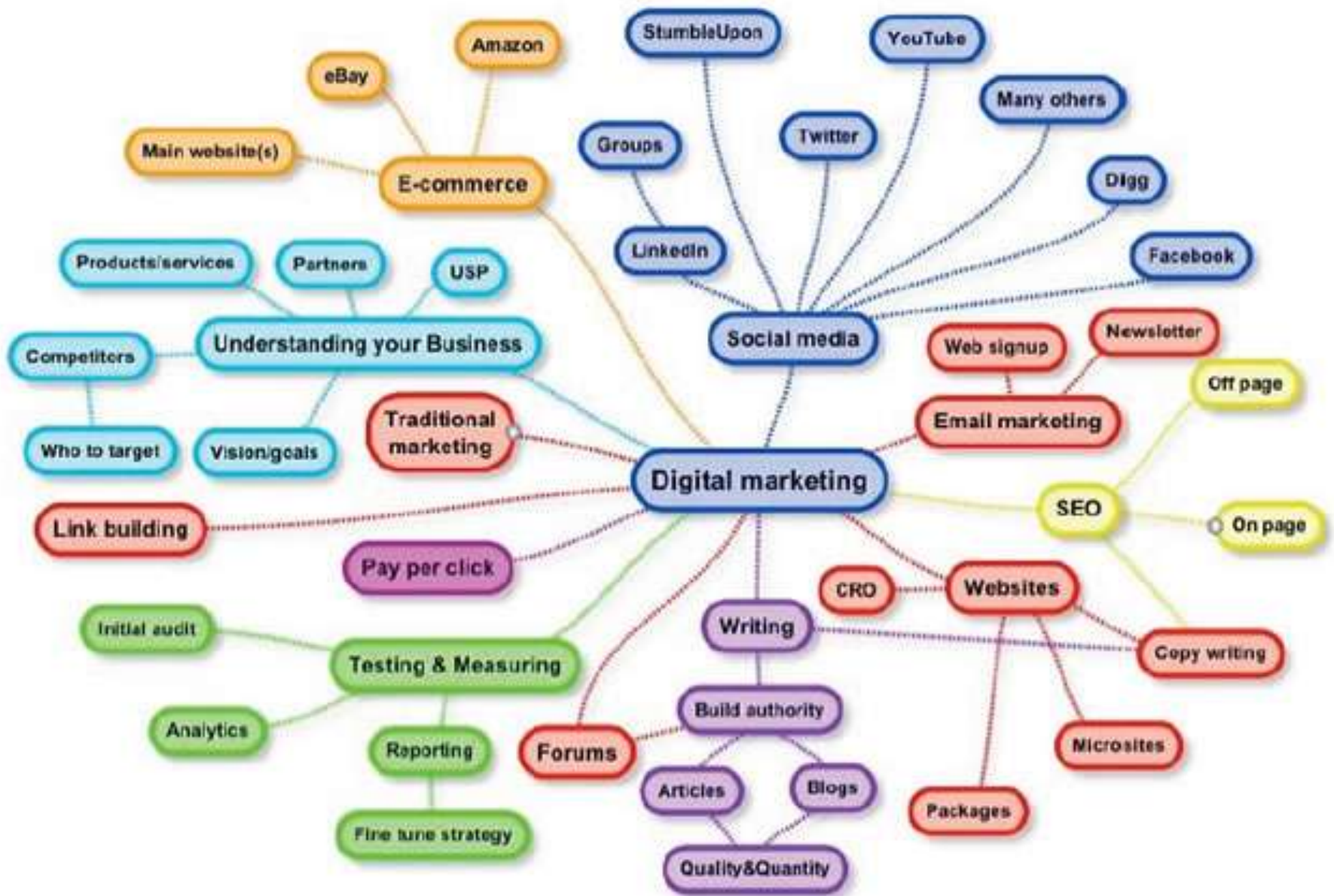




# Digital Marketing Fundamentals



**Digital Marketing Universe**

**WHAT is your GOAL?**

**MARKETING<sup>AV</sup>**

**ST**

Be specific when you define your goals and ...

