

# WHAT'S NEW & NEXT IN DIGITAL MARKETING in 2019 AND BEYOND

Mike Richwalsky • Gas Mark 8, Ltd.

# Hi! MY NAME IS MIKE.

## THANKS FOR COMING TODAY!

# SO A LITTLE ABOUT ME...

- Born and raised in Erie
- McDowell High School Alum
- Duquesne University Grad
- I ran a website called [ErieBlogs.com](http://ErieBlogs.com)

# Bona Fides

- Traditional and digital marketing for higher ed, B2B, non-profits
  - Duquesne University, Allegheny College, John Carroll University
  - Ignatian Solidarity Network, Lutheran Metropolitan Ministries and many more

**I DON'T KNOW what I  
want to do when I  
grow up,  
so I started a DIGITAL  
MARKETING agency**





GAS MARK 8

# YOU GOTTA HAVE A MISSION STATEMENT

**We do good work for non-profits, higher ed, and small businesses in the United States and the United Kingdom.**



DO GOOD WORK  
THAT MATTERS



WATCH FOR  
MAJOR KEYS



# What are WE going to talk about?

**CONNE  
CT**

**ENGA  
GE**

**What's  
NEXT**



# CONNECT

# MARKETING IN BUZZWORDS

- Lead Generation
- Sales Funnels
- KPIs
- Content Strategy
- Social Media



# (MY) MARKETING REALITY

- Building relationships with your customers, clients and community
- Building your brand and awareness
- Sharing knowledge, skills and expertise
- Basically: Do good work



**Reality can be whatever I want**

**MEET PEOPLE  
WHERE THEY ARE**





**But Mike,  
What we've been  
doing is working fine.**



# OUR MEDIA MIX

- We redid the website a few years ago!
- We updated our brochure!
- We send out some “email blasts”
- We have a TweetSpace/Facebook/Instachat

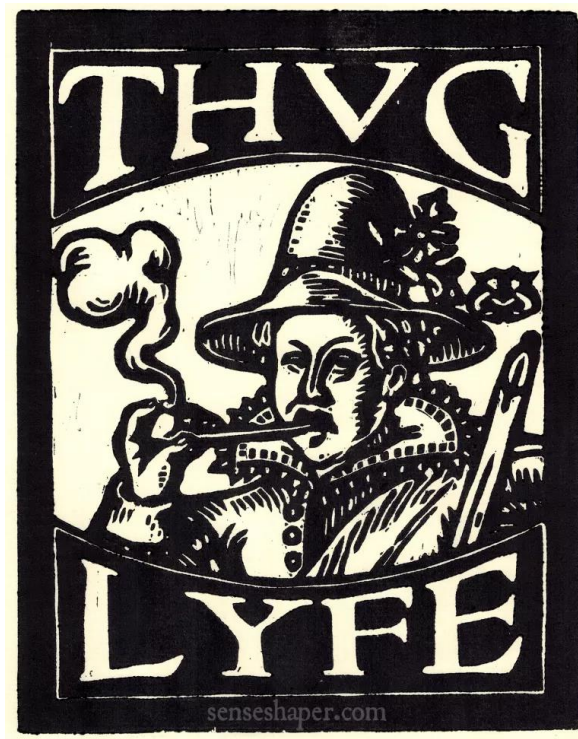
ARE YOU REACHING YOUR  
AUDIENCE?

ARE YOU MEASURING IT?

ARE YOU ADAPTING?

**I BET MIKE  
HATES PRINT**

# PRINT IS DEAD



# PRINT IS DEAD

No, not by a long shot.

I love print.

It's a great method to reach  
certain audiences. But...

# ONE SWALLOW DOESN'T A SUMMER MAKE

Digital Marketing lets us reach  
audiences in a very targeted way  
with targeted messaging



# ONE SWALLOW DOESN'T A SUMMER MAKE

It lets us track the effectiveness  
of our outreach efforts and get  
better data back than ever  
before

# QUICK EXAMPLE

# BILLBOARD ON UPPER PEACH



# BILLBOARD ON UPPER PEACH

- Great exposure!
- 40,000 impressions/wk of 18+
- \$\$\$\$
- Can't measure effectiveness very easily



**SPRAY & PRAY**

**SPRAY & PRAY**

**BIG AUDIENCE**

**LOW ROI**

Instagram

SONOS Sonos Sponsored

For vinyl lovers

Learn More

3,555 views

sonos Enjoy the vintage warmth of vinyl with a state-of-the-art sound system.

View 1 comment

Avon DentalWorks Avon Sponsored

Did you know we keep smiles in your community happy and healthy, with regular checkups, cleanings, and more? Give us a shout.

Marketplace

Schedule today and get a **Free Sonic Toothbrush.**

AVON.DENTALWORKS.COM

We're local, experienced, and can't wait to meet you.

Book Now

Like Comment Share

Sample of an ad bought by Times Opinion (not a live ad):

**This ad thinks you're male, actively consolidating your debt and are a high spender at luxury department stores.**

— LIKELY BROWSING HISTORY

— LIKELY CREDIT CARD HISTORY



# THE SCARY TRUTH

It's never been easier to target customers that match your intended demographic. Sometimes with scary accuracy.



