




Engagement Rules - Introduction



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How Email and Social Media Work Hand-in-Hand to Grow Business

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Evolution of Media



The Era of Broadcasting



The Era of Conversation



Technology has fundamentally changed the way we
Connect and how we **Discover & Share** information

Why Do We "Market"?



We Want More...

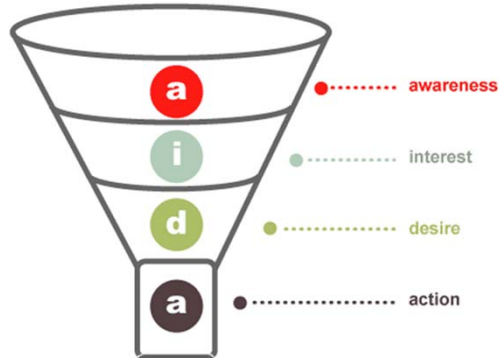
- ✓ Customers
- ✓ Clients
- ✓ Donors / Members
- ✓ Website Traffic
- ✓ Sales
- ✓ Market Share
- ✓ \$\$\$.....

What's Keeping Us Up at Night?



Constant Contact Spring 2011
Attitudes & Outlooks Survey

Marketing 101: A.I.D.A



E. St. Elmo Lewis
(1872–1948)



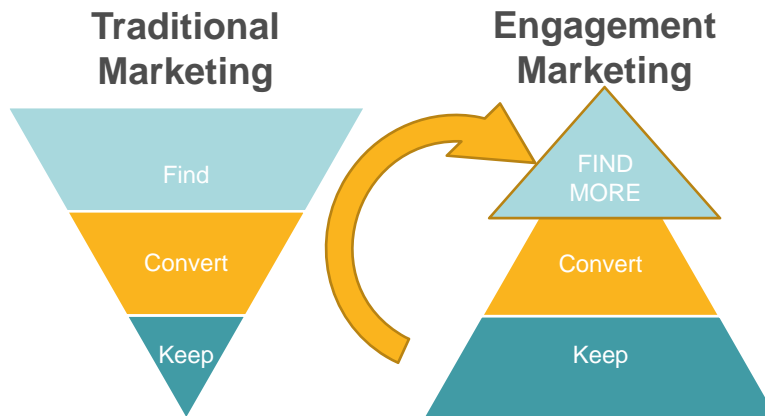
Arthur F. Sheldon
(1868 –1935)

Hope Is Not a Strategy

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New tools have changed the game



“Flip The Funnel: Retention is the New Acquisition”

- Joe Jaffe (@jaffejuice)

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These Guys Are Mad



According to a recent *Nationwide survey*:
MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine... 11,187 in all... were special in this nationwide study of cigarette preference. These leading research organizations made the survey. The gist of the query was: "What cigarette do you smoke, Doctor?" The brand names were not given!

The rich, full flavor and cool richness of Camel's superb blend of tender tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, the preference among doctors will hardly surprise you. If you're not a smoker, try Camels now.



Your "T-Zone" Will Tell You...

I for Taste...
T for Trust...
W for Worth...
W for Taste...
T for Trust...
W for Worth...

CAMELS *Cooler Tobacco*

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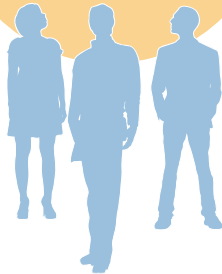
We Don't Trust Brands ... WoM Rules



We have reached a point where:

14% of people **trust ads**

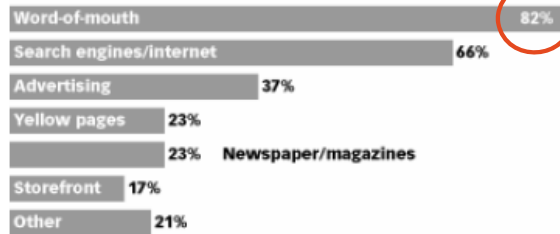
78% of people **trust consumer recommendations**



Source: Neilson Global Trust in Advertising Survey, 2007

Sources New Customers Use to Find Them According to US Small Businesses, March 2011

% of respondents



Source: American Express OPEN and SEMPO, "Small Business Search Marketing Survey," March 23, 2011

