



DIGITAL MARKETING REPORT 2013

Margin Media

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OVERVIEW OF AUSTRALIAN WEBSITES

How are Australians using the internet?

Australians are becoming more online savvy and involved in all the Internet has to offer. The way consumers and businesses use the internet now is very different from what it was a decade ago.

- 52% of all Australians use the Internet every day (AIIMA)
- The average Australian spends approximately 44 hours using the Internet each month (ACMA)
- Many Australians multitask, with 60% of online Australians watching TV and using the internet at the same time (ACMA)
- Only 15% of Australian internet use happens at home; this could be due to the increased popularity of mobile internet and internet use at work (Australian Policy Online)
- 56% of online savvy consumers research products, services and retailers online (IAB/ Nielsen)

Top 10 Websites in Australia



Source: <http://www.topcomputersciencedegrees.com/popular>



Percentage of companies with a web presence

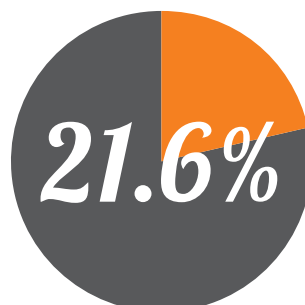
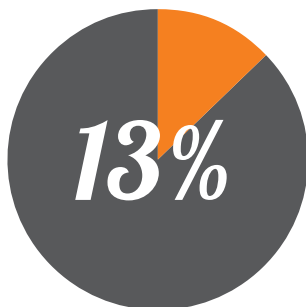
- 92% of SMEs (small and medium enterprises) use the internet as part of their business operations (Sensis)
- Less than 50% of Australian businesses have an online presence, such as a website or social media page (ABS 2010/11)
- The gap between small and large businesses remains large, with just 33.2% of micro businesses (sole trader) having a web presence compared to 97.3% of large businesses

Which industries have the most internet exposure?

Looking at individual industries ...

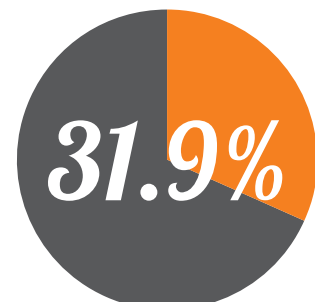
- Businesses in the agriculture, forestry and fishing (13%), transport, postal and warehousing (21.6%) and construction (31.9%) industries were the least likely to have an online presence.

Agriculture,
Forestry & Fishing
Industries



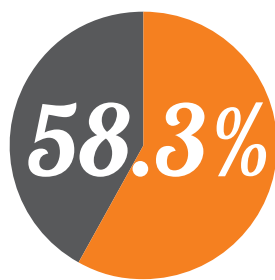
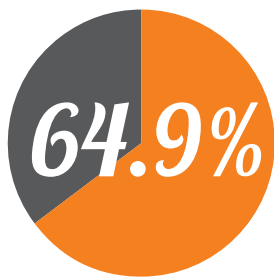
Transport, Postal
& Warehousing
Industries

Construction
Industries



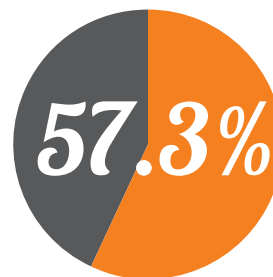
- The arts and recreation services industry led the way with 64.9% having some web presence. The wholesale trade sector also has a strong online representation at 57.3%, while we would expect IT sector to be relatively well engaged online (58.3%). In contrast, just 10.9% of agricultural businesses have an online presence (ABS. 2011).

Arts & Recreation
Services Sector

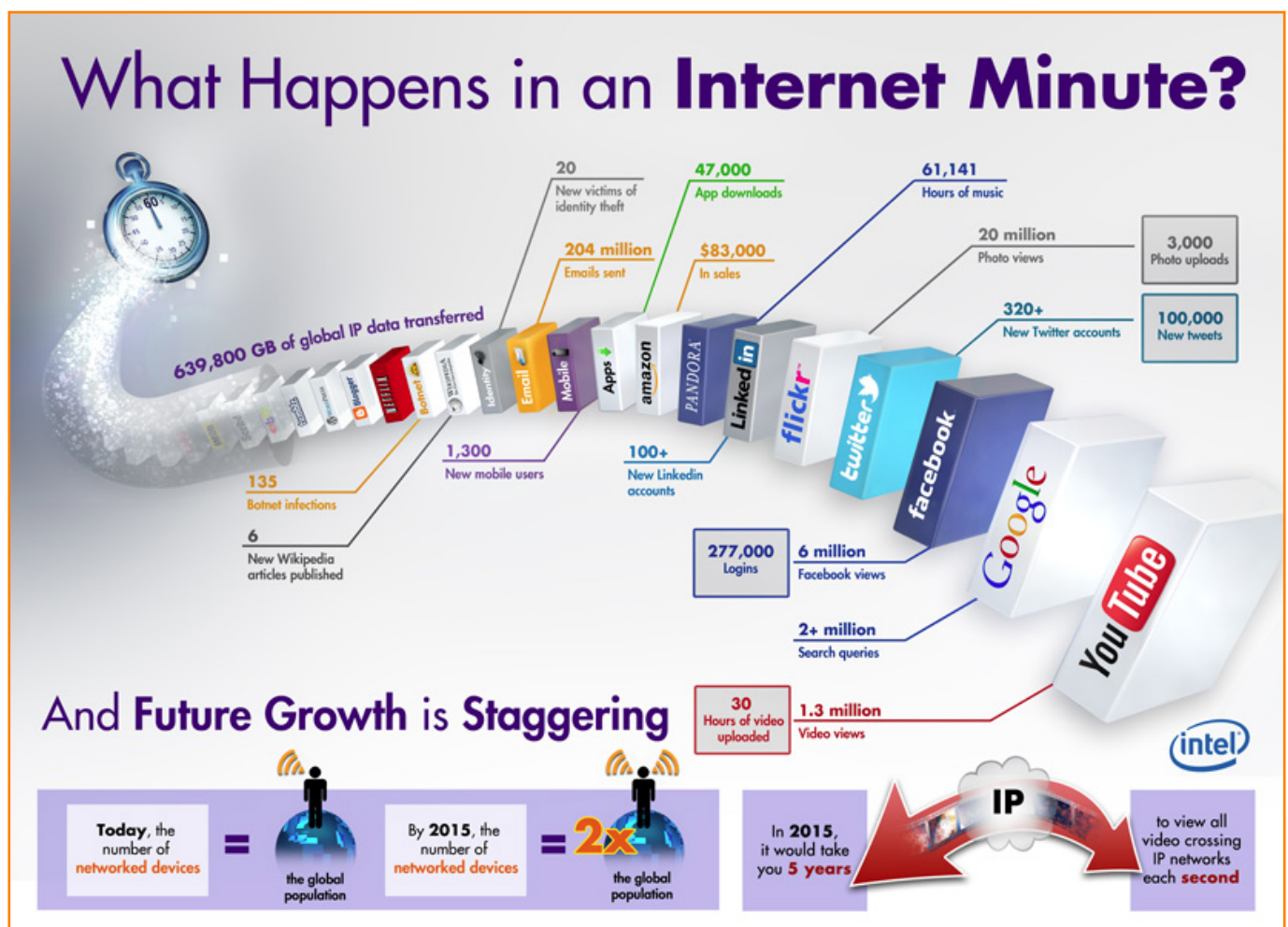


IT Sector

Wholesale Trade
Sector



Agricultural
Sector



Source: Pew Research



E-commerce

“In Australia, e-commerce continues to exhibit all the characteristics of an emerging market; extremely rapid growth, rapid adoption of products and changes in participation” (Australian Government, 2011).

According to the Department of Broadband, Communications and the Digital Economy, Australia’s retail and content industries have a weaker online presence than global competitors. E commerce in Australia lags behind the US and UK, predominantly as a result of a reluctance from some retailers. This lag provides an opportunity for local operators who develop an online presence to flourish, with the potential to expand their marketplace from a local area to the world (Australian Government, 2011).

- The latest ABS survey of business use of technology reveals that many Australian businesses are still not online
- While 90.1% had internet access in 2010, only 40% had a web presence such as a website (ABS, 2012)
- Big business (200+ employers) is well represented online, with 94% boasting a web presence, but micro businesses (less than 5 employees) lagged far behind at 29.2%(ABS, 2010)

What is content marketing?

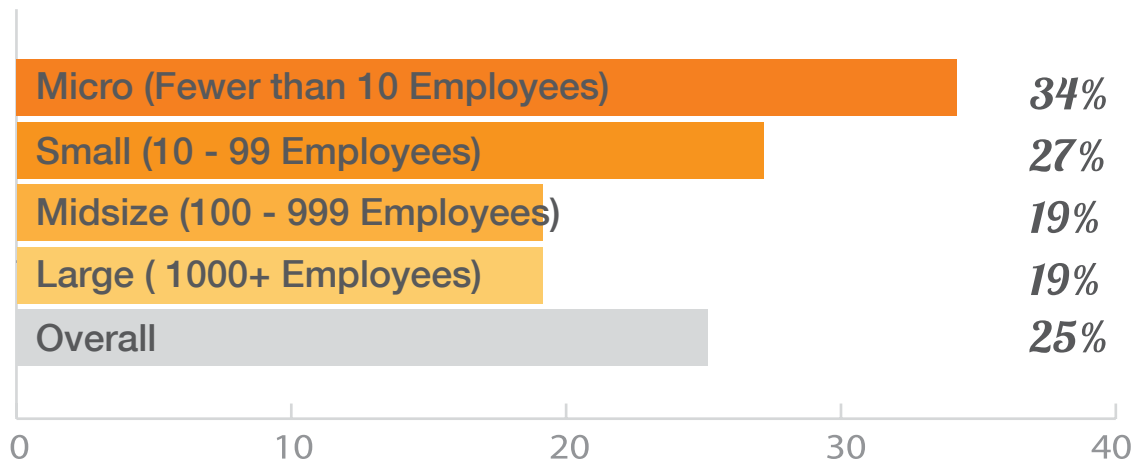
Content marketing includes “creating and distributing relevant and valuable content to attract, acquire and engage a clearly defined and understood target audience” (Content Marketing Institute, 2013). According to Holger Schulze, the purpose of content marketing is “to engage buyers with compelling content to educate, inform, entertain and guide them along their buying journey” (2012).

Content marketing is a means of communicating with your target marketing without selling, therefore, can be referred to as non-intrusive marketing. With content marketing, your business can deliver information to encourage buyer intelligence with the aim that they will reward you with business loyalty. Therefore, content marketing creates a willingness in people to be a part of the business due to its form of intrinsic motivation that drives them to donate or be involved without expecting any rewards in return.

Content marketing in Australia: Content marketing is a top priority for most organisations in 2013.

- Australians have embraced content marketing with open arms. Overall, 96% of Australian marketers use content marketing. These statistics are higher than figures seen in North America and the UK.
- Despite its popularity only 29% of businesses consider themselves to be “very effective” or “effective” at doing content marketing.
- On average, 25% of marketing budgets in Australia are allocated to content marketing, with B2B marketers allocating a higher percentage (25%) than their B2C peers do (20%) (Content Marketing Institute, 2013). The graph below shows the breakdown of the total marketing.

Total Marketing Budget Spent on Content Marketing in Australia

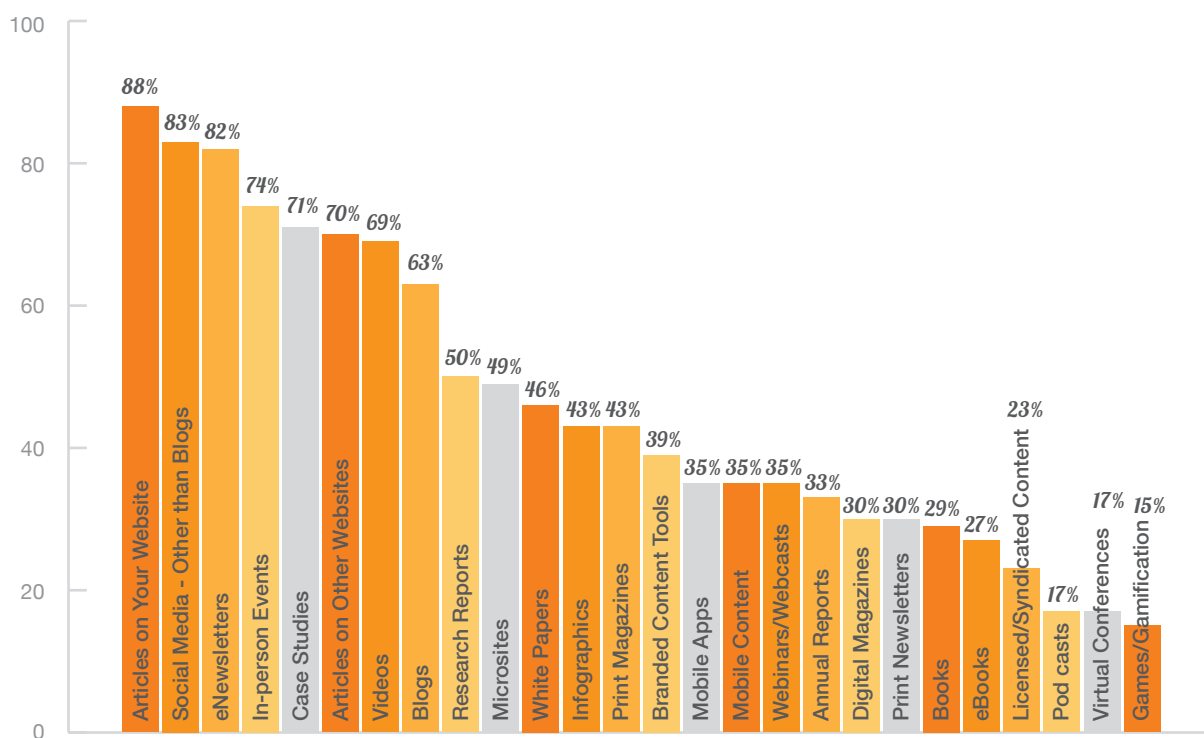


Source: Content Marketing in Australia: 2013 Trends -
Content Marketing Institute/The Association for data-driven marketing & advertising (ADMA)

Breakdown of content marketing usage in Australia

Both B2B and B2C marketers in Australia use an average of 12 content marketing tactics. Australian B2C marketers use more mobile apps, mobile content, and print magazines/newsletters than their B2B peers do. Australian B2B marketers use more case studies, white papers, webinars/webcasts, and research reports (Content Marketing Institute, 2013).

Content Marketing Usage in Australia (By Tactic)

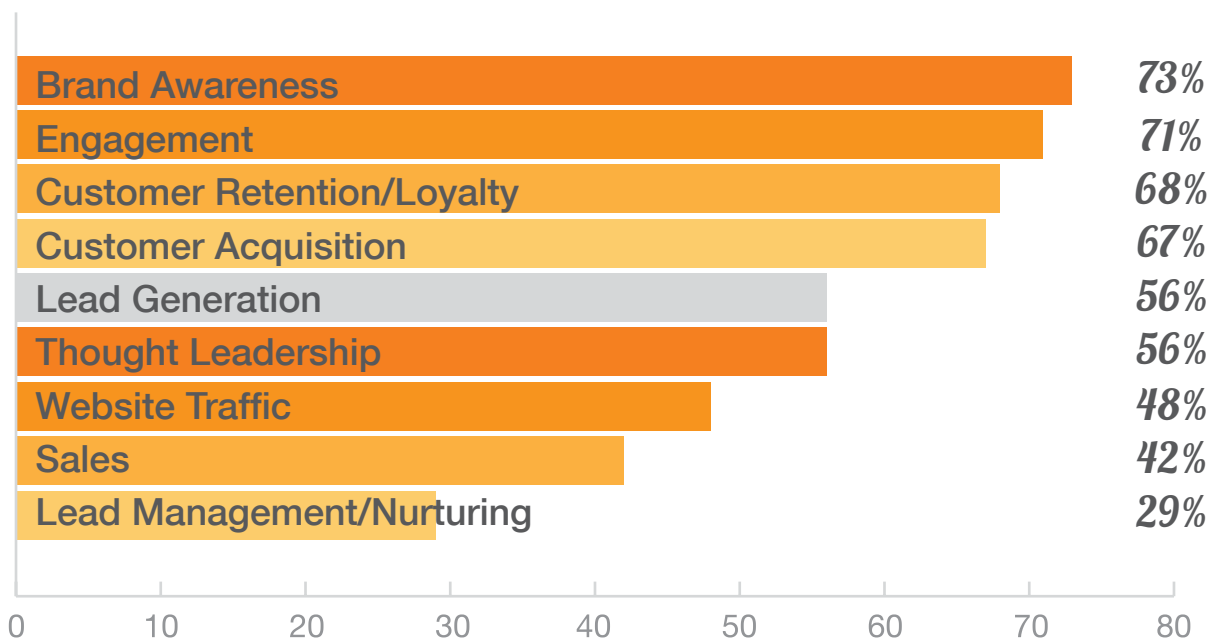


Source: Content Marketing in Australia: 2013 Trends -
Content Marketing Institute/The Association for data-driven marketing & advertising (ADMA)

What are the benefits?

1. Content marketing **can cost less** than traditional, outbound marketing. According to Mashable's Infographic statistics show that content marketing costs 62% less per lead than outbound marketing (Mashable, 2011).
2. According to Roper Public Affairs, 80% of business decision-makers prefer to get company information in a series of articles versus an advertisement. Therefore, with content marketing we **earn brand awareness and the loyalty of our customers** by providing them with value rather than bombarding them. According to Mashable, 2011, 84% of 25 to 34 year old have left a favourite website because of intrusive or irrelevant advertising. It is far less intrusive than the interruption marketing and advertising techniques we are presented with on a daily basis. See hubspot graph below.

Organisational Goals for Content Marketing in Australia



3. Content marketing helps **engage consumers, and helps build a connection** between business and consumers. 70% say content marketing makes them feel closer to the sponsoring company, while 60% say that company content helps them make better product decision (Content Marketing Institute, 2013).
4. Content marketing can improve **search engine rankings and create 'buzz'** and consistent referral traffic which helps increase brand awareness and drives sales and leads.

Example

American Express OPEN forum

According to the Clickz report, American Express is at the top of the list of brands leveraging content marketing with its AmEx Open Forum. Open Forum offers tools for small businesses and hosts insightful and engaging content for entrepreneurs. The content is produced by publishers like Inc Magazine, Mashable and in-house Open Forum writers and then hosted on OpenForum.com. The articles help foster a community around the topic of running a business and AmEx benefits from increased exposure.

Kraft

Kraft is also a leader in content marketing. Their website kraftfoods.com is a popular online source for recipes and other food related content. It offers consumers useful information that not only keeps them coming back but also gets shared. They also have a Kraft recipes page, a Pinterest account with multiple pinboards, an iPhone app and a Youtube channel called the Kraft Cooking School and multiple Facebook pages targeted to niche audiences. Julie Fleisher, Director of CRM Content Strategy and Integration at Kraft said, “The ROI on our content marketing work is among the highest of all our marketing efforts.

Due to the many benefits, Content marketing is used by some of the top global marketing organisations, including Microsoft, P&G, Dell and Starbucks. Additionally, many smaller Australian companies are catching on to the benefits. On average, 25% of marketing budgets in Australia are allocated to content marketing, with B2B marketers allocating a higher percentage (25%) than their B2C peers do (20%). (Content Marketing Institute, 2013)

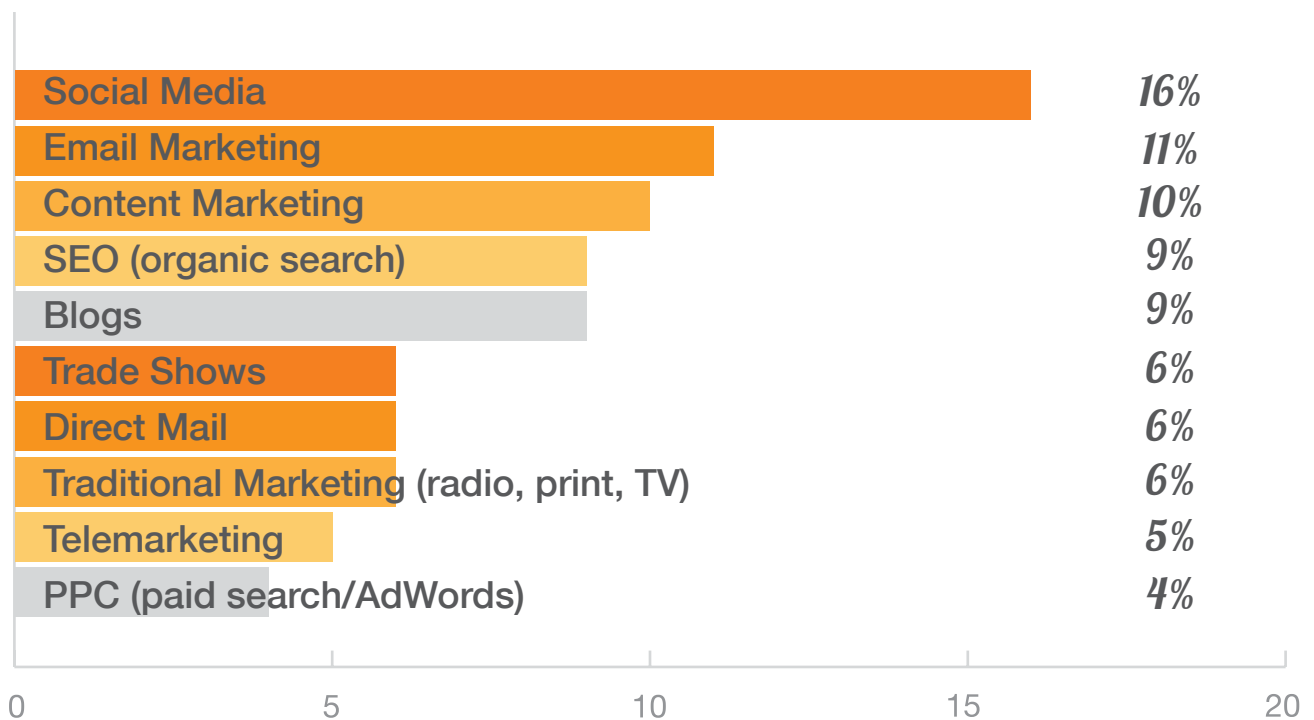
Types of content marketing

However, with the rise in popularity of content marketing, comes a rise in content companies need to compete against. Therefore, the major challenge facing Australian marketers includes producing engaging content. There are many different contenting marketing techniques; but the successful businesses are the ones with relevant, up to date and consistent content.

Breakdown of how companies dedicate full time marketers to the following content marketing channels (Hubspot 2013 state of inbound marketing report)

Social Media Consumes Most Personnel Resources

16% of companies employ a full-time social media marketer

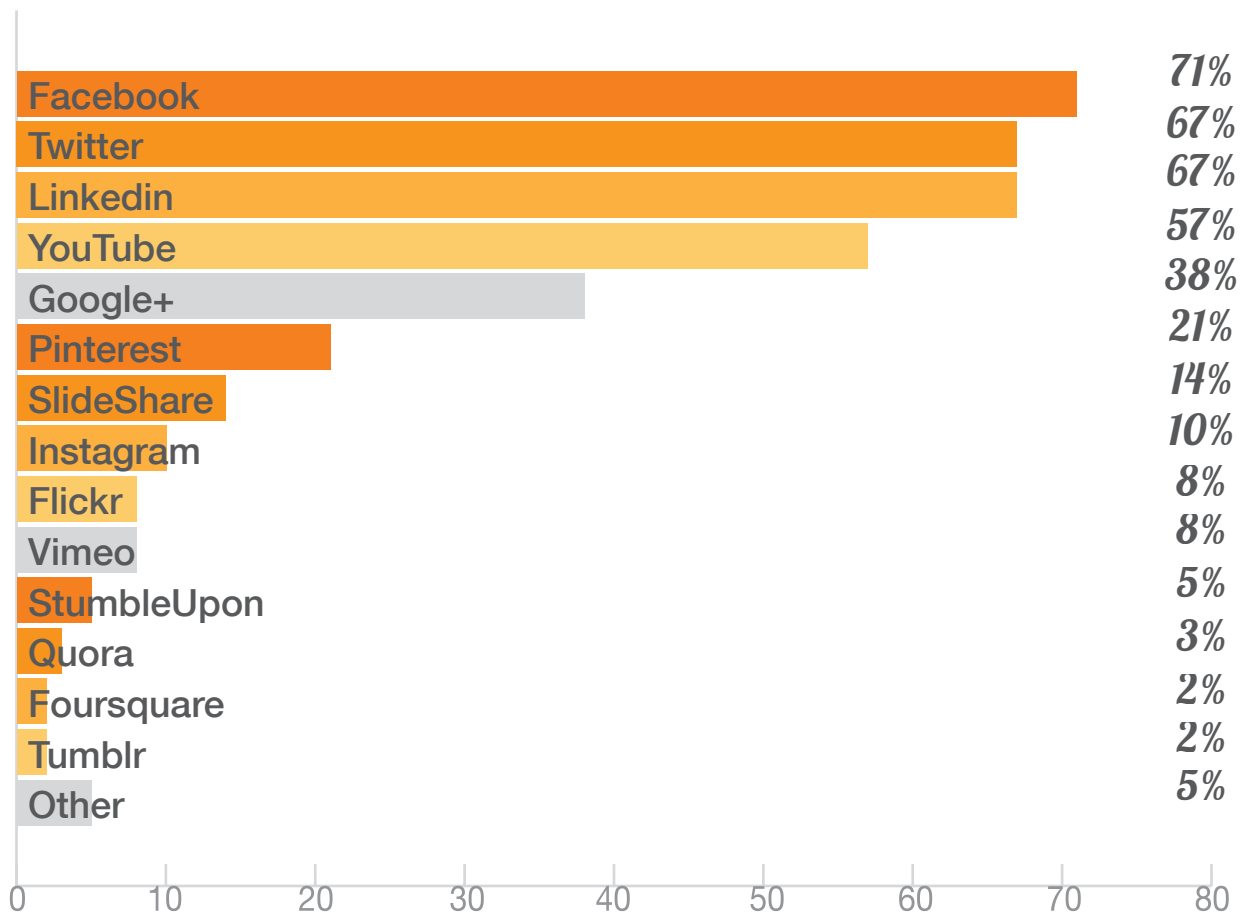


Source: Hubspot

S O C I A L M E D I A

When interesting, useful or educational content is combined with a strong presence in social media, its usefulness can increase substantially. As content is shared on social media sites, the reach of the content can grow virally and lead to substantial increases in visibility.