# FACEBOOK AD

- Very targeted outreach. I can reach 35-45 year old Women in the 16506 ZIP code who went to college and like craft beer
- Can tell how many clicked, visited site, converted to sales



**ATTRACT &  
ENGAGE**

**ATTRACT &  
ENGAGE**

**SMALLER AUDIENCE  
HIGHER ROI**

A large group of construction workers, many wearing hats, are working on the wooden framework of a large, multi-story building, likely a mansion. The workers are positioned on various levels of the structure, including the roof and walls, which are made of exposed wooden beams and planks. The scene is set against a clear sky. The entire image is overlaid with a semi-transparent purple filter. The text "WE NEED A STRONG FOUNDATION TO BUILD OUR MARKETING MANSION" is centered in white, bold, sans-serif capital letters.

# WE NEED A STRONG FOUNDATION TO BUILD OUR MARKETING MANSION

Photo by Randy Fath on Unsplash

A desk setup featuring a large monitor and a laptop, both displaying a scenic mountain landscape. To the left of the monitor is a pair of headphones on a stand. To the right of the laptop is a small potted plant and a smartphone on a stand. A mouse and keyboard are also visible on the desk. The entire scene is overlaid with a semi-transparent purple filter.

# WE NEED TO TALK ABOUT YOUR WEBSITE

Photo by Nikolay Tarashchenko on Unsplash

# In 2019, YOU MUST BE DOING THE FOLLOWING

- Optimizing all your website assets for speed
- Serving your website over HTTPS
- Be aware of structured data

# OPTIMIZE ALL THE THINGS

- Images
- Site assets like CSS and Javascript
- Users won't wait for your slow site
- Use a Content Delivery Network
  - We use Amazon





# OPTIMIZE ALL THE THINGS

- Google rewards fast websites
- Don't overload your site with pixels, tracking code, and every WordPress plugin ever invented
- Test Your Speed: GTMetrix.com, Web.dev

# SERVE OVER HTTPS

- Increased protection for the data you send and collect
- Increase the trust of your users
- Google ranks secure sites higher
- This is much easier than it used to be, and free!





ⓘ Not Secure | gannon.edu

🔒 <https://gasmark8.com>

# SERVE OVER HTTPS

- If your website host doesn't offer this, switch web hosts. Seriously.
- If you need a good webhost, email me. Or as the kids say, HMU.



# IS YOUR DATA STRUCTURED?

- If you format the data on your website, Google and others will know exactly what your data is and how they can better use it.
- Structured data for events, recipes, news, people directories, store products and more.
- Learn more: <https://schema.org/>

## John Carroll University

[sites.jcu.edu/](http://sites.jcu.edu/) ▼

**John Carroll University** is a private, coeducational, Jesuit Catholic university located in University Heights, Ohio.

### Admission

Join us at John Carroll. A place where your curiosity is nurtured ...

### Athletics

Athletics News. Up to date news and information. JCUSports ...

### Academics

Undergraduate Programs - Graduate - Calendar - ...

[More results from jcu.edu »](#)

### Employment

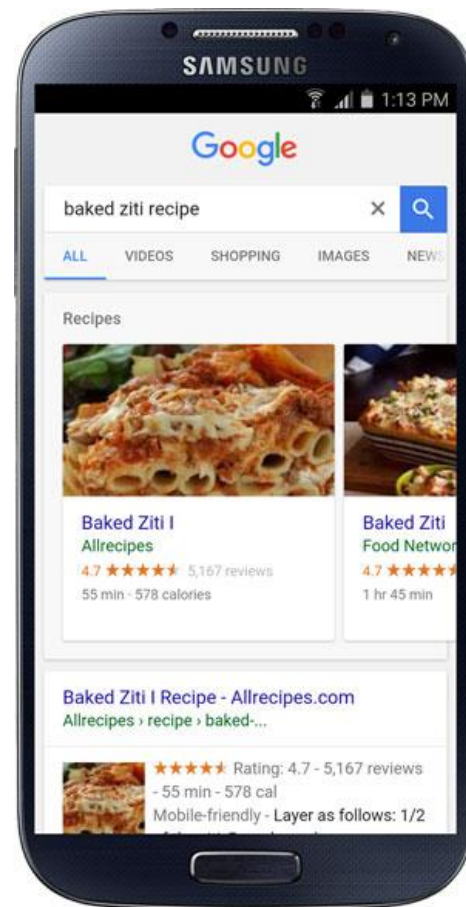
Human Resources is very proud and excited to announce that ...

### Getting to Campus

John Carroll University is located 10 miles east of downtown ...

### Undergraduate Admission

Connect With Us - Apply - Admission Requirements - Visit





This is probably a post you should read!!



## 5 SIMPLE WAYS TO IMPROVE YOUR VIDEOS RIGHT NOW

HIGHEDWEBTECH.COM



HIGHEDWEBTECH.COM

5 Simple Ways to Improve Your Videos Right Now -  
HighEdWebTech

# SOCIAL SHARING



Gas Mark 8

@GasMark8



Mike's Snapchat has gone global. Here's  
some lessons after half a million views. Read:



**What I've Learned From 500k Public Story Views - HighEdW...**

My public story views on Snapchat eclipsed 500,000 this weekend. Here are some thoughts and ideas after reaching that incredible milestone.

[highedwebtech.com](https://highedwebtech.com)

WHY ARE THESE THINGS  
IMPORTANT?

