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May 2011

SEO + SEM + SMO = ROI
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SEO + SEM + SMO = ROI

Getting back to the basics with some well-worn acronyms to remind us what they are, why they're important, and how to do each correctly.

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about SES: search and social

SES TORONTO
JUNE 13-15, 2011

Does your social marketing strategy feel like it's out of control? Or do you have it tuned to work with your search and display advertising strategies for maximum effectiveness?

In this issue of Incisive Media's *SES Magazine*, marketing experts examine why it's important to integrate your interactive marketing strategies across platforms and networks. And these experts who participate in the SES conference series family of brands — SearchEngineWatch.com and ClickZ.com — also share best practices to making that happen.

Those themes and more will be explored during our next event, SES Toronto, June 13–15. Highlights include keynotes by Amber Mac, a TV host and author of the guide *Power Friending,* and Tracy Smith, VP, performance marketing and go-to-market, Yellow Pages Group. (For more info, see pages 15–18, or **www.SESToronto.com**.)

Hope you'll be able to connect at SES Toronto or another upcoming event.

Anna Maria Virzi
Executive Editor, ClickZ.com
Incisive Media

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- Call Tracking Software
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Best

TOP 50 SEARCH ENGINE OPTIMIZATION COMPANIES

RANK	COMPANY NAME	YEAR FOUNDED	REVENUE	FULLTIME EMPLOYEES	ACTIVE CLIENTS	CLIENT RETENTION RATE	PRICING (L, M, H)	CLIENTS	Overall score	Needs Analysis	Keyword Analysis	On Page Optimization	Off Page Optimization	Reporting Methods
1	Company Name Location Company Contact 800-555-1212 Visit Website	2008	$3 million - $4,999,999	51-100	250	98%	M	Braun, Sam's Club, Barcelo Hotels, Liberty University	100%	20	20	20	20	20
2	Company Name Location Company Contact 800-555-1212 Visit Website	2007	$3 million - $4,999,999	26 - 50	400+	95%	M	Confidential (Available Upon Request)	96%	20	18	19	20	19
3	Company Name Location Company Contact 800-555-1212 Visit Website	2000	$5 million - $9,999,999	51-100	500+	96%	M	TVG, Siemens, Vibe	95%	19	19	19	19	19
4.	Company Name Location Company Contact 800-555-1212 Visit Website	2006	$3 million - $4,999,999	26 - 50	115	99%	M	Community Health Network, Webtrends, ChaCha	94%	19	19	18	19	19
5.	Company Name Location Company Contact 800-555-1212 Visit Website	1995	$1 million - $2,999,999	11 - 25	30	98%	M	SL Store Fixtures, Inc., Bullion Direct, All Star Directories	93%	19	18	19	13	19

Search + retargeting = brand embrace

How to get value from consumers who don't convert from paid search.

By **Harry Gold**

More and more, the lines between search, display, and social are blurring. Nowhere do the lines get more blurry than when you start blending paid search with display ad retargeting. This strategy is what I like to call a "brand embrace."

The brand embrace is where you start with paid search to identify consumers and prospects that are actively seeing your products (or information on your products), and then you stay with those consumers throughout the purchase consideration phase with retargeting. Now of course you can use paid search (Google, Bing, and Yahoo) as well as banners, direct hits, and organic traffic to drive consumers into your retargeting bucket. But with paid search, you can start the process with an audience of exclusively "active buyers or information seekers."

Now I know there's nothing new about retargeting, but I have found that many clients still don't understand what it is, and if they do know what it is, they haven't realized the value of combining it with search.
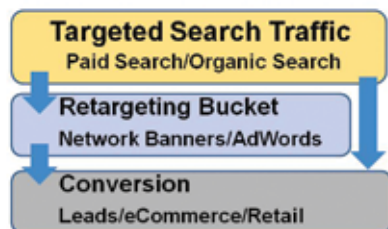
WHAT IS RETARGETING (OR REMARKETING)?

I'm sure you've heard of paid search, banners, and organic search traffic, but let me make sure you understand retargeting. Retargeting is where you set a cookie on the browser of a person who visits your site and then serve text ads and banners to them as they surf around the web on sites that are part of the retargeting network you are using. Most networks such as Burst Media, Advertising.com, ValueClick, and DrivePM (now part of the Microsoft Network) do retargeting. However, I like using the Google Network because of its size, the option to do both PPC text ads and banners, and the ability to choose

the sites you want to be on (so your ads won't end up on some college humor site or obscure, edgy blog). This is very important for high profile brands or B2B brands that want to limit their ads to high profile or relevant sites. If specific site targeting and site transparency is not an issue for you, of course you can utilize all the engines and a few different networks to maximize the number of retargeting connections you make online.

THE BRAND EMBRACE PROCESS

So let's walk through the full process of the brand embrace.

1. You drive consumers to your site via paid search. This identifies them as a consumer in the active purchase consideration phase.
2. Network code on your landing pages (or whole site) sets a cookie on the consumer's browser labeling them as a retargeting candidate for your program.
3. As consumers surf around the web, the network will notice when they hit one of the sites it serves ads to and will grab your ad to make the second, third, and even fourth connection.
4. As time goes by, you start to build a huge base of active consumers who are familiar with your brand — your exclusive audience of active buyers.

GET VALUE FROM CONSUMERS WHO DON'T CONVERT FROM PAID SEARCH

So let's say you're running a lead gen campaign: the brand embrace will enable you to get value from the consumers who didn't convert on the first paid click and stay with those consumers who did convert

and are in the purchase consideration phase. Look at it like this: your landing page has a conversion rate of 5 percent — that means 95 out of every 100 people who hit that page from your paid search ads don't convert and go away. Is that it? Are you done with them?

Heck no — with retargeting, you can stay with them as they surf around the web. Let's say they did convert; you can target them with a different ad that helps you stay top of mind with them and influence the decision during the purchase consideration phase.

As founder and CEO of Overdrive, Harry Gold is the architect and conductor behind the company's ROI-driven programs. His primary mission is to create innovative marketing programs based on real-world success and to ensure the marketing and technology practices that drive those successes are continually institutionalized into the culture and methods of the agency. Overdrive serves a diverse base of B2B and B2C clients that demand a high level of accountability and ROI from their online programs and campaigns. Harry started his career in 1995 when he founded online marketing firm Interactive Promotions. Since then, he has been at the forefront of online branding and channel creation, developing successful Web and search engine-based marketing programs for various agencies and Fortune 500 companies. Harry is a frequent lecturer on SEM and online media for The New England Direct Marketing Association; Ad Club; the University of Massachusetts, Boston; Harvard University; and Boston University.

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Organizing an SEO-driven social media strategy for large enterprises

Use a centralized dashboard and consolidate your social clutter to control your social landscape and get direct help from your community.

By **Crispin Sheridan**

B2B and B2C companies across the globe are beginning to trust social media as a viable strategy and are jumping in head first. There is no doubt that social media has become a global phenomenon. However, in order for your social media efforts to achieve their true value within the SEO context, you should incorporate organizational strategies early on in the process. The two strategies outlined below will yield a higher ROI sooner rather than later and may help you avoid scratching your head asking "Why am I not ranking for this keyword?" "Why is there no scrolling window of tweets in the SERPs about the keyword?" or "Does it have anything to do with the fact that my efforts are fragmented across too many channels?"

There are two major strategies that you can incorporate into your enterprise today and benefit from immediately.

USE A CENTRALIZED DASHBOARD — YOUR COMMAND CENTER

Many companies that adopted social media early started off by securing several different accounts on the top social media properties (Twitter, Facebook, YouTube). This strategy is OK if it makes sense for your business goals to do so, but could potentially lead to confusion and actually distract from the overall goal. The following tactics can help keep things organized as your social media efforts scale:

▪ Have a centralized location/area/web page that lists all Twitter profiles, Facebook pages, YouTube channels, etc. and describes each one's goal and purpose. Create a page on your website for the community to engage and interact with your brand and one another. Let them know what you have and where to go.

▪ Add a link to the header or footer of every page on your site so that visitors have easy access to the community dashboard page.

Dell does a decent job at this strategy by highlighting internal efforts across Dell.com. It has a link in the footer of all pages of its site pointing to a page called Dell Community. Here, you can see a collaboration dashboard with access to forums, blogs, and an idea storm — A great centralized location for all things "community based." The next step could be to have its external social media efforts incorporated. The command center can then be a one-stop shop for all things social within the organization.

CONSOLIDATE YOUR SOCIAL CLUTTER

Once a centralized dashboard and command center for your community is created, you should examine where you can consolidate some of your efforts. Do you have too many Twitter handles or Facebook pages making it confusing or difficult for visitors to find what they are looking for? Sometimes less is more. At the very least, try to identify the key brand or "official" one in each case.

Many companies are rich in social media profiles and have them scattered all over the place and for every occasion, event, idea, etc. These profiles can range from 50,000 followers on one Twitter handle to 20 people on another. That can become a lot to manage as the number of profiles continues to grow. But, if it is necessary and makes sense for your organization, make it clear what the purposes of each are and describe how you would like your community to use them.

WHAT DOES THIS ALL MEAN?

