Measuring the Impact of the Channel
Measuring Online & Offline Exposure
Measuring Online Performance

Your website is **critical** to your business’s success.
Google Analytics

Valuable insights at no extra cost.

See all your information online in easy-to-read reports.
Google Analytics

But what do you **know** about your website’s visitors?

- **Who** are they?
- **How** are they getting to your site?
- **What** are they doing once they get there?
- **When** are they visiting?
Better marketing with website insights.

The more you know about your site visitors—like where they come from or which pages they like best—the more you know which marketing efforts actually work.

Google Analytics can help.
Google Analytics

**Measure** progress towards your marketing objectives.

Set goals in Google Analytics to understand if your website is helping you achieve your online objectives.

Use **different goal types** to measure different types of conversions, like online purchases, time spent on your website, or total pages visited.
Measuring Online Performance

What is Full Funnel Analytics℠?

- **Impressions** (Reach & Frequency, Viewable)
  - **Audience Measurement** (DAR / VCE)
  - **% Viewed** (Video)
  - **Brand Lift**

- **Clicks**
  - **Interactions** (expansions, interaction time, closes)

- **Page Views**

- **Leads** (Calls/Form Submissions)

- **App Download**
- **Store Visits**
- **Purchases** (Buy, Account Opened, Contract)
Online to Offline Measurement
Online to Offline Measurement

Benefits of Demanding Independent Campaign Measurements

- Get an unbiased measure of campaign success
- Ability to link meaningful data for meaningful campaign measurement
- Determine whether campaigns drive in-store sales / leads
- Identify buy segments for best targeting strategies
- Understand how media performs across different platforms like Twitter and Facebook
How are people linked to devices?

Key Issue
Content Marketing: The Rocket Fuel for SEO
“Content that is truly exceptional, unique, and useful can earn tremendous awareness through social media, and that social amplification often leads to great links, which leads to great rankings.”

~ Rand Fishkin, CEO/Co-Founder, Moz
Gone are the days

- Outdated on-page optimizations
- Low-value, spammy, irrelevant in-bound links
- Directory and article–based site submissions
- Off-site duplicative content
- Link-baiting
- Off-shore, low-value content
- Desktop-dominant design
In are the days... real pr

Securing top-tier news coverage and bylined articles
Los Angeles Times

How to make your own virtual reality goggles

By Tracy Lien
March 20, 2018

Students make virtual reality viewers out of cardboard at Savannah College of Art and Design.

Make your own Google Cardboard

Google Cardboard is a basic kit that turns your smartphone into a pair of low-end virtual reality goggles.

Made from cardboard, plastic lenses and a magnet, the goggles can be replicated at home.

To make your own, download and print the template from Google and follow the step-by-step instructions.

Want it already assembled?

Some options from third-party makers:

- Poly Case - from $14.95
- Lil Cardboard - from $19.99
- Knoxlabs - from $14.95
- Unofficial Cardboard - from $14.95

Apps for Cardboard

Here are a few of the best:

- Cardboard

The official Google Cardboard app comes pre-loaded with demos like a tour of Versailles, the ability to examine exhibits from every angle, and an interactive animated short film. Only available for Android devices.

- Tourify

Explore thousands of colleges. Just load the site on your phone, pop it into your headset, and away you go. Available for iOS and Android devices.

- Jack White: Third Man

Watch a Jack White concert in virtual reality. Made by the same people behind the Paul McCartney virtual reality concert. Only available for Android devices.

- VR360

A wide variety of virtual reality experiences that work with or without VR goggles. Available for both iOS and Android devices.
“The objective is not to make your links appear natural, the objective is that your links are natural”

- Matt Cutts, Google, Head of Web Spam
IN ARE THE DAYS... REAL PR
IN ARE THE DAYS... REAL PR
In are the days... topical relevance
In are the days... topical relevance
In are the days... hub and spoke
In are the days... content journalism
“Creating content that IS the news”
In are the days... content journalism
“Departure Roulette”
In are the days... content journalism

Heineken Asks Travelers at JFK to Drop Everything, Fly to Mysterious Location

171.6k SHARES

Heineken utilized John F. Kennedy Airport in New York as part of their wider, ongoing "Dropped" campaign. A "Departure Roulette" board was set up at Terminal 8, and passengers were invited to drop their current travel plans to be shipped off to an unknown, more exotic destination instead.

The stunt, conceived by Wieden + Kennedy, coincided with TV ads and a Heineken-branded YouTube series.

"The airport really lent itself to this campaign," says Erik Norin, creative director at Wieden + Kennedy.

"People are more stressed out at the airport than at any other time, and they're about to totally surrender to an airplane. They're looking for a distraction. For us, it's really the perfect storm." Departure Roulette not only attracted the attention of the

...
In are the days... staying power seo tactics

- Social signals
- On-page engagement
- On and off-page messaging alignment
- Mobile optimized UI
- Images/multimedia
- Relevant key-word linking
The 5 p’s of content marketing

• **PLAN:** Define strategy and build an editorial marketing calendar

• **PRODUCE:** Authentic, engaging and sharable content that resonates with consumers

• **PITCH:** Pitch content to high-quality outlets in a thoughtful, unique way

• **PUBLISH:** Collaborate with third-parties to publish content the right way; leverage the content to feed proprietary platforms

• **PROVE:** Quantify to justify with reporting on a content marketing dashboard
Typical editorial cycle

- **Week 1**: Brainstorm and vet topics
- **Week 2**: Pitch week 1 topics
- **Week 3**: Brainstorm and vet topics
- **Week 4**: Pitch week 3 topics
- **Week 5**: Brainstorm and vet topics
When you are ready to create

**Develop content framework**

- Develop a content framework based on finding Skyscanner’s unique positioning and voice in the marketplace
- Define content guidelines and topic buckets
- Identify general topics and filters
- Define content tone and voice

**Content creation:**

- Collaborate and brainstorm content ideas and specific topics
- Draft, design and produce content
- Provide content oversight and direction
- Offer current site content recommendations for improvement and enhancement
- Collect, gather and archive content
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<th>Emotional Filter</th>
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<th>Notes</th>
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Vet topics
Submission cycle

1. Identify outlets
2. Reach out to outlet to obtain information
3. Create content or choose content from library
4. Submit content or remove from list
5. Gauge feedback and sort accordingly