

# Start With Who

A How-to Guide for Creating Successful Marketing Strategies

Rob Ousbey

#seerfest













# WestSide Baby



@RobOusbey



@Distilled



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In King Country:  
**21,000 children**  
aged five and under live  
**below the federal poverty line.**





#1:

WSB exists to make sure babies & children have their basic needs met.



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#2:

Parents can then focus time & resources on meetings other needs.





#3:

Providers develop a closer connection with at-risk families.



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#4:

Our community is strengthened.



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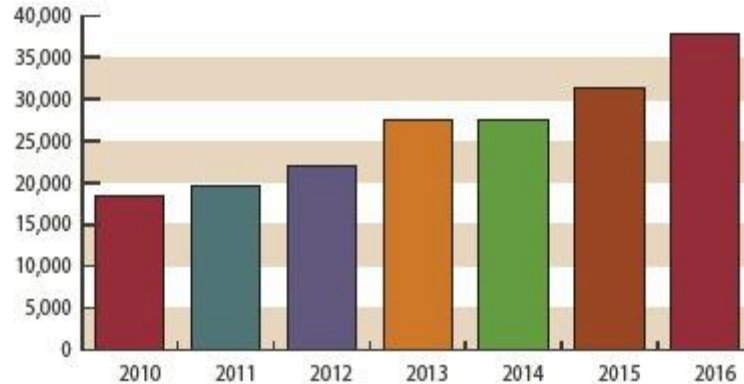
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# WestSide Baby

## WestSide Baby's Growth Number of children served 2010-2016



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# WestSide Baby

## **Distributed in 2016:**

1.4 million diapers

1,000 car seats

7,000 bags of clothing



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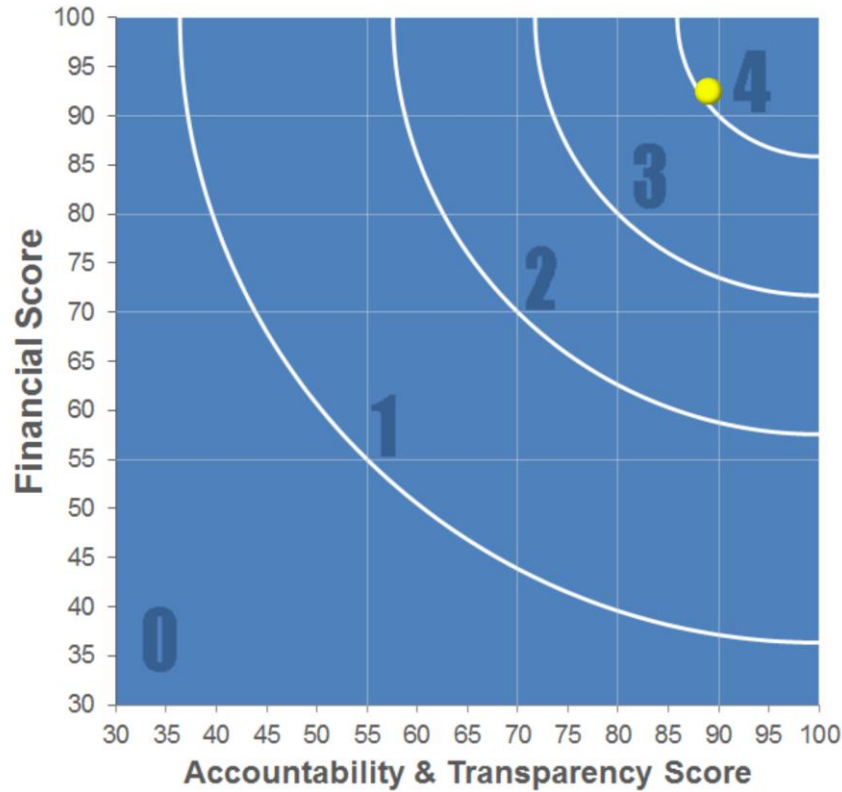


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**WestSide Baby**

*basics for children in need.*

*WestSideBaby.org*



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Seattle, 2010





# The First Project



# The First Project



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# The Second Project





# The Second Project



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# The Third Project



# The Third Project



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# The Toolkit



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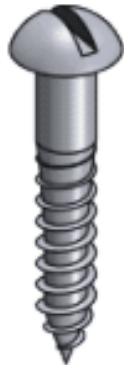


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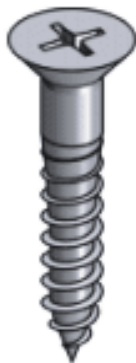
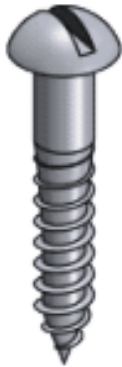
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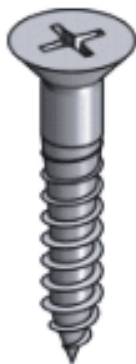
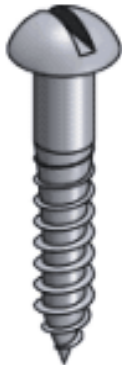


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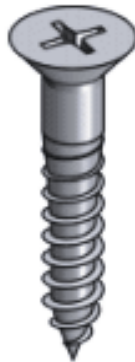
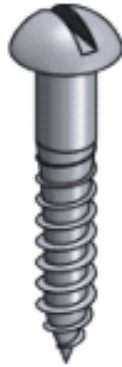


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# The Toolkit



PPC



SEO



Social Media



Display Advertising



PR



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# The Toolkit





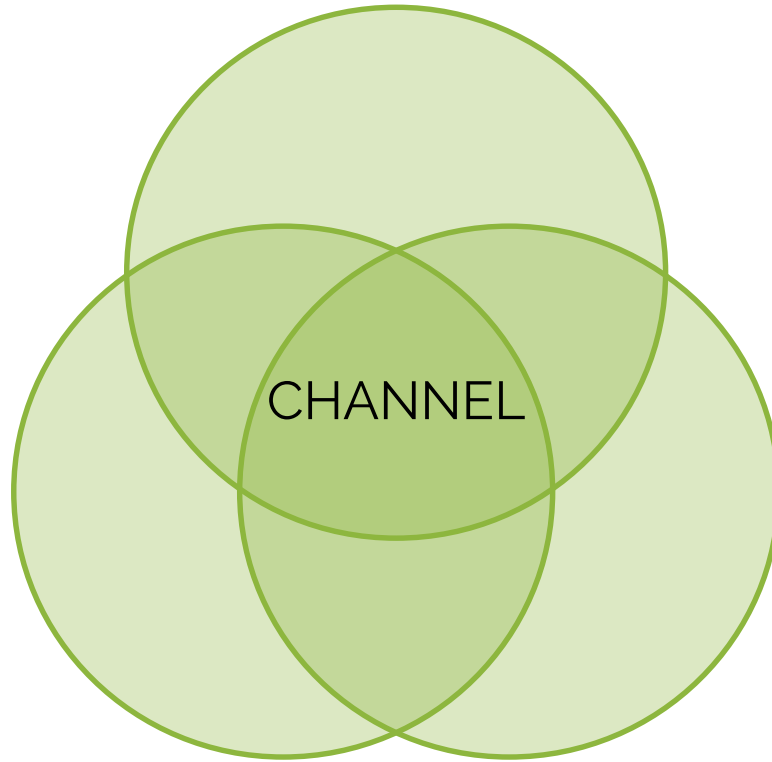
# The Toolkit



“

**A successful marketing strategy  
doesn't begin with deciding  
which tactics you're going to use.**

”



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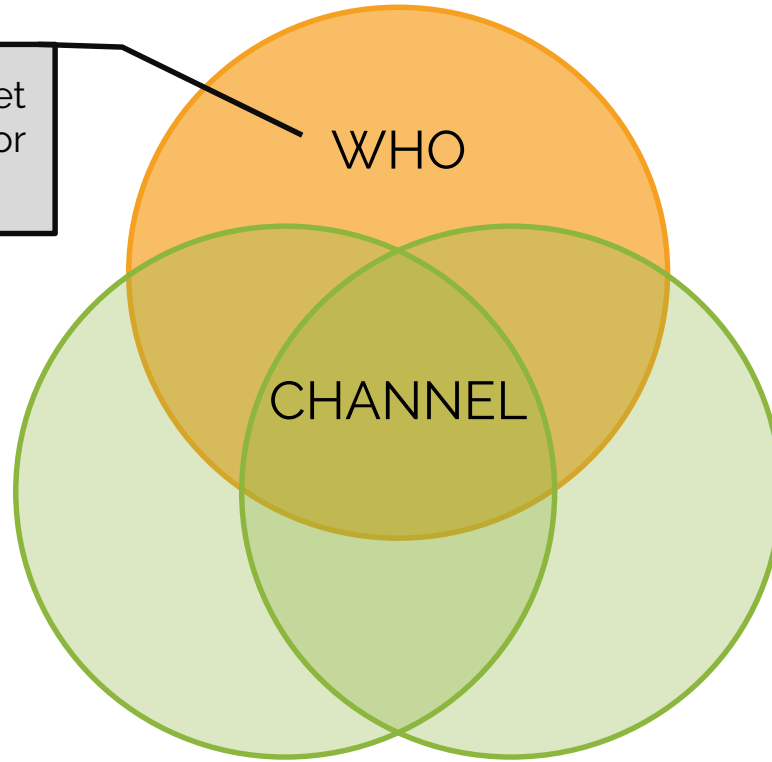
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**Who** do we want to market to? What's the audience for our message?



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**Who** do we want to market to? What's the audience for our message?

WHO

**When** in the process do we want to get our message to them?

WHEN

CHANNEL



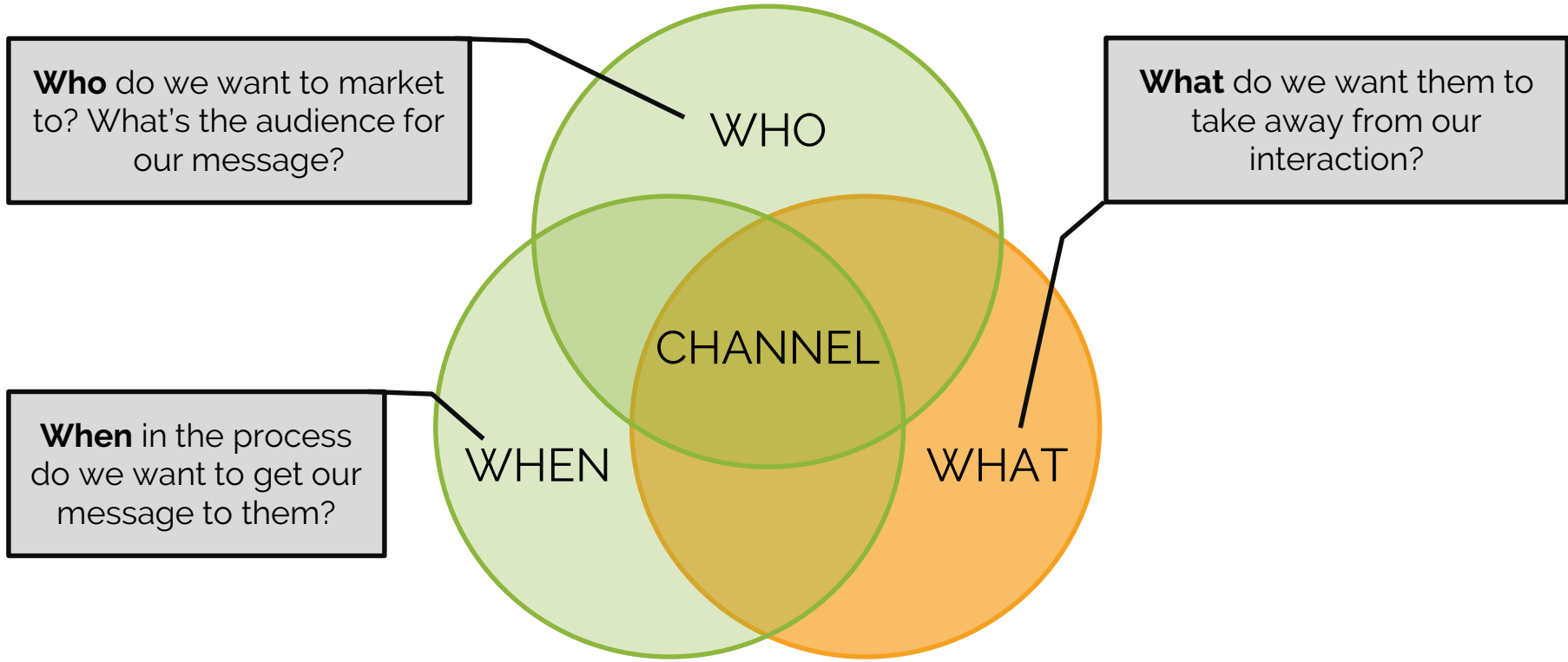
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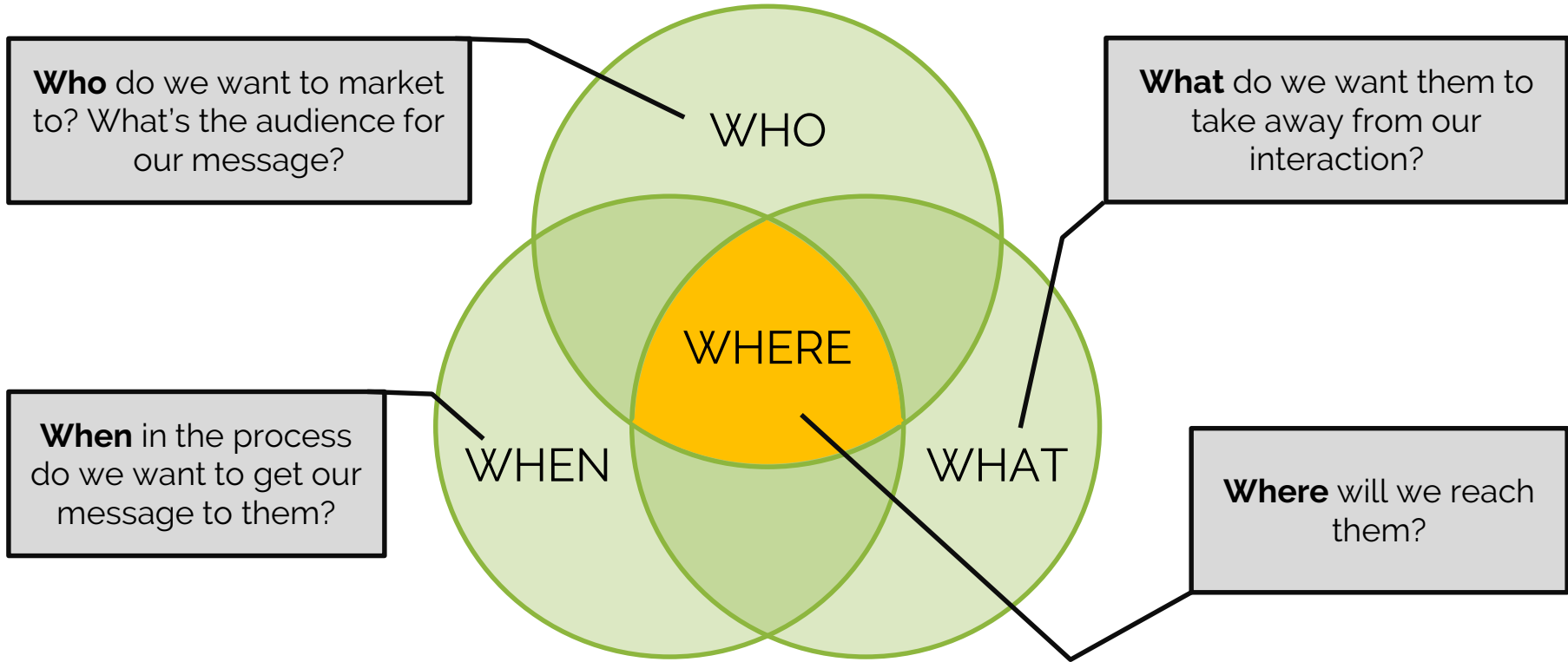


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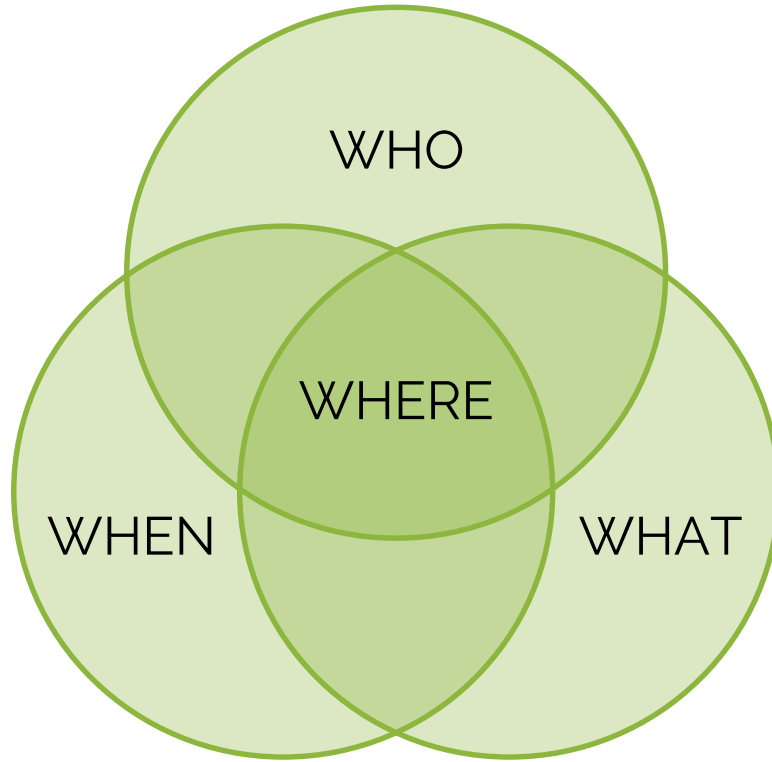
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# WHO

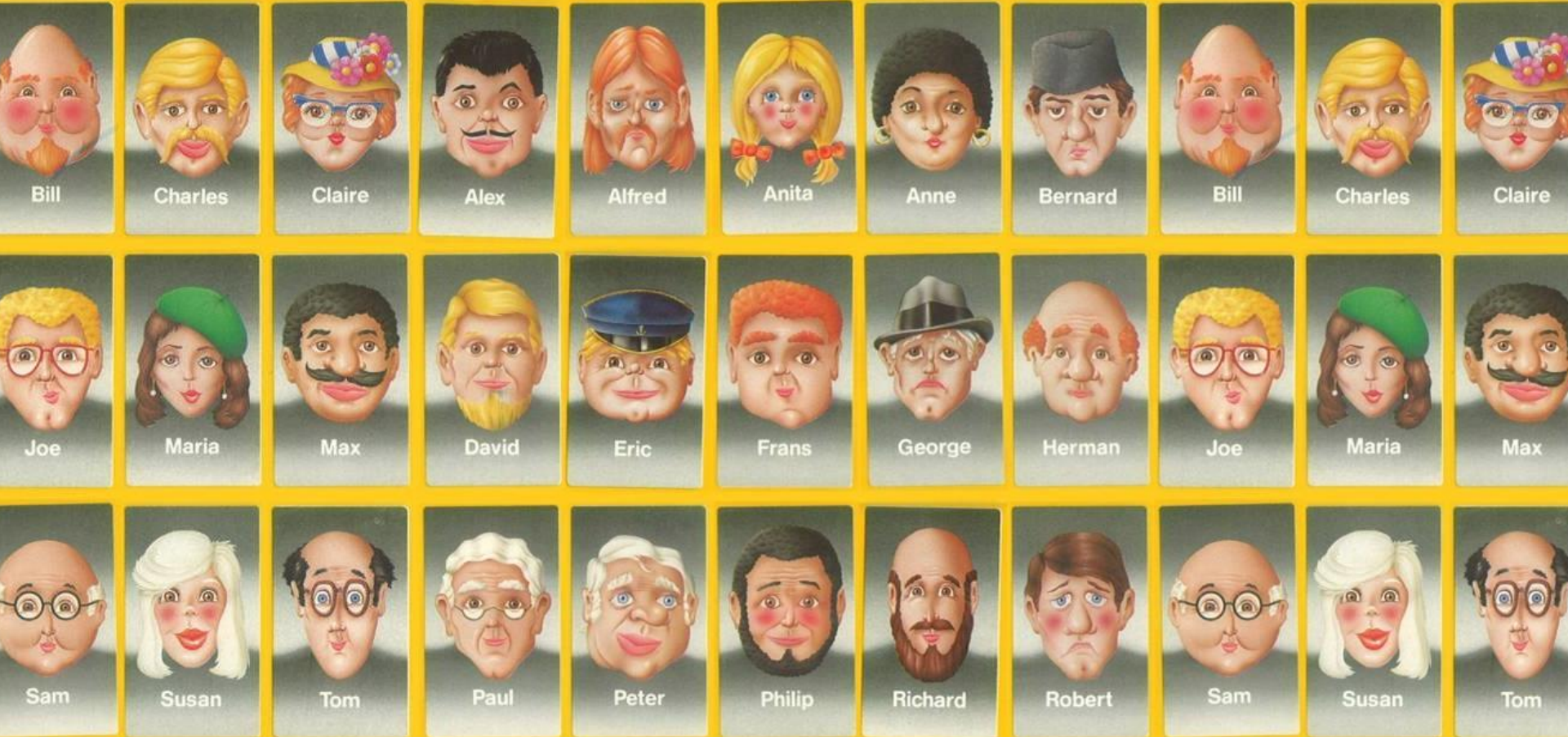
are we trying to reach?



