HOW TO FIND, BUILD, AND ENGAGE AUDIENCES THAT CONVERT

Search Engine News | Masterminds

MAY 2016

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ARE YOU *COMPLETELY SATISFIED* WITH THE POSITION YOU HOLD IN THE MIND OF YOUR CLIENT?

ROGUE MARKETING

MOVE FURTHER FASTER™

WHY DOES
DOING A GOOD JOB
NEVER SEEM TO BE ENOUGH?

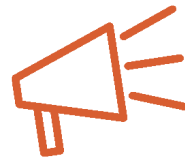ROGUE
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NICE TO MEET YOU

Rogue is a digital strategy agency that works with high growth oriented companies to **build brands**, **amplify channels** and **minimize risk**.
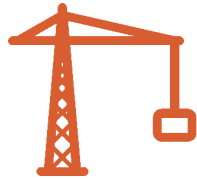
Build the Brand

Use data to say the right things and drive awareness

- Business Planning
- Market Positioning
- Video Development
- PPC/Remarketing
- Creative Design

Amplify Channels

Know which channels to use and when

- Amplification Blueprint
- Social Media
- Influencer Outreach
- Lead Generation
- Content Marketing
- Digital Messaging

Minimize Risk

Invest at best levels to achieve desired outcomes

- Optimization
- Insights and Analytics
- Social Profiling/Listening
- User Experience

ROGUE MARKETING

ON THE CALL

Founded 2009
Agency of 10; Dallas, Lubbock Boston, Indianapolis, Utah

Serving Technology, Real Estate, HealthCare, CPG, Financial Services and more…

James Loomstein
Consulting, Omnicom agency (Targetbase and agency.com), digital marketing agency owner, speaker and adjunct professor. Emphasize strategy and outcomes over tactics.

Chip Rosales
PR, Strategy Consulting, Fortune 100 Technology Marketing, CMO, Digital Marketing Consulting Practice Leader. Emphasize story, finding emotion and integrating all marketing elements to stand out and make technologies work.

WHAT WE'RE ASKED ABOUT

- Social Media Entrepreneurship
- Automation
- Brand Building
- Influencer Marketing
- Online Marketing Tips
- Technology and Tools
- Integrated Marketing
- Growing a Business

3 2 1

HERE WE GO

Kicking off in 3…2…1

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AGENDA

- Finding the ideal target audience
- Identifying buying moment
- Optimizing for measurable growth
- Impacting your business / brand / agency
- Resources
- Q&A

And follow these Twitter accounts
- @RogueThink
- @Jloomstein
- @ChipRosales
- @mediawyse
- @PlanetOcean

YOUR REALITY

- Number one problem is obscurity
- Race against time and capital
- Can't outspend mass market
- Inability to be all things to all people

Today's consumer
- Unlimited choice
- Never-ending stream of messaging
- Unparalleled access to information

TARGET AUDIENCE

Strategies to find the ideal target audience and the platforms they're using

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OBJECTIVE

Step 1 – Goal identification

- Customer acquisition
- Leads
- New users vs. returning
- Email signups
- Page views
- Time on site

Step 2 – Tie the goal to data

- Keyword research
  - (Adwords, SEM Rush, SEO query data)
- Persona development
- Social media
- Profiling (Followerwonk)
- Journey mapping exercises

Relevancy
vs.
Volume

Audience Platform
vs.
Popularity

Attributes
- Demographic
- Psychographic
- Behavioral
- Search

My audience is women age 23-55…

My audience is anyone that drives a car...

My product is for anyone with a face...

NO, IT'S NOT.