Creating centralized dashboards and consolidating social clutter will help ensure that your SEO-driven social media efforts are organized and working towards a unified goal by allowing you to broadcast and communicate to your overall community effortlessly from one location. You will have better control of your social landscape/reach and will have direct assistance from your community in building links, buzz, and awareness at your fingertips.

For example, mention to your Twitter followers that you are using a specific hashtag at a conference or event and ask them to participate by including it in any of their relevant tweets. This will allow your hashtag to become a trending topic on Twitter more easily as the community will know what your intent is because you've explained it.

Trending in Twitter has benefits in Google's search results. Real-time results are Google's process of filtering and showing Twitter activity related to popular topics/keywords. These results will show up at or near the top of the Google search results pages.

Having a consolidated and centralized community will also allow you to easily reach out to your advocates and ask them to help promote new products or services. From a search engine optimization standpoint, you can ask them to give you a review with a link back to specific pages. These reviews can be in the form of "likes" or retweets, blog posts, or video responses.

All in all, you will net higher brand exposure rates in the search engines and social media channels if your fans and customers know that there is a centralized place for engagement and that your social media accounts are active as opposed to stale and inactive. Consolidate! Create a centralized dashboard. Capitalize on your command center.

Crispin Sheridan is the senior director of search marketing at SAP in New York. As part of the Global Demand Generation team, he established and runs the search practice at SAP. Crispin is responsible for paid, organic, and mobile search and online testing, and has driven SAP's strategy to harness the channel to drive lead generation. A frequent guest speaker at Search Engine Strategies conferences, including New York, San Jose, Chicago, San Francisco, Toronto, London, and Hong Kong, Crispin was appointed to the SES Advisory Board in December 2009.

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How to get Twitter working for your brand

Six tips to get you started on building a community of influential and engaged followers.

By Michael Della Penna

Twitter recently surpassed nearly 200 million registered accounts who now post more than 110 million tweets per day. It's a global communication phenomenon that not only reports the news but reflects the feelings and fascinations of an expanding global community. Whether it's world events, sports, pop culture, or technology trends, Twitter is there to capture the blow-by-blow feelings and sentiment of its users.

Twitter is also increasingly a critical communication channel for brands to win customers, drive sales, find/solve problems, and manage customer service. In fact, hundreds of brands across every vertical market industry — including automotive, travel, sports, entertainment, finance, technology, food and beverage, and retail — are now actively building a Twitter strategy and integrating this powerful communication channel into the marketing mix.

However, establishing and building an effective presence on Twitter takes more than signing on and posting a tweet. It requires work, just like any other channel, to build a community of influential and engaged followers. So how do you get started?

1. ESTABLISH YOUR OBJECTIVES AND GOALS

Identify the key areas within your business that can be served by Twitter — e.g., customer service, tech support, marketing, and PR. Define your goals, objectives, and metrics for success.

2. LISTEN AND LEARN

See what consumers are saying about your brand and about your competitors and then look for opportunities to build value and to engage with these consumers.

3. BUILD YOUR PUBLIC PROFILE

Create a bio and include a clear description of your brand and your stream. Build an avatar and custom background to help reinforce and distinguish your brand within Twitter. Include a URL to your website or other official brand communities including other Twitter accounts in your bio. For example,

@makersmark uses its packaging's distinctive wax stamp as its avatar and features the bottle on its Twitter page background.

4. CREATE CONTENT AND CONVERSATIONS

Engage users by sharing relevant content and look for opportunities to provide unique value on Twitter, such as offering access to exclusive photos or promotions not found anywhere else. Continually test and respond to users in a timely manner — @mention, RT, and Direct Message followers when relevant and look to weave conversations across communities when appropriate.

5. GROW YOUR AUDIENCE

Promote your Twitter community using all touchpoints — e.g., consider tags for TV commercials and include Twitter community mentions on call center hold messages and e-mails. Integrate your Twitter feed into your existing website and find people already tweeting about your industry and follow them. Engage influencers and build a dialog on the issues and topics that you have in common and are important to you. Most of all be transparent and real — let your personality shine, but be professional and mindful of your existing company's policies. If you don't have a policy, be sure to work with the appropriate departments to build and communicate one to employees. Additionally, publish Twitter lists to further extend your content and attract followers. Finally, list your Twitter account in directories and consider testing Promoted Tweets or Accounts.

6. MANAGE AND MEASURE

Invest in a social media campaign management tool to streamline the process of creating, implementing, and analyzing tweets and Facebook posts. Campaign management tools also enable organizations to manage multiple users and track campaigns across multiple categories. Create benchmarks and leverage learning to optimize future efforts including what day and time is best to tweet for your brand or promotion.

Leverage the real-time nature of Twitter to solicit feedback and consider building metrics around customer satisfaction and service levels for customer service efforts. Use unique coupon codes or tracking URLs tied to shortened URLs to measure the impact of Twitter on your overall marketing efforts. Finally, take the time to understand the difference and dynamics between public and private tweets, and use direct messages to handle private or sensitive one-to-one conversations.

Twitter is a growing, vibrant, and influential channel, but leveraging this microblogging platform to win customers, find/solve problems, and drive sales requires work. To be successful, marketers need to galvanize their internal teams, build a compelling strategy aligned to corporate goals and customer needs, stay current on industry best practices, and maintain and grow their followers by building an engaging dialog that offers value to followers.

Finally, be mindful of corporate policies and be sure to set benchmarks and measure your efforts. By doing so, you'll go a long way towards optimizing your efforts and making this burgeoning channel a critical component of your marketing mix for years to come.

Michael Della Penna is a respected marketing thought leader with a solid track record of launching successful marketing, branding, and sales strategies for leading public and private companies. Most recently, Michael founded Conversa Marketing, a leading provider of social CRM solutions and consulting services. Conversa Marketing was sold to StrongMail in July 2010. Prior to that Michael served as chief marketing officer for Epsilon, a leading provider of multi-channel, data-driven marketing services. While at Epsilon, Della Penna led all corporate marketing, branding, market positioning, lead generation, and communications efforts. Prior to joining Epsilon, Della Penna was CMO at Bigfoot Interactive, which became Epsilon after its 2005 acquisition. Before that, he was vice president of strategic development at CNET Networks, Inc.

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What part of free didn't you understand?

There are two kinds of apps in this world: those that intend to make money, and those that intend to market.

By **Andrew Solmssen**

All I hear about these days is apps. They're the newest digital currency, and if you've got a ton of them on your device, your cred goes way up in some circles. Of course, as with any new technology, only a fraction of the apps that are created are worthy of your time and attention — and hard-earned cash. We know this as consumers, so why is it that, as marketers, we forget all about it?

I want to take a step back and help marketers think about apps in a way that will take a brand forward. Tom Robbins wrote: "There are two kinds of people in this world: Those who believe there are two kinds of people in this world and those who are smart enough to know better." He was right, of course, but allow me to take the stand that there are only two kinds of apps:

1. Apps that intend to make money, and
2. Apps that intend to market.

How do these differ? It's pretty simple. For apps that intend to make money, the app itself is the end product. It might be part of a line of products or come from a company that makes other products, but it is a discrete item all by itself.

The second type, apps that market, are *trying to get a consumer to do something else*. That "something else" might vary: establish brand love, watch a TV show, buy a car … you get the idea.

My company deals almost exclusively with the second type. Apps, when appropriate, are a part of our overall marketing mix for a client and can be an extraordinarily valuable tool. The problem occurs when marketers confuse the two types of apps.

Honestly, I'm not sure what happens — but I'm pretty sure it goes something like this: the internal team or the agency comes up with an app idea as part of a mobile strategy. Somebody decides that the app is so good that they shouldn't give it away; the world is going to beat a path to their door to buy it. This fine app will become the new hot thing on phones. Forget about defraying

> *"Advertising" is sometimes viewed as a dirty word in our business, but it doesn't have to be that way. Apps can be the best form of advertising, driving rich interaction with a brand, putting it top of mind, and providing a valuable reminder of the core product.*
>
> *Remember, these are investments, and the more people who experience your brand, the better these investments work.*

the costs to build it; we're going to make big money on this baby!

Remember, the company already has products on which it has built the organization, so let's not lose sight of the goal. As marketers, we're trying to create more loyal, long-term consumers of and advocates for a set of products. We do that by showing that:

- ▪ The brand understands you (making a product that appeals to the target audience);
- ▪ The brand cares about you (making it easily available);
- ▪ The brand is relevant in your life (providing you some value by having it); and
- ▪ This is a good guy brand.

Nowhere in that list is "the brand can sell you its marketing" — and when you try to do that, the results are predictable. In my opinion, even the successes fail to improve the brand.

For example, Kraft, one brand that has been lauded in this area, has also gotten significant backlash for charging $0.99 for its app — which then runs ads for Kraft products once it's installed. It's a fine piece of software, and although the statistics will never be published, imagine how much revenue the app has generated as a percentage of product sales. Then think how much more broadly Kraft's app would be distributed if it were free (and multiply that by five for Weber's $4.99 "On the Grill" app).

On the other hand, I have to give ABC a lot of credit; since being the first to bring full TV episodes to the web in 2006 (disclosure: I led the effort on the agency side), it hasn't stopped innovating, and its iPad app is a great example of providing customers with something truly valuable (and being willing to spend time and money doing it).

