MARTKETING 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."
TRACING 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.

55% of Tumblr users are female.
74% of Tumblr users are most likely to identify themselves as Caucasian.
45% of Tumblr users are male.

Badge or emblem denotes an allegiance to obscure comedies or dramas with extensive Tumblr "fandoms."

Minimal expression lines due to obsessive use of animated gifs to convey emotions.

Inexplicable "Nutella" obsession.

Perpetual smug demeanor since hitting over 1000 followers, now refers to self as "Tumblr famous."

60% of Tumblr users make under $50k.

Mobile phone spontaneously combusts due to overuse of the bug-ridden Tumblr app.

Use of unique vocabulary: friends are "followers," and embarrassing moments are "gif" (gratuitous pictures of yourself).

Carries a heart-shaped stamp to denote objects they "like."

Always carries an HTML manual to perfect their theme.

Tends to carry multiple cameras, one for their "ironic garbage photos" blog, and the other for their amateur photojournalist blog.

Los Angeles is the most popular Tumblr city, so if you run into an Angeleño, it's very likely they're a Tumblr user.

26% of users are between 10 and 24.

Sources: Tumblr.com | Ignitesocialmedia.com | Quantcast.com | Flowtown.
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?
- 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:

<table>
<thead>
<tr>
<th>Objective</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better customer engagement</td>
<td>78%</td>
</tr>
<tr>
<td>Revenue generation</td>
<td>51%</td>
</tr>
<tr>
<td>Better customer experience</td>
<td>47%</td>
</tr>
<tr>
<td>Increased thought leadership</td>
<td>41%</td>
</tr>
<tr>
<td>Operational efficiency</td>
<td>14%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
</tr>
</tbody>
</table>

MARCH
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.

Top 5 Measurements for Evaluating Brand’s Effectiveness on Social Media:

1. Social presence: Number of followers and fans.
2. Traffic to website.
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.

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:

- Post company updates.
- Share industry news and developments.
- Ask questions.
- Hold contests or giveaways.

NEW RELEASE
**BE A BETTER LISTENER**

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- **73%** of social media marketers say they monitor social media for industry conversations several times a week.

**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:

- Post company updates.
- Share industry news and developments.
- Ask questions.
- Hold contests or giveaways.

**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.

**Top 3 Social Marketing 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:
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!

Key:
Use the key to understand the different ways you can build up your site’s authority!

Social Media
- Twitter
- Facebook
- Google +
- Stumbleupon
- Digg
- LinkedIn

Content
- B Blog
- In Infographic
- Web Webinar
- Vid Video
- Pre Presentations
- FG Free Guide / Whitepaper
- eB eBook
- PRC Press Release

Link Building
- SL Site Links
- Dir Directories
- .Gov/.Edu
- SEO SEO Release
- Sp Sponsorships

Start
Follow the machine and apply these techniques to create authority!

Sponsorships
Charities and non-profits often have very high authority sites. Donations/sponsorships give them a reason to link to you.

Directories
Good directories provide a backlink to a site on an aged domain with solid domain authority.

Blog
According to Hubspot, websites that have active blogs get twice as many inbound links as websites without active blogs.

Website Links
Quality website links are the lifeblood of the Internet, serving as a vote from one site to another.
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, giving 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.
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.
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.

What training should focus on: Train newbies how to use the social media networks that your company has deemed important to its digital campaigns, and educate them on what the company's goals are.
CONTENT DIVERSITY IN ONLINE MARKETING

PAST

FORM

- Articles: 70% of marketers chose articles as their top marketing tactic
- Press Releases: 58% of marketers used website content to market their brand
- Website Content: 91% of marketers had 'Website Content' as their favorite tactic

CHANNELS

- Static Website: 76% of the websites were static

STRATEGIES

- Bot-oriented Content: Reader unfriendly

THE JOURNEY BEGINS
Make a Plan

1. 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.

