

Up your digital marketing game for 2017

LEXISCLICK
INTELLIGENT MARKETING

LexisClick

The digital marketing experts for ambitious SMEs on their journey to becoming market leaders



Introduction to LexisClick

We help our customer' achieve their business growth targets and increase their inbound leads and sales, by using Intelligent Marketing to help their expertise #SHINE.

- Marketing Strategy
- Search Engine Optimisation
- Content Marketing
- Online Advertising
- Email Marketing
- Social Media Marketing
- Web Design and Optimisation

To make them...



LEXISCLICK

Introduction to your presenter

Lead Digital Marketing Consultant at LexisClick, 2007 – present.

Started working in online marketing, designing and building websites in 1997 – when he designed and built British Steel's first website from the delights of Scunthorpe.

Followed by 10 years working in London in digital marketing across a variety of industry sectors both within business and as a consultant – with 6 years spent at PricewaterhouseCoopers (PWC) as a digital marketing consultant.



Stephen Bavister

Managing Director

LexisClick

Today's objective & agenda

To help you to understand and prioritise important developments that have come into place in 2016 and that will be making a big impact in 2017.

8.30 – 9.00	Part 1
9.00 – 9.10	Worksheet 1
9.10 – 9.15	Break
9.15 – 9.45	Part 2
9.45 – 9.55	Worksheet 2
9.55 – 10.10	Q&A
10.10 – 10.30	Networking & Finish



Maturing of digital and social channels

A hand with a blue-painted thumb is holding a fan of US dollar bills. The bills are fanned out, showing various denominations including \$100, \$50, and \$1. A large pink diagonal overlay covers the left and bottom-right portions of the image. The text "Increasingly you need to pay to play..." is written in white, sans-serif font across the center of the image.

Increasingly you
need to pay to
play...

Declining Organic Facebook Reach



Typical Google SERPs Page

Google conference room bournemouth

Sign in

AI Maps Images Shopping News More Search tools


About 241,000 results (0.48 seconds)

Hilton Bournemouth - Meeting & Conference Venue - hilton.com
www.hilton.com/Bournemouth/Conferences
5.0 ★★★★★ rating for hilton.com
Book a meeting package with your basic meeting amenities for a single price.
Beverage Service · Flip Chart & Markers · WiFi Included · Per Person Pricing · Meeting Room
Brands: Hilton, Waldorf Astoria, Conrad, DoubleTree, Hilton Garden Inn, Hampton

The Ritz-Carlton Hotels - Luxury Conference Rooms - ritzcarlton.com
www.ritzcarlton.com/business/conference
Dedicated Conference Rooms & Facilities with Unrivalled Business Services.
Renowned Club Level · Unforgettable Experiences · Outstanding Service
Amenities: Flexible Meeting Rooms, Unconventional Catering, Desirable Tech Features, In-House Pla...

The Ark Conference Rooms - ArkCentre.com
www.arkcentre.com/
State-of-the-Art Conference Centre in Basingstoke. Competitive Rates!
Free WiFi · Modern Facilities · Free Parking
Venue Accessibility · Events Hire · Conference Hire · Food & Drink

ODEON Cinemas for hire - Perfect for your conferences - odeon.co.uk
www.odeon.co.uk/Conference/Rooms
Our world famous conference venues can cater for any corporate event. Visit now.
Conferencing · First Class Facilities · 100+ Unique Venues · Product Launches · Venue Hire




