

Implementing SoLoMo

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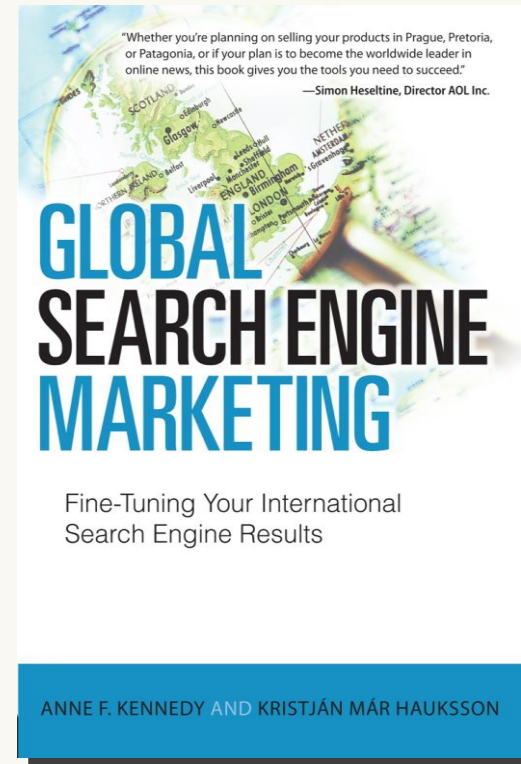


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Anne Kennedy

- » Search Marketing consultant for 15 years for hundreds of companies
- » Founded Beyond Ink, Helium, Joblr.net and SEONews.net
- » Specialized in architecture then -- Launched Zillow.com with 67 million pages -- now International --search Marketing in 20+ languages around the world
- » Advisory board SES and SEMPDX; speaker worldwide for 10 years, SES, SMX, PubCon, International Search Summit, International Classified Media, Association



Writer:

WebMarketingToday.com,
SearchCowboys, Whitepapers
and new book *"Global Search
Engine Marketing - fine-tuning
Your Search Engine Results"*

Why SoLoMo

- Businesses need to maximize Social, Local Search, and Mobile at the location level
- Google+ Best Practices
- Mobile Ad Networks
- Mobile searchers are closer to the buying decision:
 - Mobile - 70% transact within the hour
 - Desktop - 70% transact within a month

SoLoMo

- 50% of all mobile search is local - Google via David Mihm
- Mobile consumers spend 80% time in apps --Nielsen
- More than 20 Bn in 2011
- Most popular apps -
 - maps 64%
 - Yahoo 52%
 - Mapquest 39%

Global Mobile Use

- 240mill iPhones sold Through Q2 2012
- Ant. 200mil more to Q2 2013 (simm
- Many tools:
 - Mobile ad units, mobile search, mobile apps, mobile websites, and SMS
 - Nike+ Fuelband product shows just how far the quality of the work has come where the Nike+ Fuelband app leverages social platform design, Bluetooth integration, and 3D animations
 - (Atlantic Monthly, Richard Ting, June 2012

Mobile Use -- More than talk

- >2/3 time on Mobile phones is non-communication
- Avg Americans spend 94 mins /day on mobile apps vs 72 mins on web
- But! Globally, feature (dumb) phones outnumber smart phones 5.6 Bn to 835 million 6.7 - 1
- 2-3 years: smart phones 100% and tablet sales exceed PCs

(Source: Atlantic Monthly, June 2012)

Facebook Stats, Oct 2012

- Median age 22, up from 19 in 2006, down from 25 in 2007, 23 in 2010
- 600 million of 1 bn log in through mobile devices
- Top 5 countries connected at 1 bn mark:
 - Brazil, India, Indonesia, Mexico and US

(Source: eweek - Nathan Eddy 2012-10-04)

Facebook Key tactics

- Engagement, not just likes - create engaging content
- Social influencers that drive discovery of content, search queries, sharing and transactions
- Use KPI's - combine CPC and CPM and track across channels to attribute properly

Google+ Local & Google+ Pages

- Create Google+ local page
- Use “verify” on biz page to merge; postcard-pin
- Merger makes one page on Google+ Local consistent across search, maps, mobile and Google+
- Source: SIM partners

Google enhanced ads

- Link google+ to your google adwords account
- Google shows “+1” endoresements
- Set up by clicking on :”new extension
- (See simpartners sldies)

Should you advertise on Facebook?

