



Five Ways Your Customers Will Find You This Year and Beyond

ICMA Cologne Keynote -- Anne F Kennedy
19 April 2013

 AnneKennedy



INTERNET PARTY 3

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or&video_title=If+Famous+Websites+Were+People&demand_content
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 AnneKennedy

7 THINGS A MARKETING AGENCY FROM THE FUTURE WOULD NEVER SAY.



A publication of
HubSpot

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

Go beyond listening.

BRIGHTEDGE

Tracking Social Adoption and Trends

SocialShare - January 2013



- 75% Brand Adoption
- 94x Growth
- 20.9M Followers

Welcome to the first SocialShare of 2013. Like previous SocialShare reports, this report tracks social media adoption trends for the BrandZ top 100 global brands and highlights the ones to watch. In this edition, we chart how Google+ has been embraced by brands and followers alike, and has a soaring popularity which shows no signs of fading. We also shine a spotlight on YouTube's performance as a social network and how, along with Google+, it has made Google a formidable player in the world of social media.

Google+ Is Mainstream - Three Out Of Four Brands Have Active Profiles

Google+ has established itself firmly in the mainstream of social networking, and everything points to 2013 being another tremendous year. A majority of the top 100 brands—three quarters—have active profiles. As more brands engage users, we expect to see those who are unconvinced to shake off reservations and establish a strong Google+ presence.

Google+ Added 94x Followers since December 2011

2012 saw customers flocking to Google+ in droves to follow their favorite brands. The top 100 brands now boast 20.9M fans—up from just 222,000 in 2011. This signifies a 9400% increase in a year, suggesting that companies have been actively courting Google+ users. With growth distributed evenly throughout the year, all indications point to this trend continuing in 2013.

Google+ FOLLOWERS SINCE DECEMBER 2011

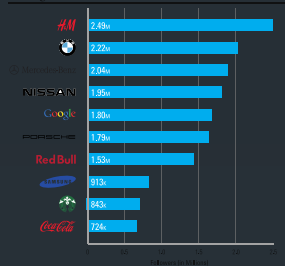


source: www.brightedge.com

Top 10 Brands On Google+ Account For Almost Four Of Five Followers

A majority of the 20.9M followers are covered by the top 10 brands making up 78% of the total fans (16.3M followers). The biggest player right now is H&M, which leads the way with 2.43M fans. This should come as no surprise—as we documented in previous SocialShare reports, they have consistently engaged users.

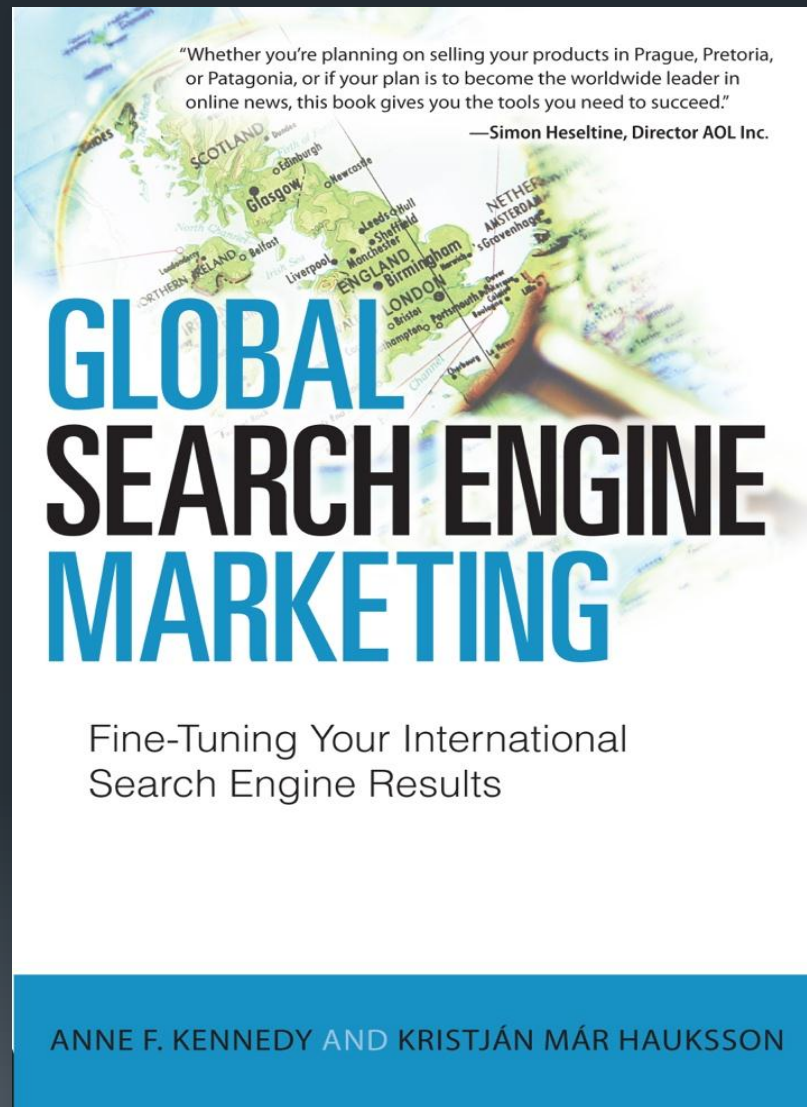
Google+ FOLLOWERS BY BRAND



source: www.brightedge.com

Auto Industry Dominates G+ Top 10

On Google+, 2013 is revving up to be a great year for the automobile industry. 4 of the top 10 spots are occupied by car manufacturers; a notable increase from none in 2011. BMW leads the pack with over 2.22M followers, closely followed by Mercedes-Benz (2.04M) and Nissan (1.95M). Porsche takes the sixth spot with 1.78M, just behind Google.

