Welcome to Winter 2018

Strategy l Marketing l Advertising
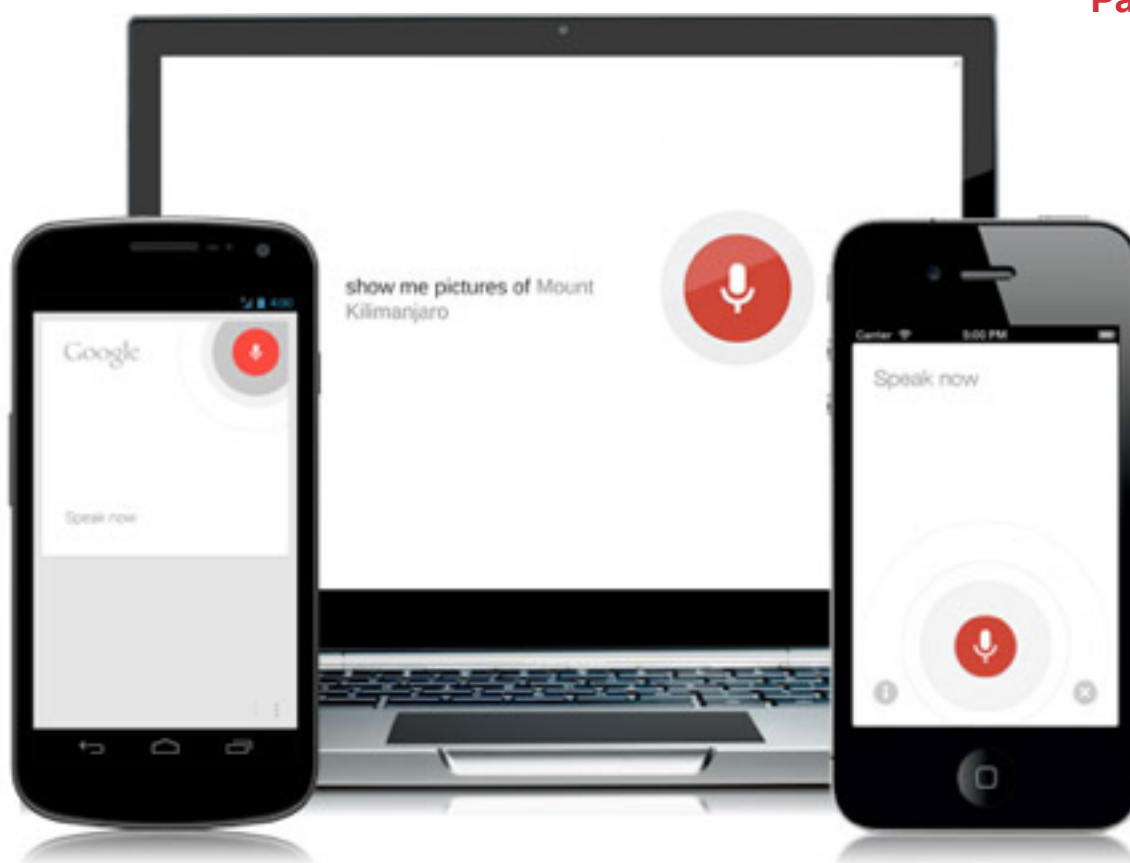
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How to Rocket Launch
Your Content Strategy
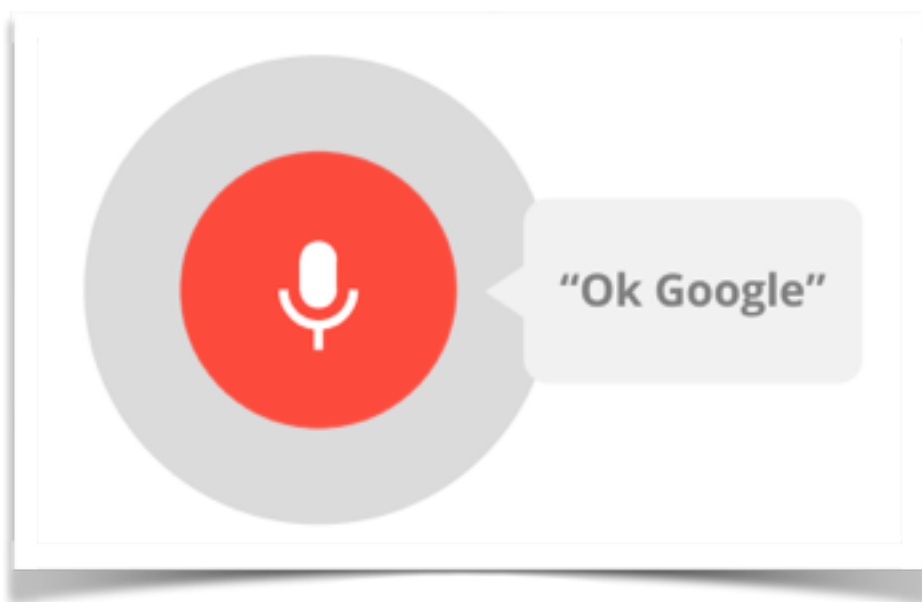**Page 4**

