

What is Marketing? By The Camel

If the camel circus is coming to town and you paint a sign saying “Circus is coming to Dubai” - that’s ADVERTISING.

If you put the sign on the back of a camel and walk it through town, that’s PROMOTION.

If the camel walks through the sheikh’s flower bed, that’s PUBLICITY.

If you can get the sheikh to laugh about it, that’s PUBLIC RELATIONS.

And, if you planned the whole thing ... that’s MARKETING.”

Anonymous

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In the next 30 minutes we will -

- Learn about The Splinternet
- Streamline your marketing strategy with the 3Ms
- Look at some 2015 Trends Impacting The Splinternet
- Help you determine how to strategize media reach on The Splinternet

So ... does anyone remember when the internet was just websites and email?

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Welcome to the Splinternet!

The internet is radically changing. Challenges for organizations and businesses – where to advertise, where to invest your time and staff resources, which social media channel to use, should you redesign your website?



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Media – Market – Message – 3Ms

Your Homework

A. Market

- Who is your market?
- Who are you talking to?
- Where are they?
- What do they look like?
- Which NEW markets do you want to reach?

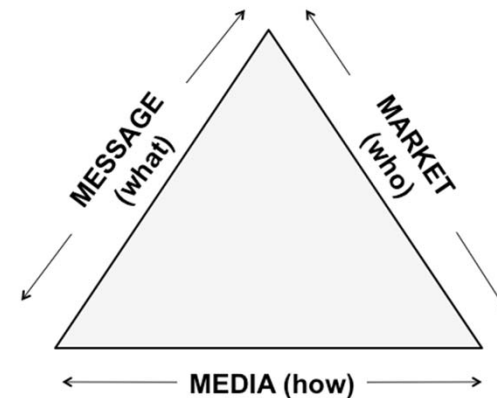
B. Marketing Message

- What is your message for each of your products / events / campaigns?

C. What Are your Media

- Which media do you currently use?
- Are they effective?
- Which media actually reach your target market? (do you know?)

Marketing Results Triangle



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Internet Marketing Eco System

Build where you are in control



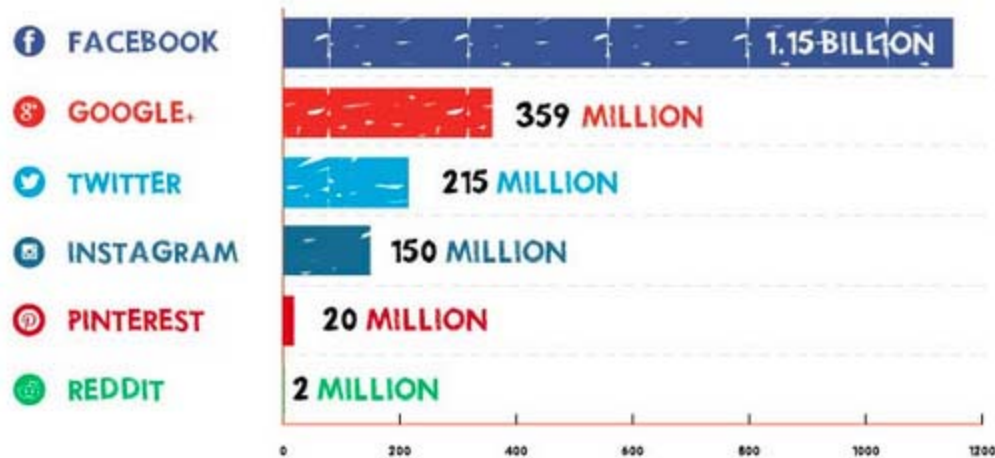
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Finding your market on the Splinternet

MONTHLY ACTIVE USERS



A social media user needs to be **active** on a social media site in order for them to be of any use to you.

