

The Birth of “Customer 2.0” and the Death of Marketing as we know it

How to maximize your marketing ROI in the
rapidly evolving world of Social Media and
Online Marketing

Speakers



Panelists: Rand Schulman and Pelin Thorogood, [Schulman+Thorogood Group](#)

Throughout the past 15 years, Rand Schulman and Pelin Thorogood have defined the shape of online marketing industry – by building the first SaaS-based Web Analytic company, WebSideStory, through its IPO and multiple acquisitions, as founding board members of the [Web Analytic Association](#) (WAA) and [Online Marketing Connect](#) (OMC), respectively, as well as by being instrumental in defining the [Sales 2.0 movement](#). The Schulman+Thorogood Group principals have gained a reputation for cutting edge insight and actions. Rand and Pelin currently work with a number of venture-backed technology and new media startups and regularly speak at industry events.



@RandSchulman



@PelinT



Moderator: Andrew Edwards, [Technology Leaders](#)

Andrew Edwards is the founder and managing partner of Technology Leaders, the world's most experienced web analytics consulting company. He is also a founder of the Web Analytics Association (WAA). Based in New York City, his company provides web analytics expertise to some of the most recognized brands in the world.



: @AEdwards_TL

What Will You Get From This Presentation?

- ⊕ How to **Optimize** the “Top of the Lead Funnel”
- ⊕ How to **Optimize** lead flow
- ⊕ How **Online Marketing** and **Social Media** have changed everything... and **not!**

The Customer is Driving the Conversation

“...social media has become massively more important because **customers have stopped listening to vendors and analyst/reviewers.** Think about that.

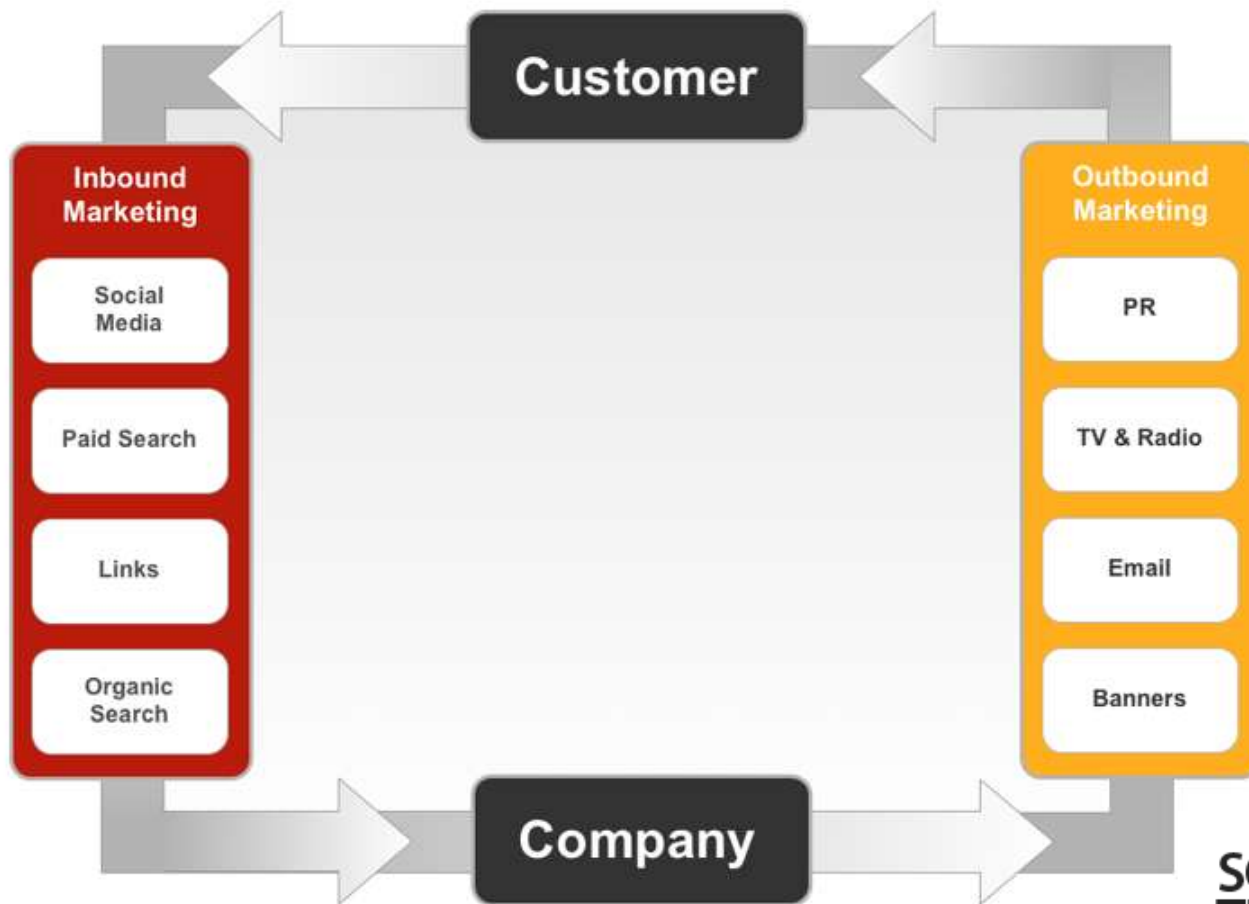
Most of your marketing and press/analyst relations are being trumped by **customers talking to customers.**”