Percentage of Australian Marketers that Use Various Social Media Platforms to Distribute Content



Source: Content Marketing in Australia: 2013 Trends -
Content Marketing Institute/The Association for data-driven marketing & advertising (ADMA)

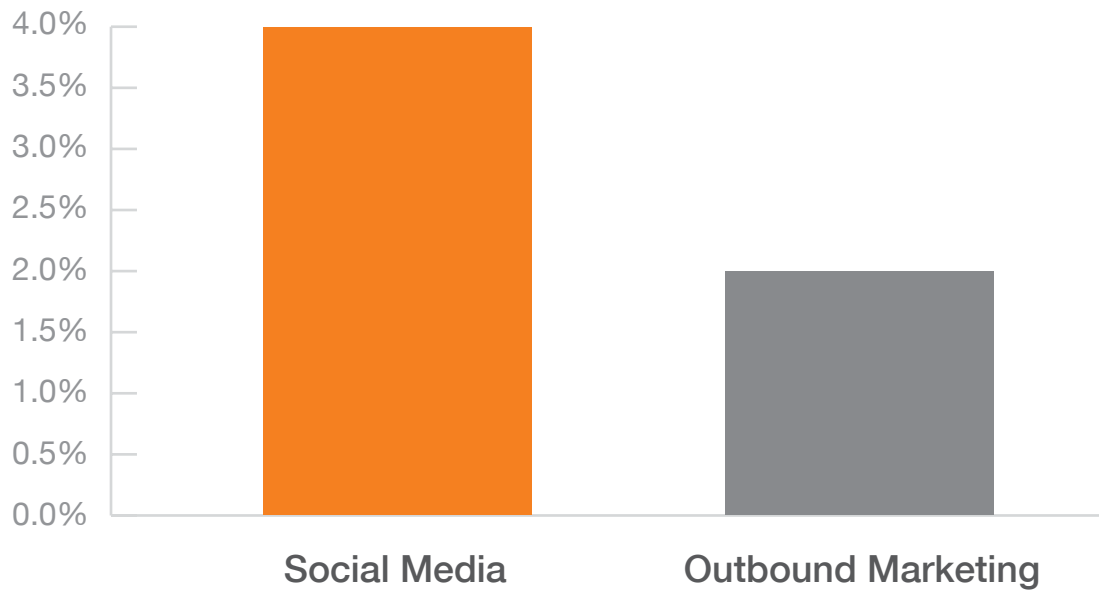
Today social media affects everything from TV, to education, to politics, to business. A significant 83% of marketers indicate that social media is important from their businesses (World View Editing, 2013). 84% of B2B marketers use social media in some form and the majority of marketers use social media for 6 hours or more each week (Social media examiner).

- 25% of Australian Internet users access social networking sites everyday (Australian Policy Online)
- 30% of B2B marketers are spending millions of dollars each year on social media marketing (Media Bistro, 2011)
- Social media has become a dominant force for companies to find and hire quality content. According to the jobvite 2012 Social Recruiting Report, 73% of recruiters have successfully hired a candidate through social media. Therefore, hiring demand for media and social networking skills are constantly growing
- 10% of small businesses (compared with 18% of medium businesses) use social media for business purposes (Sensis, 2010).
- SME's reported that they were predominantly using their social networking pages as a space to collaborate with their customers (51%) and to share news about their business (48%) (Sensis, 2010)

Benefits

- Social media generates added business exposure, increases traffic and provides marketplace insight.
- Social media has a 100% high lead-to-close rate than outbound marketing (State of Inbound Marketing, 2012).
- Social media is held in high regard by small businesses, with 72% of them considering social media investment leads to sales (AIMIA).

SOCIAL MEDIA has a 100% higher lead-to-close rate than outbound marketing

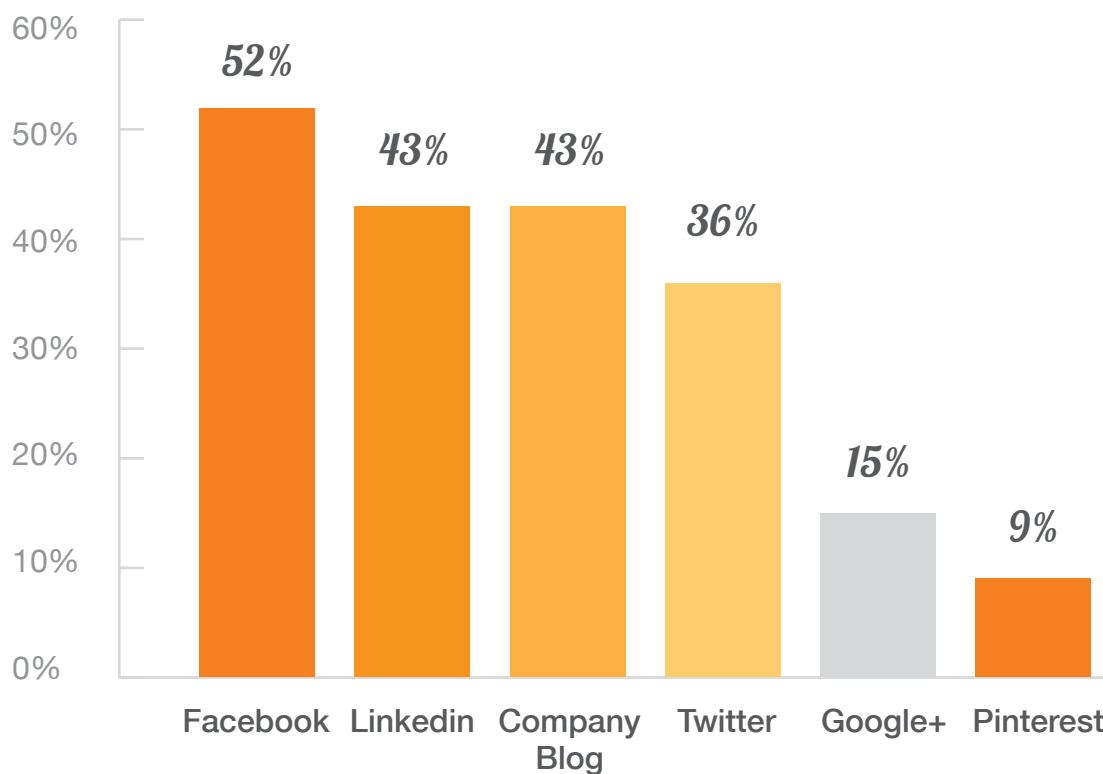


Source: State of Inbound Marketing, Hubspot 2012

Facebook leads social media customer sources; more than 52% of marketers will find a customer on Facebook this year. Blogs and LinkedIn tie for second place, with 43% of marketers finding customers in each of these respective channels. (Hubspot, 2013 State of Inbound marketing)

Facebook Top Channel to Acquire a Customer

52% of all marketers found a customer via Facebook in 2013



Social media promotion

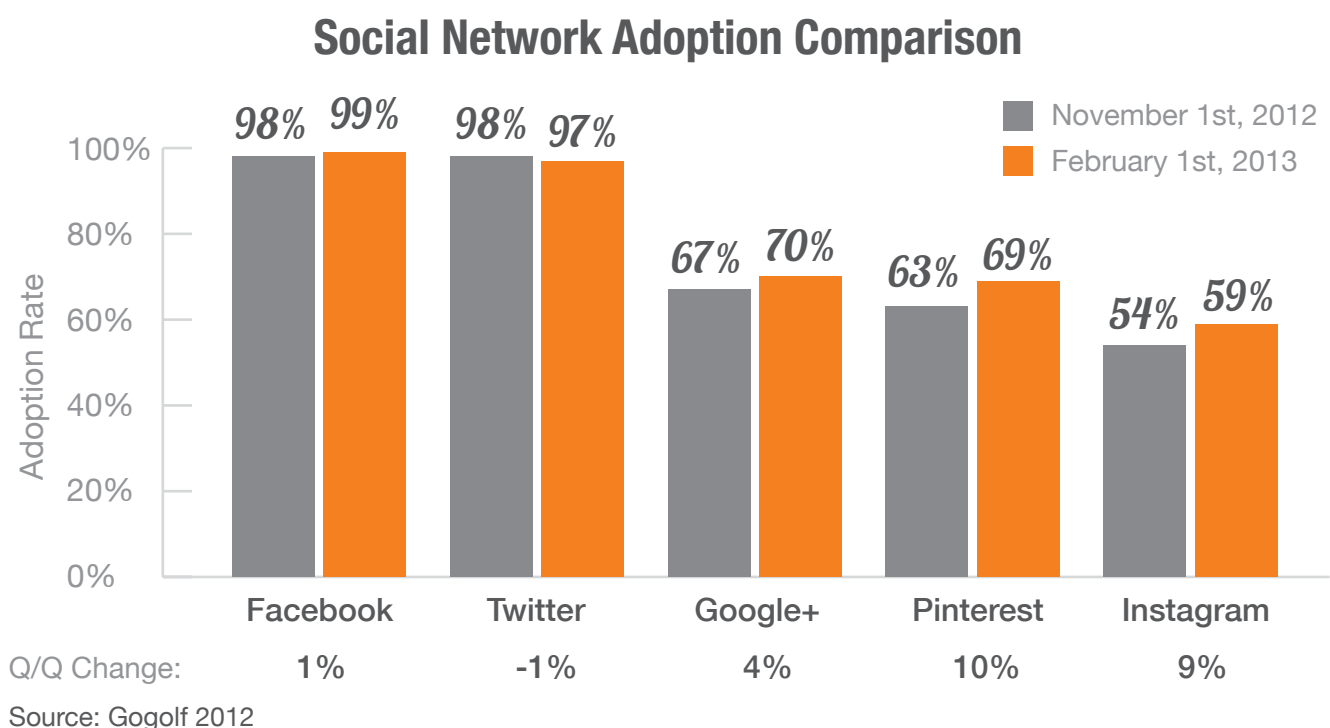
- 67% of customers will like a Facebook page to save 25% or more (Creativo, 2012)
- 28% of customers share deals through social media (Creativo, 2012).
- 17% will retweet or tweet a deal to save 25% or more (Creativo, 2012).
- 12% have looked for deals on social media sites using their smartphones (Creativo, 2012).

Social media is still young

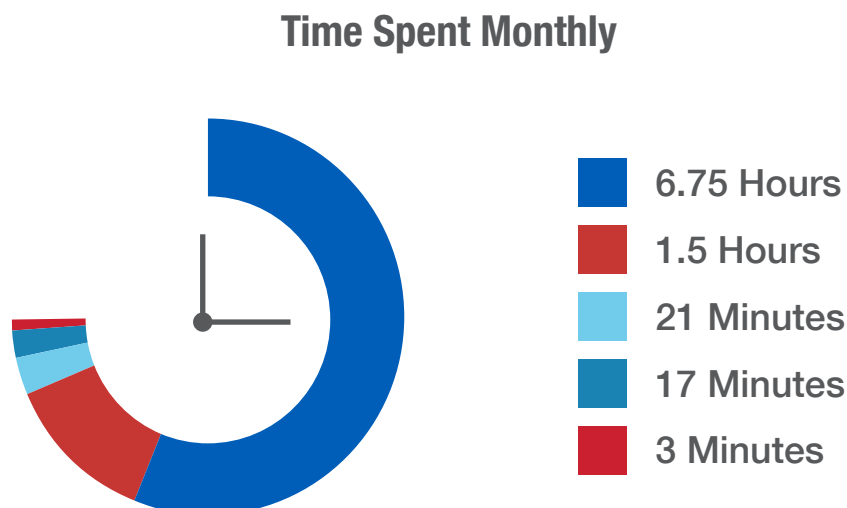
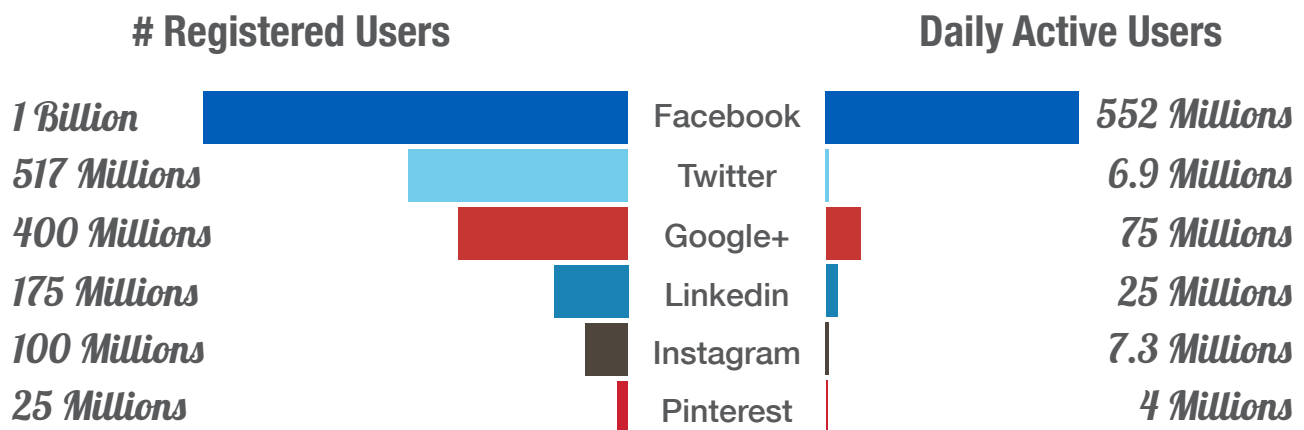
Social media is constantly changing and evolving. For example, in the past year the TV experience is becoming more social with 67% of internet consumers using smartphones, tablets or laptops for watching TV and videos. Additionally, over 25% of internet users use social media to discuss what they're watching in real time.

- There are also customers not using social media effectively
- 70% of brand fan questions on social media are not responded to (Creativo, 2012)
- 70% of brands ignore complaints on Twitter (Creativo, 2012).

Social media statistical comparison

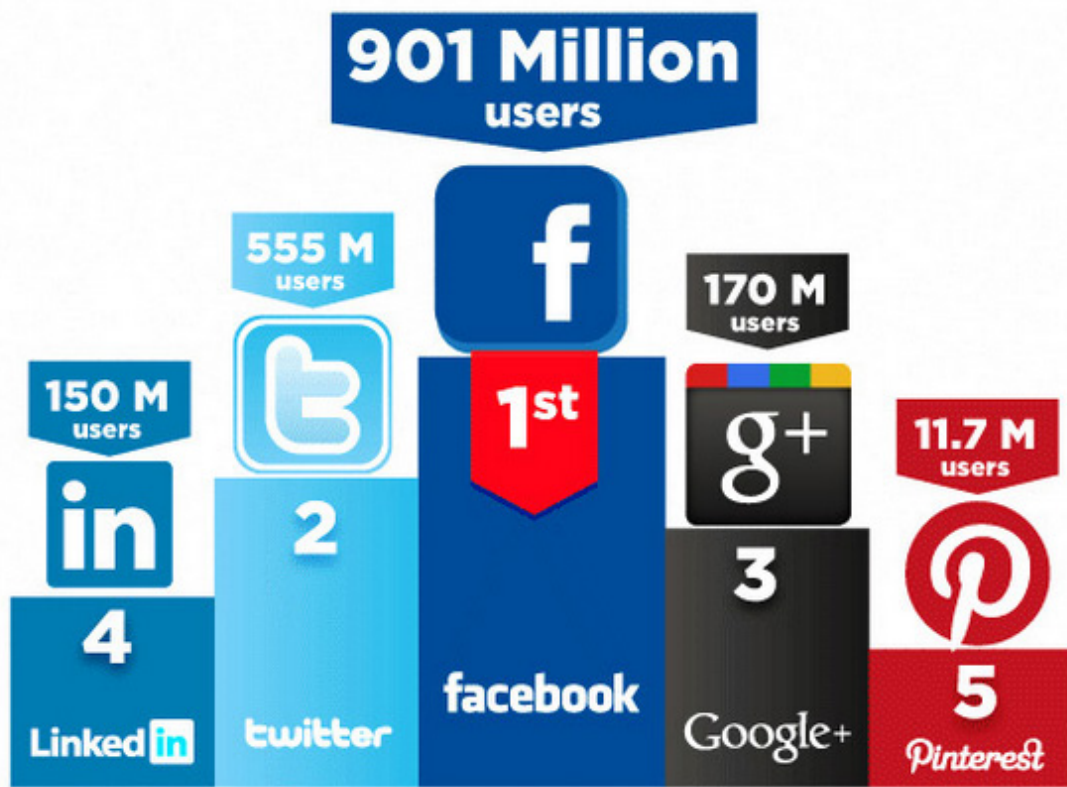


- Almost 100% of the worlds top brands now have a presence on Facebook
- 70% now use google+ and pinterest isn't far behind with 69% (of top brands)
- Instagram has 59% of the world's largest brands using it
- After Facebook, LinkedIn is the most popular social network across Australia (AIMIA)
- Facebook is the number one social marketing tool for brands at 83%, followed by Twitter at 53% (Creativo, 2012).
- 34% of medium and 27% of small businesses are using social media for business (Creativo, 2012).
- 74% of brand marketers saw an increase in website traffic after investing just 6 hours per week on social media (Creativo, 2012).



Source: Creativo 2012

Number of Users on Popular Social Networking Sites



Source: Creotivo 2012

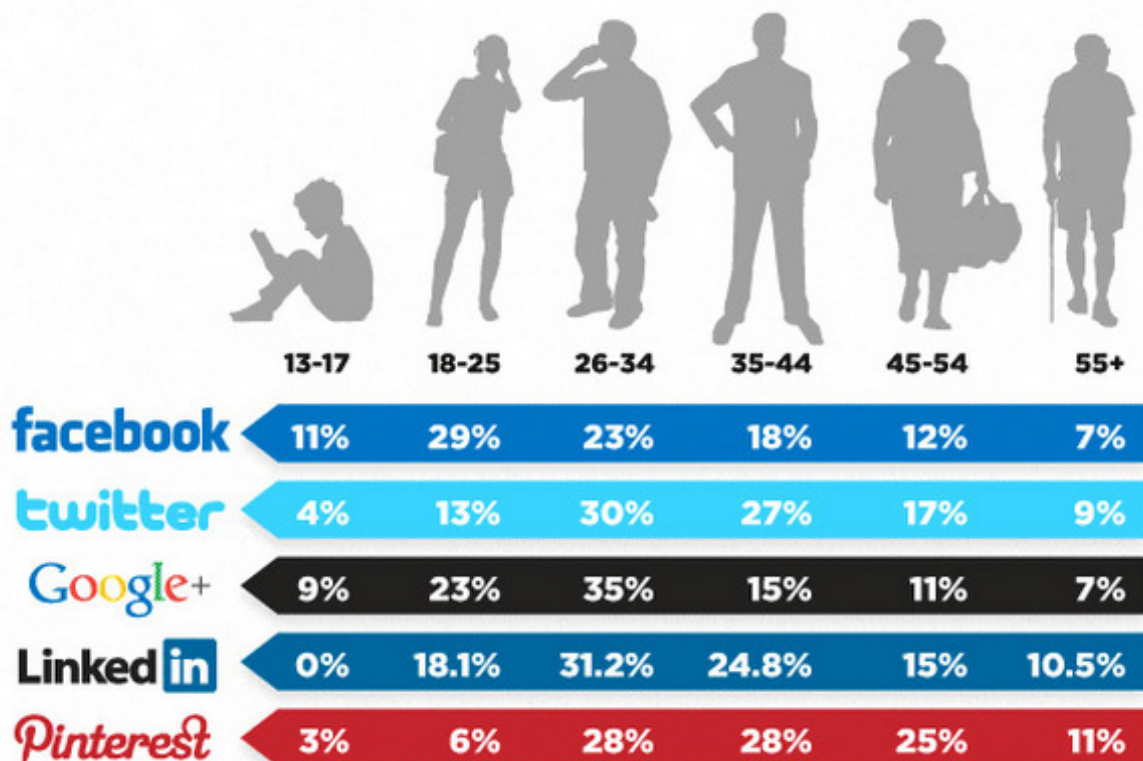
Social media increase for businesses

- 21% of marketers report that social media has become more important to their company over the past 6 months.
- Facebook leads social media customer sources, with 52% of all marketers sourcing a lead from Facebook in 2013 and 74% saying Facebook is important to their lead generation strategies.
- Company blogs and LinkedIn tie for second place, with 43% of marketers generating a customer from each of these respective channels.
- Social media has had consistent strong annual growth, with 23% of marketers investing in these channels, a 9% increase from 2012.

Time Spend by Average Social Networking User Per Month



Age Demographics of Social Networking Users



Source: Creativo 2012

Social media for business



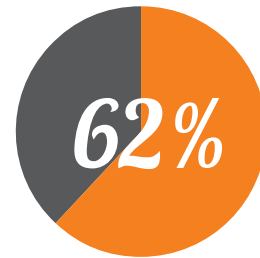
34% of medium and 27% of small businesses are using social media for business (10+ Year on Year)



Facebook is the number one social marketing tool for brands at 83% (88% target for 2014), followed by Twitter at 53% (target 64% in 2014)



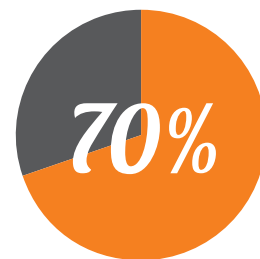
74% of brand marketers saw an increase in website traffic after investing just 6 hours per week on social media



62% of marketers said that social media has become more important to their marketing campaigns in the last 6 months



83% of social media customer service users have walked away from a purchase after a bad experience, compared to 49% of non-users



70% of brand fan questions on social media aren't responded to

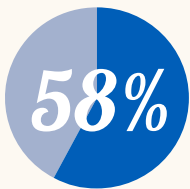
70% of brands ignore complaints on Twitter

53% of employers have a formal policy on social media

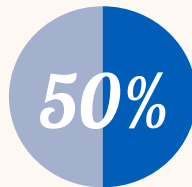


FACEBOOK

Facebook is the world's largest social network, with more than 900 million users. Facebook's social network domination may be frequently challenged by emerging social media platforms like google+, but with more than 845 million members in its user base, it still remains the most popular social network (Hubspot)



of users
return daily



of smartphones
connect to Facebook
every hour of every day



Accessed by **7,000**
different types of
devices every day



+500 Million
likes per day



140 Billion
friend connections

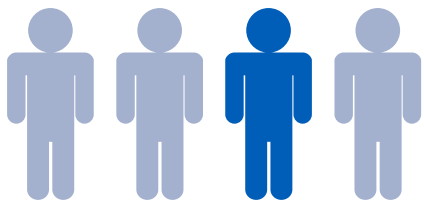


250 Million
photos added daily



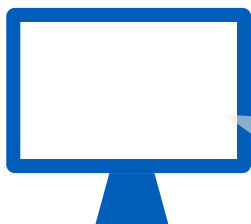
1 out of every 7 minutes
spent online is spent
on Facebook

Each day Facebook users spend **10.5 Billion minutes**
(almost 20,000 years) on the social network



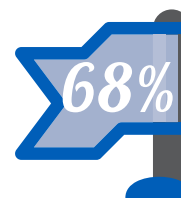
1 in 4 Australians “like” or interact with a brand on Facebook on a weekly basis (ROI)

1 in 7 Australians regularly discuss or add personal comments about brands online (ROI, 2011)



1 in 10 Australian consumers post reviews of brands online on a regular basis (ROI)

68% of Australia’s online consumers are fans of Facebook Brand Pages (ExactTarget)

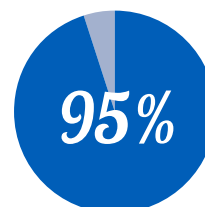


According to Mashable, the number of marketers who say Facebook is “**critical**” or “**important**” to their business has increased 83% in the last two years



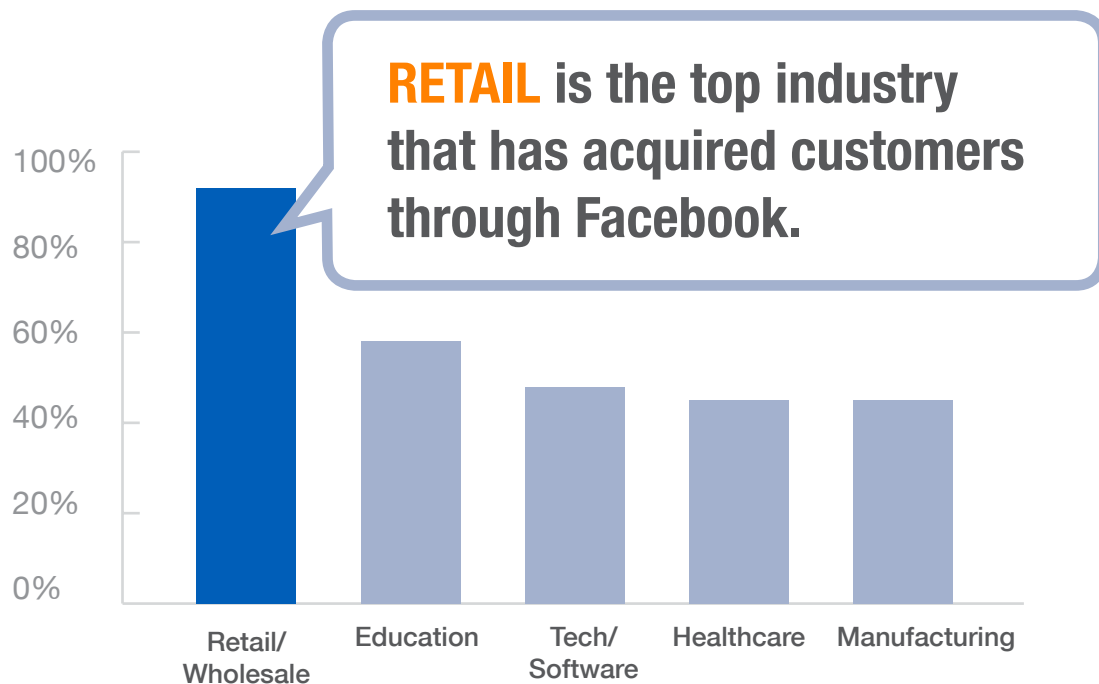
56% of consumers say they are more likely to recommend a brand after becoming a fan

95% of Facebook wall posts are not answered by brands (mediabistro, 2011)



17% of respondents said they interact with brands by sharing experiences and news stories with others about the brand (mashable)

- When it comes to liking brands on Facebook, the reasons are varied, but for the most part, respondents say they “like” a brand on Facebook because they are a customer (58%) or because they want to receive discounts and promotions (57%) (Mashable)
- Since the new Facebook Timeline design rolled out, brand have seen a tremendous increase in engagement like comments, likes and shares of posts. Brands have also seen a 46% increase in user engagement.
- Retail is the top industry that has acquired customers through Facebook, followed by education, tech/software, healthcare and manufacturing (State of Inbound Report, 2012).

