DIGITAL DOLL$RS
AND SENSE

Welcome to Spring 2018

Strategy l Marketing l Advertising

Four Digital Marketing Tasks to Increase Sales
Page 2

Do You Comply With New EU Data Privacy Laws?
Page 3

Matching Content to Create the Right Buyer Response
Page 4

Combined Paid & Organic Search Drive the Best Results
Page 5

How No HTTPs Will Impact Your Website Visits…Chrome Warnings!
Page 6

Pillar Page Search Strategies Help Create Maximum Website Visibility
Page 4

Continuous Digital Improvement

Welcome to the Spring Edition of Digital Dollars and Sense! Planning specifically what to do, matching the correct content to buying cycles, complying with security and privacy as you market, are part of the "locking down on digital" theme for this edition.

- Our Content Matching article will assist with "locking down" your content investments so they are presented to prospective buyers at the right time.

- We've answered you about EU GDPR compliance so you can consider how to "lock down" your customers required privacy rights.

- Locking down your website to avoid Google Chrome full screen messages that tell visitors your site is not secure is discussed on page 6.

- And information to "lock down" search types and content clusters to get best results from organic, paid and pillar pages can be found in our Search section.

Our next publishing period will be the Fall of 2018. Thank you for sharing your insights publishing cycles that best allow you to enjoy the insights in our short ebooks. We look forward to continued conversations and please call, text, message or email us with your questions and results.

Joe Wozny and the Concentric Team

1 BLOCKCHAIN

Connecting Profiles, and Reputations into One Source

2 CROWDFUNDING

Facebook Changes the Not For Profit Crowdfunding Game

3 GMAIL UNSUBSCRIBE

New Feature Unsubscribes from eMail not read

DIGITAL STRATEGY

digitalroadmap®

*digital*roadmap® *strategies are plans and processes for your online initiatives that create value and revenue for your business*

Work Better Than Ever

As business owners and marketers, we purposefully develop habits that contribute to our business success. With so many moving parts in "digital" what habits are important to develop?.

According to Business2Community and other industry studies marketers with track records of delivering results pay attention to the following:

- Purpose of the activities; in terms of how do activities support their goals (not lead their goals).

- The competition to gauge (and adjust) the positioning of products and the business, the target market's purchase habits, likes, dislikes and identify marketing opportunities.

- Time (and money) consuming Content investments deployed on branded digital marketing channels.

- Telling metrics that provide insights into online sales contribution versus digital tinkering of online channels.

Further detail on these activities can be found in the right hand sidebar of this page.

Bottom Line: Your customers will not wait for you to catch up with their information, inquiry and shopping consumption habits. Adopting a few simple online sales focused habits will have an impact on your bottom line and in parallel allow you to perform like a "rockstar "marketer.

4 Digital Marketing Tasks to Increase Sales

#1 Always Ask Why

There's numerous DM tasks to consider and more being introduced. Be clear on the purpose of new and existing tasks; Why are we running this blog? Why are we growing this list? …

#2 Monitor the Competition

Consider using these two tools for passive observations: Google Alerts for search queries, Social listening to understand what customers are saying about your brand and your competitors. In terms of active monitoring, understand which sites link to your competition, evaluate your links to the quantity and quality of competitors links, determine the most popular and relevant back linking sites and pages and use these in your link building strategy.

#3 Create Relevant Content

Using competitive data and your own content ideas, plan an editorial calendar that identifies content you will publish and which channels you will share it on. Monitor interaction.

#4 Measure Activity

Build a dashboard that focuses on 3 to 5 key metrics such as web traffic, lead/sales quality - CTR and volume, content rank for target keywords, engagement, exposure/authority, and/ or customer service inquires.
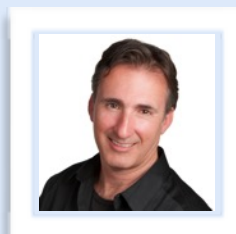
JOE WOZNY

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.

GDPR Facts

Need to Know Facts About New EU Privacy Policies

The EU's General Data Protection Regulation (GDPR) is set to make marketers earn their customer's attention in a way they've rarely had to before. With GDPR, companies will have to collect EU residents' consent to use personally identifiable information - such as email addresses, birth dates, government-issued identity numbers, credit card and bank account information, IP addresses, mobile device numbers, and biometrics - for explicit purposes. Moreover, companies will have to work just as hard to maintain the right to communicate in this fashion: GDPR mandates that customers be able to access and change their preferences at any time.

