

At the Convergence of
Art & Technology

Image Media
PARTNERS



Going Viral:

Constructing Your Coalition's Online Influence

April 11, 2011

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Image Media Partners

Social Media, Inbound and Online Marketing



AZ Coalition

Academy Webinar #7

ASU Southwest Interdisciplinary
Research Center

ARIZONA STATE UNIVERSITY



Leadership for a Healthy Arizona
Arizona Department of
Health Services

“...the internet has turned what used to be a controlled, one way message into

**a real-time dialogue
with millions.”**

Danielle Sacks

The Future of Advertising

Fast Company, November 17, 2010



79% of adult Americans use the Internet.



78%
of Internet users conduct product research online.

Shopping Gmail more ▼ Google

Google™

the droids we're looking for

Google Search

I'm Feeling



[Advertising Programs](#) - [Business Solutions](#) - [About](#)

10.3 Billion

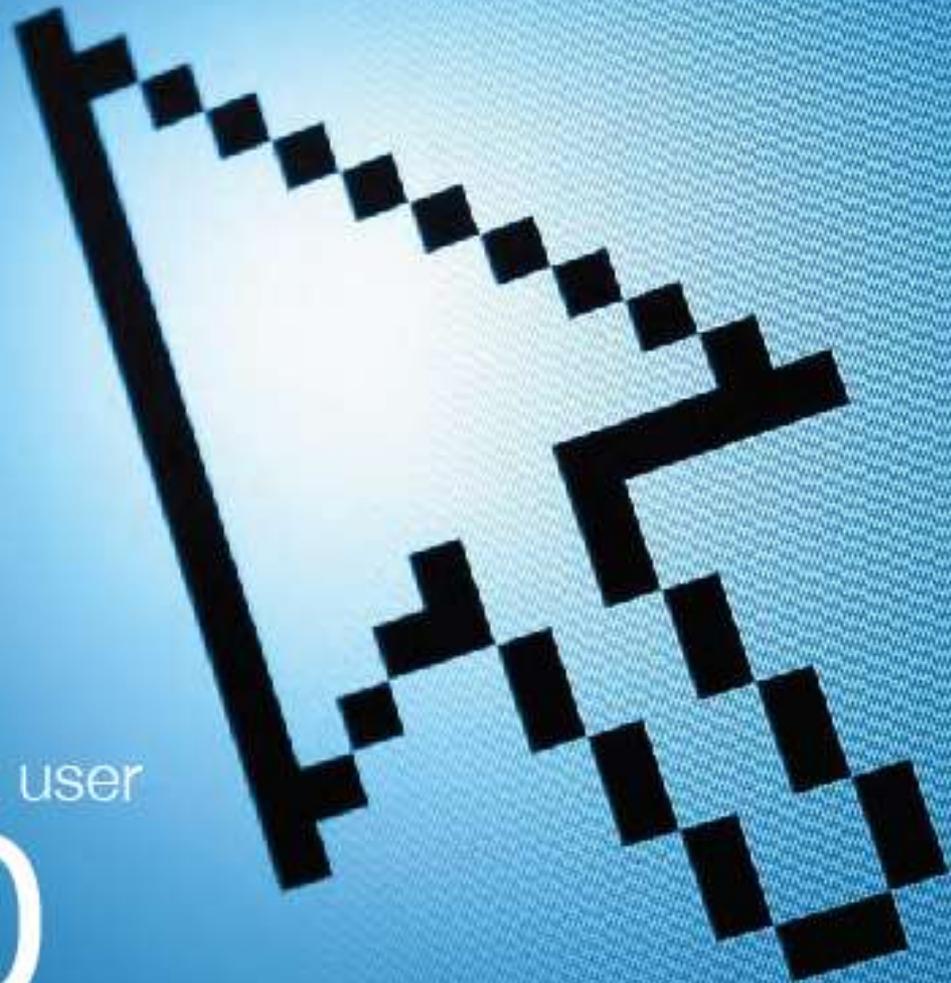
© 2009 - Privacy

searches are conducted **every month** on Google.

The average US Internet user
views

2,750

web pages **per month.**



A photograph of a person sitting at a desk with a laptop. The person's face is partially visible behind the laptop. A large, detailed footprint is overlaid on the right side of the image, extending from the top right towards the bottom right. The footprint is a light skin tone and shows clear tread patterns. The laptop is silver with the Apple logo illuminated. The background is a simple indoor setting with a wooden frame on the left.

1/3 of US consumers spend **three or more hours** online every day.

Post A Comment

NAME: (REQUIRED)

EMAIL: (REQUIRED, NOT PUBLISHED)

WEBSITE:

YOUR COMMENT:

24%
of adults have posted comments
or reviews online about the things
they buy.

No commercial advertisements or trolling/asshatting allowed. Love your neighbor by using valid and semantic X-HTML like `` instead of `<i>` and `` instead of `` por favor.

Post A Comment



9 out of 10 Internet users visited a social networking site each month in 2010.

