#### **HOW TO**

# MAXIMIZE

#### **TEACHING WITH DIGITAL MARKETING TOOLS**

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#### "A good tool improves the way you work. A great tool improves the way you think." – Jeff Duntemann



#### What I Look For in a Great Tool

- 1. Generates insight (data)
- 2. Facilitates execution (creative)
- 3. Its use sparks conversations, fuels action, and creates good stories



## Things That Make Me Want To Jab a Pencil in My Eye



## 99 Online Marketing Tools You Won't Be Able to Live Without



Last updated: October 22, 2019



#### 2 Strategy/Analysis Tools

#### **4 Website Tools**

### Other specialty tools to try

#### Strategy Tools



## "3 Questions" Analysis Tool (3Q)

1. What are you offering?

(Where am I? What can I get on this page?)

2. Why should I pick you?

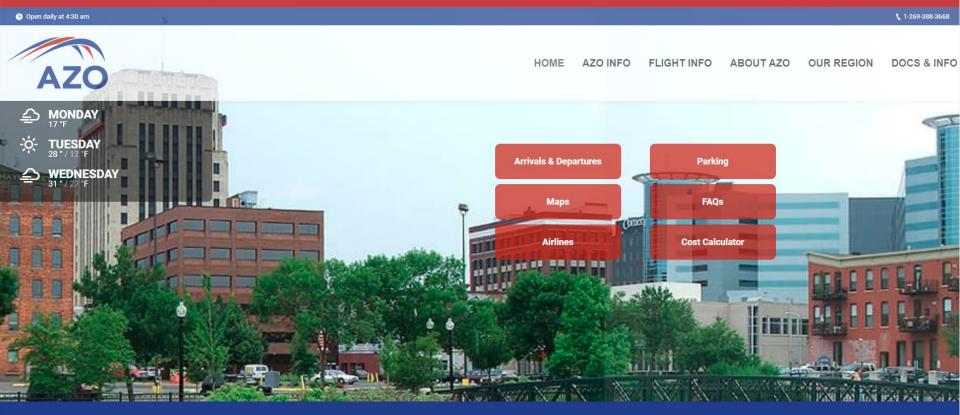
(Why should I trust you? What is your unique value proposition, i.e. UVP?)

1. What do you want me to do next?

(Call to action)

\*\*You can use this to improve every type of marketing communication: website, ad, e-mail, etc.\*\*





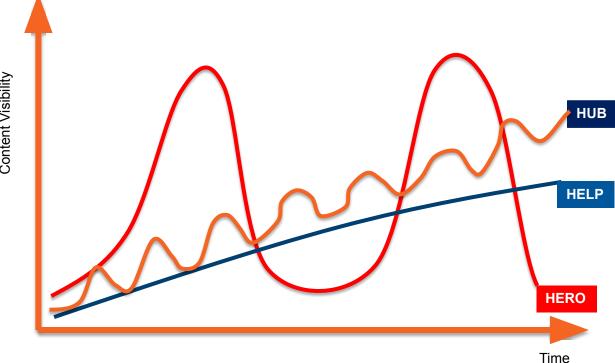
Fly Home, Be Home.

American Airlines 🔪 🔺 DELTA UNITED

## "Hero Hub Help" Strategy Tool (3H) **HERO** HUB **HELP**

INFREQUENT BIG PROMO BUDGET HIGH QUALITY HIGH VISIBILITY Ex. SEASONAL CAMPAIGNS, PRODUCT LAUCHES UNIQUE + CREATIVE FORMULAIC SMALL PROMO BUDGET ENTERTAINING CREATE SUBSCRIBERS Ex. INTERVIEW SERIES, BINGE-WORTHY EPISODES SEARCH-DRIVEN NO PROMO BUDGET USEFUL BUILDS TRUST Ex. HELP VIDEOS, FAQ ARTICLES