To assist you wev'e compiled guidelines to consider in relation to GDPR ompliance.

Third Party Processors - Companies like Google, MailChimp, HotJar, Salesforce, etc. are considered third party processors under GDPR They are processing a controller's data on their behalf. Google, MailChimp and HotJar for example have indicated

they going through the process of becoming GDPR-compliant. Google Analytics, for example, does not collect personally identifiable information and in most cases uses pseudonymous identifiers which under the GDPR is acceptable. You may wish to turn on **IP Anonymization** as a precautionary measure. Hot Jar is offering features such as suppressing session recordings, consent for feedback modules and the ability to withdraw consent - visit podcast. MailChimp is offering **tools** related to consent and individual rights to comply with GDPR.

Your Website Take a personal data audit of your website and ask what are you using the data for, where is the data stored and if you still need it. Check the respective privacy policies of your third party processors and enhance your websites privacy policy to tell your visitors about how and why you are using their data, plus give them a way to request a copy of their data or have it deleted.

Social Media We understand that social networks are updating their privacy policies to comply with GDPR. For example Twitter's recent **announcement** includes a statement that the Privacy update should not have any effect on Twitter accounts. Check with all your social network providers.

Bottom Line: Consider the impact of GDRP today - the live date is May 25th. If you have serious concerns on GDRP and the impact to your business you may wish to speak to someone who specializes in data privacy legal compliancy services.

LANDING PAGE BENCHMARKS AND TRENDS

Website landing pages that contain a single call to action (CTA) garner a higher average conversion rate than those with more than one CTA, according to recent research from Unbounce. Based on data from an analysis of 18,639 website landing pages. More

CONTENT MARKETING

Creating and freely sharing information with intent to attract prospects.

Matching Content Types to Create the Right Customer Response

To quote Barry Feldman we won"t perform a "funnelectomy" in this article by dissecting the Marketing Funnel metaphor. What we are sharing is a guide to the type of content that performs well for each stage of a marketing funnel. You can use this information to guide your content plans, to assist with generating leads, creating online sales or having more brick and mortar visits to your business.

Top of the Funnel (TOFU)

TOFU content aims to educate, problem solve, entertain, or inspire. Types of content that perform well includes Blogs, Social Media Updates, Infographics, Pics, Digital Magazines, Books, Podcasts, Microsites and Newsletters. The best use of TOFU content is to a) increase awareness about a solution for a problem b) grow retargeting lists, c) increase engagement d) increase traffic to your site.

TOFU Metrics include a) awareness rate b) retargeting list growth c) site engagement d) number of inbound links e) traffic by channel

Middle of the Funnel (MOFU)

At this stage visitors are aware of your brand and what you have to offer. You are starting down the

path of building a long term relationship with them and so awesome content with strong calls to action become important. Content types that perform well include educational resources (case studies, white papers, reports), useful resources (templates, tool kits …), downloads, discount coupons, webinars, surveys/quiz and events. The key goal for sharing this content is to grow your email and retargeting lists plus customer acquisition. Measurements are based on leads generated, offer conversations, list growth, newsletter opens and newsletter CTR.

Bottom of the Funnel (BOFU)

This is where we determine what content converts consistently to a lead or sale; the purchaser makes an informed decision and converts. In theory, your visitors have read your blog posts and seen your case studies, and now it's time to provide them with content that's highly specific.
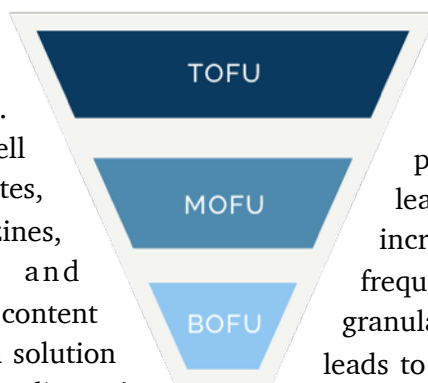
BOFU content types include a) demo/ trial b) customer stories c) comparison sheets and d) classes on how to use your product. Content is focused on nurturing leads/customers, maximizing share of wallet, increasing retention and increasing buyer frequency. Some of the metrics become more granular and include a) number of qualified leads to sales ratio, offer conversion rate, average customer value, buyer recency/frequency. In effect, you are grooming your "money tree".