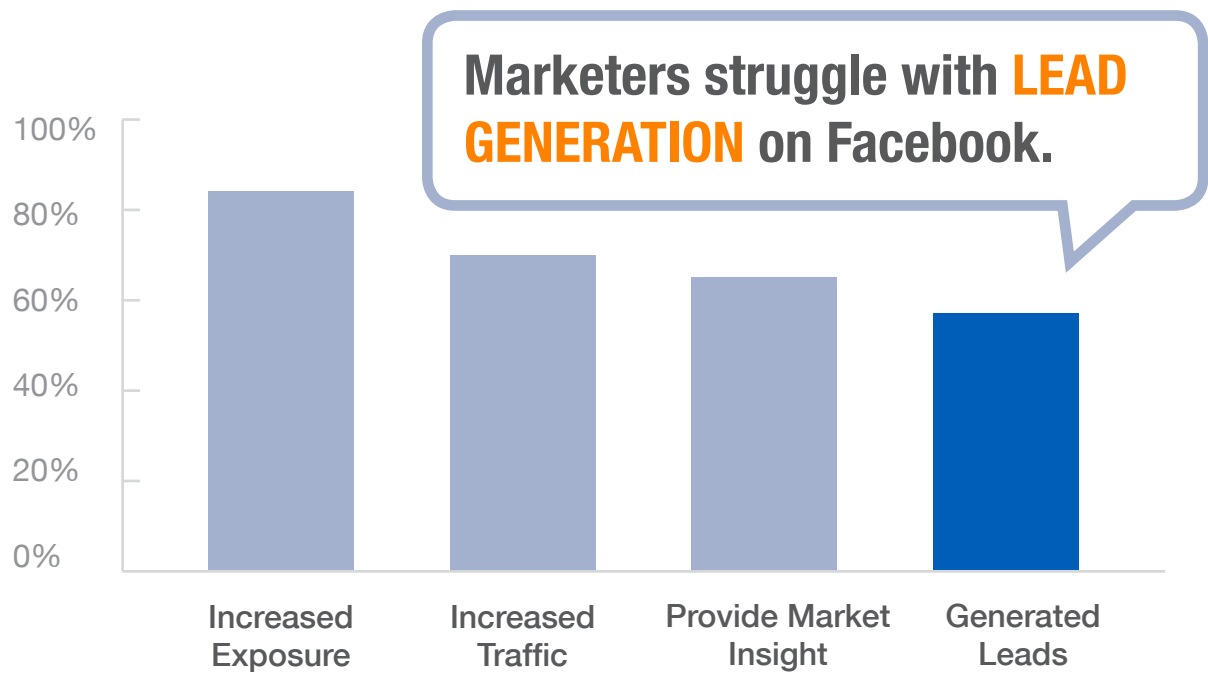


Source: State of Inbound Marketing, Hubspot 2012

Facebook opportunities:

Apart from not responding correctly to customer complaints and queries on Facebook, marketers also struggle with lead generation on Facebook

Benefit of Facebook



Source: SocialMediaExaminer

According to hubspot, the least amount of benefit was seen from lead generation on Facebook



LinkedIn is a social networking website mainly for people in professional occupation. It allows the user to “maintain professional identity, build and engage with your professional network and access knowledge, insights and opportunities.”

- Over the past three years, LinkedIn’s Australian membership base has increased by 300%
- 4 out of 5 (80%) of Australian professionals use LinkedIn
- People join LinkedIn to showcase their career, work expertise and find content and information to make their professional lives better.
- In 2010, LinkedIn laid claim to 1 million Australian. This year, its Australian membership has reached 4 million users.
- With consistent traffic and a strong business focus. LinkedIn remains a major social workhorse of marketing and sales teams everywhere; it is not going anywhere soon.



81% of users belong to at least one group

61% use it as their primary professional networking site

50% of LinkedIn users have a Bachelor’s or Graduate Degree

42% update their profile information regularly

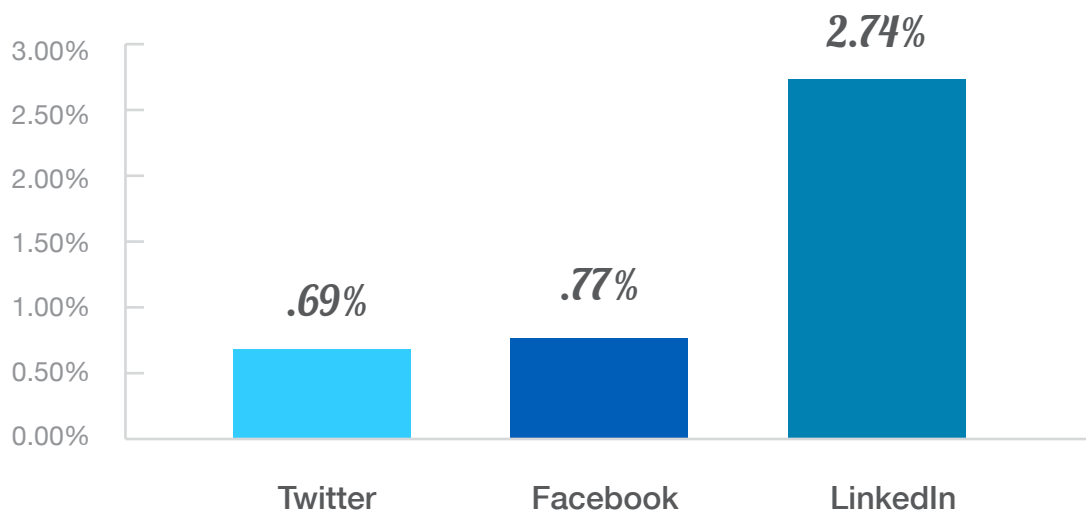
Every second, 1 new user joins LinkedIn

Pros

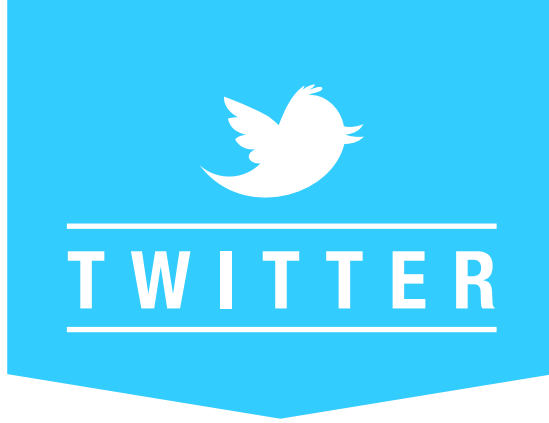
Apart from being one of the most popular ways to network and make professional contacts online, LinkedIn has been labelled the best social network for lead generation. In a study of over 5000 businesses, Hubspot found that traffic from LinkedIn generated the highest visitor-to-lead conversion rate at 2.74%, almost 3 times higher (277%) than both Twitter (.69%) and Facebook (.77%).

Less content is generally posted on LinkedIn than to other social networks, which means there is less clutter. This makes it easier for a person to consumer a higher percentage of the content that's active on LinkedIn therefore a business' marketing posts are more likely to be noticed on LinkedIn than elsewhere.

LinkedIn Best Social Network for Lead Generation



Source: HubSpot.com included 5,198 B2B and B2C businesses.



Twitter is an online social networking microblogging service that enables users to send and read text-based messages or “tweets” of up to 140 characters.

- 11 accounts are added every second and every day 1 million new accounts are created.
- 40% of people on Twitter have never sent a tweet. But there are no shortages of tweets, every day there are 340 million tweets. This steady increase in visitors means Twitter remains the go-to-social channel for marketers looking to monitor conversations, learn about customers, distribute content and build relationships.
- The average Australian Twitter user uses the service more often than once a day. In fact, Australian Twitter users use the service 22.65 times each week (AIMIA).
- 55% of Twitter users access Twitter via mobile.
- What makes people retweet? 92% interesting content, 84% humour (WhiteFireSEO)

Pros

- According to mashable, 42% of businesses have acquired a customer through Twitter
- Twitter allows companies to engage with their audience in real-time. By posting at the right moments, you can capture more traffic.
- 34% of marketers have generated leads using Twitter and 20% have closed deals using Twitter (AllTwitter).

92% of retweets are based on “interesting content.”
Only 26% are due to inclusion of “please RT!” in the tweet

340 Million tweets per day

40% have never sent a single tweet

+11 accounts are added every second

Every day, **1 Million** new accounts are created

**Twitter’s projected advertising revenue
in 2012 is \$259 Million**



INSTAGRAM

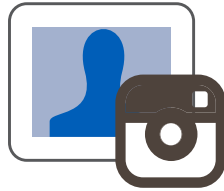
Instagram is a mainly mobile photo sharing and social networking service that enables its users to take pictures, apply filters and share them on social media sites such as Facebook or Twitter.

Instagram was created and launched in October 2010. Since then it has grown rapidly and is starting to become more widely adopted by marketers looking for ways to connect with mobile users.

- More than 1 billion photos have been uploaded to instagram. More specifically, there are 3000 million pictures uploaded to Facebook everyday (Creativo, 2012)
- 575 likes and 81 comments by users every second (Creativo, 2012)
- Every second 1 new user joins instagram (Creativo, 2012)
- Of those who have a profile, 61% have used it in the past 24 hours, an adoption level only surpassed by Facebook (84%). By comparison, Twitter stands at 55%, Google+ 44% and Pinterest 52% (The Social Habit, 2013).
- The Social Habit shows that social media users plan to increase their use of Instagram at a rate higher than any other network.
- Of those who have an Instagram profile, 83% use it at work, way above any other social media format (The Social Habit, 2013).

Every second, 1 new user joins Instagram

1 Billion+ total photos have been uploaded to Instagram



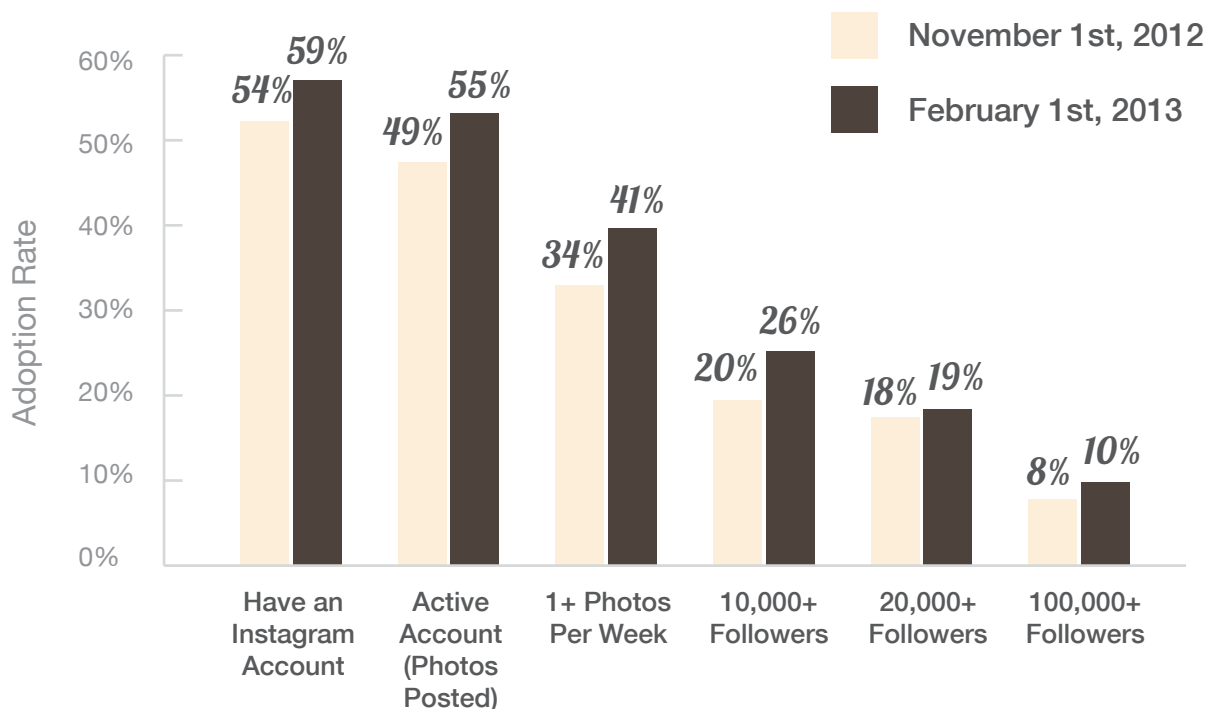
300 million pictures uploaded to Facebook a day (via Instagram)

575 likes & 81 comments by users every second



User base grew 1600% between April 2011 and April 2012

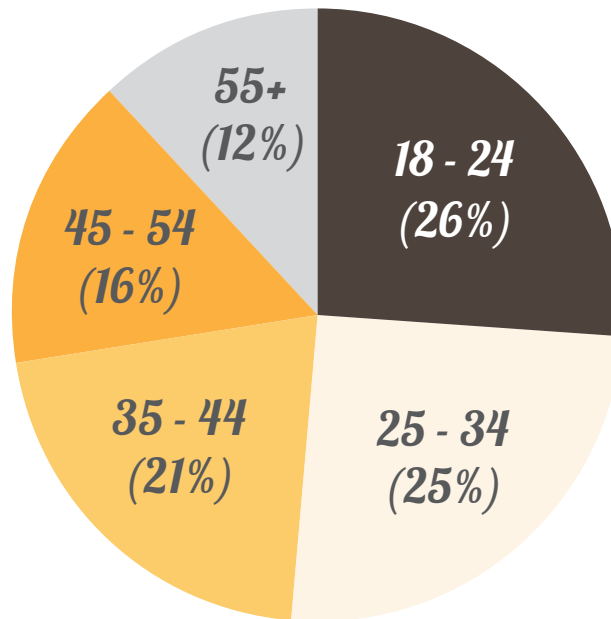
Instagram Brand Adoption Curve



Source: Simply Measured

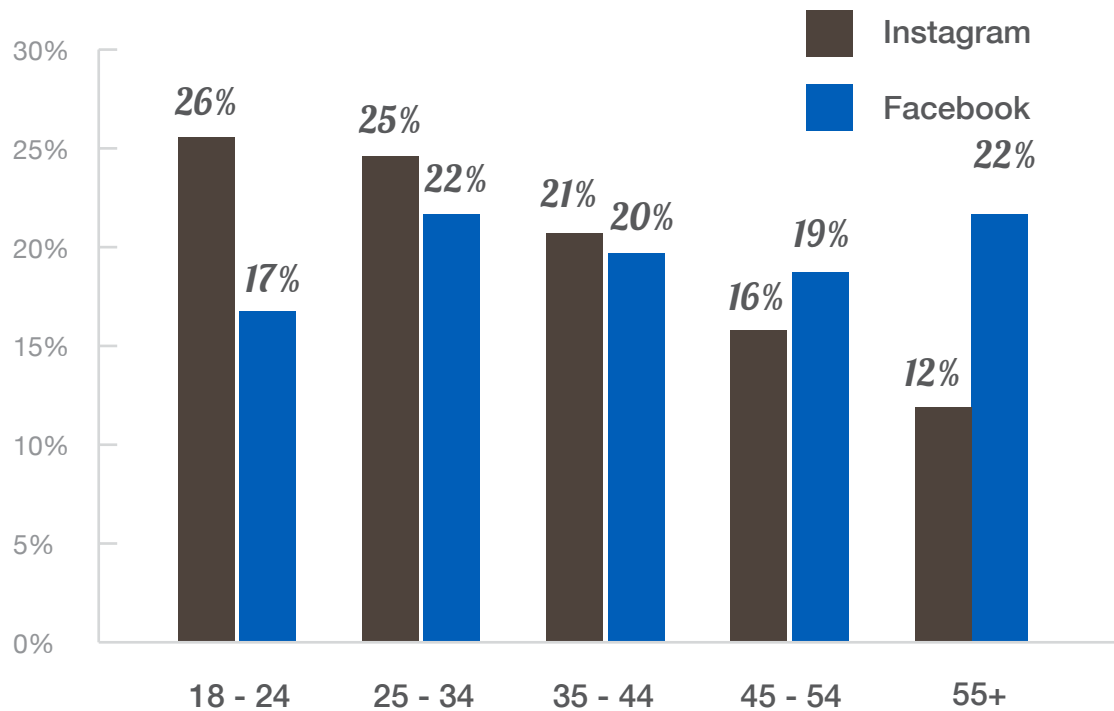
The graph above shows a breakdown of how the brands are engaging on the social network beyond mere adoption. The graph shows how factors such as engagement, photo uploads and follower numbers have evolved for these brands between November 1, 2012 and February 1, 2013. Since Instagram is predominantly mobile, its adoption will increase as the trend towards smartphones continue into 2014.

Age of Visitors to Instagram



Age of Visitors to Instagram

4 Rolling Weeks ending April 7, 2012, compared with "Age of Visitors to Facebook"



With millions of users, Instagram has become the perfect opportunity for brands to get quick messages and photos to large target audiences. Consequently, it has attracted companies as big as Starbucks, Burberry, Tiffany & Co and National Geographic.

The most obvious use for Instagram is displaying a companies products. It also allows companies to take customers behind the scenes. Instagram is the perfect tool to showcase a more private side to your brand or product. By its nature, there's something personal and intimate about the way Instagram works, and there are several ways companies can capitalize on that feature.

Instagram is also a popular platform for promotional contests. For example, companies can engage with users by getting them to upload particular photos for a contest. Contests can help companies get more followers and increase current followers engagement with the brand.

The new tagging feature allows customers to tag businesses in their photos. When tagged, the business receives a notification that they have been tagged which then shows up in their "Photos of You" page. This is an effective marketing tool, similar to the "disguised" advertising on Twitter and encourages customer engagement.

Opportunities

The launch of the desktop Instagram profiles in 2012 gave marketers an opportunity to market on other devices beside mobile, however Instagram is still mainly just a mobile application. At present there are no search, browse followers, edit or other features to help manage an account from a desktop. There is no way to add or embed clickable links into previously uploaded photos.



Google launched its social networking service, Google+, in 2011.

- Still on the outskirts of the social media tray. Google+ spent the majority of 2012 quietly adding features, building a user base and integrating with Google's search engine to set itself up as a major player in 2013.
- As of 2012, Google reported that google+ had over 170 million active users
- Google+ attracted 20 million users within the first 3 weeks of its launch
- Over 40% of marketers report that google+ is “useful to critical” for their business (Hubspot 2012 State of Inbound marketing report)



80% of users log in at least once per week

67% of users are male

60% of users log in every day

42% of users are single

Every day a Google +1 button is served more than 5 Billion times



PINTEREST

Pinterest is a content sharing service that allows members to pin images and videos to a pinboard. Pinterest exploded into the social scene in 2012, with over 1000% growth in monthly visitors. It became the fastest standalone website to eclipse the 10 million per month mark, with over 11 million unique monthly visitors (PR Daily).

- The average Pinterest user has 171 pins, 229 followers, 3 boards and 28 likes (Creativo, 2012).
- 720 million minutes were spent using the mobile app in 2012 (Creativo, 2012)
- 19% of female internet users are on Pinterest and 80% of Pinterest's users are female (Creativo, 2012).
- Over 20% of Facebook users are on Pinterest daily.
- Daily Pinterest users have increase by more than 145% since the beginning of 2012 (Mashable, 2012)

Pros

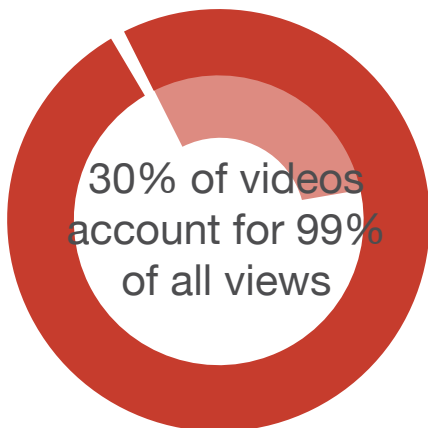
- Shoppers referred by pinterest are 10% more likely to make a purchase than visitors who arrive from other social networks, including Facebook and Twitter. They'll also spend 10% more on average. Additionally, Pinterest referrals spend 70% more than visitors referred from non-social channels, including search, according to industry reports (Wayfair).
- Pinterest is retaining and engaging users as much as 2-3 times as efficiently as Twitter was at a similar time in history (RJMetrics).
- The visual approach helps companies build on their personal brand image.
- Tutorial and guide/DIY pins see a 42% higher click-through rate than other pin types (Pinerly Study)
- Pins relating to trending topics see an average of 94% increase in click throughs (Pinerly Study).
- With such a focus on visual content and a massive mobile audience, Pinterest could prove a big success in the future.



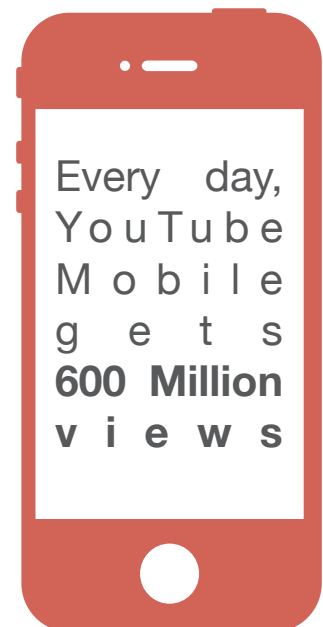
Youtube is the number one video sharing site on the web. It is well known as the most popular video platform that empowers users to “broadcast” themselves. The way companies can be discovered by an enormous amount of viewers just by uploading a video on Youtube plays a very important role in content promotion.



