



Howard Deskin  
Nov. 11. 2017

## Hyper-Targeted Digital Marketing & Search Engine Optimization (SEO) for Security Companies

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THE POWER OF **CONNECTED**

# Who am I?



- 9 years digital marketing practitioner
- Former CEO of Impression Marketing
- 23 years in Financial Services (Biz & Technology)
- B.S. Accounting - LIU, MBA - Virginia Tech
- ESX & Honeywell Conference speaker

Director of Strategic Accounts



# About WebStrategies Inc.



- Inbound & Digital Marketing agency
- Focus on generating online leads & sales for SMBs, security alarm & manufacturing companies
- Richmond, VA
- Founded in 2004
- 22 employees
- Google Analytics & Adwords Certified Partners
- Hubspot Gold Partner



# Agenda

1. Digital Marketing Trends
2. Personalization Strategies & Buyer Personas
3. Hyper-Target your Digital Advertising
4. Maximize SEO and Google rankings
5. Security Marketing Budgets

# Digital Marketing Trends

# Living in a digital economy

Last two years



Of the world's data has been generated<sup>1</sup>

Next two years



Growth in adoption of business networks<sup>2</sup>

End of 2020



"Things" will be connected<sup>3</sup>

By 2020



Mobile users in the world<sup>4</sup>

In 2014



Of workloads processed in the cloud<sup>5</sup>

<sup>1</sup> [Spencer Daily](#) May 22, 2013

<sup>2</sup> [Technology Adoption Report on Business Networks](#), Ardent Partners, 2014

<sup>3</sup> [Internet of Things \(IoT\) 2013 to 2020 Market Forecast: Billions of Things, Trillions of Dollars](#), IDC, 2013

<sup>4</sup> [Statista](#), 2014

<sup>5</sup> [Cisco Global Cloud Index: Forecast and Methodology for 2013-2018](#), Cisco Systems Inc., November 11, 2014

JUL  
2017

# DIGITAL IN THE UNITED STATES

THE LATEST SNAPSHOT OF INTERNET, SOCIAL MEDIA, AND MOBILE PHONE USAGE IN THE COUNTRY



TOTAL  
POPULATION



**327**  
MILLION

URBANISATION:  
**82%**

INTERNET  
USERS



**287**  
MILLION

PENETRATION:  
**88%**

ACTIVE SOCIAL  
MEDIA USERS



**240**  
MILLION

PENETRATION:  
**73%**

UNIQUE  
MOBILE USERS



**267**  
MILLION

PENETRATION:  
**82%**

ACTIVE MOBILE  
SOCIAL USERS



**204**  
MILLION

PENETRATION:  
**63%**

we  
are  
social

we  
are  
social

3

**SOURCE:** POPULATION: UNITED NATIONS, U.S. CENSUS BUREAU; **INTERNET:** INTERNETWORLDSTATS, PII, INTERNETSTATS, DE WERLD FACTBOOK, FACEBOOK; NATIONAL REGULATORY AUTHORITIES; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK, TENCENT, WECHAT, WEIBO, PINTEREST, PII, KIMCHI, NARS, WEI; **ACTIVE MOBILE SOCIAL MEDIA:** SIMILARWEB, DATA; **EXTRAPOLATION OF THE DATA, MOBILE:** DATA INTELLIGENCE, EXTRAPOLATION OF PEARSTER AND PROCTOR DATA.



Hootsuite™

we  
are  
social

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## Building the B2B Omni-Channel Commerce Platform of the Future

Driven by consumer online buying experiences, business suppliers are racing to meet buyer demands, according to new research\* from Accenture (NYSE: ACN) and hybris software, an SAP company.

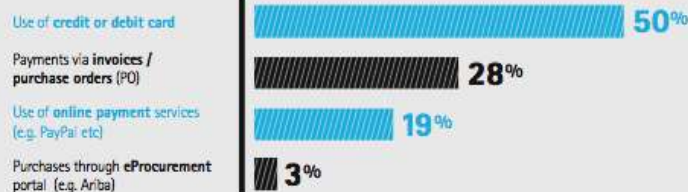
### B2B Purchasers Expectations Raised by B2C Experiences



### Top features or functions B2B Customers expect:



Additionally, nearly **7 out of 10 B2B buyers** prefer to use direct, instant online forms of payment, such as credit cards or payment systems, rather than purchase orders and invoices.





# CUSTOMERS NOW EXPECT THE SUBSCRIPTION EXPERIENCE



Ongoing  
Value



Memorable  
Experiences



Immediate  
Fulfillment



Anywhere,  
Real-time



Personalized  
Moments

zuora

## US Total Media Ad Spending Share, by Media, 2014-2020

% of total

	2014	2015	2016	2017	2018	2019	2020
<b>TV</b>	<b>39.1%</b>	<b>37.7%</b>	<b>36.8%</b>	<b>35.8%</b>	<b>34.8%</b>	<b>33.7%</b>	<b>32.9%</b>
<b>Digital</b>	<b>28.3%</b>	<b>32.6%</b>	<b>35.8%</b>	<b>38.4%</b>	<b>40.8%</b>	<b>43.1%</b>	<b>44.9%</b>
—Mobile	10.9%	17.3%	22.7%	26.2%	28.8%	31.0%	32.9%
<b>Print</b>	<b>17.4%</b>	<b>15.4%</b>	<b>13.9%</b>	<b>12.9%</b>	<b>12.2%</b>	<b>11.6%</b>	<b>11.1%</b>
—Newspapers*	9.1%	8.0%	7.2%	6.6%	6.1%	5.7%	5.5%
—Magazines*	8.3%	7.4%	6.8%	6.4%	6.1%	5.8%	5.6%
<b>Radio**</b>	<b>8.4%</b>	<b>7.8%</b>	<b>7.4%</b>	<b>7.0%</b>	<b>6.7%</b>	<b>6.4%</b>	<b>6.1%</b>
<b>Out-of-home</b>	<b>4.0%</b>	<b>4.0%</b>	<b>3.9%</b>	<b>3.8%</b>	<b>3.7%</b>	<b>3.5%</b>	<b>3.4%</b>
<b>Directories*</b>	<b>2.8%</b>	<b>2.5%</b>	<b>2.2%</b>	<b>2.0%</b>	<b>1.9%</b>	<b>1.7%</b>	<b>1.6%</b>

*Note: \*print only; \*\*excludes off-air radio & digital*

*Source: eMarketer, March 2016*

205439

www.eMarketer.com

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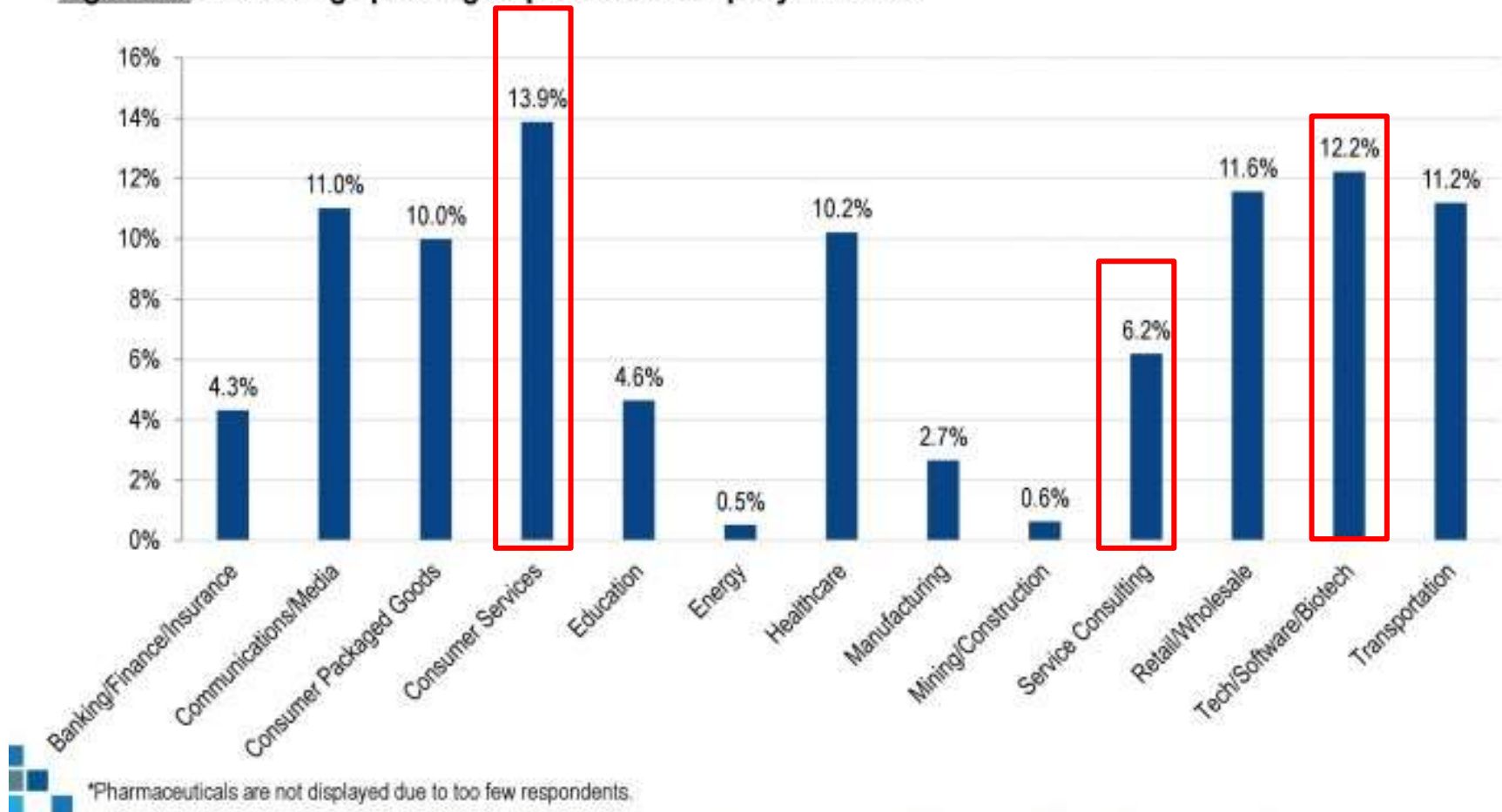
Source: eMarketer, March 2016

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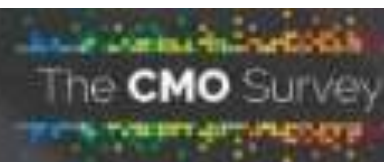
www.eMarketer.com

Average all industries is 7.5%

**Figure 3.9. Marketing spending as percent of company revenues\***



# Marketing budgets represent 11.1% of firm budgets



Marketplace Growth **Spending** Performance Social Media Mobile Jobs Organization Leadership Analytics

Figure 3.7. Marketing budget as percent of firm budget\*

Overall	11.1%
B2B Product	10.9%
B2B Services	10.1%
B2C Product	16.9%
B2C Services	8.2%



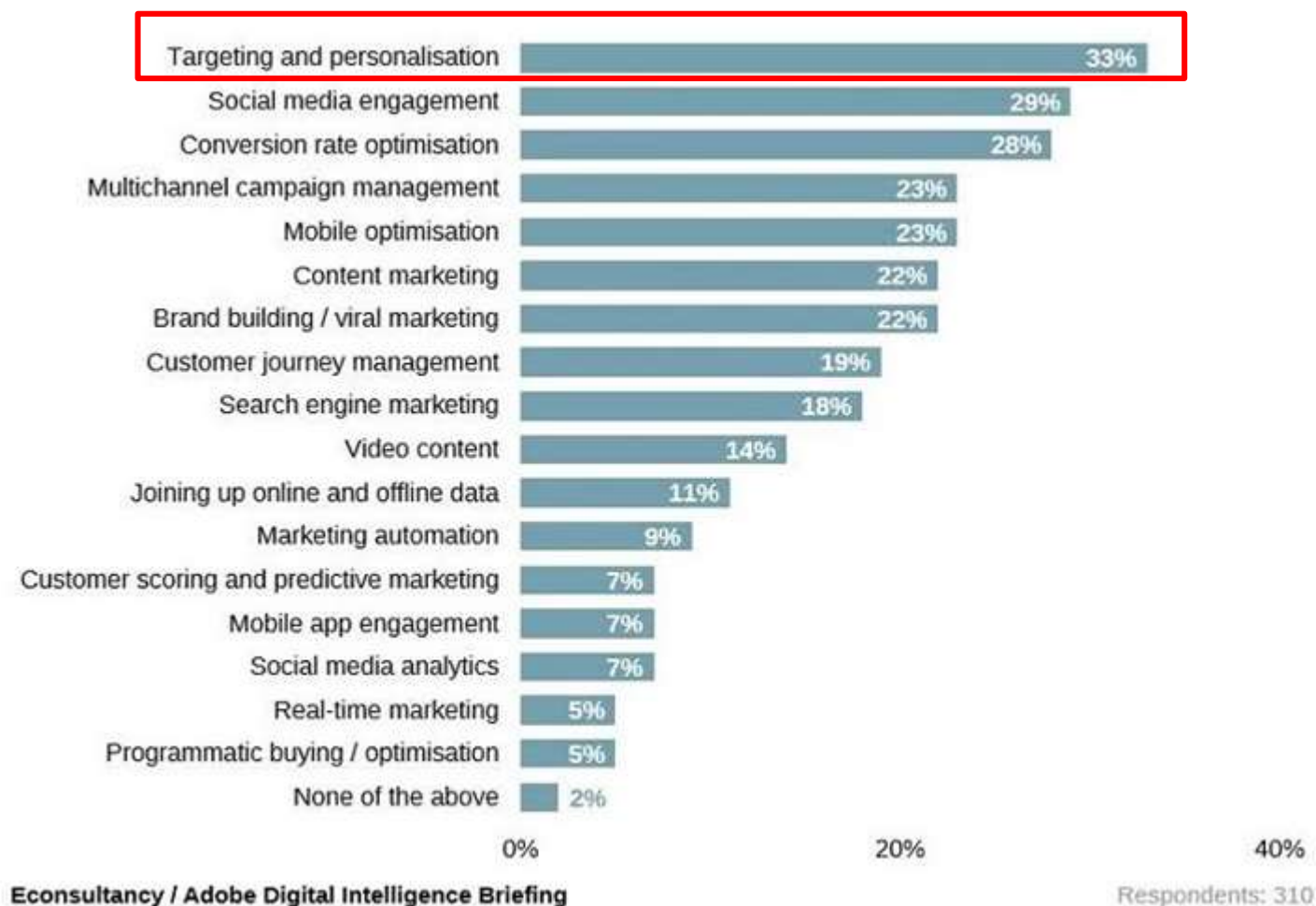
\*Question asked in Feb-11 for the first time.



