

# 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



[Basics](#) ▼

[Advertising](#)

[Interests and gender](#)

[New help center](#)

[Sign in](#)

[Log out](#)

[Create a campaign](#)

# 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?



**Kristen Wood (Leake), PMP** • 1st

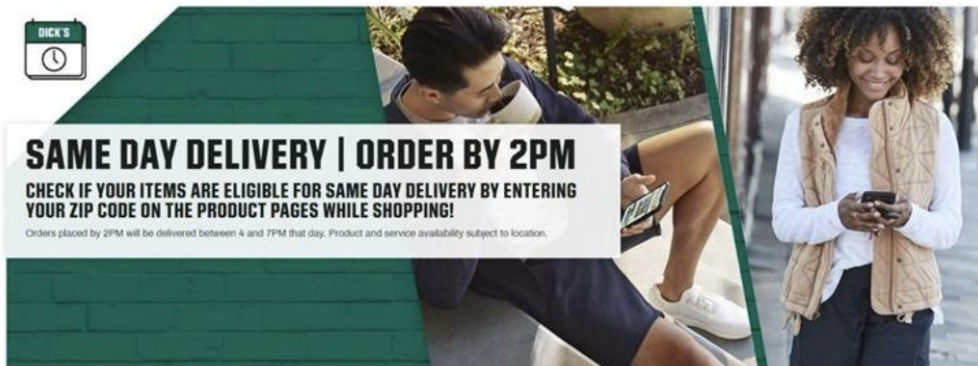
Program Manager - Athlete Technology at DICK'S Sporting Goods

1mo • Edited •



We're so excited to announce that Same Day Delivery is now available at DSG stores nationwide! Check out how our Technology team partnered with 26+ teams to get this initiative to the finish line in time for the holidays! ...see more

#### SAME DAY DELIVERY



#### How 26+ Teams Came Together to Help Same-Day Santas!

Kristen Wood (Leake), PMP on LinkedIn • 2 min read

My work in #DSGTech is always interesting, and I love all of the exciting initiatives I get to ...