... write the strategies to achieve your goals

**STRATEGY**

Examples ...

**I want to increase my leads by 10% by April 12<sup>th</sup>**

**I want to improve my relationship with my current customers by April 12<sup>th</sup>**

**I want to increase my database by 50% by April 19<sup>th</sup>**





Super Bowl is the best place for your advertising, but ...





... don't forget ... you have a startup. You are not yet an owner of a large company with enormous budgets.



Who?



# Something about Gen Y

There are no precise dates for when Generation Y starts and ends. Commentators use beginning birth dates from the early 1980s to the early 2000s.



**Word of mouth.** Less than a third of Gen-Y consumers make purchase decisions based on a friend's social network likes—but nearly half rely on word of mouth when deciding to purchase your product or service.

**Engagement.** A member of Gen-Y is rarely disconnected. Build relationships in the social networks they frequent, and don't forget to optimize your website for interactive discovery.

**Respect.** Like any other demographic, Gen-Y wants respect. "Your customers are your best critics, and paying attention to them and their opinions is vital."

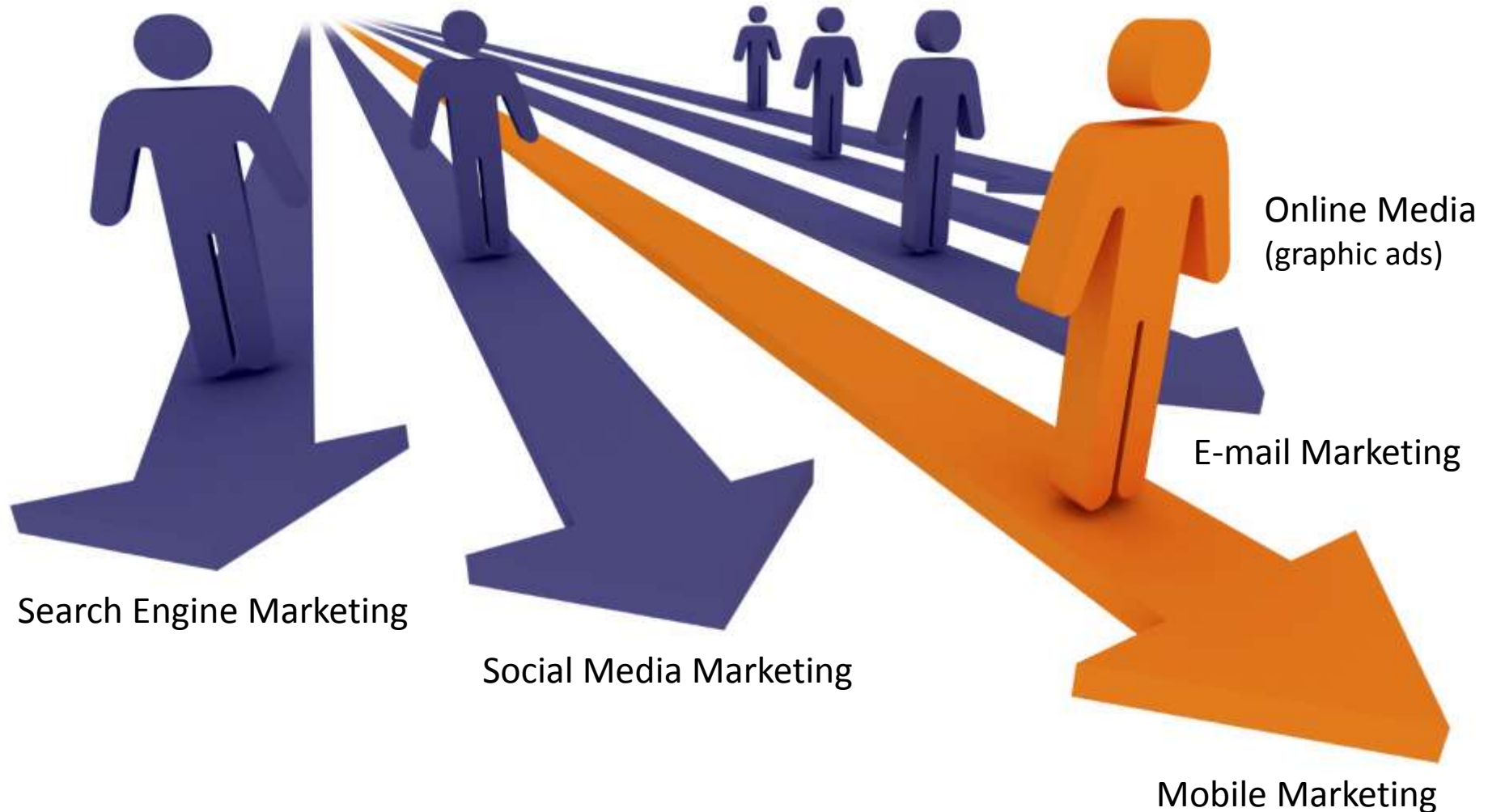




Where?



# Check your budget and choose your path



# Check your budget and choose your path

Google outdoor signs

Web Images Maps More Search tools

About 88,700,000 results (0.22 seconds)

Ads related to outdoor signs ⓘ

**Toronto Outdoor Signs** 1 (905) 946 0909  
[www.minutemanmarkham.com/signs](http://www.minutemanmarkham.com/signs)  
Custom Outdoor Sign Printing. Free Delivery in GTA Orders > \$100  
Toronto Area Full Service Printing - Local Printing Company Serving GTA

