

Welcome to **Fall** 2017

Strategy | Marketing | Advertising

Digital Transformation Successful Digital Marketing Models

Page 2

Google Keyword Changes
10 "Must Knows"

Page 3



Building Long Term
Organic Search Visits

Page 5

Bloggers
Influence Marketers

Page 4



'Tis Almost the Season
2017 Holiday Retail
Trends and Guide

Page 4

A Guide To Retargeting
Platform Features

Page 6



Quality, Quantity and Strategy Leadership

Our focus in this Fall edition is around strategy and it's execution in a granular form. Our updated Digital Marketing Models free download provides you with 4 distinct and clear models that are producing winning results.

We have an advertising article and it's accompanying link that was selected by PR Magazine for their Google Guidebook. It speaks to how to win with keywords given Google's change with Exact Match keyword granularity. The article in the Organic Search section speaks to building an authority body of content to support your organic activities, and tips to identify the specific niches for your business, product or service.

The Content section reviews "blogging" as a reminder that "old" does not mean antiquated and not working. And with so much Retargeting available, our technical section provides a perspective of what to expect from the many commercial networks.

Please enjoy. We hope the articles and insights help with your digital success!

Joe Wozny and the Concentric Team

1


EMAIL IN 2017

When, Where and How
People Check
Messages

2


NEXTDOOR?

The New Local
Community Social
Media App

3


FACEBOOK RULES

Read about Facebook's
New Guidelines for
Content

02 STRATEGY

- Successful Digital Marketing Models

03 ADVERTISING

- Google Keyword Changes
- Google for Communicators

04 CONTENT

- Bloggers are Part of Influencers Too
- 2017 Holiday Retail Trend and Guide

05 SEARCH

- Building Long Term Organic Visits
- How Social Media Impacts Your SEO Efforts

06 TECHNOLOGY

- A Guide to Ad Retargeting

07 DICTION

- Terms for Navigating Planet Internet



DIGITAL STRATEGY

digitalroadmap®

digitalroadmap® strategies are plans and processes for how your online initiatives will create value and revenue for your business.

Digital Transformation - Successful Digital Marketing Models

We bring to you our updated research on successful Digital Marketing Models.

As you know, changes in digital technology are fundamentally altering the way that consumers and business engage with brands before, during, and after a purchase. Your target audience expects to browse, research, solicit feedback, evaluate, push the “buy” button at their own pace, ... and at the time and place - and via the platform of their choosing! They also continue to engage with your brand online after a purchase, and to share experiences with one another. Business is transforming to catch up.

A great deal of “big data” has been collected over the last 20+ years on the topics of Digital/Social Marketing and Digital Transformation. Analysis of this data indicates that there are a number of Digital Marketing Models that are proving successful for organizations as they plan and execute their digitalroadmap®.

As noted by Laura McLellan, former research VP at Gartner, “For marketers..., it's less about digital marketing than marketing in a digital world.” And the CEO of M&C Saatchi Group notes that “Business needs to ‘stop thinking of digital as separate to marketing’ and start using it with an imagination and scale that we haven’t seen before.”

Bottom Line: Adopting a digital marketing model for your business is a good step forward and can have a direct impact on your business success.

Types of Digital Marketing Models

Digital Branders

Digital Branders focus is on building and renewing brand equity. They reimagine how to engage their target market with digital experiences that connect in new ways.

Experience Designers

The marketing model for experience designers is built around customer service. They love wowing customers at multiple touch points to build a loyal customer base.

Demand Generators

Demand Generators # 1 goal is to drive traffic from digital to convert to as many sales as possible. All digital assets are tailored to boost sales and increase loyalty.

Innovators

Digital marketing is a tool that helps identify, develop, and roll out new digital products and services. This increases the value of the Innovator by nurturing new sources of revenue.

[Download the Full Report - FREE](#)

Get the full 8 page report here!



JOE WOZNY

Joe is a digital thought leader, strategist, author, blogger and CEO of Concentric. Visit joewozny.com for more.



DIGITAL ADVERTISING

Leveraging Internet technologies to deliver promotional messages.

Google Keyword Changes 10 Things Advertisers Should Know

This article by Joe Wozny was published in the [PR News Guidebook 'Google for Communicators'](#).

This Spring, Google announced changes to keyword Exact Match types. The feature is currently live for all English and Spanish language campaigns and is expected to be implemented for all other languages by the end of 2017.

Depending on your business, consider the pros and cons to the **Google Exact Match** change for more effective keyword targeting and management. This article describes how Exact Match changes can affect your advertising campaigns, and work for or against you.

What are the Exact Match Changes

The major changes relate to the definition of what an Exact Match is. Exact Match previously meant that ads were only served to an advertiser provided specific keyword phrase, for example: “Orca Whale Sightseeing in Vancouver”. Without an exact match, ads were not served.

