

# MARKETING MIXOLOGY

*and the* **13** SOCIAL MEDIA INFOGRAPHICS  
EVERY MARKETER NEEDS TO SEE

# NOT SURE WHETHER THIS E-BOOK IS FOR YOU? HERE'S AN EASY WAY TO TELL BEFORE DIVING IN:



**BEGINNER BASICS:** FOR ARTS PROFESSIONALS AND STUDENTS WHO ARE NEW TO THE FIELD OR LOOKING FOR FOUNDATIONAL TRAINING. GAIN THE BUILDING BLOCKS TO ESSENTIAL MARKETING SKILLS THAT WILL BENEFIT ARTS ORGANIZATIONS OF ALL SIZES. THESE E-BOOKS ARE TYPICALLY "HOW-TO" GUIDES FOR THOSE UNFAMILIAR WITH THE TOPIC AT HAND. CHECK OUT OUR OTHER BEGINNER E-BOOKS INCLUDING "HEARTY WHOLE-SOME AND HOMEMADE: BUILDING AN INSTAGRAM COMMUNITY THAT THRIVES."

**INTERMEDIATE INSTRUCTION:** FOR ARTS MARKETERS WHO UNDERSTAND THE BASIC SUBJECT AT HAND, BUT HAVE YET TO JUMP IN. THESE E-BOOKS COVER INFORMATION ON MISTAKES OR CHALLENGES AND HOW TO SOLVE PROBLEMS ON A MORE COMPLEX LEVEL, USING REAL EXAMPLES FROM A VARIETY OF GENRES. CHECK OUT OUR OTHER INTERMEDIATE E-BOOKS, INCLUDING "BANISH ONLINE VIDEO MARKETING BLUNDERS--FOR GOOD!"

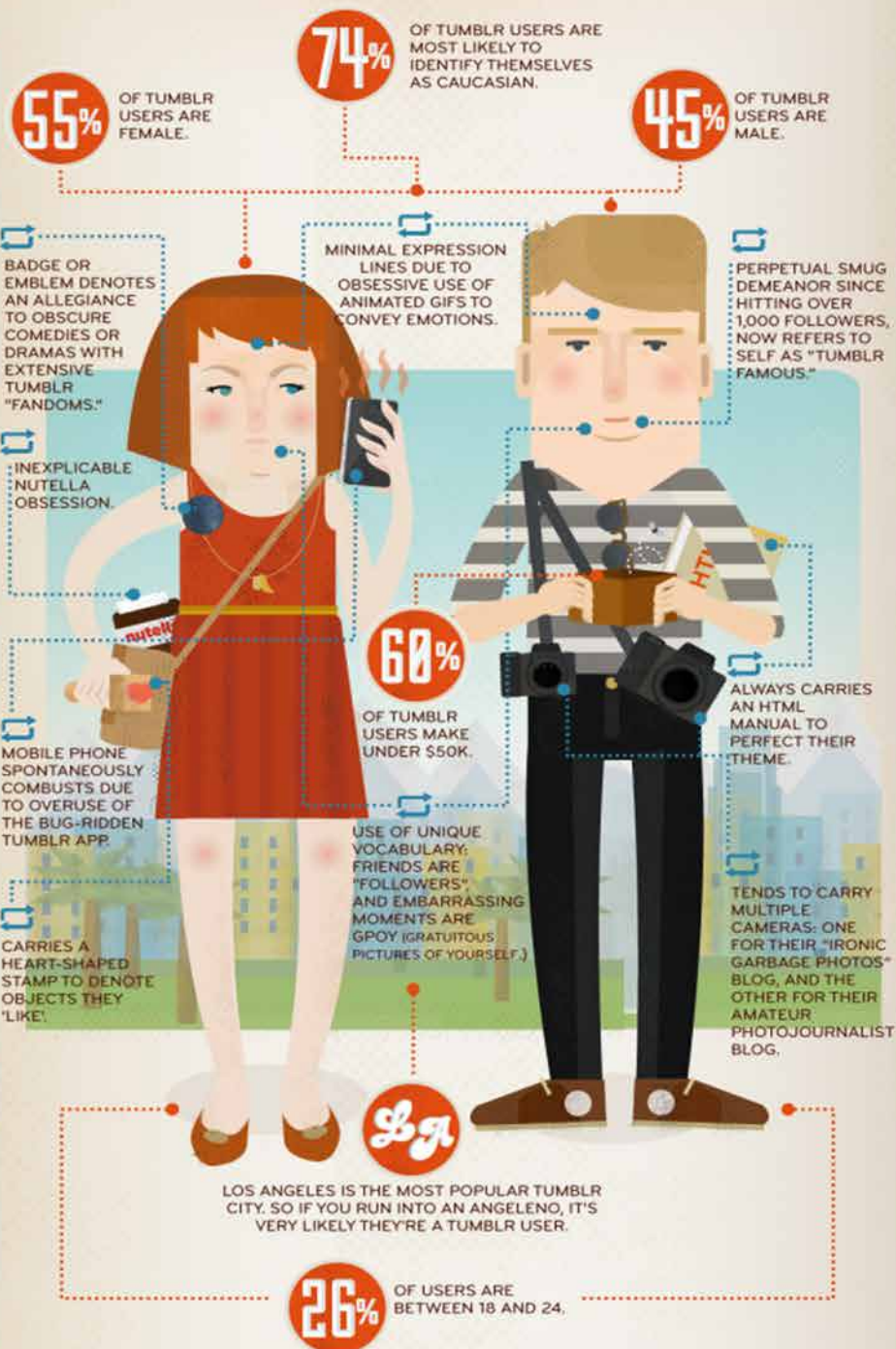
**ADVANCED APPROACHES:** FOR ARTS LEADERS WHO HAVE EXPERTISE IN THE FIELD AND ARE SEEKING TO INCREASE THEIR KNOWLEDGE ON A TOPIC. THESE E-BOOKS WILL MAKE YOU A MARKETING MASTER AND INCLUDE THOUGHT-PROVOKING WORKSHEETS TO HELP YOU PLAN FOR YOUR ORGANIZATION'S FUTURE. CHECK OUT OUR OTHER ADVANCED E-BOOKS, INCLUDING "8 WAYS TO MAKE YOUR ARTS ORGANIZATION MORE HUMAN."



# TRACKING TUMBLR

## HOW TO SPOT A TUMBLR USER

With over 42.9 million blogs reblogging animated gifs and Ryan Gosling memes, this community of blogging fanatics has developed a unique language and quirks that set it apart from the rest of the Internet. Use this guide to recognize those Tumblr users.



SOURCES: TUMBLR.COM | IGNITESOCIALMEDIA.COM | QUANTCAST.COM |

Flowtown. In Partnership with Column Five

# PATH TO SOCIAL SUCCESS

in 2013

## A 12-MONTH PLAN TO BOOST YOUR BUSINESS'S SOCIAL PRESENCE.

Developing a social media presence can be a daunting endeavor for small-business owners. When the social landscape is constantly changing, it can be hard to know where to devote your attention and resources. Here's a game plan for boosting your social presence in 2013.

