

# 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.

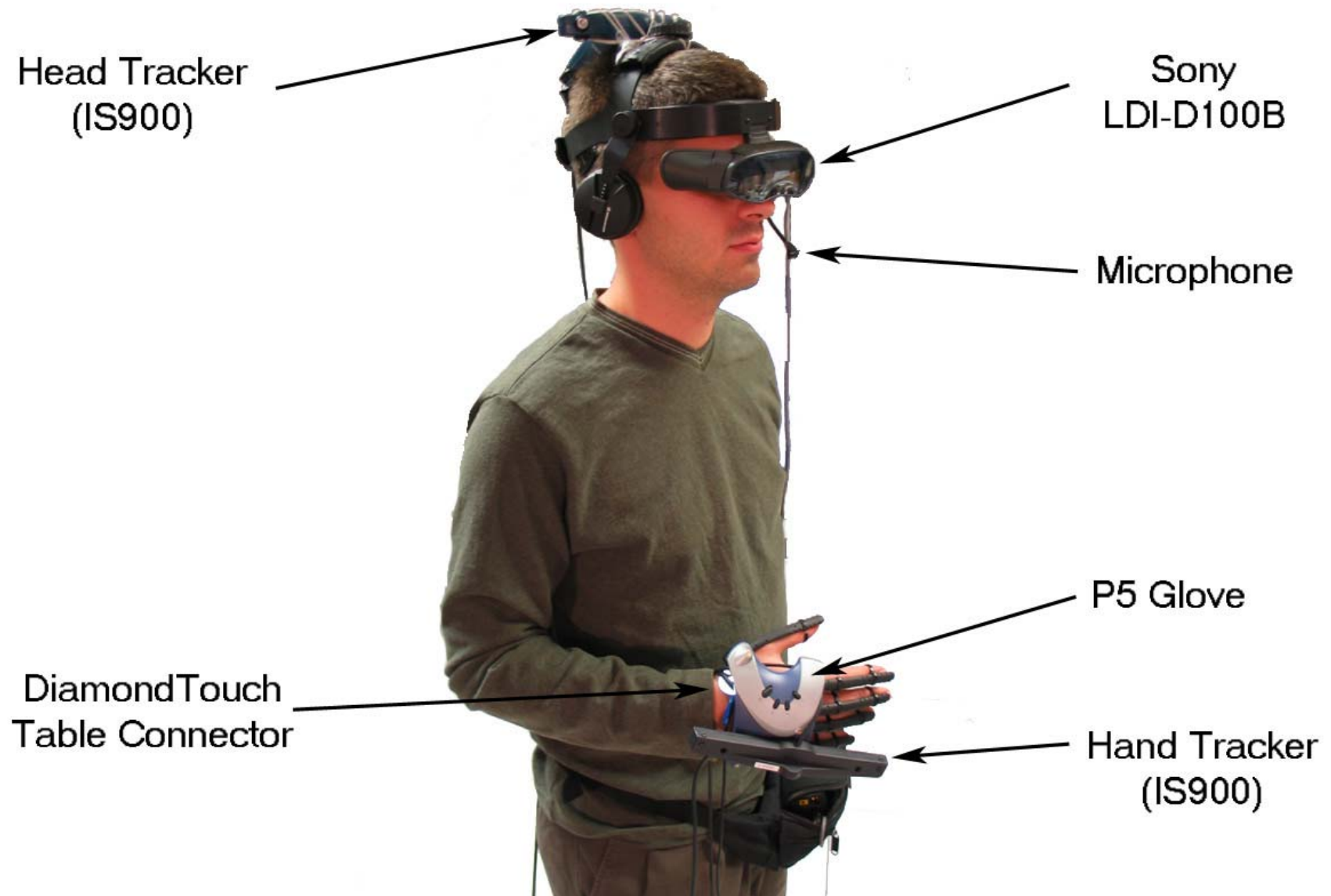




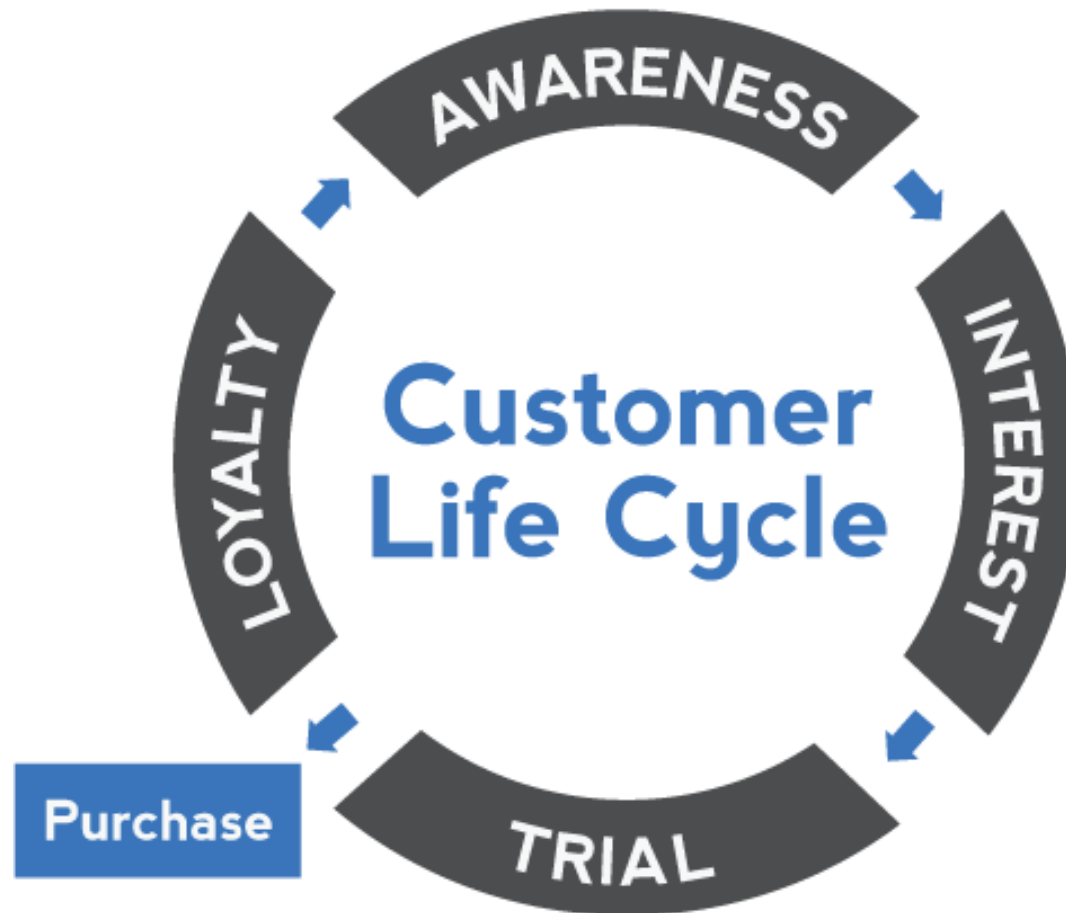
## Ground Rules for Digital Strategies:

- Effective
- Adaptable
- Practical
- Already at “scale”

# Not Covered



# We All Want the Same Thing



# What We Want: More Awareness

Target and creatively address customers online

- Demographics
- Content interests
- Behavior
- Geography





http://demo.pointroll.com/PointRoll/AdDemo/EnergyStar/MapGeoTarget\_Weathercom\_300x250\_Exp\_csdemo\_r01Ud48.asp

PointRoll AdPortal Pointroll Client Showcase USATODAY.com - Na... USATODAY.com - Natio... Stock Photography:

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**Colo. wildfire threat eases**  
 Thousands evacuated as erratic fire continues to burn.  
 ■ [American killed in London](#)  
 ■ [Climbers killed in Wash.](#)  
 ■ [Remains ID'd as Idaho boy](#)

**Terror war update given**  
 Bush says America must 'stay on the offense.'  
 ■ [Congress, you've got mail](#)  
 ■ [White House mum on Rove](#)  
 ■ [GOP 'Mad' at Clinton](#)

