Five Ways Your Customers Will Find You This Year and Beyond

ICMA Cologne Keynote -- Anne F Kennedy
19 April 2013

AnneKennedy

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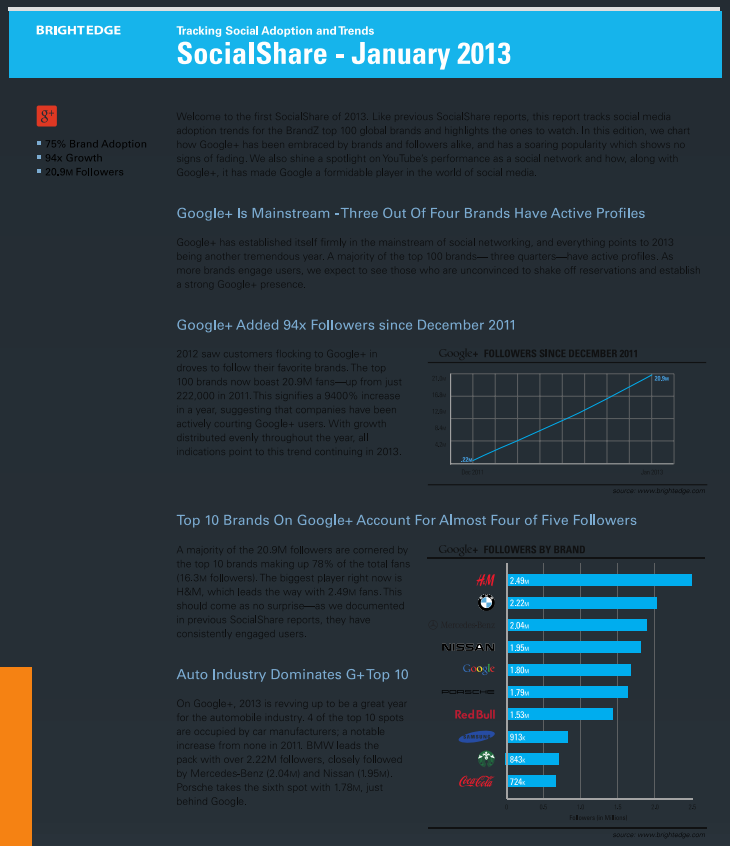

Every CMO Needs to Know About Social Media and the Customer Experience

Go beyond listening.

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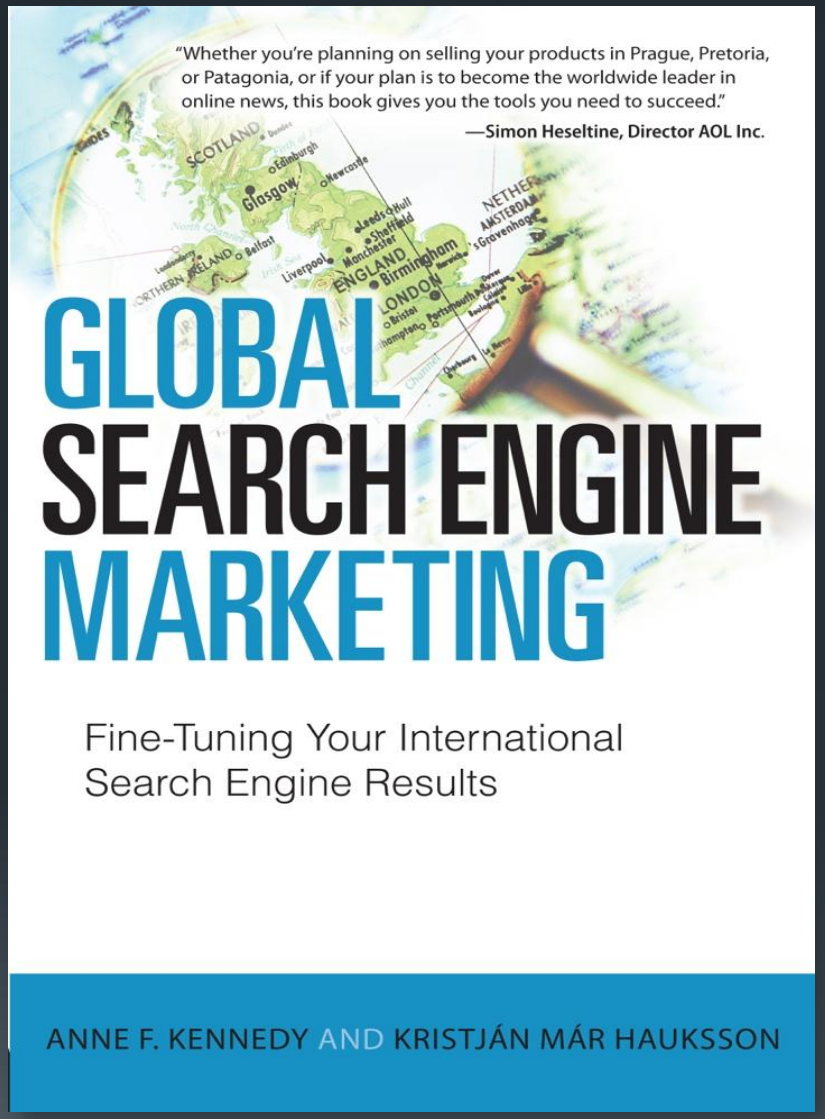
30% off – at
Pearson Que Biz Tech Series

Enter Discount Code

"GLOBAL30"

@GlobalSEMPro



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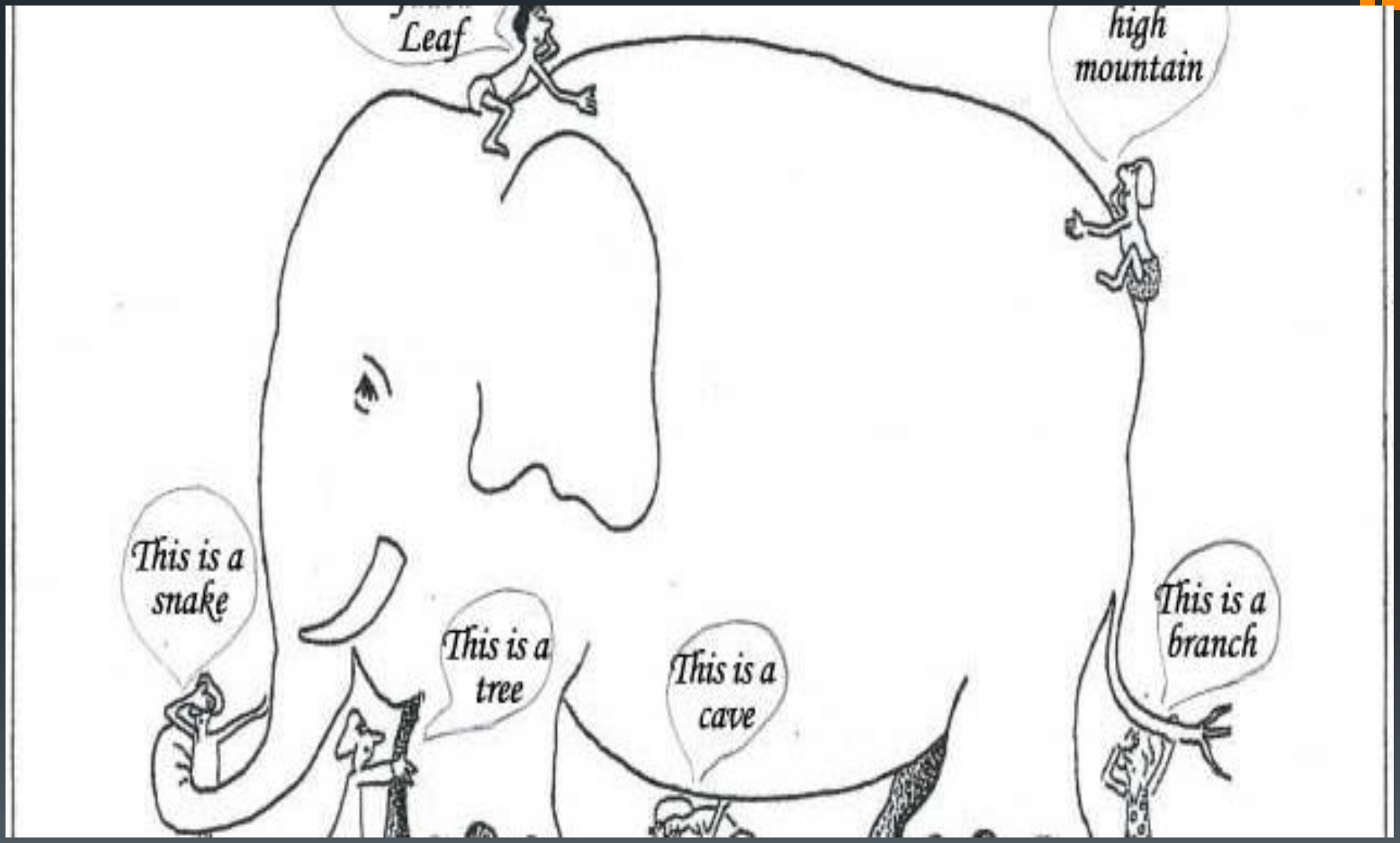