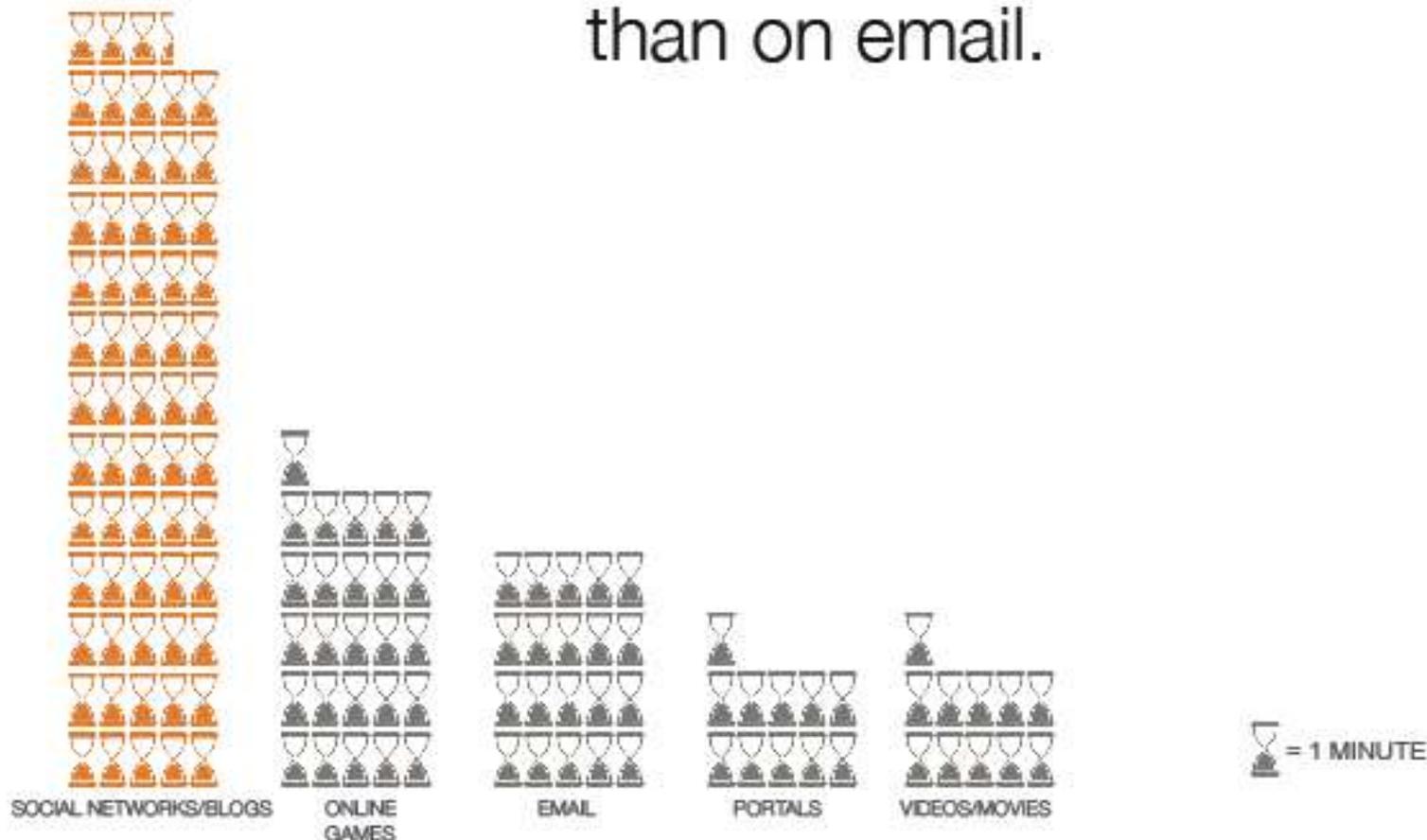


Twitter's active
user base generates
90 Million
tweets **per day.**

A top-down view of a man with short brown hair, wearing a purple t-shirt, sitting at a dark wooden table. He is looking at a smartphone in his right hand while his left hand is near a silver laptop. On the table, there is a magazine titled 'Practical Photography' with a cover image of oranges and the text 'beat time'. A silver digital camera is to the right of the magazine. A round tray with several small containers is also on the table. The background shows a concrete floor and a white door.

More than half
of all Internet users
read blogs at least monthly.

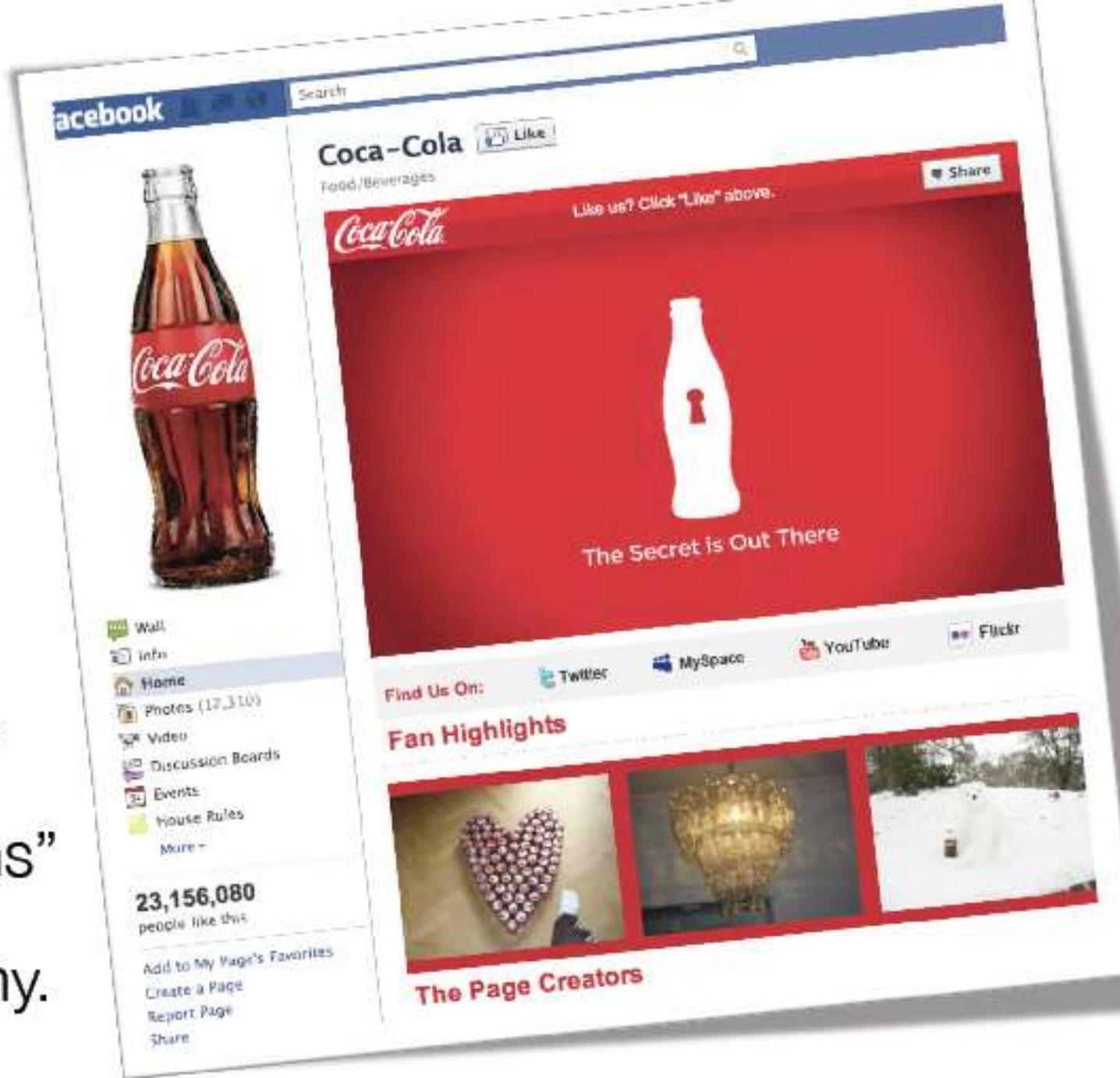
US Internet users spend
3x more minutes on blogs
& social networks
than on email.



