Connection to Content

Giving Customers Reasons to Care
Agenda

1. Introductions
2. Starting your digital Journey - Marciela
3. Content and Social in real life - Amy
4. Q&A
Let’s Connect

Marciela Ross
Marketing Manager
West Paw Design

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marciela@westpawdesign
Remember When…

• A chat was something done face to face

• People gathered to…talk

• Neighbors knew each others name

Hi Marge, heard cha been under the weather. I didn’t think you’d be in this week.
Hi Marge, will you be in for your Vitamin B injection?

Not today, I'll have to reschedule.

No problem, I'll update and send you availability.

Thanks! Oh looking forward to your webinar.

Glad you can make it, Skype me if you have Questions.
Digital Marketing Journey

What will we cover?

• What is Digital Marketing
• Why you need a roadmap?
• Customers journey
• B2B and B2C
• Picking a destination
• Taking stock
• Traveling companions
• Persona workshop
• Planning the experience
• Using the right vehicle
What is Digital?

"Digital marketing is marketing in 2014 and we are all digital marketers. Every tactic in marketing today has an element of digital, of instrumentation."

Tami Cannizzaro (@tamicann) Vice President of Marketing at IBM

"The simple response would be that Digital Marketing leverages electronic devices (PC, Tablet, Phone, digital OOH) to provide an experience that influences a desired audience to take an action. However, that sounds too easy when it’s significantly more complex than that. In my reality, Digital Marketing is the tip of the spear when engaging with a desired audience. It is not simply the channel of delivery, but the way in which an experience comes to life, across channels and in all channels. Digital is now the first touch point for the consumer and a channel where the consumer has greater control over what they see and when they see it. In a world where the intended target has limitless choices, it’s up to Digital Marketers to understand the customer journey, customer expectations and desired outcomes from a myriad of scenarios. Digital Marketing is similar to modern architecture in many ways. Form follows function. An object can take several different shapes and be adorned with a variety of different elements, but it’s up to the marketing architect to understand what will be acceptable to the masses and meet social expectations. If we go too far, we can be seen as interrupting, invasive and oversaturate the market. If we don’t go far enough, then we will not meet the expectation of our target audience, which is to provide them the value and utility they are looking for at the right time and in the right place."

Kevin Green (@KevinMGreen) Executive Director, Marketing at Dell (client)

"Webster’s dictionary defines digital marketing as... nope, not going to do that. For me digital marketing is any way that we, as marketers, use digital media to influence users. Whether that’s the free stuff – search, social, etc. – or the paid stuff – PPC, display advertising, social ads, in game advertising, etc. across all available technologies and platforms. The real trick to effective digital marketing is using the right platform / technology / tactic to reach the audience that will buy your product / read your articles / engage with your content.”

Simon Heseltine (@SimonHeseltine) Senior Director, Organic Audience Development at AOL

"What truly defines successful digital marketing is an agile framework that integrates three basic elements that might be more internally focused: people, process and technology.

- PEOPLE (influencing behavior change internally while creating a compelling call-to-action or experience for the targeted audience)
- PROCESSES (investing in continuous improvement/change management to evolve the marketing platform)
- TECHNOLOGY (disciplined approach to technology adoption)"

Jon Orton (in/jonorton) Director, Marketing Operations at Uponor (client)
Why Do You Need A Road Map?

- So many ways you can engage with prospects and customers
- Each vehicle has a plethora of provider choices
- Management of data and garnering insights can be daunting
There Are Really Two Journeys

- Customers are more educated and savvy
- Customers are also inundated with messaging
- Customers journey still ends with handshake
Get Out of My Dreams, Get Into My Car

Customers

Navigating a current problem
Assessing needs
Evaluating options

Companies

Negotiating changing marketplace
Assessing ways to engage
Evaluating most effective means
B2B vs. B2C

