

Welcome to **Fall** 2016

Digital Strategy | Marketing | Advertising

Enhance Your Online Reputation

Don't Miss
Out on Google My
Business

Page 2



Creating Credibility
Through Customer
Testimonials!

Page 4

Selling Online
5 Techniques to
Drive Sales!

Page 6

Top 5 Challenges in
Creating Effective
B2B Content

Page 5

Online Advertising:
Most Effective Pay Per Click Channels

Page 3



About the Cover Image

We are pleased to announce the launch of our [new Concentric website](#) this Fall 2016. Digital Dollars and Sense articles are also now available in our Blog section. We are excited about our new site and the services Concentric provides, and we look forward to your continued feedback and support.

In This Edition

- 1 News | Digital Trends
- 2 Google My Business
- 3 Paid Search for App Store
- 3 Twitter Rolls Our Moments
- 3 Google POP Up Penalty
- 3 New Features for Canvas Ads
- 3 Most Effective PPC Channels
- 4 Sensible Business | Creating Credibility Through Customer Testimonials
- 5 Infographics of Interest
SEO Trends & Signals
- 6 Digital Dollar | *Insights, Tips, Advice*
Mobile Commerce Sales Impact
- 7 Digital Diction | New Terms
for Navigating Planet Internet

Welcome

Welcome to the Fall 2016 edition of Digital Dollars and Sense!

Articles you will want to read in this edition include:

Don't Miss Out on Your Google My Business shares how to configure this business opportunity to benefit your brand and your search results.

Creating Credibility Through Customer Testimonials gives helpful insights into how and why online Customer Testimonials are important to your business strategy.

Check out *The Most Effective PPC Channels* based on the survey from Hanapin of hundreds of marketing professionals—both influencers and decision makers from a variety of brands and digital marketing agencies.

Our Advertising, Infograph and Digital Dictionary sections continue to provide great value in keeping you up to date with items such as “what to pay attention to in online retailing”, Twitter Moments and new emerging terms.

We look forward to your comments, shares, and feedback. Have a wonderful Fall season!

Sincerely,

Joe Wozny and the Concentric team

News | Digital Trends



Sears Reward Plan Partners with Uber

Sears Holdings Corp is partnering with ride-services company Uber Technologies Inc as the retailer tries to make its' rewards program more attractive to shoppers. [More](#)



Personal Google for Everyone Expands

With the goal of building a personal Google for every user, the search engine giant announced new hardware at a recent event in San Francisco, including new smartphones, a virtual reality headset and a new Wi-Fi device. [More](#)



Facebook launches Marketplace for local buying and selling

Facebook notes that Marketplace will allow people/companies to buy and sell items locally. Marketplace will allow users to list & search for items on sale in neighbourhoods. Facebook will not facilitate payment or delivery nor earn commissions from any transactions [More](#)

Don't Miss Out on Your Google My Business

Written by Joe Wozny



Google's My Business listing, sometimes called the "Google Knowledge Panel" (see Figure 1) is an important digital business asset for your company. It appears on the right hand side of Google organic search return pages (SERPs) when someone searches for your company, or related keywords where your company is the authority brand. According to the Google My Business team (Sept 2016), a My Business listing also assists with your organic search ranking. Your My Business listing assists with professionally branding your company, on the web. Configuring your My Business listing correctly and in the right order, allows you to integrate other Google products (examples: Google+, YouTube, Search Console, AdWords Location Extensions, etc) within your marketing and advertising mix. ... Integrating your Google products is a wise decision, given the wide use of Google as an information resource by both business and consumers.

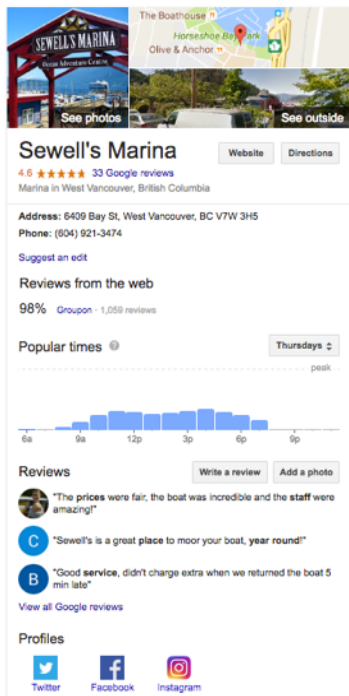


Figure 1 - My Business Example

Clarification - With My Business listings, a business address appears as a Google Knowledge Panel in SERPs. My Business listings without an address (Brand pages) do not appear as a Knowledge Panel and become a Google+ page. In the writer's opinion, the Brand page option, does little to assist with the main objective of Google My Business - to be found professionally and loudly in organic search. Also a My Business listing is not the same as a Knowledge Graph, which can also appear in the right hand side of a SERP, at the sole determination of Google. (See the [Fall 2015 Edition](#) of Digital Dollars and Sense for information on configuring a Knowledge Graph.)