Marketing Spend  
Will Continue To  
Increase At Least  
Through 2018

# Personalization Strategies & Buyer Personas

# Personalization & Targeting



# What Does Personalization Mean To You?

# Personalization is not just...

- calling them by name
- referencing their account

it's also...

- knowing the relationship
- knowing their situation
- giving them a customized user experience
- hyper-targeted advertising

## Personalization Matters

33%

prefer  
personalized  
messages

50%

of those  
under 50  
prefer  
personalized  
messages

33%

of those 18 to  
49 like  
personalized  
ads, but say  
they're not  
good enough

Source: Adobe Digital Insights



*Solve For The  
Human, Not The  
Target Market*

# What's a Buyer Persona?

**A buyer persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers.**



**Buyer personas help you understand your customers (and prospects) better. This makes it easier for you to tailor your content, messaging, product development, and services to the specific needs, behaviors, and concerns of different groups.**

Source: HubSpot

# Describe Your Primary Customer

Give them a memorable name \_\_\_\_\_

How old are they? \_\_\_\_\_

Are they male or female? \_\_\_\_\_

How much money do they earn? \_\_\_\_\_ Job  
function? \_\_\_\_\_

Goals (what do they ultimately want to accomplish)

1.

\_\_\_\_\_  
\_\_\_\_\_

2.

\_\_\_\_\_  
\_\_\_\_\_

Pain Statements (the pain which causes them to take action)

# Describe Your Primary Customer

Give them a memorable name **Warehouse Manager Joe (Commercial Customer)**

How old are they? **42**

Are they male or female? **Male**

How much money do they earn? **\$75k+** Job Function **Manages all warehouse operations**

Goals (what do they ultimately want to accomplish)

1. **I need to keep my building secure**
2. **I want to take over managing our other warehouses**

Pain Statements (the pain which causes them to take action)

1. **"We had a break-in and product was stolen"**
2. **"It's my responsibility to make sure the wrong people aren't getting into rooms they shouldn't have access to."**

Joe is 42 years old and has been working here for 10 years. He has moved up from various positions in the company. When not working or out enjoying time with his wife and two kids, he daydreams about how he can help his adult league softball team win and also how can he move up to Operations Manager at work overseeing all their warehouses.

Despite being a positive and enthusiastic individual, Joe's demanding boss, the CEO wants no more break-ins, is tired of the repair bills from broken windows and doors and doesn't want to explain to another customer why their delivery is delayed due to unavailable product.

Joe sees advertisements for security systems every time he is on Google or LinkedIn thinking of a new career and even on Facebook when he's killing time at his daughter's soccer practice.

Joe's security system research takes place while at work on his laptop and after work at the ballfield or on his couch while binge-watching the latest Netflix series with his wife.



Stage	Actions taken	Tactics
<p>Awareness</p> <p>What <u>they</u> do once they recognize their pain</p>	<p>Ask a trusted friend</p> <p>Google search the problem</p>	<p>SEO</p> <ul style="list-style-type: none"> <li>- education content</li> </ul> <p>Display ads</p> <p>Social advertising</p>
<p>Consideration</p> <p>What <u>they</u> do once they understand their problem</p>	<p>Search for specific solutions online</p> <p>Go back to his/her network</p>	<p>SEO</p> <ul style="list-style-type: none"> <li>- service terms (search)</li> </ul> <p>PPC</p> <ul style="list-style-type: none"> <li>- service terms</li> </ul> <p>Email marketing (prospects)</p> <p>Video</p>
<p>Preference</p> <p>What <u>they</u> do once they have narrowed down their options</p>	<p>Compare them side by side</p> <p>Talk to sales rep - acquire information</p> <p>Engage top choices directly</p>	<p>Reviews - 3rd party sites</p> <p>Onsite information</p> <ul style="list-style-type: none"> <li>- comparison charts</li> </ul> <p>Email marketing</p> <p>Case studies</p>
<p>Delight</p> <p>What <u>you</u> do to blow them away once they're a customer</p>	<p>Data focused</p> <p>Surveying and reacting quickly</p> <p>Providing ongoing education and information</p>	<p>Email marketing</p> <p>Social media</p> <p>Surveys/check-ins</p> <p>Reward programs</p> <p><b>Honeywell</b> THE POWER OF CONNECTED</p>



# *7 Ways To Hyper Target Your Advertising*

# Who Are We Targeting?

- 1 Potential new residential customers
- 2 Potential new commercial customers

# Where Do We Reach Them?

- 1** On social platforms like Facebook + Instagram or LinkedIn
- 2** Other websites selling ad space
- 3** Within Google search results (including ads)
- 4** On your website or other owned properties

# How Do We Reach Them?

- 1 Display / Banner ads
- 2 Search ads
- 3 Onsite pop-up (converter) Ads

# Linda



# Matt



# Bill



# Joe



# Gen X Personas - Residential

## Linda

- 45 year olds
- Basic alarm system in home
- Earns \$85,000/yr
- Married, two kids



✓ Customer

## Matt

- 44 year olds
- Shopping for a security system
- Earns \$75,000/yr
- Thinking DIY
- Married, three kids



x not a customer



# Gen X/Boomer Personas - Commercial

## Bill (Facilities Mgr.)

- 55 year olds
- Earns \$100,000/yr
- Has full security suite at work
- Security system at home



✓ Customer

## Joe (Warehouse Mgr.)

- 42 year olds
- Earns \$75,000/yr
- Used ADT at old job
- No security system at work or home



x not a customer

# Bill

✓  
customer



Commercial



# Joe

x not a  
customer



# Linda

✓  
customer



Residential



# Matt

x not a  
customer



# How & Where To Personalize Advertising

1. Target Based On Onsite Behavior
2. Target To Email Addresses
3. Use Customer Emails To Match Ads To New Potential Cust.
4. Target To Interest & Online Behavior
5. Target based on Search Behavior
6. Target to Past Site Visitors

1 2 3 4 5 6 7



# Match Display Ads To Onsite Behavior

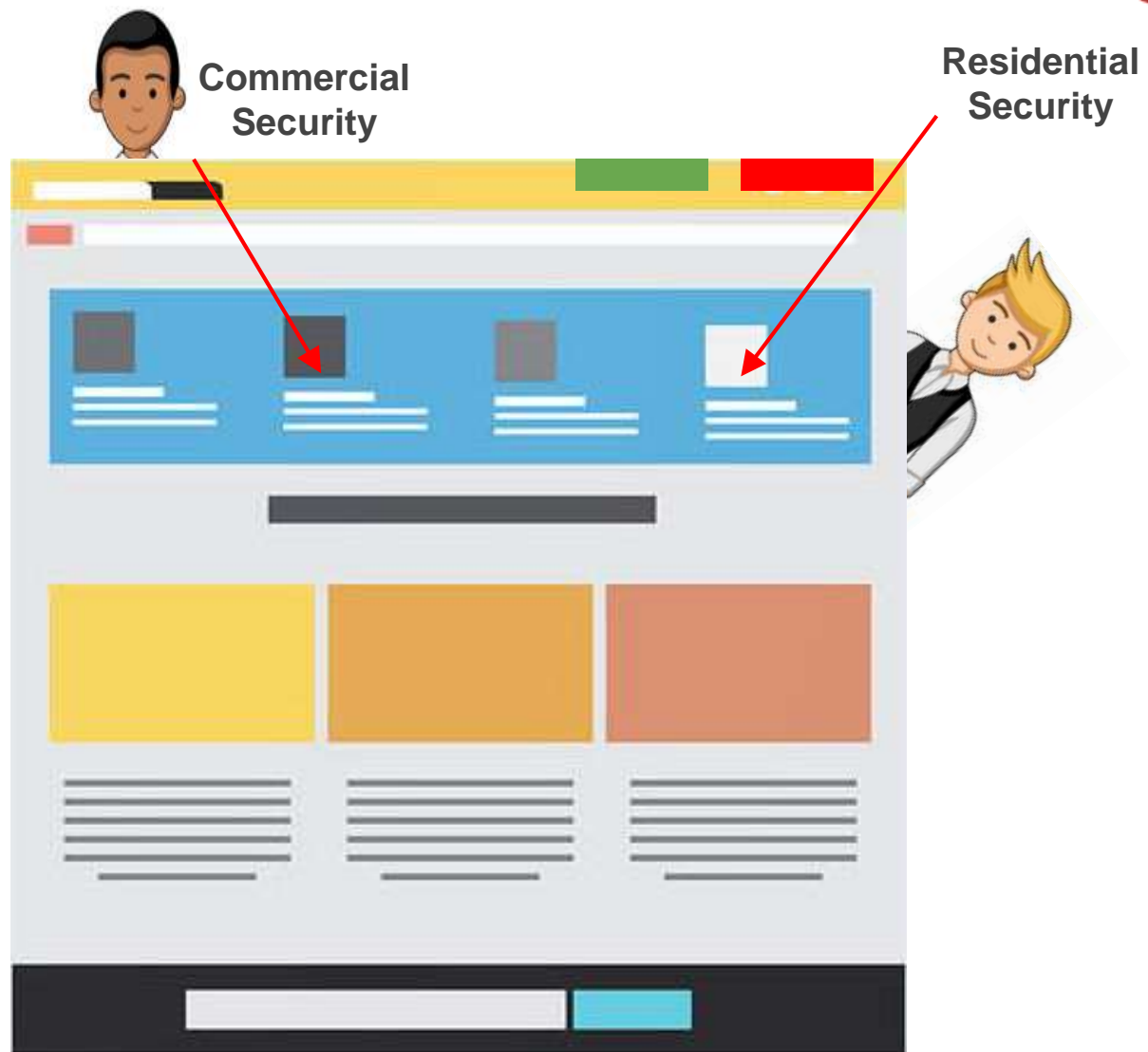


1 2 3 4 5 6 7

# Match Ads to Onsite Behavior

## What you'll need:

1. Facebook or LinkedIn ad campaign
2. Google ad campaign
3. Google Analytics
4. Google Tag Manager
5. Links or pages on website for specific audience segments
6. Display ads