"Advertising" is sometimes viewed as a dirty word in our business, but it doesn't have to be that way. Apps can be the best form of advertising, driving rich interaction with a brand, putting it top of mind, and providing a valuable reminder of the core product. Remember, these are investments, and the more people who experience your brand, the better these investments work.

Andrew Solmssen serves as managing director of Possible's Los Angeles office, leading the firm's West Coast client teams and determining best practices for engagement management. He previously served as managing director at digital firm Schematic, where he played a key role in developing some of the earliest advertising models for delivering broadcast content via the Internet. Andrew was also responsible for providing strategic guidance to clients such as Comcast, ABC Television, and NBC Universal in the areas of digital strategy, content distribution, mobile entertainment, and Internet TV. Before Schematic, Andrew served as executive producer at web design and consulting firm Kaufman Patricof Enterprises. A frequent speaker at industry events such as Digital Hollywood and CES, Andrew is also regularly quoted by business and trade media on the topics of digital advertising and technology innovation.

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SEO + SEM + SMO = ROI

Getting back to the basics with some well-worn acronyms to remind us what they are, why they're important, and how to do each correctly.
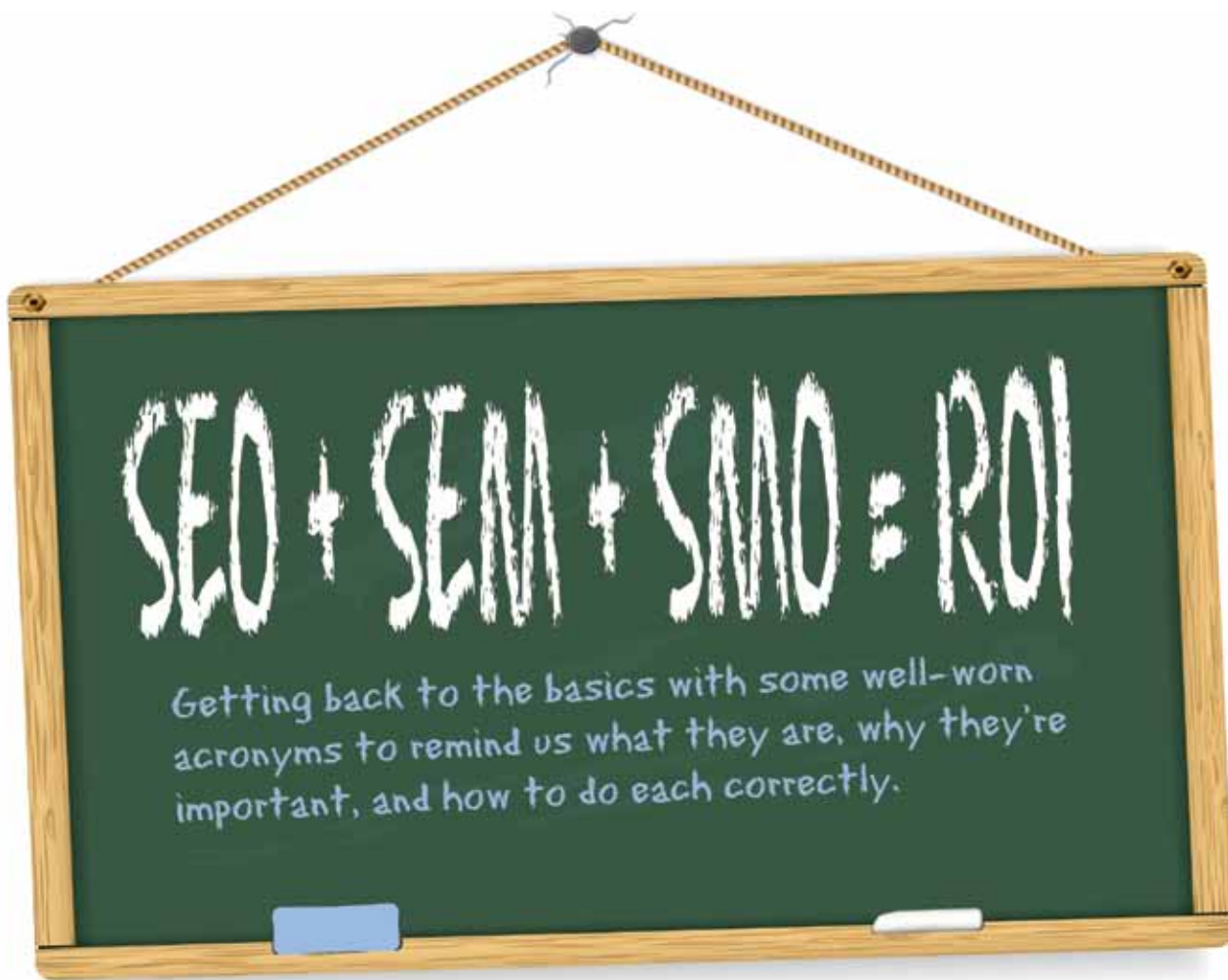
By **Augustine Fou**

Everyone's doing "digital" now, and many surveys say that most advertisers will increase the majority of their digital budgets in 2011. But what is not so certain is whether the advertisers or their agencies will be deploying those dollars wisely and effectively across digital tactics. In fact, a recent compilation of studies shows that most marketers openly acknowledge their lack of understanding of many of the diverse digital tactics and seek to improve their knowledge. So it may be worthwhile to revisit some of the well-worn acronyms — SEO (search engine optimization), SEM (search engine marketing, aka "paid search"), SMO (social media optimization), and ROI (return on investment) — and get back to the basics of what they are, why they're important, and how to do each correctly.

SEO (SEARCH ENGINE OPTIMIZATION)

In a world where users' first instincts are to go online to look up the answer for pretty much anything, search engine optimization should be the first thing on advertisers' digital to-do list. After all, "if they can't find you, you don't exist." At a minimum, advertisers' websites that are a few years old should be revisited with an eye towards whether the content is in text or HTML format so that search engines can index it. Many sites built in recent years still excessively use Flash and graphics and are thus "hurting themselves" because content inside graphics cannot be indexed by search engine crawlers. So while the site looks pretty to human eyes, it looks blank to search engines because the content is hidden. There are further advanced techniques to ensure proper and complete indexing.

SEM (SEARCH ENGINE MARKETING)

Once your website "house" is in order through basic SEO techniques, you'll be ready to drive more traffic to it through search engine marketing, or paid search. These are the paid ads on the right-hand side of a Google search result page. Because these ads are served up based on exactly what term the user is searching and when they are searching for it, these ads are orders of magnitude more relevant and timely than other forms of online ads — such as banner ads, which are served up next to content. Furthermore, because paid search ads are typically paid only when there are clicks (cost per click), the advertiser cuts out the 99 percent that would have been wasted; in other words, if click-through rates are 1 percent, that means the other 99 percent of the impressions are wasted. So by switching from paying for impressions to paying only for clicks, approximately 99 percent of the waste is eliminated.

SMO (SOCIAL MEDIA OPTIMIZATION)

In the new digital world where users ignore most forms of advertising as "noise," what is an advertiser to do? Most are turning to social media and social networks like Facebook, Twitter, etc. But as we have seen before, many are still applying "old world" tactics and metrics to it — in other words, buying billions of banner ad impressions on a CPM basis on Facebook to achieve branding through "reach and frequency." At a minimum, advertisers should "click the radio button" on Facebook advertising and switch from paying by CPM to paying by CPC (paying only for the clicks they get). This will save tens of thousands of wasted ad dollars instantly.

A more sophisticated way to use social media would be to empower users to pass along and amplify your message, or better yet, to let them create their own "rave" about your product and pass that along in their own words. Their words can yield powerful insights about what they think are the key attributes of your product and why they think they are important enough to pass along. Finally, the phenomenon of social commerce occurs when "friends don't let friends do just social media": they are so passionate about a product they not only tell their friends about it but they help their friends all the way through a purchase.

ROI (RETURN ON INVESTMENT)

So, what do you get with even a few tweaks to the execution of the well-worn acronyms above? ROI! And ROI in my book doesn't mean more traffic to a website or a higher "brand affinity" score. ROI means dollars made or dollars saved. By making your content indexable and more easily found by your target customers through proper SEO, you're helping them get closer and closer to the purchase of your products. By switching from costly, impression-based media to paid search (SEM), you are eliminating lots of inefficiency and wasted media dollars. Finally, by enabling and encouraging your customers to be your loudest fans (proper SMO), you leverage genuine word-of-mouth to achieve social amplification and even social commerce for the ultimate in ROI.

Dr. Augustine Fou is group chief digital officer of Omnicom's Healthcare Consultancy Group (HCG). He has nearly 15 years of digital strategy consulting experience and is an expert in data mining, analytics, and consumer insights research, with specific knowledge in the consumer payments, packaged goods, food/beverage, retail/apparel, and healthcare sectors. Dr. Fou has provided strategic counsel on the use and integration of online marketing to clients. Dr. Fou is an Adjunct Professor at New York University in the Integrated Marketing Department of the School for Continuing and Professional Studies. He is a frequent speaker and panelist at online and advertising industry conferences.