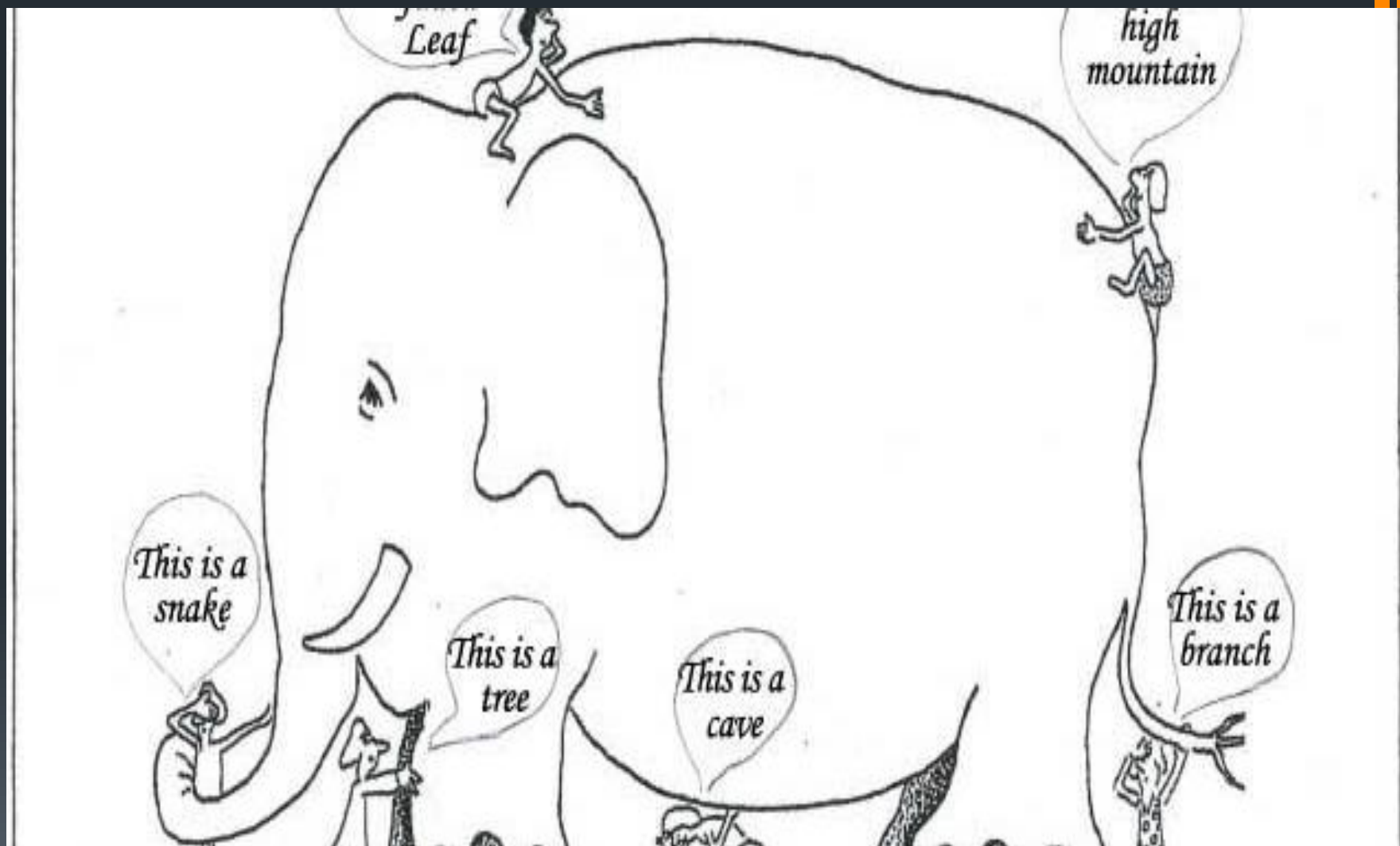


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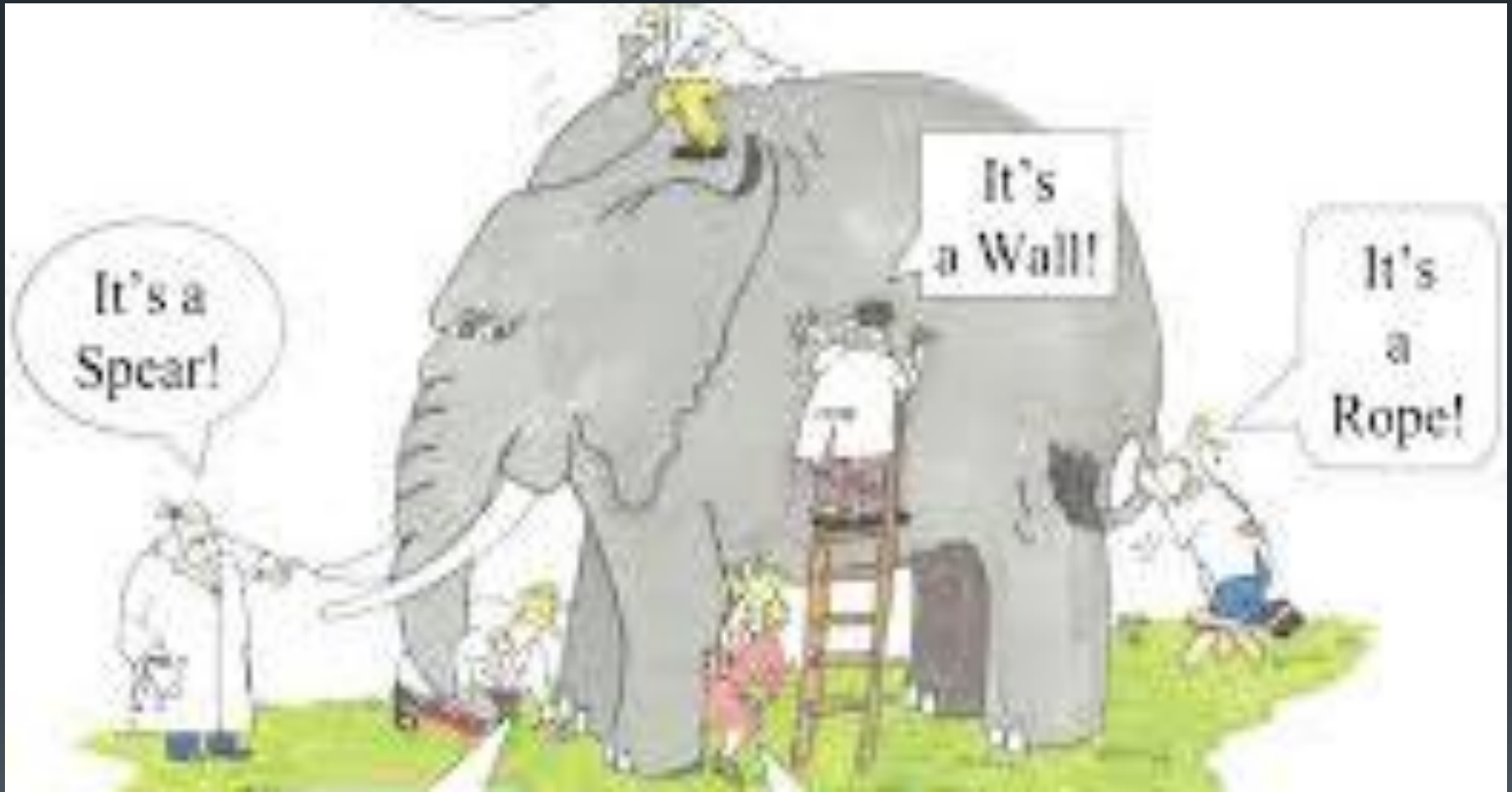
Enter Discount Code

“GLOBAL30”

