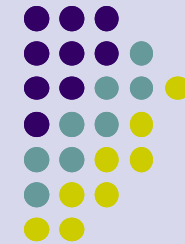
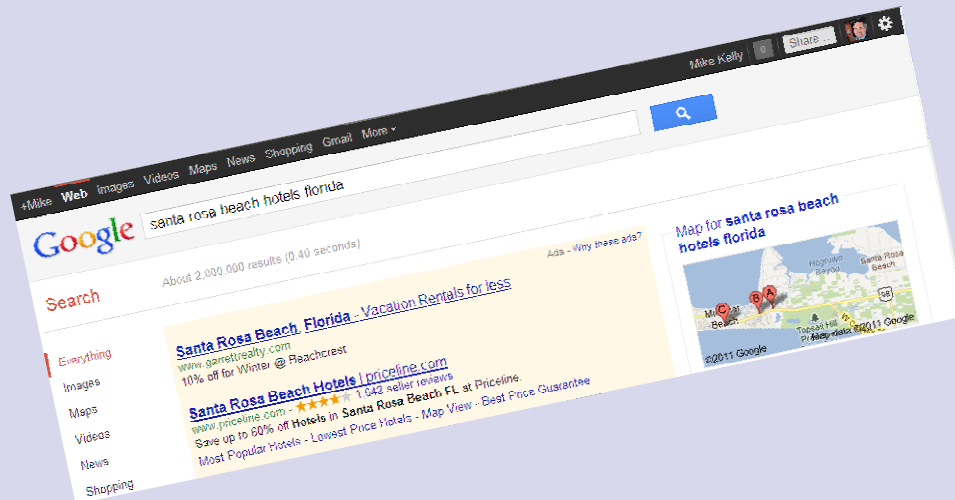
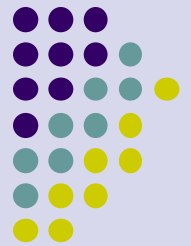


Leveraging Web Marketing at the Local Level



Mike Kelly
VP of Digital Revenue

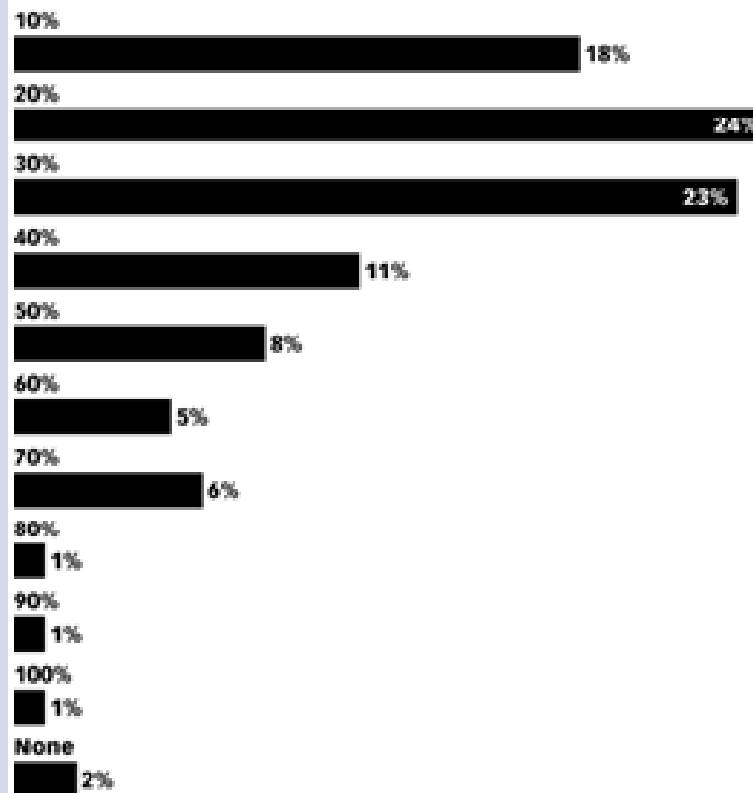




The big shift continues.....