Google





# GET YOUR WEBSITE READY FOR 2020

- When was the last time you did a content audit of your website?
- Are your services, offerings, and other key info up to date?
- How does your site perform on phones?

# Be a content expert. Do a blog.

- Record and preserve institutional knowledge
- Share your expertise and experience with the world
- Source for social media content
- Set a consistent schedule, and measure the results!

# Are you thinking about SEO?

- Are you regularly reviewing your organic terms? How are users finding you?
- Do you have site and content specific meta tags setup on your site?
- Use WordPress? Check out Yoast SEO.



# LET'S TALK ABOUT ANALYTICS FOR A SECOND

# If you aren't measuring it, does it exist?

- It's good to know how many people are coming & how many pages they're looking at
- But there's so much other data in there you can unpack
- Bounce rates, time spent on site, what social network are they coming from, and more

# AN INTEGRATED MARKETING CAMPAIGN

- We can track:
  - Medium (CPC, Email, Web)
  - Source (email, Facebook, website)
  - Keyword (if doing paid keywords)
  - Segment



# TAG EVERYTHING TO TRACK IT

Viewing: Source/Medium Other ▾

Secondary dimension: Select... ▾ Sort Type: Default ▾   [advanced](#)

	Source/Medium	Visits ↓	Goal Conversion Rate	Per Visit Goal Value	Mailing List (Goal1 Conversion Rate)
<input type="checkbox"/> 1.	kikolani / 150banner	23	34.78%	\$1.30	0.00%
<input type="checkbox"/> 2.	kikolani / aboutpage	16	0.00%	\$0.00	0.00%
<input type="checkbox"/> 3.	kikolani / blogmarketingcat	9	44.44%	\$1.78	11.11%
<input type="checkbox"/> 4.	kikolani / probloggerreviewbanner	4	0.00%	\$0.00	0.00%

POSTs, EMAIL CAMPAIGNS, SOCIAL POSTS, QR CODES, LINKS  
ON WEBSITE

# GOOGLE'S Link Builder

**hewt.in/a8**



TAGGING LINKS MAKES THEM  
SUPER LONG

# LONG URL W/ TONS OF GOOD DATA

`https://gasmark8.com/?utm_source=PPT%20Link%20During%20Presentation&utm_medium=Presentation&utm_campaign=WILD%20Conference%20Presentation`

# SHORT URL FOR SOCIAL, EMAIL, WEB

<https://hewt.in/i6>

# This is easy stuff

- People are more apt to click or type a shorter URL, and you can add in all your tracking variables
- Great for social, so you don't use up valuable characters
- Create URLs for different mediums (email, website, social, video)

# HOW DID YOU DO THAT?

- Many options for URL shorteners
- YouRLs (what we do & free)
- Use a service like Bitly
- HMU for info



# WHY WE don't use Bitly

- Difficult to create custom URLs
  - Ex: bit.ly/marketingsslides
- Stuck with bit.ly URL (at free plan)
- Anyone can see your stats
  - Throw a + at the end of a Bit.ly URL



ENGAGE

# SOCIAL MEDIA FOUNDATION

## WORK FOR 2019

- What is the right platform for you to be on?
- Who & Where is your audience?
  - Facebook, Twitter, LinkedIn, Snapchat, WeChat?
- Are you posting content on a regular schedule?
- Are you measuring your social media efforts?



# WHAT PLATFORM IS RIGHT FOR YOU?



**"Instagram is perfect for JCU because it's not only where our current and prospective students 'live' on social media, but it also allows us to showcase our beautiful campus and the amazing people that make up our community."**

***Meredith Tayek, Assistant Director of Enrollment Marketing  
John Carroll University***



alleghenycollege • Following

alleghenycollege Enjoying the blue skies on campus today 😊

dogluvr4lyf I lived there back in '88! ❤️

jtribley98 Is that still the meditation and mindfulness house?

kristopherafield There was little meditation and mindfulness back in 1983.

alleghenycollege @jtribley98 it is!

bspoehr00 iDK, I think We were very mindful of the weather for porch sitting and much meditation on weekends

getgreggross And a porch swing? That's geriatric!

admissionsmom Love that barn red and sky blue combo! 😍❤️💙



329 likes

7 DAYS AGO

Add a comment...



# BUILDING YOUR SOCIAL VOICE

- Don't put the same content on all your platforms, all the time
- Find the appropriate voice for your audience



Millcreek Township Office of Emergency Management

June 17 · 🌟

Repeat after me: I won't complain about the heat..... I won't complain about the heat..... remember how, when we had 10 ft of snow on the ground last winter, we swore that if summer came we would not complain about heat at all? Well just remember, winter is less than 150 days away. Anyhow, , Its 92 degrees at the EOC right now and feels like 111 in the sun.

Temps are going to be 86-93 degrees today and tomorrow, according to the National Weather Service, but the Heat Index... [See More](#)



Cleveland Police ✓

@CLEpolice



We WON!!!! --Wait...Oh God. The free beer thing...Ok Cleveland. Stay calm. GO BROWNS!!! [@Browns](#) [@budlight](#) [#CLE](#)

11:41 PM - Sep 20, 2018

🤍 98.8K 💬 30.5K people are talking about this



# DO YOU HAVE TO BE FUNNY AND CLEVER?

- Memes and GIFs are a fun way to get your point across, but aren't for everyone
- Maybe don't go full Wendy's or Denny's





A vintage typewriter is centered in the image, overlaid with a semi-transparent purple filter. The typewriter is a classic model with a visible carriage, paper support, and a keyboard. The text "ARE YOU RESPONDING?" is written in a bold, white, sans-serif font across the middle of the typewriter's body.