Peer to Peer

Person to Person

B2B Content Marketing Tactic Usage

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Content - other than blogs</td>
<td>92%</td>
</tr>
<tr>
<td>eNewsletters</td>
<td>83%</td>
</tr>
<tr>
<td>Articles on Your Website</td>
<td>81%</td>
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<tr>
<td>Blogs</td>
<td>80%</td>
</tr>
<tr>
<td>In-person Events</td>
<td>77%</td>
</tr>
<tr>
<td>Case Studies</td>
<td>77%</td>
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<tr>
<td>Videos</td>
<td>76%</td>
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<tr>
<td>Illustrations/Photos</td>
<td>69%</td>
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<td>White Papers</td>
<td>68%</td>
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<tr>
<td>Online Presentations</td>
<td>65%</td>
</tr>
<tr>
<td>Infographics</td>
<td>62%</td>
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<tr>
<td>Webinars/Webcasts</td>
<td>61%</td>
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<tr>
<td>Research Reports</td>
<td>48%</td>
</tr>
<tr>
<td>Microsites</td>
<td>47%</td>
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B2C Content Marketing Tactic Usage

<table>
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<th>Tactic</th>
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<td>67%</td>
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<tr>
<td>Branded Content Tools</td>
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<tr>
<td>Infographics</td>
<td>45%</td>
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<tr>
<td>Microsites</td>
<td>44%</td>
</tr>
<tr>
<td>Mobile Apps</td>
<td>42%</td>
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</tbody>
</table>
Pick The Destination

- What are the business goals you want to achieve?
- What digital drivers can help you achieve those goals?

Brand Goals → Campaign Goals → KPI’s

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### MARKETING METRICS THAT MATTER

Marketers have access to more metrics than ever before. That's why it is so important for marketers to track the metrics that matter most.

- **Vanity Metric**
- **Better Metric**

<table>
<thead>
<tr>
<th>EMAIL METRICS</th>
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<tr>
<td>Bounce Rate</td>
<td>Sharing Stats</td>
<td>Open Rate</td>
<td>Deliverability Rate</td>
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<tr>
<td>Leads Generated</td>
<td>Click Through Rate</td>
<td>Cost Per Lead</td>
<td>Lead Quality</td>
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<th>SOCIAL METRICS</th>
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<th>SOCIAL METRICS</th>
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<th>SOCIAL METRICS</th>
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<tr>
<td>Re-tweet Shares</td>
<td>Friends/Followers</td>
<td>Number of Posts</td>
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<tr>
<td>Impressions</td>
<td>Ad Position</td>
<td>Click Through Rate</td>
<td>Cost Per Click</td>
</tr>
<tr>
<td>Number of Leads</td>
<td>Cost Per Lead</td>
<td>Cost Per Acquisition</td>
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</tr>
</tbody>
</table>

<table>
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<tr>
<th>DISPLAY METRICS</th>
<th>DISPLAY METRICS</th>
<th>DISPLAY METRICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>Click Through Rate</td>
<td>Cost Per Impression</td>
</tr>
</tbody>
</table>
Take Stock

Assess your strengths

- What’s your story?
- Where do you add value for customers?
- What do customers thank you for?
- Are there any gaps in what you say and what people hear and understand?

Why do we exist?
What do I promise to deliver?

Brand Communication

Positioning Gap

Customer Perception
Traveling Companions

Buyer Personas

• Goals
• Attitudes (related to your context)
• Behaviors & Tasks (in your context)
• Name
• Photo
• Tagline
• Demographic Info (brief just to help "humanize" them)
• Skill level
• Environment
• Scenarios (not all but perhaps the highest priority, most common or most telling about their needs)
**Consumer Personas**

**Primary Consumer profile**

**Words that Describe them:**
- Pet Parent, Mindful
- Engaged
- Educated
- Disposable Income to spend freely on dog
- Considerate
- Discerning
- Suburban
- Conscientious
- West Paw strangers - unfamiliar with brand
- More tech savvy and less likely to call in

