns in India

was picked as the space

It was mobile, social and helped reach everywhere
Mobile Marketing

Smarties

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Vodafone Music Tambola

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