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Seismic Changes

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

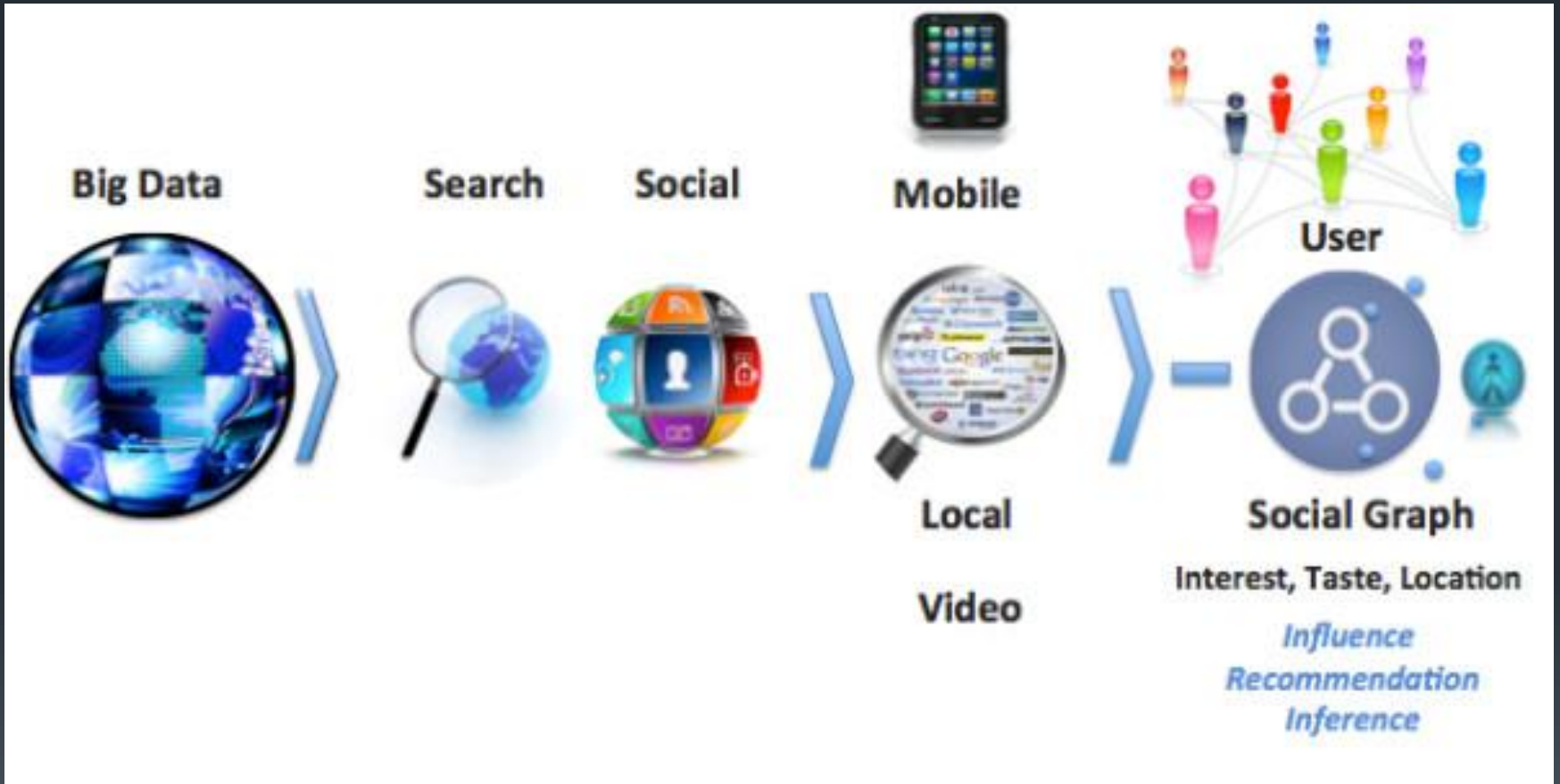


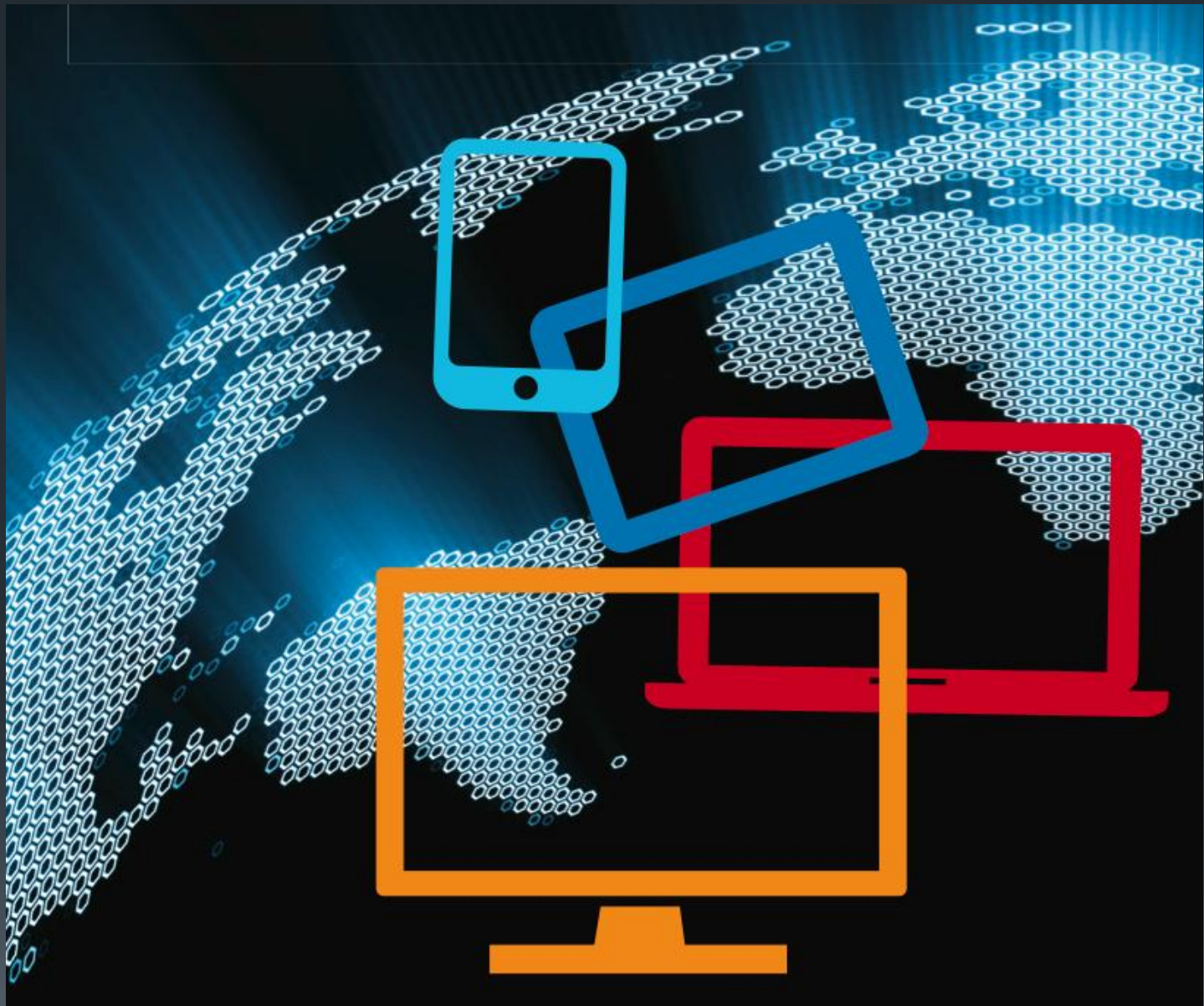


Change is _____



Change Is







Gartner projections to 2017

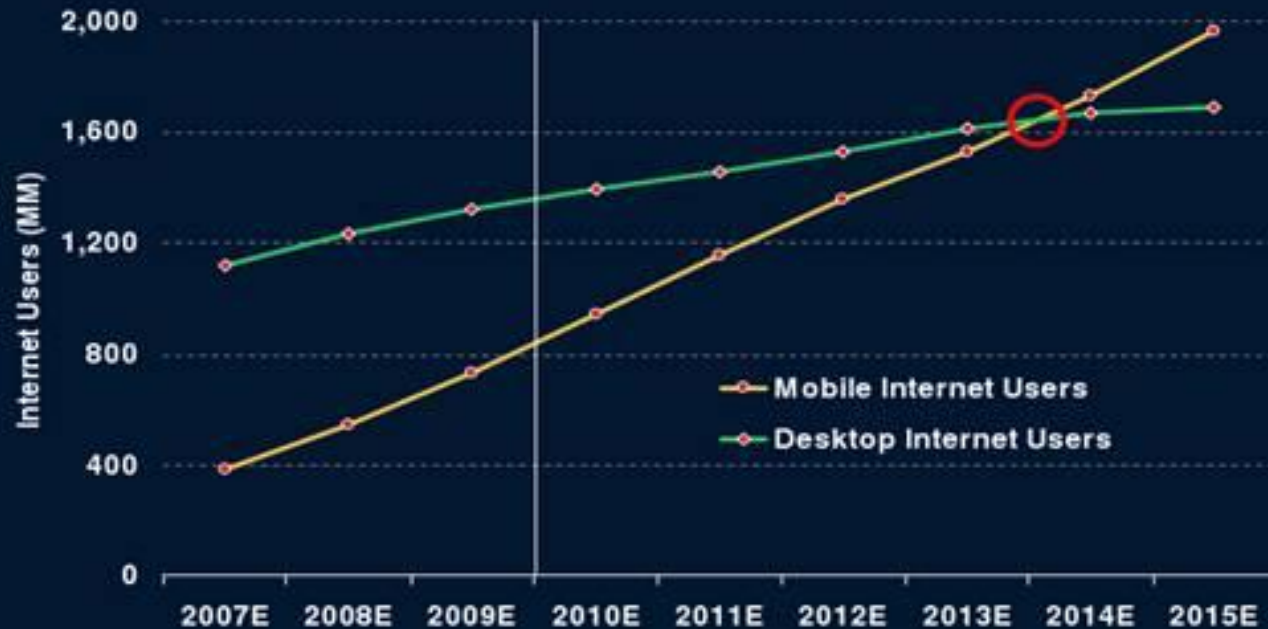
- Shipments of:
 - PC's (desktops & Laptops) down 20.4%
 - Ultramobiles up 880%
 - Tablets up 303%
 - Mobile phones up 21.9%



Mobile

Mobile Users > Desktop Internet Users Within 5 Years

Global Mobile vs. Desktop Internet User Projection, 2007 – 2015E



Morgan Stanley

Source: Morgan Stanley Research.