Be Selective



# Prioritize





# Factors we may want to describe in the persona:

Gender

Level of Education

Location Type (geographic, rural/urban)

Situational (marriage, kids, studying, working)

Age group

Behavioural

Their location & language

Interests

Values (internal beliefs that influence a purchase decision)

External influences



More Broad



More Specific

# Guesswork & Gut is Rarely Enough



**#1:**

You're allowed to ask



# You Have Permission to Ask

**51%** of people believe it is important that brands ask about their needs.

**10%** of people said that their favorite brands do this well.

# Survey Process

Thank you for taking part in our market research survey! We are conducting this survey in an effort to better understand our customers.

This survey should only take 5-10 minutes.

As a thank you for your time, all survey participants will be entered to win a \$75 Amazon gift card.

To enter, please provide your email so we can notify you if you win (if you don't want to enter, please click the 'next button').

**1. Email address:**

Next



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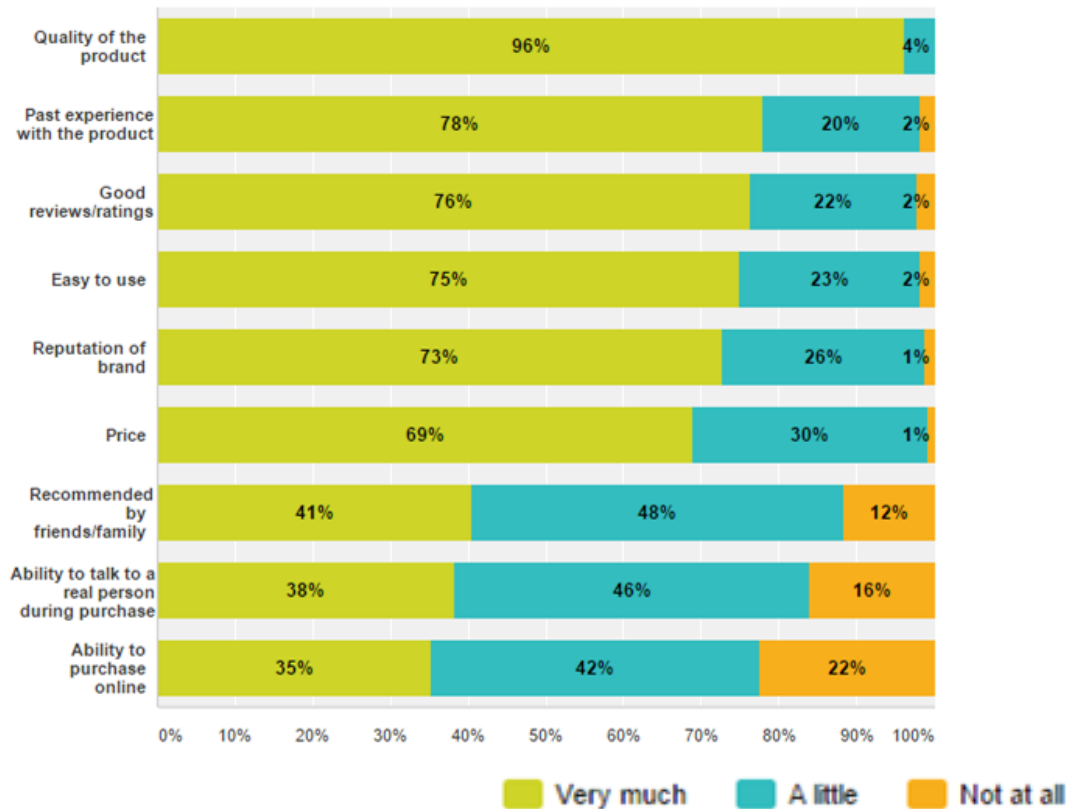


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# When buying [REDACTED], how much do each of the following influence whether or not you make a purchase?

Answered: 232 Skipped: 0



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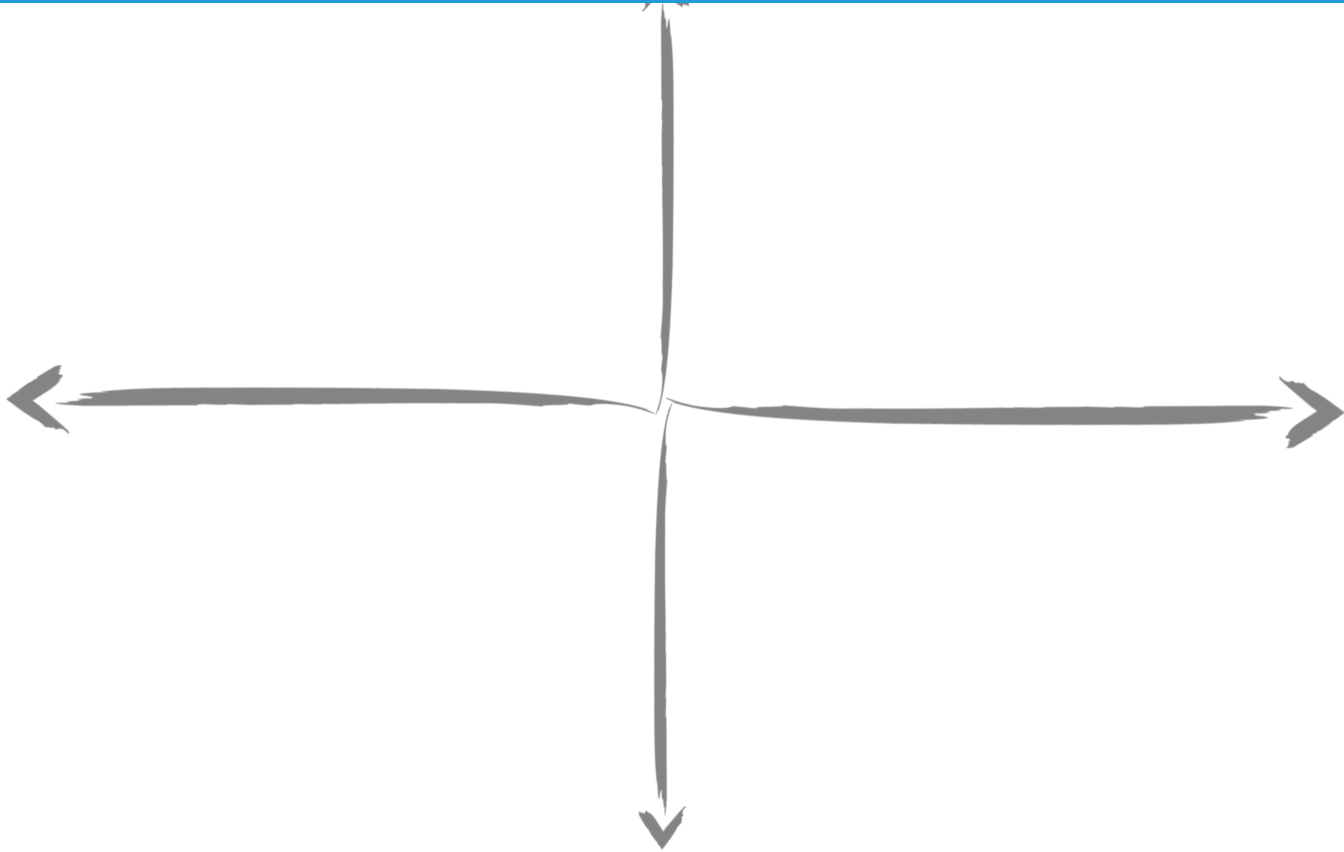


@Distilled

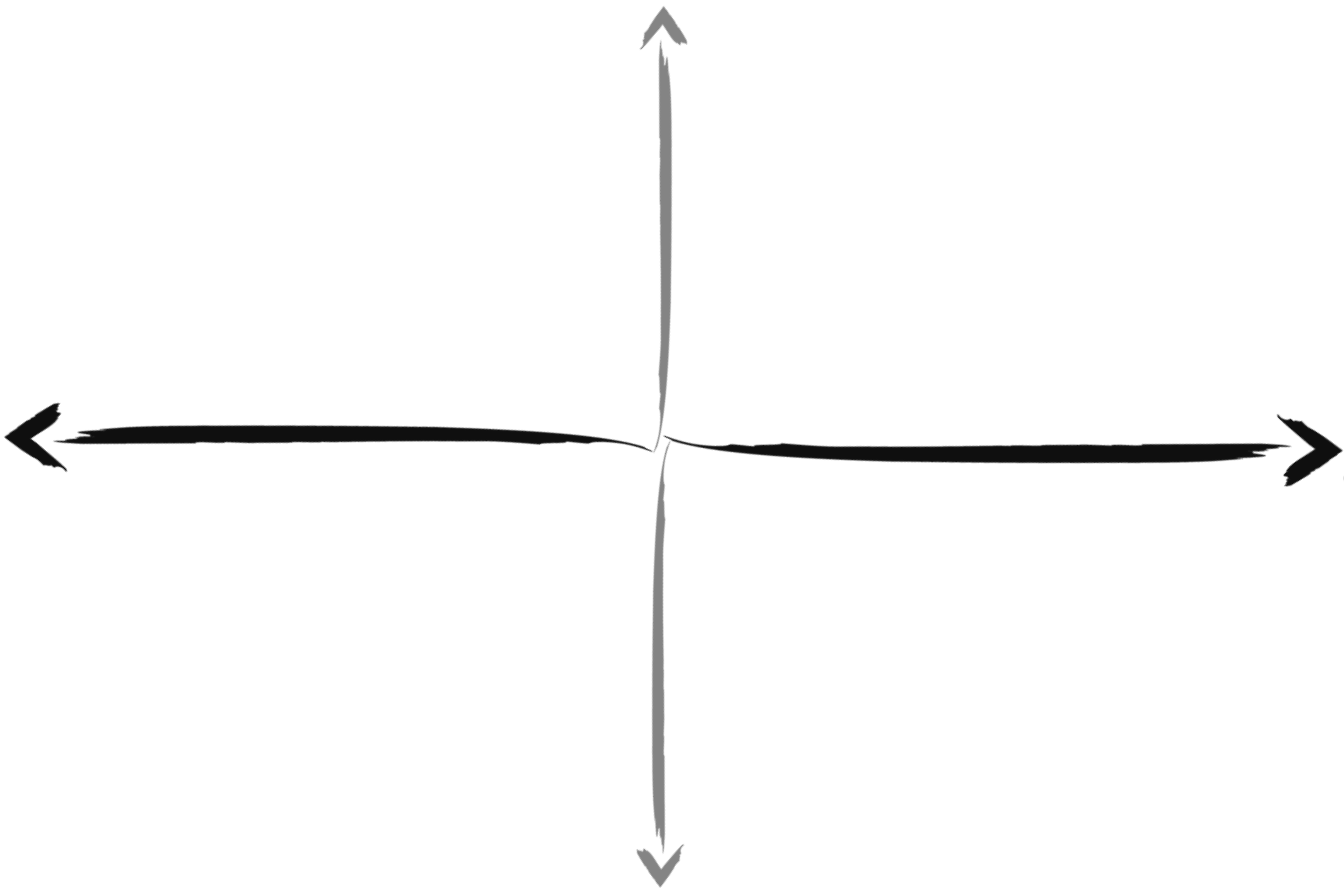


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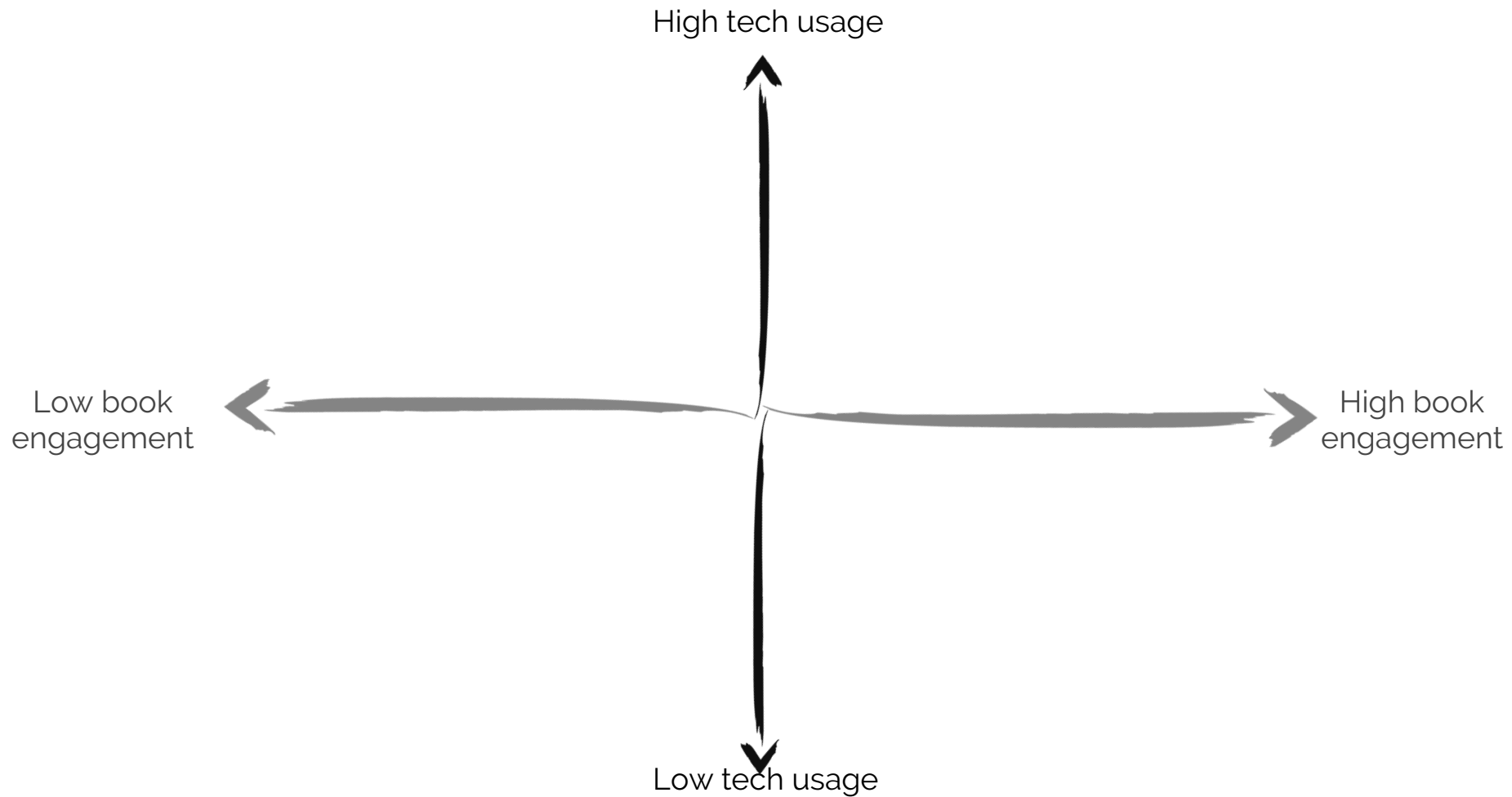
# Cluster the Data



