DIGITAL MARKETING IN 2019 AND BEYOND

MIKE RICHWALSKY · GAS MARK 8, LTD.

HI! MY NAME IS MIKE.

THANKS FOR COMING TODAY!

SO A LITTLE ABOUT ME...

- Born and raised in Erie
- McDowell High School Alum
- Duquesne University Grad
- I ran a website called ErieBlogs.com

BONA FIDES

- Traditional and digital marketing for higher ed, B2B, non-profits
  - Duquesne University, Allegheny College, John Carroll University
  - Ignatian Solidarity Network, Lutheran Metropolitan Ministries and many more

I DON'T KNOW WHAT I WANT TO DO WHEN I GROW UP,

SO I STARTED A DIGITAL MARKETING AGENCY

GAS MARK 8

YOU GOTTA HAVE A MISSION STATEMENT

WE DO GOOD WORK FOR NON-PROFITS, HIGHER ED, AND SMALL BUSINESSES IN THE UNITED STATES AND THE UNITED KINGDOM.

DO GOOD WORK
THAT MATTERS

WHAT ARE WE GOING TO TALK ABOUT?

- What's new in digital marketing
- Foundational
  - Website, Social
- Next Level
  - Live video, bots & AI & texting

WATCH FOR MAJOR KEYS

MARKETING IN 2018

- Lead Generation
- Sales Funnels
- KPIs
- Content Strategy
- Social Media

MARKETING IN 2019

- Building relationships with your customers, clients and donors
- Building your brand and awareness
- Sharing knowledge, skills and expertise
- Basically: Do good work

MEET PEOPLE WHERE THEY ARE

BUT MIKE,
WHAT WE'VE BEEN
DOING IS WORKING FINE.

SHOWTIME

OUR MEDIA MIX

- We print and mail our annual report
- We updated our brochure!
- We send out quarterly “email blasts”
- We have a website/Facebook/Instachat

ARE YOU REACHING YOUR AUDIENCE?
ARE YOU MEASURING IT?
ARE YOU READY FOR ~~THE FUTURE~~ NOW?

I BET MIKE HATES PRINT

PRINT IS DEAD

PRINT IS DEAD

NO, NOT BY A LONG SHOT.

I LOVE PRINT.

IT'S A GREAT METHOD TO REACH CERTAIN AUDIENCES. BUT..

ONE SWALLOW DOESN'T A SUMMER MAKE

- Digital Marketing lets us reach audiences in a very targeted way with targeted messaging
- It lets us track the effectiveness of our outreach efforts and get better data back than ever before

QUICK EXAMPLE

BILLBOARD ON UPPER PEACH

- Great exposure. 40,000 impressions/wk of 18+
- $$$$
- Can’t measure effectiveness very easily

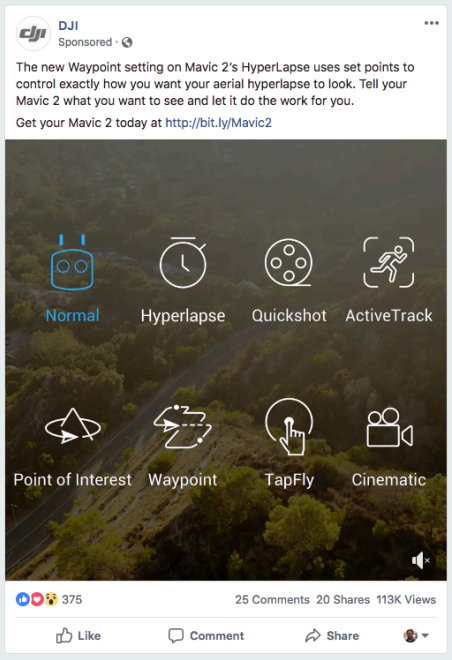
SPRAY & PRAY

SPRAY & PRAY

BIG AUDIENCE
LOW ROI

FACEBOOK AD

- Very targeted outreach. I can reach 35-45 year old Women in the 16506 ZIP code who went to college and like craft beer
- Can tell how many clicked, visited site, converted to sales



ATTRACT & ENGAGE

ATTRACT & ENGAGE

SMALLER AUDIENCE
HIGHER ROI

WE NEED A STRONG FOUNDATION TO BUILD OUR MARKETING MANSION

PHOTO BY RANDY FATH ON UNSPLASH

WE NEED TO TALK ABOUT YOUR WEBSITE

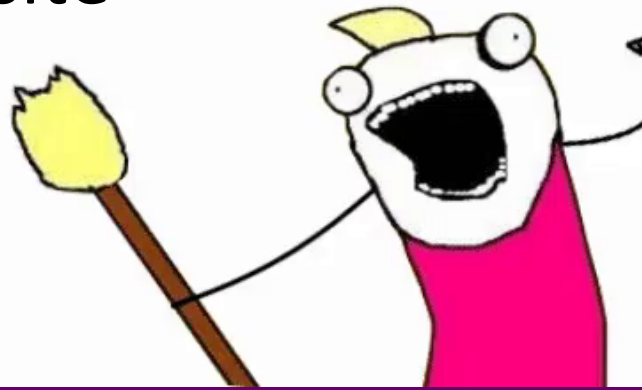
PHOTO BY NIKOLAY TARASHCHENKO ON UNSPLASH

IN 2019, YOU MUST BE DOING THE FOLLOWING

- Optimizing all your website assets for speed
- Serving your website over HTTPS
- Be aware of structured data

OPTIMIZE ALL THE THINGS

- Images
- Site assets like CSS and Javascript
- Users won't wait for your slow site
- Use a Content Delivery Network
  - We use Amazon



SERVE OVER HTTPS

- Increased protection for the data you send and collect
- Increase in trust of your users
- This is much easier than it used to be, and free!

SERVE OVER HTTPS

- If your website host doesn't offer this, switch web hosts. Seriously.
- If you need a good webhost, email me. Or as the kids say, HMU.

IS YOUR DATA STRUCTRED?

- If you format the data on your website, Google and others will know exactly what your data is and how they can better use it.
- Structured data for events, recipes, news, people directories, store products and more.
- Learn more: https://schema.org/

John Carroll University

sites.jcu.edu/

John Carroll University is a private, coeducational, Jesuit Catholic university located in University Heights, Ohio.

Admission

Join us at John Carroll. A place where your curiosity is nurtured ...

Athletics

Athletics News. Up to date news and information. JCUSports ...

Academics

Undergraduate Programs - Graduate - Calendar - ...

More results from jcu.edu »

Employment

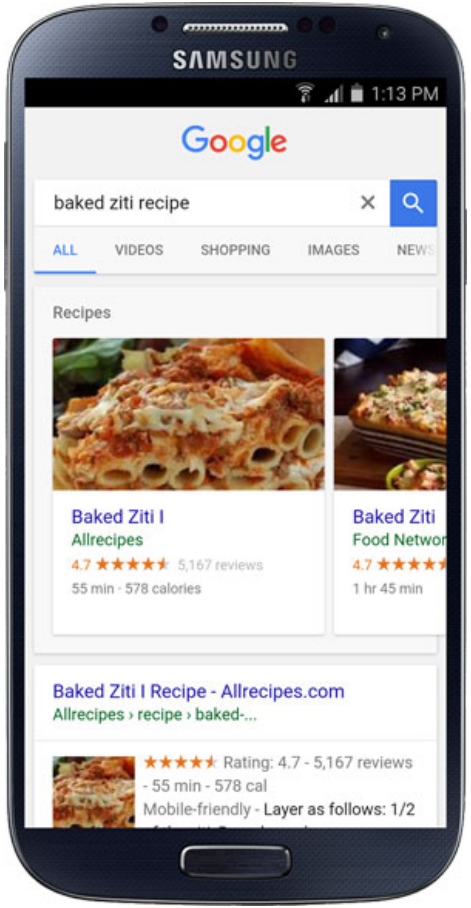
Human Resources is very proud and excited to announce that ...

