

Digital Marketing and Social Media Strategy (Mod 5)

**Evolution and integration of
traditional and digital marketing**

Bill Manos – 2021 - 2022



Session 5

- SMAP review
- Analytics and KPIs
- Meta descriptions
- AI in Marketing
- Email marketing
- Omnichannel Marketing



Group 1 Socrative Quiz

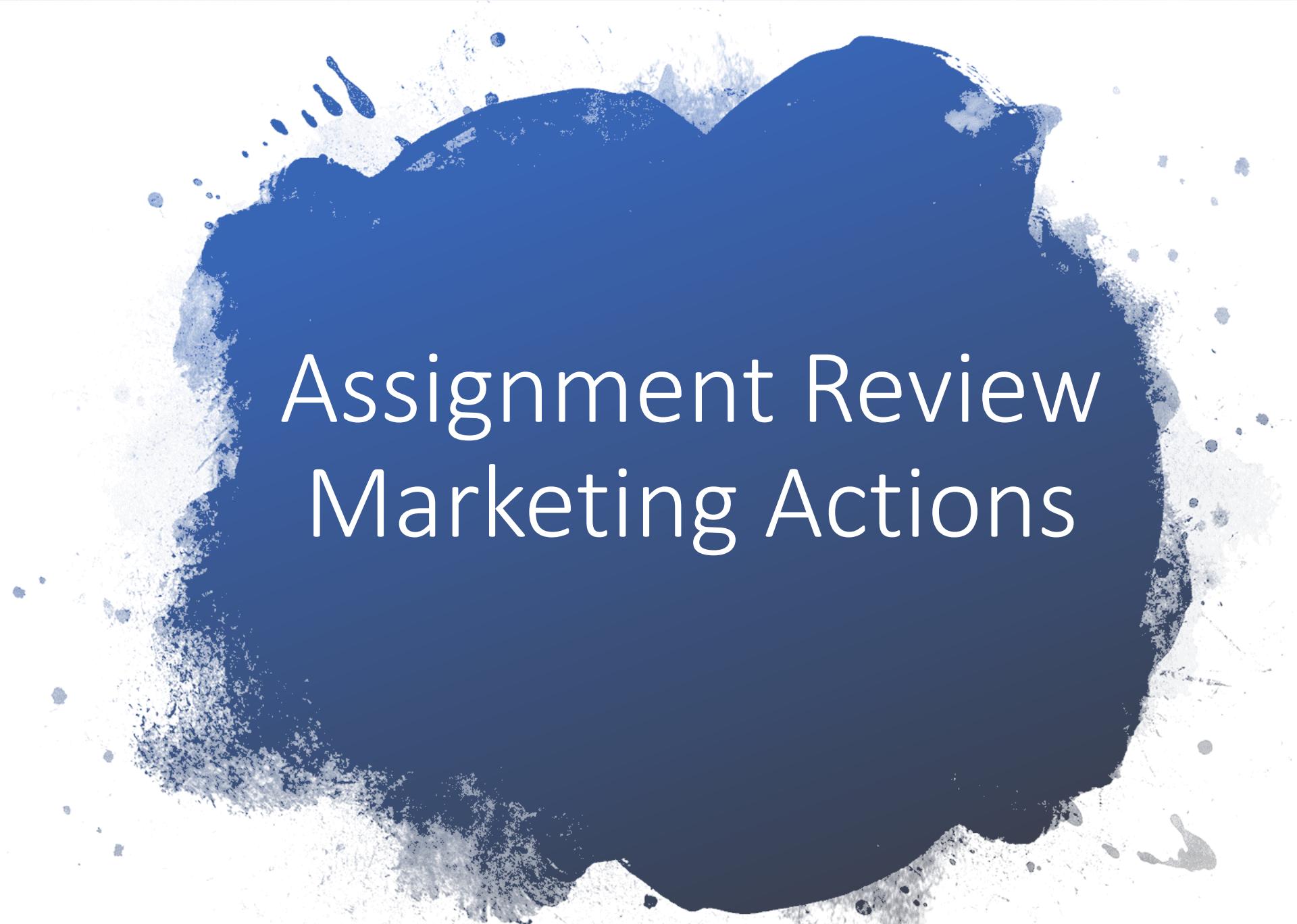
- Go to: <https://socrative.com/>
- Login as a student

Direct URL: <https://b.socrative.com/login/student/>

- Room name is: MARKETINGSPRING2022
- You will be in a waiting room
- When the activity is launched, use your EPITA email address for your name (with as many characters as fits)
- You cannot go backwards to answer previous questions

Time 7 minutes – quiz will be stopped



A large, abstract circular graphic in the background, composed of a dark blue center surrounded by concentric rings of white and light blue, resembling a stylized planet or a splash of paint.

Assignment Review Marketing Actions

Sales Mafia G2

Community Events and Sponsorships	Heliogen must maintain pace in a rising solar business by attracting new clients and distinguishing themselves from the competition. Sponsorship marketing is a simple, inexpensive, and accessible approach to achieve this. It is one of the most effective strategies to promote our company and to attract new customers.
<i>paid + earned Sponsorship is a good addition. I didn't cover it in class and it is great to see it here.</i>	Sponsorship requires providing financial support, either in the form of a donated item or a monetary donation. While there are many reasons to give sponsorships, the most obvious one is to get our brand out there while supporting a cause or an event that we care about. People learn about our brand, see the logo, and get familiar with our products when they attend that event or interact with the organization we chose to sponsor. It is a strong method of marketing that targets customers where they live.





Sponsorship marketing is when one brand aligns itself with an aspect of another brand. Often, this will be an event, such as a sports game, a performance or a conference. But brands might also choose to sponsor a TV program, a charity or even a celebrity.

Three types of events sponsorships to offer

- Branding – These opportunities allow sponsors to display their logos to event attendees.
- Lead opportunities – These opportunities give sponsors a way to collect sales leads. ...
- Networking – With these opportunities, sponsors have a way to get to know attendees one-to-one.

Young Innovative Minds G1

Pinterest

Pininterest

I've reviewed
about half the
class so far and
you are the first
to mention
Pinterest – good
choice and very
well-developed.

Post consistently, frequent posts such as 5-3 times a day, spread out at different times to reach as many people as possible. With tools, we can streamline and automate the process of posting new content as well as resharing. Using high-quality vertical images as well as videos that stand out as Pinterest is a never-ending feed.

Rather than just selling, instead of sharing interesting information and content about our product and gadgets which are interesting for users.

Promoting an upcoming event or new product can be a great strategy. Collections pins are interactive ways to share inspiration and products. There's one primary image that, when clicked, shows the individual products included in the image with links to your store.

Joining the Verified merchant program, you're essentially being vetted by Pinterest. This makes you seem more legitimate to potential customers and also opens up several new features for you to take advantage of. Your products will show up in related Pins that reach people looking for new brands. You'll gain access to a Conversion Insights tool with advanced analytics.

Add a "Pin It" button to your site and they can share everything from products to infographics, outfit inspiration, and recipes. This is an excellent way to reach new audiences without spending a penny.

Security Task Force – G1

Twitter

Your answer is well-developed and shows specific ideas.

- Create and manage accounts for each product: Good idea having an account for each product will help us to empathize and reach every market niche.
- Use Twitter hashtags and trends: Hastags and trends will expose our brand to new audiences who may be interested. For example, how to prevent intrusion attacks using mcafee #Defense, #SecurityForAll, #McAfeeVPN, etc.
- Make a content calendar: Schedule all the posts according to the trendings topics. (Another good idea)
- Engage with our followers: By participating and interacting in forums, rooms, etc, related to the latest trendings topics in cibersecurity (DragonJar Activities, Trainings, FranSec Expo, etc) we are going to create a community that will provide publicity to the products. Engagement is indeed important.

We are going to advertise on Twitter by using Twitter Ads and promoted Tweets that will make our posts easily discoverable by thousands of people, helping us increase our influence and

Note the Planning

Vibe with Us G1

Ideas are developed

<u>ShazamAR_Blog</u>	Create a blog in which we explain how much our service could make a change in the marketing field, in addition, we include the right links to websites and to our customer service. Some information that needs to be mentioned: description about the service, how any advertisement made with it can reach every single person who has a smartphone and who are our partners and main customers (mainly big companies so that we can establish trust), and some real-life examples. Well-developed answer – this demonstrates thought and effort.
Article in Medium	Lots of companies who are interested may ask how they could use such a service, uploading a medium article explaining everything such as short description, how they could start, how they could contact us, show some examples, show some statistics that states how many end users usually our ads reach. A link would have been helpful as I didn't know the platform – Google found it quickly for me. I learned something new.

Instagram



Memes would be the best choice to attract the customer with explaining we can solve their problem, above pic relates to grabtaxi, we prioritize passenger early arrival on destination without spending time on unnecessary talk. And our avatar use Instagram most. **It's good that you show an example.**

Email

Send them a Mail with a hook "Your child Destination is our Goal". We took this hook because as per our avatar Anna she is worried about her kids. Within Email we will describe the rewards and cashback she will earn with promocodes and our links to download our app. **Good title and idea – it's also good that you developed the idea and did not just list "email marketing"**

Review Website

GrabTaxi-Reviews Would as to reviews about their journey during our ride or how accessible it is. **It's good that you mention a platform and a link.**

Content Marketing

Types-of-Auto-drives-Jordindian, Types-of-Auto-drivers-part2-Jordindian This is a amazing video where they show types of problem people facing while taking Auto rickshaw in India, This would be the best to show users that if you face these kind of problem Grabtaxi will solve it.
danish-Sait-RoadAccident-shorts Danish Sait is an amazing content creator in youtube, since our main goal is passenger safety, this small video we can show at start and show how grabtaxi driver avoids such incidents. **Great choices**

Grab the Taxi G1

Developed ideas – briefly is OK



Curve has full bank-level protection



Neira Jones

Payments, Digital Innovation, Fintech, Information Security, Regtech, Fraud, NED, Advisor, Keynote Speaker
6mo

London #FinTech #Curve Launches #BNPL Alternative Enabling Customers to Pay by Instalments for Purchases Made up to A Year Ago
<https://bit.ly/3nKLiT>
#payments #GoBackInTime #lending #credit
@imaginecurve



FinPros G1

YouTube, LinkedIn and Instagram

Copy.AI G1

Specific examples

LinkedIn

- Collaborate with growing companies and startups CEOs (to avoid high cost) to produce engaging and influencing videos and posts of their experience with our products. These CEOs can include Ollie, Founder at [Enterprise Orchard](#), Jackson, Owner at [Fringe](#) and Melissa, CEO at [Haus.band](#).
- Connect with very successful CEOs and offer them 6 to 1 years free trial along with a demo (Hoping they like it and start using it). For example CEO of Oglovi, CEO of Freeman and CEO of Isobar
- Collaborating with some leading AI engineers (Faizan Khan) or technical marketers

Cloudy Marketers G1

Well-developed SEO and Email

Search engine optimization (Improve SEO)

Well-developed and specific.

- Track Metrics with Google Analytics
- 1. What browsers they're using (finding out which browsers that users favor and adjust web design accordingly)
- 2. Referral traffic (finding where your website viewers are coming from)
- 3. Understand AWS's competition (See insights on competitor traffic and use that data to figure out how to update content strategy to be more effective)
- Optimize Existing Content.
- Create new content based on keyword research.
- Optimize images.
- Using the voice search feature.

Email **Excellent – very specific.**

- Present current AWS Lambda users about the upcoming function of AWS Lambda service.
- Invitation to the upcoming seminar.
- Remind Customer feedback for AWS Lambda for 6 month.
- **Set Up a Customer Referral System.** Inform current AWS Lambda users: offer 10% of the next month's retainer for every new customer referred.
- Inform customers about promotional campaigns.

Cyber Side G1

Specific examples

News Channels (TF1, RFI, France24) These are specific – the goal of the exercise.	Raising awareness about cybersecurity is the most crucial step for companies like Orange <u>Cyberdéfense</u> as most people are unaware of the risks they might be facing. Orange <u>Cyberdéfense</u> 's goal is to "build a safer digital society" and they can achieve that by starting awareness campaigns through major TV and radio channels. This will increase their reputation and credibility, hence expanding their market.
---	---

Having these footsteps around Paris and the 92XXX area, where most tech companies or other big companies reside, will increase the company's popularity and familiarity with people and attract potential clients. **Excellent to be specific!**

Cyber Side G1

SEO

Google (Search Engine) Excellent choices – you clearly have understood the importance of being specific. General terms creating cot with little result. “The Long Tail of SEO” lesson	<p>Orange Cyberdefense will pay Google Search Ads for the following keywords: “Log4j vulnerability”, “France Cyberdefense”, “Cybersecurity solutions in France”, “Secure Access Service Edge”, “Orange cyberdefense Cloud Security”, “Internet of things and Cybersecurity”, “Supply Chain Attacks in France”, “Compliance monitoring”, “Cyber-attacks on healthcare in France”, “Distributed denial of service (DDoS) protection” etc...</p> <p>Orange cyberdéfense would want to reach people who are using specific keywords that either mention them, or a service that they can provide. Therefore, if a person is researching any cybersecurity related topics, especially current trends, Orange Cyberdéfense needs to make sure that they are reaching these groups.</p>
--	--

Copy.AI G1

Describes specific actions

LinkedIn

- Collaborate with growing companies and startups CEOs (to avoid high cost) to produce engaging and influencing videos and posts of their experience with our products. These CEOs can include Ollie, Founder at [Enterprise Orchard](#), Jackson, Owner at [Fringe](#) and Melissa, CEO at [Haus.band](#).
- Connect with very successful CEOs and offer them 6 to 1 years free trial along with a demo (Hoping they like it and start using it). For example CEO of Oglovi, CEO of Freeman and CEO of Isobar
- Collaborating with some leading AI engineers (Faizan Khan) or technical marketers

Be Platform Appropriate

- <https://www.thrillist.com/entertainment/nation/best-memes-2020>
- <https://www.thrillist.com/entertainment/nation/best-memes-2021>



Analytics and KPIs



KPIs

- Measurable value that enables to evaluate how successful /unsuccessful our actions are
- Marketing goals should be SMART



Key Business contribution of Marketing:

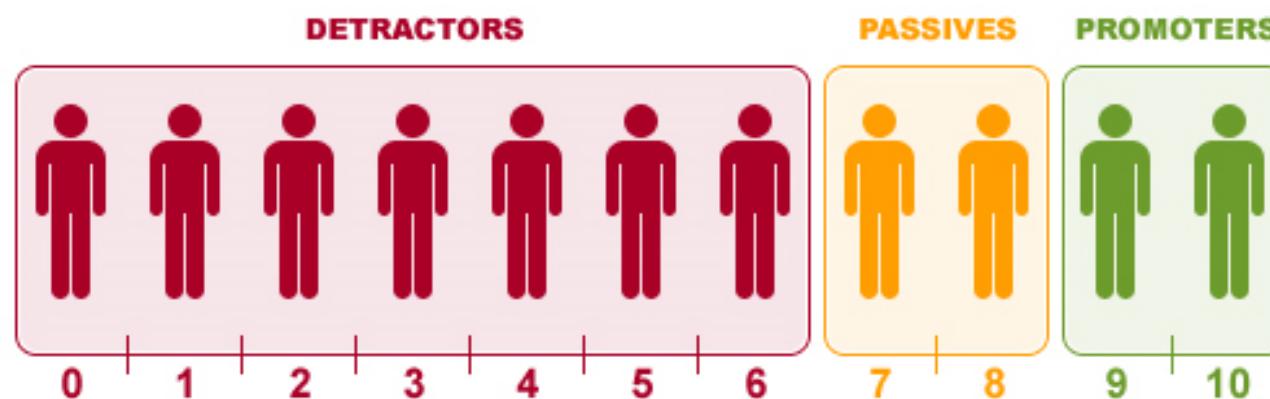
Develop Customer Lifetime Value (CLV or CLTV)

- CLV or CLTV is the present value of the future cash flows attributed to the customer relationship.

