



Digital Marketing and Your Loyalty Machine

*Navigating through
the digital world*

Ben Littlefield, MBA



Is Social Media a Fad?

Is it worth your time?

Is this a digital revolution?



Over 50%

Of the world's population is under 30...

96% of these “millennials” are on social networks



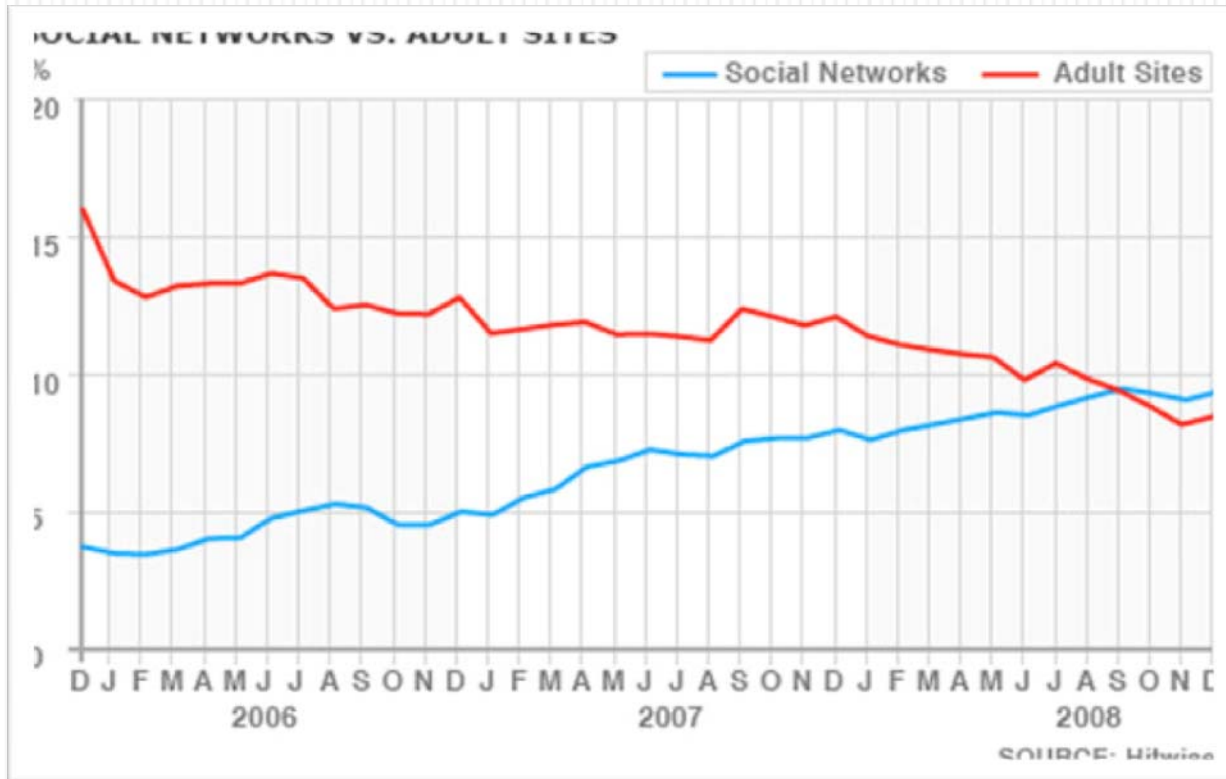
facebook

Tops Google for weekly traffic in The USA



PORN

[do I have your attention?]



Social Media has
officially
overtaken porn as
the #1 activity on
the web

LOVE

[yes, I had to make up for PORN]

1 in 8 couples married in the U.S. met via social media...