ARE YOU RESPONDING?



**Jane Kosko**

@jkl0l

If classes are cancelled tomorrow I promise to do my chemistry homework and research paper

@JohnCarrollU

2/18/15, 10:14 PM

3

FAVORITES



**John Carroll U** @JohnCarrollU

1h

@jkl0l Are you working on your chem homework and research paper? You promised!



**Jane Kosko** @jkl0l

50m

@JohnCarrollU yes I am!





**Nick Tabone**

@nicktabone23

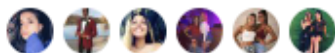
Follow



John Carroll University '22 ⚡ ⚡ #JCU2022

12:23 PM - 14 Apr 2018

42 Likes



3



42



Tweet your reply



**John Carroll U** ✓ @JohnCarrollU · Apr 17



Replying to @nicktabone23

congratulations, Nick, and welcome to #jcu2022!



1







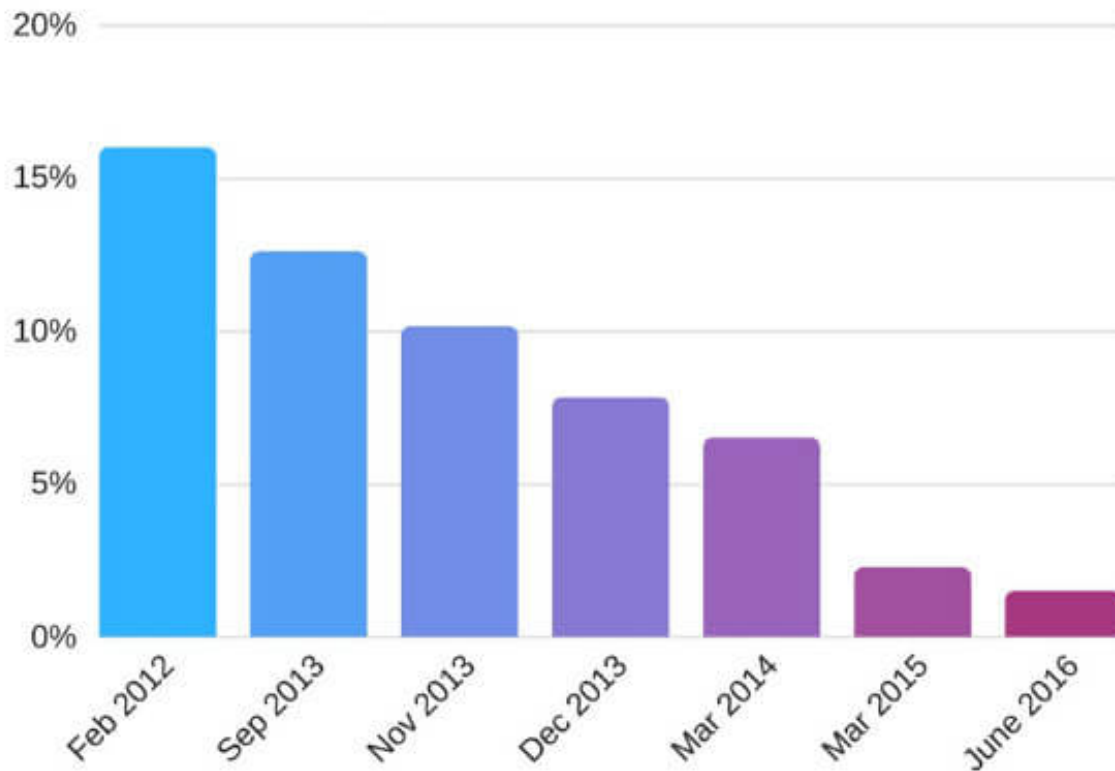
SOCIAL IS ABOUT CONNECTING.  
PEOPLE WANT TO FEEL A PART OF  
SOMETHING.  
NOT READ YOUR PRESS RELEASES.  
NO OFFENSE.



# ENGAGE on social IN NEW AND DIFFERENT WAYS

- Paid Outreach
- Stories
- Lenses and Geofilters
- Live Video

## Facebook Page Organic Reach



<https://neilpatel.com/blog/is-facebook-organic-reach-dead/>

# SOCIAL CAN BE PAY TO PLAY

- Facebook and Instagram ads are amazing ways to target new and existing users
  - Pixel, Similar Audience, Uploaded Lists

# STORIES

- Quick, ephemeral updates that last just 24 hours
- Can be video or photos
- Can use filters and GIFs
- Instagram wins here with great engagement options



# DO STORIES ENGAGE?



# DO USERS ENGAGE WITH STORIES?

**A third of users in the US are actually more interested in brands after seeing their Stories according to a survey (n=2400) conducted by Sentient Decision Science for Facebook in October 2017.**

<https://business.instagram.com/blog/how-do-people-perceive-and-use-instagram-stories-and-feed>