#### Over time, combining HHH builds an audience while ensuring that conversion goals are met



**Content Visibility** 

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#### **HHH Example: Purple Mattresses**

#### **HERO**

Christmas Campaign **Kickstarter Campaign** New Product Commercials



Bring Comfy Home For The Holidays - 100-Night Trial &... 10K views · 2 months ago

Don't Sweat The Bed This Holiday Season - Purple 3.3K views · 2 months ago

Bring Comfy Home For The Holidays 👸 Purple

1.8K views · 2 months ago

#### Purple Boys - Ideal Sleep Solutions and Zonk Strategies PLAY ALL

The Purple Boys, Geno (Eric Wareheim) and Quirky (Tim Heidecker), take you through their ideal sleep solutions and zonk strategies that will help you beat the Sunday Scaries.





Purple Boys - Ideal Sleep



Purple

CC

Purple Boys - Ideal Sleep

323K views • 5 months ago

Purple

Solutions and Zonk ....

Purple Boys - Ideal Sleep Solutions and Zonk ...

Purple

CC

Solutions and Zonk ... Purple 1.2M views • 6 months ago

387K views • 5 months ago CC

#### HUB

#### "Purple Boys" Sleep Series

Purple Customers - See What Real People Have To Say About Purple PLAY ALL

Our customers are the best. Seriously. These customers talk about their Purple Mattresses, Purple Pillows, Purple Seat Cushions, and Purple Pet Beds. See what they have to say.



**Tutorials** 

**Customer Testimonials** 

Product Questions



How to Unroll Your Purple Mattress

116K views · 1 year ago

How to Unpack The Purple Mattress

116K views · 3 years ago

Purple

CC



Purple Mattress Testimonial -Wilcox Family

Purple

45K views · 2 years ago

### My Fave 4





## The 10 Best "Hidden Gem" Public Universities In the US

By College Gazette - December 1, 2019

1. Western Michigan University (Kalamazoo, MI)



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photo by TheKuLeR via Wikimedia Commons



#### BuiltWith.com



## Find out what websites are Built With

Enter a website address, a technology name or a keyword

Lookup



- Which customer analytics programs is the company using?
- Which ad tech trackers is the company using?
- What else can we tell about the website? (CMS, plugins, etc.)



Advertising

View Global Trends

#### DoubleClick.Net

DoubleClick.Net Usage Statistics · Download List of All Websites using DoubleClick.Net DoubleClick enables agencies, marketers and publishers to work together successfully and profit from their digital marketing investments.

#### ···· Criteo

Criteo Usage Statistics · Download List of All Websites using Criteo Behavioural targeting for e-commerce customers. Retargeting / Remarketing

#### Google Adsense

Google Adsense Usage Statistics · Download List of All Websites using Google Adsense A contextual advertising solution for delivering Google AdWords ads that are relevant to site content pages. Contextual Advertising

#### Google Adsense Asynchronous

Google Adsense Asynchronous Usage Statistics · Download List of All Websites using Google Adsense Asynchronous

Google AdSense Integrator

Google AdSense Integrator Usage Statistics · Download List of All Websites using Google AdSense Integrator

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The site has **72** different Ad Tech codes being triggered