**Outdoor Signs - Get Noticed With Custom Signage - Vistaprint.ca**  
[www.vistaprint.ca/Signage](http://www.vistaprint.ca/Signage)  
Order Today and Get Free Uploads!  
Lawn Signs - Banners - Magnets - Window Decals

**Need Outdoor Signs? - 3D, Lighted or CNC cut signs**  
[www.signsden.com/outdoor-signs](http://www.signsden.com/outdoor-signs)  
Get Free Mock Up Proof

**Outdoor Signs | Vital Signs: Providing high quality signage ... - Toronto**  
[www.vital-signs.ca/outdoor-signs.php](http://www.vital-signs.ca/outdoor-signs.php)  
Vital Signs is an industry leader for over twenty years in outdoor signs.

**Exterior Signs- Outdoor building signs from Signs Outlet - Signsoutlet**  
[signsoutlet.com/6-exterior-signs-outdoor-letters](http://signsoutlet.com/6-exterior-signs-outdoor-letters)  
Exterior Signs Outdoor signs, sign company making building signs, vinyl outdoor banner signs and advertising billboards for business owners, call today 1 888 ...

**Outdoor Signs, Indoor Signs, LEDs - Burlington Signs - Burlington ...**  
[www.burlingtonsigns.com/](http://www.burlingtonsigns.com/)  
We design, manufacture and install all types of outdoor & indoor signs, such as LED electronic signs, channel letters, free standing pylons.  
Contact Us - Awnings - Illuminated Sign Boxes - Pylon Signs

**City Outdoor Signs Inc**

Ads ⓘ

**Pattison Advertising**  
[www.pattisonoutdoor.com/](http://www.pattisonoutdoor.com/)  
Largest Out Of Home Advertising Company In Canada. Advertise Today!

**Outdoor Electronic Signs**  
[www.stewartsigns.com/ElectronicSigns](http://www.stewartsigns.com/ElectronicSigns)  
LED Displays for Schools, Churches, & Businesses. Request A Quote Today

**Outdoor LED Signs**  
[www.tvliquidator.com/](http://www.tvliquidator.com/)  
US Distributor. Remote Programmable Bright Moving Messages. Low Prices.