Map date ©2016 Google

Sun, 9 Oct Mon, 10 Oct

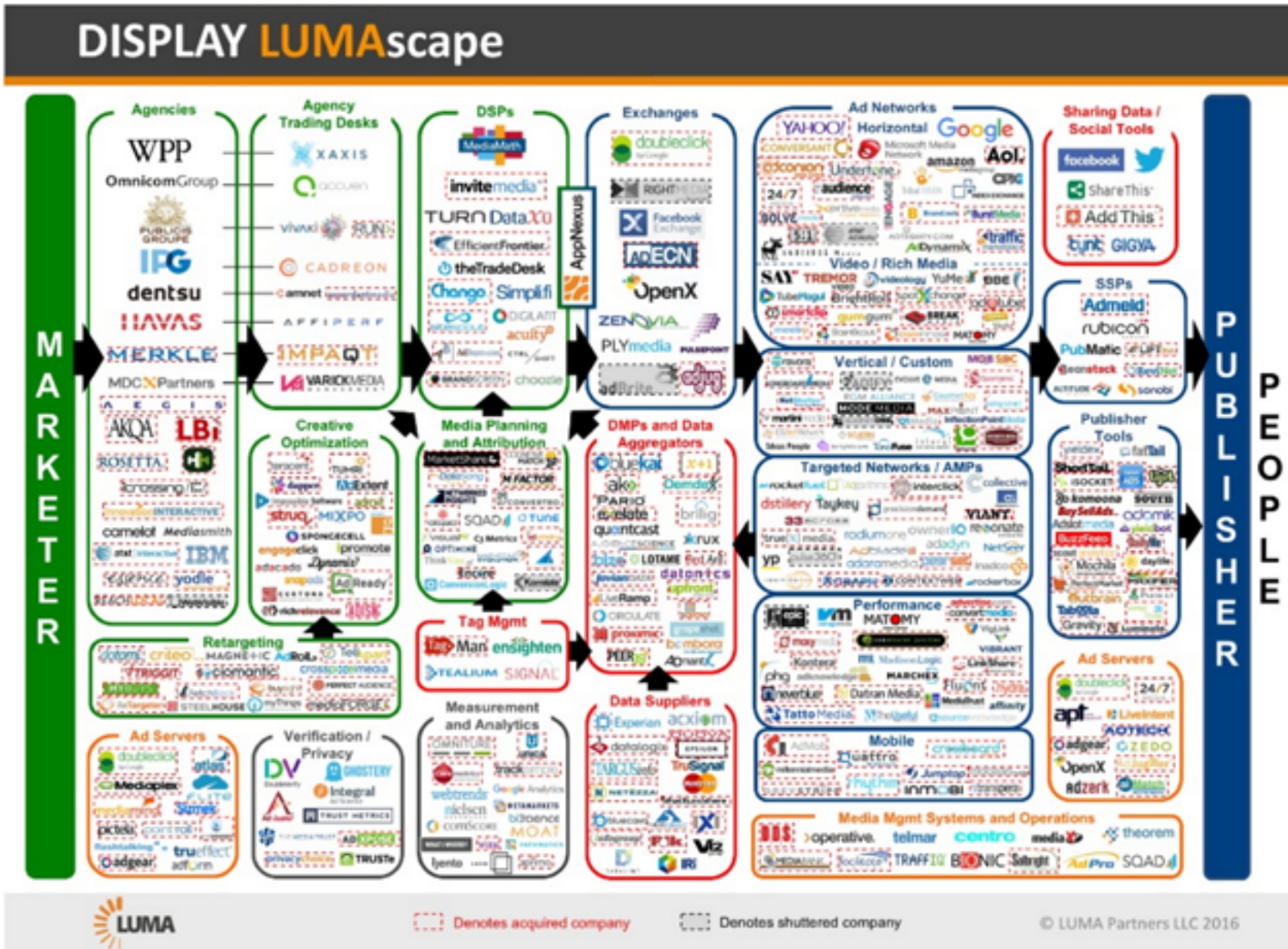
Price Rating Hotel class Amenities Sort by

Hermitage Hotel Bournemouth
4.2 ★★★★★ - 4-star hotel
Straightforward rooms & a restaurant
Free Wi-Fi