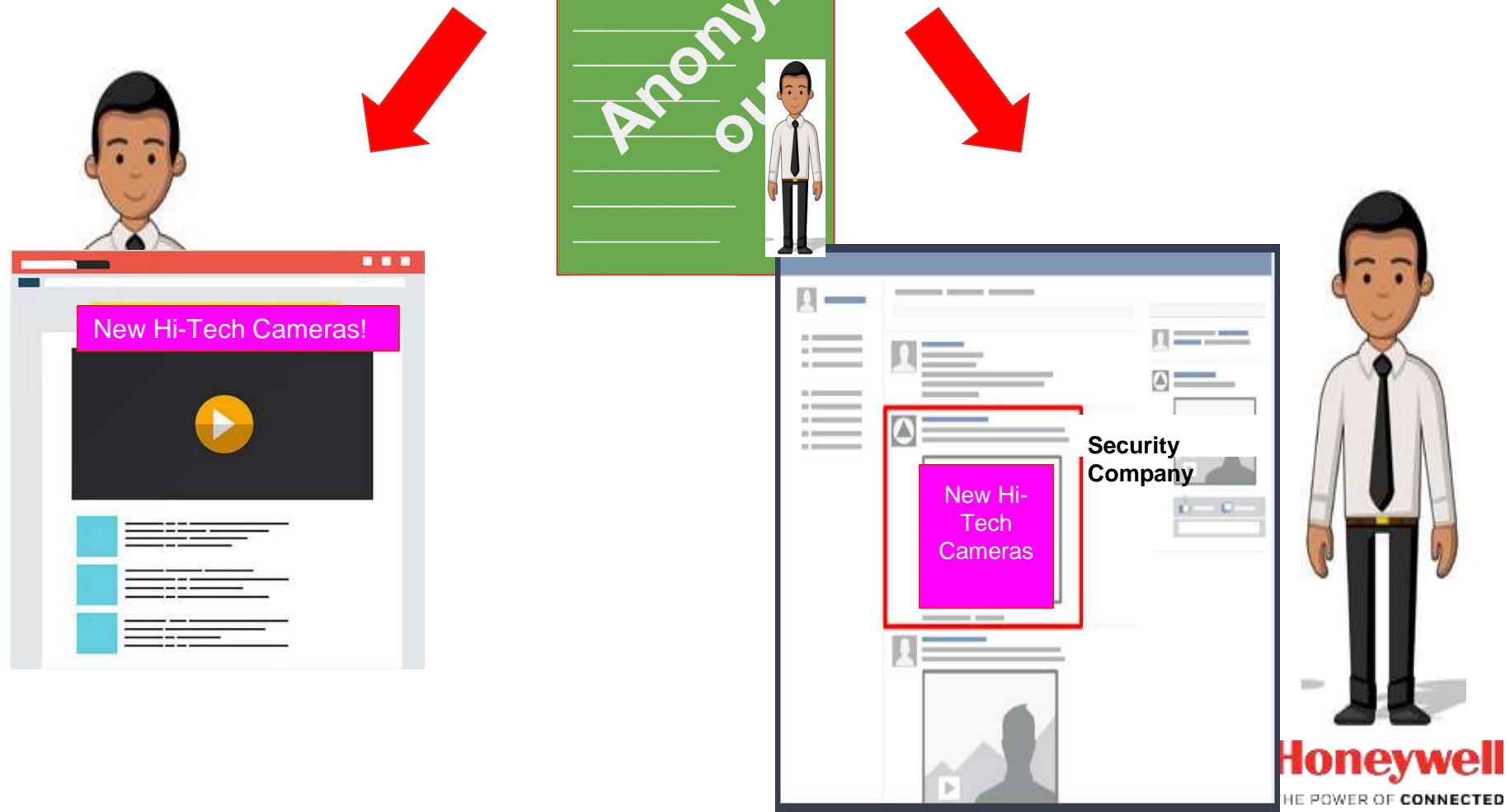
# Commercial Security Visitors



# Residential Security Visitors

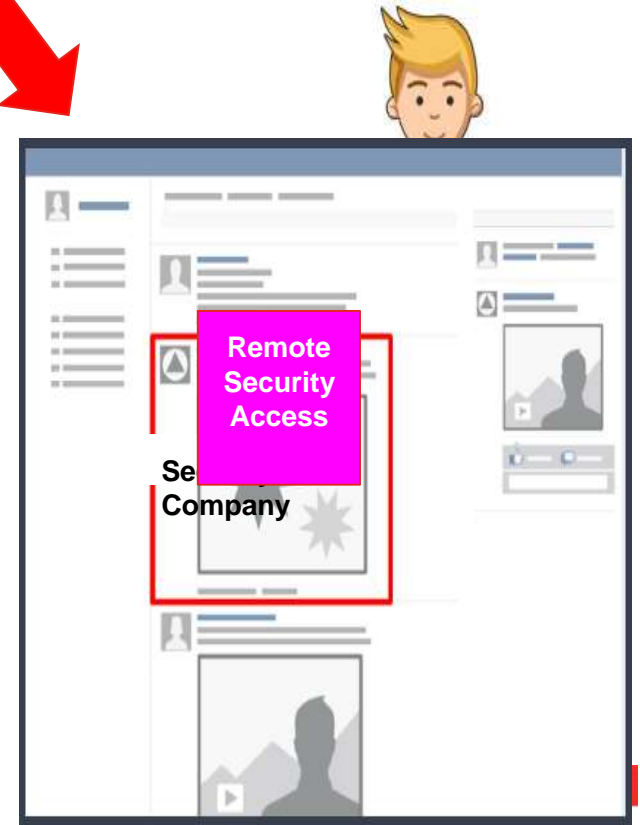
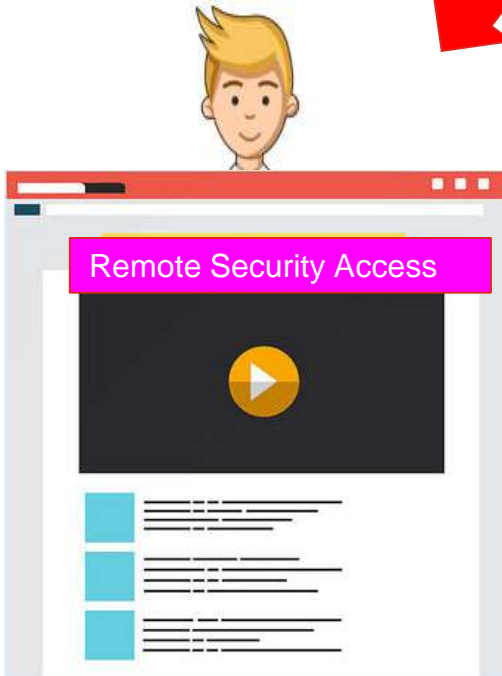
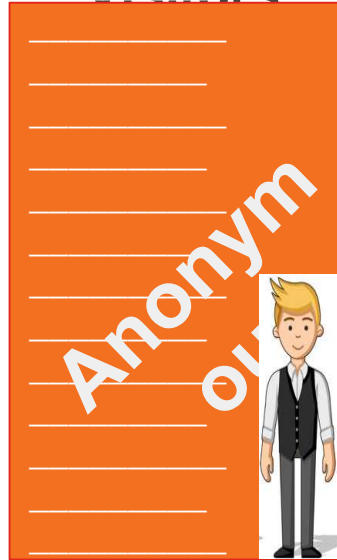


# Commercial Security Visitors





# Residential Security Visitors



# Match Ads Using Email Addresses

1 2 3 4 5 6

7

# Match Ads Using Email Addresses

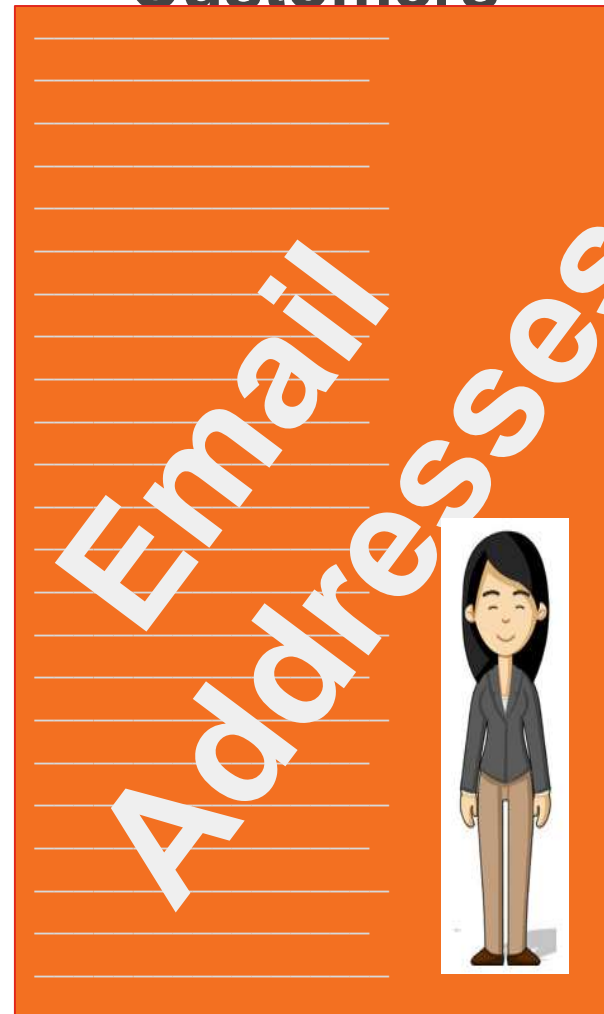
What you'll need:

1. Facebook or LinkedIn ad campaign
2. Google ad campaign
3. Customer email addresses  
(segmented)
4. Display ads

# Commercial Security Customers




# Residential Security Customers

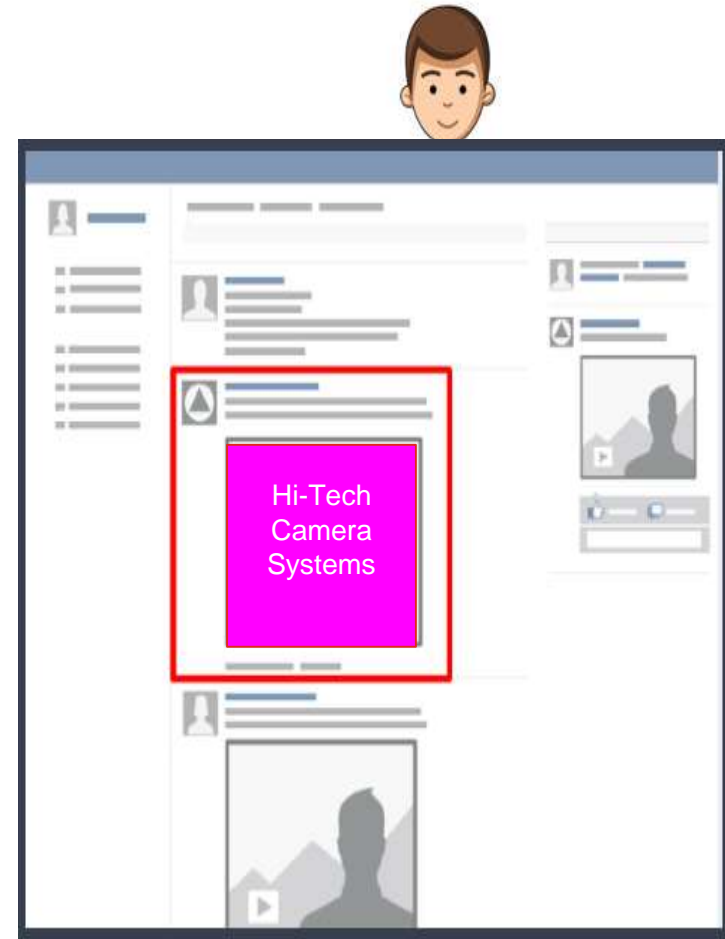
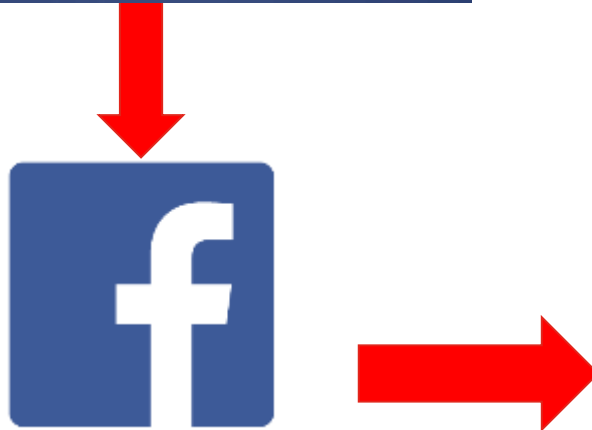


# Facebook Custom Audiences

Commercial Customers - Security Company



	A	B
1	Margaret Jones	Margaret.Jones@bhollandpartners.com
2	Dorothy Smith	DorothySmith@bhollandpartners.com
3	James Williams	JamesWilliams@Studio32Films.com
4	Linda Miller	LindaMiller@Studio32Films.com
5	Charles Moore	CharlesMoore@Studio32Films.com
6	John Taylor	JohnTaylor@burgercommand.com
7	Elizabeth Wilson	ElizabethWilson@burgercommand.com



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# Facebook Custom Audiences

## Residential Customers – Security Company



	A	B
1	Margaret Jones	Margaret.Jones@bholtandpartners.com
2	Dorothy Smith	DorothySmith@bholtandpartners.com
3	James Williams	JamesWilliams@Studio32Films.com
4	Linda Miller	LindaMiller@Studio32Films.com
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# Google Customer Match

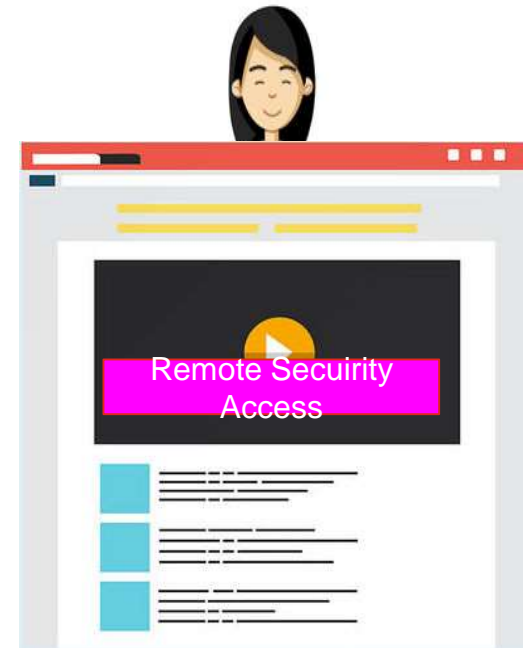
## Residential Customers – Security Company



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Google



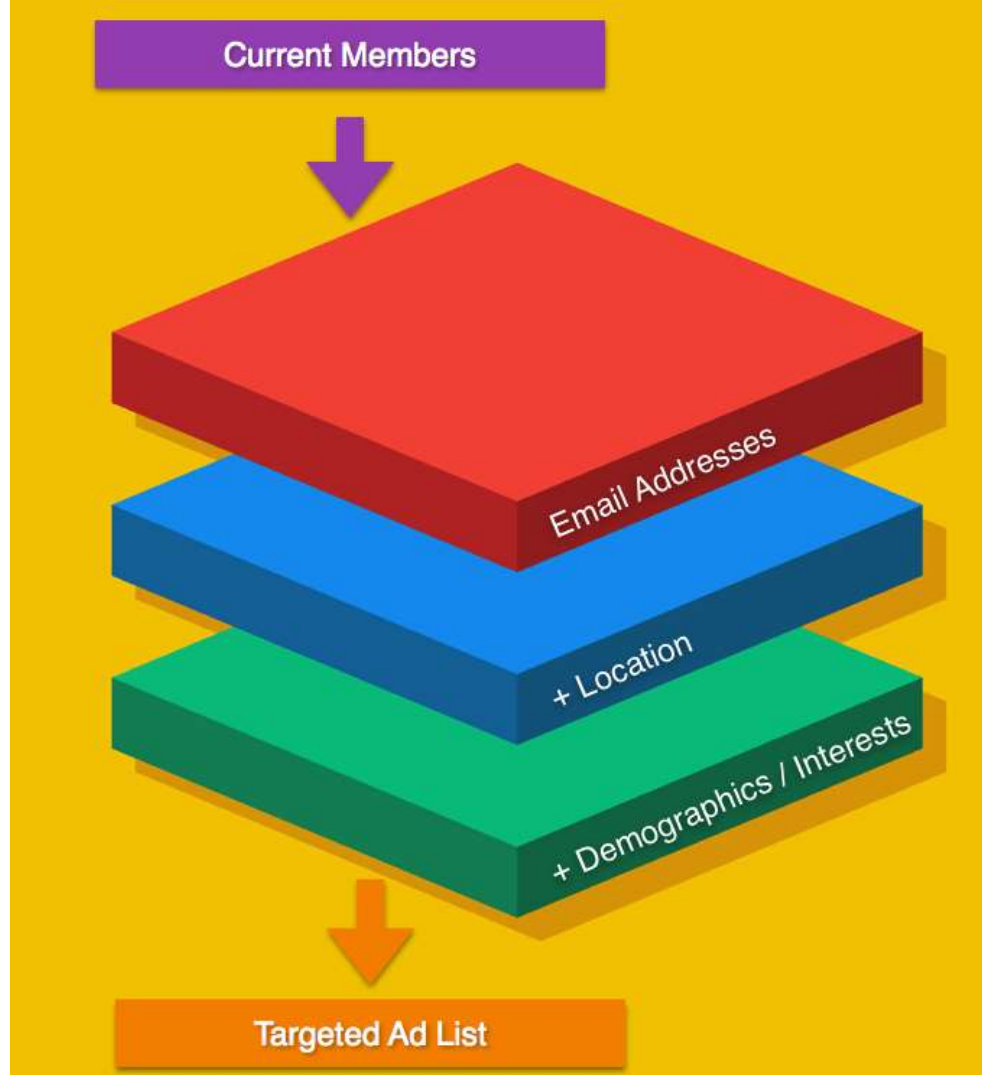


# Use Customer Emails To Match Ads To New Potential Customers



1 2 3 4 5 6 7





# Use Existing Data To Find New Customers

## What you'll need:

1. Facebook or LinkedIn ad campaign
2. Google ad campaign
3. Customer email addresses  
(segmented)
4. Display ads

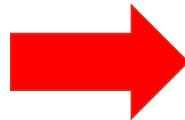
# Look-a-Like Match

Residential Customers – Security Company

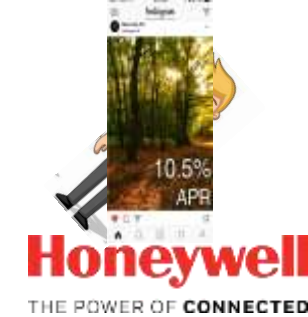
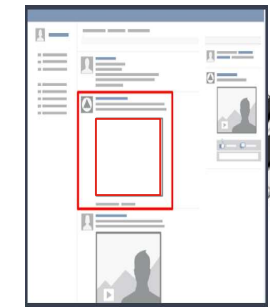
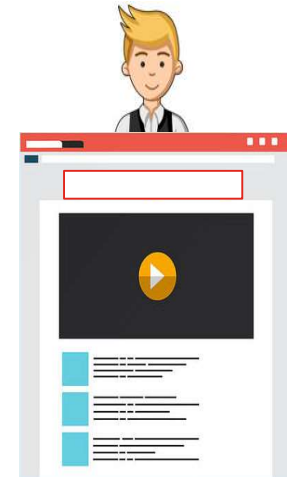
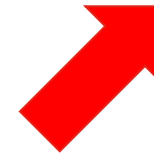
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Google



