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Make Your Mark in the Digital World

The background is a dense, colorful grid of 3D-style icons. Each icon is set within a circular or hexagonal frame that has a slight shadow, giving it a pop-out effect. The icons include a smartphone, a document, a bar chart, a hashtag (#), a musical note, a cloud with up and down arrows, a smartphone, a shopping cart, a location pin, an envelope, a heart, a play button, a Twitter bird, a document with a checkmark, a star, a speech bubble, a camera, a person silhouette, and a globe. The colors are vibrant and varied, including blues, greens, reds, yellows, and purples.

Passion Creates Action



Business is Driven by Feeling

You want to inspire feeling in people - share your why. Once people feel the emotion behind what you do and how you do it, your company or organization becomes more memorable and shareable.

The more they feel, the more likely they are to act, whether that is to sign up, like, call, follow, subscribe, buy, register, or another form of conversion.

Stories Inspire Feeling

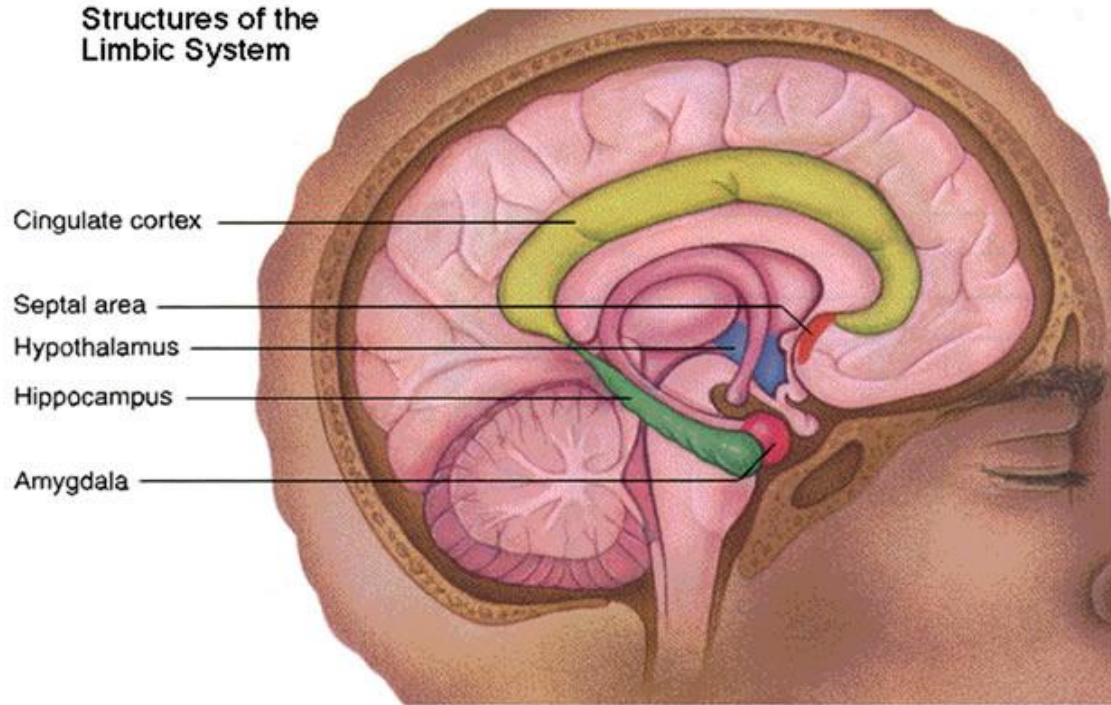


Wild health can't be broken

How Emotion Affects Memory

According to scientific studies and brain research, emotions have a powerful affect on the human memory.

The limbic system of the brain controls emotions and motivation.



How Emotion Affects Memory

Parts of the limbic system, the hippocampus and amygdala, have been proven to be particularly involved in emotions and play very important roles in the creation of memories.

Emotions help memories more deeply encode in the brain with the help of the amygdala.

Research shows some regions of the brain activated in the encoding of emotionally-charged memories are also involved when a person processes the **meaning of images**. When someone looks at an emotionally-neutral situation, the sections of the brain that control perception are used.

Different types of emotions also contribute to the types of memories are formed.

Discover Your Story

The key to effective storytelling is understanding that values inspire action through emotion.

Everyone has a story and that story is a combination of the head and the heart. Great storytellers explain the why (heart) and the how (head).

