



Five Ways Your Customers Will Find You This Year and Beyond

ICMA Cologne Keynote -- Anne F Kennedy
19 April 2013

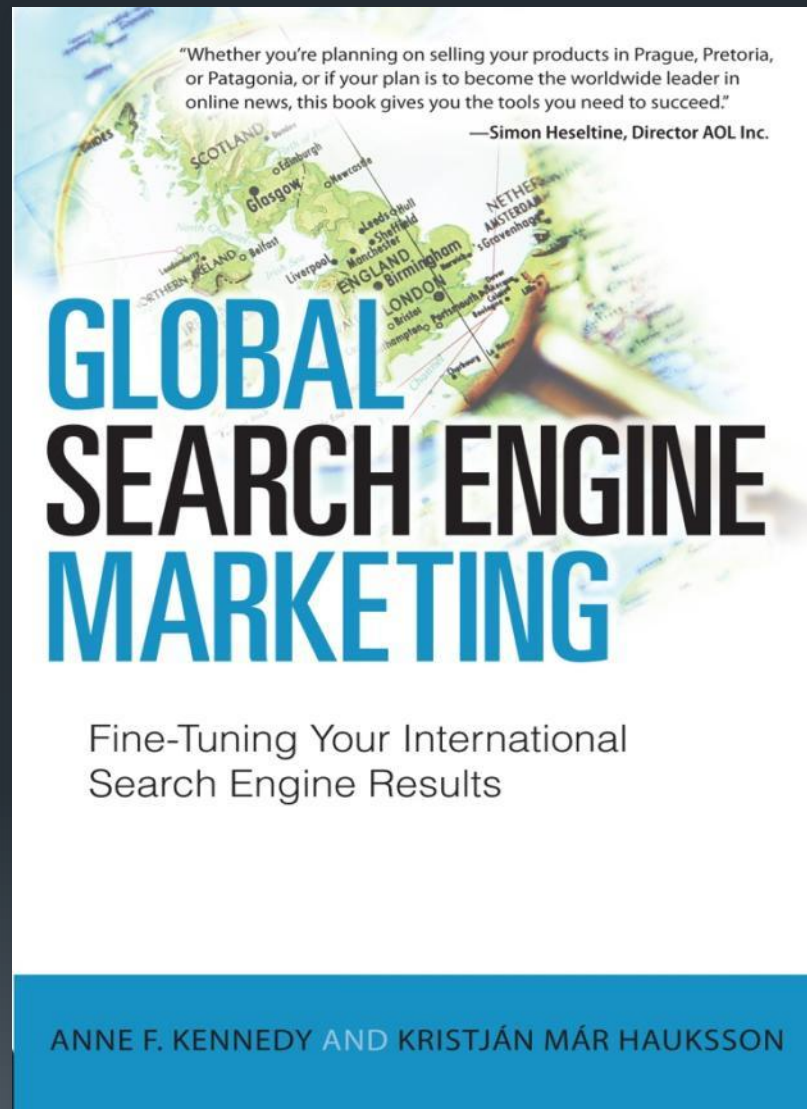
 AnneKennedy



[If Famous Websites Were People](http://www.cracked.com/video_18540_internet-party-why-nobody-gets-anything-done-web.html)

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 AnneKennedy



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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

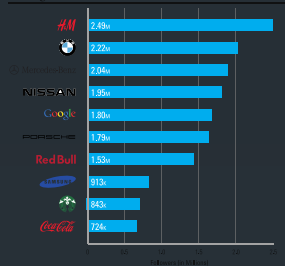


source: www.brightedge.com

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.

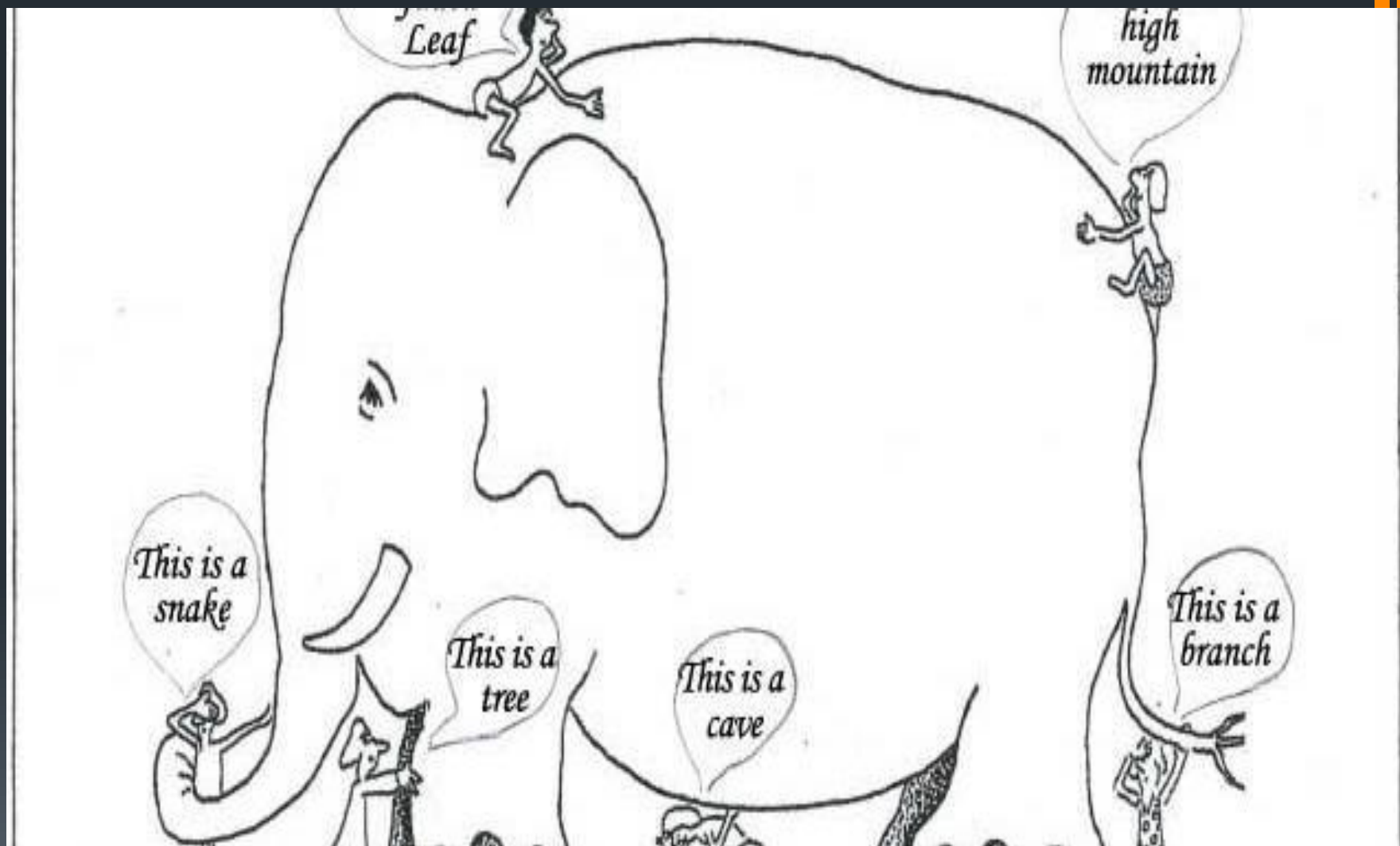
Google+ FOLLOWERS BY BRAND



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.