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AUDIENCE EXAMPLE

- **Executive coaching**
  - Projected: Male, 30-40, HHI $150K+, professional / corporate environment
  - Actual: Female, career seeker, 26-40, HHI 90K+, commercial real estate

- **Residential real estate**
  - Projected: Hispanic, mobile users, apartment renters, HHI 50K+
  - Actual: Spanish dominant, mobile users, brand [xyz} users, family, apartment seekers, HHI 75K+

Facebook Advertising Traffic	Clicks	Reach	Conversions
January	6,691	28,572	68
February	3,066	8,942	87
March	4,255	21,004	102
Total	14,012	58,518	257

| Website Traffic	Sessions	Pageviews	Returning Visitors
January	4,934	11,261	1,678
February	2,383	6,434	1,302
March	2,594	6,535	1,251
Total	9,911	24,230	4,231

The more we focused on Spanish dominant + audience behavior [traits] – higher quality our leads / conversions became.

Optimization period - drop in traffic Jan to Feb 2016

VALIDATION + VERIFICATION

- **Survey analysis platforms**
    - SurveyMonkey
    - Google Forms
    - Crowdvi.be

SEN SearchEngineNews.com
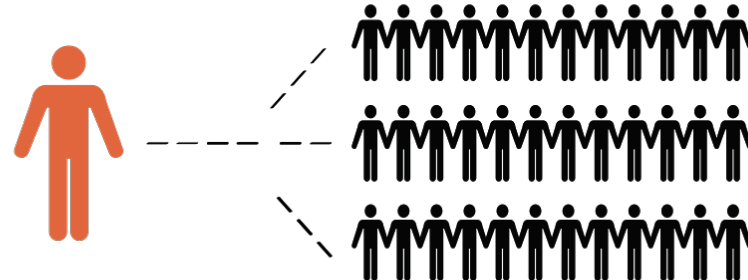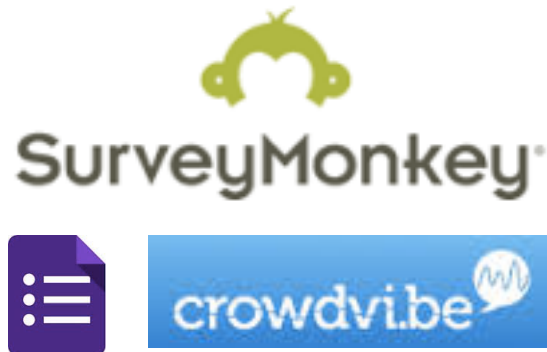
Digital Persona: Overworked Matriarch

Ruth Burr

Demographics

Age 35-44
Occupation: Nurse
Household Income $75- 125K +
Status Married Professional/Wife/Mother
Family Two children, one boy, one girl, in elementary through middle school.

Facebook Audience: 400k-450k MAUs
Twitter Audience: 3M
Google Display Network: 1B-5B Impressions / Month

Attributes

Ruth is a busy wife and mother who enjoys taking care of her family – and herself, when she has the time. Ruth lives in Atlanta with her husband and two young children. Ruth attended a 2 year nursing program, while her husband went straight to the trades and is now a self-employed contractor. Ruth is the primary provider for her family – financially, spiritually, and otherwise. Between long hours at work, Ruth somehow finds the time to run the family finances, cook, shop, and take care of her children. With all the demands on her time, Ruth can ill-afford to be without her trusty full-size SUV – and with a budget that's already stretched thin, she can't afford the costly repairs, either.

> I'm a busy woman with a family that depends on me. My time – and the family budget – is always stretched thin.

Digital Life

Constantly on the go, Ruth is equally comfortable performing digital activates on her mobile device as she is on her desktop, and likely does a mix of both before completing her task. Ruth is a smartphone owner, and is happy to show off her latest iDevice to friends. Ruth uses the Internet to supplement and support her busy lifestyle – starting research activities on the go, and then finishing later on at home on her laptop. When researching products or services, she first looks to the authority figures in her life for guidance, whether that be Dave Ramsey, Ree Drummond, or Jillian Michaels. Any additional research is likely surface level – Ruth will rarely go beyond the first page of Google search results, or dig deeply into online reviews.

