

perpendicular angel design

organizing and simplifying, one illumination at a time

AN EVENT APART DC 2018: DIGITAL MARKETING STRATEGIES FOR THE BUSY "WEB MASTER" BY SARAH PARMENTER

Marketing often gets a bad rap in UX and development circles because it can be seen as manipulative, insincere, or a waste of time. On the other hand, "if you build it, they will come" is also only true if your project comes with a **disembodied voice in a corn field**. It's a much better idea to have some idea what you need to do and how to do it, especially if you're one of only a few people in your organization that has the opportunity to do it right. Sarah Parmenter goes over the basics of digital marketing for those of us without any knowledge of marketing. While some of what she discussed kind of creeped me out (especially exactly how much Facebook will share about a customer) it's the reality of the field right now, and, well, better to know the reality than to ignore it.

(pdf backup)



Anne Gibson

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Next up is @sazzy with Digital Marketing Strategies for the Busy "Web Master" #AEADC

10:16 AM - Jul 30, 2018

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“What is my job title nowadays?” @sazzy talks about how she’s probably a “social media expert” even though in some ways it probably fits, because it’s often being used by people who don’t actually look at how it works #AEADC

10:18 AM - Jul 30, 2018

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“Social Media Designer” would probably fit but it’s not a thing.

“Web Master” certainly better fits than “ninja” — maybe even better than it was back in the day #AEADC

10:19 AM - Jul 30, 2018

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We’re still in the first 10,000 days of the web. YouTube and social media have only been around for about 3,000 days.

33% of jobs don’t exist right now that will in a few years. #AEADC

10:20 AM - Jul 30, 2018

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There is no social media. Social media is a slang term for a collection of apps and websites that now dominate the consumer's attention in our society. - Gary Vee#AEADC

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We're in a consensual hallucination — above the fold, 960 grid, social media... it's all still code regardless of what magic the world thinks it is #AEADC

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Businesses need to get back into the mindset of "How can I help you?" And "What can I do for you?" Instead of "Look at what I've got." #AEADC

10:22 AM - Jul 30, 2018

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1 hour 48 minutes is spent on average per person on social media, vs 15 seconds on traditional websites. This is a problem especially for news-type website [#AEADC](#)

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Quarterly design reviews for social media is a critical step.

First, vanity metrics. Are you chasing vanity metrics?
Increasing followers is not as important as increasing conversions or engagement.

It's hit counter stats all over again [#aeadc](#)

10:24 AM - Jul 30, 2018

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Google social media research that [@sazzy](#) attended

Tie salesman

Mortgage broker

Washing machine repair

All wanted to get their likes up - and "advice" was "post 3 times a day minimum, look at your competitors, and start liking on their follower base then unfollow them" [#AEADC](#)

10:28 AM - Jul 30, 2018

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Check our personal bias with social media. Example: [@sazzy](#) doesn't use LinkedIn — it's been amazingly successful for certain things.

Also, look at social networks that will be engaged, even if it's not Twitter or LinkedIn or Facebook [#AEADC](#)

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"I am stunned at the lack of practitionership in this space. People who claim to have strong opinions on one social channel over another but have yet to execute a single ad on any of these platforms" - Gary Vee

To be a practitioner is different than being a casual user [#AEADC](#)

10:31 AM - Jul 30, 2018

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Snapchat - the platform that trips everyone up

Low daily active rate, but 9,000 images per second being shared.
Highly engaged network to tap into

85% of Snapchat's 158 million daily active users are between 18 and 34 - recent figures show 25-34 is main demographic [#AEADC](#)

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Snapchat's weakness is "the olds" - has a steep learning curve in its interface, super-sticky for the youth and keeps parents away [#AEADC](#)

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Snapchat's campaign system is very simple and very smart [#AEADC](#)

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2018 - we're halfway through - where are we focusing our efforts?
Do some webmaster digital housekeeping

Video is 80% of all consumer video traffic — it's the fastest way to build engagement.

