




Measuring Digital Marketing

Wednesday 30th May 2018

Bonny L'Souza



Agenda

- The Digital Environment Outlook
 - Monitoring the Digital Environment
 - Digital Marketing Metrics
- 

The Digital Environment Outlook

Top 5 digital channels

- SEO (30%)
 - SEO + Other tools – PPC, Influencer, Affiliate, Social media, Content (42%)
- Social media – Facebook, Twitter, LinkedIn (25%)
- Content marketing – video, blogging (23%)
- Email marketing (18%)
- Mobile marketing (14%)
- Other (6%)

Source: Smart Insights



The Digital Environment Outlook

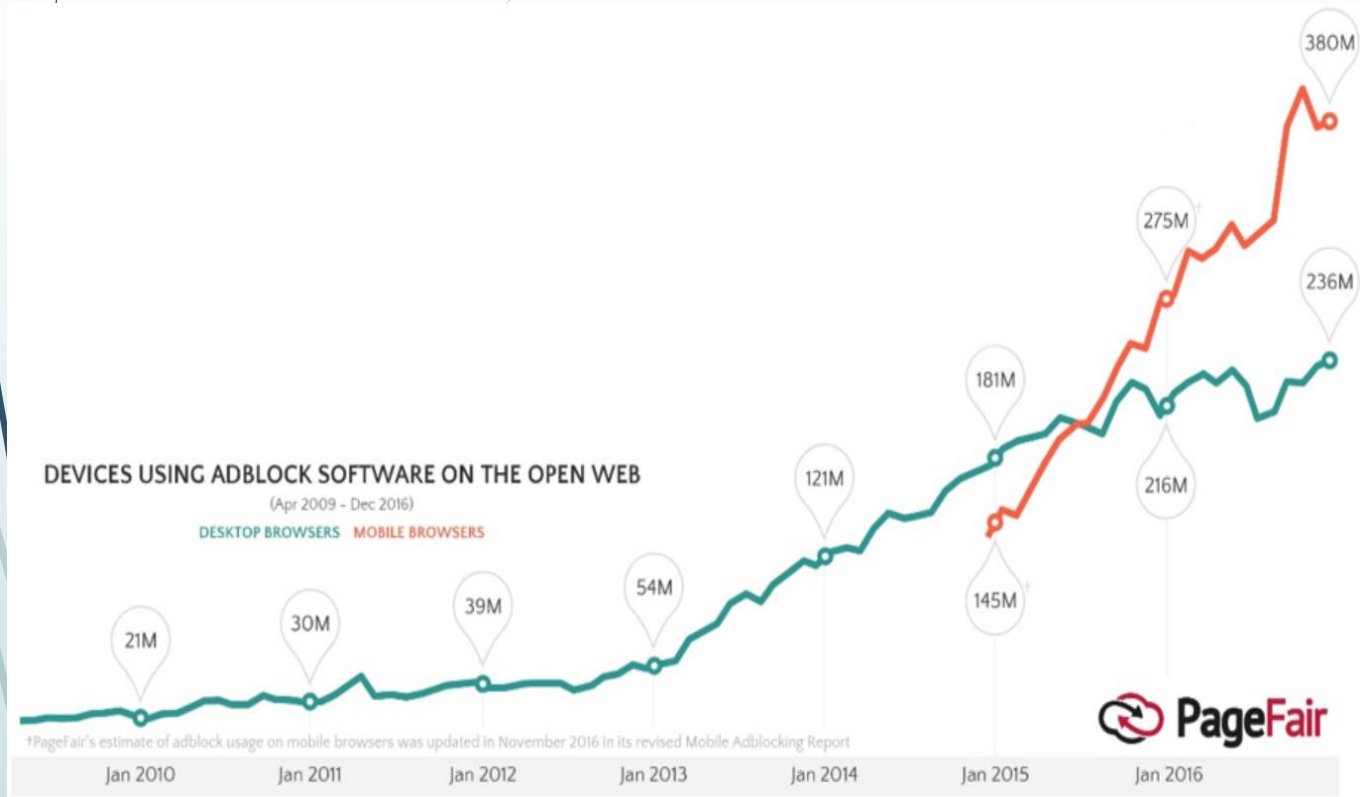
The state of SEO



- 61% of marketers say growing SEO/organic presence is a **high inbound marketing** priority (HubSpot, State of Inbound 2017)
- 50% SMEs only have a **basic** understanding of SEO ([Higher visibility](#), 2017)
- As of April 2017, the global marketing share percentage, in terms of the use of Search Engines heavily favors **Google**, with over 77% ([Smart Insights](#) 2017)
- 50% of search queries are **four** words or longer. (WordStream, 2016)
- More Google searches take place on **mobile devices** than on computers (Google, 2017)
- **High-quality content** and **link building** are the two most important signals used by Google to rank your website for search. ([Search Engine Watch](#), 2016)

The Digital Environment Outlook

The state of PPC



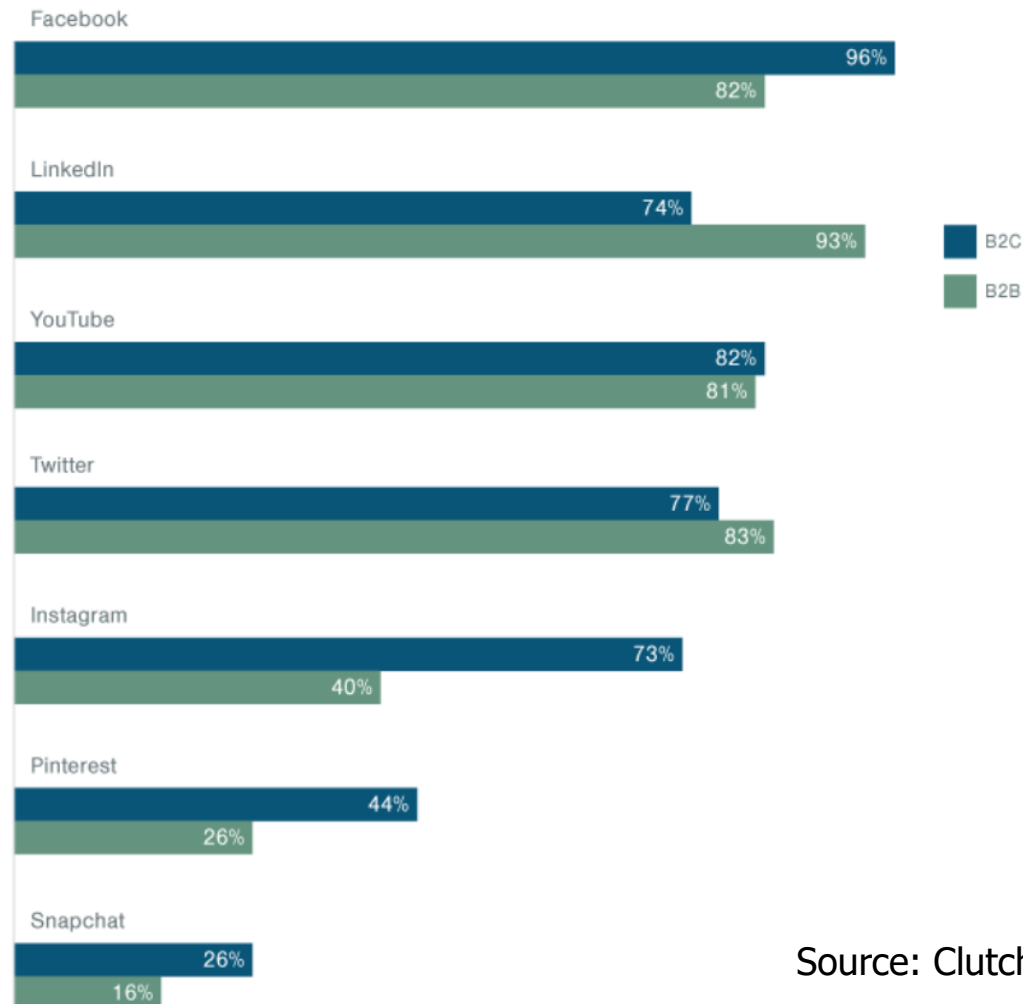
- The average **click-through rate** in Facebook ads across all industries is **90%** (WordStream 2017)
- The **average click-through rate** of a **paid ad** is **2%**, yet ads in the **first position** earn an average click-through rate of **almost 8%** (Clever Clicks 2017)
- Both desktop and mobile ads deliver branding effectiveness but **mobile ads perform better** - particularly at the bottom of the funnel (comScore, The Global Mobile report 2017)