Choosing the Right Login Credentials is Important - We advise all businesses to plan on creating a My Business listing with a business address. The main item to be aware of is that Google My Business creates a Google+ page that is integrated with your My Business Listing. The Google+ page is also associated with services such as a YouTube channel. Video placed on this channel will appear on your Google+ page. Based on this, consider the following: if you have an established Google Account tied to a Google+ page for your business then create your MyBusiness listing through this Account. If you do not have an established Google+ Page then establish your MyBusiness listing with a Google Account that best suits your business.

Have Only One Google+ Page - Google notes that it's important, from an organic search perspective, that you only have one active Google+ page related to your business. There is no way to port content or amalgamate pages. Consider these implications if you have an active Google+ page for your business now.

Reviews Are Important - Reviews and testimonials on your My Business page will assist with search rank. Harvest and reply to reviews from your customers. See Sensible Business (this edition) for more on establishing a Testimonial program.

Work it Hard - Having an active Google+ page contributes to your search ranking and where your sidebar will be shown on related search pages. Share all the content you publish on your website with your Google+ page.

Share the Work - You can share management of your Google MyBusiness and Google+ pages through the Google My Business main menu. Integrate these opportunities with programs such as Google AdWords.

Bottom Line: Your brand's My Business Knowledge Panel is a great digital business card and creates the first impression of your brand, so be sure to tell Google what content needs to be there. It's also "FREE" and a great opportunity you do not want to miss.



Paid Search Ads Come to App Store

Apple has rolled out the ability to place Search ads in the Apple App Store. As an introduction, Apple is offering a \$100 credit for a first time campaign.

Analysts argue that the main rationale for this new product appears to be app discovery and that Apple is simply mirroring what Google has had with search ads in the Play store for well over a year.

If you are considering this opportunity, keep in mind that roughly 50 percent of smartphone owners don't download any new apps in a given month, while the other 50% download two apps/mo. on average. [More](#)

Twitter Expands Moments

Twitter has made [Moments](#) available to everyone. This is a good free brand advertising opportunity for your company.

You can pull tweets from your favorites ("Tweets I've liked"), by account, via a Twitter search, or you can add them directly using the tweet's link. When finished, a Moment can be shared via a tweet. Others can then flip through your Moment right on Twitter, or embed it elsewhere on the web. [More](#)

Google Pop Up Penalty in 2017

Pop Ups - also known as interstitials - are forms of online advertising on the World Wide Web intended to attract web traffic or capture email addresses. Pop up messages are often frowned upon by visitors, as they create a barrier to content when you enter a website.

Google has announced that beginning in 2017, they'll be penalizing sites that use an interruptive pop up, especially pop ups that "coverup" a significant amount of content.

If this changes your advertising mix, or makes you need to consider adjusting your website, read this opinion article on ways to achieve the same, if not better, results with your pop up advertising. [More](#)

New Features for Canvas Ads

Facebook Canvas ads are virtually mini-websites hosted on Facebook that are designed to load quickly on mobile devices. They have been found to be appealing for businesses struggling to improve their mobile responsiveness.

According to Facebook, people have spent over 150 years of viewing time watching Canvas ads since their commercial introduction in 2016. Facebook has not released analytics on interaction rates and engagement, and at this time, conversion data is also not available to understand the ROI metrics.

In order to simplify the creation of Canvas ads, Facebook is adding design templates. Facebook is also adding 360 video elements which will allow visitors to move through the content by tilting their phones. Facebook says these immersive features could make Canvas Ads a more accessible option for more businesses, and further enhance the use case for Canvas content. [More](#)

Most Effective Pay Per Click Channels

With the State of PPC, Hanapin Marketing's looked under the hood of advertising's fastest-growing industry to find out what makes it tick. This year, hundreds of marketing professionals—both influencers and decision makers from a variety of brands and digital marketing agencies—completed the Hanapin survey and collectively reached some very clear conclusions including:

Proven ad channels, like Text Ads, Mobile, and Remarketing continue to gain steam, with Social Advertising, particularly in Facebook, following closely behind.

