



01.27.2010

Marketing Events Online 2011

A Webinar for IFEA Members



International Festivals & Events Association

2011 Online

What's Changing & What to Do About It

1. Search Engines
2. Mobile
3. Paid Marketing
4. Steps to Take
5. Quick Review

Google places

April 20, 2010
Replaced/combined
Google local Business
Center /map listings,
free coupons, videos,
QR code door signs



June 8th
Google Caffeine

bing™

April 17, 2010
Bing took over
Yahoo Search
Paid and Organic

Google

September 8, 2010
Google Instant Search

edgeworks
G R O U P

Competition is Good:

Bing's partnership with Yahoo presents Google with its first true competitor

- Bing/Yahoo PPC costs less than Google
- Social Media success affects SEO
- Google still king with 67% market share, but down 7% from a year ago



Page Load Times Affect Ranking

How to check -

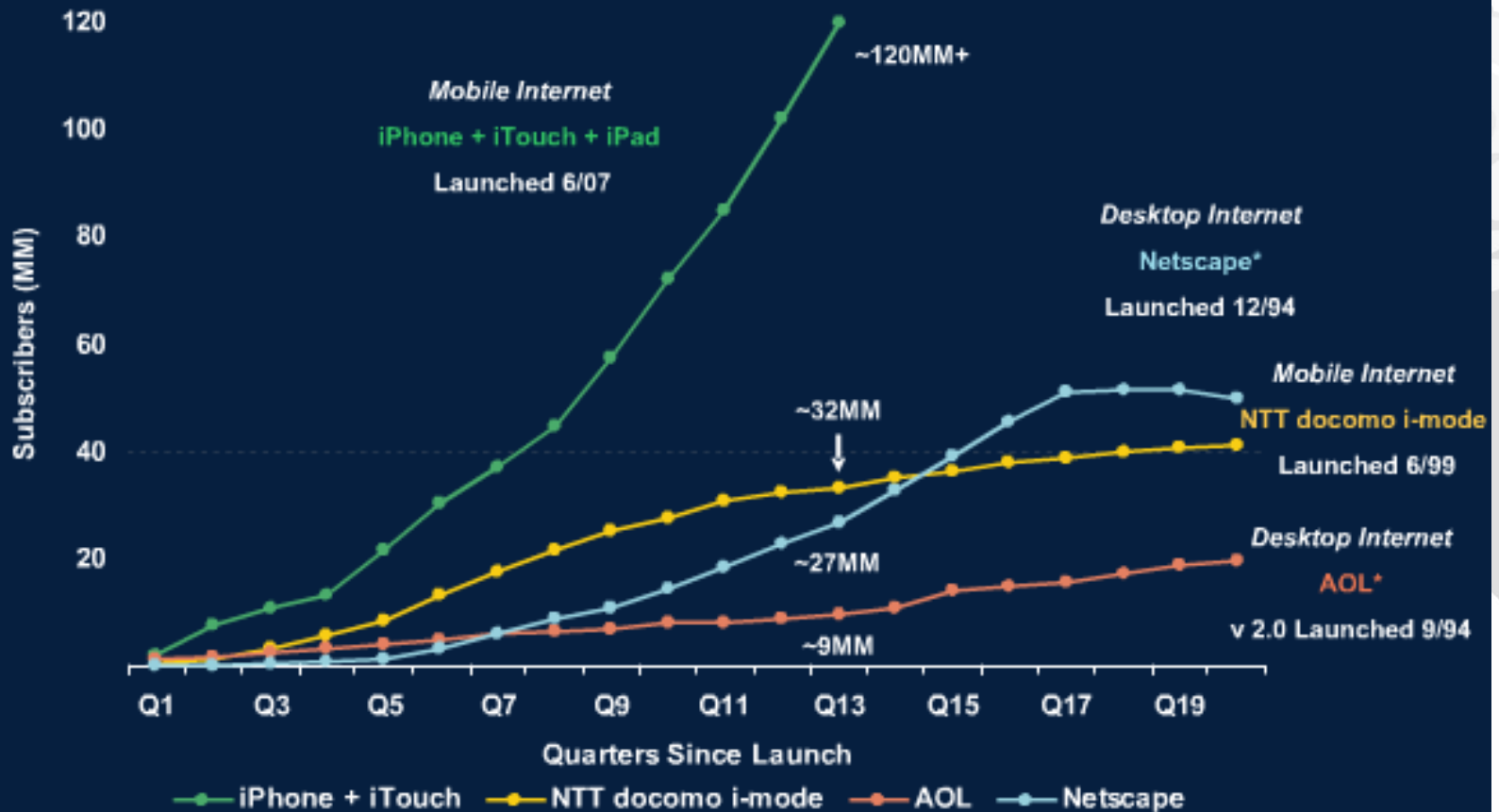
- Webmaster tools
- Firebug
- Firefox Tools

Your goal - an average page load time below 1.5 seconds, the top 20% of site performance.