**London back in business**  
 Commuters returned to work, though some took taxis.  
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 ■ [One dead in Belfast attacks](#)  
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**Best bets**

■ **Dennis weakens as it hits land**  
 Hurricane downgraded to category 2  
[Storm shelters filing up](#) | [In depth](#)

■ **The return to space**  
 As Wednesday's launch approaches, the shuttle's safety comes into question. [Graphic:](#)  
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[Less faith in NASA](#)

■ **Bosnian wounds still healing**  
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2:25 PM ET 09/05/06 © BigCharts

**100 Fastest-Growing Companies**

8:43am: This year, the supercharged performers on Fortune 1000 list include Yahoo, Urban Outfitters, and Toll Brothers. See all the winners.

- Stocks with the best returns
- Fast growers in biotech, oil and the Net

**Homes: Sharpest pullback in 31 years**

1:24pm: Government index shows the biggest quarter-to-quarter slowdown in price gains since records began. (more)

**A September struggle on Wall Street**

2:01pm: Nasdaq composite holds gains, blue chips drift as Treasury yields jump; oil slides on Gulf find. (more)

**6 dividend all-stars**

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

**COMPANIES**

**All eyes on Katie Couric**

1:18pm: 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 = buy?

**LATEST NEWS**

- Chevron find may mean...
- Shakeup at struggling Vi...
- Microsoft sets pricing fo...
- First artificial heart for c...
- IMF chief sees global gro...
- Bonds fall on Fed rate hik...
- Intel job cuts expected -
- Why the biggest companies can't hire the best execs
- Screening firms that check if workers are illegal
- Russia takes charge of the commodities market

**ALL OF TODAY'S HEADLINES**

**SPECIALS**

**Best Places to Live**

**America's smartest cities**

Latest Census numbers...places with the most college degrees. Plus: More top 25 lists - safest cities and where the biggest earners are. (more)

**BATTLE OF THE BUILDINGS**  
EPA's NATIONAL BUILDING COMPETITION

**FINAL ROUND**

245 buildings across the country are battling to see who can save the most energy and become champion of EPA's National Building Competition.

**IS A MARYLAND CONTENDER MAKING THE CUT?**

[Watch the Battle Unfold.](#)

**YOUR LAST 5 QUOTES** Sep 05 2:10pm ET

Symbol	Company	Price	Change
WMT	Wal-Mart Stores, Inc.	45.54	+0.09
XOM	Exxon Mobil Corp	68.38	+0.28
GM	General Motors Corporation	30.48	+0.21
F	Ford Motor Company	8.35	+0.08
GE	General Electric Company	33.95	-0.19

**PORTFOLIO: TRACK YOUR STOCKS**

EN

# 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

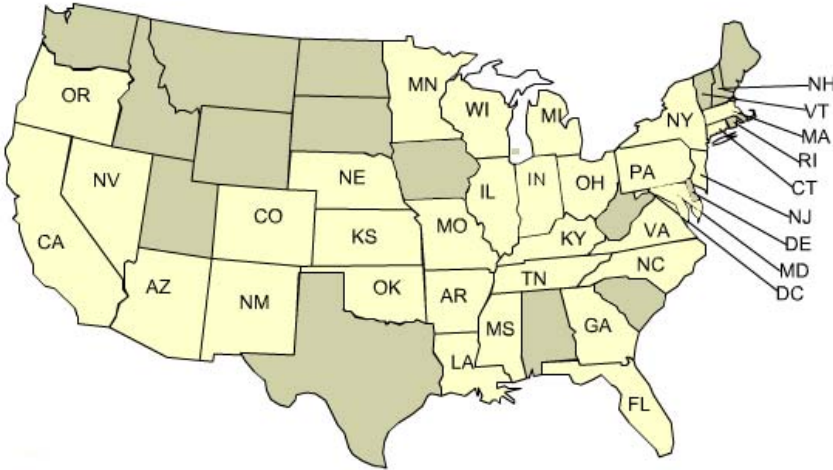




- Home
- About the Program
- Accepted Donations
- Service Areas
- About Vietnam Veterans of America
- About the War
- FAQ
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## Household Goods Donation Program

### Service Areas

Please find your state and click on it within the map below.