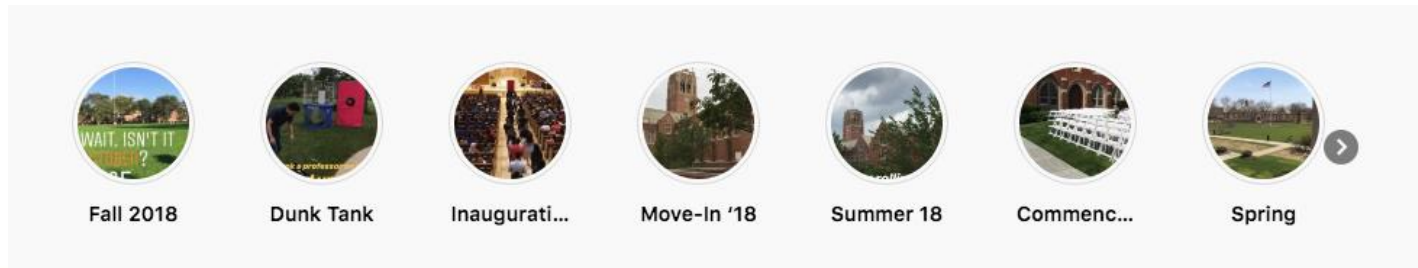
# DO USERS ENGAGE WITH STORIES?

**At Facebook's 2018 F8 conference, chief product officer Chris Cox revealed how Stories content will surpass News Feed sharing in 2019. While Facebook's own Stories took 14 months to reach 150 million DAUs, the social network recognizes just how important Stories is to the future of communication.**

<http://mediakix.com/2018/06/facebook-stories-statistics-changing-social/>

# DRIVE ENGAGEMENT WITH STORIES

- Add engagement driving elements
- Share others' stories on your story
- On IG, add your stories to collections for future viewing



Will you be using these new Insta  
polls?

YES

NO

Tap to vote

Will you be using these new Insta  
polls?

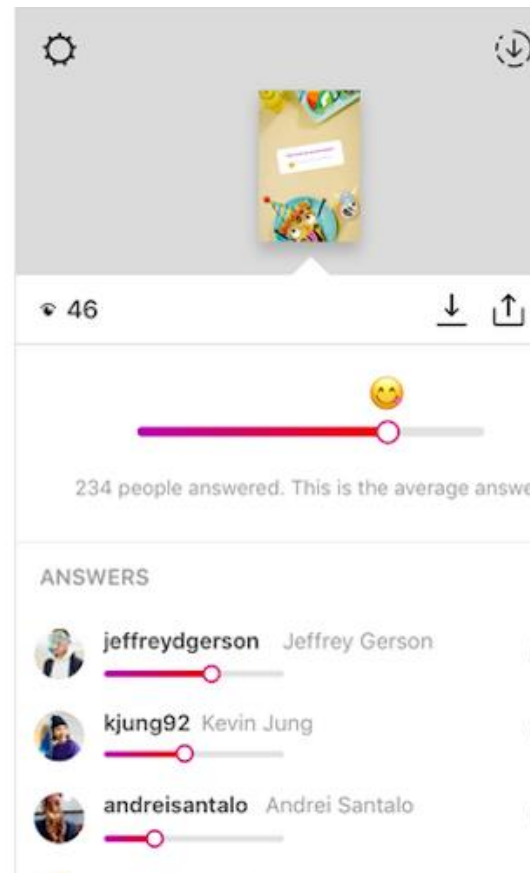
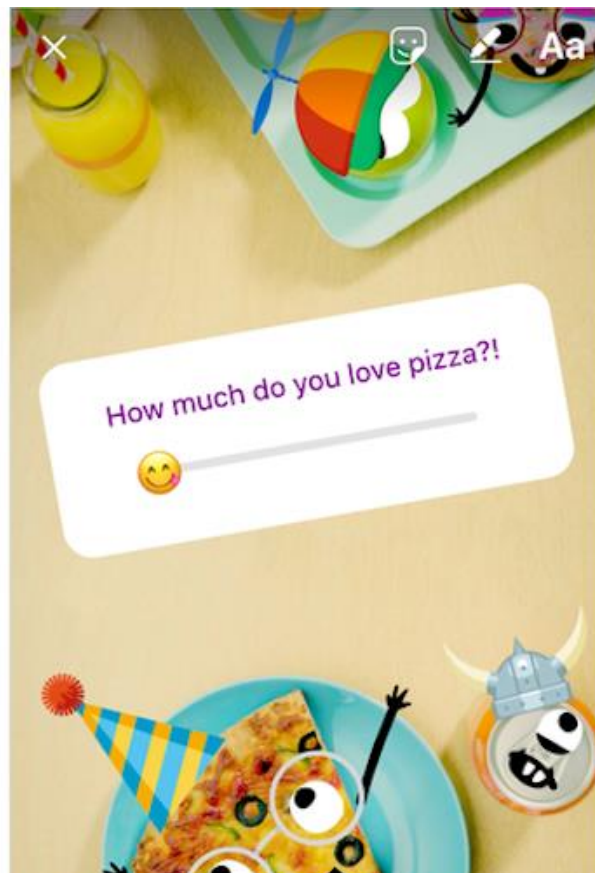
YES

89%

NO

11%

Tap to vote





IMAGES COURTESY: [INSTAGRAM.COM/CONTESSATHEIGGY](https://www.instagram.com/contessatheiggy)