Geoffrey James

From his Blog : Sales Machine

SCHULMAN+
THOROGOOD

Emergence of Inbound Marketing



Outbound v Inbound

Interrupt-driven
Talking
Program \$\$
Push
Business-Generated
Press releases, seminars,
videos, collateral
Business Connections
Building Websites
Sales Cycle

Organic / Findability-based
Listening
People \$\$
Pull
User-Generated
Blog posts, podcasts, LinkedIn
& Facebook groups, YouTube
Social Connections
Building Communities
Buying Cycle

Why **Focus** On Inbound Marketing Now?

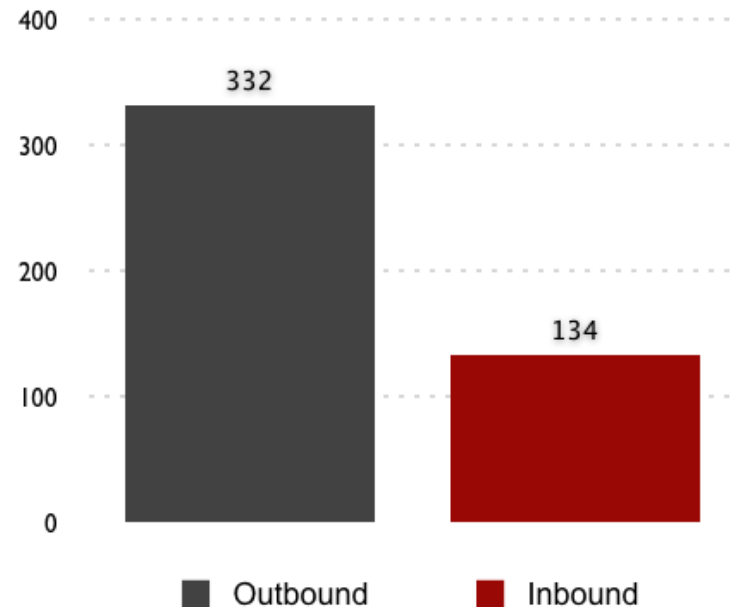
The cost per lead for inbound marketing is **60% less** than outbound marketing methods

Social Media is influencing buying decisions and driving traffic to websites

Organic Search - compelling economics; Far more effective in driving website traffic, while being less competitive than **PPC campaigns**

You can leverage what you learn from **Inbound Marketing** to make **Outbound marketing** more targeted and effective

