WELCOME!

Building a Better Business with Digital Marketing

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Mack Web Solutions
@mackfogelson

#MozCon

a SHIFT in FOCUS

“WEBMASTERS CAN

IMPROVE THE RANK OF THEIR SITES

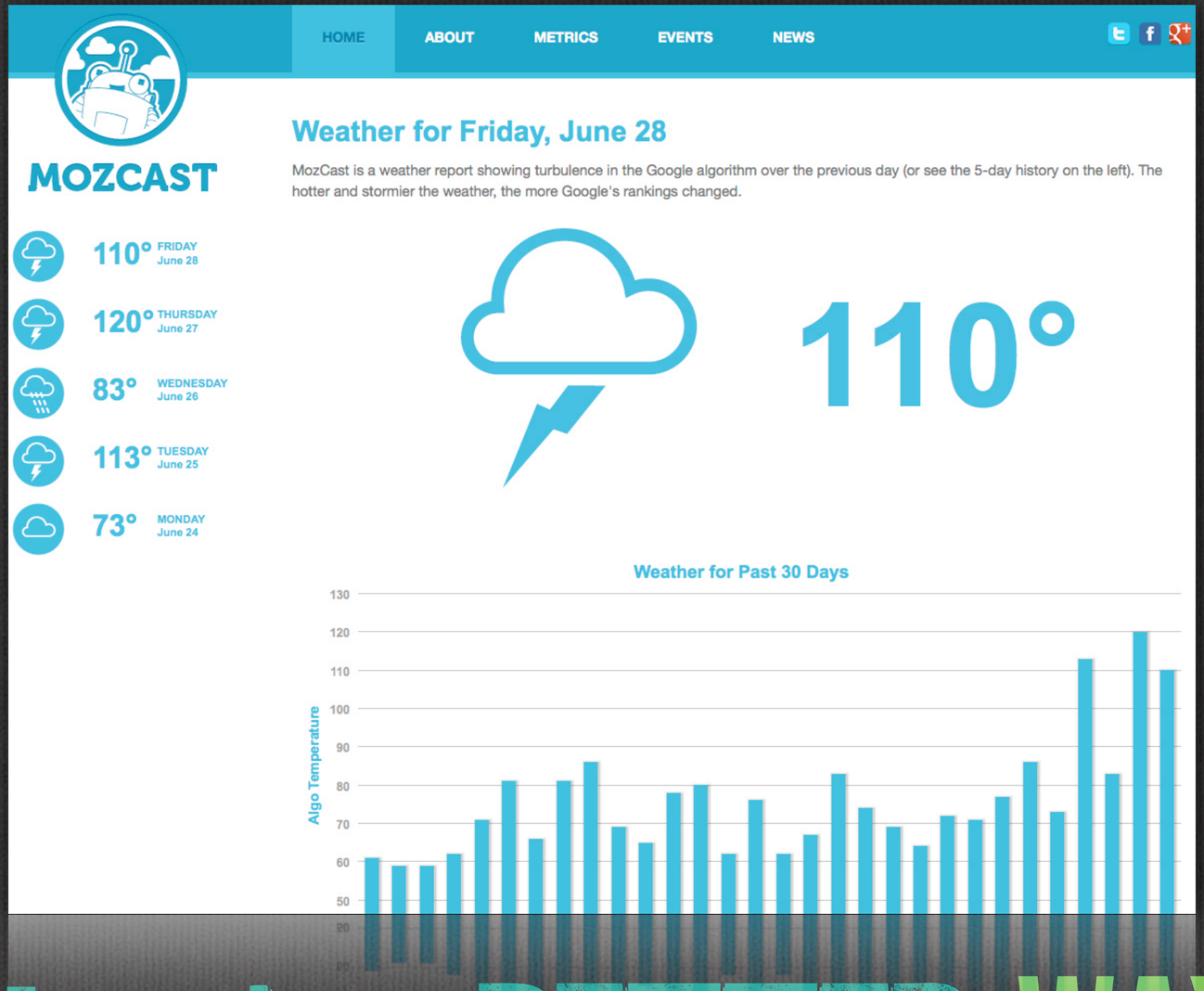
BY CREATING HIGH-QUALITY SITES

THAT USERS WILL WANT TO

USE AND SHARE.”

- GOOGLE -

a.k.a. the goog



there's a BETTER WAY

“WHAT ASSETS CAN YOU BUILD THAT Google CAN’T TAKE AWAY?”