What kind of story are you going to tell?

Different Types of Stories

The “Story of Self”


What desires motivate you? What experiences inspired you to work in your field or pursue your line of work. What values do you have as a professional and why? Where did those values originate from? How did you arrive at this moment in the business?

The “Story of Us”

Are you part of a community or team that shares your values? How do you work together towards a common goal? How can others work with you? What kind of experiences challenges, and resources do you all share?

The “Story of Now”

Is there an urgent challenge to face that is calling you and your team or community to action? What path will you take to achieve our goals? What can people do in the moment? What is the outcome if people act now?



**I've learned that people will forget
what you said, people will forget what
you did, but people will never forget
how you made them feel.**


Maya Angelou



Strategy = Success

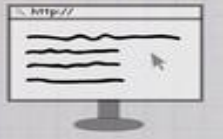


Research 

Online promotion 

Check List

- Analysis
- Content
- Engine




Website

DIGITAL MARKETING



ROI

SEO 

E-mail 



Make a Plan

Step 1 = Goal Setting

- What do you want to accomplish?
- Who are you targeting?
- How many new/repeat leads or sales do you need each week, month, or year?
- What calls to action and conversions will actually grow your business?
- How do you define success?

BE SPECIFIC!!!



Make a Plan

Step 2 = Choose Your Tools Wisely

- What role does your website play?
- Where do your audiences hang out online? What matters to them?
- Can a blog help you deliver great content?
- Do you have time to learn new tools?
- Use tools that feel intuitive, that you enjoy participating in.

**IT'S BETTER TO USE ONE TOOL REALLY WELL,
RATHER THAN MANY TOOLS POORLY!!!**



Make a Plan

Step 3 = Track, Report, Evaluate, Adapt, Repeat

- What tracking tools will you have in place?
- How often will you review reports?
- Are any of your tools producing results? If so how can you recreate that approach?
- Can you refine your approach if you are getting results, but not reaching all your goals?
- Are you realistic about workload and results?

DON'T BE AFRAID!!!



WHAT DOES THE FUTURE HOLD?



User Experience is Top Priority



What is UX Design?

It is the art and science of generating positive emotions through product interactions and a commitment to building products [websites] with the customer in mind.

UX design is about delighting users by anticipating their needs and giving them something they didn't think to ask for.

<https://www.usertesting.com/blog/2015/09/16/what-is-ux-design-15-user-experience-experts-weigh-in/>

What is Usability?

Web usability is the ease of use of a website.

In web design this generally relates to the presentation of information and the layout of the calls to action that generate site conversions.

<https://www.nngroup.com/articles/usability-101-introduction-to-usability/>

Usability requires a deeper understanding of the people using the Internet:

Needs, Values, Abilities, Limitations, & Expectations!

To create a design people love you must consider:

Layout, Color Psychology, Imagery, Navigation, Responsive Layout, Checkout Process, Calls to Action, Conversion Tracking, & More!

**Everyone is on
Mobile**



Mobile Use

Continues to Grow

91%

of U.S. adult population
owns a cell phone

61%

of these were
smartphone users

1B
BILLION
UNITS

1,000,000,000
smartphones
will be sold
next year



double than the
number of PCs
estimated to sell

by 2016 | World Population vs Mobile Device



7.3B
world population
by 2016 (est.)

This infographic shows the number '7.3B' in a large white font. Below it, the text 'world population by 2016 (est.)' is written in a smaller white font. A thin horizontal line extends from the left side of the text area across the slide.



10B
mobile internet device
in use globally

This infographic shows the number '10B' in a large white font. Below it, the text 'mobile internet device in use globally' is written in a smaller white font.

App Downloads

JULY 2013



50

BILLION

Google's **Android** market passed 50 billion app downloads and featured over 1 million apps available in the Google Play store



JUNE 2014



75

BILLION

Apple reached 75 billion app downloads and features 1.2 million apps in the iTunes store



2017



268

BILLION

By 2017, over **268 billion** downloads and **\$77 billion** in revenue will be made



MOBILE USERS WILL BE PROVIDING PERSONALIZED DATA STREAMS TO OVER 100 APPS AND SERVICES EVERY DAY

Video Content and Communication is IN!



2015 was a busy year in video marketing. In July, YouTube announced that 400 hours of video were being uploaded to the site every minute. In November, Facebook announced that they are generating 8 billion video views per day. And according to Tubular Labs, 654.7 million videos have been uploaded by 66.7 million creators in the last 365 days to more than 30 video platforms. And these videos have 2.8 trillion (yes, that's trillion with a "T") views, or an average of 4,390 views per video. But that's last year's news. What does the future of video marketing look like?