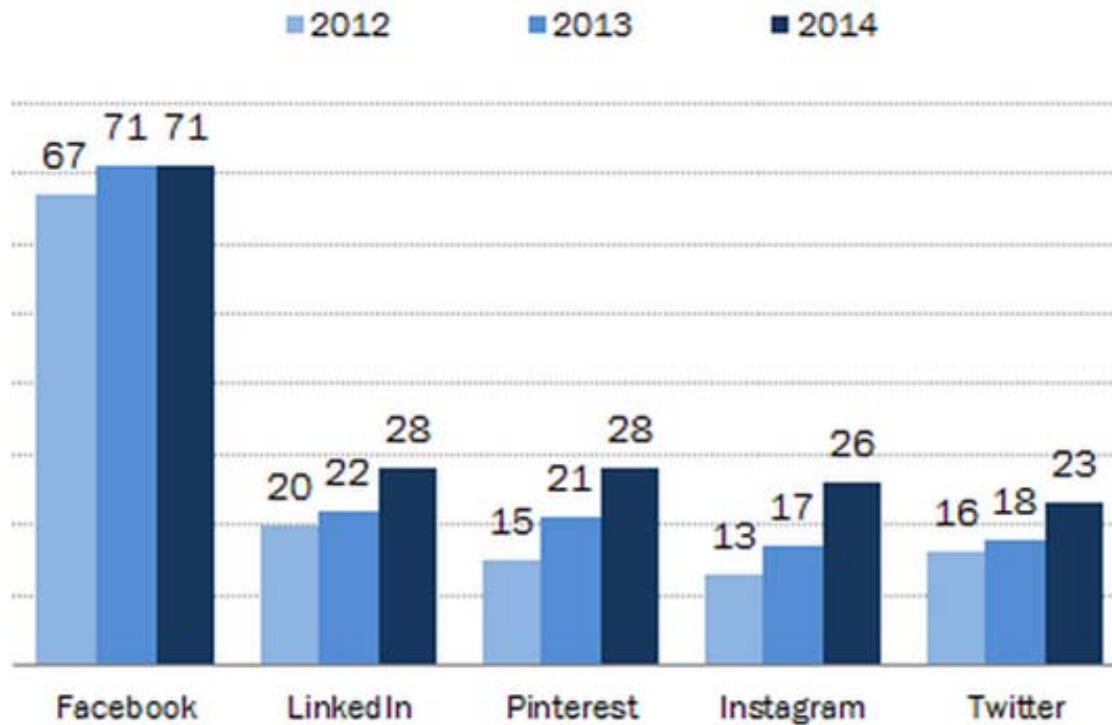
- Big social media numbers doesn't mean big activity!
- For example, there are over 1 billion **Google** users, but only 35% percent of those users were active in the past month. Twitter, too, has a lot of members with a relatively low number of active members. Of the site's 700 million signups, only a portion of those are active each month.

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Growth of Social Media Channels over three years (to Sept 2014)



An estimated 42% of social media users regularly use **two or more** accounts.

Is Facebook in decline?

Note growth of each channel over past three years. What are the patterns?

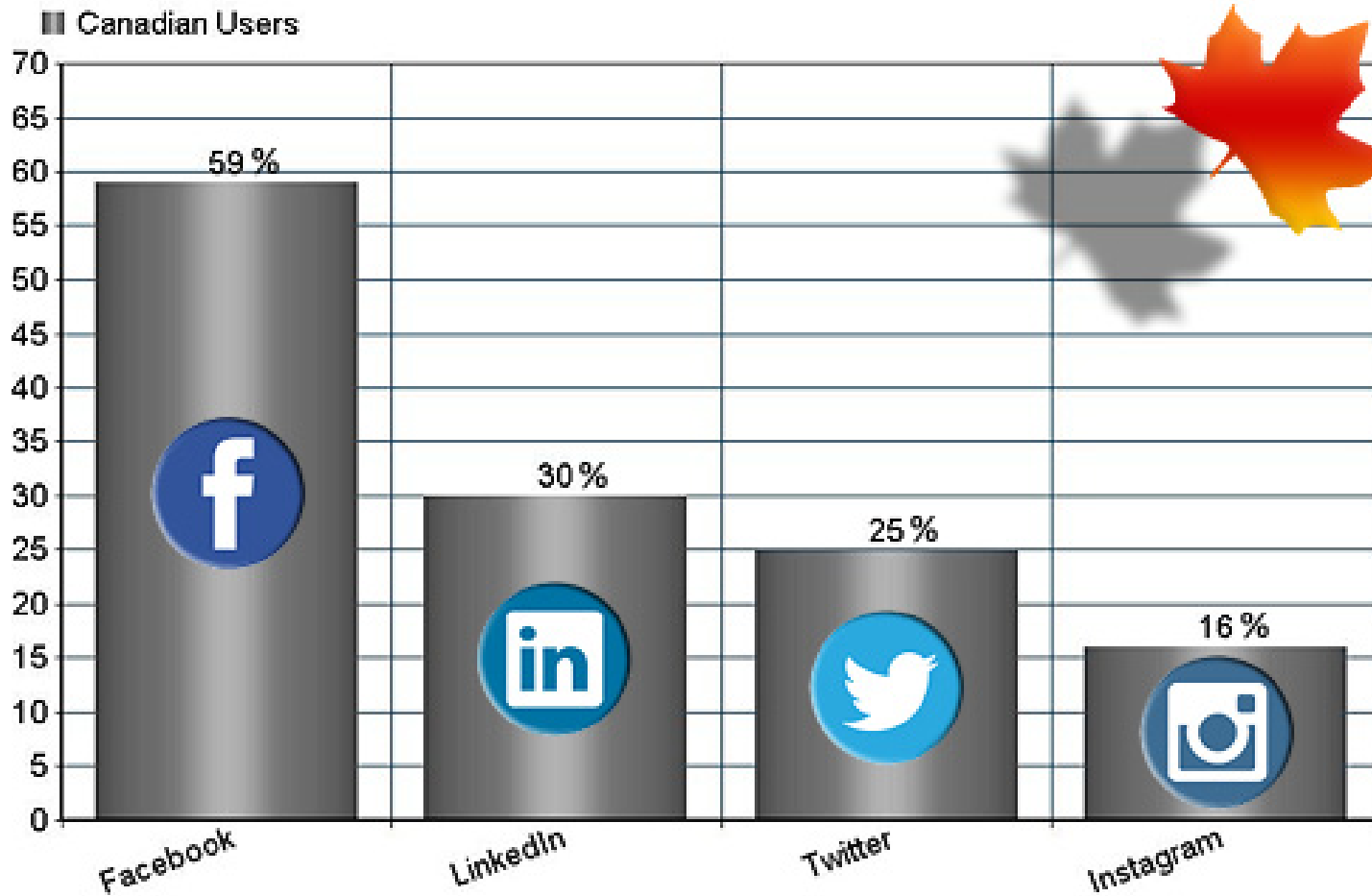
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Social Media Demographics - The Big Picture