$$\begin{aligned}
 \int_0^{\infty} e^{-at} \cos(\omega t) dt &\rightarrow \frac{1}{a^2 + \omega^2} \cos\left(\frac{1}{2} \arctan\left(\frac{\omega}{a}\right)\right) \\
 \int_0^{\infty} t^n e^{-at} dt &\rightarrow \frac{n!}{a^{n+1}} \\
 \int_0^{\infty} t^n \cos(\omega t) dt &\rightarrow \frac{n!}{a^{n+1}} \cos\left(\frac{1}{2} \arctan\left(\frac{\omega}{a}\right)\right) \\
 \int_0^{\infty} t^n \sin(\omega t) dt &\rightarrow \frac{n!}{a^{n+1}} \sin\left(\frac{1}{2} \arctan\left(\frac{\omega}{a}\right)\right) \\
 \int_0^{\infty} t^n e^{-at} \cos(\omega t) dt &\rightarrow \frac{n!}{a^{n+1}} \cos\left(\frac{1}{2} \arctan\left(\frac{\omega}{a}\right)\right) \\
 \int_0^{\infty} t^n e^{-at} \sin(\omega t) dt &\rightarrow \frac{n!}{a^{n+1}} \sin\left(\frac{1}{2} \arctan\left(\frac{\omega}{a}\right)\right) \\
 \int_0^{\infty} t^n e^{-at} dt &\rightarrow \frac{n!}{a^{n+1}} \\
 \int_0^{\infty} t^n \cos(\omega t) dt &\rightarrow \frac{n!}{a^{n+1}} \cos\left(\frac{1}{2} \arctan\left(\frac{\omega}{a}\right)\right) \\
 \int_0^{\infty} t^n \sin(\omega t) dt &\rightarrow \frac{n!}{a^{n+1}} \sin\left(\frac{1}{2} \arctan\left(\frac{\omega}{a}\right)\right)
 \end{aligned}$$





# Match Display Ads To Someone's Interest & Online Behavior



1 2 3 4 5 6 7

# Match Ads To Interest and Behavior

## What you'll need:

1. Facebook or LinkedIn ad campaign
2. Google ad campaign
3. Display ads

# Matt is going to security websites and searching for home security systems.



Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

Security alarm

Add demographics, interests or behaviors

Suggestions

Browse

Alarm device

Interests

Protect Your Home

Interests

Wireless security camera

Interests

Safety

Interests

IP camera

Interests

Safety at Home

Interests

Closed-circuit television

Interests

Home automation

Interests

Safe Alarm Security

Interests

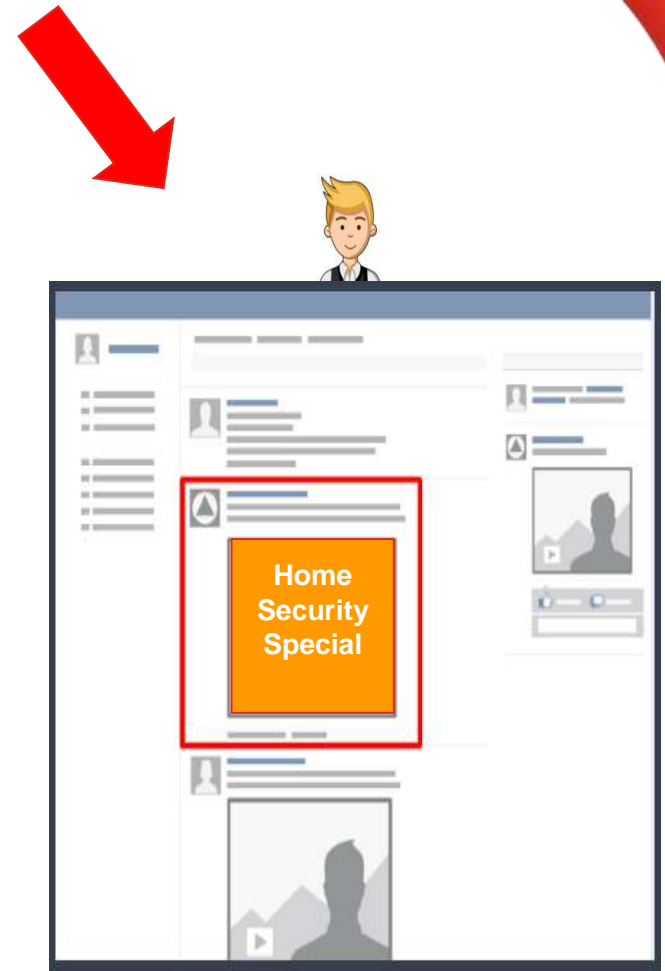
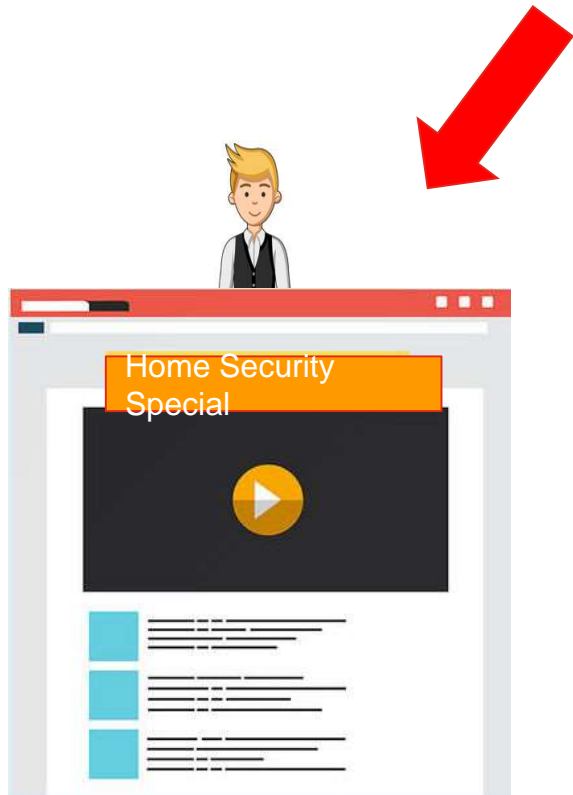
Connections ⓘ

Demographics

Show your ads to the right people

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# Match Display Ads Based On Search Behavior



1 2 3 4 5 6 7

# Match Ads Based On Search Behavior

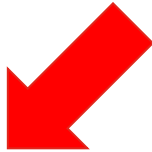
## What you'll need:

1. Search behavior of defined target audience
2. Specialty ad delivery platform
3. Display ads

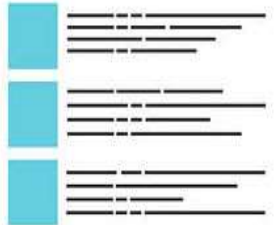
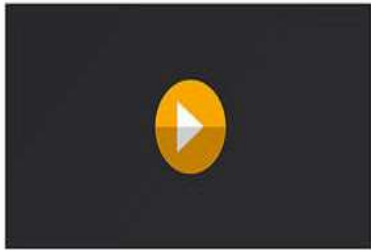


Google

best home security system nashville tn



Home Security  
Specials



Remote Home Security  
Connect security, fire, thermostats, and lights to control your home from  
anywhere with the touch of a button.



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# Match Search Ads Only To Past Site Visitors

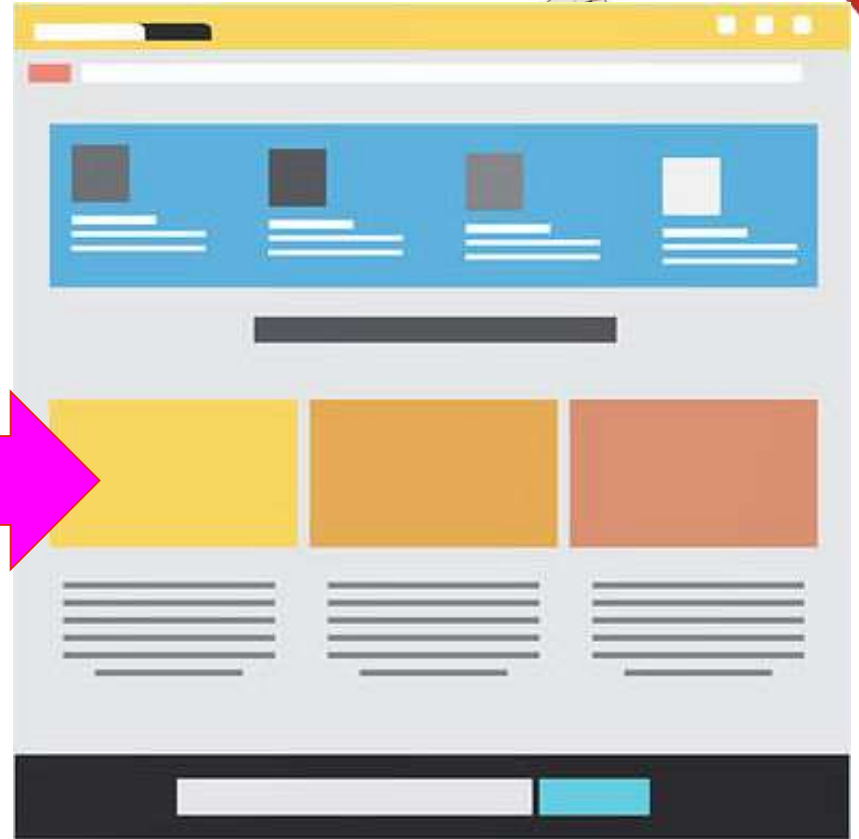
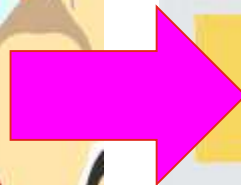


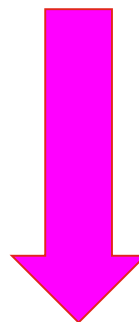
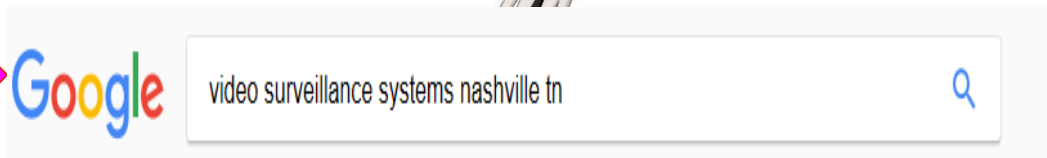
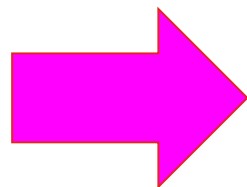
1 2 3 4 5 6 7

# Match Google Search Ads To Past Site Visitors

## What you'll need:

1. Google Adwords search strategy + campaign
2. Google Analytics





## Video Security Systems - Catch Them In The Act

**Ad** [www.securityalarm.com/video](http://www.securityalarm.com/video)

High Definition IP Network Cameras For Business Property Surveillance. Call Us!





