

Welcome to **Spring 2017**

Digital Strategy | Marketing | Advertising

Digital Transformation The Marketing Value Loop

Page 2

Web Page Conversions

Page 3

How to Best Use The New LinkedIn

Page 4

Customer Engagement and SEO Ranking

Page 5

Chatbots Can Help Your Business Build Your Own!

Page 6

The Demographics of Popular Social Networks

Page 3





How Engaged Customers Are Driving Digital

User Experience, Dwell Time, Long Clicks, Time on Site, Bounce Rate, Conversion Rate, Digital Transformation, RankBrain ...

You may notice renewed emphasis on these terms in 2017. The terms are a supporting “cast of characters” used in the digital industry to explain and measure how your current and potential customers interact with your digital channels. The terms and their metrics are important because they let you understand how well your channels are performing including how your channels rank against your competitors.

At the heart of what’s driving this focus is an engaged (or not engaged) visitor, their interest in your content, if they find it “easy to digest”, if it matches their search intent and what they do during their visit.

Please enjoy this edition, focused on the “Engaged Customer” and your digital success! Have a wonderful Spring 2017.

Joe Wozny and the Concentric Team

1

GREAT WEB

Consumers note top 5 Website Mistakes to Avoid

2

APPLE'S CLIPS

Camera App to compete with Instagram | Snapchat

3

GOOGLE AD BLOCKER

Filter could strip out ads that provide bad visitor experiences

02 STRATEGY

- The Digital Marketing Value Loop

03 ADVERTISING

- Landing Page Conversion Rates
- Shoppable Ads
- Instagram Stories Ads

04 CONTENT

- The New LinkedIn
- Get the Most from LinkedIn Changes
- State of Social

05 SEARCH

- Visitor Engagement Matters
- 7 Important SEO Trends to Watch

06 TECHNOLOGY

- Chatbots Help Business - Consider Building Your Own

07 DICTION

- Terms for Navigating Planet Internet



DIGITAL STRATEGY

Also known as a digital roadmap, digitalroadmap® strategies are plans and processes for how your online initiatives will create value and revenue for your business.

digitalroadmap®

Transforming Your Company - The Digital Marketing Value Loop

Digital transformation and its impact on marketing and sales in your business is important. This article, (and these practical 3 Steps) share practical methods of supporting digital transformation by creating a “marketing value loop” for your company.

So, what is a marketing value loop? Simply put, it’s integrating customer insights, comments and criticisms into your products and services, so they better serve your customers. Put another way, you currently have unprecedented access to customers’ preferences and behaviours from their digital activity ... so why not use it to shape your business, generate more or new revenue, create referral business from happy customers, and ensure existing developments are on target.

There are two challenges to be aware of when implementing a value loop. Challenge #1 is determining the frequency and amount of “feedback” data needed to make informed decisions.

Challenge #2 is deciding how to manage decision making within your organizational structure. Incorporating regular feedback often results in the need to break down traditional organizational silos (marketing, strategy, sales, finance, HR, etc.) while still involving every group in integrating digital insights and transformation. It’s important to get this right since “culture is known to eat strategy for breakfast”.

Bottom Line: Harvest value from your digital assets and insights from others. Maximize the information being gathered using the steps shown in blue here.

Three Steps to Success

Step 1 - Social Listening and Observation

“Tune In” to your social media environments, web platforms, client posts/likes/emails/dislikes/ suggestions and email communications. Use simple analytics tools to access online conversations and customer experiences about brands and topics. This can reveal opportunities to increase brand awareness or reputation.

Step 2 - Digital Insights

Link the digital data from social media, Web data and research, to paint a picture of the current situation. Identify trends, “good news” and “bad news”. Closely monitor trends. Integrate the insights you gain with branding, positioning and product development.

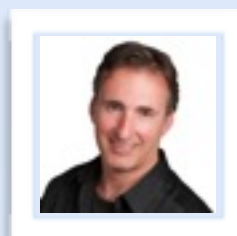
Step 3 - Digital Foresight

Review consumer trends, your competitors and media reporting. Visit your top 3 competitors digital product and read what people say. Use SEO and AdWords tools that monitor to see how you compare to your competition. Incorporate this information as insights that provide a sense of competitive overlap and to integrate into your business/product plans and decision making.