Bottom Line: Guide your content and visitor cycles. Don't ask for too much on the first visit. Find out where in the buying cycle your visitors are at and be aware of what content they are consuming. Adjust the content you present based on your goals of lead generation, offline or online sales given the differences in each type of conversion activity.

7 TYPES OF DM TOFU FOR YOUR MARKETING FUNNEL

Do a deeper dive on seven types of ToFU content worthy of considering for your advertising dollars when you want prospects to become aware or your brand. 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 request.

How to Use Paid and Organic Search to Drive the Best Results

In this article we discuss the results of the Clutch and Ignite surveys on how focusing on paid search and organic SEO is an important combined strategy given the trends in customer buying journeys, mobile search and longer consideration and decision making periods by website visitors.
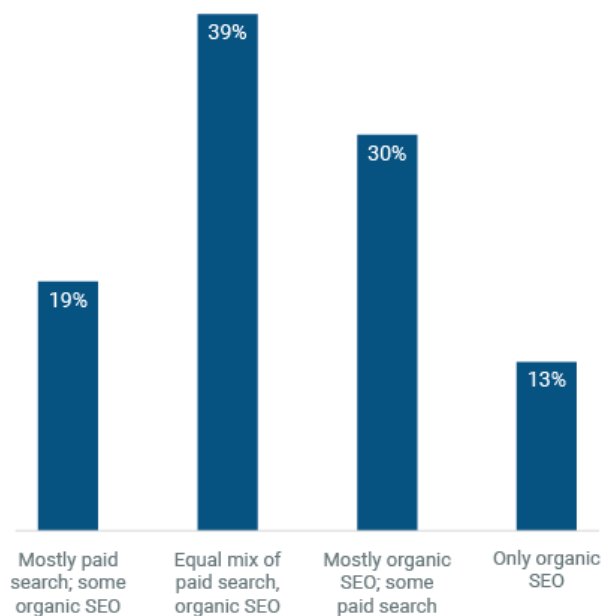
Paid Search Complements Organic

Over 60% of companies focus on both paid and organic search. Many find paid search and the tools within paid search campaigns provide useful feedback in terms of keyword reasearch, audience targeting, insights into communication styles and content that triggers a response, synergy in relation to organic search rankings, plus brand strength and organic click through rates.

"The ability to receive immediate feedback on keywords that have the highest conversion rates, which type of audiences get the highest conversion rates, and which type of ad copy and landing page copy get the best results truly support the development of a more effective SEO strategy when compared to blindly deciding to target certain keywords for SEO" was a common theme from respondents.

Says John Lincoln of Ignite ""While you will get a better ROI on organic search long-term, … always start with paid. Even mature websites that get millions of visitors a month from organic should invest in paid. The two complement each other. Paid is a bit more precise and controllable," said Lincoln. "… It's all about knowing the right time to use each one and when to use them together."

Do companies focus on paid search or organic SEO?

Mostly paid search; some organic SEO	Equal mix of paid search, organic SEO	Mostly organic SEO; some paid search	Only organic SEO
19%	39%	30%	13%

Percent of total respondents, N=303 marketing decision-makers
Source: Clutch 2018 SEO Services Survey

Clutch

Bottom Line: Maintaining best practices for search was found to be particularly challenging given constant change from search engines and consumer trends. The study found businesses usually partner with an expert firm for paid Search services. In-house SEO staff, were found to excel at general services like social media and creating content to

PILLAR PAGES – SEARCH IS RESPONSIBLE FOR MORE WEBSITE TRAFFIC THAN SOCIAL

The idea of pillar content has been around for a while, but it started gaining more attention when businesses realized content about 'topic clusters' and 'pillar pages' can improve SEO rank and more importantly drive sales/lead results. Read More

DIGITAL DEVELOPMENT

Create experiences that differentiate your brand.

No HTTPS? No Visitors from Google Chrome - SSL Looms

We turn to the internet for everything. From selling to buying, we are more dependant in an wired world at our fingertips. With this dominating trend, online security has become a necessity.

Undoubtedly, Google loves its users and therefore, is coming up with every possible way to make people feel secure on the internet.