**Low book  
engagement**



**High book  
engagement**

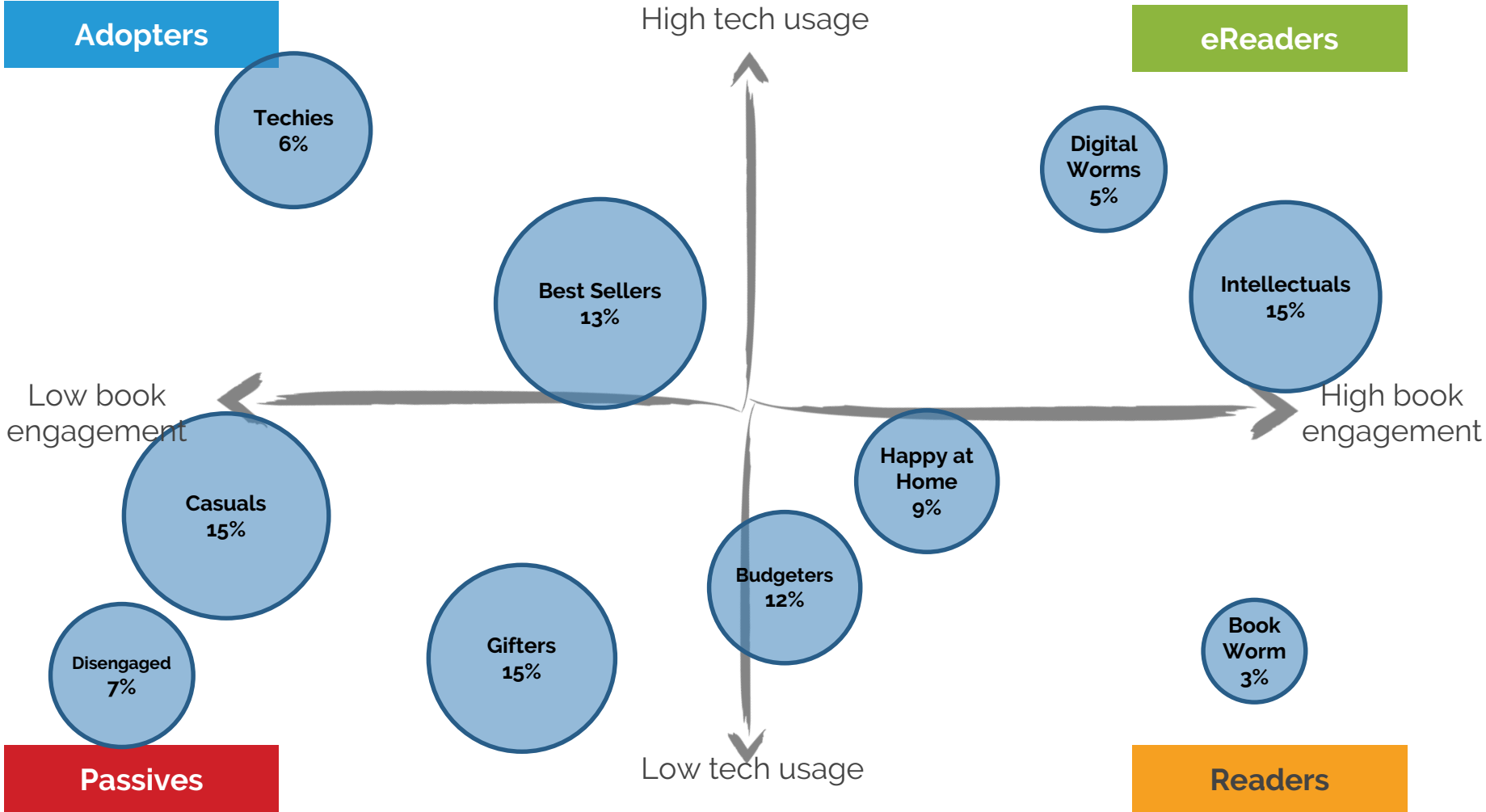


**Adopters**

**eReaders**

**Passives**

**Readers**





**#2:**

Follow-up interviews



# Interviews



**#3:**

Find other ways to  
get close to the customers



# Sales & Customer Service Calls



# Submitted Data



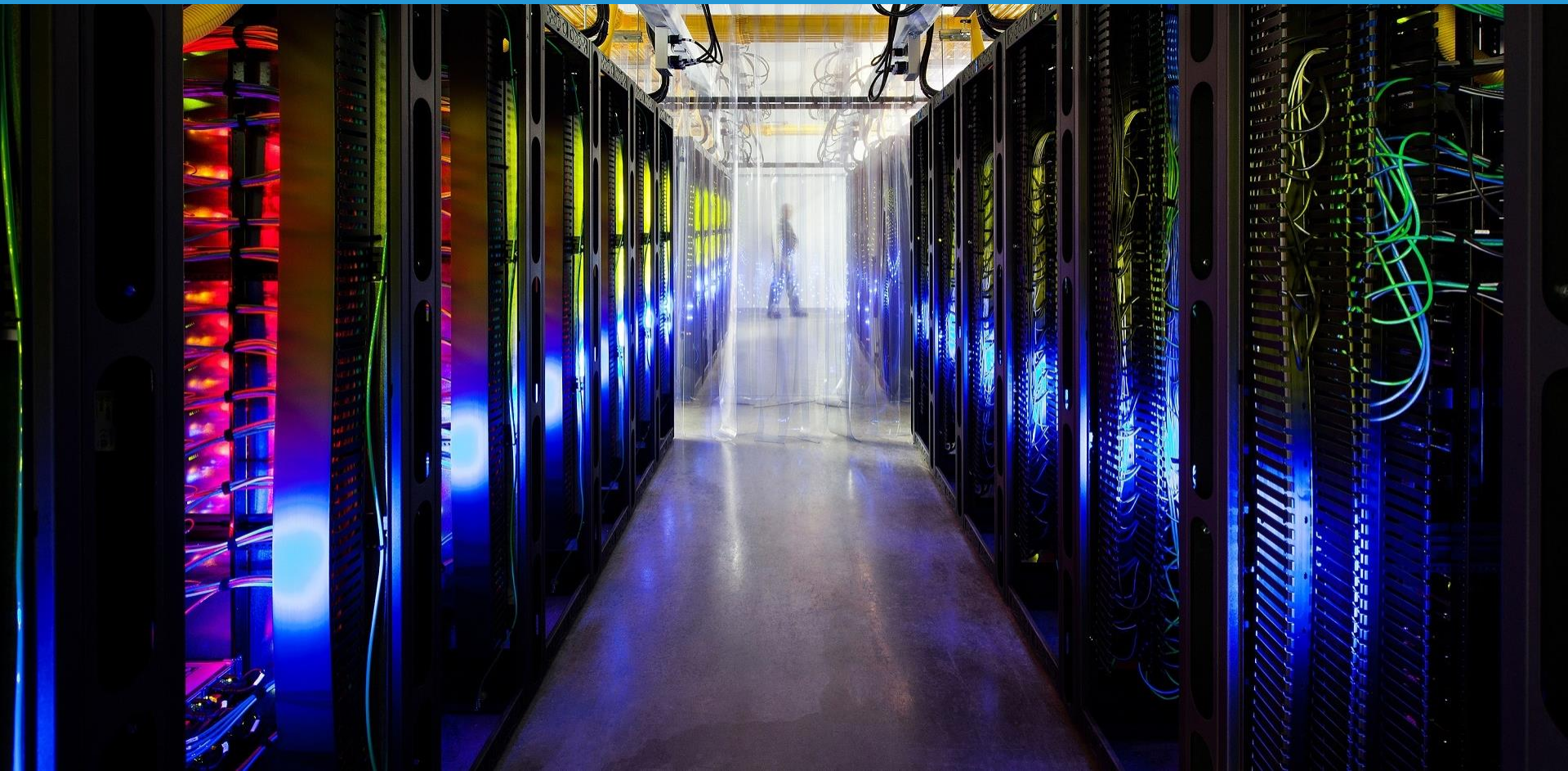


**#4:**

Analyze existing data



# Analyze Your Existing Data



# Existing Data Sources: User Data

rob.ousbey@distilled.net



FullContact

Enrich API

MailGet

Email Enrichment Service



**Rob Ousbey**

*VP Seattle*

*Distilled*

Location: Seattle, WA

Age: 34

Gender: Male

Twitter: @RobOusbey

LinkedIn: /in/RobOusbey

Topics: parenting, marketing,  
travel, business, whisky

# Existing Data Sources: User Data

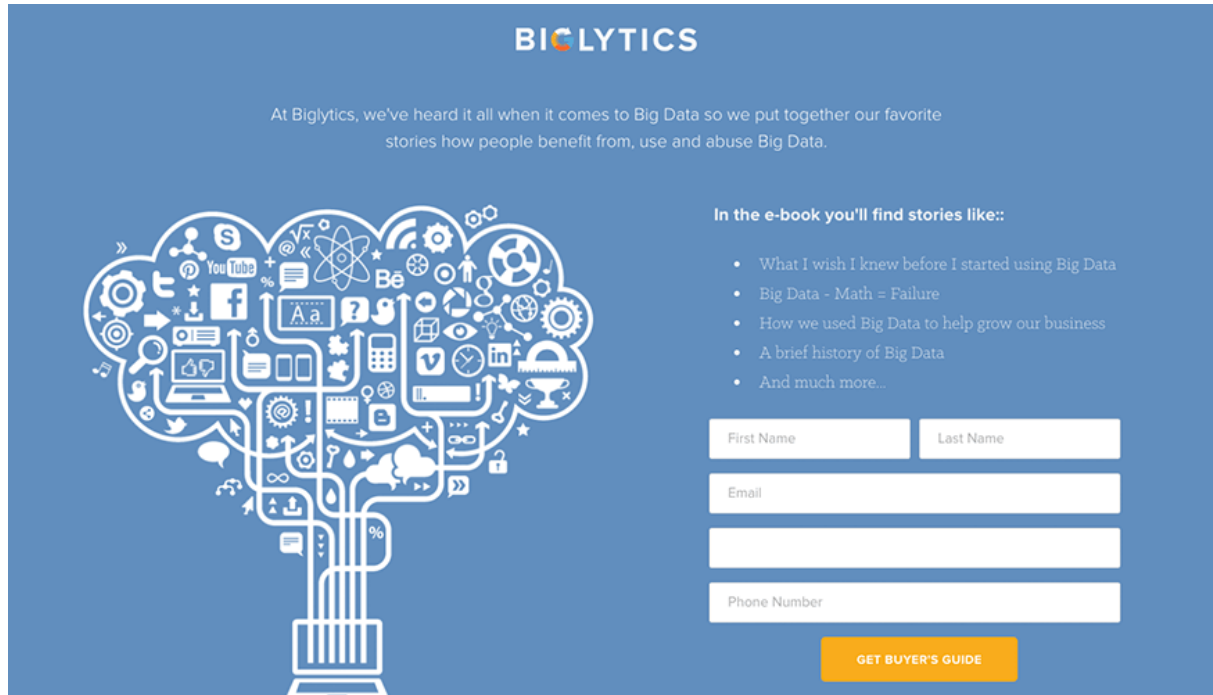
Email	Status	First Name	Last Name	Full Name	Twitter	Twitter Followers
aleydasolis@gmail.com	200	Aleyda	Solis	Aleyda Solis	http://www.twitter.com/aleyda	14,909
anniecushing@gmail.com	200	Annie	Cushing	Annie Cushing	http://www.twitter.com/AnnieC	11,155
billsebald@gmail.com	200	Bill	Sebald	Bill Sebald	http://www.twitter.com/billseba	6,124
andy@crestodina.com	200	Andy	Crestodina	Andy Crestodina	http://www.twitter.com/crestod	3,638
brandonwener@gmail.com	200	Brandon	Wener	Brandon Wener	http://www.twitter.com/brandon	1,884
blackwhiteyellowblog@gmail.com	200	Jessica	Baker	Jessica Baker	http://www.twitter.com/blackwh	1,683
alessio.madeyski@gmail.com	200	Alessio	Madeyski	Alessio Madeyski	http://twitter.com/madeale	1,348
jonathan.cachat@gmail.com	200	Jonathan	Cachat	Jonathan Cachat	http://www.twitter.com/jcachat	635
alex@thexand.com	200	Alex	Pyatetsky	Alex Pyatetsky	http://www.twitter.com/thexanc	370
anthony.moore13@gmail.com	200	Anthony	Moore	Anthony Moore	http://www.twitter.com/amoore	301
abbottm.hea@gmail.com	200				http://www.twitter.com/Abbott	253
brokeasslogger@gmail.com	200	Jennifer	Healy	Jennifer Healy	http://www.twitter.com/BrokeA	183
woofer.baron@woofer.com	200	Woofer	Baron	Woofer Baron	http://www.twitter.com/Woofe	157
andrea.miller@gmail.com	200	Andrea	Miller	Andrea Miller	http://www.twitter.com/AMRea	126
alexandra.michel@gmail.com	200	Alexandra	Michel	Alexandra Michel	http://www.twitter.com/alexnm	116
careylee10@gmail.com	200	Carey	Lee	Carey Lee	http://www.twitter.com/carolyn	115
adrian.gershom@hootdesign.com	200	Adrian	Gershom	Adrian Gershom	http://www.twitter.com/gershm	34
alycia.beckwith@gmail.com	200	Alycia	Beckwith	Alycia Beckwith	http://www.twitter.com/balycia	31
caroline.canfield@bell@yahoo.com	200	Caroline		Caroline	http://www.twitter.com/canfield	27
aimee.bothwell@gmail.com	200	Aimee	Bothwell	Aimee Bothwell	http://www.twitter.com/aimeeb	26
peter.attia@gmail.com	200	Peter	Attia	Peter Attia	http://www.twitter.com/ATXSkil	11
brian.higgins18@gmail.com	200	Brian	Higgins	Brian Higgins	http://www.twitter.com/brianhig	8
bo.balogun@yahoo.com	200	Bo	Balogun	Bo Balogun	http://www.twitter.com/Hope4C	3



# #5: Progressive profiling



# Progressive Profiling

The image shows a landing page for Biglytics. At the top, the Biglytics logo is centered. Below it, a paragraph of text explains the company's focus on Big Data. To the left is a large graphic of a brain composed of various icons representing technology and data. To the right, there is a section titled 'In the e-book you'll find stories like::' followed by a list of five bullet points. Below the list are four input fields for user information: First Name, Last Name, Email, and Phone Number. At the bottom right is a yellow button labeled 'GET BUYER'S GUIDE'.

**BIGLYTICS**

At Biglytics, we've heard it all when it comes to Big Data so we put together our favorite stories how people benefit from, use and abuse Big Data.

**In the e-book you'll find stories like::**

- What I wish I knew before I started using Big Data
- Big Data - Math = Failure
- How we used Big Data to help grow our business
- A brief history of Big Data
- And much more...

First Name  Last Name

Email

Phone Number

**GET BUYER'S GUIDE**



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**#6:**

Insights from your analytics



# Website User Data

Google Analytics Premium Home Reporting Customization Admin

Plot Rows Secondary dimension Sort Type: Default advanced

Find reports & more

Intelligence Events

Real-Time

Audience

Overview

Active Users BETA

Cohort Analysis BETA

Demographics

Overview

Age

Gender

Interests

Overview

Affinity Categories

In-Market Segme...

Other Categories

In-Market Segment ?	Acquisition			Conversions	
	Sessions ?	% New Sessions ?	New Users ?	Ecommerce Conversion Rate ?	
	14,809,080 <small>% of Total: 21.51% (68,857,938)</small>	44.75% <small>Avg for View: 46.90% (-4.58%)</small>	6,627,379 <small>% of Total: 20.52% (32,293,264)</small>	0.30% <small>Avg for View: 0.15% (95.03%)</small>	
<input type="checkbox"/> 1. Travel/Hotels & Accommodations	7,074,488 (5.30%)	34.91%	2,469,628 (4.53%)	0.41%	
<input type="checkbox"/> 2. Travel/Air Travel	6,329,747 (4.74%)	24.19%	1,531,193 (2.81%)	0.42%	
<input type="checkbox"/> 3. Employment	4,338,606 (3.25%)	42.09%	1,826,026 (3.35%)	0.29%	
<input type="checkbox"/> 4. Real Estate/Residential Properties	3,758,506 (2.82%)	41.29%	1,552,063 (2.84%)	0.36%	
<input type="checkbox"/> 5. Dating Services	3,163,229 (2.37%)	46.70%	1,477,234 (2.71%)	0.26%	
<input type="checkbox"/> 6. Financial Services/Investment Services	2,867,281 (2.15%)	37.75%	1,082,437 (1.98%)	0.37%	
<input type="checkbox"/> 7. Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)	2,843,603 (2.13%)	42.94%	1,220,927 (2.24%)	0.31%	
<input type="checkbox"/> 8. Apparel & Accessories	2,801,669 (2.10%)	41.27%	1,156,268 (2.12%)	0.35%	
<input type="checkbox"/> 9. Real Estate/Residential Properties/Residential Properties (For Sale)	2,544,237 (1.91%)	38.61%	982,413 (1.80%)	0.32%	
<input type="checkbox"/> 10. Consumer Electronics/Mobile Phones	2,419,329 (1.81%)	44.22%	1,069,736 (1.96%)	0.37%	

Show rows: 10 Go to: 1 1 - 10 of 461



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**#7:**

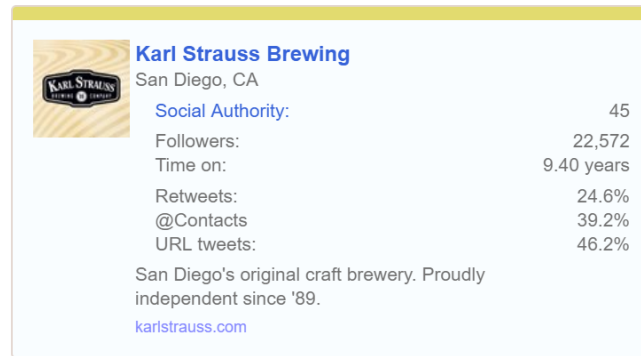
Insights from your audience



# Audience Insights



This data came from:  
**FollowerWonk.com**



**Karl Strauss Brewing**  
San Diego, CA

Social Authority:	45
Followers:	22,572
Time on:	9.40 years
Retweets:	24.6%
@Contacts	39.2%
URL tweets:	46.2%

San Diego's original craft brewery. Proudly independent since '89.  
[karlstrauss.com](http://karlstrauss.com)

beer – craft – san – diego  
– food – love – music – beers – life – lover – wine  
– good – great – best – brewing – fan – sports – local – home – world – marketing – things – drink



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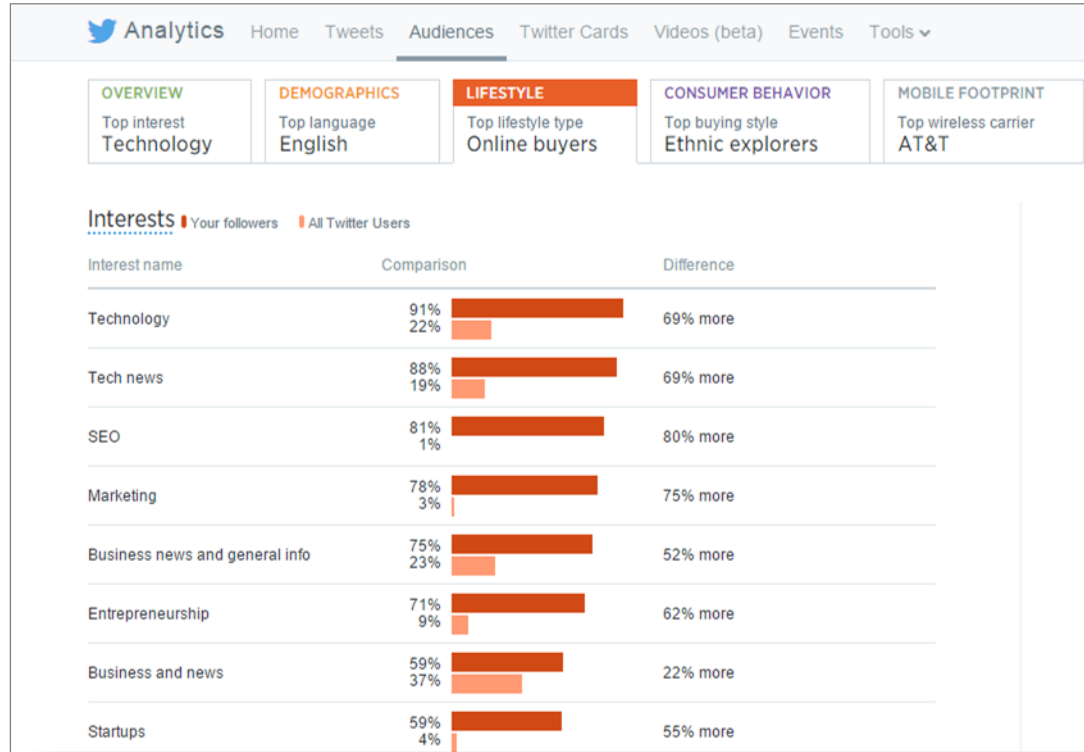


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# Audience Insights



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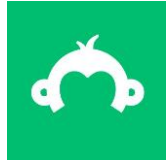
**#8:**

Third-party surveys





# Third Party Survey Tools



Survey Monkey Audience



Ask Your Target Market



Google Analytics Surveys



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## Fair Use Digital Circulation Strategy Information Overload

*The Work of Art in the Age of Mechanical Reproduction*

*Matthew Dodd* from the January 16, 2013 issue

Jurgen Habermas R&D Android cops beat The Weekender mathewi Tim Carmody attracting young readers tweets, collaboration tags the medium is the message blog plagiarism horse-race coverage advertising the other longer Book Review....



Privacy put the paper to bed Fuego news.me photo source: proimos/flickr

Answer a quick question to support this site

When shopping for new clothing, which trait do you consider the most important?

- Fabric
- Proper Fit
- Brand Name
- Price
- Color

OR

[Show me a different question](#)

[Skip survey](#)

Google

[INFO](#) [PRIVACY](#)

UDACITY

We guarantee you a job or your money back.