**Quotes that define them:**
- "My dog is my baby"
- "My dog deserves the best"
- "I need a dog bed"
- "I need a toy that will get destroyed in 5 minutes"
- "My dog chews through everything"
- "I need a bed for my crate"

**Ways we can help them:**
1. Answer questions
2. Help solve pet problems (general and specific behavior such as chewing and activity issues)
3. Become a resource to help them realize the aspirations of being the best pet owner
4. Make them aware of their problems

**Persona Details:**

Searching Suzie and Sam
- 35 - 59 y.o.
- College degree
- 2 dog house

**Design Statement:**

Sam and Suzie need products that will help them be better pet parent, allowing them to provide the best for their pets while not sacrificing their own tastes and preferences

**Their Tribe:**

Owners that consider themselves pet parents, knows pets bday, "gets" dog shaming and cat-beards
Plan The Experience

Your Turn

Persona Name

BACKGROUND:
- Basic details about persona’s role
- Key information about the persona’s company
- Relevant background info, like education or hobbies

DEMOGRAPHICS:
- Gender
- Age Range
- HH Income (consider a spouse’s income, if relevant)
- Urban/Urban (Is your persona urban, suburban, or rural?)

IDENTIFIERS:
- Buzz words
- Mannerisms

Goals:
- Persona’s primary goal
- Persona’s secondary goal

Challenges:
- Primary challenge to persona’s success
- Secondary challenge to persona’s success

How We Help:
- How you solve your persona’s challenges
- How you help your persona achieve goals

Real Quotes:
- Include a few real quotes – taken during your interviews – that represent your persona well. This will make it easier for employees to relate to and understand your persona.

Common Objections:
- Identify the most common objections your persona will raise during the sales process.

Marketing Messaging:
- How should you describe your solution to your persona?

Elevator Pitch:
- Make describing your solution simple and consistent across everyone in your company.

Persona Name

PERSONA NAME

GOALS:
- Persona’s primary goal
- Persona’s secondary goal

CHALLENGES:
- Primary challenge to persona’s success
- Secondary challenge to persona’s success

HOW WE HELP:
- How you solve your persona’s challenges
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## Plan The Experience

### Content Audit

<table>
<thead>
<tr>
<th>Audience</th>
<th>Buyers' Journey</th>
<th>User Journey</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Audience</strong></td>
<td><strong>Awareness</strong></td>
<td><strong>Consideration</strong></td>
</tr>
<tr>
<td>IT Professional</td>
<td>• Help me recognize I have an issue</td>
<td>• Understand value of your product/solution</td>
</tr>
<tr>
<td></td>
<td>• Recognize your brand as a leader</td>
<td>• Get detailed technical information on product/solution</td>
</tr>
<tr>
<td></td>
<td>• Educate me on issues and trends</td>
<td>• Understand implementation and deployment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Compare to competitive set</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Demo or try product or solution</td>
</tr>
<tr>
<td>Decision Maker/C-Suite</td>
<td>• Educate me on trends/top reports</td>
<td>• Summary of product or solution and business value</td>
</tr>
<tr>
<td>Influencer</td>
<td>• Education me on issues and trends</td>
<td>• Summary of product or solution and how it meets needs</td>
</tr>
<tr>
<td></td>
<td>• Insight I can own/blog/publish</td>
<td>• Validate my recommendation</td>
</tr>
<tr>
<td>Audience</td>
<td><strong>Conversion</strong></td>
<td></td>
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<tr>
<td>Career Seeker</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>• Recognize your company/brand</td>
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</tr>
<tr>
<td></td>
<td>• Find out if jobs are available for my skills</td>
<td>• Learn why your company is a good place to work</td>
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<tr>
<td></td>
<td></td>
<td>• Learn about culture, benefits, work environment</td>
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<tr>
<td></td>
<td></td>
<td>• Read peer reviews of company as employer</td>
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### Use The Right Vehicle