- PADDY MOOGAN -

Distilled

PUT THE FOCUS ON

YOUR BUSINESS

WHERE IT BELONGS

IMAGE CREDIT: HTTP://MEDIA-CACHE-EC4.PINIMG.COM/ORIGINALS/CC/14/E6/CC14E6B24F39D6D185E04A285EF42BA2.JPG

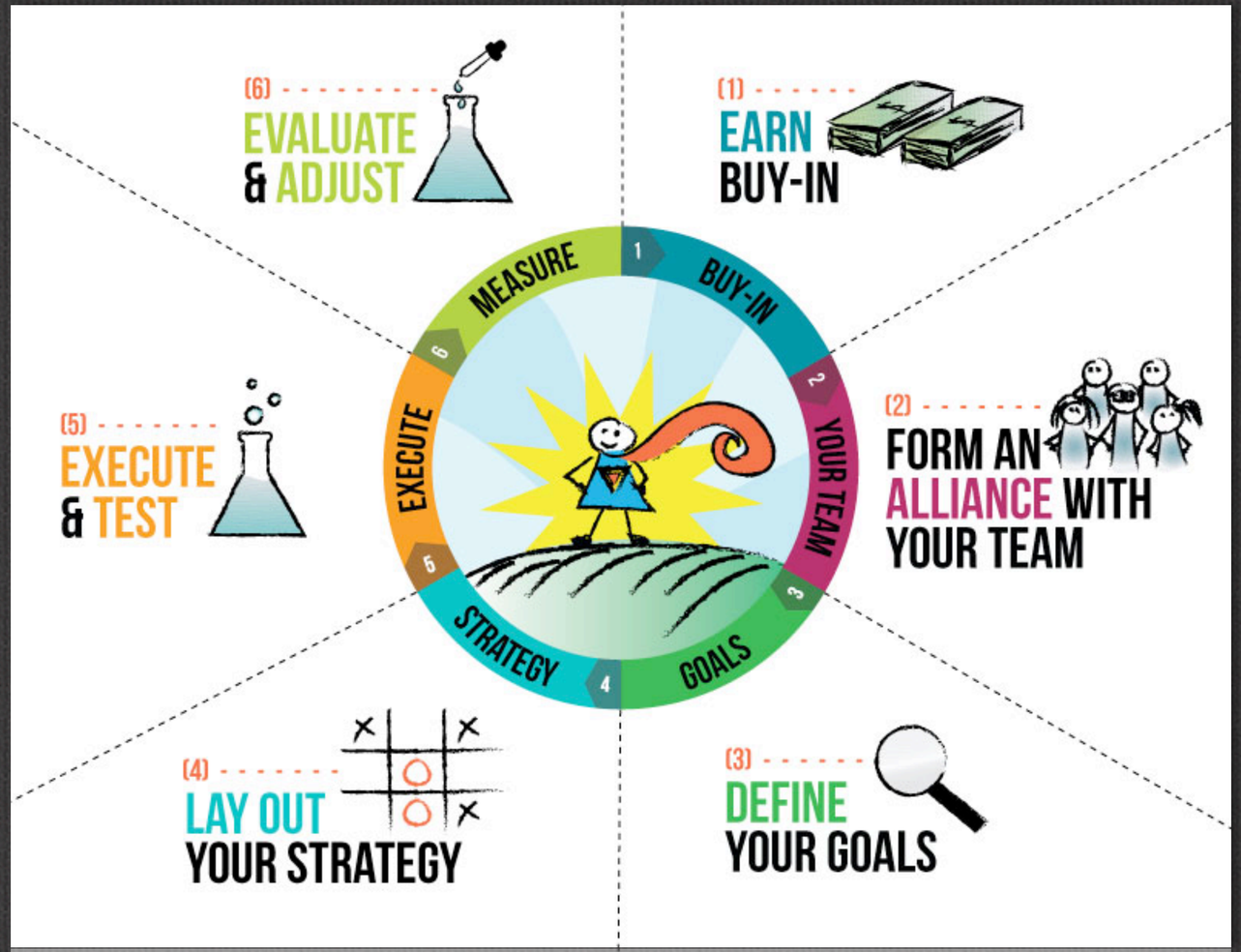
BUILD a COMMUNITY

and you will

BUILD your BUSINESS

GO HERE FOR THE
PLAY-BY-PLAY ON
HOW TO BUILD COMMUNITY
http://bit.ly/1awTIPk
today i'm sharing insights
MACK WEB SOLUTIONS
@MACKFOGELSON

IMAGE CREDIT: HTTP://LEARNI.ST/USERS/36/BOARDS/805-OCCUPATION

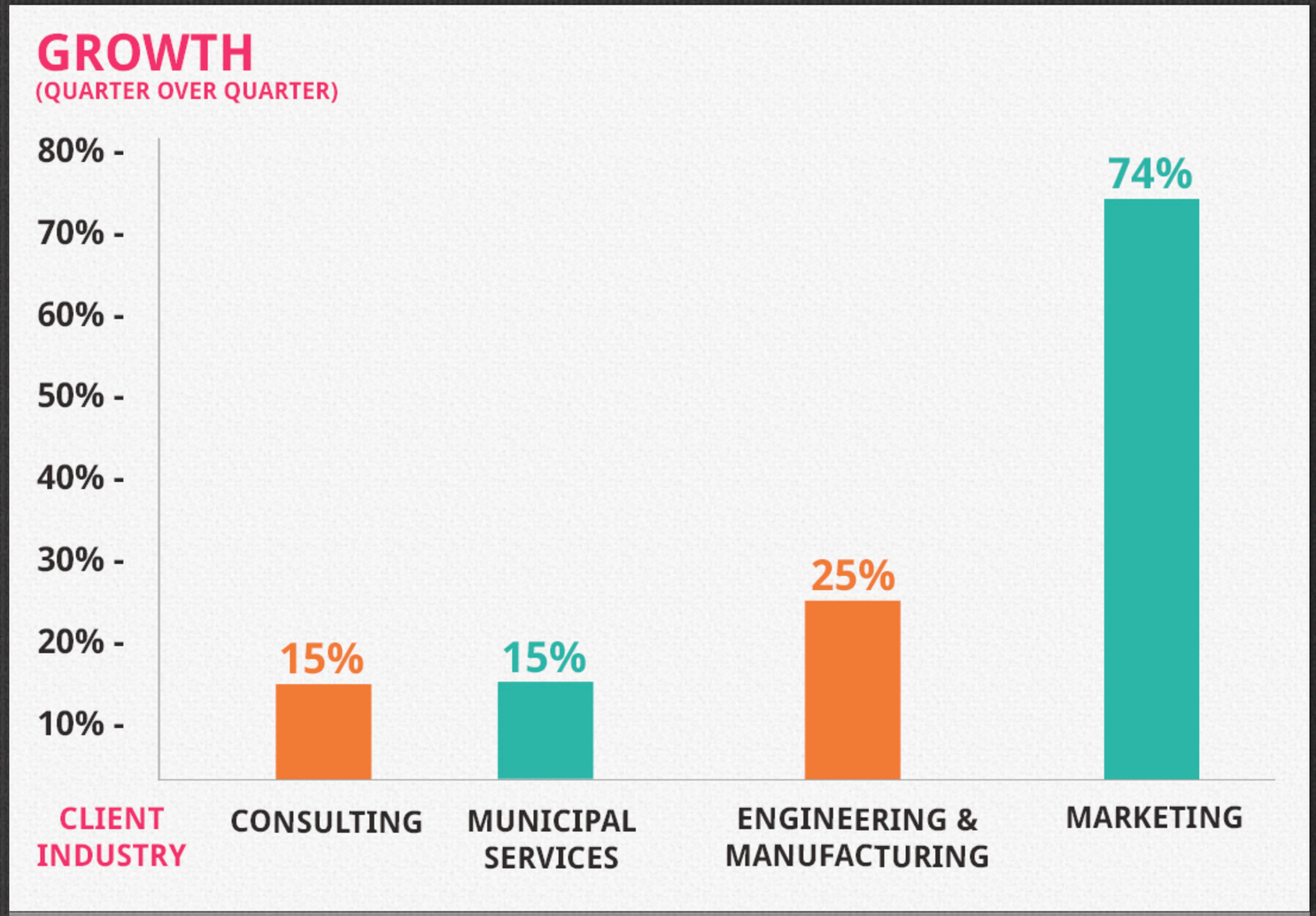


we BUILT a PROCESS

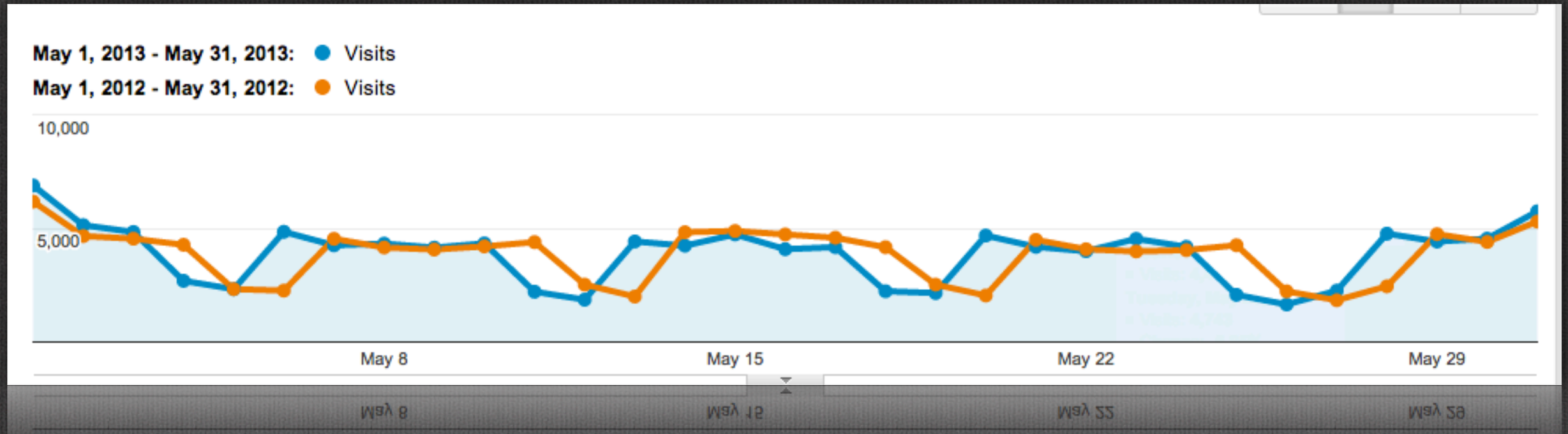
OUR TOOLS

IN ADDITION TO DEVELOPING A STRATEGY, WE USED THESE TOOLS TO BUILD COMMUNITY.