ENROLL NOW

### Popular on The Daily Globe

MOST EMAILED

MOST VIEWED

OPINION

[A Line in the Sand Against Rate Hikes](#)

ENTERTAINMENT

[A-List Guide to Oscar Parties](#)

THE BUZZ

[Memorable Quotes from 2012](#)

SPORTS VIDEO

[LeBron James Youngest to Score 20000](#)

HOME & GARDEN

[How to Plant a Winter Garden](#)

# Third Party Surveys

Google consumer surveys

Home CREATE SURVEY View as Respondent Share Export to Excel Copy survey Buy more Settings

SURVEY	TARGETING	FIELD DATE	FREQUENCY
Deal Sites Survey	General Population filtered to: 18-24 year-olds, 25-34 year-olds, 35-44 year-olds, 45-54 year-olds, Women in the United States on the Google Consumer Surveys publisher network.	02/06/2015	One-time

Question	Answer	Insights	Responses
1. Screening question: How many children aged 12 or under do you have? Target answers: "One child" or "Two children" or "Three or more children" (33.3%) <i>Low response rate</i>	No children 66.7%	1	305
2. Which of the following sites have you heard of?	Zulily 70.3%	None	101 / 100

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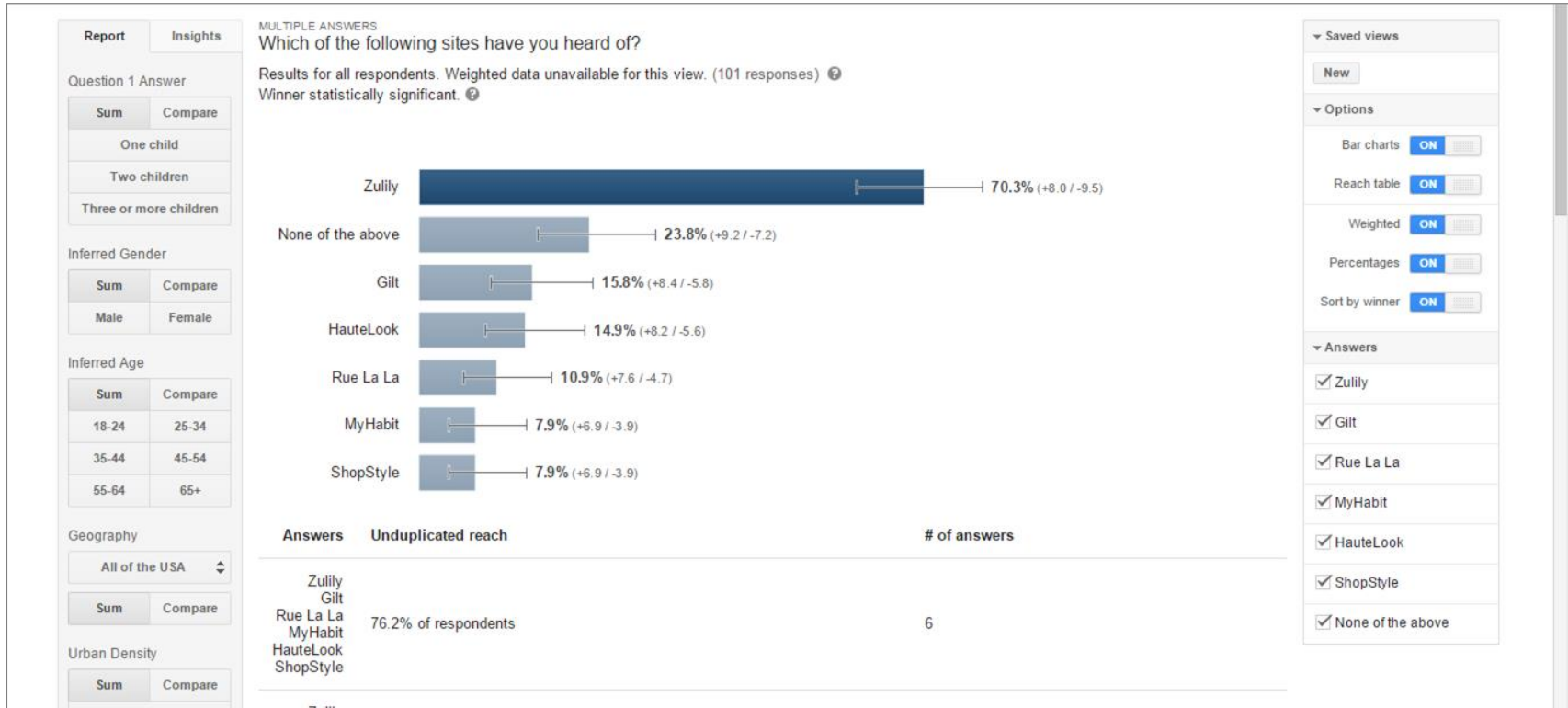


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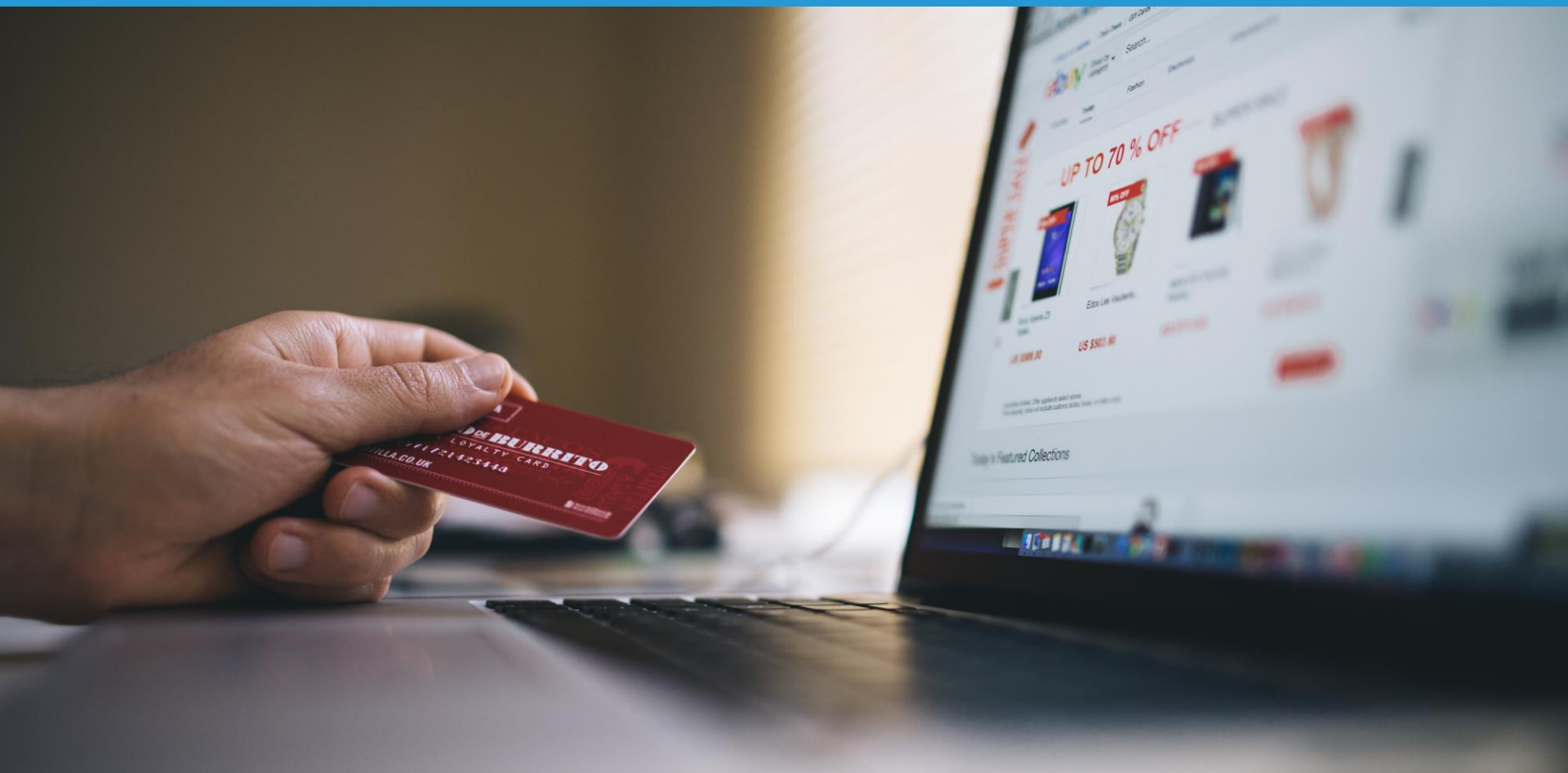
# Third Party Surveys



# #9: Two special personae



# Activation & Reactivation





# #10: Self-identification



# Self-identification



Settings > Emails

My Flaviar

Settings



## Manage Your Email Preferences

What kind of Flaviarista are you? On this page, you can pick a suitable profile and customize precisely **how much communication from us you want to receive.**

**I'm an Aficionado** *(selected)*



*You know that your bond with Spirits is special and actually want to be the first to know about all the discounts, new arrivals, announcements and special bottles.*

***I'm all about spiritual growth, baby.***

**I'm an Enthusiast**



*You appreciate spirits, but don't want them in your inbox everyday. You only want to see the really special promotions, announcements and bottles. We can respect that.*

***I like spirits, but only send me news here and there.***

**I'm a Dabbler**



*Sure, you appreciate spirits, who doesn't? Well, your inbox! We totally get it. We'll send you only the really epic news that nobody really wants to miss.*

***I appreciate spirits. But emails... only really important ones.***

**I'm a Gone**



*Currently, you ride alone in the World of Spirits. All of us were there once. If you ever want a 'spiritual wingman' again, we'll be here for you. Good luck!*

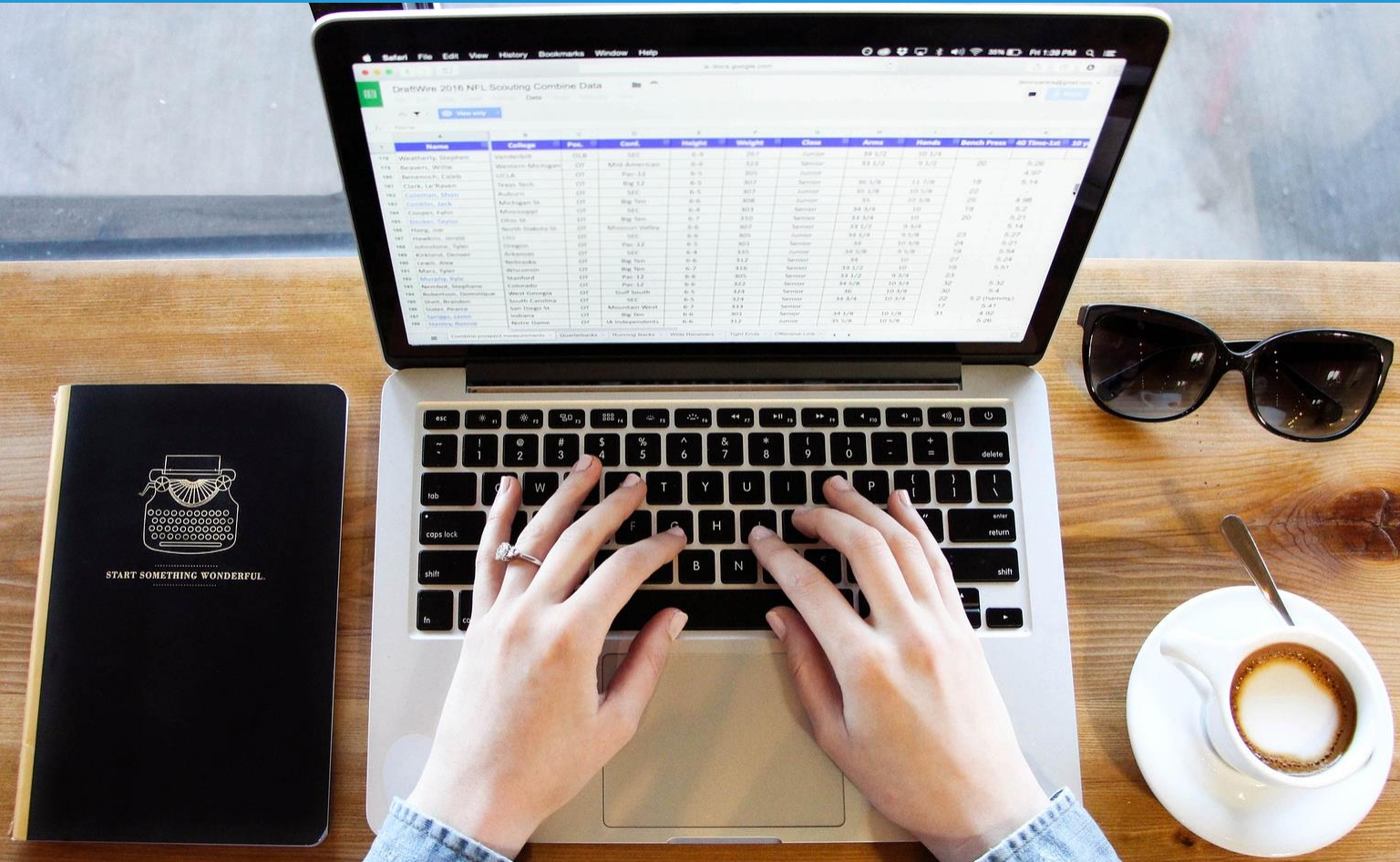
***No emails. Leave Me Alone. Hasta la vista, Flaviar!***

**#11:**

Validate the personae



# Validating the Personae



**#12:**

Walk in their shoes





# Walk in Their Shoes



The output of all of this...





# Geeky Gary

---

68-year-old male | Married, no kids  
HH Income = \$98,000 | College degree, retired

“ *I'm a certified geek when it comes to electronics. I don't mind paying more, especially when I can see it in the product.*

*There's nothing like* \_\_\_\_\_  
\_\_\_\_\_ ”



## ***Background***

Gary & his wife embody “age ain't nothing but a number.” They decided to not have kids so they could travel, pursue their outdoor hobbies, & spoil their dog.

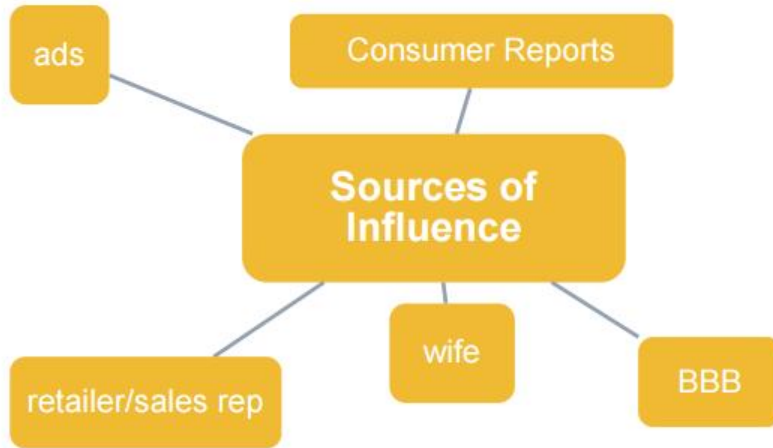
He absolutely loves gadgets – he has a fully automated & green home. He is also a heavy internet user & loves perusing sites for DIY ideas & news. If he reads about something new, he'll likely nerd out & obsessively research to determine if it's right for him.

## ***Identifiers***

- **Huge tech lover**, loves digital vs. print.
- **Energetic & young at heart.**
- **Risk adverse**, so a **heavy researcher.**
- Is **inquisitive**, & thus a **big tinkerer.** He **loves DIY.**

# Geeky Gary

---



## ***Common Objections***

- It's not quality that I can feel & touch. What am I paying for?
- The company isn't rated well on BBB and hasn't been around long. I don't want to be anyone's guinea pig.
- It's expensive, will my wife want me to pay?

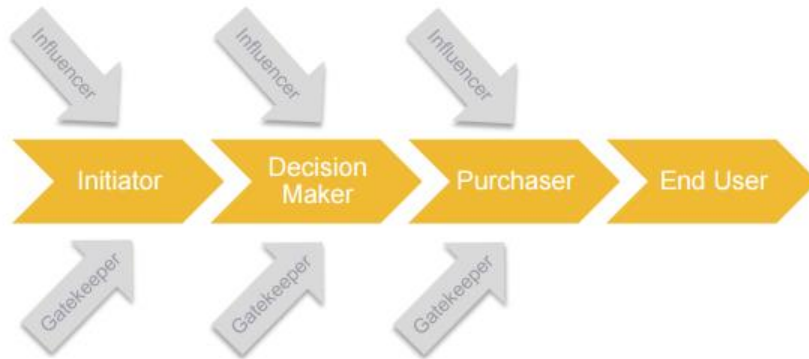
## ***What He Reads or Watches***

- Consumer Reports
- DIY Network
- Better Homes & Gardens
- Architectural Digest
- Love It or List It (TV show, HGTV)

# Geeky Gary

---

## *Roles in decision making process*



### **Discovery**

Gary is a big internet reader. He read about  in a magazine & immediately started Googling.

### **Trigger**

Gary can get triggered by just about anything that aligns with his interests.

### **Search**

Gary will manically search & enter this phase fast, but he needs to see quality & ease of use to consider a purchase.

### **Buy**

He won't buy quickly; he'll need to convince his wife, be comfortable with the brand's financial performance & the number of years its been in business.

### **Stay**

Gary is extremely enthusiastic, so if he likes a brand, he'll shout it from the rooftops. He can be a strong brand advocate.

## Geeky Gary

68-year-old male | Married, no kids  
HH Income = \$98,000 | College degree, retired



“ I’m a certified geek when it comes to electronics. I don’t mind paying more, especially when I can see it in the product.

There’s nothing like pushing that button in front of your guys &

### Background

Gary & his wife embody “age number.” They decided to not travel, pursue their outdoor hobbies, and live in a smart home. He absolutely loves gadgets – automated & green home. He is a user & loves perusing sites for the latest in smart home tech. He obsessively researches to determine the best value for his money.

## Trusting Trevor

56-year-old male | Married, no kids  
HH Income = \$105,000 | PhD, employed full-time



“ Once I find a brand I like, it’s done. I stick with it. The decision-making process is exhausting – go to a store, go back online, go back to the store again – so not having to think about it again makes my life so much easier.”

### Background

Trevor is a heavy internet consumer. He is constantly checking his social media feeds daily. He is subject to a lot of ads or sees friends/family’s homes that he tends to internalize the message and eventually consider them (marketing message). If he sees when he’s ready to buy he’ll purchase from that brand.

## Gabby Gabriel

44-year-old male | Married, two kids  
HH Income = \$250,000 | Masters, employed full-time



“ Your home seems to wear a lot quicker when kids are present. It’s exhausting.

The idea of just being able to lay in bed and hit the remote to put down the blinds is great.”

### Background

Gabby & his wife have two wild kids running around the house. They are constantly thinking of ways to keep their kids safe while also upgrading their home to look nice (but last!).

Because he’s short on time & works in a relationship-driven industry, he prefers making decisions based on real-life encounters: talking to friends, sales reps, seeing & touching a product in store, etc.

### Identifiers

- He too is driven by **aesthetics**.
- But he’s **pragmatic** because of his kids.
- Prefers **in-person experiences** vs. online.
- Enjoys **DIY** & having an **active social life**.

## Practical Peggy

55-year-old female | Married, no kids  
HH Income = \$350,000 | Masters, employed full-time



When I buy something, I like to know how everything works. I’ll read the warranty and look for comparison content so I know exactly what I’m getting.”