Suggested Reading

[PwC, Digital IQ report](#)

[Using Digital to Enhance Customer Experience](#)



JOE WOZNY

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DIGITAL ADVERTISING

Leveraging Internet technologies to deliver promotional messages.

What's a Good Conversion Rate for My Landing Page?

Imagine having access to a large plethora of actual data on how visitors react to landing pages? This information could save you time and contribute value for your digital marketing conversion activities.

Unbounce Media generated a fantastic study on successful landing pages and analyzed over 74.5 million visits that 64 thousand landing pages received in the travel, real estate, business consulting, business services, credit/lending, health, higher education, home improvement, legal, and vocational studies/job training industries. Findings include:

1. Pages measured at a sixth grade level convert nearly twice as much as pages written at a university level
2. Landing pages containing 800 words or more have a lower median conversion rate (CR) than pages with shorter word counts of less than 200 words
3. Every industry has it's own unique CRs. For example, a median landing page CR for business consulting firms is 5% and for Real Estate firms it is 2.8%
4. Conversion rates are a function of a ton of variables...and a good data scientist!

The Unbounce Conversion Benchmark Report allows you to compare your conversion rates to see how

your pages stack up against the competition. Download the report (sign up required) [here](#).

The Social Shopping Experience: Facebook Shoppable Feed ads

Facebook has been developing its ad offerings for years, and the social media giant is particularly focused on ad formats that will encourage visitors to make a purchase.

The new Shoppable Feed Ads support this Facebook focus. The ads consist of two elements, including a main image or video with related product images and a second page containing more products. Both pages are housed on the Facebook ad servers and the visitor is taken to “your page” to complete a transaction with a click from either ad page. [More](#)

Instagram Opens Stories Ads to All Advertisers

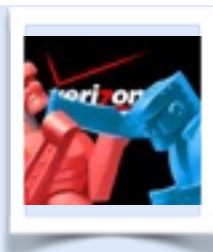
Instagram Stories ads are now available to all businesses looking to reach the 150 million people who use Stories daily.

Stories ads are a mixture of video, text and images. They can be up to 15 seconds in length and are currently only available on a CPM basis. Ad views are counted as soon as the ads appear – there's no three second view threshold like there is with other video advertising formats from competitors.

How effective Stories are is not totally clear yet – a recent report suggested that 69% of Snapchat users (a similar service) skip ads on the platform “always” or “often”, a figure that increases to 80% percent among 18 to 24-year-old users. We'd recommend considering Story Ads when they have a cost per click model. More details available [here](#).

VERIZON TARGETS GOOGLE AND FACEBOOK ADVERTISING MARKET SHARE

In broad terms, two seemingly unrelated things point directly at the future of the internet. Verizon renamed AOL and Yahoo to “Oath” and ISPs in the USA can now share browsing data. Will this turn the Internet into an “ad tracking” machine? [More](#)





CONTENT MARKETING

Creating and freely sharing information with intent to attract prospects.

The New LinkedIn, at a Glance

For business people, it's important to keep up with the latest news and changes on LinkedIn. It's one of the premier business social networks to share knowledge, connect with business colleagues and clients, develop new business opportunities and more. LinkedIn updated their desktop layout in January 2017 ... and now after a few months of member input, the feature changes appear to be permanent and will soon apply to all accounts.

LinkedIn says the intent of the new feature changes are to put "content and conversations at the centre" and hence the reason they have changed to support "Facebook" type features. Specific changes from LinkedIn include:

- The main news feed has more visibility and shows posts from connections with the ability to comment, like, share
- The new universal search box is inclusive of all content on LinkedIn and LinkedIn says it will deliver more relevant results
- You can now exchange messages in real time with connections
- Recommendations will provide more relevant suggestions for jobs, connections, ads, your profile
- Free members can now check out who is viewing their content
- Navigation is now consolidated into 7 main areas: Home (Your Feed), Search, Jobs, Messaging, Notifications, My Network, and Me



Get the Most From The Changes

1. Engage more with your connections - Now it's easy to like, comment on and share posts. Take advantage of this to reach more people and be more actively in touch.
2. Add more posts and articles - It's easier for others to see your content, so posting regularly on LinkedIn is more beneficial than ever before. In addition to posting to your timeline, post longer articles for greater exposure- simply click on the 'Write an Article' tab.
3. Update your profile - Stronger profiles get more views. LinkedIn's recommendations are based on the new layout and optimizing your profile for this new layout. Adding skills is always important for attracting potential employers or clients.