Canadian Statistics January 2015 (Forum Research)



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Canadian Statistics January 2015 (Forum Research)

Instagram – used almost daily

- 16% of survey respondents use Instagram.
- Canadians visit Instagram about **six times each week**.
- This network is popular among the youngest Canadians at 32%.
- 18% of those earning less than \$20K and 18% of those earning between \$80K and \$100K use Instagram.
- 25% of Mothers of children under 18 are on Instagram.
- 18% of college graduates prefer Instagram.

Twitter – used 5 times per week

- 25% of survey respondents use Twitter.
- Canadians visit Twitter about **five times each week**.
- This network is popular among the youngest Canadians at 36%.
- 31% of those earning \$80K or over use Twitter.
- 29% of parents with children are on Twitter.
- 18% of college graduates prefer Twitter.

LinkedIn – used up to twice per week

- 30% of respondents use LinkedIn.
- Canadians visit LinkedIn **about twice per week**.
- This network is most popular with middle-aged Canadians (GenX, 45-54 years of age).
- **46% of those earning \$100K-\$250K** use LinkedIn.
- 36% of parents with children under 18 are on LinkedIn.
- 48% of those holding a post graduate degree prefer LinkedIn.

Facebook – used several times daily

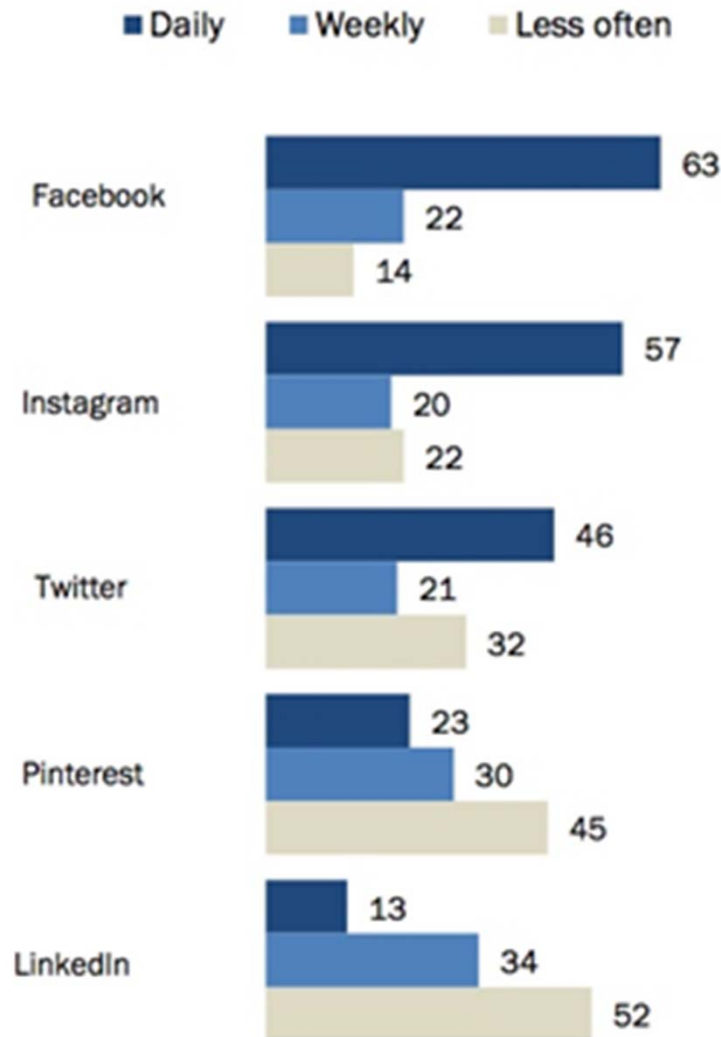
- 59% of survey respondents use Facebook.
- Canadians visit Facebook about **nine times each week**.
- This network is popular among Canadian youth at 75%.
- 75% of those earning \$80K-\$100K use Facebook.
- 70% of Mothers of children under 18 are on Facebook.
- 68% of college graduates prefer Facebook.

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- ❖ Be aware of social media FREQUENCY compared to use.
- ❖ For example, LinkedIn is known as the monetary channel but users are there less often – so the opportunity to engage is lower



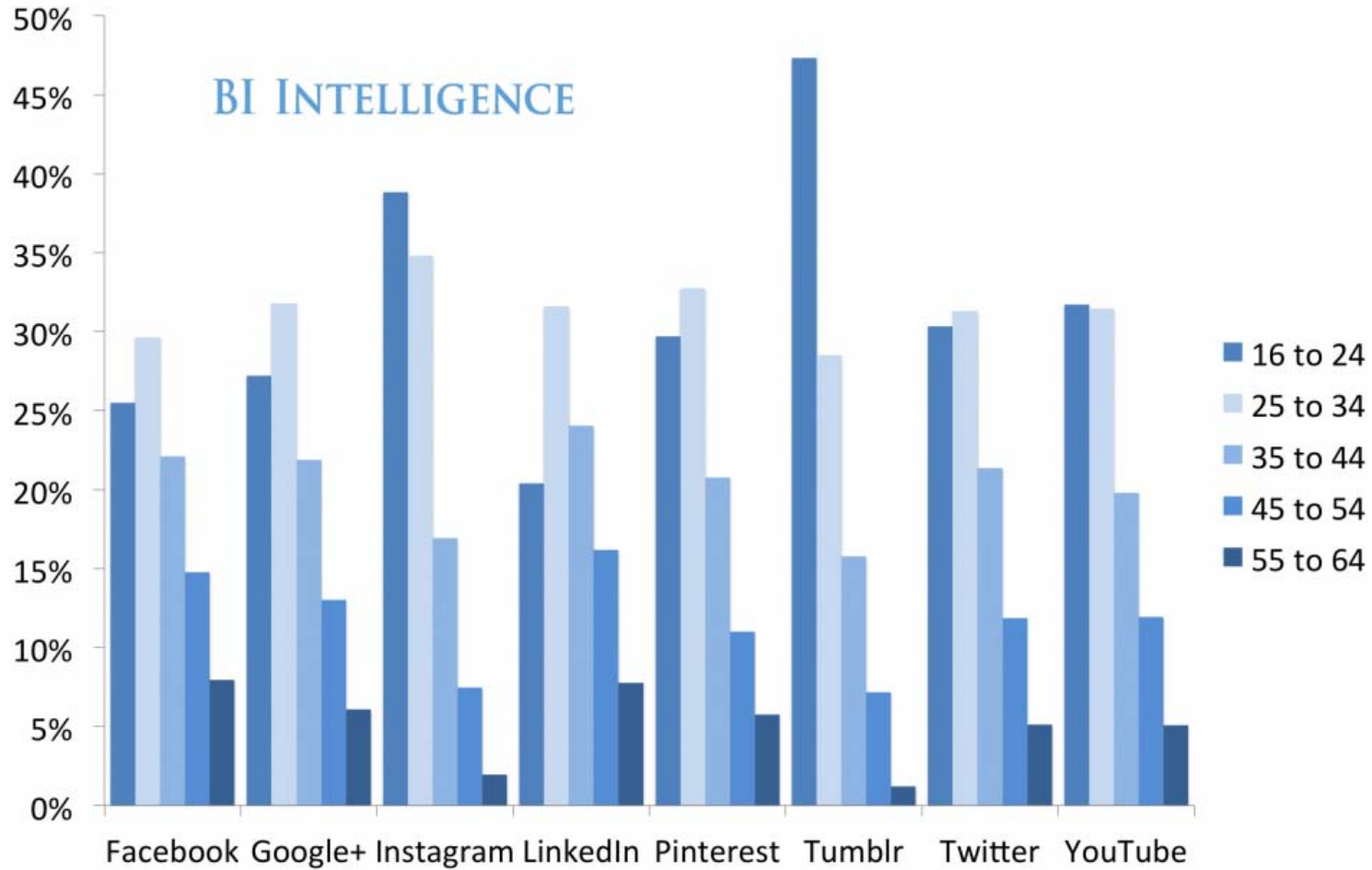
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Age Distribution At The Top Social Networks