£101



Abundance of channels





Organic Search

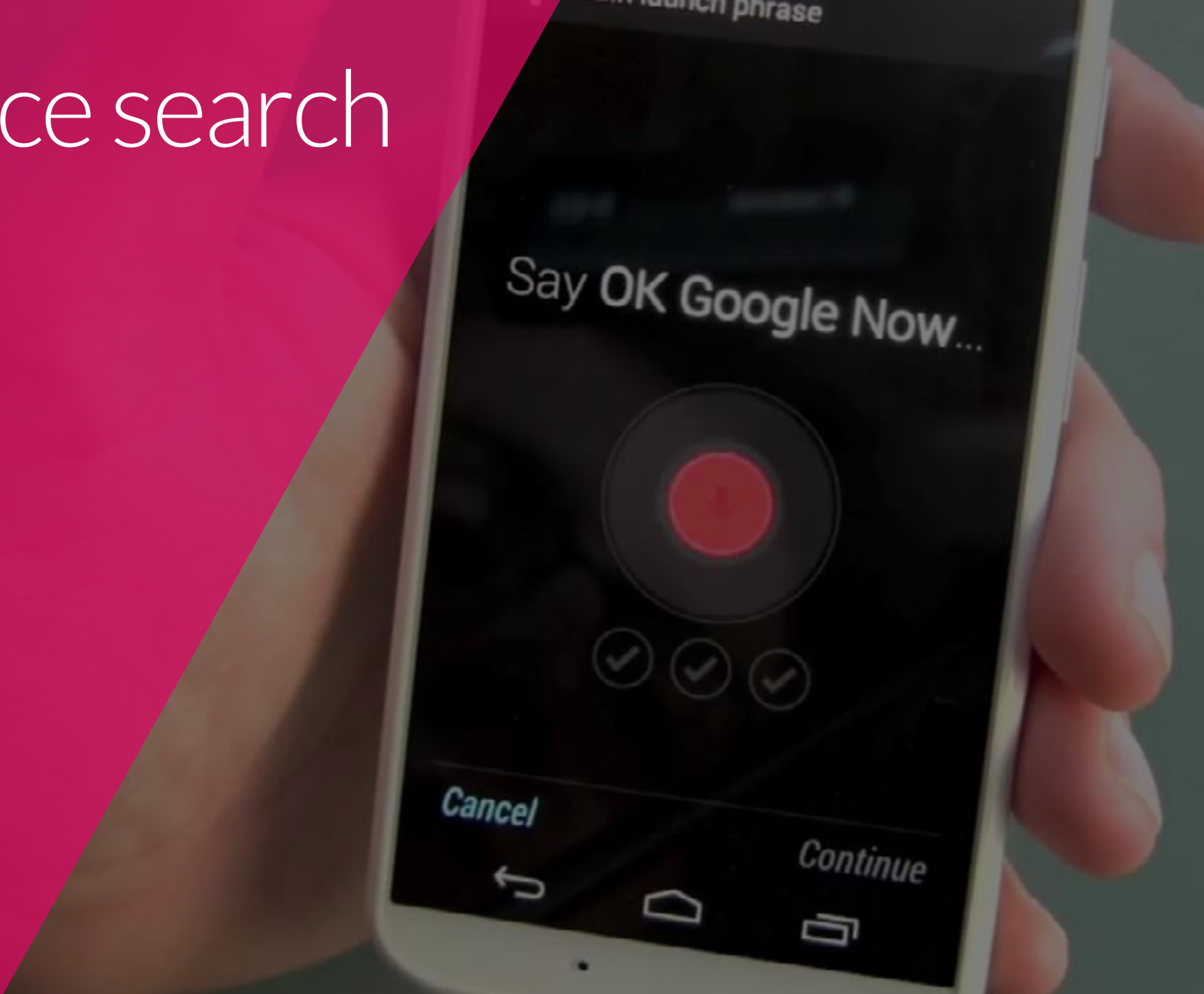


Mobile first index




Topical understanding



Voice search



Voice query single answers: First result




[All](#) [Shopping](#) [News](#) [Images](#) [Maps](#) [More ▾](#) [Search tools](#)

About 4,170,000 results (0.75 seconds)