Years to reach 50 million people

Radio 38 years



TV 13 years



Internet 4 years



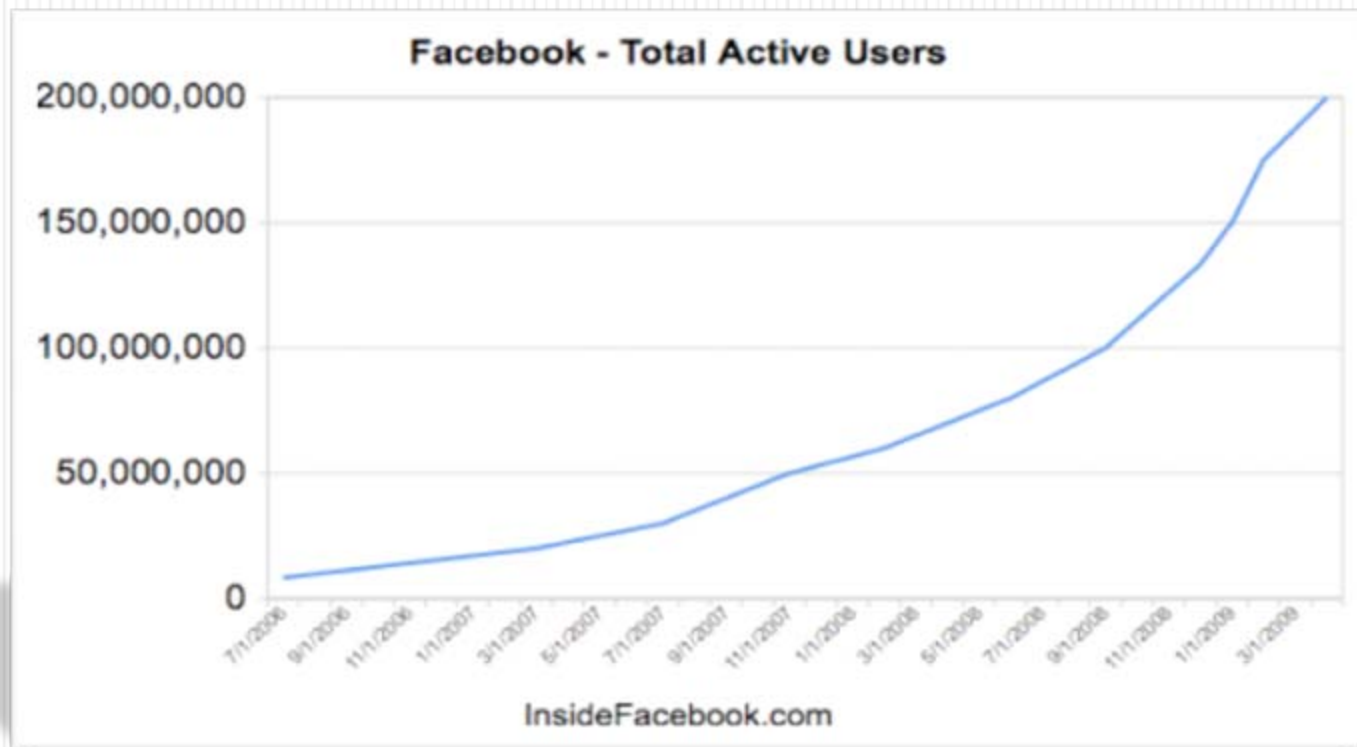
iPod 3 years



facebook



Added over 200 million users in less than a year!



iTunes apps downloads



Hit 1 BILLION downloads in 9 months



If facebook were a country...

1. China
2. India
3. **facebook**
4. United States
5. Indonesia
6. Brazil
7. Pakistan
8. Bangladesh

It would be the world's 3rd
LARGEST country...



What's happening?

139

| Ashton Kutcher and Britney Spears have more twitter followers than...



Sweden, Israel, Ireland, Panama, Switzerland, Norway



Generation Y and Z consider email passé

Some Universities have stopped issuing email accounts

And are distributing iPads and Tablets...

What Happens in Vegas Stays

ON...



YouTube



2nd Largest Search Engine on the Planet

While I am speaking...