SouthwestRe®

Sites & Apps She Uses

Lifestyle
- thepioneerwoman.com
- theyummylife.com
- familyfreshmeals.com
- jillianmichaels.com
- crockingirls.com
- Weight Watchers
- Map My Walk
- Apple Maps

Entertainment
- iHeartRadio
- Pinterest
- Facebook

News
- NPR

Shopping
- Groupon
- Target
- Retailmenot
- LivingSocial
- Krazy Coupon Lady
- CouponDivas.com
- Tinyprints.com

More Ruth

Public Figures
- Amy Poehler
- Jillian Michaels
- Dave Ramsey
- Ree Drummond
- Jimmy Fallon
- Ellen DeGeneres
- Bethenny Frankel

TV Network
- HGTV

Brands
- ALEX AND ANI
- Pier 1 Imports
- Keurig
- Real Simple
- Target
- Toys R Us
- Pottery Barn
- Sephora
- LOFT
- lululemon

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BUYING MOMENTS

Shift from tactic-based to strategic

JOURNEY MOMENTS

Micro-moments are critical touch points within today's consumer journey, and when added together, they ultimately determine how that journey ends.

- 91% **turn to their phones** in the middle of a task
- 82% turn to their phones for consultation during an **in-store purchase**
- 65% look for the **most relevant information** regardless of the company providing the information
- 33% have purchased from a company or brand **other** than the one they intended
- 90% **are not absolutely certain** of the specific brand they want to buy when they begin looking for information online
- 66% of smartphone users turn to their phone to learn something they saw in a **TV commercial**
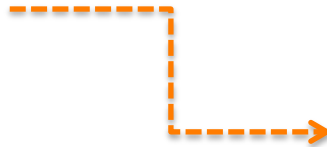
GOOGLE MICRO-MOMENTS

- Consider the most-searched topics for your brand or category
- What is the share of consumer intent (GAP analysis)
- Are you only there at the bottom of the funnel?

I-Want-to-Know Moments

Someone is exploring or researching, but not yet in purchase mode. They want useful information and maybe even inspiration, not the hard sell.

Curiosity can be triggered by anything and satisfied at any time.

66% of smartphone users turn to their smartphones to learn more about something they saw in a TV commercial.[16]

I-Want-to-Go Moments

People are looking for a local business or are considering buying a product at a local store. Being there means getting your physical business in their consideration set in that moment.

Our digital lives connect us to our physical world.

2X "Near me" searches have grown 2X in the past year.[17]

I-Want-to-Do Moments

These may come before or after the purchase. Either way, these are "how to" moments when people want help with getting things done or trying something new. Being there with the right content is key.
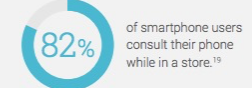
We seek instruction for just about everything.

70% ↑ Searches related to "how to" on YouTube are growing 70% year-over-year.[18]
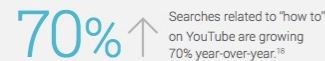
I-Want-to-Buy Moments

These are huge, of course. Someone is ready to make a purchase and may need help deciding what or how to buy. You can't assume they'll seek you out; you have to be there with the right information to seal the deal.

Mobile assists in purchases across channels.

82% of smartphone users consult their phone while in a store.[19]

Separate out [drivers]
- I want to **KNOW** moments
- I want to **GO** moments
- I want to **DO** moments
- I want to **BUY** moments

Distributed into the conversion funnel

Top of the funnel
Pulling visitors to website — Blogging | Social | SEO | Paid Media (SEM)

Middle of the funnel
Converting after they visit — Call-To-Action | Landing Page | Email

Bottom of the funnel
Conversion – marketing asset you own — Sales / Analytics / CRM