State with pickup service	
State without pickup service	

**Vietnam Veterans of America**  
8719 Colesville Road • Silver Spring, MD 20910  
Phone: (301) 585-4000 • [VVA Web Site](#)



# Resource



888.518.VETS (8387) Schedule a Free Pickup

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SCHEDULE A PICK-UP DONATION INFORMATION TALES FROM THE CLOSET ORGANIZING ORACLE RESOURCES ABOUT US

**Schedule Your Pickup Now... It's so easy!**

ClothingDonations.org accepts donations of household goods and clothing in 30 states in the continental United States. To schedule a pickup, use our interactive map to identify your area and just click or call. It's that easy!

READ MORE

**WHY DONATE OLD CLOTHES?**

ClothingDonations.org is a service of Vietnam Veterans of America. We pick up your used clothes or household goods and use them to support Veterans' programs.

**SCHEDULE A FREE PICK-UP**

Have your clothes and household items picked up from your doorstep. Start by entering your zip code:

Clothes • Baby Items • Books  
Toys • Electronics Bedding  
Kitchenware • Tools • Almost Anything!

**QUICK TIPS**

*Estimating your tax deduction*  
Here are the general tax deduction guidelines for clothing donations made to VVA.

*How to decide if something is worth keeping*  
Deciding what to pitch or keep is simple if you work through these questions - honestly.

*How to Choose a Charity*  
Consider these details before choosing to support a charity.

*10 Traits of an Organized Home*  
Is your house organized?

**RESOURCES**

- How to Start Getting Organized
- Links to Top Organizing Websites & Blogs
- Donate It or Dump It?
- Help for Hoarders
- Guidance on Tax Deductions
- Before and After Photos

**Find us on Facebook**

ClothingDonations.org

118 people like ClothingDonations.org.

Kathleen Christine Lydia Renee  
Diana Peter Darla Jennie

Facebook social plugin

SCHEDULE PICK-UP BY STATE

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SCHEDULE A PICK-UP DONATION INFORMATION TALES FROM THE CLOSET ORGANIZING ORACLE RESOURCES ABOUT US

**SCHEDULE A FREE PICK-UP**

Have your clothes and household items picked up from your doorstep. Start by entering your zip code:

**HOW DOES IT ALL WORK?**

Schedule a pick-up using our interactive map or by calling 888-518-VETS (8387).

**WHAT V...**

- Clothing
- Electronics
- Clothing
- Shoes
- Baby Items
- Household
- Books
- Stamps
- Stamps

**NEED TO FIND A DROPOFF LOCATION?**

Find a box near you:

-- Select a state --

**DONATE IT? OR DUMP IT?**

We need you to vote whether a clothing or household item should be "donated" or "dumped". Submit your own picture to be judged. Make sure you vote on the Facebook comment or email us at: info@clothingdonations.org, or simply reply to the comment.

Submitted by: Delores P. Crabtree, Wilmington, DE

ITEM: Brown, leather bomber jacket, 90s military style

Vote and comment on more items!

**SHARE YOUR THOUGHTS!**

26 comments | Add a comment

**UPLOAD A PHOTO**

Submitted by: \_\_\_\_\_

Image Title: \_\_\_\_\_

City, State: \_\_\_\_\_

Filesize: \_\_\_\_\_

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SUBMIT

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# 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



+You Search Images Maps Play YouTube News Gmail Documents Calendar More -

Google tips to save energy

Search About 74,300,000 results (0.18 seconds)

Web  
Images  
Maps  
Videos  
News  
Shopping  
More

Ellicott City, MD  
Change location

Show search tools

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 Protect Your World & Everything in it. UL: **Energy Conservation Tips!**  
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 Learn To Reduce Your Carbon Impact In Our Magazine. Download For Free!