SEO
CONTENT
SOCIAL MEDIA
EMAIL MARKETING
OUTREACH



we've seen RESULTS LIKE THIS



but WE'VE also SEEN THIS

BUILDING COMMUNITY

BUILDING COMMUNITY

1

STUFF THAT MADE A DIFFERENCE

BUILDING COMMUNITY

1

STUFF THAT MADE A DIFFERENCE

2

STUFF WE'D LIKE TO CHANGE

BUILDING COMMUNITY

1

STUFF THAT MADE A DIFFERENCE

2

STUFF WE'D LIKE TO CHANGE

3

STUFF WE LEARNED THE HARD WAY

BUILDING COMMUNITY

1

GOALS NOT TOOLS

BUILDING COMMUNITY

1

GOALS NOT TOOLS

2

DIVERSE CONTENT

BUILDING COMMUNITY

1

GOALS NOT TOOLS

2

DIVERSE CONTENT

3

FLEXIBILITY & FORMULA

1

FOCUS ON GOALS, not tools

GOALS not TOOLS

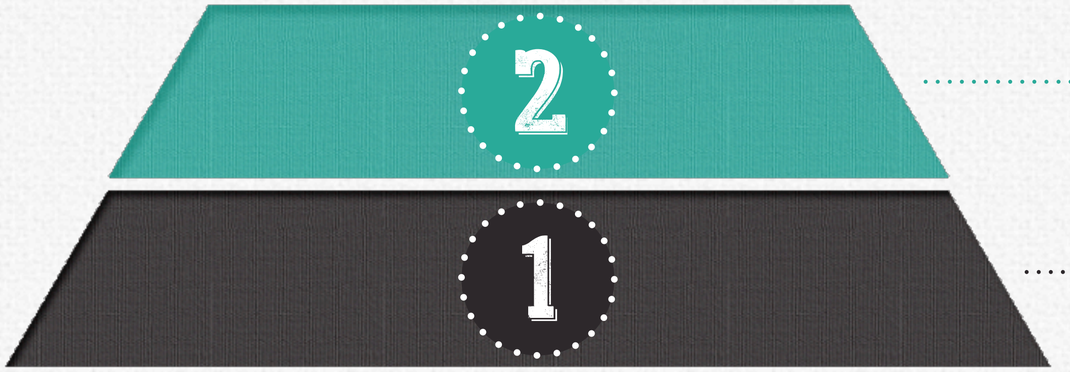
SET GOALS FOR YOUR WHOLE BUSINESS.

THEY ARE THE BUILDING BLOCKS FOR

STRATEGY AND DIRECTION.

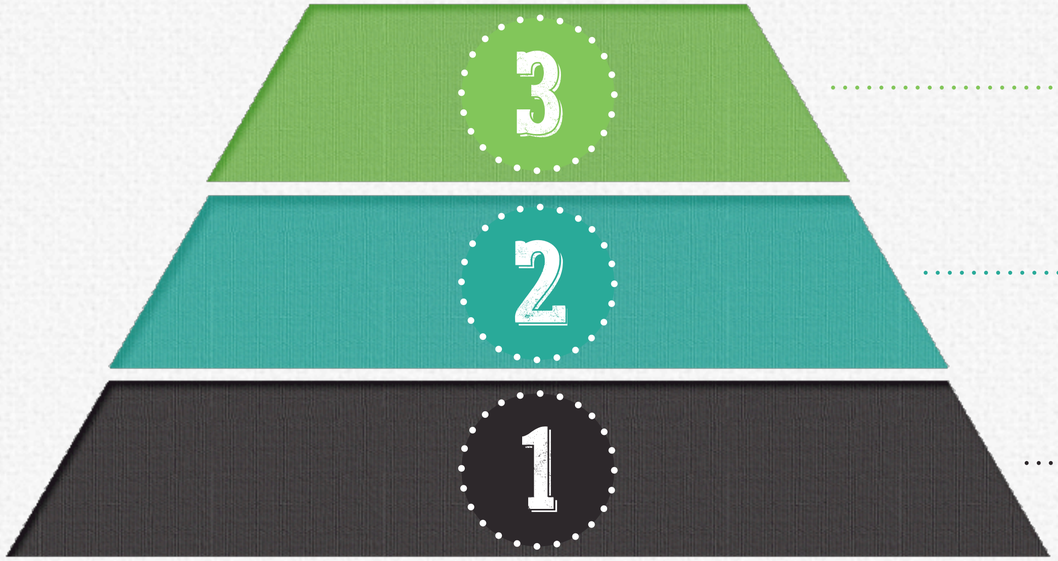
1

Goals



KPIs

Goals



Strategy

KPIs

Goals

Execution

Strategy

KPIs

Goals

Analysis

Execution

Strategy

KPIs

Goals

FOCUS on GOALS

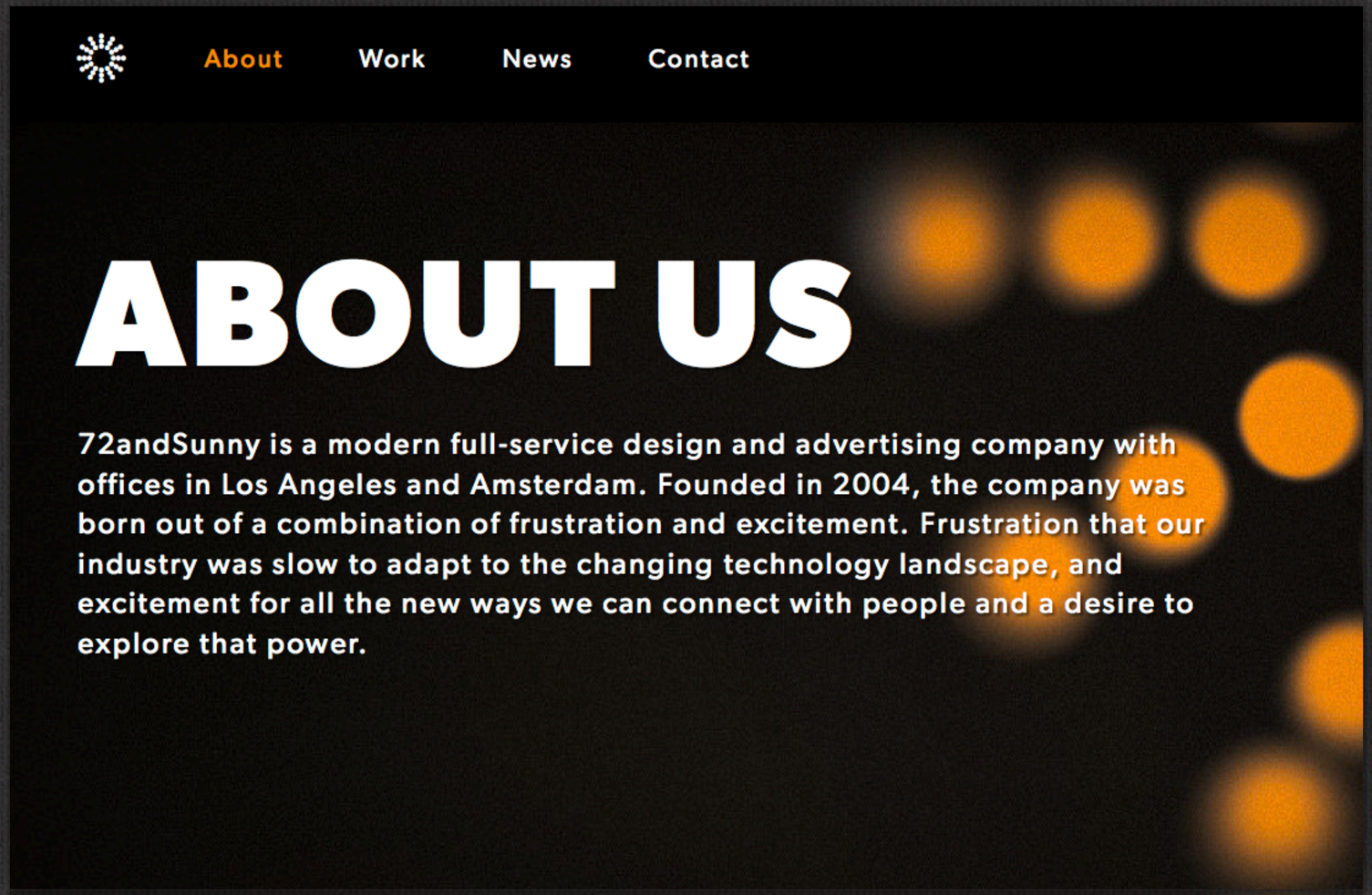
THE TOOLS YOU USE TO BUILD COMMUNITY ARE MOST POWERFUL WHEN DRIVEN BY STRATEGY AND ROOTED IN THE GOALS YOU HAVE FOR YOUR WHOLE BUSINESS.