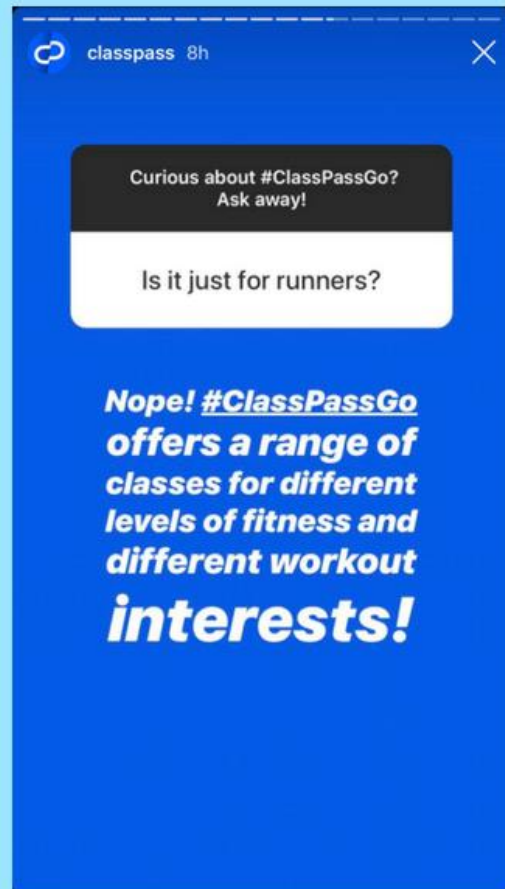
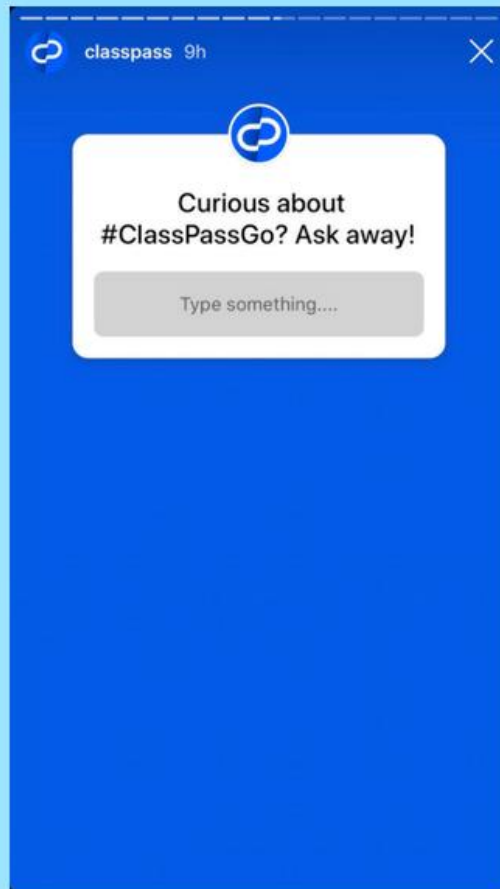
## Ask me a question

Type something...



Send to >





# BUILDING ENGAGEMENT WITH STORIES

- Use to collect questions for a live video with your CEO, Sales Team, Support, Ambassadors, etc.
- Answers are not anonymous
  - You can block if needed, or act if needed



PEOPLE WILL PARTICIPATE MORE  
WHEN THEY FEEL THEY ARE PART  
OF THE PROCESS AND THAT THEY  
ARE BEING HEARD.



# SNAPCHAT FILTERS

- Snapchat allows you to create and submit a “geofilter” for a given location on a given date and time
- Promote an event, activity or general brand awareness



# SNAPCHAT FILTERS

- Download a template at <https://hewt.in/8w>
- Select your geographical area, date, time
- See the price as you adjust and change parameters
- Wait for approval (mine was approved in minutes this week)

Bayfront Convention Center, Sassafras Pier, Erie, PA, USA

Reset Fence

Oct 18 at 9 am → Oct 18 at 12 pm



Google



West Dobbins

Click and drag on po

# SNAPCHAT FILTERS

- After your filter is available, you can view stats on usage, views and swipes
- The more area you cover and the longer its available, the more it costs

Swipes

**28**

Uses

**17**

Views

**9,116**



# IS VIDEO IN YOUR MIX?

- More ways than ever to consume video
- More video content than ever
  - Netflix is spending \$8B on content in 2018
  - 400 hours of video are uploaded to YouTube every minute
  - People watch 1,000,000,000 hours per day of video on YouTube