Getting to Campus

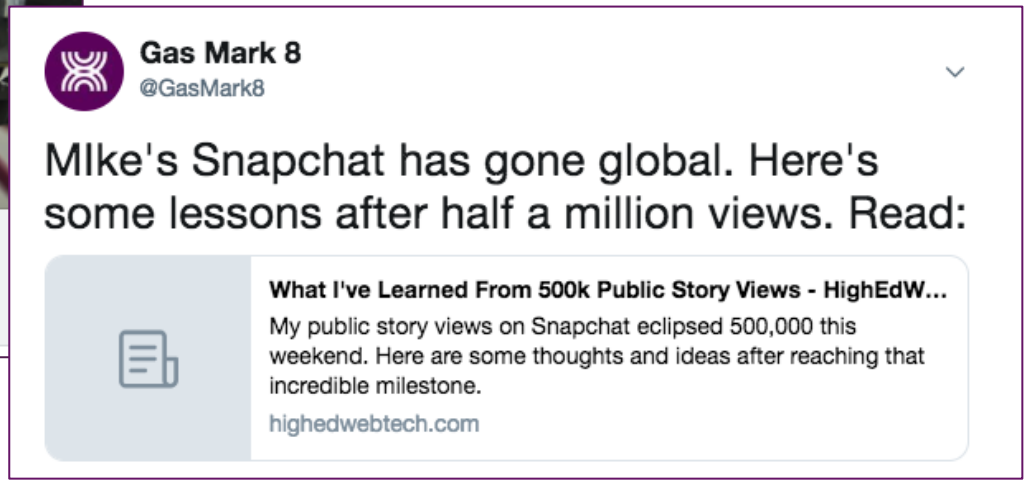
John Carroll University is located 10 miles east of downtown ...

Undergraduate Admission

Connect With Us - Apply - Admission Requirements - Visit



SOCIAL SHARING



WHY ARE THESE THINGS IMPORTANT?

GET YOUR WEBSITE READY FOR 2019

- When was the last time you did a content audit of your website?
- Are your services, offerings, and other key info up to date?
- How does your site perform on phones?

BE A CONTENT EXPERT. DO A BLOG.

- Record and preserve institutional knowledge
- Share your expertise and experience with the world
- Source for social media content
- Set a consistent schedule, and measure the results!

ARE YOU THINKING ABOUT SEO?

- Are you regularly reviewing your organic terms? How are users finding you?
- Do you have site and content specific meta tags setup on your site?
- Use WordPress? Check out Yoast SEO.

LET'S TALK ABOUT ANALYTICS FOR A SECOND

PHOTO BY NIKOLAY TARASHCHENKO ON UNSPLASH

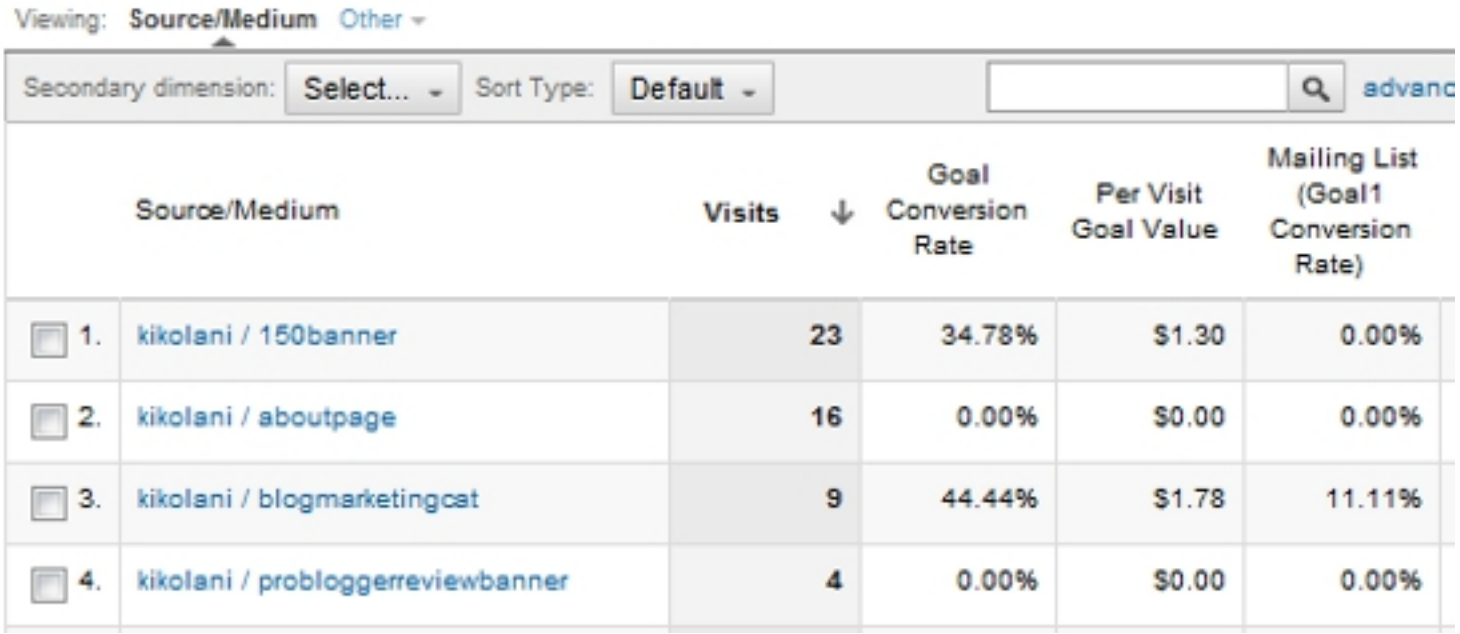
IF YOU AREN'T MEASURING IT, DOES IT EXIST?

- It's good to know how many people are coming & how many pages they're looking at
- But there's so much other data in there you can unpack
- Bounce rates, time spent on site, what social network are they coming from, and more

AN INTEGRATED MARKETING CAMPAIGN

- We can track:
  - Medium (CPC, Email, Web)
  - Source (email, Facebook, website)
  - Keyword (if doing paid keywords)
  - Segment

TAG EVERYTHING TO TRACK IT



Viewing: **Source/Medium** Other

Secondary dimension: Select... Sort Type: Default advanc

	Source/Medium	Visits ↓	Goal Conversion Rate	Per Visit Goal Value	Mailing List (Goal1 Conversion Rate)
1.	kikolani / 150banner	23	34.78%	$1.30	0.00%
2.	kikolani / aboutpage	16	0.00%	$0.00	0.00%
3.	kikolani / blogmarketingcat	9	44.44%	$1.78	11.11%
4.	kikolani / probloggerreviewbanner	4	0.00%	$0.00	0.00%

POSTS, EMAIL CAMPAIGNS, SOCIAL POSTS, QR CODES, LINKS ON WEBSITE

GOOGLE'S LINK BUILDER

hewt.in/a8

TAGGING LINKS MAKES THEM SUPER LONG

LONG URL W/ TONS OF GOOD DATA

https://gasmark8.com/?utm_source=NonProfitDayPresentation&utm_medium=PPT&utm_campaign=Erie%20Nonprofit%20Day%202018%20Presentation&utm_content=PPT%20Link

SHORT URL FOR SOCIAL, EMAIL, WEB

https://hewt.in/a7

THIS IS EASY STUFF

- People are more apt to click or type a shorter URL, and you can add in all your tracking variables
- Great for social, so you don’t use up valuable characters

HOW DID YOU DO THAT?

- Many options for URL shorteners
- Roll your own (what we do)
- Use a service like Bitly
- HMU for info

WE DON'T USE BITLY. WHY NOT?

- Difficult to create custom URLs
  - Ex: bit.ly/marketingslides
- Stuck with bit.ly URL (at free plan)
- Anyone can see your stats
  - Throw a + at the end of a Bit.ly URL

PHOTO BY RAWPIXEL ON UNSPLASH

SOCIAL MEDIA FOUNDATION WORK FOR 2019

- What is the right platform for you to be on?
- Who & Where is your audience?
    - Facebook, Twitter, LinkedIn, Snapchat, WeChat?
- Are you posting content on a regular schedule?
- Are you measuring your social media efforts?

WHAT PLATFORM IS RIGHT FOR YOU?

"Instagram is perfect for JCU because it's not only where our current and prospective students 'live' on social media, but it also allows us to showcase our beautiful campus and the amazing people that make up our community."

Meredith Tayek, Assistant Director of Enrollment Marketing
John Carroll University

alleghenycollege • Following

alleghenycollege Enjoying the blue skies on campus today 🙂

dogluvr4lyf I lived there back in '88! ❤️

jtribley98 Is that still the meditation and mindfulness house?

kristopherafield There was little meditation and mindfulness back in 1983.

alleghenycollege @jtribley98 it is!

bspoehr00 iDK, I think We were very mindful of the weather for porch sitting and much meditation on weekends

getgreggross And a porch swing? That's geriatric!

admissionsmom Love that barn red and sky blue combo! 😍❤️💙

329 likes

7 DAYS AGO

Add a comment...