2

BUILD DIVERSE CONTENT

DIVERSE CONTENT

IN ADDITION TO BLOG POSTS AND INFO-GRAPHICS, BUILD CONTENT THAT PROVIDES AN EXPERIENCE AND ACCOMPLISHES YOUR GOALS.



JUST like @72ANDSUNNY

BUGABOO DAYTRIPS

LET'S BREAK THIS DOWN FOR

YOUR BUSINESS

CREATIVITY STARTS WITH GOALS

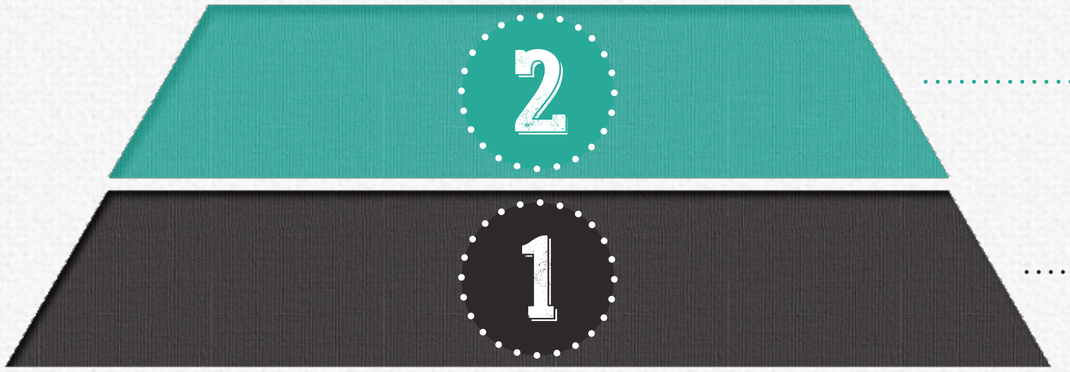
IMAGE CREDIT: HTTP://WWW.GROWINGAJEWELEDROSE.COM/2013/05/SUMMER-FUN-WITH-KOOL-AID-PAINT.HTML

1

Goals

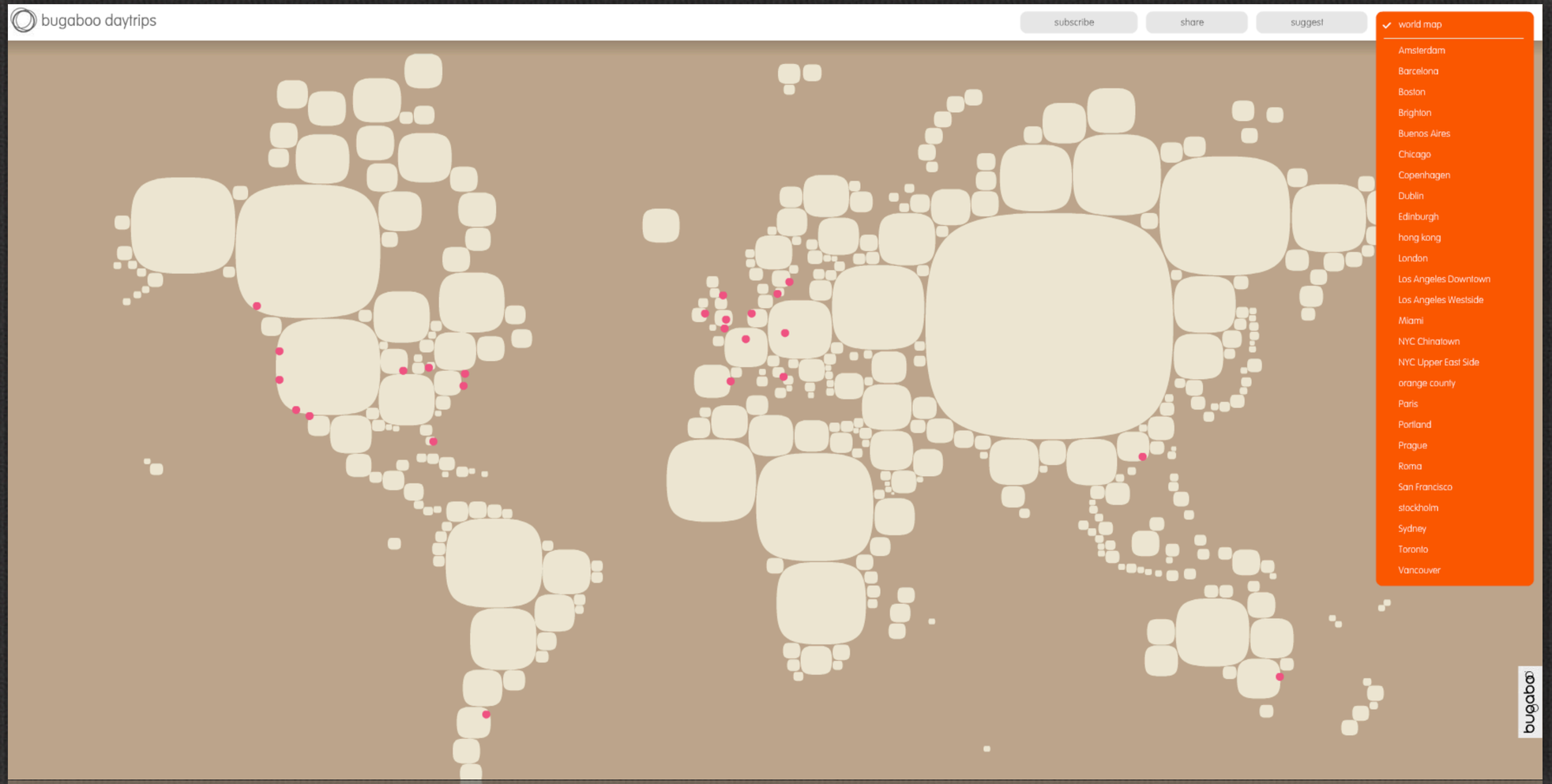
Bugaboo is a high-design Dutch stroller that wanted to achieve global presence. We recognized an opportunity for the brand to re-invent the stroller category and resonate with modern parents who still want to explore and experience the world. Daytrips created a way for parents to still feel mobile with their newest family member.