Have a security certificate to improve organic SEO ever [#AEADC](#)

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Be mobile-ready. Make your experience better as a user and improve organic SEO

Ban the pop-up. No overlays, no screen takeovers, and no exit overlays

And no push notifications

[#AEADC](#)

10:35 AM - Jul 30, 2018

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[#AEADC](#)

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Google has started to lower the ranking of websites "where content is not easily accessible" [#A11Y](#) [#AEADC](#)

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Discount codes: people are constantly looking for them. If someone uses one that doesn't work, give them a nominal discount anyway. And provide a list of discounts on your site where it can be found on Google [#AEADC](#)

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The true cost of re-marketing. The buying cycle is really hard to predict. We don't know what stage visitors are in. Browsing, easily convertible, lots of income, ready to buy? The cost of remarketing is high. [#AEADC](#)

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Designing for long-tail conversion is going to be something we need to continually act at.

Get people to commit to something small to secure you as a customer at the front end instead of remarketing at the back.

Disarm the normal buying patterns [#AEADC](#)

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Facebook:

Facebook Pixel installed on your website will give you an insane amount of information about the people using your website.

[#AEADC](#)

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Marketers who use video grow revenue 49% faster than non-video users [#AEADC](#)

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Facebook Live videos have 6x the engagement of regular videos [#AEADC](#)

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The Facebook Audience Insights panel is incredibly powerful and free - tells you who your customers are and can help you build a very solid marketing campaign [#AEADC](#)

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Quality content and content that creates conversation between users will be shown more to Facebook users than clickbait-y content [#AEADC](#)

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Everything in Facebook comes down to the creative. "We don't think our customers exist on Facebook" isn't true. If it's not working for you, it's because your creative somewhere isn't correct [#AEADC](#)

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Facebook lets you have multiple campaigns with multiple sets of images in a "split campaign" and test different images to see what works. That also helps what content might stick on other channels [#AEADC](#)

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Google AdWords: conversions were turned off, measuring success by impressions not conversions. Make sure you're looking at conversions! It shouldn't be costing you \$400 per conversion, that means something isn't working [#AEADC](#)

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Display ads are over saturated and people are skimming over advertisements, so we're not even seeing them anymore [#AEADC](#)

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Check trends.google.com - identify long-tail keywords to make it cost less money and drive up conversion. [#AEADC](#)

10:50 AM - Jul 30, 2018

	<p>Google Trends trends.google.com</p>
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Google My Business is a fairly new platform. Allows you to have complete autonomy over what Google shows. [#AEADC](#)

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Instagram: 800 million monthly active users. That's over double the active users for Twitter.

Instagram will push up people whose content you like, people who you DM, people you search for, and people you know in real life.

#AEADC

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70% of users are not seeing content in chronological order. Users are very annoyed.

Social networks change their algorithms to deal with the "problem of success"

One way they might fix is limit the number of people you can follow, but they don't #AEADC

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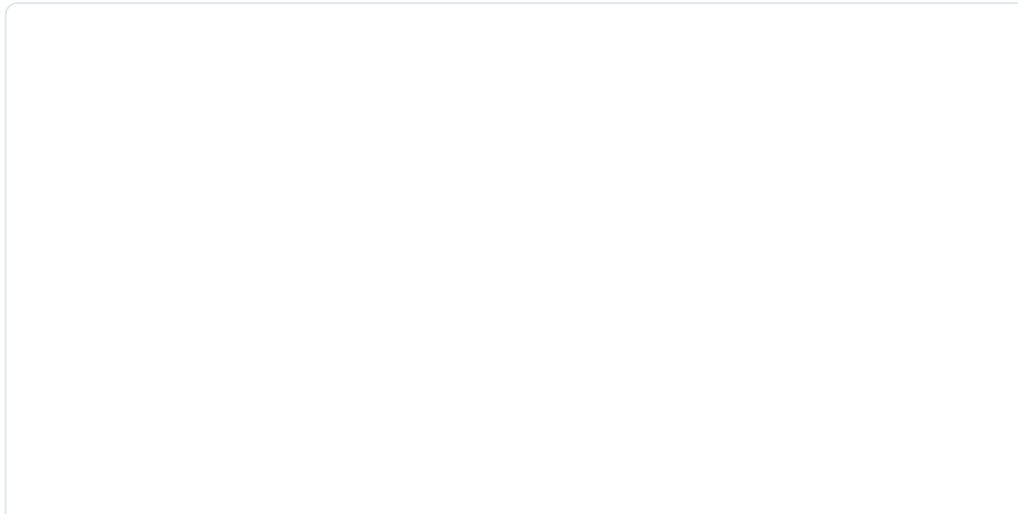
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You still need to create compelling content to engage and rank higher in people's feeds.

