Why this webinar? Don’t you guys do search?
The world is digital
We create
Digital Visibility
We do this to drive outcomes –
Sales, calls, visits, awareness, influence…
This is done by connecting with consumers in three ways...

Digital Visibility
Outcome
Paid is the start. Ads intercepting others’ content.

Search is what’s important to me now.

Social is what’s important to people I like, or people like me. It is earned media.
Engaging with content shows customer intent and creates a data signal.
Interpreting these signals allows us to understand intent and improve Digital Visibility.
These are the vehicles we use to create Digital Visibility.

@gallate @daltondorne @swanstonway #RKG
“Social Media is like teen sex. Everyone wants to do it. No one actually knows how. When finally done, there is surprise it’s not better.”

– Avinash Kaushik, 2009
This is now... Social is Increasingly Important for Retailers: 2014 Social Media 500
Where Your Customers Are Going

1. Google all 193.0m
2. Facebook 137.7m
3. Youtube 120.9m
4. Yahoo! all 192.3m
8. Twitter 39.5m
10. LinkedIn 49.5m
24. Bing 80.5m
27. Pinterest 26.7m

Source: Alexa for ranking, Comscore for monthly uniques – Mar 2014, Desktop Users
How engaged are visitors to google.com?

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bounce Rate</td>
<td>16.50%</td>
<td>+1.00%</td>
</tr>
<tr>
<td>Daily Pageviews</td>
<td>23.22</td>
<td>+13.27%</td>
</tr>
<tr>
<td>Daily Time</td>
<td>19:19</td>
<td>+3.00%</td>
</tr>
</tbody>
</table>

How engaged are visitors to youtube.com?

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bounce Rate</td>
<td>31.20%</td>
<td>+1.00%</td>
</tr>
<tr>
<td>Daily Pageviews</td>
<td>9.96</td>
<td>+15.81%</td>
</tr>
<tr>
<td>Daily Time</td>
<td>18:22</td>
<td>+1.00%</td>
</tr>
</tbody>
</table>

How engaged are visitors to facebook.com?

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bounce Rate</td>
<td>21.40%</td>
<td>+3.00%</td>
</tr>
<tr>
<td>Daily Pageviews</td>
<td>15.27</td>
<td>+5.50%</td>
</tr>
<tr>
<td>Daily Time</td>
<td>29:19</td>
<td>+4.00%</td>
</tr>
</tbody>
</table>

How engaged are visitors to yahoo.com?

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bounce Rate</td>
<td>32.30%</td>
<td>+1.00%</td>
</tr>
<tr>
<td>Daily Pageviews</td>
<td>6.68</td>
<td>+17.20%</td>
</tr>
<tr>
<td>Daily Time</td>
<td>7:46</td>
<td>+1.00%</td>
</tr>
</tbody>
</table>

How engaged are visitors to pinterest.com?

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bounce Rate</td>
<td>37.20%</td>
<td>+1.00%</td>
</tr>
<tr>
<td>Daily Pageviews</td>
<td>7.62</td>
<td>+3.00%</td>
</tr>
<tr>
<td>Daily Time</td>
<td>7:12</td>
<td>+4.00%</td>
</tr>
</tbody>
</table>

How engaged are visitors to bing.com?

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bounce Rate</td>
<td>36.80%</td>
<td>+1.00%</td>
</tr>
<tr>
<td>Daily Pageviews</td>
<td>5.19</td>
<td>+2.00%</td>
</tr>
<tr>
<td>Daily Time</td>
<td>3:56</td>
<td>+4.00%</td>
</tr>
</tbody>
</table>

How engaged are visitors to twitter.com?

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bounce Rate</td>
<td>33.20%</td>
<td>+3.00%</td>
</tr>
<tr>
<td>Daily Pageviews</td>
<td>5.65</td>
<td>+0.40%</td>
</tr>
<tr>
<td>Daily Time</td>
<td>9:11</td>
<td>+1.00%</td>
</tr>
</tbody>
</table>

How engaged are visitors to linkedin.com?