- **Mobile adblock usage** is surging internationally and has overtaken desktop usage (PageFair 2017)
- Businesses make an average of **\$2 in revenue** for every **\$1 they spend on AdWords**. (Google Economic Impact Report)

The Digital Environment Outlook

The state of Social Media

The Value of Social Media Platforms: B2C vs. B2B



- Facebook provides the highest social value for B2C (96%) whereas LinkedIn provides the highest social value for B2B (93%) (Smart Insights and Clutch, 2017)
- Written articles (27%), videos (26%), and images (24%) are the three most engaging content on social media (Smart Insights and Clutch, 2017)
- Only 5% of web-using adults have a lot of trust in the information they get from social media (Pew Research Center, 2017)
- 40% of internet users are most likely to use social networks to keep in touch with what their friends are doing, whilst only 27% use social to research/find products to buy ([Global Web Index](#), 2017)
- Social media and video viewing are the two most popular online activities, together accounting for more than a third of all internet time (Smart Insights, 2017)

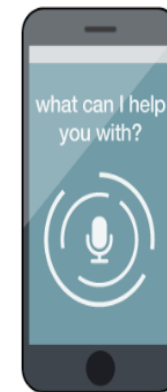
The Digital Environment Outlook

The state of Mobile Marketing

- Globally, users spend almost **2 hours per day** online **via mobile** (Global Web Index)
- Increasing **brand awareness** and **engagement** are the biggest objectives for mobile advertising (Brand Quarterly, 2017)
- Mobile now represents **almost 7 in 10 digital media minutes**, and **smartphone apps** alone account for **half** of all digital time spent (comScore, 2017)
- **Creating personalized customer experiences (32%)** is the greatest long-term growth potential for mobile products (Open Mobile Media, State of Mobile 2017)
- **48%** of users start mobile research from search engines – (Smart Insights, 2017)

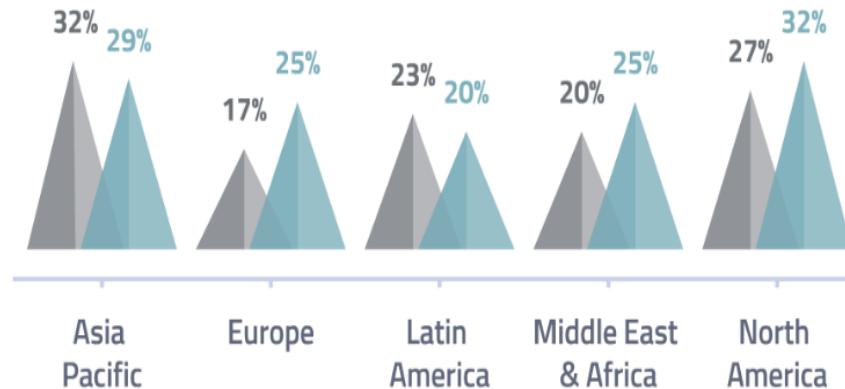
Mobile Voice Search/Command Among Young Internet Users

% of internet users who have used voice search/command on their smartphone in the last month



Millennials (21-34s)

Gen Z (16-20)



Question: In the past month, which of the following things have you done on the internet via your smartphone? Used voice search or voice command tools (e.g. Siri, Cortana)

Source: GlobalWebIndex Q2 2017 | **Base:** 34,349 Millennial (21-34) and 9,243 (16-20) Gen Z Internet Users

