Denver Digital Summit 2015: Recap

#DSD15

Tuesday, June 16 – Wednesday, June 17 2015

Day 1

Keynote: Rohit Bhargava

Writer of "Not Obvious: The Superhuman Art of Predicting the Future"

Takeaways

- Unperfection (preference for things that are strategically flawed)
- Everday stardom (everybody wants to be a star- achieved through customization)
- Branded benevolence
- The reluctant marketer (we want marketing to provide more value than just selling something)
- Reverse retail (in store experience that makes customer buy online, ex: Apple)
- Experimedia (projects that naturally create conversations, ex: Dove, real beauty)
- Glanceable content

Action items

None

Conclusion: The better you can pay attention to trends/the future, the more equipped you are to handle it, especially in marketing

Dan Tyre, topic: Inbound Marketing

Hubspot

Takeaways

- Inbound marketing is about content
    - Methods for content marketing: blog, social media, email
- The first time people come to your website, they need to be educated
    - This is achieved through calls-to-action, landing pages

Action items

- Download/play with Sidekick by Hubspot

Conclusion: Content marketing is everything in today's sales/marketing world but it can be useless if you don't step back and analyze. Use your data to hone your content marketing.

Rob Bean, topic: Customer Journey

Burns Marketing

Takeaways

- It is important to talk to a real customer, rather than an imagined one
- Understanding your audience is EVERYTHING, three methods to better understand your customers
  - Persona development
  - Follow/track your content planning
  - Journey mapping
- How to stand out
  - Be SUPER different
  - Make it simple
  - Cause happiness
  - Shake shit up
    - If you market to everyone, you'll convince nobody

Action items

- Experiment with customer journey mapping (and customer journey mapping tools) in regards to something specific on the website, maybe buying a gift card?

Conclusion: The customer wants to feel unique/ like an insider so you need to give them what they are looking for by understanding WHO they are.

Stephanie Losee, topic: Brand Journalism

Politico

Takeaways

- Brand journalism trumps branded content
- Don't shy away from adjacent topics (topics that are relevant to your customer even though they may not be directly related to your business)
  - Ex: "Should I Check Email" article for Dell computers
- IMPORTANT: make promotional/sponsored content transparent
- Not the same as content marketing
- Transparency is EVERYTHING with brand journalism

Action items

None

Conclusion: Good brand journalism involves creating content that is so worthy of publication that a journalist would have/could have picked it up and wrote about it independently. In the digital era, the way that you reach your audience is by providing content of value.

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Francis Skipper, topic: Integrating PR, Search and Social for Maximum Sales

451 Marketing

Takeaways

- Goal: fill digital shelfspace with as much of your "product" as possible
- PR, social and search can be friends
    - o Define audience
    - o Establish goals
    - o Delegate roles
    - o Establish content

Action items

None

Conclusion: Multichannel content rules today's digital landscape so focus on what your customers will find useful and entertaining.

Day 2

Michael Barber, topic: Email Marketing is About People
Barber&Hewitt

Takeaways

- Campaign level data doesn't matter to the email server (when determining what to mark as spam) they look at individual subscriber data
- Email marketing still works
- Email is now portable- so your email marketing must go where the user goes
- Fonts should be a minimum of 15 pixels, buttons a minimum of 44 pixels <mark>(item for Jim)</mark>
- Email marketing needs to get to the point
    - Make preheader text clear
    - No more than 2-3 "calls to action"
    - No more "click here to learn more… etc"

Action items

- Play with Google Think tool
- Check out reallygoodemails.com !
- Experiment with Twitter cards on the website

Conclusion: Email marketing needs to be more prescriptive (cater to the individual subscriber, down to the number of emails they are receiving from you on a weekly basis).

Arnie Kuenn, topic: SEO Mistakes
Vertical Measures

Takeaways

- 10 mistakes
    - Unintentional duplicate content
    - Bad backlinks
    - Over optimization of keywords
    - Bad and duplicate title tags and meta descriptions
    - Poorly optimized rich media
    - Poor page load time

- o Keyword misfocus
- o Blocked pages or site
- Core elements to good SEO
  - o Internal links
  - o Proper use of titles, tags, and meta descriptions
  - o Use of H1 tag
  - o Images are optimized
    - ▪ Google looks at content placed around the image
  - o Freshness of content

Action items

- Play around with Google Keyword Suggest (to find new blog topics)
- Update meta data on each individual web page
- Try out KeywordTool.io and Sg.SerpStat.com
- If you search an idea for content, and it already exists, don't write about it

Conclusion: Create content that people are searching for & make it easy for both Google and the customer to find that content.