- Sponsored stories
- Sponsored Stories are about your Friends' and Pages' activities on Facebook
- An organization has paid to show the activity as a Sponsored Story so there's a better chance someone engages with the content
- A Sponsored Story can be created when someone:
 - Likes a Page
 - Likes or comments on a Page's post
 - RSVPs to a Page's event
 - Votes on a Page's question
 - Checks in to a place
 - Uses an app or plays a game
 - Likes or shares a website

Facebook - More than Friending

- Focus on engagement rather than just likes - CREATE ENGAGING CONTENT!!!
- Social media drives discovery of content that can influence transactions and sharing
- Social media and content are influencers that drive search queries
- KPI's - hybrid between CPC (Search / “Direct Response”) & CPM (Display / “Branding”)
- Implement tools & technologies that allow you to track “cross channel attribution”, so social gets credit!

Facebook Ads

- Paid Search
- Ads containing a geo-modifier perform between 5% to 20% better than comparable ads without location.
- Social (Facebook)
- Ads can increase by 2X when a city name is included in the ad. Display
- Localized display ads have seen a 70% lift in CTRs. Mobile
- Similar to social ads, mobile ads can see a CTR of 2X for localized ads.

(Source: Sim Partners)

Localized ads

- Sim Partners study found:
 - Geo-modifier made ad perform 5% - 20% better than ads without
 - Social ads showed 2X increase with city name
 - Localized display ads saw CTR's go up 70%
 - Mobile ads also saw 2X increase in CTR

Mobile is local

- Year of the map - how to get into
- QR code scanning - how to get into QR code data

15 miles ComScore Localize study

- 35% perform locals searches on SM daily
- 56% go to company page
- 43% to ads
- 28% to classifieds, more than consumer reviews (25%)
- 48% all biz have afacbook page (BIA/Kinsey)
- 85% use social plugins

Localeze Tips to increase visibility

- Leverage online presence
- Create local FB fan pages, link from SE's
- Make Biz Identities consistent across all
- Embed social plug ins on Your site
- Consider other plug-ins
- Use all forms - video, foursquare etc,

Sim Partners Local & Social max vis

- Goodbye Google Places, hello Google+ Local
- Google+ increases:
- Global 6% (66.7 million to 110.7 million)
- US 82% up Nov 11 - June 12- 15.2 mill to 27.7 mill (when did G+ places start?) source Bright Edge Social Share study & Comscore
- Google+Biz pages merging with Google Local
 - verify at www.google.com/local/verify

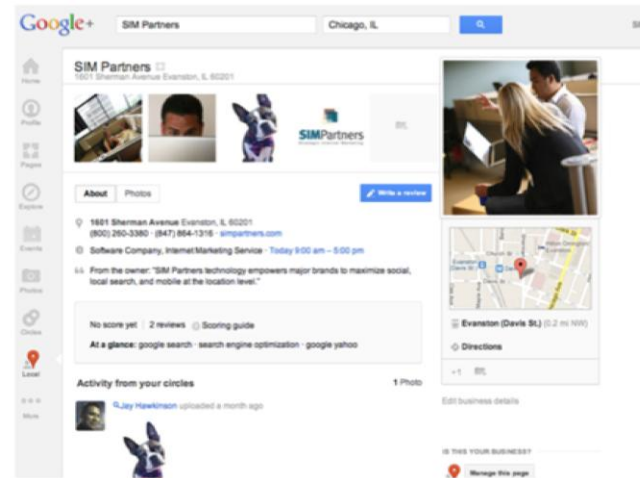
How to get your classified into social media