BUILDING YOUR SOCIAL VOICE

- Don’t put the same content on all your platforms, all the time
- Find the appropriate voice for your audience

DO YOU HAVE TO BE FUNNY AND CLEVER?

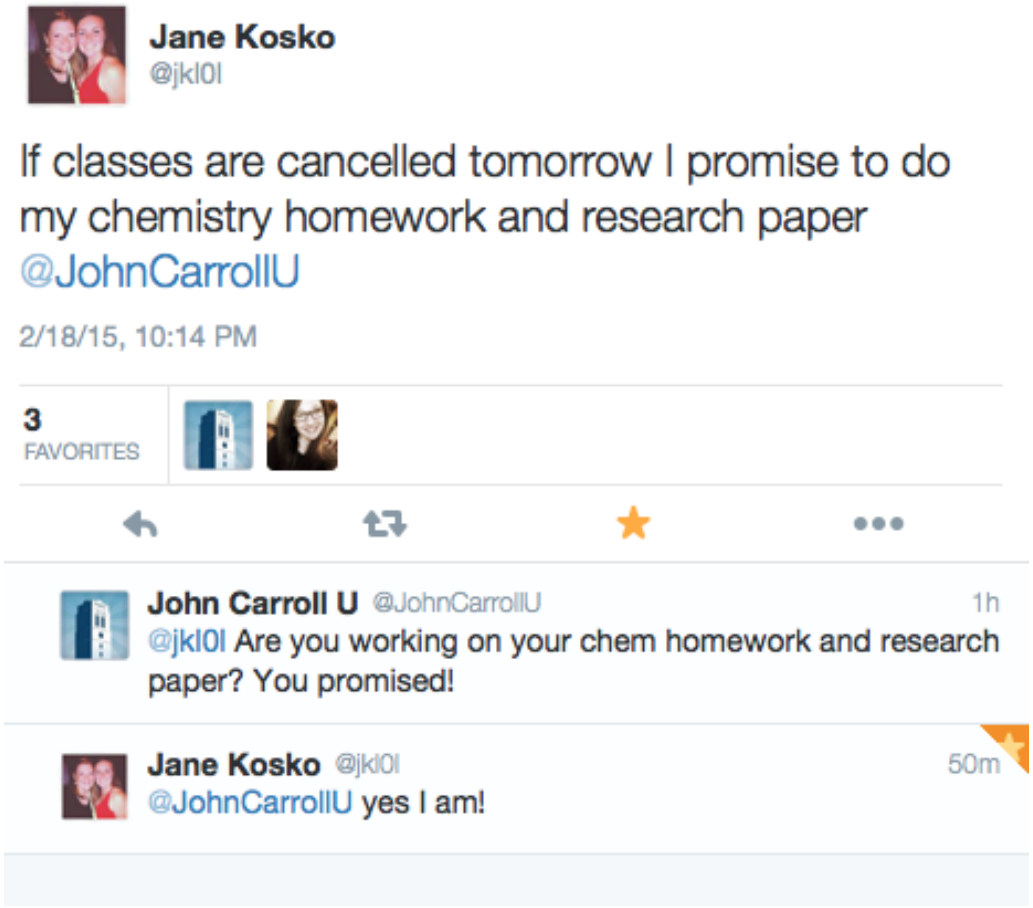
- Memes and GIFs are a fun way to get your point across, but aren't for everyone
- Maybe don't go full Wendy's or Denny's

ARE YOU LISTENING?

PHOTO BY MICHAEL MROCZEK ON UNSPLASH

ARE YOU RESPONDING?

PHOTO BY FLORIAN KLAUER ON UNSPLASH


Jane Kosko
@jkl0l
If classes are cancelled tomorrow I promise to do my chemistry homework and research paper @JohnCarrollU
2/18/15, 10:14 PM
3
FAVORITES
John Carroll U @JohnCarrollU 1h
@jkl0l Are you working on your chem homework and research paper? You promised!
Jane Kosko @jkl0l 50m
@JohnCarrollU yes I am!

Nick Tabone
@nicktabone23
Follow
John Carroll University ‘22 ⚡⚡#JCU2022
12:23 PM - 14 Apr 2018
42 Likes
3
42
Tweet your reply
John Carroll U @JohnCarrollU · Apr 17
Replying to @nicktabone23
congratulations, Nick, and welcome to #jcu2022!
1

SOCIAL IS ABOUT CONNECTING.
PEOPLE WANT TO FEEL A PART OF SOMETHING.
NOT READ YOUR PRESS RELEASES.
NO OFFENSE.

PHOTO BY ALEXIS FAUVET ON UNSPLASH

ENGAGE ON SOCIAL IN NEW AND DIFFERENT WAYS

- Paid Outreach
- Stories
- Lenses and Geofilters
- Live Video

SOCIAL CAN BE PAY TO PLAY

- Facebook and Instagram ads are amazing ways to target new and existing users
  - Pixel, Similar Audience, Uploaded Lists
- Google gives out grants to Nonprofits for text ads
  - Keyword searching, CPC, Retargeting
  - https://www.google.com/grants/

STORIES

- Quick, ephemeral updates that last just 24 hours
- Can be video or photos
- Can use filters and GIFs
- Instagram wins here with great engagement options

DO STORIES ENGAGE?

Hell to the yeah.

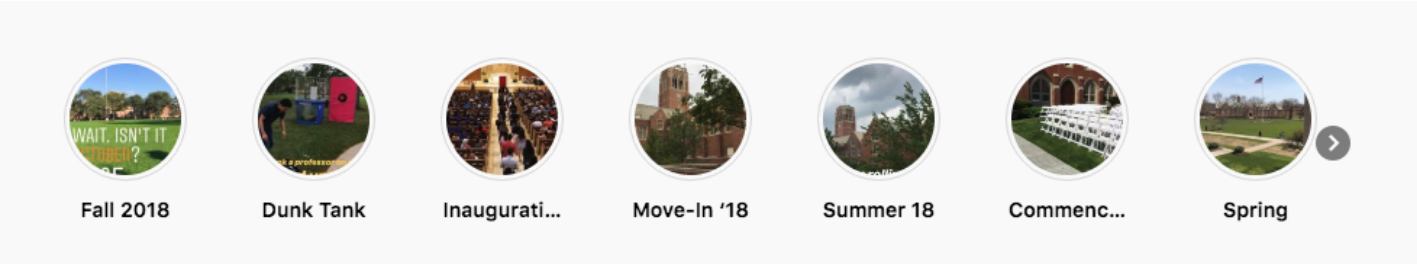
DO USERS ENGAGE WITH STORIES?

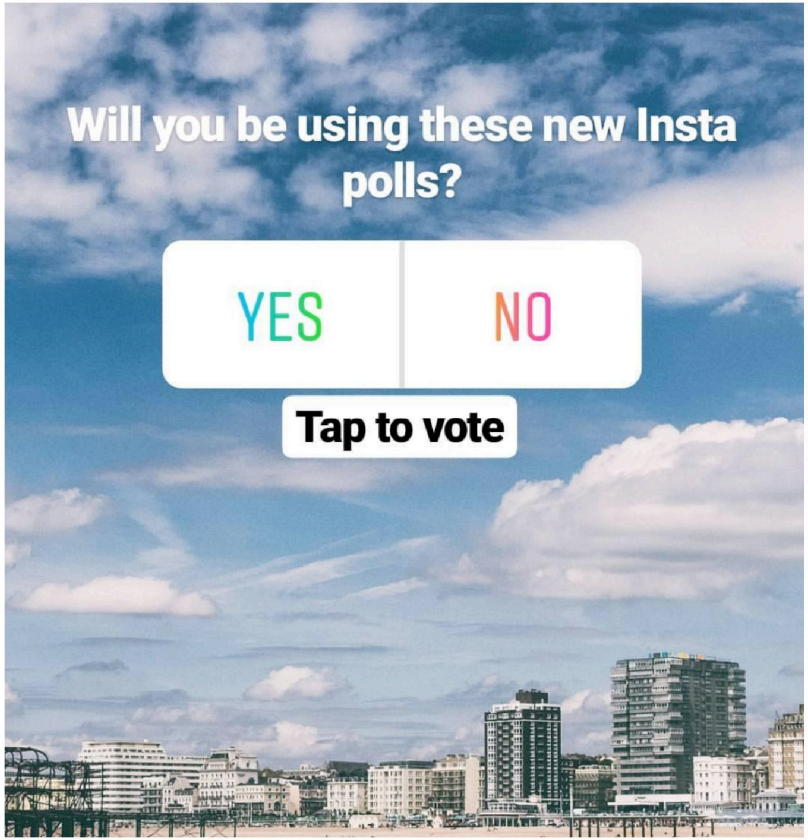
A third of users in the US are actually more interested in brands after seeing their Stories according to a survey (n=2400) conducted by Sentient Decision Science for Facebook in October 2017.