### 1ST QUARTER

#### TAKE SOCIAL MEDIA INVENTORY

JAN

#### ASSESS YOUR SOCIAL FITNESS

Are you entirely new to social media, or are you a well-seasoned veteran? Either way, start the year by assessing your social media fitness. Ask yourself questions such as:

How would I rate my company's use of social media?

Where are there opportunities to grow or improve our social media presence?

In what areas do we excel at using social media in our business?

What social sites are we using and how?

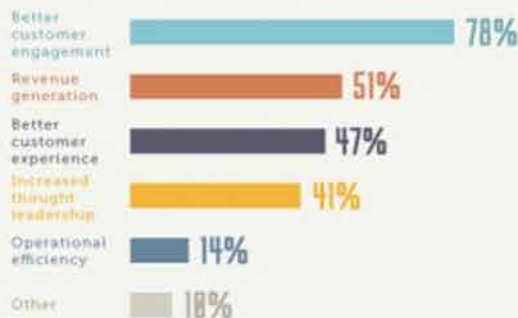


FEB

#### REVISIT YOUR SOCIAL GOALS

Revisit why you're using social media and evaluate its importance to your business. A 2012 survey by Awareness Networks provides insight into popular goals.

Top Business Objectives for Social Media:



MAR

#### ESTABLISH WAYS TO MEASURE SUCCESS

Establishing success metrics in advance is important for evaluating social media efforts. Consider various ways to gauge success as the year progresses.



1 Social presence: Number of followers and fans.



2 Traffic to website.



3 Social mentions across platforms.



4 Share of social conversations.



5 Social influence.

\*According to 2012 Awareness Networks survey of 450+ social media marketers.

### 2ND QUARTER

#### WORK ON RELATIONSHIPS

APR

#### BE A BETTER LISTENER

Social media isn't just about outbound communications. Use it to stay on top of the conversations around your brand and your industry. Devote more time to listening in.



of social media marketers say they monitor social media for mentions of their business several times a week.



of social media marketers say they monitor social media for industry conversations several times a week.

MAY

#### COMMUNICATE IN NEW WAYS

Don't just stick to the same old posts. Diversify the kinds of content you share on social media to keep your fans and followers engaged and interested. Some suggestions include:

#### NEW RELEASE

Post company updates.

Share industry news and developments.

Ask questions.

Hold contests or giveaways.





APR

## BE A BETTER LISTENER

Social media isn't just about outbound communications. Use it to stay on top of the conversations around your brand and your industry. Devote more time to listening in.

79%



of social media marketers say they monitor social media for **mentions of their business** several times a week.

73%



of social media marketers say they monitor social media for **industry conversations** several times a week.

MAY

## COMMUNICATE IN NEW WAYS

Don't just stick to the same old posts. Diversify the kinds of content you share on social media to keep your fans and followers engaged and interested. Some suggestions include:

NEW RELEASE

Post company updates.

Share industry news and developments.

Ask questions.

Hold contests or giveaways.

Giveaway

## 3RD QUARTER

### INTEGRATE EVERYTHING

JUL

## INTEGRATE ALL YOUR SOCIAL PLATFORMS

Don't do it alone. If you haven't already, look into using a social media management app that lets you control and monitor all your different platforms from one dashboard.

Two popular options:



HOOTSUITE



TWEETDECK

AUG

## INTEGRATE OTHER INBOUND ACTIVITIES

Make social do double-duty by integrating social media with other marketing efforts. Examples include:



Direct followers to join email lists.



Ask followers to refer your business to others.



Build your customer profile with information from your followers.



Boost PR efforts by reaching out to journalists on social.

## 4TH QUARTER

### LOOK BACKWARD, THEN FORWARD

OCT

## DON'T BE DISCOURAGED BY CHALLENGES

Plenty of other businesses are facing the same challenges with social media. Make an effort to stay up-to-date on the latest tools and trends to overcome these challenges.

NOV

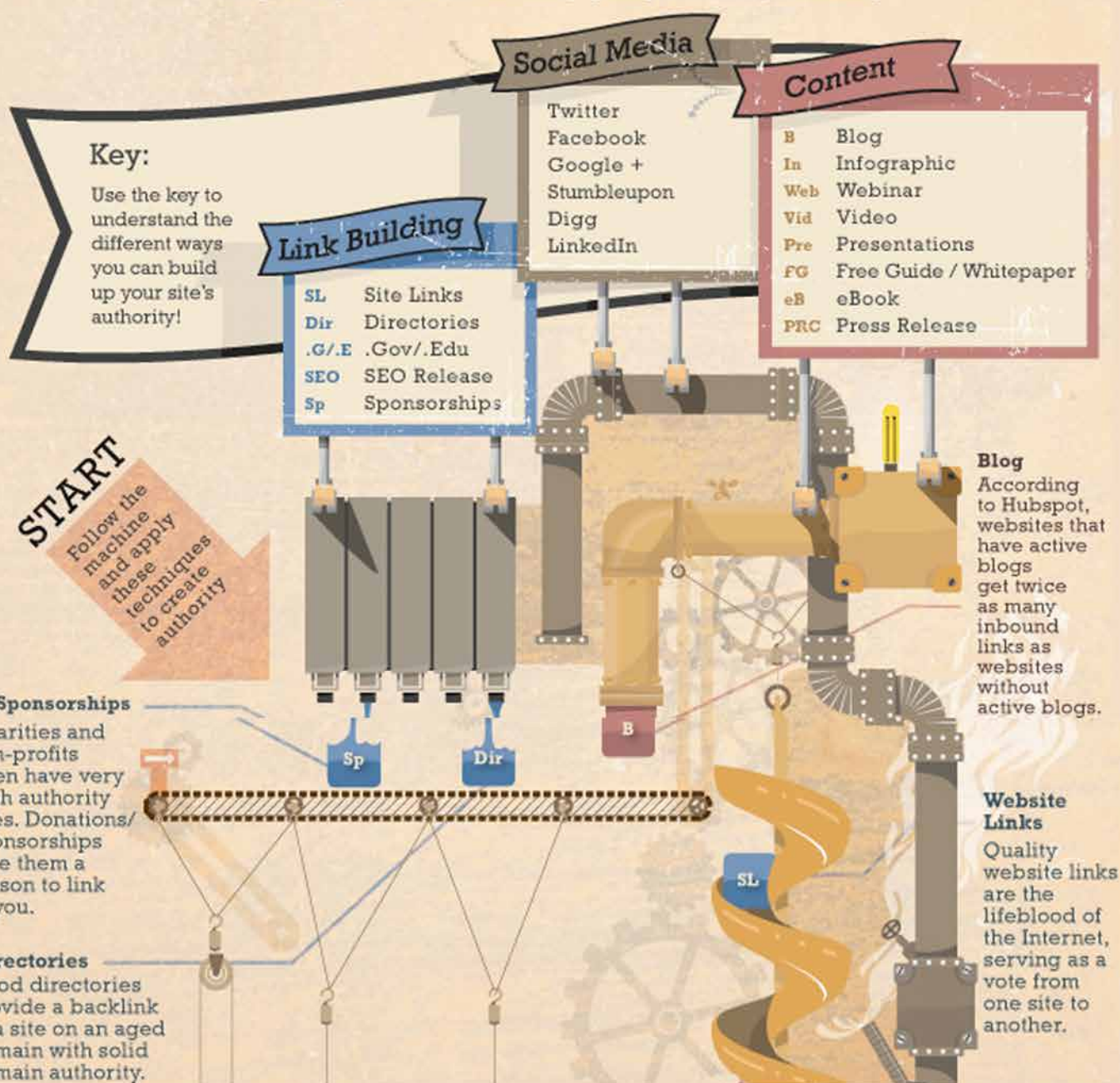
## LEARN FROM THE YEAR-IN-REVIEW

Take some time to assess your year in social media, then establish ways to check in regularly to identify social media successes, challenges, and opportunities. Some options include:



