

Using Digital to Achieve Business Goals

Presented by:
Laura Kelly

Agenda

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

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

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

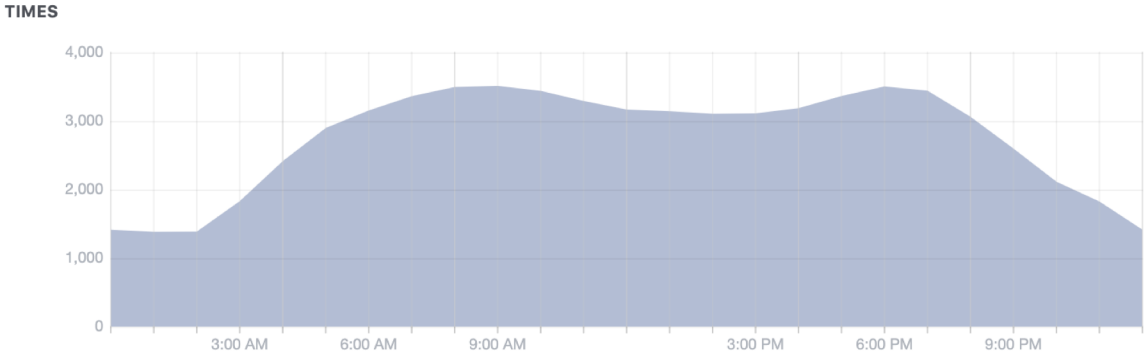
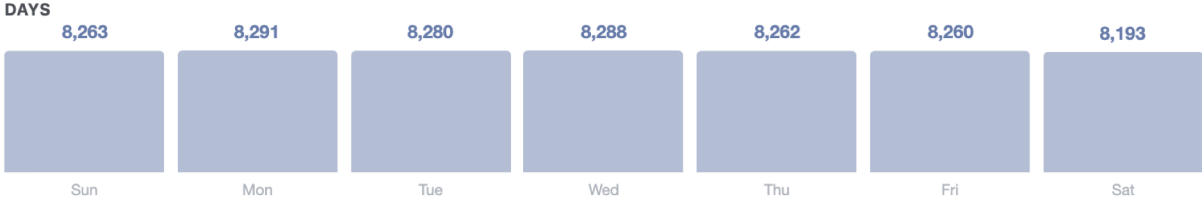
Stories

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 is



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](#)

summer apparel

Get ideas

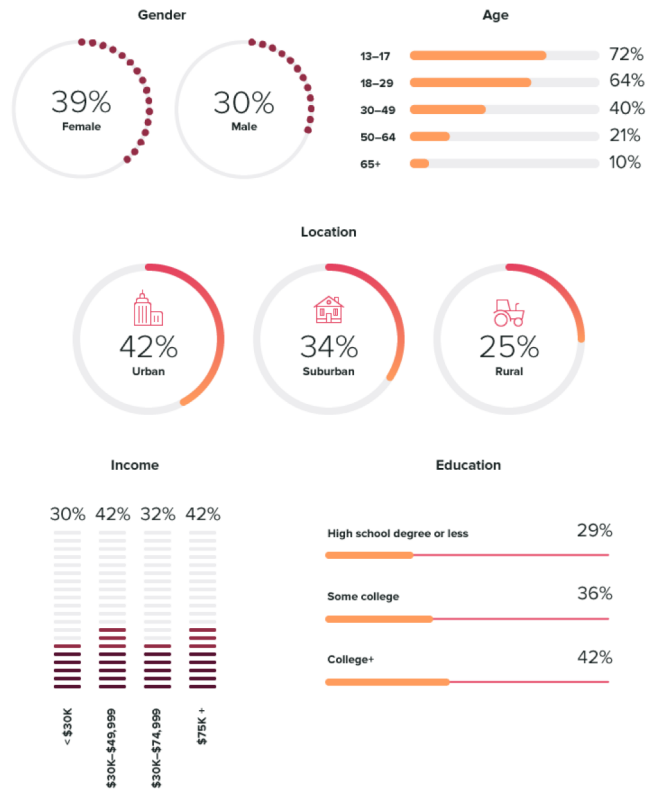
Sandals

Bathing suits

Jean shorts

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



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

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.

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

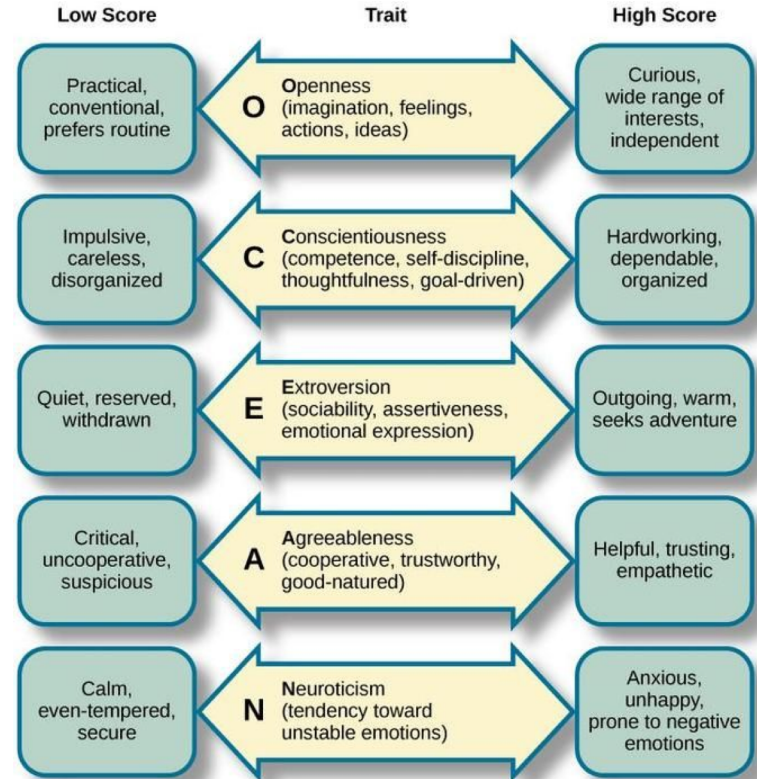
More information and examples for each parameter