Hashtags are the plumbing of the instagram algorithm. hashtagify.me is a good source for helping you figure out your hashtags [#AEADC](#)

10:55 AM - Jul 30, 2018



Find and Analyse Top Twitter and Instagram Hashtags | Hashtagify

Find the top hastags for Twitter and Instagram for Free. Search hashtags relations and influencers and maximize your social media hashtagify.me

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Archiving posts: if you post something that's time-specific like "we're closed today", you can archive it a week later and it doesn't need to be part of your feed anymore [#AEADC](#)

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Side note: there are settings in iOS to record screens that you can add in the custom controls [#AEADC](#)

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Influencer marketing: most social media managers prize their influencers because they drive engagement rates better than anything else. [#AEADC](#)

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The US Influencer marketing industry is expected to grow to a \$5-10 billion industry by 2020. Identify who your influencers are. Find out who the natural mouthpieces are for your brand. [#AEADC](#)

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If you need a hand in identifying the influencers in your industry, use something called lefty.io to identify them - rank by engagement, not by number of followers [#AEADC](#)

11:00 AM - Jul 30, 2018

Lefty - Content creation platform

Lefty is a content creation platform. We help brands and agencies identify relevant creators and collaborate with them at scale.

lefty.io3 [See Anne Gibson's other Tweets](#)**Anne Gibson**

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Influencers costs a lot less than people think - \$180 is roughly what you can expect to spend for an engagement of 5.3 — that's the magic number for instagram advertising [#AEADC](#)

11:00 AM - Jul 30, 2018

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Away: a plastic suitcase company. The brands dominating social media have agile teams, exceptional storytelling capabilities, while bringing value to their users. [#AEADC](#)

11:02 AM - Jul 30, 2018

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Away provides travel guides to users — as a luggage company — answering the question of “how can I help you?” #AEADC

11:03 AM - Jul 30, 2018

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People show sheer delight when you plug your USB cord into your suitcase.

Away gifts the bags to influencers

Away build everything around the story of travel. #AEADC

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Highly curated high-quality work with influencers providing high quality content. It's all about travel. spyfu.com helps you see what your competitors are doing in advertising and marketing #AEADC

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What are your users most interested in? If you can link into that, you'll have longevity.

Away also has a beautiful end-to-end experience on their site so the marketing feeds into the purchasing process seamlessly

#AEADC

11:07 AM - Jul 30, 2018

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Case study: Cath Kidston and Disney working together. On the surface everything looked like they were ticking the right boxes. Instagram, teaser email, private online early launch, seeding beautiful images all over social media #AEADC

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After 16 minutes of "sitting in a queue" to get into the site, they forgot the "add to basket" button on the site itself.

People think that users are very quick to leave websites. Actually they'll be exceptionally patient because they blame themselves

#AEADC

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All customers were forced to wait another 20 minutes to get back to the store... and then you still couldn't buy.

The most beautiful social campaign in the world can't save you if you broke the purchasing experience. #AEADC

11:13 AM - Jul 30, 2018

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Design once, use everywhere. Design the campaign for the year, shoot the imagery early, repurpose content as much as possible. Ensure that the networks you're pursuing are right for your business. Find your story for social media longevity. #AEADC

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