Web Marketing & Digital Advertising
Digital advertising and content marketing

A.Y. 2018-2019
Costanza Nosi
TRADITIONAL ADVERTISING

- Mass media
- Newspapers, magazines, TV, radio, outdoor
- Local or national, not global
  - Big one-time purchase
  - One message to all recipients
- No filtering or personalization
  - Success measured indirectly
- Did sales increase this month?
DIGITAL ADVERTISING

- Digital media
  - Web, mobile, email, desktop
  - Global in scope
- Pay as you go, small increments
- Messages targeted by recipient
  - Filtering, personalization
- Success measured directly
  - Views, clicks, actions
Half the money I spend on advertising is wasted; the trouble is I don't know which half.”

John Wanamaker, store owner
BANNERS

Web banner
From Wikipedia, the free encyclopedia

A web banner or banner ad is a form of online advertising delivered by an ad server. This form of online advertising entails embedding an advertisement (or a link to an advertisement) into content that is intended to attract traffic to a website by clicking on the advertisement. The advertisement may be an image (GIF, Flash, often employing animation, sound, or video to maximize presence). Images are usually in a high aspect ratio shape (i.e., either wide and short, or tall and narrow) hence the reference to "banners". These images are usually placed on web pages that have interesting content, such as a newspaper article or an opinion piece. Affiliates earn money usually on a CPC (cost per click) basis. For every unique user click on the ad, the affiliate earns money.

The web banner is displayed when a web page that references the banner is loaded into a web browser. This event is known as an "impression". When the viewer clicks on the banner, the viewer is directed to the website advertised in the banner. This event is known as a "click-through". In many cases, banners are delivered by a central ad server. That a web user has visited the advertiser's site from the content of the content provider some small amount of money (usually a click system) is often how the content provider is able to pay for placement. Usually though, advertisers use ad networks to serve their higher quality ad placement.

Advertisements are intended to function: notifying consumers of the consumer should choose the product by researchers Rex Briggs and Nigel Kelly. Web banners differ in their results for the consumer and may also be tracked in the view through the use of a click tag.

Full banner
468 x 60

Leaderboard
728 x 90

Medium rectangle
300 x 250

Wide skyscraper
160 x 600
POP-UP AND POP-UNDER ADS
Ads By LinkedIn Members

Procurement Whitepaper
17 Tips for Successful Adoption of eProcurement. Get your free copy now

Ricardo Afonso is...
Exploring Senior Business Development Opportunities in LATAM and EMEA.

TRAC Research Report
Learn about the key role of User Experience Monitoring strategies
All these measures help banks to adopt fast changing banking technology and provide the best banking solutions to the private organizations. It is also helping them to connect with their customers in a more personal way. In fact, banks have empowered themselves to effortlessly offer services, insurance, investments, mobile accounts as processes through the adoption of newly emerging technology conferences, financial and in publications. 

FST Media prides itself on its experience in conference production, journalism and business development, FST Media prioritizes financial services executives.
OTHER ONLINE FORMATS

- Floating ads
- Mouseover ads
  - Expanding
  - Audio
- In-video
  - Pre, mid, post-roll
- In-map
- Advertorials
IN-APP AD FORMATS

Mobile banner
320 (or 300) x 50

Full screen (or almost)
320 x 480 (or 440)
Dear Amanda,
Are we meeting for lunch today?
Let me know.

David Hirsch
Director
Best Travel
25 Jane St.
London WC1 2LH

Bahamas
$299
click here
Thinking about the last week, how many ads have you seen online? (surfing the web, search engine results page, e-mails, social networks, on websites such as those of newspaper, online retailers, etc.)