Every minute, 700 YouTube videos are shared on Twitter



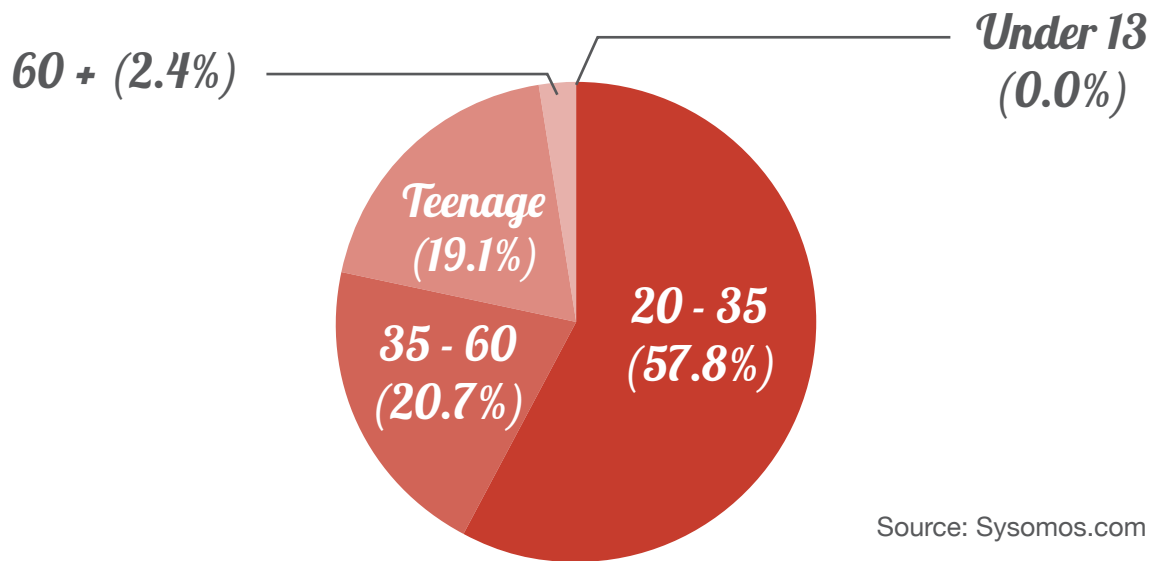
4 Billion
video views are
seen on YouTube
globally every day



One hour of video is uploaded to YouTube every second - that's 24 hours of video every 24 seconds, 60 hours a minutes, 9 months every 2 hours, a decade every single day and a century every 10 days

The revenue sharing ability on Youtube is beneficial to companies. If your videos have enough views or your channel attracts enough subscribers, Youtube will invite you to a revenue sharing partnership. Ads are placed at the bottom of your videos and in the sidebar, giving companies the opportunity to earn an income from the popularity of your videos.

Age Groups for YouTube

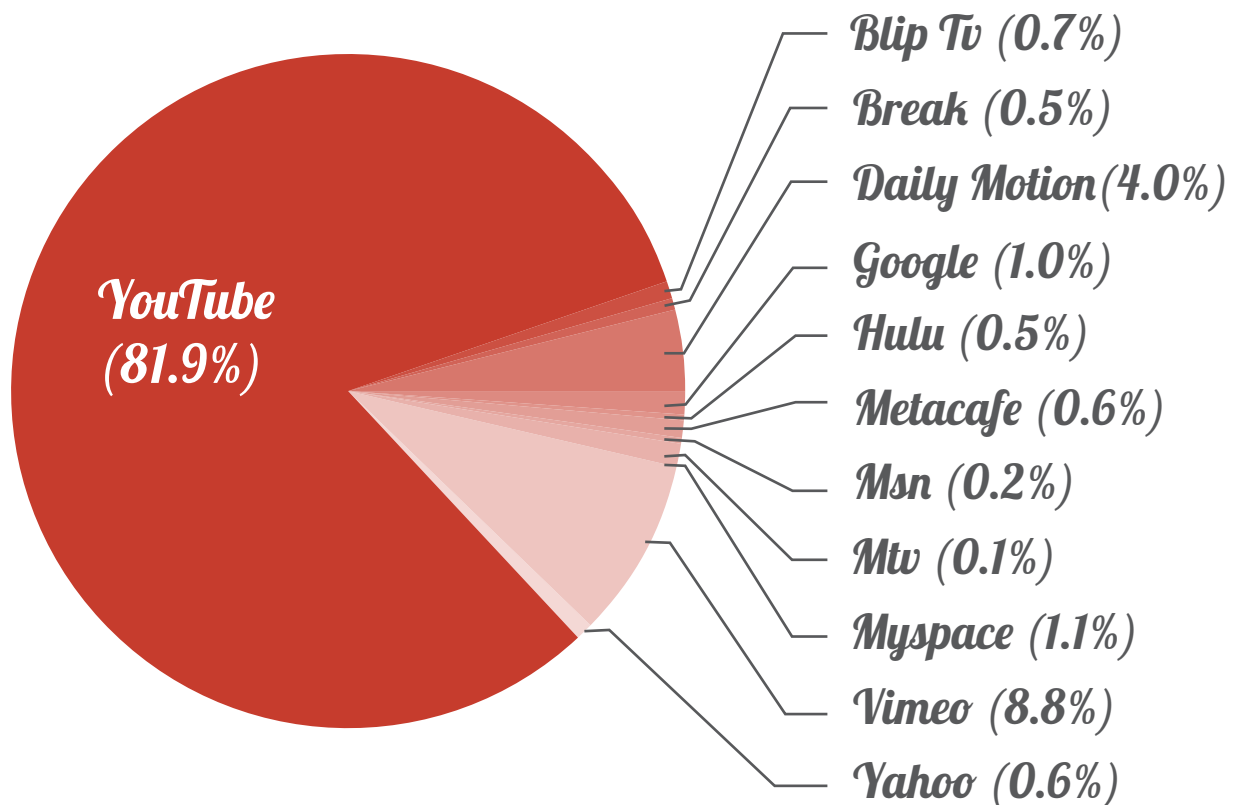


Benefits of product videos

- Consumers watch product videos on Youtube 60% of the time
- 52% of consumers say watching product videos make them more confident in their purchase decisions.
- 1 in 2 are less likely to return a product after viewing a video
- Shoppers who view video are 174% more likely to purchase a product than viewers who did not.
- Nearly 40% of consumers report that videos increase the likelihood of making a purchase on a mobile device.
- Online video production will soon account for more than 1/3 of online advertising spending

Youtube is the most popular video-sharing service used by bloggers to embed and link to videos within blog posts with 81.9% market share. Vimeo is second with 8.8%, while Dailymotion is third with 4% (Sysomos, 2012).

Platform Share



Source: Sysomos.com

Youtube in the future

Video streaming on mobile phone is experiencing rapid growth. This means consumers are quickly becoming comfortable watching videos on smaller screens, such as those of smartphones and tablets. Therefore, when planning video content in the future, businesses need to preview their videos on a smaller screen device to ensure the best viewing experience.

According to World View Editing's 2012 Social Media Marketing Report, video marketing holds the top spot for future plans, with 76% of marketers planning to increase their use of Youtube and video marketing.



In the early 2000's, Myspace revolutionised social media and music marketing, making it a strong tool for musicians and labels. A couple of years later it lost popularity when users flocked to other services like Facebook and Twitter. However, in 2011, Myspace was purchased by a group of investors, including Justin Timberlake and since then has been rebuilding its reputation.

Myspace is a network focussed on music, celebrities and movies. Therefore, most of Myspace's marketing so far has been focused on the entertainment industry, particularly the music industry.

Myspace offers the opportunity to create adverts in a similar fashion to Facebook called MyAds. You can advertise to users not only according to their age, location and gender, but also targeting their interests, hobbies, sports etc.

Target Market

The site's user base consists primarily of teens and young adults, so businesses who appeal to that demographic may also find value.

Total users: 310,000 (margin media blog)

Music industry aside, there is no real scope for a business to create a page for itself.

NEW EMERGING PLATFORMS: PHEED, SNAPCHAT & PATH

Last year saw a substantial growth in popularity for Instagram and Pinterest, and it looks like this year we could see the growth of Pheed, Snapchat and Path.

Pheed is a social multimedia platform that enables users to create, inspire, share text, photos, videos, audio tracks and broadcasts. It was launched in October 2012 and has seen significant growth in popularity since. In December last year Pheed hit the number 7 spot on the iOS charts. It became so popular, they momentarily locked the social media network to prevent new users from joining. Fortunately, in February this year, they unlocked the system allowing people to sign up. As a result, Pheed topped the App Store's social networking category in late February.

- Pheed has been referred to as a more sophisticated Instagram. Users can post audio files and videos up to four hours and pictures of any size can be uploaded.
- 43 % to 44% of Pheed's users are aged 20-25 years (margin media)
- If a brand is successful enough on Facebook, there may be possibilities of monetizing their account. For example, users can charge their followers from \$1.99 to \$24.44 a month to view their feed.

The Pheed logo is displayed in a large, bold, black, lowercase sans-serif font.

Snapchat is a new social media app which allows users to send pictures or short videos to friends. What makes it unique to other social media platforms is that within 10 seconds of the recipient opening the image, it deletes - from the phone, the app and the Snapchat server.



In February 2013, Snapchat was sending around 60 million messages per day. Since then the message numbers have jumped rapidly and the service is now sending around 150 million photos per day. This is a huge number considering the app has only become popular over the last couple of months.

Ultimately, Snapchat is used between friends to connect and send pictures. However, the rising popularity of the app has been noticed by some companies and Snapchat is becoming an addition to some marketing tool boxes. With the potential to encourage quick buyer action and build close customer relationships by interacting on an intimate level, 2013 has the potential to be a big year for Snapchat.



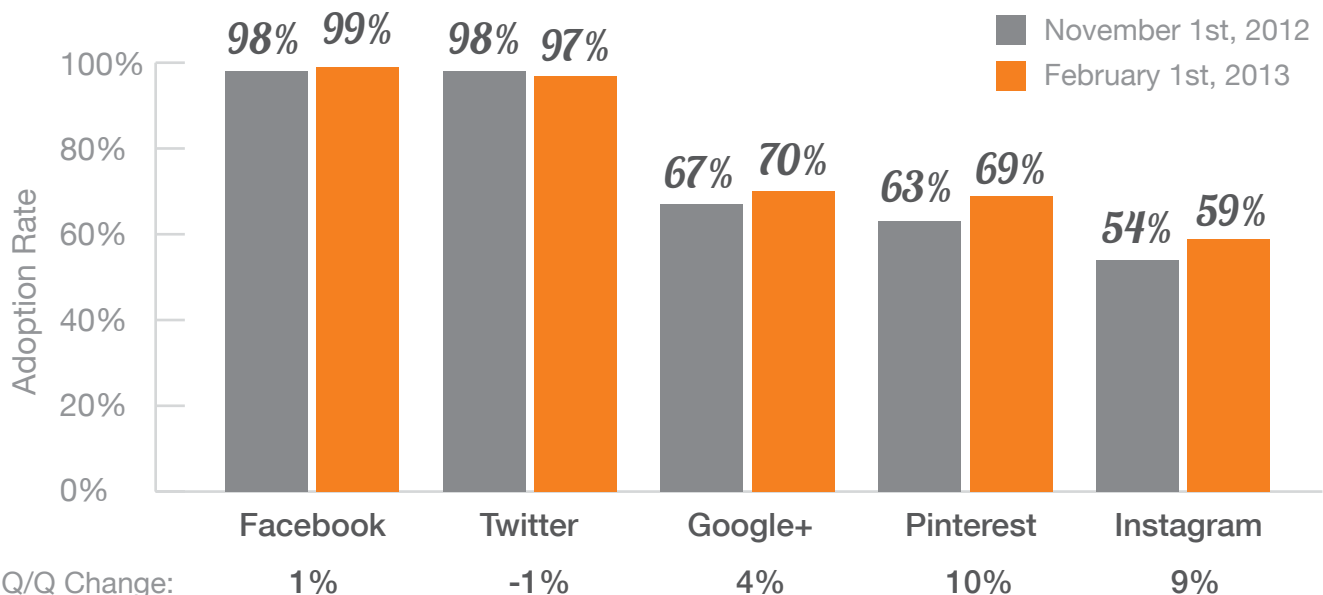
Path was launched in 2012 and allows users to share photos and messages with a network built up of only their closest friends and family (50 to be precise). It had a slow start, in the first year the service only added about 10,000 members per month. However, in the start of 2013 Path's popularity grew. In May, 2013, it passed the 10 000 000 user mark and continued to gain another million every week.

SOCIAL MEDIA PREDICTIONS FOR THE NEXT 5 YEARS

- Facebook, LinkedIn, Twitter and Youtube will remain leaders of the pack.
- We will see a popularity rise in Pinterest, Instagram, Snapchat and Gamification
- We will see a downfall in popularity for Flickr and Quora

The graph below highlights the lean towards visual social media.

Social Network Adoption Comparison



Source: Gogolf 2012

According to the graph, while the change for Facebook and Twitter has not been significant, the other three social networks have all seen growth. Google+'s top brand adoption increased by 4%, while Instagram and Pinterest increased 9% and 10% respectively.

According to Twin Edge, social media will continue to evolve (Twin Edge, 2013).

- Youtube will gain a reputation as a key search tool
- Pinterest will become a key player in social shopping
- Twitter will move closer to the newsroom of the future
- LinkedIn evolves and grows from HR focus to brand building for companies

EMAIL MARKETING

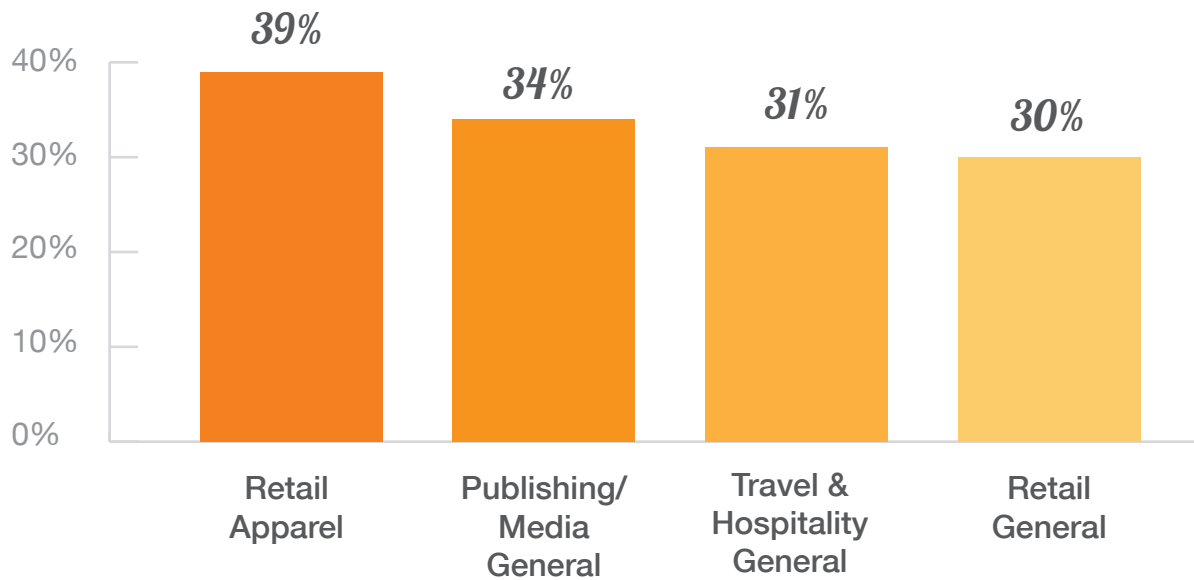
Email marketing is rapidly evolving. According to hubspot's "20 Marketing Trends & Predictions for the 2013" by Epsilon, email marketing is not dead. "Nor is it dying in the wake of social media's rise in popularity." Therefore, email marketing is an incredibly important channel for most businesses (Epsilon, 2012).

- 1 in 5 people spend an hour or more opening and browsing marketing emails (Blue Kangaroo Survey on Marketing Email, 2012).
- The average email open rate is 21.95% (vision 6, 2012).
- 84% of respondents use desktops or laptops to access email; however, two-thirds of those under 30 use their smartphones or cell phones to access their email (Chadwick Martin Bailey, 2012)

7 in 10 people say they had made use of a coupon or discount they had learned about through a marketing email in the prior week (35%) or month (33%) (Blue Kangaroo, 2012).

Who uses it?

The retail apparel industry has the highest proportion of active members (39% opened or clicked an email within 3 months), followed by the business publishing/media general (34%), travel and hospitality (31%), and retail general (30%) segments (Epsilon, 2012). The consumer services pharmaceutical vertical has the highest average proportion (52%) of dormant (inactive members for the past 12 months), followed by the consumer services general (49%) and business products and services general categories (49%) (Epsilon, 2012).

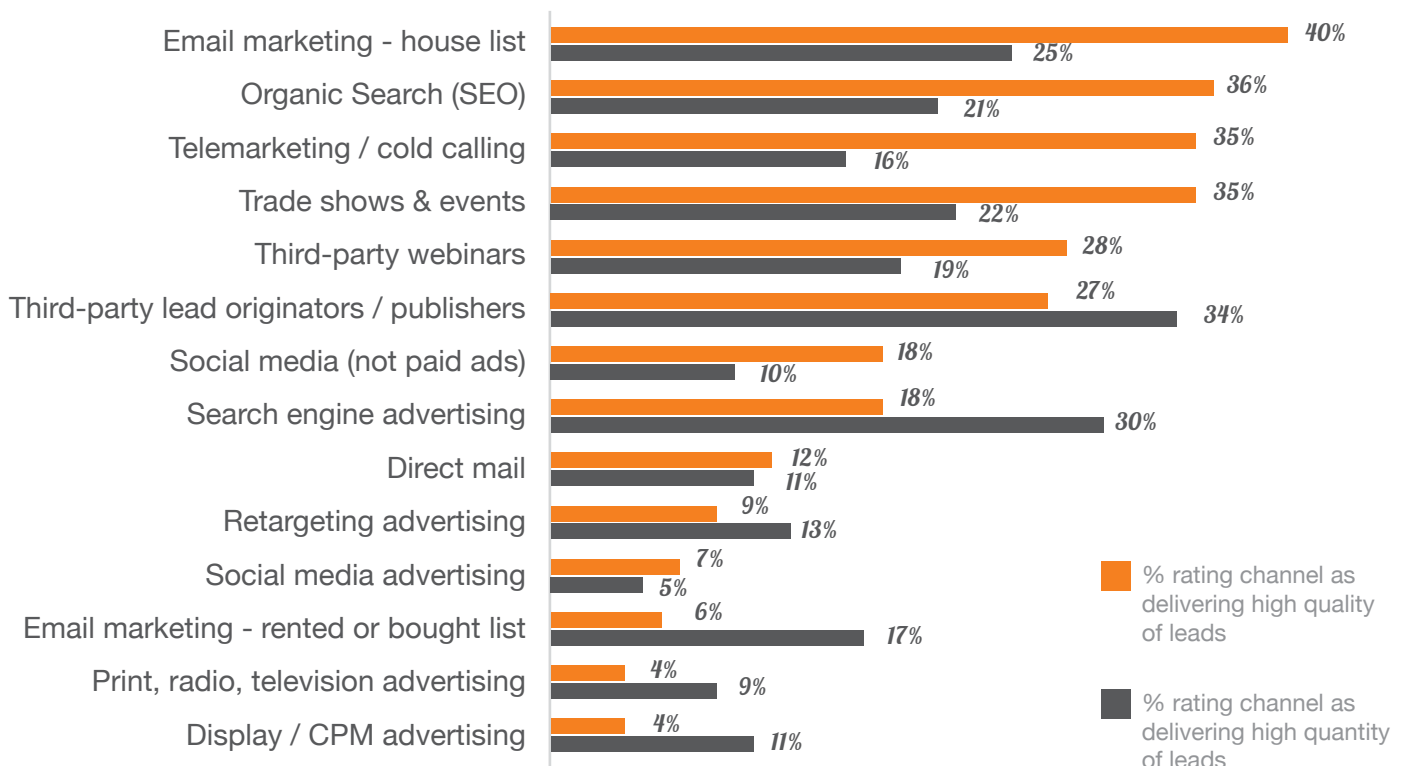


Source: Epsilon, 2012

- Top industries with highest open rates: government, defence, mining, oil, gas, administration (vision 6, 2012).
- Top industries with lowest bounce rates: trades and services call centre, customer service community and sport (vision 6, 2012).

40% of B2B marketers rated the leads generated by email marketing as high quality:

B2B Opinions on Lead Quality and Quantity, by Channel (% of respondents) July 2012

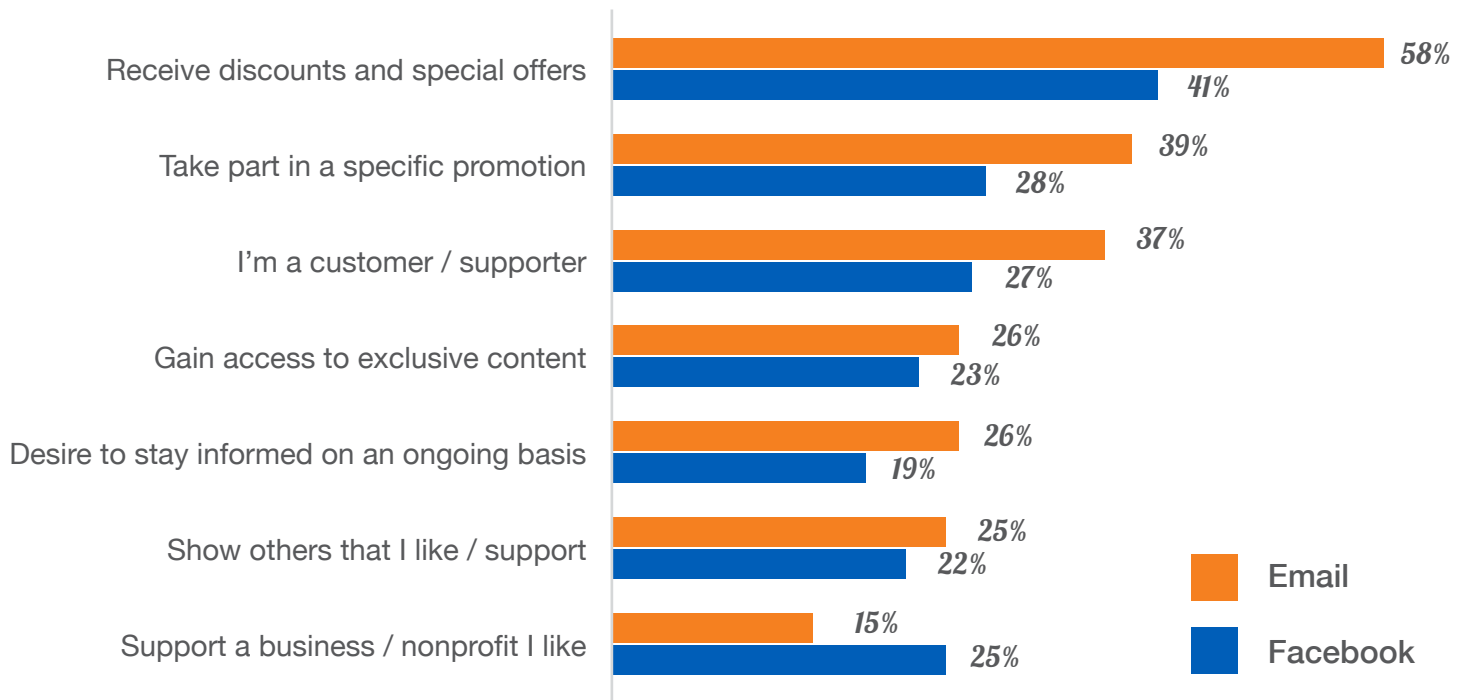


Software Advice Survey, 2012

Email and Facebook Opt-In Reasons

(% of respondents)

March 2012



Software Advice Survey, 2012

What are the benefits?

1. Helps generate repeat business and sales

According to a recent survey by Marketing Sherpa 59% of Internet users use the Internet to research a product then go into a shop to buy it (MarketingSherpa, 2012). Email marketing directly links the customer to your website, blog or social media which creates interest.

If it is an opt in email approach, the company has given you permission to market to them. Even if they are not in the market for your product at the time they receive the email, your company's brand or product is going to stay top of mind so that when they are in the market to buy they think of you first.

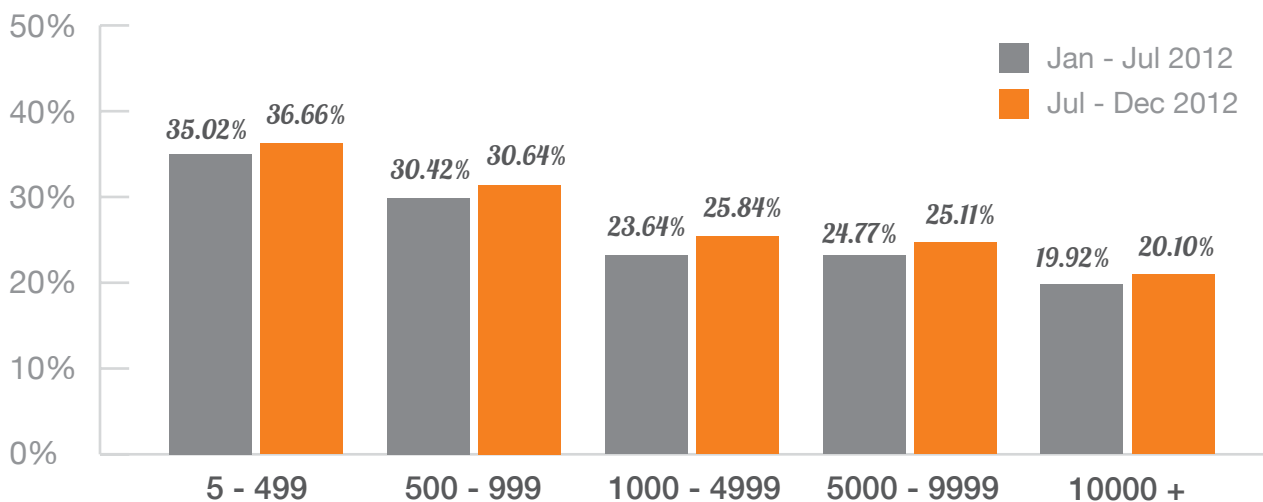
2. Email marketing allows for customer segmentation

It allows you to segment your list based on demographics or interests. This reinforces personal connections and helps build customer loyalty.