8

Percentage of Retail e-Commerce Dollars Spent via Mobile or Tablet Device

Source: comScore Custom Mobile Research







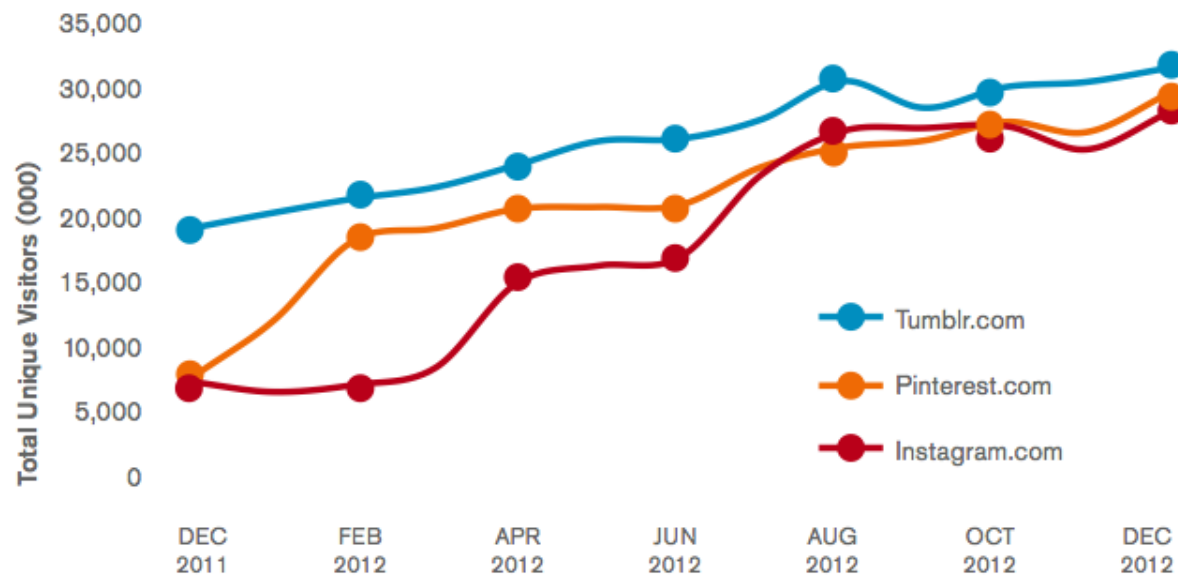
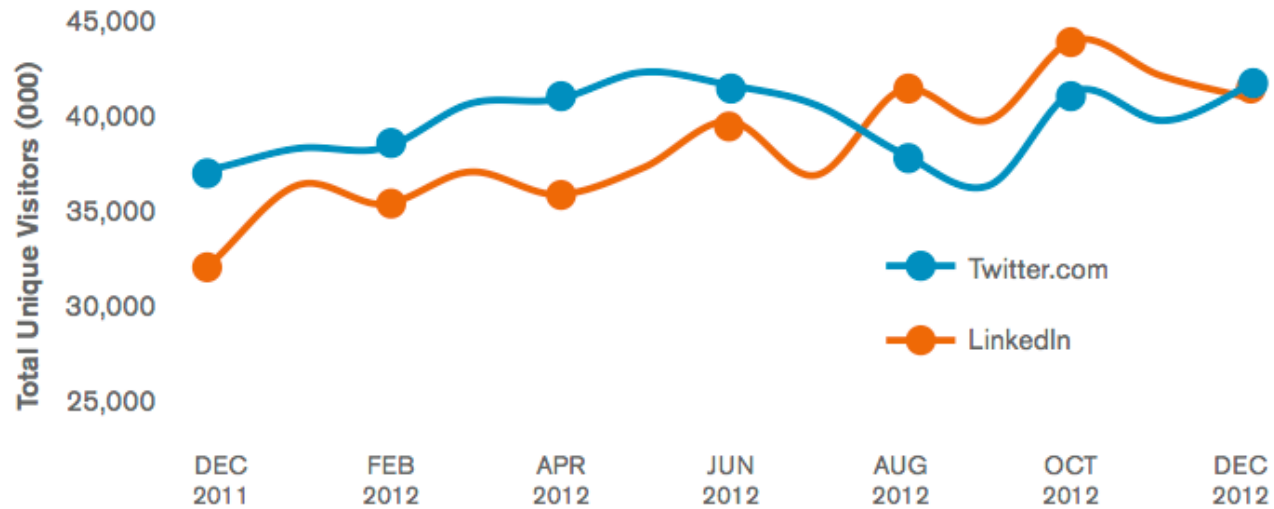


**Share of Digital Media Time
Spent: Desktop Computer
vs. Mobile (Smartphone + Tablet)**

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



Visual





What Happens in an Internet Minute?



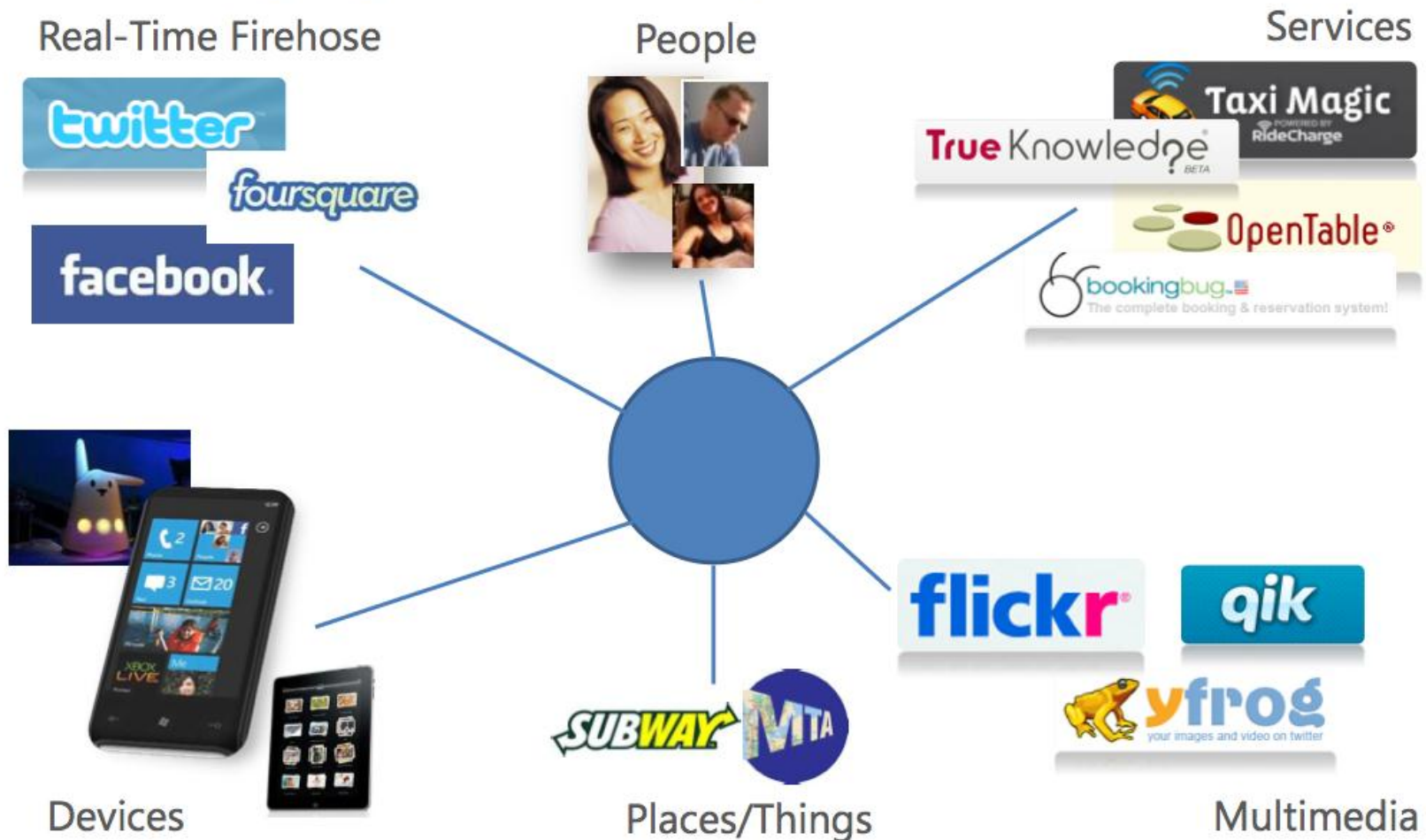
And Future Growth is Staggering





Technical SEO & Schema

A Changing "Web of Objects"



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
★★★★★

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](#).