You and 69 others

6 comments • 8 reposts



Love



Comment



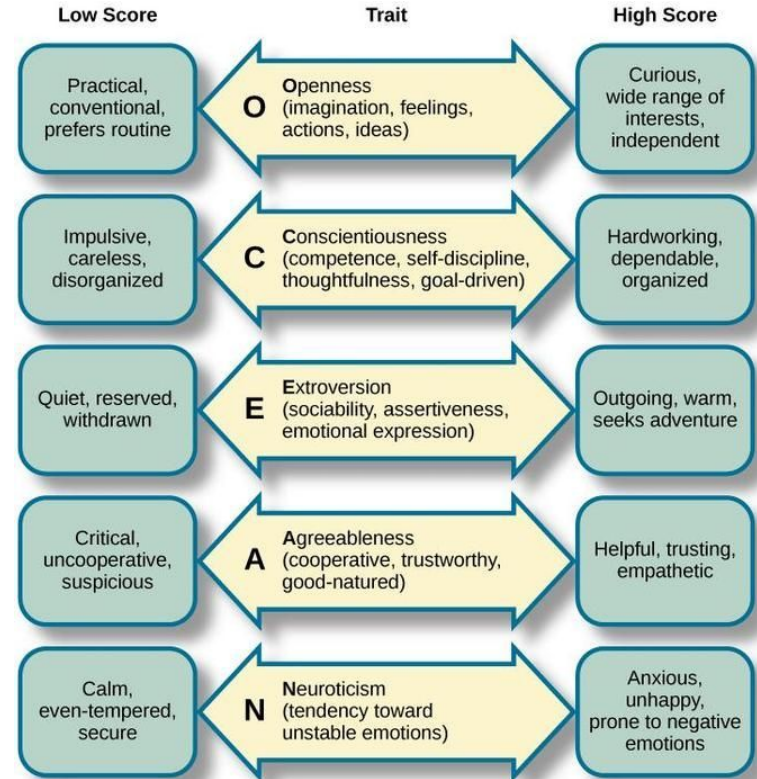
Repost



Send

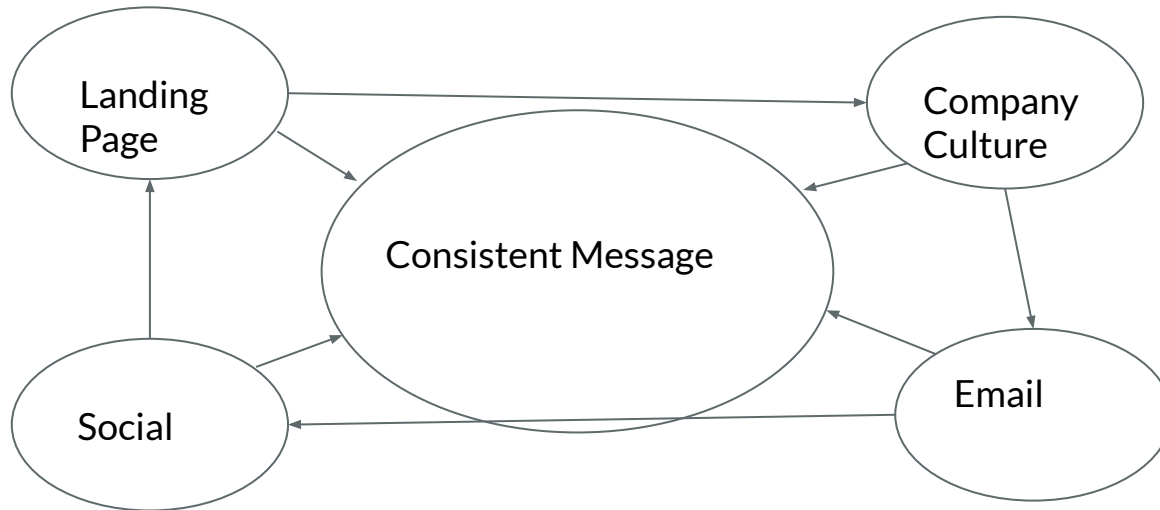
# Psychographics vs. Demographics

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



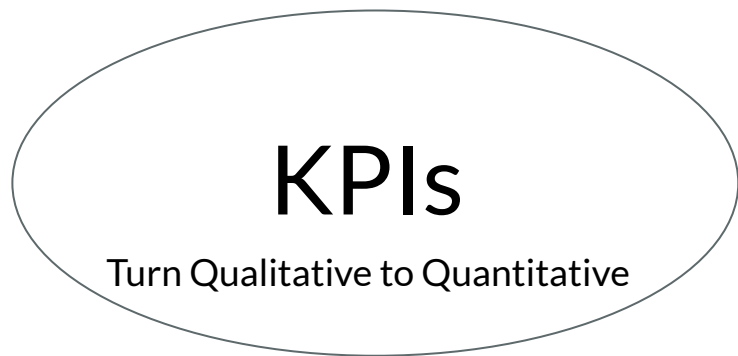
# The Relationship Economy

Relationships are the biggest differentiator in customer and brand loyalty



Personalize, then scale

# Test It Out



Turn Qualitative to Quantitative

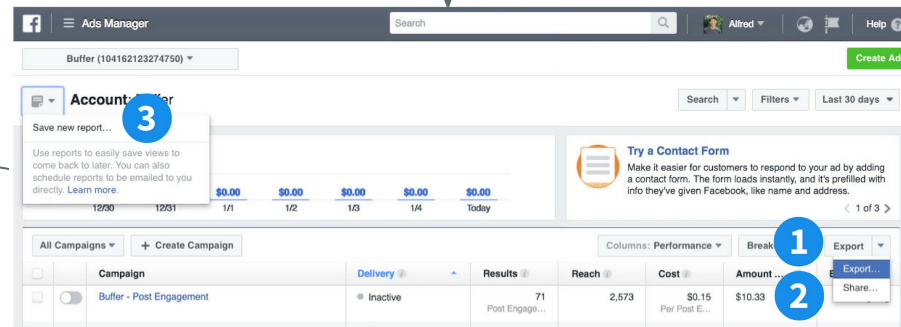
Iterate

## 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 checked="" type="checkbox"/> Pay Monthly 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	✓	✓	✓	✓



# 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.

<b>Campaign Source</b> <code>utm_source</code>	<b>Required.</b> Use <code>utm_source</code> to identify a search engine, newsletter name, or other source. <i>Example:</i> <code>google</code>
<b>Campaign Medium</b> <code>utm_medium</code>	<b>Required.</b> Use <code>utm_medium</code> to identify a medium such as email or cost-per-click. <i>Example:</i> <code>cpc</code>
<b>Campaign Name</b> <code>utm_campaign</code>	<b>Required.</b> Used for keyword analysis. Use <code>utm_campaign</code> to identify a specific product promotion or strategic campaign. <i>Example:</i> <code>utm_campaign=spring_sale</code>
<b>Campaign Term</b> <code>utm_term</code>	Used for paid search. Use <code>utm_term</code> to note the keywords for this ad. <i>Example:</i> <code>running+shoes</code>
<b>Campaign Content</b> <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:</i> <code>logolink</code> or <code>textlink</code>