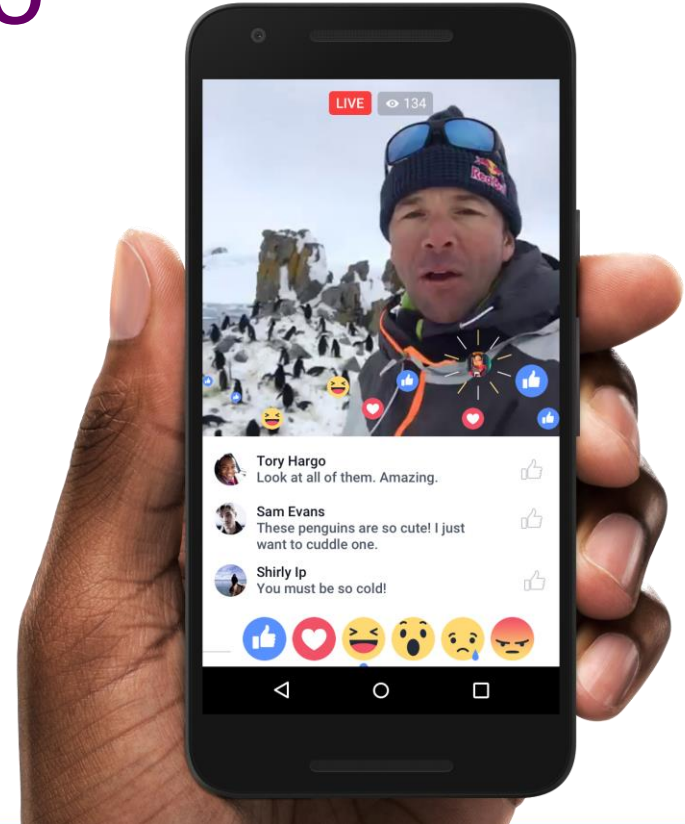
# LET'S *TIE* THIS BACK TO SOCIAL





# Live Video

- Many video platforms now allow users to stream live video to their audiences
- Great for sharing live events, but also for scheduled activities



# WHERE CAN YOU STREAM LIVE VIDEO?



Instagram



# VIDEO PROCESS

- Promote your live video ahead of time
  - Users can get notification that you're live!
- Have a good Internet connection
- Have a plan for what you want to show and talk about

# HOW TO DO IT

- You can stream with your phone all the way up to a complicated A/V setup
- Have good audio
- Respond to user questions and feedback during the stream
- Optional: Connect to a Facebook fundraising program

# LET'S GO LIVE!

- Follow me on Instagram  
@mikerichwalsky
- You'll see my live video in  
the stories area.
- Here we go!!



A hand holding a smartphone, displaying a winter forest scene on the screen. The phone is held in the center of the frame, and the background is a blurred, snowy landscape. The text "THE FUTURE IS MOBILE" is overlaid in white, bold, sans-serif capital letters across the middle of the image.

# THE FUTURE IS MOBILE

Photo by [chuttersnap](#) on Unsplash

A hand holding a smartphone, displaying a winter forest scene on the screen. The text "THE NOW IS MOBILE" is overlaid in white, bold, sans-serif font across the center of the image. The background is a blurred winter landscape with snow-covered trees and a path, all under a purple tint.

# THE NOW IS MOBILE

Photo by [chuttersnap](#) on Unsplash

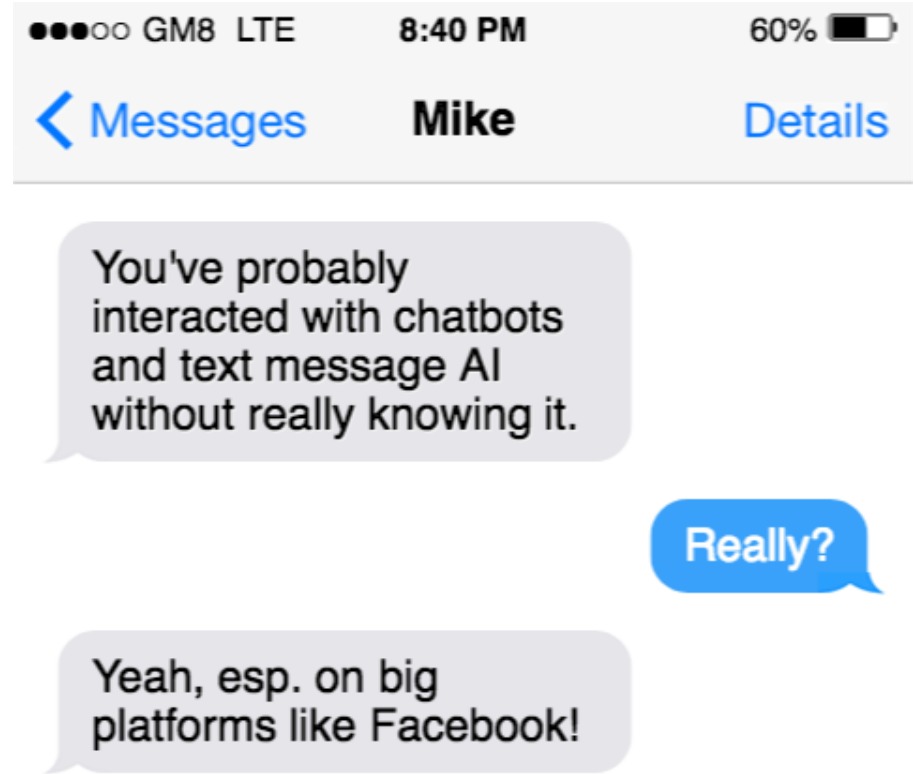
A hand holding a smartphone, displaying a winter forest scene on the screen. The image is overlaid with a solid purple color. Centered over the phone is white text that reads "THE NOW IS MOBILE AND AI AND MACHING LEARNING".