Fresh Content - Unique dynamic content
Google monitors changes to websites

Apple iPhone + iTouch + iPad Ramp – The Likes of Which We Haven't Seen Before

iPhone + iTouch vs. NTT docomo i-mode vs. AOL vs. Netscape Users
First 20 Quarters Since Launch



Morgan Stanley

Note: *AOL subscribers data not available before CQ3:94; Netscape users limited to US only. Morgan Stanley Research estimates ~65MM+ netbooks have shipped in first 11 quarters since launch (10/07). Source: Company Reports, Morgan Stanley Research. Date as of CQ3:10.



"Mobile devices will outsell both PCs and Laptops by 2012."

- Mary Meeker

Chief Online Analyst, Morgan Stanley

November 16, 2010

Challenges:

- Typing interface
- Media formats
- Smaller screens

Mobile Advantages:

- 24/7 connectivity
- Fast (no boot-up, low latency)
- Easier to Use
- Fun to Use
- Affordable- free Wi-Fi
- Local targeting
- Connects to print Advertising
- Triple Threat (email, phone, internet)

Mobile Opportunities

Mobile Friendly Site vs. Mobile Only Sites

Mobile Advertising

- Click to call ads
- SMS ads
- Mobile PPC

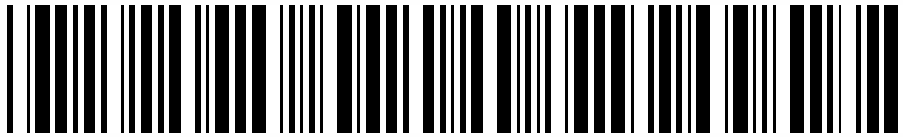
Mobile offline linking

- QR codes

Mobile Aps

- Event based aps
- Online ticketing

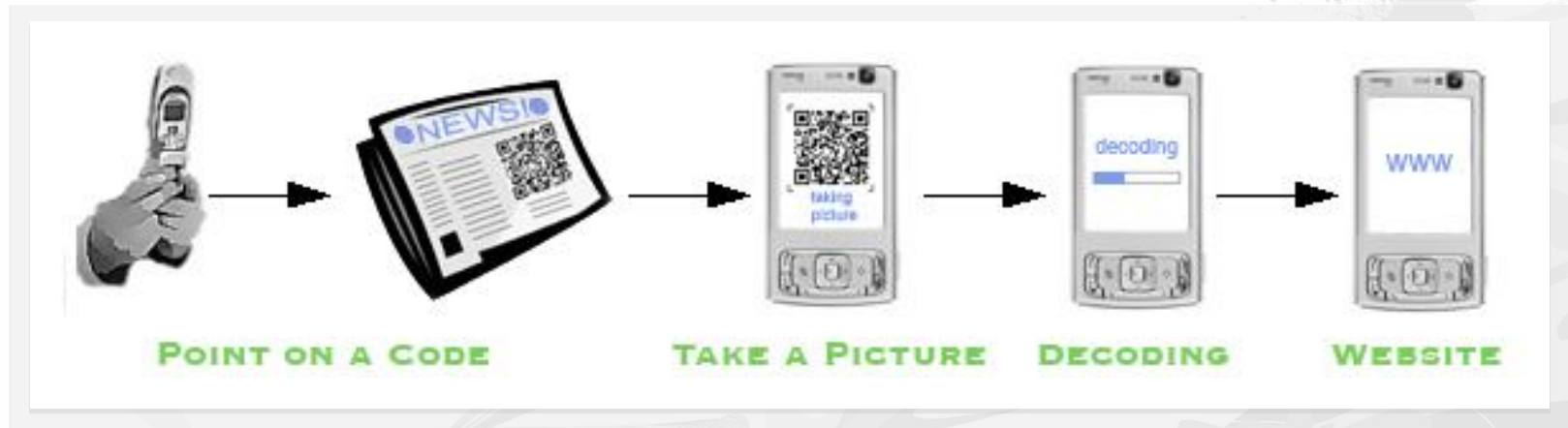




Matrix, QR, 2D



How QR Barcodes Work

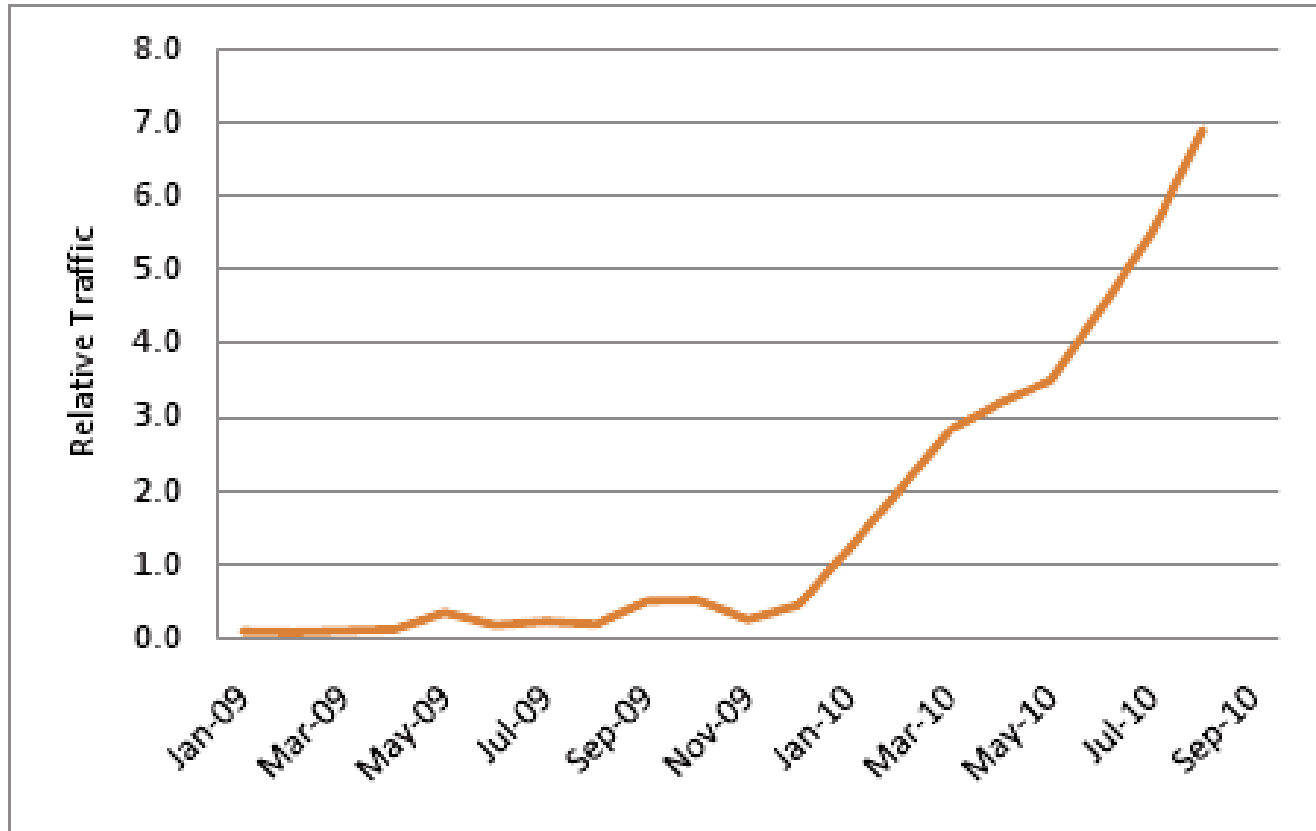


95% of new phones sold have internet capabilities (90% of US has cell phones)

New Android and iPhones will have QR scanners pre-installed.

QR barcode uses: SMS, site link, contact info, videos, coupons, tickets,

Overall Growth of Mobile Barcode Scanning:

