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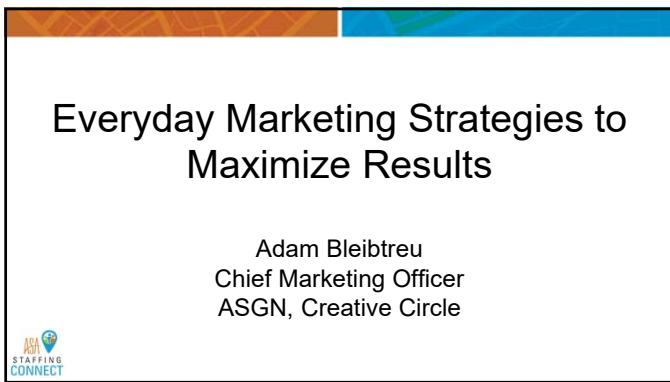
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## The Numbers

Because they matter

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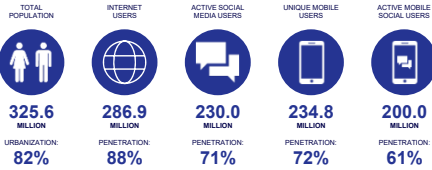
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## Lets set the table

### Digital in the United States as of January 2018

A snapshot of the country's key digital statistical indicators



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## Monthly Active Users



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### Social Media Marketing Stats

3.04 Billion active social media users worldwide

9% of social media users point out to brands or retailers

135 minutes are spent on social media everyday by global internet users

3.04 Billion The total number of active mobile social media users is almost the same as the population of the United States

Teens YouTube, Instagram and Snapchat are the most popular social media platforms among teens

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### LinkedIn Marketing Stats

590 million members in over 200 countries and territories

28% males, 27% female use LinkedIn

17 minutes is the time that an average LinkedIn user spends on the site per month

20 million open jobs on LinkedIn Jobs

94% of B2B marketers use LinkedIn to distribute content

46% of social media traffic to your website is coming from LinkedIn

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### If you remember one thing

Digital isn't just a device or a channel, it's how people communicate in today's world.

You now need a fully integrated strategy

It starts with your audience. Who are we trying to talk to?

What do we want to say?

What do we want them to hear?

What action do you want them to take?

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## Will Marketing Live... or Die?

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You have to stay awake to find out

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## Marketing has it's Challenges

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## Today's CMO

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|                                    |                               |  |   |
|------------------------------------|-------------------------------|--|---|
| Becoming organizational architects | Challenging business as usual | Inspiring lasting change through new actions & new behaviors | Design a customer-obsessed organization |
|------------------------------------|-------------------------------|--|---|

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## Let's Start with Acquisition

The goal is qualified leads [Client or Talent]

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## Defining your target audience

| COMPANY<br>Firmographics    | CONTACT<br>Demographics  |
|-----------------------------|--------------------------|
| Size of Company # Employees | Standard Title           |
| Industry                    | Department               |
| Revenue                     | Job Class                |
| Budget for Staffing         | Gender                   |
| Number of Office Locations  | Tenure                   |
| Fortune Rank                | Seniority                |
| Public or Private           | Number of Direct Reports |
| Staffing Budget             |                          |



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## Considerations

### What do you want the campaign to do?

- Build awareness
- Indicate interest
- Complete form



- Local
- Regional
- National

### Budget

- Base or cost per lead
- Cost per acquisition
- Cost per conversion

### Duration

- Depending on results, 60 day minimum
- The more "Brand" aware the longer the outcome



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## Medium[s]



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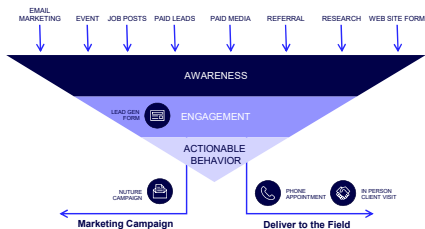
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## Visualize a funnel



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## The message

- Must support the goal
- Is it a strong Call To Action?
- Is value oriented?
- Is it intended to cause a reaction?
- Is it promoting content?
- Does it rely on an Influencer?

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## Why Stories Matter

Because they work  
And because Robert Rose at The Content Advisory says so

[@TCAdvisory](#)

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## The World We Live In



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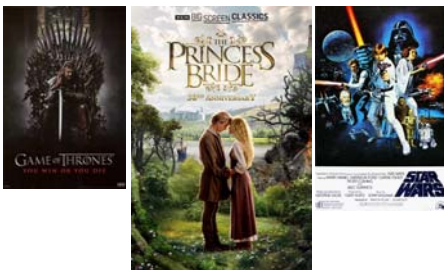
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## What Makes These Successful?



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Foundations of a Story

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We have an easy story to tell, with a simple truth

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 **One Big Number**

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Because it's a big one

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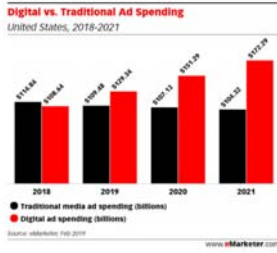
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## The Big Deal

By the way, this is huge news.