Exact Match now means, that ads will be served for an Exact Match with keyword variants including:

- different case types of the keyword
- where words are not spelled correctly

- where additional non-standard characters such as @, \$, ? ... are used
- using singular/plural versions of the keyword
- using a grammatical variant of the keyword such as (-ing, -ed)
- where the words of the keyword are out of order
- when function words, such as articles, prepositions, and conjunctions are included or not included For example: An Exact Match for “Orca Whale Sightseeing in Vancouver” where an ad would be served can now include: “Orca Whales Sightseeing in @Vancouver” or “SightseeOrca Whales in Vancouver” or “Orca Whales Sightseeing in Van” ...plus any number of other permutations.

Why Are They Important and Who Do They Impact

Preliminary research indicates there’s a possible cost impact to advertising budgets. Although Google says this is a fairly unnoticeable, change industry measurements during the first 3 weeks of this change, indicate an increase of approximately 8% in ad impressions, a 10% increase in clicks and an 11% increase in costs (WordStream, 2017).

One of the big pluses for small and medium businesses who create a large number of exact match phrases, is the time you’re saving! You no longer have to manually discover and enter every permutation for the exact match you are targeting to complete a transaction with a click from either ad page.

10 Considerations For Your Campaigns

Read the full article [Here](#)

GOOGLE FOR COMMUNICATORS

Eyeopening explanations of the vast possibilities of Google’s tools and how other communicators have taken advantage of them. Use code friendgoogle17 for a \$50 discount. [More](#)

PRNews



CONTENT MARKETING

Creating and freely sharing information with intent to attract prospects.

Bloggers are Part of Influencer Marketing Too!

Social media influencers are the latest advertising craze for brands and of course the use of Facebook, Instagram, Twitter, and Snapchat as their platforms is what often comes to mind. Social media platforms can't be ignored because of the sheer amount of time consumers spend on them - the average person spends 15 minutes per day on Instagram alone ... but the influencer content from social networks does have shortfalls.

For one, social influencers rely on the algorithms behind each platform's feeds to reach their followers, so having more followers doesn't necessarily mean they're reaching more people. According to our internal influencer data, most social media posts have a fleeting life span, with 85% of views occurring within 24 hours, effective for driving impulse purchases.

Bloggers as influencers, on the other hand, provide one of the oldest and most robust influencer platforms on the web. A blogger's audience is comprised of two types of people: searchers and followers. Searchers are intent-driven, and they land on an article after searching a topic, while followers

follow the blog because they want to read the blogger's posts again and again.

Collaborating with Bloggers

The goal of any influencer collaboration is to deliver top-of-funnel awareness - and ultimately drive sales - so it's important to choose the right blogger who has the potential to get you in front of your best audience, and to get their attention focused on your product.

Blogger Assessment

Google can provide you with a quick assessment of the bloggers reach. Use Google Analytics to see how deep the organic reach is of a blogger. The key is to ensure blogger activity is regularly read and shared by returning visitors and to avoid bloggers whose posts have no regular visits or interactions.

The blogger's email list is also very important. Email marketing is still alive and well, so find out how many people are subscribed to the Blog's email list. A large email list means your article will be in the inboxes of all those readers.

You also need to read your influencer's Blog. Seek out bloggers whose styles and identities most closely match your brand's, and visualize your brand as part of their story.

Helpful Resources

Paid Influencer List [More](#)

How Marketers Find Influencers [More](#)

Social Media Influencer Mistakes to Avoid [More](#)

2017 HOLIDAY RETAIL TRENDS AND GUIDE

The holiday season is upon us, and it's the most profitable time of year for retailers and brands. Smart shoppers continue to embrace mobile shopping, turning to their devices for information and inspiration. Ring in the season with RetailMeNot's latest look at when, where and how consumers are shopping and what retailers can do to win more consumer attention. [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.

Building Long Term Organic Visits Takes Hard Work and Creativity

This article provide a number takeaways to consider for your SEO strategy. The goal is to build a solid baseline of authority and trust with your website, providing definitive content/answers for the questions your intended audience is asking, beginning with targeting low value content and then competing for higher-value terms once your content authority is established. This requires an investment in building quality content and matching link acquisition strategies to the stages of your growth. Keep in mind that as website traffic grows, expectations and goals will also grow.

The Right Opportunities

On your website, review locations where you can build a better landing page - something that searchers would prefer. Use search engine results that have poor/bad exact-match domains, a lack of big name brands, low quality or outdated content, pages with low links, and/or content without latent semantic keywords. Once you find these opportunities, build [fantastic content](#) that targets the pages SERPs. Fantastic content includes: custom build graphics, compelling copy, original photography, optimal formatting.

Securing Links to Converting Pages

Search engines have become more sophisticated in

how they evaluate links, placing more emphasis on quality and less on numbers. securing links to bottom-of-the-funnel pages is extremely difficult because these pages exist to drive conversions, and that doesn't usually compel other sites to link to them. A short term strategy to deliver links includes using hyper focused link pages, influencer bait, local vendor and review page that are relevant to your content

Passive Link Acquisition Channels

One method of establishing Search Visibility is to create high-quality original photography and share this under a Creative Commons license, that allows others to use the photos as long as they link back to your site. You can do the same with video, quotes or other compelling data. The key is to create something original, and then make it easy for others to cite (link to) you as the original source.