- If we view a customer relationship as an asset of a company, CLV or CLTV would represent the calculated financial value of that asset.

Net Promoter Score

- The **NPS** is an index ranging from -100 to 100 measuring the willingness of customers to recommend a company's products or services to others. It is used for gauging the customer's overall satisfaction with a company's product or service and the customer's loyalty to the brand.

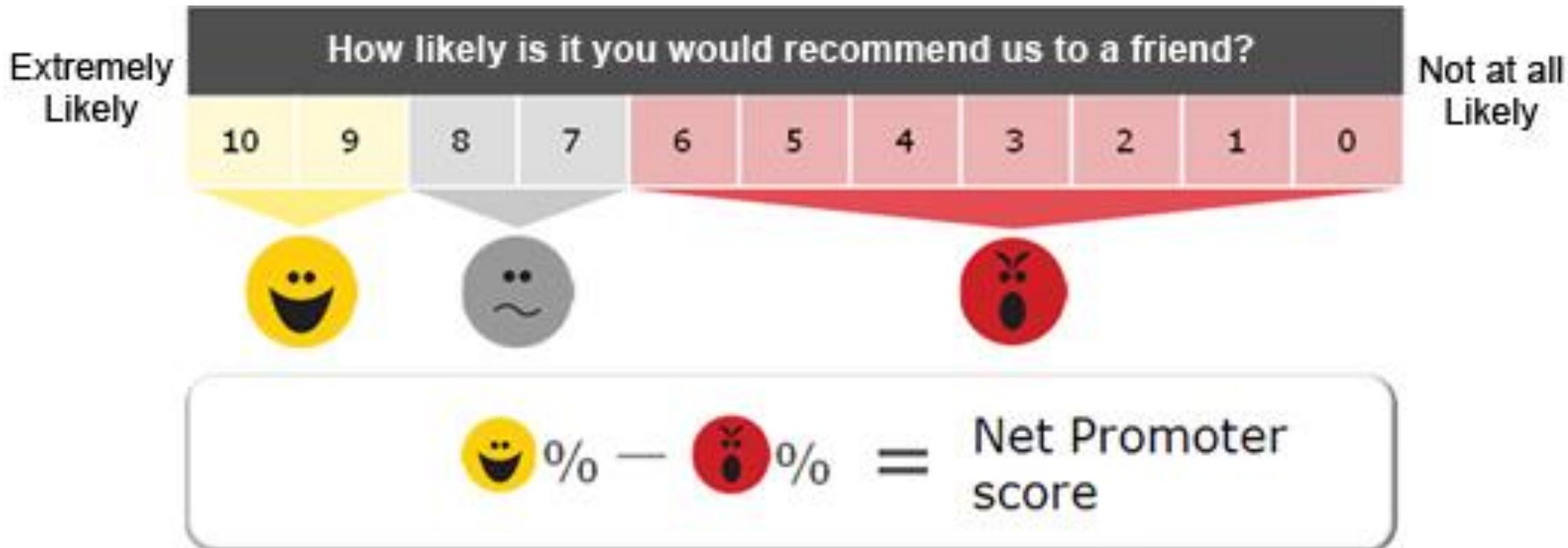


$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

Net Promoter Score

- **Promoters** are loyal, enthusiastic and outspoken fans to their friends, families and colleagues. They are far more likely than others to remain customers and to increase their purchases over time. They are almost always a pleasure to deal with.
- **Passives** are “passively satisfied” but for now. Their repurchase and referral rates are as much lower than those of promoters. If a competitor’s product looks interesting, they may defect.
- **Detractors** are unhappy customers and account for a huge percentage of negative advocacy. They have high rates of defection. Some may appear profitable from a financial standpoint, but their criticisms and bad attitudes hurt a company’s reputation, discourage new customers and demotivate employees.

Net Promoter Score



Frederick Reichheld

Net Promoter Score

Thank you for using
LinkedIn Premium!

To help us improve our product, we'd like to ask you a few questions about your usage of LinkedIn Premium. It will only take about 4 minutes.

Let's get started...

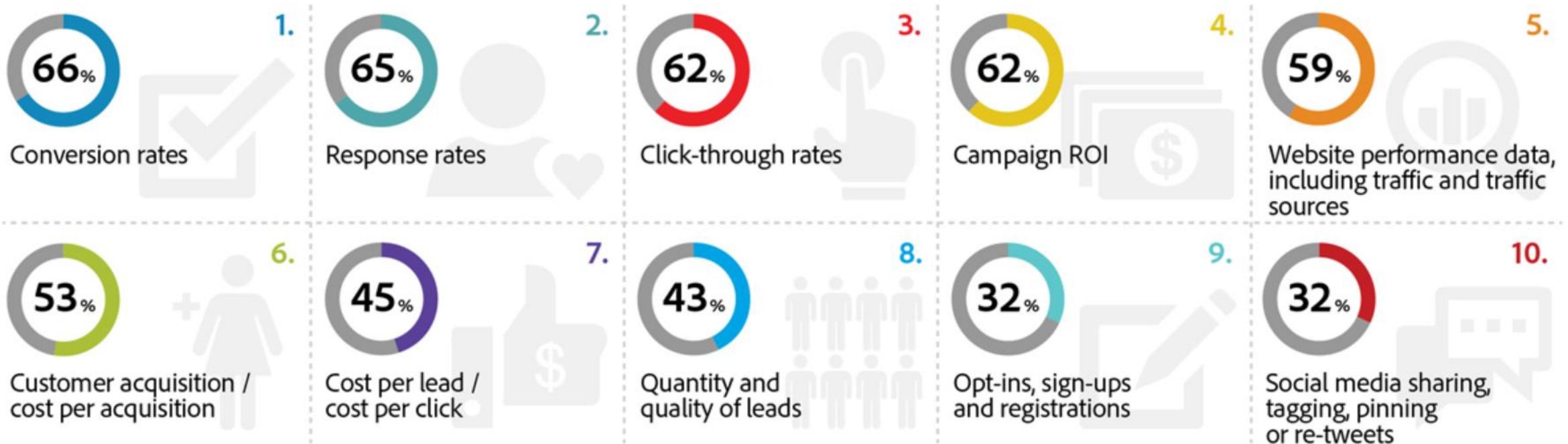
How likely are you to recommend LinkedIn Premium to a friend or colleague?

0 1 2 3 4 5 6 7 8 9 10

Not at all
likely

Extremely
likely

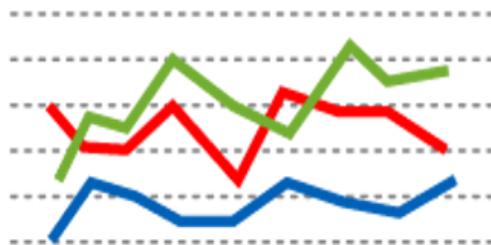
Measuring results of marketing actions



CRM Dashboard – Reporting and Control



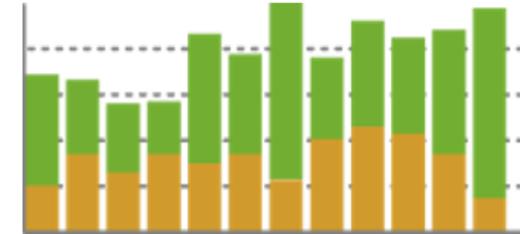
Campaign ROI



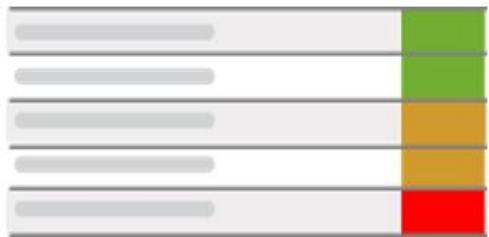
Leads by Source



Lead Conversion%



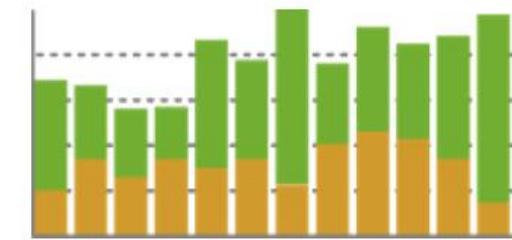
Closed Business by Month



Top 10 Deals



Month-to-Date Trending



Closed Business by Month



Top Sales Reps

Marketing campaign: Common KPIs

- Evaluation
 - Strategic and tactical aspects to be measured versus goals
 - Five categories: visible (aware), relevant (appeal), searchable (ask), actionable (act) and sharable (advocate)
- Visibility metrics
 - Impressions - how many times it is viewed
 - Reach - unique viewers; how many individuals saw the content
 - Brand recall – what per cent can remember the brand name
- Relevance measures
 - Page views per visitor – how many pages are visited while on a content website
 - Bounce rate – percentage who leave after viewing one page
 - Time spent on site
- Search metrics
 - Position – when looked up using keywords
 - Referrals – how many visits to your site come from search engine referrals

Engagement: Reach vs. Impressions

- **Reach:** The *number of unique people* who see your content, measuring how your content is spread via social media. Reach is a measurement of your **effective** audience.
- **Impression:** The *number of times* your content is displayed by being delivered to someone's feed. A viewer doesn't have to engage with the post in order for it to count as an impression. One person can have multiple impressions of the same piece of content.
- **Example:** A post can be displayed in the news feed from the original publisher and appear a second time when a friend shares it. If you saw both forms of activity in your feed, that counts as two impressions for the same post. You would count as one unique viewer for Reach.

Action Metrics

- **Click-through-rate (CTR)** – ratio between number of clicks and number of impressions
- **Call to action conversions** – registering, purchasing, . . .
- **Share ratio** - ratio between the number of shares and the number of impressions
- **Engagement rate** – total followers divided by share actions like retweets, favorites, replies & mentions

Some Digital KPIs

Website

Web traffic

Page views

Click thru

Unique visitors

Returning visitors

Social Media

Impressions

Engagement

Brand mentions

followers

Other online

Content upload

Feedback

Brand awareness

Click/like/share etc...

Marketing Productivity Metrics



- Purchase Action Ratio (PAR)
 - Measures conversion rate from brand awareness to purchase
- Brand Advocacy Ratio (BAR)
 - Measures conversion rate from brand awareness to advocacy
- Example from a population of 100, brand is spontaneously recalled by 90 and 18 purchase and 9 recommend
 - PAR = $18/90 = .2$
 - BAR = $9/90 = .1$
 - Question – where would money be best spent in this example?

Welcome to Google Analytics

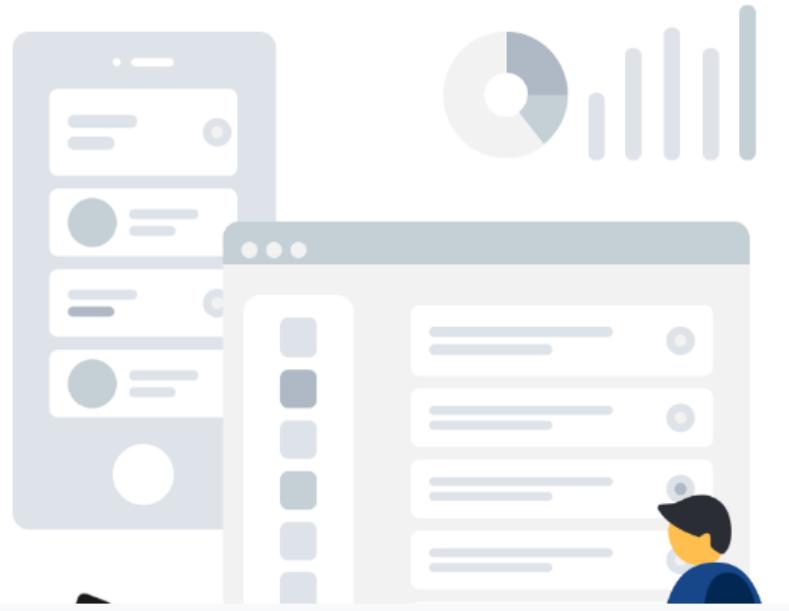
Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions.

[Start measuring](#)

Complete information

Understand your site and app users to better check the performance of your marketing, content, products, and more.

Get insights only Google can give



Google Analytics

Google Analytics Home **Reporting** Customization Admin

Search reports & help

Channels

Real-Time Audience + Add Segment

All Users
100.00% Sessions

Acquisition

Overview

▼ All Traffic

Channels

Treemaps

Source/Medium

Referrals

► AdWords

► Search Engine Optimization

► Social

Customize Email Export ▾ Add to Dashboard Shortcut

Explorer

Summary Site Usage Goal Set 1 Ecommerce

Sessions ▾ vs. Select a metric

● Sessions

1,000

500

Jan 29 Feb 5

Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other ▾

The screenshot shows the Google Analytics reporting interface. The top navigation bar includes links for Home, Reporting (which is highlighted in blue), Customization, and Admin. Below the navigation is a search bar labeled 'Search reports & help'. The main title 'Channels' is displayed above a list of segments: 'All Users' (100.00% Sessions) and '+ Add Segment'. On the left, a sidebar menu under 'Acquisition' shows 'Overview', 'All Traffic', and a expanded section for 'Channels' which lists 'Treemaps', 'Source/Medium', 'Referrals', 'AdWords', 'Search Engine Optimization', and 'Social'. A red arrow points to the 'Channels' link in this sidebar. At the bottom of the page, there's a note about the primary dimension being 'Default Channel Grouping' and a dropdown menu for selecting other dimensions like 'Source / Medium', 'Source', 'Medium', or 'Other'.

Google Analytics

Google URL builder

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. Note: the generated URL is automatically updated as you make changes.