OPTIMIZING FOR GROWTH

Identifying audiences within audiences; moments within micro-moments

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CONTENT FRAMEWORK

Content to entertain
- Top of the sales funnel
- Shareable
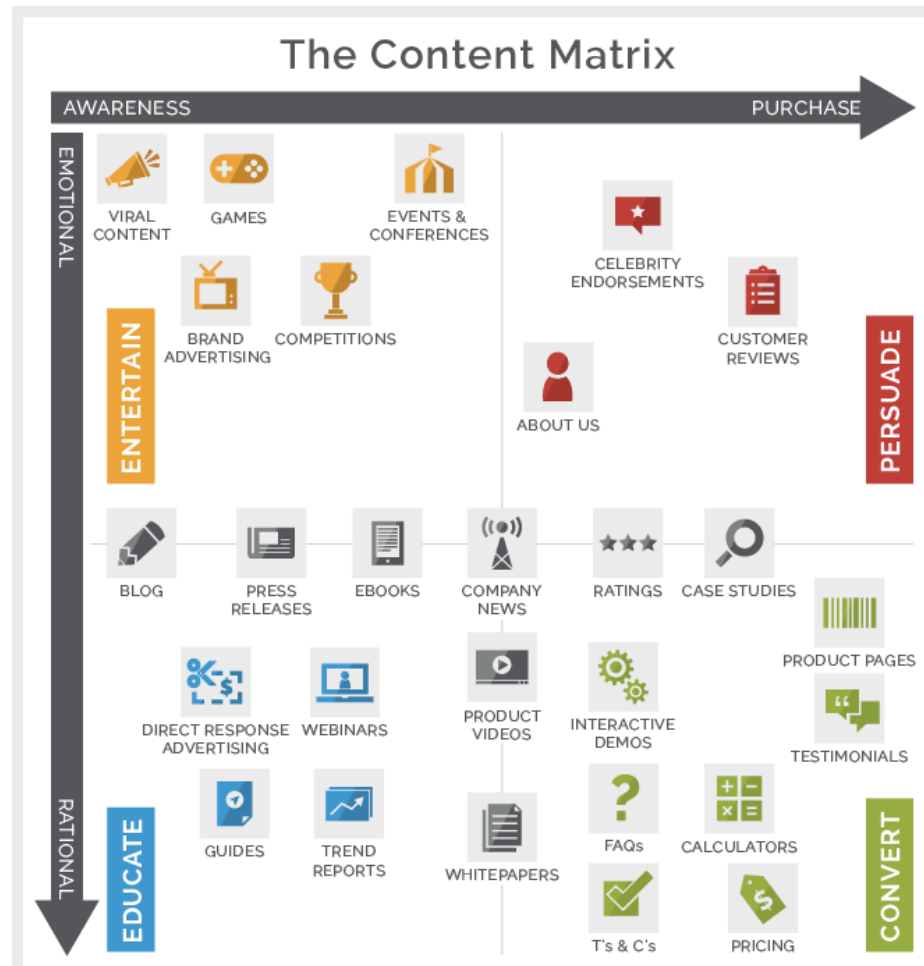- Emotional over rational

Content to educate
- Middle of the sales funnel
- Rational over emotional

Content to persuade
- Nudge people through the process
- Emotional over rational

Content to convert
- How, where, compare, etc. questions

Source: Distilled.net

The Content Matrix

AWARENESS → PURCHASE

EMOTIONAL / RATIONAL

ENTERTAIN / PERSUADE / EDUCATE / CONVERT

VIRAL CONTENT, GAMES, EVENTS & CONFERENCES, CELEBRITY ENDORSEMENTS, CUSTOMER REVIEWS, BRAND ADVERTISING, COMPETITIONS, ABOUT US, BLOG, PRESS RELEASES, EBOOKS, COMPANY NEWS, RATINGS, CASE STUDIES, PRODUCT PAGES, DIRECT RESPONSE ADVERTISING, WEBINARS, PRODUCT VIDEOS, INTERACTIVE DEMOS, TESTIMONIALS, GUIDES, TREND REPORTS, WHITEPAPERS, FAQs, CALCULATORS, T's & C's, PRICING