Poole, UK

Sun
Partly Cloudy

 8 °C | °F

Precipitation: 10%

Humidity: 83%

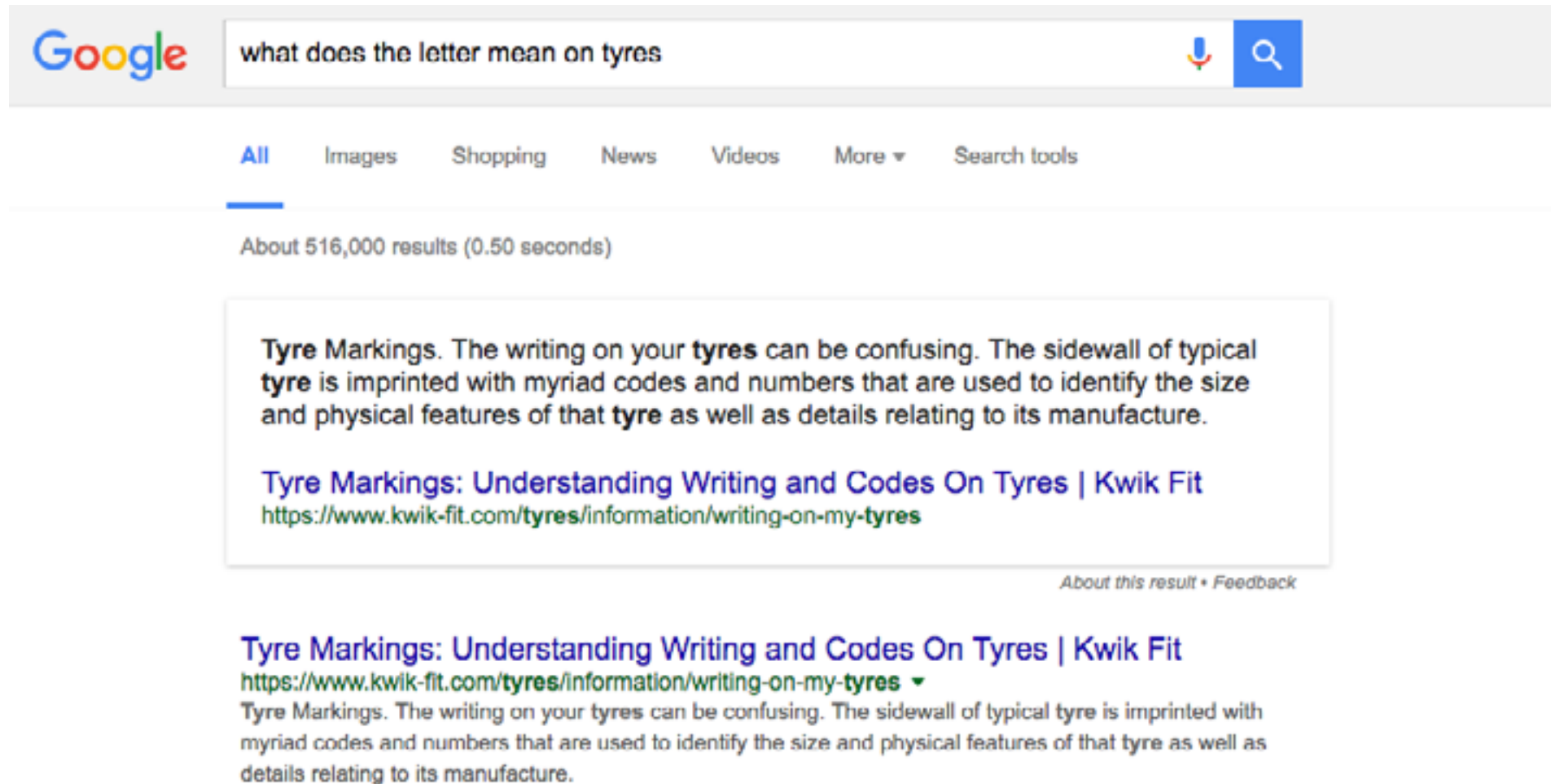
Wind: 15 mph

Temperature

Precipitation

Wind

Voice query single answers: First result



The image is a screenshot of a Google search interface. At the top left is the Google logo. To its right is a search bar containing the text "what does the letter mean on tyres". To the right of the search bar are a microphone icon and a magnifying glass icon. Below the search bar is a horizontal menu with tabs: "All", "Images", "Shopping", "News", "Videos", "More", and "Search tools". The "All" tab is selected and highlighted with a blue underline. Below the menu, it says "About 516,000 results (0.50 seconds)". The main content area displays a single result in a light gray box. The result title is "Tyre Markings: Understanding Writing and Codes On Tyres | Kwik Fit" in blue. Below the title is the URL "https://www.kwik-fit.com/tyres/information/writing-on-my-tyres" in green. The result snippet reads: "Tyre Markings. The writing on your **tyres** can be confusing. The sidewall of typical **tyre** is imprinted with myriad codes and numbers that are used to identify the size and physical features of that **tyre** as well as details relating to its manufacture." Below the snippet, there is a link "About this result • Feedback". Below the gray box, the same result is shown again, but without the gray background. It includes the title, URL, and snippet.

Google

what does the letter mean on tyres

All Images Shopping News Videos More Search tools

About 516,000 results (0.50 seconds)

Tyre Markings. The writing on your **tyres** can be confusing. The sidewall of typical **tyre** is imprinted with myriad codes and numbers that are used to identify the size and physical features of that **tyre** as well as details relating to its manufacture.

Tyre Markings: Understanding Writing and Codes On Tyres | Kwik Fit
<https://www.kwik-fit.com/tyres/information/writing-on-my-tyres>

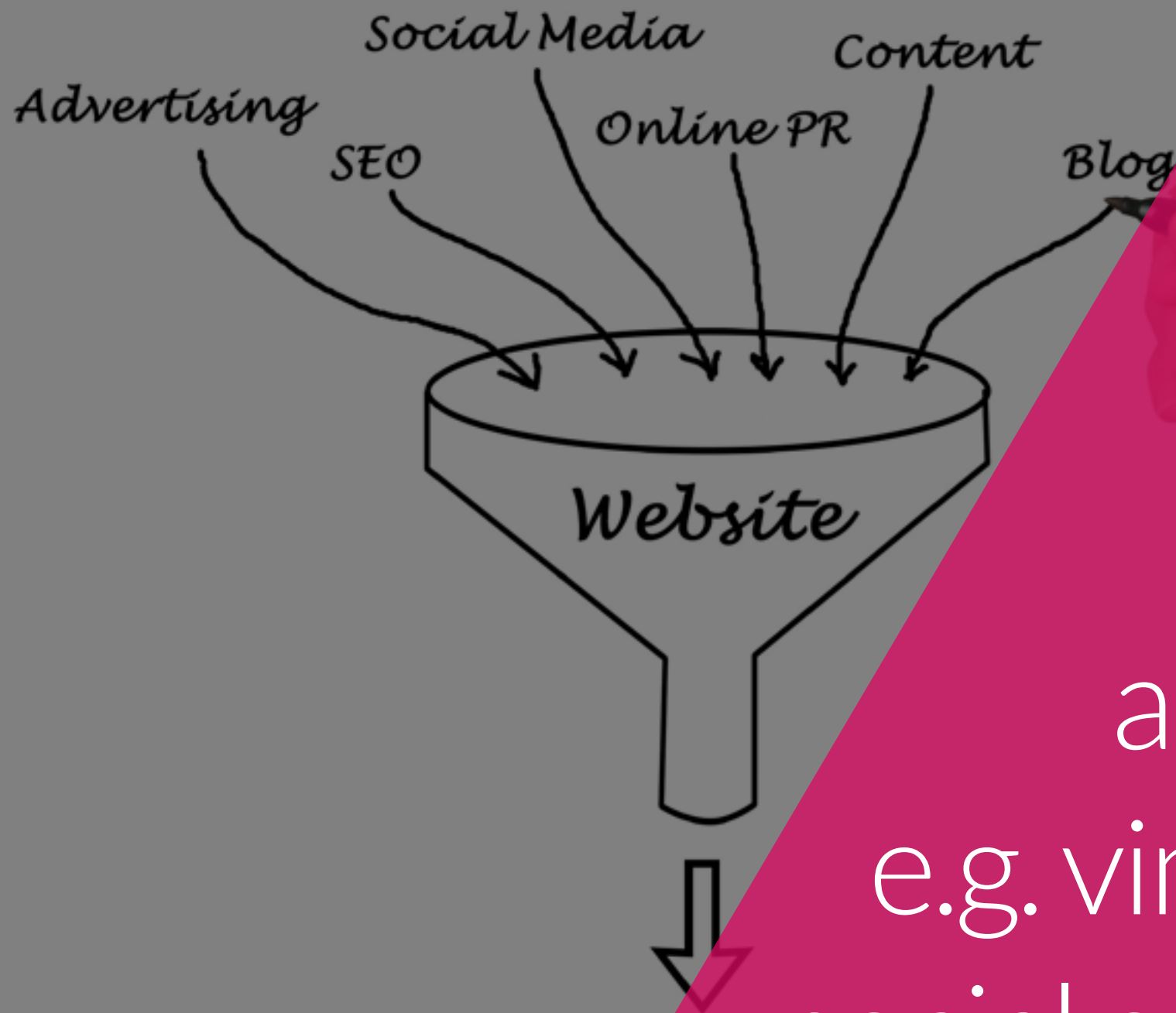
About this result • Feedback

Tyre Markings: Understanding Writing and Codes On Tyres | Kwik Fit
<https://www.kwik-fit.com/tyres/information/writing-on-my-tyres>

