

SHOW ME THE MONEY

A scenic view of a harbor in Helsinki, Finland. The foreground shows several boats docked in the water, including a small white and blue boat on the left and a larger blue and white boat on the right. The middle ground features a row of historic buildings, including a large white building with a green dome (the Helsinki Cathedral) in the background. The sky is dramatic with heavy clouds and a hint of sunset or sunrise light. The text "SHOW ME THE MONEY" is overlaid in large, bold, red letters at the top.

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 \neq 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

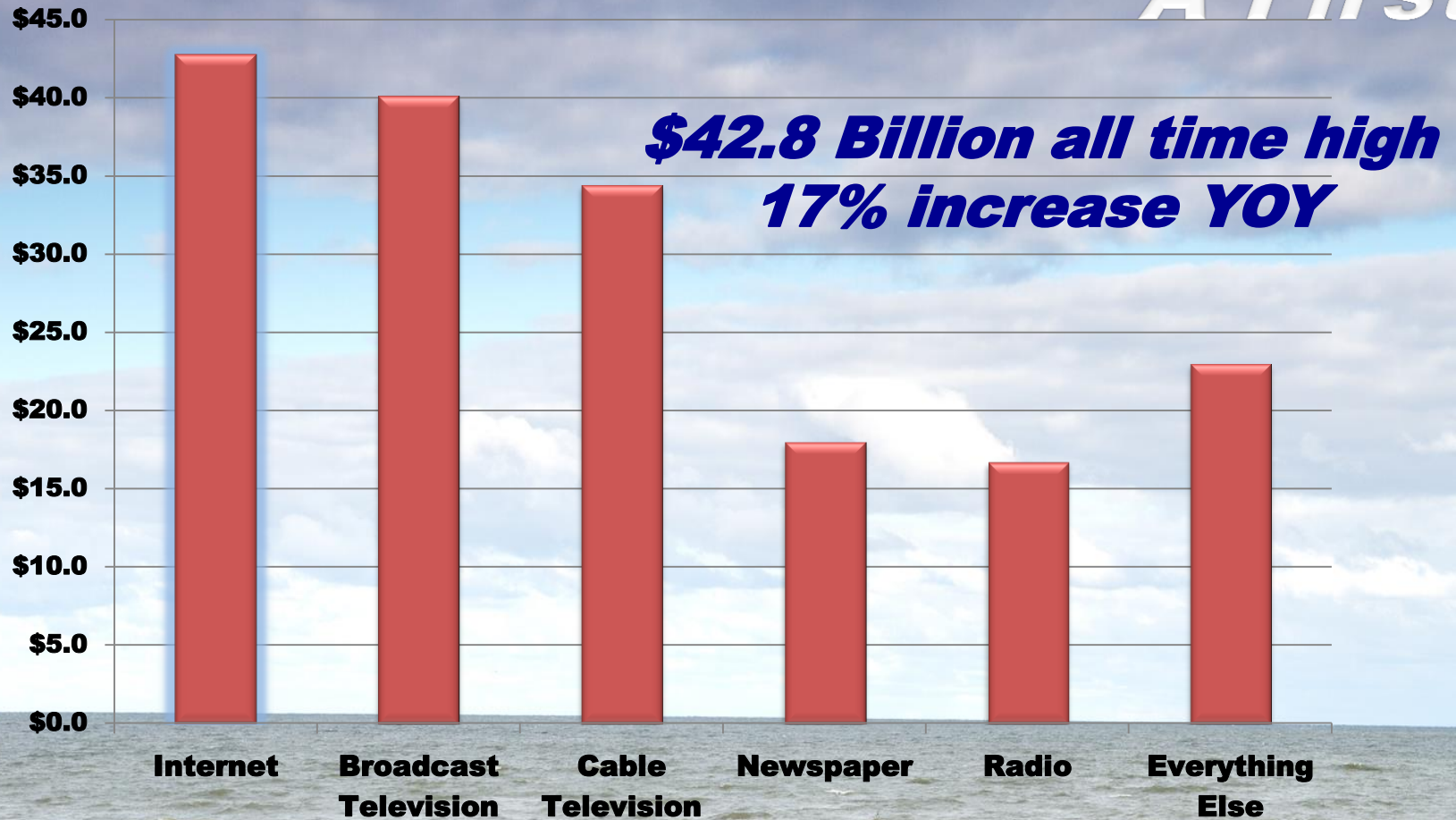
Retail Merchants Focused
on Mobile and Tablet