The Digital Environment Outlook

The state of E-Mail Marketing



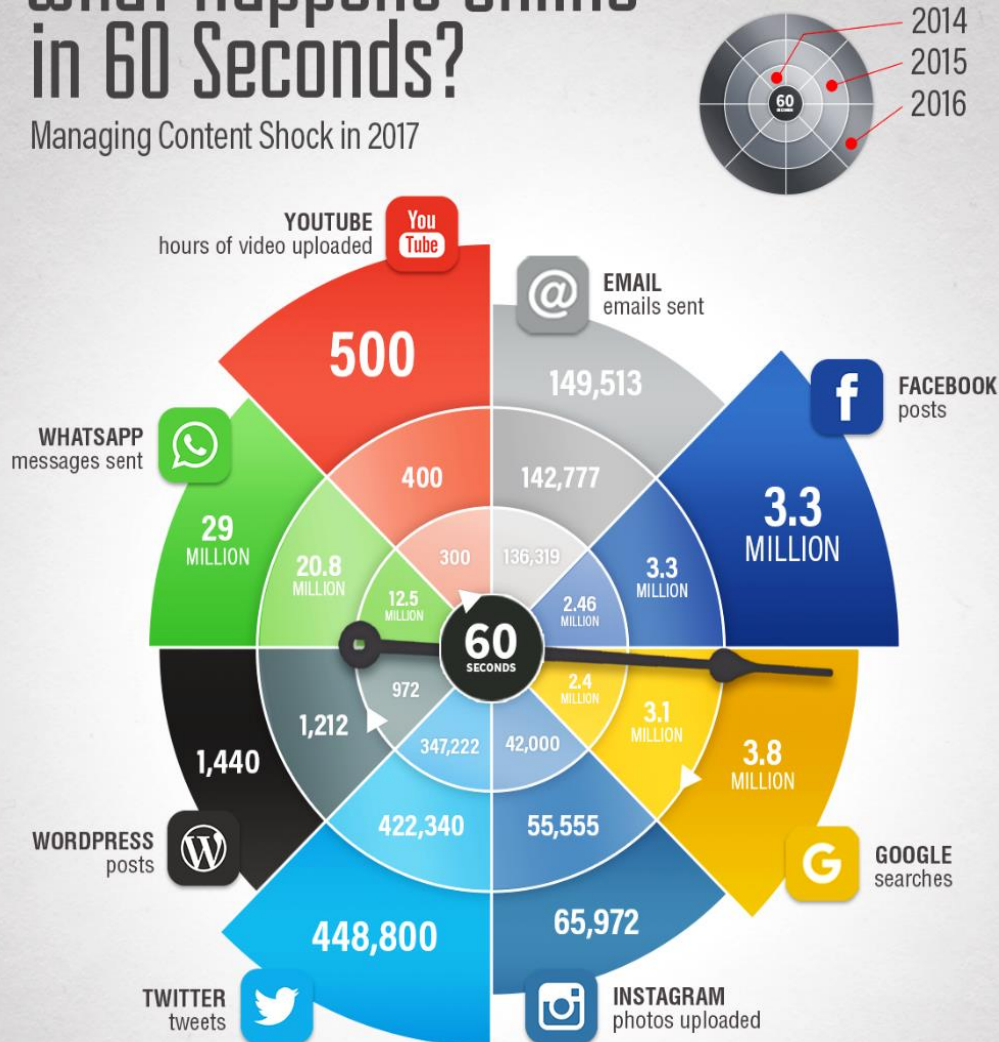
- Limited internal resources (28%), lack of strategy (28%) and lack of content (23%) are the biggest challenges to delivering successfully automated email marketing programs (DMA, 2017)
 - PC and tablet users have unique click rates of 3.8%, a 40% increase over the 2.7% mobile click rate (MailChimp, 2017)
 - Marketers are out of touch with what customers want - they see trustworthy reputation (38%) and exclusive content (29%) as the most effective for sign-ups but consumers want money-off discounts (45%), free samples (35%) and free delivery (35%) (DMA, 2017)
-
- Personalized email content based on software/machine learning is 55% effective (OneSpot, 2017)
 - Open rate has increased from 35% to 58%, unique open rate has increased from 15% to 25%, click rate has decreased from 10.8% to 3.8%, unique click rate has increased from 2.1% to 2.5% ([SendGrid](#), 2017 Global Email Benchmark Report)

The Digital Environment Outlook

The state of Content Marketing

What Happens Online in 60 Seconds?

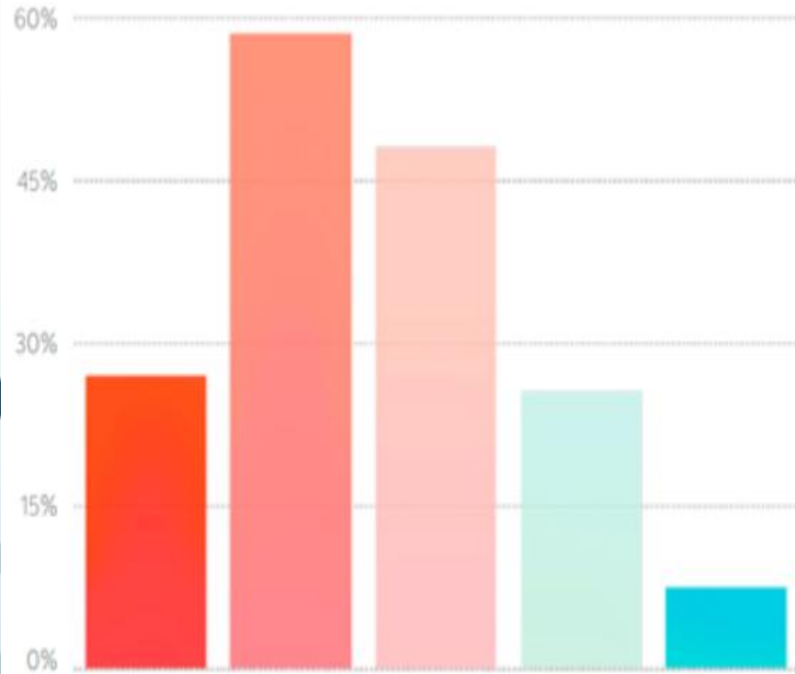
Managing Content Shock in 2017



- 53% of marketers say **blog content** creation is their top inbound marketing priority. (HubSpot, 2017)
- Content marketing has become an almost universal tactic, with almost **90%** of companies using it 2017 (Content Marketing Institute B2B Content Marketing)
- **87% of B2B** buyers give more credence to **industry influencer** content (DemandGen 2017).
- Buyers also indicated they give more credence to **peer reviews, third-party publications, and user-generated feedback**. 68% of buyers said they frequently give credence to peer reviews and user-generated feedback. 60% give credence to content authored by a third-party publication or analyst. (DemandGen 2017)
- **Top five B2B content** marketing tactics: Social media content (92%); eNewsletters (83%); articles on your website (81%); blogs (80%); in-person events (77%). (IMN Inc.)

The Digital Environment Outlook

The state of Influencer Marketing



WHAT ROLE DO YOU SEE INFLUENCER MARKETING PLAYING IN YOUR ORGANIZATION IN THE NEXT THREE YEARS?