3. According to the Aberdeen Group, personalised emails improve click through rates by 14% and conversion rates by 10%

Click through rate is a way of measuring the success of an online advertising campaign or email campaign by the number of users that clicked on a specific link. The conversion rate is the proportion of visitors to a website who take action and go beyond a casual content view or website visit, as a result of marketing. The email open rate is a measure primarily used by marketers as an indication of how many people “view” or “open” emails sent out.

Open Rates by Send Volumes



Jan - Jun 2012		Jul - Dec 2012	
5 - 499	35.02%	5 - 499	36.66%
500 - 999	30.42%	500 - 999	30.64%
1000 - 4999	23.64%	1000 - 4999	25.84%
5000 - 9999	24.77%	5000 - 9999	25.11%
10000 +	19.92%	10000 +	20.10%

4. Low costing marketing strategy

Only 2% of marketers rated leads generated from email marketing as ‘high cost’ representing the lowest cost channel (Software Advice Survey, 2012)

Opportunities

- 61% of people state that “not being interested in an email” was the most common reason for not opening an email, followed by “getting too many emails” (45%) (Chadwick Martin Bailey, 2012).
- 58% people say receiving discounts and special offers was the top reason for subscribing to emails from businesses or nonprofits (Chadwick Martin Bailey, 2012).
- At present, Australian email marketers have a spam complaint rate of 0.4%, hit 0.6 spam traps and send approximately 3% of emails to unknown users. As a result, Australian marketers email efforts hold a collective sender’s reputation score of 74 out of 100. (Margin Media)

Email marketing in the future

Email marketing is often forgotten and lost behind news and popular marketing strategies such as social media. But we believe email marketing for businesses is still as important as ever.

With the rise and adoption of smartphones and tablets, it is not uncommon for consumers to check emails many times. As a company, it is important to be where your consumers are, and email needs to be one of them. According to the statistics there is still much to learn:

- 48% of marketers don’t know what percentage of their emails are read via a mobile device and 39% of marketers have no strategy for mobile email (eConsultancy, 2012).

No sign of change within the next 5 years

There is no doubt social media platforms allow your business to engage, interact and communicate with your customers, but social media still presents a more frivolous and non-business act than other forms of communication. Email marketing allows you to build a personal relationship with your customers, making them feel like they are a direct value to your business. Therefore, utilising both methods with a consistent message will ultimately create a stronger relationship with your customers. Consequently, there is no sign of change in the next 5 years.

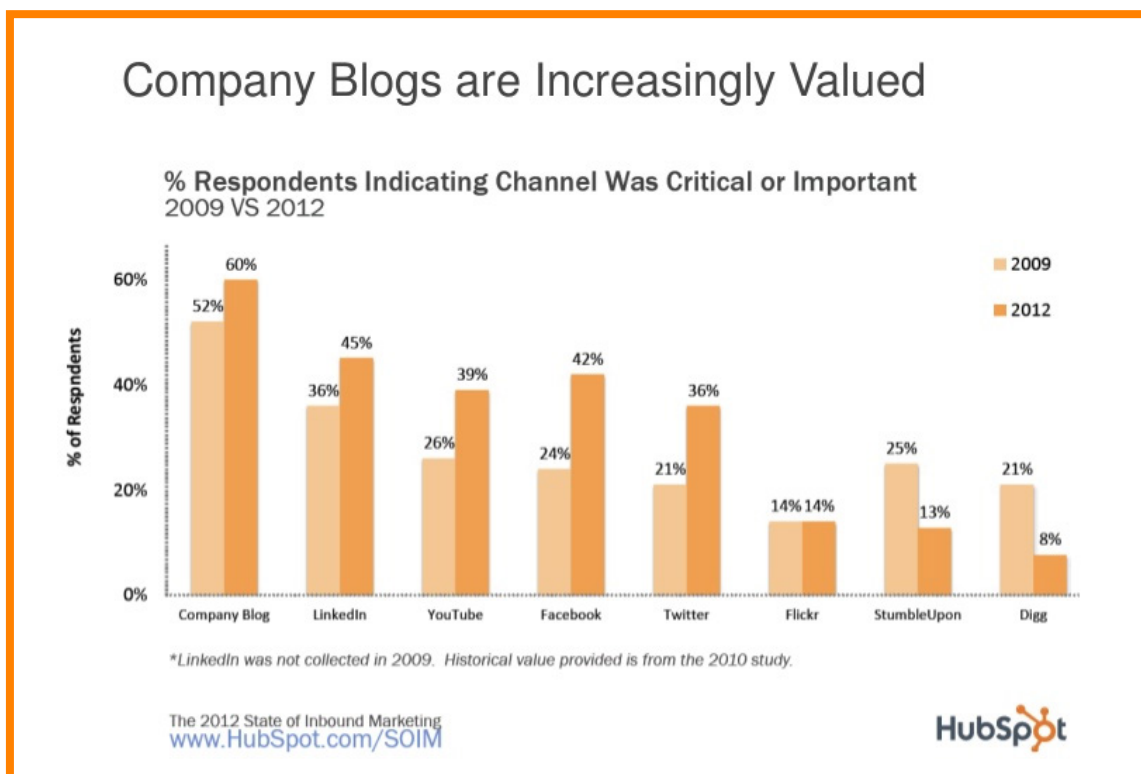
BLOGGING

Percentage of companies with an active blog

According to the State of Inbound Report by Hubspot, 70% of businesses with a blog post at least weekly (Hubspot, 2012). There are 31% more bloggers today than there were three years ago (eMarketer, 2010). 46% of people read blogs more than once a day and most people read 5-10 blogs. (Hubspot Science of Blogging, 2010).

According to mashable, the average budget spent on company blogs and social media has nearly doubled in the last two years and 75% of marketers say their company blog is “critical” or “important” to their business (Mashable, 2011).

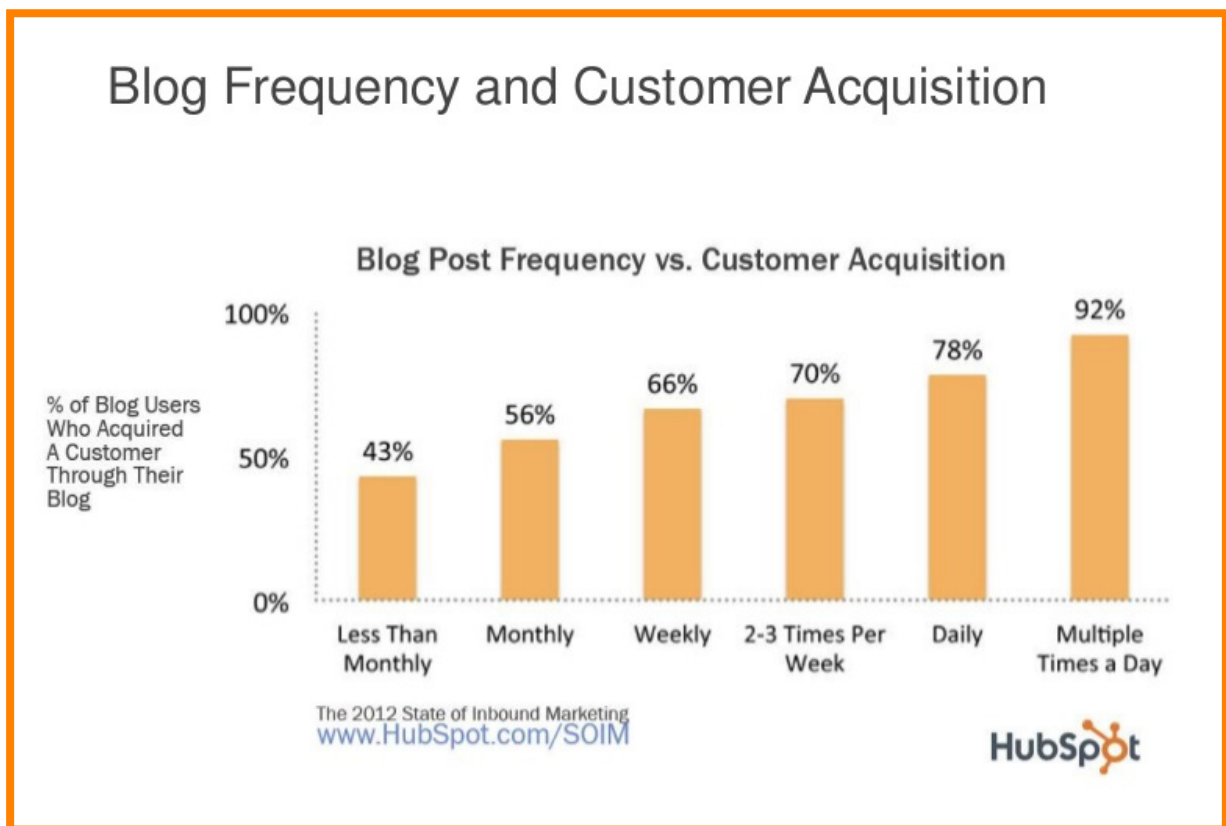
- 33% of SME’s have a page on social network sites and 27 have a blog. (Sensis, 2010)
- Blogs have grown rapidly since 2009, as seen in hubspot’s graph below:



Additionally, the average budget spent on company blogs and social media increased from 9% in 2009 to 21% in 2012. Small businesses spend dramatically more of their budgets on social media and blogs than large businesses (hubspot, 2012)

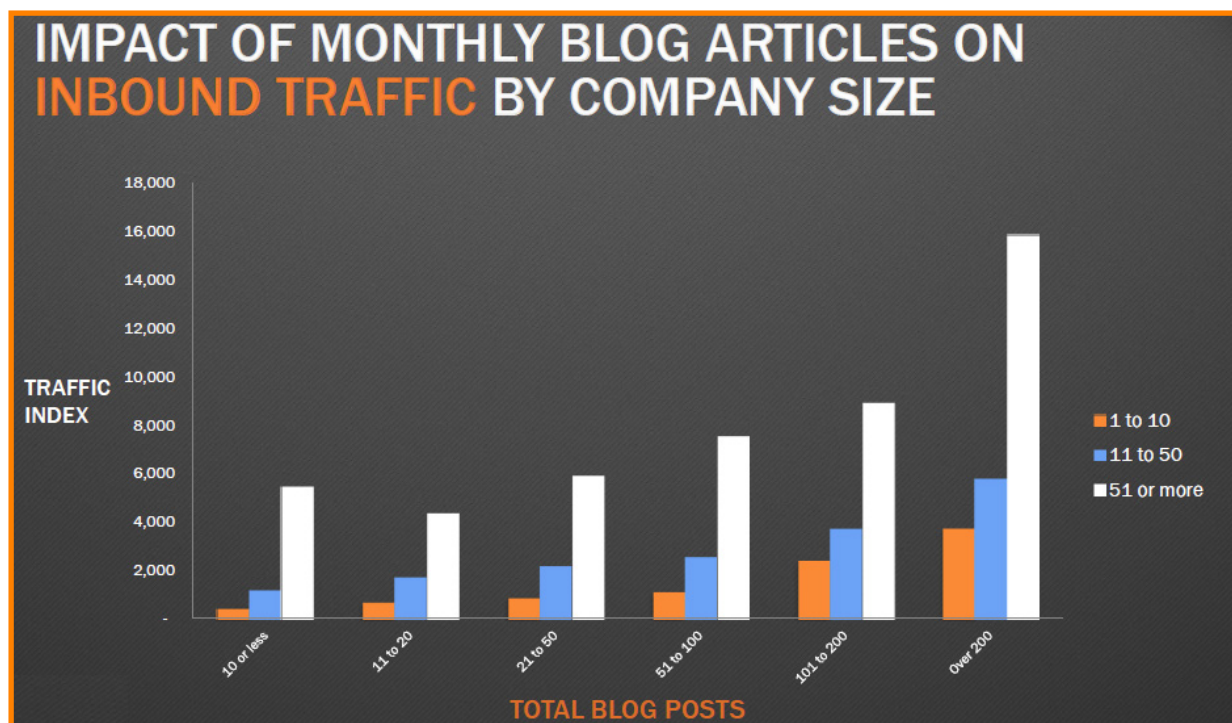
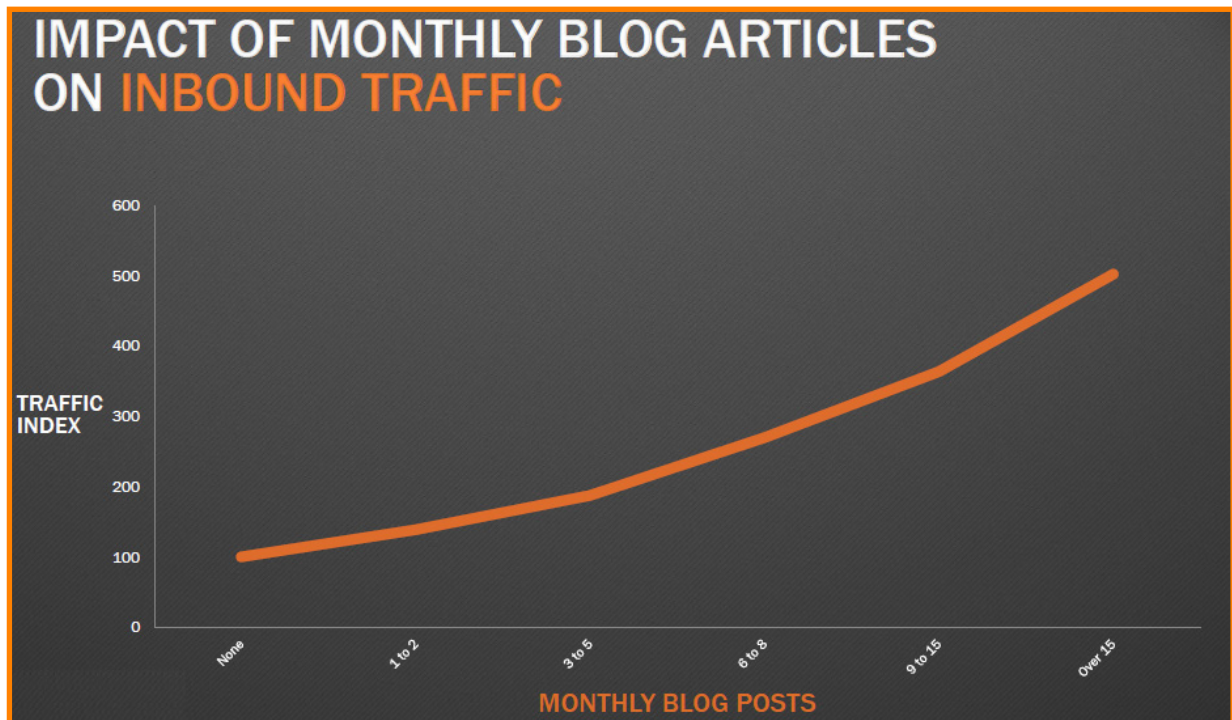
What are the benefits of blogging?

- 1. 57% of businesses have acquired a customer through their company blog (Mashable, 2011)**



- 79% of companies that have a blog report a positive ROI for inbound marketing this year, compared to just 20% of companies who do not have a blog. In fact 82% of marketers who blog daily acquire a customer using their blog, as opposed to 57% of marketers who blog monthly - an impressive result.
- Blog frequency impacts customer acquisition -92% of companies who blogged multiple times a day acquired a customer through their blog (HubSpot State of Inbound Marketing, 2012).
- 81% of marketers rated their blog as useful or better (Hubspot State of Inbound Marketing, 2012).

2. According to Hubspot's Marketing Benchmarks From 7000 Businesses report blogs increase traffic and leads:



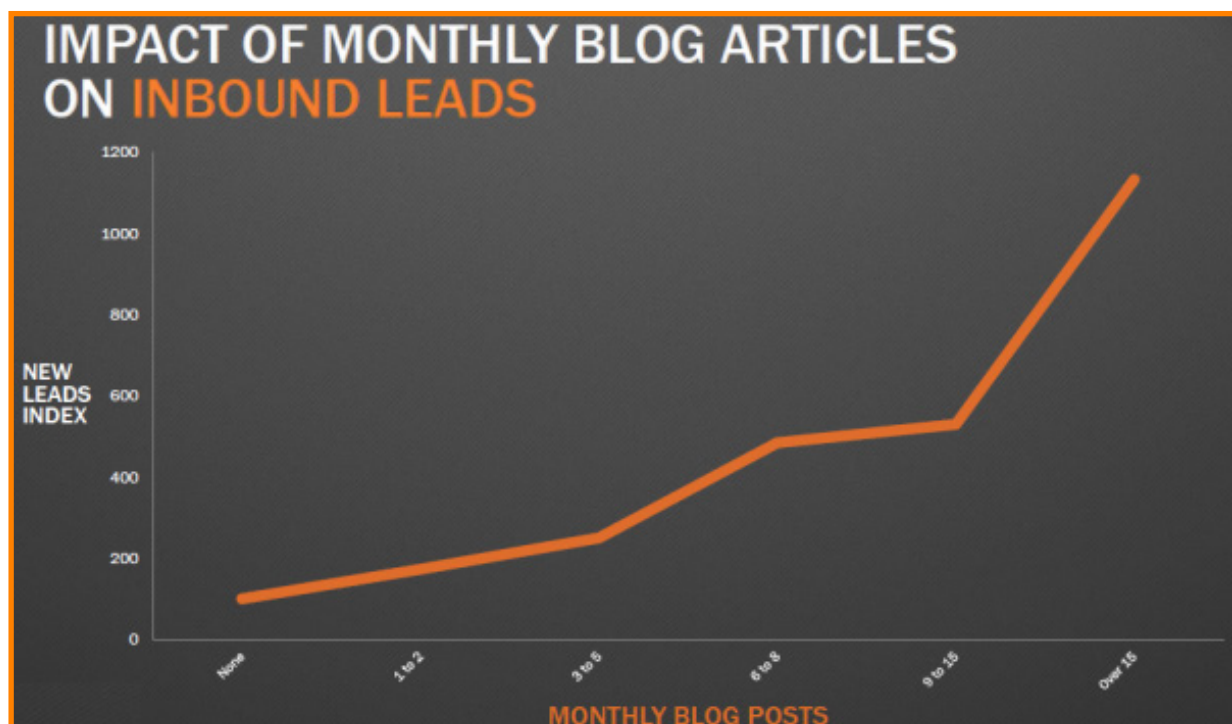
According to the charts above, companies that blog 15 times or more per month achieve 5 times more traffic than companies that don't blog at all. According to the second chart, small businesses with 1-10 employees tend to see the biggest gains in traffic when they publish more articles (Hubspot, 2012).

- Companies that blog have 97% more inbound links (Hubspot State of Inbound Marketing Lead Generation Report, 2012)

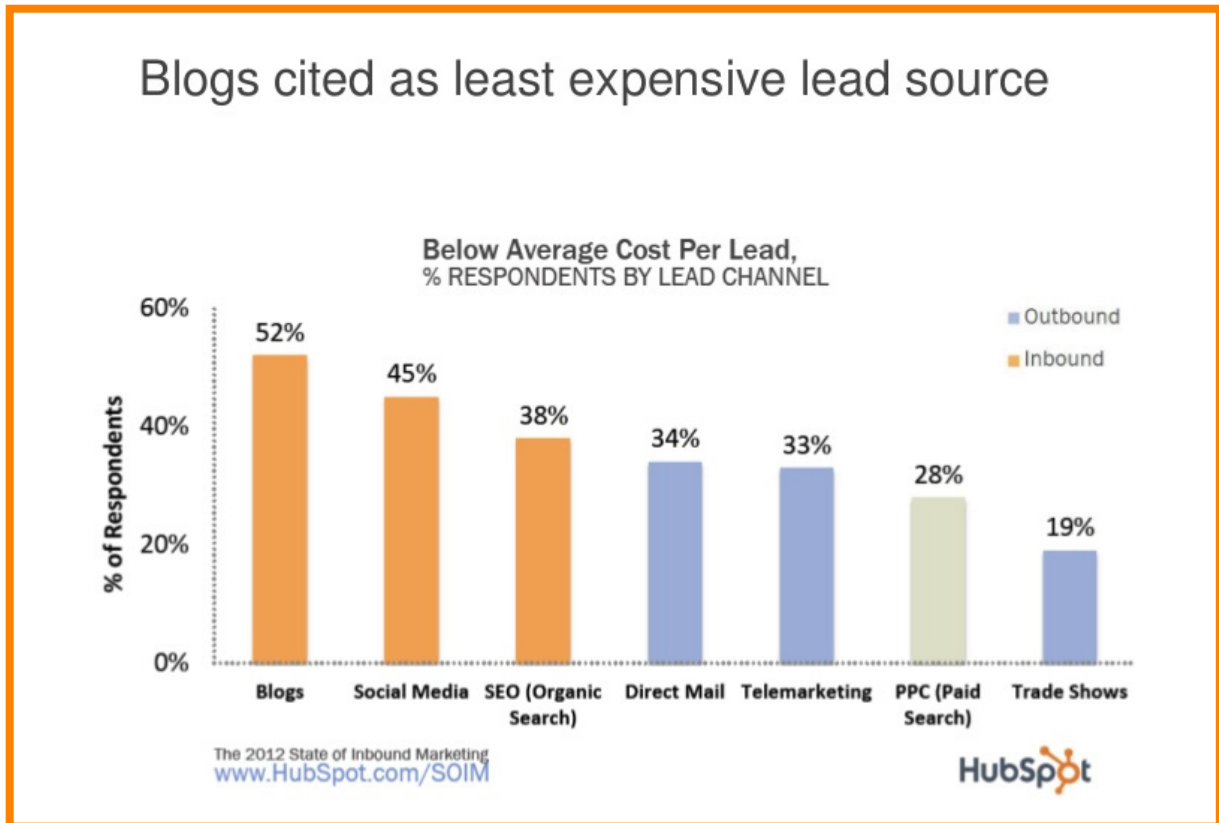
An inbound link is a hyperlink that links from a webpage back to the company website. These links are important in determining the popularity of a website.

Lead generation is the generation of consumer interest or inquiry into the products or services of a business. Leads can be generated for purposes such as list building, e-newsletter list acquisition and sale leads. Businesses strive to generate quality leads. Quality is usually determined by the likelihood of the inquirer to take the next action towards a purchase.

From the graph below it can be seen blogging frequency matters not just in terms of the impact blogging has on driving traffic to your website. It is also important when it comes down to the effectiveness of blogging in generating actual leads (Hubspot, 2012).