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The "Search" Horizon Gets Closer

What was once considered "marketing future tech" is getting closer to our everyday lives, businesses and marketing programs. Consider recent statistics:

- 20% of all Internet Searches on Google are generated by someone talking to their device (voice search)and "home assistants" such as Amazon Echo advertise how you can purchase by using a simple voice command.

- Technologically a major change to Internet CSS standards is allowing "web" interfaces to provide different features on an individual element basis. The demise of the in depth "home page" is said to be around the corner.

- Artificial Intelligence advertising features are beginning to offer automated multi variant testing for creative and landing pages.

- Control for the "last mile" of Internet access is proposed vs net neutrality. Yale Labs report 75% of Apps on your phone surveil your activity and sell the data.

We bring you insights into these items, how to boost customer engagement through journeys, the modern marketing stack, why long content and more, in this edition, to help with your digital success! Reach out and call with questions.

Joe Wozny and the Concentric Team

1
NEWS FEED CHANGES
Changes to Facebook Reduce Organic Search and Page Post Reach

2
STOPMO STUDIO
NFB Application Makes It Easy to Create Animated Video

3
BEST HEADLINES
New Data on What Works and What to Avoid

DIGITAL STRATEGY

digitalroadmap®

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

Your Modern Marketing Stack

Marketing technology is increasingly affecting all businesses and being technologically savvy is now considered an essential basic marketing requirement.

The Marketing Technology Council survey from over 300 senior-level marketers reveals that the majority are struggling to cope with the growth in the martech landscape (currently over 5381 solutions offered and growing).

Chronic problems across company sizes and industries include: a lack of integration and the use of "too many technologies" resulting in poor ROI. There is digital pressure to stay ahead of the marketing curve. The cost of falling behind is too high. And, keeping pace with the introduction of new marketing technology is not slowing down.

To support members the Council released three recommendations for building and managing a marketing stack. A marketing stack is a group of technologies that marketers leverage to execute, analyze and improve their marketing activities. This includes all technologies that marketing teams use, from marketing automation to data enrichment and analytics.

Recommendations for building and managing a marketing stack can be found in the right column of this article and a full list can be found at this link (registration required).

Bottom Line: Review your marketing automation plans. Help your creatives and marketers:, adopt and manage new technologies. Implement the best martech to achieve your *Marketing Stack Strategy*.

3 Steps to the Modern Marketing Stack

#1 Align Sales and Marketing data, digitalroadmap® and strategic priorities

What type of data enrichment will enhance your decision making and sales objectives ? Over 70% of marketers see their top business goal as providing more leads/sales and increasing customer acquisition/retention, but only 12% say the technologies they use help them with their goals. Most companies report sales and marketing are misaligned. Resolve this issue by defining mutual objectives for sales and marketing and by defining the mutual data needed to measure and meet these objectives.

#2 Buy Technology Strategically

Ensure your marketing tech (such as marketing automation and CRM) meets your aligned needs before you buy. Establish a formalized process of identifying where and when a new technology is required; whether it is possible to integrate, the top vendors, and how best to do so.

#3 Start by Improving Productivity

Make martech acquisitions that automate or speed up the repetitive, tedious elements of your work a first priority, so you can focus more on doing things technology can't do–such as building and executing creative campaigns, content marketing and big data analysis. Ultimately technology should improve our business lives and allow marketers to carry out tasks more quickly and effectively.

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.