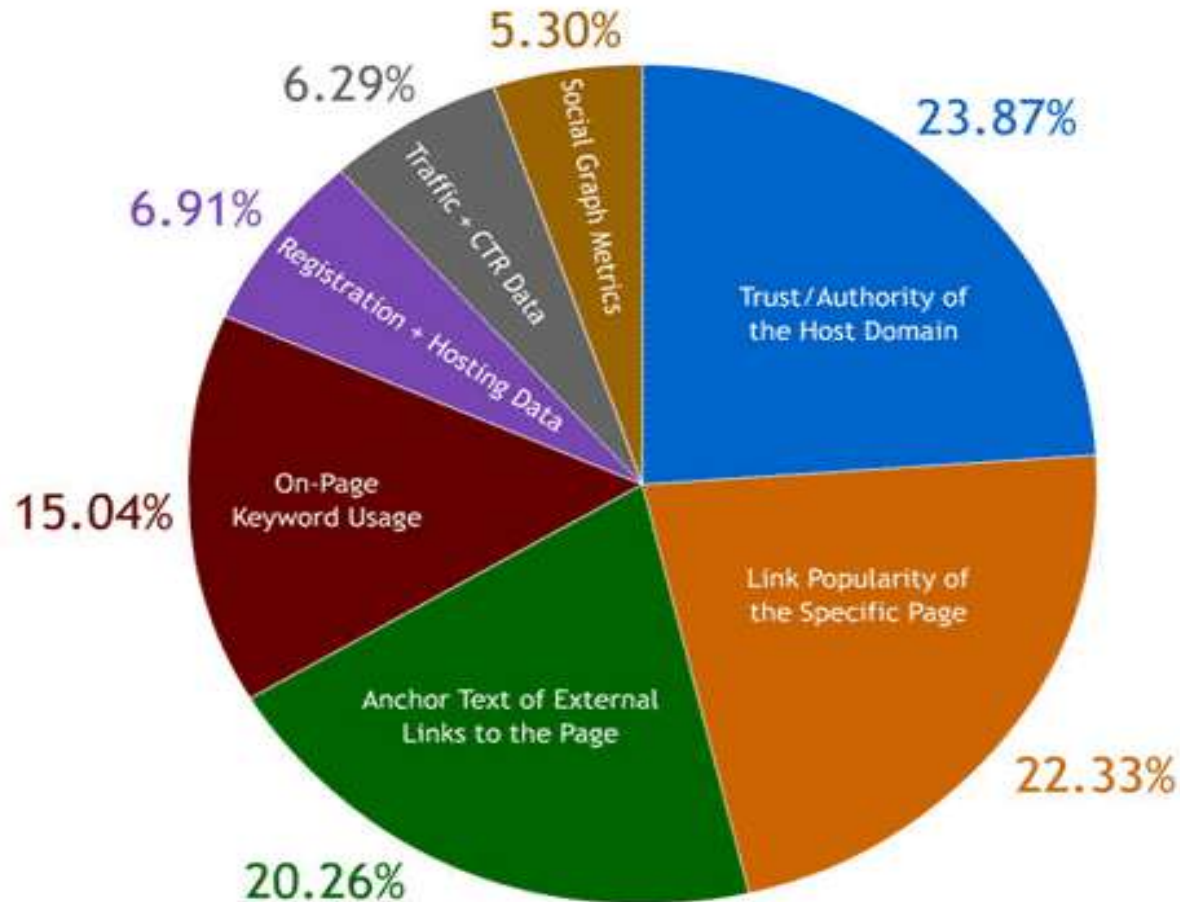
Avg Cost Per Lead



Inbound Matters

Components of Google's Ranking Algorithm

(According to 72 SEOs Surveyed for SEOmoz's Biennial Search Ranking Factors)



