

# Digital Marketing 101: How to Conquer and Succeed in the 21st Century

## Pat Cleary

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**FLEISHMAN**<sup>™</sup>  
INTERNATIONAL COMMUNICATIONS  
**HILLARD**



# A Sea Change in Communications

## “Push” vs. “Pull”

*When people go looking for information about your issue or organization, what will they find?*

# Two Commandments of New Media

- Every day, more people get their information from “new media” sources and fewer from traditional media sources.
- The conversation happens with or without you.

# Today's Web is...

- Collaborative
- Participatory
- Timely
- Responsive
- Open vs. Closed

*A Conversation*

# Blogs Are Growing Up

- “Blog” = “Web log”
- A proliferation of micro-audiences
- More than 113 million blogs
  - 120,000 new weblogs each day or 1.4 blogs every second
- “Who...Reads This Stuff?!?”

# Who... Reads This Stuff?!?

- Beat Reporters
- Policy-makers
- Opinion-makers
- Consumers

# Online Influence

## Facebook

- More than 200 million active users, an average of 250,000 new registrations per day since Jan. 2007;
- More than half of Facebook users are outside of college;
- The fastest growing demographic:  
Age 35-55

# Online Influence

## Twitter

- “Micro-blogging”: 140 characters
- 2.5 Million users?
- 752% growth rate
- 5 – 10K new accts opened *per day*

# Monitoring Conversations Online

- Early Warning System
  - What is the public saying about your organization or issues?
  - What do they dislike about your organization or issues?
- Unaided Focus Groups
  - How much passion is in the blog posts and comments?
  - What does the discussion center around?
- Measurement of “chatter”
  - Free blog search tools: Technorati.com; Blogpulse.com

# Fortune 500 Adoption of Social Media is Growing

- 22% have a public-facing corporate blog (+6% vs. 2008);
- 86% of these blogs link directly to a corporate twitter account (+ 300%);
- 35% have active Twitter accounts;

# Fortune 500 Adoption of Social Media is Growing

- 4 of the top 5 Companies: Wal-Mart, Chevron, ConocoPhillips and General Electric – consistently post on their Twitter accounts;
- The insurance industry has the most Twitter accounts: 13;
- 19% are podcasting, (+3%);
- 31% use video in their blogs (+10%).

# “New Media”

- Ask: “Would you have a communications strategy that didn’t include print -- or broadcast?”
- This is an additional channel - not a substitute.

# The Points of Impact

MESSAGE CONTROL:  
High

IMPACT:  
Low

paid media

MESSAGE CONTROL:  
High

IMPACT:  
Low to Medium

owned media

MESSAGE CONTROL:  
Medium

IMPACT:  
Medium to high

earned media

MESSAGE CONTROL:  
Low to medium

IMPACT:  
High

shared media



# Google Ad Words

- Pay per click
- Set a budget
- 21<sup>st</sup> Century billboards
- What are people searching for?

# FightTheSmears.com



## FIGHT *The* SMEARS

"What you won't hear from this campaign or this party is the kind of politics that uses religion as a wedge, and patriotism as a bludgeon – that sees our opponents not as competitors to challenge, but enemies to demonize."

– Barack Obama, June 3, 2008

### JOIN *the* OBAMA ACTION WIRE

STAY UP TO DATE ON  
RIGHT WING SMEARS

Email Address

Zip Code

SUBMIT



Sign up for the Obama  
Action Wire on Facebook



Sign up for the Obama  
Action Wire on MySpace



### Learn The Truth About Barack Obama

GET OUT  
THE VOTE

Contrary to Misleading Text  
Messages, Election Day is November  
4th

GET THE FACTS AND TAKE ACTION NOW



A recent email smear  
falsely claims Michelle  
ordered room service, but  
she never even stayed at  
the hotel.

GET THE FACTS



The McCain campaign is  
maliciously distorting  
Barack's strong record on  
crime.

GET THE FACTS

# US Chamber of Commerce

JOIN | TAKE ACTION | SUPPORT



U.S. Chamber of Commerce  
Fighting For Your Business®

Member Login Search

ISSUES SMALL BUSINESS CHAMBERS ASSOCIATIONS MEDIA INTERNATIONAL EVENTS PROGRAMS MEMBERS ABOUT US



The Chamber and its members are the targets of an orchestrated smear campaign -- featuring false accusations and misstatements of our policies -- by those who would rather distort the facts than debate them. We will not withdraw from the public dialogue and we will set the record straight. Heard something not on here? [Let us know.](#)



**Myth:** *The U.S. Chamber is trying to "buy an economist" to provide a skewed analysis of health care costs.*

**Fact:** It is common practice to ask independent expert economists to be ready to provide their professional assessments of proposed legislation, especially when the process is expected to move swiftly once legislation is introduced. A study of job impacts resulting from mandates is not a new idea. Now that final bills are emerging from both chambers an updated review is warranted. It is highly likely, as previous studies have shown, that this bill will increase costs for business and cost jobs. If the study does not show adverse impact, we would consider that information as we evaluate our position on the entire legislation.



**Myth:** *The U.S. Chamber wants to protect rapists.*

**Fact:** This is of course false. And is one of MoveOn.org's more malicious misrepresentations of the Chamber's positions in their ongoing effort to intimidate and harass the Chamber and its members. The allegations in the Jamie Leigh Jones' case are horrific.

As the 5th Circuit decided, Ms. Jones does not have to arbitrate her sexual assault claims and can take them to court. The legislative amendment offered by Senator Franken, however, goes far beyond the facts and circumstances of Ms. Jones' case. As a result, [the Chamber](#), [the Administration](#), and [many others](#) opposed the Franken amendment.

## ToyInfo.org

A parent's resource for facts and information about toy safety.



Ensuring Safe Toys

Toy Safety Facts

Toy Recall Info

Behind the Scenes

Tips on Toys



"Safety is and always has been the number one priority of the U.S. toy industry.

For this holiday season, toy manufacturers and retailers are re-doubling their efforts. They are testing and retesting toys in order to reassure consumers in the safety of their products. As a result, there is more attention and scrutiny being applied to the toys sold in America than ever before."

*Carter Keithley, President of the Toy Industry Association*

[Read More](#)



Video message from Joan Lawrence, Vice President of Toy Safety, Toy Industry Association

Commitment to Safety: Our Mission

The toy industry has been trusted by

About Recalls

Recalls are a critical part of the toy safety

I Want to Know:

Why are Aqua Dots toys being recalled?

# Fix Housing First



## Home Sales Create Jobs

*Extend and Expand the Home Buyer Tax Credit*

[Home](#) | [The Issues](#) | [Resource Center](#) | [Blog](#) | [Supporters](#)

### Home Sales Create Jobs

**Join Us**

Support Fix Housing First by joining our coalition.

[Join Now](#)

The \$8000 first time home buyer tax credit included in The American Recovery and Reinvestment Act of 2009 that passed in February has been a huge success, enabling first-time home buyers to realize the dream of home ownership. And, these benefits have spread beyond home buyers to everyone connected to the housing sector - movers, designers, manufacturers, realtors, etc.

All those benefits mean that home sales create jobs. When a home is sold, that single transaction creates jobs in our local communities - from appliance retailers to home

### It Works!

"I am in Sales and this \$8,000 tax credit has definitely been a catalyst to new home sales and would continue to be in all of our neighborhoods. We certainly hope this can be extended to continue to rebuild our economy."

# Final thoughts

- The Obama Factor
- Inevitability

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