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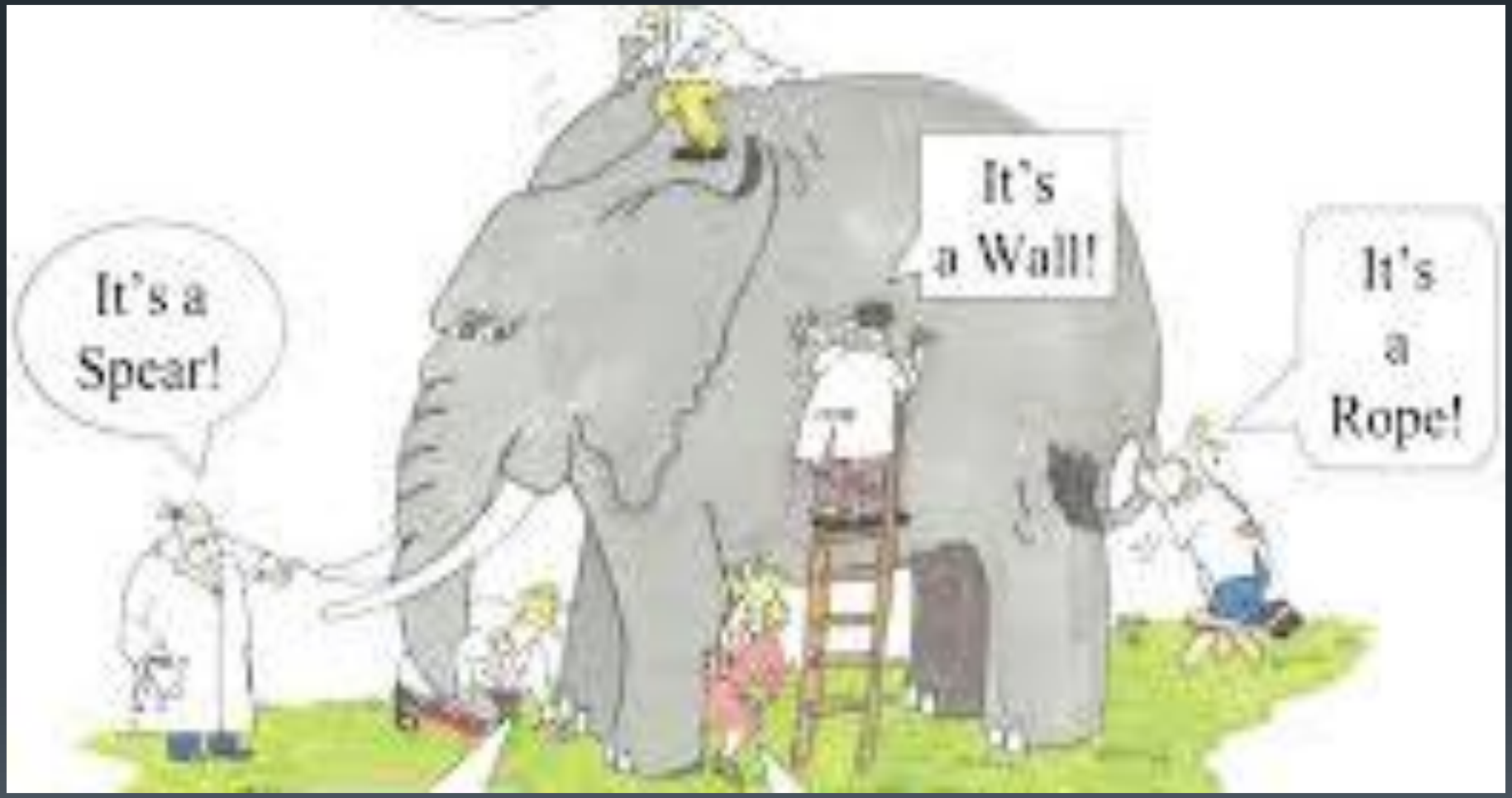

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Seismic Changes

1. Mobile Devices
2. Images and Videos
3. Social Search
4. Technical SEO
5. Peer-to-Peer

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Change is _____

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Change Is

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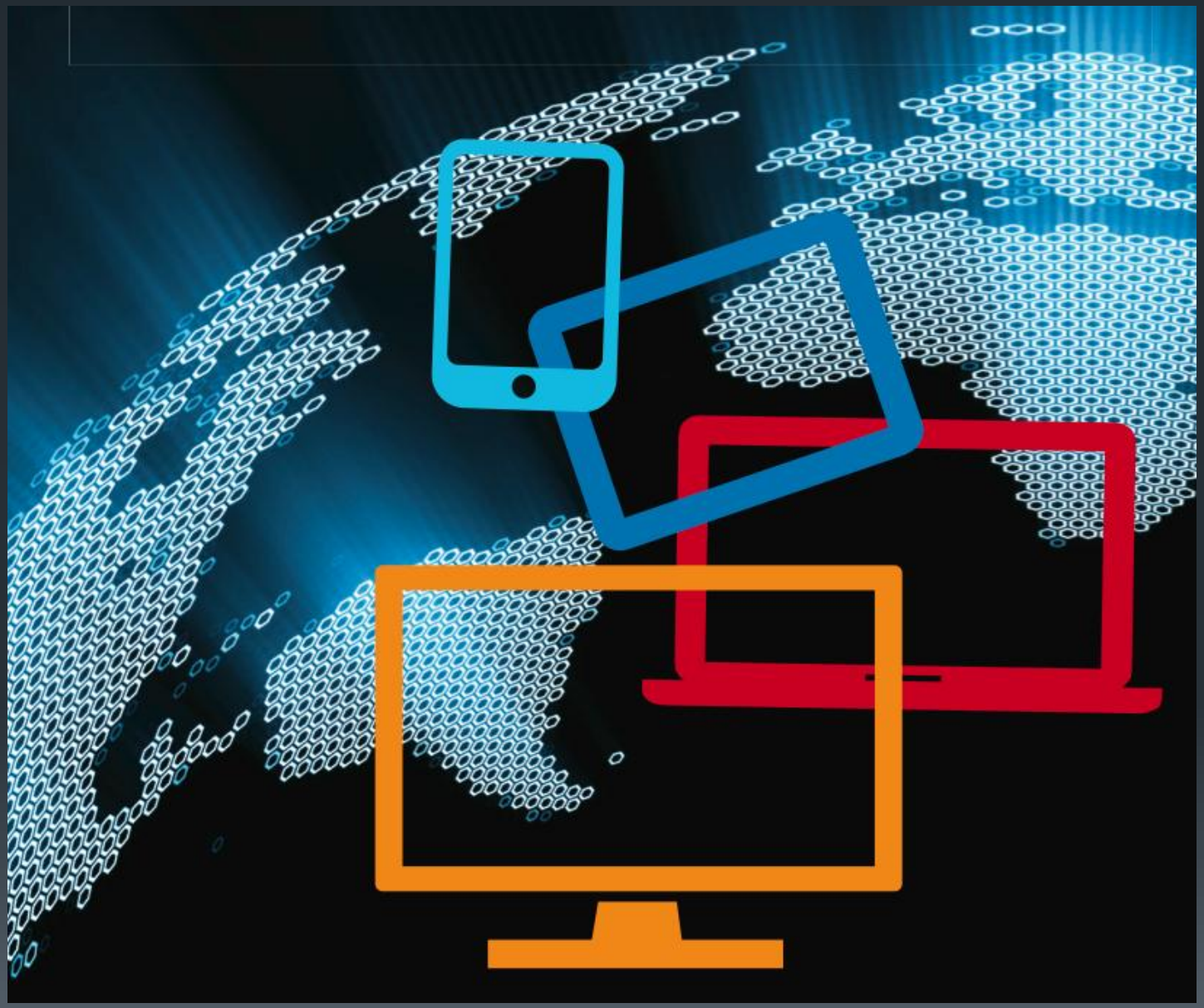

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Gartner projections to 2017

- Shipments of:
  - PC’s (desktops & Laptops) down 20.4%
  - Ultramobiles up 880%
  - Tablets up 303%
  - Mobile phoens up 21.9%

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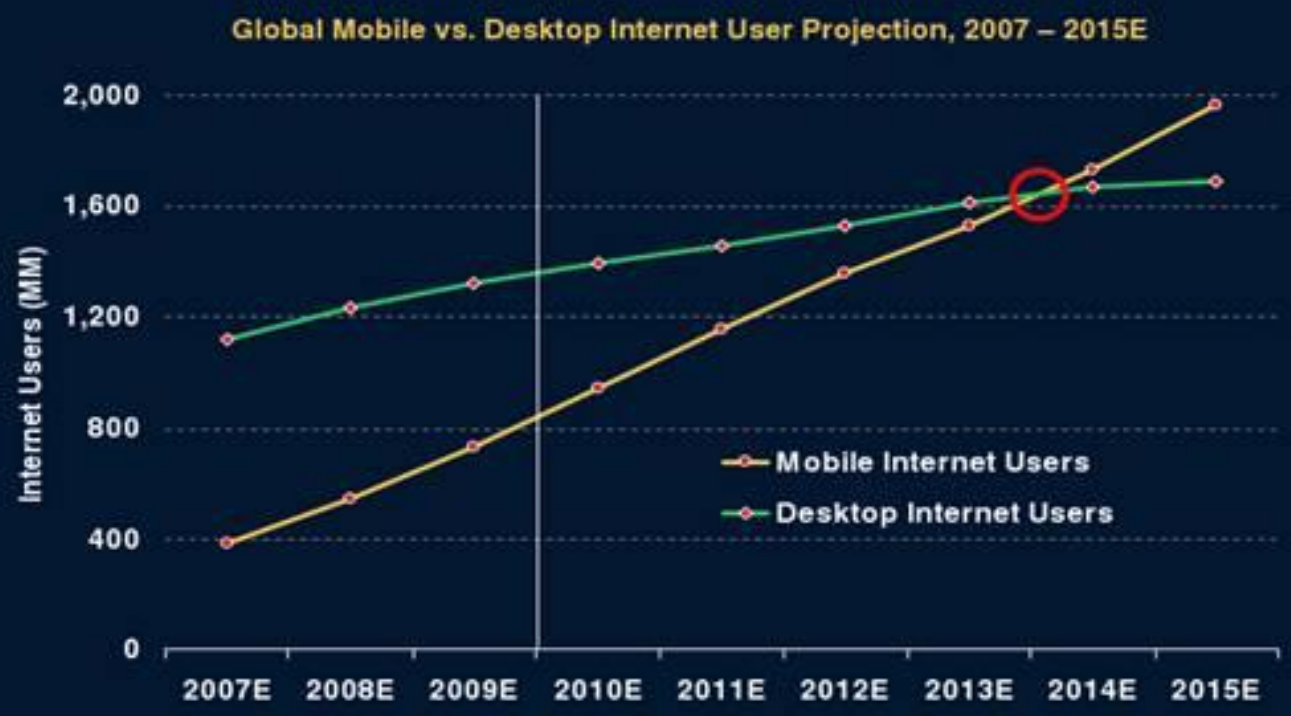
Mobile

Mobile Users > Desktop Internet Users Within 5 Years



Morgan Stanley

Source: Morgan Stanley Research.