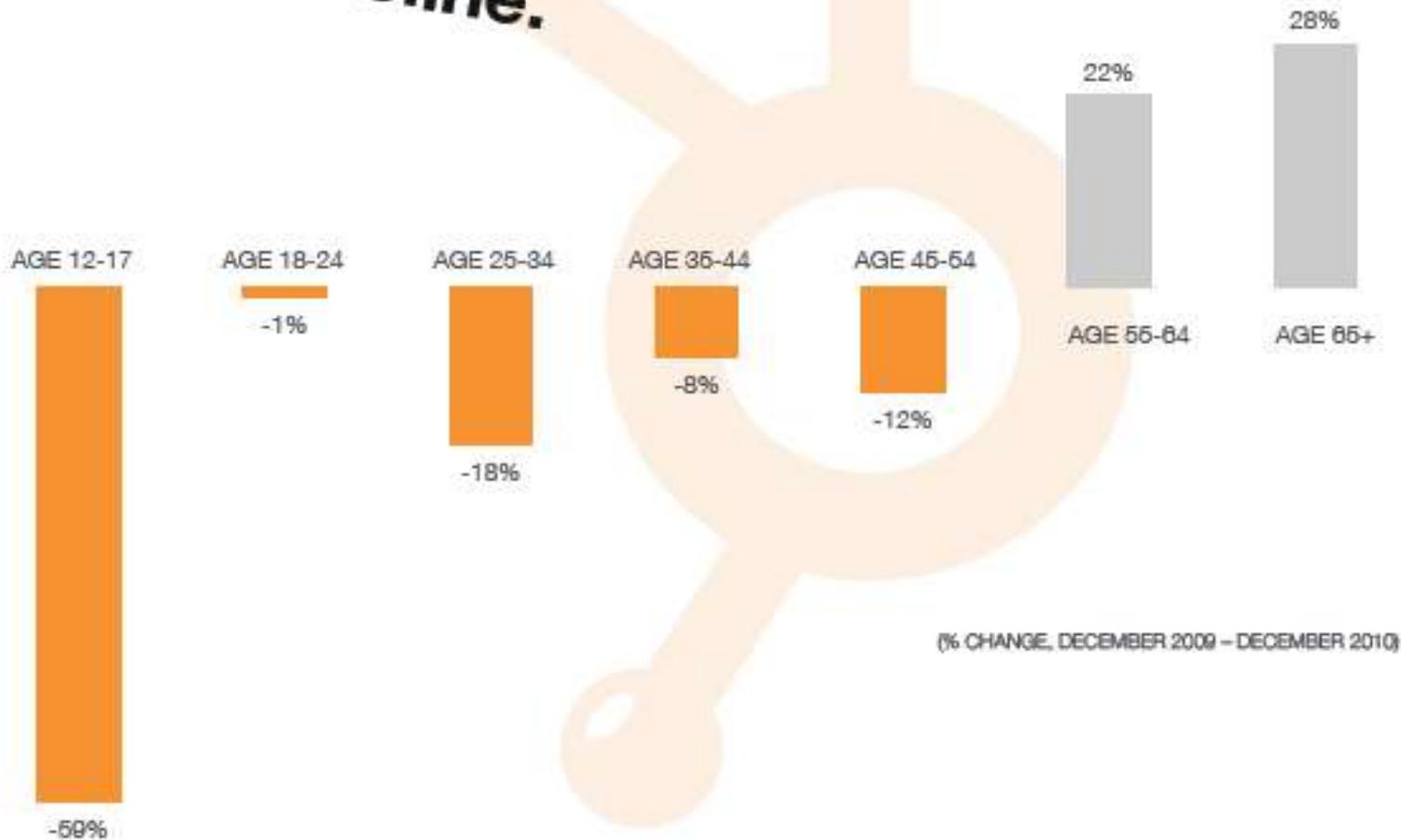


40%
of Facebook's
user base is
age 35+.

64%
of Facebook
users have
become “fans”
of **at least**
one company.



Web-based email usage
is **on** the *decline*.



(% CHANGE, DECEMBER 2009 - DECEMBER 2010)

70%
of the links search users
click on are **organic** — not paid.

Google Search results for "best shoe store boston". The search bar shows "best shoe store boston" and "Search". Below the search bar, it says "About 867,000 results (0.14 seconds)".

On the left side, there are navigation options: Everything, Images, Videos, News, Shopping, Places, and More. Below these is "Wenham, MA" and "Change location". At the bottom left, there is a "Show search tools" link.

The main search results are under the heading "Places for best shoe store near Boston, MA". The results list several shoe stores with their ratings, review counts, and addresses:

- DSW** - 122 reviews - Place page
www.dsw.com - Downtown Crossing, 380 Washington Street, Boston - (617) 566-0291
- Mozie** - 44 reviews - Place page
www.mozieboston.com - 51 Charles Street, Boston - (617) 567-9991
- John Fuvog Shoes** - 143 reviews - Place page
www.fuvog.com - 302 Newbury Street, Boston - (617) 265-1079
- Tim Brown of Bow, Inc.** - 38 reviews - Place page
timbrown.com - 331 Newbury Street, Boston - (617) 266-8722
- Nahaa Shoes** - 27 reviews - Place page
nahaa.com - 65 Charles Street, Boston - (617) 723-8176
- Princess ShoeSource** - 16 reviews - Place page
www.princess.com - 307 Washington Street, Boston - (617) 451-1871
- New Balance Athletic Shoe, Inc.** - 7 reviews - Place page
www.newbalance.com - 20 Guest Street, Boston - (617) 793-4000

Below the list, there is a "More results near Boston, MA" link and a "Rate places to improve your recommendations" link.

On the right side, there is a map of Boston with several red location pins. Below the map, there are three sponsored links:

- Best shoes**
Hottest Designer Brands on Sale!
Stylisher just: shop in your style.
www.boutique.com
- City's Best: Boston**
Discover Everything that Boston
Has to Offer at the New City's Best
citybest.com
- Shoe Store at Zappos**
Huge Selection of Shoe Store
Free Shipping and Free Return!
zappos.com is rated 4.5/5
www.zappos.com

At the bottom of the search results, there are several organic links from Yelp and Time Out Boston:

- Boston Shoe Stores**
171 businesses reviewed for Shoe Stores in Boston on Yelp. Read about places like John Fuvog Shoes... Best Boston Shoe Stores By Neighborhood...
www.yelp.com | Boston | Shopping | Fashion - Cached - Similar
- Best shoe store in boston Boston**
Reviews on Best shoe store in boston in Boston - Berk's, Steve Madden, John...
www.yelp.com/search?...best-shoe-stores...Boston%2C... - Cached - Similar
- Boston's Best Shoe Stores - Shopping - Time Out Boston**
Nov 8, 2010 ... Boston's best: Shoe stores. OMG, shoes. By Christine Lu, Berk's Shoe It's
location in Harvard Square is a no-brainer, as the selection of...
www.timeoutboston.com/shopping/style/.../bostons-best-shoe-stores - Cached

“Search engines, blogging & other internet trends have **fundamentally transformed** the way people & businesses purchase products,

but most small businesses still use outdated & inefficient marketing methods – like print advertising, telemarketing & trade shows – that people increasingly find intrusive & screen out.

Brian Halligan

Co-founder & CEO

HubSpot

What's wrong with Social Media?

- Time suck
- Not for serious business
- No ROI
- Unproven
- No one cares about what I had for lunch.

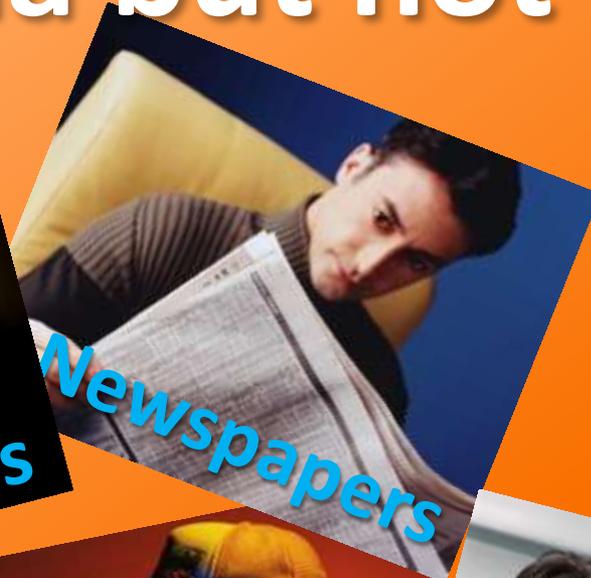


What is Social Media?