2. Develop Marketing Infrastructure
   - People Infrastructure
     - internal roles
     - external roles
     - policies
     - approval flow
   - Digital Infrastructure
     - website design
     - automation
     - social design
     - content management

Connect with Your Audience

3. 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.

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
12 Good Reasons to Add Video to Your Marketing Efforts

How Videos Improve Sales and Marketing

1. 64% of website visitors are more likely to buy a product on an online retail site after watching a video.

2. 90% of online shoppers find videos helpful when looking for advice.

3. Visitors who view videos stay on a site 2 minutes longer than those who don’t.

One Minute of Video Has the Same Impact as 1.8 Million Words

What Happens in a Day?

100 Million users watch video online every day.

It would take 500 years to watch all the YouTube videos viewed on Facebook every day.

1,000,000 YouTube videos are shared on Twitter every day.

artsmarketing.org | e-book | 14
TABLET, MOBILE & DESKTOP ENGAGEMENT

MOBILE USERS
VIEW FOR UP TO:

- IPAD USERS STICK WITH VIDEOS LONGEST: 5 MINS
- MOBILE USERS: 3 MINS

DESKTOP USERS LAST:
2 MINS OR LESS

45.5%
OF USERS VIEW AT LEAST ONE VIDEO A MONTH

15 SECOND VIDEOS
ARE SHARED 37% MORE
THAN 30 TO 60 SECOND VIDEOS

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

HOW USERS ENGAGE WITH VIDEOS

YOU HAVE JUST 10 SECONDS TO GRAB ATTENTION!

60%
STOP WATCHING IN 2 MINUTES

20%
STOP WATCHING IN LESS THAN 10 SECONDS

33%
STOP WATCHING IN 30 SECONDS

45%
STOP WATCHING IN A MINUTE

REFERENCE SOURCES:
ONLINE PUBLISHERS ASSOCIATION, FORBES INSIGHT, COMSCORE, JUN GROUP, YOUTUBE, VISIBEL MEASURES, FORRESTER RESEARCH, IMPELS, 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 THE TOP REASONS PEOPLE FOLLOW BRANDS?

(FACEBOOK / MYSPACE)

- INTERESTING OR ENTERTAINING CONTENT: 18.2%
- CURRENT CUSTOMER: 32.9%
- FRIENDS ARE FANS OF THE BRAND: 6.2%
- SPECIAL OFFERS / DEALS: 36.9%
- SERVICE, SUPPORT OR PRODUCT NEWS: 5%
- OTHER: 0.7%

(TWITTER)

- INTERESTING OR ENTERTAINING CONTENT: 22.7%
- FRIENDS ARE FANS OF THE BRAND: 6.3%
- SPECIAL OFFERS / DEALS: 43.5%
- SERVICE, SUPPORT OR PRODUCT NEWS: 23.5%
- CURRENT CUSTOMER: 3.5%
- OTHER: 0.7%

HOW MANY BRANDS DO THEY FOLLOW ON FACEBOOK?

(PERCENT OF RESPONDENTS)

1: 12.01%
2-5: 53.47%
5-10: 21.2%
10 or more: 13.32%
WHAT HAPPENS WHEN PEOPLE FOLLOW A BRAND?

(PERCENT OF RESPONDENTS)

<table>
<thead>
<tr>
<th>Consider the brand when in the market for the product</th>
<th>Buy the product or service from the brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook: 2% never, 34.41% sometimes, 40.90% usually, 22.89% always</td>
<td>Facebook: 2.99% never, 36.66% sometimes, 42.89% usually, 12.46% always</td>
</tr>
<tr>
<td>Twitter: 1.06% never, 25.67% sometimes, 47.75% usually, 23.09% always</td>
<td>Twitter: 3.14% never, 31.37% sometimes, 45.68% usually, 29.81% always</td>
</tr>
</tbody>
</table>

RECOMMEND THE BRAND TO OTHERS

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.80% never, 33.92% sometimes, 39.15% usually, 22.94% always</td>
<td>2.75% never, 30.98% sometimes, 36.86% usually, 29.41% always</td>
</tr>
</tbody>
</table>