How many of them you clicked by mistake trying to shut them down? (especially on mobiles)

How many of them you deliberately clicked to see/read/hear what they were about because you were interested in them?
SOMETIMES WE SEE THIS

**Ads vs Reality**

Food ads elevate fake into an art form

**Fast Food Items**

<table>
<thead>
<tr>
<th></th>
<th>Ads</th>
<th>Reality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burger King</td>
<td><img src="image" alt="Burger King Ads" /></td>
<td><img src="image" alt="Burger King Reality" /></td>
</tr>
<tr>
<td>McDonald’s</td>
<td><img src="image" alt="McDonald’s Ads" /></td>
<td><img src="image" alt="McDonald’s Reality" /></td>
</tr>
<tr>
<td>Wendy’s</td>
<td><img src="image" alt="Wendy’s Ads" /></td>
<td><img src="image" alt="Wendy’s Reality" /></td>
</tr>
<tr>
<td>Taco Bell</td>
<td><img src="image" alt="Taco Bell Ads" /></td>
<td><img src="image" alt="Taco Bell Reality" /></td>
</tr>
</tbody>
</table>
Degree of trust in communication

Degree of Trust – Ranking’12

Have some degree of trust in the following forms of advertising:

- Recommendations from people known: 92%
- Consumer opinions posted online: 70%
- Editorial content (e.g. newspaper article): 56%
- Branded websites: 58%
- Emails signed up for: 50%
- TV: 47%
- Brand sponsorships: 47%
- Magazines: 47%
- Billboards/outdoor advertising: 47%
- Newspaper: 46%
- Radio: 42%
- Ads before movies: 41%
- TV program product placements: 40%
- Ads served in search engine results: 40%
- Online video ads: 36%
- Ads on social networks: 36%
- Online banner ads: 33%
- Display ads on mobile devices: 33%
- Text ads on mobile phones: 29%

Source: Nielsen Global Trust in Advertising Survey, Q3 2011
Content marketing is the opposite of advertising. It’s about engaging consumers with the stuff they really want, in a way that serves your brand’s purposes and ideals, rather than just trying to jam your logo into their periphery. It’s reaching the exact consumers you want, instead of a vaguely defined demo.

It’s helpfully providing an experience they want, instead of trying to distract them from the one they came for.

In short, it is the very evolution of advertising itself into something more effective, more efficient, and much less odious.

(Keith Blanchard – Story Worldwide).
Content Marketing embodies an organization’s core brand elements.

It uses a variety of media formats such as text, video, photographs, audio, presentations, e-books and infographics to tell your brand or company’s story.

It can be read on a variety of devices including computers, tablets, smartphones and others.

It’s distributed via owned, third party and social media platforms and it provides measurable results through the use of appropriate calls-to-action and promotional codes.

(Heidi Cohen – Riverside Marketing Strategies).
Content Marketing isn’t push marketing, in which messages are sprayed out at groups of consumers. Rather, it’s a pull strategy — it’s the marketing of attraction.

It’s being there when consumers need you and seek you out with relevant, educational, helpful, compelling, engaging, and sometimes entertaining information.

(Rebecca Lieb, author of Content Marketing “Think Like a Publisher – How to Use Content to Market Online and in Social Media“).
DO YOU THINK IT IS SOMETHING NEW?
The customer experience and the needs, preferences and questions of people and the so-called target audiences are at the center.

A consistent use of relevant content runs like a thread through all marketing activities. Good content is essential everywhere so using it in a smart way is key too.

It is a narrative form of marketing that provides customers with useful information, at moments when they are interested in receiving it, in an engaging, not “sales-ey” way.

This enables it to break through the advertising clutter that consumers ignore or view skeptically, while it gently persuades prospects and helps buyers and the public.
From one-to-one to awesome to many

**Content 4.0: The Evolution**

**Content 1.0 is ONE to ONE**
- Story-telling. Handwritten text.

**Content 2.0 is ONE to MANY**
- Gutenberg's printing press.

**Content 3.0 is MANY to MANY**
- Internet arrives. Content proliferates.
  - WordPress, Facebook.
  - Everything is free (or stolen).

**Content 4.0 is AWESOME to MANY**
- Technology advances. Experience and quality improve.
- Owners and distributors begin to charge again.
- And we are willing to pay. $$$$
OBJECTIVES OF CONTENT MARKETING

- Increasing brand awareness
- Lead generation
- Converting leads into customers
- Building the company image
- Customer engagement
- Customer retention
- Website traffic
- Sales
Inbound is a method of attracting, engaging, and delighting people to grow a business that provides value and builds trust. As technology shifts, inbound guides an approach to doing business in a human and helpful way.

It is based on the assumption that the customers will come to us themselves and get interested in what we offer, if we provide them with an interesting content.