PPC Advertising
7 Trends to Know About

Every year trends help define the marketplace in digital advertising. With the need to become more visible and reach more customers, digital advertising continues to advance technologically to support consumer demand for a more integrated experience. We suggest advertisers should currently be aware of the following trends in regards to this demand.

Audience Targeting - Google spent much of 2017 rolling out new audience targeting features. It's believed the primary reason for this is to offer robust automation beginning in 2018.

More Targeted Ads With Specific Purpose - Advertisers are learning that single purpose ads cut through minimal attention spans. Ads will become more singularly purposed in nature, with a very specific goal and goal conversion place in mind.

Artificial Intelligence - The most interesting use of AI, is in creative. All major platforms benefit if CTR increases, yet many advertisers do not have a structured process for ad creation and testing. Things like Dynamic Search Ads from Google and Dynamic

Creative from Facebook are examples of new applications of AI for creative in 2018.

Voice - Amazon is working on making big strides to monetize voice search with Alexa ads. This advertising is focused on big brand advertisers, like Clorox and P&G. For now, keyword additions will allow most advertisers to target voice queries and thus capitalizing on the increase in volume. See our *Voice Search* article on page 5.

Contextual Targeting It will be more complicated for ad tech vendors to track user behaviors with cookies. Audience targeting strategies will be replaced by contextual targeting strategies. Advertisers will need to understand the context of each web page for targeting and brand safety purposes.

eCommerce - For advertisers, it's advantageous to decide where Amazon fits. Do you join them potentially creating competition for yourself or do you ignore them; choosing to fight the largest eCommerce platform? We've seen evidence that advertising through Amazon is the right path for many businesses.

Chrome - The launch of the built-in ad blocker is slated for mid-February. The impact for most is expected to be low.

Bottom Line: The main trend drivers are the big players desire to capture more demand and increase CPC rates. Trends that meet these criteria will most likely become "permanent" features on major advertising platforms.
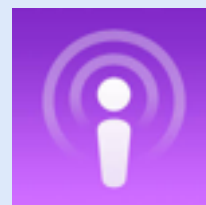
CONTENT MARKETING

Creating and freely sharing information with intent to attract prospects.

Rocket Launcher Content Strategy!

The combination of *well defined buyer personas* and adopting *current web trends* can boost your content strategy "to the moon"! We share the following tools to assist with Buyer Persona creation. Watch for these web trends to facilitate how to best communicate your content to your target audience.

Five Tools to Map Your Buyer Journeys

Our favourite tools offer different views of data. Combine this data to assist you to create detailed profiles for your buyer personas.

Google Analytics — View Traffic from networks, social and sites. See what pages perform best. Measure conversions.

semrush — See competitors ads and find keywords your personas use the most. Optimize SEO

fanpage karma — Compare engagement across social networks. Discover which pages your audience views and shares.
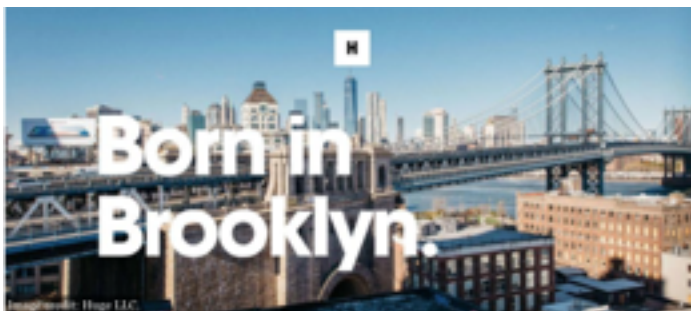
Buzzsumo — Find the most common questions on topics & See shared content.

hotjar — Visually view clicks, moves & scrolls on your webpages. Survey the audience.

Web Trends for Your Content Strategy

1.0 Bright and Bold Minimalism for messages

2.0 CSS Grid for customized creative layouts

3.0 Brutalism for specific target audiences

2018 TREND – ARE INFLUENCE MARKETERS LOSING THEIR MOJO?

Forbes predicts that brands who pour millions of dollars into influencers will not see the results they could get from alternative marketing spends. Brands will zero in on select individuals who drive results or move to organic grassroots promotion. 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.

Long-Form Content Drives Results A 6 Step - How to Create

Content that consists of more than 2000 words has been proven to perform better in terms of Online Visibility, Social Shares, Links, Website Authority and search ranking.

Long form content also drives social results. Research shows that social posts and social interactions are improved, in terms of getting more attention when delivered *with* long form content.