FRAMEWORK EXAMPLE

Client: Mortgage Loans | *Focused efforts at a deeper level*

- execution [content] ------- > outcome [awareness]
- execution [FB ads] ------- > outcome [consideration]
- execution [AdWords] ------- > outcome [purchase]

Lifecycle	Google	Facebook	Twitter	You Tube	Email	Instagram	Public Relations
Awareness		■					
Consideration		■					
Purchase	■						
Retention					■		
Advocacy				■	■		■

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STRATEGIC SCALING

- Identify available audience
- Keyword research for brand/category cross-referenced for each stage of customer journey by moment
- Identify share of voice, search results, reach, etc. (GAP analysis)
- Focus on opportunity within sales funnel
  - Total ---- > available universe

Total Universe

Available Universe

Prospects

Leads

Conversions

Intent

Context

Immediacy
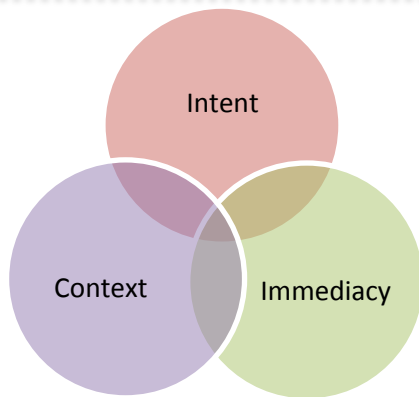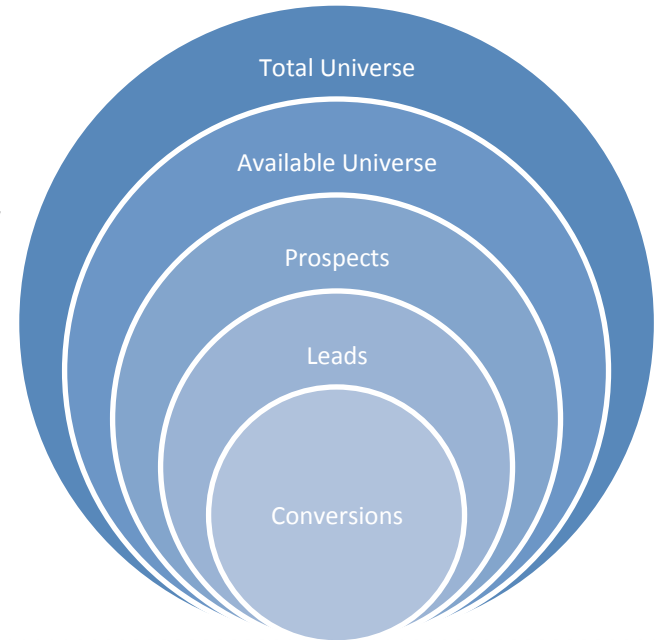
Creating Intersected Moments

GROWTH METHODOLOGY

Standard

- Keyword research for brand/category
- Select platform
- Execute campaign
- Bottom of the funnel conversion optimization
- Improve keywords / website (repeat)

Transactional vs. Journey Path

Audience + Amplification

- Keyword + Platform based on **customer lifecycle stage**
- Audience segment tied to conversion metric
- Connect principle of influence
- Assign archetype
- Select platform

"Giving people what they want isn't nearly as powerful as teaching people what they need"

FINDING THE GAPS

- With our healthcare, mortgage loan, education, and real estate clients – Rogue has been able to:
  - o Identify CRM opportunities for business process improvements
  - o Assist with internal controls for greater efficiencies
 - o Create sales process improvement opportunities

- Rogue has also been able to leverage our methodologies to help our clients move forward with additional
  - o Channel opportunities (TV / Email / Direct Mail)
  - o Deeper cookie pools
  - o Modeling opportunities for lookalike audiences
  - o Targeting software investments

WHY GO TO THE TROUBLE?