3. Blogs have been cited as the least expensive lead source (Hubspot, 2012)

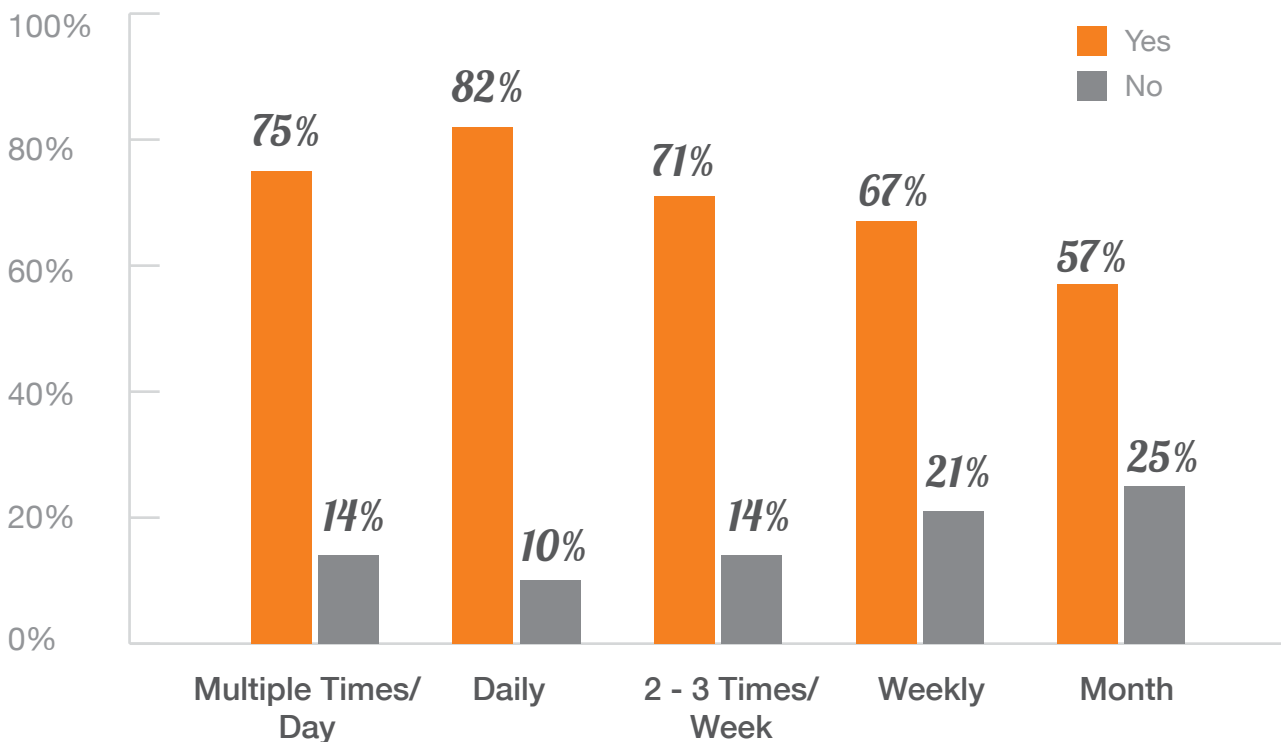


Blog success requires dedication

As seen in the graph below, the frequency with which marketers execute their social media strategies has a major impact on how likely it is they will acquire a customer in that channel. 82% of marketers who blog on a daily basis acquire a customer using their blog, as opposed to 57% of marketers who blog monthly. (Hubspot 2013 State of Inbound Marketing)

Consistent Blogging Boosts Inbound ROI

82% of marketers who blog daily report positive ROI for overall inbound efforts



The future of blogs

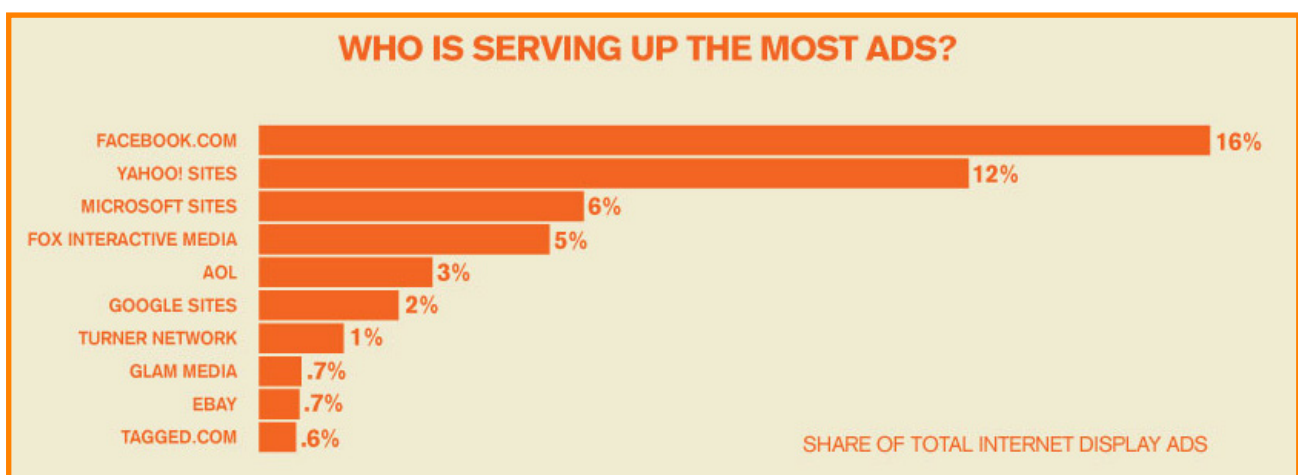
- Video comments and chat
- Hangouts in blogs similar to what is available on google+
- Push notifications for blogs when one has been uploaded

PAID ONLINE ADVERTISING

What is paid online paid advertising?

Paid online advertising can provide significant benefits to an organisation by providing a reach, range and scale that was not possible before the Internet. Online advertising comprises all sorts of banner, email and keyword advertising. Web related advertising has a variety of ways to publicize and reach a niche audience to focus its attention to a specific group.

- Australia's online advertising expenditure saw an 18% increase for the 2012 calendar year in comparison to 2011, according to a report by the Interactive Advertising Bureau.
- Online advertising expenditure in Australia reached \$3.3billion for the 12 months ended 31 December 2012 beating market predictions to reach achieve an 18% increase on the previous 12 months.
- As a whole, online advertising expenditure reported an 11% increase over the previous quarter to reach \$899m for Q4 2012.



Comparison to offline advertising

In comparison to offline advertising techniques, the Internet is the perfect advertising medium to directly target your audience and gain new business cost effectively.

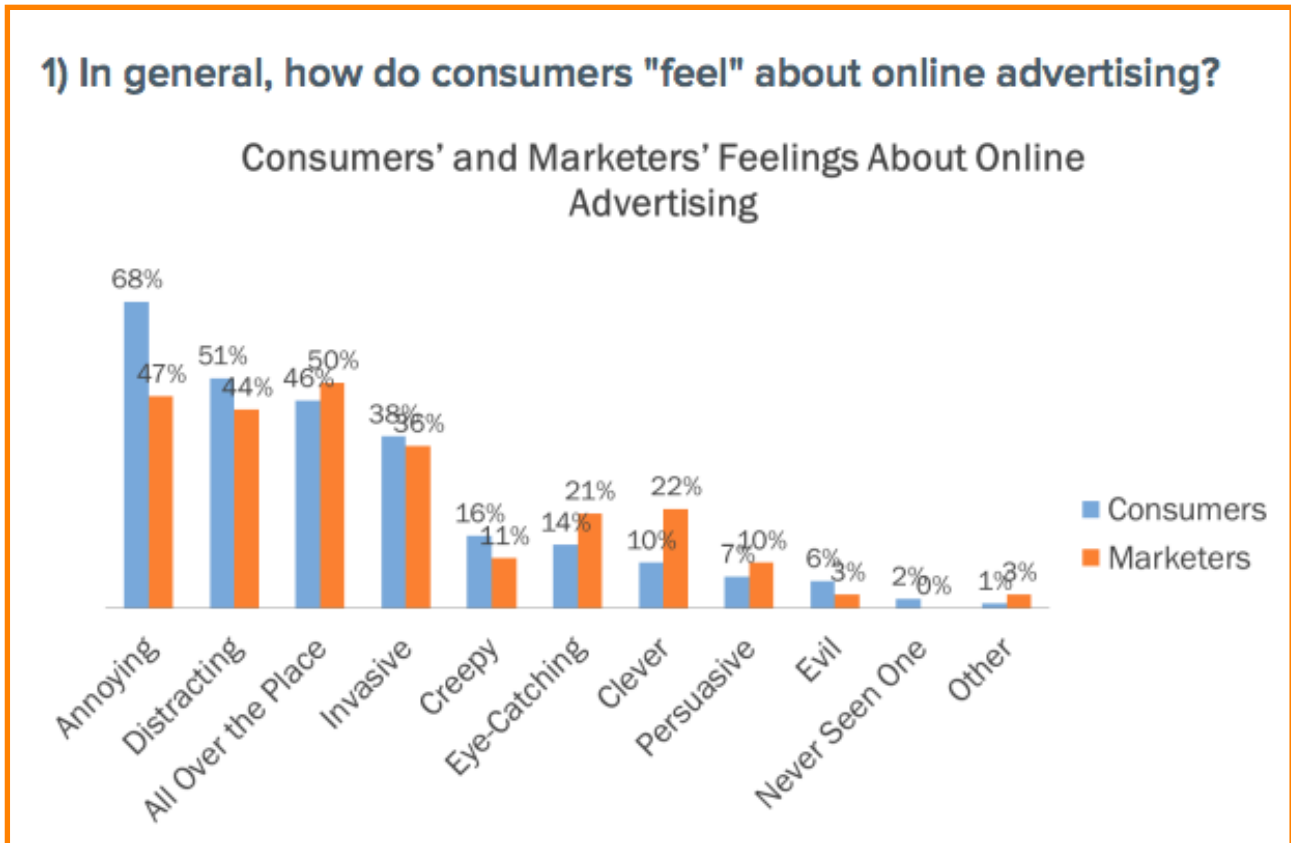
- Research shows viewers have an easier time naming the brand behind a TV commercial if they have had the opportunity to be introduced to the creative first on a digital screen. Therefore, in order to optimize reach and effectiveness, marketers need to start thinking about their digital advertising before they go ahead with television.
- Looking specifically at digital video, online video ads scored higher impact than TV ads when it came to general recall, brand recall, message recall and ad likeability. (ROI, 2011)
- The Out-of-Home (OOH) industry posted net revenue year-to-date of \$503 million in 2012, a healthy 1.8% increase in \$494 million in 2011. This is an impressive result given that other traditional media are seeing a decrease in audience and market share (OMA, 2013)

Benefits of online advertising

- Online advertising has proven to be a targeted approach to reaching your customer base, and is a measurable method of obtaining new customers.
- It provides the ability to trace what works and what doesn't work and as a result gets greater return on any investment made.
- Has a large reach: it has the ability to target customers from all over the world.
- It is a cost effective form of marketing

Opportunities

The graph below shows, in general, how consumers feel about online advertising. 68% of consumers find it annoying.

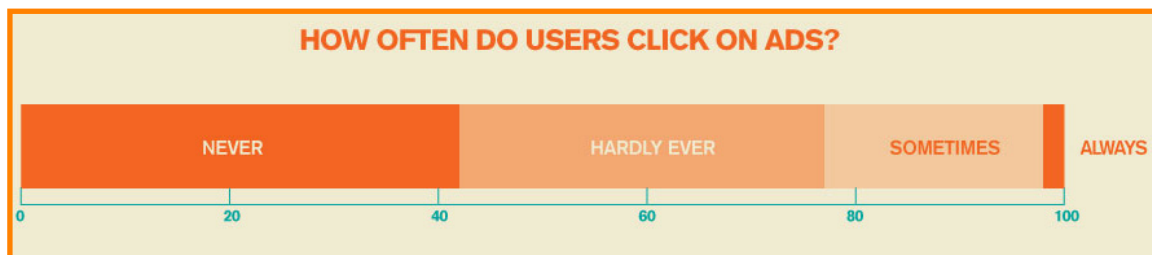


There are several types of online advertising; search engine advertising, banner advertising and social media advertising.

SEARCH ENGINE ADVERTISING

Search engine advertising is a method of placing online advertisements on Web pages that show results from search engine searches. Search engine advertisements are targeted to match key search terms (called keywords).

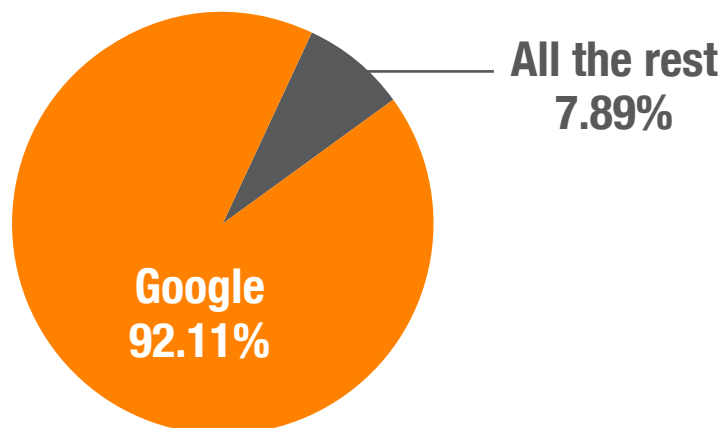
- The targetability of search engine advertising contributes to the attractiveness of search advertising for advertisers.
- Because the ad is only displayed when the user enters predefined keywords, you know your ads are delivered to an audience that is specifically interested in what you are advertising.
- Online search advertising reaches over 94.5% of Australian Internet users who use search engines to find products and services online.



Search advertising providers

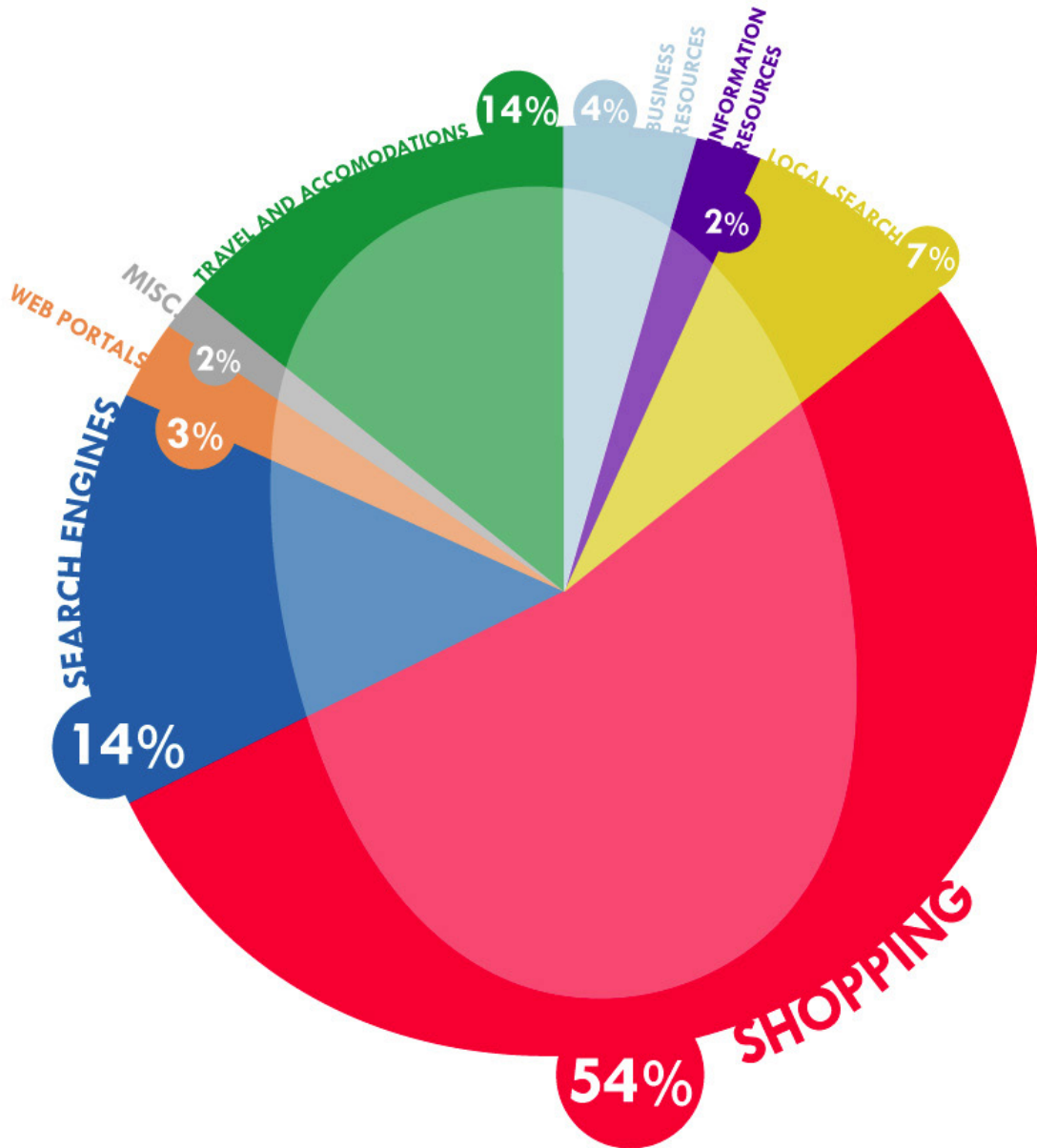
Google AdWords, Yahoo! Search Marketing and BingAds are the largest network operators.

**Australian
Search Engines
(%Market Share)**



Which Industries Use Google AdWords?

Top 100 Advertisers: Monthly Ad Volume by Industry



MONTHLY ADVERTISEMENTS

71,491 38,728 123,870 891,736 228,717 230,759 42,700 26,432

The Google AdWords Landscape

SEARCH 

ADS (OVERALL)

85.2% 
QUERIES (OF 10K)
WITH ADS

86.0%  OR 
QUERIES WITH ADS
OR SHOPPING (PAID)

5.9 
AVERAGE # OF ADS
(FOR QUERIES W/ ADS)

1-11 
RANGE OF ADS
(FOR QUERIES W/ ADS)

67.6%

TOP ADS
2.2 ADS PER PAGE
RANGE (1-3)

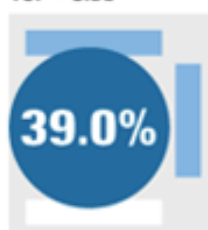
0.6% AD SITE-LINKS
3.0 LINK PER PAGE
RANGE (2-4)

19.1%

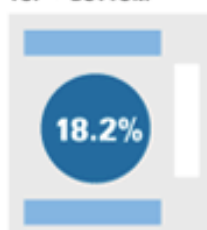
SHOPPING (PAID)
4.3 ADS PER PAGE
RANGE (3-5)

COMBINATIONS

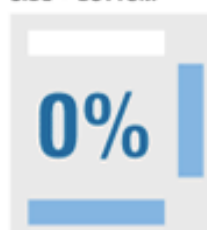
TOP + SIDE



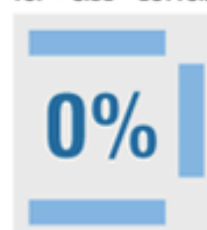
TOP + BOTTOM



SIDE + BOTTOM



TOP + SIDE + BOTTOM



43.6%

SIDE ADS
6.9 ADS PER PAGE
RANGE (4-8)

ADS BY CATEGORY

AVERAGE ADS PER PAGE

7.2		 APPAREL	96.2%
8.3		 REAL ESTATE	95.4%
8.0		 HOME & GARDEN	94.6%
7.3		 VEHICLES	94.2%
5.9		 HEALTH	92.6%
6.2		 BEAUTY & PERSONAL CARE	92.0%
7.3		 OCCASIONS & GIFTS	91.0%
5.2		 FAMILY & COMMUNITY	87.8%
6.9		 FINANCE	86.8%
5.4		 COMPUTERS & CONSUMER ELECTRONICS	86.4%
6.0		 TRAVEL & TOURISM	86.4%
5.2		 HOBBIES & LEISURE	84.2%
5.6		 INTERNET & TELECOM	84.0%
5.7		 JOBS & EDUCATION	83.6%
3.8		 FOOD & GROCERIES	80.8%
5.1		 SPORTS & FITNESS	77.6%
5.0		 LAW & GOVERNMENT	77.0%
3.9		 RETAILERS & GENERAL MERCHANDISE	71.2%
4.1		 ARTS & ENTERTAINMENT	71.0%
3.5		 DINING & NIGHTLIFE	70.4%

31.2%

BOTTOM ADS
1.8 ADS PER PAGE
RANGE (1-3)

SOURCE: 10,000 1st-page Google.com results (Data collected Friday, 2/1 – from 8am-6pm EST)

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 **SEOMOZ**

BANNERS ADVERTISING

Banner ads are seen all over the Internet and are one of the most dominant forms of advertising on the Internet. A banner can highlight a company's product, service or offer and by clicking on it the user will be taken to the advertised website.

- The advertiser is able to place their banner ads according to their preferences (Hubspot).
- 445 different advertisers delivered more than a billion banner ads in 2012 (Hubspot).
- Ages 55+ are most likely to click.
- 39% of people clicked on a banner ad because it showed a product they were interested in or it sparked an interest in a product they had considered previously.
- The typical user is served approximately 1,707 banner ads per month (Hubspot).

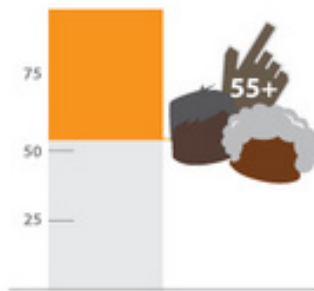
Opportunities

- 15% of people trust banner ads completely or somewhat, compared to 29% for TV ads (Hubspot).
- 25-34 year olds see approximately 2094 banner ads per month (Hubspot).

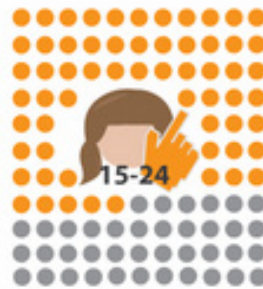
Reasons not for clicking

- 61% do not want to be distracted
- 58% say banner ads are not relevant
- 57% fear spam from advertisers
- 55% worry about getting a virus

WHO'S CLICKING?



Ages 55+ are most likely to click



58% of ages 15-24 had clicked on an ad



The average click through rate from banner advertising on the internet is 2.1%



71% of college graduates have clicked on an ad in the last 6 months.

vs.



59% of people with high school education or less have clicked on an ad in the past six months.



Facebook is girding for a \$100 billion IPO and its business is mostly based on banner ads.

3 MAIN WAYS THEY ARE USED

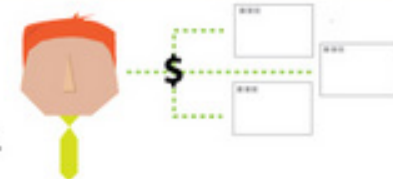


1

A website owner can make an agreement with other website owners to place their ads on their website and vice versa.

2

An advertiser can pay publisher sites to place their ads on certain websites.



An organization can be paid to place an advertiser's ads on several different websites that have a relating target market.

3

NEW! VACATION



REASONS PEOPLE DON'T CLICK



INTEREST



31%

Only want to click ads when they're in the mood or interested in looking at them.

TRACKING



31%

Are worried that their internet behavior will be tracked.

POP-UPS



46%

Worry pop-ups will take over their screen.

TRUST



54%

Don't trust most online banner ads they see.

VIRUS



55%

Are worried about getting a virus.

SPAM



57%

Are afraid of receiving spam from advertisers.

RELEVANCE



58%

Say online banner ads are not that relevant to them.

DISTRACTION



61%

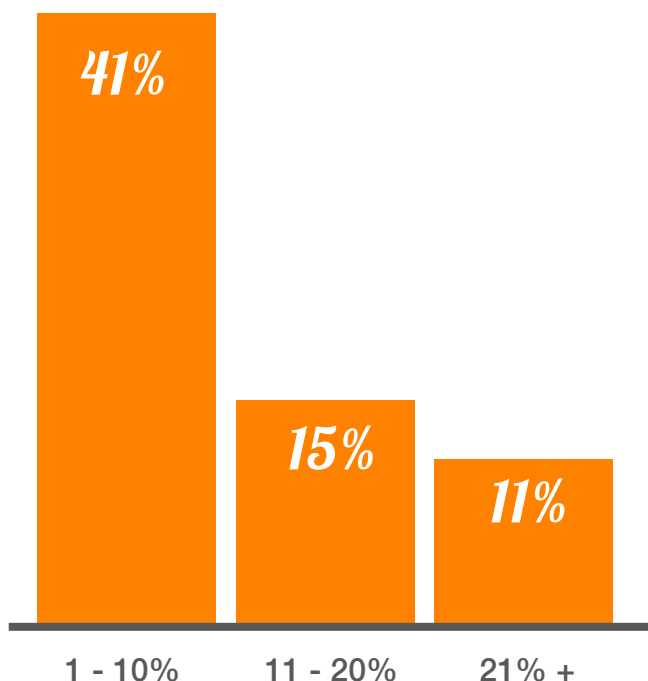
Don't want to be distracted.

SOCIAL MEDIA ADVERTISING

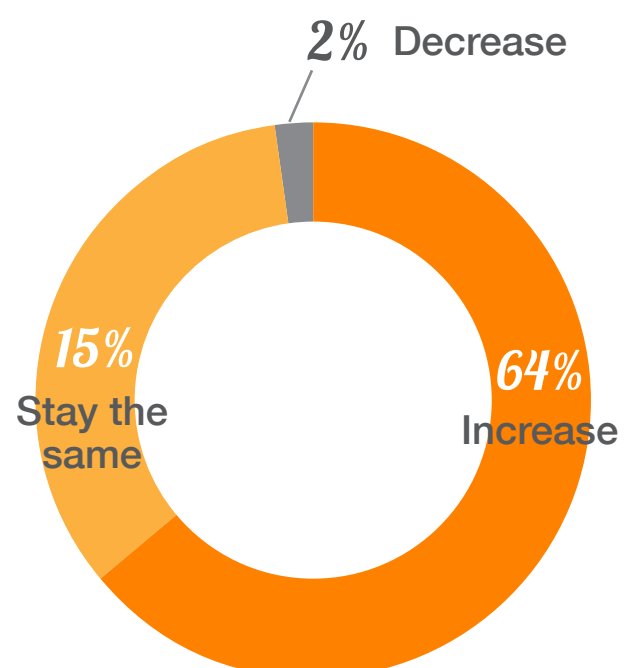
Paid social media advertising is growing

- Social networks offer high engagement: Australians spend 24% of their time on social networks
- More than half of the world's social networking advertising spendings are directed towards facebook.
- 75% of advertisers say they use social media and 64% of advertisers say they have increased their paid social media advertising budgets this year.

Paid Social Ad Budgets Will Grow By...



Advertiser Outlook For Paid Social Advertising Budgets



Media Buyer Views on Paid Social Media Advertising Effectiveness

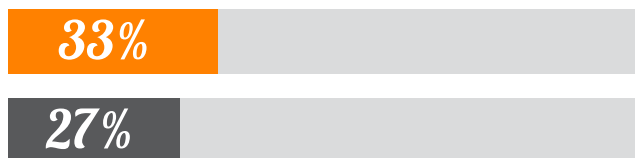
■ Advertisers
■ Agencies



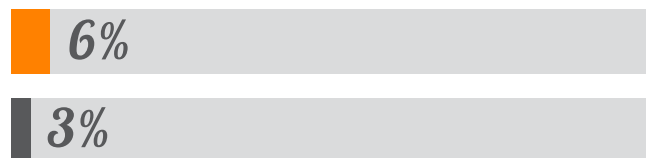
It's effective and produces measurable ROI (With ROI defined as metric achieved per dollar spent)



I think it moves the needle when combined with other efforts, but I'm not sure how to measure ROI



It's a promising new tactic. but its effectiveness is unknown



I don't think it works

Opportunities

- 64% of advertisers expect to increase their social media advertising budget in 2013.
- According to Nielsen's report on social media advertising, nine out of 10 advertisers report using social media's free tools. However, Nielsen also reports that social media only represents 1% to 10% of ad budgets for a wide majority of advertisers, indicating that most advertisers stick to the free tools.