Social Networking



Super Bowl Blackout: Was It Caused by Relay Device





ONE
@ONECamp

half a billion people
more at one.org/

2:20 AM - 04 Feb 13

469 RETWEETS 62 FAVORITES



Walgreens
@Walgreens

We do carry ca

1:44 AM - 04 Feb 13

3,381 RETWEETS 70 FAVORITES

#WeHaveDowntonP

1:46 AM - 04 Feb 13

3,526 RETWEETS 890 FAVORITES



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



1,362
RETWEETS

384
FAVORITES



nnelly



Oreo Cookie 
@Oreo



Power out? No problem.
pic.twitter.com/dnQ7pOgC

 Reply  Retweet  Favorite  More



16,072
RETWEETS

6,176
FAVORITES



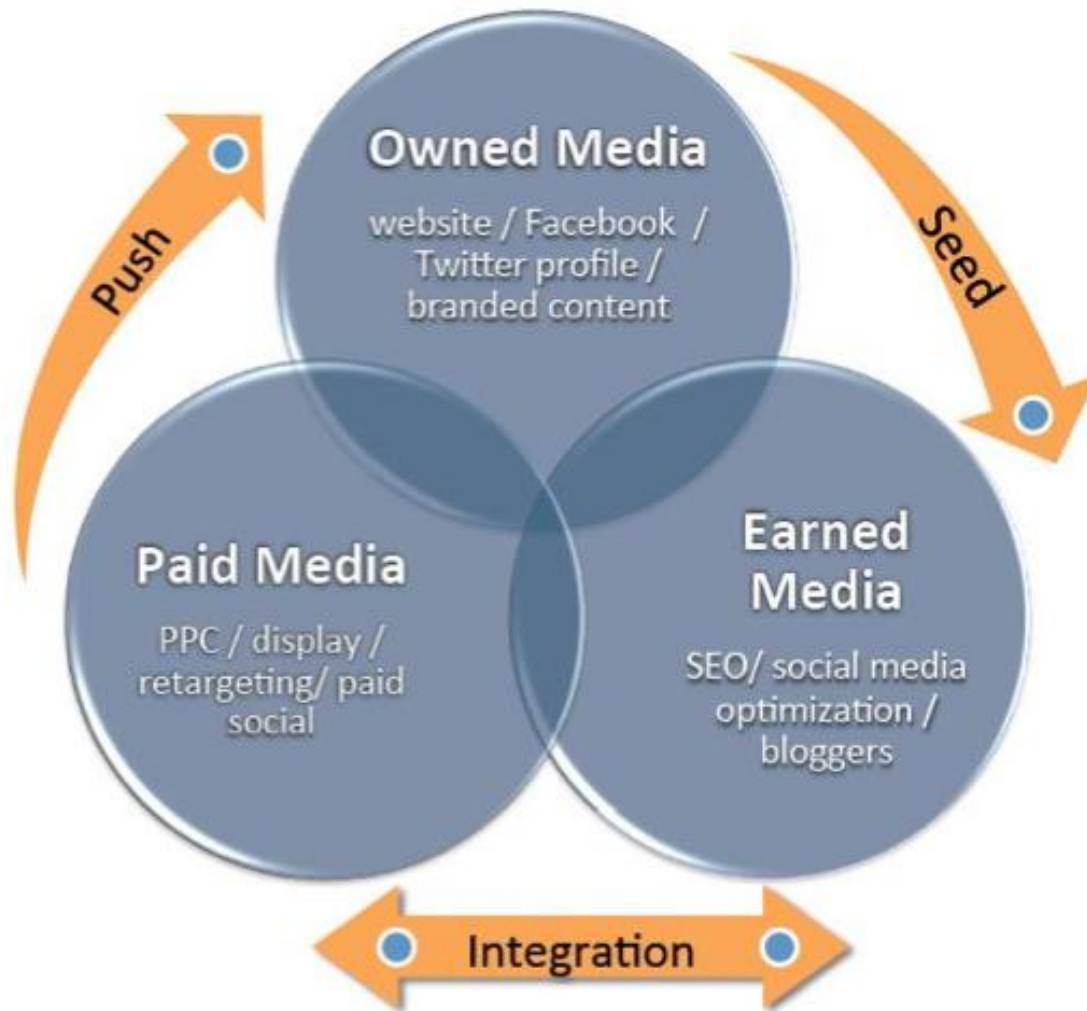
► **Table 12.1** Key social actions, as captured by Google and Bing to inform their search algorithms

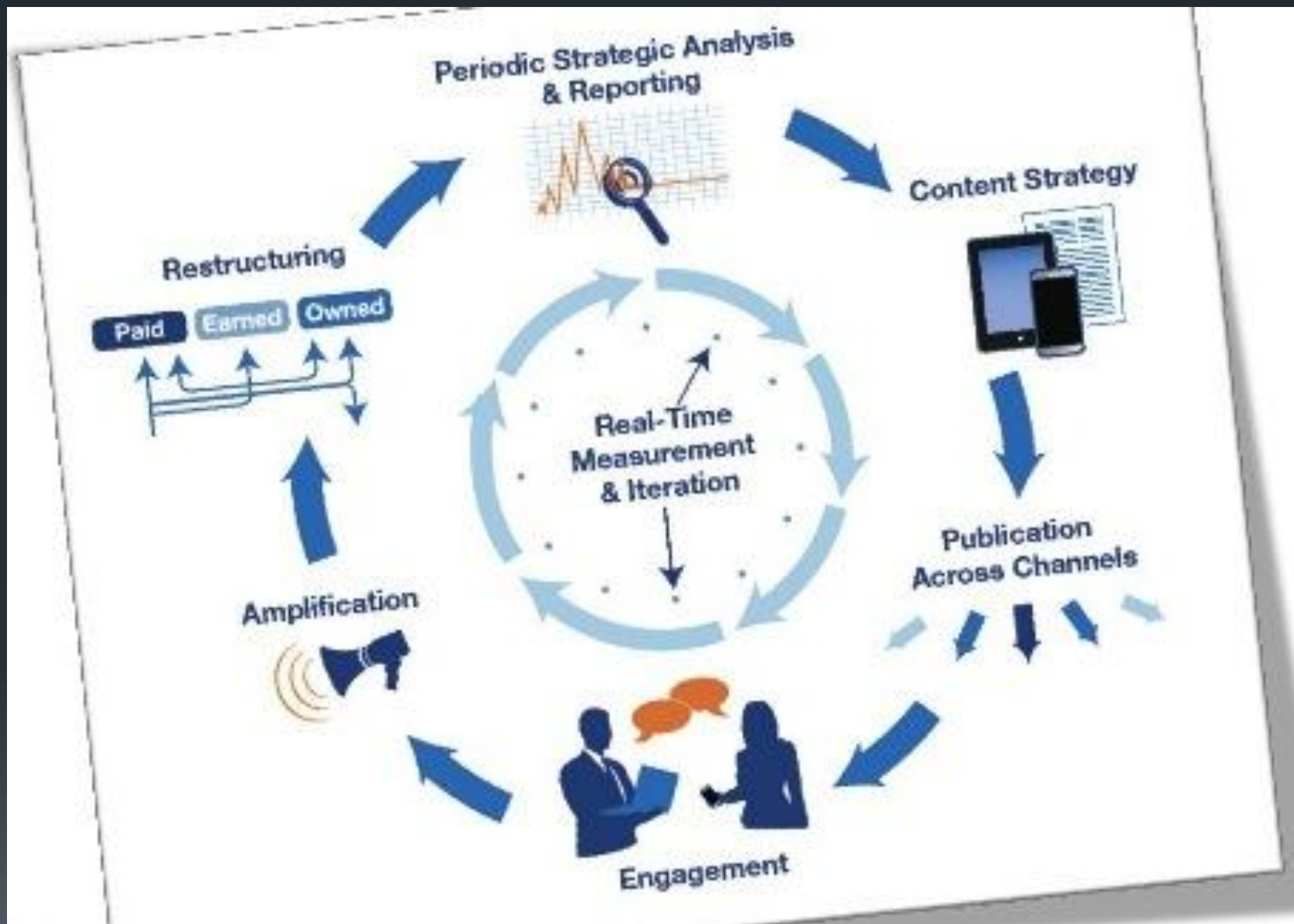
Social Signal	Bing	Google
Facebook Like/Recommend	Yes	Crawl-Based
Facebook Shared Link	Yes	No
Facebook Mention	Yes	Crawl-Based
Facebook Comments	Yes	Crawl-Based
Twitter Tweeted Link	Yes	Crawl-Based
Twitter Retweet Link	Yes	Crawl-Based
Twitter Mentions	Yes	Crawl-Based
+1	Crawl Based	Yes
Google+ Shared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