In 2017 Google Chrome possibly flagged your website if it did have an SSL certificate, by displaying a 'Not Secure' in the URL bar. In 2018, Google Chrome users will soon encounter a full-page warning whenever visiting a website whose SSL certificate is not registered with a public certificate log.

SSL is the primary cryptographic standard by which HTTPS connections are secured, ensuring that data transmitted between web servers and website visitors remains secure and private. An SSL certificate uses a public and private key to encrypt data; whenever you go to a website, an authentication server ensures the SSL certificate used by the site is properly signed by a trusted Certificate Authority, which maintains a copy of the public key. It also ensures the key is not expired or revoked.

This system ensures that visitors to a website can communicate (and vice versa) over an encrypted link, protecting financial information, passwords, and other sensitive data from anyone who would try to intercept it.

Chrome's new policy is known as "certificate transparency." This means a certificate authority (CA) must maintain a public log that offers cryptographic proof that the certificates issued are authentic. If a website holds a certificate issued by a CA that has not been submitted to one of these public logs, then users will be warned.
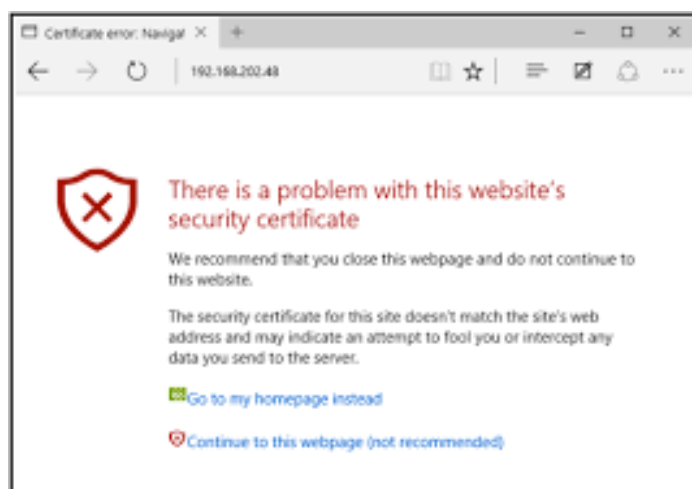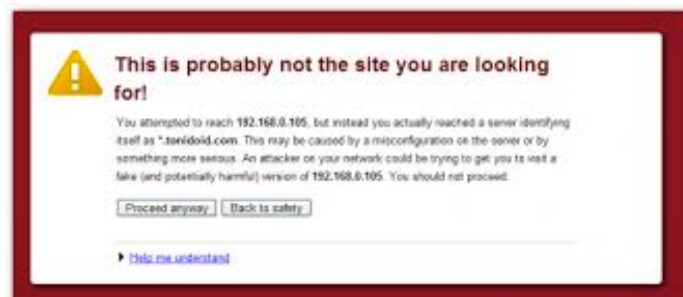
Bottom Line: Avoid having potential visitors deterred from visiting your site. Add an SSL Certificate with the help of your hosting provider and trusted technical advisors.

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

Funnelectomy - Coined by Barry Feldman, this terms refers to providing a detailed description of the often used Marketing Funnel metaphor.

IP Anonymization - Anonymous web browsing refers to the utilization of the World Wide Web to hide a visitor's personally identifiable information from websites visited. Anonymous web browsing can be achieved via proxy servers, virtual private networks and other anonymity programs such as Tor. These programs work by sending information through a series of routers in order to hide the source and destination of information. However, there is never a guarantee of anonymity with these servers.

Keyword Proximity - Keyword proximity refers to how close two or more keywords are to each other. It's believed you will achieve higher rankings if you place your keywords close together in a natural sounding way.

Pseudonymization is a data management and de-identification procedure by which personally identifiable information fields within a data record are replaced by one or more artificial identifiers, or pseudonyms. A single pseudonym for each replaced field or collection of replaced fields makes the data record less identifiable while remaining suitable for data analysis and data processing.

Can't find a term? Have one we should include? Please send them to us at Digital Dictionary

Access the full electronic version of the Digital Dictionary. Visit Online. New terms are added regularly!

About CONCENTRIC

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

Our clients consider us a trusted partner and marketing collaborator for digital strategies, 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 standout 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 acumen. Published Quarterly. Copyright © Concentric 2018.

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!