DIGITAL DOLL$RS
AND SENSE

Welcome to the Fall/Winter 2020 Edition
Strategy | Marketing | Advertising
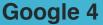
Growing with Careful Consideration

Welcome to the 2020 season ending edition of Digital Dollars and Sense! We hope you are keeping safe and that your personal and business lives are healthy and happy during this unprecedented year of Covid influence.

2020 generated a larger use of digital communications technologies than ever previously experienced. Our presumption is that Covid has been one of the leading influences on this digital use growth and dependance, as businesses are challenged to adapt to a changing environment.

Inside Digital Dollars and Sense, you'll find:

- Lessons we've learned from working on digital strategies and deployments when digitally transforming your businesses
- Insights on creating the best visitor experiences for your customer and prospects
- Comparisons of niche social advertising platforms
- Commentary and helpful features on the new Google Analytics 4 release

Keep your calls, texts and emails coming! We welcome and enjoy your questions. Our next publishing period is the Spring/Summer of 2021. Until then, be in touch anytime and please have a safe and enjoyable Winter season!

Joe Wozny and the Concentric Team

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GOOGLE LEADS

Business Messages *New* for Google Maps and Search

2

VANISHING CHAT

Facebook Adds 'Vanish Mode' for Messenger

3

LESS IS MORE

How to Overcome Choice Paralysis to Improve Conversions

DIGITAL STRATEGY

digitalroadmap®

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

Digital Transformation Lessons

The web is relied on by everyone for everything and has pushed digital transformation (called DT and sometimes DX) into a critical necessity for every businesses. Recent surveys of directors, CEOs, and senior executives rated digital transformation (DT) risk as their #1 concern.

Reliance on the Web continues unabated for shopping, customer service, ordering, research and nearly anything you can think of. How can your business transform and reorganize to measure up online?

The focus of the "How to" of DT is straightforward. The technology enabling Digital Transformation provides possibilities for efficiency gains and customer intimacy, in areas like eCommerce, digital advertising platforms, analytics and dashboards, customer service bots, social programs and more.

The biggest challenge facing DT efforts is the lack of the right mindset to change. Also, these initiatives often also fail to recognize that if current organizational practices are flawed, DT will simply magnify the flaws.

Before embarking on your transformation process (as you either refine or refocus your technology), firstly ensure you have a clear understanding of how DT will impact your business, the people in your organization and your customers. Consider then what components of technology are needed for adoption and what new or existing legacy systems are required.

Bottom Line: Effective digital transformation is not just a technology journey - it is a business journey, an end-to-end customer-centric overhaul that reflects your business priorities and includes processes, people, policies and tech.

DT Key Considerations

Consider the following key lessons to help your DT efforts succeed.

#1 Business Strategy

Figure our your business strategy before making any investments and guide your activities by your broader business strategy.

#2 Look Inside

Work with your current staff who have intimate knowledge about what works and what does not in your daily operations, together with outside experts vs outside experts alone.

#3 Customer Experiences

Seek in depth input from your customers. This will assist you in clearly identifying how to tailor your changes to their needs.

#4 Recognize Change

When employees perceive DT could threaten their job they resist change. Recognize those fears and explain the DT opportunity.

#5 Agility

Traditional hierarchies are often in the way with DT. Since DT is inherently uncertain, changes need to be made provisionally, decision need to be made quickly and multiple groups need to be involved.

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DIGITAL ADVERTISING

Leveraging Internet technologies to deliver promotional messages.

Instagram and Pinterest Ad Platforms

How do Pinterest and Instagram compare in terms of product discovery and conversions. Which platform is best for you? This detailed comparison will assist you with your choices.

Traditionally, advertisers chose Instagram as a platform of choice, over Pinterest when considering discovery focused advertising campaigns. To assume that Instagram is the best platform does not paint the whole picture. Consider these statistics about Pinterest a) 72% of users are inspired to shop on Pinterest even when they have nothing in mind and b) Two-thirds of users buy products after seeing Pins from brands.

Platform - Pinterest is used for visual sharing of images to personal bulletin boards and to create micro-communities and an atmosphere within each niche. Instagram is similar to Pinterest, except with a heavy focus on imagery rather than boards, long-form videos, and other types of content. Pinterest has business tools for those who want to share and promote content. Instagram allows brands to build a following, run competitions. Both services also have ad platforms.

Purpose - Pinterest focuses on distributing and discovering. Instagram focuses on promoting and sharing. Although they both share the common factor of being image-based, users on Pinterest expect to be able to dig deeper than an image.

They see a picture of a delicious meal, and they expect a recipe attached. With Instagram, the image is the focus featuring aesthetics and brand lifestyles.