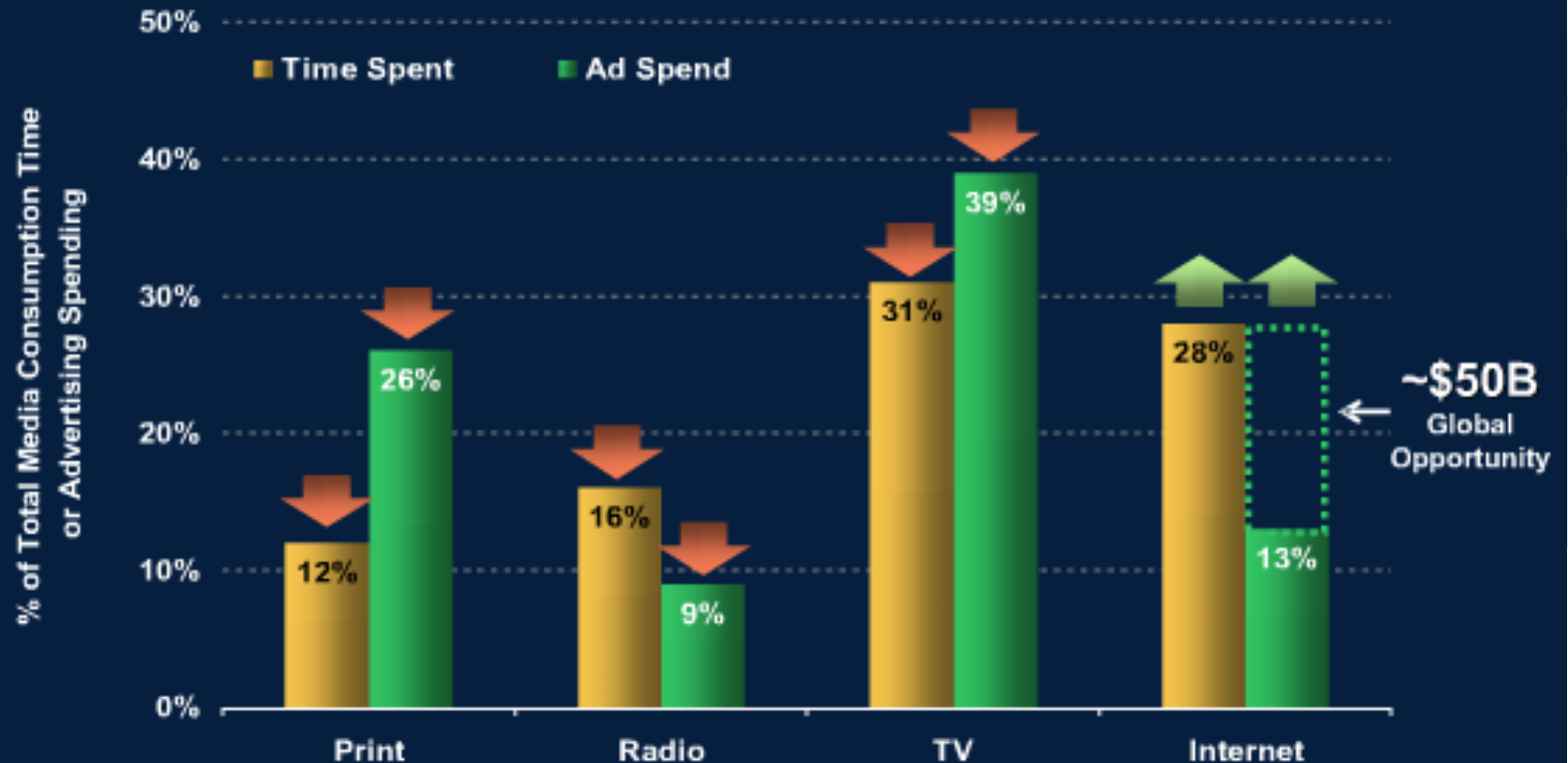


Consumer adoption study by ScanBuy October 2010