CONVERSATION RATES



Video in an email leads to 200-300% increase in click-through rate.



Including video on a landing page can increase conversion by 80%.



YouTube reports mobile video consumption rises 100% every year.



Combining video with full page ads boost engagement by 22%



After watching a video, 64% of users are more likely to buy a product online.



Real estate listings that include a video receive 403% more inquiries than those without.



50% of executives look for more information after seeing a product/service in a video.



65% of executives visit the marketer's website and 39% call a vendor after viewing a video.

USER INTERACTION

90%

of users say that product videos are helpful in the decision process



75%

of executives watch work-related videos on business websites at least once a week



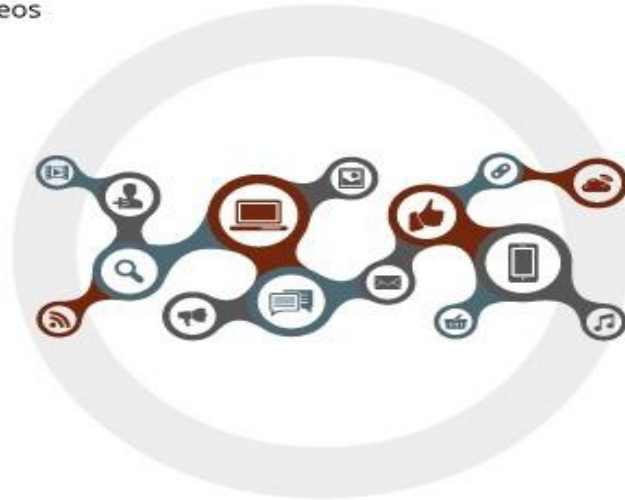
80%

of users recall a video ad they viewed in the past 30 days.



75%

of online video viewers have interacted with an online video ad this month.



The average user is exposed to an average 32.3 videos in a month.

92%

of mobile video consumers share videos with others.



1/3

of all online activity is spent watching video.



36%

of online consumers trust video ads.



Educate, Entertain, & Engage

- How to
- Explanations
- Tutorials
- Product demos
- Interviews
- Tours
- Real time coverage

- Humor
- Inspiration
- Answering questions
- Solving problems
- Testimonials
- Tell a story - share the WHY
- Customer service information

Video Styles

- Talking head
- Infographic
- Animation
- Whiteboard
- Photo montage
- On site footage
- Drone camera footage

- Screen capture
- Live streaming
- Webinar
- Animated GIF
- Documentary
- 360 Video/Virtual Reality

Video Creation Tools for Small Business

Desktop/Laptop

- [Wideo](#)
- [Animoto](#)
- [Vidyard](#)
- [VideoScribe](#)
- [Powtoon](#)
- [Camtasia](#)
- [GoAnimate](#)
- [Evaer](#) or [Ecamm](#) for Skype
- [Wirecast](#) Live Streaming
- [Youtube](#) Creator Studio
- [Google Hangouts On Air](#)

Mobile Devices/Social

- [Periscope](#) & [Vine](#) by Twitter
- [Directr](#)
- Meerkat
- [Snapchat](#)
- [Facebook 360](#) + [Live Streaming](#)
- [Flipagram](#)
- [Horizon](#)
- [Cameo](#) by Vimeo
- [Lightt](#)
- [LapseIt](#)
- [Yakit](#) by Freakin Genius

Advertising Increases Growth Rates



Reasons to Advertise

1. You can grow a highly targeted and qualified network faster.

2. Native advertising means you can promote your best content.

3. Social advertising gives small businesses big opportunities.



Location Matters



Local/Mobile Search

- 50% of consumers who conducted a local search on their smartphone visited a store within a day, and 34% who searched on computer/tablet did the same.
- 67% of smartphone users want ads customized via city and ZIP code.
- 61% want ads customized to their immediate surroundings.
- 61% use the address or phone number in the ad.
- 68% use the “Get Directions” or “Call” buttons.
- 88% Of Consumers Trust Online Reviews As Much As Personal Recommendations
- 18% Of Local Mobile Searches Lead To A Sale Within One Day



NEVER STOP LEARNING





**Great stories happen to
those who can tell them**

- Ira Glass



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