We share Step 1 of the larger Infograph with you in below. The full Infograph may be found on our website here.

Get started with Step 1 - Outline the goals and results you want to achieve with the content you plan to create.

HOW SOCIAL MEDIA IMPACTS YOUR SEO EFFORTS

Read a good short article from Andrew Hutchinson on how social media marketing is connected to SEO. 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.

Optimizing for Voice Search and Voice Assistants

As noted here in the Advertising section on page 4, the need for a "voice specific strategy" is not yet upon us. Optimizing for voice search currently is all about data structuring, website additions and keyword optimization. Paying attention to these three items will allow you to capitalize on the increase in volume that is is being introduced by voice search.

> Some 40% of adults use voice search once per day, and Google voice search queries were up 35 fold in 2017 from 2008 levels
>
> Source:comScore

Questions Over Keywords

Voice searches are largely about answering questions. Ensure that your Search Terms include phrase targeting for voice queries. Ensure that your FAQ page contains commonly asked questions related to your business. Review and expand these as a team. Review Search Console and Analytics tools to capture data on what is driving visits.

Mobile Responsiveness

Most voice searches are performed on some sort of mobile device. So ensure that your site is good to go on mobile.

Be aware that search engines are using mobile-first

indexing, which means that it doesn't really matter how responsive your desktop site is; if your mobile site is a dud, your search ranking will be a dud, period. Creating a positive mobile experience means your content must be digestible to the user. Long paragraphs should be reconsidered in favor of short, 2-3 sentence tidbits.

Data Structuring

One thing you can do is make sure you're structuring data on your site according to Schema Markup. Voice will rely heavily on this markup vocabulary. Ad extensions for voice will also most likely be based on the use of structured markup.

Local Search Optimization

This is one of the biggest uses of voice search today. A large driver is Google My Business, so ensure that your My Business listing is accurate and that you are responding to all reviews. Consumers do use positive reviews to inform their purchase decisions.

Video Content

It turns out that YouTube videos do show up in voice searches. This could be an entry path for some businesses into voice search rankings. Ensure you use proper titles and descriptions to capture question related queries such as "how to ….".
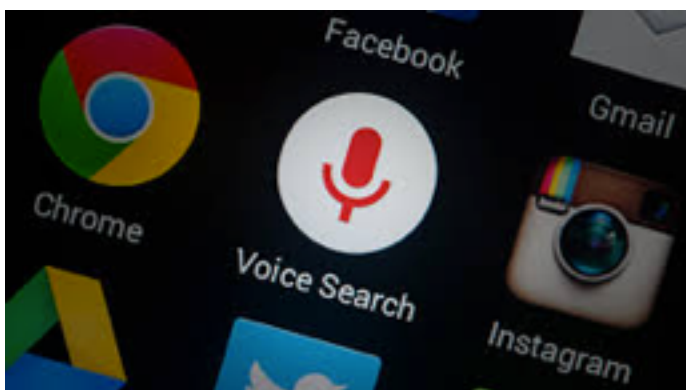
Bottom Line: Try to put your voice strategy into the parameters of answering questions. Spend time with schema markup or ensure your content management system does. Include phrase targeted keyword searches within your PPC programs.

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

Buyer Journeys - Modern marketers have learned that the purchase process is a journey, and consumers advance through a process the industry calls 'the buyer's journey.' The buyer's journey is a framework that acknowledges a buyer's progression through a research and decision process, ultimately culminating in a purchase.

Brutalism in Design - Brutalism is minimalism "on steroids" and a trend to buck all the trends featuring clean lines and simple designs

Digital Marketing Stack - A group of technologies that marketers leverage to execute, analyze and improve their marketing activities. This includes all technologies that marketing teams use, from marketing automation to data enrichment and analytics.

Long-Form Content - Content on a web page that consists of more than 2,000 words. Long form content, at this time, is proving to increase search, page visibility and search engine rank.

Schema Markup - is a specific vocabulary of tags (or microdata) that you can add to your HTML to improve the way your page is represented in SERPs.

Voice and Voice Assistant Search - Also known as Voice Search, Search by Voice and Voice Assistant Search, are products that allow you to use Search by speaking to your mobile phone or computer, i.e. The device translates your voice to a data search string and provides the result in either text form or in a text to speech translation.

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

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.

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