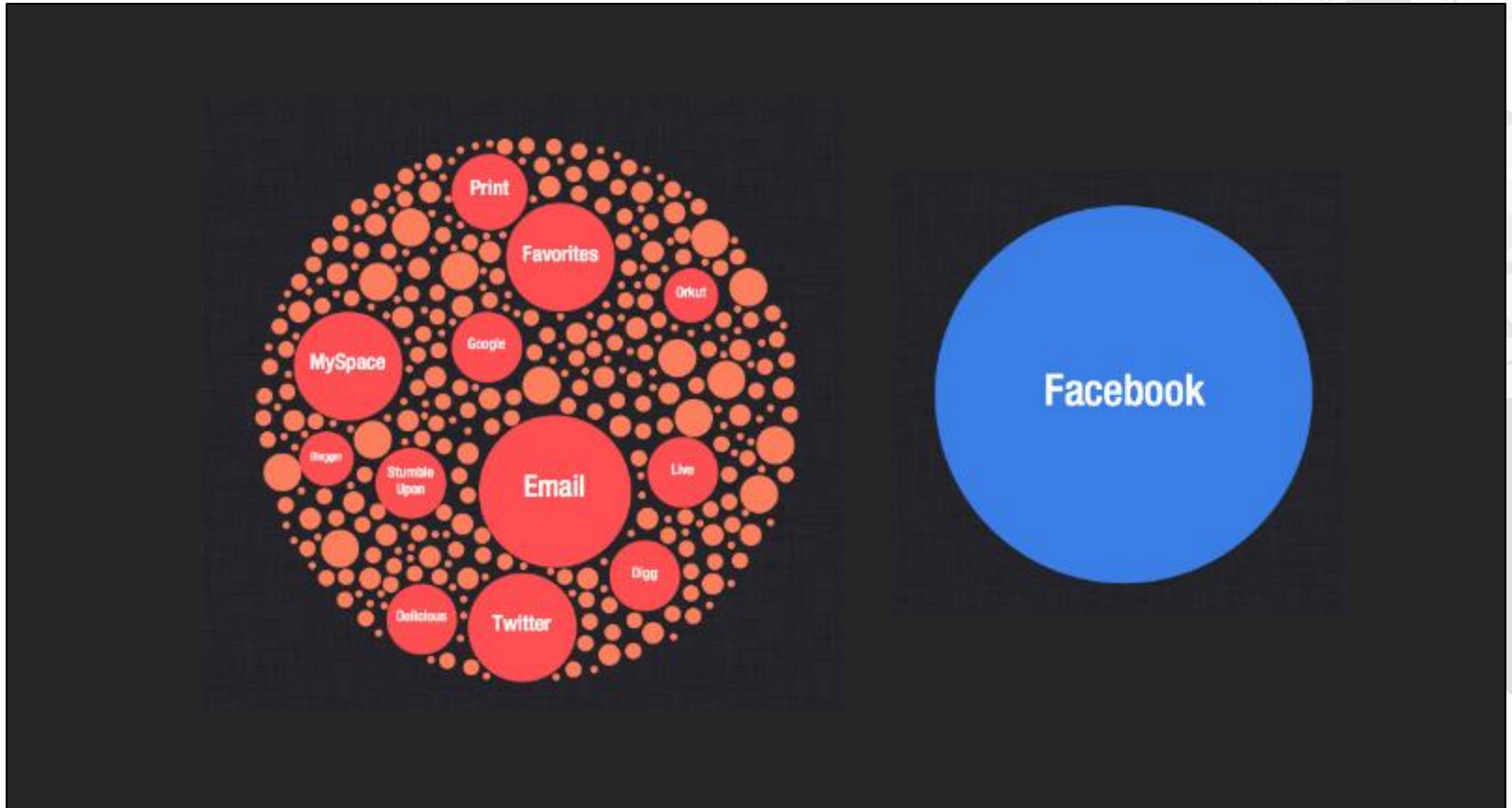
Media Time Spent vs. Ad Spend Still Out of Whack

