

Using Digital to Achieve Business Goals

Presented by:
Laura Kelly

Agenda

- About Me
- Starting Together
- Audience
- Psychographics vs. Demographics
- The Relationship Economy
- Test it Out
 - Turn Qualitative to Quantitative
 - Low-Cost to Prove
- Social 101
- Questions

About Me

- Senior Communications Manager for the Office of the CTO, DICK's Sporting Goods
- Tepper MBA
- PhD Student in Media and Communications at IUP
 - Focus on Digital Communications, Digital Empathy, Audience Analysis

Starting Together

KPI-Key Performance Indicator

Quantifiable, outcome-based statements used to measure success

Lift - Increase, Improvement

Follower/Fan-Interchangeable. Used to describe someone who “likes/follows” a social media page

Engagement-Any action on a social media page from a follower. Likes, comments, shares

Audience

Who is your audience?

Where are they?

What do you want them to do?

What information can I get from them?

Use of different online platforms by demographic groups

% of U.S. adults who say they ever use the following online platforms or messaging apps

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	Reddit
U.S. adults	73%	69%	37%	28%	27%	24%	22%	20%	11%
Men	78	63	31	15	29	24	24	21	15
Women	68	75	43	42	24	24	21	19	8
White	71	70	33	33	28	22	21	13	12
Black	77	70	40	27	24	28	24	24	4
Hispanic	78	69	51	22	16	29	25	42	14
Ages 18-29	91	79	67	34	28	62	38	23	22
18-24	90	76	75	38	17	73	44	20	21
25-29	93	84	57	28	44	47	31	28	23
30-49	87	79	47	35	37	25	26	31	14
50-64	70	68	23	27	24	9	17	16	6
65+	38	46	8	15	11	3	7	3	1
<\$30,000	68	69	35	18	10	27	20	19	9
\$30,000- \$74,999	75	72	39	27	26	26	20	16	10
\$75,000+	83	74	42	41	49	22	31	25	15
High school or less	64	61	33	19	9	22	13	18	6
Some college	79	75	37	32	26	29	24	14	14
College+	80	74	43	38	51	20	32	28	15
Urban	77	73	46	30	33	29	26	24	11
Suburban	74	69	35	30	30	20	22	19	13
Rural	64	66	21	26	10	20	13	10	8

Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

9:08



Low carb broccoli
cheddar soup for dinner!
Let me know if you want
the recipe!

HECK YES!

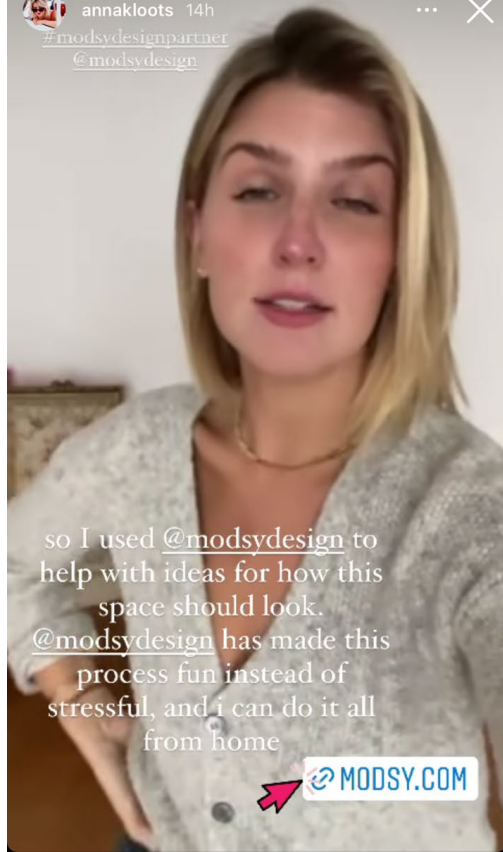
NO

9:07

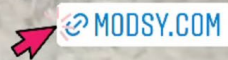


annakloots 14h

#modsydesignpartner
@modsydesign

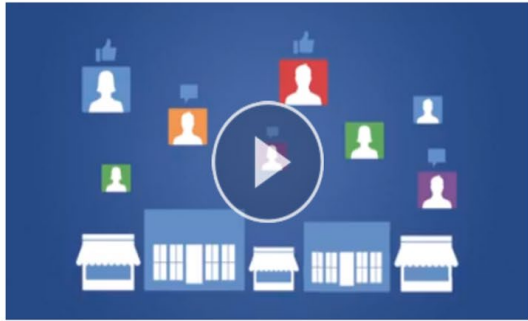


so I used [@modsydesign](#)
to help with ideas for how this
space should look.
[@modsydesign](#) has made this
process fun instead of
stressful, and i can do it all
from home



Send Message





Create a lookalike audience from a Custom Audience

Take the next step and find more people like them.