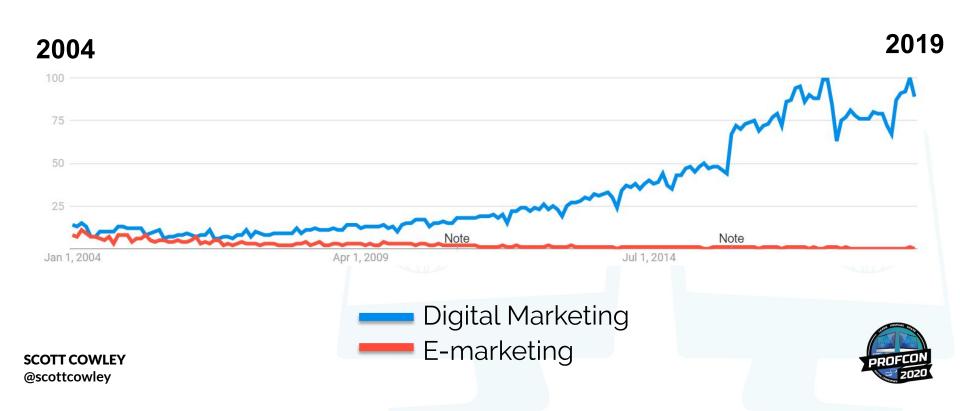
### Google.com/Trends



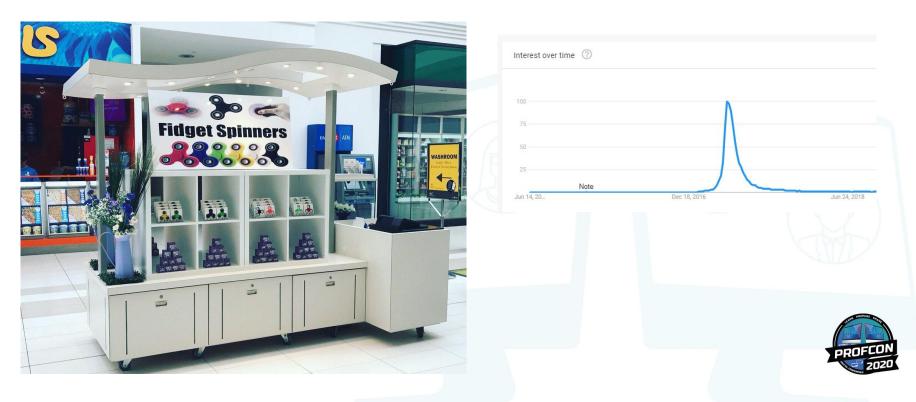
- Is search demand increasing/decreasing/flat over time?
- How does demand for our product compare to competitors?
- How should we refer to our product/service?
- Is it a fad or a permanent shift in preferences?



#### Google.com/Trends



#### "Dude, I have a great idea for a fidget spinner mall kiosk!"



#### **SEM**rush



- What is the actual monthly search demand for particular keywords?
- How much traffic is my competitor getting?
- What kind of advertising is my competitor paying for?
- Which sites are linking to my site or my competitors?



#### Backlink Data: CollegeGazette.com



#### How can I promote my event?



HOME ABOUT PERFORMANCE FAMILY-FRIENDLY EVENTS CLASSES SHOP



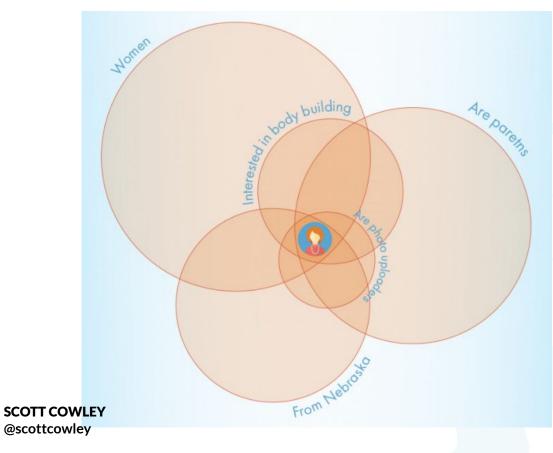


Which websites promoted my event previously? Which websites have promoted similar events?

