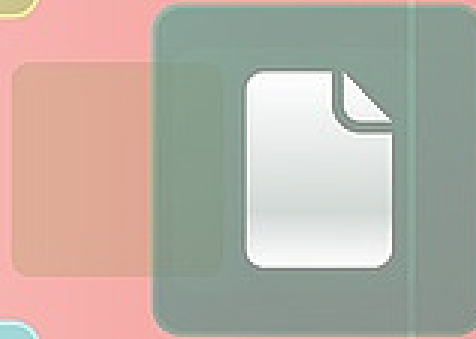
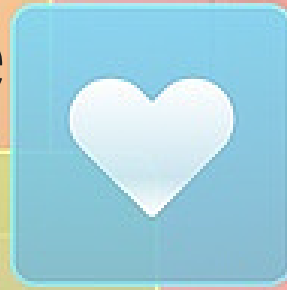


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Making
the Case
for
Digital
Marketing

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What is Digital Marketing?

Marketing through electronic devices to engage with stakeholders.



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Digital marketing is
most effective when integrated

- Content Creation
- Websites / Apps
- Email Marketing
- Social Media
- Online Advertising
- E-Commerce



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But Why?

- Content Creation- Added value to members
- Websites / Apps- SEO/ hub for information
- Email Marketing - consistent touchpoints
- Social Media- branding & awareness
- Online Advertising- driving calls-to-action
- E-Commerce- ability to monetize

Content Must Be

- High quality
- Informative
- Original
- Real time
- Sharable



"A successful content strategy should be about producing first-rate content, not just rehashing or compiling everyone else's insights." Huffington Post

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Content Types

- Blogs
- Infographics
- White papers
- E-books
- Press releases
- Videos



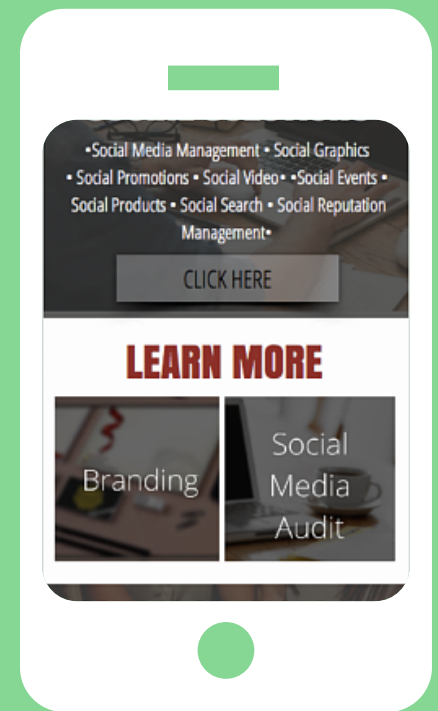
"Content creators are more necessary than ever." -Forbes

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Website

MUST BE MOBILE FRIENDLY

- Optimize the Page Content
- Simple UI/UX
- Membership Hub
- Event Management
- SEO/Blogs/Social
- Google Analytics
- Data Center



Social Media

- “FOR MANY ASSOCIATIONS, ABOUT 20% OF THEIR MEMBERS ARE ACTIVE IN THE SENSE OF ATTENDING CONFERENCES AND TRADE SHOWS. WITH SOCIAL MEDIA, YOU CAN ENGAGE THE OTHER 80% OF MEMBERS IN WAYS THAT ENHANCES THEIR CONNECTIONS TO YOUR ASSOCIATION,”
- -ASSOCIATION TRENDS



Twitter

U.S. Chamber @USChamber

Advancing human progress through an economic, political and social system based on individual freedom, incentive, initiative, opportunity, and responsibility.

Washington, D.C.
uschamber.com
Joined October 2009

TWEETS 16.2K FOLLOWING 1,671 FOLLOWERS 145K FAVORITES 1,157 LISTS 5

Tweets Tweets & replies Photos & videos

U.S. Chamber @USChamber · 8m
Video: #EPA Extending its Regulatory Reach – at a Cost uscham.com/1jzeW6f #Regulation #RegReform

U.S. Chamber @USChamber · 1h
What's the Trans-Pacific Partnership (#TPP) all about? Find out here: uscham.com/1O8hUvg #TPP4Jobs

145k



Facebook



The image shows a Facebook post for 'America's Beauty Show by Cosmetologists Chicago'. The main image is a photograph of a fashion show runway with models in various outfits. In the background, a large window displays the 'COSMETOLOGISTS CHICAGO' logo. A white box in the bottom left of the post contains the event logo: 'AMERICA'S BEAUTY SHOW' with a star, 'COSMETOLOGISTS CHICAGO' with four stars, and 'SINCE 1912'. The post title is 'America's Beauty Show by Cosmetologists Chicago' with the subtitle 'Spa, Beauty & Personal Care'. Below the title are buttons for 'Like', 'Follow', 'Message', and a menu icon. The navigation bar includes 'Timeline', 'About', 'Photos', 'Reviews', and 'More'. At the bottom left, it says '32,738 people like this' with a small profile picture of Candace Campbell. At the bottom right, there are buttons for 'Post' and 'Photo / Video'.

32k



via smith buckland

LinkedIn

in Search for people, jobs, companies, and more... Advanced 3 2

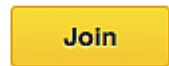
Home Profile Connections Jobs Interests Business Services Try Premium for free

Make and Sell Mobile Apps - Increase profit by creating and selling mobile apps for your customers!



Building Service Contractors Association International (BSCAI)

9,339 members



Group Profile

Private group. To request membership, click Join and your request will be reviewed by the group manager.

