

# Implementing SoLoMo

ICMA Istanbul Workshop

Nov 2012

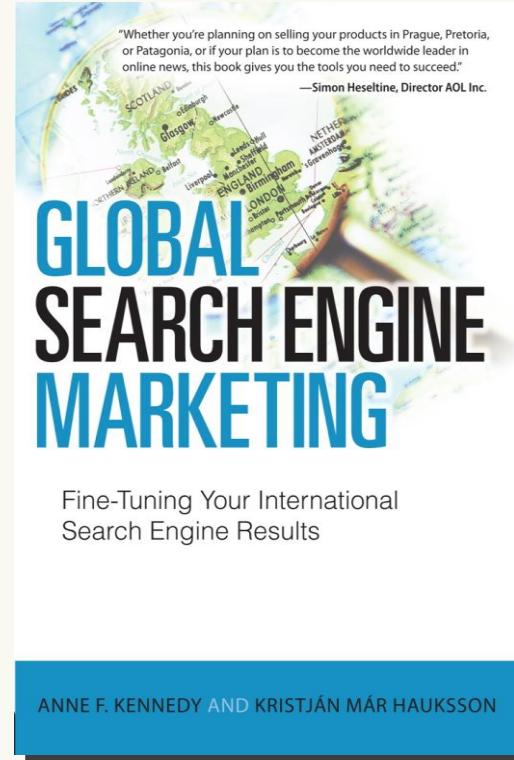
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# Anne Kennedy

- » 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”*

c. 2012

# 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” endorsements
- Set up by clicking on :”new extension
- (See simpartners studies)

# 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 Localeze 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 a facebook 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/verfy](http://www.google.com/local/verfy)

# How to get your classified into social media

- Google+
- Facebook
- Twitter
- YouTube
- Yelp

# New ideas

- Video classifieds
- QR codes in classifieds

# Google+ & Google Local

The image displays two screenshots of Google+ pages for 'SIM Partners' side-by-side. On the left, the 'Business' version of the page is shown, featuring a main profile section with a logo and bio, a post from the 'Illinois Technology Association: Buzz - ITA Spotlight', and a '100 IN YOUR CIRCLE' section. On the right, the 'Local' version of the page is shown, which includes a main profile section, a post from the owner ('SIM Partners technology empowers major brands to maximize social, local search, and mobile at the location level.'), and a 'Directions' section with a map. A large teal Google+ Local logo is centered between the two pages.

# beyond ink

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# 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.simpsonpartners.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:
    - Localeze & 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](http://www.yelp.com/advertise/national/enhanced--subscription)

- Photo slideshow
- Removal of comeptitors 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