Percent of Marketing Spending Shifted from Traditional to Digital According to US Marketers, March 2011

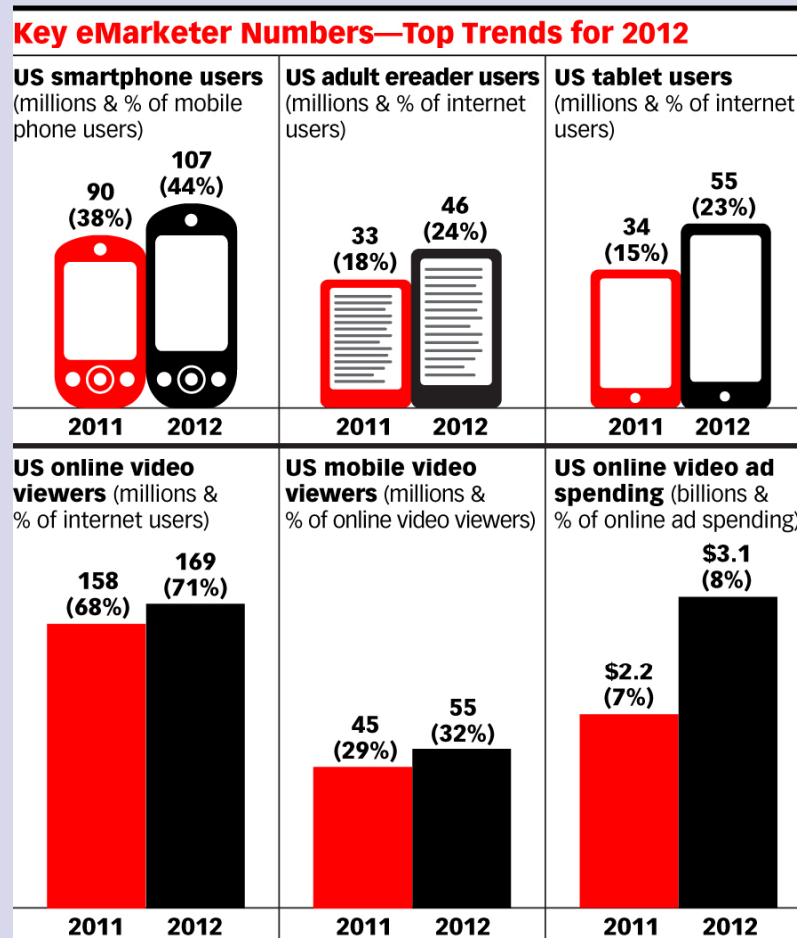
% of respondents



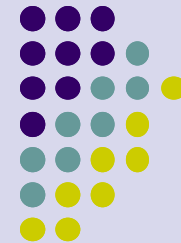
Note: in the past 3 years; read chart as saying that 18% of respondents shifted 10% of marketing spending from traditional to digital
Source: RSW/US, "A Client's Look Ahead at Agencies," April 25, 2011



and why???.



Source: eMarketer, 2011



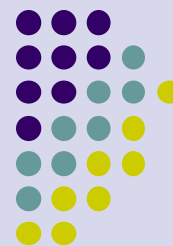
RESEARCH BRIEF
FROM THE CENTER FOR MEDIA RESEARCH

[HOME](#) [SUBSCRIBE](#) [BRIEF](#) [REPORTS](#)

Tuesday, Dec. 13, 2011

Mobile Email Click And Open Jumps 51%

According to new release from Knotice, the "Mobile Email Opens Report," featuring email opens and click activity via mobile device across 11 industry segments, mobile email opens climbed by 51% in the first half of 2011. The share of all email opens occurring on mobile devices in the first half of this year was 20.24%, compared