* Website URL

The full website URL (e.g. `https://www.example.com`)

* Campaign Source

The referrer: (e.g. `google`, `newsletter`)

Campaign Medium

Marketing medium: (e.g. `cpc`, `banner`, `email`)

Campaign Name

Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term

Identify the paid keywords

Campaign Content

Use to differentiate ads

<https://ga-dev-tools.appspot.com/campaign-url-builder/>

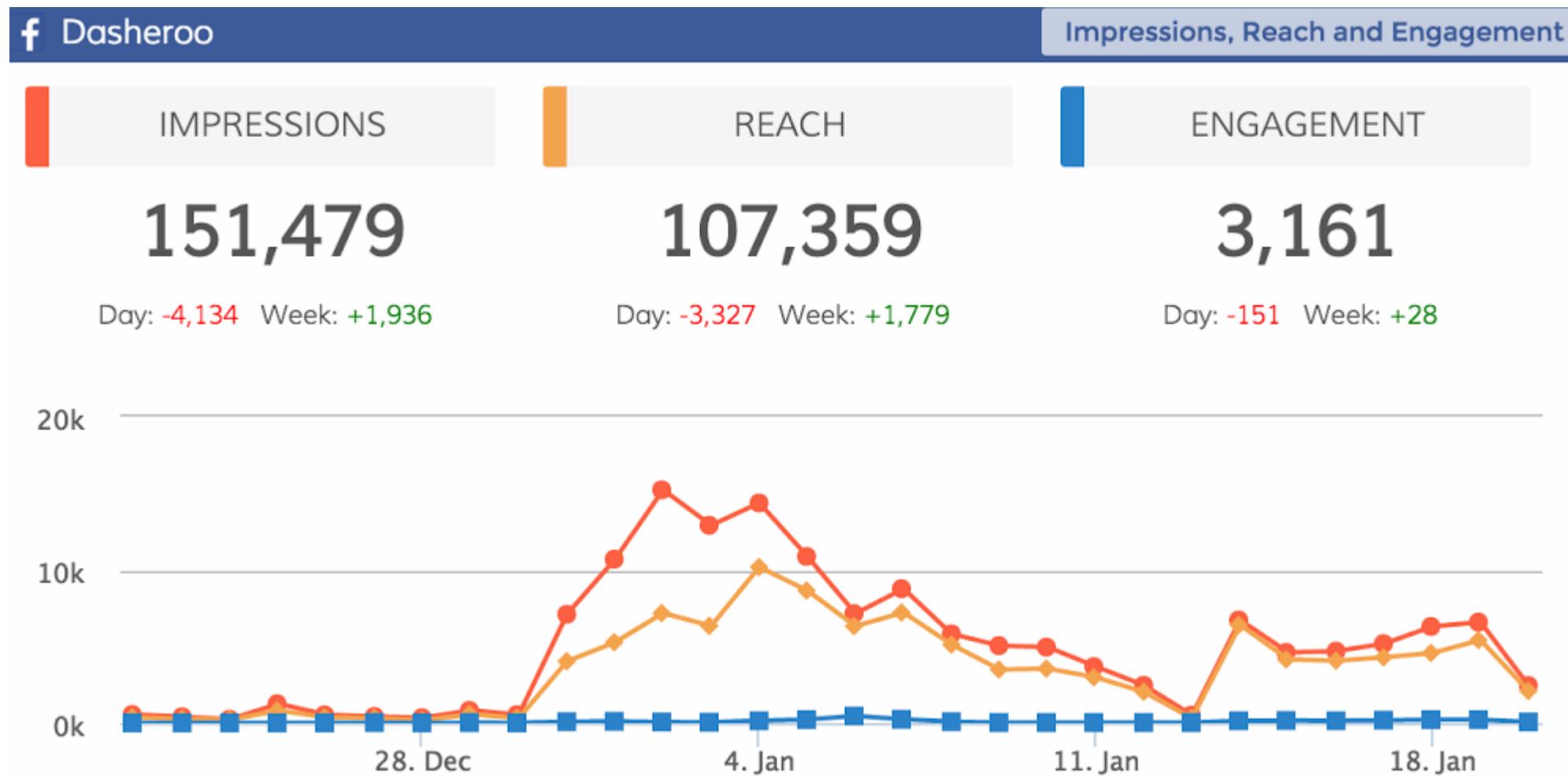
Adds campaign parameters to URLs to track Custom Campaigns in Google Analytics

KPIs – Pageloading time

Navigateur	Temps de chargement moyen de la page (s)
1. Internet Explorer	5,14
2. Firefox	6,31
3. Safari	6,38
4. Samsung Internet	6,44
5. Edge	7,24
6. Chrome	8,38
7. Safari (in-app)	8,91
8. Android Webview	9,27
9. (not set)	9,59

More KPIs on <https://blog.hootsuite.com/social-media-metrics/>

Social Media Analytics example



Twitter Analytics

Meet your dashboards



Tweet activity

Measure engagement and learn how to make your Tweets more successful.



Followers

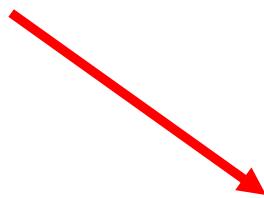
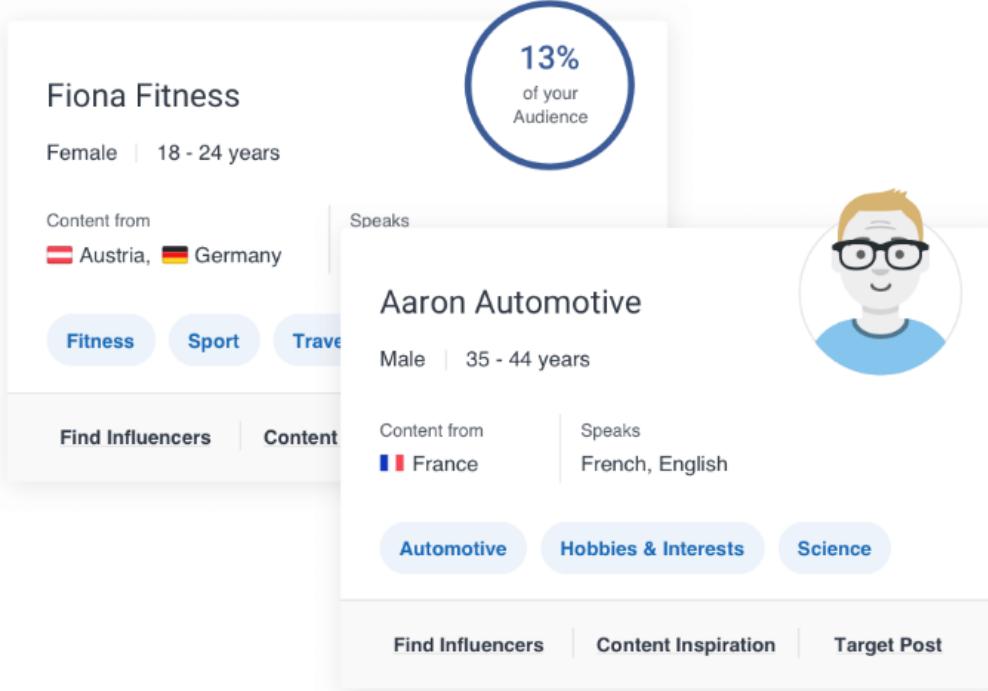
Explore the interests, locations, and demographics of your followers.



Twitter Cards

Track how your Twitter Cards drive clicks, app installs, and Retweets.

Twitter Analytics



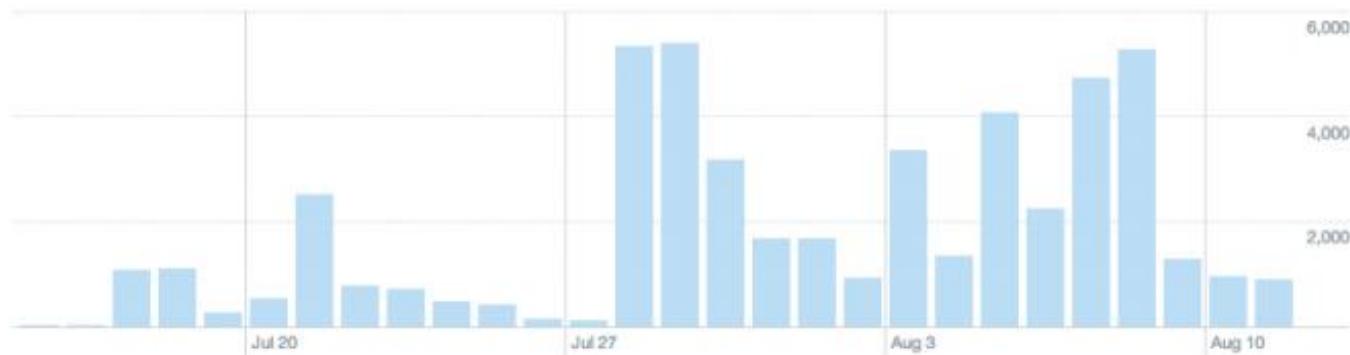
Tailor your content to the right personas with audience analytics

Consolidate your digital audience data in one place and have AI generate persona profiles you can rely on. Create personalized content that resonates with your audience segments and use social media analytics to analyze and report on your results.

Tweet activity

 Export dataYour Tweets earned **50.5K impressions** over the last **28 days**

That's no change in impressions from the previous 28-day period

**Tweets** Tweets and replies Promoted

Impressions Engagements Engagement rate

**AJ Kohn** @ajkohn · Aug 8Reading: Gardens, Not Graves bit.ly/1lijQID (Tending to your chronological content. Ugh! I need to do this.)
#content #blogging

616

10

1.6%

**AJ Kohn** @ajkohn · Aug 8Saving: How We Read bit.ly/1liiBcy (I absolutely adore this piece. Awesome information here.) #ux #readability

619

17

2.7%

**AJ Kohn** @ajkohn · Aug 8Reading: Decoding the Google Answer Box Algorithm bit.ly/1r0kzN0 (Not decoded really but good observational data here.) #seo

992

17

1.7%

YOUR TWEETS

So far today, your Tweets have earned **902 impressions**. This is lower than your 28-day average of 1.8K impressions per day.

Engagements

Showing last 28 days with daily frequency

ENGAGEMENT RATE

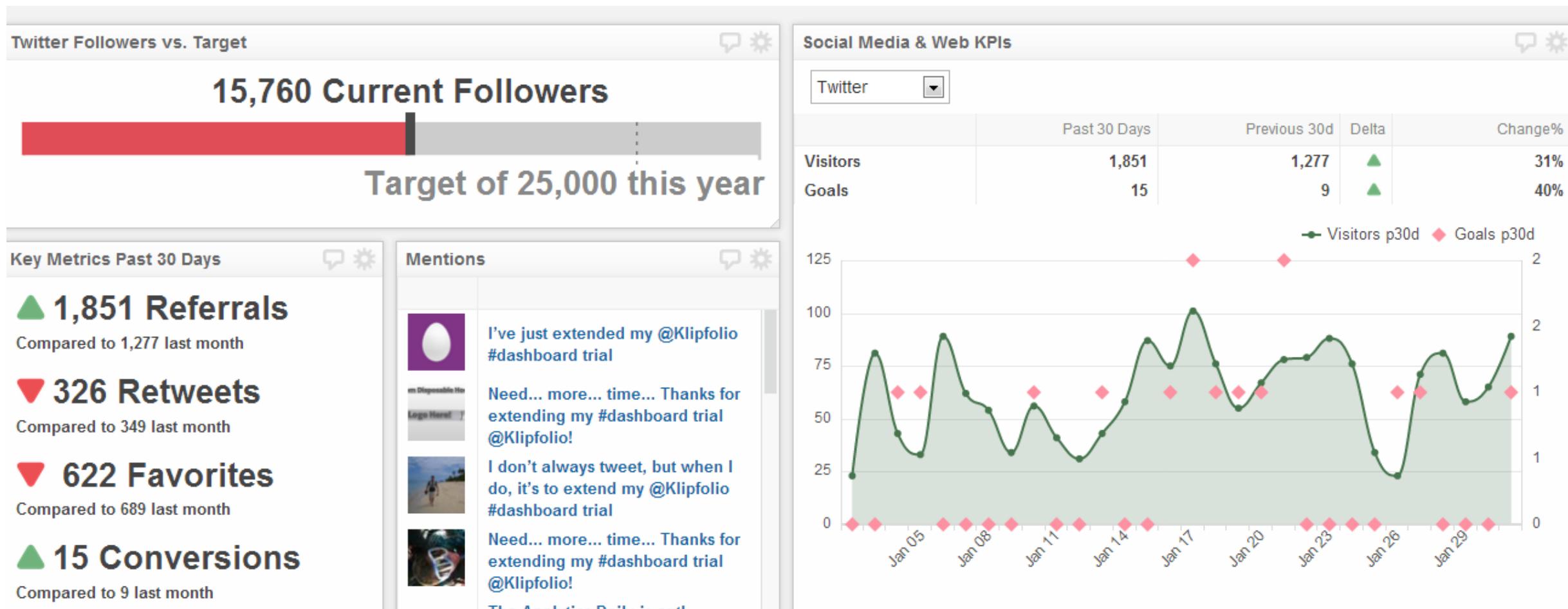
0.9%

Today
1.4% engagement rate

LINK CLICKS

210

Today
2 link clicks



YouTube Analytics

AVERAGE VIEW DURATION ?