8

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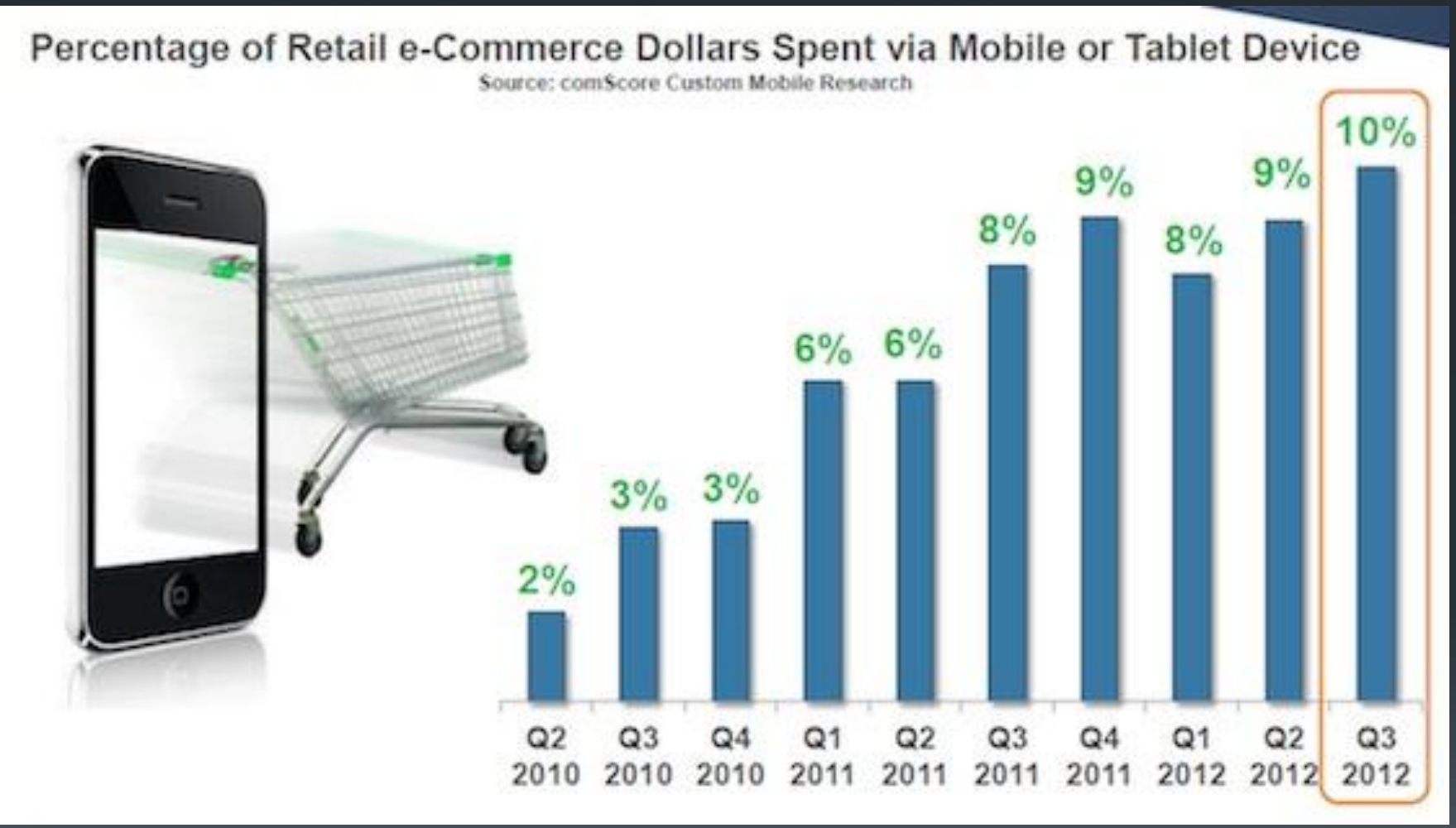

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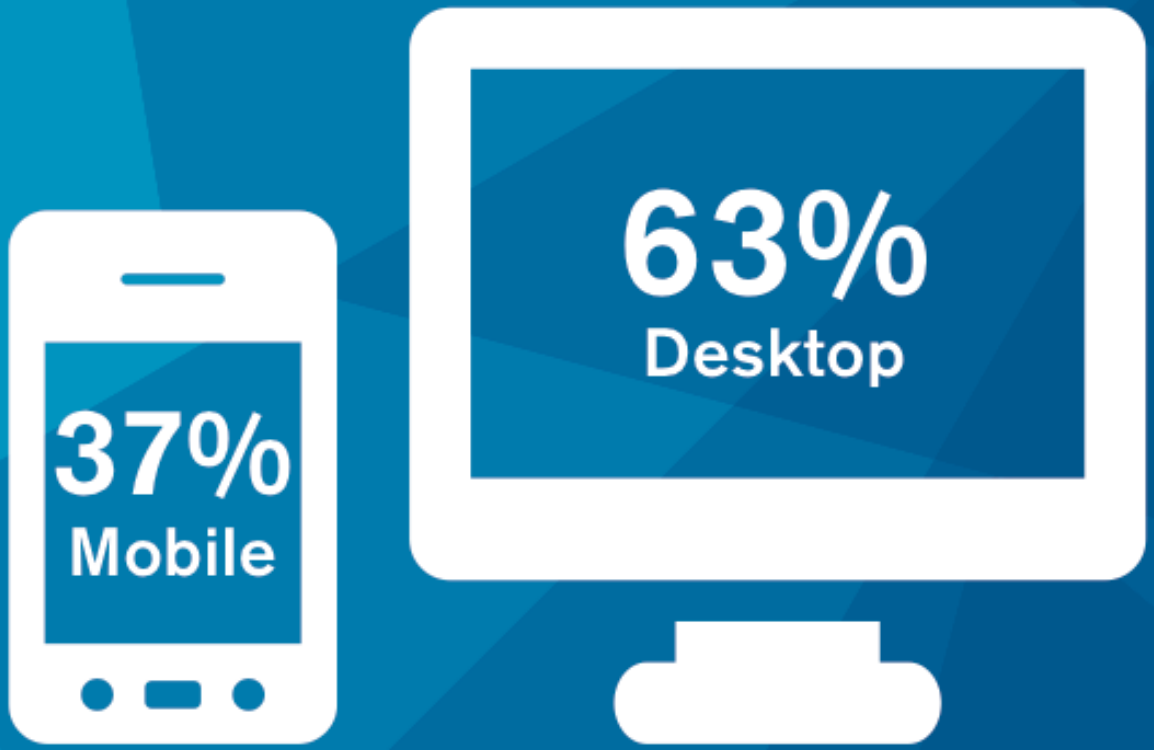

Share of Digital Media Time Spent: Desktop Computer vs. Mobile (Smartphone + Tablet)

Source: comScore Media Metrix Multi-Platform (Beta), U.S., Dec-2012

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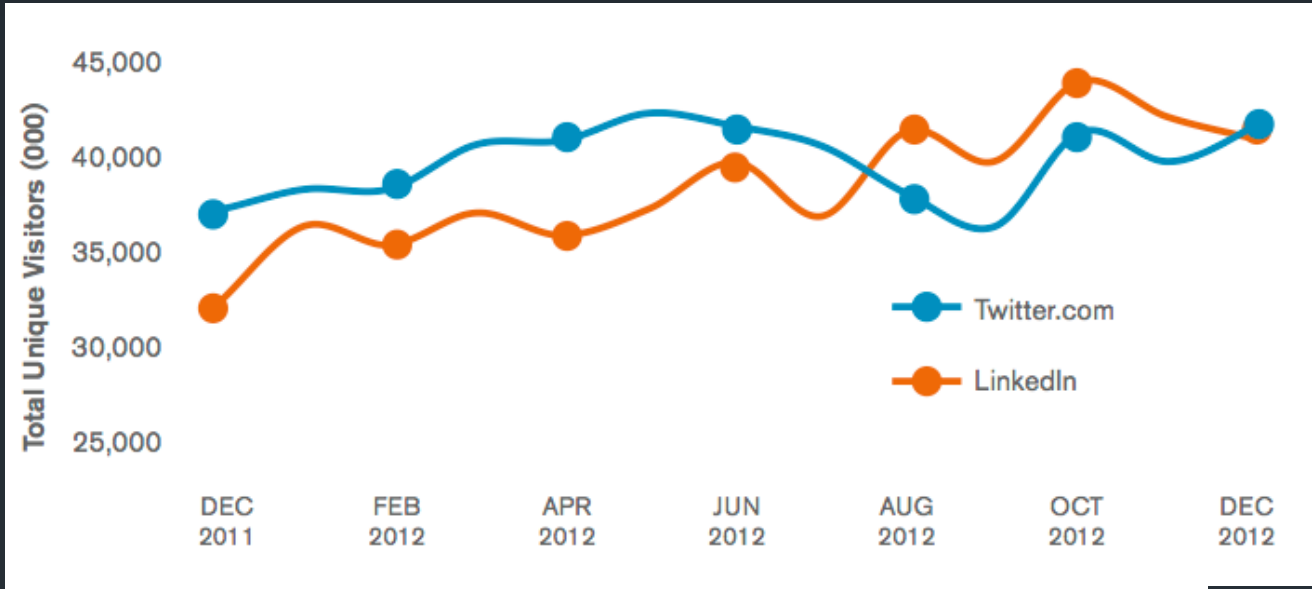
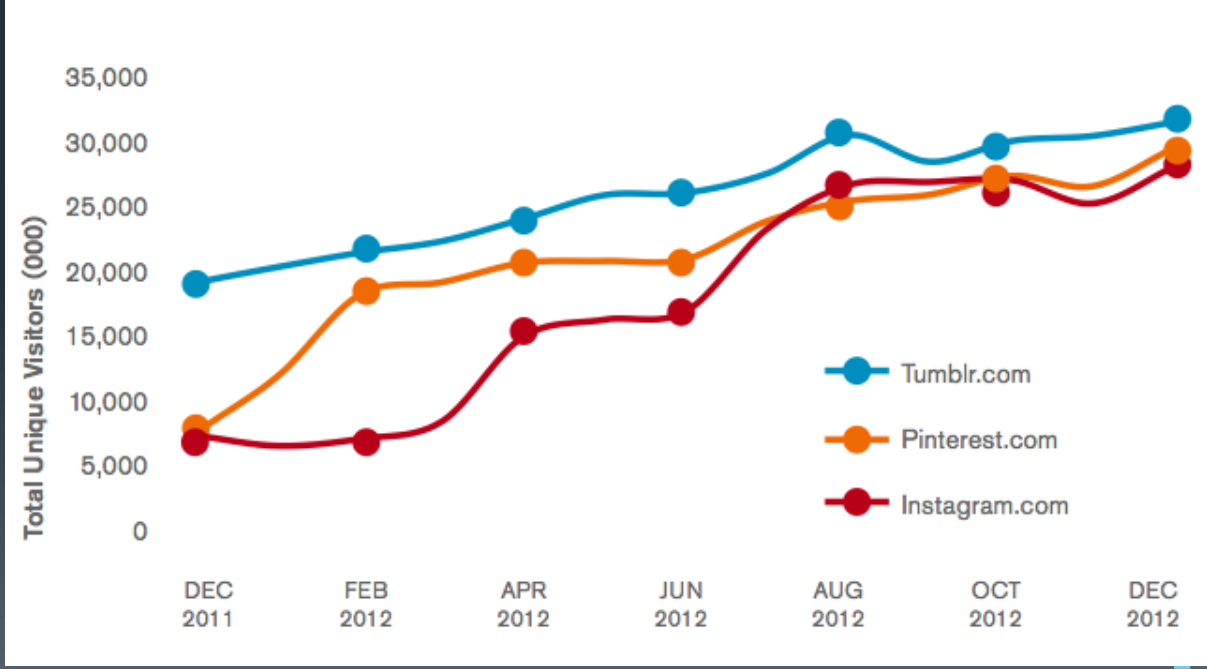
Visual