# 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

Overview

Ads

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page

**Posts**

Branded Content 

Events 

Videos

Stories

People

Messages

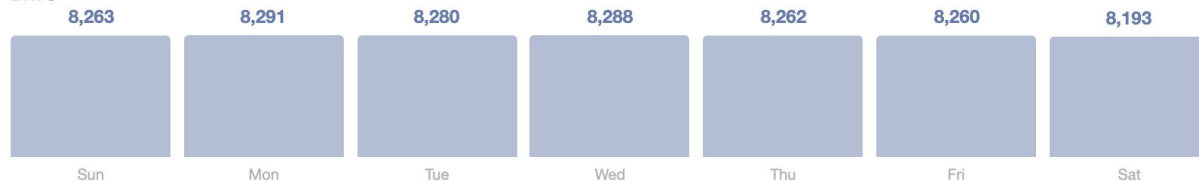
**When Your Fans Are Online**

Post Types

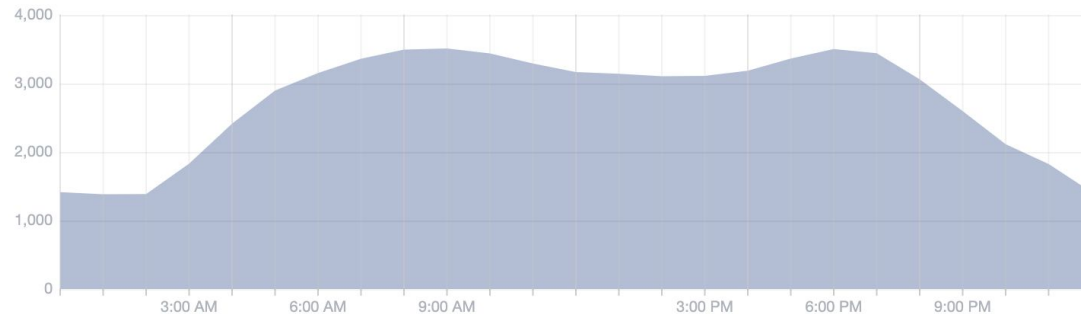
Top Posts from Pages You Watch

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

DAYS



TIMES





# 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 also king



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



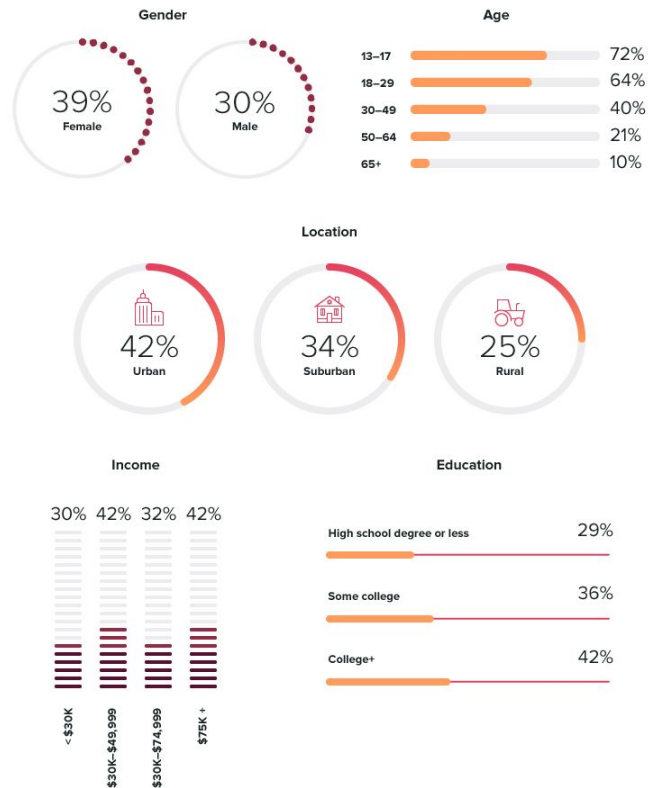
Jean shorts

# 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



## 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

Source: <https://blog.hootsuite.com/tiktok-stats/#:~:text=TikTok%20has%20a%20reputation%20for,of%20the%20app's%20user%20base.>

# 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](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!

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