2:42 (68%)

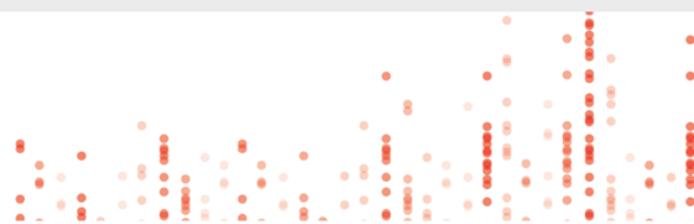
Absolute audience retention

Relative audience retention



Watch time, views, likes, shares, and comments

Video Insights Dashboard



Views: Jul 2019

31.62K ↓

Jun 2019: 66.09K

Minutes Watched: Jul 2019

30.96K ↓

Jun 2019: 66.87K

Avg View Duration: Jul 2019

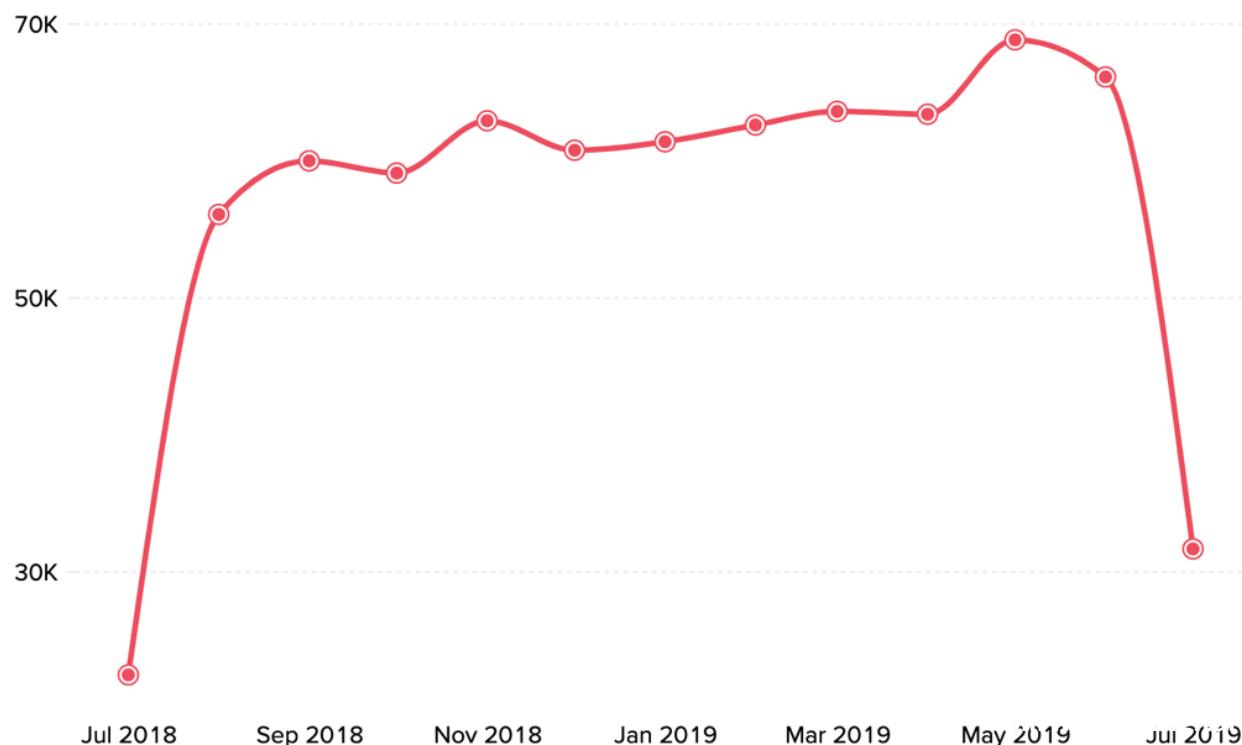
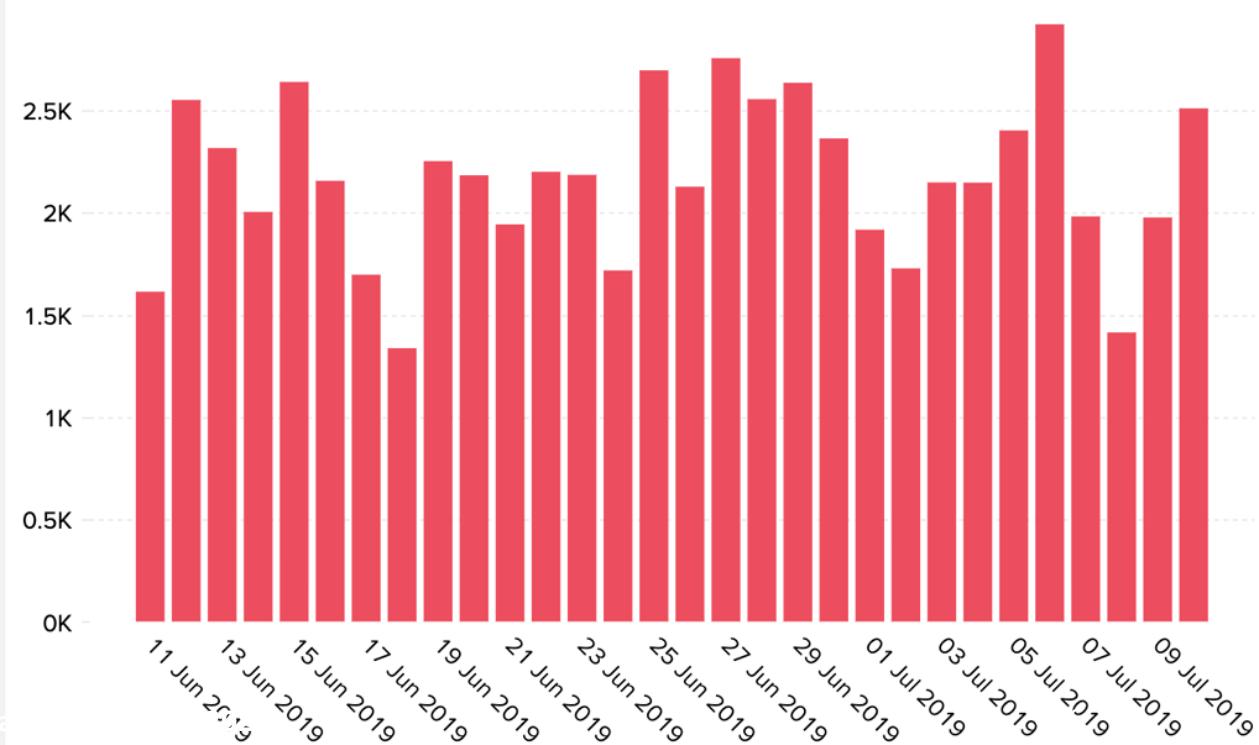
0.84 ↑

Jun 2019: 0.82

Videos Published: Jul 2019

3 ↑

Jun 2019: 3

Monthly Video Views**Daily Views**

YouTube Video Performance



Analyzing data like a pro

Created: 2018-02-13
Published: 2018-02-14

ENGAGEMENT



LIKES

271

DISLIKES

6

COMMENTS

39

LIFETIME STATS



SHARES

113

VIEWS

**1,410**

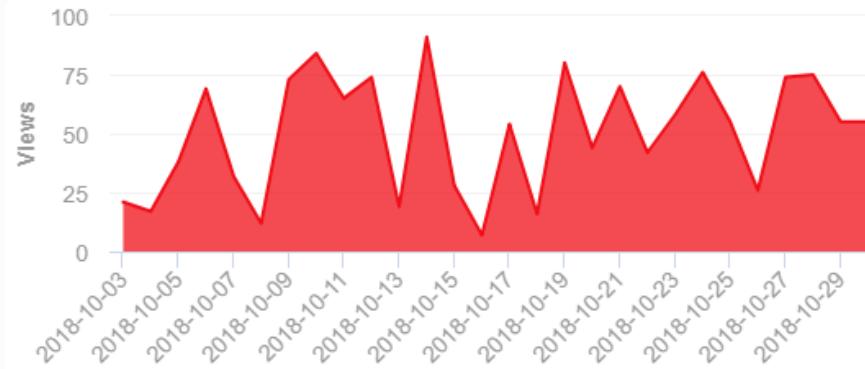
LAST 28 DAYS

416

LAST 7 DAYS

55

YESTERDAY

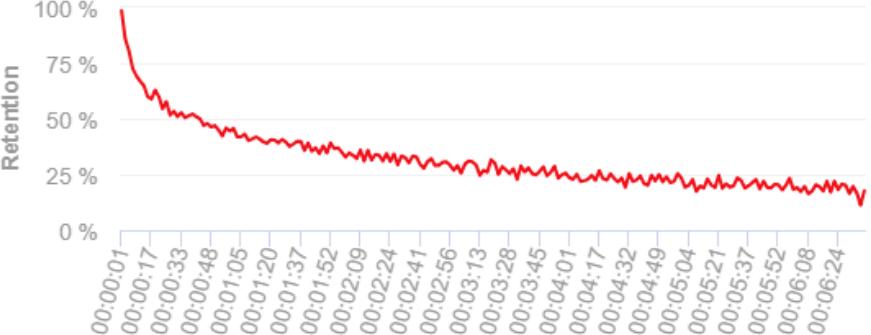


AUDIENCE RETENTION
2 min 28 sec

AVG VIEW DURATION

LIFETIME STATS
29 %

AVG VIEW %

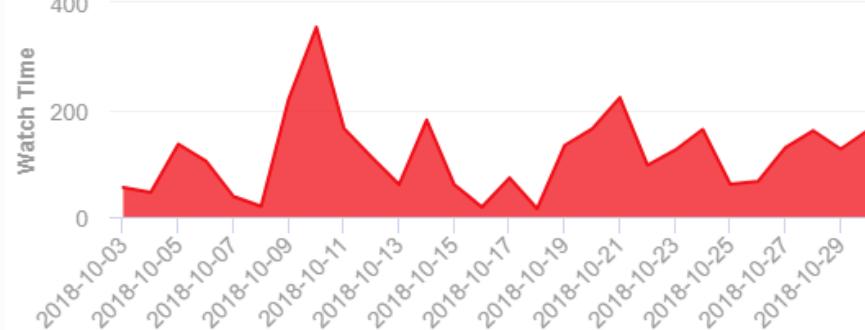


WATCH TIME
3,270 min **869 min** **162 min**

LAST 28 DAYS

LAST 7 DAYS

YESTERDAY



YouTube Analytics – Brand Lift

- A measurement of the direct impact your YouTube ads are having on perceptions and behaviors throughout the consumer journey.
- Brand lift metrics include brand awareness, ad recall, consideration, favorability, purchase intent, and brand interest, as measured by organic search activity.

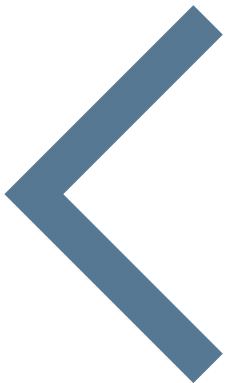


KPIs - Engagement

- Engagement metrics → Interactions
 - Applause rate (number of approval actions (e.g., likes, favorites) a post receives relative to your total number of followers).
 - Average Engagement Rate (number of engagement actions (e.g., likes, shares, comments) a post receives relative to your total number of followers)
 - Amplification Rate (ratio of shares per post to the number of overall followers)
 - Share ratio or virality rate (ratio between the number of shares and the number of impressions)
 - Conversation Rate (ratio of comments per post to the number of overall followers)

More KPIs on <https://blog.hootsuite.com/social-media-metrics/>

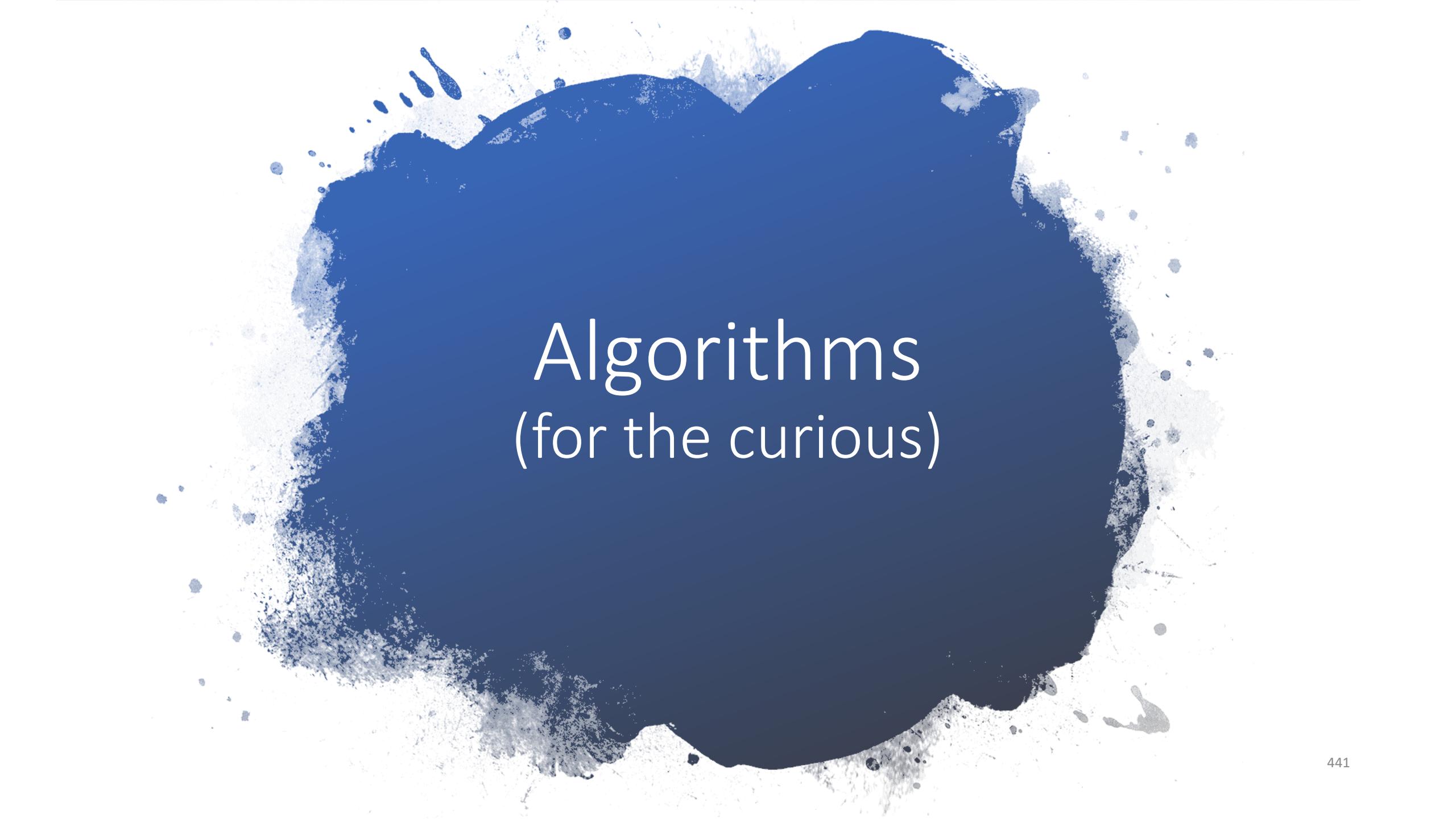
Article on KPIs to Read



◆ Read this article on KPIs

- ◆ <https://www.slingshotapp.io/blog/top-35-marketing-kpis-to-track#:~:text=PPC%20KPIs-,What%20Are%20KPIs%20in%20Marketing%3F,a%20cross%20the%20different%20marketing%20channels.>