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

(PERCENT OF RESPONDENTS)

97.09% YES
2.91% NO

TOP 5 MOST POPULAR BRANDS ON FACEBOOK AND TWITTER*

<table>
<thead>
<tr>
<th>Brand</th>
<th>Facebook Fans</th>
<th>Twitter Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>982,396</td>
<td>40,473,731</td>
</tr>
<tr>
<td>YouTube</td>
<td>2,778,491</td>
<td>33,329,803</td>
</tr>
<tr>
<td>Coca Cola</td>
<td>278,667</td>
<td>26,944,055</td>
</tr>
<tr>
<td>Disney</td>
<td>122,548</td>
<td>22,992,857</td>
</tr>
<tr>
<td>NFL</td>
<td>1,472,601</td>
<td>21,918,865</td>
</tr>
</tbody>
</table>

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

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.

RECORD WITH GOOD LIGHTING

BE CREATIVE

CONSIDER A TRIPOD FOR STOP MOTION

SHORT CONCEPT EQUALS HIGH CONSUMPTION

HAVE FUN!

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.
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 let’s not forget...
FACEBOOK REACHED 100 MILLION USERS IN 4 YEARS. BUT INSTAGRAM IS ON PACE TO BEAT IT.

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

58% text, chats, quotes, video, links

42% photos

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 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 or contact 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?

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 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 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 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.

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.

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.

The Quizzers
Asking questions allows them to start conversations.

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

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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.

B2B companies that blog generate 67% more leads per month.

Companies with less than 10 employees allocate 42% of their marketing budget to content.
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
- **Outbound marketing leads** have a 1.7% close rate

**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

THE IMPACT OF PHOTOS ON FACEBOOK ENGAGEMENT
http://bit.ly/11n5g31

THE IMPACT OF TWITTER ON BRANDS

HOW USERS INTERACT ON PINTEREST
http://bit.ly/WIXo8v
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

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

42.8% of marketers plan to increase mobile marketing spend in 2013.

$24.5 billion (2012)

Worldwide mobile advertising revenue

$7.19 billion

U.S. mobile ad spending by 2013

83% of marketers use LinkedIn, making it the most popular social media channel for content distribution.

RAISE A GLASS

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

41% B2B
39% B2C

Marketers using Google+ to distribute content

21% of Pinterest users purchased a product after seeing a picture on the site.
SOURCES

(p 2-3) http://www.flowtown.com/blog/wp-content/uploads/2012/02/Tumblr-Users-1-560x1182.png
(p 4-5): http://www.mediabistro.com/alltwitter/files/2013/01/social-success.png
(p 14-15): http://www.hpsgroup.co.uk/files/2013/05/HPS-Video-Infographic.jpg
(p 18-19): http://thumbnails.visually.netdna-cdn.com/introducing-vine_5155dc0b885cc.jpg
CHEERS!

GIVE YOUR FRIENDS A TASTE
AMERICANS FOR THE ARTS
1000 VERMONT AVENUE NW,
WASHINGTON, DC 20005

AMERICANS FOR THE ARTS IS THE NATION’S LEADING NONPROFIT ORGANIZATION ADVANCING THE ARTS IN AMERICA. WITH MORE THAN 50 YEARS OF SERVICE, IT IS DEDICATED TO REPRESENTING AND SERVING LOCAL COMMUNITIES AND CREATING OPPORTUNITIES FOR EVERY AMERICAN TO PARTICIPATE IN AND APPRECIATE ALL FORMS OF THE ARTS.

202.371.2830 PHONE
202.371.0424 FAX

WANT MORE ARTS MARKETING RESOURCES?
WEBSITE: WWW.ARTSMARKETING.ORG
EMAIL: INFO@ARTSMARKETING.ORG
FACEBOOK: NATIONAL ARTS MARKETING PROJECT
TWITTER: #NAMPC