MOBILE E-COMMERCE

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

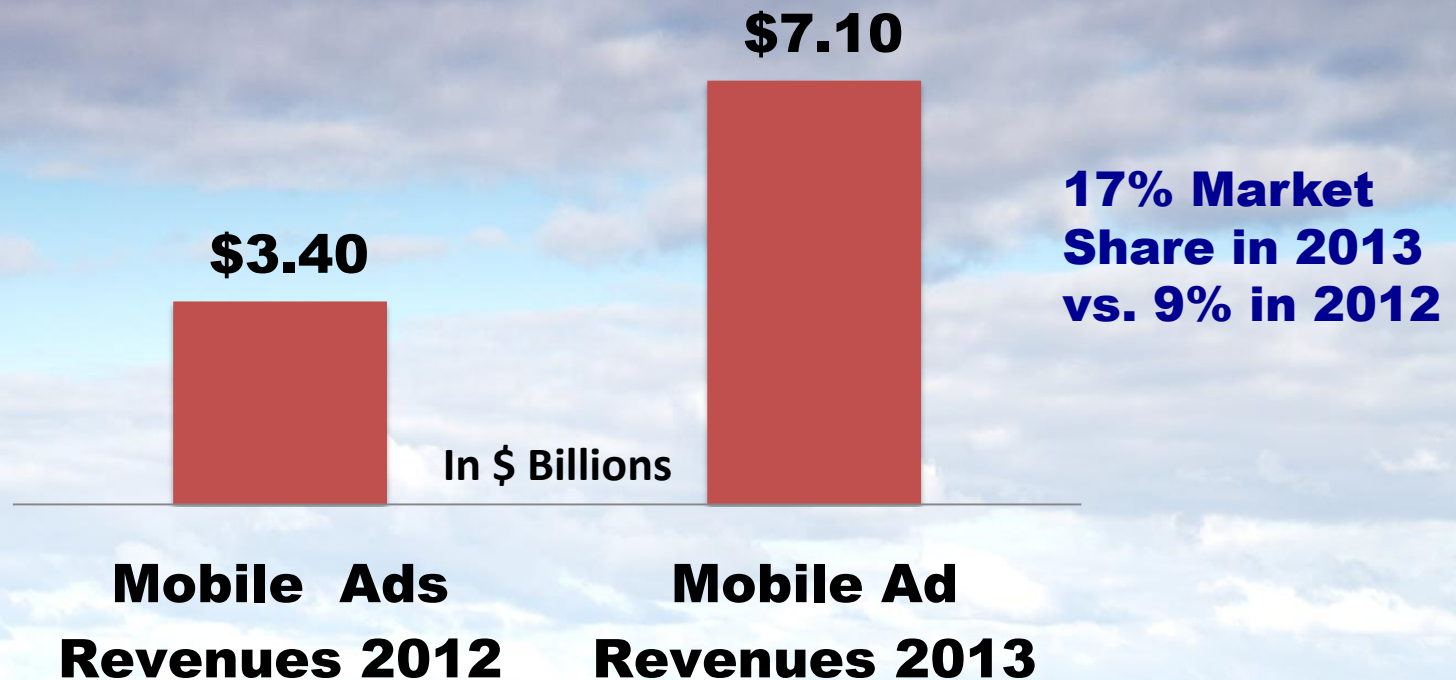
2013 Internet Ad Revenues in U.S. Surpassed Broadcast Revenues...