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Technical SEO & Schema

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A Changing "Web of Objects"

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A Changing Web of Your Objects

Mark up your content

Schema.org can help

Chocolate Scotch Whiskey Cake
Allrecipes
★★★★☆

Bittersweet Chocolate Irish Whi...
Epicurious
★★★★☆

Chocolate Pound Cake with Iris...
Delish
★★★★☆

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schema.org

Search

Home Schemas Documentation

Organization of Schemas

The schemas are a set of 'types', each associated with a set of properties. The types are arranged in a hierarchy.

Browse the full hierarchy:

- One page per type
- Full list of types, shown on one page

Or you can jump directly to a commonly used type:

- Creative works: CreativeWork, Book, Movie, MusicRecording, Recipe, TVSeries ...
- Embedded non-text objects: AudioObject, ImageObject, VideoObject
- Event
- Health and medical types: notes on the health and medical types under MedicalEntity.
- Organization
- Person
- Place, LocalBusiness, Restaurant ...
- Product, Offer, AggregateOffer
- Review, AggregateRating

We also have a small set of primitive data types for numbers, text, etc. More details about the data model, etc. are available here.

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Social Networking

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NATIONAL GEOGRAPHIC Daily News

Home Animals Ancient Energy Environment Travel/Cultures Space/Tech Water Weird News Ph

Super Bowl Blackout: Was It Caused by Relay Device

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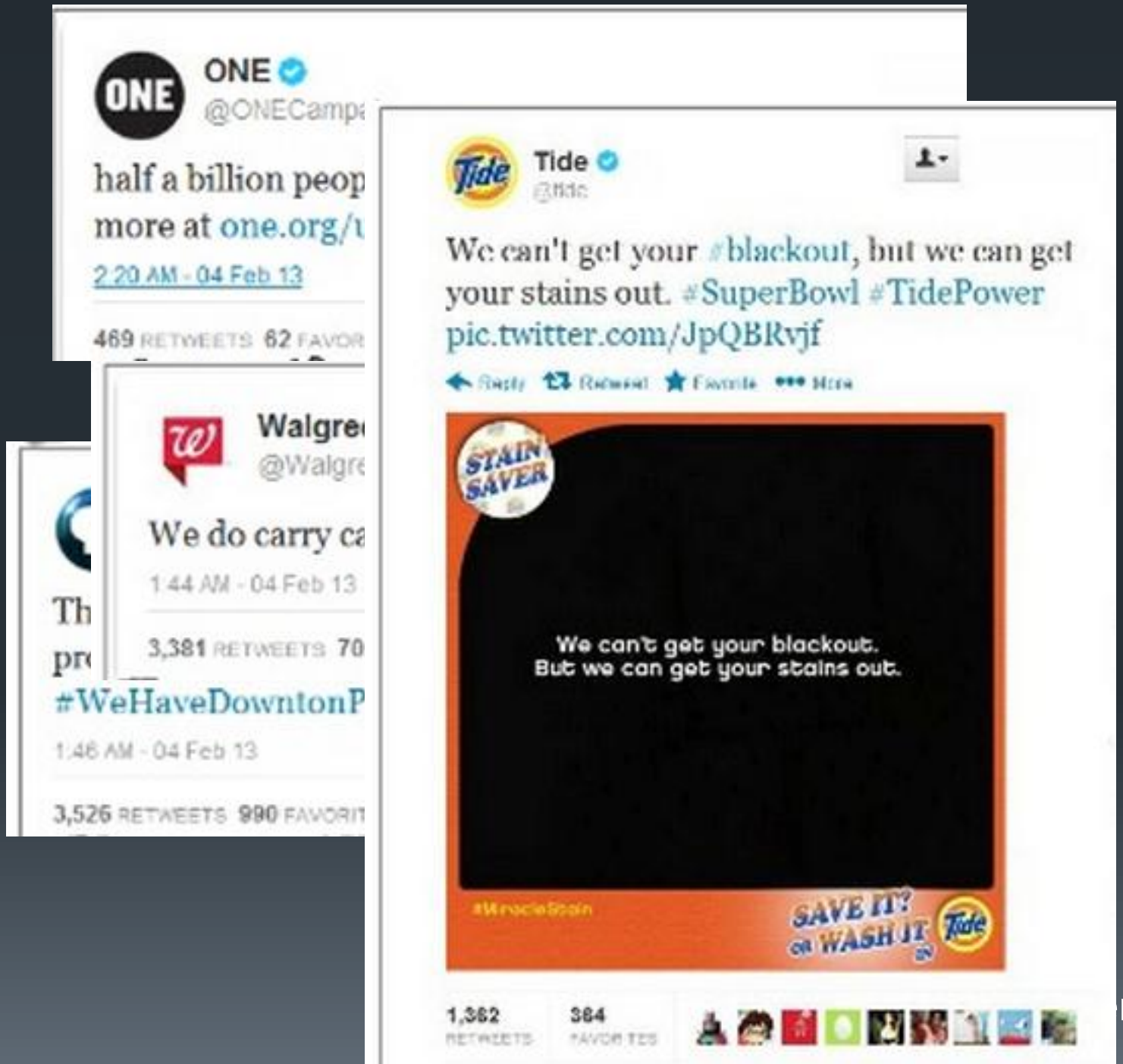
ONE
@ONECampa
half a billion peop
more at one.org/
2:20 AM - 04 Feb 13
469 RETWEETS 62 FAVOR
Walgre
@Walgre
We do carry ca
1:44 AM - 04 Feb 13
3,381 RETWEETS 70
#WeHaveDowntonP
1:46 AM - 04 Feb 13
3,526 RETWEETS 990 FAVORIT
Tide
@tide
We can't get your #blackout, but we can get your stains out. #SuperBowl #TidePower pic.twitter.com/JpQBRvjf
Reply Retweet Favorite More
STAIN SAVER
We can't get your blackout.
But we can get your stains out.
#MiracleSoap
SAVE IT? or WASH IT
Tide
1,362 RETWEETS
384 FAVORITES