Seismic Changes



Seismic Changes

① Multiple Mobile Device Use



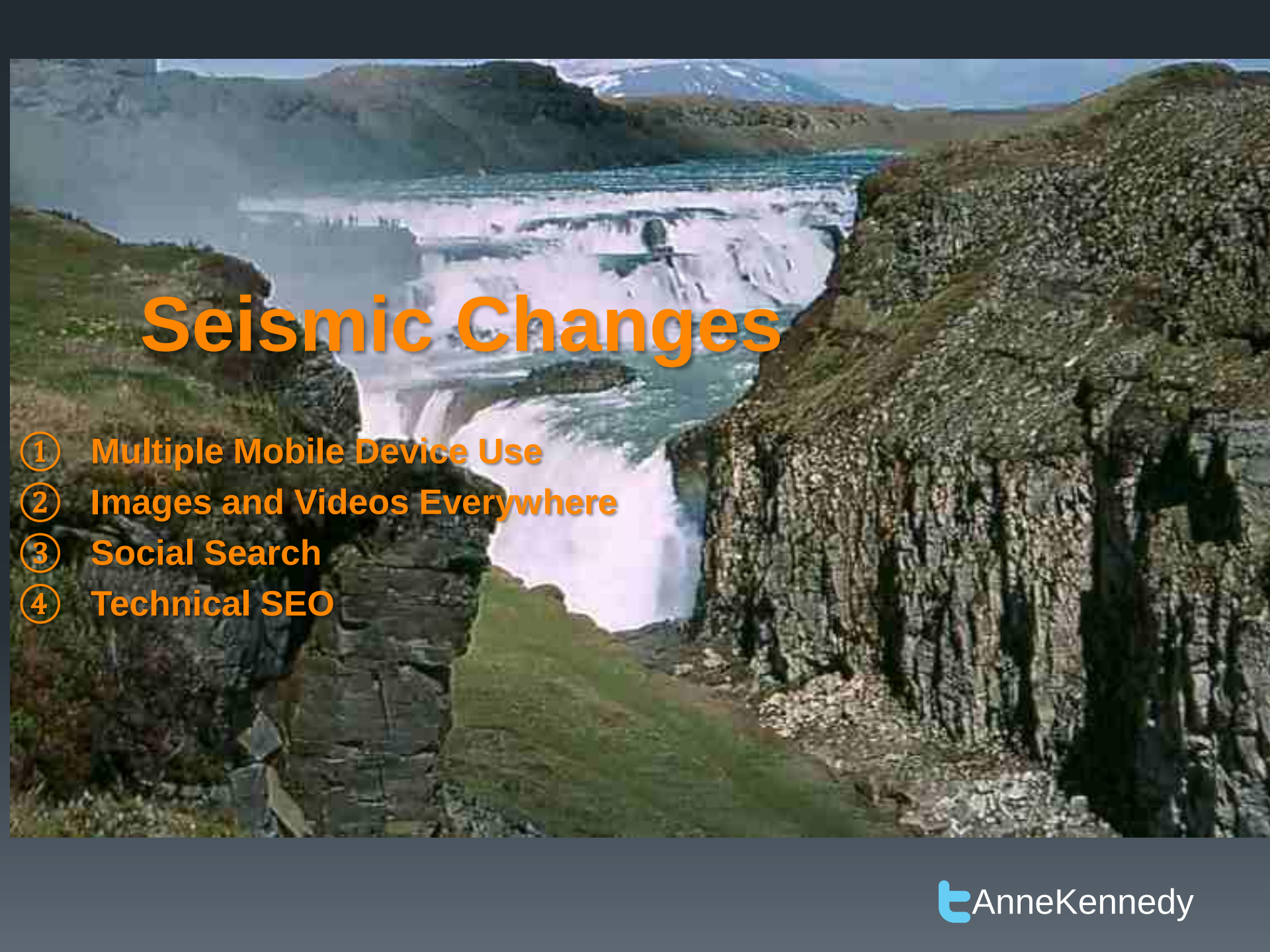
Seismic Changes

- ① Multiple Mobile Device Use
- ② Images and Videos Everywhere



Seismic Changes

- ① Multiple Mobile Device Use
- ② Images and Videos Everywhere
- ③ Social Search



Seismic Changes

- ① Multiple Mobile Device Use
- ② Images and Videos Everywhere
- ③ Social Search
- ④ Technical SEO



Seismic Changes

- ① Multiple Mobile Device Use
- ② Images and Videos Everywhere
- ③ Social Search
- ④ Technical SEO
- ⑤ Peer-to-Peer Commerce