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Agenda

Monday, June 13

	Track 1	Track 2	Track 3
8:00–9:00a	*OMI Workshop:* Social Integration: Creating Interactive Conversations across Channels		
9:00–10:00a	Conference Welcome & Opening Keynote: Amber Mac, Consultant, TV Host, Author, and Journalist		
10:30–11:30p	The Basics of Link Building	Sponsored Session	Content Marketing Optimization
11:45–12:45p	Information Architecture for the Modern Website	Introduction to Information Retrieval on the Web	Enterprise Level SEO
12:45–1:45p	Networking Lunch in the Expo Hall		
2:00–3:00p	SEO 101	Managing Your Online Reputation	Meaningful SEO Metrics: Going by the Numbers
3:30–4:30p	Introduction to Analytics	Key Points in Launching a Global Website	Sponsored Session
4:30–5:30p	Meet the Experts: Roundtable Forum		
5:30–6:30p	Networking Reception in the Expo Hall		

Tuesday, June 14

	Track 1	Track 2	Track 3	Track 4
8:00–9:00a	*OMI Workshop:* Facebook: Beyond the Basics			
9:00–10:00a	Morning Keynote: Tracy Smith, Vice President, Performance Marketing & Go-to-Market, Yellow Pages Group			
10:30–11:30p	Sponsored Session	Paid Search 101	Social Media 101	Decoding Online Customer Behavior
11:30–12:30p	Meet the Experts: Roundtable Forum			
12:30–1:30p	Networking Lunch in the Expo Hall			
1:30–2:30p	Smart Mobile Marketing	How to Win with Google and Bing	Social Media Solutions on a Budget	Google Places
3:00–4:00p	The Secret Formula to Boost Response	Advanced Paid Search Tactics	Killer Facebook Targeting Tactics	Local + Social: The Future of Promotion
4:15–5:15p	Next Gen YouTube Marketing	Display Network Ads and ROI	User-Generated SEO: Leveraging Customer Words to Drive Search	Local Analytics
5:15–6:15p	Open Mic: SEW Black Hat White Hat Unconferenced Session			

Keynote Speakers

Amber Mac
Consultant, TV Host, Author, and Journalist

Amber has championed, chronicled, and helped to enable the growth of social media as a force for improving business and community. Enthusiastic and deeply authoritative, she is a leading voice of the Web generation. "With few equals," writes YouTube cofounder Steve Chen, "Amber continues to demonstrate a keen insight towards the continually evolving fabric of the social web." She pens a regular column for Yahoo! and *The Globe and Mail* and is the author of *Power Friending,* an accessible and comprehensive guide for utilizing social media to spark business growth. She hosts *Webnation,* a live show on Toronto's number one news station.

Tracy Smith
Vice President, Performance Marketing, Yellow Pages Group

Tracy has built an in-house performance marketing team at Yellow Pages Group and led the strategic development of a performance-based solutions line, including services such as SEM and SEO. He has also implemented enhanced customer reporting and introduced a new web analytics solution. He leads the ongoing development of new performance-based service solutions including Website Solutions for SMEs. Prior to joining Yellow Pages Group, Tracy was co-founder of IDEO Consulting, a firm specializing in the telecommunications and media sectors.

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Session Highlights

Monday, June 13
Content Marketing Optimization
This presentation provides unique insight into content based optimization strategies and processes as well as tactics for sourcing, creation, and promotion of optimized content on the social web.

Enterprise Level SEO
Topics include SEO tactics specific to large sites, the challenges of educating key stakeholders, and implementation hurdles common to large organizations. This session also presents a proven model of organization for your enterprise level SEO campaign as well as a summary of key metrics that you should be measuring to drive ongoing SEO strategy.

Managing Your Online Reputation
Google's reviews patent and changes to the search results pages demonstrate the importance of user-generated content in search. How do these affect customers? And, what can we do to respond to and manage reviews? These questions and more are answered in this session.

Key Points in Launching a Global Website
As the world becomes smaller, the era of "ranking well in Google" is over. This new opportunity also brings many new complexities. This session tackles these key issues critical to successfully developing, optimizing, and launching the Global Websites that would meet those next generation marketing goals.

Tuesday, June 14
Smart Mobile Marketing
Learn smart mobile marketing strategies that are effective for converting mobile traffic today with mobile SEO, PPC, and applications.

How to Win with Google and Bing
This session covers best practices for porting campaigns from AdWords to adCenter, including the tools and tactics you'll need to manage and optimize your campaigns, keywords, match-types, ads, bids, targeting, landing pages, and quality scores across both networks.

Social Media Solutions on a Budget
Find out how to leverage free to low-cost tools and strategies to drive new business, create awareness, and get you engaged with your target audience.

Local + Social: The Future of Promotion
Clearly two of the hottest categories in online marketing are local search and social. Find which data feed services work best for mass local listings online and on the mobile web, plus which social networking features have the most effect on local marketing.

Next Gen YouTube Marketing
This session shares successful video marketing case studies, specific advanced optimization tactics, and YouTube networking advice that can help boost your next video marketing projects to the next level.

Workshops, June 15
PPC Basics and Implementing Your PPC Strategy
8:00–12:00p
Instructor: Lisa Buyer, President & CEO, The Buyer Group

Mobile Marketing 101: Strategy, Tactics and Best, Practices
1:00–5:00p
Instructor: Melinda Krueger, Senior Marketing Consultant, ExactTarget

OMS Morning Workshops
June 13—8:00 a.m.–9:20 a.m.
Social Integration: Creating Interactive Conversations across Channels
Learn FIVE things you should be doing to help your business engage consumers and the THREE key channels you should leverage now to create personal, relevant, and interactive conversations.

June 14—8:00 a.m.–9:20 a.m.
Facebook: Beyond the Basics
This session assumes that you know the basics and discusses advanced topics such as what you never knew about the Facebook Like button (and should), EdgeRank and why you must understand it, and Facebook Insights you should be tracking (but aren't!).

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PPC bid management for branding

Are you not taking the brand impact of search into account?

By **Kevin Lee**

PPC search marketing and contextual ad managers at companies that generally spend millions a month on brand advertising rarely take the brand impact of search into account. At least that's my experience, having spoken to dozens of marketing managers, marketing VPs, and even CMOs and with folks I run into at conferences. Over the next several years, I think the brand impact of search and the ability of search to influence attitudes along with latent buying behavior will increasingly be integrated into the KPIs used to optimize online PPC campaigns.

Branding can be as important as getting the sale, and nearly every PPC search marketer out there uses pure direct response metrics and KPIs to manage and optimize their campaigns. That's all well and good if your company does not care about influencing consumers and business buyers and prefers to delude itself into thinking that all that needs be done is harvest existing interest and demand for your product or service.

Ironically, a commonly held belief is that search engine marketing gets too much credit for the sale, due to the fact that for many keywords, the last behavior to be exhibited before the sale is a search, particularly brand keywords. While this is true and other media marketing and PR all combine to generate awareness and even directly stimulate search behavior in many cases (fueling the race to attribution), most search visitors — even the later buying cycle searchers — aren't going to convert within the session. Does this mean that all search visits other than those who converted online within the lifetime of the cookie were in fact worthless? Not a chance.

If you're going to give other media credit for helping influence the sale, particularly for delivering branding, you need to be giving search traffic credit for delivering a highly engaging, immersive branding experience to searchers who visit your site. Your site

should certainly be providing a better branding experience than any external advertising method other than perhaps video. I'm not simply talking about the "keyword assist" that became popular several years ago. I'm talking about influence that may take weeks or months to manifest into buying behavior, perhaps even offline buying behavior.

Here's how to begin the process of intelligently including brand impact into your PPC bidding strategy. First, evaluate which keywords are likely to be early funnel keywords. These keywords will be a combination of generic one- or two-word searches that tend to indicate that most searchers don't know what they want yet. For example, keywords such as travel, insurance, laptop,

> *Your site should provide a better branding experience than any external advertising method other than perhaps video.*

or even two-word phrases that indicate the consumer is in the early research stage of the purchase process.

Separately, you have to categorize research phrases that might be longer or reflect a person's likely demographic fit. For example, for my wife, a New York City psychologist, she has a page that ranks well for "dating mistakes" in both Google and Bing (it's nice for her that she has a hubby in the business). In this case, the visitors have no expressed or implied interest in therapy, but there is clearly some value to getting her company name out there for those persons questioning their dating habits. While in this case we went the organic positioning route, the theory is the same.

Once you have the list of keywords that you believe pair up well with branding- and engagement-level customer communications, you have two choices:

1. Loosen your CPA, CPO, ROI, or ROAS targets on those keywords by best guessing the level of engagement and branding they deliver.

2. Set branding and engagement proxy success metrics and behaviors on your

site to actually measure how well the clicks from those keywords compare.

So, to algorithmically determine which behaviors to include in your brand-lift calculations, take a step back and review your site. Are all page views equally likely to educate consumers or prospects and increase the likelihood that they buy from you? Probably not. The question then becomes whether to optimize around "stickiness" equally across all pages or provide additional value to page impressions that occur within certain areas of your site. Looking at the page views most closely associated with current measured conversions is a great place to start since those buyers who converted may share some needs with those who have not yet converted but might be willing and able to do so later. On the other hand, those early in the decision-making process may have very different needs. Some people call the behaviors on your site that telegraph interest "micro conversions," but I like to think about those behaviors as ones that correlate to you delivering influence to the searcher or visitor.

