



SHOW ME THE MONEY

**Martha de la Torre
International Classified Media Association
Helsinki, Finland May 24, 2014**

ROADMAP

- What's up at Google?
- Where is the money?
- Brand is the new SEO
- Become an Influencer



What's Up at ?

Google

- Mobile web, mobile apps, MOBILE IS EVERYTHING
- Optimize for multiple mobile device screens and platforms
- Mobile web strategy ≠ mobile app strategy
- Mobile Apps not for everyone/hard to monetize
- Consider a mobile app for better customer engagement
- [Google New Multi-Screen World Study Best Practices for Mobile](http://www.thinkwithgoogle.com) at www.thinkwithgoogle.com

WHERE'S THE MONEY?



29% of U.S.
Online Retail Sales
for 2014 on
Smartphones or
Tablets

U.S. Mobile and Tablet
Commerce Revenues to Reach
\$114 Billion in 2014 &
\$293 Billion by 2018

**\$77 Billion on
Tablet in 2014**

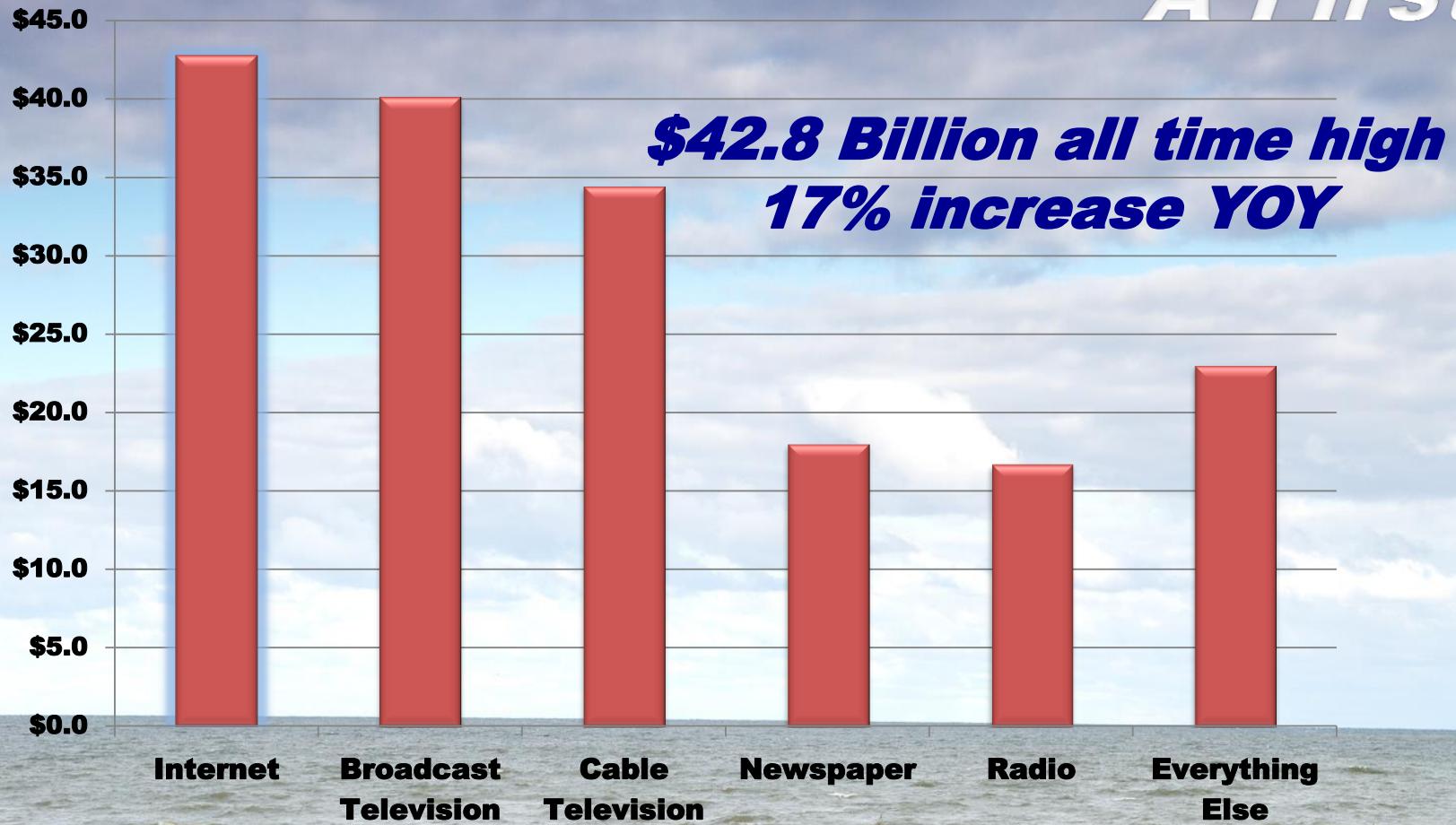
Retail Merchants Focused
on Mobile and Tablet