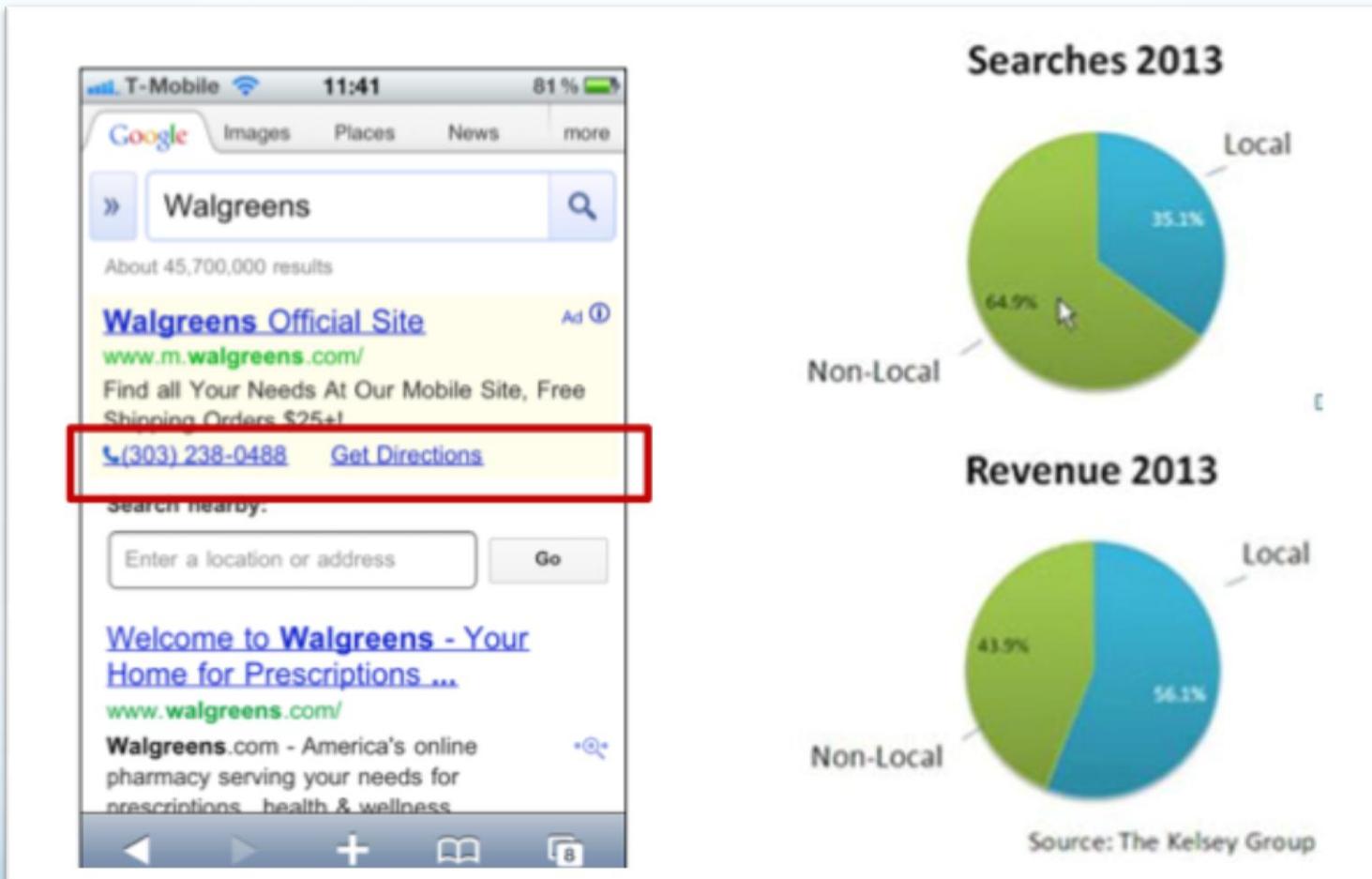
- Segmentation:
- Ads & conversions more time sensitive
- Mobile ads are more personal
- More types of conversions possible

# 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

Advanced mobile and tablet options

Operating systems  All available operating systems  Let me choose...

iOS  
Select versions Added

Android  
Min.  Max.  Remove

webOS  
Select versions

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

Selected operating systems

iOS  
Version 2.0 and above



# Segment by OS & Version

The screenshot shows a mobile advertising interface with the following sections:

- Devices:** A radio button is selected for "Let me choose..." with the following checkboxes:
  - Desktop and laptop computers
  - Mobile devices with full browsers
  - Tablets with full browsers
- Advanced mobile and tablet options:** A radio button is selected for "Let me choose..." with the following sections:
  - Operating systems:**
    - All available operating systems
    - Let me choose...
  - iOS:** "Select versions" (Added)
  - Android:** "Select versions" with dropdowns for "Min." (0.5) and "Max." (None), and buttons for "Add" and "Cancel". A red arrow points to the "Max." field.
  - webOS:** "Select versions"
- Selected operating systems:** A table showing "iOS" with "Version 2.0 and above" and a "Remove" button.

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

**Selected operating systems**

iOS	Version 2.0 and above	Remove
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**Advertisement Preview:**

- Visit Sarasota Mobile App:** iTunes Store - FREE - Visit Sarasota... Travel Like a Local USA's #1 Beach. Download on your iPhone for Free!
- 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

**beyond**  
**jnk**

# Segment by Wi-Fi or carrier

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...

<input type="checkbox"/> United States	Add all
<input checked="" type="checkbox"/> Canada	Add all
Rogers	Add
Telus	Add
Bell Canada	Add

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

 Your ads won't show on desktop and laptop computers.  
 Your ads won't show on tablets.

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

Selected carriers

Wi-Fi traffic

Remove

# Mobile landing Page



jnk beyond

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Source: MobileMoxie, Cindy Krum

# 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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