Founded in 1965, BSCAI is the Business Resource for Contractors, representing a worldwide network of more than 1,500 member companies from across the United States and 15 other countries who provide cleaning, facility maintenance, and other related services to building owners and managers. The association provides educational programs, a purchasing program, publications, training programs, benchmarking data, seminars, certifications and networking opportunities, all developed specifically for the building service contracting industry. via smith buckland

About this Group

Created: February 2, 2009

Type: Professional Group

Members: 9,339

Owner: Christopher Mundschenk

Managers: BSCAI Headquarters

Website: <http://www.bscai.org>

9k

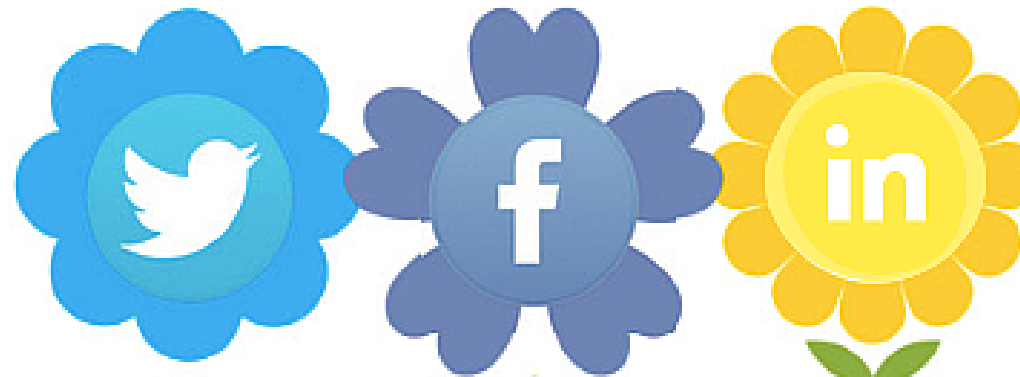


Social Media

is new media not mass media

"Brands that succeed at being human will win. Brands who use social primarily for "pushing" sales will die out."

Huffington Post



"Paid Advertising is here
to stay" -Forbes 3/9/15

Online

Ads

- Google Adwords
- Retargeting
- Facebook Ads
- Hyper-segmentation & micro targeting
- Content sponsored spending
- Video Ads



Email Marketing

- A B Testing Subject Lines
- Customize messages
- Personalized
- Connect to social media
- Image Focus

Digital Media Trends we're watching:

Mobile Optimized Websites

Snapchat Stories

The new Podcasting

Paid Music Streaming

Pinterest Ads

Wearable Tech (iWatch)

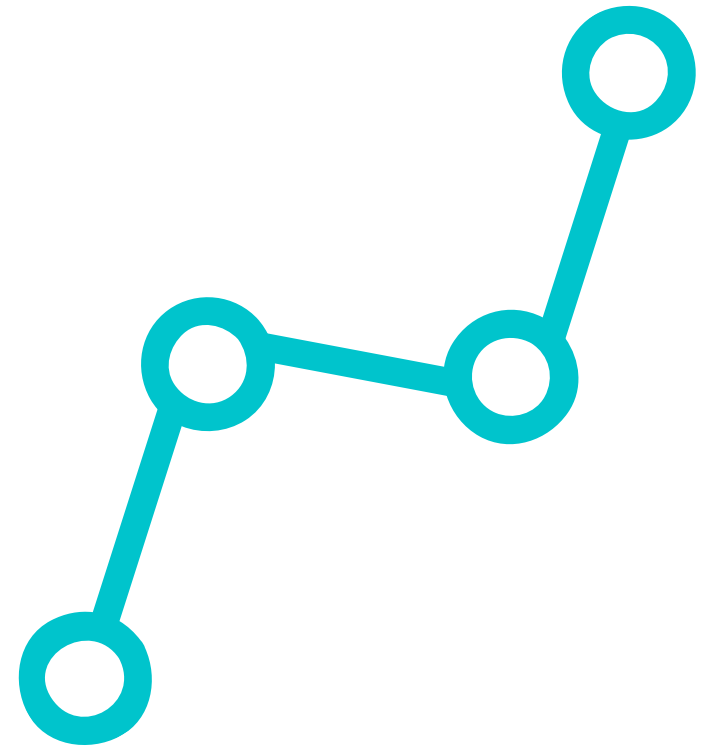
Live Streaming Apps

Social+Physical Marketing

Connected Cars

Internet of Things (The

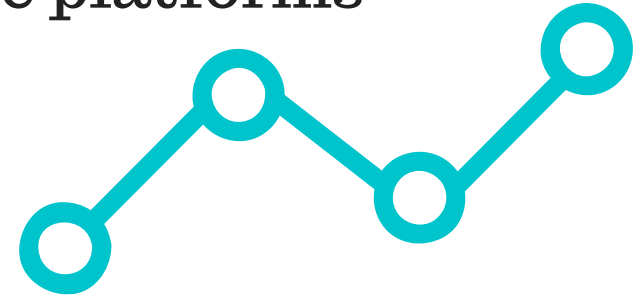
Smart Home)



How To Accomplish Great Content

Internal

- Create Content Calendars that match marketing calendars
- Strategy & execution under Comm/Mktg
- Content creation with experts via interviews, podcasts & social video
- Storytelling as a brand across multiple platforms consistently



External- Outsource

- Let the experts strategize & execute using professional knowledge & best practices

For more information please
visit www.crowdsiren.com



Thank You!

What is Crowd Siren?

<http://bit.ly/crowdsirendoes>

What is Social Media Models?

<http://bit.ly/SMMare>

Crowd Siren Brochure

<http://bit.ly/CSbrochure>

crowdsiren
SOCIAL MEDIA SOLUTIONS