# the AUTHORITY BUILDING Machine!

Building authority for your website is a complex task. The process is similar to the workings of a machine which must be maintained and well-oiled to keep it running. Building authority is a progression that requires persistence, so keep going and keep building!





### Webinars

A large audience with no travelling! Post recorded versions as video content with links back to your site. Be sure to promote!"

### Digg

Submit your content, categorize it correctly, and share it with your Digg network.

### Twitter

Grow your followers and share content for new link building opportunities.

### Facebook

Use Facebook to share new content on your site and encourage fans to share your content too.

### .Edu / .Gov

These are among the most rare types of links and thus the most valuable.

### Press Release

Distribute an optimized press release with keywords and links back to your site. Hundreds of sites may pick it up, gaining you credibility with the media and link juice!

### Infographic

The visual appeal of infographics can drive traffic and links to your website as people share through social media and embed them on their own sites.

Stay on track with ethical practices. Black hat SEO can get you penalized and search engine jail is a lonely place.

### LinkedIn

Share content with relevant business contacts. Start a group and share there as well!

### Free Guide

Position yourself as an expert by offering free, authoritative guides and resource docs on your site.

### Stumbleupon

Stumble your content regularly and look at using Stumbleupon advertising.

Maintain your machine and keep adding to it. By combining search, social and content marketing tools, your machine has unlimited potential!

**Vertical Measures**  
Intelligent Internet Marketing  
www.verticalmeasures.com  
@verticalmeasure



# HOW TO TRAIN • Your EMPLOYEES TO HANDLE Your SOCIAL MEDIA

Social media consultants can be an expensive addition to your business. But in this day and age, no company can operate without a sound social plan. Despite the swanky pitches you may receive from pros, your best social media team might actually be your current workforce. But how can you find your company's natural social media rock stars and get your entire team on board with your goals?

In today's connected world your employees are your brand, and everything they share online reflects—both positively and negatively—on your company. Some companies choose to implement a personal social media policy to protect the company's reputation.

## THESE ARE SOME COMMONLY INCLUDED GUIDELINES:

When it **is and is not appropriate** to suggest that an employee is

**SPEAKING** *on* **BEHALF**  
of the company.

## EXAMPLES

of behavior and harassment that will **not be tolerated.**

Any disclaimers employees should use when expressing a

**PERSONAL OPINION** about the company.

INFORMATION EMPLOYEES ARE  
**NEVER ALLOWED TO SHARE**

such as

numbers

internal  
communication

&

performance  
data

Despite the dangers

of

**UNRESTRAINED  
EMPLOYEE**

SOCIAL MEDIA USE,

**76%**

of companies

DO NOT HAVE

a

clearly defined

**SOCIAL MEDIA**  
policy.



SEPARATE YOUR WORKFORCE

into

groups

# TRAINING

**Not all of your employees have the same relationship with social media.** In order to train them all quickly and effectively, you should separate them into groups based on their familiarity with the web technology they will be using.

## THE DIGITAL NATIVE:

These employees have grown up with high-tech digital technology, and social media is a part of their daily lives.

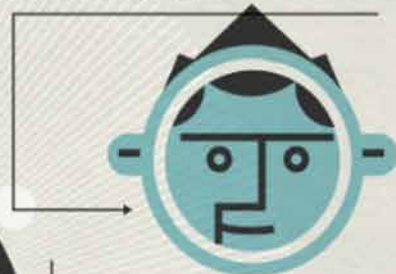
**What training should focus on:** Training should focus more on the company's specific social media goals and how to measure returns, and less on how to use the technology.



## THE SAVVY TECHNOLOGIST:

These employees might not have been raised with social media and web technology, but have taught themselves to use them.

**What training should focus on:** Focus on the social media platforms the company wants to utilize, and how you wish to engage audiences on them.



## THE RELUCTANT USER:

These employees are familiar enough with big-name social media networks, but have not adopted them into their daily lives yet.

**What training should focus on:** Teach advanced use of the social networks they are familiar with, and how to get started with less familiar tools.



## THE DIGITAL CONTRARIAN:

These employees oppose the digital age and feel that social media is just a passing fad or waste of time.

**What training should focus on:** Explain how and why businesses benefit from skilled social media campaigns, and why such tactics are useful to the company.

## THE DIGITAL NEWBIE:

These employees are extremely new to social media and the digital world, and may not have the skill necessary to freely navigate the networks.



mindflash.com

SOURCES: RADIANT6, SOCIAL BUSINESS NEWS

# CONTENT DIVERSITY IN ONLINE MARKETING

PAST, PRESENT, FUTURE

## PAST

### FORM



#### Articles

marketers chose articles as their top marketing tactic



#### Press Releases

marketers used website content to market their brand



#### Website Content

marketers had 'Website Content' as their favorite tactic

## THE

## JOURNEY

## BEGINS

### CHANNELS



#### Static Website

of the websites were static

### STRATEGIES



#### Bot-oriented Content

Reader unfriendly



# PRESENT

## FORM



**97%**  
more inbound links

**64%**  
Use blogs to promote business

**37%**  
Find blogs as the most valuable type of content

Blogs

## Infographics



**33%**  
Use infographics to promote their business

## Videos



**87%**

agency marketers consider videos to be the most popular content form

## Photo Slides



**44%**

**193 M**

Americans watched a video online in 2012

## CHANNELS

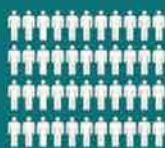
facebook **90%** of bloggers use Facebook

twitter **53%**

53% of companies find new customers through Twitter



**21 M**  
unique visits  
Pinterest



## STRATEGIES

### Localization

**20%** Google searches are for local businesses

# FUTURE

## FORM



marketers will use branded mobile apps **59%**



consumers will play games on mobile regularly **61%**

## CHANNELS

**+250M** **g+** ACCOUNTS



+ Google = SERP

Page Rank + Google Author Rank = Better visibility



Content Management Systems

More command over delivering Personalized Content



**32%** marketers will use CMS to accelerate content personalization

## STRATEGIES



- More focus on content for smart mobile devices
- Content Personalization will be the key to success



# from STRANGER TO LOVER

## HOW TO DO ONLINE BRAND MARKETING IN 2013\*

\*Also known as inbound or content marketing. I prefer to simply call it the new standard.