Joe Johnston, topic: Design for Sensors, Not Screens

Universal Mind

Takeaways

- o Creating "frictionless" interaction means taking away increased functionality to improve the user experience.
- o Invisible interface- letting user do what they want to do without looking at the screen (if they don't want to). This is where sensors come in (for example, the Disney MagicBand).
- o We exist in an instant gratification economy
- o Internet of Things (IoT)- Any object that can be connected to the internet will be (even ordinary items: coffee makers, shoes, etc)

Action items
None

Conclusion: Strip away as much as you can to make user experience frictionless.

Lisa Seaman, topic: Remote, Unmoderated Usability Studies

Autodesk (Boulder)

Takeaways

- Usability: making sure something works well and can be used as intended.
- Remote and unmoderated usability studies provide a lot of important data
    - Usability studies can even reveal issues that you didn't know you had
- ***Relevant application:*** watching how people use the Downtown Boulder website

Action items

- Check out usertesting.com & other Usability Test websites (use code: DS2015 to receive a free test)

Conclusion: Email marketing needs to be more prescriptive (cater to the individual subscriber, down to the number of emails they are receiving from you on a weekly basis).

Christopher Lester, topic: How Our Brains Rule Clicks

Emma (Email Marketing)

Takeaways

- The ROI on email marketing is HUGE!
- What works in email marketing?
    - Shorter subject lines (32-36 characters)
    - Making sure that the "from" email address is recognizable
    - Pre header text (the "preview" text)
    - Power of images (particularly sex, food & danger)
        - Wide, open spaces or human faces images
- Users prefer links as buttons, rather than "in text" links

Action items

- Take a look at subject line for Bi-weekly newsletter and consider/propose alternatives.

Conclusion: You have less than 3 seconds to get somebody's attention with an email newsletter, so it is important to take advantage of this by using all of the tools available to you (images, subject lines, etc).

Leela Srinivasan, topic: Multichannel B2B Marketing from Scratch

OpenTable

Takeaways

- Content marketing is about education and entertainment because those features create value

Action items

- Each team member (staff person) at DBI picks two goals/month to strive for.

Conclusion: You can't just "set it and forget it" because people and things are constantly changing.

Jeff Small, topic: Data Ramifications of Everything Talking to Everything

HUGE

Takeaways

- By connecting objects via the Internet of Things, we actually make those objects smarter
- IoT leads to "ubiquitous/ ambient computing"- meaning that data is lways being collected and doesn't necessary require somebody to initiate it
- It's a lot to take in
  - Have small, focused goals in mind

Action items

None

Conclusion: We have the capacity to be collecting more and more data about the people that we are trying to market to, but we are still figuring out how to analyze this data and make it actionable.

Nick Hoppe, topic: Facebook's Rule of 3 (Tools to help with Advertising)

Movement Strategy

Takeaways

- Facebook outperforms all other social networks in the tools that it can offer to advertisers.
  - Custom Audiences
    - You can target your email database, users who have engaged with your website, create lookalike audiences
  - Power Editor
    - First place for beta features to be released
    - You can run "unpublished" (dark) posts
  - Audience Insights

Action items

- Experiment with Facebook Power Editor and Custom Audiences. Create a "mock ad" and target at the appropriate audience.

Conclusion: Facebook outperforms all other social networks in the tools that it can offer to advertisers. The tools and potential it offers, at this point, are much more robust- therefore we can do more with Facebook.

Melissa Joy Kong, topic: Measuring the Success of Content Marketing
Eventbrite

Takeaways

- You can't measure a long-term strategy with short-term metrics
- Conversion doesn't necessarily build a brand long-term
- Leading indicators
    - SEO ranking
    - Inbound links
    - Time on website
    - Subscriber growth
    - Social media sharing

Action items

- Play around with BuzzSumo to come up with blog topics and other content ideas.

Conclusion: Make sure that the data that you are measuring/gathering is relevant to how you want people to engage with the brand. Don't just track to track, think about how it translates.