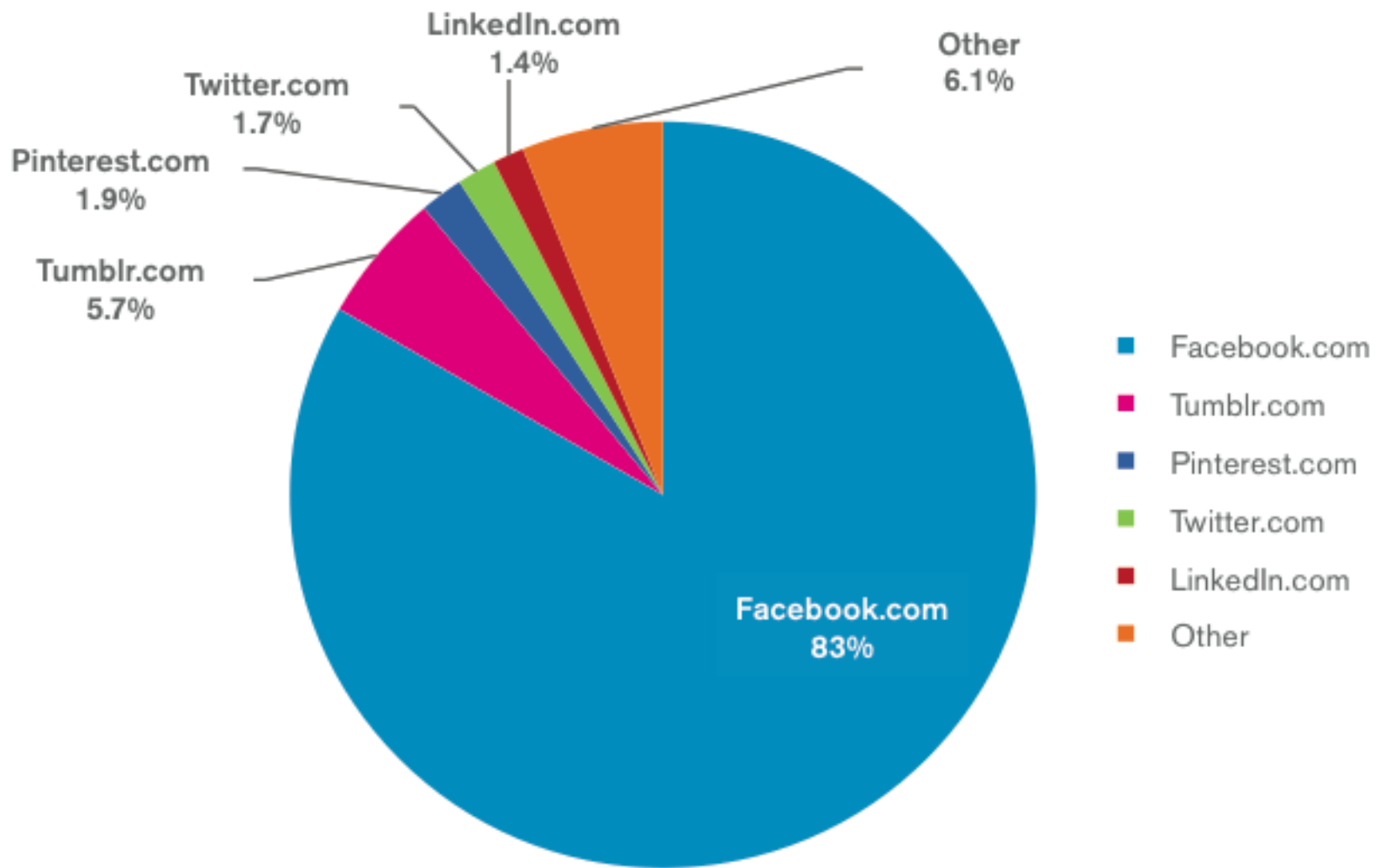
SOURCE: ERIC ENGE OF STONE TEMPLE CONSULTING (WWW.STONETEMPLE.COM)

the 1990s, the number of people in the United States who are 65 years of age or older has increased by 50 percent. The number of people 75 years of age or older has increased by 100 percent. The number of people 85 years of age or older has increased by 200 percent. The number of people 95 years of age or older has increased by 400 percent. The number of people 100 years of age or older has increased by 1,000 percent. The number of people 105 years of age or older has increased by 2,000 percent. The number of people 110 years of age or older has increased by 4,000 percent. The number of people 115 years of age or older has increased by 8,000 percent. The number of people 120 years of age or older has increased by 16,000 percent. The number of people 125 years of age or older has increased by 32,000 percent. The number of people 130 years of age or older has increased by 64,000 percent. The number of people 135 years of age or older has increased by 128,000 percent. The number of people 140 years of age or older has increased by 256,000 percent. The number of people 145 years of age or older has increased by 512,000 percent. The number of people 150 years of age or older has increased by 1,024,000 percent. The number of people 155 years of age or older has increased by 2,048,000 percent. The number of people 160 years of age or older has increased by 4,096,000 percent. The number of people 165 years of age or older has increased by 8,192,000 percent. The number of people 170 years of age or older has increased by 16,384,000 percent. The number of people 175 years of age or older has increased by 32,768,000 percent. The number of people 180 years of age or older has increased by 65,536,000 percent. The number of people 185 years of age or older has increased by 131,072,000 percent. The number of people 190 years of age or older has increased by 262,144,000 percent. The number of people 195 years of age or older has increased by 524,288,000 percent. The number of people 200 years of age or older has increased by 1,048,576,000 percent. The number of people 205 years of age or older has increased by 2,097,152,000 percent. The number of people 210 years of age or older has increased by 4,194,304,000 percent. The number of people 215 years of age or older has increased by 8,388,608,000 percent. The number of people 220 years of age or older has increased by 16,777,216,000 percent. The number of people 225 years of age or older has increased by 33,554,432,000 percent. The number of people 230 years of age or older has increased by 67,108,864,000 percent. The number of people 235 years of age or older has increased by 134,217,728,000 percent. The number of people 240 years of age or older has increased by 268,435,456,000 percent. The number of people 245 years of age or older has increased by 536,870,912,000 percent. The number of people 250 years of age or older has increased by 1,073,741,824,000 percent. The number of people 255 years of age or older has increased by 2,147,483,648,000 percent. The number of people 260 years of age or older has increased by 4,294,967,296,000 percent. The number of people 265 years of age or older has increased by 8,589,934,592,000 percent. The number of people 270 years of age or older has increased by 17,179,869,184,000 percent. The number of people 275 years of age or older has increased by 34,359,738,368,000 percent. The number of people 280 years of age or older has increased by 68,719,476,736,000 percent. The number of people 285 years of age or older has increased by 137,438,953,472,000 percent. The number of people 290 years of age or older has increased by 274,877,906,944,000 percent. The number of people 295 years of age or older has increased by 549,755,813,888,000 percent. The number of people 300 years of age or older has increased by 1,099,511,627,776,000 percent. The number of people 305 years of age or older has increased by 2,199,023,255,552,000 percent. The number of people 310 years of age or older has increased by 4,398,046,511,104,000 percent. The number of people 315 years of age or older has increased by 8,796,093,022,208,000 percent. The number of people 320 years of age or older has increased by 17,592,186,044,416,000 percent. The number of people 325 years of age or older has increased by 35,184,372,088,832,000 percent. The number of people 330 years of age or older has increased by 70,368,744,177,664,000 percent. The number of people 335 years of age or older has increased by 140,737,488,355,328,000 percent. The number of people 340 years of age or older has increased by 281,474,976,710,656,000 percent. The number of people 345 years of age or older has increased by 562,949,953,421,312,000 percent. The number of people 350 years of age or older has increased by 1,125,899,906,842,624,000 percent. The number of people 355 years of age or older has increased by 2,251,799,813,685,248,000 percent. The number of people 360 years of age or older has increased by 4,503,599,627,370,496,000 percent. The number of people 365 years of age or older has increased by 9,007,199,254,740,992,000 percent. The number of people 370 years of age or older has increased by 18,014,398,509,481,984,000 percent. The number of people 375 years of age or older has increased by 36,028,797,018,963,968,000 percent. The number of people 380 years of age or older has increased by 72,057,594,037,927,936,000 percent. The number of people 385 years of age or older has increased by 144,115,188,075,855,872,000 percent. The number of people 390 years of age or older has increased by 288,230,376,151,711,744,000 percent. The number of people 395 years of age or older has increased by 576,460,752,303,423,488,000 percent. The number of people 400 years of age or older has increased by 1,152,921,504,606,846,976,000 percent. The number of people 405 years of age or older has increased by 2,305,843,009,213,693,952,000 percent. The number of people 410 years of age or older has increased by 4,611,686,018,427,387,904,000 percent. The number of people 415 years of age or older has increased by 9,223,372,036,854,775,808,000 percent. The number of people 420 years of age or older has increased by 18,446,744,073,709,551,616,000 percent. The number of people 425 years of age or older has increased by 36,893,488,147,419,103,232,000 percent. The number of people 430 years of age or older has increased by 73,786,976,294,838,206,464,000 percent. The number of people 435 years of age or older has increased by 147,573,952,589,676,412,928,000 percent. The number of people 440 years of age or older has increased by 295,147,905,179,352,825,856,000 percent. The number of people 445 years of age or older has increased by 590,295,810,358,705,651,712,000 percent. The number of people 450 years of age or older has increased by 1,180,591,620,717,411,303,424,000 percent. The number of people 455 years of age or older has increased by 2,361,183,241,434,822,606,848,000 percent. The number of people 460 years of age or older has increased by 4,722,366,482,869,645,213,696,000 percent. The number of people 465 years of age or older has increased by 9,444,732,965,739,290,427,392,000 percent. The number of people 470 years of age or older has increased by 18,889,465,931,478,580,854,784,000 percent. The number of people 475 years of age or older has increased by 37,778,931,862,957,161,709,568,000 percent. The number of people 480 years of age or older has increased by 75,557,863,725,914,323,419,136,000 percent. The number of people 485 years of age or older has increased by 151,115,727,451,828,646,838,272,000 percent. The number of people 490 years of age or older has increased by 302,231,454,903,657,293,676,544,000 percent. The number of people 495 years of age or older has increased by 604,462,909,807,314,587,353,088,000 percent. The number of people 500 years of age or older has increased by 1,208,925,819,614,629,174,706,176,000 percent. The number of people 505 years of age or older has increased by 2,417,851,639,229,258,349,412,352,000 percent. The number of people 510 years of age or older has increased by 4,835,703,278,458,516,698,824,704,000 percent. The number of people 515 years of age or older has increased by 9,671,406,556,917,033,397,649,408,000 percent. The number of people 520 years of age or older has increased by 19,342,813,113,834,066,795,298,816,000 percent. The number of people 525 years of age or older has increased by 38,685,626,227,668,133,590,597,632,000 percent. The number of people 530 years of age or older has increased by 77,371,252,455,336,267,181,195,264,000 percent. The number of people 535 years of age or older has increased by 154,742,504,910,672,534,362,390,528,000 percent. The number of people 540 years of age or older has increased by 309,485,009,821,345,068,724,781,056,000 percent. The number of people 545 years of age or older has increased by 618,970,019,642,690,137,449,562,112,000 percent. The number of people 550 years of age or older has increased by 1,237,940,039,285,380,274,899,124,224,000 percent. The number of people 555 years of age or older has increased by 2,475,880,078,570,760,549,798,248,448,000 percent. The number of people 560 years of age or older has increased by 4,951,760,157,141,521,099,596,496,896,000 percent. The number of people 565 years of age or older has increased by 9,903,520,314,283,042,199,193,993,792,000 percent. The number of people 570 years of age or older has increased by 19,807,040,628,566,084,398,387,9