2017 STATE OF SOCIAL - INFOGRAPHIC

Tracx shared an insightful Infograph recently on the audience demographics and usage characteristics of the "top" social networks. The infographic is a good education tool to understand where to find customers, your competitors and influencers. [More](#)





ORGANIC SEARCH

Enter in one or more words in a search engine and receive listings that appear because of their relevance to your search terms.

Engagement Drives SEO Page Rank

Over the past year the SEO industry is observing a change in how pages are ranked by Google's core algorithm (including Google's RankBrain machine learning elements). It appears that pages which have high visitor engagement are rewarded with higher search rankings.

Higher visitor engagement is often referred to as a long click where a visitor performs a search, clicks through on a result and remains on that site for a long time. In general, long clicks are a proxy for satisfaction and success.

Higher visitor engagement measurements can include organic click through rate (CTR), dwell time, bounce rate and conversion rate. These measurements align with having a visitor experience that meets the intent of their search.

Knowing about these types of measurement can assist with prioritizing your SEO activities and knowing what's important to measure and monitor.

Pages that currently rank high in SEO but have below or near average "time on page" could be at risk to loose ground in terms of where they appear in Google Search Engine Return Pages (SERPs). Put these pages at the top of your list for rewriting or adjustment so they better align with visitor intent.

7 Current SEO Trends to Watch

From Google's reliance on artificial intelligence to the much-awaited Google Penguin, the SEO landscape has seen a lot of developments. Our perspective of the top trends and shifts include:

1. Schema Markup that allows search engines to understand the website, is more important than ever. See more on Schema [here](#).
2. Google has been experimenting with making the snippet width longer. This would allow for longer site descriptions for search users.
3. Sites adopting Accelerated Mobile Pages (AMP) to improve performance of the mobile web will be favoured in a carousel of local results and identified with a small "lightening bolt" icon.
4. Content Density, as a measurement of the actual value of content on a page in terms of "per word value" will gain more traction. This favours less dense sites which do not force people to read the entire page(s) to understand a topic.
5. Personal branding will gain more traction, as social media sites continue to refine their algorithm to favour personal posts and brand authority over posts created by business pages.
6. User experience (dwell time) optimization could become critical to rank. See the Engagement article at left, and What's a Good Conversion Rate for My Landing Page article on page 3.
7. Voice search is on the rise. These queries will drive more Rich Answer results. Consider how your pages can be formatted to include rich answers in your content.

WHY DOES SOCIAL MEDIA IMPACT YOUR SEO EFFORTS?

Read a good short article from Andrew Hutchinson regarding how social media marketing is connected to SEO and how social media can definitely help you facilitate the process, of providing authority to your content, brand and pages. [Read More](#)





DIGITAL DEVELOPMENT

Create experiences that differentiate your brand.

Chatbots Helping Business

Chatbots. We've all heard of them. Though, if you are like most busy people, we've given little thought to them. According to Microsoft's CEO Satya Nadella "Bots are the new Apps". And cases for where bots are starting to be used "effectively" to make online interactions easier for customers, are appearing.

For example, Uber uses chatbots on Facebook Messenger that let you request a cab and to provide cab status updates. Pizza Hut uses bots to help you order, connect to your account so you can review your order history and to make pizza suggestions. Bank of America uses chatbots for real time alerts, plus suggestions on savings and payment habits.