- Google+
- Facebook
- Twitter
- YouTube
- Yelp

New ideas

- Video classifieds
- QR codes in classifieds

Google+ & Google Local



Google+
Business



Google+
Local

Google+ factors

- Google+ Local pages currently hold all of the information originally stored on a Google Places page. (With the exception of videos.)
- Google+ users can search for places nearby from the Google+ Local tab. They can leave reviews and check in to locations when on the mobile app.
- Currently Google+ Local Pages (that have not been merged) are managed from the same portal as the previous Google Places pages.
- A Google+ Business page is a page created on Google+ for a business.
- There are several categories. You can create a Google+ Page under “Local Business or Place,” “Product or Brand,” “Company, Institution or Organization,” “Arts, Entertainment or Sports,” or “Other.”
- You can post updates; share links, add photos and videos; and host hangouts from a Google+ Business page.
- You can add other Google+ Pages to your circles, as well as individuals if they have first added your page to their circles.
- Google+ reviewer must have Google+ accounts
- Local Google+ pages utilize Zagat reviews on a 30 pt scale

Google+ Optimization

- Search results now display personalized results from those within the searchers Google+ circles!
- Link your Google+ Page to your Google adwords account and Google will show endorsements for your business in the form of +1s”
- Larger **Google+ circles** = greater visibility through personalized search results
- When **activity** from **social circles** or **+1's** are displayed next to an organic listing, **click through rates (CTR)** have been shown to **improve by 10%-20%**
- **When +1 activity** is displayed next to **paid search ads CTR** have improved by **5%-10%** according to Google

(Simm partners)

Google + merges with Google Local

- August 2012
- <http://www.simpartners.com/how-to-merge-google-local-and-google-business-pages/>
- Jade from Google
- **Verified pages** let users know they have to come to the right place.
 - Verified pages receive higher rankings in search results than non verified pages.
 - Only verified pages can be considered for the “Google+ Box”.
 - Verifying your pages allows Google to establish a clear connection between your G+ page and your web site.

Google+ Business Pages

- Increasing your Google+ Business Page followers led to the biggest change in ranking position according to the “Testing Local Signals” study, reported by Sim Partners.
- Increasing Google+ votes caused the 2nd largest ranking position change
- Manage and update your Google+ Local page to rank high in organic search results

How to get your classifieds in local results

- Maps:
 - iOS 6 replaced Google maps with Apple maps
 - Similar features as Google Maps
 - The biggest difference is where location data is pulled.
 - The primary data sources for basic business information are:
 - Localize & Yelp.
 - Yelp Enhanced Listing ???
 - <http://www.yelp.com/advertise/national/enhanced>

Apple Maps App

- Data from localeze and Yelp
- Yelp enhanced
<http://www.yelp.com/advertise/national/enhanced> -- subscription
 - Photo slideshow
 - Removal of competitors ads
 - “About this biz”
 - Listing updates

Mobile: AppleInsider Aug 2, 2012

- Apple accounts for half of all mobile devices
- Microsoft has virtually zero presence in mobile devices (skates to where the puck is)
- Dropped Google maps with iOS 6 upgrade
- Includes third-party map sources
- Partner with Yelp
- Expanded Siri

Mobile: Siri Search tips

- Include keywords about your biz
- Be specific about your products
- Make data consistent across all directories
- Optimize biz site for organic
- Create a mobile site
- Get reviews; Siri ranks reviews

(Source SIM Partners)