Thanks to easier targeting options, social advertising could be simpler and less expensive than paid search advertising such as Google AdWords.



Average breakdown of Social Media Advertising budget



57%



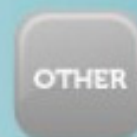
13%



13%



2%



15%



Social media Ad spend to hit **19.5%** of total marketing budget by 2017

SECOND SCREEN ADVERTISING

Second screen advertising refers to the fact that two screens are used at once.

The second screen can turn offline advertising into a shared experience, enabling fans to delve deeper into the product or company, allowing instant follow-up on a call to actions.

Importantly for customers, it means integration in communications will reach a much more mature level thanks to the mobile, seamless and multi screen interaction in which consumers will be immersed.

Consumers are multitasking over multiple screens more than ever.

- “Using a tablet or smartphone while watching TV is more common than not,” reported Nielsen.
- Mobile video firm AdColony found that TV plus mobile (smartphone/tablet) exposures improved brand recall by 69% and boosted purchase intent by 72%.
- Additionally, viewers who see an add on TV as well as on mobile devices are five times more likely to do a search tied to the movie than those who just saw spots on TV.
- Big events like the Super Bowl and the Grammys have been garnering more viewers and buzz as social media and second screens create a digital watercooler.

Two methods which can help create fusion between print and digital advertising: Shazam and QR codes

Shazam

Shazam is a London based company that started as an audio-recognition tool, becoming one of the most downloaded iPhone apps. An on screen logo cues users to open the app, which then syncs with the television and brings up exclusive content, special offers and so on.

- Shazam report that about 70% of smartphone users use or have their smartphone on hand while watching television.
- Shazam services more than 200 million people over seven major mobile platforms in more than 200 countries, and 1.5 million users gravitate towards the app every week. Consequently, it remains in the top most downloaded apps of all time in iTunes.
- Incorporating shazam into ads equals increased engagement. In less than 5 seconds, you can double the engagement normally achieved on social media.
- Currently, 95% of non live US TV programming is Shazam enabled.
- Shazam has started venturing into the radio world.
- Australia has 7 million Shazam users.

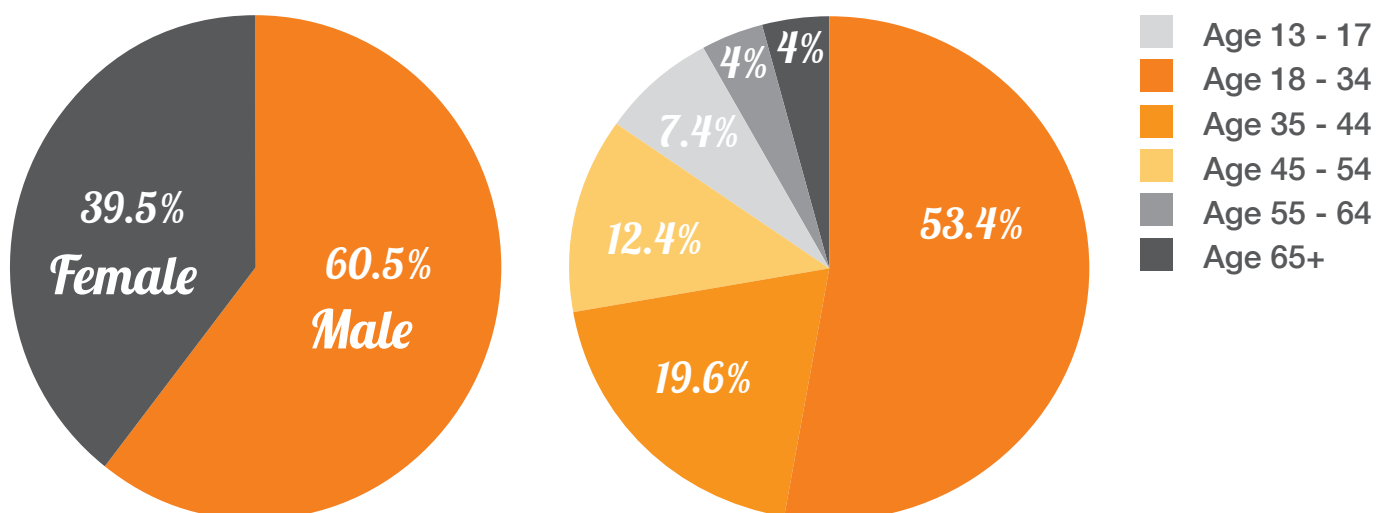
(Berelowitz, 2012)

QR codes

QR codes have been widely used in Japan and Europe for a few years, but are only now starting to gain use with marketers in Australia.

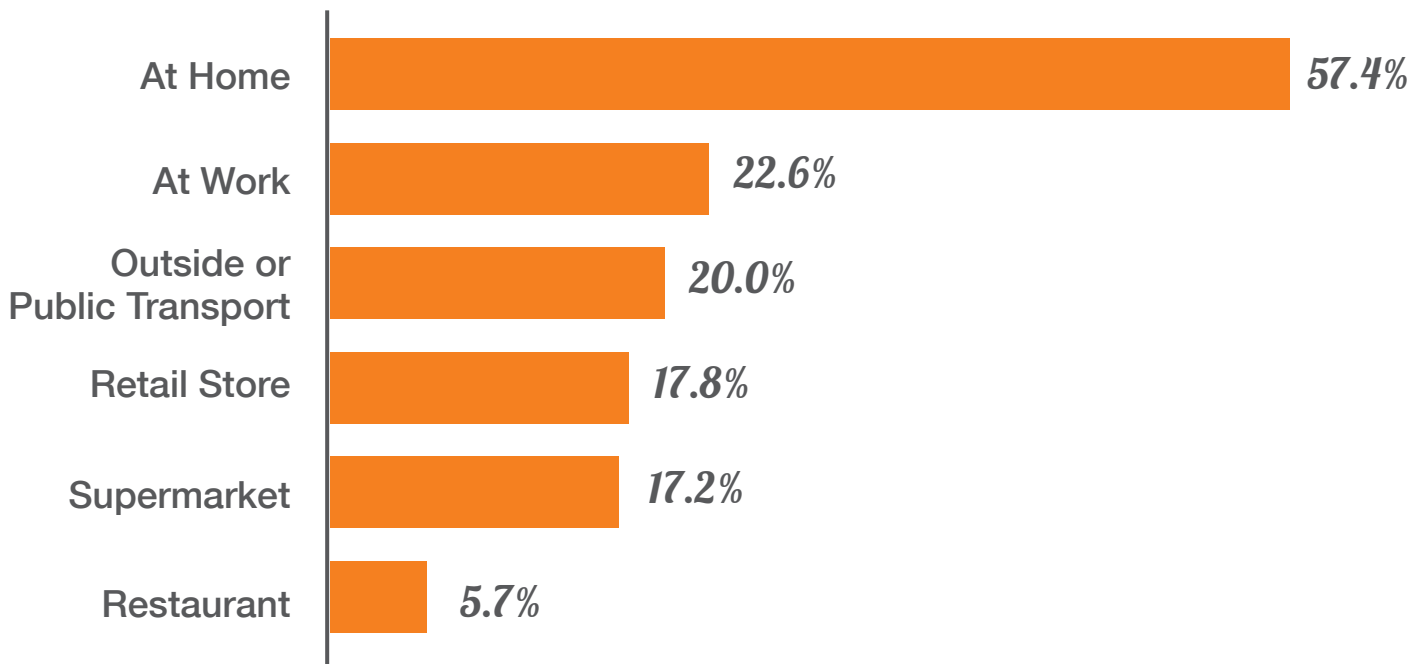
A QR codes is a paper-based hyperlink that connects the physical world within the online world. For marketers, QR codes allow print advertisements, posters and brochures etc. to direct users to mobile landing pages that contain much more information and interactivity than can be accessed on the offline page.

- QR codes provide a convenient one-step process for directing users to a website, directions, promotions or other information.
- QR codes are cost effective as they cost nothing to produce
- Actions triggered via QR codes can be traced with web analytics for marketing campaign measurement. (Chaffey, 2012)

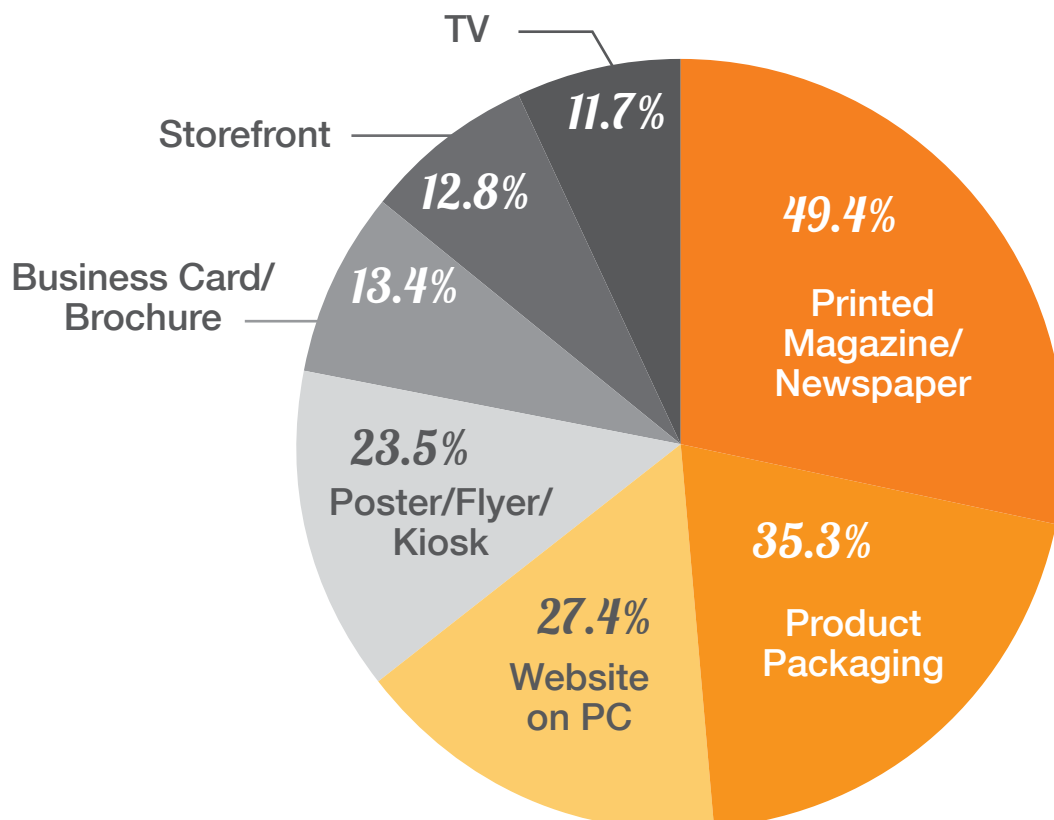


Location When scanning QR / Bar Code By Percent Reach

Source: comScore MobiLens, EU5, June 2011



Total Audience - Scanned QR Code With Mobile Phone

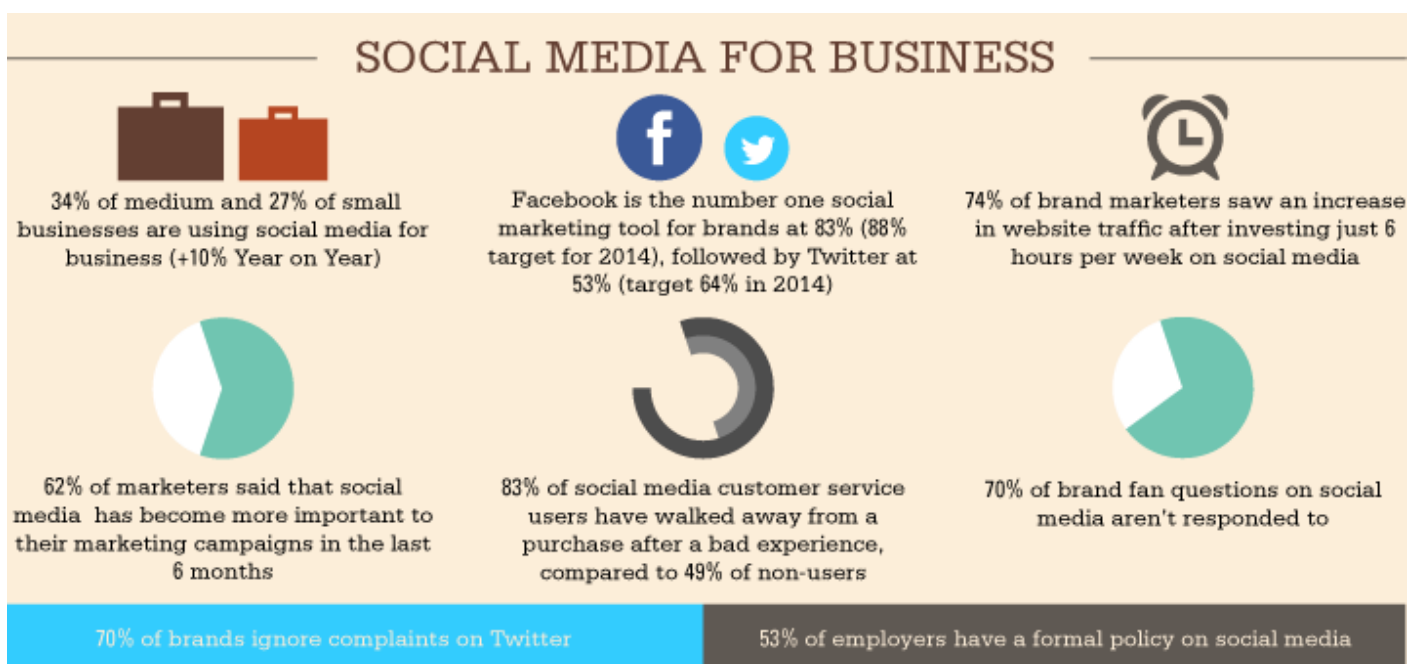


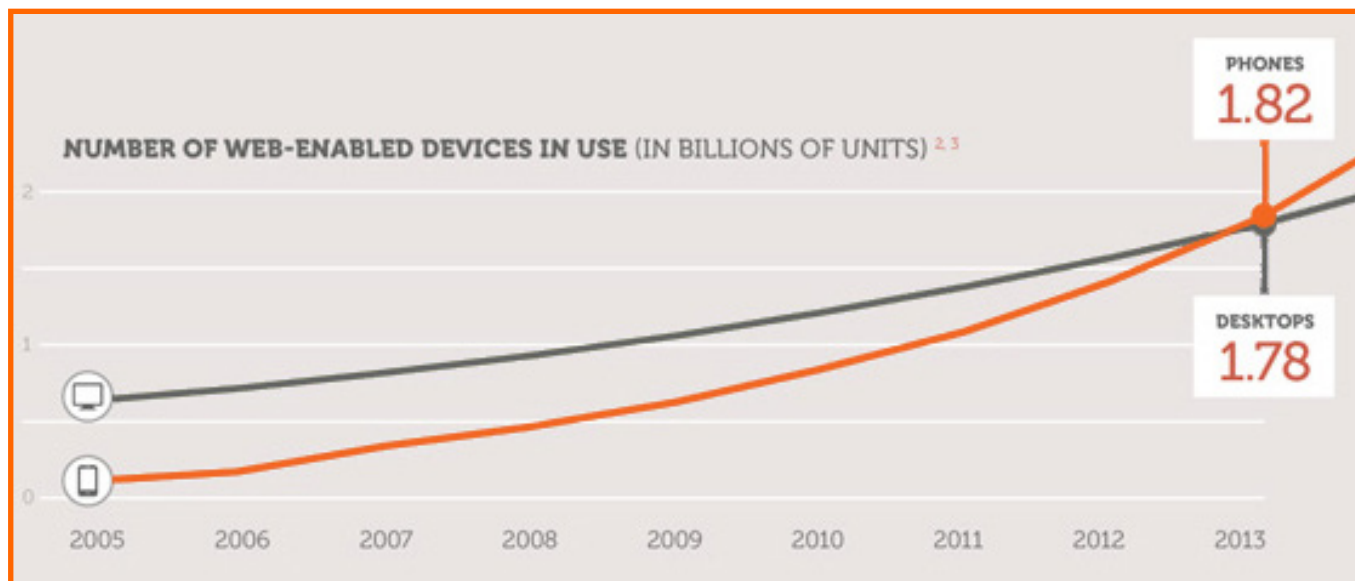
MOBILE MARKETING

People are spending more time on their mobile phone than ever before. The mobile app ecosystem is large and growing, with more users and more apps being added every day. Out of the 6 billion people on the planet 4.8 billion have a mobile and only 4.2 billion own a toothbrush (mediabistro , 2012)

Following statistics from Milagro Mobile Marketing; How mobile is being used in 2012.

- It is predicted that by 2014, mobile internet should take over desktop internet usage.
- Over 1/3 of Facebook's user base uses Facebook mobile.
- 50% of Twitter users use Twitter mobile
- 200 million youtube views occur on mobile devices per day
- More smartphone and tablet owners are researching products than purchasing them (80.8% compared to 41.4%) but attitudes vary quite a bit among different age groups (eMarketer)
- Mobile Facebook ads generate 13x more clicks than desktop ads (Hubspot)
- By the end of 2013 it is predicted the Internet is going to be accessed more from mobile devices than from actual desktops.





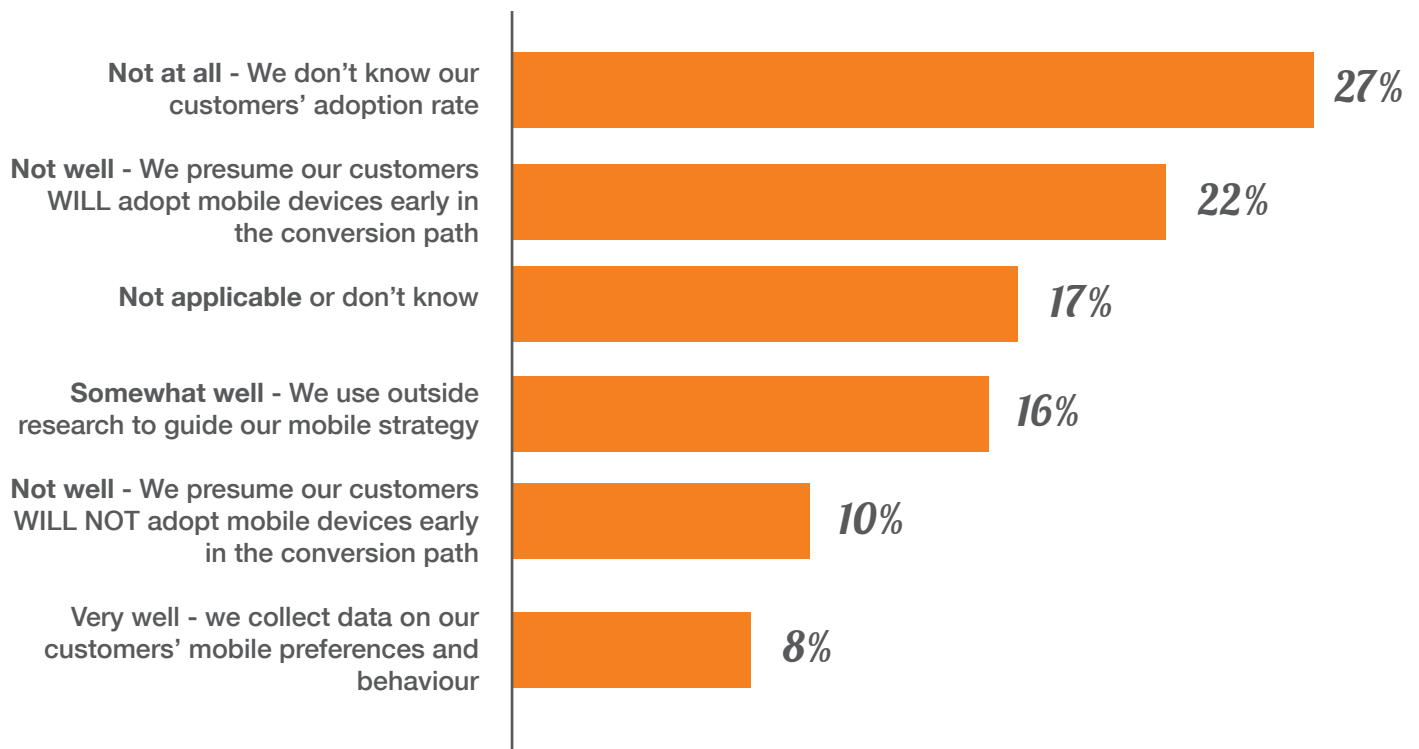
Due to these large statistics, the ability to reach Australians online is now more prevalent than ever thanks to mobile devices such as phone and tablets. People are utilising mobiles and tablets more often to access the Internet, giving you a greater chance of reaching them if your online channels are set up correctly.

For retail businesses, having a strongly optimised ecommerce website will ensure your business is bringing in sales outside of daily store hours.

Mobile search is going from strength to strength, with 73% of Australian smartphone users having used their devices for a general internet search (Our Mobile Planet)

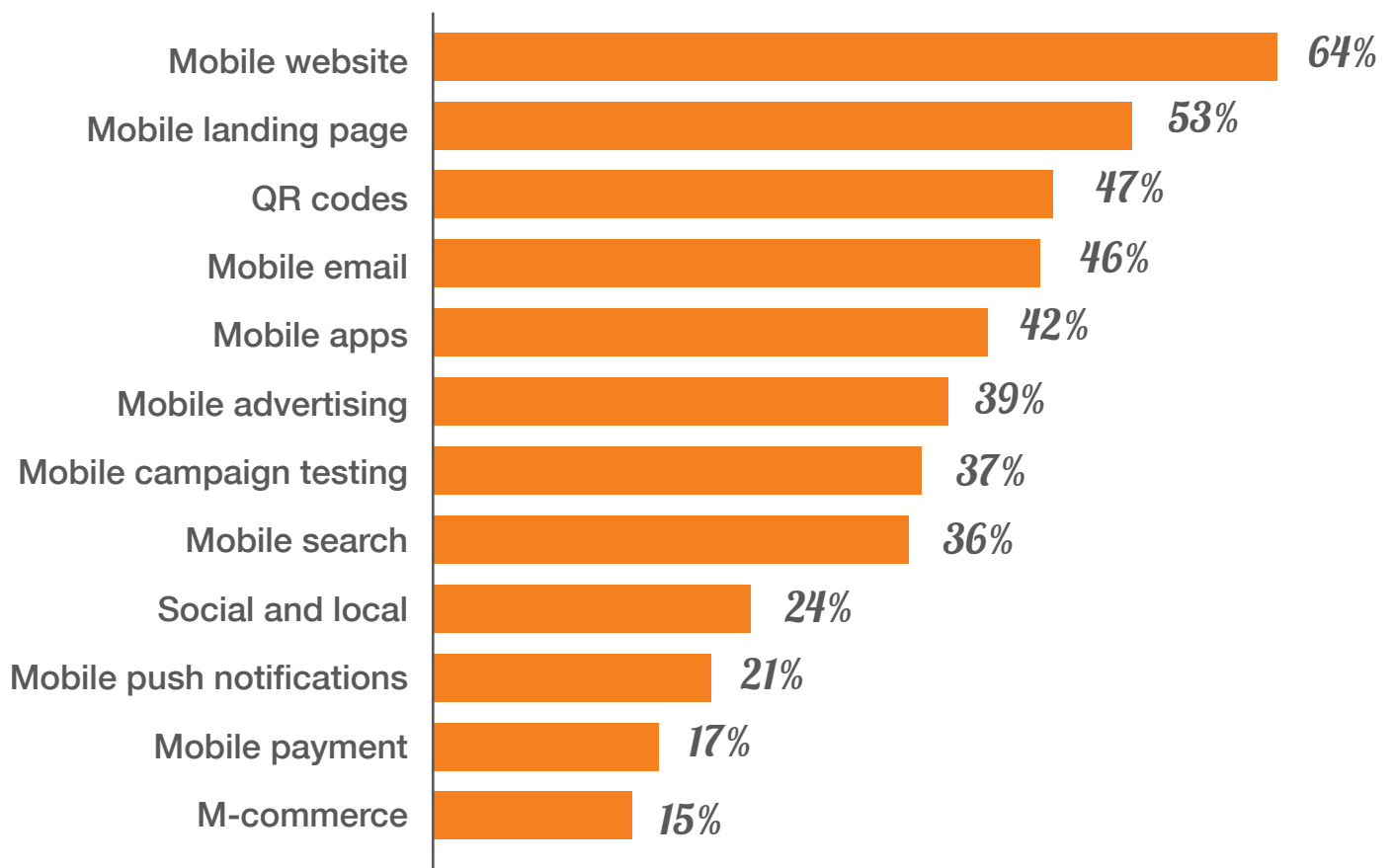
MarketingSherpa. 2012. Benchmark report: Mobile Marketing

Few marketers are tracking customer mobile adoption. The graph below answers the questions; how well does your organisation know the level of mobile device adoption of its customers?