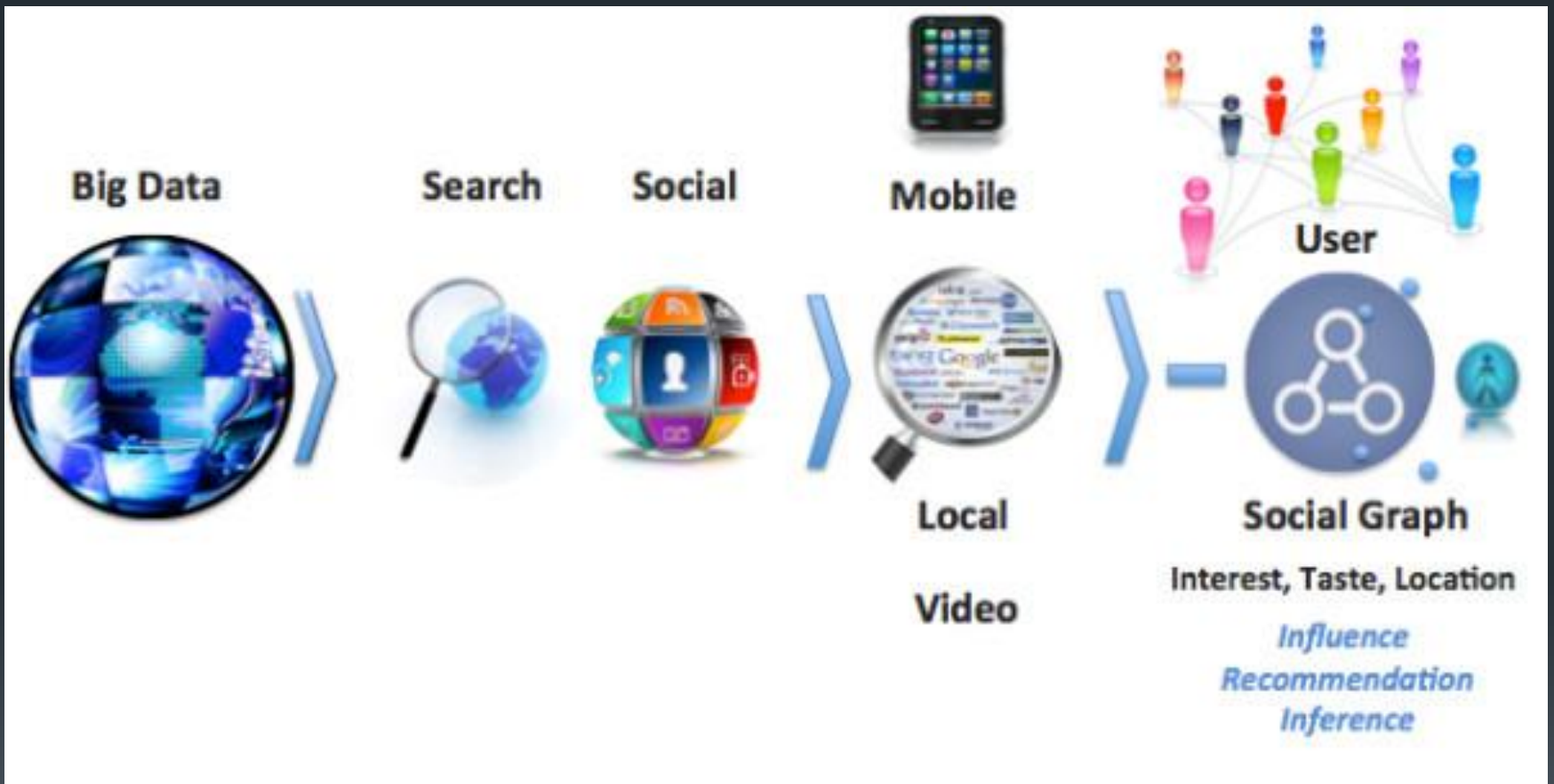
Facebook Connections

Change is _____



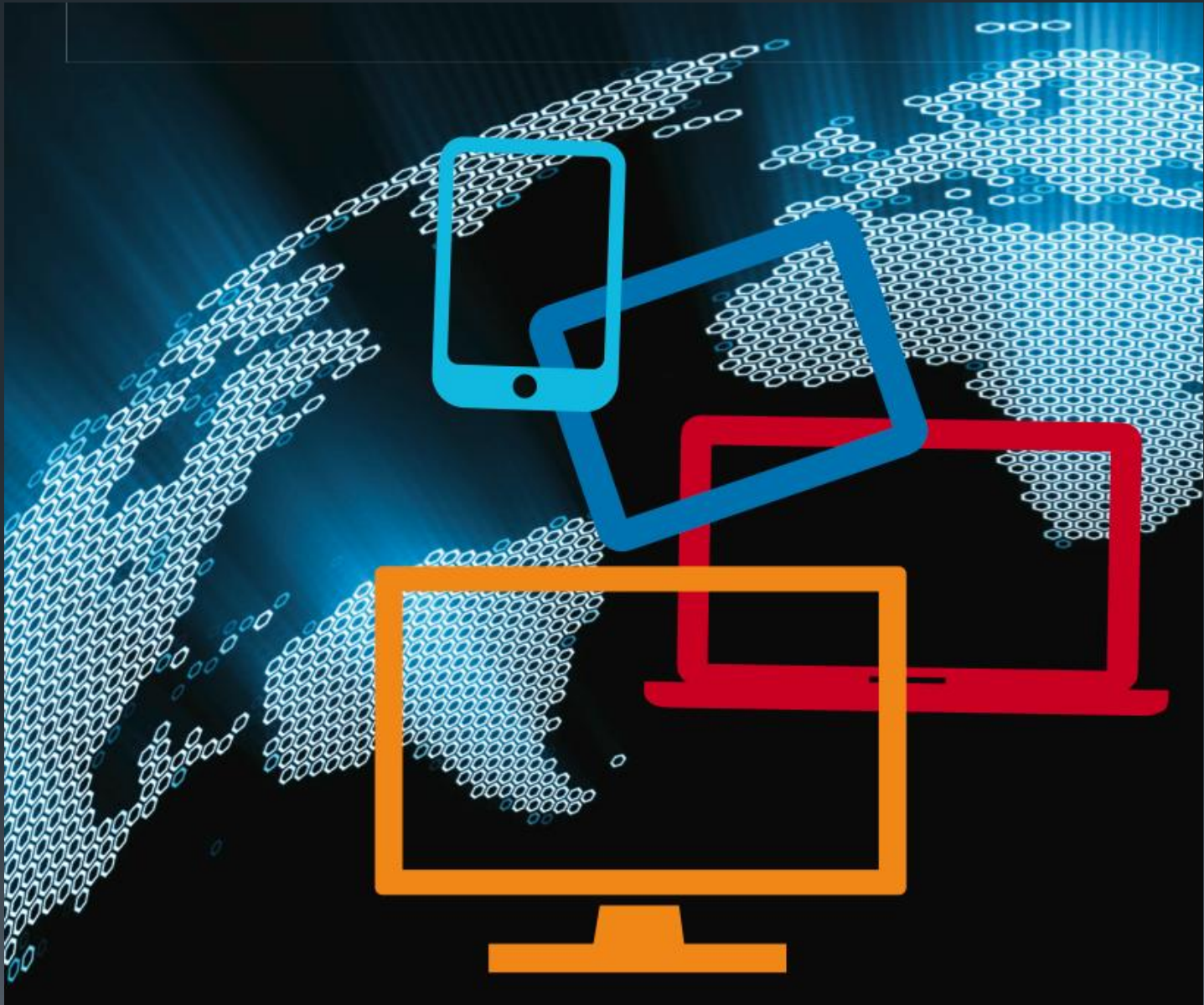
Change Is





@Andy Betts

 AnneKennedy



from ComScore “Brave New Digital World”