# Target Onsite Ads Based On Website Behavior



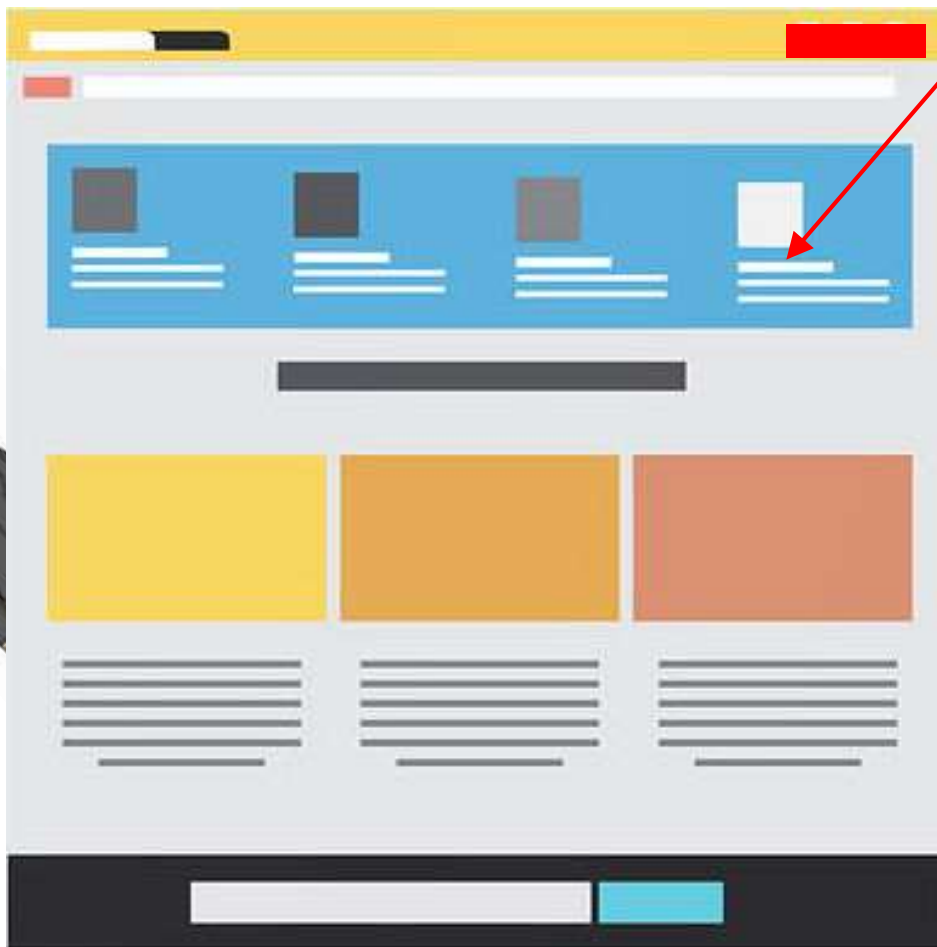
1 2 3 4 5 6 7



# Target Onsite Ads Based On Behavior

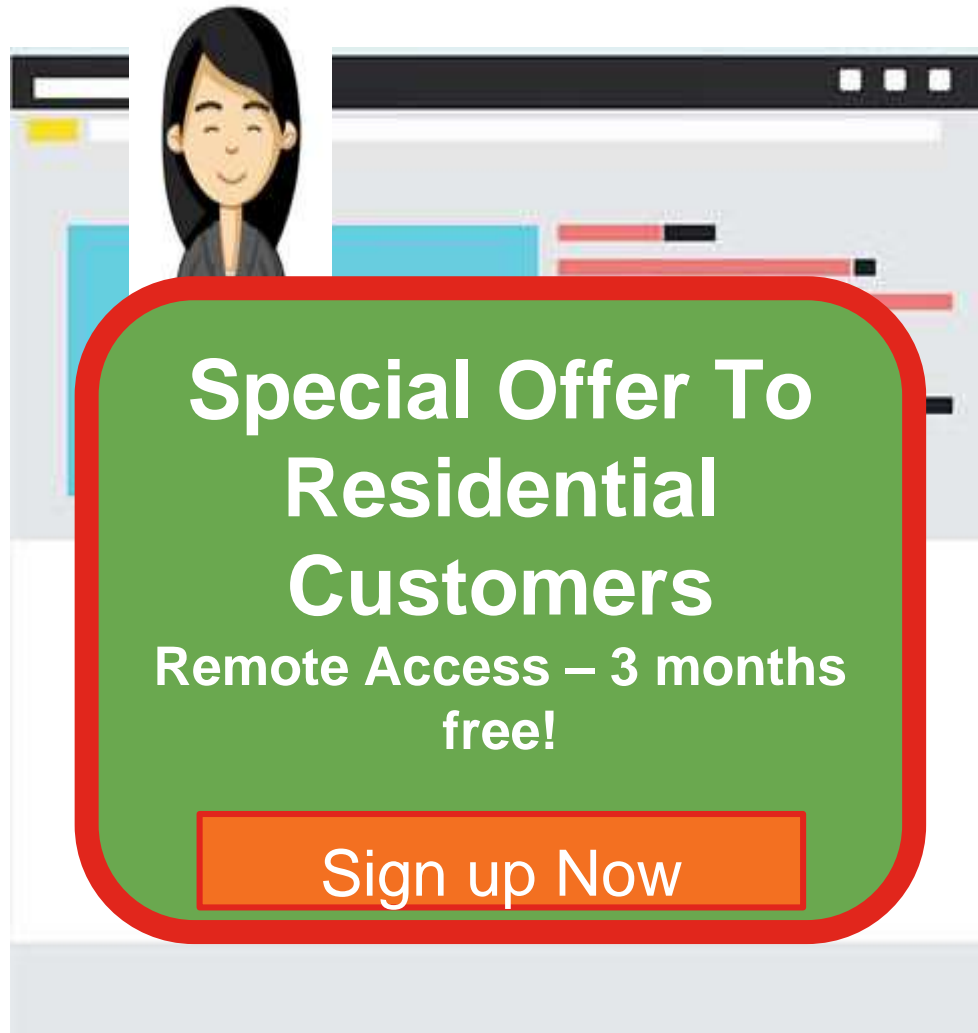
## What you'll need:

1. Pop-Up software
2. Display ads



**Residential  
Systems**

# Residential Security



**Special Offer To  
Residential  
Customers**

**Remote Access – 3 months  
free!**

**Sign up Now**

# How & Where To Personalize Advertising

1. Match Ads to Onsite Behavior (they visited your website)
2. Match Ads Using Email Addresses (upload customer emails)
3. Use Existing Customer Emails & Demographics to Match Ads To New Potential Customers
4. Match Display Ads To Someone's Interest & Online Behavior (sites they visited)
5. Match Display Ads Based On Search Behavior (keywords searched)
6. Match Search Ads Only To Past Site Visitors (Google ads)
7. Target Onsite Ads Based On Website Behavior (Pop-up ads)

1 2 3 4 5 6 7

# Maximize SEO & Google Rankings

# SEO Goals:

1. Get ranked on 1st page of Google organically for your search terms
  - a. In multiple places (search, Google Places/Local Maps, Knowledge Graphs, Featured, Snippets, Products).
2. Generate website traffic
3. Get prospects to click on your links
4. Send them to appropriate website pages with the information they are looking for.
5. **Turn visitors into customers!**

# SEO Components

1. Onsite keyword analysis & meta tags
2. Website speed (desktop & mobile)
3. Local SEO (google places/maps)
4. Legitimate Link Building (PR)
5. Content Plan
6. Content Development
  - a. Using keyword analysis & target personas
7. ADA Compliance
8. Measurement tools (Google Analytics, Tag Manager, Keyword ranking software, website speed & audit software)

# SEO - Keywords & Metadata

- Identifying appropriate keyword combinations for location, security company and products & services offered
- Metadata
  - Amount (i.e. length) of content inserted as metadata
  - Ensuring content is aligned with targeted keywords
  - Creating a content punchlist to support the targeted keywords
    - We don't force keywords on a page that doesn't have matching content. It's a lost cause.
- Additional schema markup
  - Reviews, Blog, Person

Title Tags - between 55-70 characters

Description Tags - as close to 160 characters you can get



smart home
security camera
CCTV
smoke detector
medical alert system
smart security
surveillance camera
fire protection
fire prevention
smoke alarm
smart lock
smart lights
smart thermostat
smart door locks
security cameras
surveillance cameras
alarm upgrades
alarm system upgrade
security upgrade
carbon monoxide detection
audio equipment
video equipment
access control
Commercial Video Surveillance
commercial security camera
commercial security cameras
commercial fire detection
access card readers
security system maintenance
free security system
fire inspection
home automation
security services companies

## Security Keyword Examples



**Insight:** Top performing keywords for driving contact forms & phone calls

**Action:** Invest more in these terms



**Insight:** Low performing keywords for driving contact forms & phone calls.

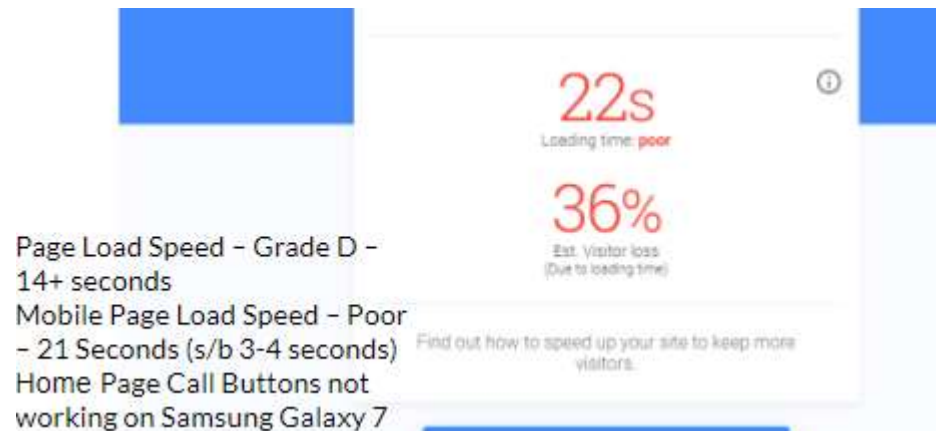
**Action:** Pause terms or further optimize to improve Cost per acquisition (CPA)

# Desktop & Mobile Speed Testing



Report generated: Tue, Sep 5, 2017, 12:58 PM -0700  
Test Server Region: Vancouver, Canada  
Using: Firefox (Desktop) 53.0, PageSpeed 1.15-gt1,  
YSlow 3.1.8

PageSpeed Score	YSlow Score	Fully Loaded Time	Total Page Size	Requests
<b>F(44%)</b> ▾	<b>E(54%)</b> ▾	<b>14.1s</b> ▾	<b>4.92MB</b> ▾	<b>156</b> ▾



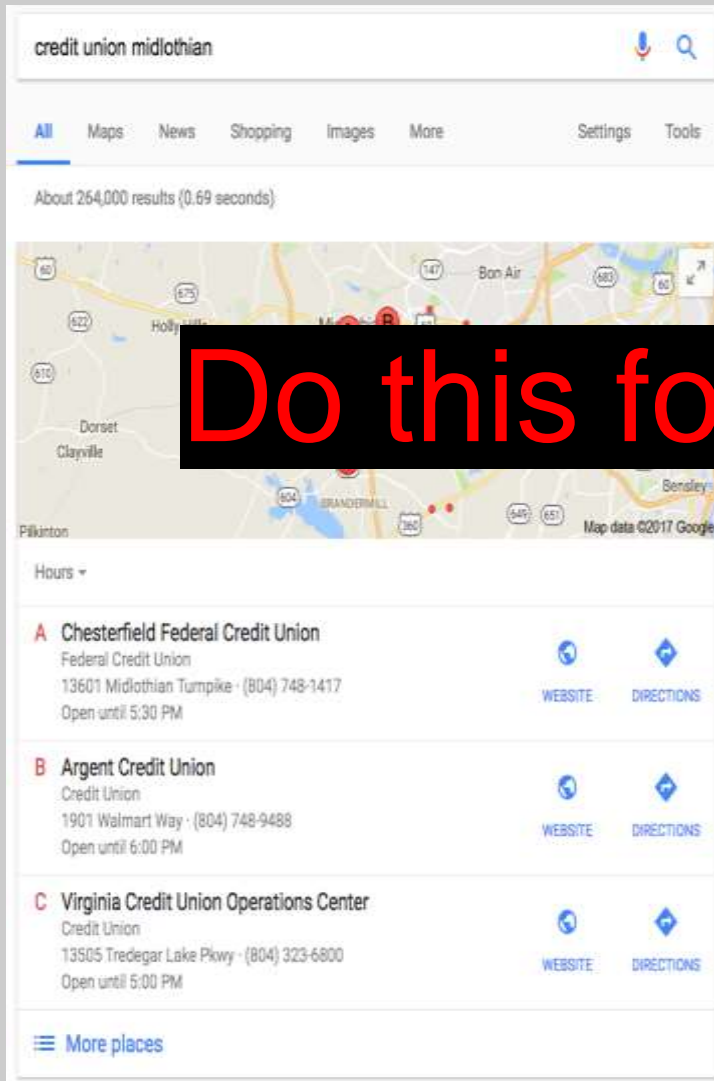
# Desktop & Mobile Speed Improvements

- Site speed - Here's what's involved
  - Minimize redirects
  - Defer parsing of javascript
  - Enabling gzip compression
  - Image optimization
  - Minifying css, html, javascript
  - Specifying image dimensions
  - reducing/eliminating bad requests
  - Reducing http requests

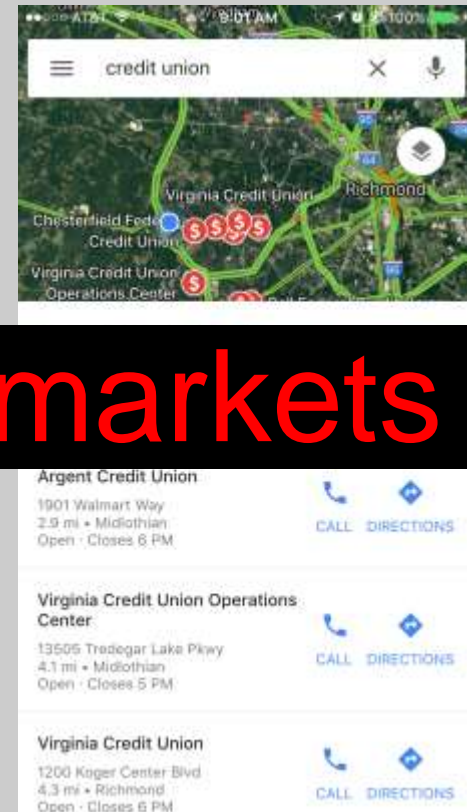
# Local SEO

	Increase share of wallet	Branding or Awareness	Residential	Commercial	Security Specials	Attracting Younger Folks
Local SEO	✓	✓✓✓	✓✓	✓✓	✓✓✓	✓✓✓

