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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
66%
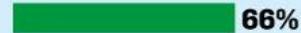
Acquire big data analytical skills to leverage insights
40%

Customer acquisition and retention
36%
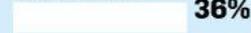
Improve efficiency
36%

56% Customer service data

51% Customer satisfaction data

44% Data usage and behavior

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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?

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Data Driven: All-In-One Solution

Personalization

- 74% frustrated when content is not relevant to them – <u>Janrain</u>
- One-size-fits-all approach is on the decline.
- Customers are Getting Used to Personalization:
  - Music Streaming (Spotify, Pandora, Slacker Radio)
  - Purchase Suggestions (Amazing, 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.

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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

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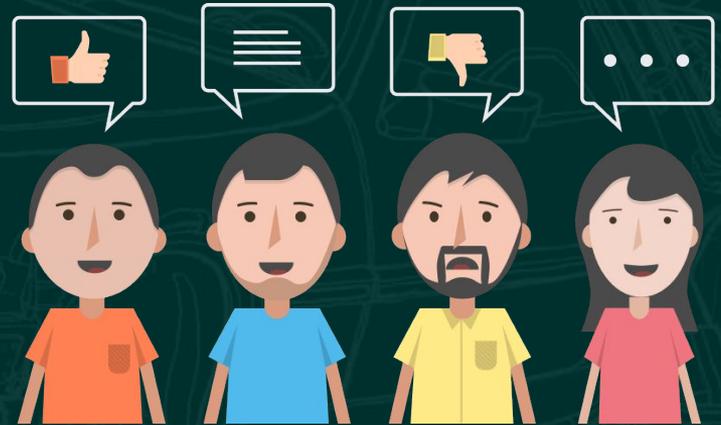
Integration

- **_Problem:_** Using many technologies that don't communicate

- **_Solution:_** Integrated Marketing Platforms

- **_Benefit:_** All marketing and sales channels in one place

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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

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.

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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
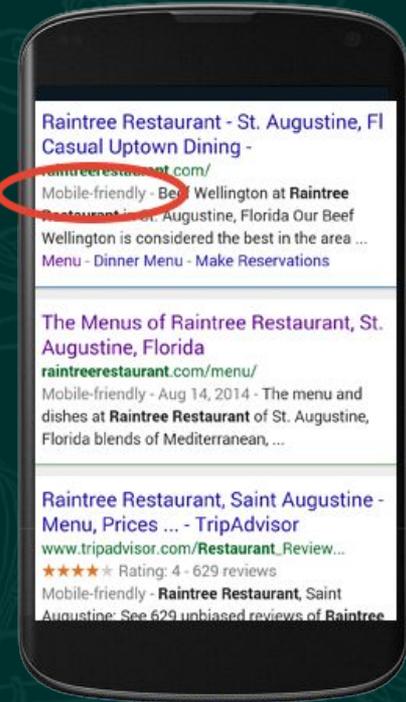
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Negative SEO

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Are you ready for the future?

Thank You!

Get a Copy of our "Future of Marketing" Whitepaper

Go To: eyeflow.com/LHSummit