**GTA Custom Signs**  
[www.signdimensions.ca/](http://www.signdimensions.ca/)

YOUR WEBSITE HERE →



# Check your budget and choose your path

Google jeep doors

Web Images Maps Videos More + Search tools

About 40,400,000 results (0.19 seconds)

Ads related to jeep doors ⓘ

**Jeep® Car Dealers - JeepOffers.ca**  
[www.jeepoffers.ca/Ontario](http://www.jeepoffers.ca/Ontario)  
See Our 2013 Fuel-Efficient Jeep® Lineup, View Photos, Specs & More!  
» Map of 321 Front Street East, Toronto and nearby jeepoffers.ca locations  
2013 Dodge Dart Offer - Ram Heavy Duty Offer - Ram 1500 Offer

**Looking For Jeep Parts?** (888) 673-7045  
[www.teamchryslerjeep.ca/](http://www.teamchryslerjeep.ca/)  
Order Your Jeep Parts Online Now. Huge Jeep Parts Dept, See Specials

**Jeep Accessories - Authentic Parts For Your Jeep - Mopar.ca**  
[www.mopar.ca/Parts](http://www.mopar.ca/Parts)  
View Parts & Service Specials Now!  
» Map of 150 Rexdale Boulevard West, Etobicoke, ON and nearby mopar.ca locations  
Air Conditioning Service - Batteries - Brakes - Exhaust System Components

**Jeep Parts in Canada**  
[www.justjeeps.com/jeep](http://www.justjeeps.com/jeep)  
Soft Tops, Accessories, Hard Parts  
Shop in Canada For Less!  
128 Oakdale Rd, Toronto, ON  
(888) 661-5337 - [Directions](#)

**Used Jeep Wrangler**  
[www.kijiji.ca/Jeep-Wrangler](http://www.kijiji.ca/Jeep-Wrangler)  
Find A Used Jeep Wrangler On Kijiji  
Browse For Photos, Prices & More  
Kijiji Canada has 423 followers on Google+

**Jeep Parts At Morris 4x4**  
[www.jeep4x4center.com/FreeShippingDeal](http://www.jeep4x4center.com/FreeShippingDeal)  
\*Free Shipping At Jeep 4x4 Center.  
50,000+ Jeep Parts & Accessories.  
278 people +1'd this page

**Jeep Soft Tops**  
[www.quadratec.com/](http://www.quadratec.com/)  
Largest Inventory, Expert Advice & Unbeatable Prices! Shop Jeep Tops  
Quadratec has 601 followers on Google+

**Custom Jeep Body Armor**  
[www.nem-ind.com/](http://www.nem-ind.com/)  
Jeep Wrangler Fender Kits, Bumpers  
Quality Made in the USA

**Jeep Doors - Quadratec**  
[www.quadratec.com/categories/jeep\\_doors/](http://www.quadratec.com/categories/jeep_doors/) \*  
Jeep Doors and Jeep Door Parts from brands like Warn, Bestop and more!  
Parts, Jeep Accessories & Jeep Soft Tops From The Jeep Parts Experts!  
Jeep Doors - Jeep Tubular Doors - Jeep Door Replacement Parts

**Jeep Parts, Jeep Accessories, & Jeep Tops - Jeep Wrangler Parts ...**  
[www.4wd.com/](http://www.4wd.com/) \*  
With 30 years in the Jeep parts business, 4WD is your source for low prices and fast shipping on Jeep tops, lift kits, and other Jeep accessories.

**Just Jeeps**  
<https://www.justjeeps.com/> \*  
Jeep Parts Jeep Soft Tops & Jeep Accessories from Just Jeeps the Jeep

↑  
**YOUR WEBSITE HERE** →

Check your budget and choose your path





A 3D white figure in a thinking pose stands next to a large, light gray question mark. The figure is positioned in the lower right, with its hand resting on its chin. The question mark is a large, stylized, light gray shape that dominates the background. The scene is set against a plain white background.