100+ hours of video will be uploaded to YouTube

Word of Mouth on Steroids, Smoking Crack



Over 200 million Blogs

25% of search results for the World's Top 20 Largest Brands Links to User-Generated Content...

34% of Bloggers post opinions about business products and services...

What are they saying about you?

TRUST and EFFECTIVENESS

78% of consumers trust reviews



Only 14% Trust Ads

This is likely why only 18% of TV ads generate a positive ROI

Or, it could be the 90% of people who skip the ads via DVR/TiVo

More digital goods...

Last Christmas Kindle eBooks outsold paperbooks



While newspapers are dying...

60 million status updates happen on facebook daily

We no longer search for news... News finds US!



Now for the rest of the story

Is it right for you???



The Internet: Kind of a big deal

- ◇ **228 million in the US**
- ◇ **74% of US population**
- ◇ **US not the leaders:**
 - ◇ **South Korea 77%**
 - ◇ **Australia 80%**
 - ◇ **Netherlands 86%**
 - ◇ **Sweden 89%**
 - ◇ **Iceland 93%**



So... who's online?

Ages	Generation	% Using Internet	Online Population
15-30	Gen Y	91%	68 million
31-45	Gen X	90%	52 million
45-64	Baby Boomers	79%	80 million
64-72	Matures / Silent	56%	16 million
73+	GI Generation	29%	9 million

Source: Pew Internet & American Life Project 2009

**89% of surfers
are between
ages 15 and 64**

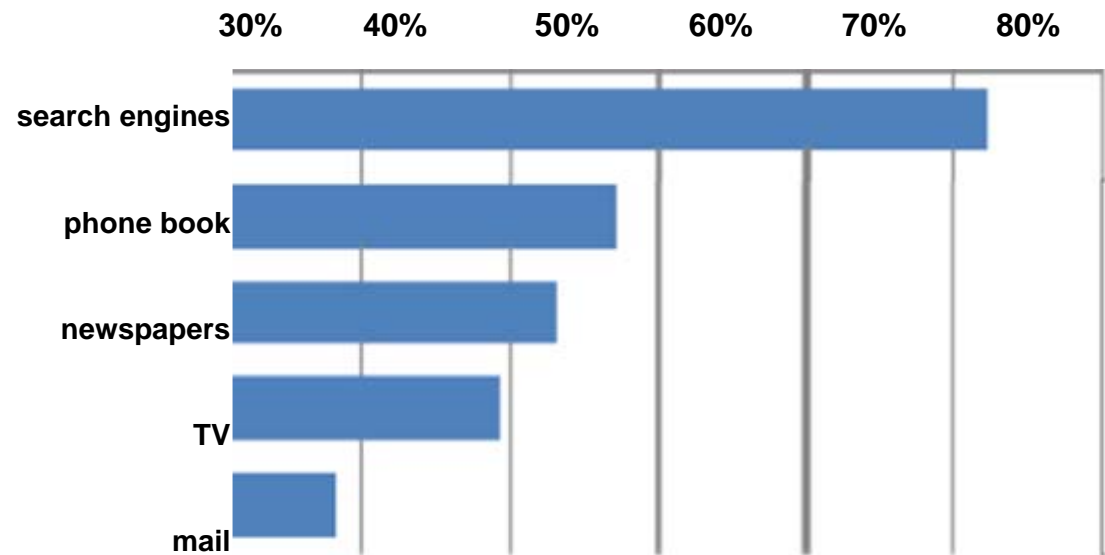
where are people looking?

Customers want
to make a
purchase
decision

NOT

Be “sold to”


How customers get information to make a buying decision:



Source: Webvisible and Nielsen, reported by Marketing Charts- 2009

Your Website: Online brochure?????

A.K.A. "A BILLBOARD IN A DESERT"



IS THIS
YOU???

Going Interactive

ROI vs ROE

Does it make sense?

Twitter, Facebook, Social Media...