Multiple Mobile Device Use

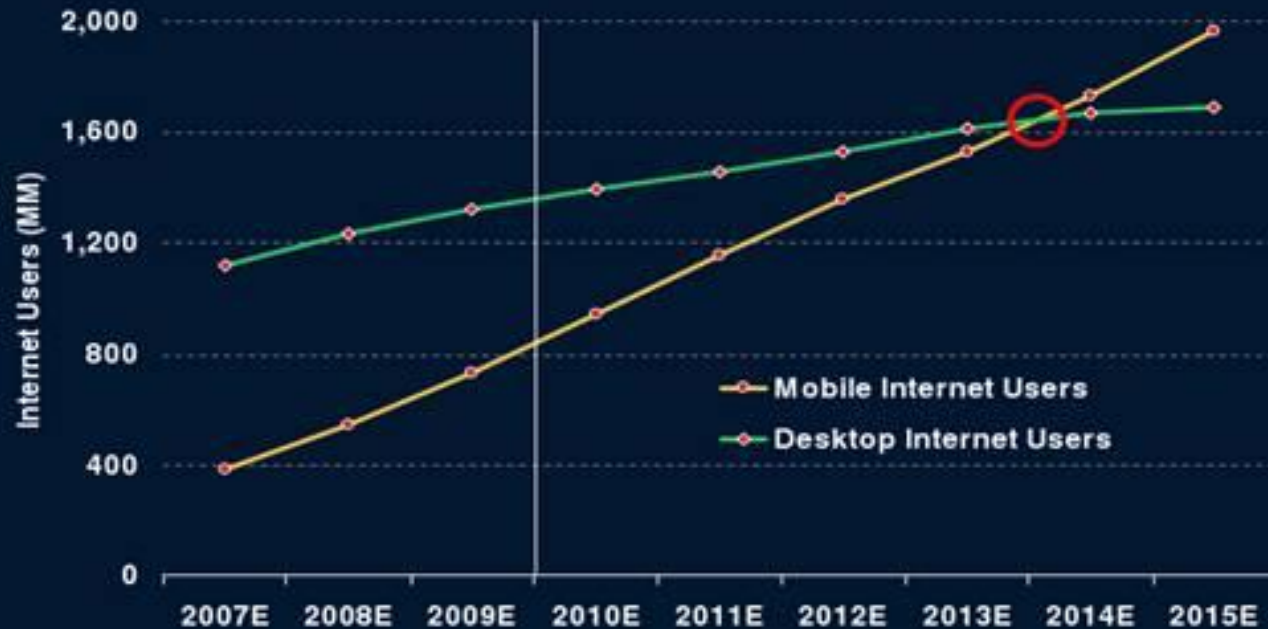


Gartner projections to 2017

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

Mobile Users > Desktop Internet Users Within 5 Years

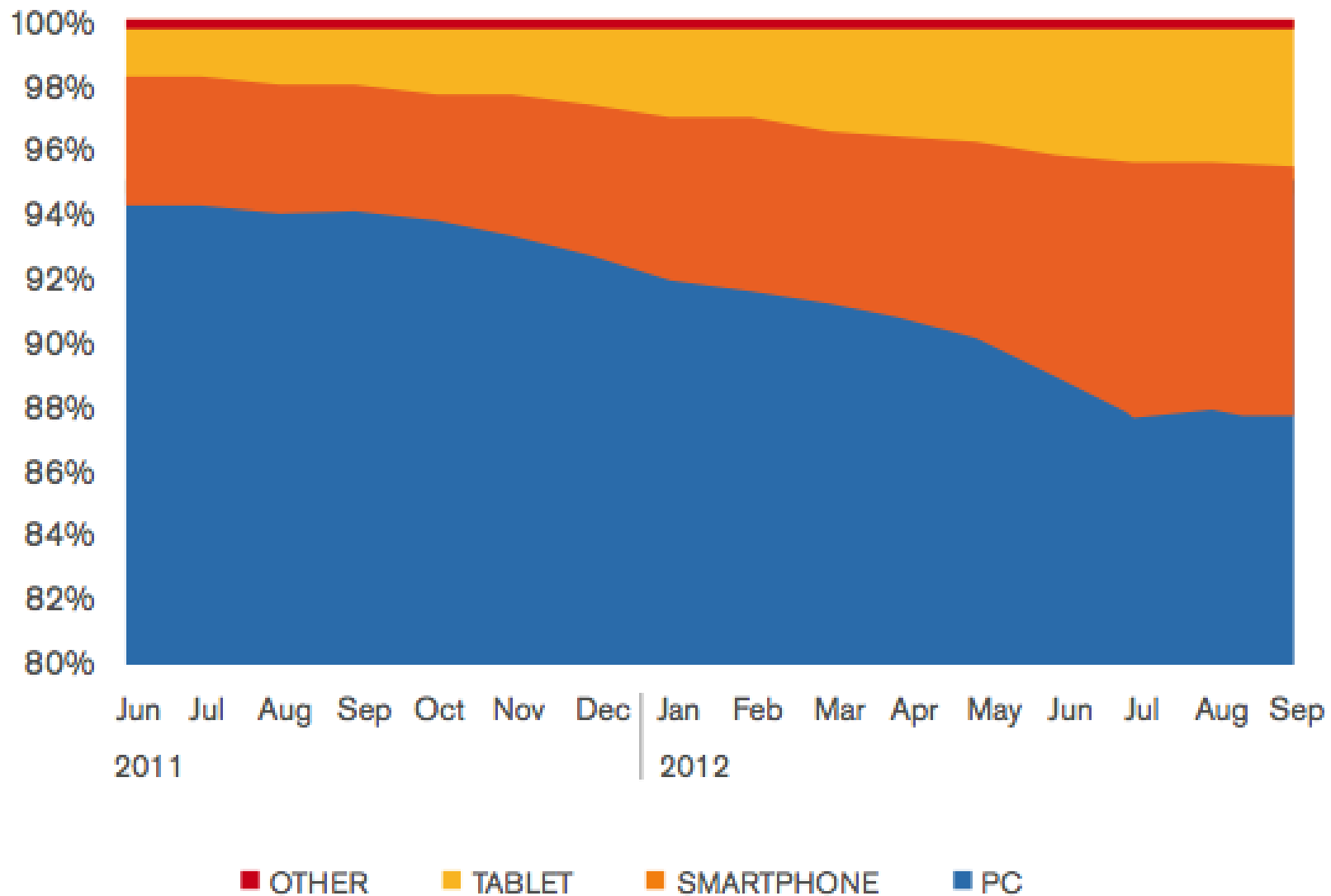
Global Mobile vs. Desktop Internet User Projection, 2007 – 2015E



Morgan Stanley

Source: Morgan Stanley Research.

8





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

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

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

Source: comScore Custom Mobile Research



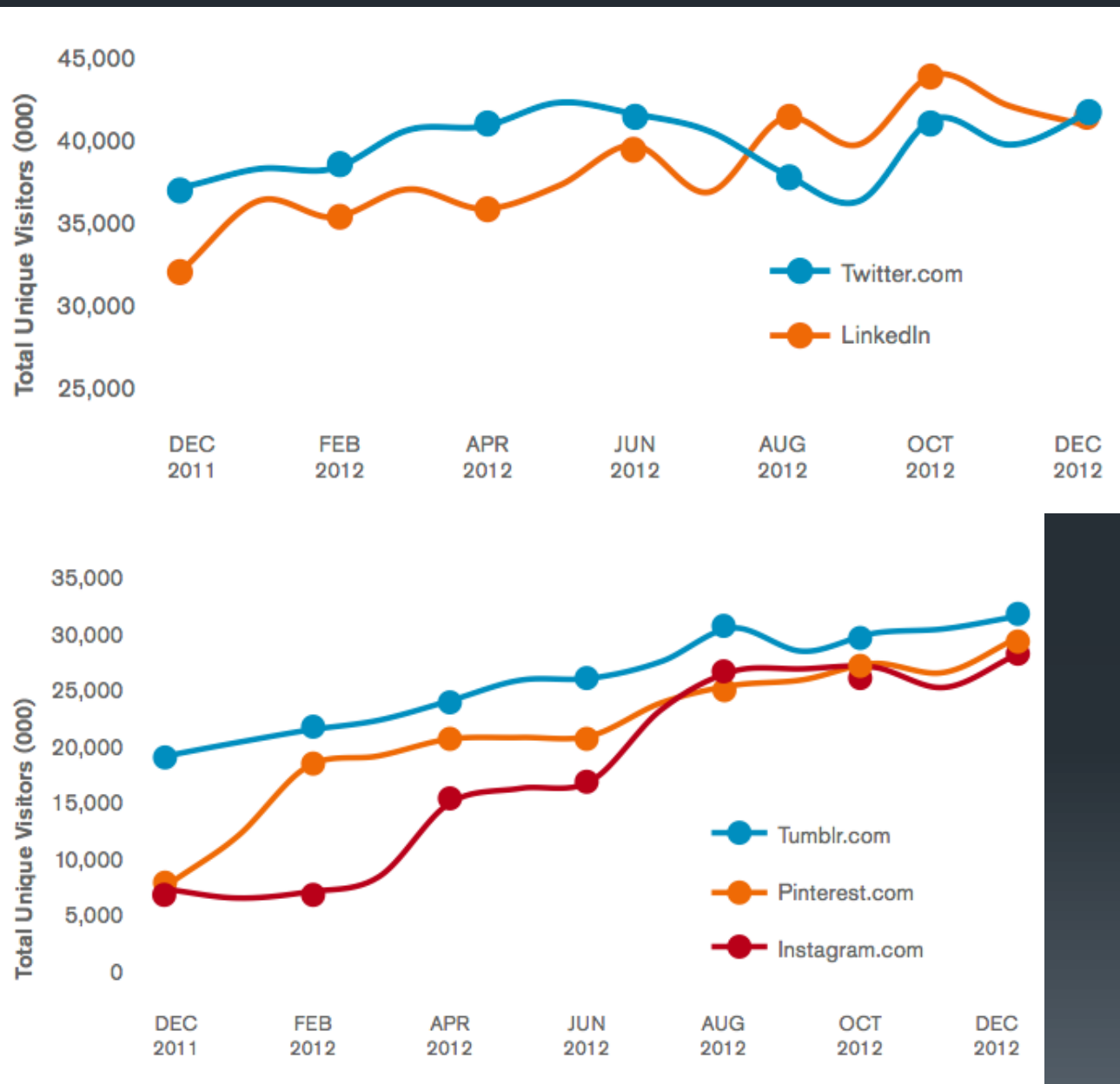
from ComScore “Brave New Digital World”







Images and Videos Everywhere



from ComScore "Brave New Digital World"



What Happens in an Internet Minute?