[Create Audience](#)

or get help with your ads



Marketing Solutions Help ▾

How can we help?

Find a new set of customers 1. Get started 2. Define audience size 3.

Targeting with LinkedIn Lookalike Audiences – Overview

Last updated: 9 months ago

Interest and follower look-alikes targeting



Thought Leadership

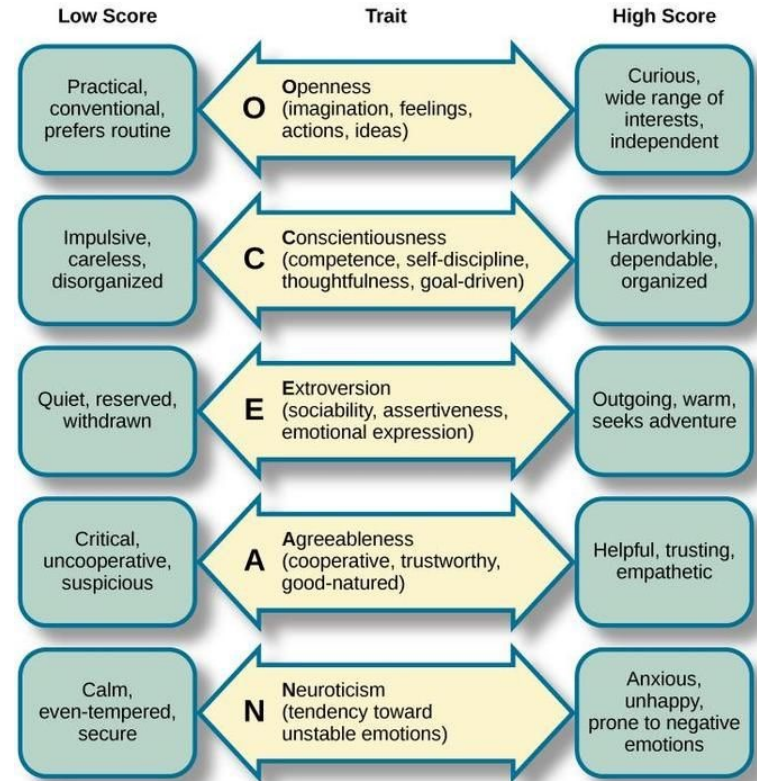
Where can you be a thought leader?

Who/what organizations can you get to help you get your message out?

What offline things can you repurpose for online things?