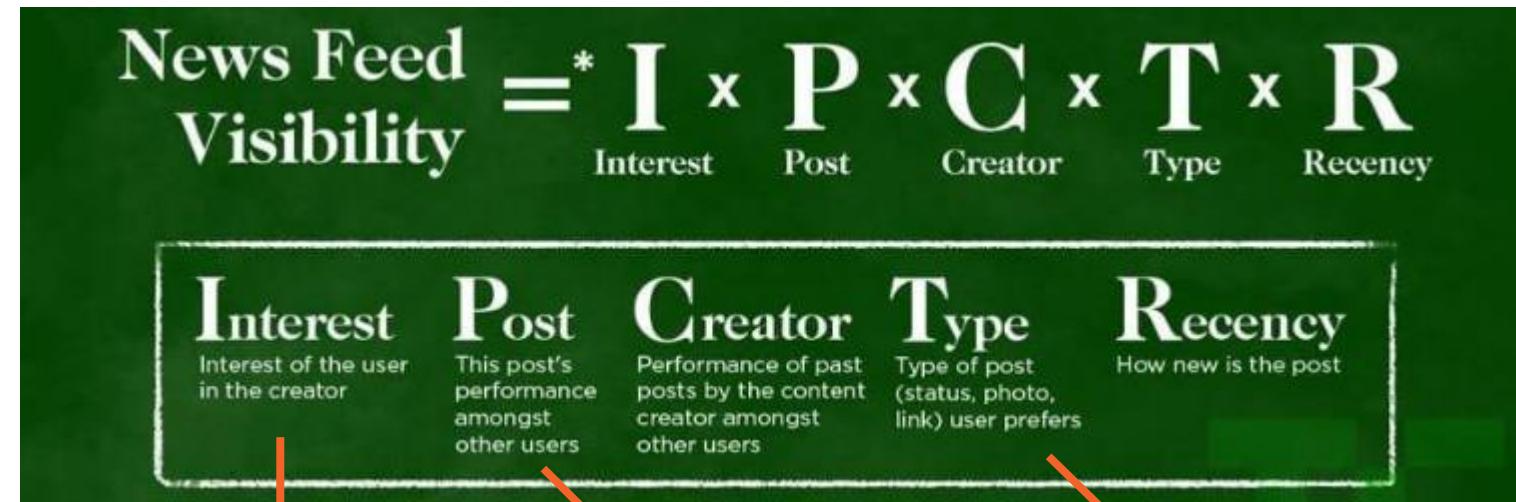




Algorithms (for the curious)



1) Facebook Algorithm



- Priority to **person-to-person interactions** over person-to-(brand) page
- **Connections with people** within an individual's network will get the biggest boost in rankings
- Priority to **posts that spark conversations** and meaningful interactions between people.
- Post **success based on comments & shares** (not only likes)

Source: Facebook, « Bringing People Closer Together », January 2018 (newsroom.fb.com)

2) Facebook Algorithm



Founder's objective:



You'll see less public content like posts from businesses, brands, and media. And the public content you see more will be held to the same standard—it should **encourage meaningful interactions** between people.



- Mark Zuckerberg



3) Facebook Algorithm Implications

- **Disadvantages for companies with 2018 algorithm:**

- Less visibility for companies posts than before
- Smaller organic reach for brand pages

Unless pages with discussion/interactions/real community

→ **How to be visible with this algorithm:**

- Boost engagement/interactions (comments & shares) on the brand page
- Prioritize visual content and mainly videos
- Post videos on Facebook rather than forward a link
- Post high-quality content → make people share it as much as possible
- Revisit the content strategy: focus on content that sparks discussion

1) Instagram Algorithm



- ◆ No difference between content shared by friends or by brands
- ◆ Newsfeed publication order :
 - ◆ Based on past behaviors or similar content
 - ◆ 3 key factors:
 - ◆ **Interest:** the likelihood user will be interested in the content
 - ◆ **Recency:** priority to the most recent posts
 - ◆ **Relationship** with the entity posting, based on interaction frequency in the past.

Source: Prof. I. Schuiling - UCLouvain

2) Instagram Algorithm



3 other factors:

- **# Followed people:**
 - More posts seen from the same people if only few people followed.
 - Everyone's posts not seen if thousands of people followed.
- **Frequency:**
 - If Instagram opened multiple times a day → recent posts seen only
 - If Instagram open once a week → older posts seen too.
- **Usage:**
 - Link between app usage and content seen.
 - If time spent on the app is short, then feed loaded with priority content only.

Source: Hootsuite « How the Instagram Algorithm Works in 2018 », June 19 2018 (blog.hootsuite.com)

1) LinkedIn Algorithm

- ◆ LinkedIn algorithm's uniqueness
 - = use of real humans to filter content
- ◆ Step 1 — Initial Filter:
 - Content is posted and passes a computerized filter
 - LinkedIn's automation system will classify every post as spam, low-quality
- ◆ Step 2 — Test Audience Process:
 - Post is sent to a selection of your audience.
 - Indicators of initial engagement (likes, comments and shares) will signal that your content is good enough to pass to stage 3.

2) LinkedIn algorithm

◆ Step 3 — Scoring System:

- Content gets a computerized “virality” score
- Score based on number of sharing, comments, like.
- It will either:-
 - a) Be demoted because of low-quality
 - b) Be shown to more people because of high-quality
- The algorithm determines if the content is spam or not, the relevance and usefulness of the post to the network. If the post looks “suspicious,” it will remain in the feed but not showed very highly or very frequently.

◆ Step 4 — Real People Assessment:

- Content is reviewed by human editors
- Post is passed along to LinkedIn editors who decide whether the content should be sent out to more people, or stopped
- If these people find the content engaging: selection expands

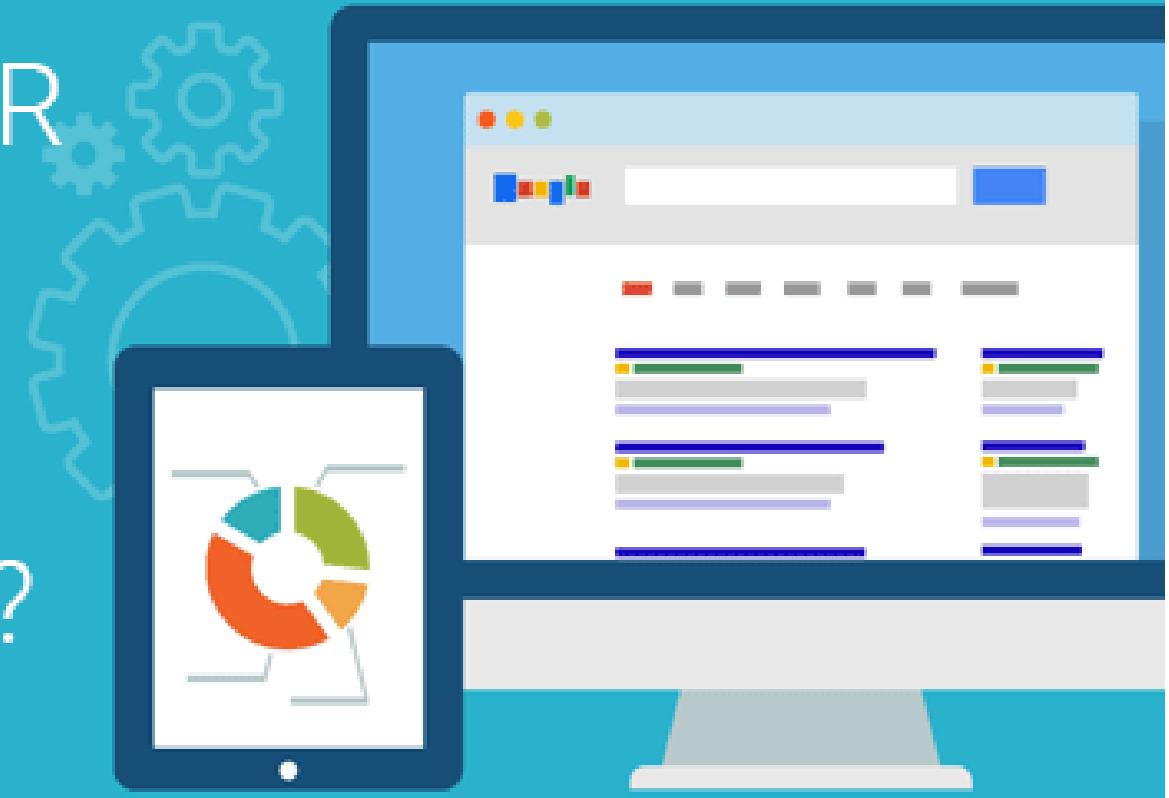
Twitter: Ways of Working

- ◆ Twitter algorithm determines what you are most “likely to care about”
 - ◆ Algorithm can be turned off to simple reverse chronological feed.
 - ◆ Key elements:
 - ◆ **Engagement:** Based on previous interactions with a user’s account
 - ◆ **Timing:** Reverse chronological service: tweets appear in the reverse order to which they were posted
 - ◆ **Rich media:** Users who like and engage with Twitter content will see more tweets with the same content type (link, video, picture)

Source: Hootsuite « How the Twitter Algorithm Works in 2019 and How to Make it Work for You», February 20, 2019 (blog.hootsuite.com)

Meta Descriptions

COMMENT RÉDIGER
LA
**META
DESCRIPTION ?**



What is a Meta Description?

- An HTML attribute that provides a brief summary of a web page.
- Search engines display the meta description in search results.

```
<meta name="description" content="A page's description,  
usually one or two sentences." />
```

Writing a Great Meta Description

- **Keywords:** The most important keywords for the webpage must be in the title and meta description. Search engines will highlight in **bold** where it finds the searchers query.
- **Write legible, readable copy:** Keyword stuffing might be penalized, and the searcher will assume your result leads to a spammy website. Make sure your description reads like a normal, human-written sentence using an active voice
- **Length:** a meta description should be no longer than **135 – 160 characters long** as search engines chop off longer ones. Make sure any important keywords are nearer the front.

Writing a Great Meta Description

- **Do not duplicate meta descriptions:** As with title tags, the meta descriptions must be written differently for every page. Google may penalize you for mass duplicating your meta descriptions.
- **Consider using rich snippets:** by using schema markup you can add elements to the snippets to increase their appeal. For instance: star ratings, customer ratings, product information, calorie counts etc.
- **Have Call To Action**

Writing Meta Descriptions: e-commerce

[Death Wish Coffee Company: World's Strongest Coffee | Best Coffee](https://www.deathwishcoffee.com/)

<https://www.deathwishcoffee.com/> ▾

Death Wish Coffee Company is the top online coffee-seller of fair-trade, organic, high-caffeine blends, and we have the world's strongest coffee!

<https://www.deathwishcoffee.com> ::

[Death Wish Coffee Company: World's Strongest Coffee | Best ...](https://www.deathwishcoffee.com)

Death Wish Coffee is here to fuel your passion—basic brews not invited. The highest-quality arabica + robusta beans are roasted to bold, never-bitter ...

All together, it's just twenty one words. Clever naming helps Death Wish Coffee pack a punch here. With the first three words, "Death Wish Coffee," you already get an idea of what the company sells (coffee) and what defines its brand (hardcore, but tongue-in-cheek about it)

Counting it all up, we have four words that are variations on the word 'coffee', two claims that it's the best at what it does, and three different ways of backing up that claim. All in this one sentence: "Death Wish Coffee Company is the top online coffee-seller of fair-trade, organic, high-caffeine blends, and we have the world's strongest coffee!"

Writing Meta Descriptions

<http://tools.seobook.com/meta-medic/>



Home Blog Pricing Community Training SEO Tools Videos

Training Courses → Overview SEO PPC Tracking Credibility Monetization Vic

SEO Tools

Free Meta Tag Tool

Web Tools

- [The Keyword Tool](#)
- [Hub Finder](#)
- [Local Rank](#)
- [SEO Site Planner](#)
- [Competitive Research Tool](#)
- [Domain Name Finder](#)
- [Keyword Comparison Tool](#)

Break



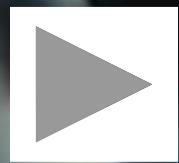
Phases of CRM

REPORTING “Asking What Happened”	ANALYZING “Asking Why It Happened”	PREDICTING “Asking What Will Happen”
What is the total revenue by customer?	Why did sales not meet forecasts?	What customers are at risk of leaving?
How many units did we manufacture?	Why was production so low?	What products will the customer buy?
Where did we sell the most products?	Why did we not sell as many units as last year?	Who are the best candidates for a mailing?
What were total sales by product?	Who are our customers?	What is the best way to reach the customer?
How many customers did we serve?	Why was customer revenue so high?	What is the lifetime profitability of a customer?
What are our inventory levels?	Why are inventory levels so low?	What transactions might be fraudulent?

Predictive Analysis

Customer needs, situations, expectations, and demands are constantly changing and evolving. With technology, so much information and digital footprints that customers leave, companies have a lot more data by which they can **predict customer behavior** quite accurately.





Personalized Marketing

3m35s

<https://www.youtube.com/watch?v=gcimRZF8g3Y>

A large, abstract circular graphic in the background, composed of a dark blue center surrounded by concentric rings of white and light blue, resembling a stylized eye or a planet.

AI Marketing Leveraging Technology

What is AI Marketing?