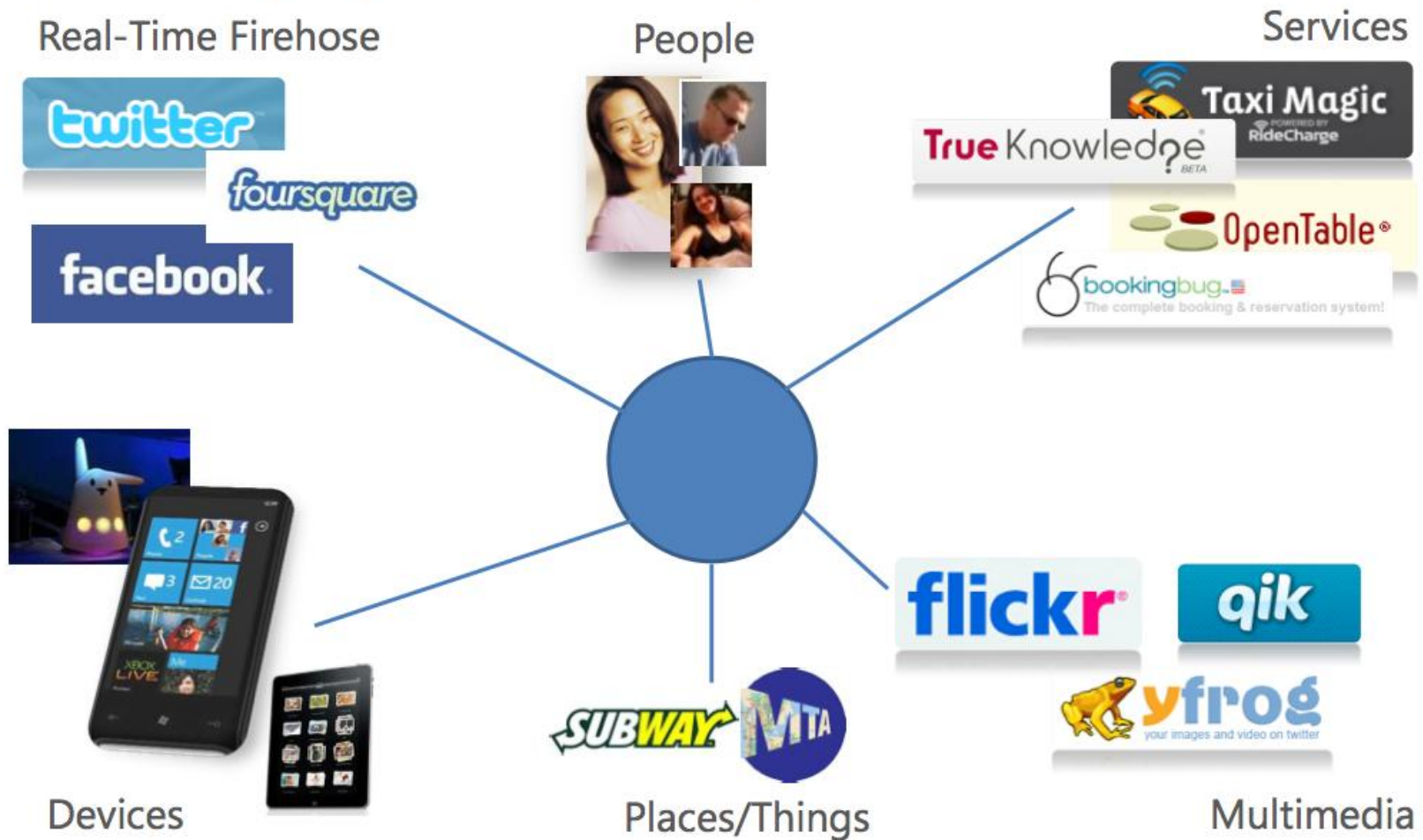
And Future Growth is Staggering





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 Search



The first step in the process is to identify the problem. This involves gathering information about the situation and the people involved. Once the problem is identified, the next step is to analyze it. This involves breaking the problem down into its component parts and determining the causes of the problem. Once the causes are identified, the next step is to develop a plan to address the problem. This involves determining the steps that need to be taken to solve the problem and assigning responsibility for each step. Finally, the plan is implemented and the results are monitored to ensure that the problem is solved.

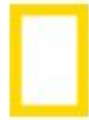
CONSUMER



► **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)



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Super Bowl Blackout: Was It Caused by Relay Device





ONE

@ONECampaign

half a billion people in Africa NEVER have power. Learn more at one.org/us/2012/11/13/... #superbowl

2:20 AM - 04 Feb 13

469 RETWEETS 62 FAVORITES



Walgreens

@Walgreens

We do carry candles. #SuperBowl

1:44 AM - 04 Feb 13

3,381 RETWEETS 705 FAVORITES



PBS

@PBS

This might be a good time think about alternative programming. #SuperBowlBlackOut
#WeHaveDowntonPBS

1:46 AM - 04 Feb 13

3,526 RETWEETS 990 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



AnneKennedy



Oreo Cookie 
@Oreo



Power out? No problem.