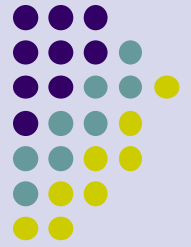
STORES BUSINESS AND STRATEGY

Predictions 2012

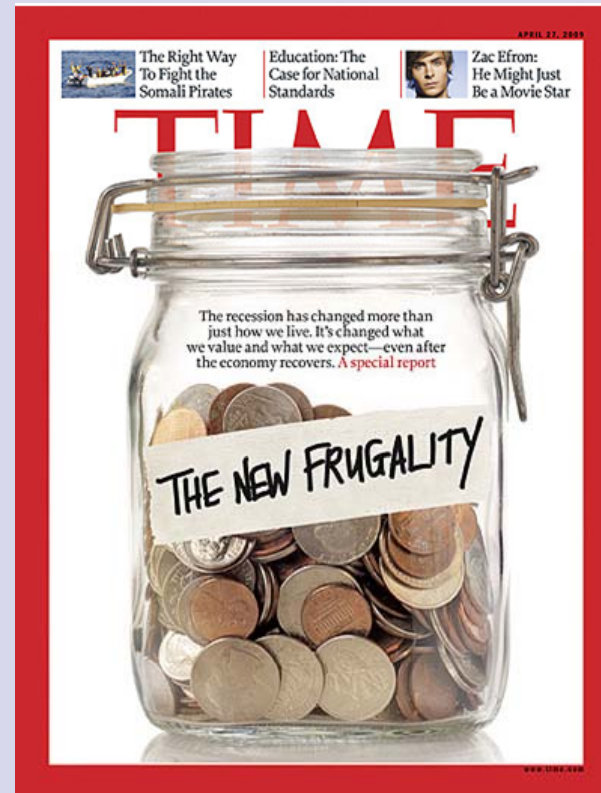
What's in store for retail in 2012

From Dec 2011 | By Susan Reda | Tags: [Business and Strategy](#), [Cover Story](#)

[Stores.org 2012 Retail Predictions](#)



Digital Scales Up or Down as you need it



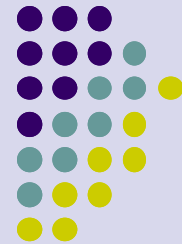
What we'll cover today



- A Digital Perspective – Best Buy
- Assets & Tools
- Performance & Accountability



Best Buy on Digital



http://www.youtube.com/watch?v=-rTzIAWI4Ms&feature=player_embedded

Assets & Tools



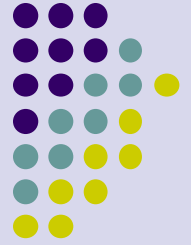
Assets

- Database
- Website(s)
- FB Page
- Linked-in page
- Twitter acct
- Other brand touchpoints
- Content
- Creative

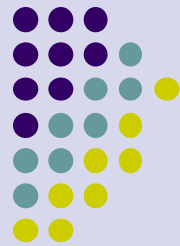
Tools

- Transparency
- SEO/SEM
- Display
- Mobile
- Email
- Social Media & Commerce

Tools



- Transparency
 - Your online reputation – track with Samepoint.com
 - Deal with issues openly or directly
 - Reviews Rule + Help SEO
 - It's about Word of Mouse now.....



- About
- Services
- Client Results
- Resources
- Contact

Home » Industry News » Why Online Consumer Reviews Matter

Why Online Consumer Reviews Matter

Posted by 90octane on Sep 14, 2011 in Industry News, Lead Generation, Search Engine Marketing | 0 comments

By Lauren Plewacki, Account Coordinator

In his book *Winning the Zero Moment of Truth*, Google's Managing Director of U.S. Sales Jim Lecinski discusses the importance of online consumer reviews. Why are they so important? Because people trust each other.

The time has come to embrace customer reviews. Whether you use them or not, many consumers refer to them when trying to make purchasing decisions. Why do consumers go online for reviews? They're looking for opinions of people like themselves. They see reviews as unbiased and feel like they can learn about a product or service without being pushed, manipulated or simply sold on something.