### Background

Peggy is all about efficiency. She is organized and uses hacks that will simplify her life. For pragmatism, she’s inspired & driven by efficiency. However, before purchasing anything to know if it’s value can match it’s cost. She’ll spend a lot of time trying to figure out exactly what’s under the roof & confirm the brand used by established experts.

### Identifiers

- **Methodical & calculating**.
- Lover of **pretty things**, like décor.
- Willing to **pay more** for convenience.
- **Voracious reader**.

## Practical Peggy

### Role in decision making process



### Trigger

She’s looking for a big design, but she’s pretty apt to be the one who she’s traveling.

### Search

However, she likely won’t be triggered to look for a high-ticket item like motorized blinds unless she is convinced she has a need for it.

### Buy

Peggy wants to know exactly what she’s getting before she buys, so she’ll carefully read warranty info, reviews, & product specs.

### Objections

She won’t buy until she is convinced she knows exactly how everything works & that the product (& company) will last.

### What She Reads or Watches

Because she does research to feel more confident about her purchases, she’ll read a lot of articles & watch a lot of videos.

## Practical Peggy

### Sources of Influence



### Objections

She can’t find or don’t like the warranty. She’s not sure if the available items aren’t aesthetically pleasing. She’s not sure if a company hasn’t been around long and/or not if any experts know about the brand. Will it last? She’s getting frustrated because I can’t easily compare the different specifications.

### What She Reads or Watches

- HGTV
- New York Times
- CNN
- Dwell magazine
- Simple magazine
- Architectural Digest
- The Week



**Gary**

Tech-lover

Heavy researcher

Wants to be cutting-  
edge



**Trevor**

Aesthetic driven

Trusts experts

Frequent social  
media use



**Peggy**

Style focused

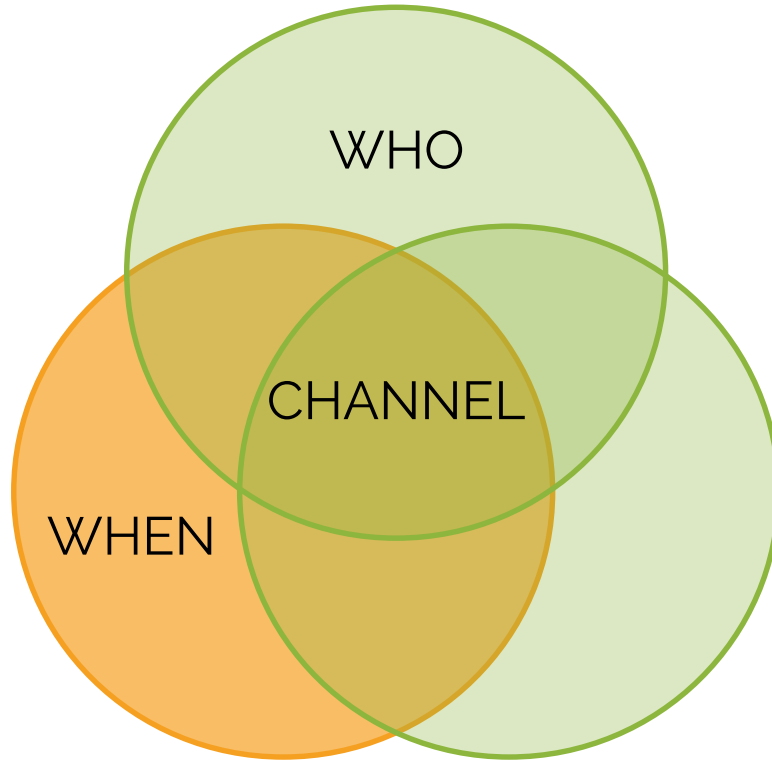
Methodical

Requires credibility

# WHO







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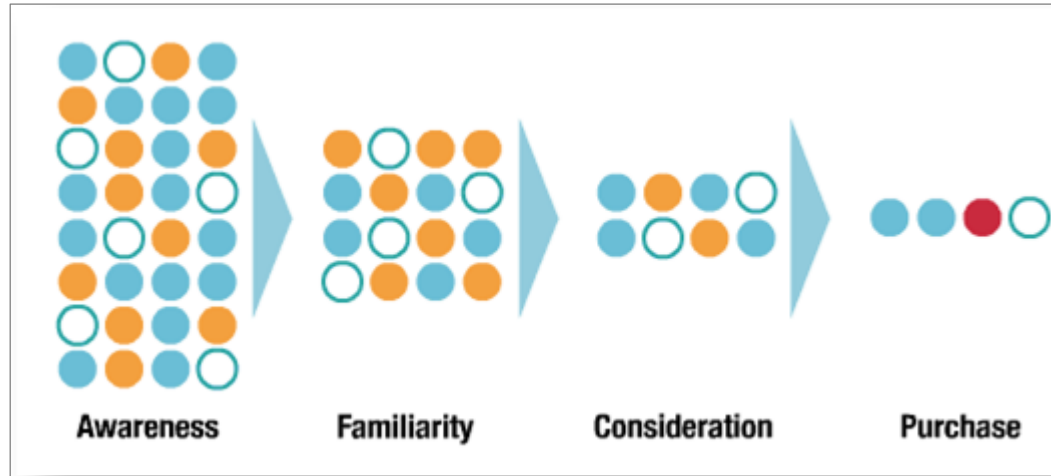


# WHEN

during the customer journey  
do we want to reach them?



# Traditional Customer Paths



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# Customer Modes

Blissful ignorance, no problems

Determines they have an issue that needs solving

Recurring issue vs. once-in-a-lifetime question

Maybe researches solutions

Maybe gets influenced; maybe they've already been exposed

Could be passively or actively searching

Maybe they have a favorite brand

Makes decisions about what brand & product to buy

Decides where to buy it from

# Variety of Paths



**Gary**

Tech-lover

Heavy researcher

Wants to be cutting-  
edge



**Trevor**

Aesthetic driven

Trusts experts

Frequent social  
media use



**Peggy**

Style focused

Methodical

Requires credibility



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# Example: Very Different Paths



# Example: Market Leaders



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# Contexts



# Contexts

Google

best tie knot for a formal event



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# Contexts

Google

how to tie a windsor knot



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# Contexts

“

**A context is a set of user actions corresponding to a single information need.**

”

# Contexts

“top 10 things to do in Berlin”  
“top 10 things to do in Zagreb”  
“top 10 things to do in Paris”

“weather in Paris”  
“louvre”  
“airports in France”  
“easyjet Paris”  
“cheapest vacation deals Paris”

“trendy coffee near the Champs-Élysées”  
“moulin rouge”  
“Eiffel Tower entry price”



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# Contexts

More than  
**50%**

of queries are attributed to a context  
that lasts more than a month.



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# Contexts

Google identifies a new context within

**10 minutes**

of the first search.



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# Contexts

“most romantic restaurant in seattle”



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# Contexts

“most romantic restaurant in seattle”  
“how to choose a diamond ring”



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# Contexts

“most romantic restaurant in seattle”

“how to choose a diamond ring”

“wedding venues”

“photographers in seattle”

“types of wedding cake”

“how to write a grooms speech”

“fun honeymoon destinations”



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# Contexts

“most romantic restaurant in seattle”

“how to choose a diamond ring”

“wedding venues”

“photographers in seattle”

“types of wedding cake”

“how to write a grooms speech”

**“fun honeymoon destinations”**



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# Contexts

**“most romantic restaurant in seattle”**

“how to choose a diamond ring”

“wedding venues”

“photographers in seattle”

“types of wedding cake”

“how to write a grooms speech”

**“fun honeymoon destinations”**



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# Triggers



# Examples of Triggers





# Examples of Triggers

**Intrinsic:**



I deserve a holiday!

**External:**



My coffee machine is broken.

**Opportunistic:**



I'd never even thought about buying a drone camera!

# Creating Aspiring Customers

## Microsites

Make life as a small business or landlord easier with our tailor-made microsites



Marketing guides: Google AdWords - the small business guide  
Become a paid search and Google AdWords pro with our step-by-step guide.  
[Read more](#)

### Step-by-Step Guide to your Social Media Success

Marketing guides: step-by-step guide to your social media success  
Master social media and win more customers with our step-by-step guide.  
[Read more](#)

### the simple guide to business blogging

Marketing guides: the simple guide to business blogging  
Check out our guide to the blogging basics, and get your business blogging today.  
[Read more](#)

### the small business guide to CONVERSION RATE OPTIMISATION

Marketing guides: the small business guide to conversion rate optimisation  
Conversion rate optimisation could be the key to more online sales. Get to grips with the basics with our small business guide.  
[Read more](#)

### THE SMALL BUSINESS GUIDE TO EMAIL MARKETING

Marketing guides: the small business guide to email marketing  
Are you making the most of email? This step-by-step guide will help you connect with your customers and build your email list.  
[Read more](#)

### The small business guide to Facebook

Marketing guides: the small business guide to Facebook  
Eager to set up a Facebook page? Don't know where to start? Check out our step-by-step guide.  
[Read more](#)

### HIRING YOUR FIRST EMPLOYEE

Industry insights: hiring your first employee  
Taking on staff is one of the biggest steps you'll take - so how can you do it effectively? Our video guide will give you the basics.  
[Read more](#)



Industry insights: presentation of successful British businesses and landlords  
Read our customer success stories and get inspired.  
[Read more](#)

### The Small Business Guide to LinkedIn

Marketing guides: the small business guide to LinkedIn  
Eager to get your business on LinkedIn but not sure where to begin? Check out our guide, tailored to small businesses.  
[Read more](#)

### EMAIL

Productivity guides: what's your biggest problem with email?  
How can you keep on top of your inbox without hindering your workflow? Read our guide to find out.  
[Read more](#)

### COLLABORATION

Productivity guides: what's your biggest problem with collaboration?

### The Small Business Guide to Google My Business

Marketing guides: the small business guide to Google My Business

### THE SMALL BUSINESS GUIDE TO

Marketing guides: the small business guide to Twitter

### The Small Business Guide To YouTube

Marketing guides: the small business guide to YouTube

### THE SMALL BUSINESS GUIDE TO Google Analytics

Marketing guides: the small business guide to Google Analytics

# WHO - WHEN

Problem  
Definition

Awareness

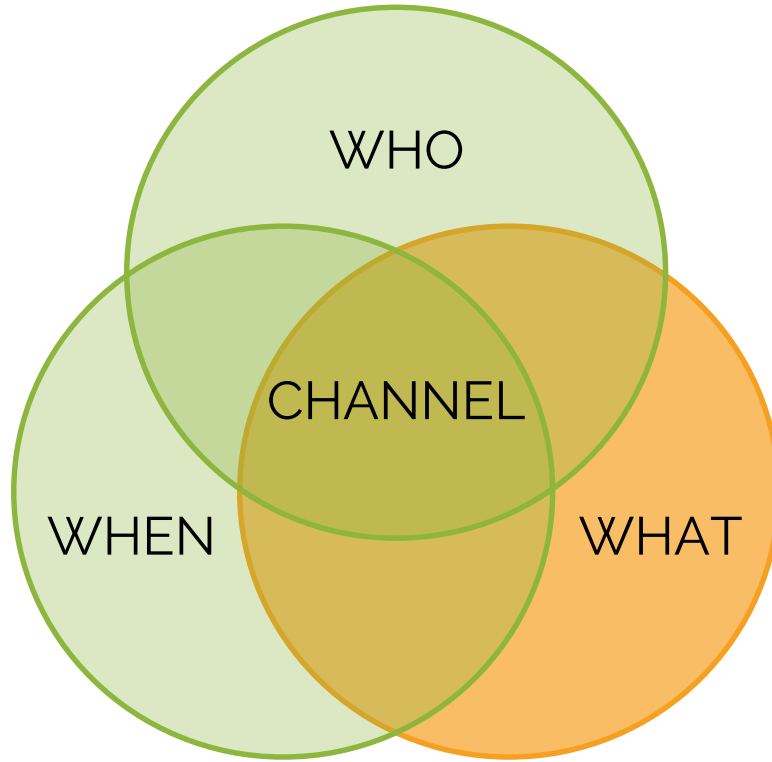
Research

Conversion



# WHO - WHEN

	Problem Definition	Awareness	Research	Conversion
				
				
				
				



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# WHAT

message would you like those  
potential customers to hear?



**Adopters**

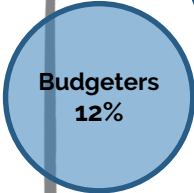
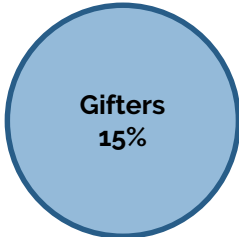
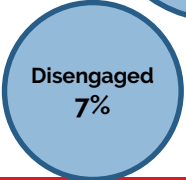
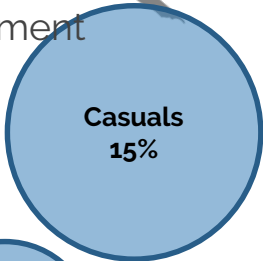
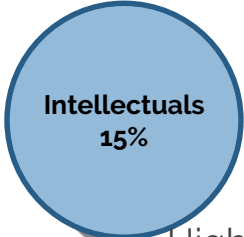
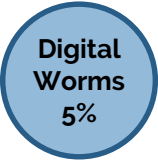
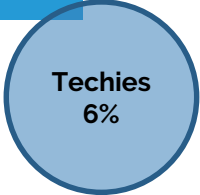
**eReaders**

Low book engagement

High book engagement

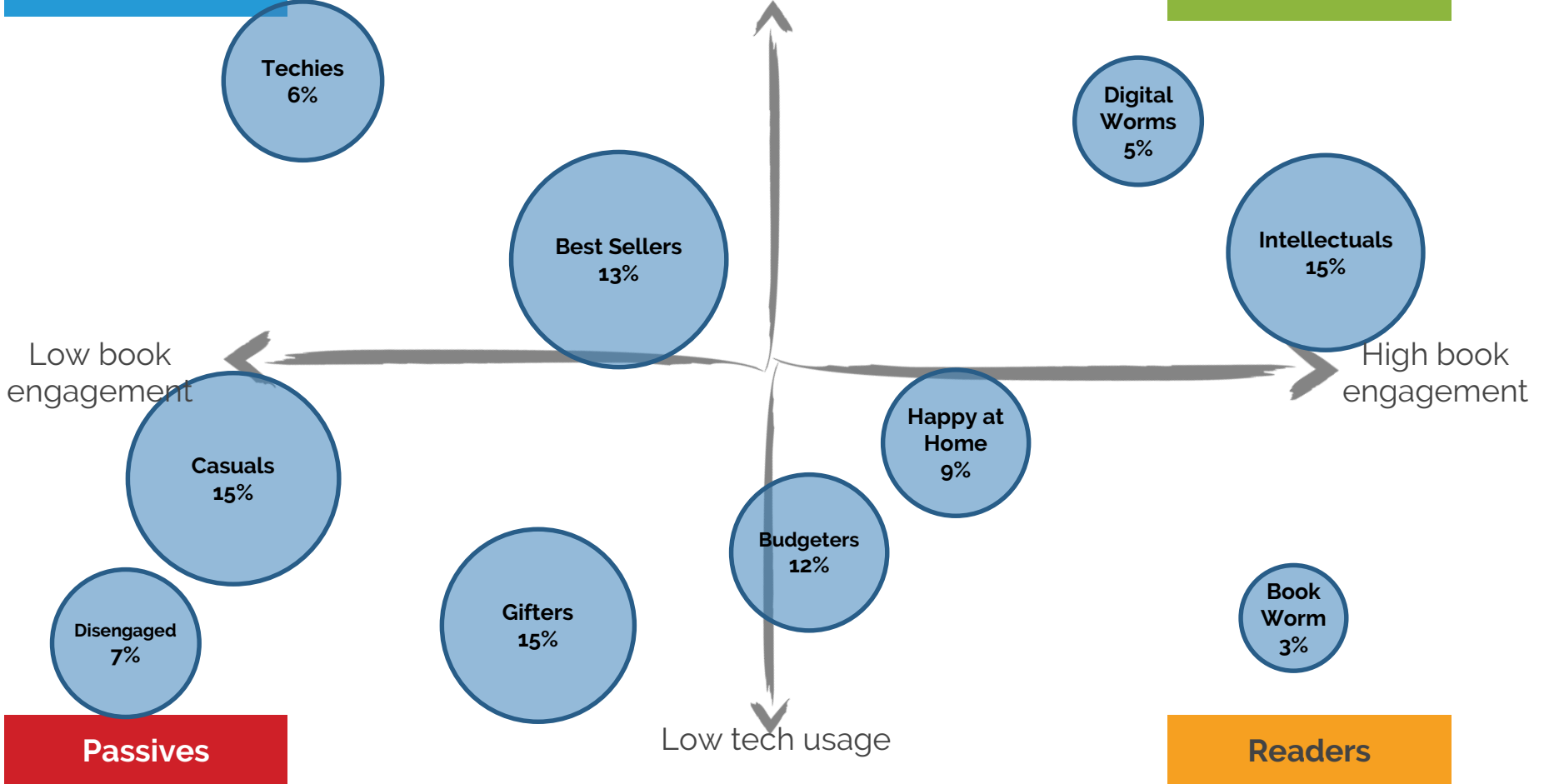
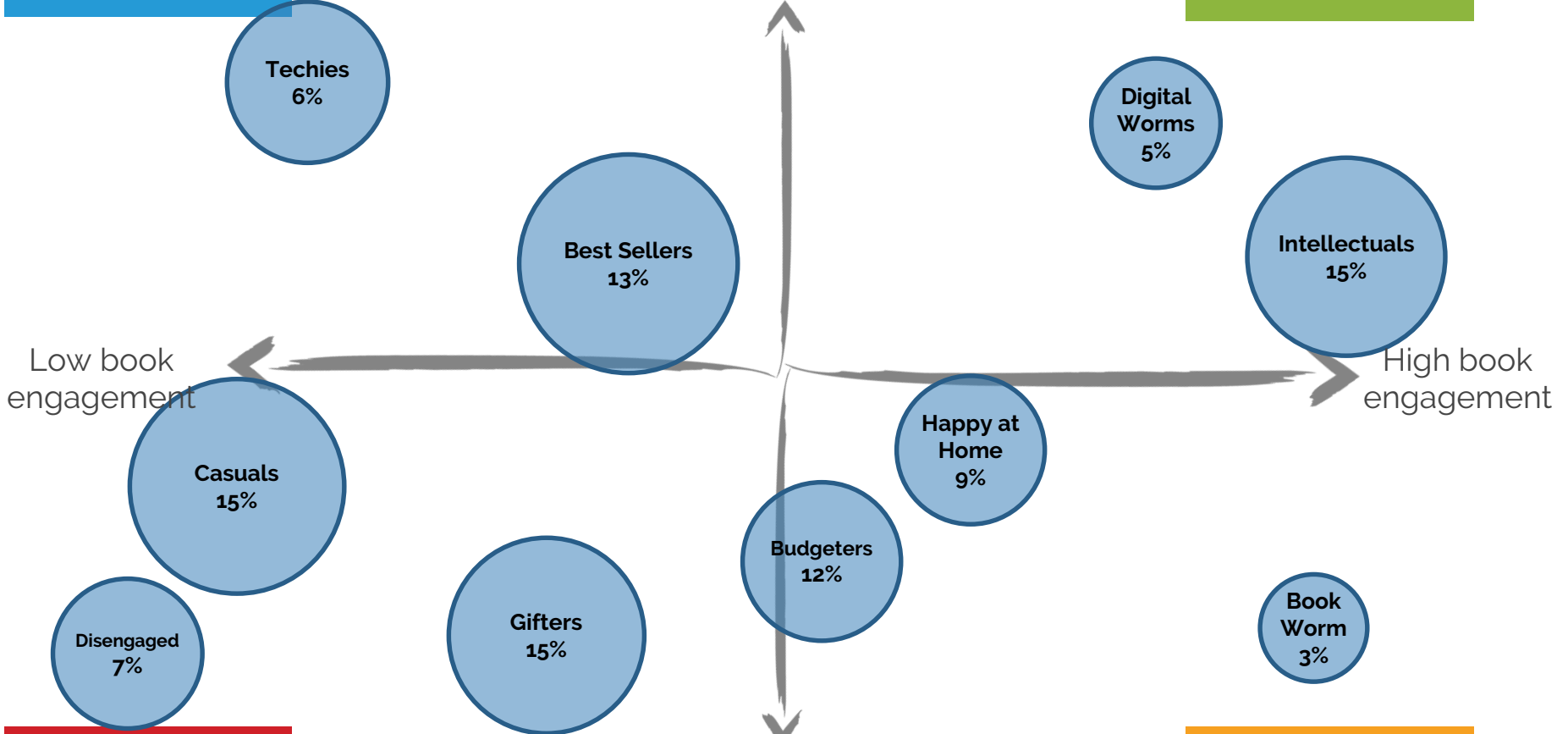
High tech usage