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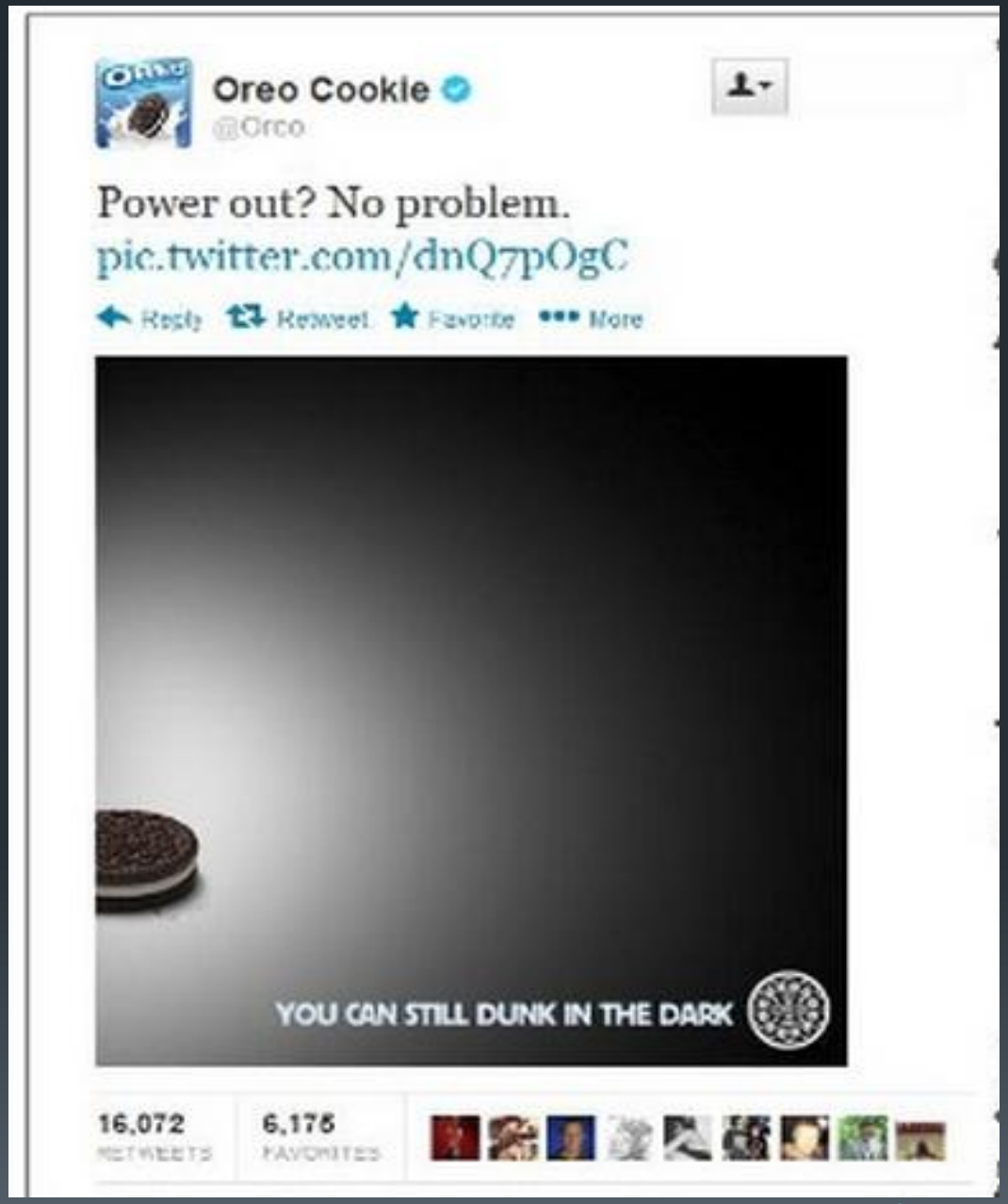

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Table 12.1 Key social actions, as captured by Google and Bing to inform their search algorithms

Social Signal	Bing	Google
Facebook Like/Recommend	Yes	Crawl-Based
Facebook Shared Link	Yes	No
Facebook Mention	Yes	Crawl-Based
Facebook Comments	Yes	Crawl-Based
Twitter Tweeted Link	Yes	Crawl-Based
Twitter Retweet Link	Yes	Crawl-Based
Twitter Mentions	Yes	Crawl-Based
+1	Crawl Based	Yes
Google+ Shared Link	Crawl Based	Yes
Google + Mention	Crawl Based	Yes

SOURCE: ERIC ENGE OF STONE TEMPLE CONSULTING (WWW.STONETEMPLE.COM)

SOCIAL LUMAscape

MARKETER

Social Marketing Management
BUDDYMEDIA, shout, SYNCAPSE, vitrue, Spredfast, Buzzmonitor, vertigo, uptake, involver

Social Publishing Platforms
hootsuite, EXPION, awareness, tweet, tapit, MUTUALMIND, SOCIALFLOW, Socialware, SPROUT SOCIAL, Argyle Social

Social Promotion Platforms
offerpop, Strutta, SnapApp, extole, Ambassador, Zuberance

URL Shorteners
bitly, tinyurl.com, TinyURL.com

Analytics
kontagent, Compete, webtrends, Simply Measured

Stream Platforms
TweetDeck, Aol Lifestream

Content Curation
Flipboard, hunch, DailyMe, SkyGrid, memolane, summify, Storify

Social Commerce Platforms
SHOP TAB, dotbox, Skoramy, shop.ignite, FLUID, milyen

Twitter Apps
twitpic, tweetmeme, wefollow, StockTwits, Chirpify, Cadmus, flixupi, Listorious, twitvid

Facebook Apps
BrandOut, snapfish, bodo, smule, causes, booshaka

Facebook Gaming
zynga, Playdom, socialpoint, Crowd Star

Social Advertising Platforms
TBG, BLING, spruceMEDIA, Acquity, Lexity, SHIFT, nanigans, Taykey, Ybrant, KENSHOO, optimal

Social Brand Engagement
Alphabird, virool

Social Ad Networks
rocketyou, ACROSS, LIFESTREET, RADIUM, media degrees

Social Data
BLUEKAI, TOPSY, LiveRamp

Social Search & Browsing
TOPSY, spokeo

Social Intelligence
Trendrr, VISIBLE TRAACKR, Syntheso, bottlenose, collgent, ALTERIAN, NETBASE

Social Scoring
KLOUT, PeerIndex, Kred

Social TV
FLINGO, viggle

Social Networks - Other
LinkedIn, TAGGED, SKOUT, gaia, plaxo, Path, HABBO, orkut, Google+, hashable, renren

Social Business Software
lithium, jive, telligent

External (Customer) Facing
mango, Satisfaction, huddle

Internal (Employee) Facing
acquia, cubetree, yammer, moxie, Socialtext

Blogging Platforms
tumblr, posterous, Blogger, WordPress, Joomla!

Social/Mobile Apps & Games
loopt

Community Platforms
Tribe, GROUPS

Social Shopping
Gilt, Zaarly, Swipely, SUPPLY

Content Sharing (Reviews/Q&A/Docs)
topix, Yelp, Angie's list, Scribd

Social Referral
Tumblr

Photo/Video Sharing
Flickr, Vimeo, Skitch

Social Content & Forums
bc

Social Login/Sharing
janrain, conduit, gigya

Gamification
Badgeville, PlayNetwork

Traditional Publishers
CNN, The New York Times, THE WALL STREET JOURNAL, HEARST corporation, Aol., CONDÉ NAST

CONSUMER

LUMA partners

Denotes acquired company

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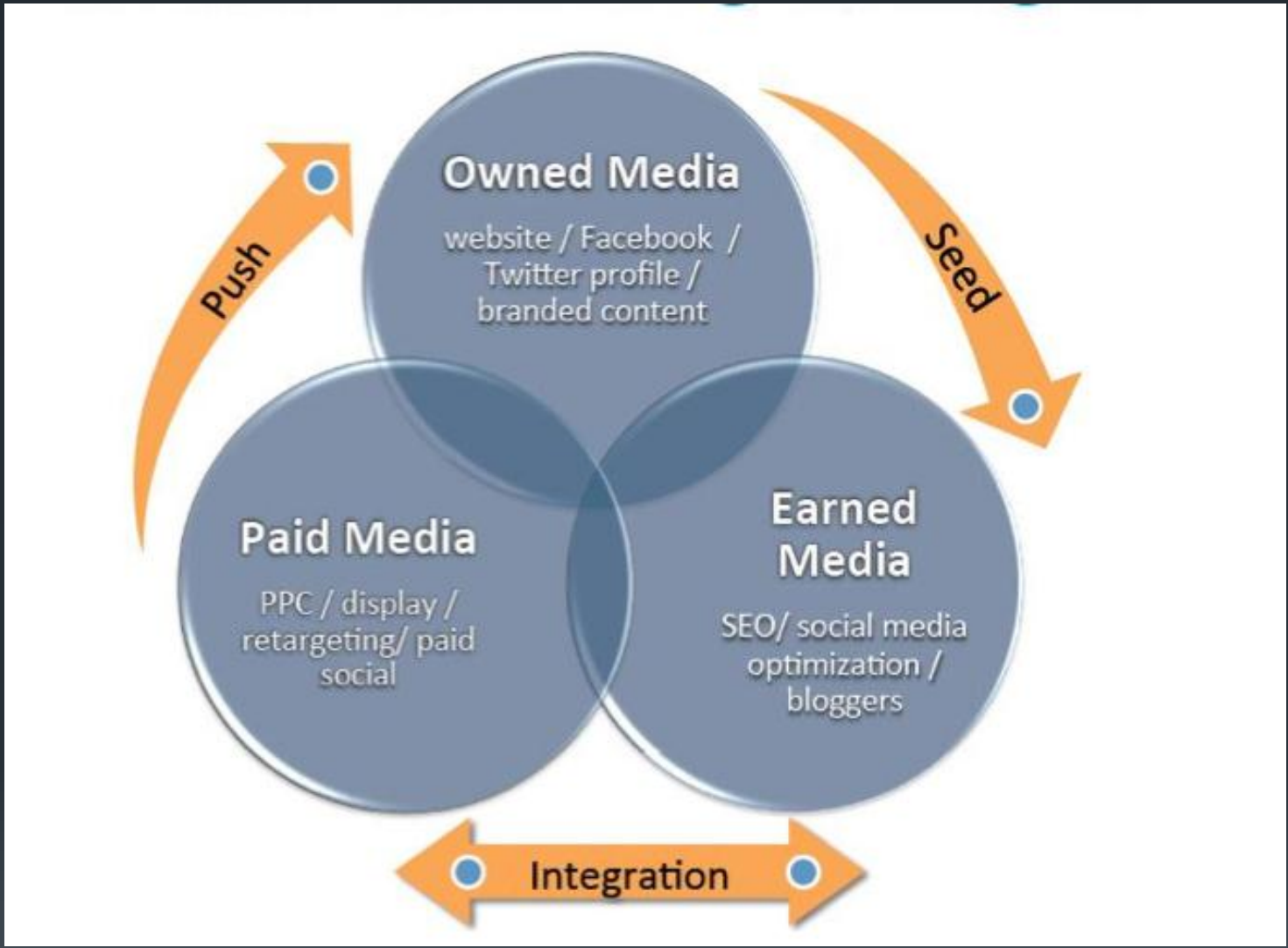