Clayton Hove

@adtothebone

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Saw a bird had crapped on a Smart Car.
Totaled it.

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86

RETWEETS

43

FAVORITES



6:54 AM - 17 Jun 12 via web · [Embed this Tweet](#)



open your mind.



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@smartcarusa

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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

weight of bird crap required to damage smart's tridion safety cell¹

one bird 🐦 🐦 🐦 = 10000 craps

4,500,000 pigeon craps



360,000 turkey craps



45,000 ostrich craps



¹ smart's tridion safety cell can withstand up to 8,000 lbs. of pressure.
² Figures are estimated and may not be exact.
But they're seriously not wrong, dude.





Ekaterina Walter @Ekaterina

19 Dec

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

[Details](#)



REI
@REI

Go with @GoPro Hero 3
Silver! bit.ly/SVj3em MT @Ekaterina
What is the best gift suggestion you have this
year? #gift picks

Reply Retweet Favorite

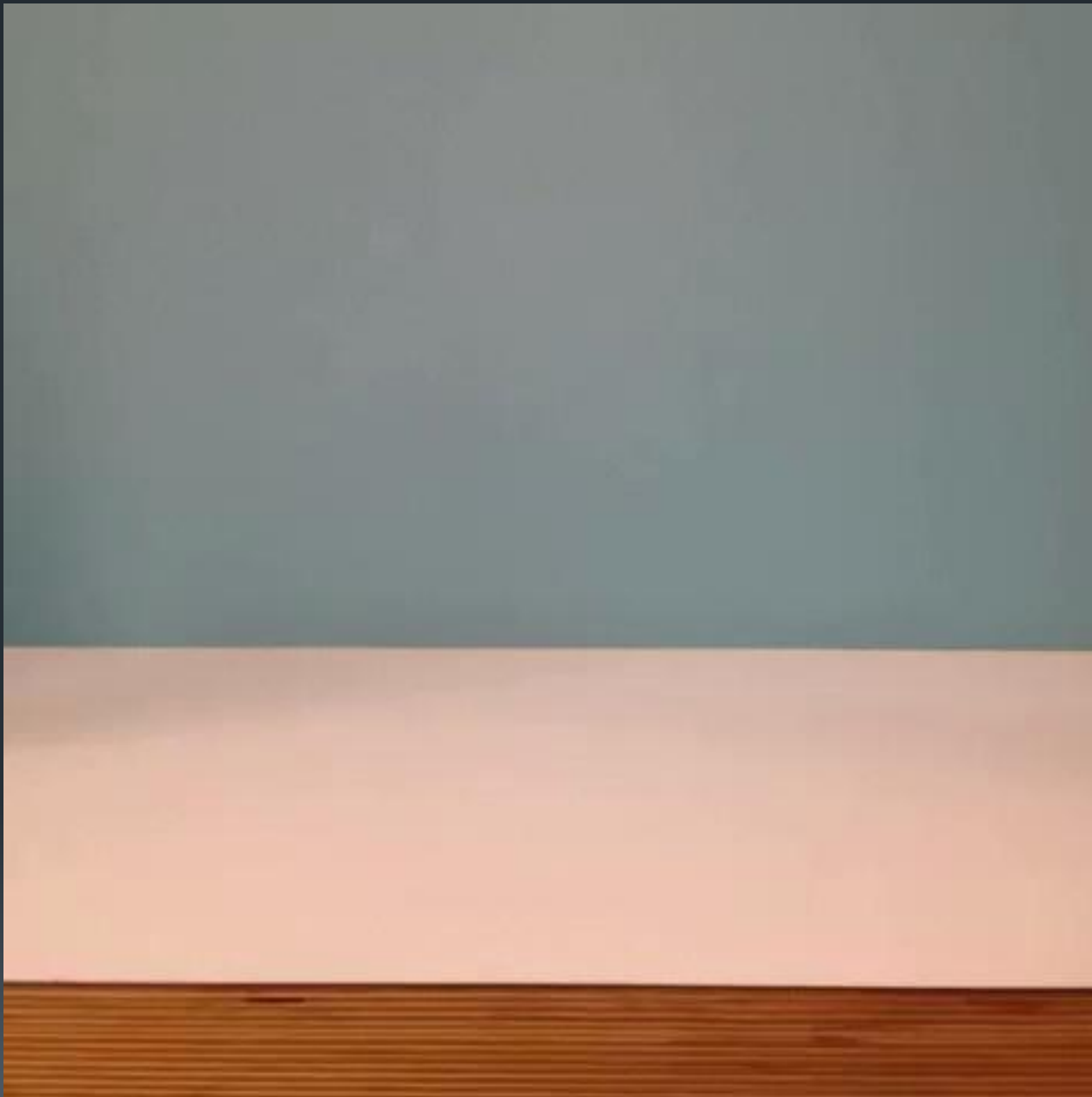
Share

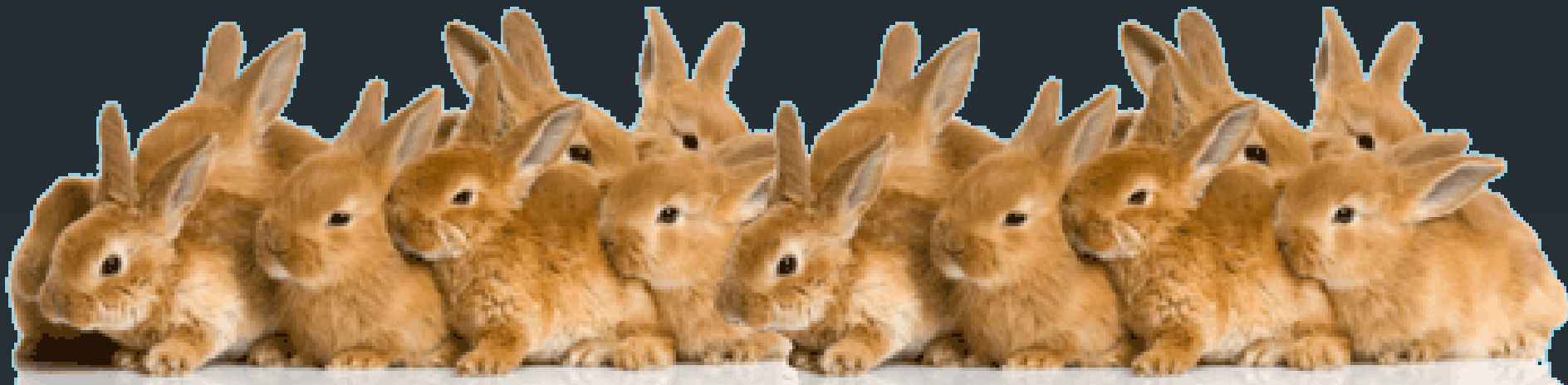
More info



REI #gift picks for @ekaterina

Ekaterina asked, "What is the best gift suggestion you have this year?" Get it while it's hot (and available): The GoPro HERO3 Silver Edition Wide-Angle Helm...