pic.twitter.com/dnQ7pOgC

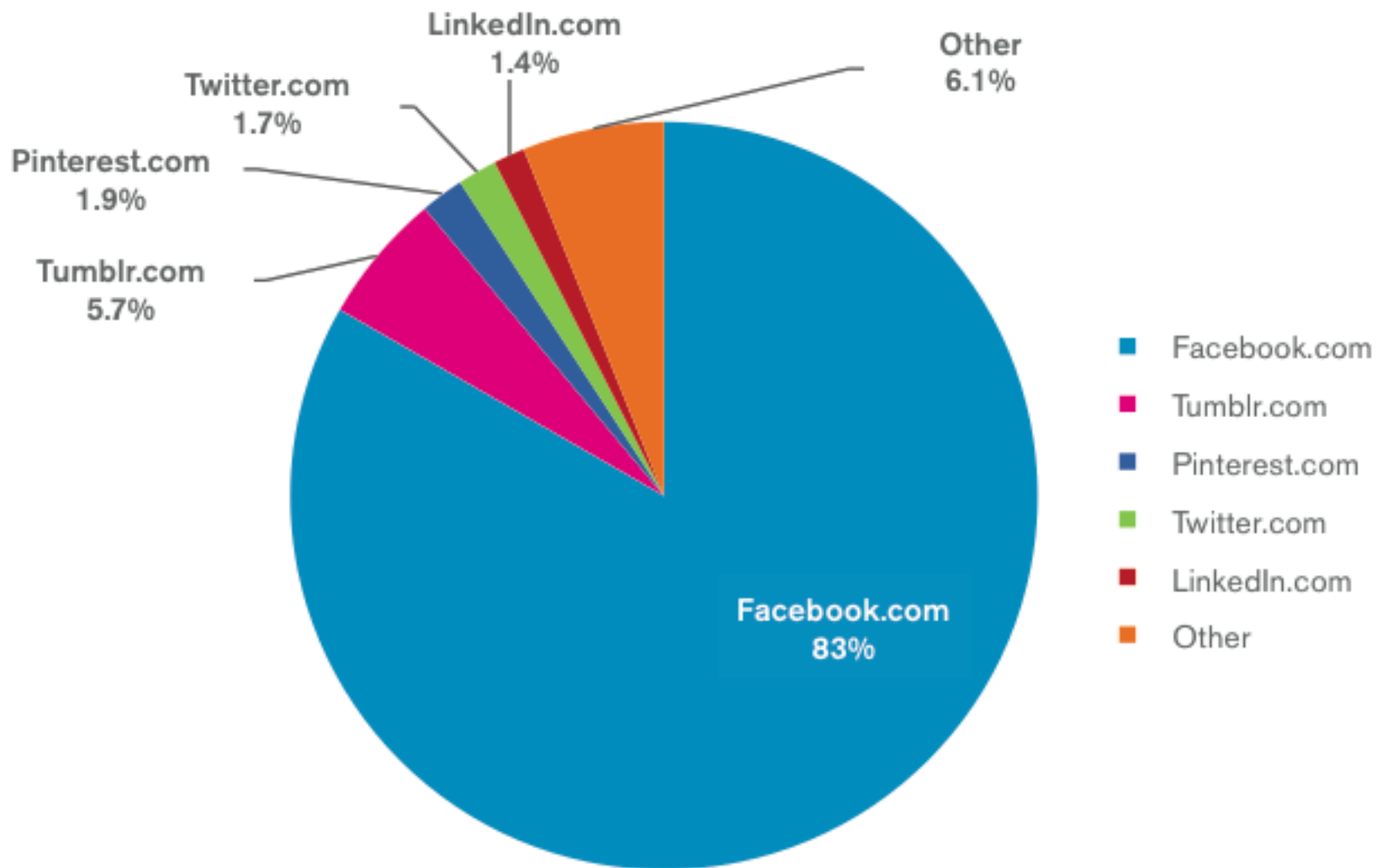
 Reply  Retweet  Favorite  More



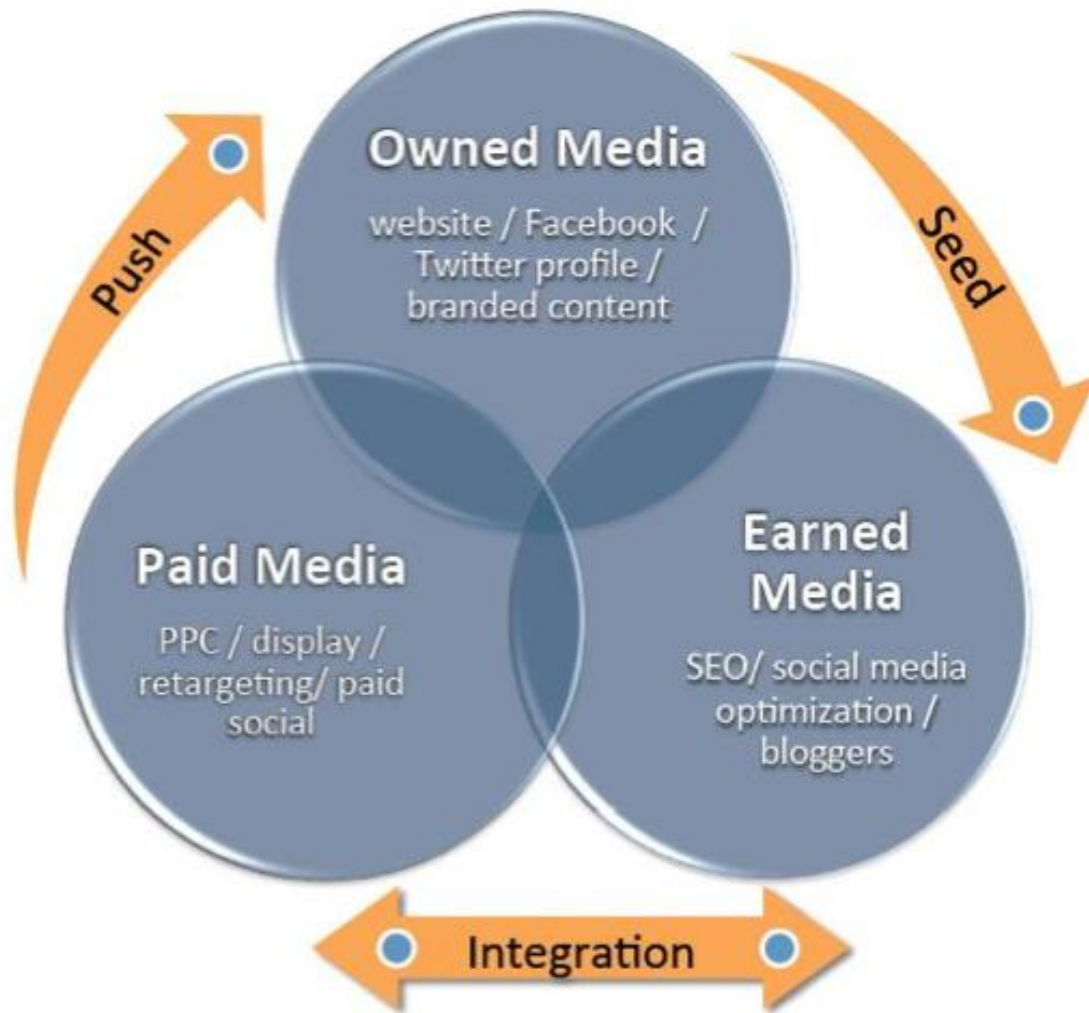
16,072
RETWEETS

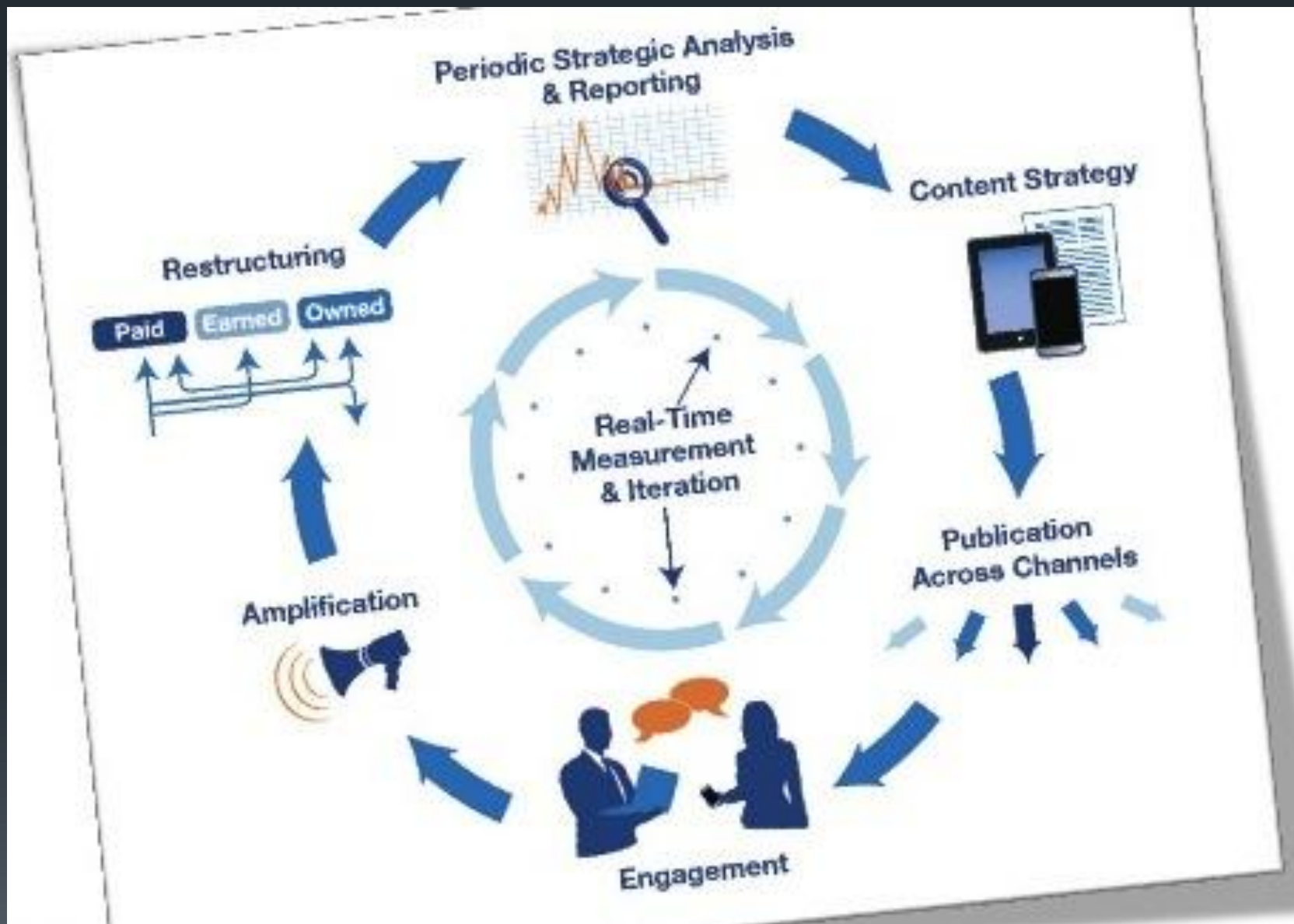
6,176
FAVORITES





from ComScore "Brave New Digital World"