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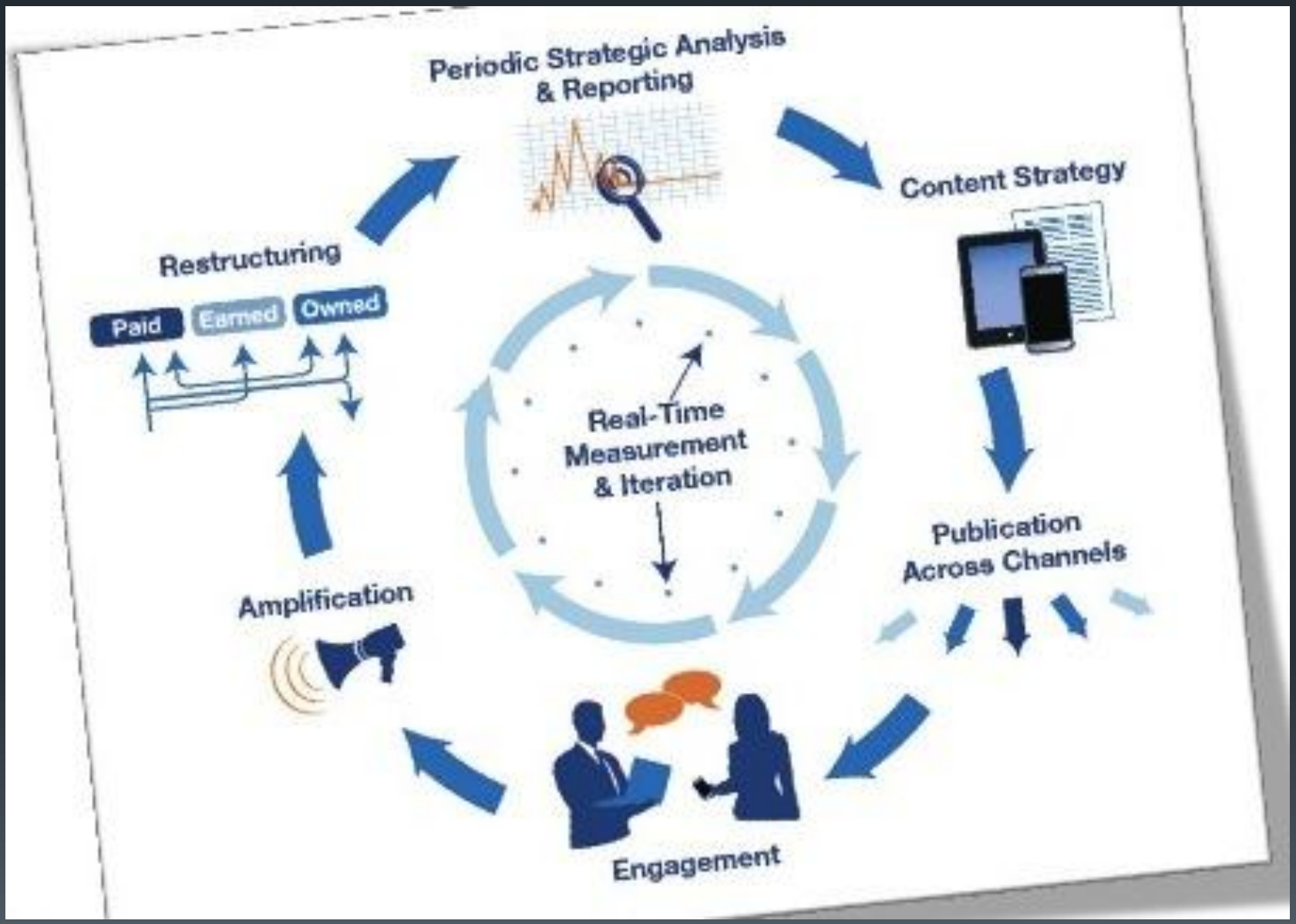

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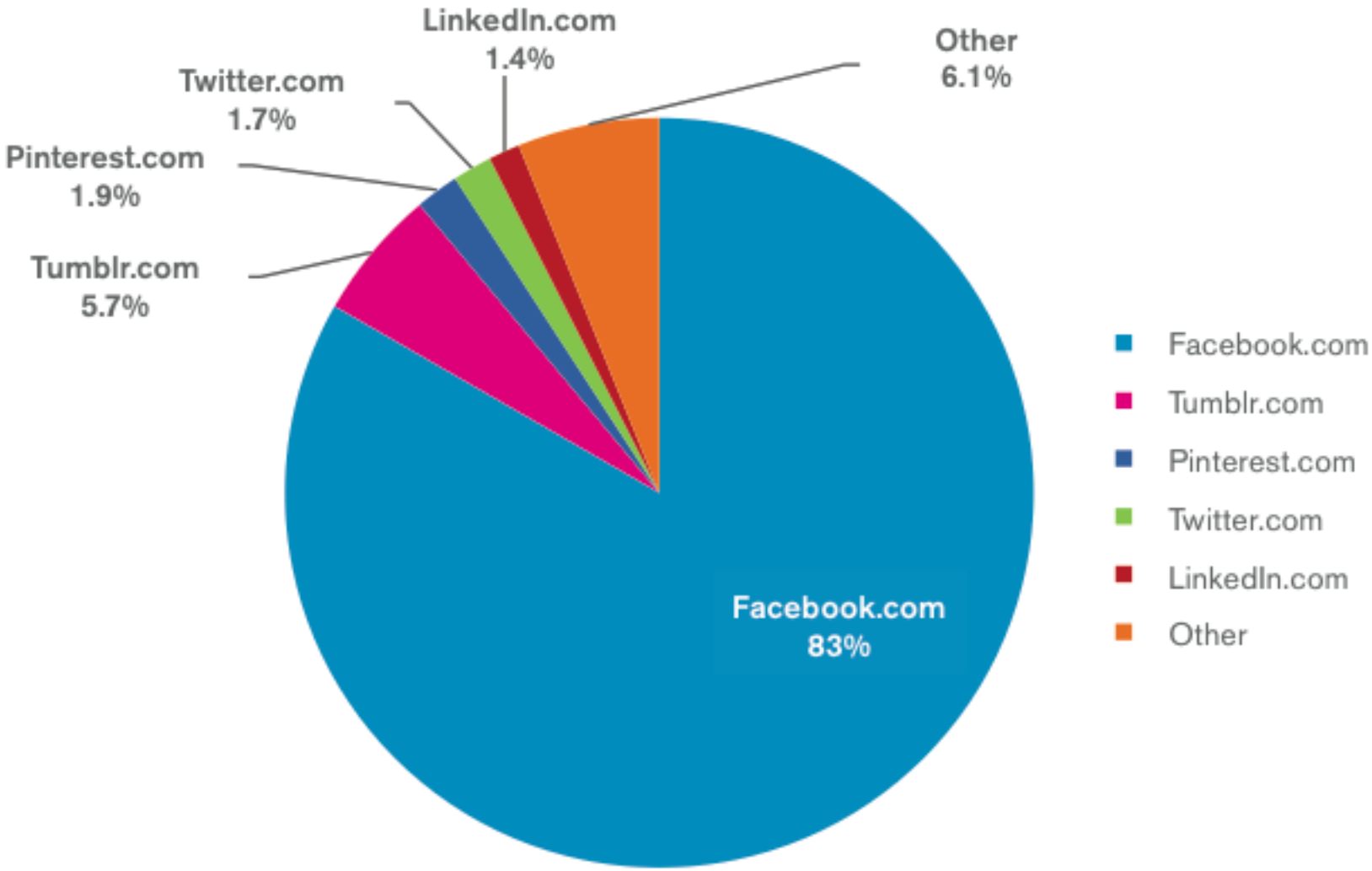

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smart

open your mind.

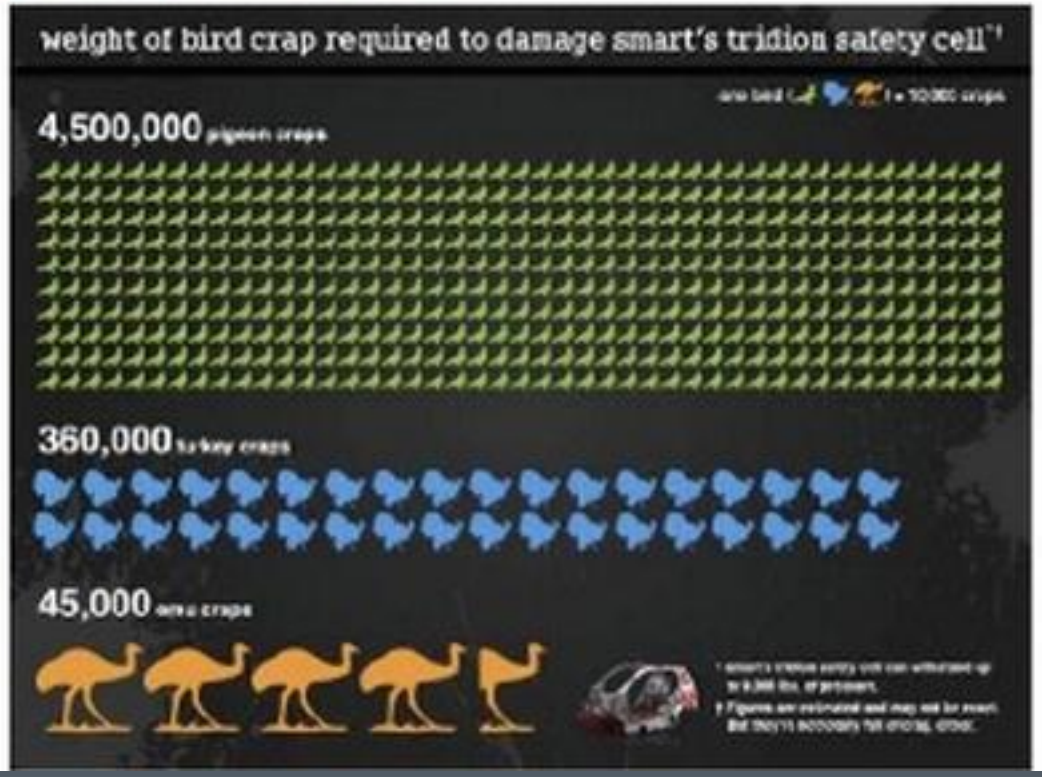
Official smart USA

@smartcarusa

Follow

Couldn't have been one bird, @adtothebone. Sounds more like 4.5 million. (Seriously, we did the math.) pic.twitter.com/aLYScFR3

Reply Retweet Favorite



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Ekaterina Walter @Ekaterina 19 Dec

Alright, REI social team, what is the best gift suggestion you have this year?