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

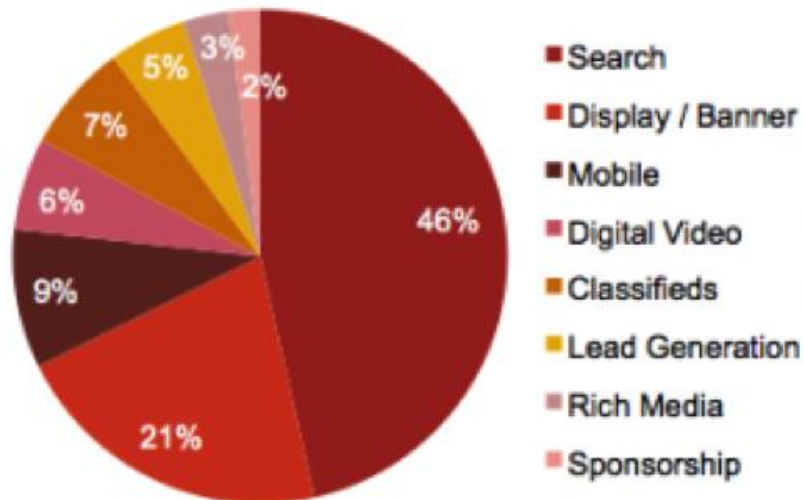
Financial services represent 13% of 2013 ad spend and Auto represents 12 percent of 2013 ad spend

Search Still Top Ad Format in 2013

43% Market Share vs. 46% in 2012

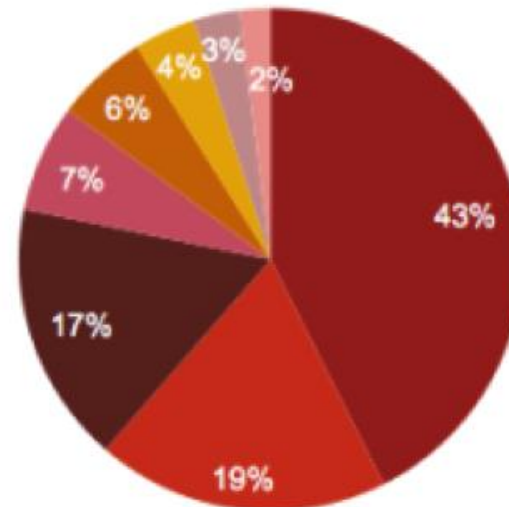
Ad formats – full year 2012

Total - \$36.6 billion



Ad formats – full year 2013

Total - \$42.8 billion



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”