SET a GOAL

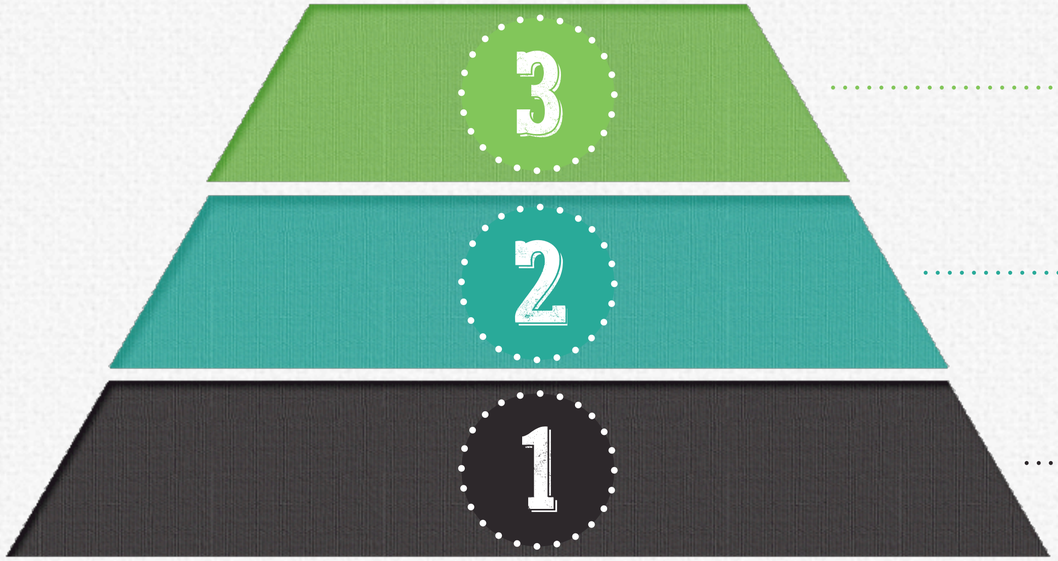


KPIs

Goals



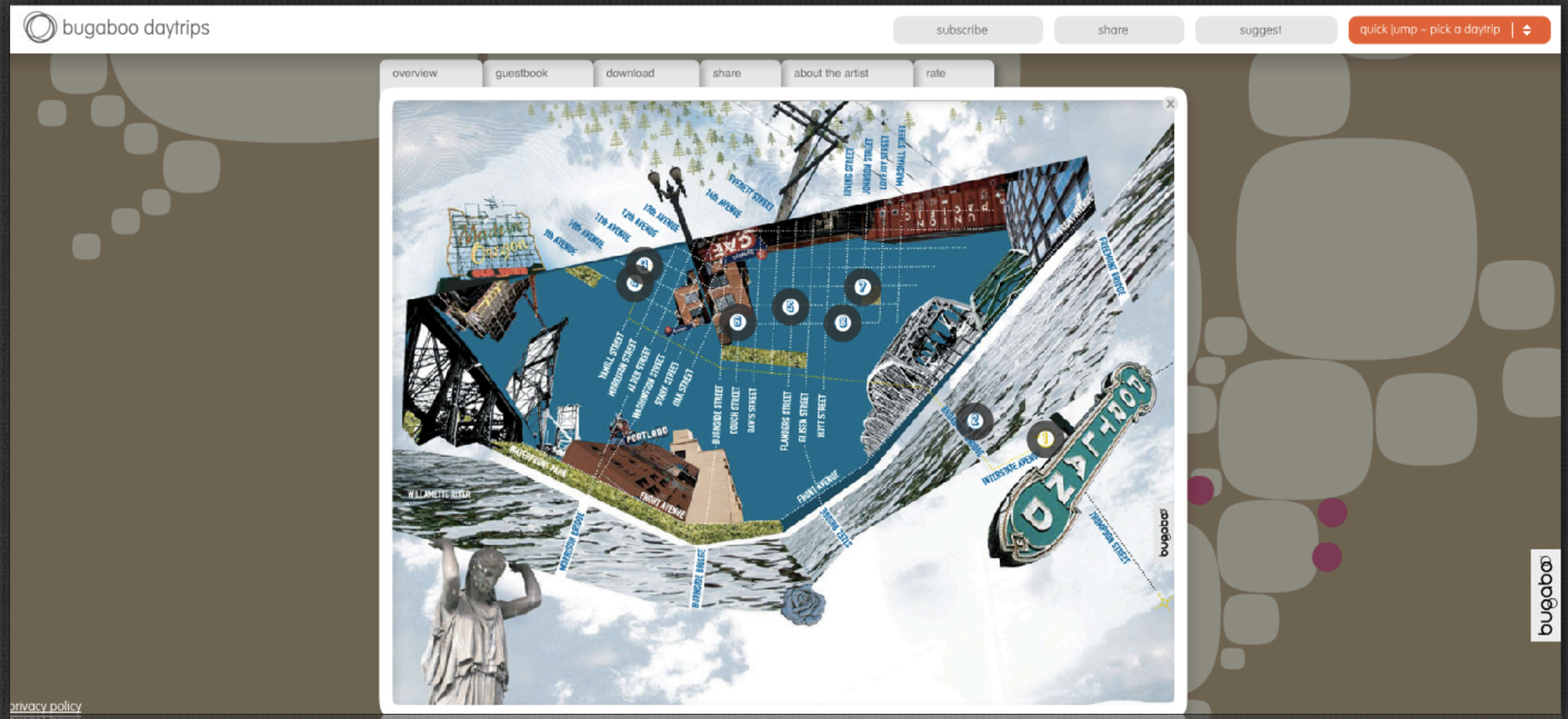
DETERMINE how to MEASURE IT



Strategy

KPIs

Goals



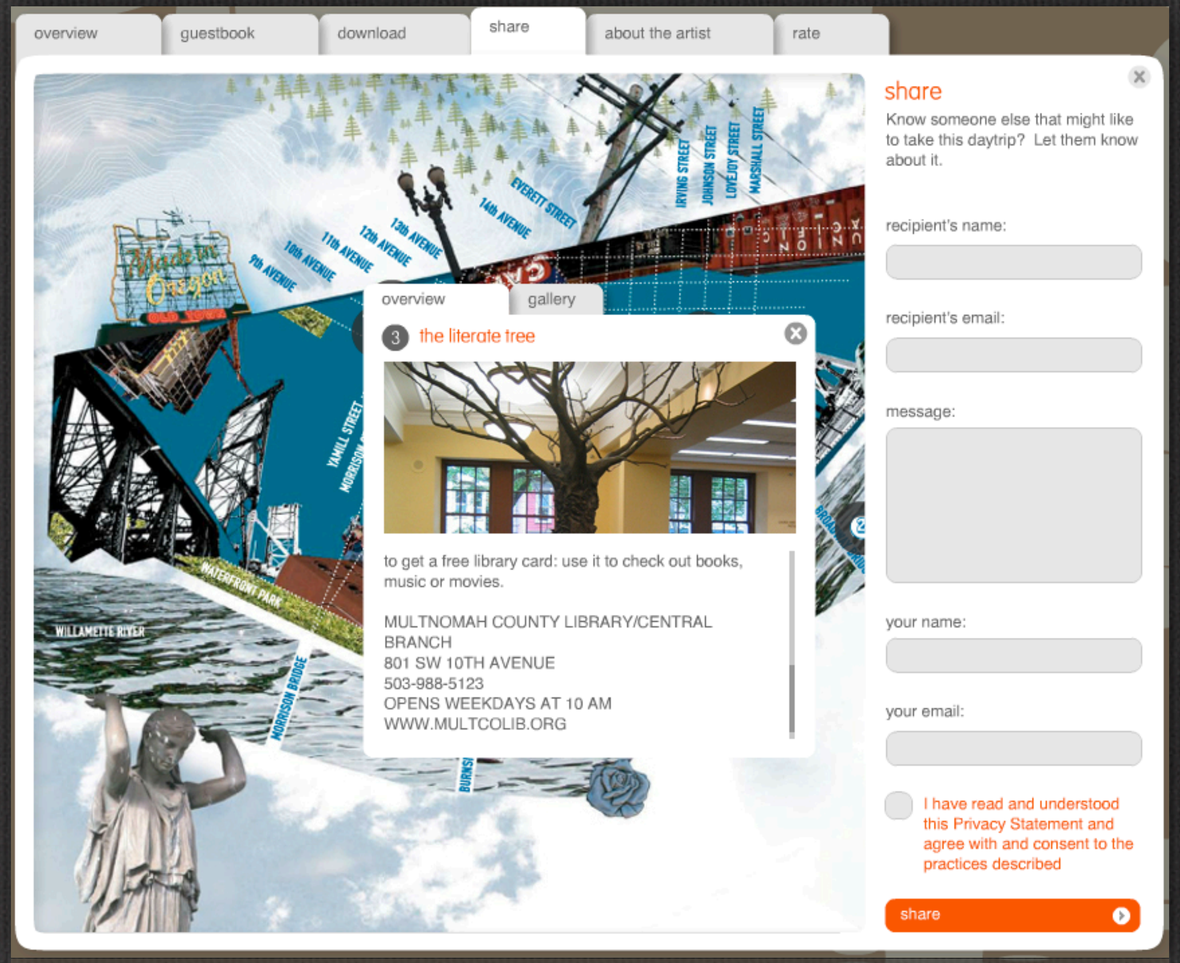
DEVELOP a CREATIVE STRATEGY

Execution

Strategy

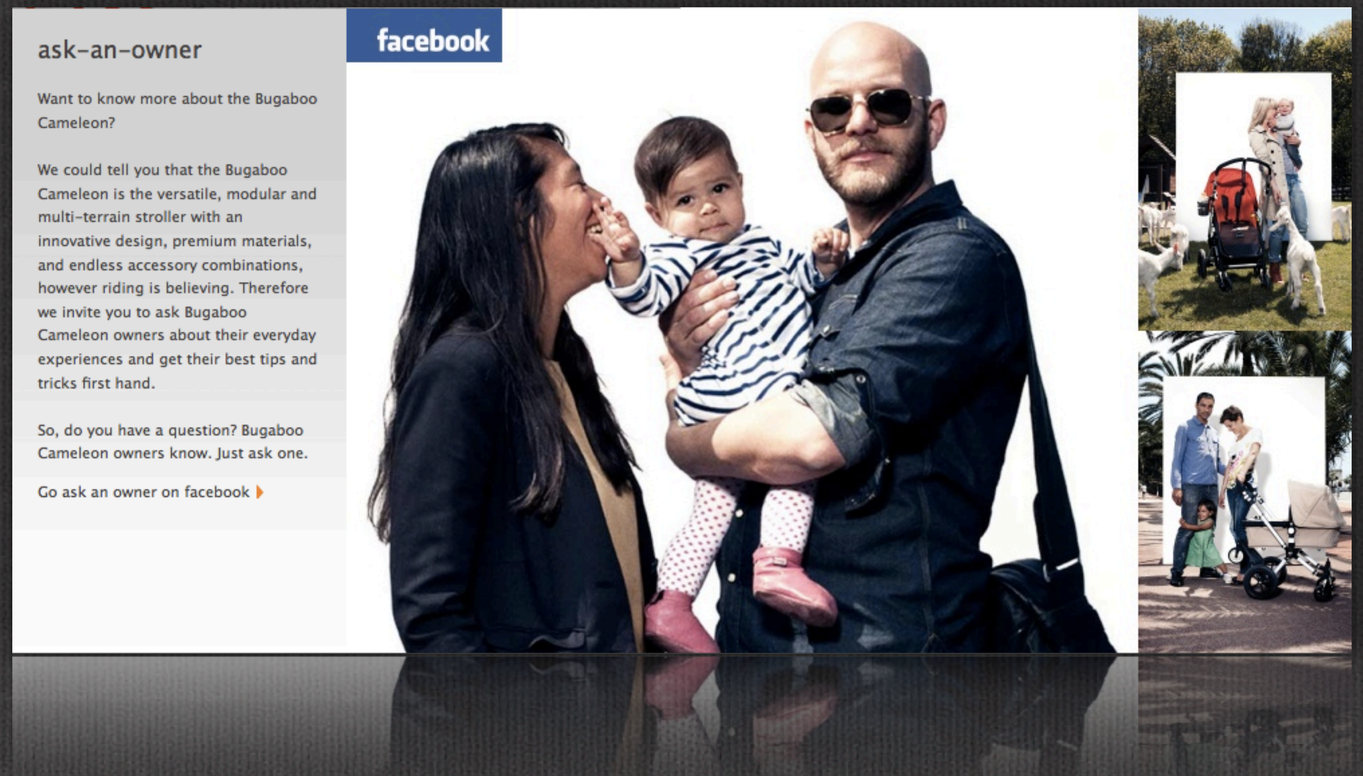
KPIs

Goals

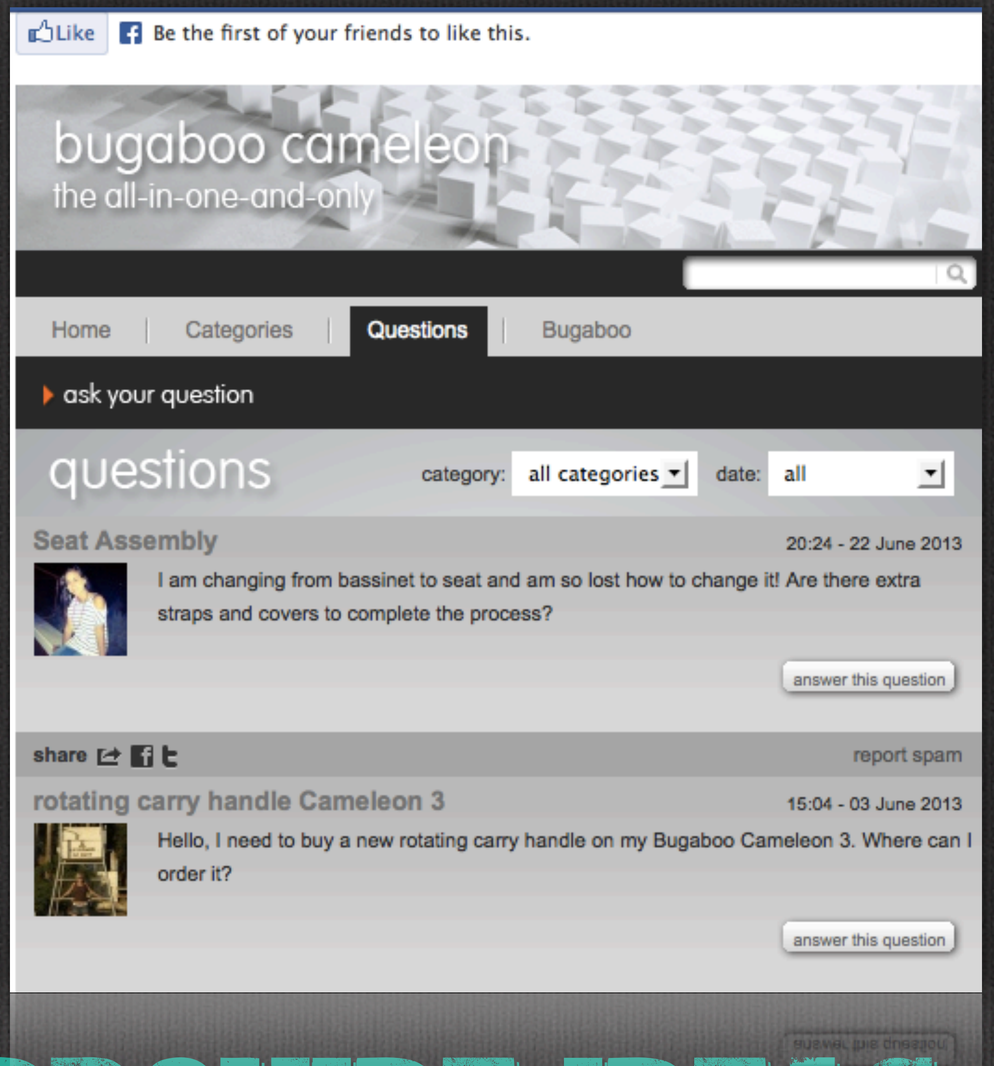


EXECUTE the STRATEGY

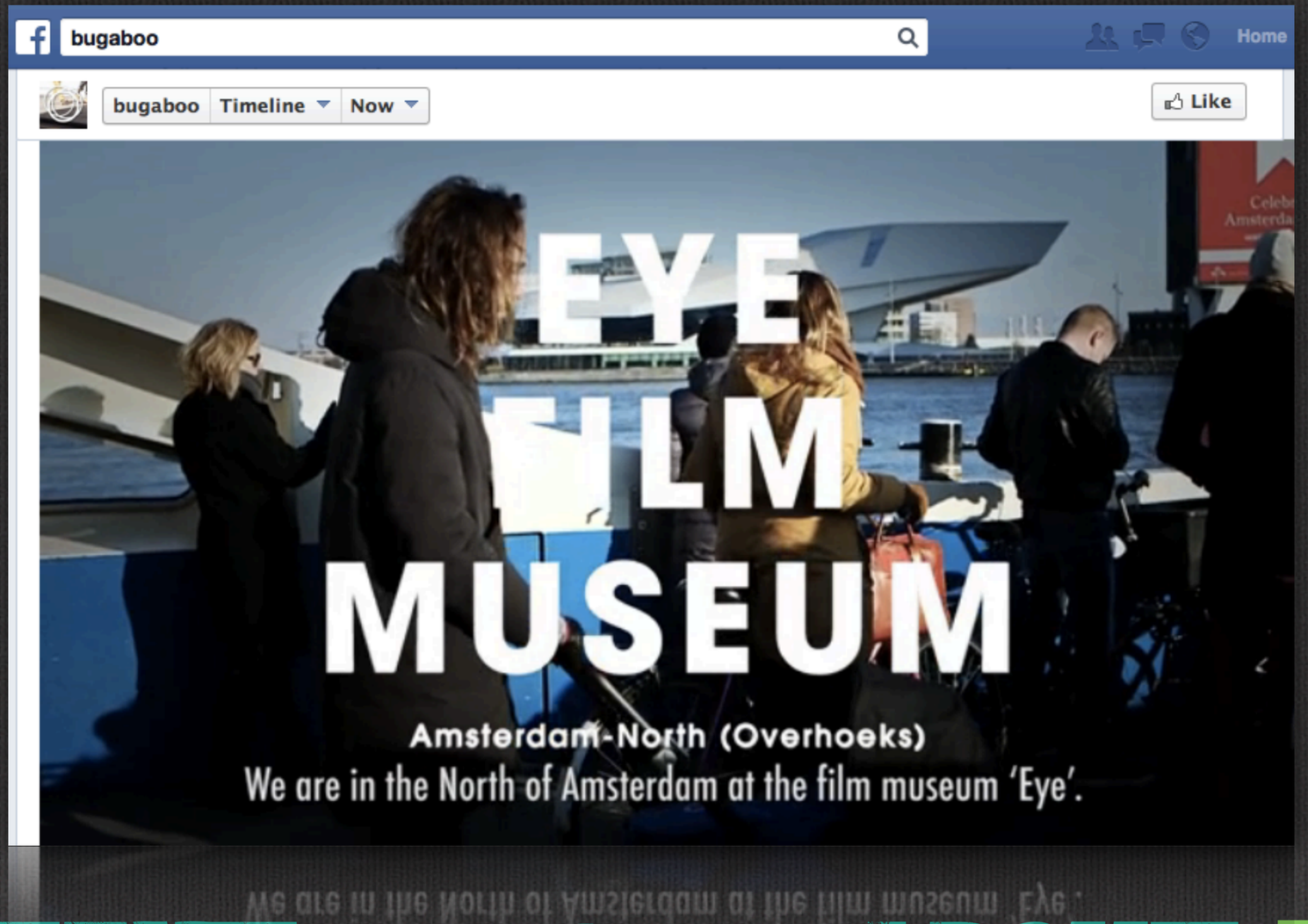
BRIDGE online & OFFLINE