Details

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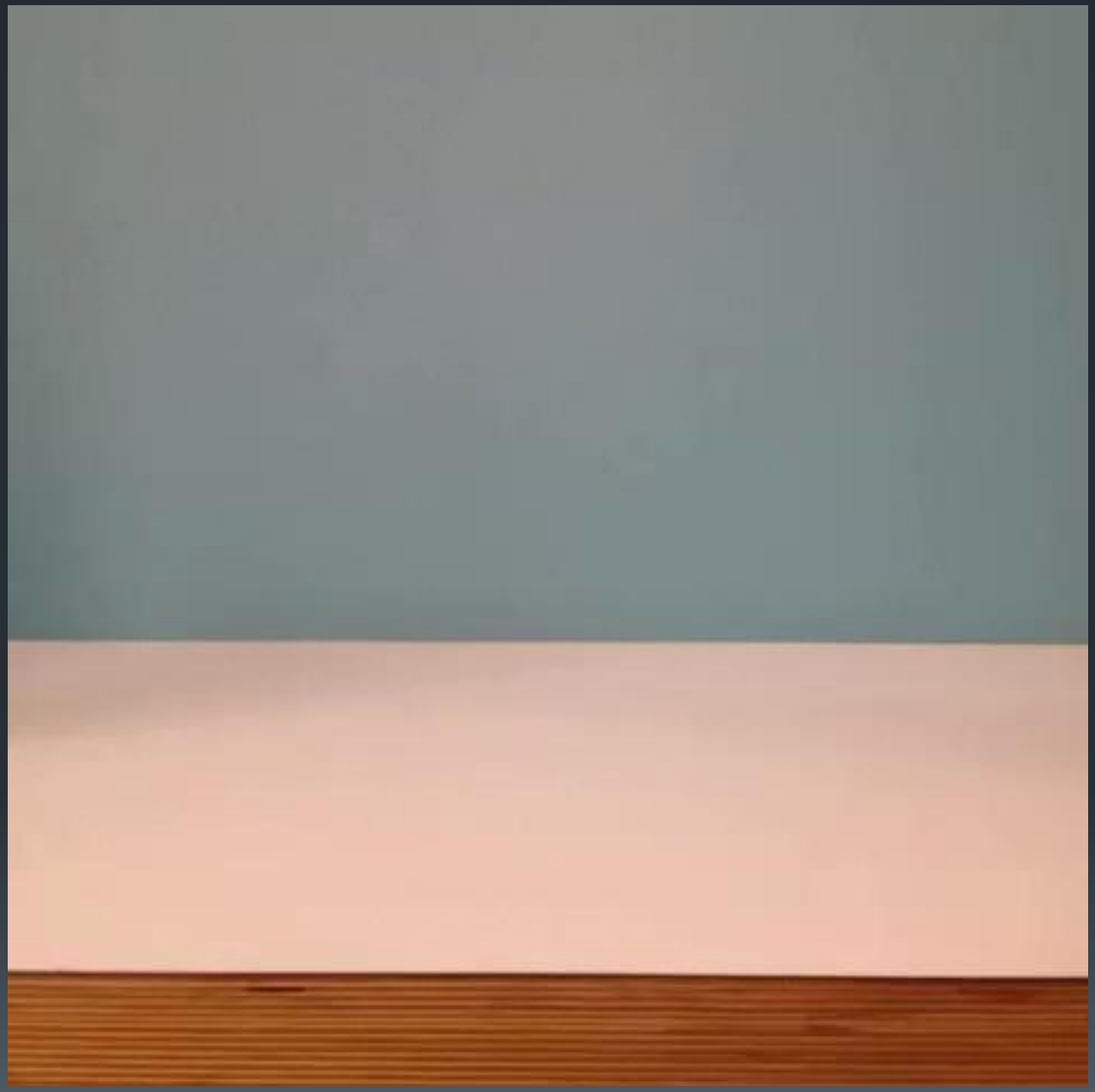

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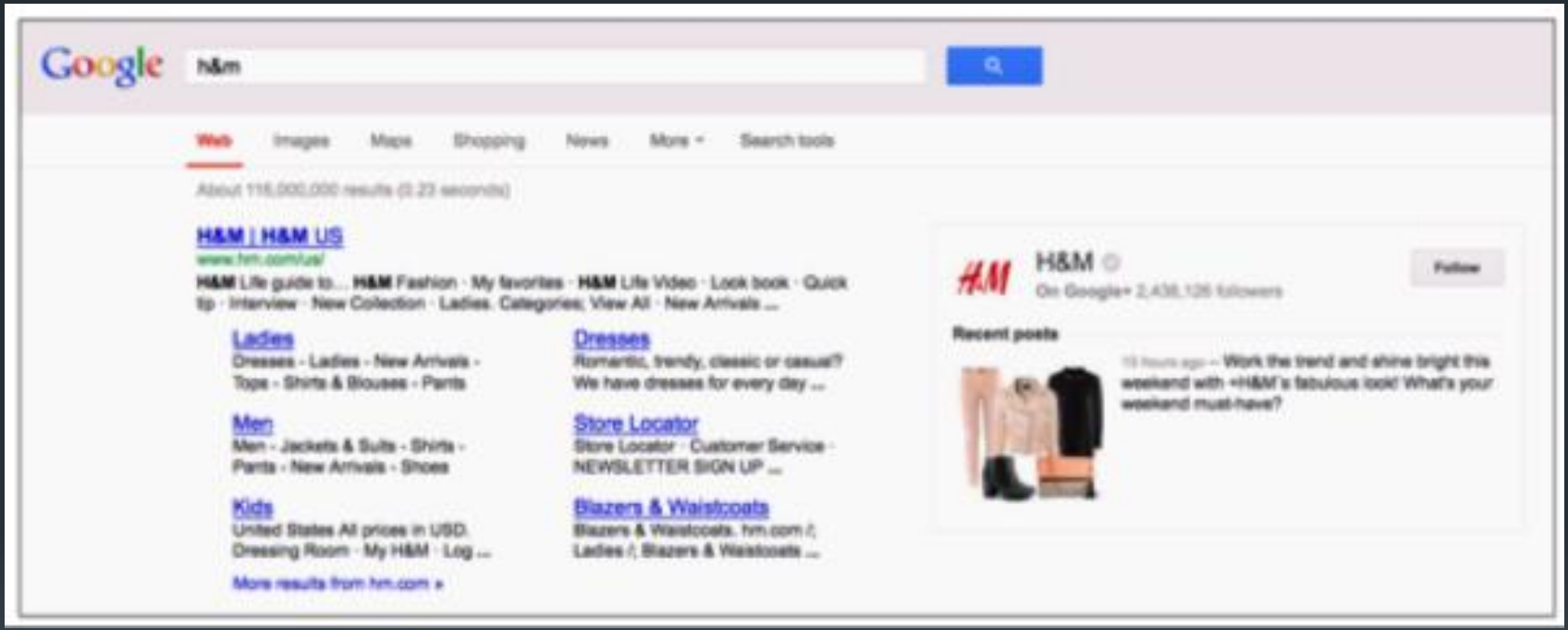

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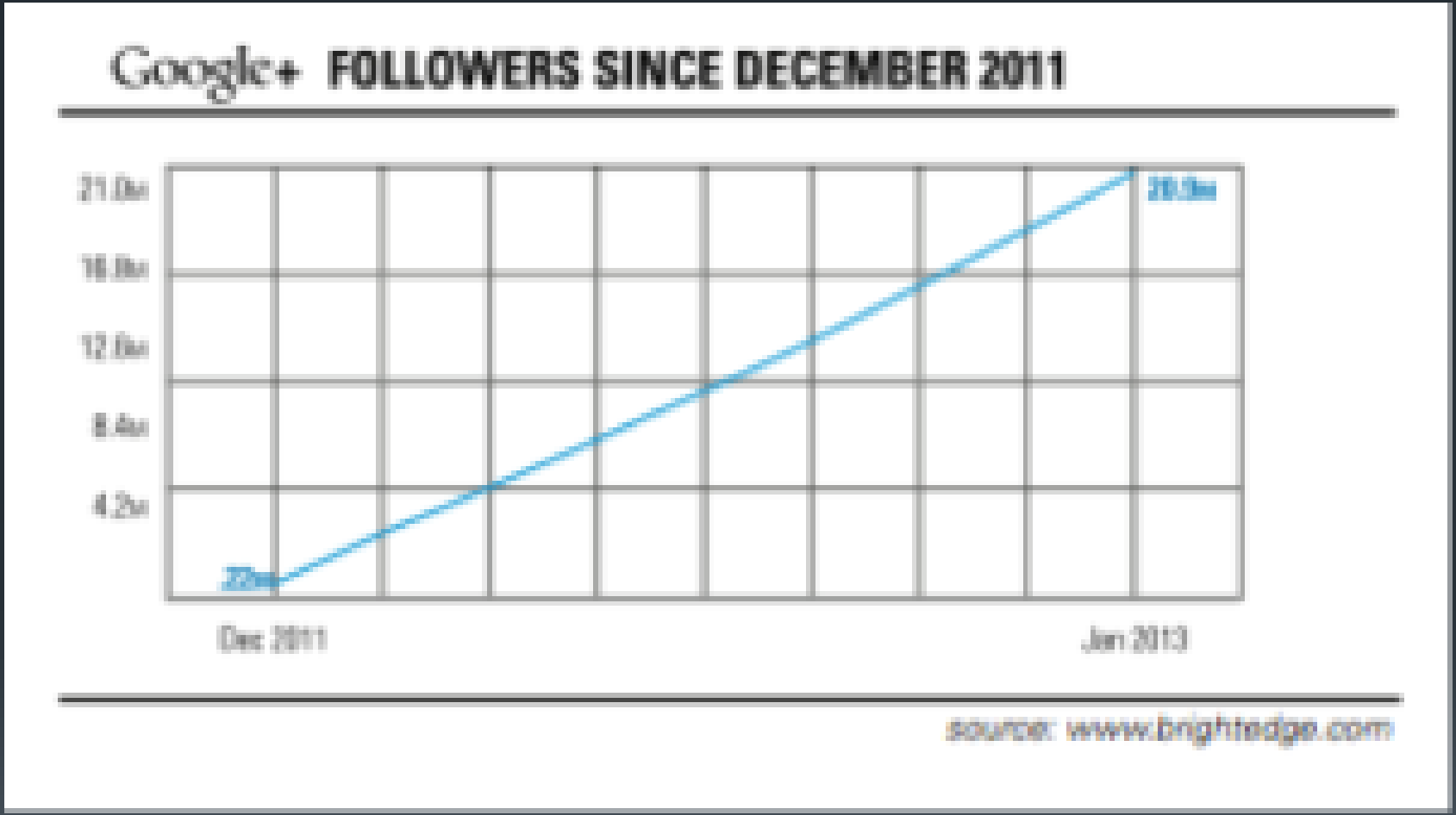