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bounce Rate</td>
<td>30.20%</td>
<td>+1.00%</td>
</tr>
<tr>
<td>Daily Pageviews</td>
<td>7.36</td>
<td>-10.39%</td>
</tr>
<tr>
<td>Daily Time</td>
<td>7:40</td>
<td>-2.00%</td>
</tr>
</tbody>
</table>

Source: Alexa – May 21 2014

@gallate @daltondorne @swanstonway #RKG
And They’re Converting Too

<table>
<thead>
<tr>
<th>Social network</th>
<th>Q3 2013 conversion rate</th>
<th>Black Friday 2013 conversion rate</th>
<th>Cyber Monday 2013 conversion rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>2.47%</td>
<td>3.25%</td>
<td>3.95%</td>
</tr>
<tr>
<td>Twitter</td>
<td>0.73%</td>
<td>1.27%</td>
<td>1.77%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>0.47%</td>
<td>0.74%</td>
<td>1.05%</td>
</tr>
<tr>
<td>Google +</td>
<td>2.85%</td>
<td>8.28%</td>
<td>6.83%</td>
</tr>
<tr>
<td>E-mail</td>
<td>6.69%</td>
<td>10.86%</td>
<td>11.52%</td>
</tr>
<tr>
<td>Average</td>
<td>0.91%</td>
<td>1.63%</td>
<td>2.10%</td>
</tr>
</tbody>
</table>

Source: Add Shopper via Internet Retailer
What That Looks Like From Your Perspective

Share of Social Media Referrals

- Facebook: 51%
- Pinterest: 21%
- Reddit: 3%
- Twitter: 3%
- YouTube: 3%
- Other: 19%

Source: RKG Q2 2014 Digital Marketing Report
Pinterest traffic converts to sale 22% more than Facebook traffic.

Pinterest traffic spends 60% more than Facebook traffic.

Source: Bloomreach "Facebook vs. Pinterest" April 2013
Social Has A Growing Impact On Our Clients’ Businesses

Nordstrom Will Use Pinterest To Decide What Merchandise To Display In Stores

Nordstrom’s Pinterest community will now have influence over displays in every store.

"Our customers are on Pinterest, so we want to be there too," Bryan Galipeau, social media manager at Nordstrom, told Business Insider. "Pinterest is in..."
Social Has A Growing Impact On Retail
And There Are SEO Benefits Too

Google+ is important for rankings, and along with Wikipedia and Freebase, is a known contributor to the Knowledge Graph.
Mobile Devices Produce 42% of Social Media Visits

Source: RKG Q2 2014 Digital Marketing Report
Social Media for eCommerce

• The Business of Social

• Defining Objectives

• Social Media Framework
• Building a Strategy
• Targets & Platforms
• Content: It’s What They Engage With
• Performance Measurement
<table>
<thead>
<tr>
<th>Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word of Mouth / Brand Awareness</td>
</tr>
<tr>
<td>Business Insights / Research</td>
</tr>
<tr>
<td>Engagement With Core Audience</td>
</tr>
<tr>
<td>Community Growth</td>
</tr>
<tr>
<td>Loyalty</td>
</tr>
<tr>
<td>Share of Voice</td>
</tr>
<tr>
<td>Live Help / Customer Service</td>
</tr>
<tr>
<td>Conversion / Driving Traffic / Sales</td>
</tr>
</tbody>
</table>
Three Areas Of Focus

- Word of Mouth / Brand Awareness
- Share of voice
- Community Growth
- Engagement With Core Audience
- Live Help / Customer Service

Business Insights / Research

Conversion / Driving Traffic / Sales

Loyalty

Listening / Research

Marketing / Engagement

Sales / CRM

@gallate @daltondorne @swanstonway #RKG
Social Media for eCommerce

• The Business of Social
• Defining Objectives

• Social Media Framework
  • Building a Strategy
  • Targets & Platforms
  • Content: It’s What They Engage With
  • Performance Measurement
Data will be the source of your competitive advantage – Ginni Rometty, CEO, IBM
The Social Roadmap

Social Audit
Strategy
Asset Management
Organic Social
Paid Social
Community Management
Business Intelligence

@gallate @daltondorne @swanstonway #RKG
Audit

Objective

- Surface Who and Where Client’s Audiences are
- Assess Client’s Social Media Activity
- Analyze Social Successes of Competitors
- Address How to Achieve Stated Objectives
- Provide Tactical Guidance
- Outline Strategic Opportunities
Social Media for eCommerce

- The Business of Social
- Defining Objectives
- Social Media Framework

• Building a Strategy
  - Targets & Platforms
  - Content: It’s What They Engage With
  - Performance Measurement
Building a Strategy

TARGETS
- who you want to connect with
- how you’re going to engage & build a community
- who they are

CONTENT
- what drive engagement & creates data signals

DATA & RESPONSE
- determine KPIs
- measure
- continuously improve
- rollout at massive scale
Social Media for eCommerce

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- Social Media Framework
- Building a Strategy

- Targets & Platforms
- Content: It’s What They Engage With
- Performance Measurement
“Channel (platform) strategy is as important as content strategy. If your twitter and instagram strategy are the same, you should be fired”

– Urban Outfitters, 2014 RKG Summit
Listening to Find Your Audience

CUSTOMERS

INFLUENCERS

FINANCIAL

PRESS

FANS

EMPLOYEES
Start with knowing your audience.
Where they are
Start with knowing your audience. Where they are and when they’re most active.
Which Platforms are Right for You?
Which Channels are Right for You?