# Desktop Search



# Mobile Map Search



Do this for your markets

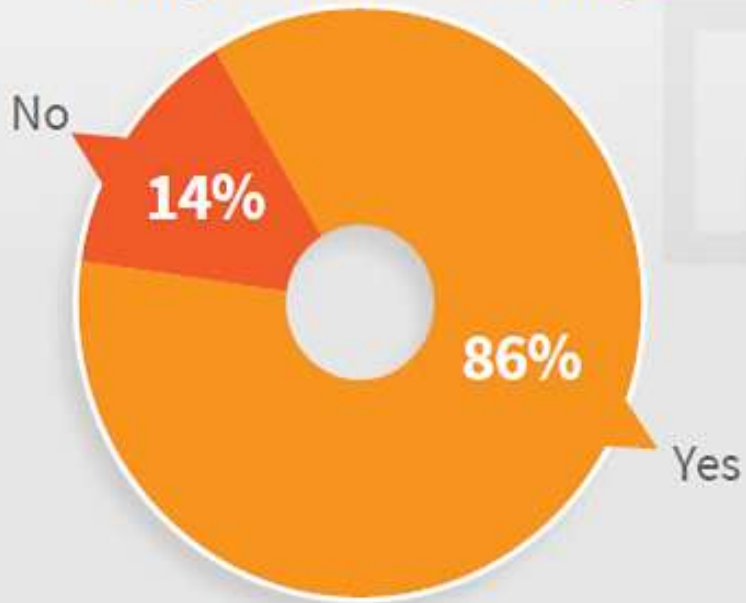
# Local SEO - What It Takes

Our approach to improving local SEO:

- Onsite schema
- Top directories - we continuously submit to 800 local directories.
- Local presence on site
  - How your address is presented on your site makes a big difference to how Google will reward you
  - Local pages

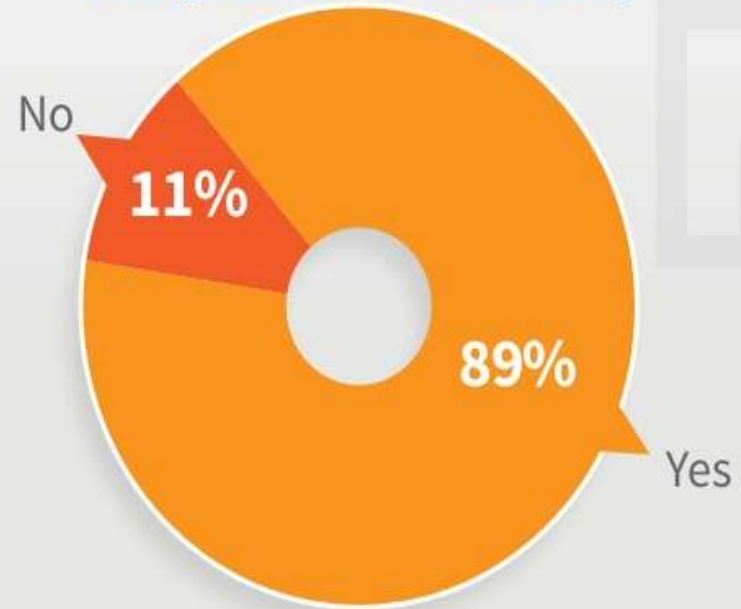
# WHAT IS CONTENT MARKETING?

Percentage of B2C Marketers Using Content Marketing



2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Percentage of B2B Marketers Using Content Marketing



2017 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

# SEO / Content

	Increase share of wallet	Branding or Awareness	Residential	Commercial	Security Specials	Attracting Younger Folks
SEO / Content	✓✓	✓✓✓	✓✓✓	✓✓✓✓	✓✓	✓✓



# SEO / Content

HubSpot		TOPIC/TITLE	CONTENT/DETAILS	KEYWORD(S)	TARGET PERSONA(S)
MONDAY					
		12 Revealing Charts to Help You Benchmark Your Business Blogging Performance [NEW DATA]	Explain importance of blogging and how to benchmark your efforts to guarantee success	business blogging, blogging benchmarks	Owner Ollie, Mary Marketer
TUESDAY					
		Top SEO Tips Straight From the Industry Experts [INFOGRAPHIC]	Highlight SEO tips through expert advice while promoting complete guide	search engine optimization, SEO	Owner Ollie, Mary Marketer
WEDNESDAY					
		How to Craft the Right Questions for Your Next Marketing Survey	Use an excerpt from the Marketing Surveys ebook to provide readers beneficial survey best practices	marketing surveys, survey marketing	Owner Ollie, Mary Marketer
THURSDAY					

Source: HubSpot.com

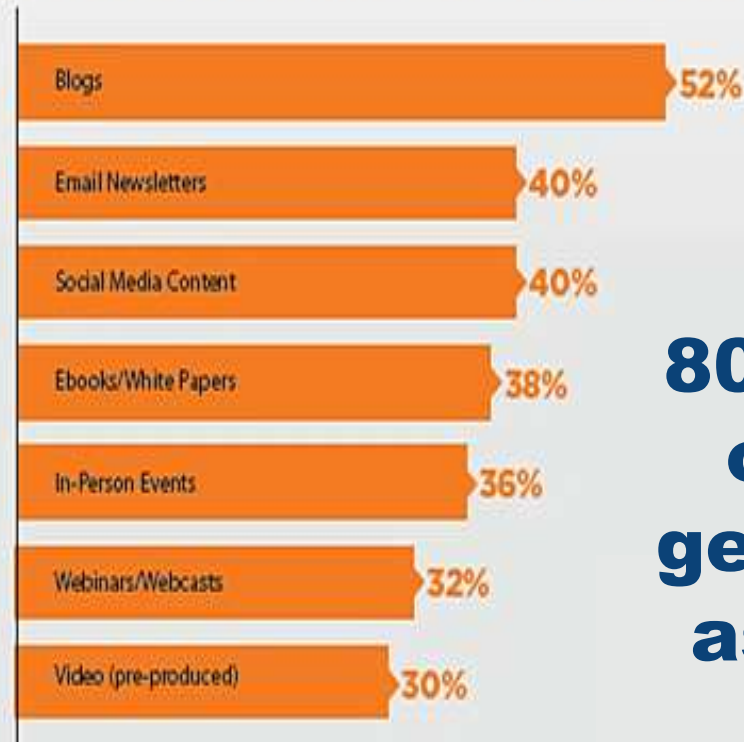
- **Blog posts**
- **Case Studies (commercial)**
- Social media posts
- Pictures
- Whitepapers
- Infographics/handouts
- Email/newsletters
- **Videos**
- Webinars/Events
- **E-books (commercial)**
- Press Releases
- Mobile Apps
- **Website content**

## WHAT IS CONTENT MARKETING?



# CONTENT MARKETING

## Tactics Used That B2B Marketers Say Will be Most Critical to Content Marketing Success in 2017



**80% focus  
on lead  
generation  
as a goal**

2017 B2B Content Marketing Trends—North America; Content Marketing Institute/MarketingProfs

## Blog Post

# VIDEO SURVEILLANCE IN DENTAL & ORAL SURGERY OFFICES

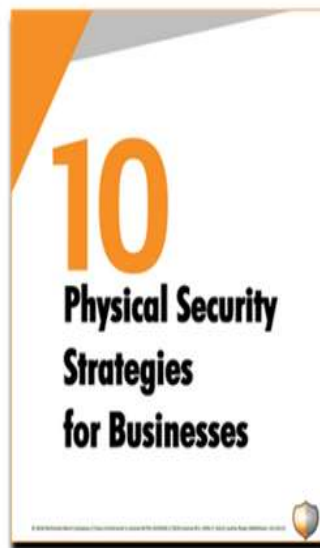
October 05, 2017

[Tweet](#) [in Share](#) [9](#) [Like 62](#) [Share](#) [G+](#)



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# 10 PHYSICAL SECURITY STRATEGIES FOR BUSINESSES



## Protect Your Business & Employees

Physical security is anything that protects people or property from danger. Our free guide features **systematic steps businesses can take to mitigate these risks**, including:

- What plans should be in place?
- What should be monitored?
- What security solutions are worth the investment?

First Name \*

Last Name \*

Company Name \*

Job Title \*

Email \*

[Download Your Free eBook Now](#)

# GET SMART HOME SECURITY

## Landing page example



### Control Your Home From Anywhere

Smart Home Security allows you to use your mobile device to easily control your home from anywhere at anytime.

#### Remotely control:

- Security system
- Door Locks
- Thermostat
- Appliances plugged into designated outlets

#### Receive text alerts when:

- Someone opens a door or window
- Children arrive home from school
- When a gun or liquor cabinet is opened

Learn more about Smart Home Security by filling out the brief form below. Or call us at **636-324-2002**.

First Name\*

Last Name\*

Email\*

Phone Number\*

[LEARN MORE ABOUT SMART HOME SECURITY](#)



## News/Blog Headlines!

**5 OF THE LEADING PROBLEMS  
WITH COMMERCIAL VIDEO  
SYSTEMS**

**6 BENEFITS OF HOSPITAL SECURITY CAMERAS**

**IS IT WORTH BUYING FAKE  
SECURITY CAMERAS?**

**WHEN IS IT TIME TO UPGRADE A  
SECURITY SYSTEM?**

**HOW TO PREVENT YOUR SMART HOME FROM BEING  
HACKED**

**SMART DEVICES THAT  
WORK WITH HONEYWELL  
TOTAL CONNECT**

**Keep answering your customers & prospects questions**

# Enticing Calls to Action

Website  
ility

Central Virginia: 804-298-2840  
24/7/365 Emergency Repair Service

**Schedule Your Spring Tune Up**



**I'm Interested in Smartphone Access**

**\$25 OFF**  
**Service Calls**

[Click to Schedule Service](#)

**I'm Interested in Remote Security**

Thank You from Multra-Guard Securirty!

No matter who the heroes are in your life, don't forget to give them a big thank you! Multra-Guard Security is the best alarm company in Virginia Beach, Norfolk and the Tidewater region, because we care about the safety of your family, your neighborhood, and our Hampton Roads cities as much as you do.

Stay social! For more safety tips and security advice, be sure to [follow us on Facebook](#).

**Alarm Discounts & Specials**

**Download Our Free Guide to  
Residential Security Marketing**



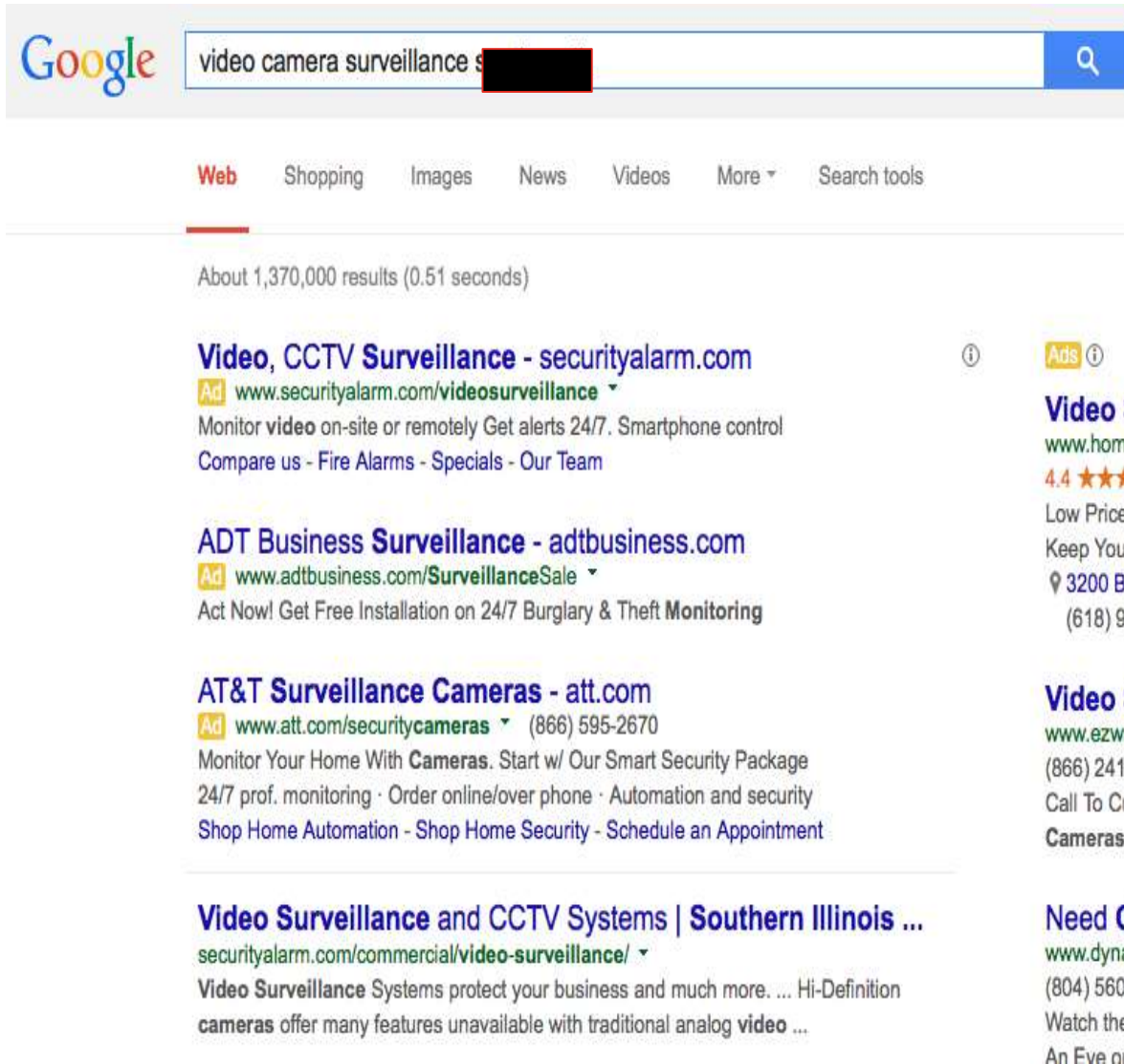
[Download Now](#)

**Experiment with different wording, colors and sizes**

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# WEBSITE SALES FUNNEL



The screenshot shows a Google search interface. The search bar contains the text "video camera surveillance s" followed by a redacted area. Below the search bar are tabs for "Web", "Shopping", "Images", "News", "Videos", "More", and "Search tools". The "Web" tab is selected. Below the tabs, it says "About 1,370,000 results (0.51 seconds)". The search results are divided into two columns. The left column contains three organic search results and one ad. The right column contains three ads. The organic results are: "Video, CCTV Surveillance - securityalarm.com", "ADT Business Surveillance - adtbusiness.com", and "AT&T Surveillance Cameras - att.com". The ads are: "Video S" from www.home, "Video S" from www.ezwa, and "Need C" from www.dynar.