Instead of irritating them and often misleading by manipulation with the ad, we make them find us themselves.
1. It engages individuals on their own terms, using buyer personas

2. It’s based on interactions buyers have with the brand, and mapped directly to their buying stages

3. It tells a continuous story, with a unified narrative that evolves throughout a customer journey
4. It’s the **right fit for your channel** – whether it’s being used on the website, in email, on social, or elsewhere

5. It has a **clear purpose**, and a **clear call-to-action** for the audience to follow

6. It has **pre-defined metrics**, and is designed to be measurable
Marketers have had to rent (or beg) attention from other people’s media – through display ads on websites, booths at a tradeshows, or emails sent to third-party lists.

In short, companies have essentially “rented” attention that someone else built.
AND IT COULD BE VERY EXPENSIVE
Do you know how much it costs a 30-second Super Bowl commercial??
160 million viewers in the US

7 billions in the rest of the world
2013 ... black out
Power out? No problem.
pic.twitter.com/dnQ7pOgC
WITH CONTENT MARKETING …

CM allows marketers to become publishers – build their own audiences, and attract their own attention.

While rented attention can be effective, when companies own their own attention by creating content, the get many benefits
Content marketing allows to build **organic awareness**.

When valuable content ranks highly on search engines, or is **shared widely** on social networks, that’s “free” brand awareness.
Engaging content marketing creates preference through thought leadership – it makes the company a trusted source of information and education.

It creates preference through relationships, which are strengthened whenever content entertains or helps buyers.

People are more likely to buy from companies with whom they have relationships.

This requires you to create content that people like – or even love.
Engaging content marketing is part of a natural conversation with current and potential customers, is relevant to their interests and behaviors, and builds a continuous story over time.

Unlike traditional marketing, content pays dividends for a very long time, and this effect multiplies as companies create more and more content.
A Scheme To Help You Create Effective CM Strategy

STEP 1: ANALYZE YOUR COMPANY’S BUSINESS
- What is your company product/service?
- How do you use your product/service?
- What do your customers need to know about your product’s proper use?
- How do your customers connect to your product or service?
- What is your company’s market?

STEP 2: GOALS
- Set MAX 3 GOALS and focus on them
- Brand awareness
- Thought Leadership
- Customer Acquisition
- Website Traffic
- Engagement
- Customer Retention, Loyalty
- Lead Generation, Management,
- Nurturing
- Sales

STEP 3: TYPICAL CUSTOMER
- Analyse your current customers and trace your TYPICAL CUSTOMER PROFILE
- age, gender, cultural level,
- geographical location needs, taste, wants
- buying habits
- information tools used
- media channels used
- perception of your product

STEP 4: CONTENT MKTG MIX
- Define your CONTENT MARKETING MIX
- idea planning
- message to transmit/story to tell to your customers

STEP 5: PUBLISHING TIMETABLE
- Plan your PUBLISHING SCHEDULE
- campaign launch/deadline timing for content creation
- measurement indicators: format types and quantity of content
- content creators

STEP 6: TEAM
- Choose the working team for CM
- INTERNAL PERSONNEL/EXTERNAL PERSONNEL (freelance, web agency...)

STEP 7: BUDGET
- Estimate the cost of CM PUBLISHING SCHEDULE
- cost of in house personnel
- cost of outbound media purchase (email marketing, display marketing, retargeting)
- cost of subcontracting (video, white papers preparation, IT, SEO, webinar presentations, articles, mobile applications, infographic, e-books preparation, events: cost of conference room/coffee/lunch/visualization/transmission,...)
- office costs

FINAL STEP: MEASUREMENT
- Measure the effectiveness of your CM
- KEY PERFORMANCE INDICATORS
- n. of visitors, time spent on the website, page views/ranks/shares,
- form submission rates, subscription increase, content downloaded, n. of opens (for emails/newsletters),
- click-throughs, inbound links, funnel conversion, comments closed deals,
- sales accepted leads....
- ROI
- ROI (%) = Net profit/Investment × 100
- CONVERSION INDICATORS
- conversion numbers,
- number of leads,
- lead quality,
- the lead’s life time value,
- sales cycle length,
- retention period of that lead...