Programmatic is proving to be not as popular a choice for advertisers, nor is it a very effective channel for those that are using it.

CPC pricing has remained much the same, but with an increase in conversions, social is becoming a popular choice for advertisers.

Visit this page to [download the full report](#).

Sensible Business

Creating Credibility Through Customer Testimonials

The sharing of positive customer feedback shows potential customers that they can trust you, and that you have a history of providing what you promise in your marketing materials, sales copy, and conversations. Its been proven that customer testimonials are an effective and trusted form of information about your brand, product or service. And in today's socially plugged-in business environment a little positive



word-of-mouth can go a long way!

So, how do you ask your happy customers and clients for a testimonial? How do you provide that little nudge for their endorsement? Consider the following approach and list of questions to choose from when asking for a testimonial.

1. Decide What You Are Asking For

Prior to speaking to your clients decide what you're asking for. Choose three options from the list below to assist your clients with providing their feedback.

- Are you satisfied with the result of hiring our service?
- How does our strategy and advice benefit your business?
- How did you benefit from working with the COMPANY NAME team?
- I really like COMPANY NAME because . . ."
- What do you think of the work we do for you?
- What about the strategy and advice we share?
- What value do you get from us, and value added?
- Why did you chose to work with us and the results?
- Why our work is great?
- What specific key aspects or support you like the most in the duration of having our service?
- Would you recommend our services? If so, why?
- Describe why you feel that working with COMPANY NAME was successful.
- If a potential client was on the fence about whether to work with COMPANY NAME, what would you say to them?

- What do you love about working with us?
- If you were to recommend us to your colleagues, what would you say?
- After you started working my COMPANY NAME, did anything surprise you? What has pleased you the most about working with us?

2. Decide on the Channel(s) You Want Testimonials Published On

Once you've decided on the questions to guide testimonials decide where/how you would like them published. Do want testimonials on your social media channels (example: LinkedIn), on your Search Return pages (example: Google My Business) or on your website. In some cases you may ask your clients to post on more than one social channel and you may have to provide directions on how to do so.

3. First Contact and Follow Up - The METHOD for Getting a Testimonial

Start by asking your valued client by phone call, or in person. Follow up with an email request to "get the ball rolling!" A sample email request, to follow up your initial conversation, could look like this:

Dear Valued Client,

Working with clients like you makes my business a great joy. Thank you for agreeing to provide a testimonial for our web and social sites. To help you get started, I've included a few questions, but please feel free to write whatever you like. [Include two to four questions, using the above list as a guide.] Thank you for your time and kind support. We value your business. Please let me know if there is anything further I can do for you. With best regards,

4. The Thank You

When your valued client shares a testimonial with you, be sure to send them a hand written thank you. It may seem old fashioned, but a note of appreciation to your clients is a sincere personal touch that means a lot!

Bottom Line: We do rely on the opinion and positive experiences of others when making purchases decisions. Testimonials on your web and social media channels about your business are one of the best tools to enhance your online reputation, give your business a welcome sheen of success and achieve positive results.

Infographics of Interest - Creating Effective B2B Content

The State of B2B Content Marketing Survey discovered the top challenges for B2B content marketers. According to TechValidate - 126 B2B marketers chose their top obstacles to creating effective content. The top 5 content challenges are shared in this Infograph.



Digital Doll\$*r* Insights, Tips and Advice

Each chapter ending in The Digital Dollar | Sustainable Strategies for Online Success shares Insights, Tips and Advice related to specialized subject matter. This content is helpful for defining and refining your ongoing activities. Ensure your [digitalroadmap®](#) process is current with these online strategy updates. [More](#)



Q:We are getting to a busy time of year for our online storefront.Are there any marketing and advertising items we should pay particular attention to this year?

There's a number of items to review as you enter any sales cycle, including the upcoming "Christmas Rush" These are applicable to both B2C and B2B Sales Activity.

Mobile Commerce Growth The surge in mobile commerce growth may indirectly cause a relatively slower growth in other types of desktop e-commerce growth this holiday season, according to a report from NetElixir. In the report, titled 2016 Holiday Forecasts, NetElixir notes what e-commerce and mobile commerce retailers should be looking out for. If this prediction is true, it means that that you need to have a mobile customer acquisition strategy in place and since mobile consumer behaviour is different from desktop, your mobile strategy needs to be different. This strategy should include having a mobile Website, which surprisingly many retailers still do not have.