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Questions so far?

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## Email Campaign

The goal is engagement

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### An email campaign



There are only four things that can happen with an email:

1. It doesn't get delivered
2. It gets delivered but doesn't get opened
3. It gets opened but not acted on
4. It gets opened and acted on

Your primary job is to get them to open the email

As an FYI:

*Great open rate is 21.80%*

*Average Click Through Rate is 2.78%*




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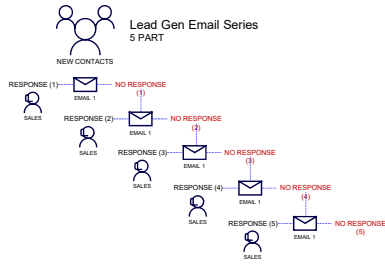
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### A typical email campaign




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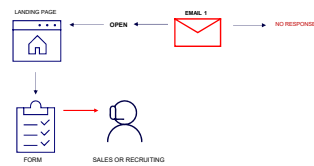
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### Let's take a closer look




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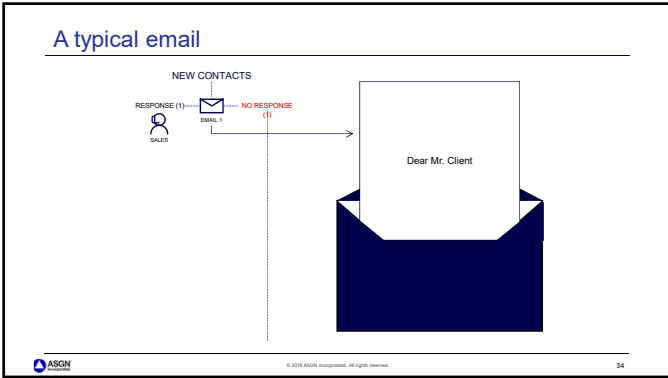
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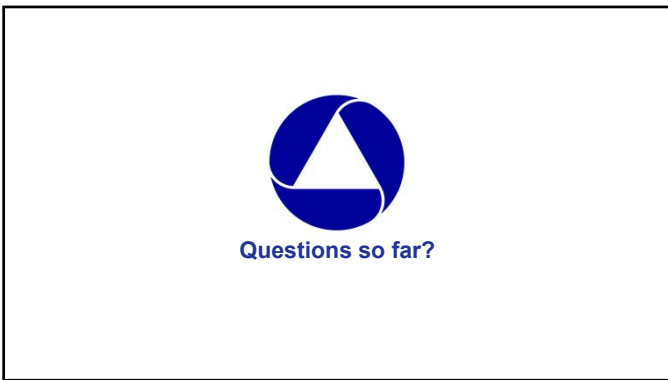
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### Paid Media

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The goal is awareness and engagement

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## What is paid media?

### Definition:

- **Paid media** refers to external marketing efforts that involve a **paid** placement.
- **Paid media** includes PPC advertising, branded content, and display ads.
  - **Pay-per-click (PPC)**, also known as cost per click (CPC), is an internet advertising model used to direct traffic to websites, in which an advertiser pays a publisher (typically a website owner or a network of websites) when the ad is clicked. ... However, websites can offer **PPC** ads.
- **Paid media** is a component of revenue growth and brand awareness for online businesses.
- **Average CPC rates \$2.32/CPM Search**
- **\$0.58 Display**
- **Average Click Through Rate 1.91% Search**
- **Average Click Through Rate .35% Display**

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## Paid Media: banner ad to conversion

### GATED CONTENT



A banner ad



The landing page



The reward

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## Paid Media: banner ad to conversion

### UN-GATED CONTENT



A banner ad



The landing page

The reward

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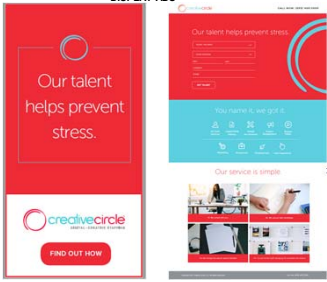
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## Paid Media: banner ad to conversion

DISPLAY ADS

A banner ad



The landing page

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The image shows a banner ad on the left with the text "Our talent helps prevent stress." and a "FIND OUT NOW" button. To its right is a screenshot of a landing page with a red header, a blue section with icons, and a white section with a photo of people. The ASGN logo is in the bottom left corner of the slide.

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Questions so far?

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## Social Media

The goal is awareness and engagement

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## If you remember one thing

*Digital* isn't just a device or a channel,  
it's **how people communicate** in today's world.

You now need a **fully integrated** strategy

It starts with your **audience**. Who are we trying to talk to?

What do we want to **say**?

What do we want them to **hear**?

What **action** do you want them to take?