#### Facebook Ad Audience Tools

Audience Define who you want to see you	ir ads. Learn More	Audience Size	
Create New Audience	Use Saved Audience 💌	Specific Broad Your audience selection is fairly broad.	
Custom Audiences ()	Add a previously created Custom or Lookalike Audience	Potential Reach: 50,000,000 people (	
	Exclude   Create New 🕶		
		Estimated Daily Results	
Locations 🚯	People living in or recently in this location 💌	Reach ()	
	United States	3.6K - 11K	
	Vnited States	Link Clicks 🚯	
	Include      Type to add more locations     Browse	70 - 201	
	Add Locations in Bulk		
Age 🚯	18 🖝 - 65+ 🕶		
COTT COWLEY Gender G	All Men Women		PROFCON 2020

#### Facebook Ad Audience Tools



- Audience targeting (demographics, interests, behaviors, etc.)
- Budget and media planning
- Market analysis
- Reach maximization



#### Facebook Ad Audience Tools

- 1. Go to Facebook.com/adsmanager
- 2. Click "Create"
- 3. Click "Guided" creation
- 4. Select the "Traffic" goal
- 5. Click "Audience" on the left, underneath "Ad Set"

	Q Search	Q Search or add filters				
	Campa	ampaigns				
	Create	ti Export ▼				
neath "Ad	Set"					
Awareness	Consideration	Conversion				
Brand awareness	Traffic	Conversions				
Keach	Engagement	Catalog sales				
	App installs	Store traffic				
	Video views		THE PREPARE STATE			
	T Lead generation					
	Messages		PROFCON			

#### LinkedIn Ad Audience Tools

art building your audience by searching for attributes	of professionals you want to reach	^
Search	Learn more about targeting criteria	Forecasted Results <sup>®</sup>
udience attributes Id targeting criteria like job title, industry, or ills	Company Demographics Education	Target audience size       160,000,000 +       1-day     7-day
atched audiences e your data to retarget website visitors or ach known contacts and accounts	Job Experience Interests and Traits	30-day spend \$260.00 - \$900.00 30-day impressions 9,500 - 36,000



#### **Other Free Tools Offering Unique Value**





#### Canva (Ad design, social media, & branding)

## **Design anything.** Q Try "Ticket" Stop the spread. Help share accurate information about Covid-19 >



#### AdParlor (Ad design)

## **Ad Mockup Generator**

Your big idea starts here. Create and download your ad.

START FREE AD MOCKUP



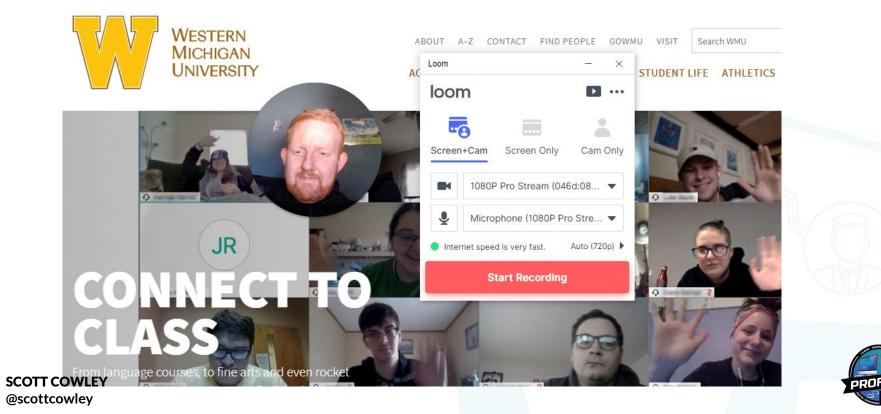


### Klaviyo (Email & Marketing Automation)

Flows > Create Flow

Search by Name C		Happy Birthday Email
Type     Image: Constraint of the second secon	Create from Scratch Prefer a blank slate? Create your own flow from scratch.	Foster a more personal relationship with your customers by being part of their birthday celebration! This flow triggers an email on a recipient's birthday.
Post-Purchase Followup Subscriber Welcome Transactional Tag Contact Profiles	Order In Transit AfterShip Notify customers when their orders are in transit with this transactional flow.	Order Out for Delivery AfterShip Notify customers when their orders are out for delivery with this transactional flow.
Goal 📃		
Nurture Prospects Convert Sales Up-Sell / Cross-Sell Build Loyalty	Received Delivery	Point Redemption Campaign
Engage Lapsed Customers Sunset Unengaged Subscribers	Notify customers when their orders have been delivered with this transactional flow.	Build a segment of those ready to redeem over 500 points and encourage them to use their reward!