Strategic Content Creation

This strategy usually focuses on the middle and top of the funnel. It involves creating a body of content, rather than just a page of content, on a topic that your audience is interested in and that relates to your business - content themes. The themes become the baseline from which all content (video, social, text, informational, images, etc) derives it's strategy. One key for success with this strategy is to find keywords and keyword themes that are less competitive and again usually have bad landing page matches which your content can better serve.

Bottom Line: Establishing a solid baseline of authority and trust provides the ability to compete for higher-value terms. Seeing returns, will allow you to undertake even bigger bets on the content you need to create to sustain organic positioning.

HOW SOCIAL MEDIA IMPACTS YOUR SEO EFFORTS

Read a good short article from Andrew Hutchinson on 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.

A Guide to Ad Retargeting

Welcome to the world of retargeting, aka remarketing. This feature has grown in popularity and acceptance over the last few years. This article looks at how retargeting works, and which platforms offer retargeting options through their audience settings. Our goal is to provide insights about retargeting so you can decide when/if it can be effective to use in your advertising efforts.



What is Retargeting?

Retargeting, in a digital marketing context, is the process of targeting your online advertising to reach people who've already visited your website or are already in your database as a lead or customer, based on their previous internet actions. You can retarget people based on a range of criteria and activity, dependent on each platform and the back-end data collection methods you've set up.

How Does Retargeting Work?

You can retarget based on a **Pixel** or you can retarget based on a **List**.

Pixel-based retargeting places an unobtrusive piece of JavaScript (also referred to as a cookie) into a visitor's web browser to track the pages and products viewed on your webpages. The cookie then

notifies the ad networks chosen by the advertiser to serve specific ads to that visitor, for a predefined period of time, based on what they browsed.

List-based retargeting uses your email list to create a target audience. The audience includes people from your list and people who have a similar "profile" to those on your email list.

Platforms Offering Retargeting

Facebook and Instagram offer retargeting with many options. You can choose from features such as using a Contact List, Matching/Customer Audiences who have interacted with your ad, App users and Dynamic Ads which are used to promote products to people who've already expressed interest in your website or app. In some cases you have to upload your product catalog to Facebook or Instagram to help them find the right people for each product.

Twitter offers 'Tailored Audiences' that lets you target relevant influencers based on emails of current customers or Twitter names, Web targeting to previous visitors of your site and of course App targeting to people who are using your App.

Google including YouTube offers both pixel and customer match based retargeting. Customer match requires you to share your email list to assist Google with building your audience. Pixel targeting is based on matching ads to webpages that use Google's Remarketing pixel.

LinkedIn now offers website retargeting, which enables advertisers to segment website visitors based on pages they've visited on your site.

Pinterest's retargeting aims to reach pinners who've interacted with your Pinterest campaigns in the past with personalized content to create your audience. You can also target Events and URLs.

Bottom Line: There's a plethora of supplier options for you to consider with Retargeting and it all depends on which network matches your audience. For details on Retargeting best practices visit [this link](#) on the Concentric website.



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

Contextual Targeting - Contextual Targeting: Selecting audiences based on the type of content being displayed on a particular webpage.

Interstitial Ads - Ads that appear between two different content pages, served when a website visitor navigates from one page on a website to another. A best practice in mobile marketing is to avoid using an interstitial as a popup that blocks initial access. For example, when the user tries to access the Gotham Times on their mobile, they are interrupted by an interstitial ad (offering the Gotham Times app) that they have to either accept or close before they can proceed to the site.

Latent Semantic Indexing (LSI) - An LSI keyword is a keyword that is commonly related to or paired with another primary keyword that people use to search. LSI keywords are useful for making a search function better by guessing what people are really looking for, and it's recommended to use LSI keywords in content where and if possible.

Lookalike Audience - If you're like most businesses, you know who your customers are from a demographic and even psychographic point of view. Lookalike Audience advertising targets people who are similar to your existing customers which helps improve your conversion rates.

Pop Under - Identical to a pop-up except it loads under your current webpage. It's generally assumed to be less intrusive than a pop-up because visitors often don't see it until after they've clicked to close their current browser session.

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

DIGITAL DOLL\$RS and Sense is dedicated to distinctive insights, online business integration, featuring digital strategy, marketing and advertising. Published quarterly. Copyright © Concentric.

Contact Concentric

t: 604.925.1798

w: www.concentricis.com

e: hello@concentricis.com

s: corporate LinkedIn

s: @joewozny (Twitter)

Digital Doll\$rs and Sense was produced 100% digitally. No trees were cut down or harmed in the process!

Please share Digital Doll\$rs and Sense freely ... and thank you for sharing responsibly!