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 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/energysaver/downloads/energy-savers-guide](http://energy.gov/energysaver/downloads/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](http://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.bge.com/waystosave/residential/resguidetips/pages/default.aspx](http://www.bge.com/waystosave/residential/resguidetips/pages/default.aspx)  
 Cool **Tips for Saving Energy**. You can save money on your energy 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** 1 percent on their heating bill for ...  
 NBCNews.com

**Summer Time Energy-Saving Tips**  
[www.consumerenergycenter.org/tips/summer.html](http://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](http://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 ...

Build Social Following

Ads related to tips to save energy ⓘ

**Ways To Conserve Energy | safetyathome.com**

[www.safetyathome.com/](http://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

**Redskins Jerseys | DicksSportingGoods.com**  
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 Shop **Washington Redskins Jerseys**; Free Shipping On Football Jerseys!  
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Find locations near  
 Example: 10 market st, san francisco

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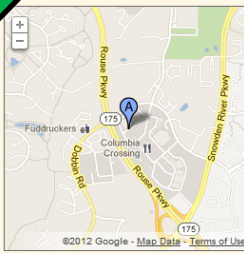
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[www.nike.com/](http://www.nike.com/)  
 Official Nike NFL Jerseys Online at the Official Nike Store  
 Washington Redskins Jerseys - Men's Washington Redskins Apparel

**Washington Redskins Jersey | NFLShop.com**  
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**Washington Redskins Jersey - Nike Redskins Jerseys, New ...**  
[www.nflshop.com/family/index.jsp?categoryId=2237521](http://www.nflshop.com/family/index.jsp?categoryId=2237521)  
 New 2012 Washington Redskins Nike Jerseys arrived at NFLShop.com, be first to wear Washington Redskins Nike football uniform (Washington Redskins Nike ...  
 Reebok Washington Redskins ... - Hunter Washington Redskins ...

**Washington Redskins Jerseys at RedskinsTeamStore.com**  
[store.redskins.com/redskins-jerseys/](http://store.redskins.com/redskins-jerseys/)  
 Find Washington Redskins Jerseys and Brian Orakpo Jerseys at RedskinsTeamStore.com.


**Ladies Redskins Jerseys - Washington Redskins Merchandise at ...**  
[store.redskins.com/RedskinsMerchandise/RedskinsLadiesApparel](http://store.redskins.com/RedskinsMerchandise/RedskinsLadiesApparel)  
 Buy Ladies Redskins Jerseys and other Washington Redskins Ladies Apparel at RedskinsTeamStore.com.

**Washington Redskins Jersey - Nike Redskins Jerseys, 2012 at ...**  
[www.fansedge.com/Washington-Redskins-Jerseys\\_483237496\\_PG...](http://www.fansedge.com/Washington-Redskins-Jerseys_483237496_PG...)  
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wine of the month club

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The California Wine Club's **wine of the month clubs** have been America's most trusted since 1990.

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[www.amazingclubs.com/](http://www.amazingclubs.com/)  
Gift of the **Month Clubs** are the perfect gift when you want to say you care not just once, but **month** after **month**! At Amazing **Clubs** we offer dozens of gourmet gift ...

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[www.wineinsiders.com/Wine\\_Clubs\\_00000024C.html](http://www.wineinsiders.com/Wine_Clubs_00000024C.html)  
Join our **monthly wine clubs** to give **wine of the month** to that special person. With no membership fees or commitment our **wine clubs** of the **month** allow you to ...

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**Wine of the Month Club - Clubs of America**  
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Love being a member of the **Wine of the Month Club** from Great Clubs. Offering **Wine of the Month Clubs** for over 16 years with free shipping.

**Wine of the Month Club Review - Wine Clubs Directory**  
[wine-of-month-club.wineclubdirectory.net/](http://wine-of-month-club.wineclubdirectory.net/)  
We've been a big fan of the **Wine of the Month Club** for years now for the following reasons..., be sure to use the following **Wine of the Month Club** Coupon Code ...

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**The California Wine Club - Get 4 Bottles For The Price Of 2.**

[www.cawineclub.com/wineclub](http://www.cawineclub.com/wineclub)

No Membership Fees, Cancel Anytime!