People would be surprised to learn that the vast majority of online reviews are positive. In fact, according to Google, there's no shortage of them. As more users have posted reviews, Google has seen a heavy increase in search terms including the words "ratings" and "reviews." It's human nature; we like to share our positive experiences with others.

- Recent
- Popular
- Random

From the Blog

- ▶ Breaking Down Google's "Zero Moment of Truth"
- ▶ 90octane's Shannon Anderson to Speak on Paid Search Testing at SMX East 2011
- ▶ 90octane Is an Inc. 5000 Fastest-Growing Private Company for Third Year

Categories

- ▶ Industry News
- ▶ Interactivities
- ▶ Lead Generation
- ▶ Lead Nurturing
- ▶ Mobile Marketing
- ▶ Search Engine Marketing

- Home
- News
- Negative Comments
- Reviews
- Government Agencies
- People
- Military Search
- Social Networks
- Blogs
- Videos
- Microblogs
- Music



X-SAMEPOINT

pcci.edu

Reputation Management Search Engine

- Total Social Media
- Realtime Twitter
- Realtime Facebook
- LinkedIn
- Blogger
- Top Conversations

Get Feed

Web results by **bing**

Total Social Mentions: 20

THE COCA COLA COMPANY OFFICIAL PRIZE - students pcci.edu
 I hate scammer. I hate commercial email. I hate bulk email. I hate Phishing Emails. I will put they all here as soon as I get it. You should know they all are ... Posted: 3 weeks, 5 days ago
 Social Tone: ■■■■■ ■■■■■ - Negatives Words: hate, hate, hate, hate, get | + Positive Words: will, all, know, all

Pensacola Christian Class of '95 | Facebook
 Facebook is a social utility that connects people with friends and others who work, study and live around them. People use Facebook to keep up with friends, upload an ... Posted: 4 days, 6 hours ago
 Social Tone: ■■■■■ ■■■■■ - Negatives Words: study | + Positive Words: social.

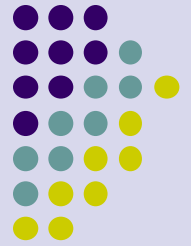
Find this event on **Eventbrite**

October 2011						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



Town Point Club: Hampton Roads

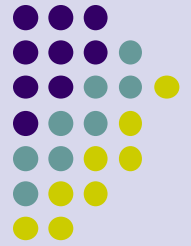
Tools



Search Engine Optimization

- Journey not a destination
- Content & Structure of your website
- Context
- Links – in from relevant sources
- Video
- Relevancy
- Most SMBs now outsource SEO
- Demand Accountability & Monitor Traffic Growth

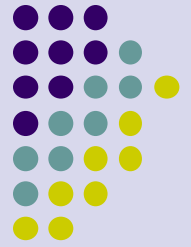
Tools



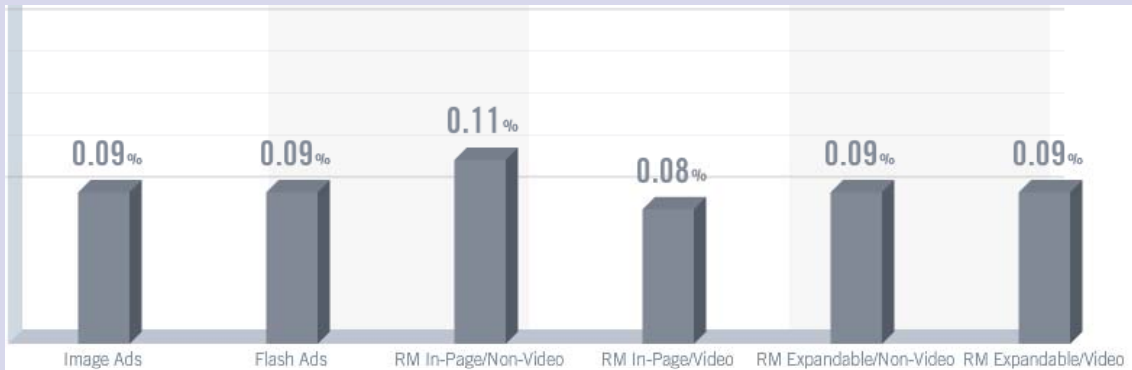
Search Engine Marketing

- Only pay for clicks
- Premium Portals vs. Random Sites
- Conversion Ads Matter
- Optimization Matters
- Take me to the right place!
- Many providers – including local media.
- Demand transparent reporting
- Works hand in hand with SEO
- Self Administer or Outsource? – most outsource