How to get your classified on mobile devices

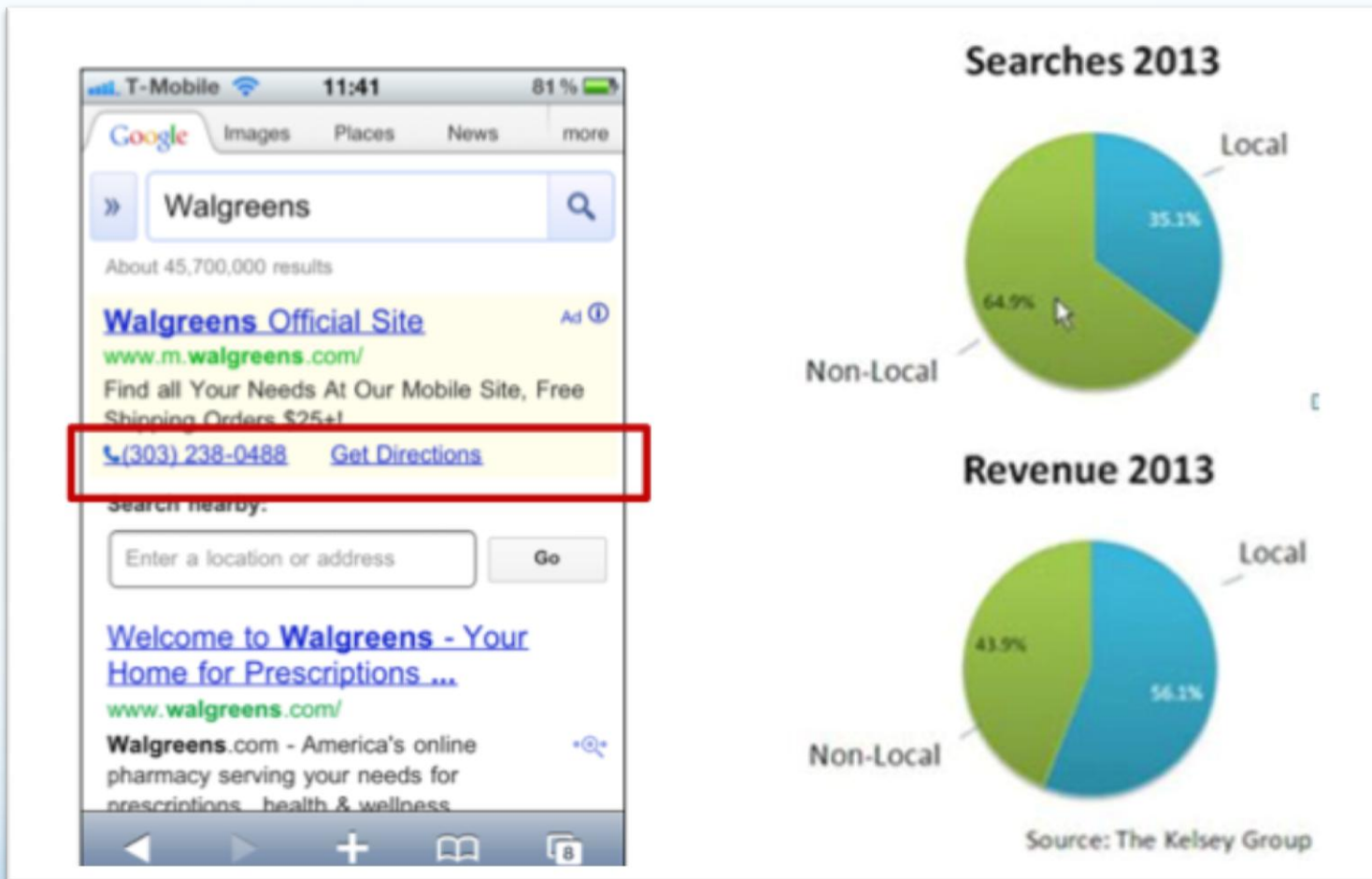
- Segmentation:
- Ads & conversions more time sensitive
- Mobile ads are more personal
- More types of conversions possible

Mobile deployment

- Deploy centrally, deploy across multiple devices
- Easy to change on platform. Total control mobile strategy
- BYOD
- - better compatibility & security, managed on platform

Source eweek 5 myths 2012-09-28

Segment by Location



Segment by Device Type

Devices ⓘ ☐ All available devices (Recommended for new advertisers)
☒ Let me choose...