CORRECTIVE ACTIONS
ESTABLISH GOALS

☐ Capture what the business wants to achieve in the next 6-12 months.

Think about what you’d need to change to make these goals happen – and aim high. This isn’t just about business as usual.

Prioritise the most important things content can do for you, including:
- Building awareness
- Educating buyers
- Moving leads along the purchase path (nurturing)
- Engaging with all influencers
- Serving existing customers
- Cross-selling or up-selling
- Generating new sales leads
- Establishing your expertise

☐ Write down what marketing needs to achieve in the next 6-12 months.
DEVELOP PERSONAS  HUMANIZE CUSTOMERS!!!
Susan

40 year old, Single Mother, Income $80,000/year

Susan is responsible for

1. Taking care of her 2 boys,
2. Managing a demanding, high-stress corporate finance job, and
3. Trying to stay active and maintain her fitness level.

In a typical week. Susan works from 9 - 5 in the office, eats lunch at her desk, and then goes to pick up her boys from after school day care. She often logs back on and does more work after her boys go to bed. To work on her fitness, she always takes the stairs and tries to do an at-home fitness video two days a week. Susan is organized, busy, and tired but likes to work out; she cooks her own meals.

and is willing to try fitness trends. She is health conscious and tries to cook organic, nutritionally balanced meals. She primarily shops at Whole Foods and Trader Joes, and subscribes to multiple fitness magazine publications.

Susan’s biggest challenge is finding the right balance of healthy eating and a manageable fitness routine. She is looking for motivation, maintainability and convenience.
THINK ABOUT THE CUSTOMER JOURNEY

- **Early Stage**: Buyers in this stage could potentially become customers, but probably aren’t in the market for your product – yet. These buyers are looking for educational, entertaining content, and your job is to present that content while building awareness and trust.

- **Mid-Stage**: In this stage, your buyers are aware of your brand, and are more actively researching your products. You can start to present more product-specific content, aimed at keeping your potential customers engaged as they research.

- **Late Stage**: Late-stage buyers are close to making a purchase. Late-stage content should speak directly to your offering and highlight product differentiators – think demos, feature comparisons, and third-party reports.
THINK ABOUT THE CUSTOMER JOURNEY

- **Awareness:** Buyers in this stage are potential customers, but need to know more about your product or service before they make a decision. They are looking to you to help educate and entertain them in order to build trust.

- **Purchase:** This stage of the buyer’s journey is about building trust by delivering a good customer experience and then continuing your awareness building activities to promote additional products or services.

- **Advocate:** Customers in an advocate stage are well versed with your offerings and messages. The focus for customers at this stage is to leverage their advocacy to further promote your brand and products. Find creative ways to engage your advocates like insider programs or through gamification and use their enthusiasm to drive new interested customers and build awareness.
# Map the Customer Journey (Spreadsheets)

<table>
<thead>
<tr>
<th>Persona:</th>
<th>Awareness</th>
<th>Interest</th>
<th>Desire</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
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<tr>
<td>3</td>
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<td></td>
<td>‘ROI’ Blog Post</td>
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<td>4</td>
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</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Key Buyer Actions</td>
<td>Actions &amp; Questions</td>
<td>Buyer Action</td>
<td>Buyer Doing (Y/N)?</td>
<td>Questions Buyer Asks</td>
</tr>
<tr>
<td>-------------------</td>
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</tr>
<tr>
<td></td>
<td>Event Occurs</td>
<td></td>
<td>Event #1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Problem Surfaces</td>
<td></td>
<td>Event #2</td>
<td></td>
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<tr>
<td></td>
<td>Consequences of Problem Identified</td>
<td></td>
<td>Event #3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Consider Alternatives for Solving the Problem</td>
<td></td>
<td>Problem #1</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Problem #2</td>
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<td>Problem #3</td>
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</tr>
</tbody>
</table>
Different formats can be used in the CM mix.

Each format has different potentials and area of use.

They are also differentiated in cost and in complexity of preparation.