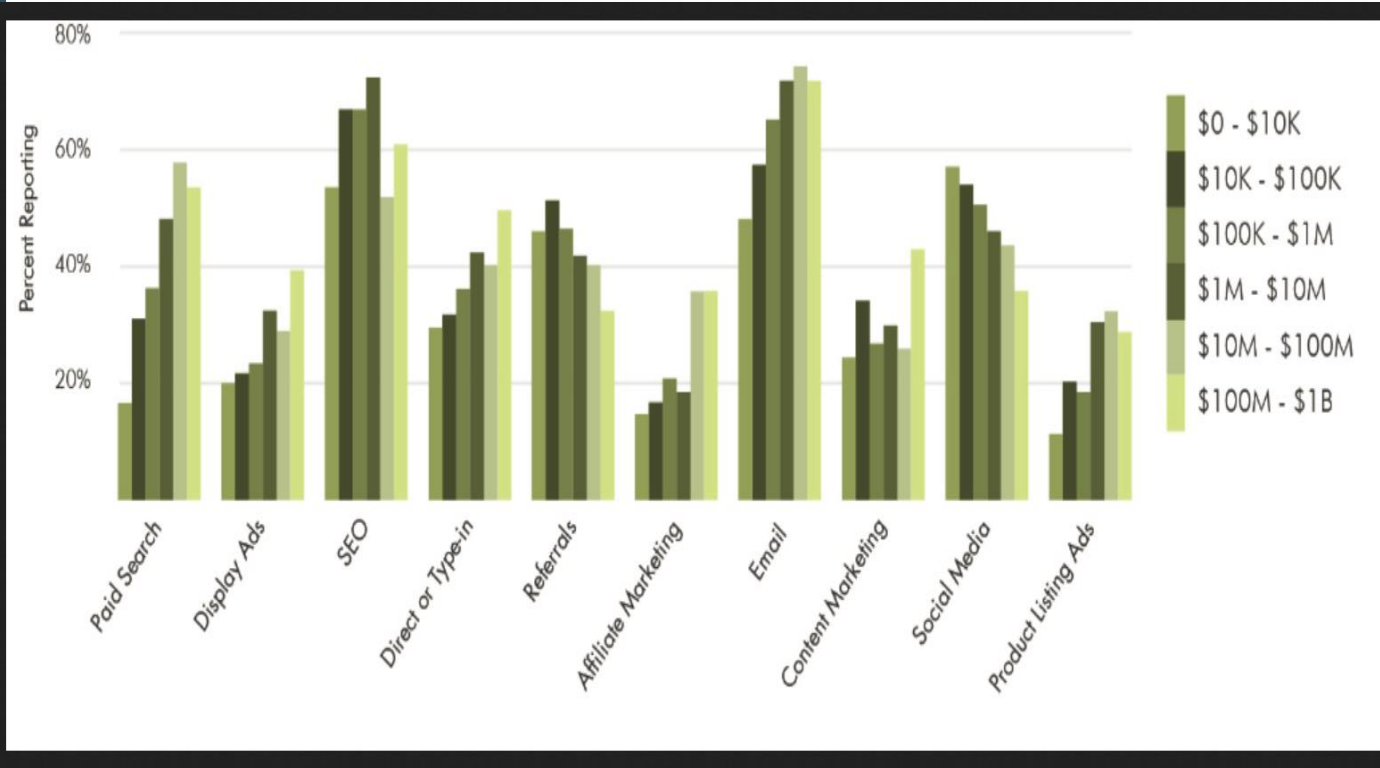
- Influencer marketing will become a primary area of digital marketing investment
- Influencer marketing will be integrated in all marketing activities
- Influencer marketing will be a cross-functional discipline that will expand beyond marketing
- Influencer marketing will become a catalyst for digital transformation
- None of the above

- 70% of teenage YouTube subscribers trust influencer opinions over traditional celebrities (Google, 2016)
- 71% of consumers are more likely to make a purchase based on a social media reference ([Alist daily, 2016](#))
- 71% of luxury brands measure influencer success through web traffic ([Econsultancy 2017](#))

- Over half of internet users say they follow some sort of celebrity account on social, with figures reaching as high as 68% among 16-24s (Global web index, 2017)
- Advertisers that implemented Influencer Marketing in 2016 received \$11.69 in Earned Media Value (EMV) on average for every \$1.00 they spent (RhythmOne)

The Digital Environment Outlook

The state of E-Commerce



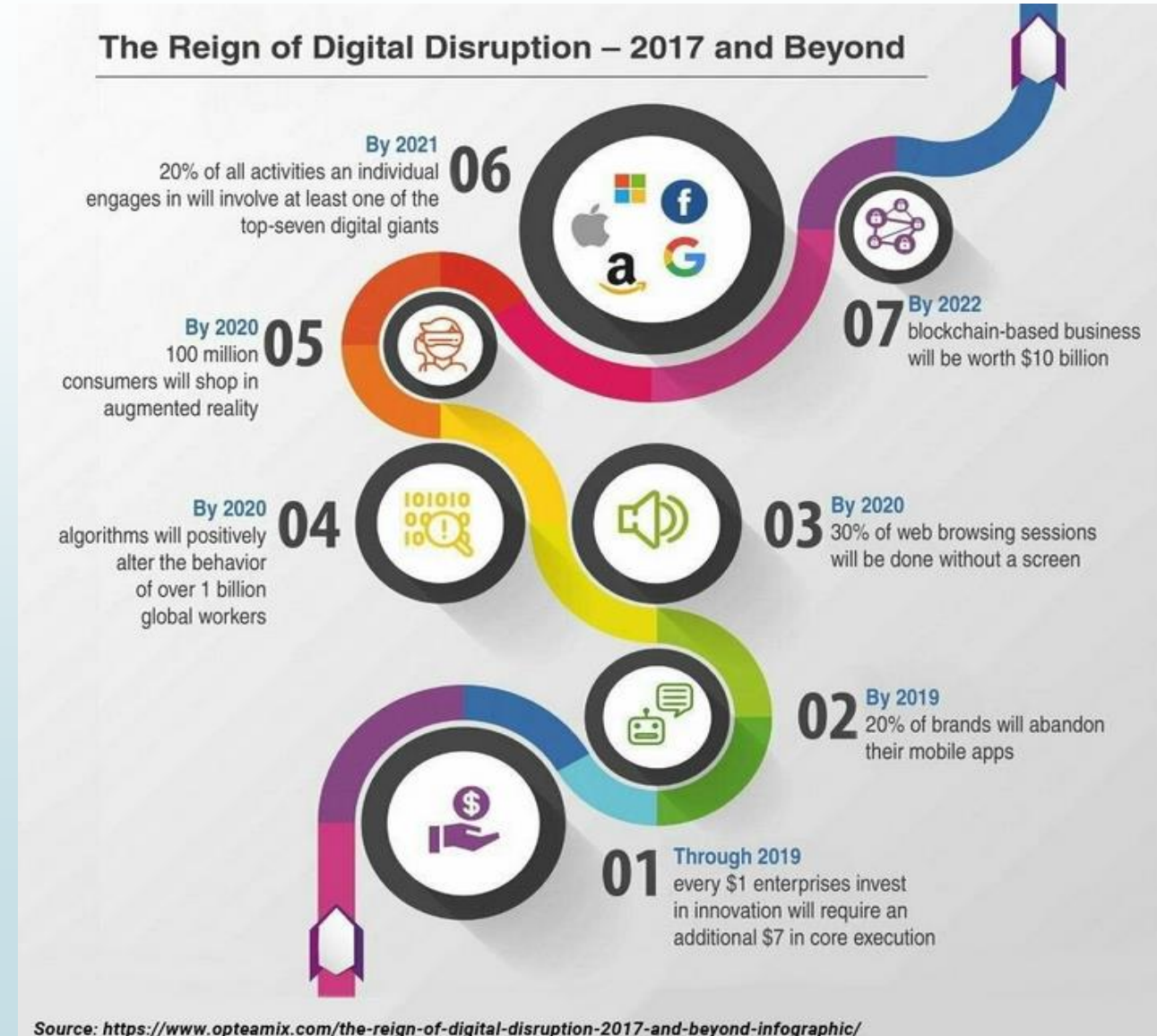
- Email marketing and SEO are the most frequent sources of e-commerce traffic for respondents across all revenue ranges while channels such as affiliates and content marketing were less frequently used (MarketingSherpa ecommerce benchmarks 2017)