Creating a Virtuous Cycle



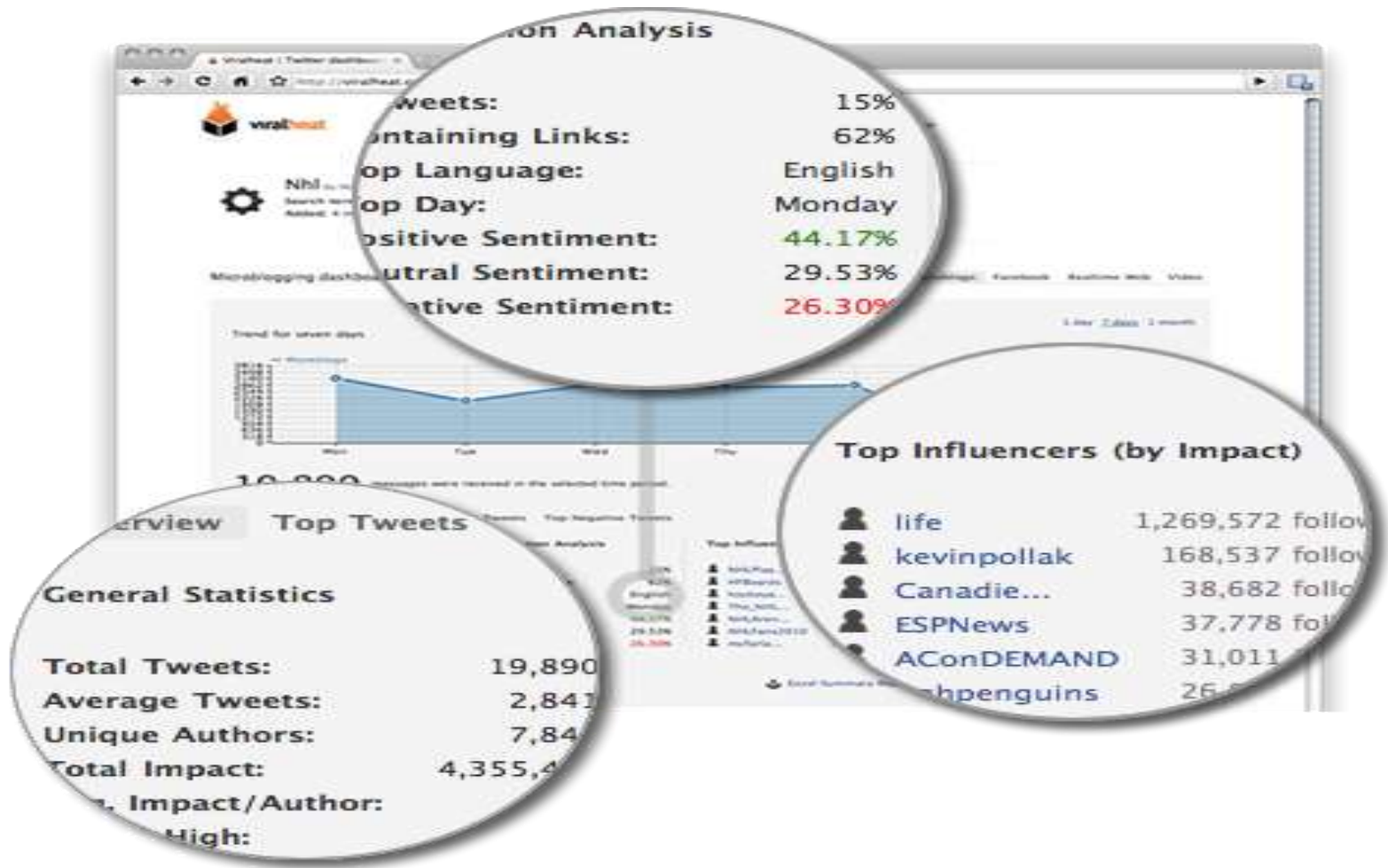
Social Media Analytics

Listen and Engage



Social Media Sentiments

Listen and Engage



Content is King*

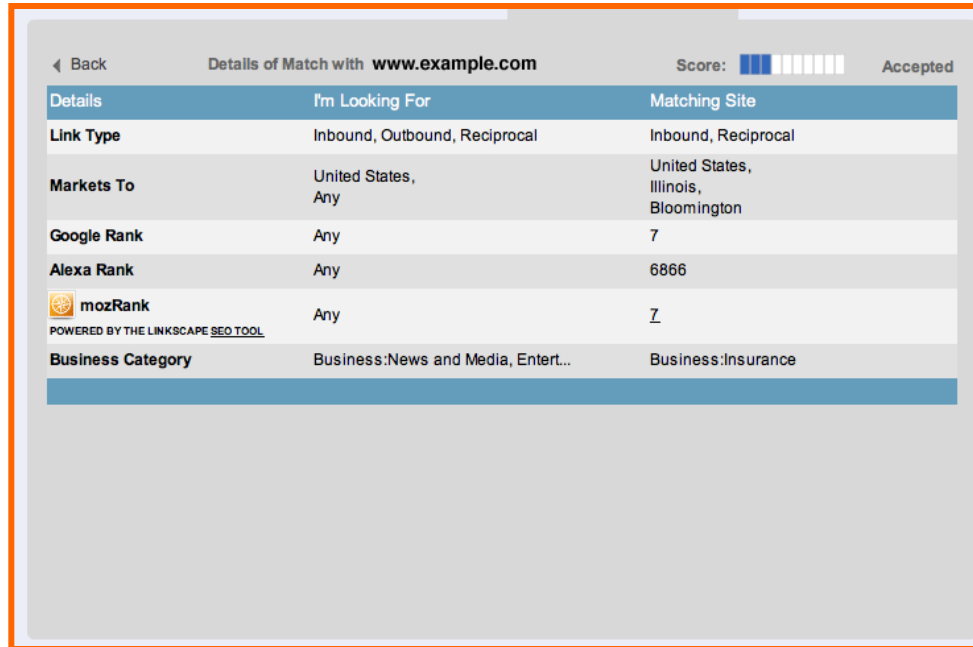
- + Longtail
- + Being upfront
- + Keyword selection