It is usually good to start with formats that companies have experience with in order to minimize potential risks of its wrong use.
<table>
<thead>
<tr>
<th>Format</th>
<th>Will you use it?</th>
<th>Why will you use it?</th>
<th>How often will you be using it?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blog</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Branch guide/folder</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Case studies</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Webinars</td>
<td>Yes/No</td>
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<td></td>
</tr>
<tr>
<td>Online transmissions</td>
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<td></td>
</tr>
<tr>
<td>Video publications</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Webcasts</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsored articles</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newsletters</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presentations</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile applications</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Infographics</td>
<td>Yes/No</td>
<td></td>
<td></td>
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<tr>
<td>eBooks</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>White papers</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Events</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
TARGET TONE OF VOICE

You’ve probably got a target tone of voice
or ‘look & feel’ in your mind.
Share it with the writers and designers
who will be creating the content:

☐ Copy style guide pieces
  (stuff that kind of sounds like):

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☐ Design guide pieces
  (stuff that kind of looks like):

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### Brand Voice

<table>
<thead>
<tr>
<th>Character/Persona</th>
<th>Tone</th>
<th>Language</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friendly</td>
<td>Personal</td>
<td>Complex</td>
<td>Engage</td>
</tr>
<tr>
<td>Warm</td>
<td>Humble</td>
<td>Savvy</td>
<td>Educate</td>
</tr>
<tr>
<td>Inspiring</td>
<td>Clinical</td>
<td>Insider</td>
<td>Inform</td>
</tr>
<tr>
<td>Playful</td>
<td>Honest</td>
<td>Serious</td>
<td>Enable</td>
</tr>
<tr>
<td>Authoritative</td>
<td>Direct</td>
<td>Simple</td>
<td>Enable</td>
</tr>
<tr>
<td>Professional</td>
<td>Scientific</td>
<td>Jargon-filled</td>
<td>Entertain</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fun</td>
<td>Delight</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Whimsical</td>
<td>Sell</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Amplify</td>
</tr>
</tbody>
</table>

*Purpose: (different content will probably serve different purposes)*
CONTENT SOURCES

☐ In-house experts (list):

☐ Customers:

☐ Known sites & resources:

☐ Existing internal content:

☐ Existing external content:

☐ Desk research (Google, Twitter, Social forums…)
☐ Original research
☐ Crowdsourcing
☐ Commission an expert
<table>
<thead>
<tr>
<th></th>
<th>February</th>
<th>March</th>
<th>April</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Big Piece</td>
<td></td>
<td></td>
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<tr>
<td>Infographic:</td>
<td></td>
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<tr>
<td>Original</td>
<td>2</td>
<td></td>
<td></td>
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<tr>
<td>Spin-off</td>
<td>1</td>
<td></td>
<td></td>
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<tr>
<td>Blog Post:</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Original</td>
<td>3</td>
<td></td>
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<tr>
<td>Spin-off</td>
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<td></td>
</tr>
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<td>Article:</td>
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<tr>
<td>Original</td>
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<tr>
<td>Spin-off</td>
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<tr>
<td>Expert Interview</td>
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<td>Multi-Expert Piece</td>
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<tr>
<td>Slideshare Spin-Off</td>
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<td></td>
<td></td>
</tr>
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</table>

**V1 30/42**
## EDITORIAL CALENDAR

### SAMPLE FIRST QUARTER ROLL-OUT

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<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
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<th>9</th>
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<th>12</th>
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<tbody>
<tr>
<td><strong>LEGACY</strong></td>
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</tr>
<tr>
<td><img src="image" alt="Article" /> (blog rewrite)</td>
<td><img src="image" alt="Video" /></td>
<td><img src="image" alt="Video" /></td>
<td><img src="image" alt="Video" /></td>
<td><img src="image" alt="Video" /></td>
<td><img src="image" alt="Video" /></td>
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<td><img src="image" alt="Video" /></td>
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</tbody>
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| **CREATED** | | | | | | | | | | | |
| ![Ebook](image) | ![Infographic](image) | ![Presentation/Prezi](image) | ![Checklist](image) | ![Interview](image) | ![Interview](image) | ![Interview](image) | ![Interview](image) | ![Webinar](image) | ![Post-webinar Report](image) | |

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**ONGOING COMMENTARY ON 3RD PARTY BLOGS AND VIA TWITTER**
PROMOTE YOUR CONTENTS IN TIME