- AI marketing is a method of leveraging technology to improve the customer journey. It can also be used to boost the return on investment (ROI) of marketing campaigns. This is accomplished by using big data analytics, machine learning, and other processes to gain insight into your target audience. With these insights, you can create more effective customer touch points. Whether you're engaging in email marketing or providing customer support, AI eliminates much of the guesswork involved in customer interactions. *Forbes*

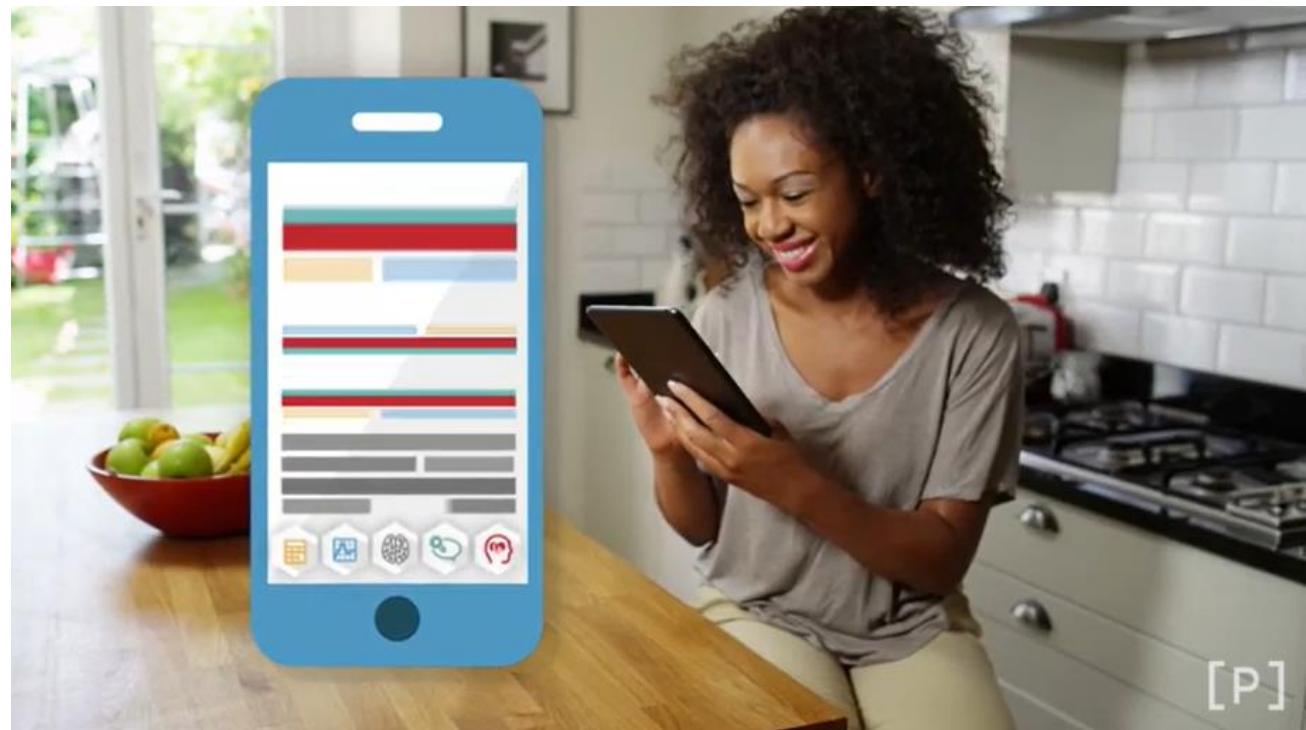
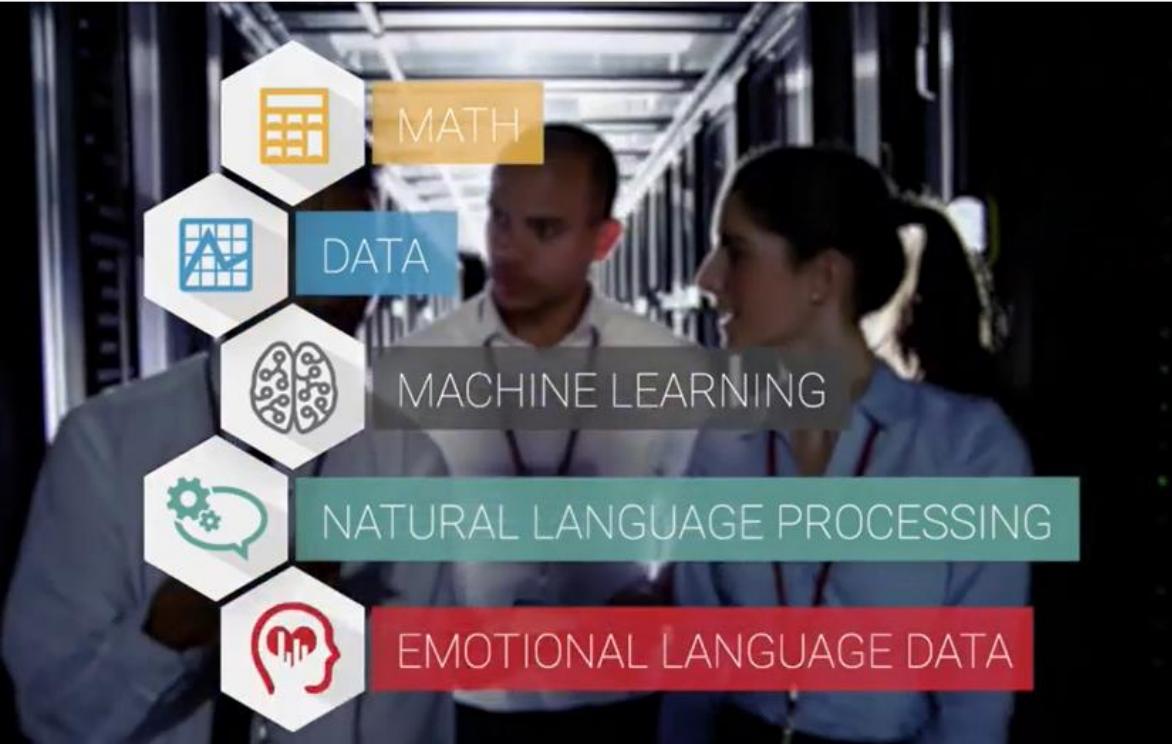


Go here for a tour:
<https://www.persado.com/>

At Every Customer Interaction, Words Matter.

We help data-driven enterprises find new sources of value by getting every word right, every time. The result is true personalization at scale and bankable ROI. Learn why words matter and how we can help unlock the value in yours.





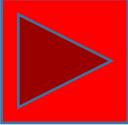
1m45

Persado explained



AI Increasing Engagement





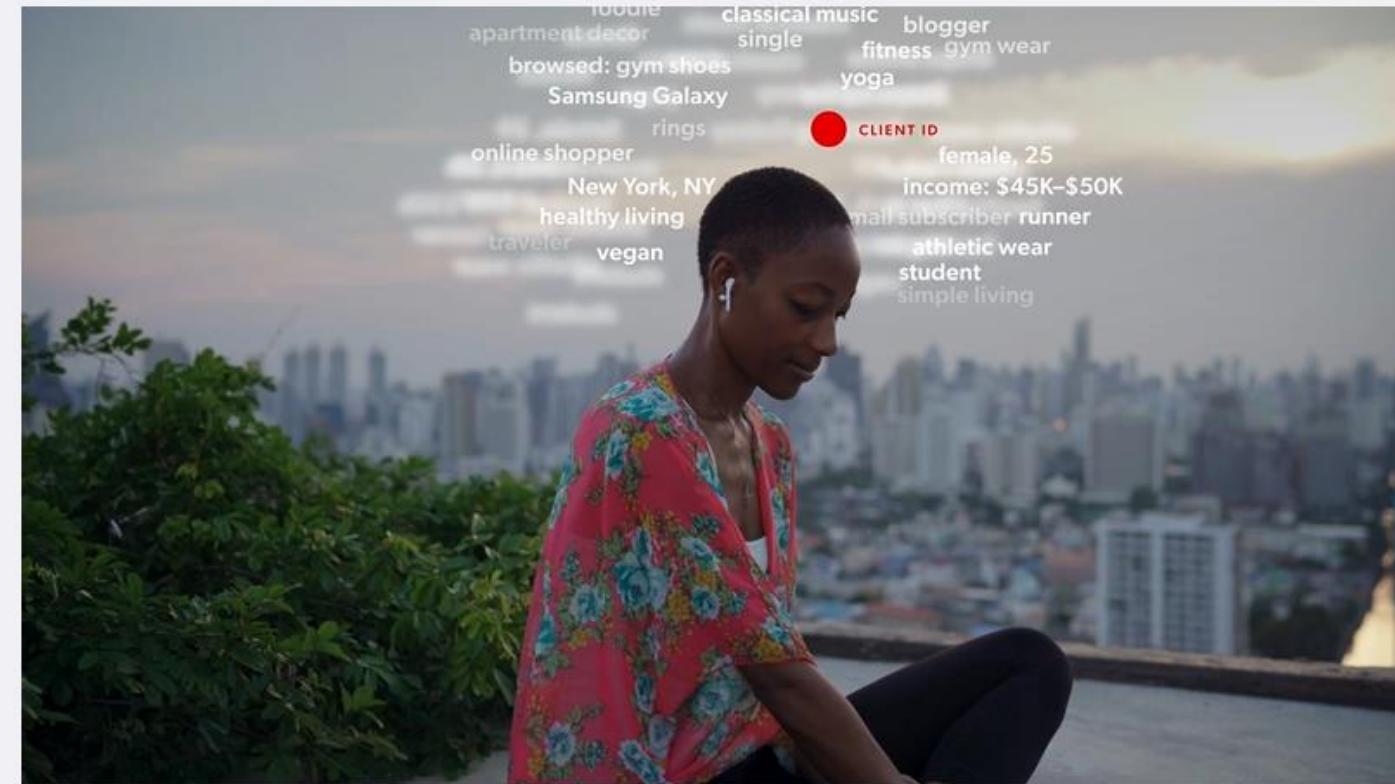
EVERYTHING YOU NEED TO BUILD SMARTER MARKETING

Whether you've got lots of data or a just little, **Epsilon PeopleCloud** can use it to help you connect with your customers in easier, smarter ways.

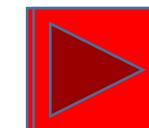
<https://www.epsilon.com/us>

The marketing platform for personalizing consumer journeys with performance transparency

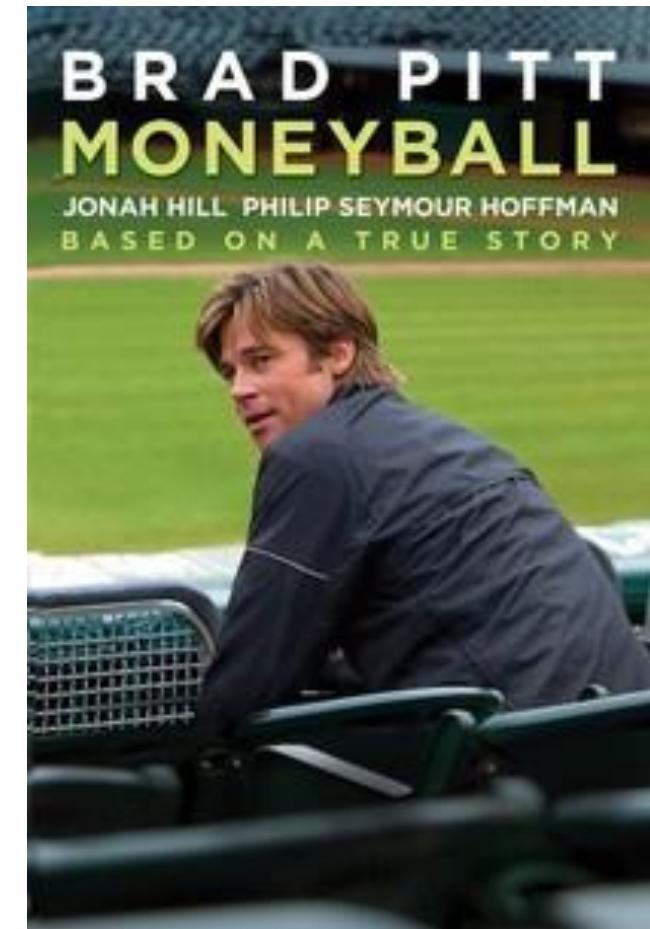
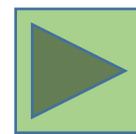
With an end-to-end view of your marketing performance, you'll tie marketing results to the actions that drove them. It's the only way to truly measure and optimize your marketing across channels, and deliver one-to-one personalization at scale.



**3m – scroll a little to find it
The screen will move to the right, then down**

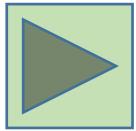


The Power of Analytics





HOME



Author: PHIL NORRIS - Date: NOVEMBER 18, 2021

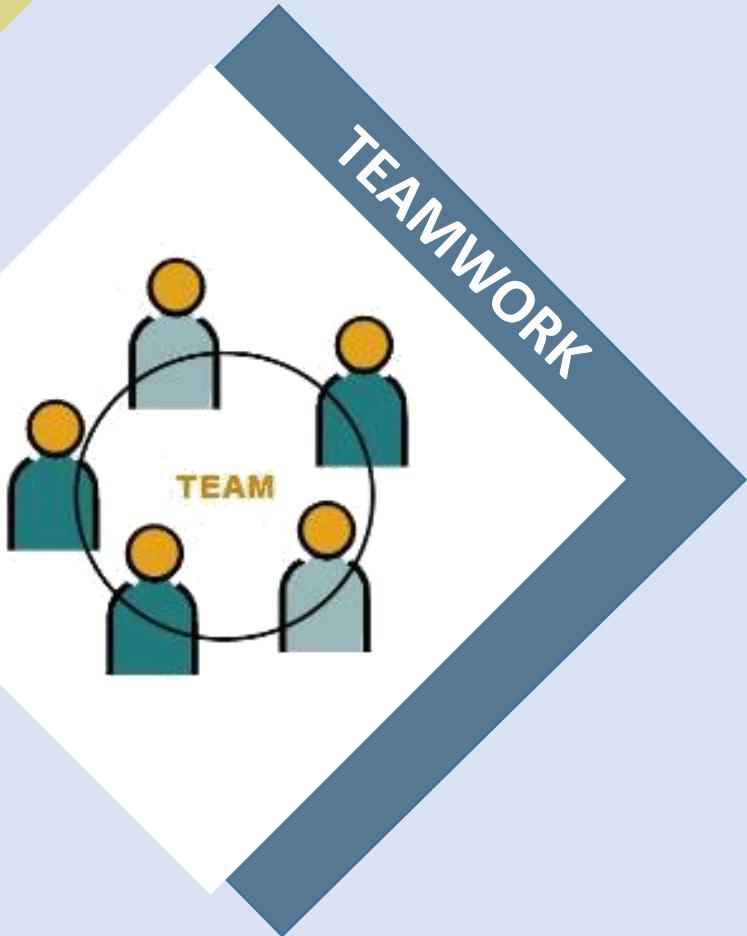
10 IMPRESSIVE EXAMPLES OF AI IN MARKETING

Data has a better idea

Workshop



Coolest Use of AI



Find an impressive use of AI for Marketing. The preferred choice is one for your product. An alternate choice is one in the same business sector. (If you have a “retro” product this is of course your only choice.) Here are the places just shown with case studies if you need them:

<https://www.persado.com/resources/case-studies/>

<https://www.epsilon.com/us/client-success/case-studies>

<https://blog.socialmediastategessummit.com/10-examples-of-ai-in-marketing/>

Make one slide with an image or two, a clickable link if applicable, and a brief explanation of the marketing action you chose.

20'
50%
credit
if late

1 PPT
slide



email
marketing

Why Email Marketing?

- Email is the only medium of direct contact with clients without an intermediary
- Social media organic reach declines rapidly in favor of paid ads - Email grows 5% annually
- Lots of statistics found here if you are interested:
<https://99firms.com/blog/email-marketing-statistics/>

SendGrid Email Marketing

- SendGrid (a Techstars startup) is a cloud-based SMTP provider that acts as an email delivery engine, allowing you to send email without the cost and complexity of maintaining your own email servers.
- SendGrid manages the technical details of email delivery, like infrastructure scaling, ISP outreach, reputation monitoring, and real-time analytics.
- **Twilio bought SendGrid for \$2 billion**



Denver delegation visit to Techstars Paris



Visiting with the mayor of Denver Colorado

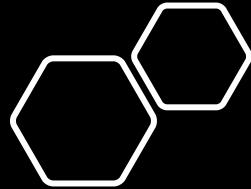
Email Marketing in 2021

- 93.6% of US internet users aged 25-44 use email.
- 65% of email users check their email three times a day.
- 44% of users check their email for a deal from brands.
- 87% of marketers use email marketing to distribute their content.
- Email marketing has an ROI of 3,800%.
- Segmented campaigns drive as much as a 760% increase in revenue.
- Automated emails have 70.5% higher open rates than generic ones.
- Adding videos to your email can increase click rates by 300%.