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## Social media

It's all about engagement 92% of marketers found it to be effective

|   |  |  |
|---|--|--|
| <p>1</p> <p>Define your audiences</p> <p>Define your channels</p> <p>Define your strategy</p> <p>Social Media is NOT transactional</p> <p>You have to be <b>all in</b> or <b>not in</b></p> | <p>2</p> <p>What is your point of view?</p> <p>News?</p> <p>Information?</p> <p>Entertainment?</p> <p>You can do all three</p> | <p>3</p> <p>Planning is the key</p> <p>Find a publishing tool</p> <p>Build workflow</p> <p>Test and measure</p> <p>Build freelance team to create the content</p> <p>Done well, it works</p> |
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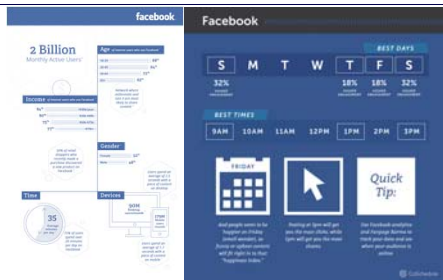
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## Facebook



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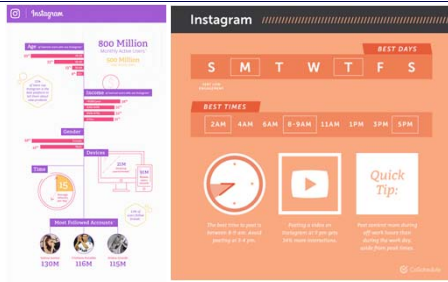
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# Instagram



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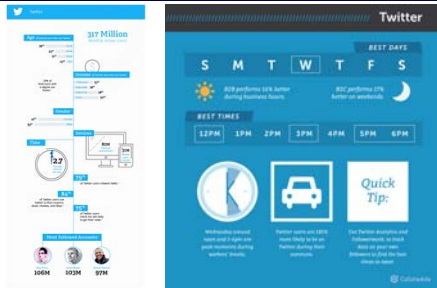
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# Twitter



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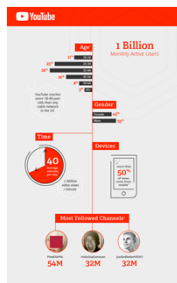
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# YouTube



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## Publishing dashboards: Hootsuite



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## Publishing dashboards: Sprout Social



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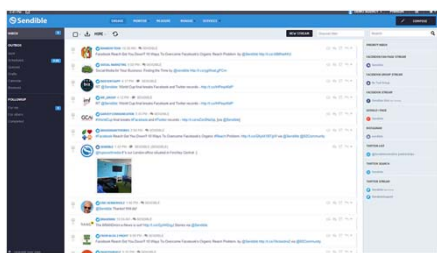
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## Publishing Dashboards: Sendible



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## Why do you use social media?

Represents the largest audiences that you can reach with highest frequency of engagement

79% of adults online use Facebook

Not proven as a transactional medium

You can't afford not to be in the conversation

But you have to be all in if you open the door



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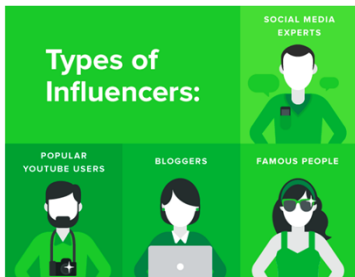
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## What are "Influencers"

### Types of Influencers:



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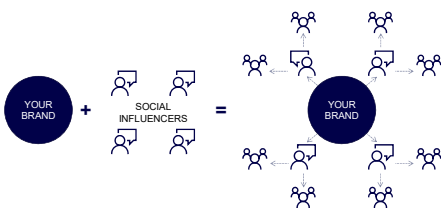
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## It's just like networking



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### Influencer scorecard

| Platform  | Influencer        | Followers   |
|-----------|-------------------|-------------|
| Twitter   | Katie Perry       | 108 MILLION |
|           | Barack Obama      | 105 MILLION |
|           | Just Bieber       | 105 MILLION |
|           | Donald Trump      | 59 MILLION  |
| Instagram | Selena Gomez      | 133 MILLION |
|           | Cristiano Ronaldo | 121 MILLION |
|           | Taylor Swift      | 104 MILLION |
|           | Beyonce           | 111 MILLION |
|           | The Rock          | 139 MILLION |

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### Growth Hacking

A process of rapid experimentation across marketing funnel, product development, sales segments, and other areas of the business to identify the most efficient ways to grow a business

**Pursuing disruptive growth.**  
Don't be afraid to pursue radical new avenues for future growth and overturn conventional legacy thinking and processes. Look to frequently challenge the status quo in pursuit of better customer experiences and more sustained growth.

**Re-orientating and re-invigorating your organization around the customer.**  
Unlock value by relentlessly ensuring you can deliver relevant experiences at every touchpoint. To that end, own the end-to-end customer experience, and build agility into your organization to evolve around the changing needs of your customers.



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**Questions?  
&  
The End  
Finally!**

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