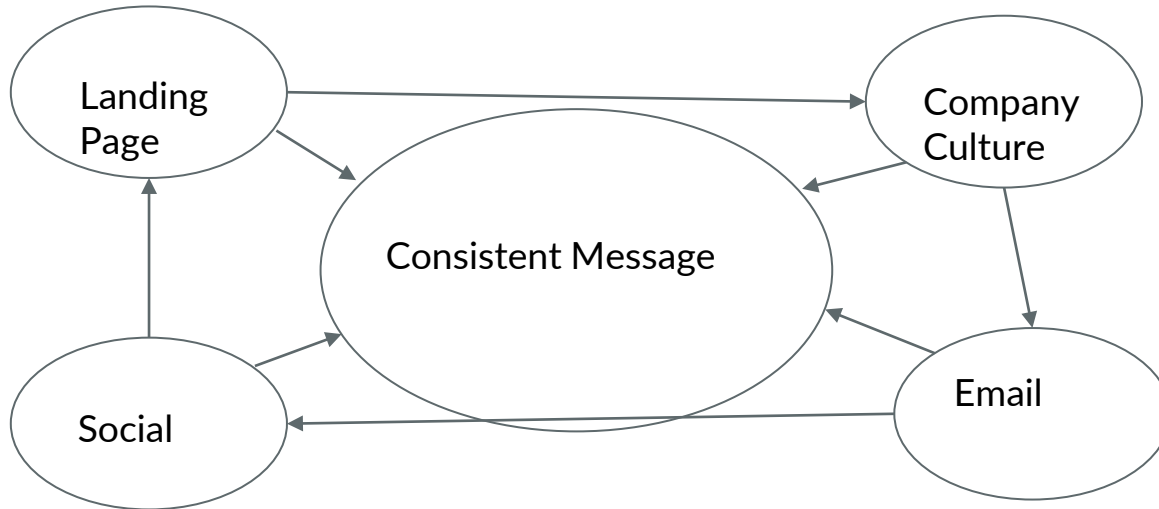
Psychographics vs. Demographics

- Personalities
- Lifestyles
- Interests
- Opinions, attitudes, and beliefs
- Values
- Qualitative



The Relationship Economy

Relationships are the biggest differentiator in customer and brand loyalty

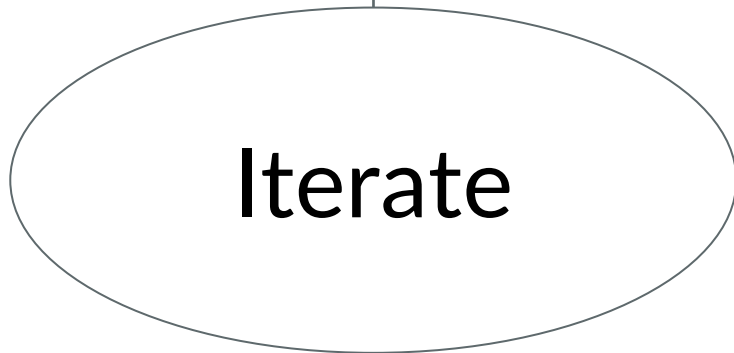


Personalize, then scale

Test It Out



Turn Qualitative to Quantitative



Set up your site, pick a plan later

Simple plans. Simple prices. Only pay for what you really need. All plans come with award-winning 24/7 customer support. Change or cancel your plan at any time.

GET STARTED

	Personal	MOST POPULAR Business	BASIC Commerce	ADVANCED Commerce
Pay Annually <input type="checkbox"/> Pay Monthly <input checked="" type="checkbox"/>				
Prices do not include applicable taxes. Save up to 30% by paying annually				
	\$12 per month Save \$48 annually	\$18 per month Save \$96 annually	\$26 per month Save \$48 annually	\$40 per month Save \$72 annually
CORE				
Free Custom Domain*	✓	✓	✓	✓
SSL Security	✓	✓	✓	✓
Unlimited Bandwidth and Storage	✓	✓	✓	✓
SEO Features for Site Visibility	✓	✓	✓	✓

Facebook Ads Manager interface showing campaign performance metrics and a 'Try a Contact Form' ad. The interface includes a search bar, account selection, filters, and a table of campaigns. A '3' in a blue circle highlights a notification, and '1' and '2' in blue circles highlight specific elements in the campaign table.

Account	Search	Filters	Last 30 days				
Buffer (104162123274750)							
Save new report...							
Use reports to easily save views to come back to later. You can also schedule reports to be emailed to you directly. Learn more.	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		
	12/30	12/31	1/1	1/2	1/3	1/4	Today
All Campaigns	+ Create Campaign	Columns: Performance	Break	Export			
<input type="checkbox"/>	Buffer - Post Engagement	Delivery: Inactive	Results: 71	Reach: 2,573	Cost: \$0.15	Amount: \$10.33	Export...
			Post Engage...	Per Post E...			Share...

UTM Parameters

HOME

Demos & Tools

Autotrack

Account Explorer

Campaign URL Builder

Dimensions & Metrics Explorer
Updated!

Embed API

Basic Dashboard

Multiple Views

Interactive Charts

Working with Custom Components

Third Party Visualizations

Server-side Authorization

Enhanced Ecommerce Updated!