#### Content Mapping

**Think About How Your Persona Fits into The Buyer’s Journey**

<table>
<thead>
<tr>
<th>BUYER STAGES</th>
<th>AWARENESS</th>
<th>CONSIDERATION</th>
<th>DECISION</th>
</tr>
</thead>
<tbody>
<tr>
<td>User Behavior</td>
<td>Have realized and expressed symptoms of a potential problem or opportunity</td>
<td>Have clearly defined and given a name to their problem or opportunity</td>
<td>Have defined their solution strategy, method, or approach</td>
</tr>
<tr>
<td>Research &amp; Info Needs</td>
<td>Research focused on vendor neutral 3rd party information around identifying problems or symptoms</td>
<td>Committed to researching and understanding all of the available approaches/methods to solving their defined problem or opportunity</td>
<td>Researching supporting documentation, data, benchmarks or endorsements to make or recommend a final decision</td>
</tr>
</tbody>
</table>

#### Content Types

- Analyst reports
- Research reports
eGuides & eBooks
- Editorial content
- Expert content
- White papers
- Educational content
- Comparison white papers
- Expert Guides
- Live interactions
- Webcase/podcast/video
- Vendor comparisons
- Product comparisons
- Case Studies
- Trial Download
- Product Literature
- Live Demo

#### Key Terms

- Troubleshoot
- Issue
- Risks
- Upgrade
- Improve
- Optimize
- Prevent
- Solution Provider
- Service Supplier
- Tool
- Device
- Software
- Appliance
- Compare
- Vs.
- versus
- comparison
- Pros and Cons
- Benchmarks
- Review
- Test

#### Example

1. I have a sore throat, fever, and I’m very ill. What’s wrong with me?
2. Aha! I have strep throat. What are my options for relieving or curing my symptoms?
3. I can see a primary care physician, ER, nurse or clinic. The ER costs $$$, but are the fastest & I have insurance.

Learn more: primary care physicians, ER, nurse or clinic. The ER costs $$$, but are the fastest & have insurance.
### AWARENESS CONSIDERATION DECISION

#### User Behavior
- Insert names of symptoms for potential problem or opportunity
- Insert visitors “name” for their problem or opportunity
- Insert solution strategy, method, or approach

#### Research & Info Needs
- What neutral 3rd party information do they trust?
- What methods to solving their defined problem or opportunity can you share?
- What supporting documentation, data, benchmarks or endorsements can you share?

#### Content Types
- What content can you put in front of visitors at this stage?
- What content can you put in front of visitors at this stage?
- What content can you put in front of visitors at this stage?

#### Key Terms
- What key terms/keywords do visitors at this stage use?
- What key terms/keywords do visitors at this stage use?
- What key terms/keywords do visitors at this stage use?

#### Example
- I have a sore throat, fever, and I'm achy all over. What's wrong with me?
- Aha! I have strep throat. What are my options for relieving or curing my symptoms?
- I can see a primary care physician, ER, nurse or clinic. The ER costs $$$, but are the fastest & I have insurance.

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**Complete Your Buyer’s Journey**

**BUYER STAGES**

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<th>DECISION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research &amp; Info Needs</td>
<td>What neutral 3rd party information do they trust?</td>
<td>What methods to solving their defined problem or opportunity can you share?</td>
<td>What supporting documentation, data, benchmarks or endorsements can you share?</td>
</tr>
<tr>
<td>Content Types</td>
<td>What content can you put in front of visitors at this stage?</td>
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<td>What content can you put in front of visitors at this stage?</td>
</tr>
<tr>
<td>Key Terms</td>
<td>What key terms/keywords do visitors at this stage use?</td>
<td>What key terms/keywords do visitors at this stage use?</td>
<td>What key terms/keywords do visitors at this stage use?</td>
</tr>
</tbody>
</table>

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## Retailer - Content Matrix