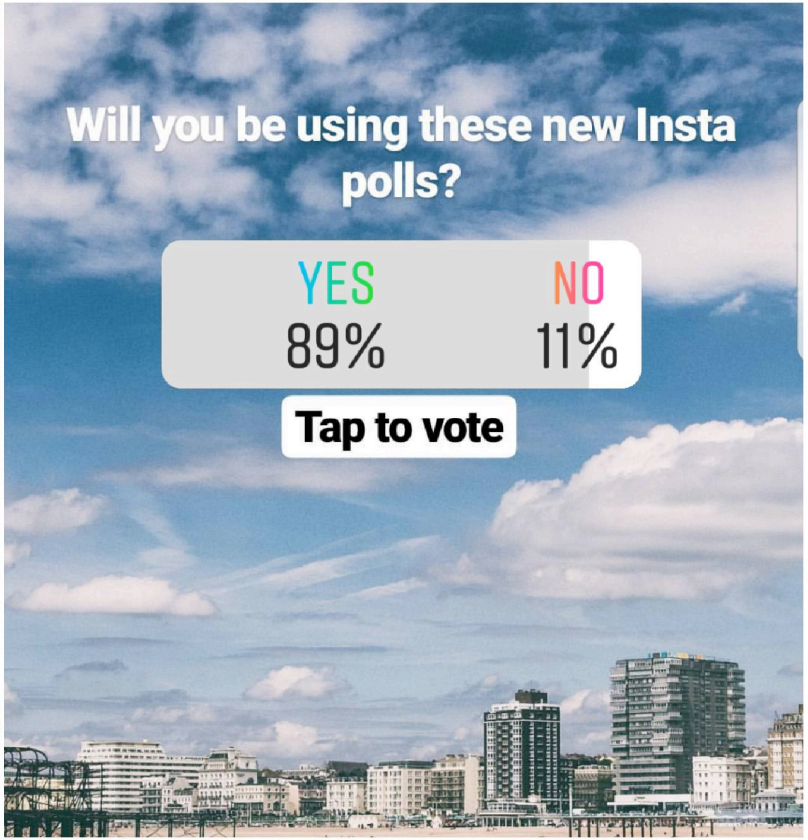
https://business.instagram.com/blog/how-do-people-perceive-and-use-instagram-stories-and-feed

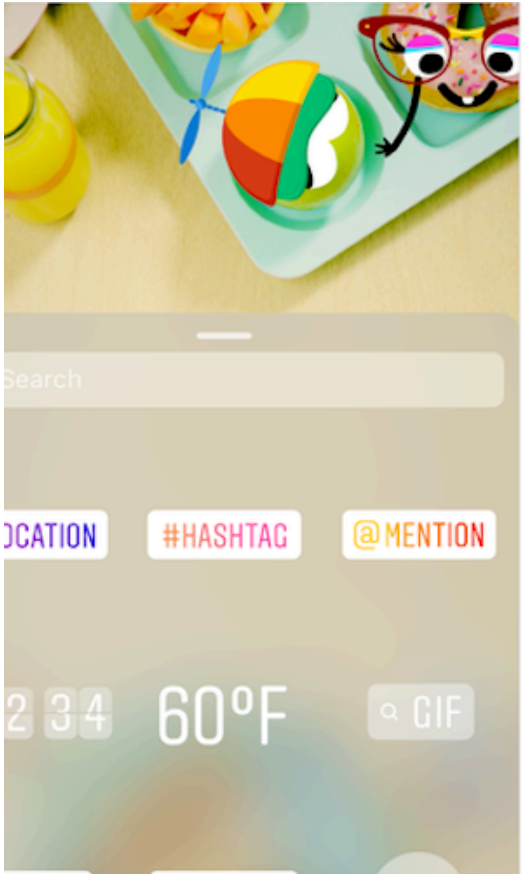
DRIVE ENGAGEMENT WITH STORIES

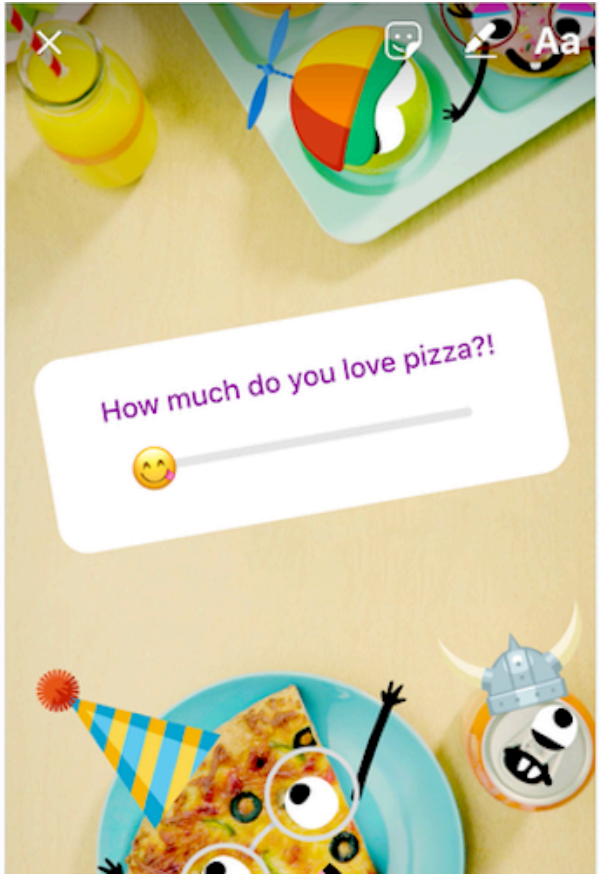
- Add engagement driving elements
- Share others' stories on your story
- On IG, add your stories to collections for future viewing