Tyre Markings. The writing on your **tyres** can be confusing. The sidewall of typical tyre is imprinted with myriad codes and numbers that are used to identify the size and physical features of that tyre as well as details relating to its manufacture.

Top results
increasingly
important



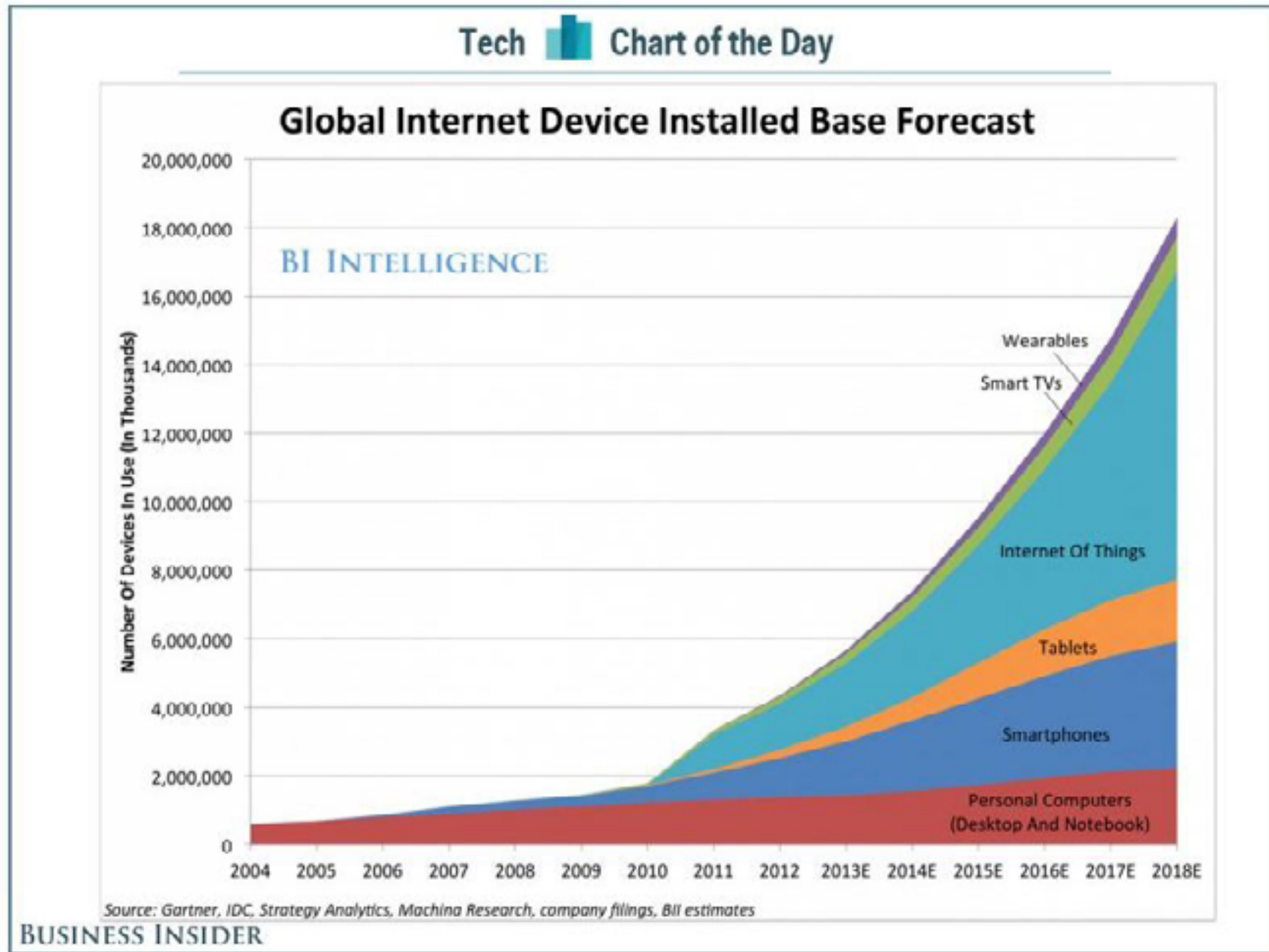


Holistic
approach
e.g. vimpact of
social on search

Bring word
of mouth
online



Mobile is the device of choice



Create your content for mobile

- Written
- Visual
- Video
- Audio

Accelerated Mobile Pages (AMP) – The Next Step In Mobile Web?

Rodney Hoover • 2 months ago

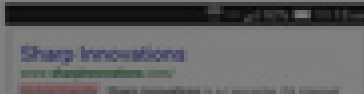
- Internet Marketing, Mobile Web Design
- Accelerated Mobile Pages, AMP HTML...