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>

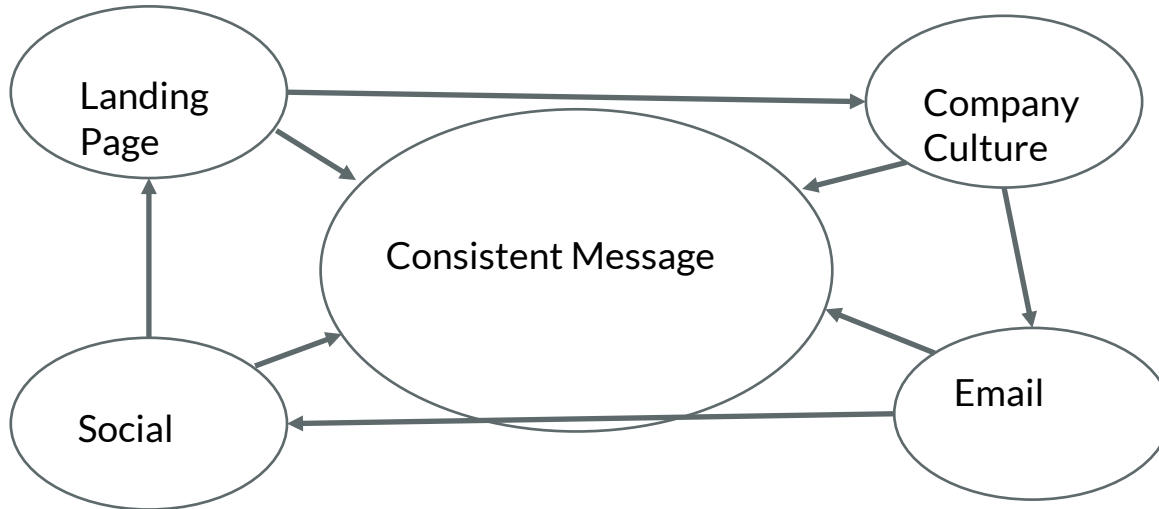
Psychographics vs. Demographics

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



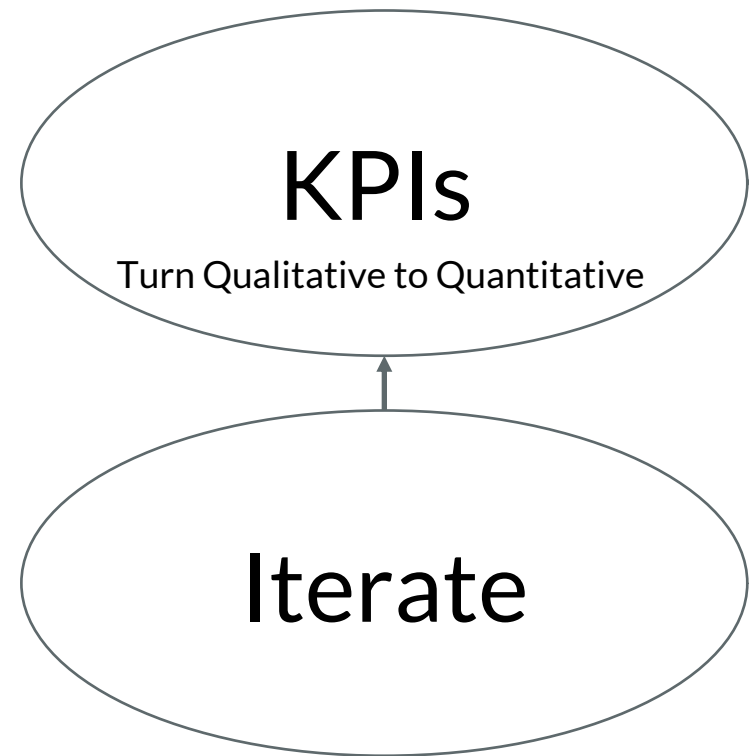
The Relationship Economy

Relationships are the biggest differentiator in customer and brand loyalty



Personalize, then scale

Test It Out



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"/> <small>Prices do not include applicable taxes.</small> Save up to 30% by paying annually	\$12 per month <small>Save \$48 annually</small>	\$18 per month <small>Save \$96 annually</small>	\$26 per month <small>Save \$48 annually</small>	\$40 per month <small>Save \$72 annually</small>
CORE				
Free Custom Domain*	✓	✓	✓	✓
SSL Security	✓	✓	✓	✓
Unlimited Bandwidth and Storage	✓	✓	✓	✓
SEO Features for Site Visibility	✓	✓	✓	✓

Facebook Ads Manager interface showing campaign performance data and a 'Try a Contact Form' advertisement. The interface includes a search bar, account selection, and a table of campaign metrics.

Account	Search	Filters	Last 30 days				
Buffer (104162123274750)							
Account	3						
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	1	Export		
Buffer - Post Engagement	Inactive	71	2,573	\$0.15	\$10.33	2	Export...
		Post Engage...		Per Post E...			Share...

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>
- How to set up a Twitter ad campaign: <https://business.twitter.com/en/help/campaign-setup/create-a-tweet-engagement-campaign.html>
- 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!

laura.kelly1987@gmail.com

[linkedin.com/in/laura-kelly-00338212/](https://www.linkedin.com/in/laura-kelly-00338212/)