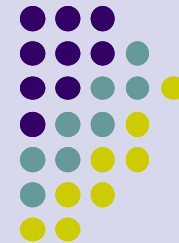
Tools



- Display Advertising
 - Behaviorally Targeted
 - Demographically Targeted
- Publisher
 - Local Sites – biggest Local Voices – TV, Print. Radio
 - National – for geo, behavioral, vertical, retargeting, custom content...
- Ad Networks



DoubleClick for Advertisers, Global advertiser campaigns, January 2010 - December 2010



CUSTOMIZE YOUR BMW 750i. [BEGIN BUILDING YOURS](#)

BMW 7 Series [The Ultimate Driving Machine](#)

News Weather Traffic Sports Investigations Health Video Community Entertainment Blogs onPolitics Marketplace

IN-DEPTH. INVESTIGATIVE.

Latest News: **Piranha caught in suburban Houston lake**
 Texas Parks and Wildlife officials say a fish caught by a pre-teen girl in a suburban Houston lake last month was a red-bellied piranha. It's only the second piranha ever verified in Texas waters and the first in nearly 30 years.

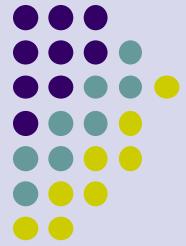
Latest News Video: **KXON, GEORGETOWN WATERING RESTRICTIONS**



Date: 8/27/2008
 Client: Example
 Campaign: Example
 Market: Norfolk
 Site: WAVY.com
 Submitted By: Brad Johnson, Online Account Executive, brad.johnson@wavy.com
 Monthly Unique Visitors: 500,000
 Monthly Page Views: 2,500,000

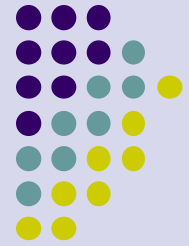
Site	Market	Section/Placement	Months Running	Unit/Size	Start	End	Impressions Per Month	Campaign Impressions	Net CPM	Monthly Total	Camp Tot
WAVY.com	Norfolk, Va	ROS	Sept.-Nov.	120x90	09/01/08	11/30/2008	100,000	300,000	\$7.00	\$700.00	\$
WAVY.com	Norfolk, Va	Article Pages	Sept.-Nov.	160x600	06/16/08	8/25/2008	50,000	100,000	\$3.00	\$400.00	\$
WAVY.com	Norfolk, Va	ROS	Sept.-Nov.	300x100	09/01/08	11/30/2008	75,000	150,000	\$10.00	\$750.00	\$
CAMPAIGN TOTAL:								550,000		\$1,850.00	\$4,000.00

Tools



- Mobile Sites & Apps
- Mobile Display & Pre-roll
 - Publisher
 - Local Sites – biggest Local Voices – TV & Print sites/apps
 - National – by geo
 - Ad Networks