Google

video camera surveillance s

Web Shopping Images News Videos More Search tools

About 1,370,000 results (0.51 seconds)

**Video, CCTV Surveillance - securityalarm.com**  
Ad [www.securityalarm.com/videosurveillance](http://www.securityalarm.com/videosurveillance)  
Monitor **video** on-site or remotely Get alerts 24/7. Smartphone control  
Compare us - Fire Alarms - Specials - Our Team

**ADT Business Surveillance - adtbusiness.com**  
Ad [www.adtbusiness.com/SurveillanceSale](http://www.adtbusiness.com/SurveillanceSale)  
Act Now! Get Free Installation on 24/7 Burglary & Theft **Monitoring**

**AT&T Surveillance Cameras - att.com**  
Ad [www.att.com/securitycameras](http://www.att.com/securitycameras) (866) 595-2670  
Monitor Your Home With **Cameras**. Start w/ Our Smart Security Package  
24/7 prof. monitoring · Order online/over phone · Automation and security  
Shop Home Automation · Shop Home Security · Schedule an Appointment

**Video Surveillance and CCTV Systems | Southern Illinois ...**  
[securityalarm.com/commercial/video-surveillance/](http://securityalarm.com/commercial/video-surveillance/)  
**Video Surveillance** Systems protect your business and much more. ... Hi-Definition  
**cameras** offer many features unavailable with traditional analog **video** ...

**Video S**  
[www.home](http://www.home)  
4.4 ★★★★★  
Low Prices  
Keep Your  
3200 Ba  
(618) 99

**Video S**  
[www.ezwa](http://www.ezwa)  
(866) 241-  
Call To Cu  
Cameras,

**Need C**  
[www.dynar](http://www.dynar)  
(804) 560-  
Watch the  
An Eve on

ABOUT RESIDENTIAL COMMERCIAL SUPPORT NEWS CONTACT

Search

800-252-7621  
SERVING SOUTHERN ILLINOIS

[home](#) / [news](#) / [what is intelligent video surveillance?](#)

## WHAT IS INTELLIGENT VIDEO SURVEILLANCE?

Posted on August 27, 2014 by SecurityAlarmIM

Intelligent video surveillance is the cutting edge video technology that records criminal activity in homes, businesses, and municipalities based to the preferences of the user. Features of Intelligent video systems include tracking a moving target and automatic detection of suspicious activity, which can trigger alarms and alert [homeowners](#) and [business owners](#) to potential threats. Traditional video surveillance systems are restrained to a simple on and off

>

GET **FREE** HOME  
SECURITY & SAFETY TIPS

### RECENT SECURITY NEWS

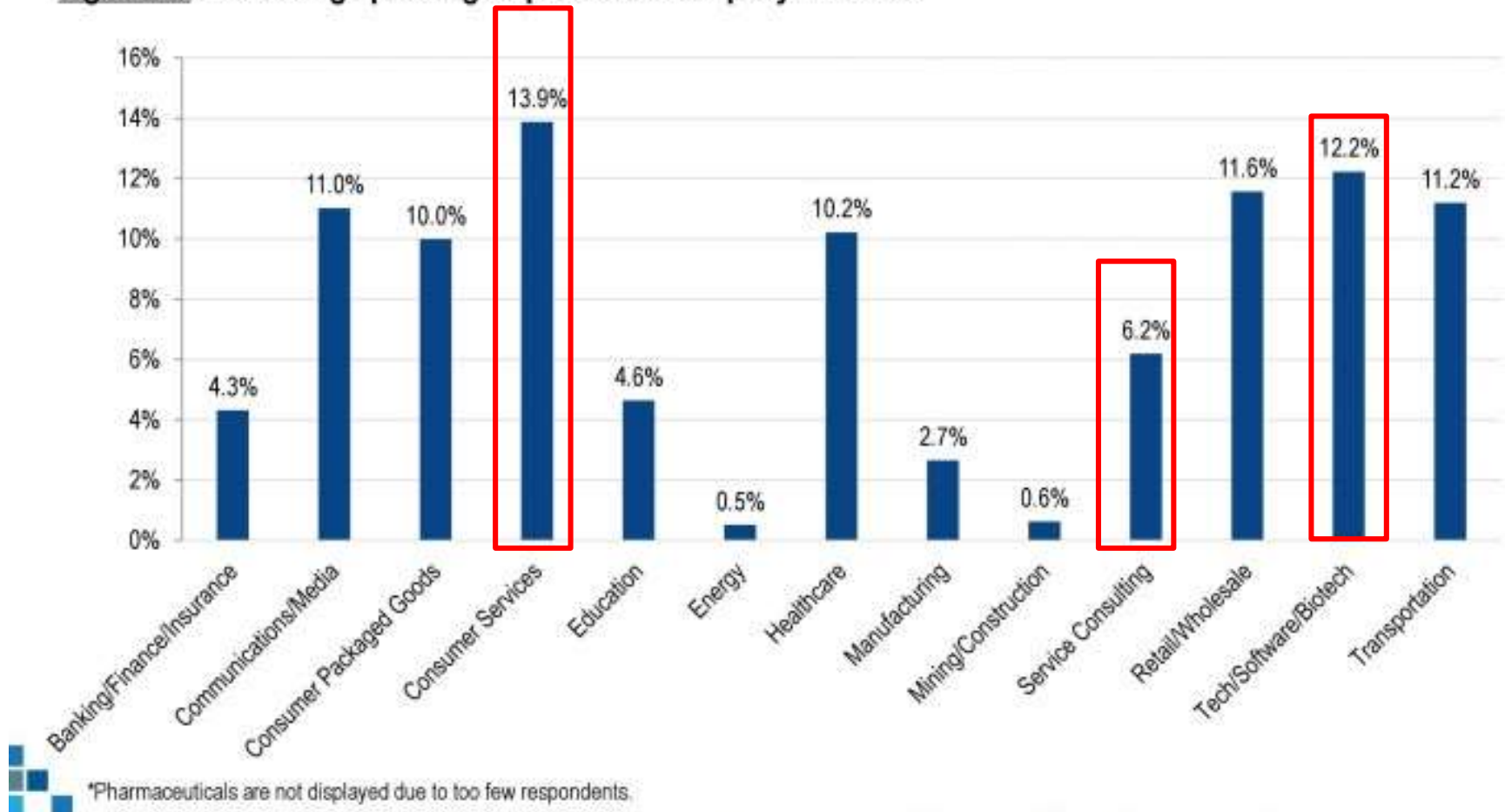
10 SIMPLE WAYS TO PROTECT  
YOUR HOME FROM BURGLARS  
October 02, 2014  
*Securing your home from burglars and  
keeping your family safe is easier than ...*  
[read more »](#)

# Security Marketing Budgets

(and how we got them)

Average all industries is 7.5%

**Figure 3.9. Marketing spending as percent of company revenues\***

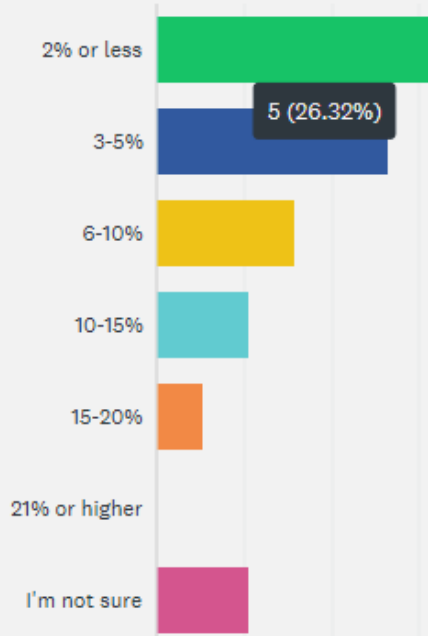


Source: CMOSurvey.com

# Security Companies Survey Results

What percentage of your annual revenue do you budget for marketing?

Answered: 19 Skipped: 0



ANSWER CHOICES	RESPONSES	
2% or less	31.58%	6
3-5%	26.32%	5
6-10%	15.79%	3
10-15%	10.53%	2
15-20%	5.26%	1
21% or higher	0.00%	0
I'm not sure	10.53%	2
TOTAL		19

Source: WebStrategies Inc. Survey

**Weighted Average 5.2%**

**Note: 10% average from survey taken at ESX conference**

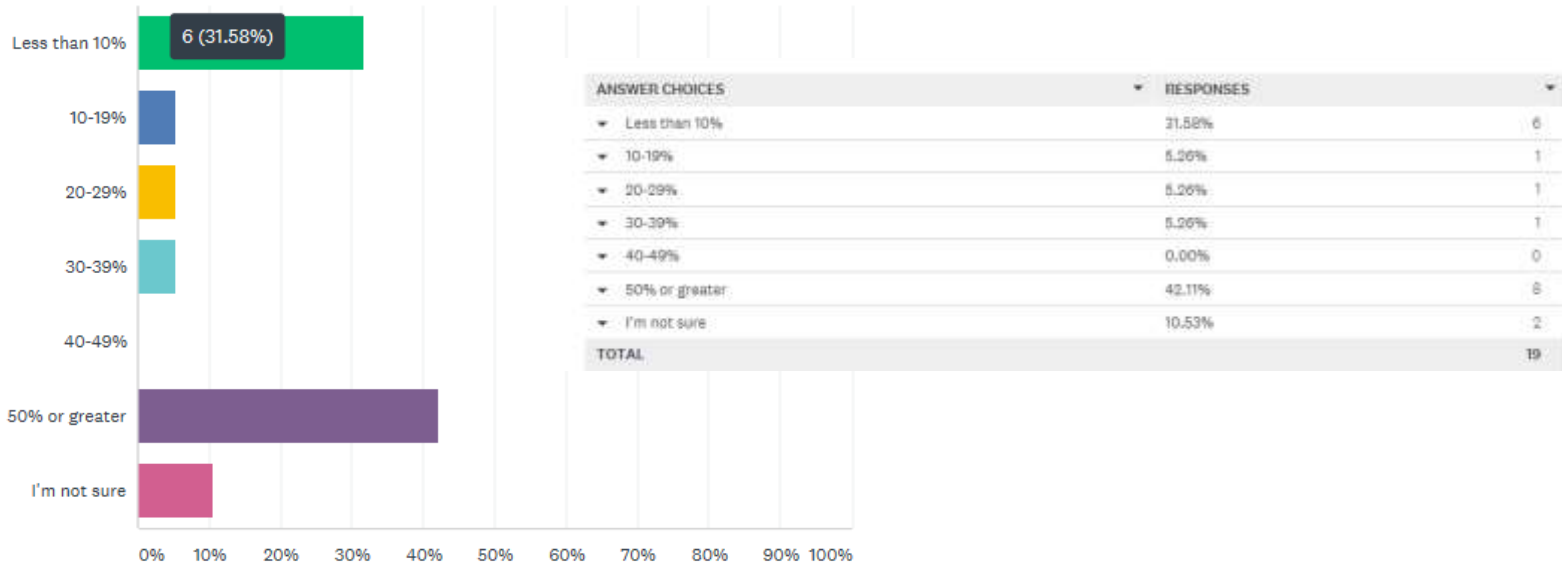
# Security Companies Survey Results

Q2

Customize Export

What percentage of your marketing budget is used for digital marketing?

Answered: 19 Skipped: 0



Source: WebStrategies Inc. Survey

Weighted Average 26.6%

# Annual Revenue

X

5.0% - 10.0%

=

# Annual Marketing Budget





Venti  
SC

## Venti Security Company

- \$10,000,000 revenue
- 20,000 rmr customers
- 50% Residential 50% Commercial

Grande  
SC

## Grande Security Company

- \$5,000,000 revenue
- 10,000 rmr customers
- 50% Residential 50% Commercial

Tall SC

## Tall Security Company

- \$2,500,000 revenue
- 5,000 rmr customers
- 50% Residential 50% Commercial

## Venti SC

- 10,000,000 revenue
- 20,000 rmr customers = \$500,000 - \$1,000,000 / yr marketing budget
- 50% residential 50% commercial

## Grande SC

- 5,000,000 revenue
- 10,000 rmr customers = \$250,000 - \$500,000 / yr marketing budget
- 50% residential 50% commercial

## Tall SC

- 2,500,000 revenue = \$125,000 - \$250,000 / yr marketing budget
- 5,000 rmr customers
- 50% residential 50% commercial

Emerging SC - \$1M revenue = \$50,000 - \$100,000 / yr marketing budget

## Venti SC

- 10,000,000 revenue
- 20,000 rmr customers
- 50% res. 50% com.

\$500,000 - \$1,000,000 / yr

2 Full-Time Marketers

\$400,000 -  
\$900,000 / yr  
external marketing budget

## Grande SC

- 5,000,000 revenue
- 10,000 rmr customers
- 50% res. 50% com.

\$250,000 - \$500,000 / yr

1 Full-Time Marketer

\$200,000 -  
\$450,000 / yr  
external marketing budget

## Tall SC

- 2,500,000 revenue
- 5,000 rmr customers
- 50% res. 50% com.

