



# Big Data for Small Businesses: The Future of Marketing

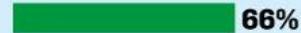
What Will Marketing Look Like in 2016?

Phil Laboon CEO  
Eyeflow Internet Marketing

# Data Driven: Proving ROI

- Proving the ROI of marketing activities is the number one challenge marketers face. - State of Inbound 2015 Study
- In the near future, big data will guide marketers every step of the way.

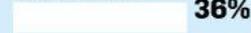
Custom messages and personalized customer experiences



Acquire big data analytical skills to leverage insights



Customer acquisition and retention



Improve efficiency



Customer service data



Customer satisfaction data



Data usage and behavior

# Data Driven: Marketing Metrics

- Top Landing Pages - Which pages are performing the best?
- Top Channels - Which traffic sources are converting?
- Online Mentions - Are you being mentioned in the online community?
- Lead to Customer - What % of your leads become customers?
- Contacts by Persona - Which buyer personas are performing?

# Data Driven: All-In-One Solution

The screenshot displays a CRM interface for a contact named Joe Smith. On the left, the profile card shows his name, job title, and a 'View all properties' button. Below this, the 'ABOUT JOE' section lists his personal and professional details. On the right, a vertical timeline shows a series of activities, grouped by month (October and September 2015). Each activity includes a user icon, a description of the event, and a timestamp.

**Joe Smith**  
Job title

**ABOUT JOE**

First Name Joe  
Last Name Smith  
Email joe@company.com  
Phone Number 4125555555  
Last Contacted 09/25/2015  
Lifecycle Stage Opportunity

View all properties

**OCTOBER 2015**

- Joe opened [Back to the Future: Celebrating Marty McFly's Arrival](#) 10/14/2015 at 10:06 AM EDT
- Joe opened [Google Cracking Down on Hacked Sites](#) 10/13/2015 at 10:58 AM EDT

**SEPTEMBER 2015**

- Joe opened [Meeting Request/Please Advise](#) 09/28/2015 at 10:15 AM EDT
- Joe opened [Spying On Your Competitors](#) 09/26/2015 at 10:36 AM EDT
- Joe lifecycle changed to opportunity 09/25/2015 at 2:30 PM EDT
- Deal created 09/25/2015 at 2:30 PM EDT

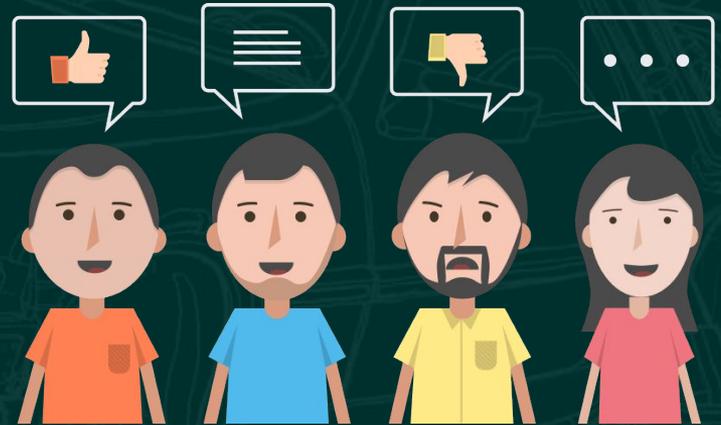
# Personalization

- 74% frustrated when content is not relevant to them – [Janrain](#)
- One-size-fits-all approach is on the decline.
- Customers are Getting Used to Personalization:
  - Music Streaming (Spotify, Pandora, Slacker Radio)
  - Purchase Suggestions (Amazon, Etsy, eBay)
  - On-Demand TV (Hulu, Netflix, Apple TV)
- Goal of personalization:
  - Provide an experience that reflects their past preferences and behaviors.
  - Anticipates what they are going to want or need next.
  - Give your sales team a better understanding of each potential customer.

# Personalization: How To

- Create content marketing campaigns for specific buyer personas.

- Focused Offer Landing Page
- On-Topic Blog Posts
- Custom CTAs
- Targeted Social Media Posts
- Personalized Emails