### Loom.com (Video & Usability Testing)



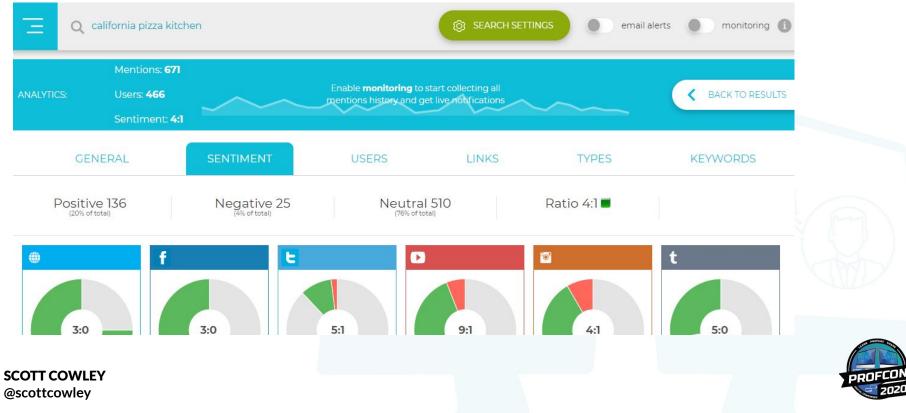
### KeywordTool.io (SEO & Content Strategy)

#### 본 Keyword Tool

Google	YouTube	Bing	Amazon	eBay	Play Store	Instagram	Twitter
All  v type a keyword and press enter							
Global /	Global / English						
Search							
<b>WLEY</b> vley							

## Social Searcher (Social Media Analytics & Sentiment Analysis)

#ProfCon20



### BuzzSumo.com (Content strategy, influencer marketing & promotion planning)

## **Find the content that performs best.** Collaborate with the influencers who matter.

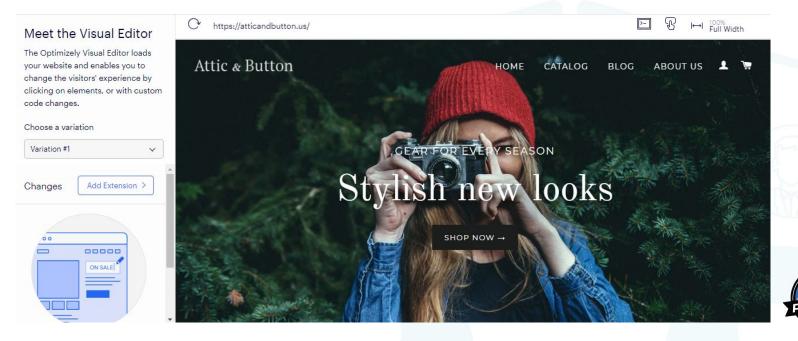
Use our content insights to generate ideas, create high-performing content, monitor your performance and identify influencers.

Try it out! Enter a keyword or domain

Q



## Optimizely Demo Account (Conversion optimization) https://demo.optimizely.com



#### **Tools in this Presentation**

- BuiltWith.com
- Google Trends
- SEMrush

Canva

- 3 Questions Analysis
- Hero Hub Help Strategy

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AdParlor

- Keywordtool.io
- BuzzSumo
- Social Searcher
- Klaviyo
- Optimizely Demo Account

FB/LinkedIn Ad Planning Tools



#### Final thoughts about tools

- A tool is only as good as the **questions** you can answer with it
- Whatever you use must be instinctive to YOU, the educator
- Double-check interface/access/mobile-friendliness before each new class
- Experiment with every new tool you hear about and use a password manager







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