= increase in qualified traffic!

*at least with Search Engines

A Cross-Linked World



Details	I'm Looking For	Matching Site
Link Type	Inbound, Outbound, Reciprocal	Inbound, Reciprocal
Markets To	United States, Any	United States, Illinois, Bloomington
Google Rank	Any	7
Alexa Rank	Any	6866
mozRank <small>POWERED BY THE LINKSCAPE SEO TOOL</small>	Any	Z
Business Category	Business:News and Media, Entert...	Business:Insurance

- + Links are key to search engine ranking
- + Ranking is key to findability
- + ...and quality matters!

Leverage **Inbound** for **Outbound**

- ⊕ **What Are People Saying – Is It Positive or Negative?**
- ⊕ **Where are They Saying It – by Geography and Channel?**
- ⊕ **What Words Drive Clicks?**
- ⊕ **How Much are They Saying?**
- ⊕ **Target Outbound Campaigns to the What, When and Where**

Who's **Doing** What Today?

- ⊕ **Reach** – Demo / Geo – Professional Sports Teams
- ⊕ Geo **Targeting** - Microsoft
- ⊕ **Crisis Brand Management** - BP & Dominos Pizza
- ⊕ **Major Agencies** – Buzz, Panel Metrics

We Are All **Content** Engineers!

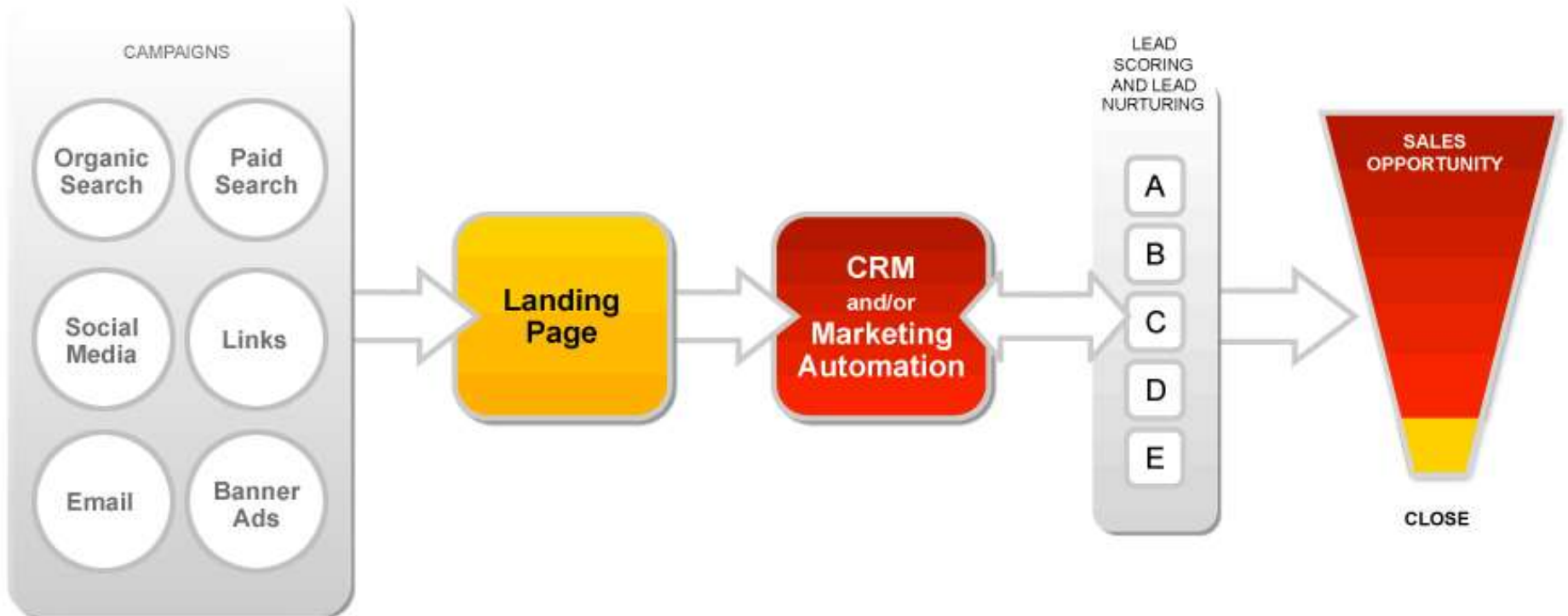
Both **LEFT** and **RIGHT** Brain Required:
One **Part Creative Director**
One **Part Data Analyst**