Email Marketing Categories



- Promotional
 - gated offer, product announcement, event invitation
- Relational
 - subscriber welcome, newsletter, articles, blogs
- Transactional
 - order confirmation, discount codes, shipping notification



Email Marketing Analytics & KPIs

- Clickthrough Rate (CTR)
- Conversion Rate (completion rate of desired action)
- Bounce Rate (undelivered – hard and soft)
- Growth Rate (includes new subscribers – unsubscribes)
- Email Sharing/Forwarding Rate
- Overall ROI (total revenue/total spend – good metric is 35-40)



Software ▾

Pricing

Re

MARKETING | 11 MIN READ

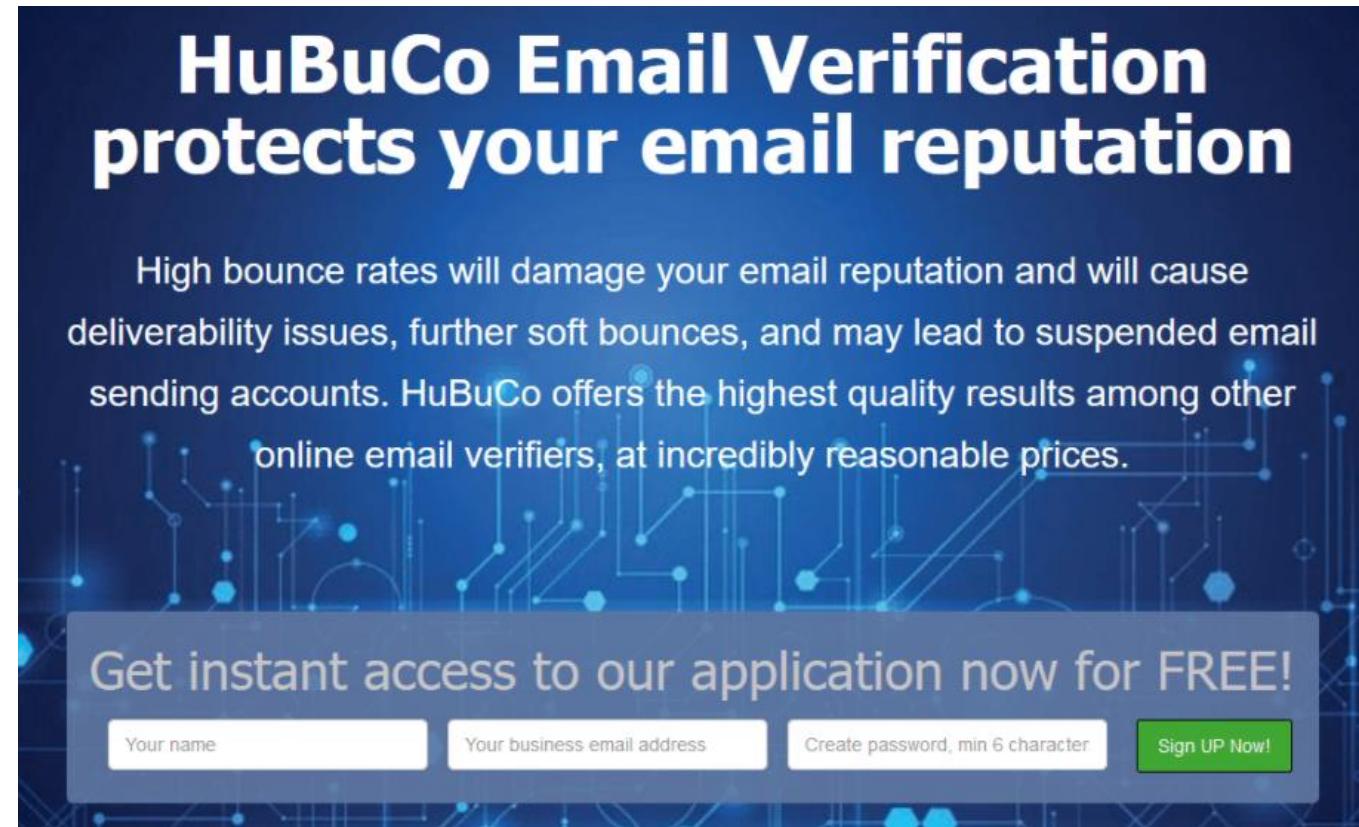
Email Analytics: The 8 Email Marketing Metrics & KPIs You Should Be Tracking

<https://blog.hubspot.com/marketing/metrics-email-marketers-should-be-tracking>

Providers

Email Marketing Verification

- Insure deliverability
- Check on complaints with your service provider
- Keep a steady flow (not millions then none)
- Get engagement to be a reliable emailer
 - Open %, how far down readers scroll, hard and soft bounce rates



The image shows a landing page for HuBuCo Email Verification. The background is dark blue with a light blue circuit board pattern at the bottom. At the top, the company name "HuBuCo" is written in white. Below it, the main heading "Email Verification" is displayed in large, bold, white letters. The subtext "protects your email reputation" is also in white. In the center, there is a paragraph of white text explaining the importance of low bounce rates for email reputation. At the bottom, a large button with the text "Get instant access to our application now for FREE!" is visible, along with input fields for "Your name", "Your business email address", and "Create password, min 6 character", and a green "Sign UP Now!" button.

**HuBuCo Email Verification
protects your email reputation**

High bounce rates will damage your email reputation and will cause deliverability issues, further soft bounces, and may lead to suspended email sending accounts. HuBuCo offers the highest quality results among other online email verifiers, at incredibly reasonable prices.

Get instant access to our application now for FREE!

Your name Your business email address Create password, min 6 character Sign UP Now!

Email Marketing Market Share



Market Share > Email Marketing

Market Share Category

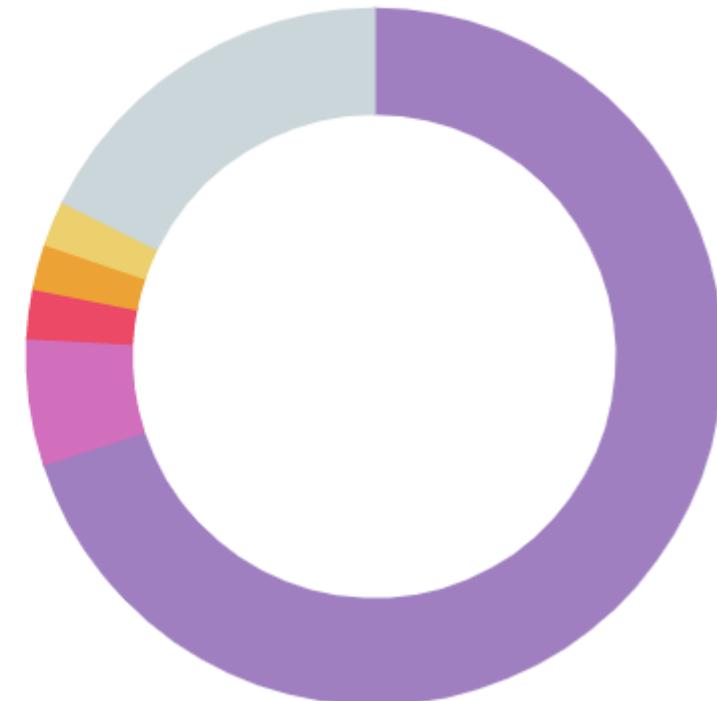
Email Marketing

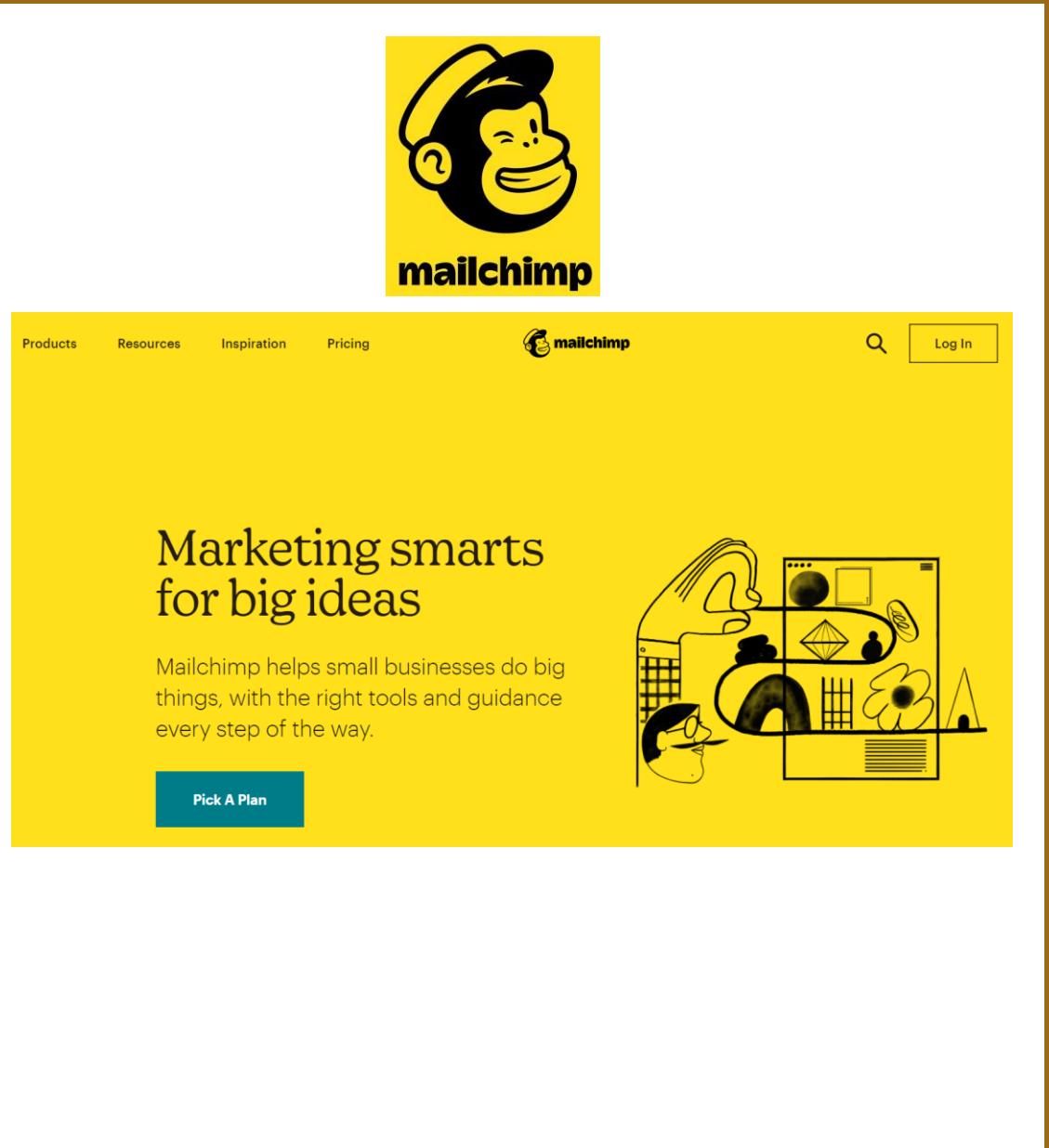
Number of Technologies

256

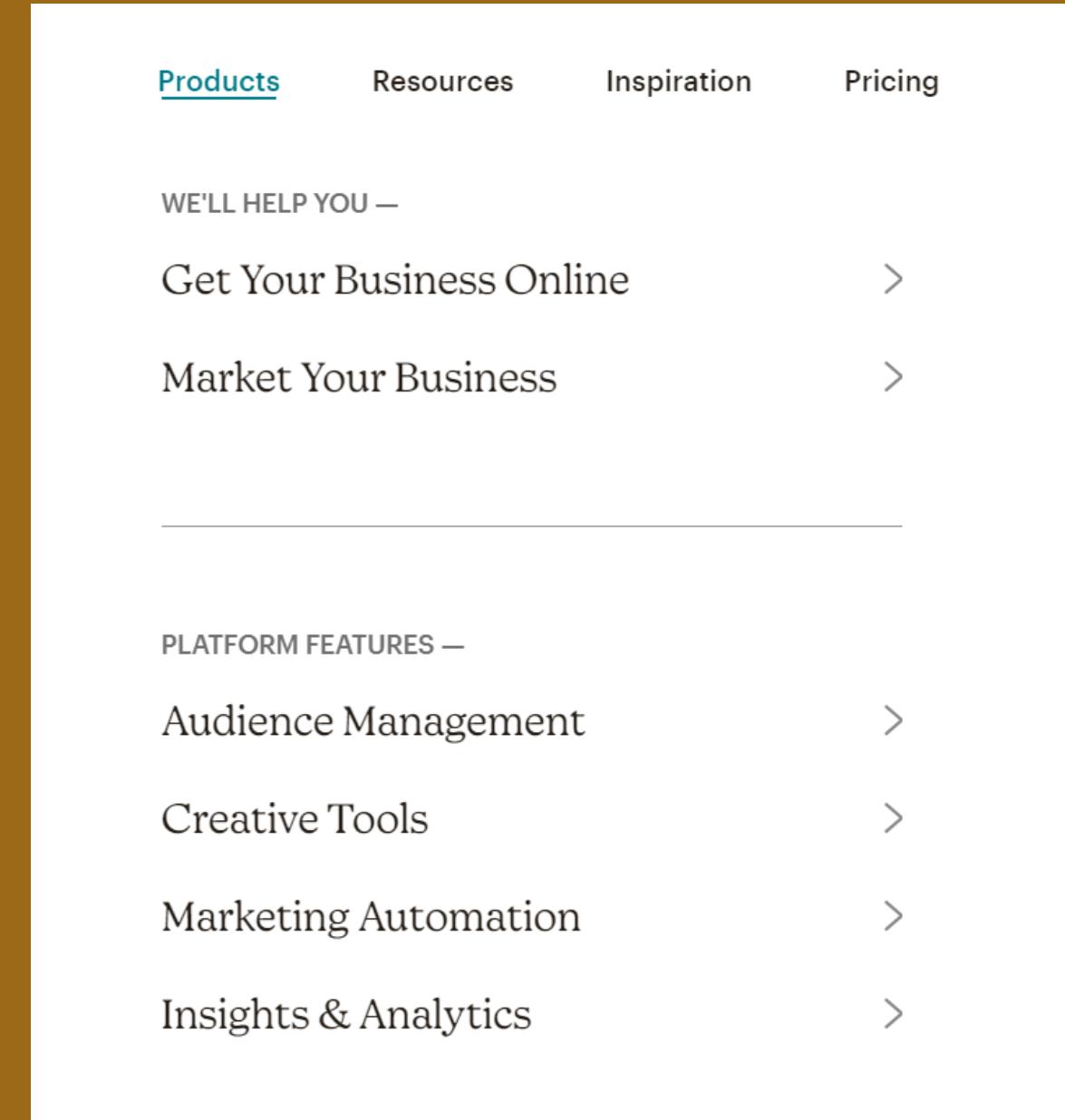
Top Technologies

- 1 MailChimp
- 2 Constant Contact
- 3 Mailjet
- 4 Campaign Monitor
- 5 AWeber





The screenshot shows the Mailchimp homepage. At the top right is the iconic Mailchimp logo (a black cartoon monkey wearing a yellow bow tie). Below it is the word "mailchimp" in a lowercase sans-serif font. The main header features the tagline "Marketing smarts for big ideas" in a large, bold, dark font. Below this, a smaller paragraph reads: "Mailchimp helps small businesses do big things, with the right tools and guidance every step of the way." A teal button labeled "Pick A Plan" is positioned at the bottom left of this section. To the right is a stylized illustration of a person's head containing various icons like a gear, a diamond, a flower, and a bar chart. At the very bottom of the page is a thin horizontal footer bar with links for "Products", "Resources", "Inspiration", and "Pricing".