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www.eMarketer.com

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Fundamental Principle #1



You Have Limited Control Over Your Brand



Your Customers Define Your Brand

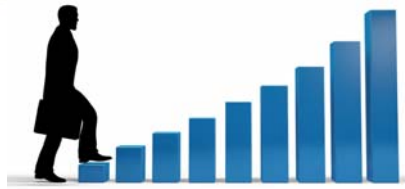
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Levels of Influence



Influence



Paid Media

- Brand pays to leverage a channel
- Examples:
Newspaper Ad
TV Commercial
Sponsorships
Display Ads
GroupOn(s)

Owned Media

- Channel controlled by the brand
- Examples:
Website
Blog
Email List
FB Page
Twitter Acct

Earned Media

- Customer becomes the channel
- Examples:
Forward
Like
Retweet
Check-in
Stumble

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The Roles of Media Have Changed



Paid Media

- Brand pays to leverage a channel
- Examples:
 - TV Commercial
 - Newspaper Ad
 - Sponsorships
 - Display Ads
 - GroupOn(s)

Catalyst to create awareness & feed Owned Media

Owned Media

- A Channel controlled by the brand
- Examples:
 - Website
 - Blog
 - Email List
 - Facebook Page
 - Twitter Account

Assets to engage, build relationships & spark WoM

Earned Media

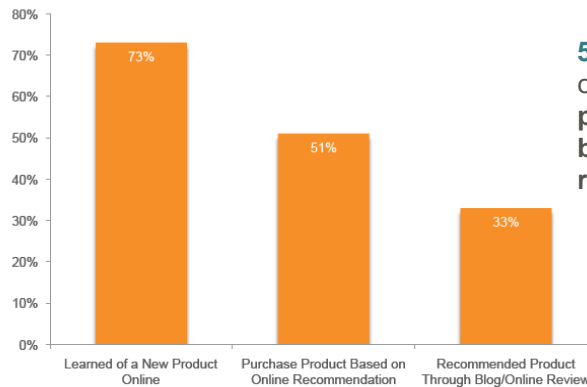
- The customer becomes the channel
- Examples:
 - Forward
 - Like
 - ReTweet
 - Check-in
 - Stumble

Listen, Respond & Engage to encourage continued advocacy

Referrals Influence Purchasing Decisions



Online Influence on Purchase Process



51% of the U.S. sample of the survey had purchased a product based on an online recommendation.

Source: Deloitte, State of the Media Democracy
Methodology: Online survey of 9,067 people in the U.S., Germany, UK, Brazil, Japan, December 2009



The Importance of Permission



Permission Marketing is centered around obtaining customer consent to receive information

Why is this valuable?

- Permission = Consent
- Permission = Intent
- Permission = Anticipation

Forms of Permission

- Opt-in with email address
- Facebook Like
- Twitter Follow
- LinkedIn Connection



Source: SethGodin, @sethgodin

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Engagement Increases Sales



Likelihood to Buy

51%



68%



68%



ExactTarget, "Subscribers, Fans and Followers: The Collaborative Future." September 8, 2010

Engagement Increases Referrals



Likelihood to Recommend

53%



69%



64%

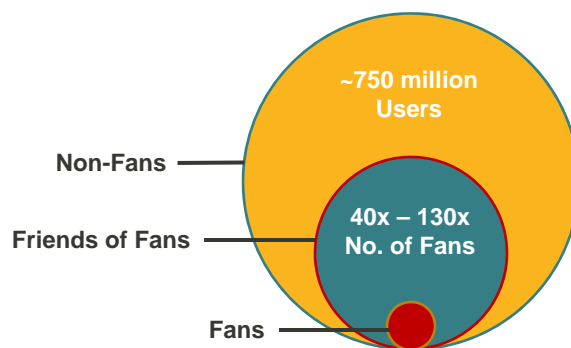


ExactTarget, "Subscribers, Fans and Followers: The Collaborative Future." September 8, 2010

The Power of Social



1. Increases the depth of relationships (ie: loyalty)
2. Generates incremental purchase behavior (ie: sales)
3. Leverages peer-to-peer influence (ie: Word of Mouth)



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Source: ComScore & Facebook

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Entrepreneur's Growth Conference

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Key Points to Remember:

- ***Flip the Funnel***
- ***Engagement is Key***
- ***Email plus Social = Success***