Global, Q1 2014



Source: GloablWebIndex

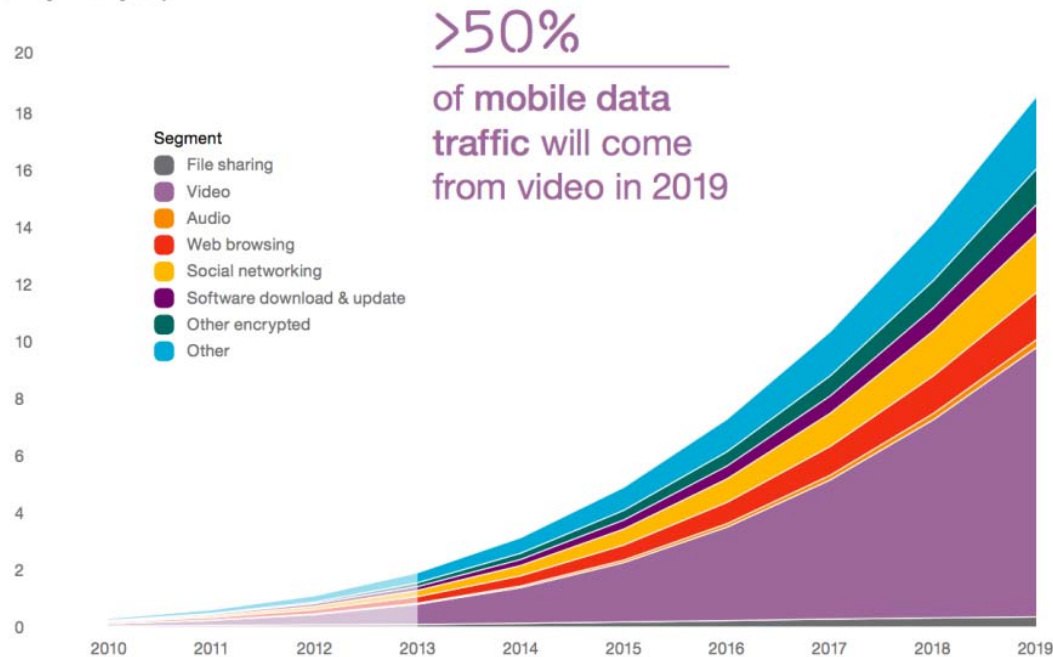
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#1 Trend is Mobility

Mobile data traffic by application type
(monthly ExaBytes)



MOBILITY IMPACTS ...