MOBILE E-COMMERCE

Source: Forrester U.S. Mobile Phone and Tablet
Commerce Forecast, 2013 to 2014

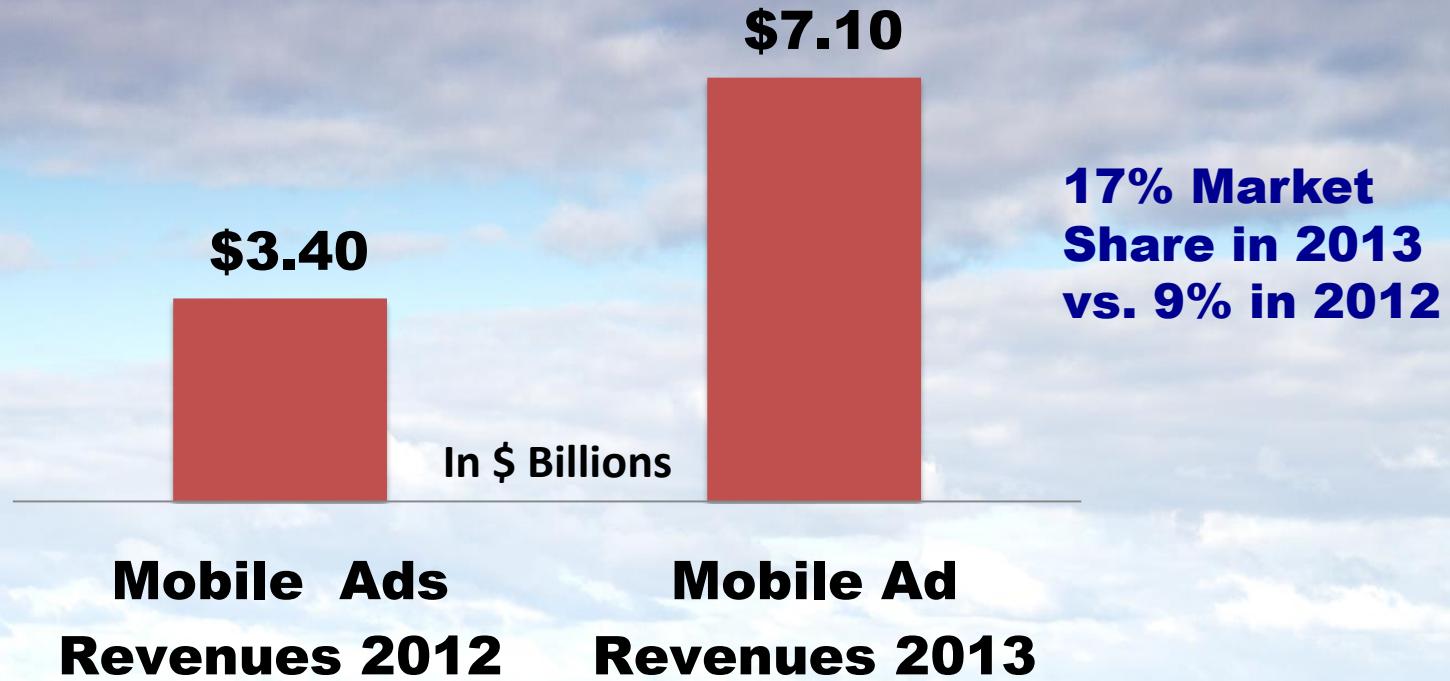
2013 Internet Ad Revenues in U.S. Surpassed Broadcast Revenues...

A First



IAB Internet Advertising Revenue Report April 2014 PWC

U.S. Mobile Ad Revenues Increase 110%



***Triple digit growth from mobile devices
vs. 8% from traditional computer screens***

\$12.1 Billion U.S. Ad Revenues Q4 2013 vs. \$10.3 Billion in 2012

**71% of online advertising in Q4 2013 was concentrated
with 10 leading ad selling companies (72% in Q4 2012)**

**Retail advertisers represent the largest category of
internet ad spending, 21 percent in 2013**

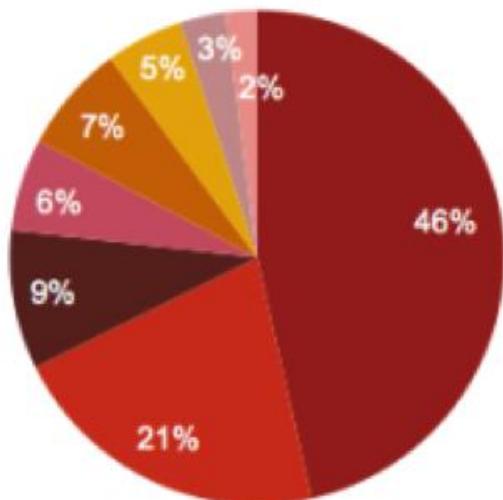
**Financial services represent 13% of 2013 ad spend and
Auto represents 12 percent of 2013 ad spend**

