Digital Strategies for the Digital Age

Fred Jorgensen • October 24, 2012
@CrosbyMarketing
About Crosby Marketing

• Integrated marketing communications firm
• Washington, DC metro area
• Government and Social Marketing & Advocacy
INSPIRING ACTIONS THAT MATTER.™

Helping our clients positively impact people’s lives – actions that make a real difference – for individuals, for families, for communities, for society.
Ground Rules for Digital Strategies:

- Effective
- Adaptable
- Practical
- Already at “scale”
Not Covered

- Head Tracker (IS900)
- Sony LDI-D100B
- Microphone
- P5 Glove
- Hand Tracker (IS900)
- DiamondTouch Table Connector
We All Want the Same Thing

Customer Life Cycle

1. Awareness
2. Interest
3. Trial
4. Loyalty
5. Purchase
What We Want: More Awareness

Target and creatively address customers online

- Demographics
- Content interests
- Behavior
- Geography
100 Fastest-Growing Companies

Homes: Sharpest pullback in 31 years
1:24am: Government index shows the biggest quarter-to-quarter slowdown in price gains since records began. (more)

A September struggle on Wall Street
2:01am: Housing composite holds gains, blue chips drift as Treasury yields jump; oil slides on doubt
find. (more)

6 dividend all-stars
6:06am: Companies that keep increasing their dividends typically provide superior total returns. Money Magazine's Michael Siy identifies six to watch. (more)

COMAAPIES
All eyes on Katie Couric
1:11am: The former "Today" show host is finally set to debut on CBS. Can she help ratings at the No. 3 nightly newscast? (more)

• Does Martha's good news a hoax?
What We Want: More Awareness

Benefits of advanced online ad targeting

• Reduced media waste
• Improved relevance
• Higher response rates
• More memorable advertising
What We Want: More Interest

Further digital goals through distribution of mission-building content

- Videos
- Blog posts
- Infographics, whitepapers
- Social media updates
Tool
What We Want: More Interest

Benefits of content marketing

• Demonstrate authority
• Build customer confidence
• Incremental website traffic
• Improved search rankings
What We Want: More Trial

Get more than just clicks from paid search

- Showcase more content
- Collect e-mail addresses
- Highlight retail locations
- Build social media following
Build Social Following

Ads related to tips to save energy

Ways To Conserve Energy | safetyathome.com
www.safetyathome.com/
Protect Your World & Everything in it. UL: Energy Conservation Tips!
Like us on Facebook - Watch Safety Videos - Follow us on Twitter - Spring Safety

Save with PeakRewards™
peakrewards.bjesmartenergy.com/
Earn BGE bill credits & save energy Get a New Thermostat from BGE

Need Tips To Save Energy? | energyofthecity.com
www.energyofthecity.com/
Learn To Reduce Your Carbon Impact In Our Magazine. Download For Free!

We Energies Energy Saving Ideas 101 Tips
www.we-energies.com/energy-saving-ideas/tips/101tips.htm
101 Money-saving tips. Small appliances; Refrigerators and freezers; Dishwashers; Ranges and ovens; Washers and dryers; Water heaters and water usage ...

Energy Savers Guide | Department of Energy
energy.gov/energy/sav/energy-savers-guide
This guide shows you how easy it is to cut your energy use at home and also on the road. Energy Savers: Tips on Saving Money and Energy at Home ...

FPL | Top 10 Savings Tips - Energy Efficiency Tips
www.fpl.com/residential/energy_saving/resources/tips/top_tips.shtml
FPL's top 10 energy savings tips provide you with efficient ways to conserve ... FPL on Twitter RSS Feed for Quick ways to save energy Watch FPL on YouTube ...

Guides & Tips
www.bjs.com/enewsletter/residential/energy_saving/energy_saving/tips.htm
Cool Tips for Saving Energy. You can save money on your electric bills by following these simple practices: Keep cool air in and hot air out by sealing openings ...

News for tips to save energy
As cold returns, tips for saving on heating costs
San Jose Mercury News - 6 hours ago
As cold returns, tips for saving on heating costs ... The Energy Department estimates that a resident can save 5 percent on their heating bill for ...

Summer Time Energy Saving Tips
www.consumerenergycenter.org/tips/summer.html
These tips are designed to help you choose effective ways to reduce your energy bills. Some measures may not be relevant depending on climate, the age of ...

Saving Energy
energyquest.ca.gov/saving_energy/index.html
This section of Energy Quest is about Saving Energy ... PowerSmart (tips to save money and the planet - Alliance to Save Energy; Rocky Mountain Institute - for ...
Highlight Retail Locations
Collect E-mail Addresses
What We Want: More Trial

Benefits of paid search “extensions”

• Intercepting active seekers at time of need
• Little risk; pay-per-click
• Increased shelf space among results
• Create more value
Other Growing Digital Trends to Watch
1. Viewability
2. Social Graph
3. Responsive Design
4. SoLoMo
5. Attribution
Thank you!

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