Low tech usage

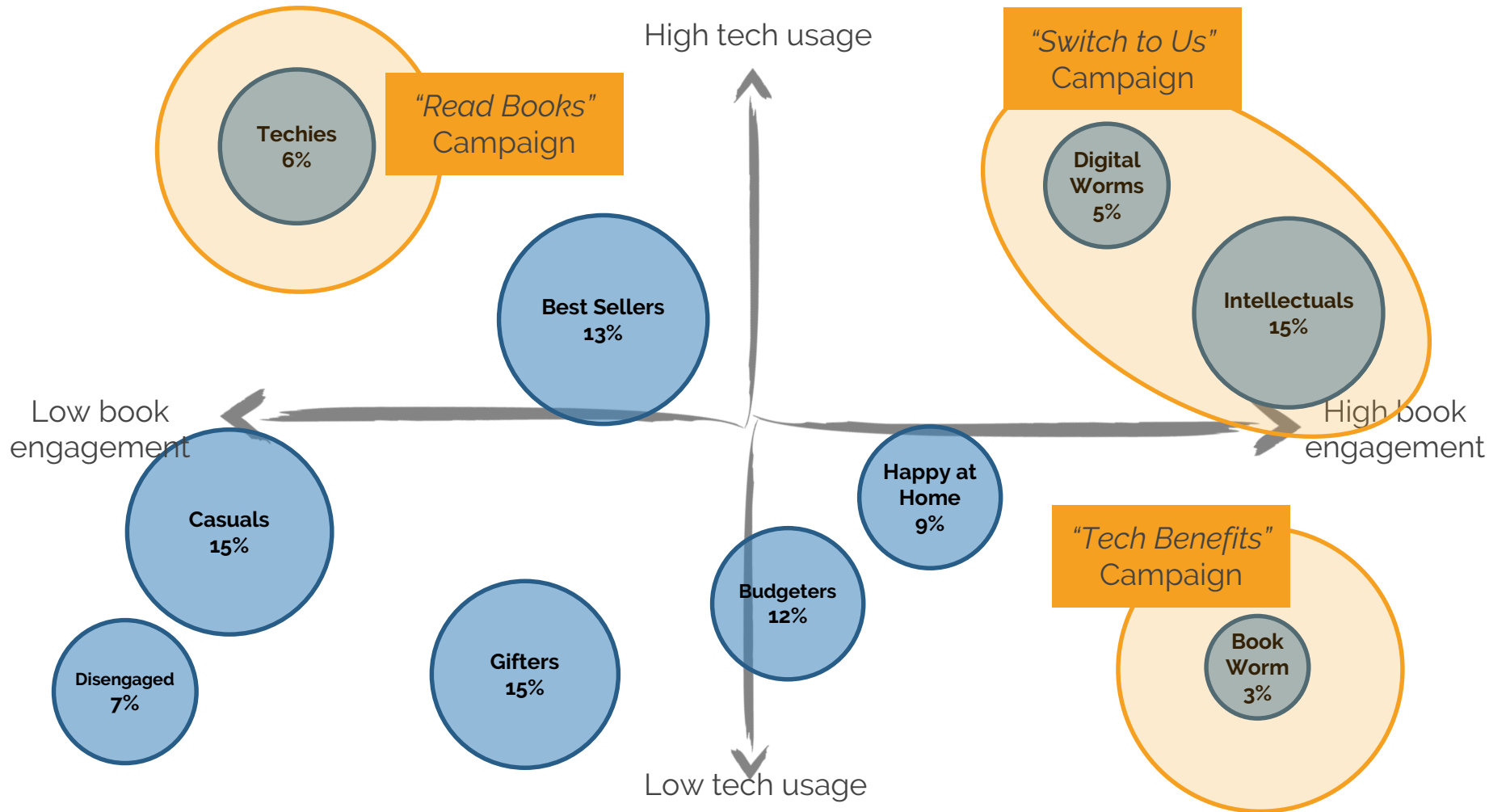


**Passives**

**Readers**

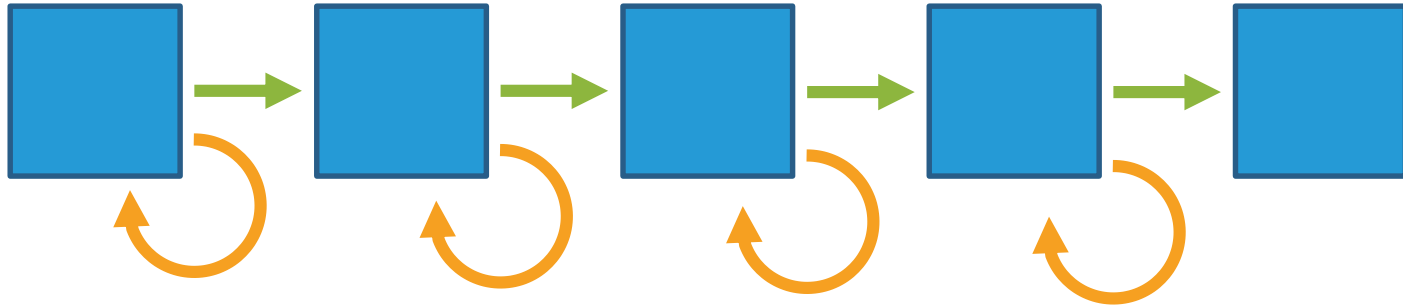






# Marketing Messaging

Market the product to  
move people from one stage to the next.



Market the brand to  
create and deepen engagement.



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# Marketing the Product

## Awareness:

Our option exists. Consider us. Find out more.

**Costco**  
MEMBER SERVICES

## Costco Auto Program

Buy and save with confidence

If you're ready to buy a new or pre-owned vehicle from top manufacturers like Toyota, Honda, Chevrolet, and many more, Costco Auto Program is your trusted source for car buying.

[Learn More](#)

External Link: This site is hosted by a Costco supplier.  
Or, call 1-800-371-1803

Costco Auto Program makes car buying easy by offering:

- Low, prearranged pricing on many makes and models
- A hassle-free buying experience
- Participating dealerships nationwide
- Full member support before, during and after purchase
- 15% off parts, service and accessories for any vehicle in your household\*

Eg: **Costco Auto Program**  
“You can buy a car through us”



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# Marketing the Product

## Possibility:

Something different is possible. Try something new.

The screenshot shows the Metromile website with the headline "Introducing Pay-Per-Mile Insurance". Below the headline, it says "Car insurance based on how much you drive. Pay a low base rate then just pennies per mile." There are input fields for "ENTER ZIP CODE" and "CHECK YOUR RATE", and a phone number "Call an agent at 1.888.242.5204".

Drive less, pay less

Pay per-mile insurance costs less because it's based on how many miles you drive. If you spend less time behind the wheel, you spend less money on insurance.

Save an average of \$500 per year

Miles per year	Save
0 miles/year	Save \$500
2,500 mi	Save \$500
5,000 mi	Save \$500
7,500 mi	Save \$300
10,000 mi	Save \$300

Eg: **Metromile**

“You can pay for your insurance by the mile, and save money.”



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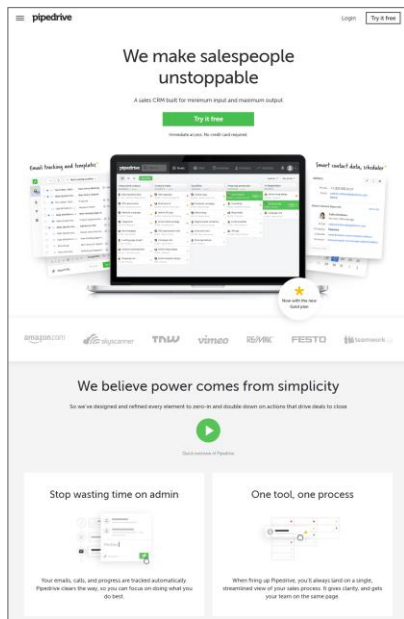


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# Marketing the Product

## Directional:

The best way to *(goal)* is to *(approach)*



Eg: **Pipedrive**

“Make your salespeople more efficient with our dedicated tool.”



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# Marketing the Product

## Reality:

Our product will solve your problem...

...better than the others

...cheaper than the others

... just as well as the others but with broader benefits.



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# Understanding your Differentiation