<table>
<thead>
<tr>
<th>Buying Stage</th>
<th>Questions</th>
<th>Answer/Topic</th>
<th>Format</th>
</tr>
</thead>
</table>
| Doesn't know they have a problem      | 1. Why are my sales down?  
2. How do I make doing busy easier? | 1. USA made/Eco Friendly  
2. Low MOQ's                                                                                           | 1. Blog Articles  
2. Brand video  
3. Retailer Testimony                                                                                   |
| Determines what they want to solve    | 1. What sets me apart from others?  
2. What will help me sell more? | 1. Easy Merchandising  
2. Customer service  
3. Easy flat rate shipping                                                                               | 1. Retailer success story videos  
2. Assessment tools  
3. Infographics                                                                                           |
| Evaluates Options                     | 1. Are these the high quality products my customers want?  
2. Will these products turn? | 1. Handcrafted West Paw  
2. Zogoflex Guarantee  
3. Bed Guarantee  
4. TOTW winner video | 1. Videos - Retailer success story  
2. Assessment tools  
3. Infographics  
4. ISO Promo offer |
| Chooses Solution                      | 1. How do I start with WPD?  
2. Initial Stocking Order  
3. Best Sellers | 1. West Paw Application  
2. Initial Stocking Order  
3. Best Sellers     | 1. SEO  
2. SlideShare  
3. Infographics  
4. Retailer Starter Kit                                                                                   |
| Resolves Issue                        | 1. What’s new with the line?  
2. What should I order for the seasons?  
3. How do I resolve misships or guarantee? | 1. Seasonal product launches  
2. Promotions  
3. Customer service                                                                                   | 1. WPU  
2. Infographics                                                                                           |
Examples

Service Providers

• Whitepapers
• Webinars
• Resource Centers

Brick and Mortar Retailers

• Editorial Tips
• Curated Shopping lists
• Hosted “hangouts”

eCommerce

• Inspirational/Aspirational content
• News hub
Consumer Guideposts

Keyword research

• Brainstorm
  • Mind bid cost
  • Use Google Adwords Planner
  • Or Ubersuggest
• Start broad go narrow
  • Google’s auto suggest
  • Google’s related searches
• Consider specificity
• Related keywords
• Concatenation
  • Mergewords
• Negative keywords
Delivering the message

- **Awareness**
  - Display Ads
  - Generic Keywords
  - SEO
- **Interest**
  - Social
  - Email
  - Display Retargeting
  - Targeted Keywords
- **Desire**
  - Display Retargeting
  - Brand and Product Keywords
- **Action**
  - Hyper-Targeted Keywords
  - Relevant Landing Pages
Driving Efficiency

- Content Pillar
  - Create one large piece of content
  - Break it up and promote in variations across channels
  - Repurpose as much as possible
Guardrails

Are we going the right way?

• Tolerance levels
• Schedule reports from Google Analytics
• Make quarterly calendar events to check in across mediums
• Reassign resources based on results
Amy Schumann - Public Relations Manager

• For the past 15 years I’ve worked in Public Relations in New York City and San Francisco

• I have a very strong PUBLIC RELATIONS angle in my digital work

• Began stepping into the world of Search Engine Optimization and worked to develop brand through storytelling

• I’ve been at West Paw Design for 3 + years
CONNECTION THROUGH CONTENT:
Traditional Media:

- Harder to track
- Editor acts as Middle “man”
- Has shorter shelf life
Digital Media:

- Easier to track
- More control over content
- Longer shelf life
Social Media:

- 100% control over content
- Open dialogue with consumer
- Control frequency
“Content is where I expect much of the real money will be made on the Internet, just as it was in broadcasting.”

- Bill Gates, 1998
What is Content Marketing?

The creation of content with the intention of:
- distributing it
- engaging with it
- attracting with it

Content functions in a multitude of ways:
- Increasing visibility.
- Encouraging backlinks for SEO, and social shares.
- Optimizing the website for long tail keywords that are harder to target through the website’s static pages.
- Generating new customers or clients.
Strategy: **Backlinking**

**Backlinking:** A hyperlink that links from a Website back to WPD.com. These links are important in determining the popularity (or importance) of our website.

