



3 ADVANCED MARKETING TECHNIQUES TO CRUSH 2017

Your competitors are getting smarter. It's time to up your game!

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digital



MIKE TEMPLEMAN



As a recovering Canadian, Mike founded Foxtail Marketing for one reason... to have an excuse to purchase the ping pong table his wife won't let him have at the house.

When he's not acting as a glorified figurehead at Foxtail, Mike maintains columns at Forbes, Entrepreneur Magazine, VentureBeat, Tech.co, and several other sites.

He has an amazing wife and 3 kids.

3 TECHNIQUES

We're going to cover advanced tactics for the following mediums:

1. Social Media
2. Remarketing/Retargeting
3. SEO

TECHNIQUE #1 – GROWING SOCIAL

Facebook is still king. Instagram is Queen. Snapchat is the young upstart prince. And Twitter is the court jester... at this point.

1. Organic reach has been continuously stymied by Facebook
2. However, organic reach is still critical
3. Growing your audience with **your** message is VERY difficult
4. Paying for page promotion can cost anywhere from \$0.10 to \$5.00 per like (not very scalable)
5. Instead use this mantra – Engage with fluff, convert with more significant stuff

TECHNIQUE #1 – GROWING SOCIAL

Two important facts:

- Social posts with images get 2.3X the amount of engagement as those without images.
- Video is eating social media (8B views per day on FB alone)

TECHNIQUE #1 – GROWING SOCIAL

- Social posts with images get 2.3X the amount of engagement as those without images.
 - Use images that are eye catching
 - Create memes
 - Share memes
 - Give a two-sided image and then ask for a reaction to vote (pepsi vs coke, Like for Pepsi, Laugh for Coke)
 - Avoid too much text, this will lower the amount of impressions your post will receive
 - EVOKE EMOTION. Make them laugh, make them curious, make them happy. But make sure there is an emotion involved

TECHNIQUE #1 – GROWING SOCIAL

- Video is eating social media (8B views per day on FB alone)
 - Create quick and easy videos using online services
 - Facebook is now doing this for you by taking your images and creating “slideshow videos”. They’re basically telling you this is important.
 - Understand that video is played without sound on most platforms (snapchat excluded). Give it subtitles
 - Ask for a share at the end of the video. This will raise your videos reach.
 - Keep it short and simple.
 - Catch their attention in the first 10 seconds
 - As of yesterday, Facebook now has filters and disappearing videos
 - EVOKE EMOTION. Make them laugh, make them curious, make them happy. But make sure there is an emotion involved

TECHNIQUE #1 – GROWING SOCIAL

- Now go through everyone who has engaged with your posts and invite them to like your page... FOR FREE!
- Add multiple admins to your page so you can invite more people on a daily basis.
- The higher your acceptance rate, the more Facebook will allow you to invite people to your page.
- Finally: By gaining followers through this fluffy activity, then you have their attention for the more significant stuff.

TECHNIQUE #2 – MAKE YOUR REMARKETING DYNAMIC

Most companies set up remarketing with a few display ads, then call it a day. However:

- Are you remarketing on Facebook, Twitter, LinkedIn, Instagram?
- Are you using RLSAs?
- Are you using video remarketing?
- Are you using dynamic remarketing based on their activity on your site?

TECHNIQUE #2 – MAKE YOUR REMARKETING DYNAMIC

Are you remarketing on Facebook, Twitter, LinkedIn, Instagram?

- Easy to set up.
- Place pixels on site, create ad campaigns, hit “go”
- Video ads can be included in any remarketing campaign
- Facebook allows you to have dynamic shopping cart ads, similar to Google
- LinkedIn will charge you an arm and a leg to remarket. But they sell a ton of inventory to AdWords. So, just include LinkedIn as a placement for your remarketing and bypass their expensive ad network.

TECHNIQUE #2 – MAKE YOUR REMARKETING DYNAMIC

Are you using RLSAs?

- You can customize what text ads your audience sees based on lists and targeting.
- If they've been to a tradeshow landing page, put an ad in AdWords that says: "It was great seeing you at Dreamforce 2017".
- If they've already viewed a demo, give them an ad that states "You've seen our demo, now check out this case study".
- Customize their journey using RLSAs

TECHNIQUE #2 – MAKE YOUR REMARKETING DYNAMIC

Are you using video remarketing?

- Works well on Facebook, YouTube, Instagram, and AdWords
- Creates a persistent presence with your audience
- Engages them in a way display and text won't

TECHNIQUE #3 – GET IMMEDIATE SEO WINS THROUGH ANALYTICS

- SEO doesn't have to take forever
- Stop focusing on the major keywords and look instead for high buying intent keywords
- Identify keywords that are just outside of the “money” results and work on those

TECHNIQUE #3 – GET IMMEDIATE SEO WINS THROUGH ANALYTICS

- Log into Google Analytics
- Click on Behavior
- Click on Site Content
- Click on Landing Pages
- Click on +Add Segment
- Select Organic Traffic
- Now Remove the “All Users” default segment

TECHNIQUE #3 – GET IMMEDIATE SEO WINS THROUGH ANALYTICS

Once you've identified these pages, it's time to look for quick wins.

- What terms are driving visitors to this page? (Quick keyword analysis)
- Are these pages fully SEO optimized? (Have you Checked Every Box?)
- Do they have calls to action?
- Could the content be enhanced?
- Could you make a page that better suits the search?

AND THAT'S IT!

Digital marketing follows Newton's third law. For every action there is an equal and opposite reaction.

If you're expecting amazing results with very little input, you'll be sorely disappointed.

If you expect unexpected results by doing the expected, you'll be sorely disappointed.

If you're creative and persistent you'll receive consistent and valuable output.

FOR MORE INFORMATION

- You can email Mike at mike@foxtailmarketing.com
- Visit their website at www.foxtailmarketing.com

- You can schedule a demo with Bridgeline or talk with Amanda by emailing her at anadhir@bridgeline.com
- Get more information on their marketing automation tool at www.bridgeline.com

ANY QUESTIONS?

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