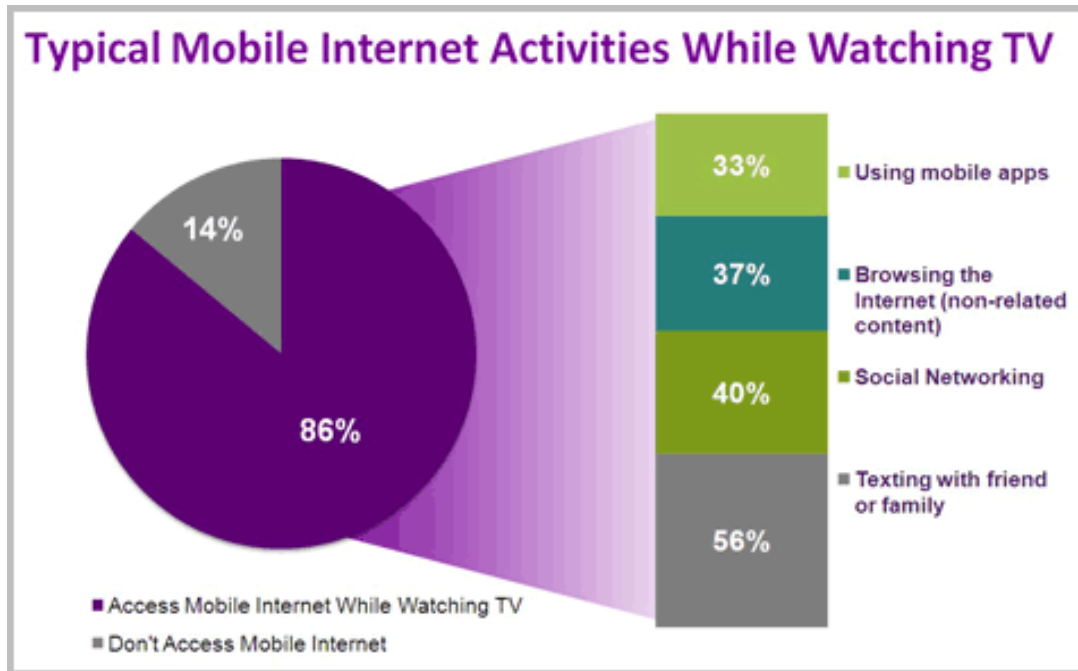
- ❖ Your website design (mobile friendly responsive)
- ❖ Content delivery – who, where
- ❖ Increased use of social media
- ❖ The device becomes the driver
- ❖ Impacts web retail – design for shopping on devices
- ❖ Access to social media sites by mobile device escalating

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Trends related to mobility



- ❖ 86% of people use their mobile device with TV viewing
- ❖ 4 out of 5 consumers use smartphones to shop
- ❖ 75 percent of North Americans bring their phones to the bathroom!

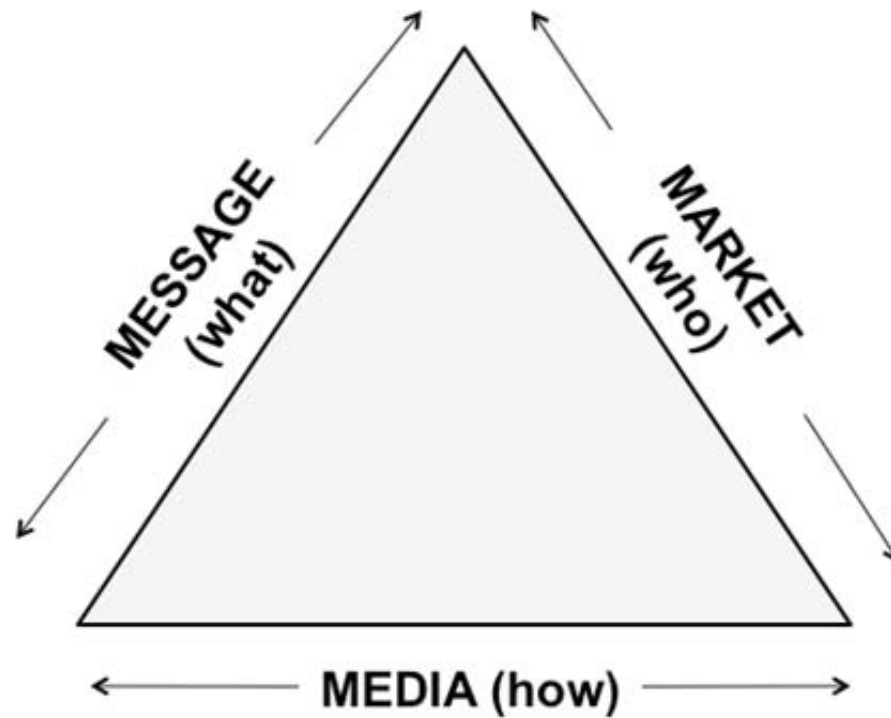
- ❖ Within five years, half of today's smartphone users will be using mobile wallets as their preferred payment
- ❖ 56% of shoppers with smartphones believe using their phone during the shopping experience will make it more enjoyable

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Marketing Results Triangle



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Discussion and questions



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