Audience - Instagram has four times as many users as Pinterest. Both are strong within the 18 to 35 market. There's more 55+ aged users on Pinterest and the average user earns over two and half times that of the average Instagram user ($75k compared to $30k). 80% of Pinterest users are women vs 68% on Instagram.

Device - Pinterest was originally based on desktop but has recently made the jump across to mobile. With the infinite scrolling newsfeed, Pinterest works well on mobile. That being said, they still have a huge audience on desktop. Instagram has very little presence on desktop.

Hashtags - For users who follow Instagram, hashtags are incredibly valuable for product discovery. Pinterest pins already have labels and categories so hashtags are not as valuable - they essentially act as a filing system.

Shopping Features - Instagram's Product tags and Shop buttons allow users to check pricing and reach the checkout stage directly. Pinterest Lens is an innovative feature where users take a picture (or access the camera roll) and get relevant items shown based on what's available on the platform.

Ads - Instagram offers Stories ads, video, photo and carousel ads. Pinterest offers carousels, pins, video pins and app pins - click here for details. You must be in the USA to advertise on Pinterest

Bottom Line: Each of these platforms requires a concerted platform content plan to be effective. Extending your product listings on your eCommerce site to Instagram is an effective way to sell directly online. If you are in any country outside of the USA, Pinterest is an organic opportunity only.

CONTENT MARKETING

Insights to create, grow and improve content used in your business.

Optimizing Landing Pages to Generate Conversion Actions

This article discusses how to optimize landing pages for conversion and leave a strong impression of your brand, products and services.

Landing pages are often the first point of contact with your business. They provide an impression and a taste of what your business offers and invite visitors to explore further. The purpose of a landing page is to have a visitor take action such as purchase a product, download a sample and inquire for more information.

On average, it takes .5 seconds for a visitor to form an opinion bout a landing page. To generate and keep visitor's interest, it is important to communicate your value with an appealing visual design.

Know Your Customer - Consider their motivation for the visit. Ensure your content answers what they need to know to make a decision.

Benefit Oriented Headline - A big portion of landing page success is testing to get the headline right. Viewers focus on the headline first, so

highlight the solution to your readers' problem, communicate the benefit and articulate "what's in it for them".

Clear & Relevant Content - A landing page is more than a product listing or detail page. It should answer questions such as a) Does this site have what I am looking for? b) Is there enough information? c) Can I trust this site? d) How long will this take? e) What's the next step or process?

Design With Real Copy - An effective approach for landing page optimization is to adopt content-first design, and make developing content early a top priority.

One Call to Action (CTA) - Have one specific offer for each landing page, to keep the prospect focused on one thing at a time.

Benefit Oriented CTAs - Make CTA buttons and links descriptive, and include why the visitor should click the button.

Content Length - Short copy performs better when an offer is free, inexpensive, or an impulse. Long copy is more suitable for expensive or complex products. When rational thinking and analysis are factors for the purchase, longer copy with explanations, proof, and testimonials creates a more compelling case.

Other Factors - Additional items to consider include form fields, form length, image optimization, use of popups and page load time.

Bottom Line: It's all about the visitor and the visitor experience. Good content presented professionally builds brand trust and generates the right activity.

PAGE LOAD TIME MATTERS

It's been shown that 40 percent of consumers will abandon a page that takes longer than *three* seconds to load! As page load time increases from between one and ten seconds, the probability of a mobile user leaving a site increases by 123%. <u>Read More</u>.

ORGANIC SEARCH

Get the best return on investment - Optimize the appearance and ranking of your Content & your Business with Search Engines

A Proven Process for Structuring Content for your Website

Structuring website content is crucial to guide visitors (and Search Engines) to the information they're looking for. Details like the content planning process, building product listings, information pages and landing pages for your website will ensure a clear site structure and a great user experience.

Marketers still covet a Page One ranking on Google for a reason: 54% of the clicks for an average SERP go to positions 1, 2, and 3. Since 71% of all website traffic traces back to Google searches, those spots are chock-full of possibility for traffic, leads, and conversions.

All content must be created with an understanding of your audience, to you provide the information that fits a need the audience has.

Foundational Factors

Ensure you have the following four foundational items within your content and content planning process.

1. Commit to Quality and to Being Helpful The foundational trait for content that ranks and earns real positions in Search is *usefulness*. And, it doesn't have to be useful for everyone but especially to your target niche. Give your niche something they didn't have before: knowledge, information, guidance, answers, a great product, or even just a new idea or spark of inspiration.

Content that fulfills a need is prioritized by Search Engines and by your visitors and may save you real $ $ in terms of paid search click costs for good quality scores.