Search Still Top Ad Format in 2013

43% Market Share vs. 46% in 2012

Ad formats – full year 2012

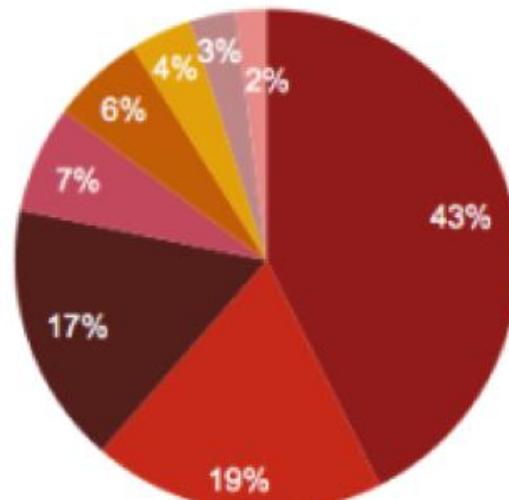
Total - \$36.6 billion



Ad formats – full year 2013

Total - \$42.8 billion

- Search
- Display / Banner
- Mobile
- Digital Video
- Classifieds
- Lead Generation
- Rich Media
- Sponsorship



Other Highlights

**Classified revenues totaled \$2.6 billion in 2013 up 7% from 2012
(7% market share)**

**Lead generation revenues were \$1.75 billion, up 4% from 2012
(5% market share)**

Search Still Matters Google Still Rules





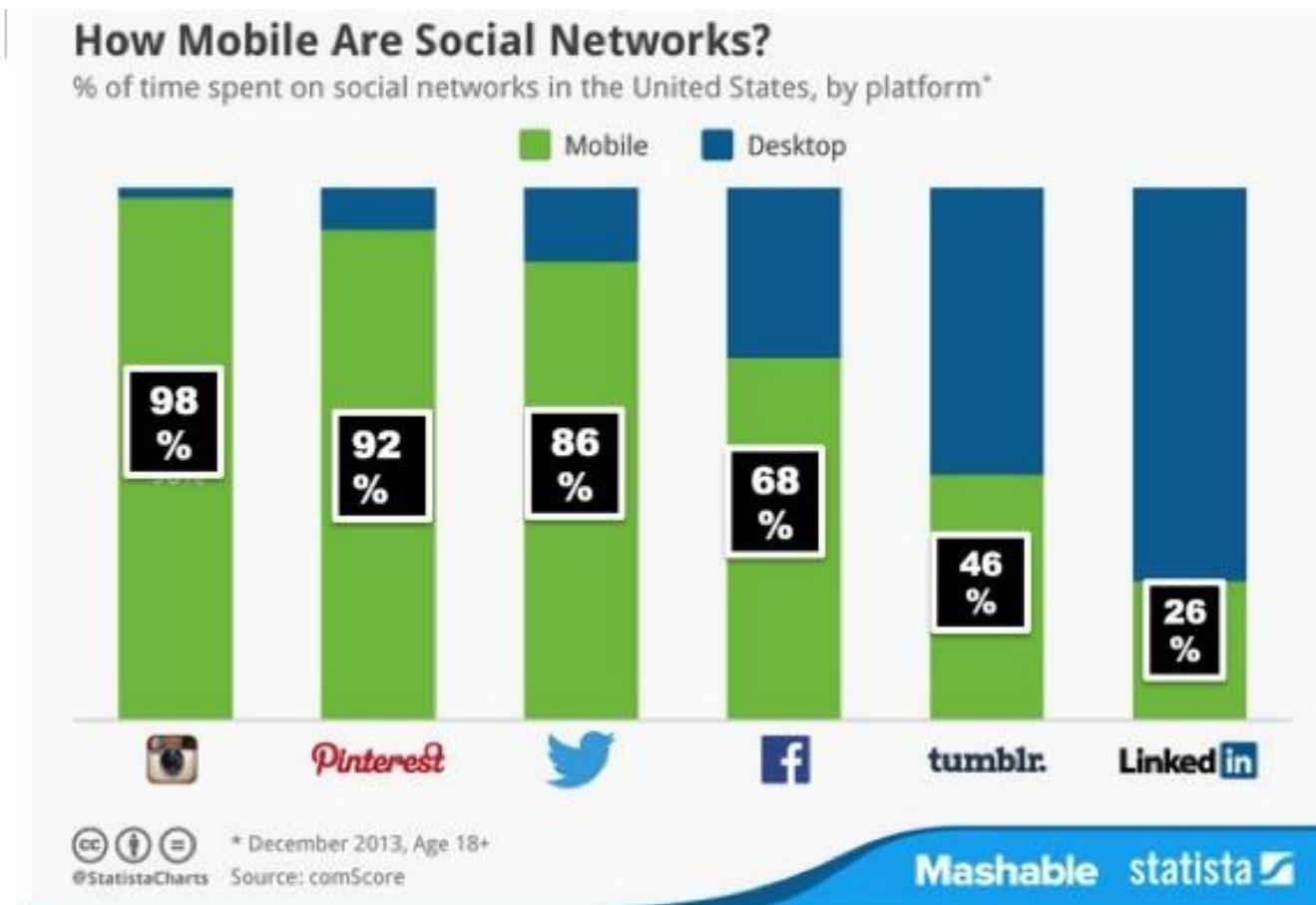
New
SEO

“Brand is the New Link Building “

- Be real and natural
- Content is KING
- Predict what users want
- Share and engage with quality content
- It's not about the stuff, it's about the community
- Share your expertise and authority; become an influencer
- Build your brand

Joost de Valk , CEO Yoast

Target Instagram, Pinterest, Twitter and Facebook Users on Mobile



Top 7 Social Media Used Worldwide

All Platforms Jan – April 2014



*Where is
Google +* ?



Do you want your logo to show?

locanto

Web Maps Images News Videos More Search tools

[Free Classifieds - Locanto™ United States](#)
www.locanto.com/
Visit Locanto Free Classifieds and find over 6 689 000 ads near you for jobs, housing, dating and more ✓ local ✓ safe ✓ free.
Post free ad - Personals - Services - Free Classifieds New York

[Locanto - Wikipedia, the free encyclopedia](#)
en.wikipedia.org/wiki/Locanto
Locanto is a worldwide online classifieds network with areas dedicated to jobs, personals, for rent, for sale, services, community, real estate, vehicles, and pets.

Locanto

551 followers on Google+

Recent posts

A salute to all #nurses who take care of us when we are sick. #internationalnursesday @Locanto and @Yalwa