- Average ecommerce conversion rates are 1% – 2%. Even if you are doing everything right, you can still expect to win the sale around 2% of the time (BigCommerce 2017)
- For the majority of online transactions, the path from awareness to conversion is very short — 71% of consumers make their purchase within a week of awareness or desire (KPMG Global Survey 2017)
- 43% of companies with online stores report seeing significant traffic from social media (MarketingSherpa 2017)
- In developing countries, more than 38 % of consumers said price and promotions were the factors that drove their most recent product choice (KPMG Global Survey 2017)
- 64% of consumers say that watching a video on social media influenced them to make a purchase (Animoto, 2017)

The Digital Environment Outlook

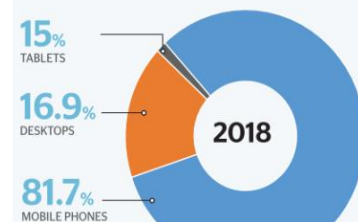
Emerging Technologies

- Big data dynamics
- Intensive data analytics
- Artificial intelligence and machine learning
- Virtual and augmented reality
- Influencer marketing
- Use of chatbots
- Internet of things
- 5G
- Cloud computing and marketing

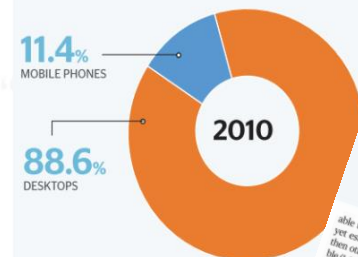


Percentage of Kenyans accessing internet using desktops, tablets or mobile phones

DEVELOPMENT OF APPS THAT ARE COMPATIBLE WITH MOBILE PHONES HAVE ENHANCED THE USE OF SMARTPHONES IN 2018



Kenyans accessing internet using mobile phones accounted for 11.4% and desktops 88.6%



The trend has also been fuelled by the lower cost of communication via digital channels, mainly social media platforms such as Facebook, WhatsApp, Instagram, Messenger, and Email, among others, and the rise of search engines.

"This should be a wake-up call for small businesses, sole traders and individuals to make sure that they are friendly. Many older people are not. "Mobile compatibility is important not just because Google favors it, but because Google favors its mobile search results. And then Google will be the one to tell you that your website is not mobile friendly."

Social media research shows that mobile gadgets are used for sending and receiving text messages. The rapid growth in mobile phone and Internet usage is evident from the fact that 7.6 per cent compared to 7.6, YouTube (6.6), Instagram (6.6), and Google (0.5).

Seven years ago, Facebook's market value was 10 per cent, compared to current 61 per cent, a significant market decrease partly due to the rise of Pinterest, from a start of 14.9 per cent, Twitter rise from 10.9 per cent, seven years ago to 7.6, and YouTube to 6.6.

Instagram and Google data were unavail-

[illegible]

of mobile services exceeds demand.

...d at 87.1 per
per cent, a
consumed
shooting to
3 per cent
be from 4.1

re unavail-

PROMOTION

SHREYA KARIA
Founder, SHK Consulting

In a world where we're inundated with subjective

search, with 70 per cent of marketing departments already looking to increase their influencer budget over the coming year. Surprised? You shouldn't be. The basic psychology of buy-

On the Kenyan scene, the influencer-marketing trend is in full steam. Whether it's new whiskey kid-on-the-block Tullamore D.E.W. activating its launch with a stream of millen-

are being paid to do so, but because they find your company interesting and the information useful to their readers. Here's our three-step checklist for any brand wanting to engage in an

in the planning stage. You want their input after all they know just what works. Remember authenticity is the name of the game.

3.COMMUNICATE EXPECTATIONS.



PLATFORM The new marketing incorporates use of newspaper articles, websites, blogs and videos

PROMOTION Bidco is one of the firms that are increasing using content marketing for their products.



investing in these content marketing channels

Consumer goods company Bido Africa, for instance, launched its own blog in partnership with EatOut Kenya in March this year. The blog called JikoniYetu offers consumers different unique food recipes. It is seeking to promote its various cooking oil brands – Golden Fry, Elianto, Kimbo, Cowboy and Chippy among others – by making short cooking videos, approximately one and a half minutes, that explain the process of creating a particular dish.

The recipes such as tomato soup and bhajias, use basic food ingredients that can be bought from the local grocery store, fresh food market or supermarkets.

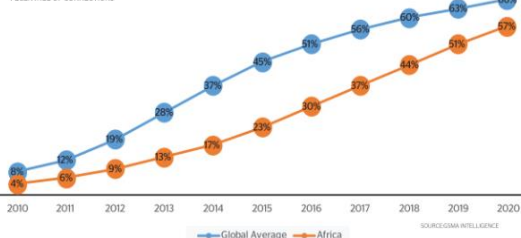
"It is considerably cheaper to market products via content marketing than buying digital ads on social media platforms because we do not have to pay to boost our posts. This is done organically through the food blogger partners we use on JikoniYetu. We expect to hit 100,000 unique visitors a month by the end of the year," said Ian Bosire, Bidco's Lead Digital & New Product

More firms opt for content marketing to promote brands

Author disclosures of potential conflicts of interest and author contributions are found at the end of this article.

Smartphone adoption in Africa

PERCENTAGE OF CONNECTIONS



Source: Business Daily, Monday 28th May 2018

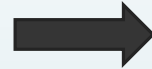


Monitoring the Digital Marketing Environment

Market trends analysis

Tools

- Reports from digital research and marketing firms – Smart Insights, HubSpot, Global Web Index, Google etc)
- Third party and regulator publications like CA reports, KNBS etc



Trends

- Mobile device usage versus desktop penetration
- Internet access and key applications
- Usage of ecommerce platforms
- Demographics and their interaction with digital channels
- Emerging digital trends and likely impact on digital strategy.



Impact:

- Customize content that will resonate with age profiles in the market
- Aligning content and devices used by the different demographics
- Inform trends in digital channels development and measurement
- Positioning the firm effectively
- Influencing the strategic direction of the entity

Competitor Analysis

Tools



Trends/Observations

- SEMRush and Spyfu are tools that report back what keywords a URL or website ranks for. Ideal for brainstorming. Freemium
- Open Site Explorer, Majestic SEO and Ahrefs are SEO tools that help when analysing both your own backlinks and competitors.
- You only need to enter the homepage URL of each site to record the homepage Page Authority, Domain Authority and Root Domain Links
- Tweetdeck and Buzzsumo are tools that can be used to analyse competitors content and sentiments that customers have towards the content

Impact

- Useful in refining the digital strategy at the firm through competitive keywords and site performance.
- Inform content and platform choice by analysing sentiments
- Content scheduling