![7 planet-friendly dog beds for comfy canines](image)
Strategy: Backlinking

Ran story in July 2012, still in top 25 referrals
Content Marketing: Where to Start

You **must list your business** on the free search engine maps products so customers can find you online.

Go to Bing Places for Business, Google Places for Business and Yahoo Local online, then follow the directions.

Check your business listing on review sites such as Yelp and address any complaints immediately. (these profile pages often rank well in search engines for business names).

“46% of people who post complaints on a company’s social media page expect a response within 60 minutes.”

*Source: Entrepreneur Magazine*
Creative Content: and… GREAT storytelling!

What grabs your attention more: a list full of ingredients like acacia gum, oligiosaccharide, and glutamate or a story about one company’s mission to bring the tangy sweetness of a blueberry and the warming power of a bowl of oatmeal to kitchen tables around the world? - Fast Company

Then… Have a good call to action!
Creative Content: Look inside your company to see what makes it different...

Point of Difference: West Paw Design uses banana boxes (from local supermarkets) to store our products. This gives the boxes another life (eco-friendly) AND saves us money (business responsibility) on plastic storage containers. We’re then able to pass the savings on to consumers (benefit to end consumers).

Learning: What is something unique AND interesting about your company? Is it the personality or your President, how you produce goods, a service only you provide, a cool start-up story? Look inside your company and what interesting stories do you see?
Content Marketing: Doing it the Smart Way

What tactics produce the most benefit from search engines*?

- Make a list of questions your customers might have or problems they may be trying to solve
- From that list, create an editorial calendar
- Posts based on a questions-driven calendar give you greater opportunities for visibility
- Remember the Posting Frequency rule of thumb: Monthly is fine; weekly is better!

*Source: Entrepreneur Magazine
Creative Content: It comes down to Search Engine Optimization…
Activity:

Think of a common problem your customer’s have…
Activity:

Then think about how YOU would type that question (problem) into a Google Search.
Circle the key words in your search and make sure these words are optimized all over your company’s website.
Landing Pages (Continued)

Search Results = 1st Page!
Ranking = 5

Sessions: 140
New: 92.86%
Bounce: 58.57%
Social Media: The Usual Suspects

Pinterest: Social site that is all about discovery. Users are 17% male and 83% female. 20 million active users.

Twitter: Microblogging social site that limits each post to 140 characters. Largest opportunities. 5,700 tweets happen every second. 241 million active users.

Facebook: Social sharing site that has 1+ billion users worldwide. Largest penetration. In the US, but spreading slowly and steadily. Users share 1 million links every 20 minutes. 1 billion active users.

Instagram: Social sharing site all around pictures and now 15 second videos. Many brands are participating through the use of hashtags and posting. Pictures consumers can relate to. 200 million active users.

Google+: Social network built by Google that allows for brands and users to build circles. Not as many brands are active, but the ones that are tend to be a good fit with a great following. 540 million active users.

LinkedIn: Business oriented social networking site. Brands that are participating are corporate brands. Giving potential and current associates a place to network & connect. 300 million users.

$800 $12,000
Using Social Media to get Press:

- Connect with reporters on Twitter.

- Follow journalists that cover your specific industry and retweet, favorite and comment on their stories.

- Capitalizing on trending topics.
Blogger Outreach + Social Media

Followers: 147 K

Followers: 4K

Followers: 25K
Social Media: Opportunities to Engage

Brand Advocate

Followers: 368K

Followers: 5383
<table>
<thead>
<tr>
<th>Source</th>
<th>Sessions</th>
<th>Revenue</th>
<th>Transactions</th>
<th>Average Order Value</th>
<th>Ecommerce Conversion Rate</th>
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Questions?