A screenshot of the PewResearchCenter Publications website. The page features a navigation bar with links for Home, Topic Index, Publications Index, The Databank, Interactive, Projects of the Center, and About the Center. Below the navigation bar is a search section with a text input field for email addresses, a 'SIGN UP' button, another text input field for search terms, a 'SEARCH' button, and links for 'ADVANCED SEARCH' and 'SITE MAP'. The main content area displays a search result for the article '35% of American Adults Own a Smartphone' by the Pew Internet & American Life Project, dated July 11, 2011. The article title is prominently displayed in large, bold text. Below the title is a sub-headline: 'One Quarter Use Their Phone for Most of Their Online Browsing'. The article summary begins with 'In its first standalone measure of smartphone ownership, the Pew Internet & American Life Project finds that one third of American adults -- 35% -- own smartphones. The Pew Internet Project's May'. To the left of the main article, there are three sidebar sections: 'Publications by Date' with a list of years from 2011 to 2005; 'Publications by Type' with categories like Reports, Analysis and Commentary, News Stories, Event Transcripts/Interviews, and Testimony/Speeches; and 'Publications by Topic' with categories like Demography and Domestic Policy. To the right of the main article, there is a 'Featured on' section listing other articles from PewResearch.org, such as 'Lilya: Steady Views, Declining Interest - 8 Sep 11', 'United in Remembrance, Divided over Policies - 1 Sep 11', 'Crime and Drug Cartels Top Concerns in Mexico - 31 Aug 11', 'Muslim Americans: No Signs of Growth in Alienation or Support for Extremism - 30 Aug 11', 'Obama Leadership Image Takes a Hit, GOP Ratings Decline - 25 Aug 11', and 'Hispanic College Enrollment'.



Clickthrough Rate for Mobile vs. Online Banner Ads in North America, Q1 2011

Mobile banner	0.61%
0.07% Online banner	

Note: on the MediaMind network; includes campaigns with at least one active mobile ad

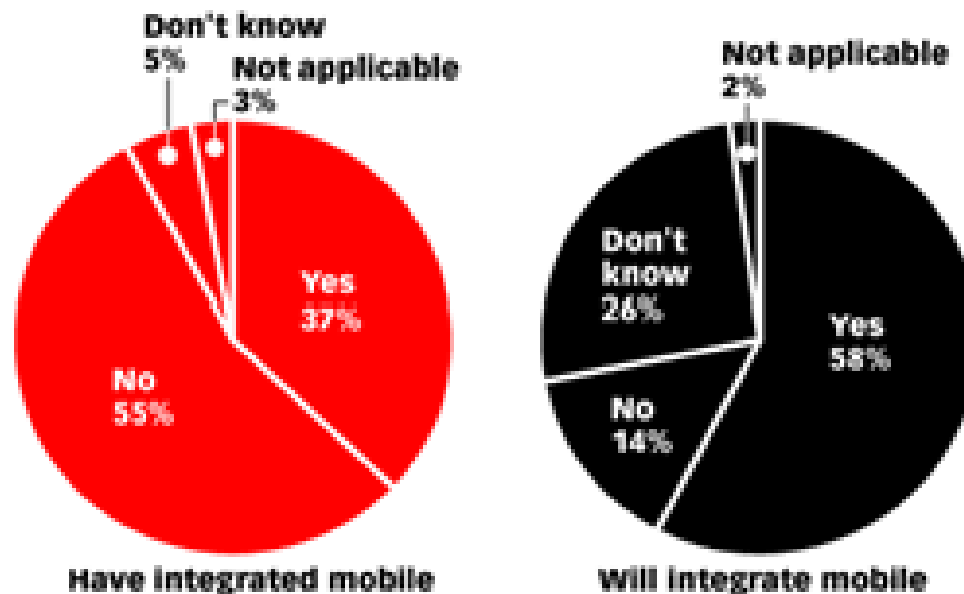
Source: MediaMind, "Tiny Screen, Huge Results: Maximizing Mobile Advertising Performance," July 5, 2011

129580

www.eMarketer.com

US Marketers Who Have or Will Integrate Mobile into Their Nonmobile or Cross-Platform Campaigns, May 2011