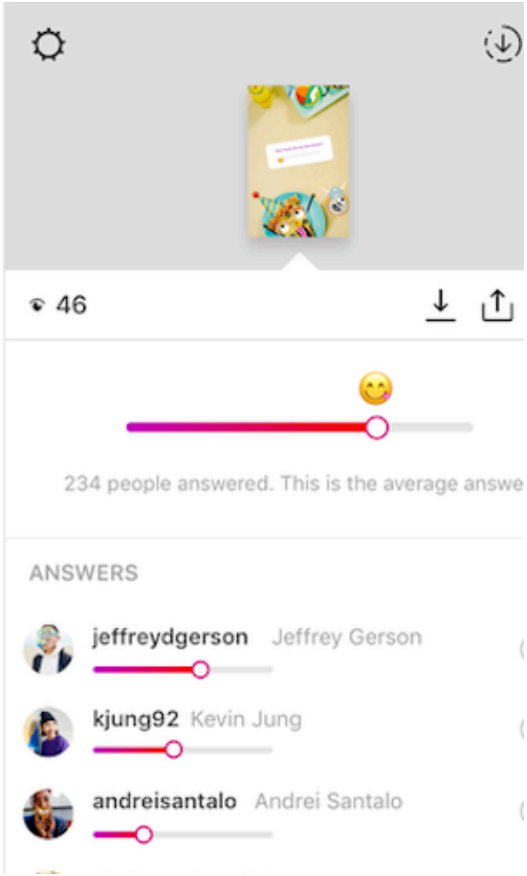


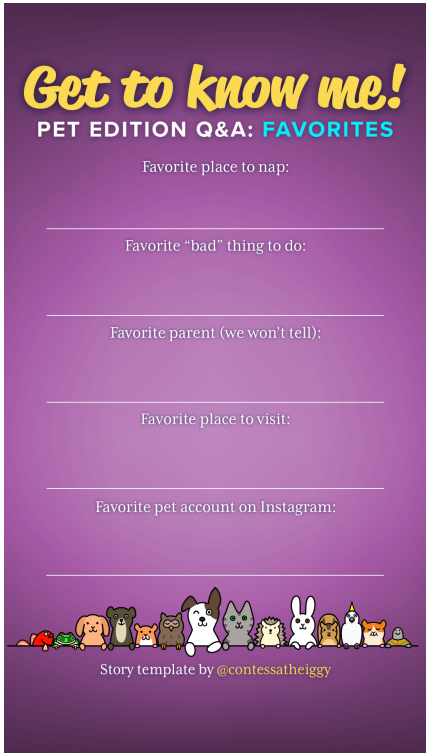

Will you be using these new Insta polls?
YES
NO
Tap to vote


Will you be using these new Insta polls?
YES
89%
NO
11%
Tap to vote

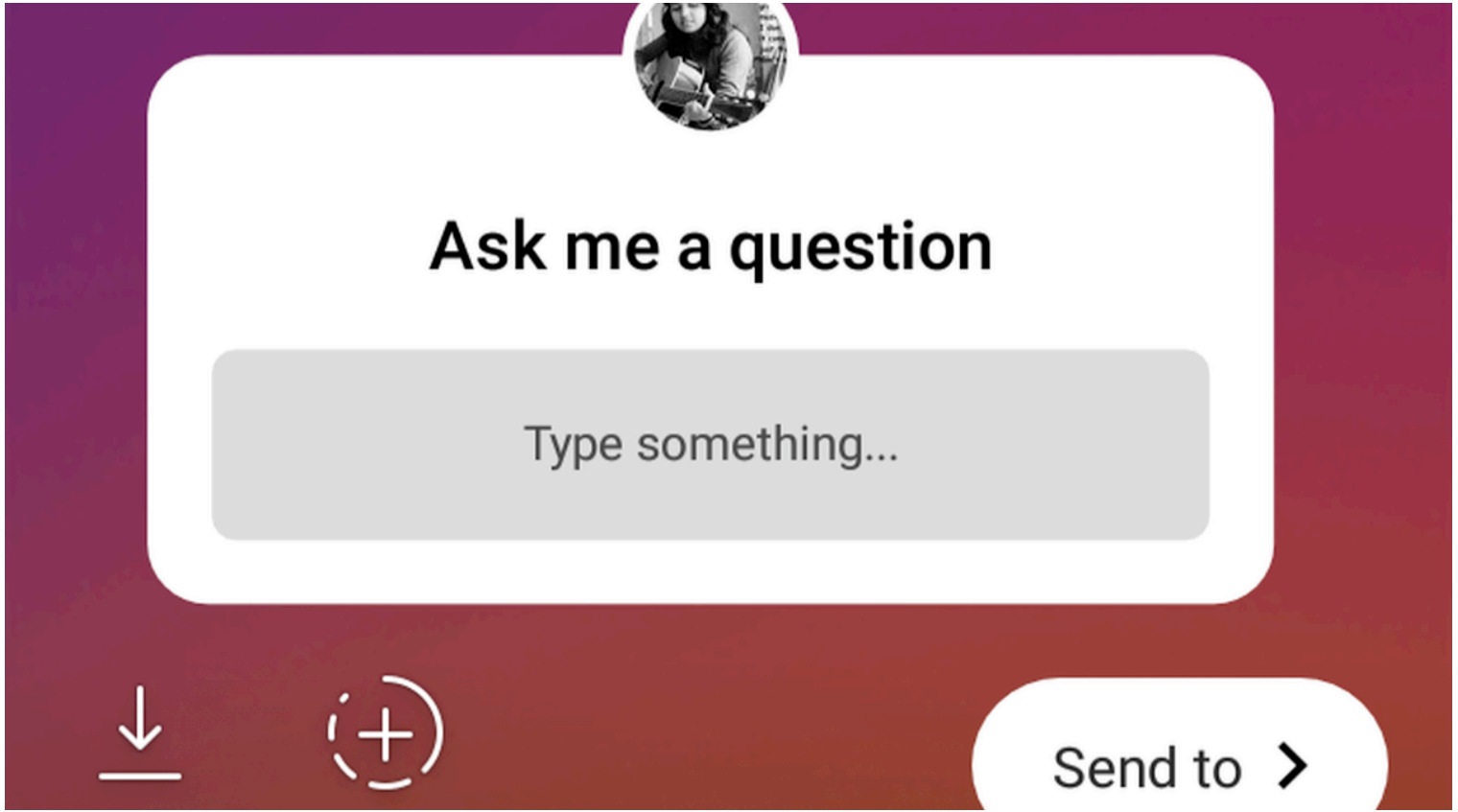

Search
#HASHTAG
@MENTION
60°F
GIF

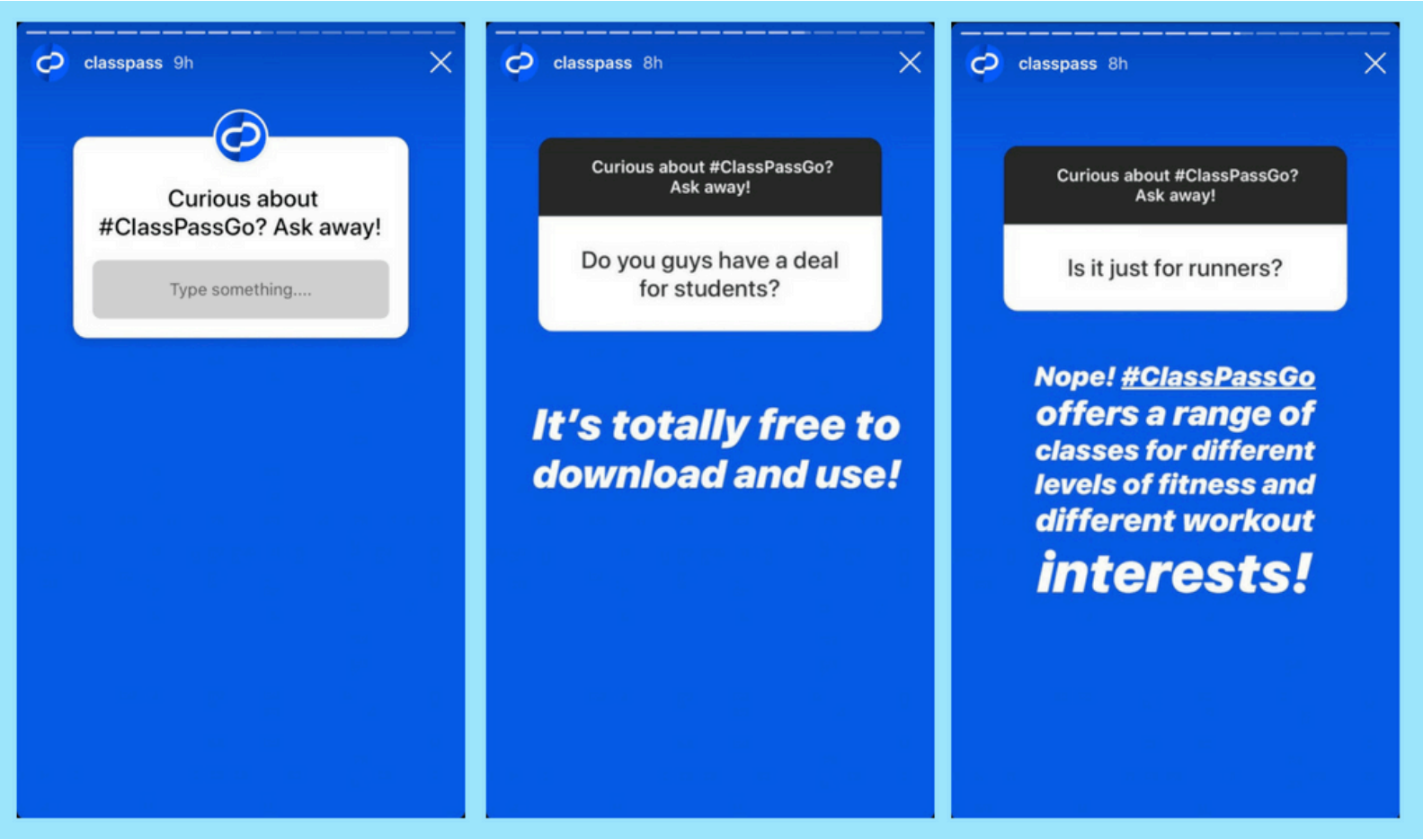

Aa
How much do you love pizza?!


46
234 people answered. This is the average answe
ANSWERS
jeffreydgerson Jeffrey Gerson
kjung92 Kevin Jung
andreisantalo Andrei Santalo



IMAGES COURTESY: INSTAGRAM.COM/CONTESSATHEIGGY


Ask me a question
Type something...
Send to


classpass 9h
Curious about #ClassPassGo? Ask away!
Type something....
classpass 8h
Curious about #ClassPassGo? Ask away!
Do you guys have a deal for students?
It's totally free to download and use!
classpass 8h
Curious about #ClassPassGo? Ask away!
Is it just for runners?
Nope! #ClassPassGo offers a range of classes for different levels of fitness and different workout interests!