Your own channels
- Your blog
- Your e-newsletter
- Your website real estate
- Your resource library (where will it fit in?)
- Cross-promotion in other related content (essential!)
- Internal alert
- Email footer

Influencers, bloggers, partners, & mates (online PR)
- Give them a sneak peek
- Let them know it’s live
- Give them thumbnails and (tagged, optimised) URLs
- Write a related story for key media
- Thank them when they share (duh)

Social Media
- Twitter
- LinkedIn – including relevant groups
- Facebook
- Google+
- Tumblr
- Flickr
- Pinterest
- Social bookmarking (Stumble, Digg…)
- Q&A Forums – Focus, Quora…
- Wikipedia (good luck)

Paid media
- PPC – search engines, LinkedIn, etc
- Banner ads
- Newsletters & sponsorships
- Webinar with media partner
- Cost-Per-Lead programs
- Direct mail & print media
- National TV campaign (kidding)
MEASURE

Brand awareness
»» online and offline research measuring brand awareness,
»» press monitoring services,

Thought Leadership
»» link backs to your pages,
»» subscribers to your pages,
»» appearances on blog rolls,
»» publications in magazines,
»» presentations on conferences.

Customer Acquisition
»» new contacts in emailing lists,
»» newsletter subscribers,

Website traffic
»» clicks,
»» unique users,
»» time spent on the website,
»» repeated visits,
»» comments left by website visitors,

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Live videos emerged a couple of years ago, and since then they have taken social media by storm. **Users can go live** on Facebook and Instagram and share their videos with their friends and the world.

Using live videos, marketers can promote their brands to a large audience and generate higher engagement. The **interactive nature** of live videos can even improve your chances of conversions.

Brands can go live during their **product launches** and broadcast them over the internet in real-time.

A great way to promote live videos can be through **influencers**
Stories started off on Snapchat and today they are everywhere. Instagram, Facebook, WhatsApp, and Messenger.

These Stories remain online for 24-hours before they are deleted automatically. Stories can be seen by the followers or even by non-followers based on the owner’s privacy settings.

Stories give you the opportunity to add images, videos, and text. This gives brands the opportunity to change their content and experiment with new content too.

On Instagram, if you have more than 10K followers on your business account, you can add links to your Stories too. This lets you insert a direct call-to-action for your audience.
Latest trends in CM: voice search

According to Gartner, 30% of all web browsing will be done without a screen. This is because of new products like Amazon Echo and Google Home. These devices make voice-based information available to their users. This has even made it possible for people to browse the internet while doing other tasks.

As of 2016, 20% of all searches on Google were voice-based. This number is only set to increase over the years as people get access to Android phones and internet.

Such content marketing trends show that there is a slow shift taking place in the digital world towards voice-based searches.
Till date, content has been created by humans. However, as the requirements for content increase, artificial intelligence is a great option.

Through AI, it is possible to develop quality content with much less effort and at higher efficiency. AI also helps make sure that every type of human error can be minimized.
Latest trends in CM: chatbots

Consumers of today want to have **real and authentic conversations**. To achieve this goal, brands have two options - have a dedicated staff or use advanced tools.

Recently, chatbots have started helping brands have conversations with their customers. These bots are advantageous for the users too. They provide nearly all the services that new apps or websites provide without having to open them.

With advanced technologies like AI, chatbots are getting smarter as well. They are able to cater to the requirements of customers in a more personalized manner, and even more effectively.

Even when users require something very specific, bots are able to go through the data, find the answer, and convey it quickly.
I am Rex and here to talk about sex. And I am sure so are you.

So, let’s go sexploring? What would you like to talk about today?
To promote their Outdoor Terex Collection Adidas approached Somewhere Else to create a VR experience that captures the thrill of extreme outdoor climbing. It follows Ben Rueck and Delaney Miller – two accomplished climbers with different skills. 360 footage was captured of their ascent of the Bavellas mountain range on Corsica. The audience are given a chance to virtually step into their shoes and take on the granite mountain itself.
Dear "Doomie,"

When you speak to others, please make sure they aren't usingemie.

for cannibalism because you just ate my dog!

Lore

elain