When your management has bought into the importance of factoring in branding, micro conversions, or influence, you'll have a new way to ask for the increased search and online marketing budgets you deserve.

Kevin Lee, Didit cofounder and executive chairman, has been an acknowledged search engine marketing expert since 1995. His years of SEM expertise provide the foundation for Didit's proprietary Maestro search campaign technology. The company's unparalleled results, custom strategies, and client growth have earned it recognition not only among marketers but also as part of the 2007 Inc 500 (No. 137). Kevin's latest book, *Search Engine Advertising,* has been widely praised. Industry leadership includes being a founding board member of SEMPO and its first elected chairman. *The Wall St. Journal, BusinessWeek, The New York Times,* Bloomberg, CNET, *USA Today, San Jose Mercury News,* and other press quote Kevin regularly. Kevin lectures at leading industry conferences, plus New York, Columbia, Fordham, and Pace universities.

Six ways to structure your in-house SEO team for success

The best in-house SEO team structure is one that meets your organizational needs and helps you achieve your business goals.

By **Simon Heseltine**

Whether you've just decided to start a search engine optimization team, want to expand your current team, or are happy with what you've currently got, there's always a concern that there's a better way to deploy your existing resources in order to meet your business goals.

Below are six different structures that may work for your organization, depending on the size of your organization and your strategic direction.

MATRIX/EMBEDDED

The SEO team is structured in a hierarchical manner, with the members reporting up to an individual (director, VP, etc.) in the chosen department (usually marketing, but not necessarily). The team members are then embedded within other departments/sites where they report up to the management within that department.

The main benefit of this structure is that the SEO team member is often viewed as a member of that team, becomes a subject matter expert, and can use a built-up rapport with that team to get work done.

The big drawback of this structure is that for it to work you need to have as many SEOs on the team as there are departments and sites (assuming there's enough work to be done to keep the SEO busy).

CENTRALIZED/INTERNAL AGENCY

The other end of the spectrum is to have no embedding whatsoever. Under a centralized structure the SEO team can take work based on corporate prioritization of sites, or perhaps just on a first in, first out (FIFO) system, with the next SEO in line taking the next project to come up.

The main benefits of this structure are that sites that may not otherwise get help get the help that they need, and that the SEO team can step back a little and work on the bigger picture unencumbered by loyalties to particular sites. You can also structure the team in such a way as to allow for specialization in particular areas (i.e., one member of the team handles SEO for all editorial content, while another handles architectural issues).

The biggest drawback is that you lose the ability to build and maintain a rapport between an SEO and the individual teams, as it may be a different SEO that works on different projects each time.

DIRECT REPORT

This is similar to the matrix structure, with the difference being that the SEO instead reports directly to the department/site, and is matrixed into the SEO hierarchy. This means the SEO isn't directly accountable to an SEO organization, but is instead measured by the goals of their department, which may not directly align with those of the SEO org.

TRAINING ORGANIZATION

If the SEO team is too small to handle the work that needs to be done within your company, then help needs to come from somewhere, and where better than from within your own organization? Set your SEO team up to identify advocates within each department (development/editorial/product) or site and train them to act as an extended team.

It's a great idea to incentivize them and also to make them accountable for the SEO performance of the areas they work on. What's also great with this structure is that if you need to grow the core SEO team then you have an internal pool of applicants that you can pick from, rather than having to find someone on the outside.

VENDOR MANAGEMENT STRUCTURE

If your team is small, and you have mission-critical SEO work that requires far more resources than you have available, then there are plenty of SEO agencies that would only be too willing to work with you on whatever basis you need (project by project, retainer, etc.). Just be prepared for your SEO team to spend some of their time on vendor management, as you'll have to have regular meetings, reviews, etc., in order for this to be successful.

HYBRID STRUCTURE

These structures aren't set in stone. You could potentially have some members of your SEO team focus on mission critical work, while having other members of the team identify and train up advocates for the rest of the organization. This may also give you greater flexibility in case one form doesn't appear to be working as well as others; you can then make the case for redeploying resources.

Whatever structure you decide is best for your organization, make sure that it's communicated effectively, so that everyone within your company knows what to expect and from whom. Only then will your SEO effort be successful.

Simon Heseltine is a director in the SEO department at AOL Inc. in northern Virginia. He has worked in SEO for over six years, both on the in-house and agency sides of the fence, and was a developer in a "past life." Simon is a frequent speaker at industry conferences on a variety of online marketing topics, and holds a master's in IT from Virginia Tech. Simon also teaches SEO at Georgetown University.

The missed opportunity with mobile

Focusing entirely on the "out and about" consumer misses a significant opportunity.

By **Jeremy Lockhorn**

Most marketers look to the mobile channel as a way to connect with their consumers who are on the go. It's a way to stay connected with their audience 24/7, regardless of their location. You can reach them while they're in your store. You can hit them while they're waiting for the bus. Or while they're in line at the coffee shop. Or while they're at the playground sneaking a look at the gossip sites while the children frolic.

And that's smart. Mobile is good at that. In many scenarios, mobile fills a void. It reaches people in certain situations that used to be completely free of marketing messages. As long as all sides of the ecosystem (publisher and advertiser) remain focused on delivering value to people in those scenarios, then the sudden appearance of marketing messages may not be a bad thing. In fact, it may be welcomed by many consumers.

To address this "on-the-go" consumer, content producers, app developers, and marketers tend to pursue two key categories:

1. **Utilities:** Things like communication (speech to text, for example), social networking, maps, weather, movie times, restaurant reviews, location-relevant coupons/offers, and so on.
2. **Snack-sized entertainment:** Video clips, news, sports scores, games, e-reading, music, camera fun (you know you love IncrediBooth and Hipstamatic), etc.

Again, that's smart. These are the kinds of things people need when they're on the go. But, here is an important note of caution: to focus entirely on that "out and about" consumer misses a significant opportunity.

It turns out that nearly 40 percent of time spent on the mobile Internet happens at home. And another nearly 20 percent happens at work. In other words, almost 60 percent of time spent on the mobile Internet happens when there's presumably a web-connected PC available. Yet, people are choosing to go to mobile *first*, foregoing the PC in favor of the small form factor and convenience of the mobile device.

(Yes, I realize that not everyone has a computer at work — or home, for that matter — but the point is the same: mobile, in many cases, isn't the backup choice — it's the first choice.)

So what are people doing on the mobile web when at home? I think there are a couple of things. First is convenience. Sometimes it's just easier to look something up quickly on the phone. Why fire up the PC to look up the weather when the phone is right there and weather apps are so quick? Same with stock quotes, news, and so forth.

The other area where I suspect people are spending their time is media multi-tasking, especially when sitting in front of the TV. In fact, a recent Nielsen/Yahoo study showed that fully 86 percent of mobile Internet users are on the mobile Internet while watching TV.

That time is dominated by communicating with friends/family via text, but people are also:

- Updating social network sites,
- Browsing web content unrelated to TV programming,
- Looking up info related to a TV commercial,
- And more.

The dominance of this multi-tasking behavior leads me to a prediction: second maybe to mobile payments, the next major mobile disruption will be services and content designed to encourage, facilitate, and/or enhance media multi-tasking.

Experimentation is already happening. Nielsen's Media Sync technology enables content providers to deliver synchronized content to mobile devices like phones and tablets. ABC has been actively experimenting with the technology, most recently on *Grey's Anatomy.*

Meanwhile, Yahoo announced some interesting new functionality to its TV Widgets platform at CES. The most interesting and relevant to this discussion is the extension to mobile devices. I shot a bit of video of the demo, which goes like this: you're watching a TV commercial, in this case for the Lincoln MKX. A small overlay comes up, inviting you to an interactive experience. Clicking a button on your remote launches a Yahoo TV widget with additional information. But, when the TV program comes back, what do you do? The widget takes up some valuable screen real estate. No problem — simply transfer the experience to your mobile device and go multi-screen multi-tasking.

So again, a lot of effort on mobile is centered (as mentioned earlier) around utility and entertainment — which is appropriate when targeting the on-the-go user. Those same content categories likely appeal to the at-home and at-work user as well. But there's a third category that most marketers just aren't thinking about — this multi-tasking behavior. This growing trend means that we need to embrace things like synchronized content and advertising. Perhaps more importantly, it means that we need to develop experiences that move seamlessly from one device to another — and potentially to a third device for later follow up. This doesn't mean simply a mobile-optimized website, although that's certainly part of it. It demands something bigger — something that may begin on the TV, move to the phone, and then later be picked up on the PC.

It may be a novelty today, but it will quickly become expectation.

Jeremy Lockhorn leads the emerging media practice (EMP) at Razorfish. The team functions as a think-tank on new technologies and next-generation media, and operates as an extension of current client teams. EMP is focused on driving groundbreaking marketing solutions for clients. Jeremy is a filter, consultant, and catalyst for innovation - helping clients and internal teams to understand, evaluate, and roll out strategic pilot programs while reinventing marketing strategies to leverage the power of emerging media. Jeremy joined the agency in 1997 and is currently based in Seattle, WA.