Paid Marketing

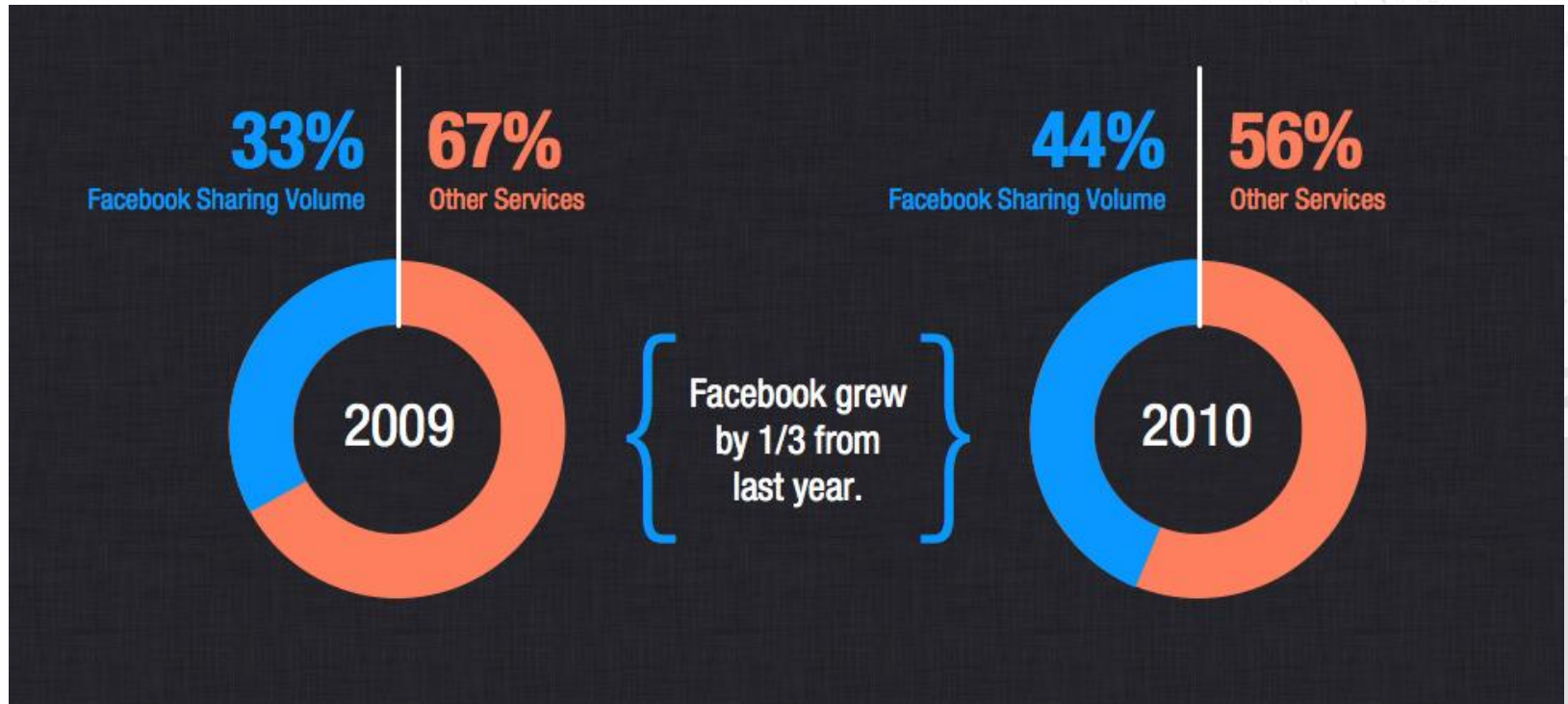
% of Time Spent in Media vs. % of Advertising Spending, USA 2009



Clearspring Technologies 2010



- Email is 38% larger than Twitter
- Facebook larger than Google, Email and Twitter combined



Experian Hitwise, November 2010

- 1 in 4 of all US page views are on Facebook
- Facebook has 24.7% market share
- Followed by YouTube 6.4%, Google 5.3%, Yahoo/Bing 1.2%

Social Advertising Makes Cents

The average CPM for social media/networking sites is \$0.55

The same advertising on entertainment website
CPM= \$4.53

News site
CPM= \$5.63

Social Advertising is the greatest advertising opportunity since Adwords 2006

In Defense of Google PPC

- Targeting tools
- Reporting
- Goal tracking
- Test organic target keywords
- Authority
- Domain protection
- Social media results often arrive via search

What to Do For Organic Search in 2011

1) Maintain unique fresh content on your site

First Step:

Rewrite content on one primary page, length over 200 words. After three weeks check index records with webmaster.

2) Track user behavior/conversions

&

3) Speed up page load times

Twofer Step:

Upload Asynchronous Google Analytics Tracking

Mobile

First Step:

Visit your site on an Android, iPhone or Blackberry-

Check:

- Contact forms
- Readability
- Navigation
- Video

Second Step:

- Email us your URL and we will send you a free QR code in PNG format.

Advertise in Social Media

First Step: Create a Facebook page
(note: Facebook pages can be themed)

Video

YouTube 146 m/mo views, Facebook 59m/mo video views
- Comscore Study, September 2010

First Step: Upload site videos to YouTube/Facebook

YouTube videos are automatically mobile/iPhone friendly
There is less video content vs. available exposure.

Benchmarks for Holiday/Seasonal Event Websites

(the numbers to beat!)

USA, 2011

Average Bounce Rate:	51.75%
Average Time On Site (TOS)	2:03
Pages Viewed Per Visit	3.00

USA, 2010

Average Bounce Rate:	50.78%
Average Time On Site (TOS)	1:59
Pages Viewed Per Visit	2.94

Quick Review:

1. Prepare for mobile
2. Move beyond Google Adwords
3. Track your results offline/online
4. Maintain a dynamic site

Stay In Touch!

Doug Rasch, Director Online Marketing

doug@edgeworksgroup.com

866-888-7313 x 709

edgeworks
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web marketing and development • 866.888.7313 • www.edgeworksgroup.com