Better to be a rock star somewhere, than average everywhere.
Cross-Pollination Works, but Avoid the Same Content Everywhere

Cross-pollination: This Facebook post reciprocates users' interaction with brand's Pinterest page. Users feel valued and involved with brand.
The Free Party Is Over

Facebook Organic Reach
Leveraging Organic Insights Helps Paid Efforts

• It’s no longer earned or paid, but earned **AND** paid.

• Through segmentation, RKG helped client Ledbury refine targets based on age, interests and profession to more effectively serve relevant ads.

• The result? Ledbury has increased new customer acquisition through Facebook by about **26% per month**.
Creative Analysis Provides Key Insights

Minor Changes Go A Long Way

Rolled pants and sleeves perform 48% better with 22-34 year olds than 45-54 year olds.

Shirts styled with a jacket and tie perform 15% better than shirts alone.
Social Media for eCommerce

• The Business of Social
• Defining Objectives
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• Building a Strategy
• Targets & Platforms

• Content: It’s What They Engage With
• Performance Measurement
there are two kinds of content. 1. The kind that people are utterly desperate for. 2. The kind that gets put on the slush pile of oblivion.
The Evolution Of Content: Created – Curated - Social
Facebook: Post Length Matters

RESPONSE BY FACEBOOK POST LENGTH

- Likes
- Comments
- Response Score

Tiny (0-70Chars) 3,000 Likes, 400 Comments, 5,000 Response Score

Small (71-140Chars) 2,500 Likes, 250 Comments, 3,500 Response Score

Medium (141-230Chars) 2,000 Likes, 250 Comments, 3,000 Response Score

Large (231+Chars) 1,500 Likes, 200 Comments, 2,500 Response Score

Facebook: Photo Posts Boost Engagement

% Facebook Photos Out-Performed the Average Post

- Likes: 53%
- Comments: 104%
- CTR: 84%

Source: Hubspot
Twitter: Link Placement Matters

Place Links About 25% of the Way Through to Improve CTR

Source: Dan Zarrella
Pinterest: Character Length & Image Height Improves Repins

- **Effect of Description Length on Repins**
  - Y-axis: Average Repins
  - X-axis: Characters in Description

- **Effect of Image Height on Repins**
  - Y-axis: Average Repins
  - X-axis: Image Height in Pixels

Source: Dan Zarrella
Pinterest: Price Increases Likes by 36%
Google+

Forever 21
Shared publicly - Jan 26, 2014
#WordsOfWisdom

IT’S BETTER TO BE ABSOLUTELY RIDICULOUS THAN ABSOLUTELY BORING.

-Marilyn Monroe

+424 50

Forever 21
Shared publicly - Jan 29, 2014
#TrendingNow

#TrendingNow: seafoam green.
Shop new arrivals here: http://bit.ly/18Xb3Qo

Forever 21's photos

+311 10

Forever 21
Shared publicly - Jan 29, 2014

Peep our latest Vday picks on the #F21blog and fall in love.
Check it out here: http://bit.ly/11MdoWl

Forever 21

+235 25
Let Good Images Do the Talking

Bass Pro Shops
May 23, 2013

Take a date fishing!

Sometimes you catch a keeper!

👍 31,245 people like this.
👍 15,442 shares
Don’t Be Afraid of Unbranded (or Lightly Branded) Content

BEACH HAIR, DON'T CARE

#PINKSpringBreak

ALWAYS BE YOURSELF. UNLESS YOU CAN BE A UNICORN. THEN ALWAYS BE A UNICORN.❤️
Nordstrom pins from third-party sources. The brand is participating in a larger conversation and shares its users' interests.
Custom tab points users to most dynamic content on brand's channel.