SMB social analysis: Can money buy you friends?

Do brands with a higher number of "likes" get more recognition? Would these "likes" really deliver increased engagement?

By **Gregg Stewart**

One of the most important aspects of any social media strategy is building a strong network of users in the form of "likes," "connections," or "followers," respectively. On a number of occasions, I've had the opportunity to speak with several groups of local businesses regarding social media networking, and one question continues to linger in their minds, "Should I buy social followers to help jumpstart my community and tap into the 'network effect' of people online?"

To put this in perspective, we'll use Facebook as an example. Facebook users that "like" companies, organically (on their own terms), have intentions to engage with the company in a variety of ways. Also, these "likes" build a network of Facebook users that have had a positive experience with your company.

However, as Facebook progresses and becomes a major online leader, it's getting harder and harder for SMBs to stand above the crowd and attract quality "likes." Is there another way? Yes. But it may be the equivalent of opening Pandora's box.

"Like buying" is essentially paying a company/aggregator for a guaranteed number of "likes" to your Facebook page. As companies begin to pay for "likes," it's almost a certainty that a "like farm" will emerge, comparable to that of a "link farm." Put simply, a like farm is a group of Facebook users that are all friends with each other and "like" the same topics, ideas, or businesses.

THE EXPERIMENT

For better or for worse, we thought this was a concept worth testing. Do brands with a higher number of "likes" get more recognition? Would these "likes" really deliver increased engagement? Although we were skeptics, we knew we would have to test it to deliver an impartial analysis. So we turned to my company's lab division to conduct the experiment and monitor the results of purchasing "likes" on Facebook. We selected one particular vendor that promised us 1,000 "targeted" "likes" for $197.

After some delay, and some action required on our part to question when these "likes" would take place, the vendor finally came through for us. Within a 48-hour period, we saw an increase of 400 new "likes" on our Facebook page.

We then conducted an analysis of how "targeted" these "likes" were. It seems as though the majority of our new fan base had the following in common:

- Their origin was a Far East market, most likely Bangladesh.
- They had at least 66 "likes" in common with other members of our fan base (including both groups and pages).
- They showed little activity on their walls, but directed others to a website.
- They were friends with each other.

After a couple weeks, we took the proper steps to cut our losses and end this service. The point of this experiment was to complete an impartial analysis of this service, and we were able to do that. Here are some further takeaways from this experiment:

- The purchased "likes" were not targeted. We are a domestic, U.S. local-search firm, and foreigners would have no use or interest in our products or services.
- The commonality of friends and groups lends to the likelihood that these users are members of a like farm and are receiving payments to go to specific pages and "like" them.
- Finally, in terms of interaction, none of these new friends engaged with the content on our Facebook page.

KEY TAKEAWAYS

If you are a small business only using social media platforms as a way to gain popularity through "likes," then you may want to revise your social media strategy. The intrinsic value of an organic "like" is a consumer with whom you can establish a relationship. There is no potential for valuable engagement with paid "likes." Also, in diluting your Facebook

page you'll have a hard time getting a pulse on what your local consumers are really looking for.

Instead of looking for shortcuts, I recommend building your community/audience the right way, by providing a value in the exchange of communication with your target audience. Here are a few key tips:

- Be present and responsive. Respond to positive and negative sentiments, both in an appropriate and timely manner.
- **Be thoughtful and useful.** Don't make your Facebook page overly promotional. Take time to provide answers, thanks, and knowledge.
- **Start the conversation.** Create meaningful engagement by posing questions to your followers. Take a proactive stance and create more ways for your followers to interact with you.
- **Keep it real.** Show pictures, videos, details about employees, etc. Make them feel that they are talking to a friend, rather than a company.

Employing a social media strategy requires the same personal skills you would utilize when your customers are across the counter from you. Get started in the conversation, build your community, and remember that shortcuts will not replace the hard work that has made your company successful.

Gregg Stewart is president of 15miles, a full-service marketing agency specializing in digital and offline media. Headquartered in New York, 15miles is the world's largest local-search agency with more than 40 years of industry experience to support its offline, online, and mobile solutions for businesses of all sizes, including Fortune 500 companies. At the helm, Stewart applies his successful, tenured career in interactive advertising and local search to the ongoing development of digital solutions for his clients' online-marketing campaigns. Through his strategic counsel, national and local brands become better equipped to target and reach niche consumers for increased leads and sales.

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Geo-social networks: A local business' best friend

Quick tips on how your local, small business can capitalize on utilizing geo-social networks like Foursquare, Facebook Places, and Yelp.

By **Liana Evans**

With the exponential growth of Foursquare over the past year, there's a reason why Facebook is rushing to capitalize on the mobile advertising with its own geo-social networking feature, "Places." The opportunity is great for small businesses if they can harness interested Facebook users utilizing these types of services. They already see it with Foursquare's user base, as people post to their profiles from the Foursquare smartphone apps.

However, that being said, geo-social networks are still not the mainstream social communities that Twitter and Facebook are. These geo-social networking communities rely heavily on smartphone adoption to allow the community member to get the best value out of the community. Many times I've walked into a local store, logged in, became the mayor, and told the owner, and guess what, they had no idea what I was talking about.

These geo-social networks provide a great opportunity for small businesses to find and engage with their most loyal customers, and smart small business owners would be wise to adopt some kind of engagement strategy for utilizing these networks and their users. Most likely, these loyal users of applications like Foursquare, Gowalla, or Yelp have some affinity to the place they are logging in to, and if they are a mayor or they are uploading digital media along with their check-ins, you might even have found an evangelist for your local business. Keep in mind, smaller, more local businesses have loyal customers because they can generally give more personal attention to their customers, adding in that the geo-social networks can help you connect with them even more. With that in mind, here are some quick tips on how your local, small business can capitalize on utilizing these geo-social networks:

CLAIM YOUR BUSINESS ON THE NETWORK

Both Foursquare and Yelp allow businesses to claim their profiles on the community and enable them to make sure all the information is correct. By claiming your business, it allows you to make sure that your URL/link back to your own site is working properly, and that your hours of operation and other pertinent information are correct.

UPLOAD PHOTOS OF YOUR BUSINESS TO YOUR CLAIMED PROFILE

People rely on photos in these geo-social networks. They like to see pictures of food, hotel rooms, menus, and people having fun. These digital assets can be very influential in getting new business to walk through the door as well as keeping your existing base engaged.

OFFER SPECIALS TO GEO-SOCIAL NETWORK USERS

Post specials for the users of various geo-social networks and vary those specials. For example, on Yelp you can give a 5 percent discount off purchases over $25 if a user of Yelp shows they logged in to your establishment; then on Foursquare, maybe that user gets a special "add on" gift with their purchases.

REWARD YOUR MOST LOYAL USERS

Mayors don't just run the town; on sites like Foursquare, these loyal customers can be very influential with their friends. There's a reason why they are mayor, or the top user of your location on a particular service: it's because they like you. Say thank you by giving those users a special "thank you" gift.

MONITOR THE SERVICES ACTIVITY

Monitor not just who's using the services regularly, but also what else they are doing such as uploading pictures and adding tips. If something is negative, make sure to address it within your own company and then carefully reply or comment on the matter. Leaving "negative" content sit out on these communities without being addressed can leave a bad impression on the social community user's mind.

PROMOTE YOUR PROFILE ON THE GEO-SOCIAL NETWORKS

Ask your customers who you see using smartphones to add a tip, review, or photo the next time they log in to their account on the network. Make sure to keep an eye on the activity and say thank you when you see your customers who have added the content to your geo-social network profile the next time you see them in person.

Liana "Li" Evans is the author of the social media marketing book, *Social Media Marketing: Engaging Strategies for Facebook, Twitter & Other Social Media* and she is the co-founder and CEO of LiBeck Integrated Marketing. Li is an established online marketing industry veteran with over 15 years experience specializing in search marketing and social media marketing. Her deep technical background combined with a public relations background enables her to partner with clients for establishing successful online marketing campaigns that combine cross-channel tactics cohesively. Li was the SEO and social media marketing architect for such companies as QVC, Comcast (Fancast), and several other different sized companies.

Why QR codes matter now

10 ways to use QR codes in your marketing.

By **Heidi Cohen**

Developed in Japan by Denso-Wave, QR codes (or Quick Response codes) are two-dimensional bar codes that store up to 7,089 characters of numeric code that provide a great, easy way to enhance marketing and content. QR codes require that users have a smartphone with a QR code reader installed and that they link to a mobile website.

Increased smartphone usage is driving QR code use. While smartphone penetration is only about 30 percent of the U.S. market, it's slightly over 40 percent for new acquirers, according to The Nielsen Company. QR code usage increased in Q4 2010; in part this usage is attributable to the holiday season. Mobio Identity Systems, Inc.'s raw data shows that this is a growing trend consistent with Google Trends.

Here are 10 ways to incorporate QR codes into your marketing to connect with prospects, customers, and the public by providing them with additional information:

1. LINK OFFLINE MARKETING TO ONLINE

Including a QR code in your offline marketing, such as out-of-home, print, and/or direct mail enables viewers to connect with a tailored landing page with the snap of their smartphone. Of course, consider the QR code placement in terms of usability. For example, billboards on highways and in subway stations may not yield optimal results.