- ☐ Desktop and laptop computers
- ☒ Mobile devices with full browsers
- ☐ Tablets with full browsers

Only Show Ads that Can Use Your App - By Version Number Compatability

Advanced mobile and tablet options

Operating systems ⓘ

- ☐ All available operating systems
- ☒ Let me choose...

iOS

Select versions Added

Android

Min. 0.5 Max. None

Add Cancel

webOS

Select versions

Selected operating systems

iOS Version 2.0 and above Remove

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iTunes Store - FREE - Visit Saraso...

Travel Like a Local USA's #1 Beach

Download on your iPhone for Free!

Preview ▾

Hipmunk app for iOS

Download from iTunes

Import all your calendars to pick hotels near all your meetings!

Mobile Travel

www.soundofdata.nl/

Engagement with traveler mobile tools for the travel agent

1 2 3 4 5 Next »

iphone travel apps

Help Feedback Advanced search

➔



Segment by OS & Version

Devices [?] ☐ All available devices (Recommended for new advertisers)
☒ Let me choose...

- ☐ Desktop and laptop computers
- ☒ Mobile devices with full browsers
- ☐ Tablets with full browsers

Only Show Ads that Can Use Your App - By Version Number Compatability

Advanced mobile and tablet options

Operating systems [?]

☐ All available operating systems
☒ Let me choose...

iOS
Select versions Added

Android
Min. 0.5 Max. None
Add Cancel

webOS
Select versions

Selected operating systems

iOS
Version 2.0 and above Remove

Visit Sarasota Mobile App
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Travel Like a Local USA's #1 Beach
Download on your iPhone for Free!

Preview ▾

Hipmunk app for iOS
Download from iTunes
Import all your calendars to pick hotels near all your meetings!

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Segment by Wi-Fi or carrier

The screenshot displays the Google AdWords targeting settings for mobile devices. The 'Devices' section is expanded, showing options to target mobile devices with full browsers. The 'Carriers and Wi-Fi' section is also expanded, showing a list of carriers and a 'Selected carriers' box. A red arrow points from the text 'Can Segment by Mobile Carrier for Special Promotions or Phones if You are a Carrier' to the 'Canada' entry in the carrier list. Another red arrow points from the text 'Can show to WiFi Only - Especially good for App Downloads.' to the 'Wi-Fi traffic' entry in the 'Selected carriers' box. A yellow warning box at the bottom states: 'Your ads won't show on desktop and laptop computers. Your ads won't show on tablets.'

Devices ? ☐ All available devices (Recommended for new advertisers)
☒ Let me choose...

- ☐ Desktop and laptop computers
- ☒ Mobile devices with full browsers
- ☐ Tablets with full browsers

☐ Advanced mobile and tablet options

Operating systems ?
☒ All available operating systems
☐ Let me choose...

Carriers and Wi-Fi ?
☐ All available carriers and Wi-Fi
☒ Let me choose...

Can Segment by Mobile Carrier for Special Promotions or Phones if You are a Carrier

United States	Add all
Canada	Add all
Rogers	Add
Telus	Add
Bell Canada	Add

Can show to WiFi Only - Especially good for App Downloads.

Selected carriers

Wi-Fi traffic	Remove
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Your ads won't show on desktop and laptop computers.
Your ads won't show on tablets.

Mobile landing Page



Conversion Strategy

- You Need a Mobile Landing Page
- More Conversion Possibilities on Mobile
 - - OnlinePurchase
 - - AppDownload
 - - PhoneCall
 - - Map & Physical Visit
 - - Event or Address Book Entry
- Test All Conversions on Multiple Phones
- Keep It Simple & Focus on the Conversion
- You Will Probably Need More Than One Mobile Landing Page

Keyword & Bidding Strategy

- Keywords for Mobile which is Less Focused on the Long Tail
- Broader Terms, Misspellings, Locations & Verbs
- Max of 4 Results on a Page but Usually Just 2
- Top Position Is Much More Important
- Tightening Campaign Settings will Eliminate Inefficient Spending to Re-Allocate for Higher Bidding

Thanks!

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