- **Mike Volpe:**

“It’s media (content that is published) with a social (anyone can add to it) component.”

Media but not social:

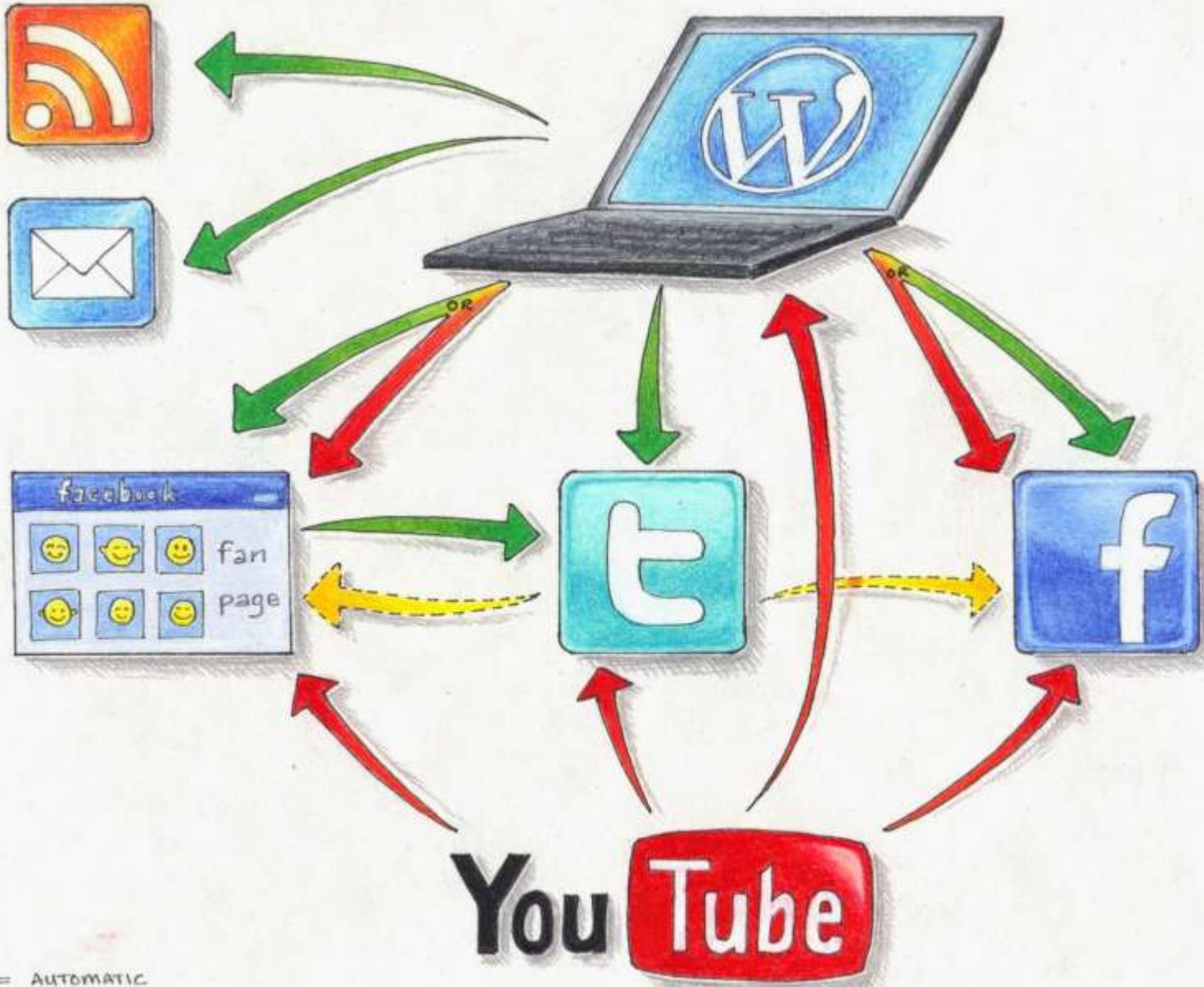


Media, social and interactive.