BUILDING ENGAGEMENT WITH STORIES

- Use to collect questions for a live video with your CEO, President, Board, Volunteers, Etc.
- Answers are not anonymous
  - You can block if needed, or act if needed

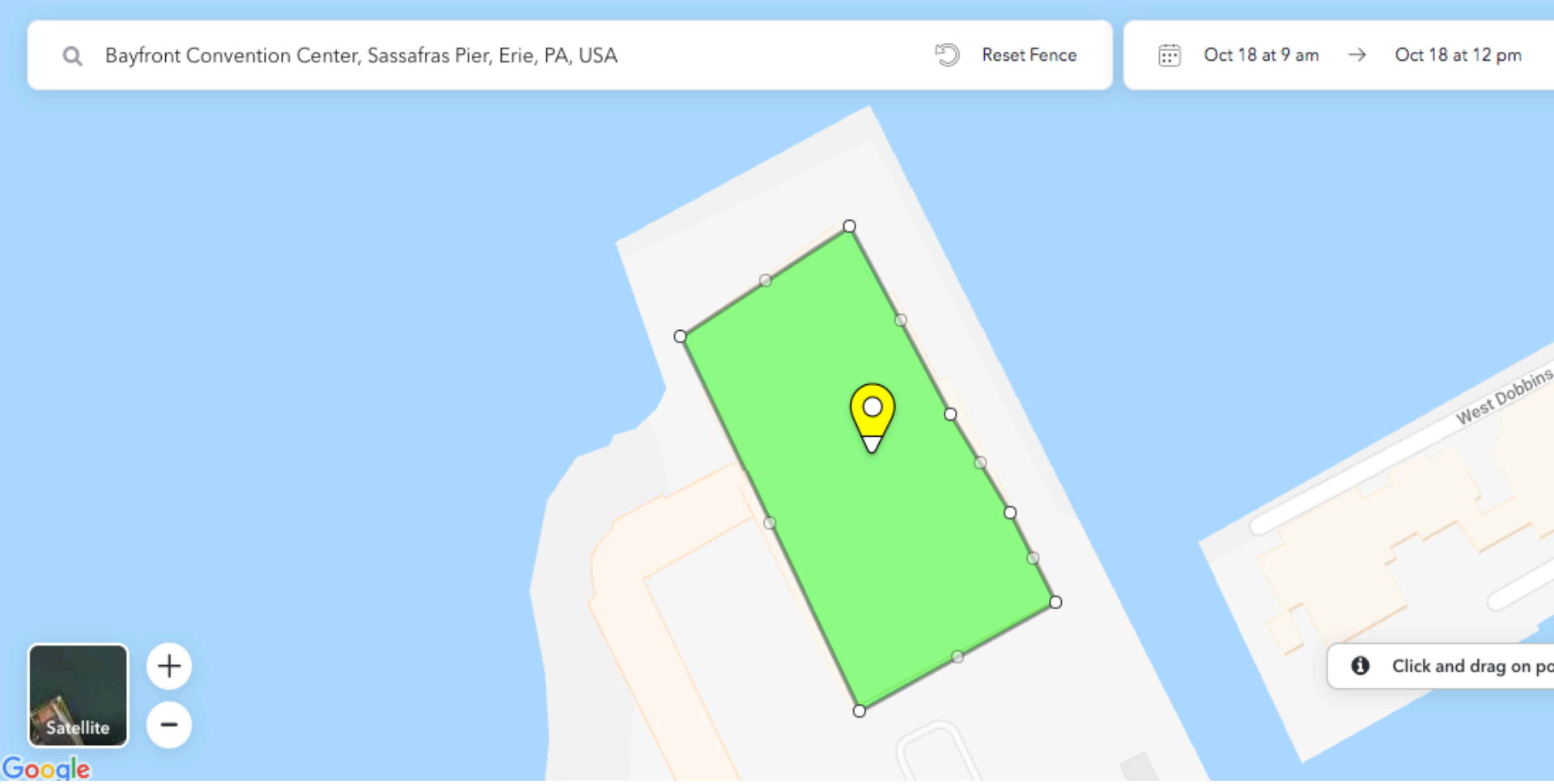
PEOPLE WILL PARTICIPATE MORE WHEN THEY FEEL THEY ARE PART OF THE PROCESS AND THAT THEY ARE BEING HEARD.

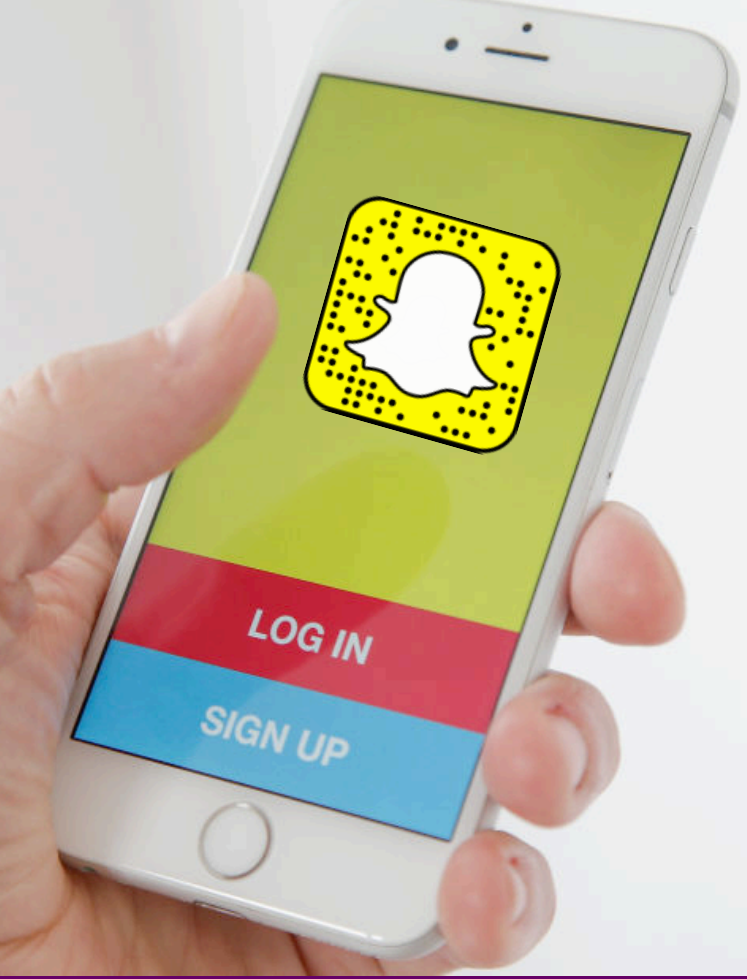
SNAPCHAT FILTERS

- Snapchat allows you to create and submit a “geofilter” for a given location on a given date and time
- Promote an event, activity or general brand awareness

SNAPCHAT FILTERS

- Download a template at https://hewt.in/8w
- Select your geographical area, date, time
- See the price as you adjust and change parameters
- Wait for approval (mine was approved in minutes this week)


Bayfront Convention Center, Sassafras Pier, Erie, PA, USA
Reset Fence
Oct 18 at 9 am
Oct 18 at 12 pm
West Dobbins
Click and drag on po
Satellite
Google



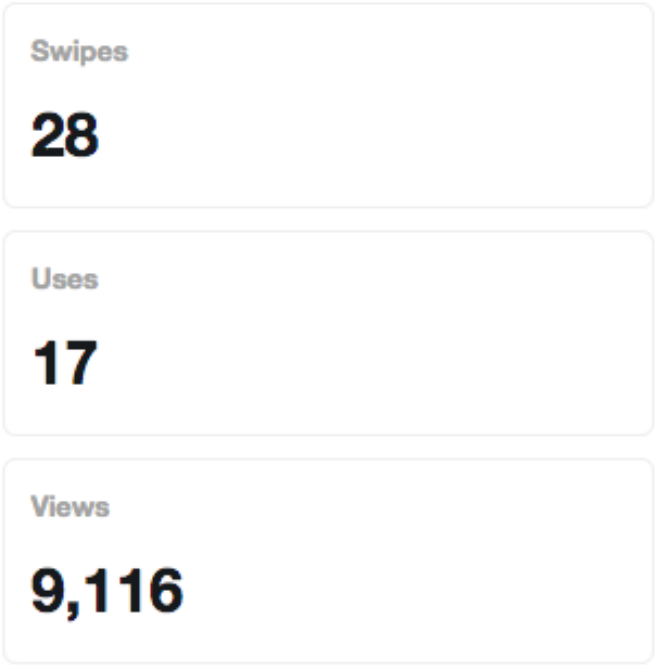
OPEN SNAPCHAT NOW TO SEE OUR GEOFILTER

SNAPCHAT FILTERS

- To get all of the Bayfront Convention Center today from 9 a.m. to noon, we had to cover 96,000 sq. ft.
- Total cost: $20.70

SNAPCHAT FILTERS

- After your filter is available, you can view stats on usage, views and swipes
- The more area you cover and the longer its available, the more it costs



VIDEO

PHOTO BY WILLIAM BAYREUTHER ON UNSPLASH

IS VIDEO IN YOUR MIX?