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REAL IMPACT

- Conversations shift to "what do you think" we should do
- Role of strategic advisor
- Indispensability
- Process that scales
- Increased media spend + retainers (client)
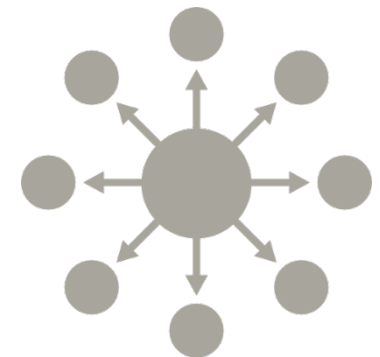
Lead Gen Campaign | Residential Real Estate

Objective
Find the right visitor to convert, while building a program that can be replicated and scaled across multiple geographies.

Building Brands
- Target Native Spanish Speakers
- Build Brand and Community
- Grow Facebook Group of Motivated Home Buyers in the DFW Area

Amplify
- Drive Hundreds of New Leads Each Month Through Lead Generation Engine
- Create Facebook Ad Campaign that Generates Half of All Website Leads and Half of All Website Traffic for $30/Day

Minimize Risk
- Diversified Communication Channels (Better to Own Customer Relationship than Rent It)
- Integrated Digital Campaign with Traditional Marketing Methods
- Annual Agency Fee (ROI) recouped within First 45 Days of Campaign

8,699 sessions

2 Houses sold in less than 45 days

89% Mobile Traffic

20,281 Page Reviews

7% Increase in Spanish

6% Decrease in English

384 Goal Completion

4% Conversion Rate

Returning Users **Doubled**

Health Care System

Objective
Increase reach, engagement and brand preference digitally.

Building Brands
- Humanized the Health System
- Aligned the Look and Tone
- Unified 5 Distinct Medical Specialties

Amplify
- Introduced Mobile Proximity Click to Call
- Built Keyword-Driven, Segmented Landing Pages
- Improved Assisted Conversions by 50%

Minimize Risk
- Reduced Cost Per Click by More than 30% and Cost per Acquisition by 50%
- Increased Visibility Through Cross-Domain Analytics Reporting
- Identified Engagement Opportunities Using Path to Conversion Metrics
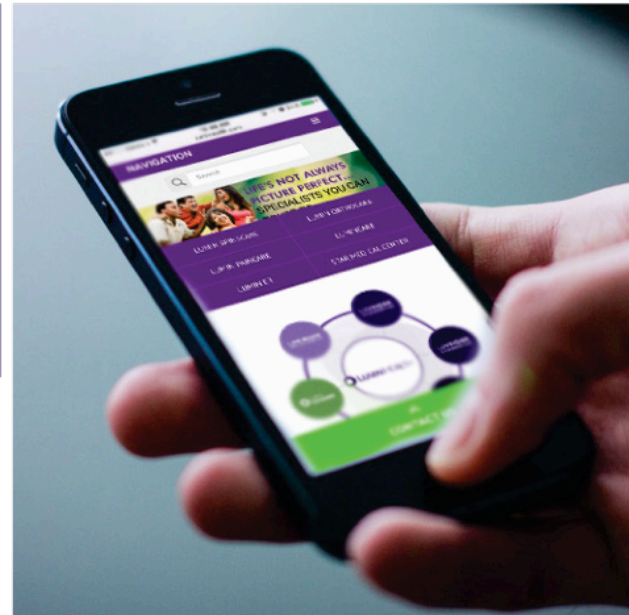
307 form submissions

1,575 calls

1,000 unique

28,000 unique users

74% mobile traffic

31,000 sessions

40 spine form submissions

click to call 472

102 video views

QUESTIONS

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THANK YOU

Learn more at GoRogue.Net + @RogueThink

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