Joost de Valk , CEO Yoast

- **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**

Target Instagram, Pinterest, Twitter and Facebook Users on Mobile

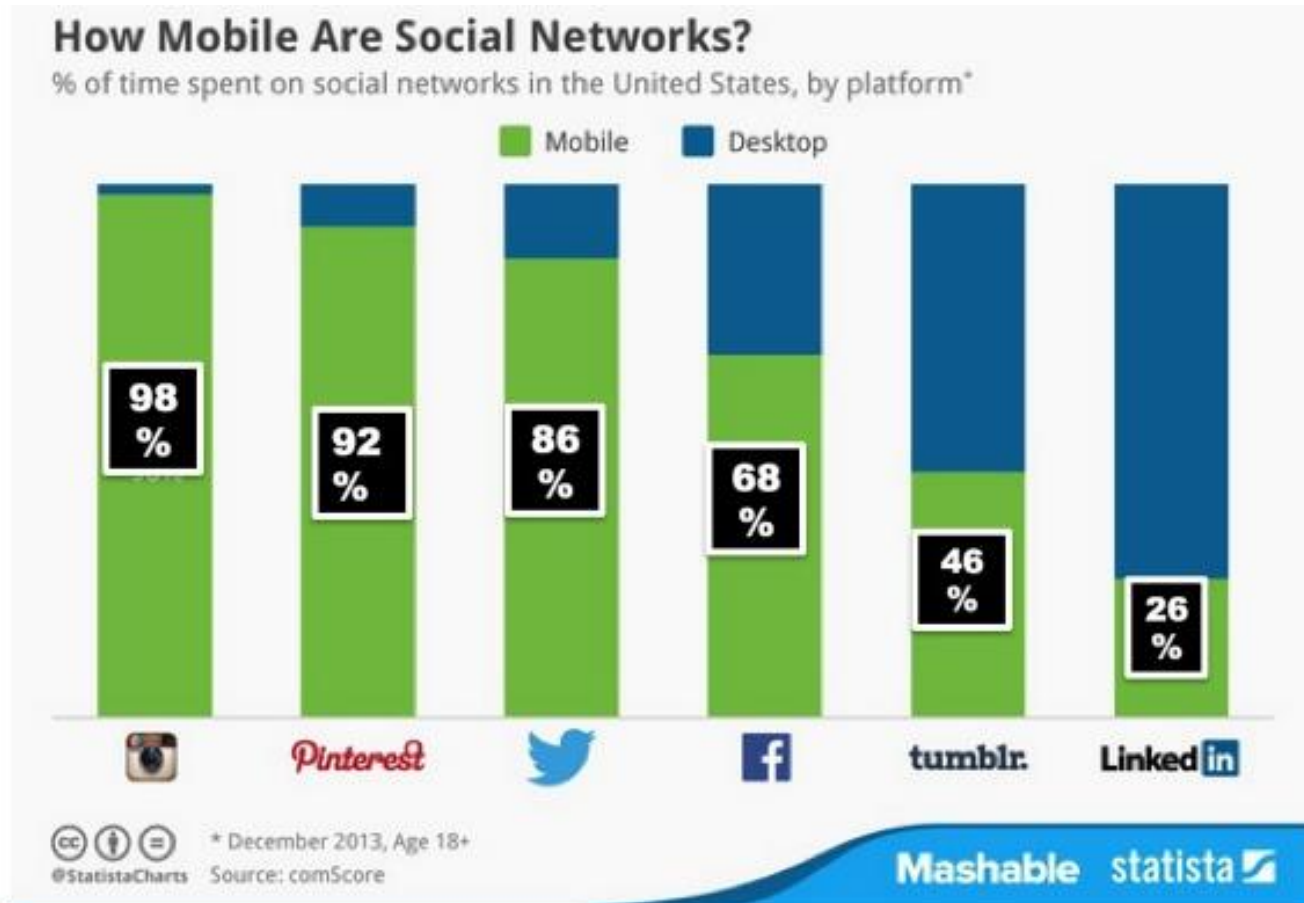
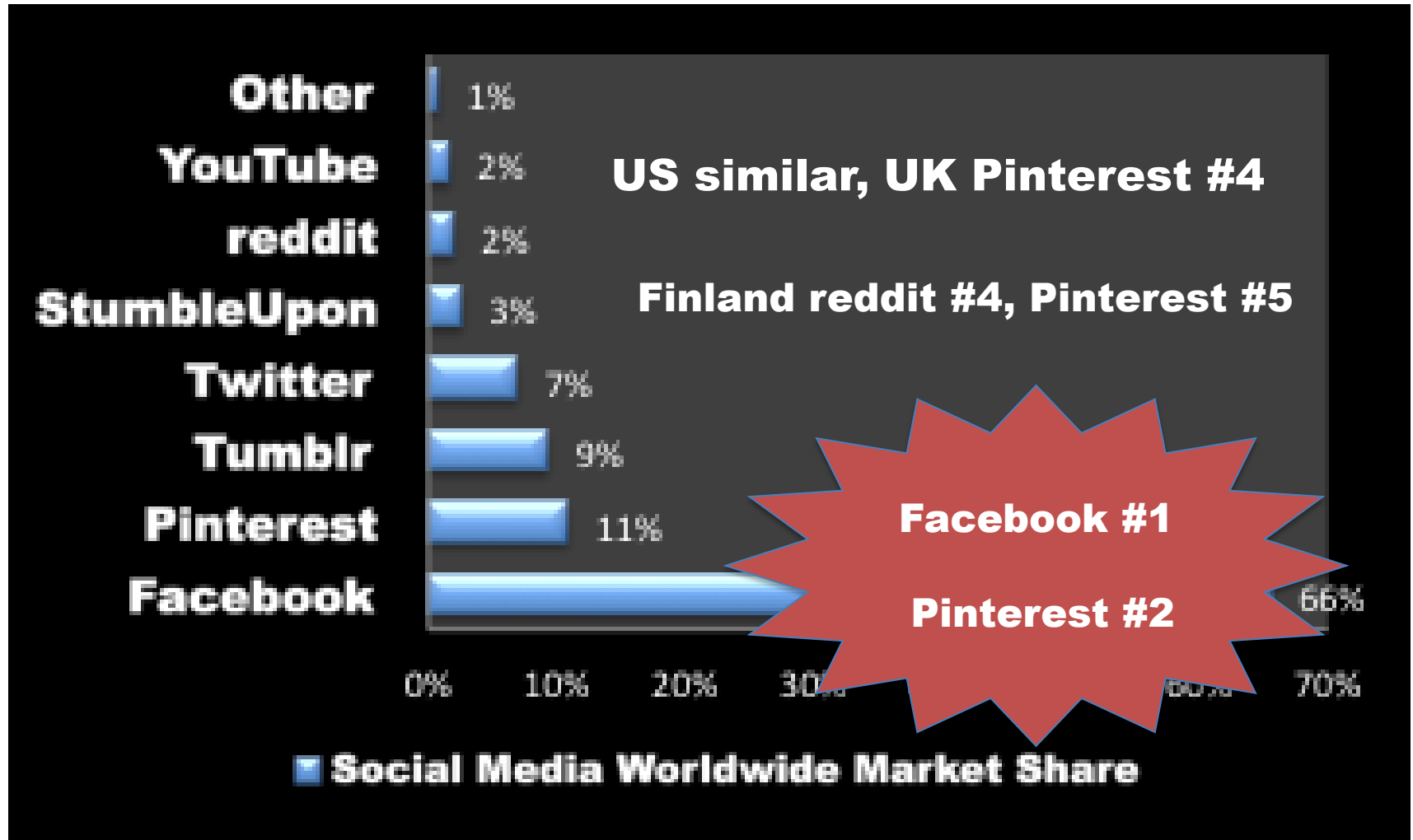