- More ways than ever to consume video
- More video content then ever
  - Netflix is spending $8B on content in 2018
  - 400 hours of video are uploaded to YouTube every minute
  - People watch 1,000,000,000 hours per day of video on YouTube

LET'S *TIE* THIS BACK TO SOCIAL

LIVE VIDEO

- Many video platforms now allow users to stream live video to their audiences
- Great for sharing live events, but also for scheduled activities

WHERE CAN YOU STREAM LIVE VIDEO?

VIDEO PROCESS

- Promote your live video ahead of time
  - Users can get notification that you're live!
- Have a good Internet connection
- Have a plan for what you want to show and talk about

HOW TO DO IT

- You can stream with your phone all the way up to a complicated A/V setup
- Have good audio
- Respond to user questions and feedback during the stream
- Optional: Connect to a Facebook fundraising program

LET'S GO LIVE!

- Follow me on Instagram @mikerichwalsky
- You'll see my live video in the stories area.
- Here we go!!

LET'S FANCY UP THIS MARKETING MANSION

PHOTO BY UWE HENSEL ON UNSPLASH

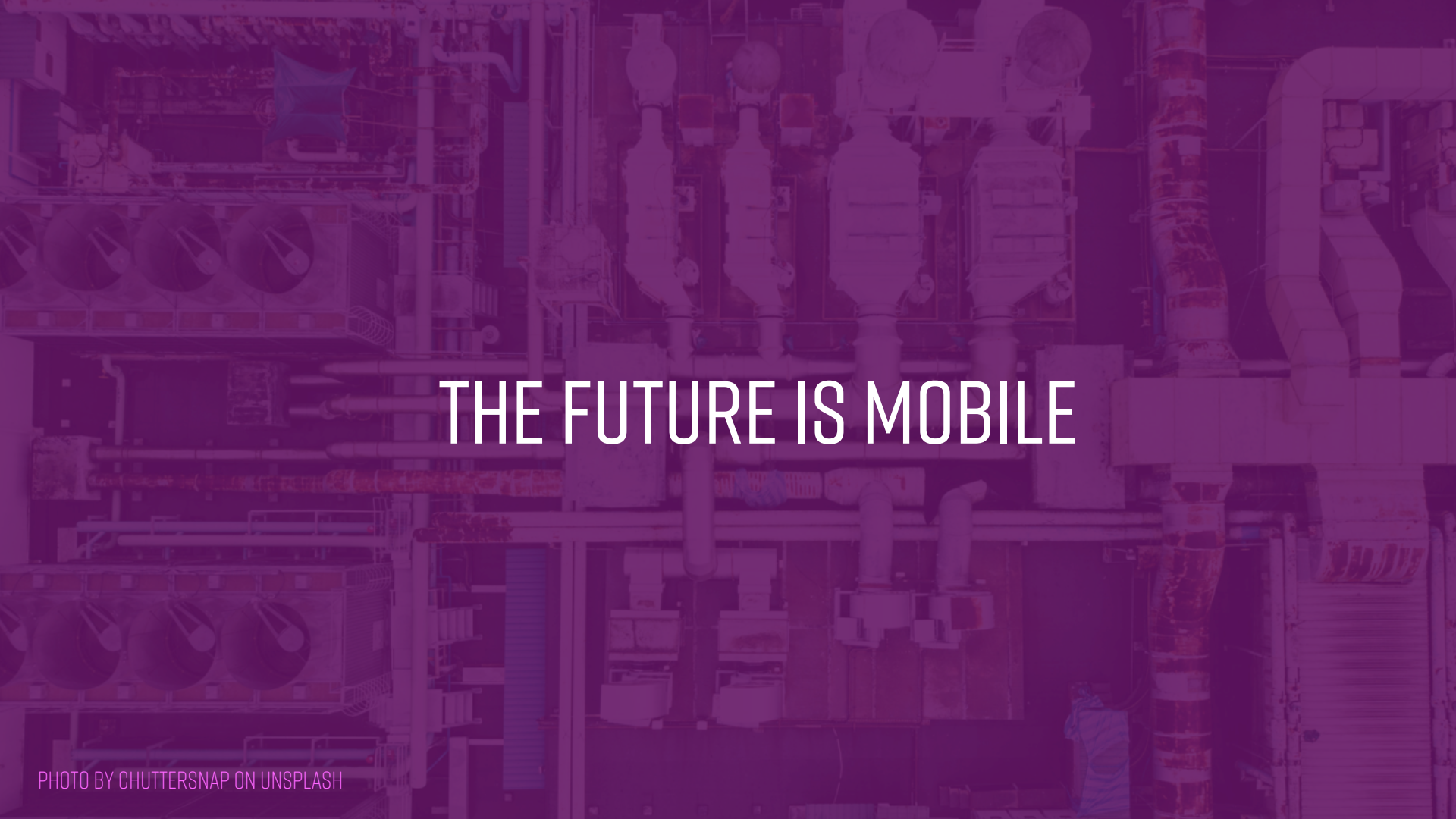


PHOTO BY CHUTTERSNAP ON UNSPLASH

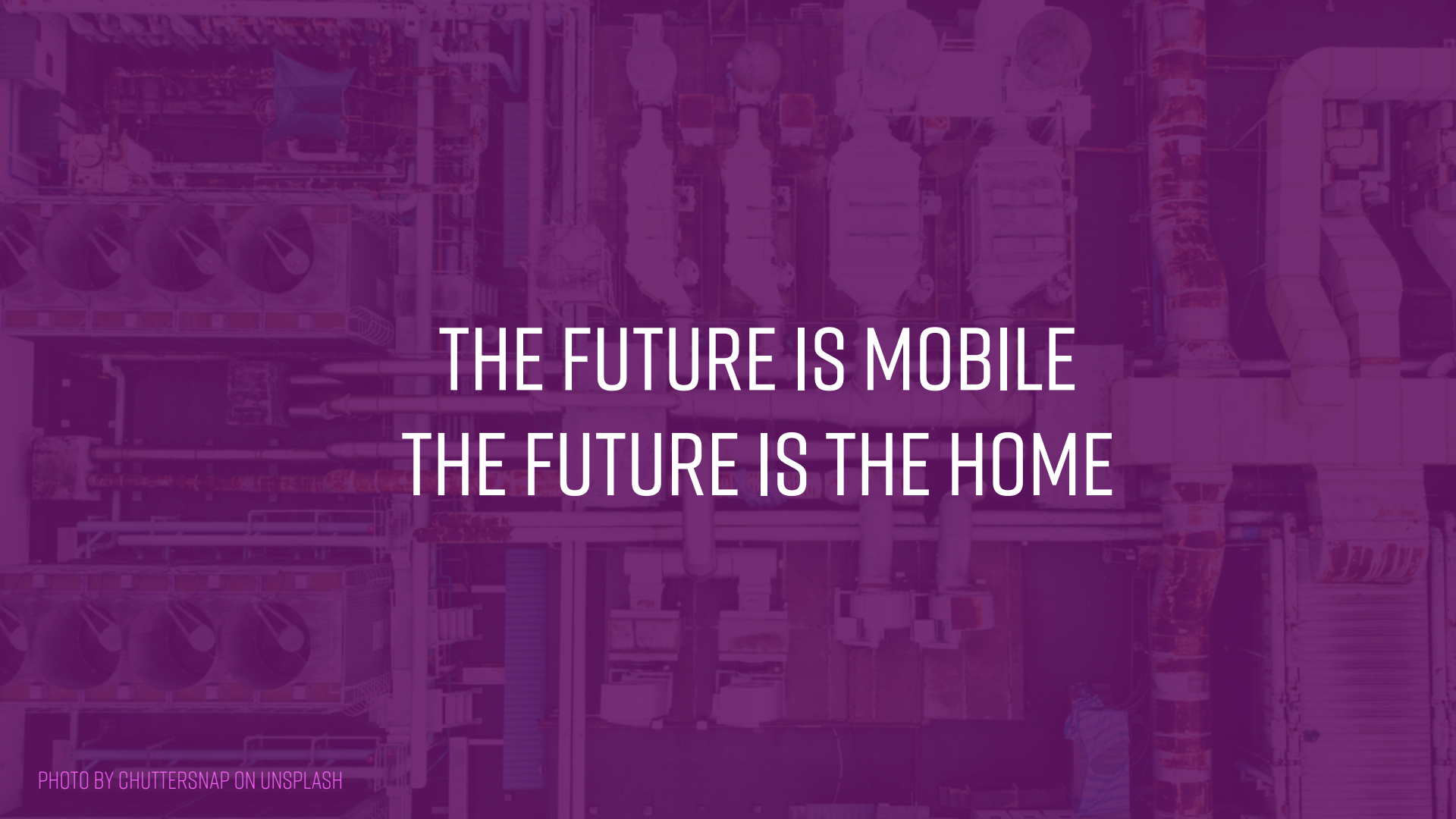
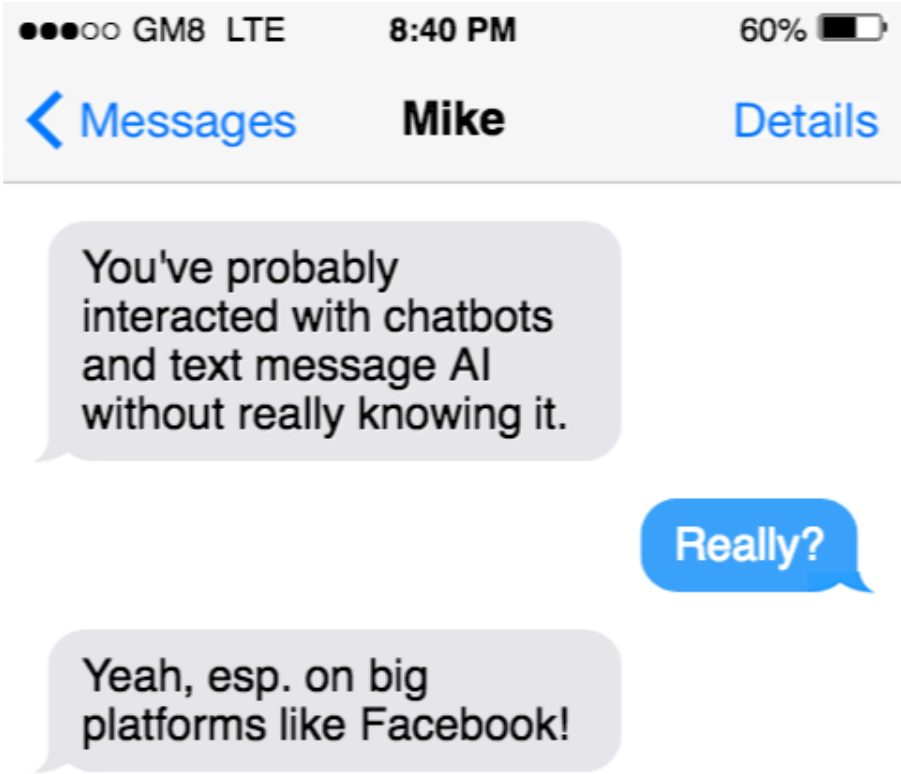


PHOTO BY CHUTTERSNAP ON UNSPLASH

AI WILL CHANGE HOW WE COMMUNICATE