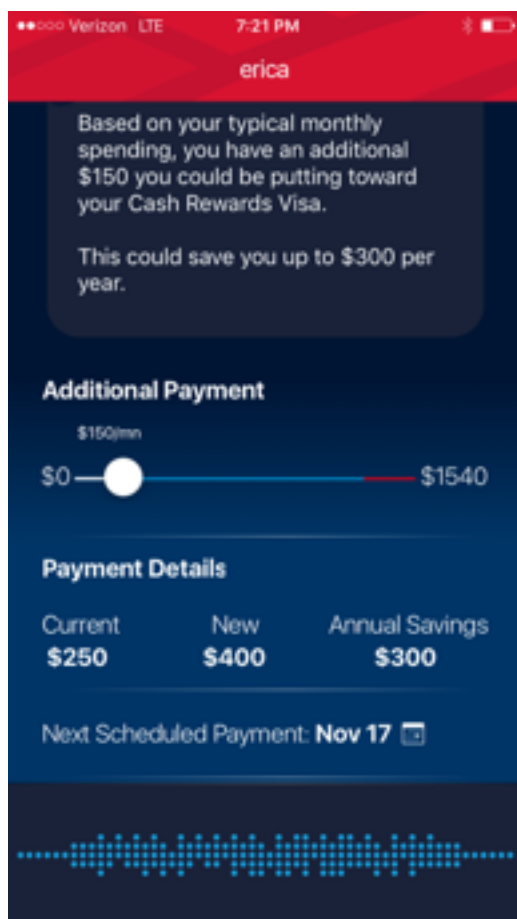


Figure 1 -Example of a Chat Bot Used for Banking

Building Your Own Chatbot

Chatbots could provide the opportunity to make your business "better". And just like any other digital development project you should state what you wish to achieve as part of your business reasoning, before you begin.

Often a narrow focus of what you want your chatbot to do well, will assist with success. Since it is a different form of Conversational User Interface, you need to ensure that your bot is deployed in the right context and for the right situations/opportunities.

Developing a scope document and specification will help you assess the best resources to select for building your chatbot (there are plenty of resources available and you could waste time without a plan).

A good place to start defining how your chatbot will function, is to review other chatbots, to see what features you like and dislike. Apps such as [Botframe](#), [Chatfuel](#), [Botsify](#), and [OnSequel](#) can assist you with creating live and screenshot editions of a prototype to test your bot ideas.

Insights, Tips and Advice include:

- Chatbots can be a great way to answer common questions and free up customer service agent time. Chatbots can't replicate the spontaneity and ingenuity of human interaction, but they can be fun for your customers.
- The sophistication of a chatbot depends on the quality of the scope of pre-determined answers and keywords that you compile. Chatbots can use machine learning to get smarter, with more interactions. You can integrate your chatbot with your brand's app or eCommerce platform.
- Even though chatbots create human-like responses, always build in ways to get in touch with a human.

Bottom Line: Chatbots are set to become an inventive part of the digital horizon. Read about six ways chatbots are succeeding for brands [Here](#)



DIGITAL DICTIONARY

A glossary of digital terms for navigating 'Planet Internet' and featured in Digital Dollar books and Digital Doll\$rs and Sense.

New Digital Diction

Dwell Time - Simply put, dwell time is the actual length of time that a visitor spends on a page before returning to the SERPs. In theory, the longer the dwell time the better, as this indicates that the visitor has consumed most (if not all) of the content on a page before either returning to the SERPs or performing another action on the site.

Long Click - A long click occurs when a visitor performs a search, clicks through on a result and remains on that site for a long time and they do not come back to the result set immediately to click on another result set or to refine their query. In general, long clicks are a proxy for satisfaction and success and very similar to Dwell Time.

Schema Markup - Schema markup is code (semantic vocabulary) that you place on your website to help the search engines return more informative results for potential visitors.

Machine Learning - Machine learning is a type of artificial intelligence (AI) that provides computers with the ability to learn, without being explicitly programmed. Machine learning focuses on the development of computer programs that can change when exposed to new data..

RankBrain - RankBrain is an algorithm learning artificial intelligence system, the use of which by Google was confirmed on 26 October 2015. It helps Google to process search results and provide more relevant search results for users.

Can't find a term? Have one we should include? Please send them to us at [here!](#)

About CONCENTRIC

We love creating visibility for digital activities that contribute to positive business and positive social results.

Our clients consider us a trusted partner and marketing collaborator for digital advertising programs, content marketing activities, anything mobile, being found in search and social, and developing new digital ideas.

Deploy our trademarked [digitalroadmap®](#) process to amplify your voice, make your next project shine and stand out from the crowd. Count on us to measure your performance and success.

About Digital Dollars and Sense

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