% of total

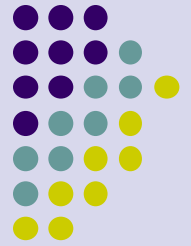


Source: Chief Marketer, "2011 Mobile Marketing Survey," June 13, 2011

129520

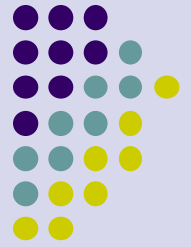
www.eMarketer.com

Tools

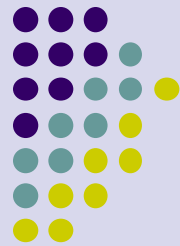


- E-Mail
 - Grow your own – best practice
 - The market is accustomed to commercial email
 - Ultimate Upsell tool
- Social Media
 - It's a conversation....not a push medium
 - It's about value you bring to someone “liking” your business
 - It's about how you improve your market or industry
 - It's about transparency
- Social Commerce
 - Does it make financial sense?
 - Can you upsell?
 - Can you handle the volume?

Performance and Accountability Metrics



- Can they prove their audience?
- What's ***your*** value metric? Site traffic?
Completed Lead Forms?
- Impressions
- Click Through Rate
- Page Views
- Unique Visitors – schizophrenics
- Time on site
- CPM – Cost per thousand users reached



2					
3	Date/Time Generated	11/05/2010 15:19 Eastern Daylight Time (GMT-0400)			
4	Query	ARA 300x100 Monthly (1584120)			
5	Creator	candis.snowden (candis.snowden@linme dia.com)			
6	Report Type	Advertiser			
7	Network Name	Fox Interactive Media (LIN) - DFP			
8	Date Range	10/01/10 - 10/31/10			
9	Interval	Monthly			
10	Selected Sites				
11	Selected Creative Sizes	300x100 (5336)			
12	Advertiser	LIN Sample			
13					
14					
15	Report Fields		Report Metrics		
16	Date	Site Name	Ad Slot Size	Impressions Delivered	
17	1-Oct-10	lin.kasa	300x100	30825	
18	1-Oct-10	lin.knva	300x100	38753	
19	1-Oct-10	lin.krqe	300x100	759182	
20	1-Oct-10	lin.kvbwq	300x100	45	
21	1-Oct-10	lin.kxan	300x100	1382758	
22	1-Oct-10	lin.wala	300x100	510584	
23	1-Oct-10	lin.wane	300x100	1139966	
24	1-Oct-10	lin.wavy	300x100	2086942	
25	1-Oct-10	lin.wbdt	300x100	5797	

BUFFALO::Key Measurements



July 2011 Key Measures



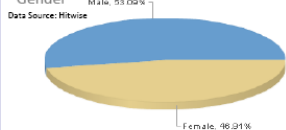
Data Source: comScore

Total Unique Visitors (000) Trend



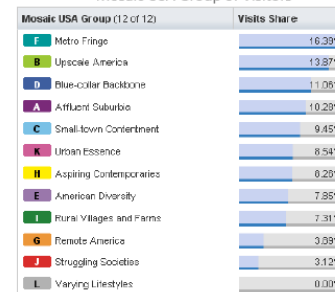
Data Source: comScore

Gender



Data Source: Hitwise

Mosaic USA Group of Visitors



F Metro Fringe

Best described as:

Racially mixed, lower-middle-class clusters in older single-family homes, semi-detached houses and low-rise apartments in satellite cities

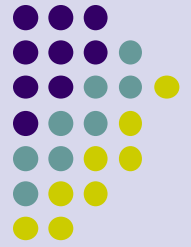
B Upscale America

Best described as:

College-educated couples and families living in the metropolitan sprawl earning upscale incomes providing them with large homes and very comfortable and active lifestyles

Data Source: Hitwise

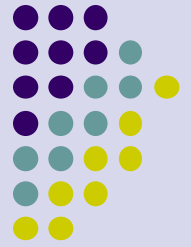
Resources...many are



- Google Analytics
- SamePoint.com
- SurveyMonkey.com
- Emarketer.com
- IAB.net
- TVB.org
- Online-publishers.org
- Pewresearch.org
- MediaPost.com
- iMediaconnection.com

**This just in.....
OpenForum.com from Amex...
See “mastering online marketing”**

In the end...it's about....



Questions?