REALITY CHECK

- You are NOT Zappos (yet)
- You are NOT Ashton Kutcher
- These are the case studies we see... They are NOT relevant to your immediate needs...

When to get social and why...

- It's all about loyalty and activation
- Remember, your current customers already believe in you and will spend more money...
- Using social media for prospecting = POOR ROE and POOR ROI...

Original Case Study:

Sushi Restaurant in Fort Worth...

New Case Study...

Case Study: Outdoor Construction



SOUTHERN OUTDOOR APPEAL

creating spaces for your outdoor living

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[Beautiful Mt. Bonnell Deck & Cover!](#)

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New Patio & Outdoor Kitchen @ the Aquaplex

Here are some pictures of the before and after of the patio, patio cover and outdoor kitchen we just added to a already beautiful home towards Buda, TX @ the Aquaplex. (for you tournament skiers)

The homeowner wanted a patio that looked like the homebuilder built it at the same time as the rest of the home. We matched the stucco of the home, the hardi cedar mill, roof and shingles, etc.

This is a homeowner that likes to entertain and have friends over to hang out and relax. We built them a place that we would all like to hang out in and RELAX!!!!



Before we touched anything. it was a very nice home!



SOUTHERN OUTDOOR APPEAL
creating spaces for your outdoor living

Southern Outdoor Appeal

- Wall
- Info
- Photos
- +

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Designing & Creating your Perfect Outdoor Living Spaces.

Insights

[See All](#)

12 Monthly Active Users

0 Daily New Likes

0 Daily Post Views

0 Daily Post Feedback

Insights are visible to page admins only.

7 Friends Like This

6 of 7 Friends

[See All](#)



Matt Channel



Marvin Conrad



Sunnie Channel



Gena Massingill



Jun Nagashima



Matthew Channel

1,670 People Like This

[See All](#)



What's on your mind?

Attach:



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[Remove](#)



Southern Outdoor Appeal

New Patio

southernoutdoorappeal.com

Here are some pictures of the before and after of the patio, patio cover and outdoor kitchen we just added to a already beautiful home towards Buda, TX @ the Aquaplex. (for you tournament skiers) The homeowner wanted a patio that looked like the homebu

July 24 at 9:48am · [Comment](#) · [Unlike](#) · [Share](#) · [Promote](#) · [Report](#)

You like this.

Write a comment...



Southern Outdoor Appeal

Arbor in Driftwood finished Yesterday!

southernoutdoorappeal.com

Here are some before and after shots of a nice back patio that we transformed into a Texas size Arbor/ Pergola! All Cedar with Sikkens Cedar Stain. Limestone post wraps at the bottom of each post to match the rest of the patio. [caption id="attachme

July 7 at 12:33pm · [Comment](#) · [Unlike](#) · [Share](#) · [Promote](#) · [Report](#)

You like this.

Write a comment...



Southern Outdoor Appeal We removed their old 10x10 deck and replaced it with THIS!!!
Brand New Cedar Deck and Arbor with Cedar Stain



Result

- Using the “keeping up with the Joneses psychology, this company is keeping it’s existing customers happy and driving in referrals...
- Notice: they are not prospecting, they are merely helping their clients brag...

Bottom Line

- Digital Marketing is all about delivering value.
- Social Media Venues are merely communications platforms to share that value with your loyal customers
- Delivering to existing customers creates trust & loyalty, and as a byproduct, new referrals.

And one last thing...

QR Codes...



QR Code... What is it?

Text

Website URL

Telephone Number

SMS Message

Email Address

Email Message

Contact Details (VCARD)

Event (VCALENDAR)

Google Maps Location

Wifi Login

Paypal Buy Now Link

Social Media

iTunes Link

YouTube Video



QR Code - Applications

Use it on things you hand out...

Biz cards

Brochures

Clothes

Receipts

Possibilities are endless...



Get YOUR QR Code FREE

qrstuff.com



Q & A



Questions?

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