2. Research Topical Niches - Choose keywords and phraseology within your content that resonate with your audience's searches, their needs, and their questions. Fewer prospects visiting your site because of very relevant, targeted content is better than "loads" of visitors from non-prospects, from a less relevant but higher-volume terms. Drill down your keyword list by using resources like social media, Quora and Answer the Public to determine the language your audience is using with your content topic. Use keyword research tools to find out if you can actually rank for your chosen terms, or whether the competition is too steep.

3. Vet Your Keywords - Start with a focus keyword from your researched list. Build your content with a focused keyword in mind. Use Google and keyword research tools to discover related keywords you can use in the same piece of content. Related keywords may additionally help fill in your content outline. To find a quick list of related keywords in Google type your focus keyword into search and look at Google autofill as you do so. Also, provide your unique perspective on the topic using your expertise.

4. Vet Your Content - Be the best resource on your chosen topic with more information, research and visuals. Be comprehensive. Provide data, dimensions, statistics and link these back to reliable sources. Include subheadings for readability and the ability to add key phrases related to the topic.

Bottom Line: Content that ranks in SERP is both an art and a science. You have to be strategic. Create content that matters and meets your visitors needs. Blend the creativity and finesse of writing with the logic, structure, and rules of Search providers.

DIGITAL DEVELOPMENT

Create experiences that differentiate your brand.

The Next Generation of Intelligence
"Google's Analytics 4"

This October Google unveiled Analytics 4 - a new version of Google Analytics, featuring "machine learning at its core". What exactly does Analytics 4 mean to marketers and business owners?

To quote **Google**: *"To help you get better ROI from your marketing for the long term, we're creating a new, more intelligent Google Analytics that builds on the foundation of the App + Web property we introduced last year. The new Google Analytics is now the default experience for all new properties and is where we're investing in future improvements."*

Enhanced Monitoring - Enhanced trend monitoring is the key evolution. The new Analytics can automatically alert users to significant changes in their data. Data points such as "churn probability" can assist with how to more efficiently invest in retaining customers to use marketing budgets more efficiently.

Prediction - For eCommerce enabled sites the advanced reporting tools will provide some powerful insights, such as new predictive metrics that can forecast potential revenue you can earn from a particular group of customers. This allows businesses to create higher value audiences and run analyses to better understand why some customers are likely to spend more than others.

Advertising Audiences - With **Analytics 4** you can create audiences for Google Ads, based on your Analytics data, and reach more focused customer segments, aligning with trends. You can also measure App and web interactions together, which means that you can monitor conversions from, say, YouTube video views alongside conversions from Google Display, and Google Remarketing campaigns.

You can also include organic channels, like Google Search, social, and email, within these comparisons, providing more insight into your broader marketing efforts.

Reports - Google has simplified and re-organized reporting so that you can find marketing insights based on what part of the customer journey you are most interested in. This gives you more ways to dig into the data, and hone in on specific trends.

No Cookies - No Worries - The new data points have been designed "to adapt to a future with or without cookies or identifiers". Given increased data regulation, tracking via cookies is slowly being phased out, which means that businesses need new ways to monitor and attribute audience activity. The new Analytic 4 tool and Google's data collection tools will attribute activity without the use of cookie tracking.

Converting Existing Analytics - You can set up Google Analytics 4 (formerly known as App and Web Property) with your existing Universal Analytics property. [This article](#) helps you set up a Google Analytics 4 property that collects data from the same pages as an existing Universal Analytics property.

Bottom Line: Google 4 is the new future of Google Analytics and definitely worth exploring to stay current. On the detail oriented subject of analytics, Google provides incredible value to business owners looking to gain useful insights on their customers and competition, and to determine the efficiency of your advertising spend. Measure everything you can - the more you look, the more likely you are to find!

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

Churn Probability – Is a forecast of the likelihood that a subscription account will not be renewed, and it can be used for strategic activities like forecasting recurring revenue losses and comparing relative risks. Churn probability is the literal opposite of predicted renewal probability.

Discovery Campaigns - Discovery campaigns let you share your brand's story with people across an advertising platforms feeds. The audience has indicated they're open to discovering new products and services. Discovery campaigns require rich and relevant creative about your brand or products using visually engaging media.

Digital Transformation (DT or DX) is the integration of digital technology into all areas of a business. A successful digital transformation requires the rethinking of how an organization uses technology, people and processes to fundamentally change business performance.

Long Form Content - is content that offers a great depth of information on a given topic. Minimum length should range anywhere between 700 and 2,000 words. The upper limit is variable depending on several factors, including focus topic, scope, intended aims, and audience.

Searchanise - A search service solution for eCommerce website. This service, sold as an App, provides customers with accurate search results, encourage purchases with in-built merchandising tools.

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.

We are 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 expand your reach, amplify your voice, make your next project shine and standout from the crowd. Count on us to measure your performance and elevate your 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.

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