With more and more website visits coming from mobile devices, speed becomes a vital piece of your website's efficiency, even more so than with a desktop computer. Google has recognized this need for speed as [mobile searches have surpassed desktop searches](#), and mobile usage continues to grow at a rapid rate.

That's why popularity is building for a new web technology known as Accelerated Mobile Pages or [AMP HTML](#). Google announced the new initiative back in early October and has championed it heavily as we close out 2015 and head into 2016.

Google has recognized this fact as [mobile searches surpassed desktop searches](#), and mobile usage continues to grow at a rapid rate. With more and more visits coming from mobile devices, speed becomes a vital piece of your website even more so than with a desktop computer.

The growing use of mobile devices led Google to implement



Accelerated Mobile Pages (AMP)



Invest in a great
mobile experience

Augmented reality



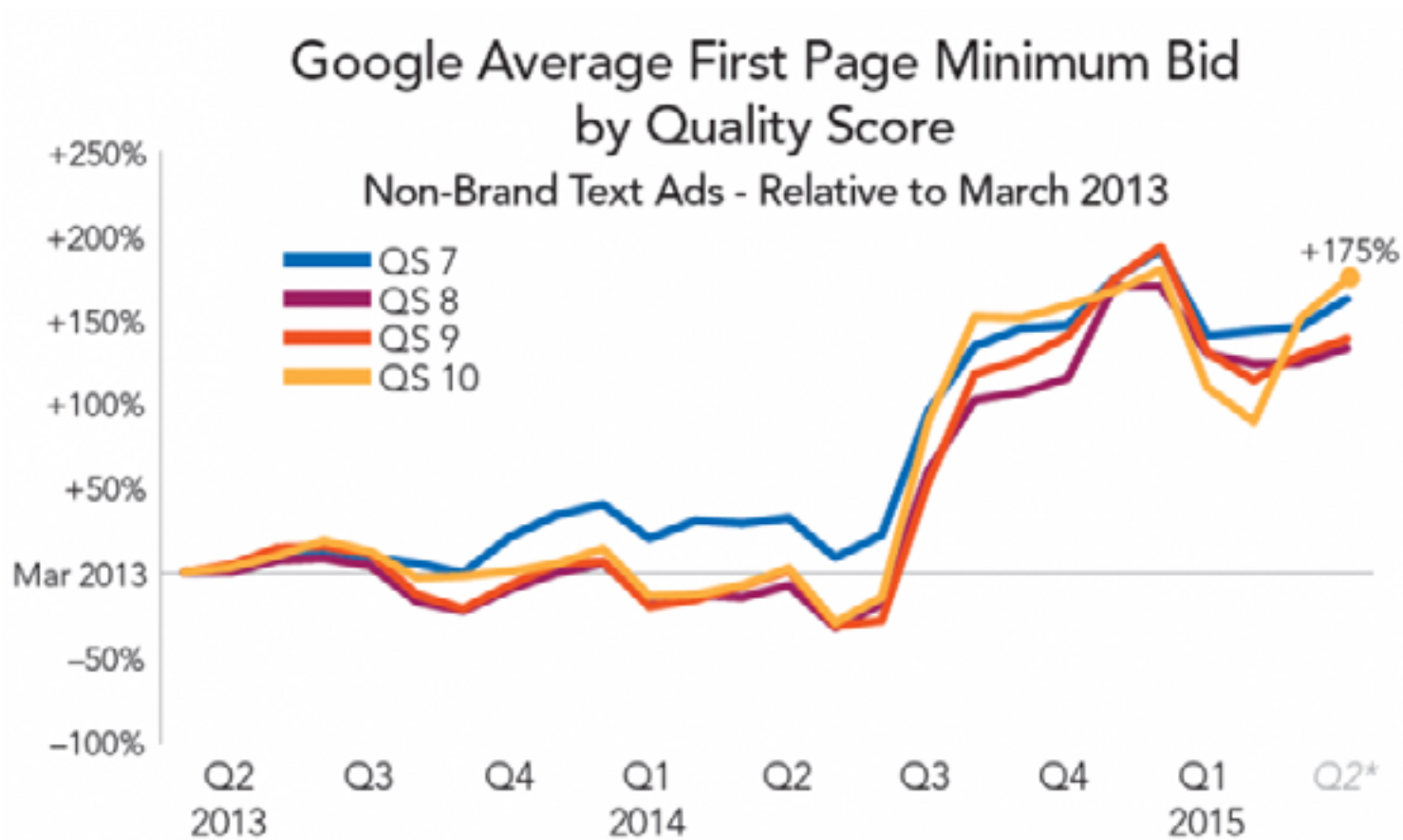


Virtual reality

Advertising



Mature channels will increase in cost



Accurate
targeting
increasingly
important



SME marketing focuses later in the journey



Target across the customer journey...



Worksheet 1

Worksheet 1

Name:


Company:

How are you doing?