# Understanding your Differentiation

Delivered  
Monthly

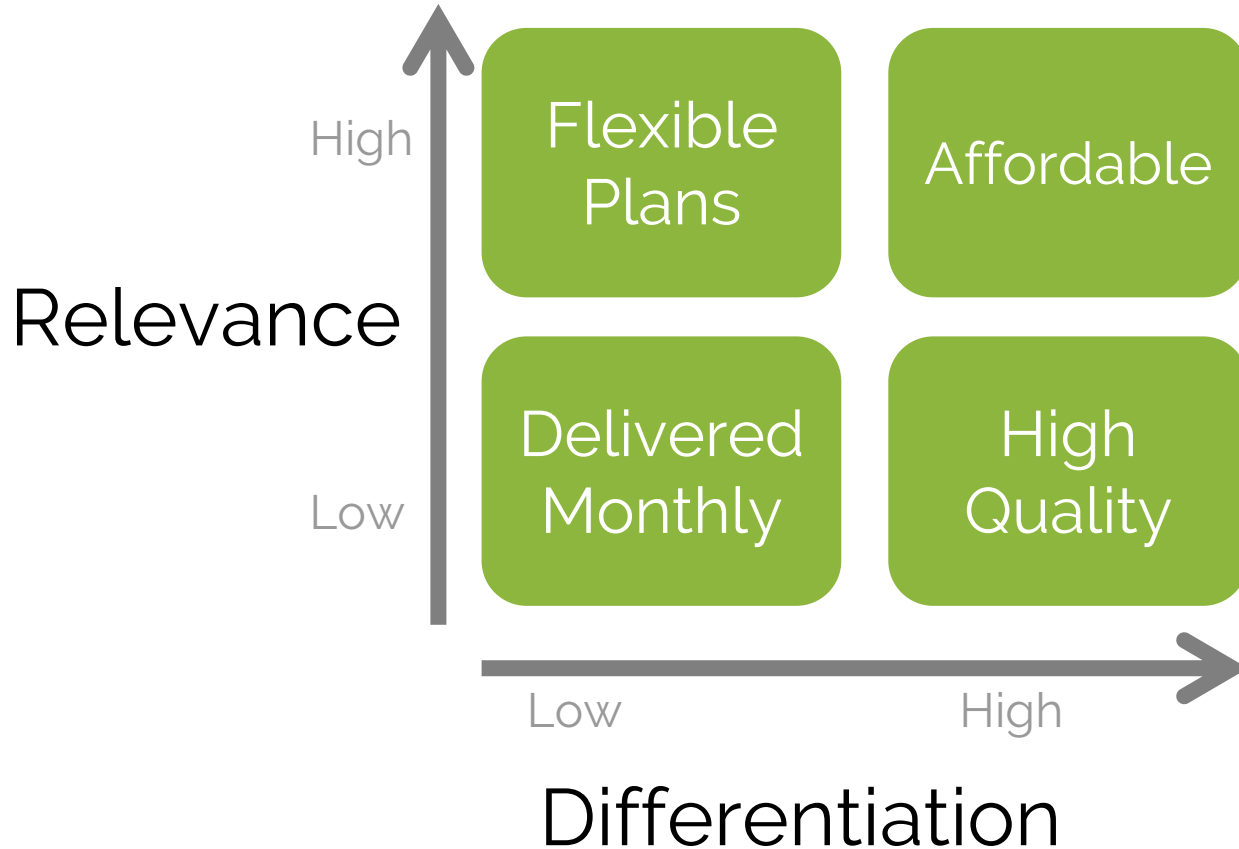
Flexible  
Plans

High  
Quality

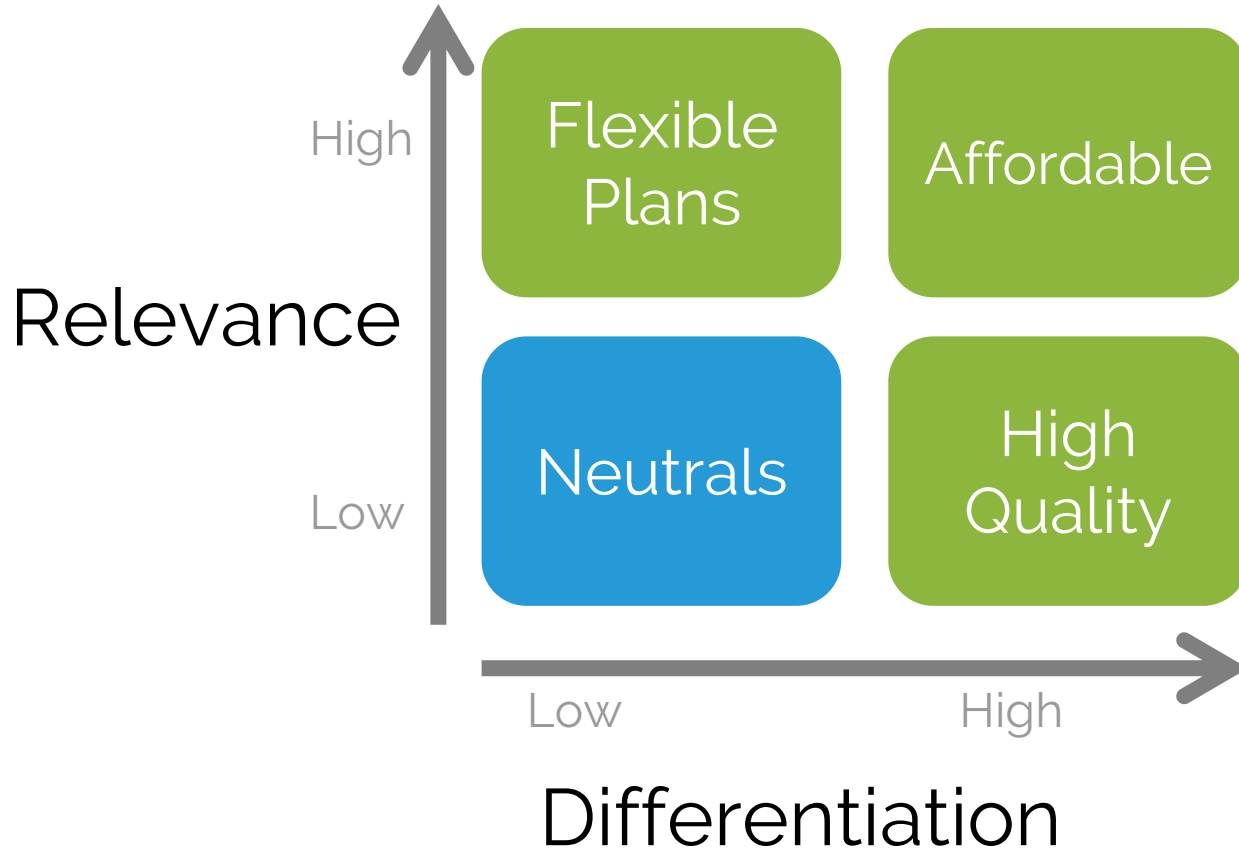
Affordable



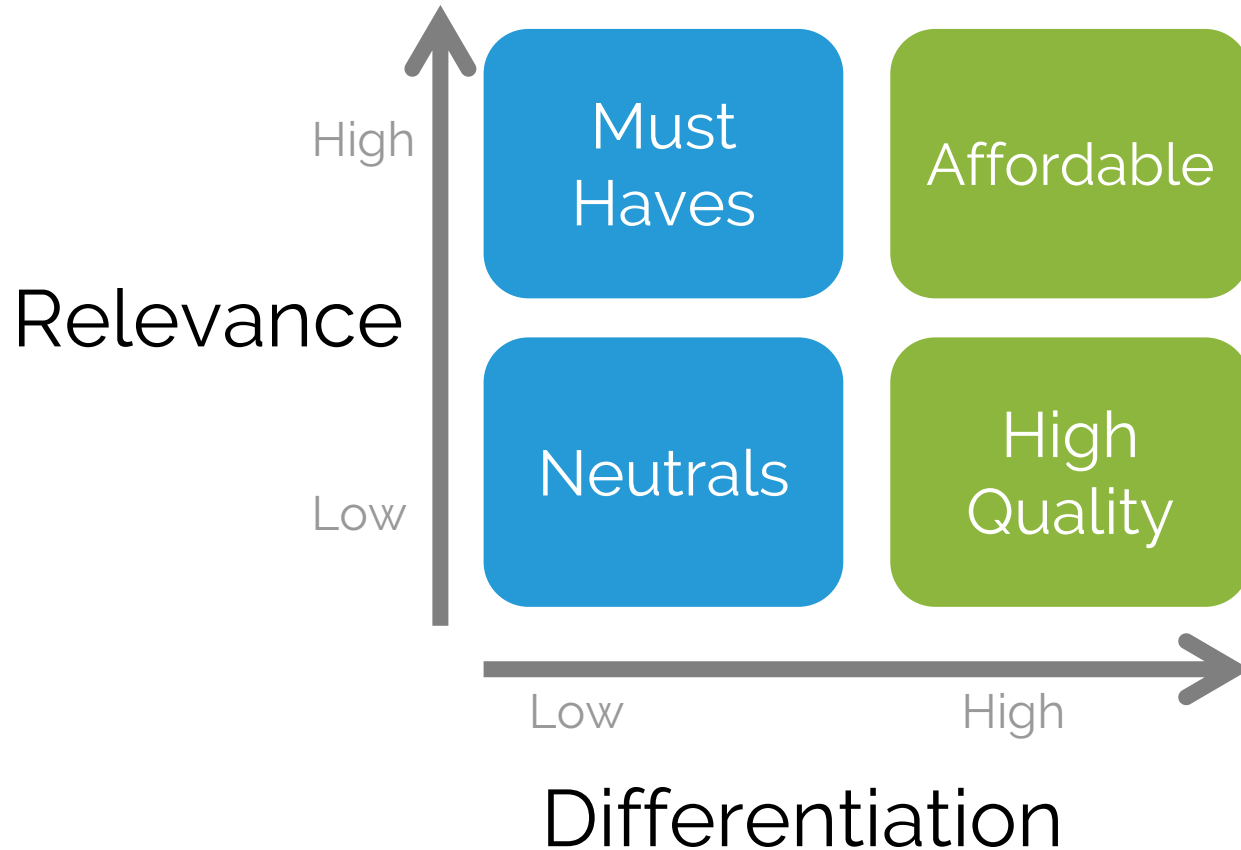
# Understanding your Differentiation



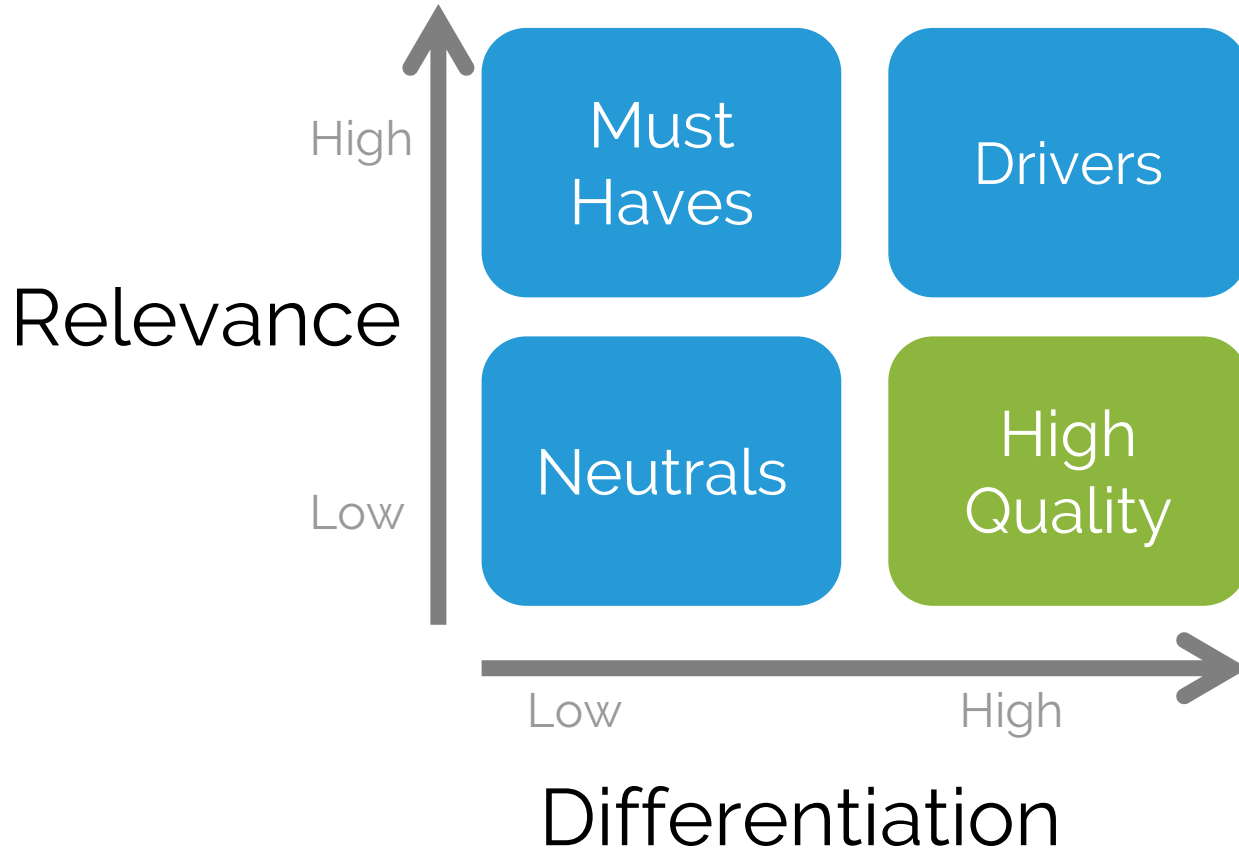
# Understanding your Differentiation



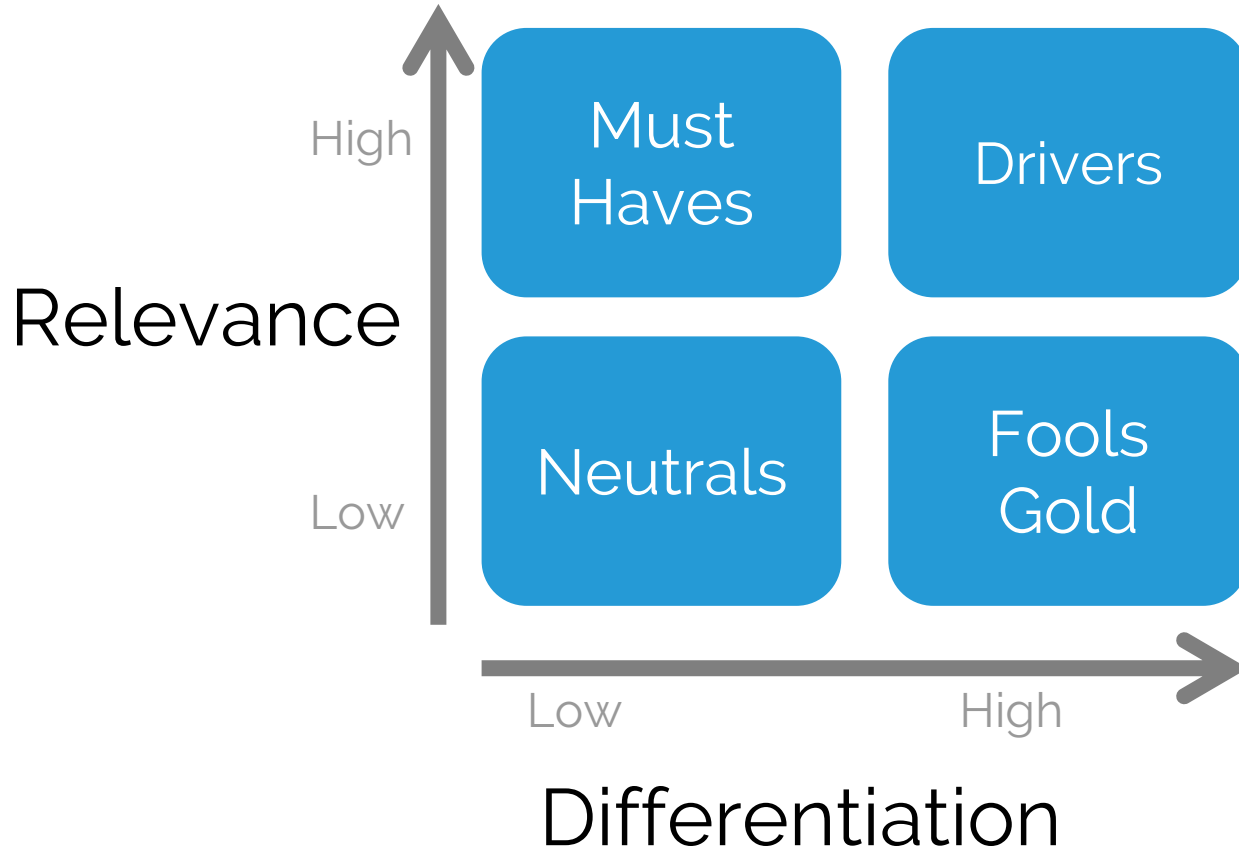
# Understanding your Differentiation



# Understanding your Differentiation

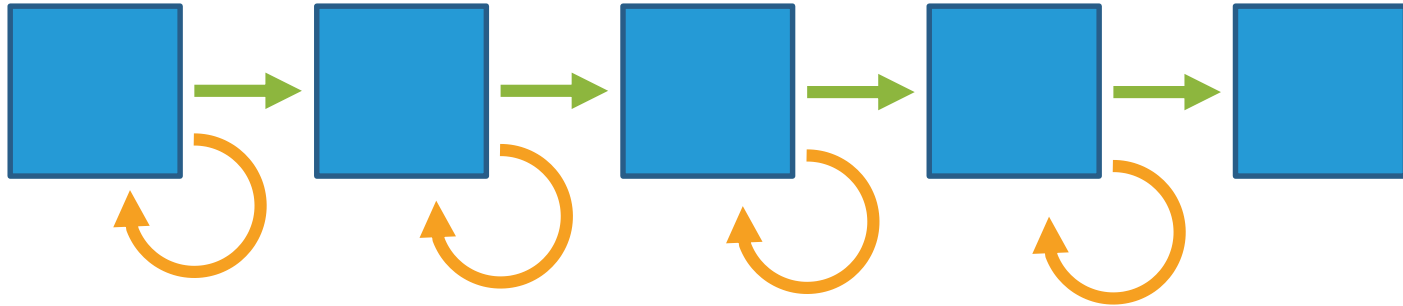


# Understanding your Differentiation



# Marketing Messaging

Market the product to  
move people from one stage to the next.



Market the brand to  
create and deepen engagement.



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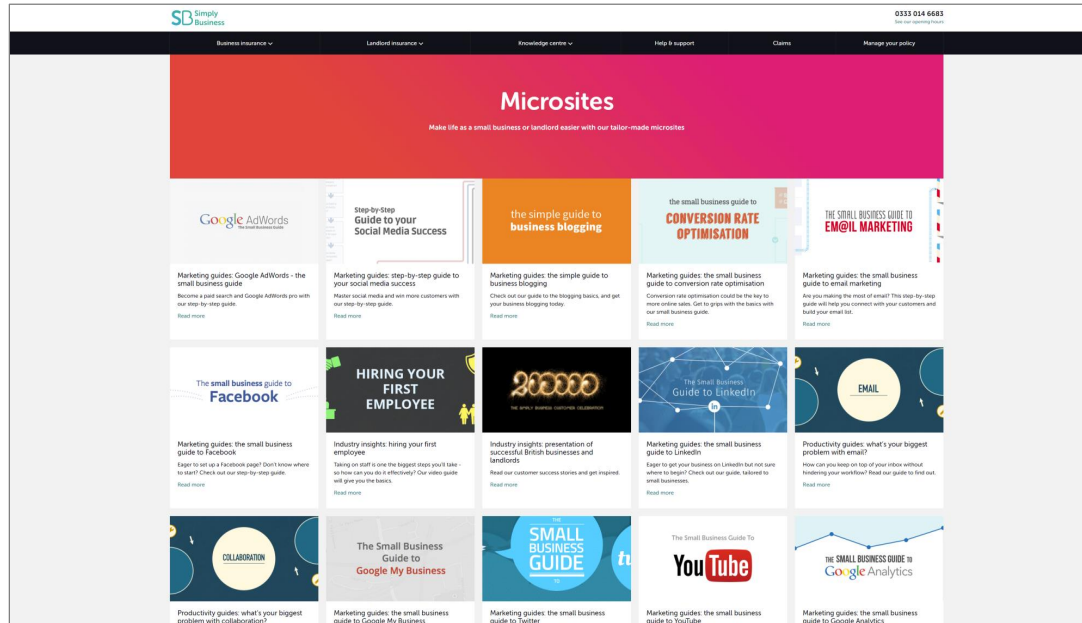
@Distilled



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# Marketing the Brand

***“We’re here to help people like you!”***



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# Marketing the Brand


***“We hate what you hate!”***

**oyster.com** The Hotel Tell-All Destinations Collections Cruises Stories Photo Fakeouts US \$ Sign In

Search by destination or hotel name 5/12/2018 5/16/2018 **Search**

[← Back to Photo Fakeouts](#)

**Las Vegas Photo Fakeout: Good luck finding a lounge chair** ← Previous Next →



Mandalay Bay Oyster's Photo



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# Marketing the Brand

***“Here’s who we are & what we believe”***



@RobOusbey



@Distilled



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ONE  
DAY  
YOU  
WILL



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# Social Proof

☰ BUSINESS INSIDER

## This hoodie is so insanely popular you have to wait months to get it

 Hayley Peterson    
🕒 Dec. 5, 2013, 11:06 AM 🔥 10,854,937 💬 20

The insane popularity of a single sweatshirt has forced its maker to expand into four new factories within the last year just to meet the soaring demand.

The [zip-up hoodie](#), made by San Francisco startup [American Giant](#), costs \$89. It had been on the market for 10 months when a [December 2012 Slate article](#) declared it "the greatest hoodie ever made" and suddenly sales exploded.

The pace of growth was so rapid that back-order waits grew to as long as four months. But people



American Giant





# WHO - WHEN - WHAT

	Problem Definition	Awareness	Research	Conversion
				
				
				
				

# WHO - WHEN - WHAT

Problem  
Definition

Awareness

Research

Conversion



BRAND X IS  
A NOVEL  
SOLUTION



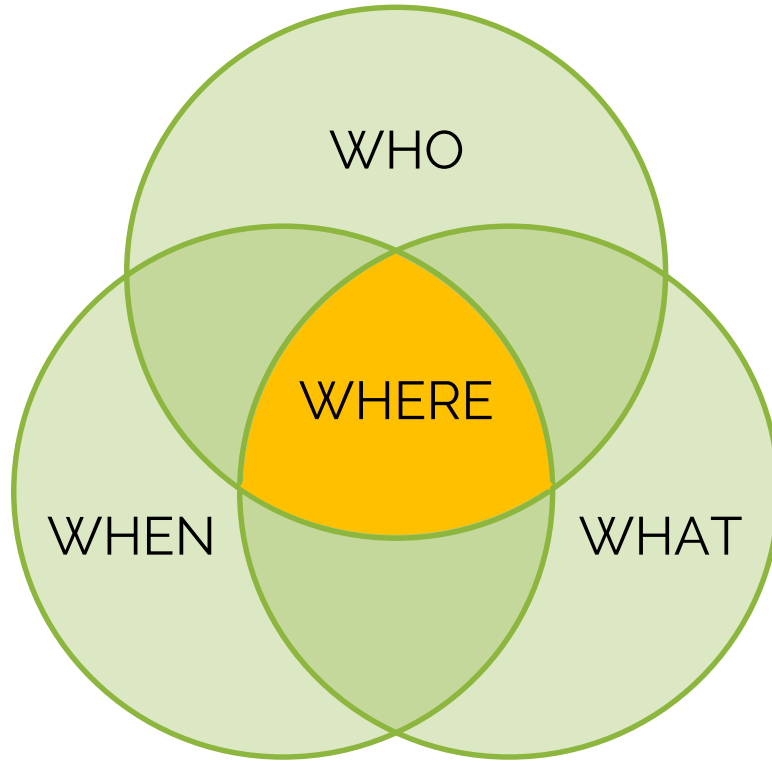
BRAND X IS  
AVAILABLE  
AT MY STORE



I DIDN'T KNOW  
YOU COULD ....



BRAND X IS  
AN OPTION



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# WHERE

do we get that  
message to them?



# Channels

paid search • organic search • local search • product search • display • retargeting • gmail ads • owned social • social coverage • bought social • social advertising • social retargeting • referral traffic • review sites • blog coverage • product placement • content amplification • news coverage • media buys • email • earned email • paid email • partners • affiliates • events



# Choosing Channels



# Choosing Channels



# Choosing Channels



Sees drone racing video footage on Reddit



# Choosing Channels



Sees drone racing video footage on Reddit



Looks on tech sites to find more & compare brands



# Choosing Channels



Sees drone racing video footage on Reddit



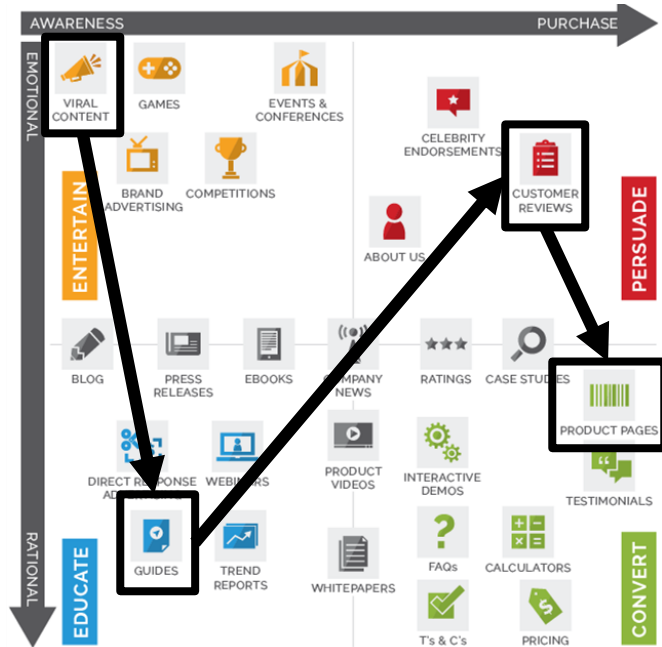
Looks on tech sites to find more & compare brands



Compare reviews from real customers



# Choosing Channels



Sees drone racing video footage on Reddit



Looks on tech sites to find more & compare brands



Compare reviews from real customers



Checks the individual product pages before completing the purchase

# Choosing Channels

## Earned

searchlove

Top Latest People Photos Videos

**Jags Affinity** @justicekragiel · May 8  
Hey cool, I'm going to the #SearchLove conference run by @distilled. That's going to be good.

**Jacques-Antoine** @RiouxJA · May 9  
Replying to @willcritchlow  
Coming from Montreal for the event! Can't wait! #SearchLove

**Lisa Schneider** @lisaschneider64 · 14h  
These two items – a serious and enforced code of conduct, and plenty of women speakers – are part of why I'm honored and excited to speak at #SearchLove next month. If this conference is relevant to you, please sign up and join us there!

**Will Critchlow** @willcritchlow  
We are aiming to be the most welcoming conference in the industry. We take our code of conduct (distilled.net/searchlove/cod...) very Show this thread

1 3 1 3

## Owned

distilled

Following

**distilled** @distilled Follows you  
Smarter online marketing. Follow us for bright ideas, event news and advice on growing your business.  
London, England distilled.net  
936 Following 40,587 Followers

Tweets Tweets & replies Media Likes

**distilled** @distilled · 3h  
The "first" of its kind. Although we've been coming to Boston for years, this is the first time we'll be at the Revere hotel in downtown Boston's theater district meaning more chances to hang out with the speakers and other delegates

distilled.net/events/searchlove-boston/

1 1

## Paid

Home

**Melanie Spring** @MelanieSpring · 52s  
"No one is taking money out of your pocket. YOU are taking money out of your pocket." - @garyvee #nac18

**Communications@SU** @SyracuseCo... · May 1  
No GRE required to apply. Syracuse offers a master's in communications from Newhouse online. Specializations available in advertising, journalism or PR. Earn your degree in only 15 months. Apply today! bit.ly/2JfukLK

**Newhouse** Syracuse University  
Earn Your M. S. in Communications Online in Just 15 Months

6 35 250

Promoted

Larry Kim Retweeted

**ReadWrite** @RWV · 5m  
WordStream Acquired for \$150 Million by Gannett w.readwrite.com/2KOetM6

WordStream  
40 Hours of PPC Analysis in 60 Seconds or Less  
GET YOUR FREE REPORT TODAY  
Fast. Secure. Free.

# Choosing Channels

## Earned

The New York Times nik.nashley

TECH FIX

### How to Pack and Prepare Your Smartphone for Traveling This Summer

By Brian X. Chen  
May 9, 2018

Many travelers are familiar with this scenario: You are finally going on that well-earned vacation. You decide to [take your smartphone on the journey](#). But you run into a host of tech snags after you arrive at your destination.

You might quickly burn through your cellular data limit, for instance. Or maybe you can't log in to some apps that send you text messages to confirm your identity. Your maps may not load. And your battery runs out of juice just when you need the smartphone most.

These headaches may spoil what was supposed to be a relaxing vacation. They may even make you wish you had left your phone at home. But your smartphone is your most vital travel tool: You rely on it for navigating unfamiliar places, finding places to eat and things to do, and taking photos.

Fret not, traveler. To help you plan a smooth summer vacation, here's an overview of the tech you should pack to use a smartphone abroad, and more important, what you need to do with your phone before you depart. (Much of this advice can also be applied to domestic travel as well. If you want to be thorough, [click here for a checklist](#) you can print out.)