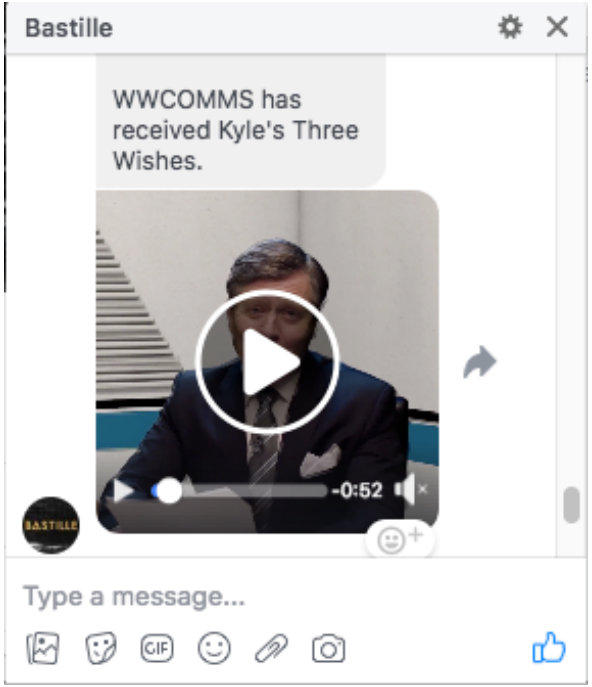


CHAT BOTS

- Bots can help 24/7, especially with most common questions
- They can range from very basic to very complex.
- Cost: Development time and upkeep

BOT EXAMPLES

- WSJ: Their Facebook bot will send you the current stock quote if you message it with $SYMBOL
- Bastille: Band sent ringtones and videos when they released their last album

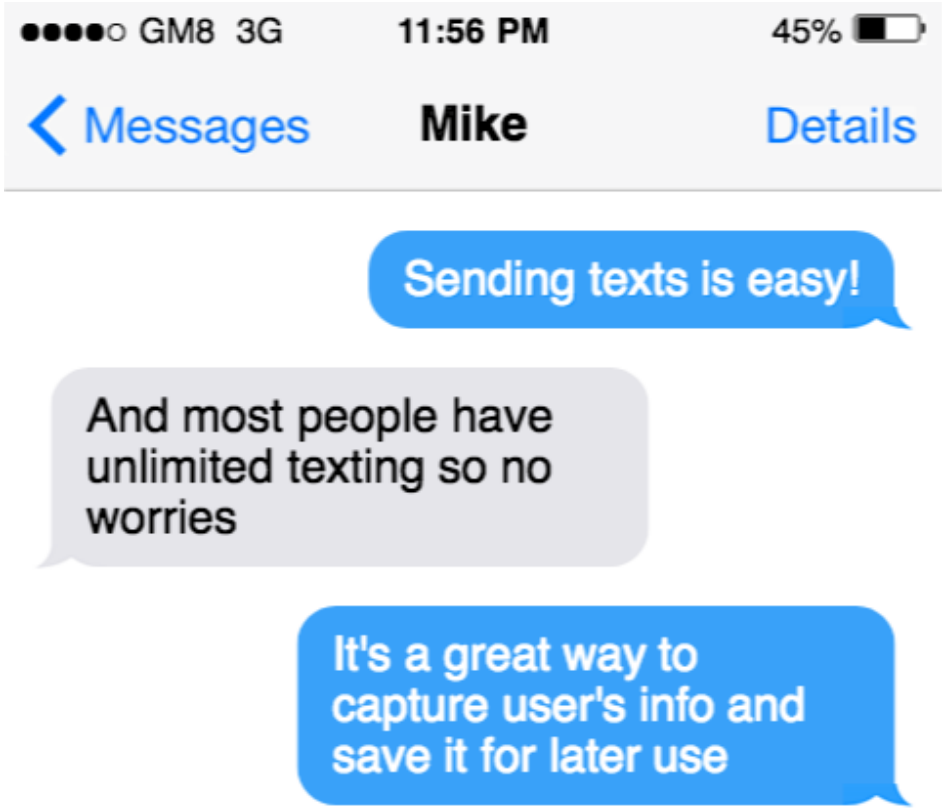


PREVIOUSLY ON DIGITAL MARKETING IN 2019...

MEET PEOPLE WHERE THEY ARE

TEXTING

- You can also easily provide services via texting.
- Easy to program basic logic and responses



GET YOUR PHONES OUT!!

Text the word doctor to 814-240-1695

TEXTING

- Provide service information, hours, locations, programming, event info and more
- Cost:
  - $1/mo for reg. phone number, $2/mo for toll-free
  - $0.0075 per message

WHY DO BOTS AND TEXTING?

amazon
amazon

70°
Good morning!
it's 6:30 AM
dismiss

amazon
amazon

amazon

SONOS

0:00

ALL THESE HAVE ALEXA IN THEM

SPEAKING OF WHICH...

- Stop by our table during the breaks to enter to win an Amazon Echo Dot + 2 free hours of marketing consulting/auditing
- Stop up and grab a card and a button.
- Send me any questions you have!

THANK YOU!

Text SLIDES to 814-240-1695 for a link to get today's slides.

MIKE@GASMARK8.COM
@GASMARK8