1

### MAKE A PLAN

#### *objectives & strategy*

Set the course with a solid strategy linked to business objectives, including: sales and marketing, target audiences, media mix and tactics, brand story/positioning, and sources of growth and competition.



3

### CONNECT WITH YOUR AUDIENCE

#### *from stranger to lover*

Create social content that will appeal to your audience throughout the stages of the marketing and sales cycle, nurturing them towards becoming promoters of your brand.



2

### DEVELOP MARKETING INFRASTRUCTURE

#### *people infrastructure*

- › internal roles
- › external roles
- › policies
- › approval flow



#### *digital infrastructure*

- › website design
- › automation
- › social design
- › content management



4

### MEASURE, RINSE & REPEAT

#### *continuous improvement*

keep doing what's working and stop doing what's not. Try something new! That's pretty much it.



This infographic was created by:

**tent social**

**Social Content Marketing Agency**

We are a digital marketing agency that specializes in the planning, creation and management of social content.

In other words...

We tell awesome brand stories that people love and share.

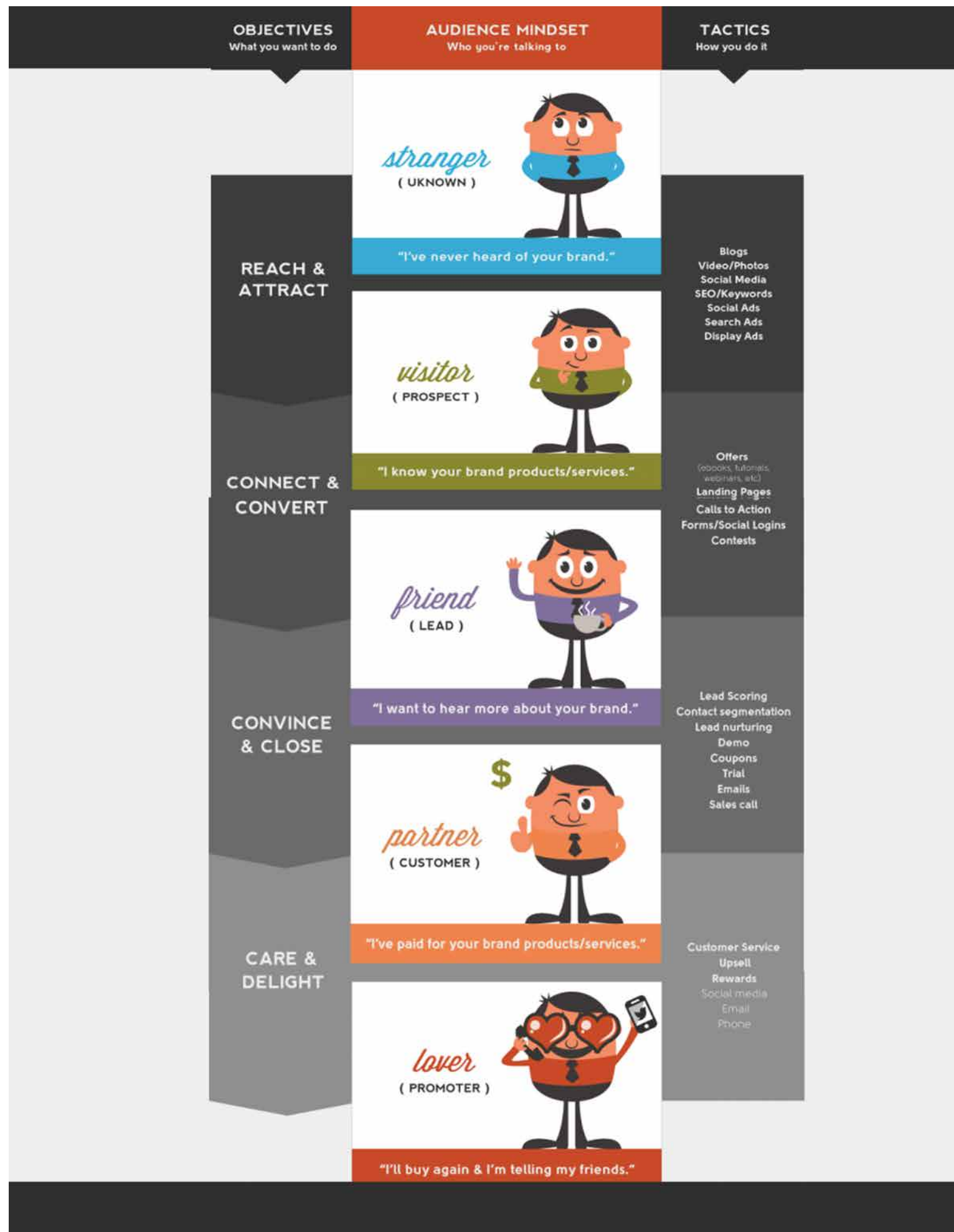
#### LIKE THIS STRATEGY INFOGRAPHIC?

Then you'll love our Social Media Strategy Blueprint.

For a FREE download swing over to:  
[www.tentsocial.com](http://www.tentsocial.com)







# 12

GOOD REASONS TO  
**ADD VIDEO**  
TO *your* MARKETING EFFORTS

## HOW VIDEOS IMPROVE SALES AND MARKETING

REASON N° 1



### 64%

OF WEBSITE VISITORS ARE MORE LIKELY TO BUY A PRODUCT ON AN ONLINE RETAIL SITE AFTER WATCHING A VIDEO

REASON N° 2

### 90%

OF ONLINE SHOPPERS FIND VIDEOS HELPFUL WHEN LOOKING FOR ADVICE



REASON N° 3



VISITORS WHO VIEW VIDEOS STAY ON A SITE  
**2 MINUTES LONGER**  
THAN THOSE WHO DON'T



REASON N° 4

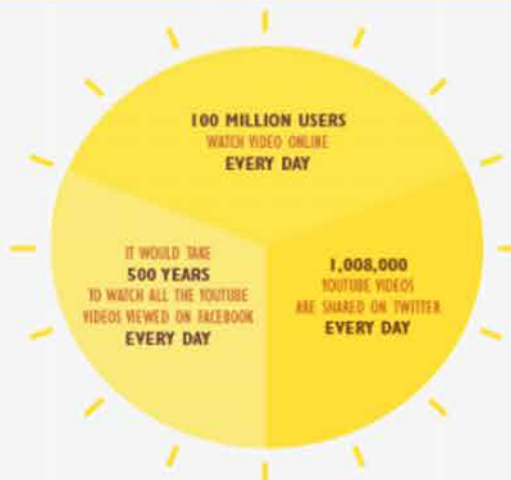


**ONE MINUTE OF VIDEO**  
HAS THE SAME IMPACT AS **1.8 MILLION WORDS**



## WHAT HAPPENS IN A DAY?

REASON N° 5





## TABLET, MOBILE & DESKTOP ENGAGEMENT

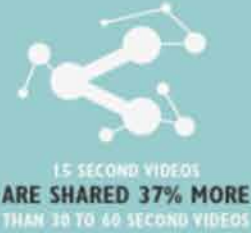
REASON N° 7



MOBILE USERS VIEW FOR UP TO:



REASON N° 8



REASON N° 9



**45.5%**  
OF USERS VIEW AT LEAST ONE VIDEO A MONTH

REASON N° 10



AVERAGE USER SPENDS **16 MINUTES, 49 SECONDS** A MONTH WATCHING ONLINE VIDEO ADS

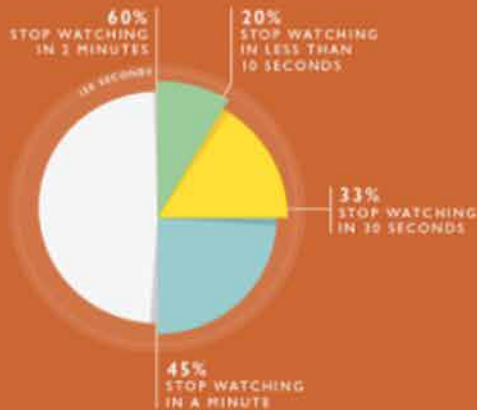


## HOW USERS ENGAGE WITH VIDEOS

REASON N° 6

**YOU HAVE JUST 10 SECONDS TO GRAB ATTENTION!**

HOW LONG BEFORE PEOPLE STOP WATCHING?



### REFERENCE SOURCES

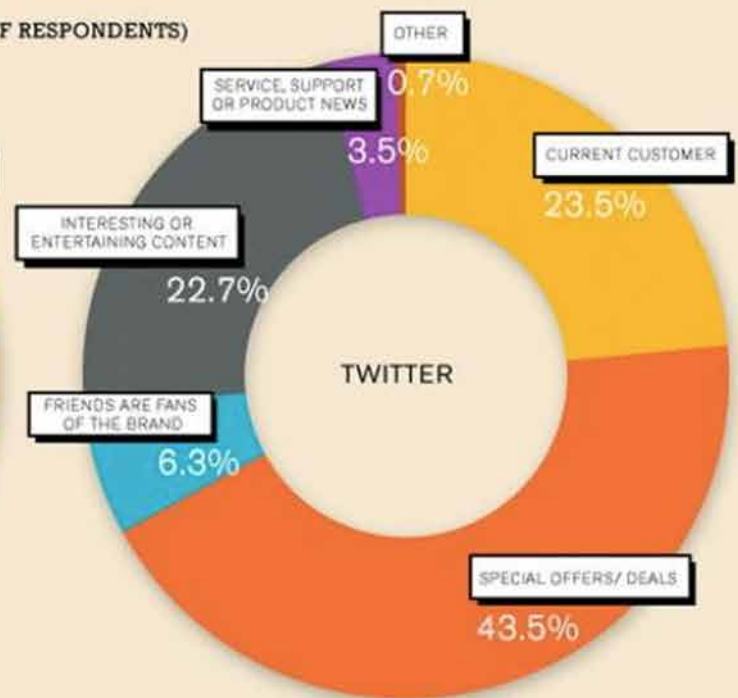
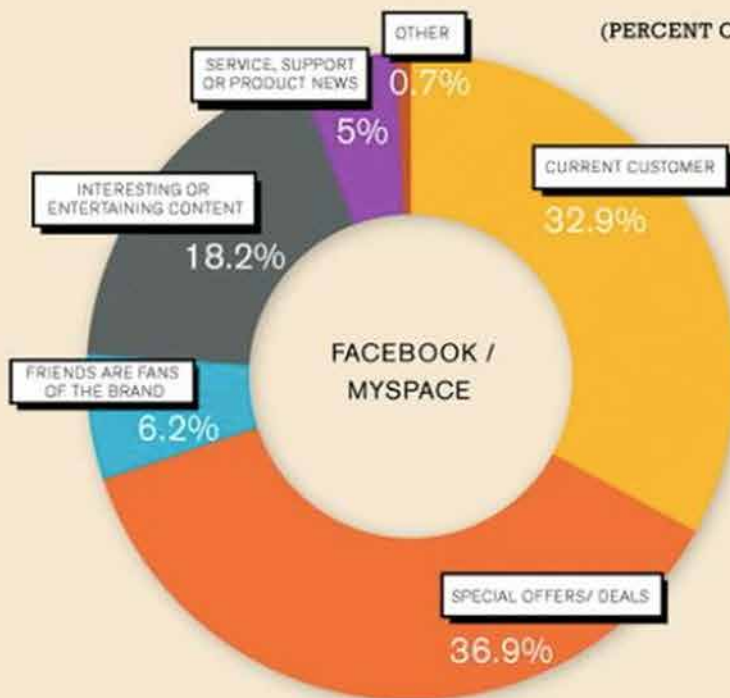
ONLINE PUBLISHERS ASSOCIATION, FORBES INSIGHT, COMSCORE, JUN GROUP, YOUTUBE, VISIBLE MEASURES, FORRESTER RESEARCH, IMPLIX AND ELOQUA

# IN HOT PURSUIT: WHAT MAKES PEOPLE WANT TO FOLLOW A BRAND?

Without a doubt, a positive online brand experience creates loyal customers. As several studies have discovered, the majority of consumers who engage with a brand in the digital space—whether by participating in a contest or by “liking” a brand on Facebook—tend to not only purchase the products, but also make recommendations to their friends and family.

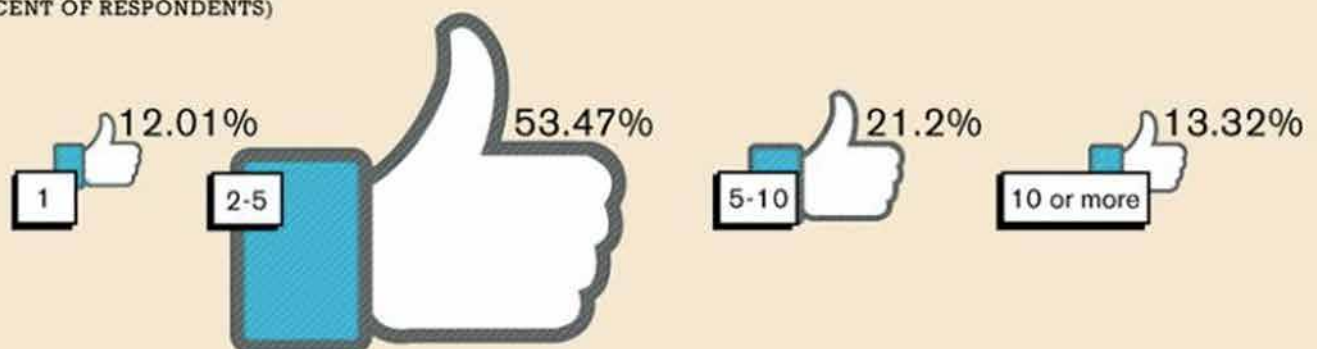
## WHAT ARE TOP REASONS PEOPLE FOLLOW BRANDS?