Customer Analysis

- towards developing informed user profiles and customer journey

KEYWORDS

Google Keywords Planner

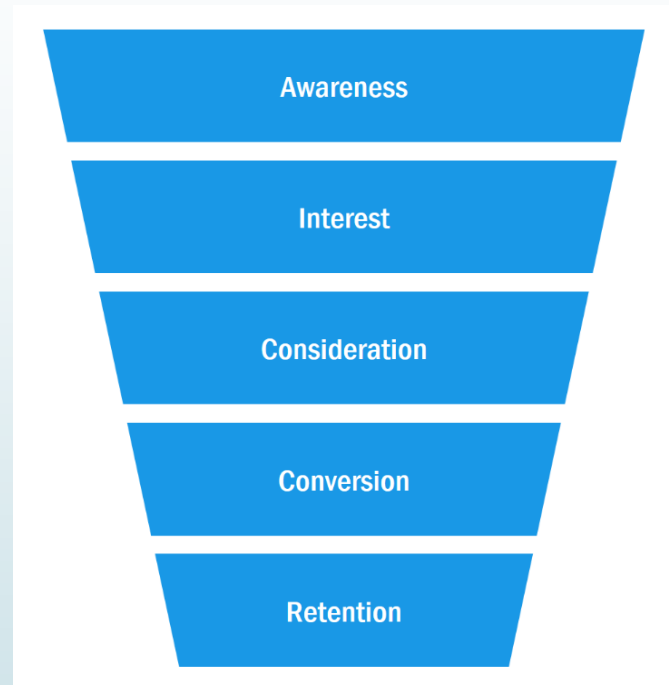
- topical keywords

Keywordseverywhere.com

- reveals precise keyword search volumes in Google Keyword Planner, Google Search Console, Google, Amazon and many other sites
- extension in Chrome and Firefox

OFFLINE BEHAVIOR

- Sourced from **industry reports** that reveal purchasing power, age profiles, customer friendly channels, literacy, sensitivity etc
- Useful in formulation of **customer personas**



SOCIAL MEDIA LISTENING TOOLS

TalkWalker

- monitoring of Twitter, Facebook, Instagram, LinkedIn and other websites.

Social Mention

- shows detail on strength, sentiment, passion and reach.
- displays keywords, hashtags and sites.

Hootsuite

- one of the best free tools monitoring Twitter, Facebook, LinkedIn, Wordpress

Internal environment capabilities

AIMING FOR DIGITAL MARKETING EXCELLENCE

Take your digital marketing to the next level with our capability assessment. Use our visual checklist to audit how well your business or clients are exploiting their digital marketing and then plan how to take it to the next level.



Digital Capability	ONE. Initial	TWO. Managed	THREE. Defined	FOUR. Quantified	FIVE. Optimized
A. Strategic Approach	No strategy	Prioritised marketing activities	Defined vision and strategy	Business-aligned strategy and roadmap	Agile strategic approach
B. Performance Improvement Process	No KPIs	Volume-based KPIs No dashboards	Quality-based KPIs 'Last click' attribution Business dashboards	Value-based KPIs Weighted attribution Ad hoc CRO	Lifetime-value KPIs Continuous CRO
C. Management Buy-in	Limited	Verbal support, but inadequate resourcing	Sponsorship and increased investment	Active championing and appropriate investment	Integral part of strategy development
D. Resourcing and Structure	No specific skills	Core skills centralised or agencies	Centralised hub and spoke Dedicated resources	Decentralisation and reskilling	Balanced blend of marketing skills
E. Data and Infrastructure	Limited / no customer database	Separate data, tools and IT services	Partially integrated systems and data	Integrated systems and 360° data sources	Flexible approach to optimize resources
F. Integrated Customer Communications	Not integrated	Core push activities synchronised	Integrated inbound approach	Integrated, Personalised, Paid-Owned-Earned media	Media optimized for ROI and to maximize CLV
G. Integrated Customer Experience	Website not integrated	Desktop and mobile support, not personalized	Partially personalized desktop and mobile experience	Integrated, Personalized web, mobile, email and social media communications	Full contextual personalized experiences and recommendations
	"Laggard"	"Developing capability"	"Competent average capability"	"Above-sector average capability"	"Market leading capability"

Managing digital activities - Tools

SEMRush, SEOmonitor, WhatsmySERP etc

- Keyword Ranking

Open Site Explorer

- Link analysis - page authority and domain authority

Google Console

- Monitoring and maintaining site presence in Google search results
- Mobile friendliness
- Diagnosing technical issues like site errors

PageSpeed Insights

- grades how well a page is optimized for page speed on both desktop and mobile.
- It also gives suggestions in areas where improvements can be made.

SEOptimer, Mozbar and SEO SiteCheckup

- How well on-page optimization has been done

SERP Preview

- Shows appearance of a page before going live

Tweetdeck

- Social media listening

Native reporting tools

- Performance of all digital marketing channels e.g., Facebook Analytics

Litmus – paid tool for email testing

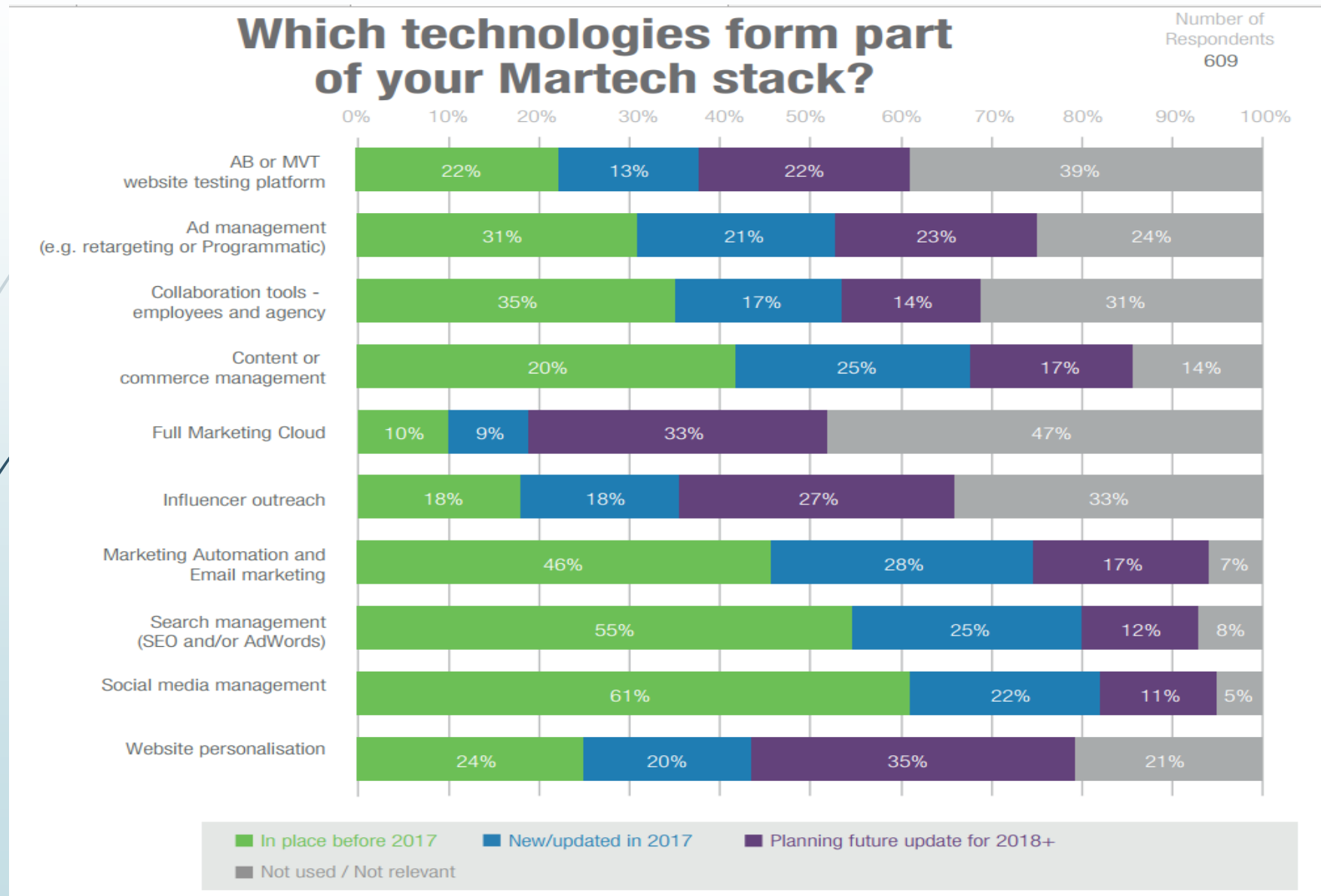
- Multi-device Renderability, load times, other metrics