Clayton Hove

@adtothebone

 Follow



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

 Reply  Retweet  Favorite

86

RETWEETS

43

FAVORITES



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



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

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

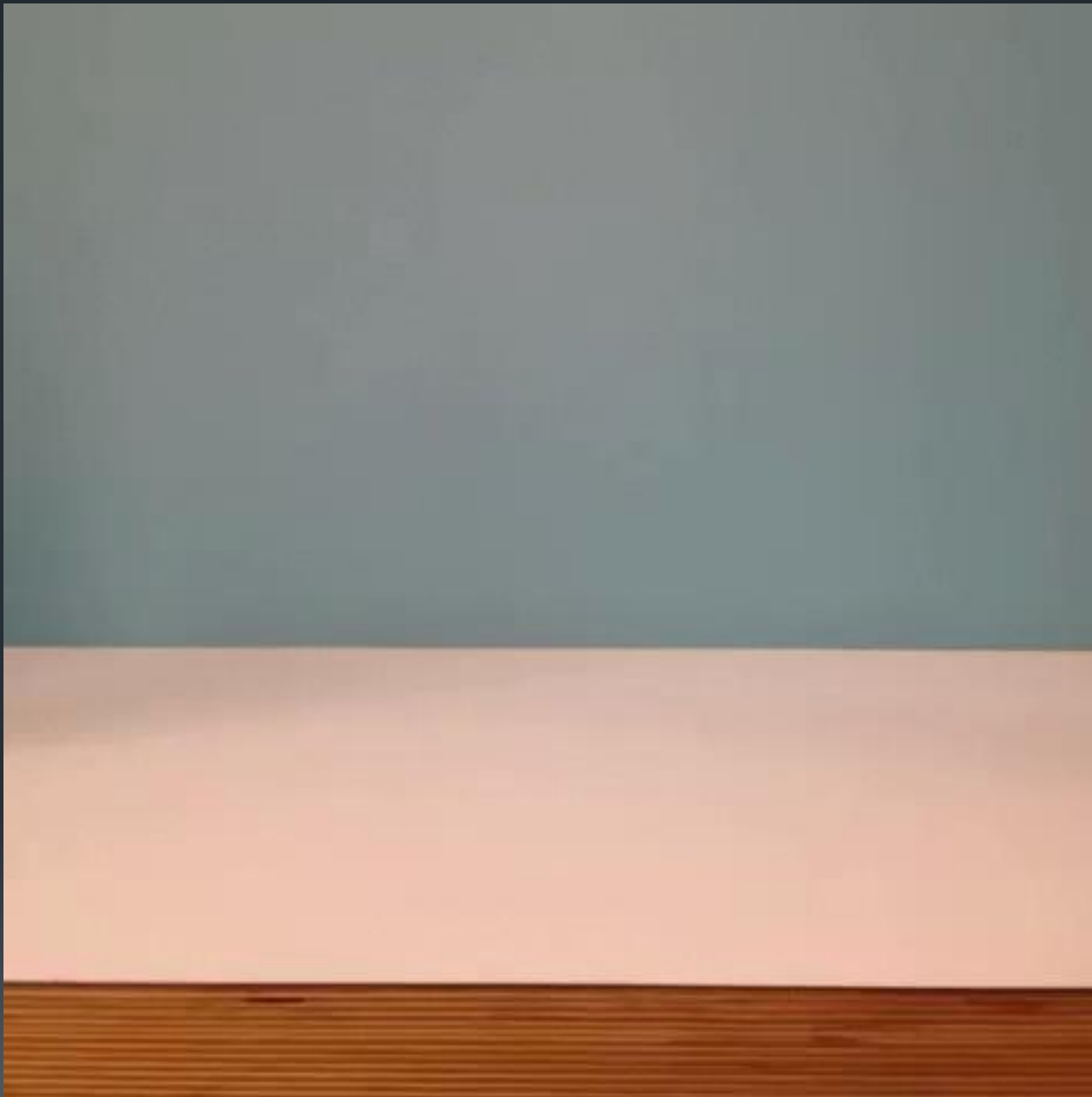
Share

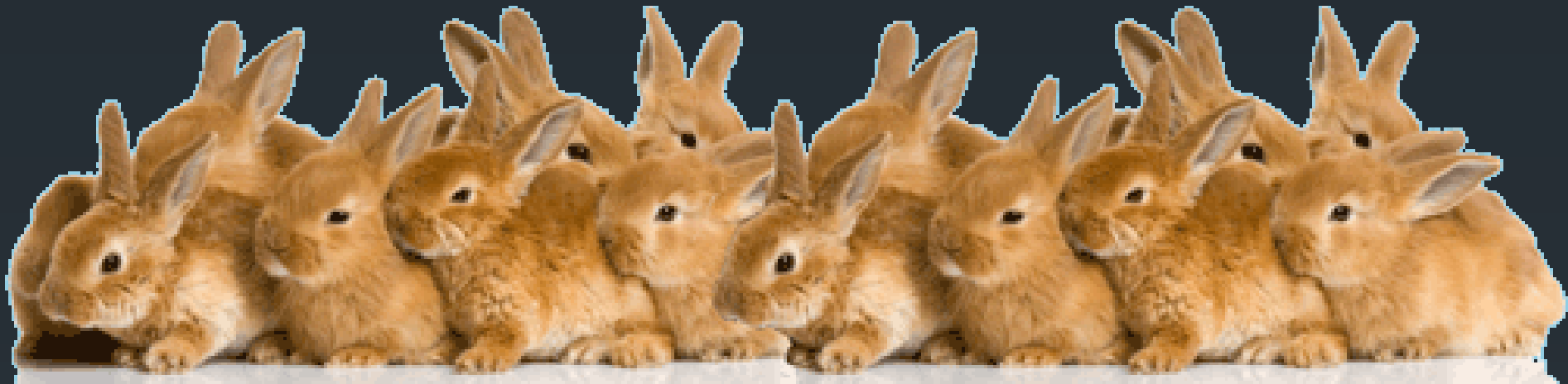
More info



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

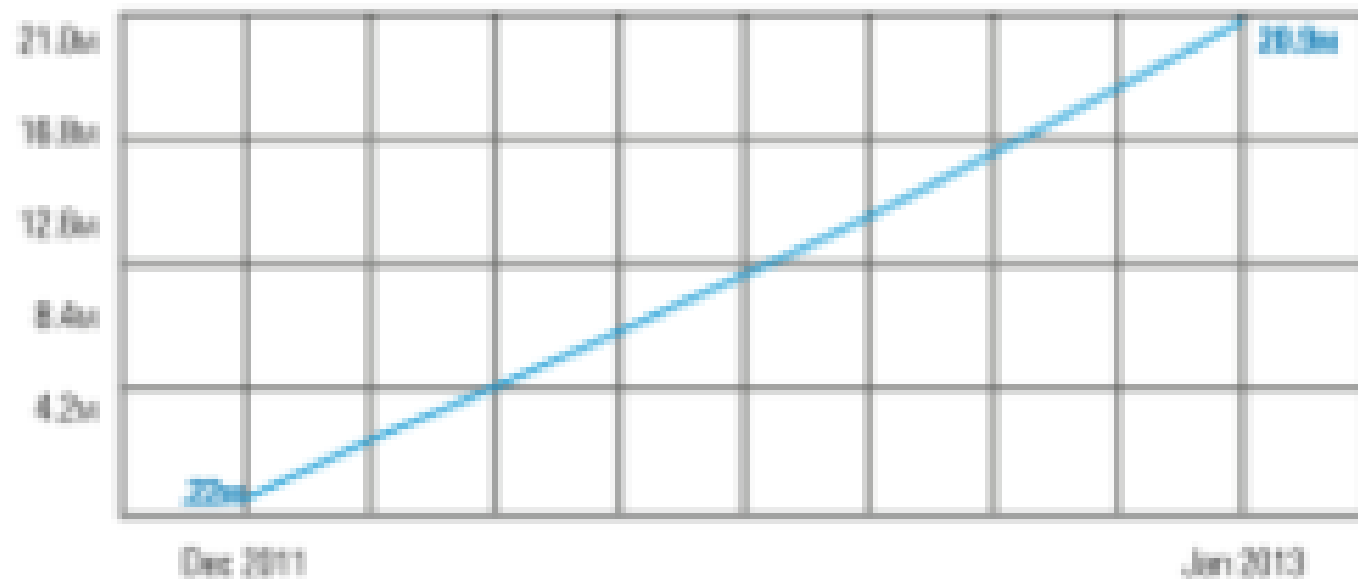
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Recent posts