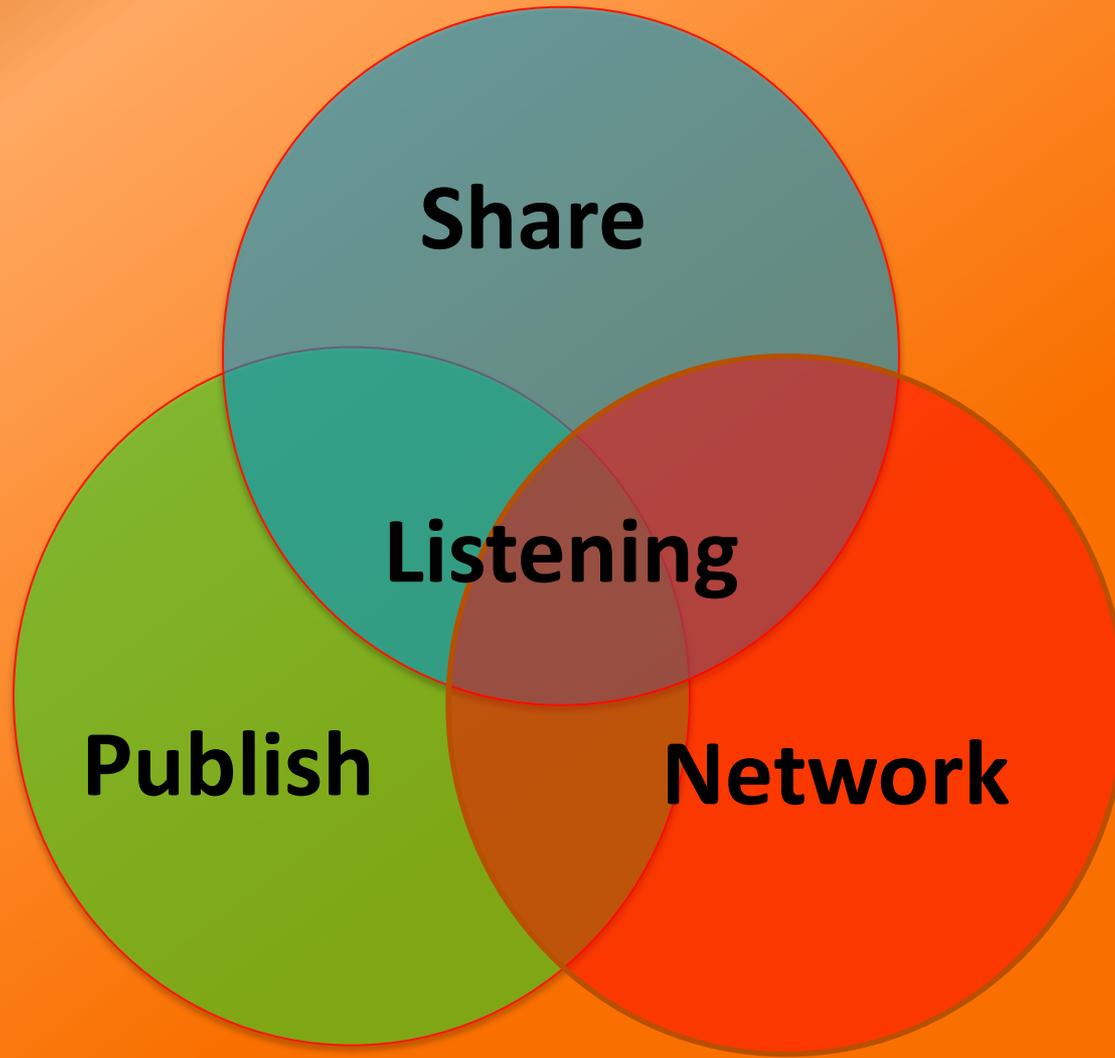


Social Media Landscape





-  = AUTOMATIC
-  = MANUAL
-  = JUST A FEW



Inbound Social Media Marketing





Unique Visitors

Leads

Opportunities

Donors

Create Content

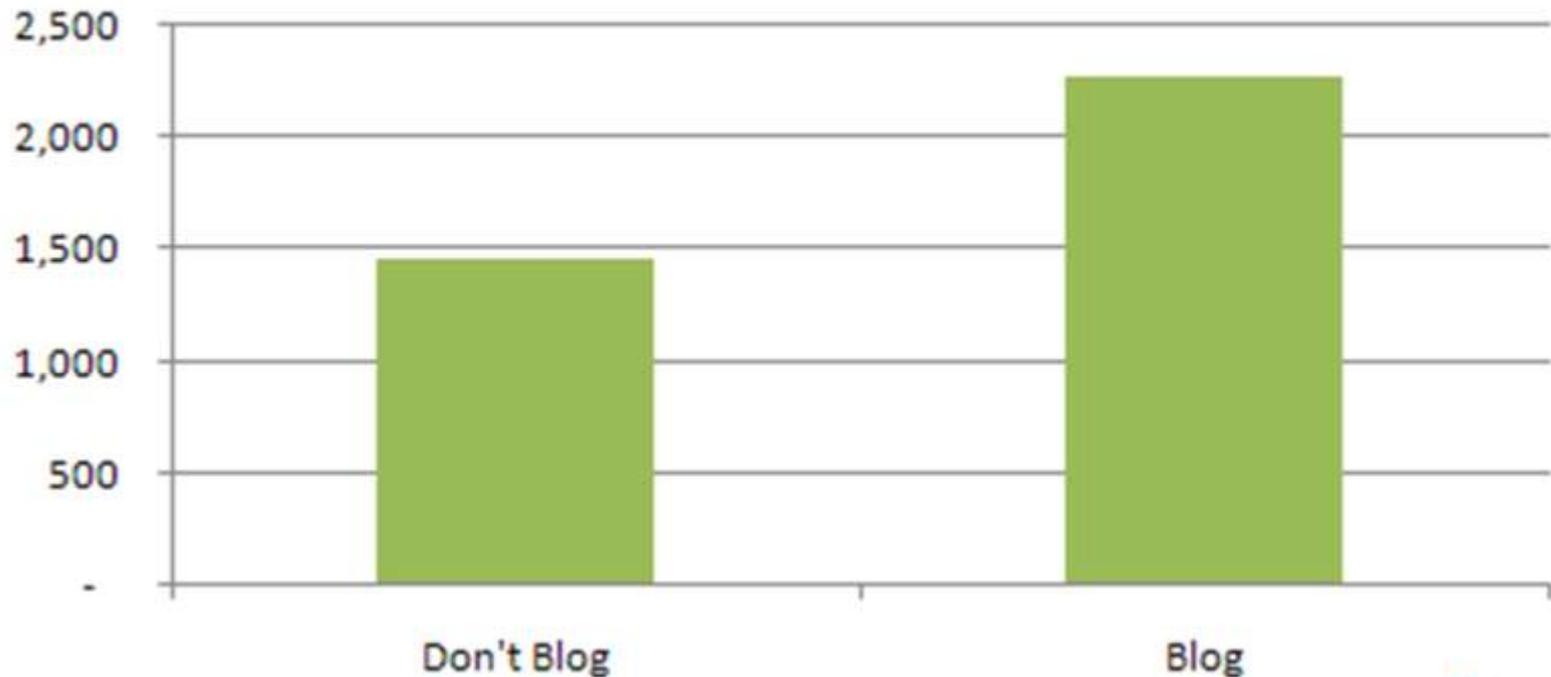
- Blog
- E-books
- White Papers
- Videos
- Guides

