Young Alumni Network Webinar

Digital Marketing 101: How to Convert Customers Online

Presented by:
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1: Introduction to Digital Marketing
What is Digital Marketing?
10 billion connected devices and 90% of the world’s data has been created in the past 2 years. By 2020 there will be over 50 billion connected devices.

-Cisco
Why is it important?
2: Building a Content Strategy
Content Marketing costs 63% less than traditional marketing and generates more than 3x the amount of leads.

-eMarketer
Creating your Business Plan

1. do your research
2. define your audience
3. analyze your competition
4. define your VP
5. Define your KPI’s
Buyer Personas

Tells us exactly *who* we are creating content for and *why* they will buy from us.
Know thy customer

1. who are they?
2. what are they looking for?
3. what kind of content do they like?
4. what kind of content don’t they like?
5. how do they engage online?
please meet......

Active Andy.
**Active Andy** is looking for bottled, organic juice, to fuel him in between surfing, hiking, and flowing through asanas.

**BUT** with so many options, he doesn’t even know where to begin.....
90% of Americans go to search engines when looking for information prior to buying a product online.

-eMarketer
so he begins his search...

- bottled organic juice
- organic bottled juice australia
- bottled organic lemon juice
- bottled organic vegetable juice

Press Enter to search.
1. keywords
2. rich descriptions in their language
3. be specific
4. set your site up for success
giving your persona what *they* want.
SUJA'S ORGANIC JUICES AND SMOOTHIES ARE CRAFTED FOR ELEVATED WELLNESS

At Suja™, our mission is to help you live a long, beautiful life. We’ve handcrafted three lines of delicious cold-pressed organic juices and smoothies that are USDA Certified Organic and certified Non-GMO. With a wide range of cold-pressed organic offerings, Suja has a juice for every lifestyle.

COLD-PRESSING AND HIGH PRESSURE PROCESSING ENSURE MAXIMUM FRESHNESS

All of our juices and smoothies are cold pressed, so you never have to compromise taste for nutrition. Cold pressing prevents oxidation, resulting in a nutritious juice with an epically refreshing flavor. Once our juice is in its final packaging, we use Cold Pressure/High Pressure Processing (HPP) to preserve nutrition and high quality freshness. A high level of pressure is applied to the bottles to destroy pathogens while preserving crucial vitamins, enzymes and nutrients. Nutrition has never been so delicious or convenient.

"Suja Juice: The Team That’s Building The Country’s Fastest Growing Beverage Company"
- Forbes
The Power of Turmeric

The Power of Turmeric Dr. Connie Guttersen Turmeric, also referred to as the golden healer has been long recognized by yogis and ayurvedic healers since ancient times. Its healing properties are as impressive as its culinary blessings. Grown mainly in ... Continue reading →

Posted By Suja Juice in Nutrition on 04/10/14

Annie’s Simple Weekly Workout Routine

Exercise is SO important for your mind, mood and body. It can lift your mood, help you sleep better, decrease stress, improve focus and so much more. Sometimes it can be hard to know where to start, let alone get ... Continue reading →

Posted By Annie Lawless in Uncategorized on 04/07/14
Companies that excel at lead nurturing generate 50% more sales ready leads at 33% less cost.

-eMarkter
where do I start?

1. listen to your customers
2. have your customers create content
3. empower your staff
4. repurpose content
Video is **53%** more likely to end up on Google ranks and leads are **85%** more likely to buy after watching a video.
3: Selling Better Using Content
leveraging your Social Influencers to grow your brand
maximize your ROI with analytics

**My Dashboard**

- **Daily Visits**
  - Visits: 800
  - Traffic Types:
    - 81.80% organic, 9,947 Visits
    - 10.34% referral, 1,258 Visits
    - 7.85% direct, 955 Visits

- **Avg. Time on Site**
  - Avg. Time on Site: 00:01:35

- **Time on Site by Country**
<table>
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<th>Country/Territory</th>
<th>Visits</th>
<th>Avg. Time on Site</th>
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<tr>
<td>Philippines</td>
<td>231</td>
<td>00:01:05</td>
</tr>
</tbody>
</table>
Recap
1. know thy business
2. know thy customer
3. Get found
4. Use the buying cycle
5. Court with content
6. Leverage your social influencers
7. Take the time to analyze
If you don’t, somebody else will
5: Q & A
1. jessica@disruptivedigitalmarketing.com
2. https://www.linkedin.com/in/jessicamicelle
3. www.disruptivedigitalmarketing.com
4. Check out our blog for more information
Thank you

Special thanks to our presenter: Jessica Tishue ’11 and the Young Alumni Network Programming team.

Upcoming Events

Alumni Day at Fowler Park 2014
Date: May 3, 2014
Time: 5:00 PM to 9:00 PM
Hosted by the San Diego Alumni Chapter and the Torero Varsity Association

Alumni Happy Hour Featuring Young Alumni Network
Date: May 14, 2014
Time: 5:30 PM to 7:30 PM
Hosted by the USD Alumni Association and the Young Alumni Network

Santa Barbara Zoo Brew 2014
Date: June 7, 2014
Time: 3:00 PM to 6:00 PM
Santa Barbara Alumni Chapter Event