2. CREATE LOCATION-BASED ENGAGEMENT

Get prospects, customers, and the public to interact with you by placing QR codes on maps, windows, and other physical plaques. They can be used to supply additional information or be part of a game like a scavenger hunt through your store or park.

3. SUPPLY ADDITIONAL CONTENT IN UNUSUAL LOCATIONS

Use QR codes to provide users with additional information in locations where space is limited. Some of the places where QR codes are utilized include maps, buildings, museums, and even tombstones.

4. PROVIDE CONTACT INFORMATION

Employ QR codes in lieu of business cards and related handouts at a conference or event. Or attract prospects that are in the vicinity of your establishment with billboards and other signage.

5. GIVE VIEWERS A SPECIAL OFFER

Attach a targeted promotion to the QR code. For example, this can be useful at a presentation to give attendees a discount to buy your product.

6. ENHANCE IN-STORE INFORMATION

Since research shows that buyers check their smartphones for information while they're in a retail store, support their need for additional research with product reviews and other similar information. Be aware that they may also be checking your competitors at the same time, so integrate this into your promotional offers.

7. PROVIDE PRODUCT USAGE INFORMATION

Don't restrict your content to text. Consider where your customers will use the content. Think complex products like cars. (Have you ever had a problem with your car and needed more information than your owner's manual?)

8. EDUCATE CUSTOMERS

QR codes can supply post-purchase information as well. Think in terms of related content that's important for customers and end users. Give them a show-and-tell video or additional information related to your product. This works well for magazine articles and/or ads.

9. EXTEND STORE HOURS

Integrate QR codes into your store window or display to give passersby product and price information when the store's not open.

10. MEASURES OTHERWISE UNTRACKABLE MEDIA AND SURFACES

With the use of targeted URLs, track your QR code metrics for related promotions. Given that QR codes are similar to incorporating URLs to other forms of marketing and usage is still relatively new, your results may not be as strong as you would like. To improve usage, give viewers an incentive to snap your QR code with special offers or unique content.

While QR codes have hurdles to expanded usage — namely the need to learn a new behavior, the need for a smartphone with a QR code reader installed, and connectivity
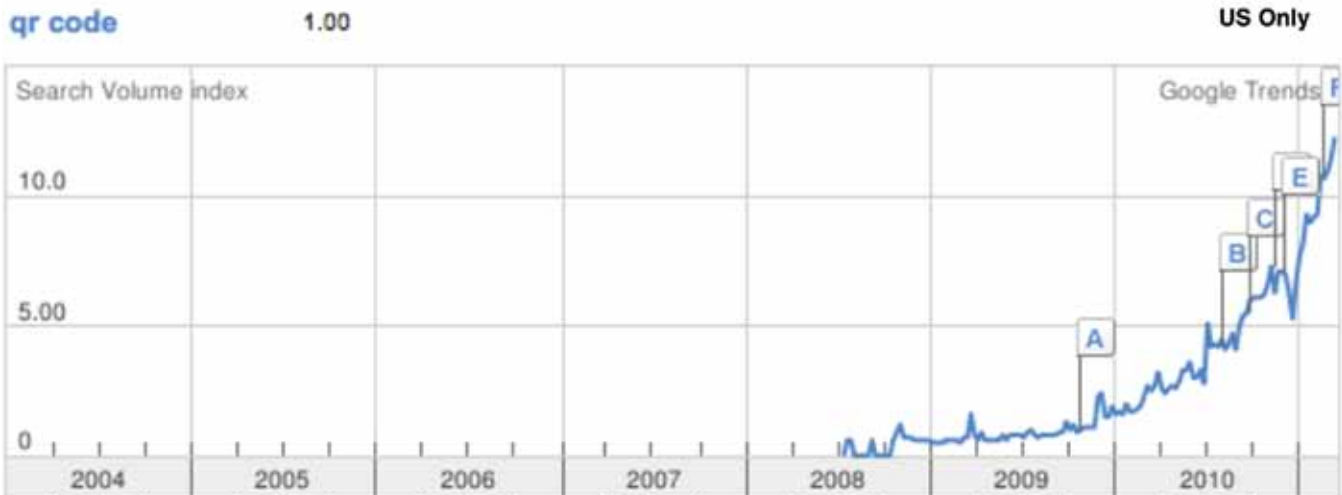
qr code 1.00 — US Only — Search Volume Index, Google Trends — points A, B, C, E, F — years 2004–2010

— consumers are finding their diverse functionality convenient and snapping them more and more. As a marketer, this is a good time to jump and experiment to broaden your potential response channels with consumers.

Have you added QR codes to your marketing mix? If so, how are you using them and what has been your experience? Please visit www.clickz.com/clickz/column/2039242/qr-codes-matter and include your feedback in the comments section below.

Happy marketing.

Heidi Cohen is the president of Riverside Marketing Strategies, an interactive marketing consultancy. She has over 20 years' experience helping clients increase profitability by developing innovative marketing programs to acquire and retain customers based on solid analytics. Clients include New York Times Digital, AccuWeather.com, CheapTickets, and the UJA. Additionally, Riverside Marketing Strategies has worked with numerous other online content/media companies and e-tailers. Prior to starting Riverside Marketing Strategies, Heidi held a number of senior-level marketing positions at *The Economist,* the Bookspan/ Doubleday Direct division of Bertelsmann, and Citibank. Since 2002, Heidi has been a member of the faculty of NYU's master of science in integrated marketing program, where she received NYU's Outstanding Service award.

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>
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QR Scanning Growth (Relative Traffic)

Growth of Monthly Scans, July–Dec. 2010

Source: The Naked Facts -QR Barcode Scanning in 2H-2010 via Mobio Identity Systems, Inc (www.getmobio. com)

10+ points about Google +1

What marketers need to know about Google's social tool.

By **Jonathan Allen**

In early April, Google +1 arrived. And many marketing pundits are wondering whether Google can get a truly social product off the ground. However, the product announcement is more of an invitation to join an experiment. So, the success of Google +1 really is in our hands.

Here is a summary of the Google +1 fundamentals:

1. IT'S JUST A VOTING BUTTON FOR SEARCH RESULTS PAGES

In line with Google's latest social strategy, the Google +1 button is a social layer for search results pages, rather than a full-blown social network.

2. EVERYONE NEEDS A GOOGLE PROFILE TO USE IT

Still, it is sort of a social network because it can only be used by users with a public Google Profile. Anyone who uses any Google products already has a Google Profile. But it must be upgraded to be made public.

Strictly speaking Google +1 is not a social network. At this stage it is more like a collaborative set of tools for users of Google products.

However, pay attention because the bad news is that regardless of whether you want to use Google +1 or not, all Google Profiles will go public or be deleted July 31.

3. THE +1 BUTTONS ARE SHARED PUBLICLY, BUT CAN BE UNDONE

Whenever you click the Google +1 button, anything you +1 gets shared publicly with your "social circles." This means that people you are directly connected to will see, where relevant, what content you +1 and anyone visiting your public profile will also see everything you +1.

However, any +1 you make can be undone, both in the search engine results pages and in your public Google Profile. The +1 tab in your profile can also be made private — but it is important to note that it just hides the aggregated view of what you personally vote up, not the +1's themselves.

In all cases, anything you +1 is public in the Google search results pages unless you manually undo it.

4. YOUR "SOCIAL CIRCLE" WILL SEE YOUR +1'S

Who gets to see what you +1 is defined by your social circle. Essentially, your social circle is dictated by the Google products you use and any web apps that you use that use Google Profiles authentication (similar to Facebook Connect or Login with Twitter).

You can manage who can see your +1 activity via your Google Dashboard profile. You need to scroll down to the "Social Circle and Content" section. There, you can edit your social connections and your social content connections. The former is who you know in your Gmail contacts book and the latter is services you are connected to using Google Profile authentication (e.g., Blogger, YouTube, and external services such as Quora).

It is worth noting that the social graph of Google +1 is exactly the same as the social graph of Google Buzz, a social tool designed to make it easier for people to share their comments publicly or privately. Google settled with a complaint brought by the Federal Trade Commission for alleged deceptive privacy practices related to Buzz.

5. YOU WILL SEE TOTAL +1 COUNTS FOR SITES YOU ARE NOT SOCIALLY CONNECTED TO

Although personally identifiable +1's will only be shown to people you know; you will also see general counts for URLs in the search engine results pages (SERPs) that have received many +1's. This will be displayed in the same way as the "shared by" counts that appear in universally targeted Google News results.
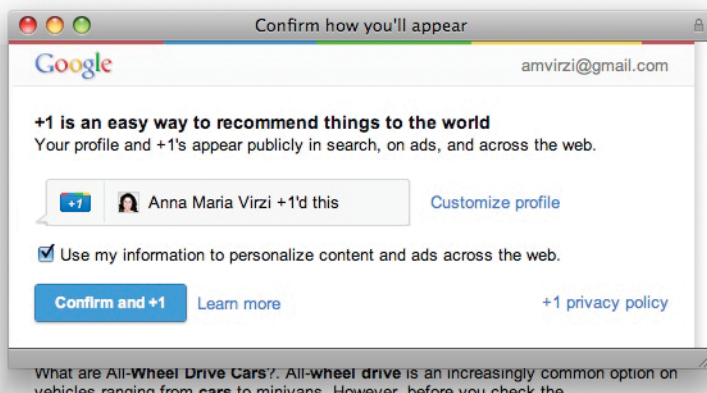
6. PAID SEARCH ADS CAN BE +1'D

One fairly unique feature of Google +1 is that ads can receive votes. In effect, this means users can bookmark ads. Social buttons in search ads would mean social clicks could potentially turn into earned media (which

Whether you want to use Google +1 or not, all Google Profiles will go public or be deleted July 31.

in turn impacts social networks). Could +1 be the killer app for Google's pay-per-click business?