(PERCENT OF RESPONDENTS)



## HOW MANY BRANDS DO THEY FOLLOW ON FACEBOOK?

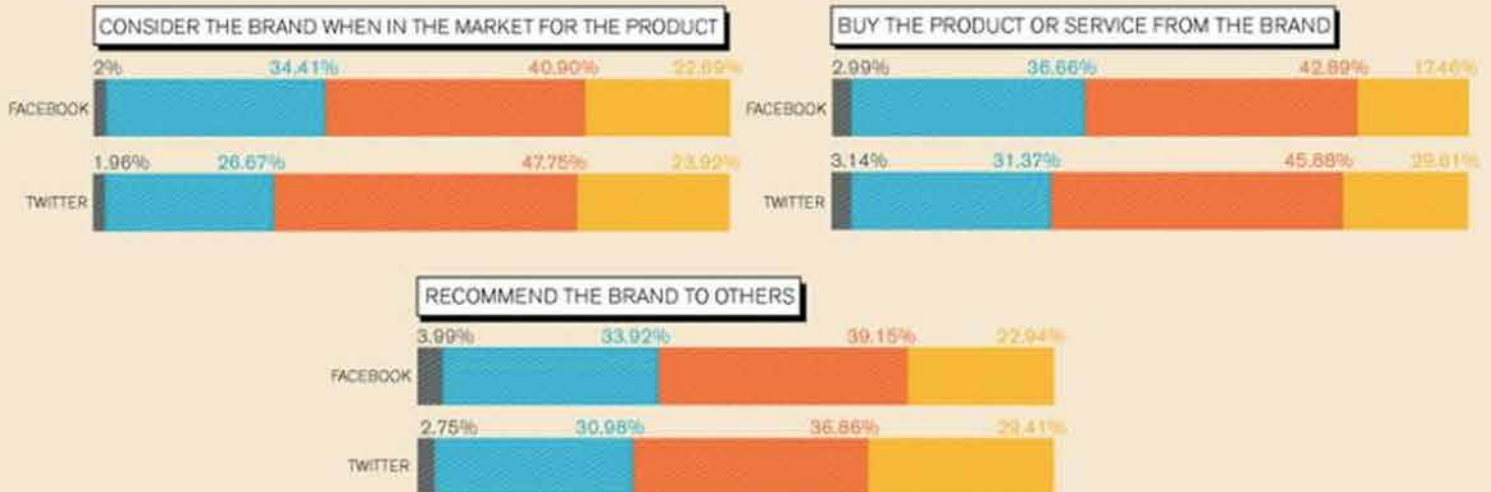
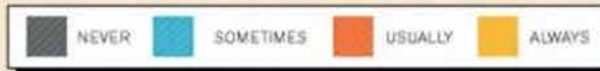
(PERCENT OF RESPONDENTS)



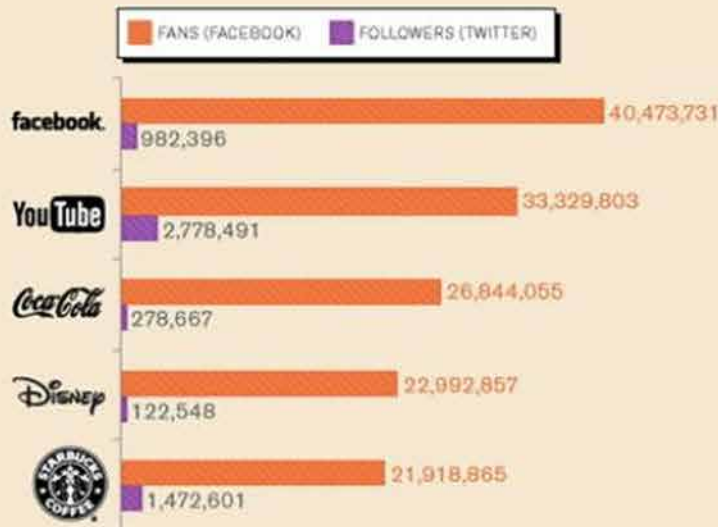


## WHAT HAPPENS WHEN PEOPLE FOLLOW A BRAND?

(PERCENT OF RESPONDENTS)

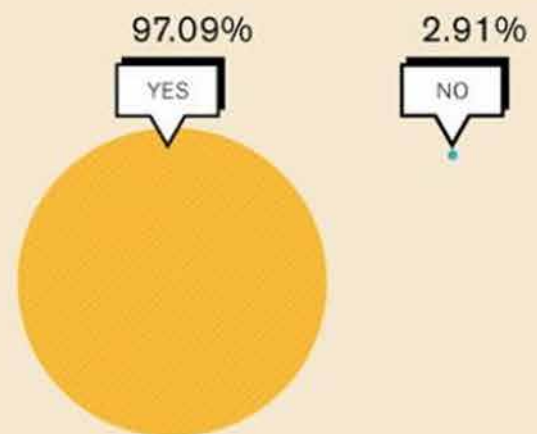


## TOP 5 MOST POPULAR BRANDS ON FACEBOOK AND TWITTER\*



## HAS AN ONLINE EXPERIENCE EVER INFLUENCED WHETHER OR NOT YOU BOUGHT A PRODUCT/SERVICE FROM A BRAND?

(PERCENT OF RESPONDENTS)



SOURCES: Razorfish.com • Econsultancy.com • SocialMediaToday.com

Created By  
**COLUMN FIVE**  **get satisfaction**

# INTRODUCING #Vine

How to use the newest mobile video trend to your brand's advantage.

## WHAT IS VINE?

Vine is a new mobile app that lets you create and share short looping videos. Think Instagram but with video.

Vine

WAS ACQUIRED  
BY TWITTER  
— & —  
RELEASED IN  
JANUARY 2013.

Both companies share similar  
values and goals and believe

CONSTRAINT

inspires

CREATIVITY

Much like Twitter's 140 character tweet limit,  
Vine has a six-second long video limit.



## HOW SHOULD MY BRAND USE VINE?

Engage Your Followers in Conversation

Feature Your Brand Supporters

Promote Your Work for a Client

Present Up Relevant Historical Trivia

Excite People about a New Product

Take People Inside Your Office

Educate and Amaze

Bring People Inside Your Store

Tell Your Brand's Story

Advertise a Contest

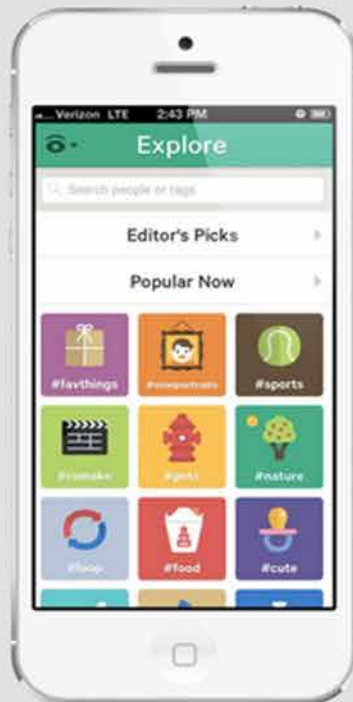
Flaunt Your Products

Amuse Your Audience



### TRACK YOUR ANALYTICS

Simply Measured offers a free vine tweet analysis to track the popularity of your Vine account. It is free for Twitter accounts with up to 10,000 followers.