	I strongly disagree				I strongly agree
	1	2	3	4	5
1. We have a well communicated target in place for our marketing and advertising.					
2. We have a written definition of our target customers (personas) and refer to them regularly.					
3. We have mapped our customers' journey with us from awareness to advocate.					
4. We have built content and offers targeted at the different stages of our customers' journey.					
5. We have a comprehensive search engine optimisation strategy in place that can be developed for the changes taking place.					
6. We are investing in the mobile experience for our business.					
7. We are making our content available through all the main channels available.					
8. We are targeting our customers at each stage of their journey with relevant advertising.					
9. We are using technology and our CRM to help target customers with our marketing.					
10. We are constantly looking at new technologies to understand their opportunities for our business.					

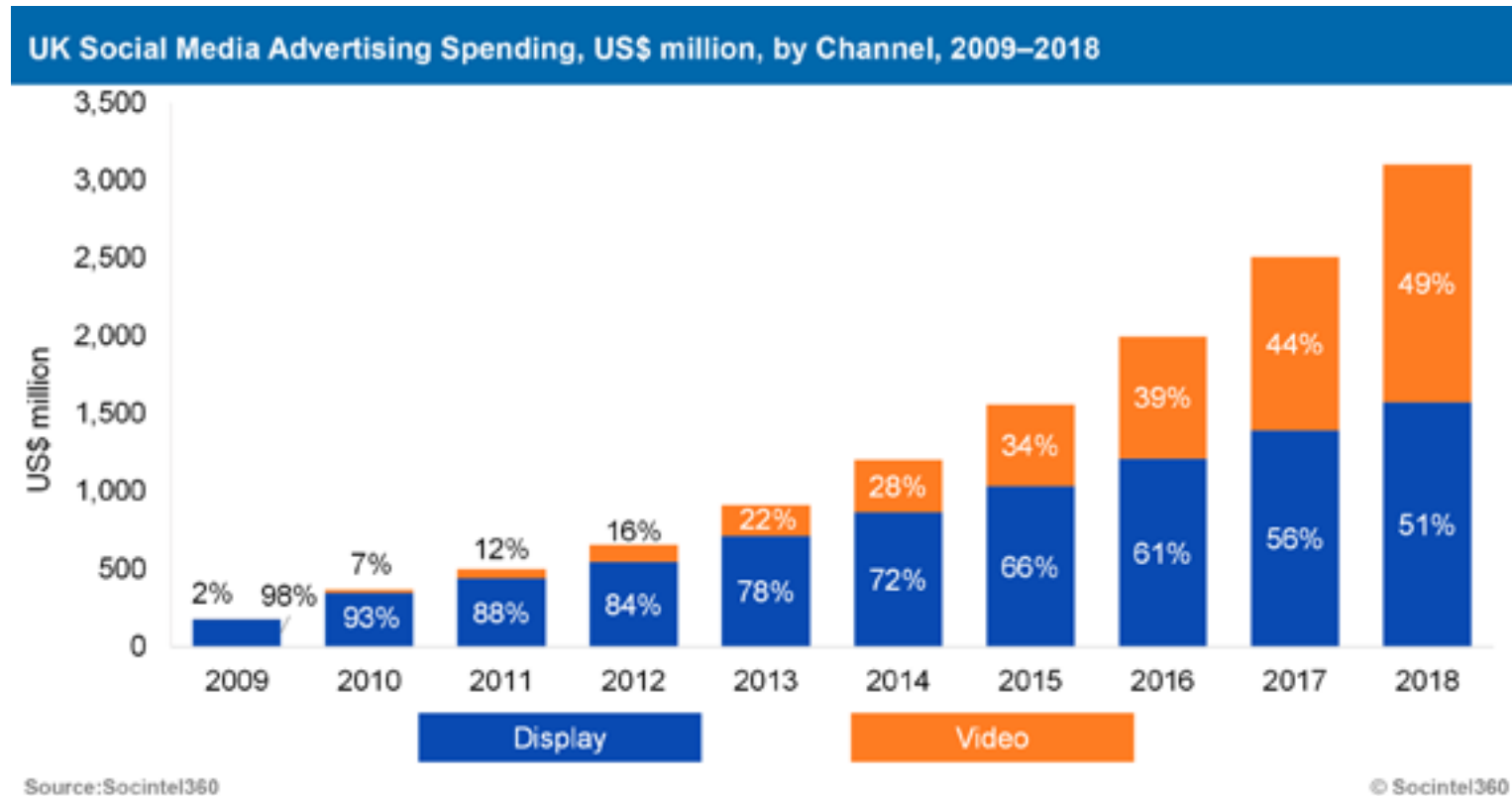
Video:
Continues to
grow



A photograph of two men with beards. The man on the left has a dark, full beard and is wearing a dark t-shirt. The man on the right has a white, full beard and is wearing a blue and white striped t-shirt. Both men have serious expressions. The background is a solid grey color, with large magenta triangular shapes in the top-left and bottom-right corners. Overlaid on the image is the text "YouTube is still the 2nd most popular search engine" in a white, sans-serif font.