Create Content

- **Blog**
- E-books
- White Papers
- Videos
- Guides

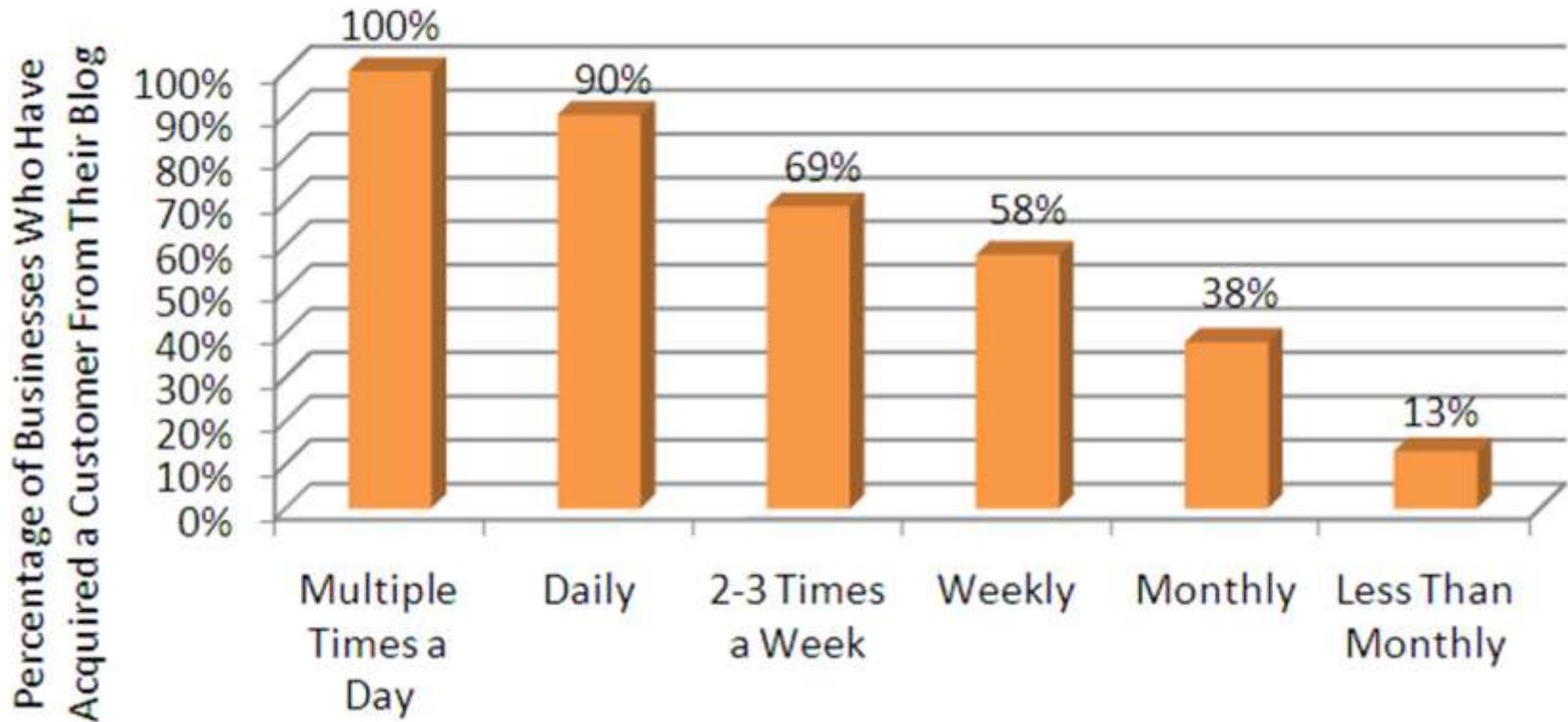
Create Content= Blogging

55% More Website Visitors for Companies That Blog



Blogging=customers

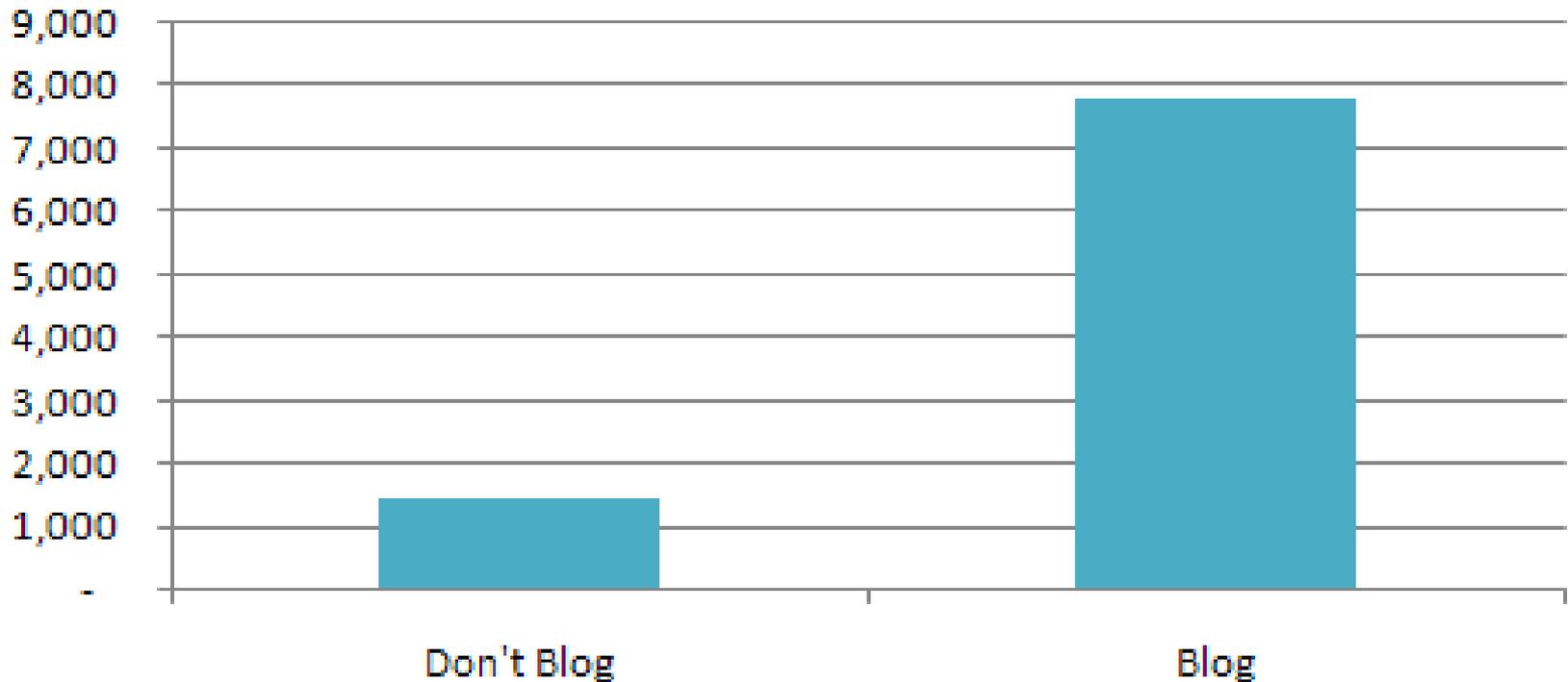
Blog Post Frequency vs. Customer Acquisition



