



Online Optimisation - Optimising your website for conversion and business success

Notes taken by Chris Maloney – www.maloneyonmarketing.com

Brian Massey, Conversion Scientist, Conversion Sciences Optimization

conversionsscience.com @bmassey

Brian wearing a lab coat (Conversion Scientist)

Advertising was designed to simulate word of mouth

Pre purchase - Awareness, consideration, action

Post purchase - use, opinion, talk

Trying to use social media to drive awareness is wrong. What you should be doing is getting them to use and talk about it.

Social landing page = blog

Budurl.com (URL shortener with analytics)

Listening software

- Radian6
- Specific Mention.com

Kelly Ripley Feller – Social Media Strategist Intel Corporation @bryanrhoads (consumer) @kellyrfeller (business and corporate)

4 people in Intel team

85% of American consumers want companies to be present in social media

51% of customers want companies to interact with them as needed or by request

70% of consumers consulted their social networks prior to PC purchase.

Internal and External social media

Social Media Continuum – Strategic

- Sharable
- Richer (videos)
- Conversational
- Collaborative
- Participatory
- Pro-active

Social Media Evolution - **GROW**

- **G**rassroots (early adopters feared by legal and brand, abundant passion, personal brands trump company brand, not tied to strategy or ROI, generally inexpensive/free)
- **R**esults Testing (Pilots, risk assessment, results, failing/learning, fail quickly, often tool focused – twitter pilot)
- **O**perationalise (Business case, infrastructure governance and training, metrics and tracking, enterprise tools)
- **W**idespread adoption – integration into campaigns at strategy phase, inclusion becomes second nature

Intel Social Media Guidelines (public) – anyone can do it. Read guidelines and do DigitalIQ500

Good, bad, ugly rule. Good and bad allowed, ugly not. Ugly is off topic, swearing etc.

Sponsoring conversation – have to be involved

Marketing basics still apply – if you are selling retirement products why are you on Twitter? Understand your audience and where they are.

Objective of social media is not awareness – marketing campaigns are great for awareness. What is social about awareness?

Earned media is just word of mouth – same as PR.

6% of the content on the web is either positive or negative – most is neutral.

People will not buy a product because you are on Twitter, but they will consider it.

Classic marketing is reach and frequency. Social media is about increasing frequency (more people talking about you)

If you don't have a share button on every page of your website, I will have a fit.

Comments on blogs come about when you are controversial