10 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



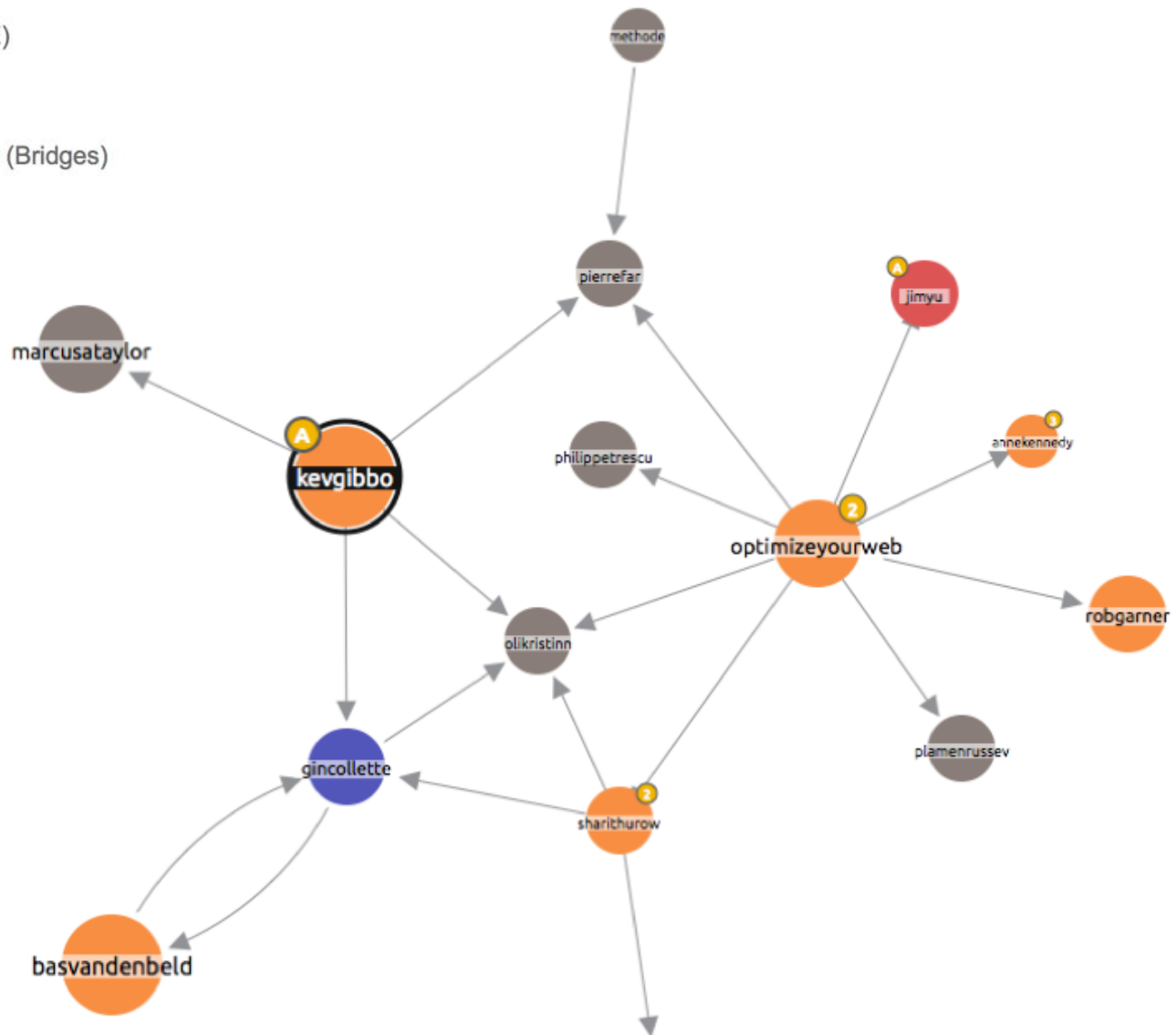
source: www.brightedge.com



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

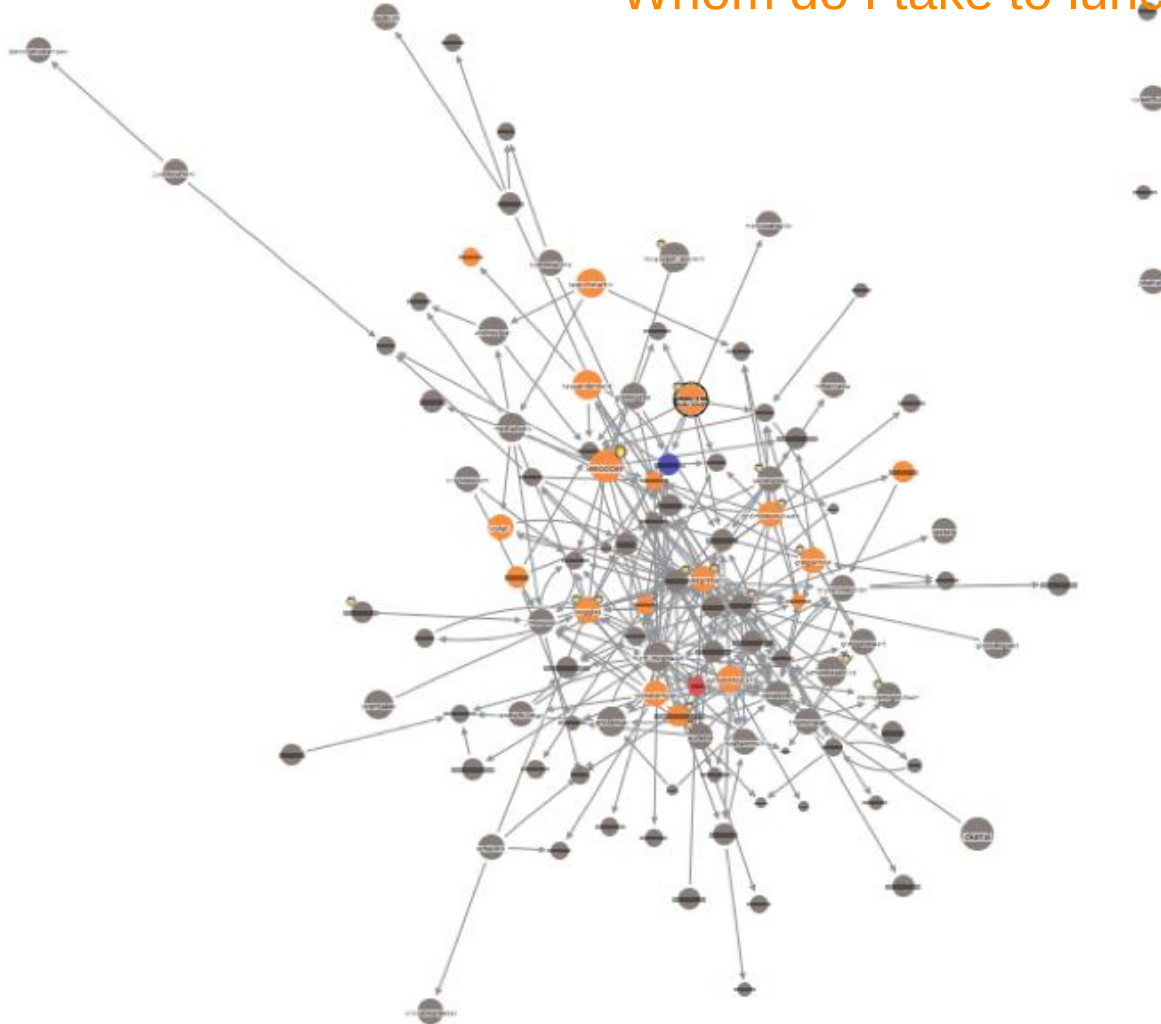
Linkdex Graph of RIMC 2013

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



Linkdex Graph of RIMC and SES –

Whom do I take to lunch?





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!



Peer-to-Peer Commerce





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

Notify me



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buy & sell in seconds!

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*"I love knowing who I am buying from
using OfferUp's safety features."*

Krista W. Bellevue, WA



Simple Discover what's for sale
around you.

Safe Know who you're buying from
before you meet.

Smart We make your entire buying
experience a snap.

OfferupNow How it works <http://player.vimeo.com/video/44786637?>







[How it works](#)

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5000+ Background-Checked TaskRabbits



From To-Do, to Done.

Get reliable help from our marketplace.

What's your email address?

Join for free

Popular Tasks this Month







Thanks!

Anne Kennedy

International Search Strategist

DIRECTOR NORTH AMERICA

Nordic eMarketing



Beyond Ink

Portland Maine & Portland Oregon, USA

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