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H&M

On Google+ 2,438,126 followers

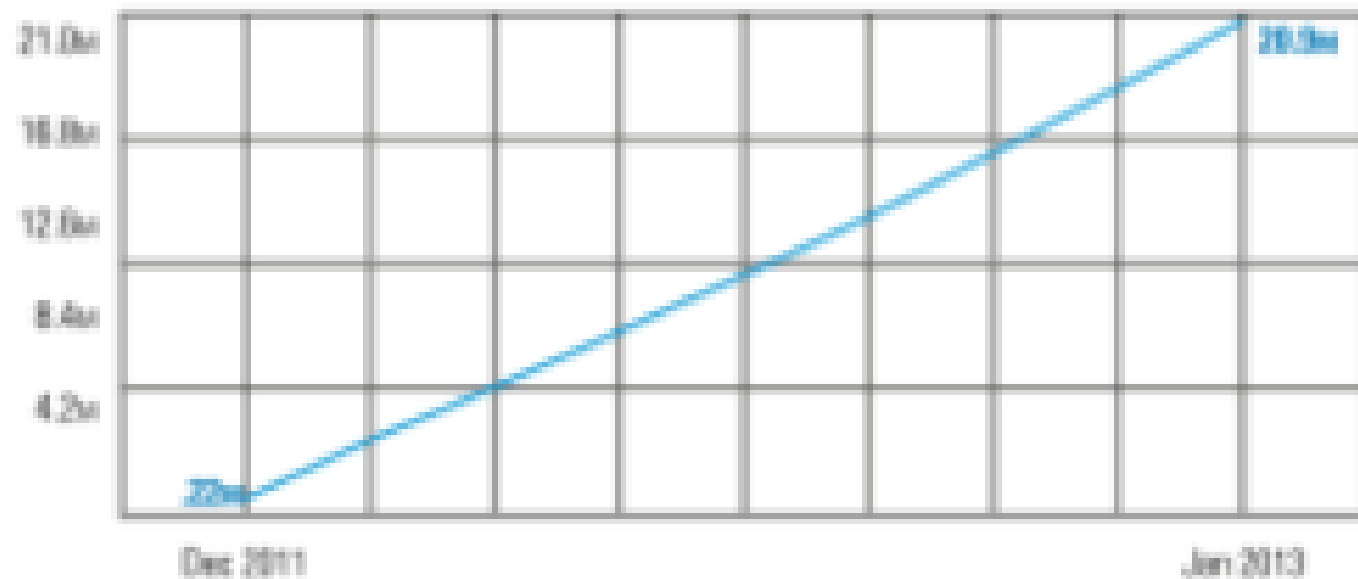
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15 hours ago - Work the trend and shine bright this weekend with H&M's fabulous look! What's your weekend must-have?

Google+ FOLLOWERS SINCE DECEMBER 2011

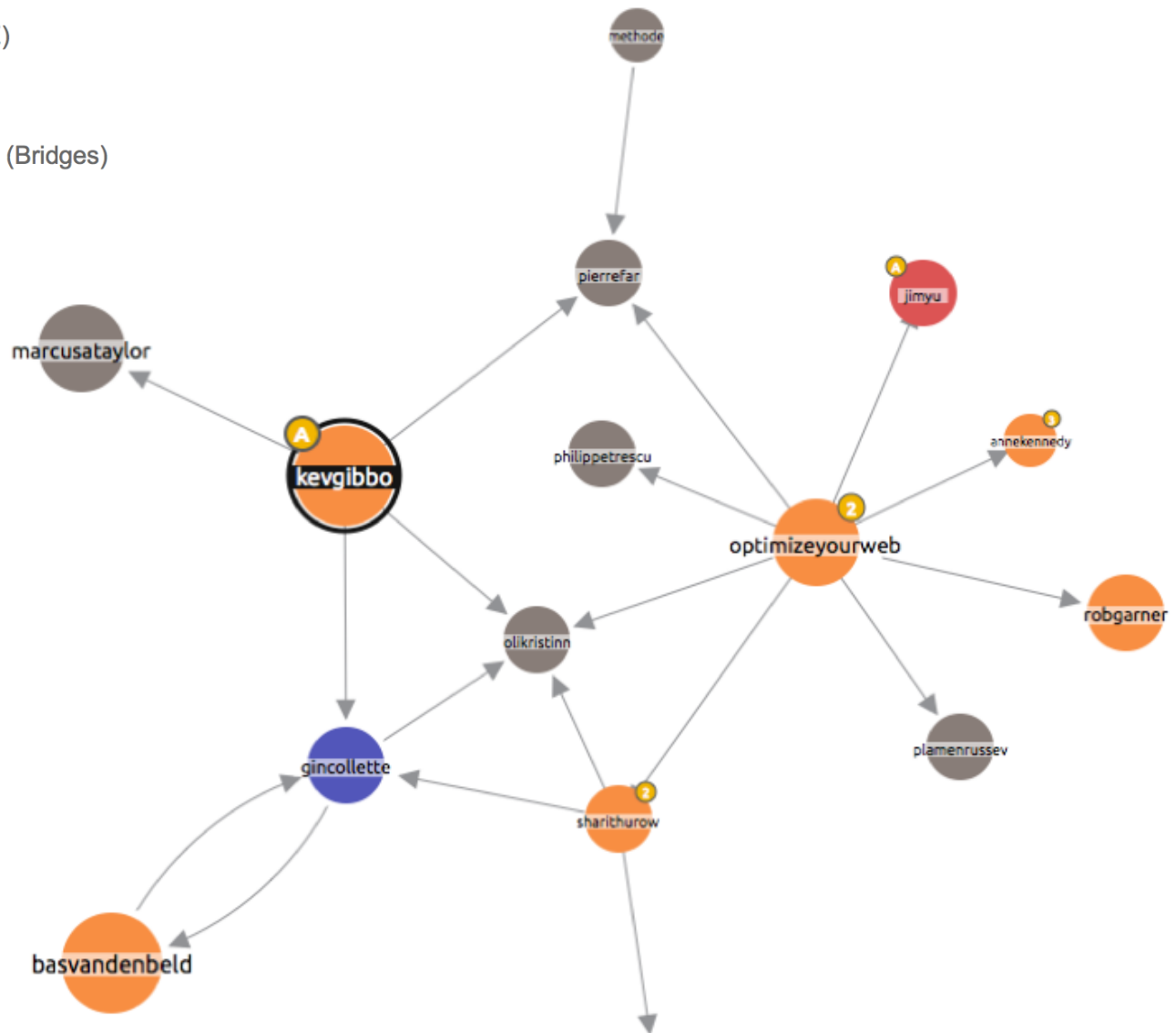


source: www.brightedge.com



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

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







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..

Sooooooo?

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.



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

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Safe

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Smart

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experience a snap.



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Join for free

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Thanks!

Anne Kennedy

International Search Strategist

DIRECTOR NORTH AMERICA

Nordic eMarketing



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anne@nordicemarketing.com | Tel: +1 207 671 6131

 AnneKennedy