"Related Channels" in side bar immediately places brand in larger, most relevant social conversation.
Be Contextually Relevant (and Fast!)
Join Existing Conversations (#ManiMonday Unbranded)

---

**nordstrom**
3 days ago
Breakfast of champions. #sxsw #tacos #manimonday #austin

---

**bpaxette**
Love the color? Would you mind telling us what it is?

---

**nordstrom**
@bpaxette Sure can! This gorgeous @deborahlippmann nail color is Blue Orchid. - Sam

---

**lenvalverde17**
That with real homemade tortilla is ahhmazing!!!

---

**bpaxette**
No wonder I love it--I just bought it last time I was at Nordstrom! Thank you, Sam! :)

---

Leave a comment...
Encourage User Generated Content (UGC)

#F21xME

Upload your favorite F21 outfit on Instagram, tag us and use #F21xME for a chance to be featured! See the steps.
Encourage User Generated Content (UGC)

#F21xME

UPLOAD YOUR FAVORITE F21 OUTFIT ON INSTAGRAM, TAG US AND USE #F21xME FOR A CHANCE TO BE FEATURED! SEE THE STEPS.
Lower Threshold to Purchase

Polka Dot Woven Shorts
$10.80

- Navy/cream
- Size

**ADD TO BAG**
(4 reviews)

Perfect for warm weather, this pair of woven shorts feature a polka dot print and smocked drawstring waist.

- Unlined
- Lightweight
- 100% rayon
- 12" full length, 2.5" inseam, 12" rise, 25" waist
- Measured from Small
- Hand wash cold
- Imported

Model Info: 
- Height: 5'7" | Bust: 32 | Waist: 24 | Hip: 36 | Wear Size: Small

Product Code: 2000059019

VIEW FULL DETAILS
Have Real Conversations

VS Pink Engagement

VSPINK @MsEllaMarce Outstanding! Which store did you visit Ella-Marce? They simply must know about this! :) #LovePINK
29-Sep-2013 11:40 AM

VSPINK @alissako90 Thnx 4 shopping with us Alissa! Be sure & tweet us ur haul! Can't wait 2 see what u score! :) #BlackFriday
28-Nov-2013 20:23 PM

VSPINK @lliana27Love Great deal and a perfect #ShoppingExcuse ;) What goodies did you get, lliana?
31-Dec-2013 11:10 AM

VSPINK @ronnygsemraw1 Thanks 4 visiting! Care 2 share your haul Ronny?! #LovePINK
01-Feb-2014 19:08 PM
Avoid Canned Responses

VS Pink Increase in Twitter Follower Growth
Social Media for eCommerce

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- Content: It’s What They Engage With

- Performance Measurement
What’s the ROI of your mother? How can you put value on a relationship? - @GaryVee
You Can Measure Anything, But Should You?
Don’t Get Hung-up on Vapid Forms of Measurement

Generally, the more effort required in the action, the better value it is.
“We don’t want one million new fans, we want one thousand new customers”  - @paddypower
Measure What Matters

Measure Based on Your Objectives

1. Word of Mouth / Brand Awareness – reach, surveys, SOV
2. Business Insights / Research – insights and impact of implementing them
3. Engagement with core audience – comments, replies, shares
4. Community Growth – growth rate vs. competitive set
5. Loyalty – sentiment, repeat conversions
6. Share of Voice – reach
7. Live Help / Customer Service - response time, reduce number of offline calls
8. Conversion / Driving Traffic - CTR, revenue
Three Areas Of Measurement

Business Insights / Research
- Word of Mouth / Brand Awareness
- Share of voice
- Community Growth
- Engagement With Core Audience
- Live Help / Customer Service

Conversion / Driving Traffic / Sales
- Loyalty

Listening / Research
- Insights/impact
- NPD
- Competitive Intelligence

Marketing / Engagement
- Reach, Surveys, SOV
- Reach
- Growth rate vs Competitors
- Engagement
- Response Time/Call Center Traffic
- Database Growth

Sales / CRM
- CTR
- CPO
- Revenue
- Sentiment
- Database Growth
WHY RKG?

Smart people using smart technology and real-time data-driven insights to improve discoverability of

RKG SERVICES

PAID SEARCH
SEARCH ENGINE OPTIMIZATION
COMPARISON SHOPPING ENGINES
PRODUCT LISTING ADS
DISPLAY ADVERTISING
SOCIAL MEDIA

RKG Resources

Download DMR: RKG.co/DMR
Dossier: RKG.co/Dossier
RKG Blog RKGblog.com

Thanks for your time!

George Gallese
gallese@rimmkauflman.com
@gallese

Dalton Dorné
ddorne@rimmkauflman.com
@daldondome

Craema Jamieson
gjamieson@rimmkauflman.com
@swanstonway

rimmkauflman.com | rkgblog.com
@rimmkauflman