- + **Monitor**
- + **Measure**
- + **Maximize... then do it again!**

Keeping Marketing Honest

		Reach		Acquisition			Conversions			Qualified Leads		
		Impressions	CPI	Clicks	Click Through Rate	CPC	Conversions	Conversion Rate	CPCV	Leads	Quality Rate	CPL
Search Engine Marketing	Spend											
Google Adwords (US)	100,000	400,000	\$0.250	80,000	20.00%	\$1.25	10,000	12.500%	\$10.00	3,500	35.00%	\$28.57
Google Adwords (International)	20,000	20,000	\$1.000	12,500	62.50%	\$1.60	4,300	34.400%	\$4.65	900	20.93%	\$22.22
Yahoo! SEM	5,000	25,000	\$0.200	6,000	24.00%	\$0.83	950	15.833%	\$5.26	500	52.63%	\$10.00
Search Engine Marketing Totals	\$125,000	445,000	\$0.483	98,500	35.50%	\$1.23	15,250	20.911%	\$6.64	4,900	32.131%	\$20.26
Social Media	Spend	Impressions	CPI	Clicks	Click Through Rate	CPC	Conversions	Conversion Rate	CPCV	Leads	Quality Rate	CPL
Facebook	\$60,000	5,500,000	\$0.011	125,000	2.27%	\$0.48	25,000	20.000%	\$2.40	2,250	9.00%	\$26.67
LinkedIn	\$35,000	500,000	\$0.070	55,000	11.00%	\$0.64	18,500	33.636%	\$1.89	1,750	9.46%	\$20.00
DIGG	\$1,800	975,000	\$0.002	19,500	2.00%	\$0.09	753	3.852%	\$2.39	200	26.56%	\$9.00
MySpace	\$4,500	725,000	\$0.006	10,000	1.39%	\$0.45	1,000	10.000%	\$4.50	250	25.00%	\$18.00
Twitter	\$2,000	38,500	\$0.052	6,500	16.88%	\$0.31	364	5.600%	\$5.49	165	45.33%	\$12.12
Social Media Totals	\$103,300	7,738,500	\$0.028	216,000	6.71%	\$0.39	45,617	14.620%	\$3.34	4,615	23.070%	\$17.16
Email Marketing	Spend	Impressions	CPI	Clicks	Click Through Rate	CPC	Conversions	Conversion Rate	CPCV	Leads	Quality Rate	CPL
AAF	\$15,000	900,000	\$0.017	60,000	6.67%	\$0.25	846	1.410%	\$17.73	500	59.10%	\$30.00
SmartBrief	\$6,600	650,000	\$0.008	50,000	5.88%	\$0.13	300	0.600%	\$22.00	100	33.33%	\$66.00
IAB	\$9,500	300,500	\$0.032	25,000	8.32%	\$0.38	254	1.016%	\$37.40	90	35.43%	\$105.56
CMO	\$1,200	35,500	\$0.034	3,000	8.45%	\$0.40	537	17.900%	\$2.23	50	9.31%	\$24.00
MarketingVox	\$1,800	15,000	\$0.120	450	3.00%	\$4.00	100	22.222%	\$18.00	30	30.00%	\$60.00
Email Marketing Totals	\$34,100	2,101,000	\$0.042	138,450	6.46%	\$1.03	2,037	8.630%	\$19.47	770	33.436%	\$57.11

Optimizing the Lead Funnel



Thank You!

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