10 hours ago

Do you want your profile to show?

napsters

Web Images Shopping News Videos More Search tools

Napster Joins Rhapsody - Rhapsody.com
Ad www.rhapsody.com/
Stream or Download Millions of Songs - 30-Day Trial Then \$10/mo!

Music Pricing
Apps & Devices Why Rhapsody

Napster
Company

Napster is a name given to two music-focused online services. It was originally founded as a pioneering peer-to-peer file sharing Internet service that emphasized sharing audio files, typically music, encoded in MP3 format. [Wikipedia](#)

CEO: [John Fanning](#)
Founders: [Shawn Fanning](#), [Sean Parker](#), [John Fanning](#)
People also search for: [Recording Industry Association of America](#), More

Related searches

- napsters wedding
- napsters app
- napsters iphone
- napster owner
- napster page
- napster login page
- napster mp3 downloads
- napster card co llc

Get Found With Your Brand Using Google Plus

- **Use GOOGLE PLUS to get your “BRAND” found in Google search results**
- **Complete your AUTHORSHIP profile**
- **Use QUALITY photos**
- **Use social media but QUANTITY ≠ QUALITY**
- **Build a COMMUNITY OF INFLUENCERS to grow your brand and rank on top**

Stand Out, Become an Influencer and Measure Results with Klout.com

Klout.com Score Tips

1. Be **AUTHENTIC**
2. Share **Big Personal News**
3. Connect with **INFLUENTIALS**
4. Gain Influence on at least **ONE SOCIAL NETWORK**
5. Score of **30** is easy **>40 IS HARD**
6. Grow offline influence w/ **LinkedIn**
7. **Don't obsess**

James Martin Martin on Mobile Apps Blog for CIO.com

**Sign up
NOW on
Klout**



Highest Klout Score Each Day Wins a Prize

Be an influencer and

Grow your business

Grow our ICMA community

Grow our buy and sell markets

Thank you
Martha de la Torre
Klout Score 60
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