\$125,000 - \$250,000 / yr

.5 Full-Time Marketer

\$100,000 -  
\$225,000 / yr  
external marketing budget

**Emerging SC - \$38k-\$87k**

Marketing budget: % of Revenue \* 5%-10%

Avg. Marketing Personnel Cost:

\$50,000

# External Marketing Budgets

Venti SC:

\$10M Revenue

\$400,000 - \$900,000 / yr

Grande SC:

\$5M Revenue

\$200,000 - \$450,000 / yr

Tall SC:

\$2.5M Revenue

\$100,000 - \$225,000 / yr



Marketing budget: % of Revenue \* 5%-10%

Avg. Marketing Personnel Cost:

\$50,000

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## US Total Media Ad Spending Share, by Media, 2014-2020

% of total

	2014	2015	2016	2017	2018	2019	2020
<b>TV</b>	<b>39.1%</b>	<b>37.7%</b>	<b>36.8%</b>	<b>35.8%</b>	<b>34.8%</b>	<b>33.7%</b>	<b>32.9%</b>
<b>Digital</b>	<b>28.3%</b>	<b>32.6%</b>	<b>35.8%</b>	<b>38.4%</b>	<b>40.8%</b>	<b>43.1%</b>	<b>44.9%</b>
—Mobile	10.9%	17.3%	22.7%	26.2%	28.8%	31.0%	32.9%
<b>Print</b>	<b>17.4%</b>	<b>15.4%</b>	<b>13.9%</b>	<b>12.9%</b>	<b>12.2%</b>	<b>11.6%</b>	<b>11.1%</b>
—Newspapers*	9.1%	8.0%	7.2%	6.6%	6.1%	5.7%	5.5%
—Magazines*	8.3%	7.4%	6.8%	6.4%	6.1%	5.8%	5.6%
<b>Radio**</b>	<b>8.4%</b>	<b>7.8%</b>	<b>7.4%</b>	<b>7.0%</b>	<b>6.7%</b>	<b>6.4%</b>	<b>6.1%</b>
<b>Out-of-home</b>	<b>4.0%</b>	<b>4.0%</b>	<b>3.9%</b>	<b>3.8%</b>	<b>3.7%</b>	<b>3.5%</b>	<b>3.4%</b>
<b>Directories*</b>	<b>2.8%</b>	<b>2.5%</b>	<b>2.2%</b>	<b>2.0%</b>	<b>1.9%</b>	<b>1.7%</b>	<b>1.6%</b>

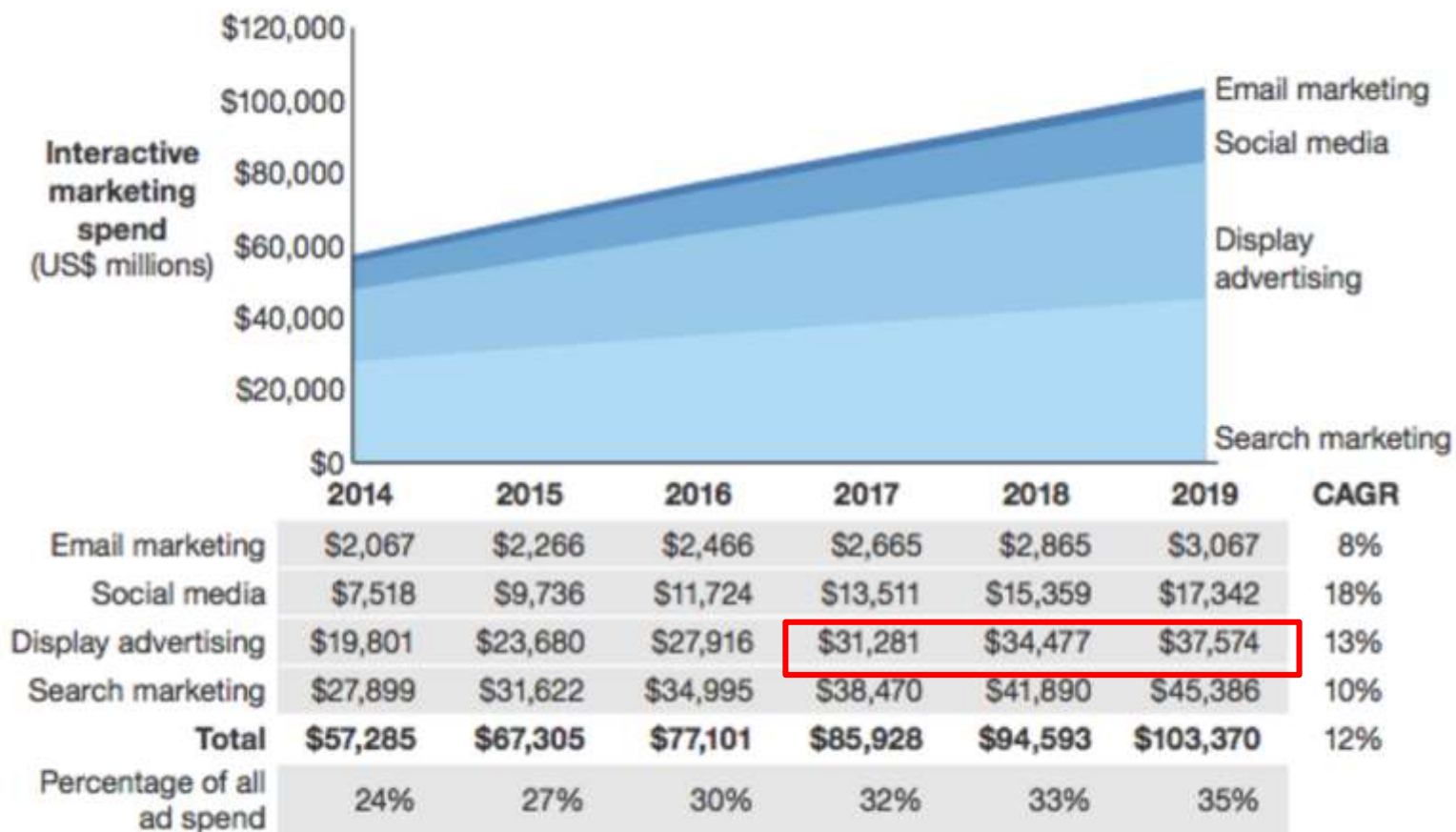
Note: \*print only; \*\*excludes off-air radio & digital

Source: eMarketer, March 2016

205439

www.eMarketer.com

**Figure 1** US Digital Marketing Forecast, 2014 To 2019



Source: Forrester Research Digital Marketing Forecasts, 2014 To 2019 (US)



# 37%

of external marketing  
budget goes to digital

Marketing budget: % of Revenue \* 5%-10%

## Venti SC

- 10,000,000 revenue
- 20,000 rmr customers
- 50% res. 50% com.

\$500,000 - \$1,000,000 / yr

2 Full-Time Marketers

\$400,000 - \$900,000 / yr  
external marketing budget

\$148,000 - \$333,000 / yr  
digital marketing budget

## Grande SC

- 5,000,000 revenue
- 10,000 rmr customers
- 50% res. 50% com.

\$250,000 - \$500,000 / yr

1 Full-Time Marketer

\$200,000 - \$450,000 / yr  
external marketing budget

\$74,000 - \$166,500 / yr  
digital marketing budget

## Tall SC

- 2,500,000 revenue
- 5,000 rmr customers
- 50% res. 50% com.

\$125,000 - \$250,000 / yr

.5 Full-Time Marketer

\$100,000 - \$225,000 / yr  
external marketing budget

\$37,000 - \$83,250 / yr  
digital marketing budget

**Emerging SC - \$14k-\$32k**

Marketing budget: % of Revenue \* 5%-10%

Avg. Marketing Personnel Cost: **\$50,000**



# The Core Security Alarm Digital Marketing Tactics

Search Engine Optimization (SEO)  
Content/Inbound Marketing

Display Advertising

Social Media Advertising

Paid Search Advertising  
(SEM/PPC)

Email Marketing

Marketing Technology

Agency, Outside Expertise

Marketing budget: % of Revenue \* 5%-10%

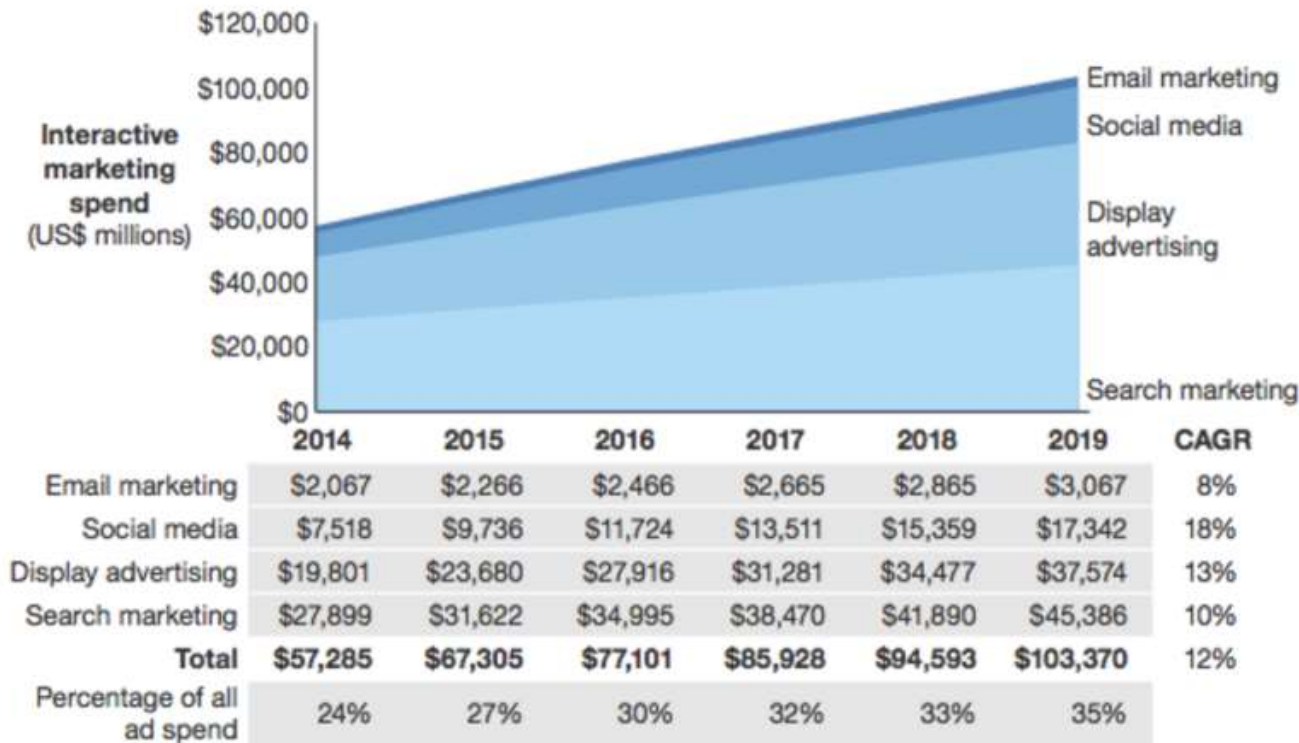
Avg. Marketing Personnel Cost:

\$50,000

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Figure 1 US Digital Marketing Forecast, 2014 To 2019



Source: Forrester Research Digital Marketing Forecasts, 2014 To 2019 (US)

Search: 45%

Display: 35%

Social: 15%

Email: 5%

Marketing budget: % of Revenue \* 5%-10%

Digital marketing budget = 37% of external marketing budget



# Marketing Channel Usage Trends

based on a survey of 3,500 marketing leaders around the world

June 2017

Channel	Used in 2015	Use in 2017	Plan to use in 2018	2015-2017 Growth Rate: B2B	2015-2017 Growth Rate: B2C
Website	56%	83%	96%	26%	69%
Social media marketing	44%	77%	92%	80%	68%
Email marketing	41%	75%	89%	56%	106%
Display / banner ads	40%	72%	89%	88%	69%
Native advertising / Sponsored content	32%	68%	88%	147%	81%
Video advertising	24%	66%	87%	204%	141%
Mobile apps	27%	64%	87%	161%	103%
Organic search	44%	64%	84%	47%	37%
Paid search	44%	63%	84%	44%	31%
SMS/text messaging	24%	59%	79%	197%	92%
MarketingCharts.com   Data Source: Salesforce Research					

# Security Digital Marketing Budget Allocation

**SEO + Content Marketing**

**25%**

**Paid Search Advertising (SEM/PPC)**

**15%**

**Display Advertising**

**10%**

**Social Media Advertising**

**10%**

**Email Marketing**

**10%**

**Marketing Technology**

**10%**

**Agency Management +  
Consulting**

**20%**

Digital marketing budget = 37% of external marketing budget

Marketing budget: % of Revenue \* 5%-10%

## Venti SC

- 10,000,000 revenue
- 20,000 rmr customers
- 50% res. 50% com.

\$148,000 - \$333,000 / yr  
digital marketing budget

SEO / Content	\$37-\$83k/yr
SEM/PPC	\$22-\$50k/yr
Display Advertising	\$15-\$33k/yr
Social Advertising	\$15-\$33k/yr
Email Marketing	\$15-\$33k/yr
Marketing Technology	\$15-\$33k/yr
Agency Management	\$30-\$67k/yr

## Grande SC

- 5,000,000 revenue
- 10,000 rmr customers
- 50% res. 50% com.

\$74,000 - \$167,000 / yr  
digital marketing budget

SEO / Content	\$19-\$42k/yr
SEM/PPC	\$11-\$25k/yr
Display Advertising	\$7-\$17k/yr
Social Advertising	\$7-\$17k/yr
Email Marketing	\$7-\$17k/yr
Marketing Technology	\$7-\$17k/yr
Agency Management	\$15-\$33k/yr

## Tall SC

- 2,500,000 revenue
- 5,000 rmr customers
- 50% res. 50% com.

\$37,000 - \$83,000 / yr  
digital marketing budget

SEO / Content	\$9-\$21k/yr
SEM/PPC	\$6-\$12k/yr
Display Advertising	\$4-\$8k/yr
Social Advertising	\$4-\$8k/yr
Email Marketing	\$4-\$8k/yr
Marketing Technology	\$4-\$8k/yr
Agency Management	\$7-\$17k/yr

Marketing budget: % of Revenue \* 5%-10% Digital marketing budget = 37% of external marketing budget

# A few things to consider...

- Your mileage may vary
- Allocation  $\neq$  Importance
- Taste first, then judge
- Going young? Go digital.

# Security Calculator

## Digital Marketing Budget Calculator for Alarm & Security Companies

[bit.ly/securitybudget](http://bit.ly/securitybudget)

To calculate, enter details in the highlighted boxes.

Your Annual Revenue:	100000
How Much of Your Annual Revenue is Generated Online? :	<15%
Calculate Your Budget Data As:	Annual

SUMMARY	LOW Annual	HIGH Annual
Total Marketing Budget	\$0	\$0
Digital Marketing Budget	\$0	\$0

DETAIL	LOW Annual	HIGH Annual
Search Advertising	\$0	\$0
Display Advertising	\$0	\$0
Social Advertising	\$0	\$0
Online Advertising Total	\$0	\$0
Email	\$0	\$0
SEO / Content	\$0	\$0
Management, Consulting, Training	\$0	\$0
Marketing Technology	\$0	\$0

# Want To Incorporate This Into Your Strategy?

Search · Website · Display · Analytics

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*Thank  
you.*

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