The image displays the Mailchimp navigation menu at the top: "Products" (underlined), "Resources", "Inspiration", and "Pricing". Below this, a section titled "WE'LL HELP YOU —" lists two items: "Get Your Business Online" and "Market Your Business", each preceded by a right-pointing arrow. A horizontal line separates this from the next section. The "PLATFORM FEATURES —" section lists five items: "Audience Management", "Creative Tools", "Marketing Automation", and "Insights & Analytics", each preceded by a right-pointing arrow.

Traditional
Marketing

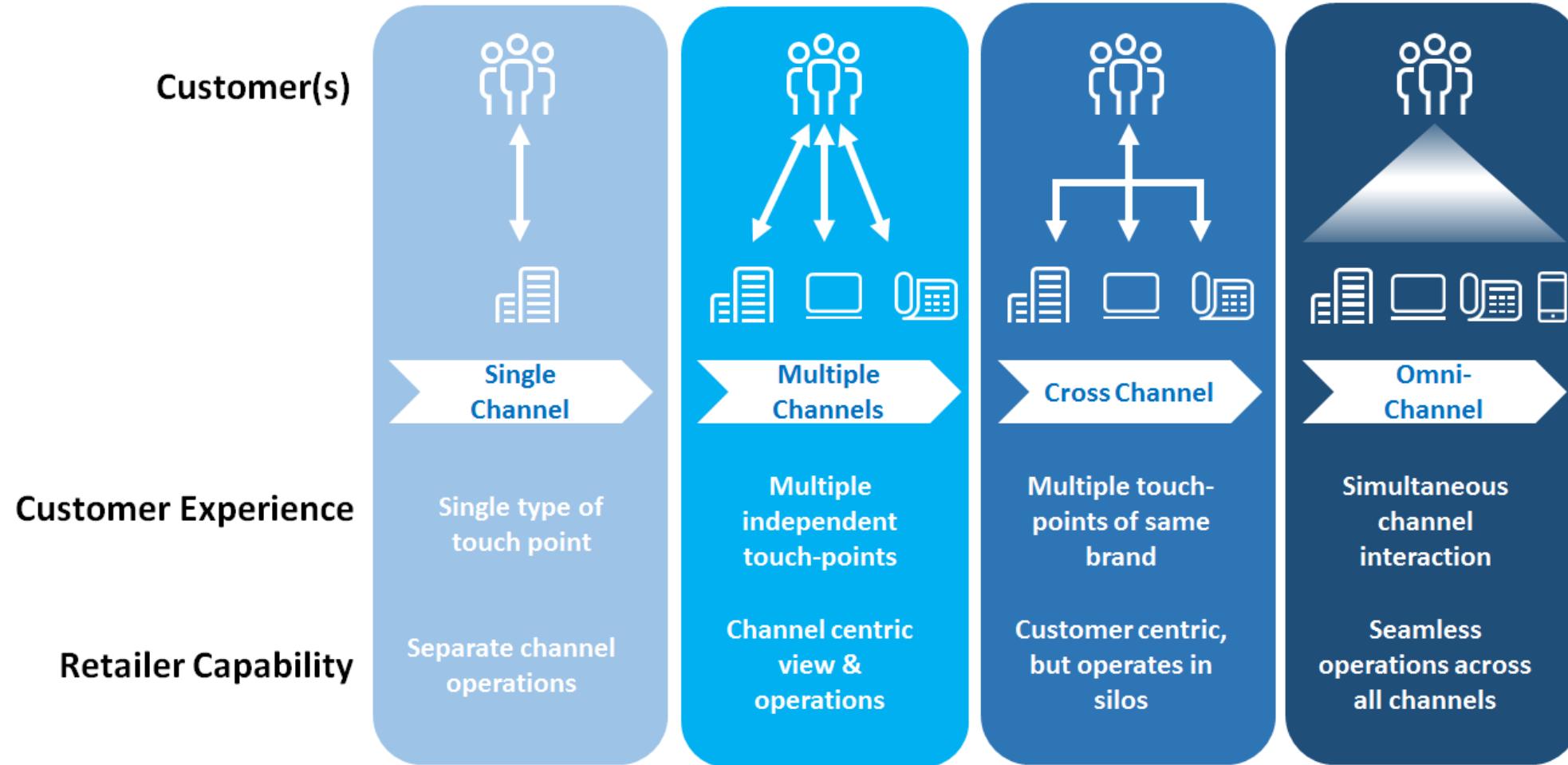
Digital
Marketing

Omnichannel Marketing

Omnichannel Marketing

- Integrating multiple channels to create a seamless and consistent customer experience
 - Online is immediate
 - Offline is intimate
- Crossmedia and transmedia
 - Multimedia = One story, many forms, one channel
 - Crossmedia = One story, many channels
 - Transmedia = One storyworld, many stories, many forms, many channels

Omnichannel marketing strategy



◆ Source: <https://medium.com/@azviss4/omnichannel-is-not-rocket-science-f9e891caac26>



Crossmedia GoPro Campaign

Transmedia Marketing Campaigns

- Transmedia storytelling involves creating content that engages an audience using various techniques to permeate their daily lives. A transmedia production will develop stories across multiple forms of media in order to deliver unique pieces of content in each channel.

https://en.m.wikipedia.org/wiki/Transmedia_storytelling

Transmedia Marketing Campaigns

- DC comics releases comic books prior to films coming out so the audience would have knowledge of the character's backstory. Much of transmedia storytelling is not based on singular characters or plot lines, but rather focus on larger complex worlds where multiple characters and plot lines can be sustained for a longer period of time. Transmedia extends to attract larger audiences such as DC comics releasing colouring books to attract a younger audience



https://en.m.wikipedia.org/wiki/Transmedia_storytelling

Guerrilla Marketing

- **Guerrilla marketing** is an advertisement strategy in which a company uses surprise and/or unconventional interactions in order to promote a product or service. It is a type of publicity. The term was popularized by Jay Conrad Levinson's 1984 book *Guerrilla Marketing*.
- Guerrilla marketing uses multiple techniques and practices in order to establish direct contact with the customers. One of the goals of this interaction is to cause an emotional reaction in the clients, and the ultimate goal of marketing is to get people to remember products or brands in a different way than they are accustomed to.

Wikipedia

**LE 14 JUILLET
AU CINÉMA**

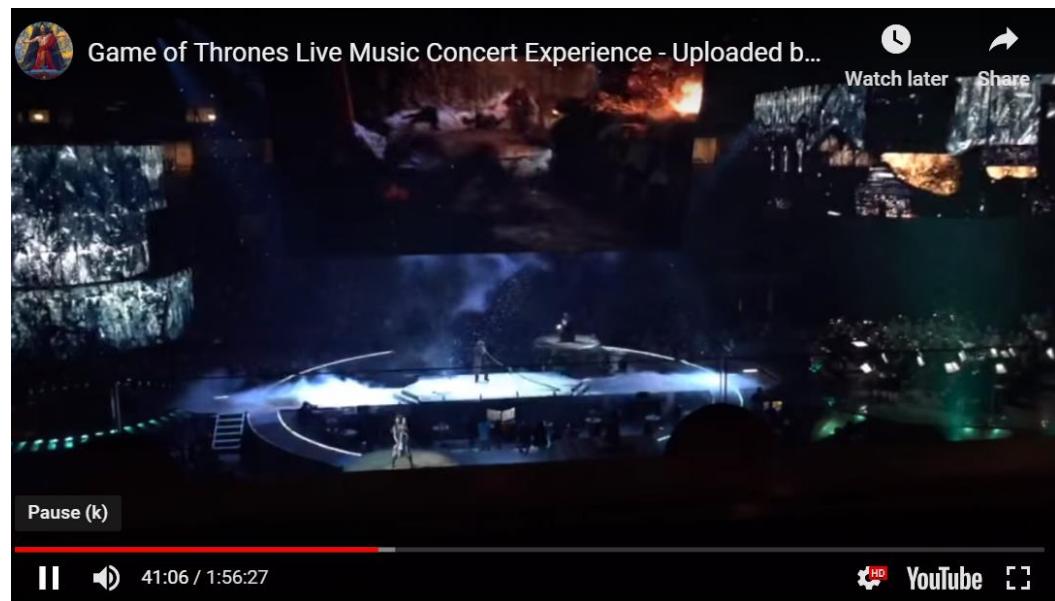
#Fast9



Metro Opera

Transmedia Marketing

<http://www.teakmedia.com/what-game-of-thrones-can-teach-us-about-cross-channel-marketing/>



Exam: March 21, 14h00 - 16h00 both groups

- Part 1
 - Written exercises with reflective questions to demonstrate what you learned in the course
 - Without phones, computers or notes



- Part 2
 - Online test, laptop needed



Assessment

- 40% **active** listening and speaking, class participation and exercises during class, quizzes, homework
- 30% groupwork during the term
 - Teams will be formed and will choose a company and corresponding product or service
 - 360° peer evaluations will be used to help determine student grades.
 - The evaluations will be confidential and not shared with team members or anyone else
 - Students may receive a different project grade than their team members based on their contribution.
- 30% final exam

360-degree evaluation

Goal is to encourage everyone to participate

Provide a **whole number value only** in each box, **including for yourself**, representing your evaluation of the attribute in the left column.

Your responses should consider the contribution throughout the entire project period.

	6=Excellent	5=Very good	4=Good	3=Average	2=Poor	1= Very poor	0 = quasi-zero contribution
TEAM NAME	Member name	Member name	Member name	Member name	Member name	Member name	Member name
Participated in group workshops and discussions							
Helped keep the group focused on the task							
Contributed useful ideas							
How much work was done							
Quality of completed work							

Team Homework - Complete SMAP KPIs & Metrics

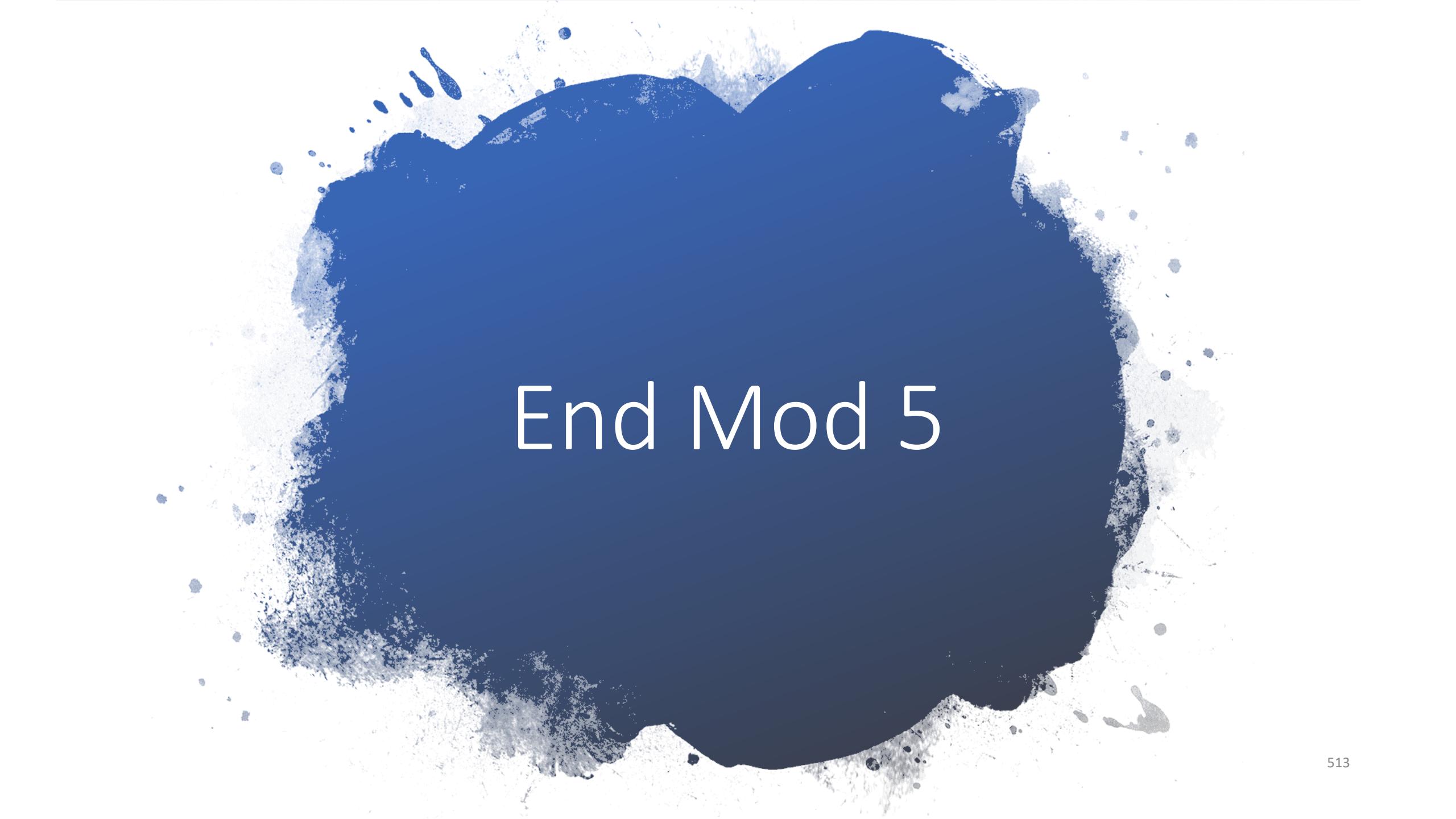
Complete the last section your SMAP. Be very precise and develop your answers.

When submitting your work, include the previous information with my embedded comments for the first two exercises that you did. This will provide one completed SMAP template with everything in one MS Word document.

Have one team member email the Word doc to me and copy the other team members. Your team name should be in the title. **Deadline: 18h00 Wednesday, March 16**



Thanks!



End Mod 5