Google Analytics

- Digital marketing KPIs (traffic and conversions)
- Interaction with other channels

.....and many many others

Digital Marketing Skills Set





Digital Marketing Metrics

Digital Marketing Metrics

Measuring digital marketing should be through the contribution of digital marketing at different levels;

- Strategic control
- Profitability control
- Annual plan control
- Efficiency control

The WebInsights™ diagnostics framework includes these key metrics:

1. Business contribution:

Online revenue contribution (direct and indirect), category penetration, costs and profitability.

2. Marketing outcomes:

Leads, sales, service contacts, conversion and retention efficiencies.

3. Customer satisfaction:

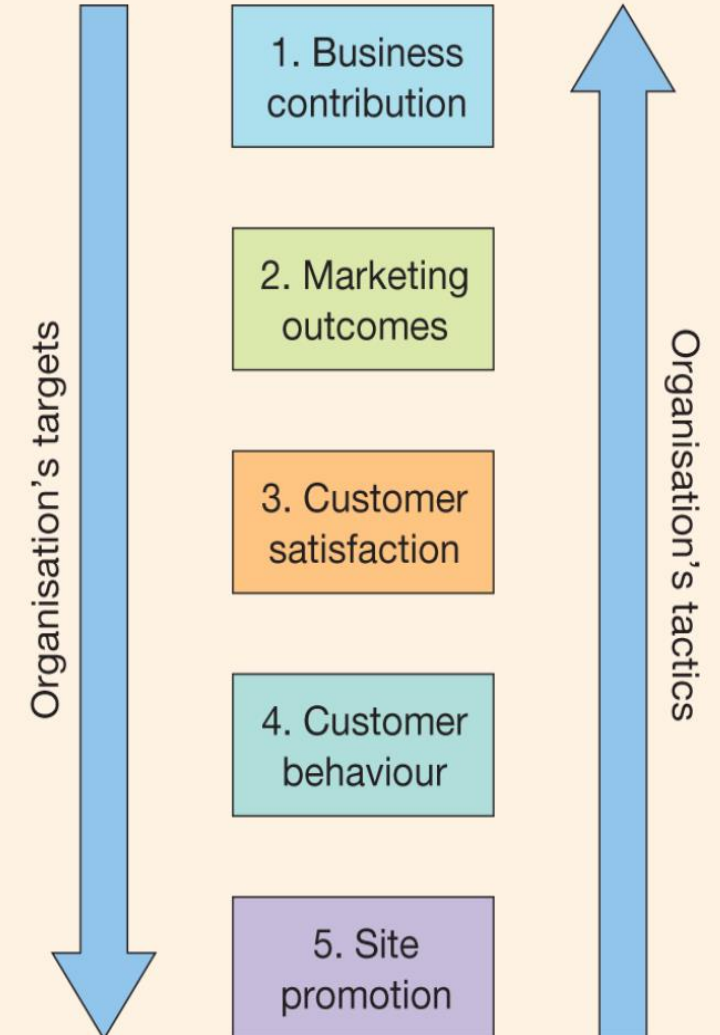
Site usability, performance/availability, contact strategies. Opinions, attitudes and brand impact.

4. Customer behaviour (web analytics):

Profiles, customer orientation (segmentation), usability, clickstreams and site actions.

5. Site promotion:

Attraction efficiency. Referrer efficiency, cost of acquisition and reach. Search engine visibility and link building. E-mail marketing. Integration.



Digital Marketing Channels Metrics

Search Engine Optimization

- Key word rankings
- Organic traffic
- Conversion goals
- Sales
- Referral traffic
- Cart abandonment rate
- Time on site
- Link building – root domain and total links

Content Marketing

- Reach
- Clicks
- Engagement
- Sentiment
- Retention
- Conversions

Pay per Click

- Impressions
- Clicks
- Click through rate
- Cost per impression
- Cost per click
- Cost per acquisition (CPA)
- Average position
- Conversions
- Conversion rate
- Cost per conversion
- Impression share
- Click/impression assisted conversion
- Quality score
- Overall spend
- ROI