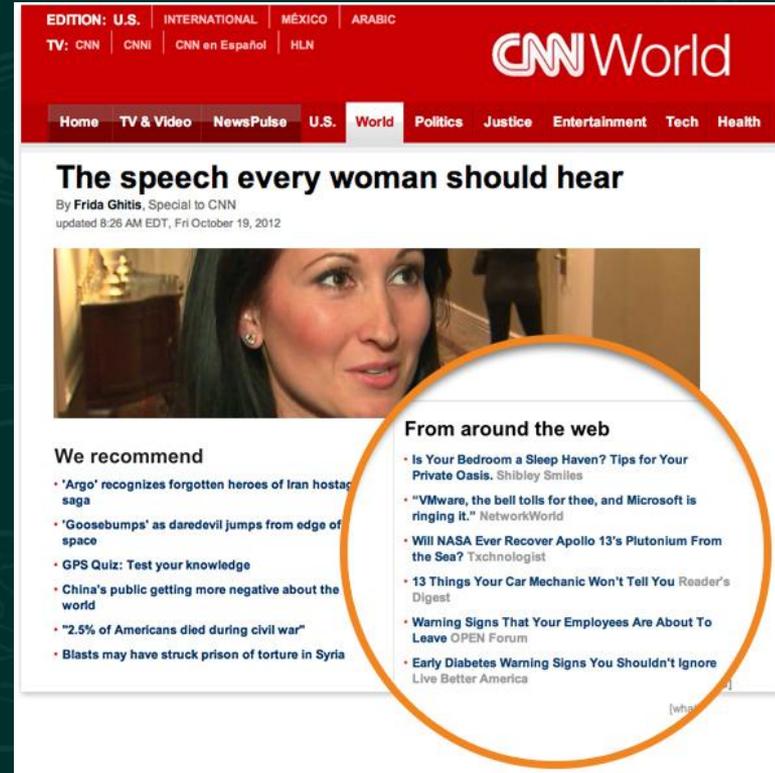


# Integration

- *Problem:* Using many technologies that don't communicate
- *Solution:* Integrated Marketing Platforms
- *Benefit:* All marketing and sales channels in one place

# Native Advertising

- How are they different?
  - Native ads are designed to fit naturally into publications.
- Examples:
  - Related Articles on Forbes, MSN
  - Sponsored videos on Youtube
  - Sponsored discussions on Reddit



The screenshot shows the CNN World website interface. At the top, there are navigation links for 'EDITION: U.S.', 'INTERNATIONAL', 'MÉXICO', and 'ARABIC', along with 'TV: CNN', 'CNNI', 'CNN en Español', and 'HLN'. The main navigation bar includes 'Home', 'TV & Video', 'NewsPulse', 'U.S.', 'World', 'Politics', 'Justice', 'Entertainment', 'Tech', and 'Health'. The article title is 'The speech every woman should hear' by Frida Ghitis, Special to CNN, updated on October 19, 2012. A photo of a woman is featured below the title. A circular orange highlight is drawn around the 'From around the web' section, which lists several external links. The 'We recommend' section is also visible to the left of the highlight.

EDITION: U.S. | INTERNATIONAL | MÉXICO | ARABIC  
TV: CNN | CNNI | CNN en Español | HLN

CNN World

Home TV & Video NewsPulse U.S. World Politics Justice Entertainment Tech Health

## The speech every woman should hear

By Frida Ghitis, Special to CNN  
updated 8:26 AM EDT, Fri October 19, 2012



### From around the web

- Is Your Bedroom a Sleep Haven? Tips for Your Private Oasis. Shibley Smiles
- "VMware, the bell tolls for thee, and Microsoft is ringing it." NetworkWorld
- Will NASA Ever Recover Apollo 13's Plutonium From the Sea? Tchnologist
- 13 Things Your Car Mechanic Won't Tell You Reader's Digest
- Warning Signs That Your Employees Are About To Leave OPEN Forum
- Early Diabetes Warning Signs You Shouldn't Ignore Live Better America

### We recommend

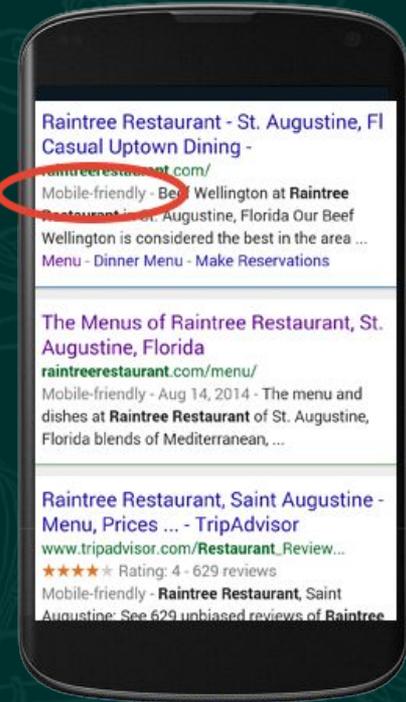
- 'Argo' recognizes forgotten heroes of Iran hostage saga
- 'Goosebumps' as daredevil jumps from edge of space
- GPS Quiz: Test your knowledge
- China's public getting more negative about the world
- "2.5% of Americans died during civil war"
- Blasts may have struck prison of torture in Syria

# Native Advertising

- This year native ad spend is estimated to reach around \$11 billion.
- That figure is projected to reach about \$17.5 billion in 2017
- “Traditional” online advertising facing challenges:
  - Cost of traditional PPC continues to grow - The focus of native ads helps decrease the cost.
  - Sites are leaving less room for traditional PPC ads. - Google penalization and more focus on UX.
  - Usage of ad-blockers is increasing. - People don't want to see irrelevant content.

# Mobile and Beyond

- Google Released a “Mobile Friendly” update” in April 2015.
- Use Responsive Design:
  - Content automatically adapts to different screen sizes and orientations.
  - Uses the same HTML and URLs across all devices
  - Can adapt to new, internet-enabled devices as they appear on the market



# Negative SEO

qs2wtqo SEO pittsburgh

Plaats reactie ↩



Doorzoek dit onderwe



**jibjabst**

Berichten: 7218

Lid geworden op: 24 Aug  
2015, 13:37

qs2wtqo SEO pittsburgh

□ door **jibjabst** » 16 Sep 2015, 04:33

Have you seen this neat page...

pittsburgh SEO

Plaats reactie ↩



< Terug naar "HOME FORUM"



**Are you ready for the future?**

**Thank You!**

**Get a Copy of our “Future of Marketing” Whitepaper**

**Go To: [eyeflow.com/LHSummit](https://eyeflow.com/LHSummit)**