Hit Builder

Polymer Elements

Query Explorer

Request Composer

Spreadsheet Add-on

Tag Assistant

Usage Trends

Resources

About this Site

Google Analytics | Demos & Tools

Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL
The full website URL (e.g. `https://www.example.com`)

* Campaign Source
The referrer: (e.g. `google`, `newsletter`)

* Campaign Medium
Marketing medium: (e.g. `cpc`, `banner`, `email`)

* Campaign Name
Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term
Identify the paid keywords

Campaign Content
Use to differentiate ads

More information and examples for each parameter

The following table gives a detailed explanation and example of each of the campaign parameters. To learn more, check out the links in the [related resources](#) section below.

Campaign Source <code>utm_source</code>	Required. Use <code>utm_source</code> to identify a search engine, newsletter name, or other source. <i>Example: google</i>
Campaign Medium <code>utm_medium</code>	Required. Use <code>utm_medium</code> to identify a medium such as email or cost-per-click. <i>Example: cpc</i>
Campaign Name <code>utm_campaign</code>	Required. Used for keyword analysis. Use <code>utm_campaign</code> to identify a specific product promotion or strategic campaign. <i>Example: utm_campaign=spring_sale</i>
Campaign Term <code>utm_term</code>	Used for paid search. Use <code>utm_term</code> to note the keywords for this ad. <i>Example: running+shoes</i>
Campaign Content <code>utm_content</code>	Used for A/B testing and content-targeted ads. Use <code>utm_content</code> to differentiate ads or links that point to the same URL. <i>Examples: logolink or textlink</i>

Facebook

- 2.45 billion monthly active users/1.62 billion daily active users globally
- 1.74 billion monthly MOBILE users, up 21% YOY
 - 94% of all ad venue is from mobile. Landing pages need to be mobile-friendly
- 25-34 make up the most common age demographic with 29.7% of users
- 76% of females have Facebook; 66% of males have Facebook
- 50% of 18-24 year-olds get on Facebook upon waking
- Highest traffic occurs mid-week between 1-3 p.m. local time; 18% higher engagement on Thursdays and Fridays
 - This will differ by audience, though
- 1/5 page views in the US occur on Facebook

Facebook

Overview

Ads

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page

Posts

Branded Content ↗

Events ↗

Videos

Stories

People

Messages

When Your Fans Are Online Post Types Top Posts from Pages You Watch

Data shown for a recent 1-week period. Insights for the time of day are shown in the Pacific time zone.



YouTube

- Over 90% of 18-44 year-olds internet users watch YouTube; over 50% of internet users 75+ watch YouTube
- Second-largest search engine after Google
- 68% watch YouTube to help make a purchasing decision; 80% at the beginning of the shopping experience
- Organic content is king; SEO

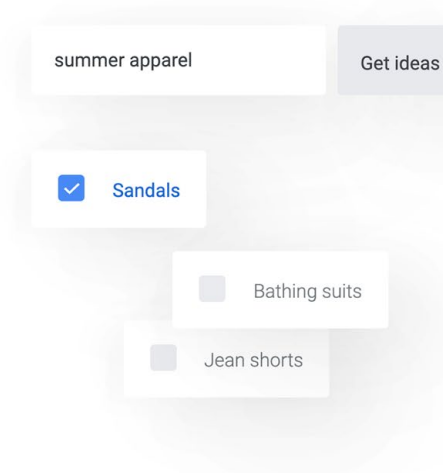


KEYWORD PLANNER

Choose the right keywords

The right keywords can get your ad in front of the right customers, and Google Ads Keyword Planner is here to help.

[Go to Keyword Planner](#)