**NEED MORE IDEAS?**  
Get ideas by selecting the Explore tab from Vine's main menu. Vine has several categories, including Editor's Picks and Popular Now.

Sources:  
<https://vine.co/blog>  
<http://www.simplymeasured.com/freebies/vine-analytics-report-336>  
[http://www.chico.com/le/US/relatives/collateral/m34/m325/m337/m3705/m3827/white\\_paper\\_c11-520652.html](http://www.chico.com/le/US/relatives/collateral/m34/m325/m337/m3705/m3827/white_paper_c11-520652.html)  
<http://www.ccsag.com/articles/02018724155408.00.asp>  
<http://mashable.com/2013/02/07/vine-upt/>  
<http://www.socialmediainamerica.com/twitter-vine-creative-uses-for-business/>  
<http://www.mindjumps.com/blog/2013/01/vine-for-brand-marketing/>  
<http://www.business2community.com/mobile-apps/6-ways-to-grow-your-brand-with-the-vine-app-0199079>  
<http://www.socialfresh.com/brands-using-twitter-vine/>  
<http://socialmedia.com/brands-using-twitter-vine/>  
<http://mashable.com/2013/02/22/vine-cm-adoption/>  
<http://mashable.com/2013/01/28/vine/>  
<http://sportspeakhq.com/social-media/sports-teams-using-vine/>

## VINE TIPS & TRICKS

### TELLING A GOOD STORY IS KEY

Always have a good storyline that is easy for the viewer to follow. Try to plan out your scenes within your vine. You can start and stop your video by touching your screen. You can also play with stop motion by adding or moving an object within your scene.

### ONLY HAVE ONE POINT TO GET ACROSS

### JUMP ON TRENDS IN SECONDS

One of the best parts about Vine is that you can jump on trends in seconds instead of taking days to produce a feature.

### SHORT CONCEPT EQUALS HIGH CONSUMPTION

### HAVE FUN!

### RECORD WITH GOOD LIGHTING

### DRIVE TRAFFIC TO SOCIAL MEDIA

Share your new Vine video on Twitter and Facebook so that all of your followers will see and share. Tags can be used to help promote your vine. Keep your followers' attention by advertising coupons or sweepstakes.

### BE CREATIVE

### CONSIDER A TRIPOD FOR STOP MOTION



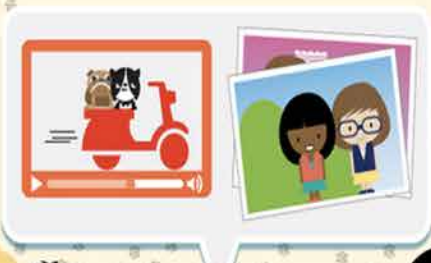
# Storytelling

## ONE FRAME AT A TIME

The numbers don't lie – a brand's story is best framed online with photos & video.

ON FACEBOOK'S *Top 10* BRAND PAGES,  
PHOTOS & VIDEO DRIVE THE MOST ENGAGEMENT.

Data provided by Simply Measured for M Booth



*Videos are*  
**SHARED 12X MORE**  
THAN LINKS & TEXT POSTS COMBINED

*Photos are*  
**LIKED 2X MORE**  
THAN TEXT UPDATES



*and over at YouTube...*  
**100 MILLION USERS**  
ARE TAKING A SOCIAL ACTION ON VIDEOS EVERY WEEK



*still not convinced?*

**42% OF ALL  
TUMBLR POSTS ARE  
PHOTOS**



**THE BASICS**

**58%** TEXT, CHATS,  
QUOTES,  
VIDEO, LINKS



**42%**  
PHOTOS



Aa

“ ”



## **VISUAL STORYTELLING**

*Comes into Focus*



**A LOT HAS CHANGED SINCE SNAIL MAILING POLAROIDS.  
IN 2012, WE'VE BECOME OBSESSED WITH SHARING OUR  
PHOTOS ONLINE, AND BRANDS ARE TAKING NOTICE.**

**M BOOTH**

A COMMUNICATIONS COMPANY

M Booth is a global communications agency pioneering creative science – the intersection of research, insight and imagination. The agency shapes opinion, enhances reputation and drives business results for some of the world's most influential brands. *Framed*, our visual storytelling offering, focuses on creating visual content that spurs authentic engagement between brands and their digital communities.

For more information visit [mbooth.com](http://mbooth.com) or contact [framed@mbooth.com](mailto:framed@mbooth.com).

# A new breed of social media personalities

A distinct new breed of social media personalities has been born, according to an extensive new study by conversation experts **first direct**. Which are you?



first direct

## The Ultras

Check feeds dozens of times a day. Happily admit obsession.

14%

of Facebook users spend at least two hours a day on the network



## The Dippers

Access their pages infrequently, often going days, or even weeks, without posting.

## The Virgins

Taking first tentative steps in social media.

19%

...of Brits don't use any social networks



## The Deniers

Maintain social media doesn't control their lives, but get anxious when unable to access networks.

20%

...of Facebook users would feel "anxious" or "isolated" if they had to deactivate their accounts

Help!  
I have no  
signal!

## The Lurkers

Hiding in the shadows of cyberspace. Watch what others are saying, but rarely (if ever) participate themselves

45%

...of Facebook users described themselves as 'observers'



## The Peacocks

Popularity contest. High numbers of followers, fans, 'likes' and re-tweets essential.

One in ten

...Twitter users want more 'followers' than their friends.





## The Ranters

Meek and mild in face-to-face conversations. Highly opinionated online.

Rant! Rant!  
Rage! Rage!  
Rant! Rage! Rant!



## The Changelings

Adopt completely new personality online so no-one knows real identity.



## The Ghosts

Create anonymous profiles, for fear of giving out personal information to strangers.



Boo!

What?

Where?

When?

Who?

Why?

## The Quizzers

Asking questions allows them to start conversations.



## The Informers

Seek kudos by being the first to share the latest 'stuff' with audiences.

## The Approval Seekers

Constantly check feeds and timelines after posting. Fret until people respond.

One in seven

Facebook users say it is important others 'like' or reply to their updates

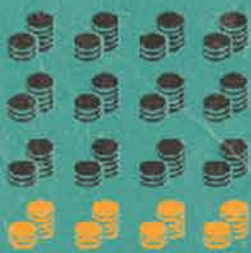
368 LIKES!