Frequency of Company Blog Posts

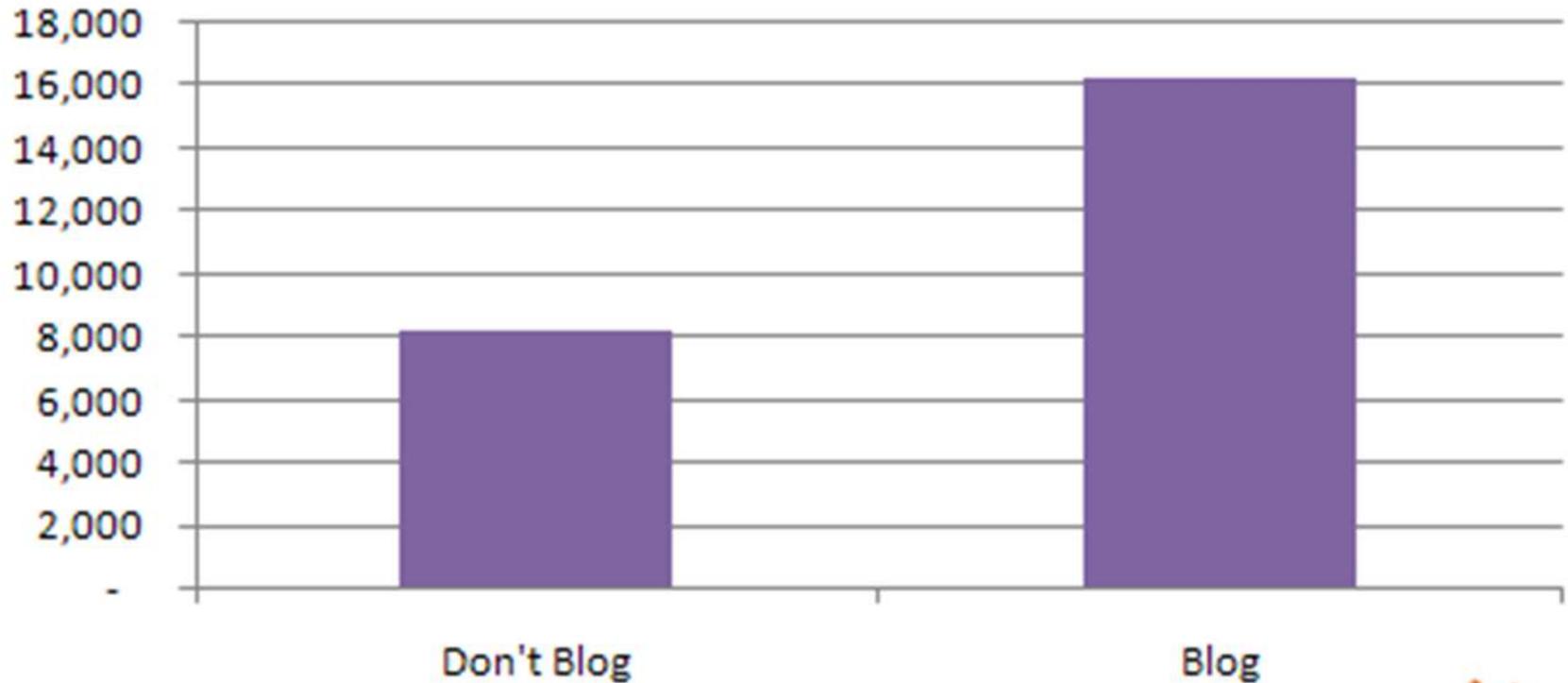
Google Sees Blogs

434% More Indexed Pages for Companies That Blog



Blogs generate links

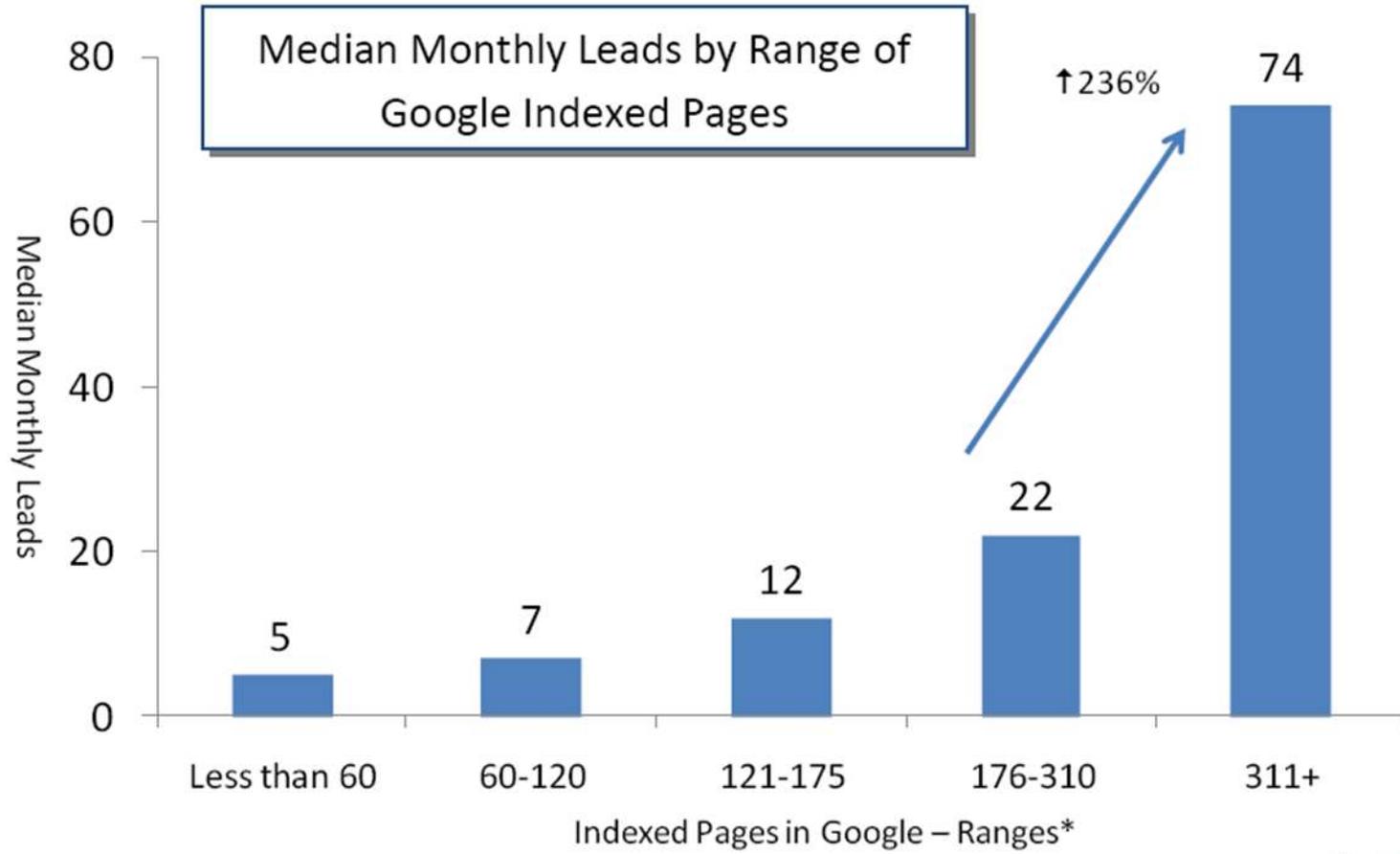
97% More Inbound Links for Companies That Blog



Optimize Website

- Search Engine Optimization
- Key Words
- Meta Descriptions
- Inbound Links
- Internal Links