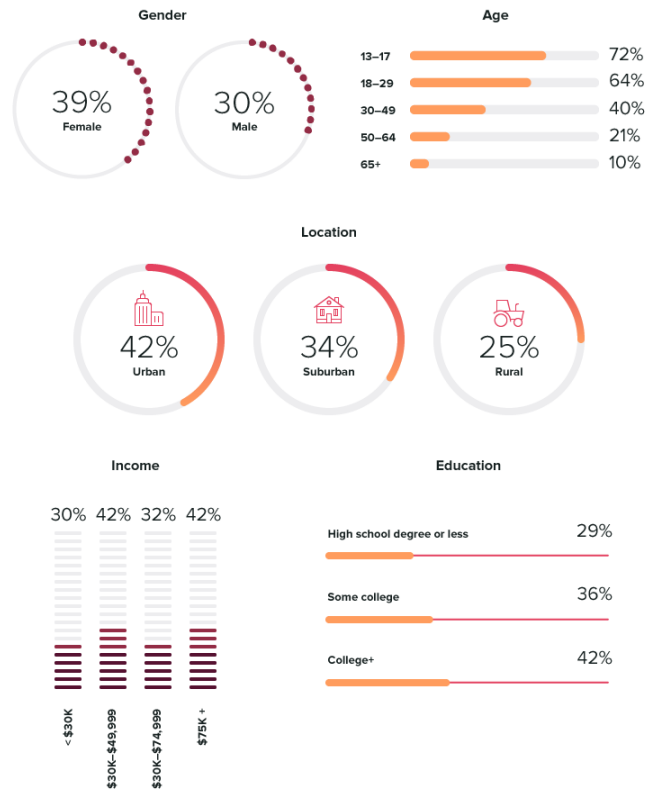


Instagram

- 8/10 users follow at least one business
- 25% of Facebook ad revenue comes from Instagram
- Posting weekdays between 10 a.m.-3 p.m. gets most engagement across platform
- Video posts receive 38% more engagement
- Stories are consumed at a higher rate on Instagram compared to Snap and Facebook



Instagram usage among key demographics



Twitter

- 145 million daily *monetizable* daily active users
- 30 million daily U.S. users; 49 million monthly users. U.S. is largest percentage of users
- Gen Z makes up 44% of Twitter users (still more likely to be using YouTube, Facebook, Instagram and Snapchat)
- U.S.-based Twitter users: younger, more educated, richer than general U.S. pop
- 80% of U.S. tweets come from 10% of users. 65% of those 10% are women
- Twitter ad engagement is up 23% YOY; video ads are 50% cheaper in cost-per-engagement
- Twitter users spend 26% more time with ads than other platforms
- #engagement. 100% more engagement with hashtags
- Videos get 10x engagement; 93% happen on mobile

LinkedIn

- B2B: 80% of leads vs. 13% Twitter, 7% Facebook
- 61 million LinkedIn users are senior-level influencers in their company; 40 million have decision-making positions
- Most-used social media platform among Fortune 500 companies
- Profiles with photos get 21x more views and 36x more messages
- Only 3 millions users share content weekly. With 250 million monthly active users, big white space
- 50%+ of social traffic to B2B websites and blogs come from LinkedIn
- 0.2% of users publish articles; 45% of readers are in upper-level positions
- Long-form gets noticed
- Only 6% of the most-shared articles in the last 5 years were written by influencers

TikTok

- 69% of users are 13-24
- Average time spent on site is 46 minutes per day
- 2019 14 million educational videos were shared in China alone
- Sixth app for consumer spending
- [EcoTok](#)

Clubhouse

- Voice-based social platform
- “Rooms” based on topics
- iOS-only and mobile-only (for now)

Source: <https://www.washingtonpost.com/technology/2021/02/10/what-is-clubhouse-faq/>

Sources and More

- Instagram Hashtags: <https://www.oberlo.com/blog/best-instagram-hashtags-for-likes>
- Pew Report on adults using social media: <https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/>
- Twitter Stats 2019: <https://blog.hootsuite.com/twitter-statistics/>
- YouTube Marketing 101: <https://blog.hootsuite.com/youtube-marketing/>
- Google Keyword Planner: <https://ads.google.com/home/tools/keyword-planner/>
- LinkedIn for B2B: <https://foundationinc.co/lab/b2b-marketing-linkedin-stats/>
- Google URL Campaign Builder: <https://ga-dev-tools.appspot.com/campaign-url-builder/>
- Psychographics in Marketing: <https://www.hotjar.com/blog/psychographics-in-marketing/>
- Start with Why TED Talk:
https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en
- How to set up a Facebook ad campaign: <https://buffer.com/library/facebook-ads>
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- How to set up a LinkedIn ad campaign: <https://www.seerinteractive.com/blog/set-linkedin-ads/>
- SEO step-by-step: <https://neilpatel.com/blog/simple-guide-to-seo/>

Thank you! Questions?

Stay in touch!

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