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Name

**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

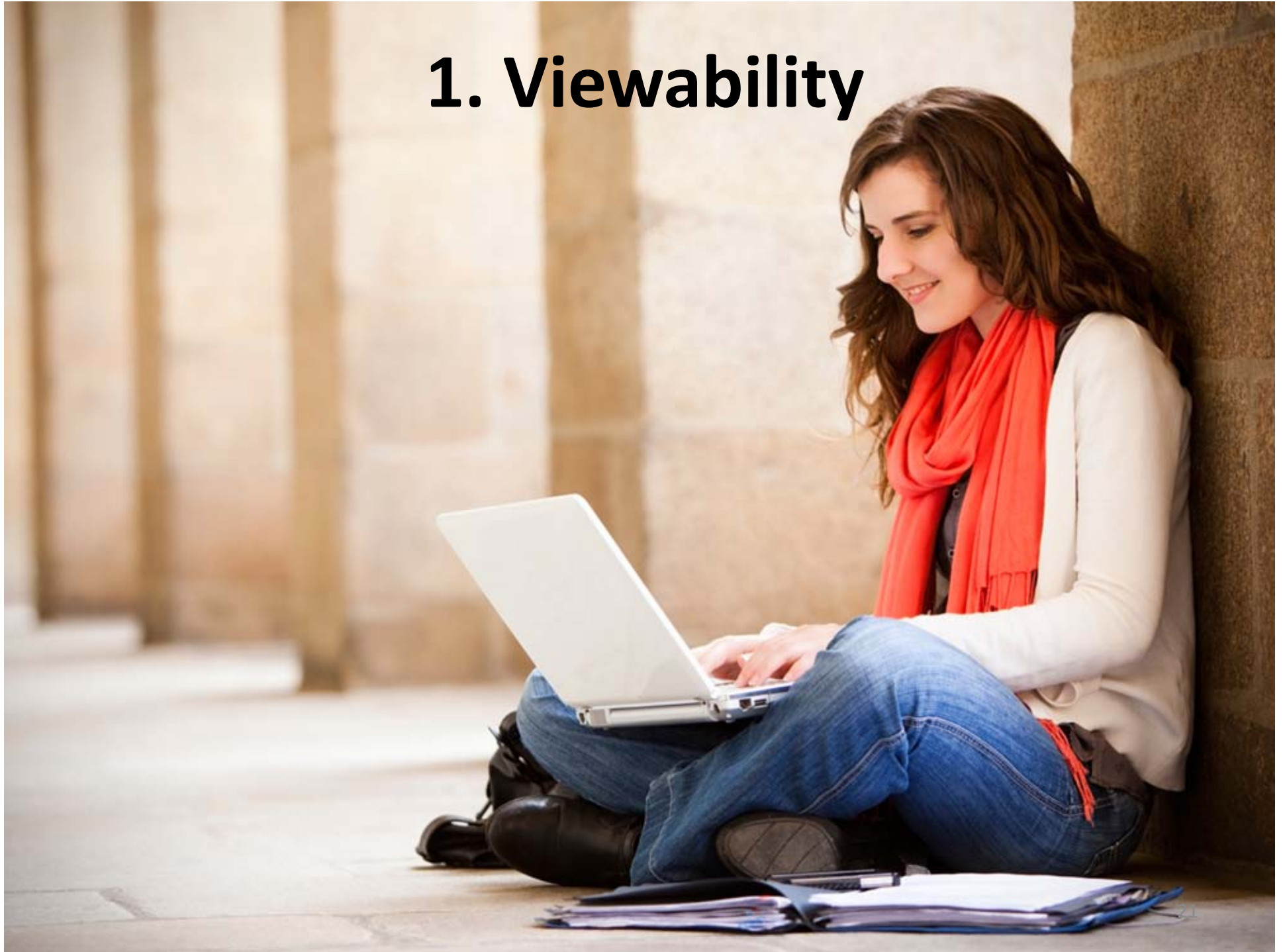


## Other Growing Digital Trends to Watch

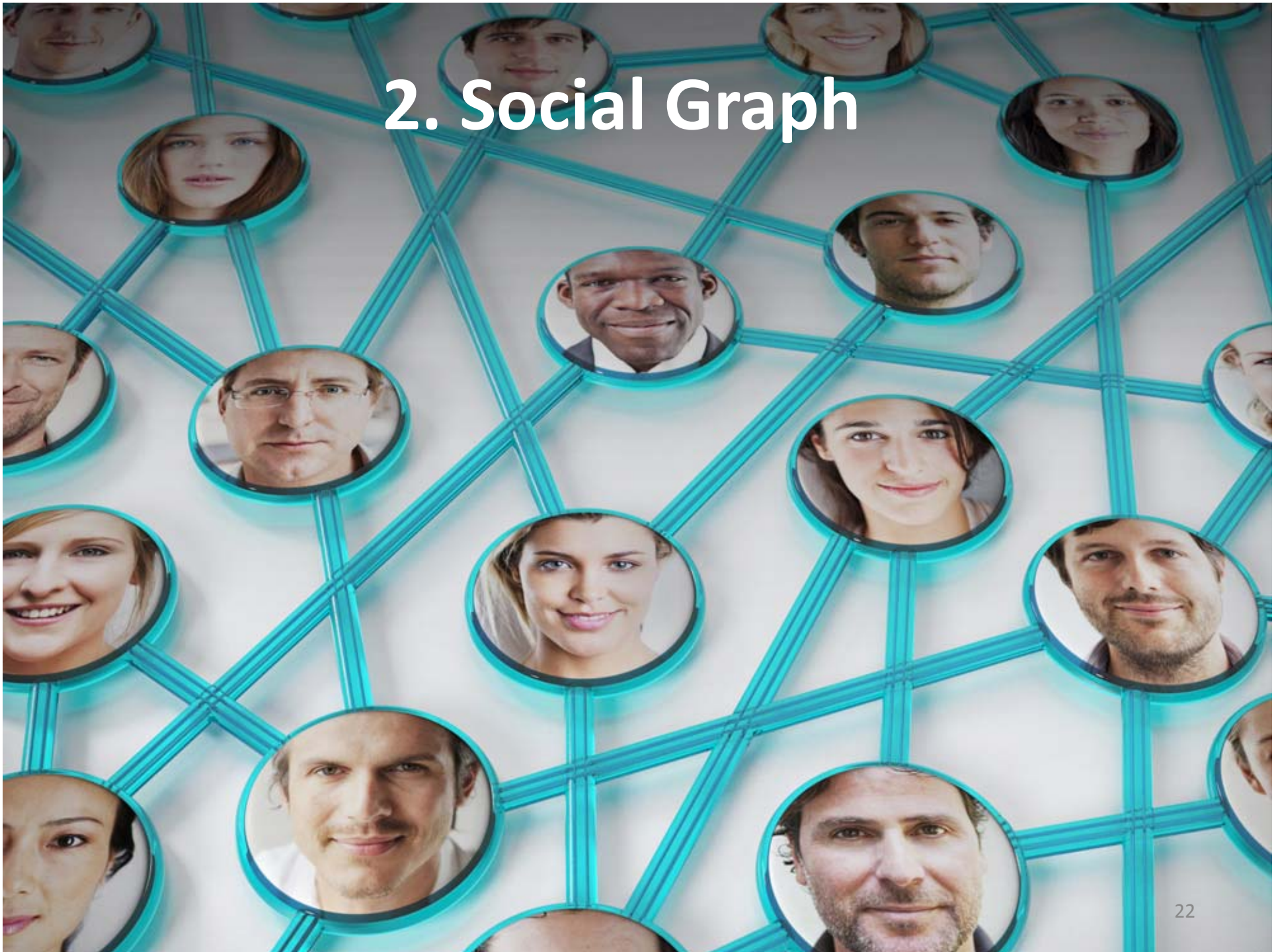




# 1. Viewability



## 2. Social Graph





# 3. Responsive Design



## 4. SoLoMo



# 5. Attribution



# Thank you!

Fred Jorgensen • October 24, 2012

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