# THE NOW IS MOBILE AND AI AND MACHING LEARNING

Photo by [chuttersnap](#) on Unsplash



# AI WILL CHANGE HOW WE COMMUNICATE



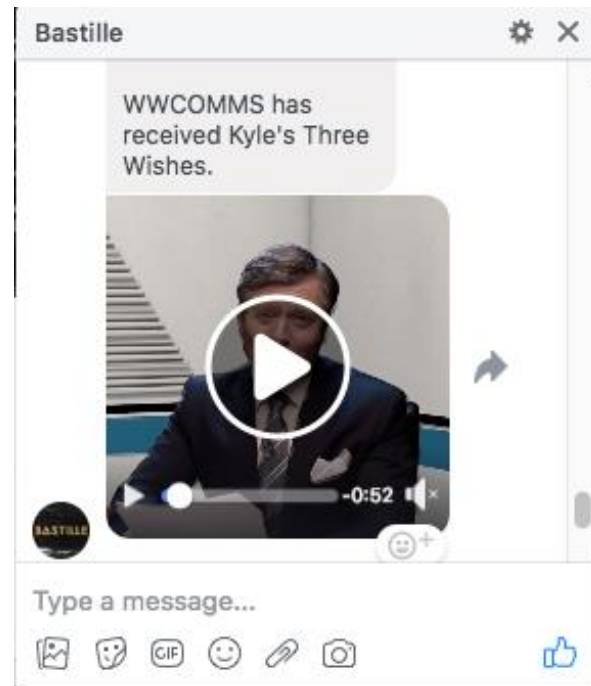
# CHAT BOTS

- Bots can help 24/7, especially with most common questions
- They can range from very basic to very complex.
- Cost: Development time and upkeep



# BOT EXAMPLES

- WSJ: Their Facebook bot will send you the current stock quote if you message it with \$SYMBOL
- Bastille: Band sent ringtones and videos when they released their last album



PREVIOUSLY ON DIGITAL MARKETING in 2019...

**MEET PEOPLE  
WHERE THEY ARE**

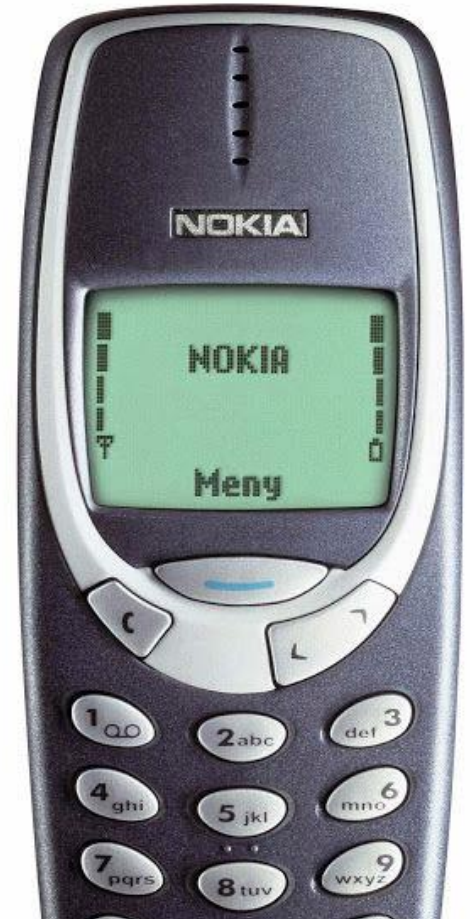


# TEXTING

- You can also easily provide services via texting.
- Easy to program basic logic and responses

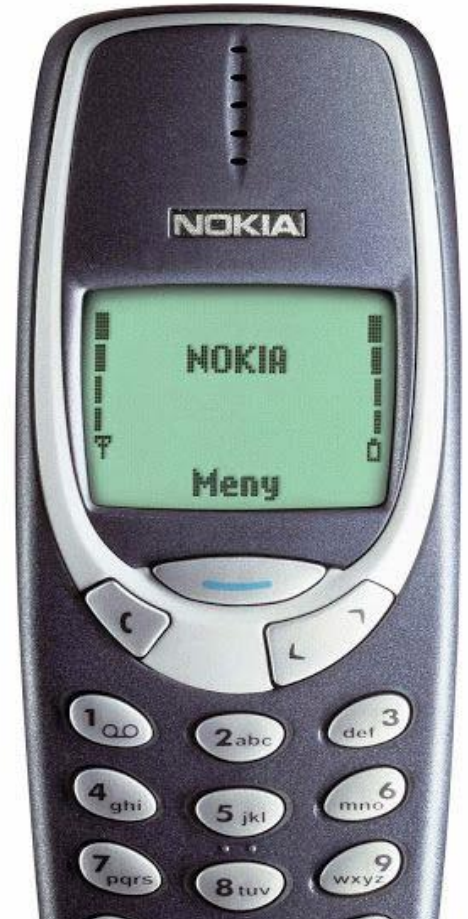


GET YOUR  
PHONES  
OUT!!



GET YOUR PHONES OUT!!

Text the word  
doctor to 814-  
240-1695



# Texting

- Provide service information, hours, locations, programming, event info and more
- Stupidly low cost:
  - \$1/mo for reg. phone number, \$2/mo for toll-free
  - \$0.0075 per message



# Why DO BOTS and TEXTING?





THE NOW IS MOBILE  
THE FUTURE IS THE HOME







# ALL THESE HAVE ALEXA

# IN THEM





# SPEAKING OF WHICH...

- One person who downloads the slides for today's presentation will win an Amazon Echo Dot!
- Stop up and grab a card and a button.
- Send me any questions you have!



# THANK YOU!

Text SLIDES to  
814-240-1695  
for a link to get today's  
slides.

---

mike@gasmark8.com  
@GASMARK8