# The ★ STATE OF ★ CONTENT MARKETING 2013



**\$118.4 billion** WILL BE SPENT ON CONTENT MARKETING, VIDEO MARKETING AND SOCIAL MEDIA IN 2013

Marketers spend over 25% of their marketing budget on content marketing

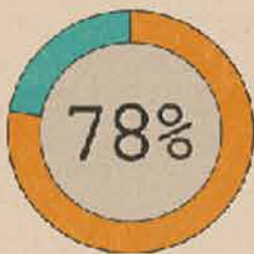


*Blogs give websites*

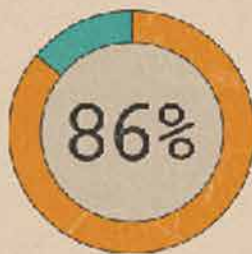
**434%**

more indexed pages and 97% MORE INDEXED LINKS

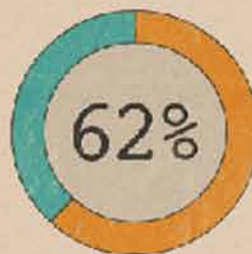
**91% OF B2B MARKETERS USE CONTENT MARKETING**



78% of CMOs think custom content is the future of marketing



86% of B2C marketers use content marketing



62% of companies outsource their content marketing — a 7% from 2011

*Blog*

**YES**

B2B companies that blog generate 67% more leads  
>>>> per month <<<<

COMPANIES WITH LESS THAN 10 EMPLOYEES ALLOCATE 42% OF THEIR MARKETING BUDGET TO  
**C-O-N-T-E-N-T**





Interesting content is one of the top 3 reasons people follow brands on social media



## Social Media and Blogs



reach 8 out of  
10 of all U.S.  
Internet users



ORGANIC SEARCH LEADS HAVE  
A 14.6% CLOSE RATE

14.6%

OUTBOUND MARKETING LEADS  
HAVE A 1.7% CLOSE RATE

1.7%

79% of B2B marketers use  
content marketing to achieve  
brand awareness goals

Articles with images get:

94%

MORE VIEWS



9 in 10 organizations market with content

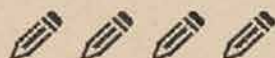
78%

of consumers feel that  
organizations behind the  
content are interested in  
building good relationships



61%

of B2B marketers rate  
webinars as the most  
effective content marketing  
tactic



37% of marketers say blogs  
are the most valuable type  
of content marketing



COMPANIES WITH 10,000 OR MORE EMPLOYEES  
USE 18 DIFFERENT CONTENT MARKETING TACTICS



58%

of consumers  
trust editorial  
content

wishpond

THE IMPACT OF PHOTOS  
ON FACEBOOK ENGAGEMENT

<http://bit.ly/11n5g31>

THE IMPACT OF TWITTER  
ON BRANDS

<http://bit.ly/10jBya5>

HOW USERS INTERACT  
ON PINTEREST

<http://bit.ly/WiXo8v>

# TOP 4 DIGITAL MARKETING TRENDS FOR 2013

Mobile Marketing



Content Marketing

# 2013

Social Media



Author Rank

Digital marketing is evolving at a tremendous pace. There are a plethora of tools, technologies and platforms that promise to deliver many exciting changes to the digital marketing world this year. Here are some of the core trends that marketers need to focus on in 2013.

## 1. Mobile Marketing



2015

By 2015, more U.S. users will access the Internet through mobile devices than through PCs/wireline devices.

16%



Search queries with local intent in PCs and mobiles

30%



13%

Global Internet traffic via mobile



42.8%

of marketers plan to increase mobile marketing spend in 2013.

400%

2011 2013 2016

\$11.4 billion

Growth of global mobile advertising revenue



\$24.5 billion (2016)

\$9.6 billion (2012)

Worldwide mobile advertising revenue



\$7.19 billion

U.S. mobile ad spending by 2013

Mobile Advertising

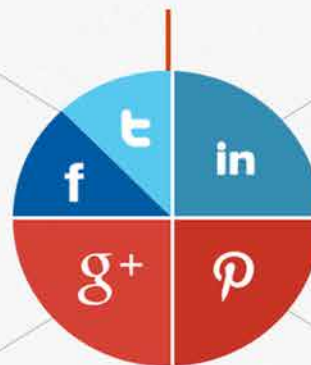


Promoted Tweets and Sponsored Stories for better targeting and improved user engagement

41% B2B

39% B2C

Marketers using Google+ to distribute content



83%

of marketers use LinkedIn, making it the most popular social media channel for content distribution.

21%

of Pinterest users purchased a product after seeing a picture on the site.

RAISE A GLASS







## How Does Content Marketing Help?



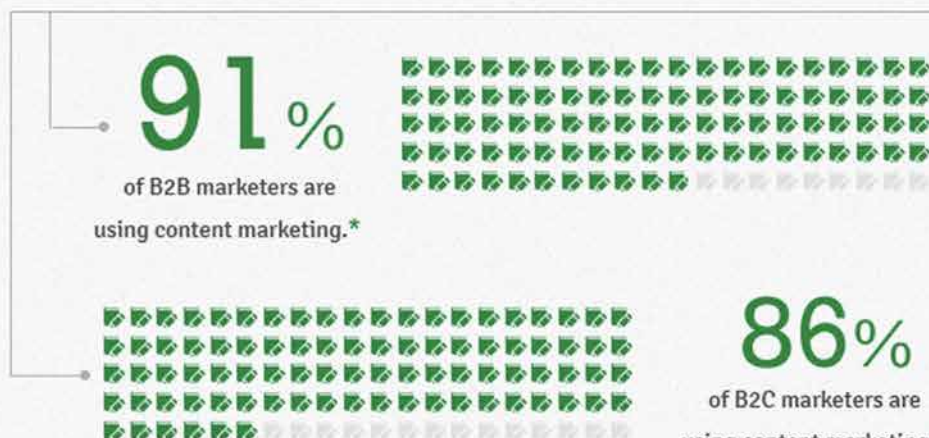
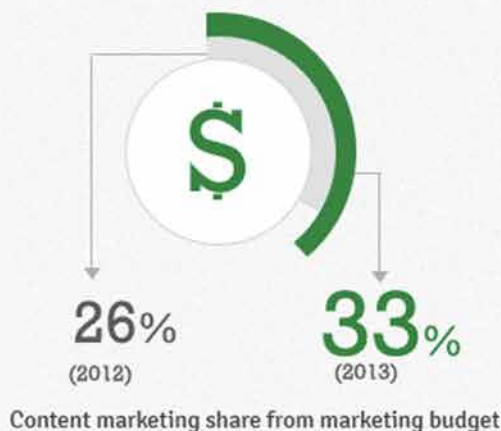
Lead generation made easy



Backlinks can be earned naturally.



Increases website traffic



### INFOGRAPHICS

25% increase in average website traffic\*



### eNEWSLETTERS

78% of marketers are using eNewsletters.\*

### 3. Content Marketing

\* Content Marketing Institute Survey, November 2012



### CASE STUDIES

71% B2B 38% B2C

Marketers using case studies in their marketing strategy\*



### 4. Author Rank



# • SOURCES •

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