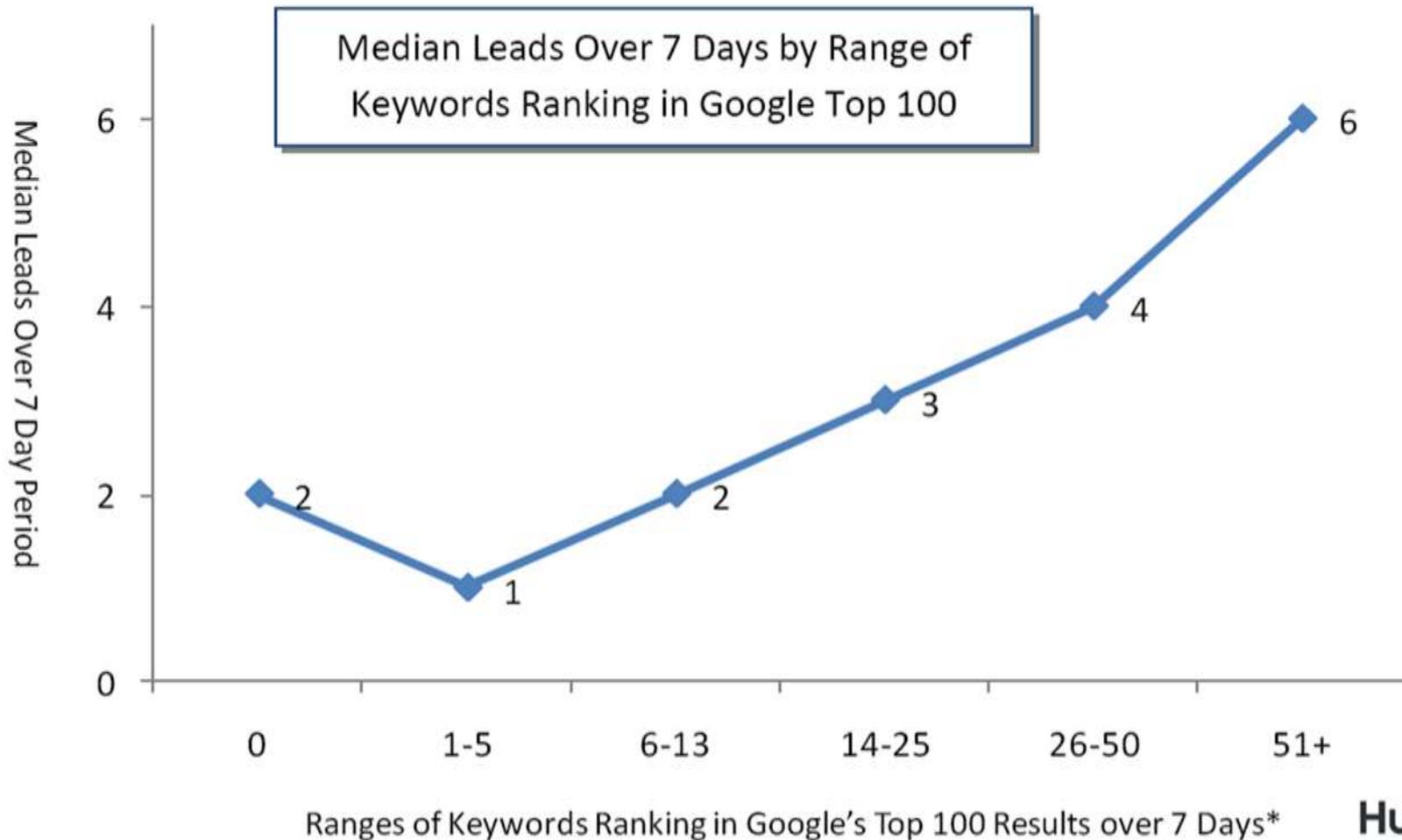
SEO=Google Results



* Each range represents an equal number of customers



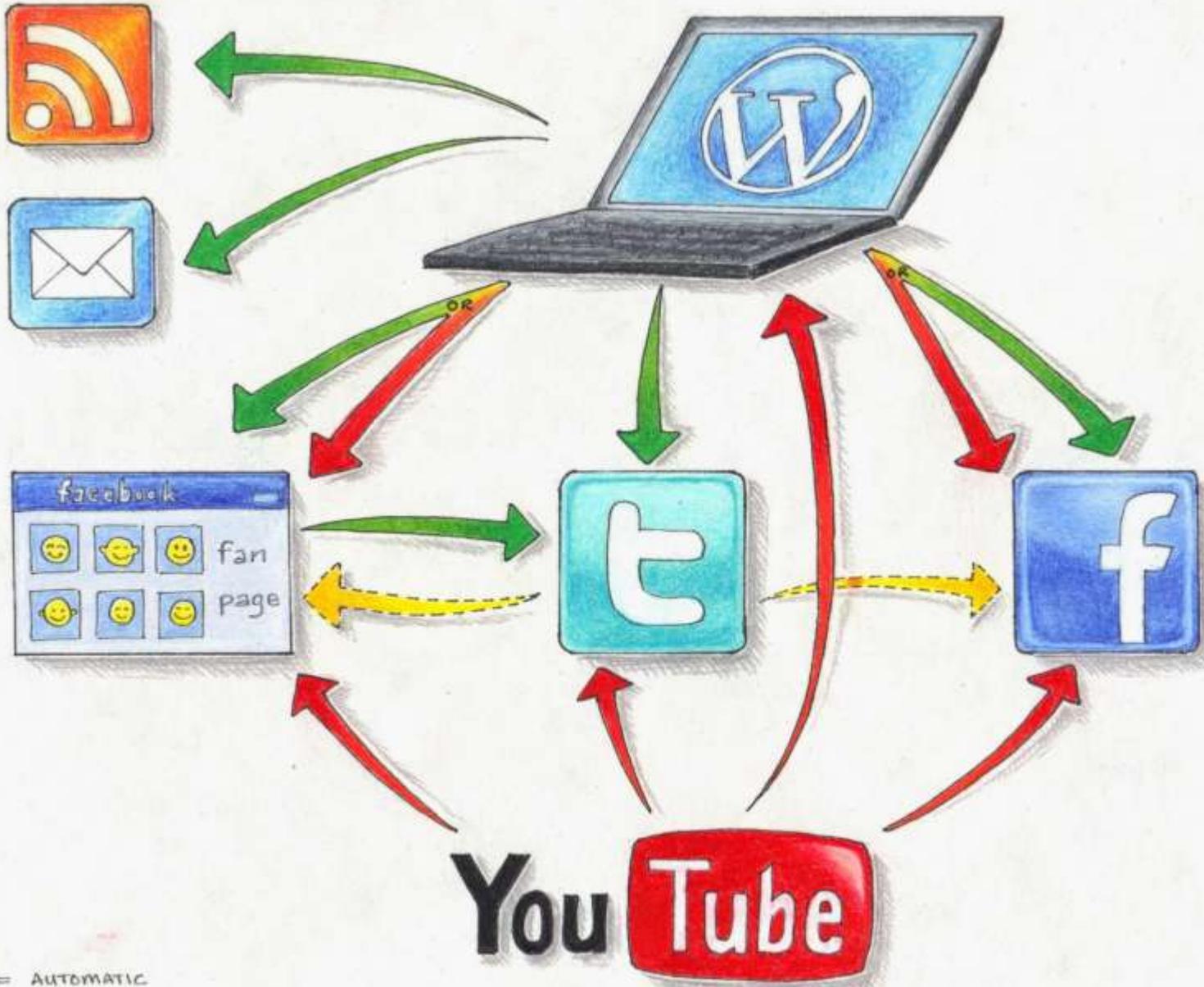
Google=more visitors



Promote

- Facebook
- Twitter
- LinkedIn
- YouTube
- Others





-  = AUTOMATIC
-  = MANUAL
-  = JUST A FEW

67% of B2C companies
and 41% of B2B companies
have **acquired a customer**
through Facebook.

Come in We're

OPEN



The number of marketers who say **Facebook** is “critical” or “important” to their business has increased

83%

in just two years.

A man with short dark hair, wearing a blue and white striped t-shirt, is seen from the back, looking at a green wooden door. The door has a large yellow circle painted on it. A metal padlock is attached to the door handle. The man's right hand is near a slot in the door where a blue card is being inserted.

51%

of Facebook fans
are **more likely to buy**
the brands they fan.

42%
of companies have acquired
a customer through Twitter.





79%
of Twitter followers
are **more likely**
to recommend
the brands they follow.

Twitter Users

- 52% Age 25-44
- Well-Educated
- More Likely Higher Income
- Early Adopters
- Frequent Social Media Users

Source: Twitter Usage In America: 2010

[The Edison Research/Arbitron Internet and Multimedia Study](#)

YouTube

- 2nd Largest Search Engine
- HD & SD Video
- Free Video Hosting
- Up to 20 minutes
- YouTube Channel



Or visit URL:

<http://bit.ly/SEO-YouTube>

LinkedIn

- Professional Groups
- Company Profiles
- Promote Blog & Content
- Participate in Discussion
- Start your own Group

What to do?

- Create content
- Make it easy to find (SEO)
- Tell people about it
- Rinse and Repeat



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7	NICHOLASJON
8	GUSTAVO PIMENTA
10	ETGEEK (ERIC)
11 &13	DELPHWYND
38	RJMETRICS
36	ESCAPEDTOWISCONSIN
37	XURDE
48	EFLON

Thank You



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