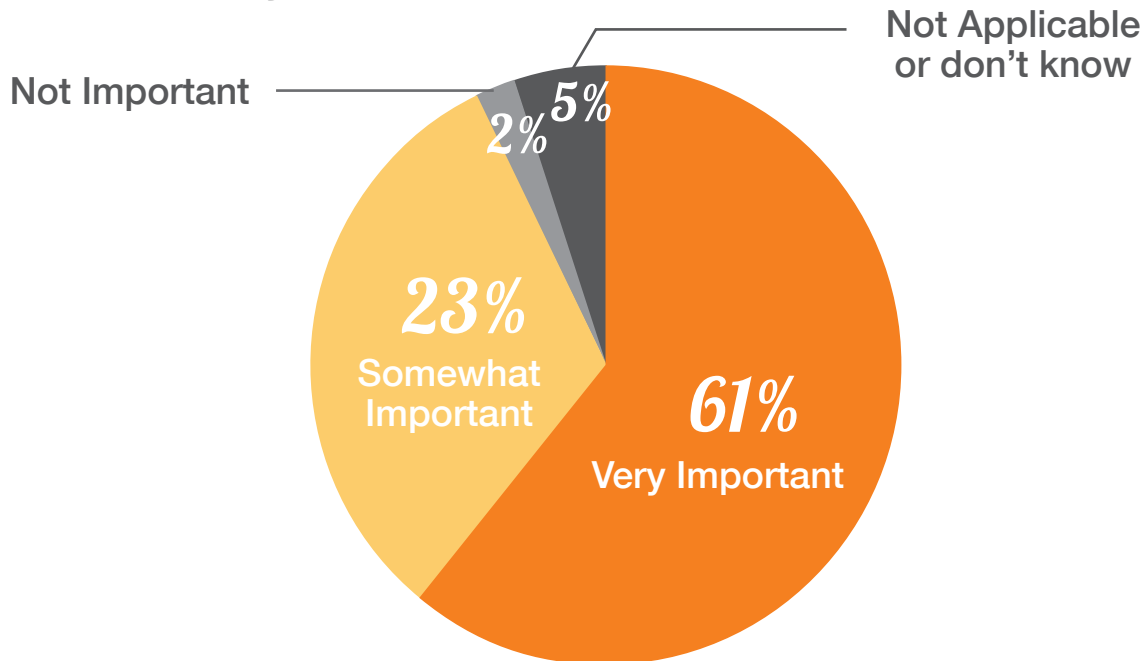
Mobile is expected to be a part of marketers' upcoming campaigns. The following graph shows which mobile marketing tactic organisations plan to use in the next six months

Which mobile marketing tactics does your organisation plan to use in the next six months?



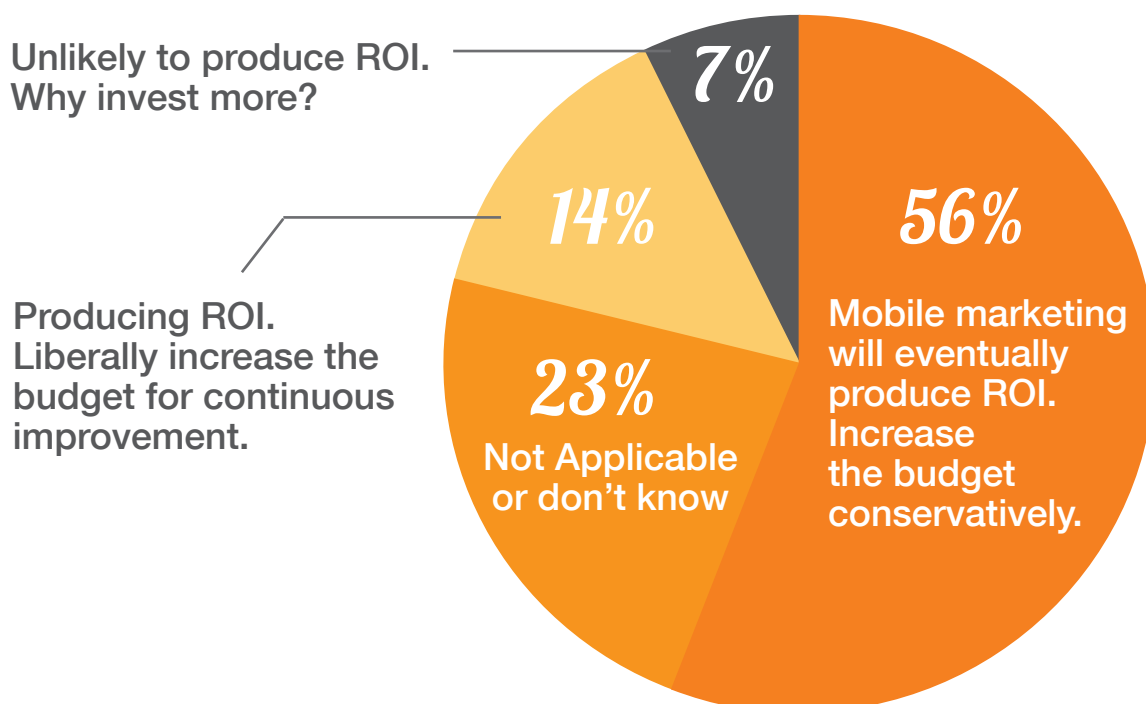
The following graph shows how important is mobile marketing to organisations growth in the next three years

How important is mobile marketing to your organisation's growth in the next three years?



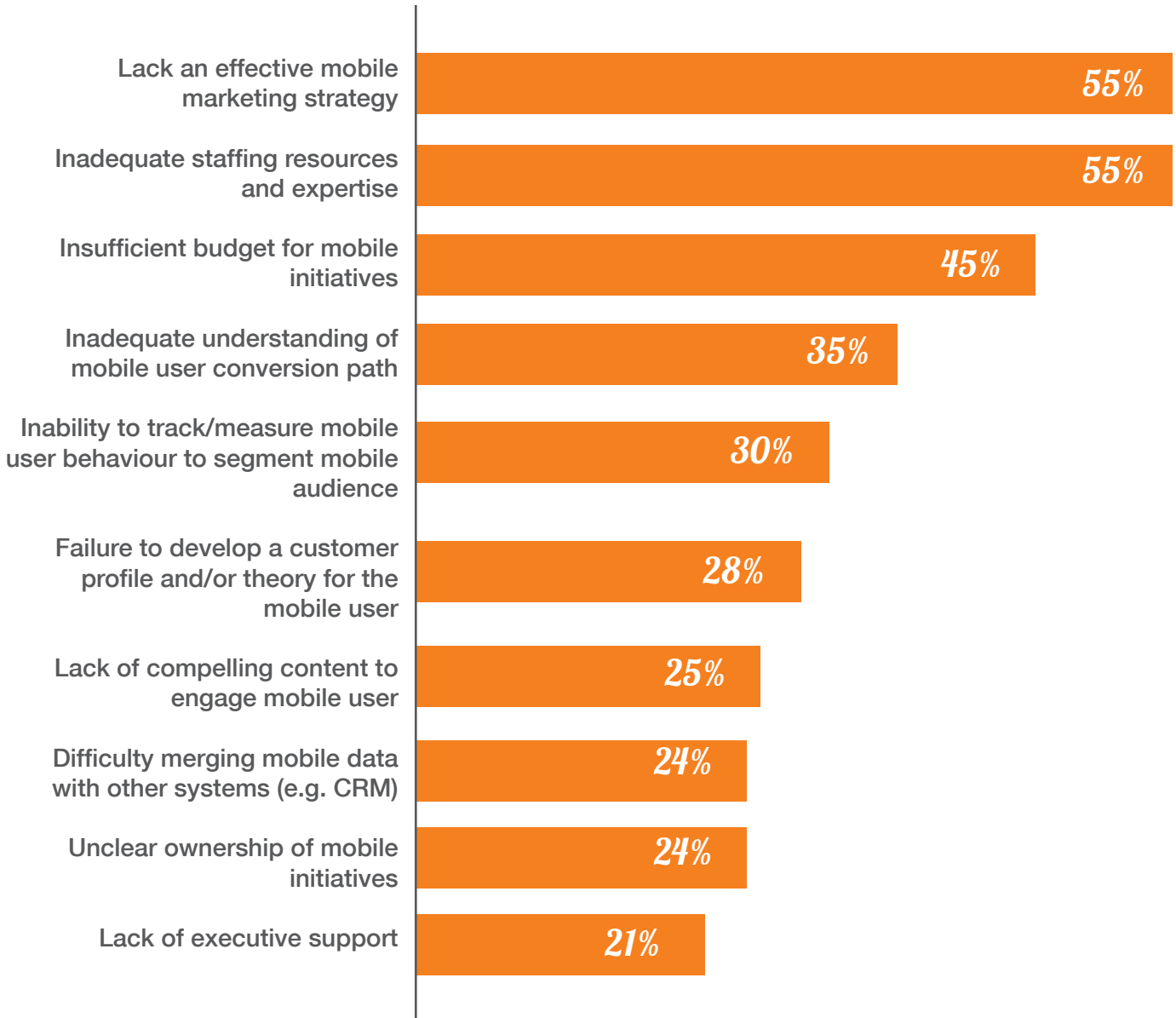
Mobile marketing budgets are increasing, even without proven ROI. The following graph shows which statement best describes an organisation's perception of mobile marketing's ROI at budget time

Which statement best describes your organisation's perception of mobile marketing's ROI at budget time?



The following graph shows the need for comprehensive strategy

Which barriers exist to overcoming your organisation's top challenges?



ONLINE PRESS RELEASES

Originally, press releases were communication tools between a company and the media. However, with the internet, press releases can now be used as a direct to consumer communication tool. The purpose of a press release is to get your news in front of as many people as possible. Press releases help create quality online content and act as a means of developing links and sharing information. They are an effective, affordable tool to reach consumers directly and help achieve Search Engine Optimisation.

Services such as Business Wire, PR Newswire and Market Wire simplify the process of getting news content into popular news search engines.

According to PRWeb, 80 million people receive their news online everyday and 100 million people use search engines every day (2010). From these statistics, it is clear there are many benefits to optimising your press releases.

What are the benefits?

- 1. Helps earn media attention without buying it.**
- 2. Press releases educate potential customers on company news and keeps customers updated on what your company is doing.**

Companies that provide news consumers and customers with up to date content in their online media rooms are providing a reliable source for information, insight and education about their products and services. With social media advancements, there are a myriad of ways communicators use press releases to engage their audience: Youtube videos, embedded product manuals.
- 3. Press releases help increase a company's SEO.** According to Hubspot's Social Media Scientist, Dan Zarrella, on average, press releases are viewed 275 times during the week. This is beneficial because the more views it has, the more impact it has. SEO still dominates for marketers, with both B2B (57%) and B2C (41%) businesses stating it makes the biggest impact on their lead generation.

The future of press releases - our prediction

Press releases won't just be articles of content - streamed events e.g. apple, sony (ps4), microsoft. We will see a transformation from traditional press releases - press releases now contain hyperlinks, embedded multimedia and optimized content, and the ability for readers to immediately share content they "like" with thousands of personal connections. The digitising of press releases allows us to create and share richer, fuller and more interactive stories.

Press releases will evolve not only as a result of advances in technology, but also in response to the needs, demands and behaviours of both newsmakers and news consumers. Press releases provide timely, direct from source news to media and financial recipients worldwide. Press release content is blogged about and posted to Facebook, and headlines are tweeted and retweeted.

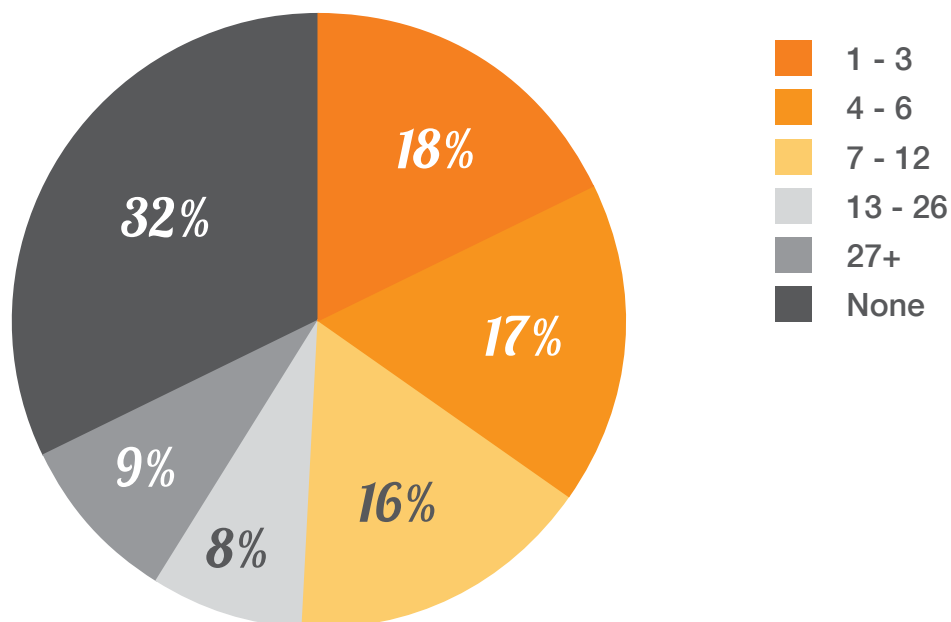
Example of streamed event: Apple (one of the world's most successful retailers) streamed events - cause so much hype, the product is practically advertised itself. This means apple can spend far less on advertising than rivals like Microsoft

WEBINARS

A webinar is a combination of web and seminar, meaning a presentation, lecture or workshop that takes place over the web. Webinars are a cost effective, powerful tool that can help you generate leads or create additional streams of income. They can be informational - helping you to establish your expertise and build your contact list - promotional, helping you sell your product or service, or a combination of both.

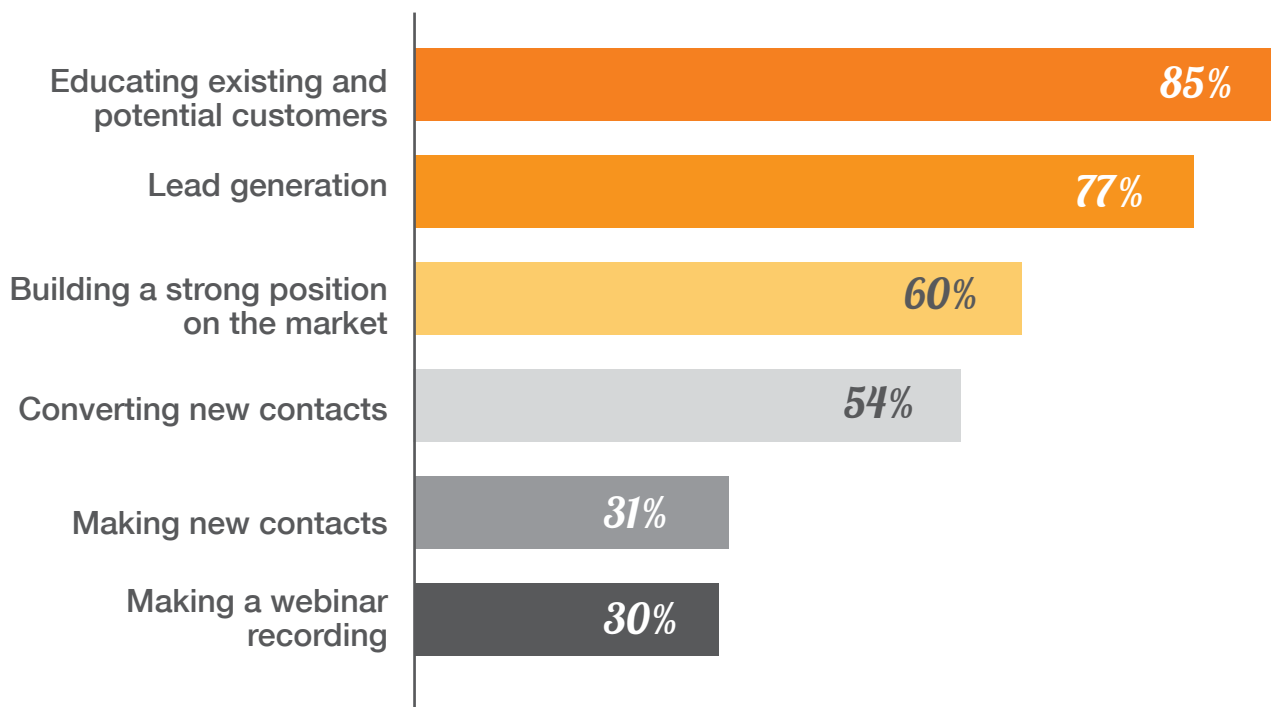
There are free and paid webinars. Free webinars allow you to quickly generate leads. Paid webinars may greatly reduce the number of leads you get for your webinars, but you have the ability to increase the quality of leads, as people who are willing to pay for your webinars will be more likely to pay for your products and services.

Most companies run more than 1 webinar a month



Clickmeeting, 2012

Why do people organise webinars?



- On average, people from 2 countries take part in a webinar (clickmeeting, 2012).
- An average webinar has 28 participants, 2 presenters and goes for 65 minutes (clickmeeting, 2012).

Why choose webinars?

Different people consume content in different ways, and its important to get your message and brand out across multiple channels. They can also help add variety to a mostly text based content strategy.

Webinars can help convey your business culture in an engaging way and help increase content creation. For example, transcribed webinars are a simple source of written content. By transcribing the audio of your webinars, you can not only generate more written content for your site, but also increase the potential SEO value of your webinar content based on the target keywords found in the transcript. Additionally, webinars are mobile. Submitting your webinar's RSS feed to iTunes allows for the audience to access the audio file from anywhere.

EBOOKS/GUIDES

eBooks tend to be shorter and more interactive than whitepapers. Ebooks can include tips, resources, ideas, infographics, visuals, links, case studies, stats and how to guides. They may also include links to additional multimedia information and focus on the how to aspect of a subject. An ebook is a long form piece of content that provides deep value. Therefore, they are often placed behind a lead generation form on a landing page.

“Not only does it create your own editorial agenda, it gives you a platform to become a thought leader in your field.”

What are the benefits?

Content in the ebooks can help generate leads, educate customers and shorten the sales cycle.

- They are simple to create and inexpensive to produce
- They are a means of creating additional online content in an attempt to establish content marketing dominance
- Eco friendly and easy to distribute
- Ebooks are a valuable component of an inbound or content marketing strategy in which you offer compelling content so people come to you
- Ebooks are easy to update, meaning you can continue to build on your initial investment

As the number of companies developing content marketing increases, as will the number of ebooks. There are a number of key factors that are likely to influence the future size of the eBook market in Australia including eReader and tablet penetration. As Lee (2010) states, eReaders have become more widely available in Australia and consumers now have access to a broad range of eReader devices.

- There has been a recent explosion in the ebook market
- ebook have become very important on the Internet.
- Australia, the U.K. and the U.S. lead the world in e-book adoption rates, according to Bowker Market Research's Global eBook

- E-books saw \$128.8 million in revenue in January 2012 versus \$73.2 million in January 2011, a 76% increase. (Bowker Market Research's Global eBook, 2012)

eBook Readers

Among those who read at least one book in the past 12 months, the percentage who read at least one ebook in that time period

	December 2011 [^] (n=2,474 book readers)	November 2012 ^{^^} (n=1754 book readers)	Change in percentage points
All Readers	21	30	+9
Men	22	30	+8
Women	20	31	+11
Age			
16 - 17 (n=91)	13	28	+15
18 - 29	25	31	+6
30 - 49	25	41	+16
50 - 64	19	23	+4
65+	12	20	+8
Race / Ethnicity			
White, Non-Hispanic	21	31	+10
Black, Non-Hispanic	19	30	+11
Hispanic	19	24	+5
Annual Household Income			
Less Than \$30,000/yr	14	19	+5
\$30,000 - \$49,999	18	28	+10
\$50,000 - \$74,999	24	38	+14
\$75,000+	34	44	+10
Education Level			
No High School Diploma	11	21	+10
High School Grad	15	20	+5
Some College	22	31	+9
College+	30	42	+12
Urbanity			
Urban	22	34	+12
Suburban	22	32	+10
Rural	17	20	+3

Source: 2012 data from Pew Internet Library Services Survey, October 15 - November 10, 2012. N=2,252 people ages 16 and older. Interviews were conducted on landline and cell phones and in English and in Spanish. Margin of error is +/- 2.7 percentage points for recent readers. 2011 data from Pew Internet Reading Habits Survey, November 16 - December 21, 2011. N=2,986 people ages 16 and older. Interviews were conducted on landline and cell phones and in English and in Spanish. Margin of error is +/- 2.3 percentage points for recent readers.

[^]In December 2011 survey, 78% of Americans ages 16+ had read a book in previous 12 months.

^{^^}In December 2012 survey, 75% of Americans ages 16+ had read a book in previous 12 months.

WHITEPAPERS

White papers are more static and less interactive than eBooks. White papers differ from blogs and other forms of content as they include elements of direct marketing. White papers are useful tools in content marketing to shorten the gestation period of lead generation.

Benefits of white papers

- 84% of businesses find white papers either moderately or extremely influential in their purchasing decisions (Eccolo, 2009).
- White papers are the most viral marketing collateral with nearly one in three respondents sharing them with three or more people (Eccolo, 2009).
- Decision makers at larger companies (85%) are much more likely to read a whitepaper than those working in smaller companies (64%) (Eccolo, 2009).
- 80% report white papers are the most effective in the presales process (Eccolo, 2009).
- White papers have seen a 19% increase in adoption rate since 2011 (Eccolo, 2009).

CALL TO ACTION

Simply put, the call to action (CTA) is the part of a marketing message that attempts to persuade a person to perform a desired action. In online marketing, a CTA can be made in the form of a hyperlink.

The absence of a call to action may cause a visitor to forget about the ad and move on. Therefore, a call to action is the critical part of your content marketing. It is the trigger that leads the visitor to engage in a meaningful next step with your organisation, whether that step is engaging the audience in the comments, finding more content, or buying your product or service.

According to Lindsay Leon-Atkins, Research Director at Dynamic Logic, “when including a call-to-action, marketers should try leveraging interactive features that engage the viewer, allowing them to feel as though they have benefited from the experience and are leaving with a favourable impression of the brand” (Leon-Atkin, 2012).

Adding relevance to a call to action can have a dramatic effect on conversion. In short, the more value and relevance you can convey via your call to action copy, the more conversions you are likely to get. Therefore, a compelling call to action can go a long way in helping you increase conversion and grow your base of leads.

A call to action is an important tool for pushing consumers to your content strategies.

Statistics show call to actions promoting ebooks get almost twice the click through rate as emails promoting webinars (Hubspot). (can't find any more stats!!)

Future: movement towards more animated calls to actions - augmented reality.

LANDING PAGE

A landing page is a web page that appears in response to clicking on a call to action. While the call to action is about capturing the reader's interest, the landing page is about maintaining it and moving it to a conversion. A landing page is where you want people to accept an offer of yours (be it an ebook, webinar, white paper etc.). Therefore, on the landing page it is important to excite and inform them to promote the value of your content.

Who uses them?

- 48% of marketers build a new landing page for each marketing campaign (MarketingSherpa)
- 68% of B2B businesses use landing pages to garner a new sales lead for future conversion (MarketingSherpa)

Landing pages help generate leads

- Companies with 30 or more landing pages generate 7x more leads than those with fewer than 10 (Hubspot).
- Businesses with 31 to 40 landing pages got 7 times more leads than those with only 1 to 5 landing pages and those with over 40 landing pages got 12 times more leads than those with only 1 to 5 landing pages
- Companies see a 55% increase in leads when increasing their number of landing pages from just 10 to 15 according to hubspot's 2012 Marketing Benchmarks Report.

INFOGRAPHICS

An infographic is a graphic visual representation of information, data or knowledge. They break down data visually and are intended to present complex information quickly, simply and clearly. For consumers, infographics present valuable information that is easy and quick to consume. Business can use them as a marketing tool to educate and inform people without boring them. Infographics have the potential to go viral as they are great tools for social sharing over networking sites. They can include step-by-step pictorials, bar graphs, or survey and statistic results.

Infographics have seen a large rise in popularity as a form of content. The use of infographics has increased 1.5x from last year and it's the fastest growing format in business to business content marketing (IDG, 2012).

Their popularity has increased with the rise of social media, fueling the need for instant results by providing content in bite-size, digestible chunks. Consequently, according to Nowsourcing, an infographic has the potential to reach up to 15 million people (Nowsourcing, 2012).

CONCLUSION

The new age of inbound marketing is about providing added value and earning customer loyalty instead of simply bombarding consumers with messages and hoping it will stick.

While traditional models have not completely dried up, we found they are dramatically devalued by all marketers in 2013.

Margin Media is a Australian based digital media agency that provides online marketing solutions and website design. Margin Media operates one of the most popular daily and independent content marketing blogs that is read by thousands of marketers and business owners throughout Australia.

We wanted to share our knowledge with you and hopefully enable you to make solid informed decisions with your marketing. We hope you have enjoyed this report and would value your feedback to see if preparing this annually is worthwhile.

Please email us any feedback to feedback@marginmedia.com.au

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