Email Marketing

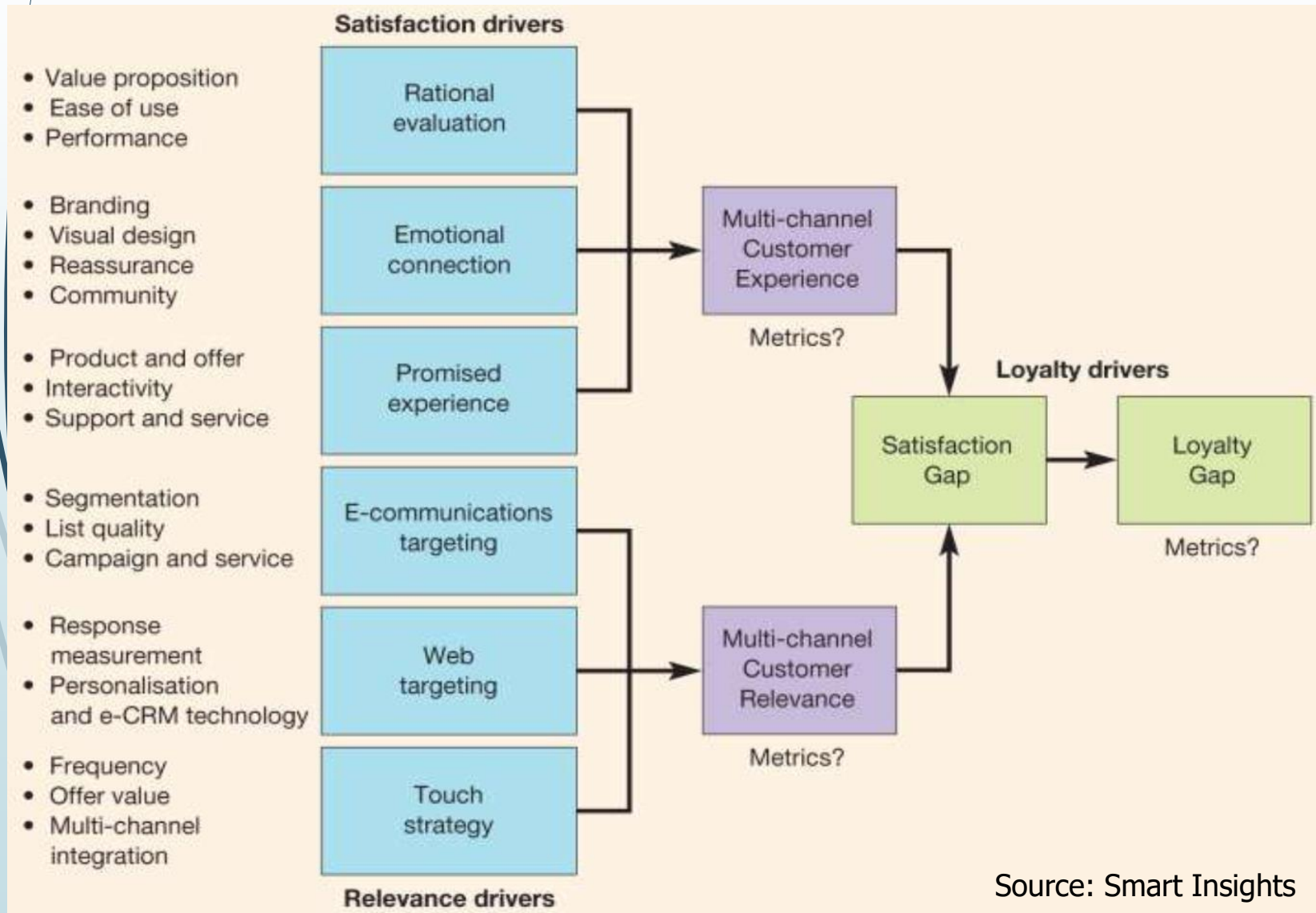
- Click through rate
- Conversion rate
- Bounce rate
- Share/forward rate
- List growth
- Overall ROI

Social media marketing

Most social media tools report on

- Overall page activity
- Sentiments
- Conversations
- Reach
- Follower growth
- Top influencers
- Conversions

Using digital media to increase customer loyalty and value



Drivers of loyalty

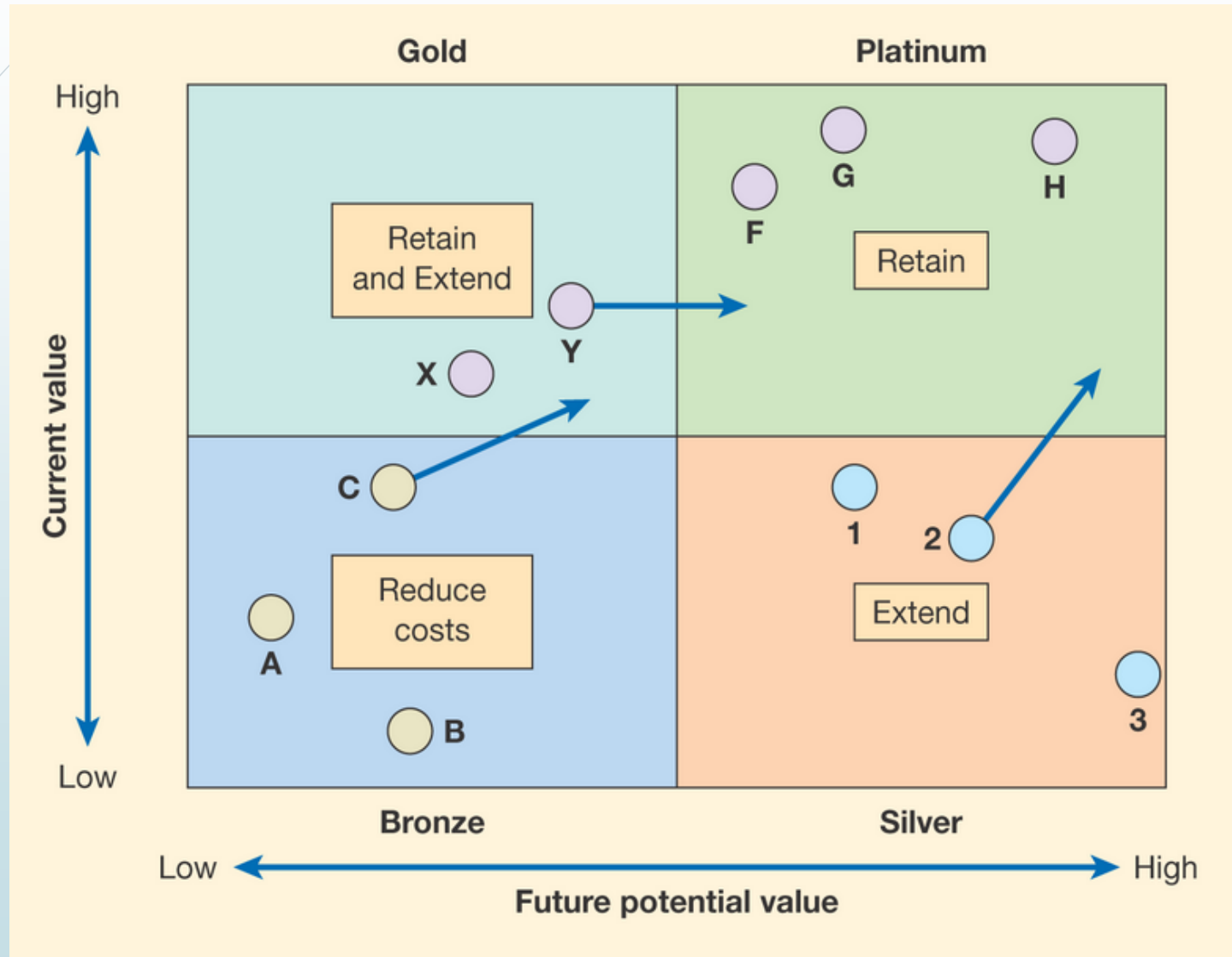
Emotional loyalty

- Favourable perceptions, opinions and recommendations including social sharing

Behavioral loyalty

- Demonstrated by repeat sales and response to marketing campaigns

Lifetime value





Questions?

Thank You

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