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Top ten most engaged countries for social networking	Average Hours Per Month
Israel	11.1
Argentina	10.7
Russia	10.4
Turkey	10.2
Chile	9.8
The Philippines	8.7
Colombia	8.5
Peru	8.3
Venezuela	7.9
Canada	7.7
United States	7.6

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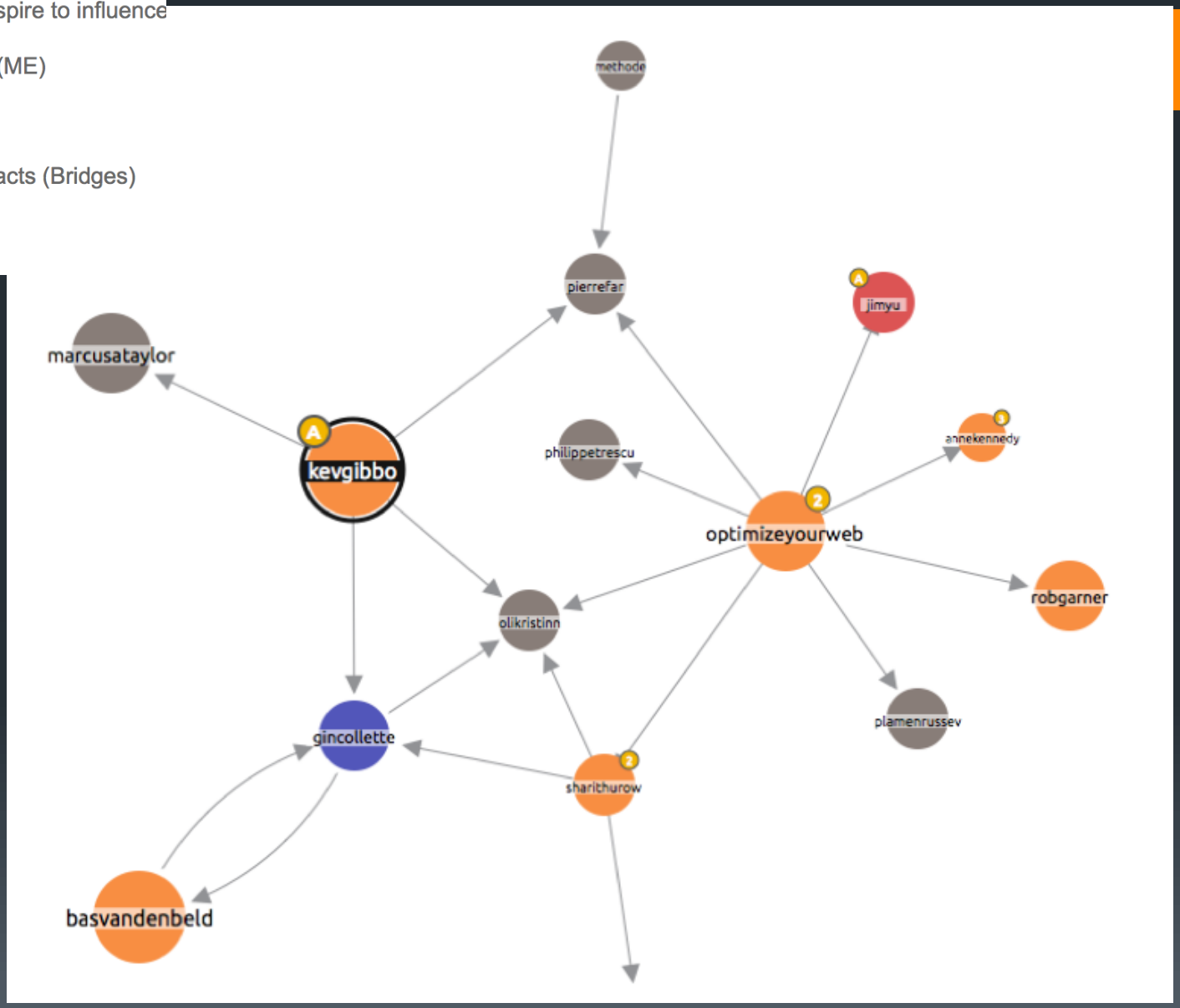
- The network you aspire to influence
- You and your staff (ME)
- Your contacts
- Your contacts contacts (Bridges)
- Your competitors



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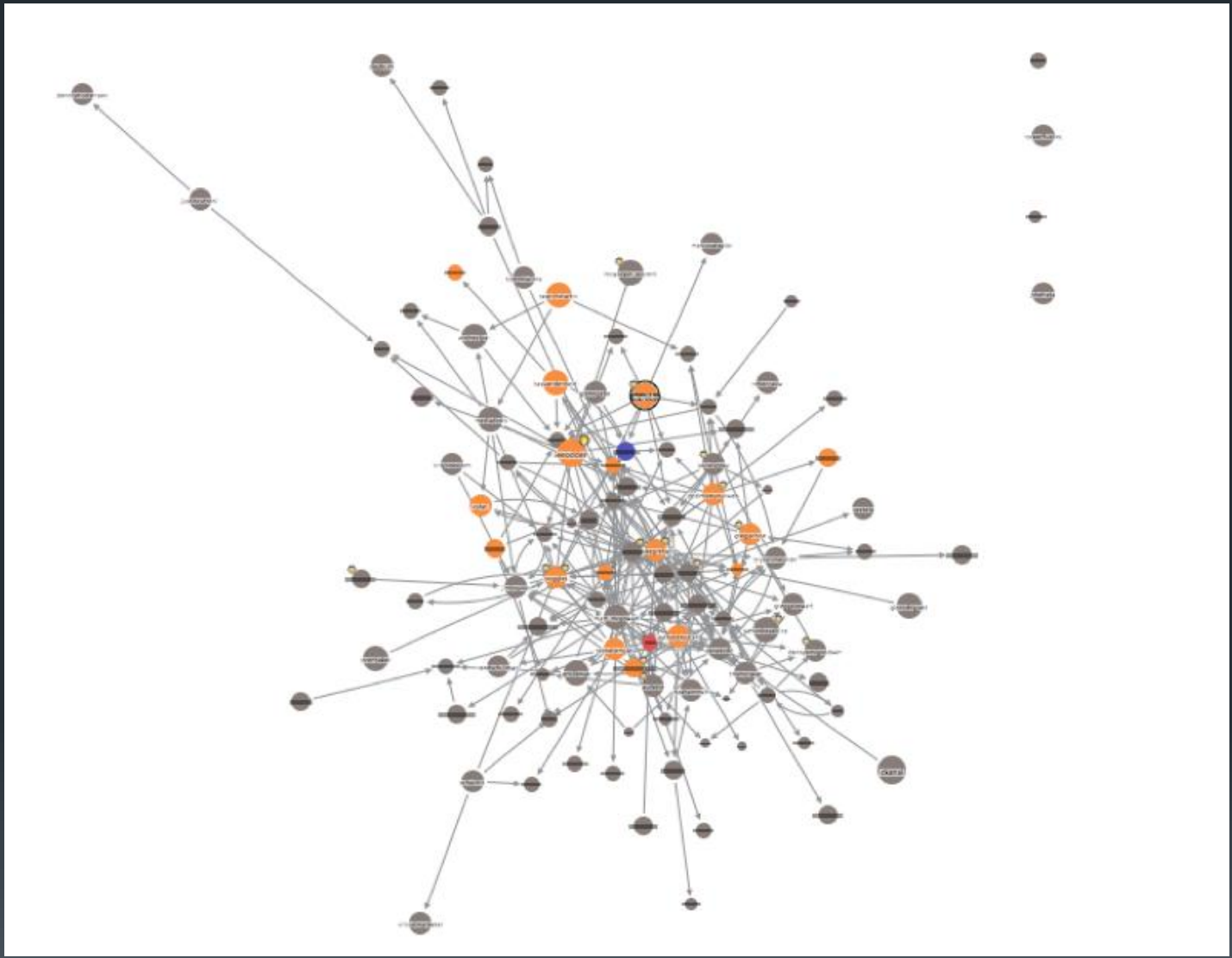

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Skating to Where the Puck Is Going..

So This is Where the Puck Is....

- mobile SEO
- mobile design
- schema
- content
- social

PS....If you aren't doing these you are already behind...

Skating to Where the Puck Is Going..

Soooooo?

Right now if your site is **not** a clean, mean, **responsively designed, schema tagged** fighting machine with **a clean link profile, a usable interface** and **no abusive amount of content spam integrated with a social media strategy** and **a fair amount of content marketing**...

you are behind and better start playing catch-up, now!

Wrapp

Wrapp is a fun and easy way to give free and paid gift cards to your Facebook friends.

Join Wrapp

2 friends use Wrapp.

Tweet 414 Like 46k

Wrapp is also available for Android and iPhone.

Available in:

Coming very soon to:

Wrapp is coming to Canada! Would you like to know when we launch?

Email address Notify me

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http://youtu.be/Nu-nlQqFCKg

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Thanks!

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