IMAGE: STATISTA

Top 7 Social Media Used Worldwide

All Platforms Jan – April 2014

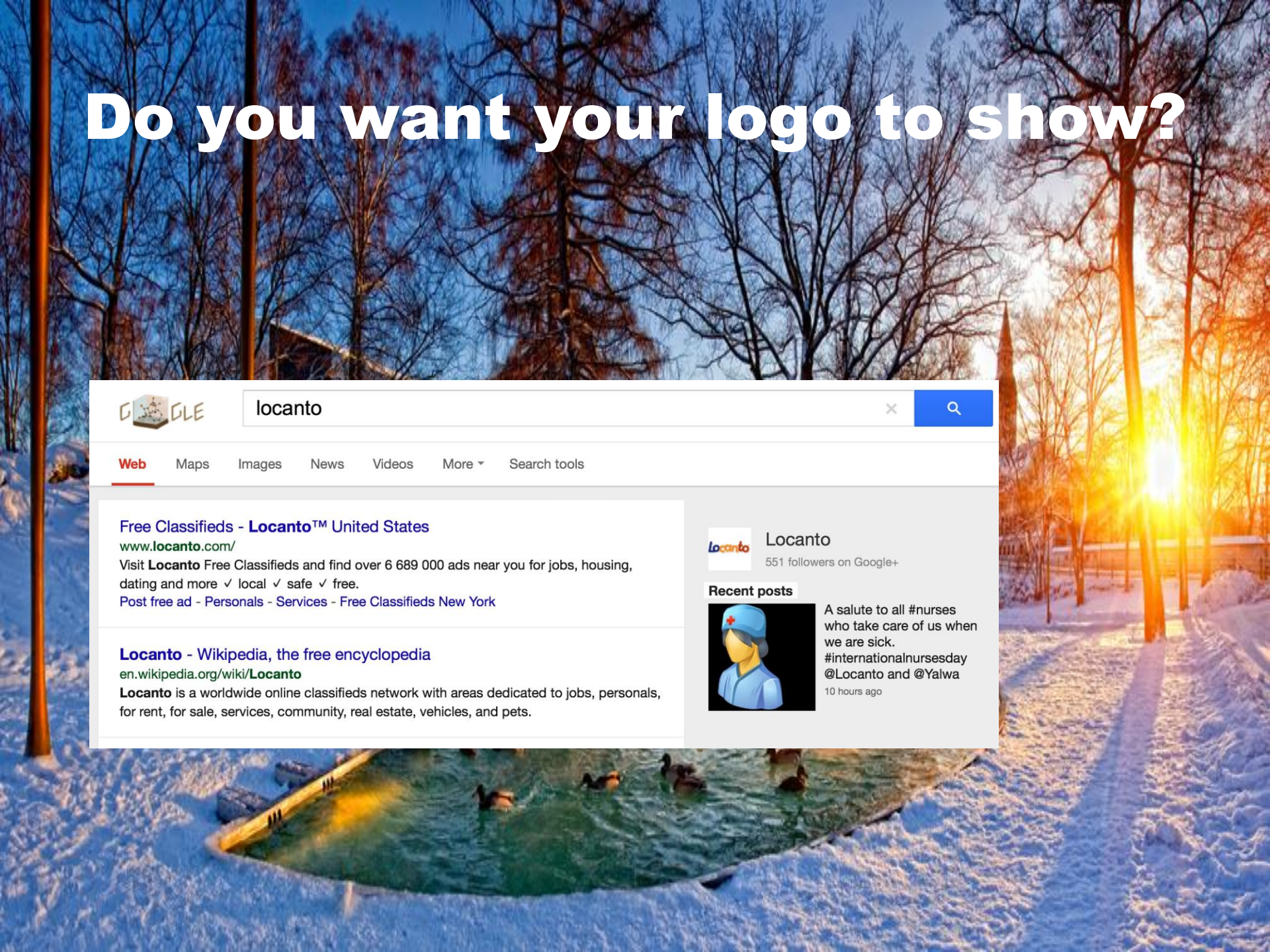


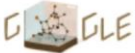


***Where is
Google +***

?



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.

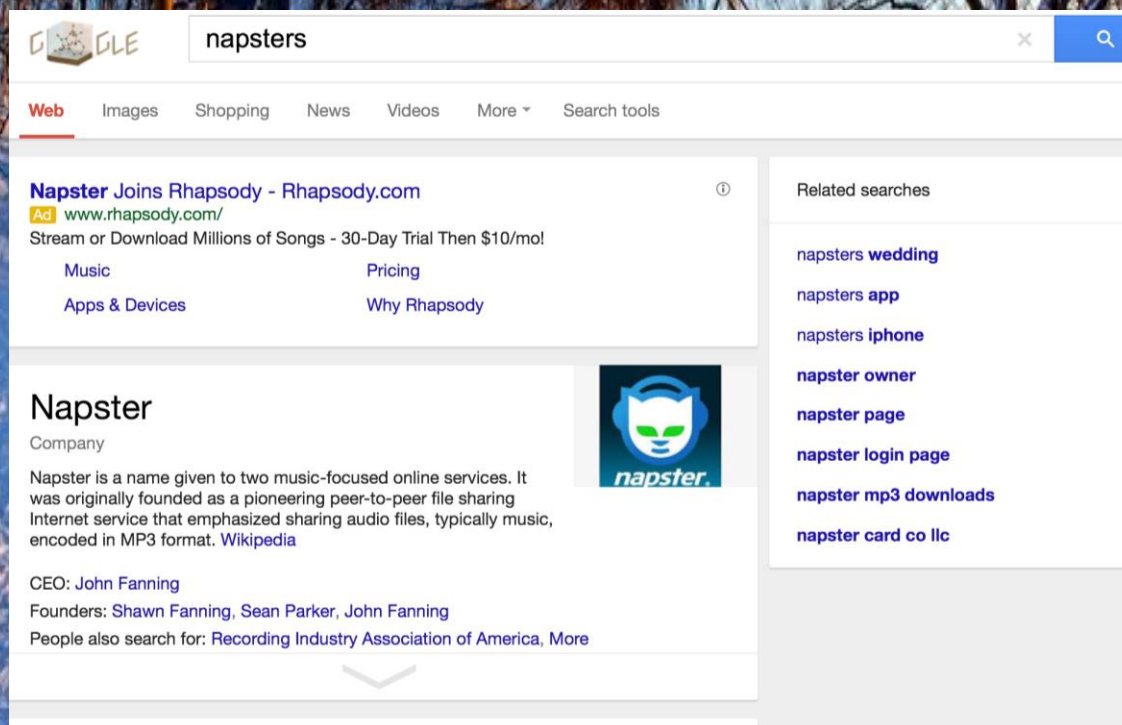
 **Locanto**
551 followers on Google+

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?



Google search results for "napsters". The background is a winter scene with snow-covered trees and a bright sunset or sunrise.

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/mol
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 Aps Blog for CIO.com

A photograph of a stone statue depicting two muscular, bearded figures standing side-by-side, each holding a large, ornate lantern. The statue is set against a clear blue sky. The background of the entire slide is a snowy, forested landscape.

**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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