#### Pack the right accessories

The tech you pack should revolve around keeping your phone running. Michael Zhao, an editor for [Wirecutter](#), a New York Times company that recommends products, helped me create a list of essentials:

- **A backup battery.** When traveling, you will be using your smartphone for an extraordinary number of tasks, so you will burn through your battery quickly. A small, lightweight external battery pack is a must. Wirecutter recommends the [Jackery Bolt](#), and my battery pack of choice is the [Anker PowerCore Slim](#). Both are compact and capable of charging a smartphone two times.
- **At least three power cables.** Pack two power cables for your phone: One that stays in the hotel room and another to carry with your battery pack. Your third power cable should charge your battery pack.
- **A multi-port wall charger.** For the sake of traveling light, don't pack multiple power bricks to charge your phone and

## Owned



## Paid

GAWKER

### How to Transform into a Total Nerd-Babe

Studio@Gawker  
011713 11:58AM Filed by: ONE NERD TO RULE THEM ALL 75.59K

Though the inimitable Dorothy Parker once claimed, "Men seldom make passes at girls who wear glasses," times, they have changed. These days there is nary a fella out there who would balk at putting the moves on some bespectacled nerd-babe. In fact, it's pretty much safe to safe to say, that being "adorable" is now considered a compliment.

That's why, inspired by tonight's premiere of *King of the Nerds*, the new reality show that pits cosplayers vs. scientists in a \$100,000 competition to prove their ultimate nerd-dom (and is, of course, hosted by *Revenge of the Nerds* star Robert Costanzo and *Justin Amick*), [The Boston Globe](#) and [The New York Times](#) have both published pieces on the show.

#### Hair

Nerd hair doesn't have to mean a greasy, stringy mess, or a Hermione-style mop -- instead think [blunt bangs](#), [pinup bouffants](#), and [so-kawaii-you'll-gag](#) accessories. Alternately, you could embrace your inner superhero, and add some [super natural shades](#) to your tresses.

And there you have it -- a few simple ideas to bring out your inner nerd, without making you look like a total bore. Check back next week for some additional objects d'geek, and make sure to tune in tonight at 10/9C for *King of the Nerds* -- only on TBS.

# Channels

paid search • organic search • local search • product search • display • retargeting • gmail ads • owned social • social coverage • bought social • social advertising • social retargeting • referral traffic • review sites • blog coverage • product placement • content amplification • news coverage • media buys • email • earned email • paid email • partners • affiliates • events

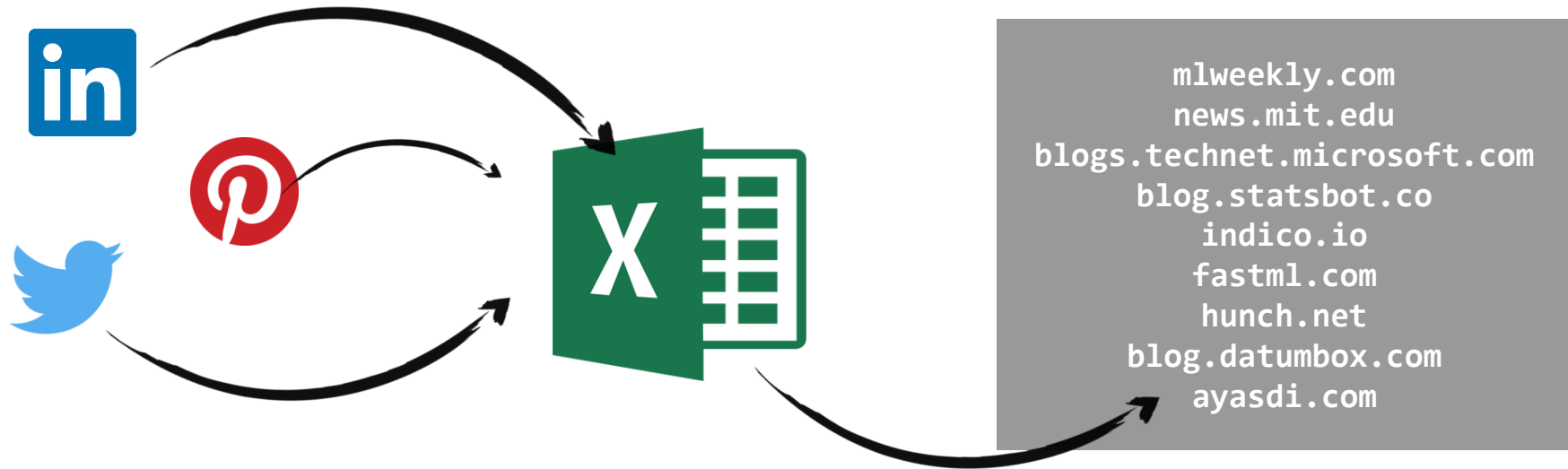


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# Which sites influence these people?



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# Which social channels are they on?



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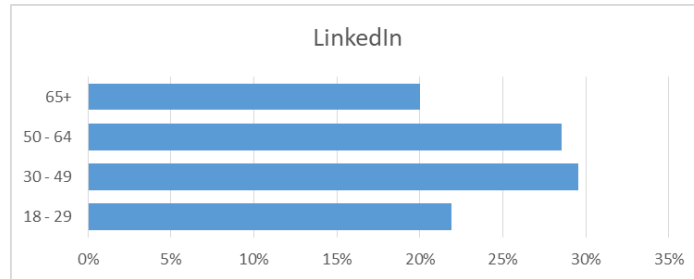
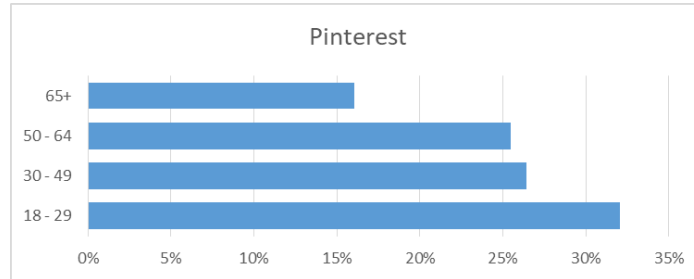
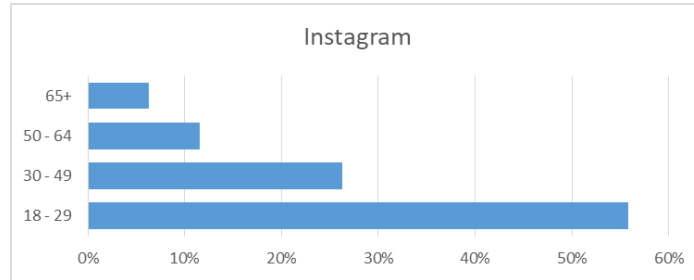


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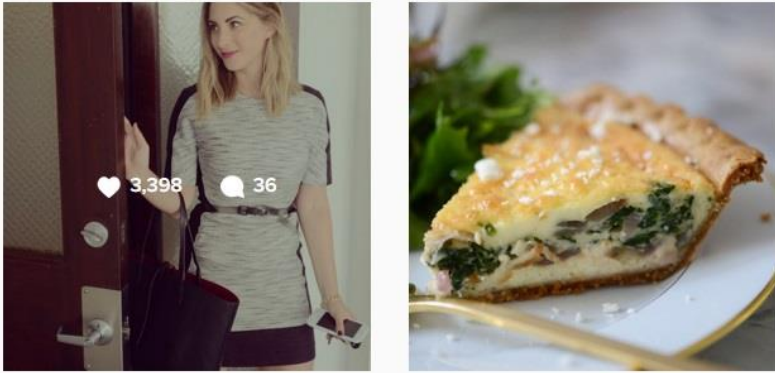
	Instagram	Pinterest	LinkedIn
<i>All internet users</i>	26%*	28%*	28%*
Men	22*	13*	28
Women	29*	42*	27*
White, Non-Hispanic	21*	32*	29*
Black, Non-Hispanic	38	12	28
Hispanic	34*	21	18
18-29	53*	34	23*
30-49	25*	28	31
50-64	11*	27*	30
65+	6*	17*	21*
High school grad or less	23*	22	12
Some college	31*	30*	22
College+ (n= 685)	24*	32*	50*
Less than \$30,000/yr	28*	22*	15
\$30,000-\$49,999	23	28	21*
\$50,000-\$74,999	26*	30	31
\$75,000+	26*	34*	44

# Intermediaries of influence

emilyschuman FOLLOW

Emily Schuman Blogger, Author, Designer and Founder of Cupcakes and Cashmere. 🍷 Twitter: @byemily 📷 Snapchat: e.schuman  
[www.cupcakesandcashmere.com](http://www.cupcakesandcashmere.com)

1,691 posts   317k followers   297 following



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# Combining Channels



# Example: PR coverage + Amplification

☰ BUSINESS INSIDER

## This hoodie is so insanely popular you have to wait months to get it

 Hayley Peterson    
🕒 Dec. 5, 2013, 11:06 AM 🔥 10,854,937 💬 20

The insane popularity of a single sweatshirt has forced its maker to expand into four new factories within the last year just to meet the soaring demand.

The [zip-up hoodie](#), made by San Francisco startup [American Giant](#), costs \$89. It had been on the market for 10 months when a [December 2012 Slate article](#) declared it "the greatest hoodie ever made" and suddenly sales exploded.

The pace of growth was so rapid that back-order waits grew to as long as four months. But people



American Giant



# Example: PR coverage + Amplification

most actors in Hollywood.

"Maybe he's planning a Stormy reopening," Nold joked.

*If you've worked at Tully's and have a story to share, get in touch at [ktaylor@businessinsider.com](mailto:ktaylor@businessinsider.com).*

More: [Retail](#) [Michael Avenatti](#) [Stormy Daniels](#) [Patrick Dempsey](#) ▾



## Recommended For You

Powered By Salithru



**21 game-changing products we swear by in our everyday lives**



**The 47 jobs that are most damaging to your health**



**You can now return Amazon orders for free at certain Kohl's stores — here's how it works**



**What the FDA-recommended daily intake of 2,000 calories looks like at every major fast-food chain**



**43 high-paying jobs for people who don't like stress**

**BUSINESS  
INSIDER**



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American Giant

Consider the Timescale as Well



A controversial question...





Does your website need to be in the process?



Does your website need to be in the process?





Does your website need to be in the process?







# Staying in the SERPs

Google

[All](#) [Maps](#) [Images](#) [Shopping](#) [News](#) [More](#) [Settings](#) [Tools](#)

About 373,000,000 results (0.86 seconds)

### Things to do in San Diego

 <p><b>Balboa Park</b> Multi-attraction park covers 1,200 acres</p>	 <p><b>SeaWorld San Diego</b> Aquatic theme park with shows &amp; rides</p>	 <p><b>San Diego Zoo</b> Zoo, safari park &amp; wildlife conservation</p>	 <p><b>Hotel del Coronado, Curio Collection b...</b> Beachfront 1888 resort with dining</p>
--	---	--	--

[More things to do](#)

**San Diego Attractions - TripAdvisor**  
[https://www.tripadvisor.com/Attractions-g60750-Activities-San\\_Diego\\_California.html](https://www.tripadvisor.com/Attractions-g60750-Activities-San_Diego_California.html) ▼  
Expand your search. **USS Midway Museum**. 21,048 reviews. **La Jolla Cove** La Jolla. 10,802 reviews. **Balboa Park**. 10,715 reviews. **San Diego Zoo**. 23,809 reviews. **Fort Rosecrans Cemetery**. 1,263 reviews. **Torrey Pines State Natural Reserve**. 3,330 reviews. **Old Town Model Railroad Depot**. 101 reviews. **Sunset Cliffs Natural Park**. ...  
[Things to Do in San Diego](#) · [San Diego Zoo](#) · [Shopping in San Diego](#) · [La Jolla Cove](#)



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# Staying in the SERPs

Google infinity war

All News Videos Images Shopping More Settings Tools

About 5,870,000 results (0.49 seconds)

### Showtimes for Avengers: Infinity War

All times are in PT

Today Tomorrow Sat, May 12 Sun, May 13

All times Morning Afternoon Evening Night

**AMC Pacific Place 11 - Map**

Standard	11:30am	12:45pm	3:15pm	4:15pm	6:45pm	8:45pm
3D	12:15pm	2:15pm	6:00pm	7:45pm	9:45pm	

**Regal Meridian 16 - Map**

Standard	11:00am	12:20pm	1:40pm	2:30pm	3:50pm	5:10pm	6:00pm	7:20pm
	8:40pm	9:30pm						
3D	1:00pm	4:30pm	8:00pm					
3D 4DX	11:40am	3:10pm	6:40pm	10:10pm				

**Seattle Cinerama - Map**

Standard	12:00pm	4:00pm	8:00pm			
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More showtimes



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# Transactions in the SERPs

The screenshots illustrate the transition from room selection to payment in a hotel booking process on Google. The left screenshot shows the 'Complete booking your room' stage with a tooltip explaining that Google works with the hotel to enable faster booking and secure information. The right screenshot shows the 'Payment' stage with a summary table of charges and a 'Ready to check out' message.

**Left Screenshot: Room Selection**

**Complete booking your room**

You are booking with **The Jefferson, Washington, DC** on Google.

Select a room

Check in: Thu, Jan 7 | Check out: [ ]

<b>Premier King</b> View details • Pay when you stay	<b>\$340/night</b> <small>\$389 incl taxes &amp; fees</small>
<b>Deluxe King</b> View details • Pay when you stay	<b>\$404/night</b> <small>\$463 incl taxes &amp; fees</small>

**Full Details**

Deluxe King Room – Ranging between 320 to 440 square feet/30 to 41 square meters, the Deluxe King room offers a rooftop or city view of Washington, DC. The room features an oversized King bed and large Italian marble bathroom with a walk-in shower, a magnified makeup mirror, an in-mirror bathroom television, hair dryer, custom made Red Flower bathroom amenities and seasonal bathrobes with slippers. Some bathrooms even feature a Deep Soaking Tub and Double Vanities. Found in each room is a large writing desk with data and electrical connections, as well as, a fully-stocked refreshment center and miniature bar. An in room laptop safe is provided in each guest room closet. The room also includes the latest technology for business and entertainment, such as complimentary high-speed internet, local and long distance phone calls, a BOSE sound system with iPod docking station and an AM/FM radio, and a 32 inch High-definition-Flat Panel Television. Each guestroom is also equipped with an electronic notification system that can summon housekeeping or ensure privacy at the touch of a button. Other amenities such as your choice of eight complimentary morning newspapers, filtered Jefferson Sparkling or Still Water, overnight shoeshine, complimentary garment pressing and use of our House Car in a 5 mile radius are available to guests.

**Right Screenshot: Payment**

**Complete booking your room**

You are booking with **The Jefferson, Washington, DC** on Google.

Select a room ✓ | Guest details ✓ | **Payment**

Room	<b>Premier King</b>
Nightly price	<b>\$340.00</b>
Cancellation Policy	<b>Refundable</b>
Guest Name	<b>Des O'Mahony</b>
Check in	<b>Thu, Jan 7</b>
Check out	<b>Fri, Jan 8</b>
\$340.00 × 1 night	<b>\$340.00</b>
Taxes & fees	<b>\$49.30</b>
<b>Total</b>	<b>\$389.30</b>
<b>Total due now</b>	<b>\$0.00</b>

Secured by Google Payments

Ready to check out

Sign in to pay

Help | Feedback | Privacy & Terms



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# Transactions in the SERPs

new york fitness studio

Back to results

**The NYC Fitness Club**  
4.1 ★★★★★ - 79 reviews  
Gym

Directions

SAVE NEARBY SEND TO YOUR PHONE SHARE

4930 20th Ave, Brooklyn, NY 11204, USA  
nycfitclub.com  
+1 718-975-3560  
Open now: 6AM-12AM

**Reserve with Google**  
Suggest an edit  
Add a label

Popular times Fridays  
**LIVE** Not busy

6a 9a 12p 3p 6p 9p

62+ Photos

Book  
The NYC Fitness Club

**The NYC Fitness Club**  
4.1 ★★★★★  
4930 20th Ave, Brooklyn, NY 11204, USA

SCHEDULE LOCATION

Date: Any date Time: Any time

Services [See more](#)  
All

**Boxing with Mike (kids)**  
1 hr

\$60.00 1 session | \$100.00+ 4 sessions | [SEE MORE](#)

Tue 6:00 PM Thu 6:00 PM

**Acrobatic gymnastics**  
1 hr

\$30.00 1 session | \$70.00+ 4 sessions | [SEE MORE](#)

Sun 11:00 AM Tue 5:00 PM +1 MORE

Boxing with Mike (adults)



# Leveraging Strong Domains



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# Picking Appropriate Channels



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## **Insight:**

Fewer than 9% of customers went to manufacturer website.



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Fewer than 9% of customers went to manufacturer website.

## **Action:**

Brand reduced spend on their website & traditional advertising  
Increased spend on content for retailer websites



# Picking Appropriate Channels

## **Insight:**

Fewer than 9% of customers went to manufacturer website.

## **Action:**

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Increased spend on content for retailer websites

## **Outcome:**

Lead to an immediate 21% uplift in ecommerce sales

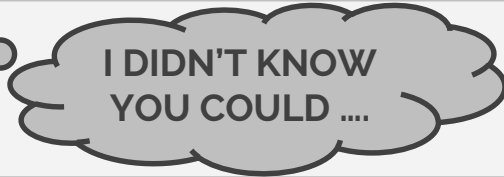
# WHO - WHEN - WHAT - WHERE

Problem  
Definition

Awareness

Research

Conversion

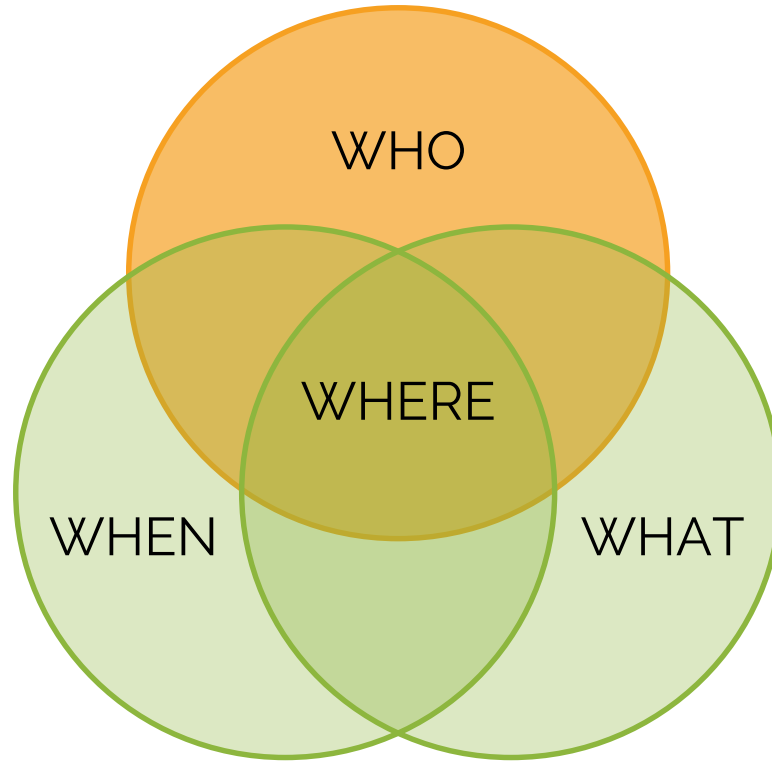


# WHO - WHEN - WHAT - WHERE





# Start with Who



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# Thanks!

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