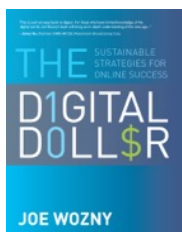
Mobile Advertising In terms of mobile advertising, consider building mobile-specific campaigns and adjusting your paid advertising mix in terms of bidding, the creative you deploy and the percentage of ad spend you designate between desktop, tablet and mobile. Lastly do not forget to measure mobile success separately.

Triggered Emails One of the biggest items that can be overlooked is triggered email marketing. Good performing e-commerce brands send between two and four types of triggered emails, to people who visit their site but have not made a purchase during their visit. (accounting for 51% according to Bluecore 2016 when reviewing apparel, electronics, home goods, and other consumer sectors) Cart abandonment emails have the highest average conversion rate (2.63%) and click-to-conversion rate (21.78%) of any triggered message type. The analysis found abandonment emails rank second, followed by back-in-stock emails.

Expanded Product Information The biggest difference between online and offline shopping is that you cannot see the product in real life online. So, what happens when that information is vague, poor, or missing? Studies show that in 2016, many people will be put off from making the purchase. People are cautious about their money, and the last thing they want to do is spend it on something that doesn't fit their requirements or expectations, so be sure to provide a good experience and quality information as possible.

Simple Checkout Rules Just because someone has reached the checkout stage does not mean the purchase is guaranteed. This is the most critical part of the whole buying process. 2016 surveys show cart abandons increase significantly if the checkout process is taking too long or unreasonable questions are asked, then an exit is on the cards. Be sure to give your purchasers a good customer experience!

What Readers Say....



“ This book was such an eye opener in so many areas of the internet, new insights for me. As the most naive human re digital, if Joe can educate me he will pass the ultimate test! It doesn't come naturally to me. While working in radio,there was only one rule ... just don't let Rafe touch any buttons! ”

Rafe Mair
Lawyer, Cabinet Minister, Broadcaster, Political Commentator

New Digital Diction

The Digital Dictionary - “a glossary for navigating planet Internet” - is found in the back of The Digital Doll\$R book and online. Visit online by [clicking here](#).

CDN - Content Delivery Network: a network of distributed servers that store duplicate copies of our web content. CDNs deliver content to each user from a server that is closer to their location or less overloaded. This way better performance and reduced server downtime can be achieved.

Google Knowledge Panel - When people search for a business on Google, they may see information about that business in a box that appears to the right of their search results. The information in the box, called the Knowledge Panel, can help customers discover and contact your business.

Google My Business - Allows your business to post hours, phone number, pictures, reviews and directions on Google Search and Maps. Google My

Business listings appear to the right of SERP pages that Google attributes to your company. My Business also connects to the Google+ service. Google Places is now bundled into Google My Business.

Google Knowledge Graph The Google Knowledge Graph is a system launched in May 2012 that understands/acknowledges facts about people, places and things and how these entities are all connected.

LAMP - The LAMP stack consists of Linux as operating system, Apache as web server, MySQL as database management software, and PHP, Perl or Python as scripting language. Its Windows variant is called WAMP, while its OS X variant is MAMP.

Twitter Moments - Moments are curated stories showcasing your very best of “what's happening” on your Twitter channel and related Twitter channels.

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

About Concentric

We share our understandings in the relationship of business to the World Wide Web, areas like mobile, search, social media, paid advertising, merchandizing, email, blogs, content management, all things digital. The web is dynamic, changing quickly... and challenging to stitch together in an integrated way.

Our [digitalroadmap®](#) process guides the right online strategy. We deliver unbiased strategic [digitalroadmap®](#) plans that align with your business goals... and these plans deliver achievable results. We create a true partnership in your business and we celebrate your success.

Get the Web to work for you and your brand with a [digitalroadmap®](#)

About DIGITAL DOLL\$RS and Sense

Our DIGITAL DOLL\$RS and Sense ebook is dedicated to distinctive insights, online business integration, digital trends and news.

Contact Information

CONCENTRIC

t: 604.925.1798

w: www.concentricis.com

e: info@concentricis.com

s: [@joewozny](https://twitter.com/joewozny) (Twitter)

Digital Doll\$rs and Sense was produced 100% digitally. No trees were cut down or harmed in the process! We did use paper from our printers to proof hard copies of this publication while assembling and editing.

[digitalroadmap®](#)

Copyright © Concentric.

Please share with care. And thank you for forwarding!
Please [subscribe here](#) to receive Digital Doll\$rs and Sense.