SEW expert Alex Cohen posed these questions on how +1 buttons might affect paid search campaigns to Jim Prosser, manager, global communications and public affairs at Google:

Alex Cohen: How will +1 on ads impact quality score?

Jim Prosser: +1 does not change how we calculate quality score. As always, we look at an ad's performance relative to that of other ads for the same query, position, and UI treatment. However, while advertiser performance will of course vary, we believe that +1's may increase CTR, which would positively affect high quality ads.

AC: Will advertisers ever be able to opt out of it?

JP: The +1 button and personalized annotations are the default experiences for all signed-in Google.com users searching in U.S. English. If advertisers have a serious concern about these features, they can submit this form for our review.

AC: Will +1 only apply to text ads, or will it also be available on display network text and image ads and on new ad formats such as product listing ads, product extensions, and media ads?

JP: We're certainly looking at how the +1 button can add user value for lots of different types of ads, but don't have anything to announce just yet.

AC: Will +1 shares on landing pages impact the landing page component of quality score?

JP: No.

AC: Will +1 votes on products or landing pages impact the bidding algorithm for products that rely on prediction of conversion rate, such as enhanced CPC?

JP: No.

7. GOOGLE WANTS TO PERSONALIZE ADS ACCORDING TO +1'S

When you first use the +1 feature, a dialog box appears with a pre-checked checkbox requesting to use your +1 data to personalize ads to you. This is obviously a feature that will be interesting to paid search marketers, but it also is of particular interest in light of recent changes to Gmail ads, which are going to be more focused on localized personalization.

Currently there is no tie between search data and Gmail data, meaning personalization is based on your email content and anything declared in your profile. All of this data is essentially passive and lacks the Holy Grail of Google's advertising model — intent data.

One of the +1 scenarios that Google paints in the video is that a user will click the +1 button on ads and organic listings about their favorite local hotspots. With data sharing across search and Gmail via the +1 mechanism, Google can finally pitch intention-based ads to potential Gmail advertisers (that is quite a big deal).

8. THERE'S A GUEST LIST FOR GOOGLE +1 VOTING BUTTONS

"Tweet" or "Like" style buttons are planned, but yet to be released. To get your hands on the official version, you need to get your website on the guest list. That can be found here: https://services.google.com/fb/forms/plusonesignup/.

Although Google has subsequently intervened and taken the example down, one savvy searcher in Holland already discovered a live version of the +1 button code via a Google search, according to a report on StateOfSearch.com. Yvo Schaap confirmed point number five in a blog post on www.YvoSchaap.com: "These buttons also reveal the total number of +1's by changing the request URL. For example Google.com has 982 +1s, Techcrunch.com 241, Reddit.com 125. Whether this is a total count from my friend-circle only I'm not sure, but it should since that would make more sense."

9. YOU CAN START EXPERIMENTING WITH +1'S RIGHT NOW

If you want to start using Google +1 to curate search results for your network, simply log in with your Google Account and join the +1 experiment. Go to: http://www.google.com/experimental/index.html.

10. GOOGLE +1 *MIGHT* BE A BASIS OF FUTURE ORGANIC RANKING SIGNALS

We asked Jim Prosser if there are any plans to include +1 as a kind of search ranking signal. He replied: "The search team is very excited about +1 and are looking at this very closely as a possible signal for ranking."

Jonathan Allen is director of Search Engine Watch with Incisive Media. Before joining Search Engine Watch, Jonathan worked as search marketing specialist for Incisive Media on leading B2B print/online publications and job boards in the legal, tech, and finance sectors (websites such as Legal Week, TheInquirer.net, V3.co.uk, Accountancy Age Jobs, and Computing Careers). Before Incisive Media, Jonathan worked as an SEO consultant and also co-founded Moblog:tech, an award winning mobile social networking software provider. In 2008, Moblog:tech's build of Channel 4's The Big Art Mob won the community engagement award at MediaGuardian Awards for Innovation (MEGAS) and The Royal Television Society's "On The Move" award, and received 3 BAFTA nominations. Convergence of the search, social, mobile, and gaming industries is what inspires Jonathan.

Full-funnel attribution is better for everyone — even search marketers

The most likely way to grow sales is to widen the funnel, not aspire to be a cylinder.

By **Jeff Green**

About 10 years ago, I worked at a small agency in Los Angeles. Every day on my way into the office I would pass billboards near one of the busiest intersections in the world (the 405 and 101) and think about the millions of people that saw those ads every day. And I wondered how effective they were. The truth is that no one really knows. It's too hard to know with billboards. However, there is still much-awaited hope for online advertising.

I was thinking about this concept recently when I noticed that Donald Trump's *Apprentice* is miraculously still on the air. For the brief few minutes I watched and even smaller period where I was refraining from jeering the contestants or the host, I saw two celebrity teams running separate pizza shops and competing to sell the most pizza in a day. The formula was pretty simple. There were some contestants passing out flyers, some dialing for dollars, some making pizzas, and some ringing the register. The teams did well when all parts were moving together and in cooperation toward the common goal.

In the end, it's pretty difficult to say with precision which touch point really converted the customer. The truth is they were all important, which is partly why it was so easy to see which player was dropping the ball.

In online advertising, last-click (aka post-click) attribution has become the standard. In our world, the roles are not as simple as the pizza world. They're not so clearly defined, and it's harder to determine which roles are essential. However, there are a few things that are clear.

It's clear that search marketing works. Search is the only channel with most of its dollars spent on the bottom half of the funnel because search is the only channel where customers are knocking on your door saying in effect, "I want to buy this product."

It's also clear that last-click attribution is the simplest and easiest model, but it's not the most effective. For years, the various online channels have been competing with each other for credit, and to date search has won on a relative basis because search gets the last touch most often.

Meanwhile, marketing dollars sit in less effective offline channels because we haven't been telling a holistic story to CMOs and the like.

When display, social, and the other top-of-the-funnel channels do well, the funnel widens and companies grow and marketers get bigger budgets. The most likely way to grow sales is to widen the funnel, not aspire to be a cylinder.

It's also clear that in online advertising we have more data points by orders of magnitude, not to mention the many more buttons and idiomatic marketing levers. This means that in our world we can test, measure, and actually often have statistical confidence about which drivers matter to our freeway billboard equivalents and who really contributes most to our pizza-selling machines.

Just as in our simple pizza metaphor we shouldn't give all the credit to the guy ringing the register, as an industry we shouldn't give all the credit to search.

Moving away from last-click attribution is more accurate and better for marketing companies too — even search marketers. Here's why:

As marketers, if we only pay guys ringing the register, no one is going to pass out flyers, no one is going to dial for dollars, and no one is going to make pizzas. Said another way, if we try to turn the funnel into a cylinder, our marketing funnel shrinks and so do sales.

Instead, we want our businesses to grow by making more pizzas, selling more pizzas, and ringing the register more often. When display, social, and the other top-of-the-funnel channels do well, the funnel widens and companies grow and marketers get bigger budgets. The most likely way to grow sales is to widen the funnel, not aspire to be a cylinder.

As the paid search landscape has become more competitive, there is a clear opportunity for companies to get more spend and find advantage by buying with a more holistic view. This principle can even be applied when comparing brand term performance to closing term performance. Marketers need to measure how top of funnel events affect bottom of funnel events.

This level of insight is especially true in behavioral marketing because inside of behavioral marketing and remessaging is the best place to put those insights to work.

My advice: first, start measuring your performance with other channels. Second, measure conversions and other quantitative success metrics with something more than last-click or last-view attribution models. As you see your impact on other channels, you will make better marketing decisions.

If we widen the funnel, everyone wins — even search marketers.

Jeff Green started his Internet career working for a small interactive agency, where he led media buying and trafficking and managed all vendor relationships. Afterward, he founded a CPA network, eBound Strategies, whose technology was designed by Jeff and later acquired by Nami Media in 2003. Jeff worked for Nami Media as the VP of operations, and subsequently left to found AdECN, the first exchange for online advertising. Jeff is considered one of the few pioneers of the ad exchange. As COO and founder of AdECN, he led all strategy, product, and business development. Jeff is a thought-leader in real-time bidding technology. At Microsoft, Jeff oversaw AdECN exchange business, ran all reseller and channel partner business, and advised the all-up strategy for the online services division. In October 2009, Jeff left Microsoft and AdECN to found The Trade Desk.