LET your COMMUNITY DO THE WORK



THEY can PROVIDE IDEAS for CONTENT



CONTENT that's all ABOUT THEM

Analysis

Execution

Strategy

KPIs

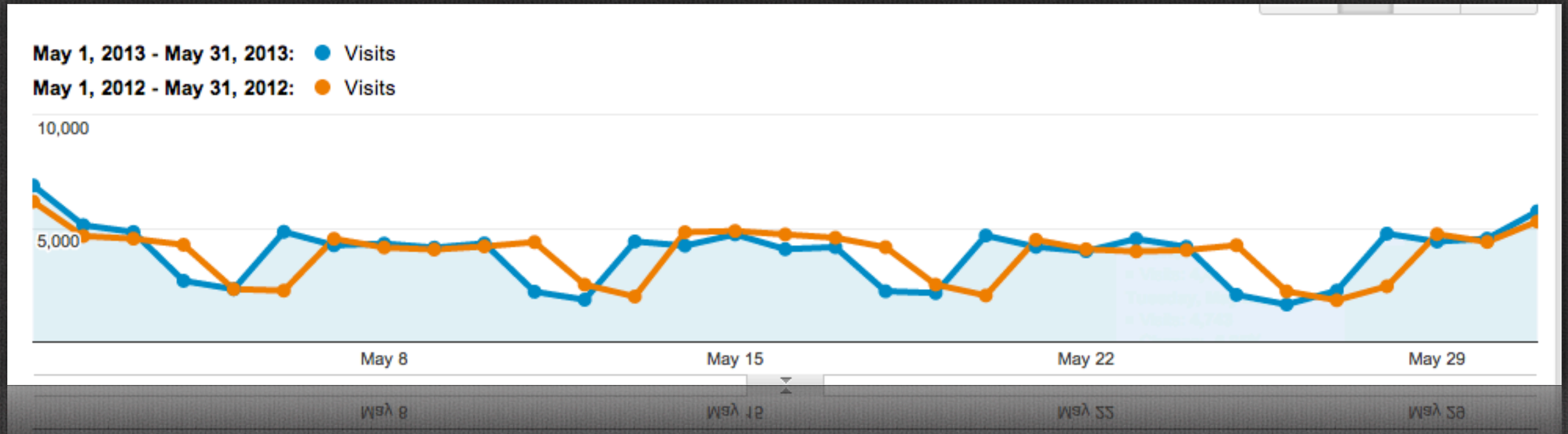
Goals

BUILD your BUSINESS

SUCCESS IN COMMUNITY BUILDING DOES NOT COME FROM THE NUMBER OF FOLLOWERS YOU HAVE ON SOCIAL MEDIA. IT'S IN THE DIFFERENCE YOU'RE MAKING IN YOUR BUSINESS.

3

BALANCE
FLEXIBILITY
& FORMULA



BIG FAT LESSON

HERE'S WHERE WE

FAILED

AND ALSO WHAT WE'VE LEARNED