YouTube is still the
2nd most popular
search engine

Social media is moving towards video



<http://www.socintel360.com/health-amp-beauty-brands-in-uk-are-increasing-social-media-advertising-spend-to-take-advantage-of-demographics-shifting-to-social-networks/24/>

Increasing popularity of

LIVE
STREAMING



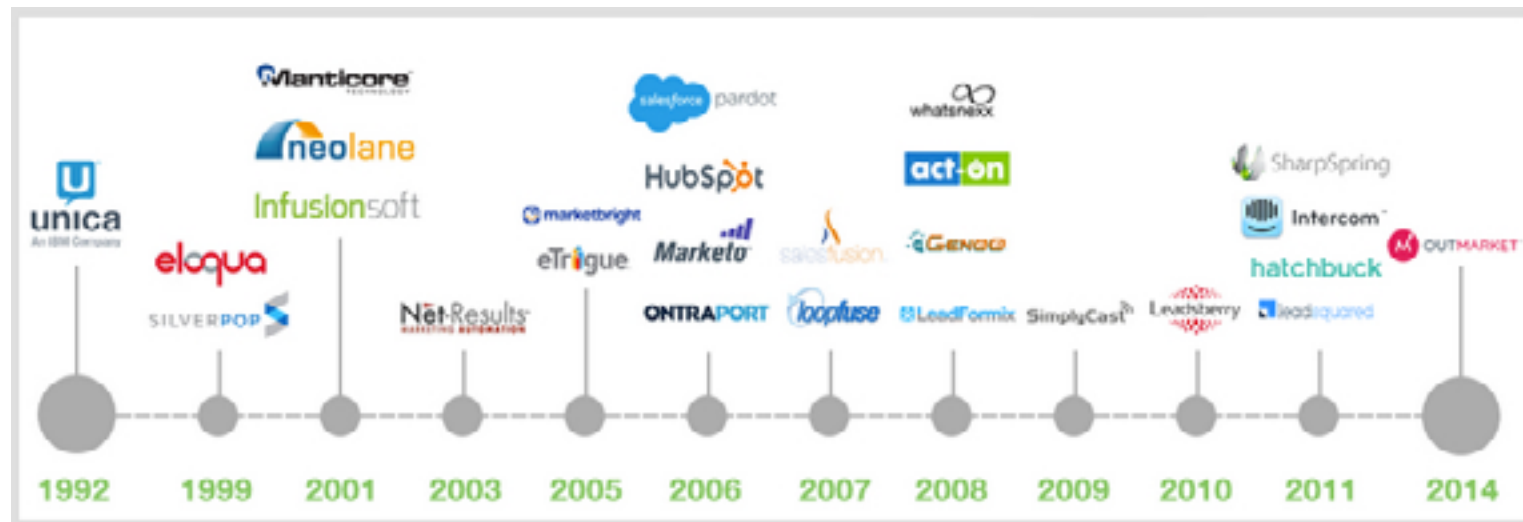
Invest early in social





New social opportunities
for your business

Increasing use of automation and tools



Data visualisation



LIKE COMMENT
SHARE FOLLOW
COMMENT LIKE
FOLLOW SHARE
LIKE COMMENT
SHARE FOLLOW

Influencer Marketing

Dense
content

Mixed Tape ♡

A close-up photograph of a VHS tape. A white label is affixed to the top of the tape, with the words 'Mixed Tape' and a heart symbol handwritten in dark ink. The tape is black with two clear plastic windows showing the internal reels. A large, semi-transparent pink triangle is overlaid on the left side of the image, containing the white text 'Dense content'.



Customer
experience

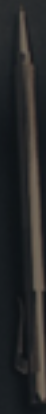
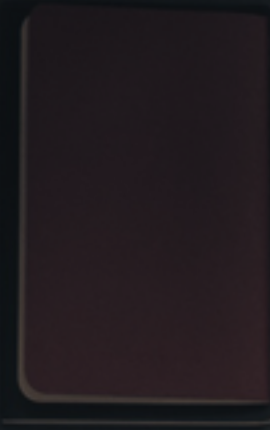
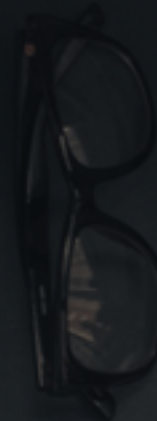
Personalisation



Content advertising



Multi device experiences



How to stay
on top of it



Optimise for
humans not
search



Understand your customers



Understand their journey



Provide value



Own your space



Quality over quantity





Provide variety.
Your customers
expect options



Please help
us support
PDSW

Thank you...



Worksheet 2

Worksheet 2

Name:

Company:

How are you doing?

	I strongly disagree				I strongly agree
	1	2	3	4	5
1. We are using video regularly as part of our marketing activities.					
2. We are testing new forms of video marketing such as live video to understand the opportunities.					
3. We have YouTube marketing strategy in place.					
4. We are regularly assessing the social media landscape to identify new marketing opportunities.					
5. We are working on how we can use bots and AI to improve our business and marketing.					
6. We have a programme in place to improve customer experience across our business.					
7. We are using personalisation in our marketing and on our website.					
8. We are regularly looking at how our customers are interacting with our website, so that we can make sure their experience is as good as it should be.					
9. Our sales and marketing teams are well aligned with a service level agreement between them.					
10. We have a clearly defined space and our marketing gives us a strong marketing presence in it.					

Action plan

Name:

Company:

Date:

Total Score:

Action	Priority	By When	Assigned To

Thank You For Attending



Please sponsor
us to support
PDSW

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A pleasure to work with

The first to return to

Regularly recommended

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