How



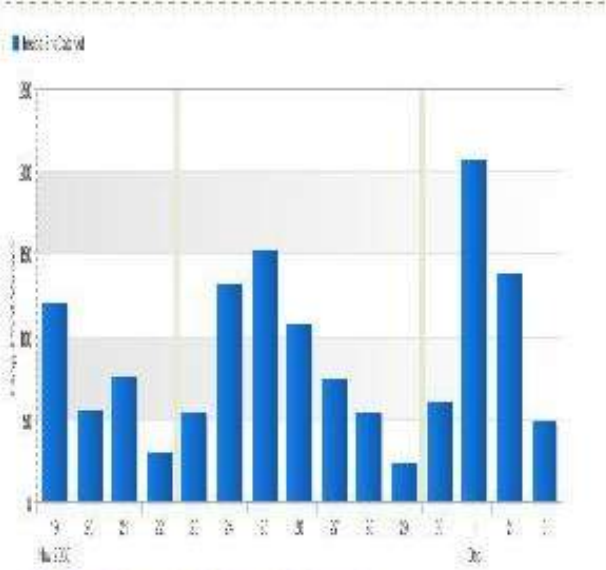
**A cake recipe for digital marketing campaigns does not exist**





Have a clear plan of action for your digital marketing campaigns

Blog Trend



[View Full Report](#) | [Refresh Report](#)

Weekday

Blog Post Author by Time Parting: Day		Blog Post Views	
1.	Adam Greco	1,522	
1.	Wednesday	346	22.7%
2.	Monday	340	22.3%
3.	Tuesday	287	18.9%
4.	Thursday	246	16.2%
5.	Friday	130	8.5%
6.	Sunday	116	7.6%
7.	Saturday	53	3.5%

Inside SiteCatalyst Blog Posts

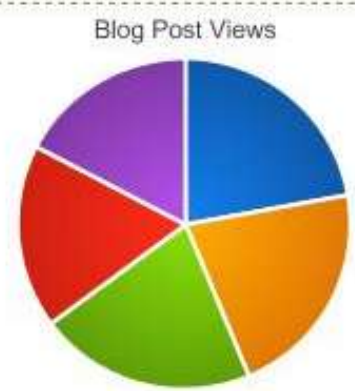
Blog Post Title		Blog Post Views	
1.	SiteCatalyst Widgets [Inside Omniture SiteCatalyst]	235	15.5%
2.	VISTA [Inside Omniture SiteCatalyst]	170	11.2%
3.	Campaign Tracking [Inside Omniture SiteCatalyst]	167	11.0%
4.	Products Variable [Inside Omniture SiteCatalyst]	157	10.3%
5.	Traffic Variables (sProps) [Inside Omniture SiteCatalyst]	100	6.6%
6.	ASI (Advanced Segment Insight) [Inside Omniture SiteCatalyst]	97	6.4%
7.	Classifications (a.k.a. SAINT) [Inside Omniture SiteCatalyst]	95	6.3%
8.	Segment Builder Best Practices [Inside Omniture SiteCatalyst]	72	4.7%
9.	Omniture Data/Warehouse [Inside Omniture SiteCatalyst]	68	4.5%
10.	Conversion (Success Events) [Inside Omniture SiteCatalyst]	66	4.4%
11.	Pathing Analysis [Inside Omniture SiteCatalyst]	58	3.8%
12.	Conversion Variables - Part I [Inside Omniture SiteCatalyst]	57	3.8%
13.	Omniture ExcelClient [Inside Omniture SiteCatalyst]	49	3.2%

Hour of Day (Utah Time)

Blog Post Author by Time Parting: Hour		Blog Post Views	
1.	Adam Greco	1,522	
1.	10:00AM	66	4.3%
2.	12:00PM	64	4.2%
3.	1:00PM	57	3.7%
4.	9:30AM	54	3.5%
5.	2:00AM	53	3.5%
6.	8:00AM	50	3.3%
7.	7:30AM	50	3.3%
8.	11:30AM	50	3.3%
9.	2:00PM	47	3.1%
10.	11:00AM	46	3.0%
11.	12:30PM	44	2.9%
12.	10:30AM	41	2.7%
13.	1:30PM	41	2.7%

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Daypart (Utah Time)



Don't let your dollars go to waste.  
Measure your results!