IMAGE CREDIT: HTTP://FINEARTAMERICA.COM/FEATURED/MATHS-FORMULA-ON-CHALKBOARD-SETSIRI-SILAPASUWANCHAI.HTML

WHAT WENT WRONG?

BUILDING COMMUNITY TAKES COLLABORATION AND A TON OF HARD WORK. EVERYONE NEEDS TO BE COMMITTED TO SUCCESS.

DIDN'T PUSH BACK

DIDN'T BREAK SILOS

DIDN'T EFFECTIVELY SET EXPECTATIONS

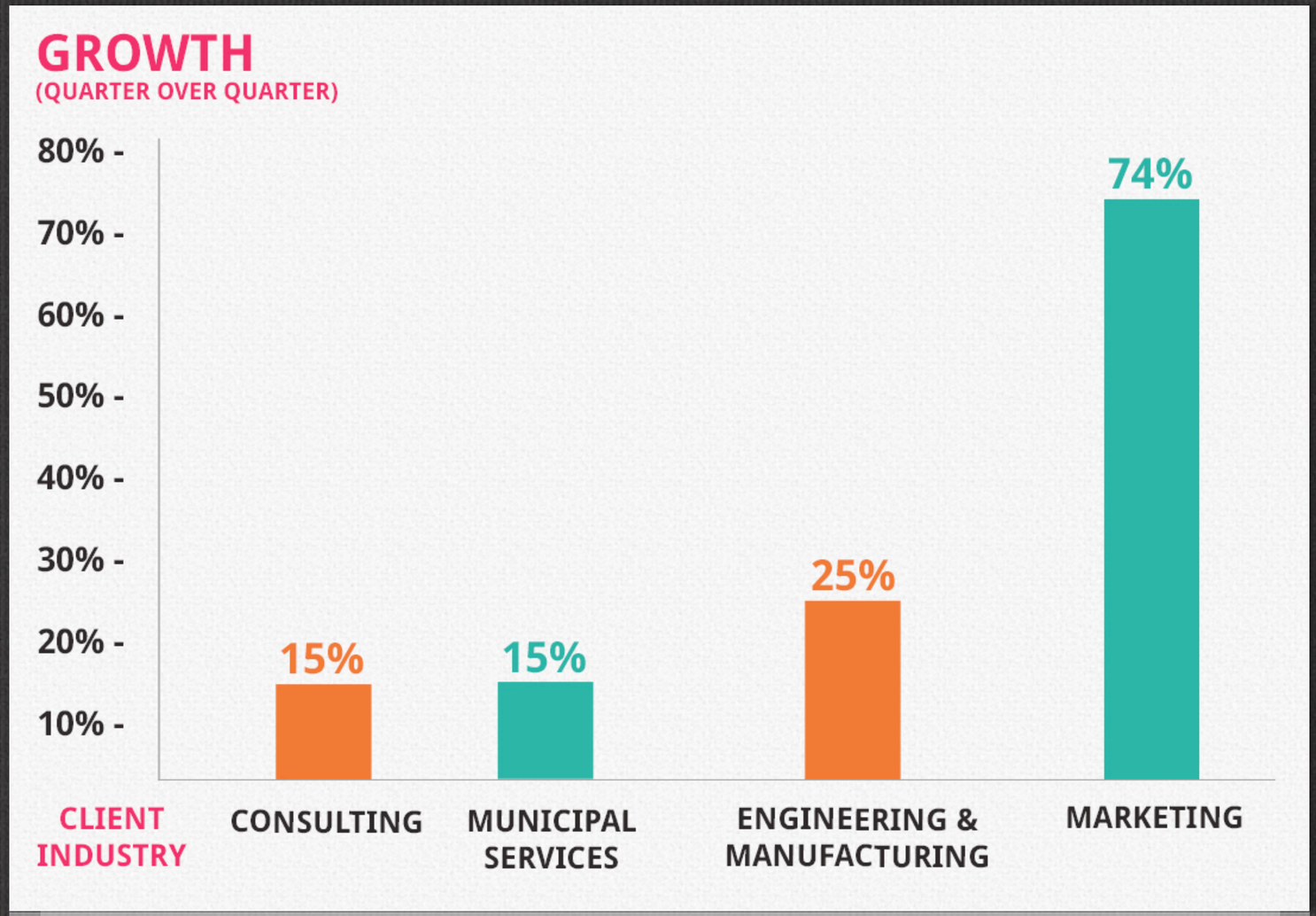
WHAT WE LEARNED

TAKE THE TIME TO UNDERSTAND THE TEAM AND THE MAKEUP OF THE BUSINESS. WILL YOU BE MOTIVATED TO EFFECT CHANGE? WILL THEY?

BUILD A PROCESS & TEAM TOGETHER

RISK SAYING NO

FOCUS ON GOALS



our JOB is to MAKE a DIFFERENCE

“ YOUR JOB IS NOT TO
DELIVER REPORTS.
YOUR JOB IS TO
EFFECT CHANGE. ”

- JOHN DOHERTY -
Distilled

ALWAYS keep the FOCUS on BUILDING your BUSINESS

SOME PRESENTS

HTTP://BITLY.COM/BUNDLES/MACKWEBSOLUTIONS/4

WWW.MACKWEBSOLUTIONS.COM/BLOG

BUILDING-ONLINE-COMMUNITIES.MACKWEBSOLUTIONS.COM

- YOU GUYS ARE AWESOME -

for reals