

THE RISE OF AUDIENCE AS ASSET

salesforce

exacttarget
marketing cloud

22 MAY 2014



JEFFREY K. ROHRS
VP, MARKETING INSIGHTS – EXACTTARGET
@JKROHRS



THE AUDIENCE IS NOT BROUGHT TO YOU OR GIVEN TO YOU; IT'S SOMETHING THAT YOU FIGHT FOR. YOU CAN FORGET THAT, ESPECIALLY IF YOU'VE HAD SOME SUCCESS.

**DO YOU OR YOUR CLIENTS SUFFER
FROM ANY OF THE FOLLOWING?**



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RASH OF SELFISHNESS



CROSS-CHANNEL BLINDNESS



AUDIENCE ASSUMPTION DISORDER

@JKROHRS



IRRITABLE REVENUE SYNDROME

@JKROHRS



**THEN DO I HAVE A
CURE FOR YOU!**

AUDIENCE



@JKROHRS

AUDIENCE

MARKETING IN THE AGE OF
SUBSCRIBERS, FANS & FOLLOWERS

JEFFREY K. ROHRS



WILEY

AUDIENCE

MARKETING IN THE AGE OF
SUBSCRIBERS, FANS & FOLLOWERS

JEFFREY K. ROHRS



AUD

MARKETING
SUBSCRIBERS,

JEFFREY

WWW.AUDIENCEPRO.COM
[@AUDIENCEPRO](https://twitter.com/AUDIENCEPRO)

LAKE ERIE

Cleveland

Rock and Roll Hall of Fame & Museum
Great Lakes Science Center

Oldest Stone House Museum

Edgewater Park

Lakewood

Cleveland Metroparks Zoo

@JKROHRS





MATT FISH
@MELTBARGRILLED

MELT
bar & grilled

@JKROHRS



@JKROHRS



@JKROHRS

The Rocktobenator

Fresh Made Bread
Turkey Breast
Muenster Cheese
Mam's Sage Stuffing
Roasted Butternut Squash
Homemade Turkey Gravy



Melt
bar & grilled

Lakewood • Cleveland Hts
Independence • Mentor
meltbarandgrilled.com

Sandwich Special
Available

October 1st - 31st, 2013

New Bomb Turkey

Mesquite Smoked
Turkey Breast
Mam's Sage Stuffing
Roasted Butternut
Squash

Homemade Turkey Gravy
Muenster Cheese
with a Sweet
Cranberry
Dipping Sauce
Vegetarian and Vegan
Versions Available



Melt bar & grilled

Lakewood • Cleveland Hts
Independence • Mentor
meltbarandgrilled.com

Sandwich Special
Available
November 1st - 30th, 2012

Mighty Macaroni Melt

Creamy Homemade Macaroni & Cheese, Breaded & Fried to a Golden Brown
Plus More Cheese! Choose Your Favorite!



Melt Bar and Grilled

62,565 likes · 200 talking about this

✓ Liked

✓ Following

Message



Food/Beverages

Melt Bar & Grilled specializes in gourmet grilled cheese sandwiches, fresh salads and homemade soups. We have 40 beers on tap and over 150 bottled beers featuring domestic



62,565



About – Suggest an Edit

Photos

Likes

Big Cheese Club Ema...

Videos





MATT FEEDS HIS AUDIENCE

@JKROHRS

THE AUDIENCE IMPERATIVE

**USE YOUR PAID, OWNED & EARNED MEDIA
NOT ONLY TO SELL IN THE SHORT TERM BUT
ALSO TO INCREASE THE SIZE, ENGAGEMENT &
VALUE OF YOUR PROPRIETARY AUDIENCES
OVER THE LONG TERM.**



A large crowd of people at a concert, seen from behind, with their hands raised in the air. The scene is illuminated by blue stage lights, creating a vibrant and energetic atmosphere. The background shows a stage with various pieces of equipment and a bright light source.

WHY AUDIENCE?

@JKROHRS

WHERE DOES BUSINESS ENERGY ORIGINATE?



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CONSUMERS



@JKROHRS

A close-up photograph of a hand holding a string of small, glowing lights. The lights are arranged in a curve, and the hand is positioned as if about to release them. The background is dark, with a prominent bright starburst light in the upper right corner. The overall mood is one of energy and focus.

**WHAT IS MARKETING ENERGY
COMPRISED OF?**

A close-up portrait of a young child with light blonde hair and wide, blue eyes. The child has a serious, intense expression and is looking directly at the camera. They are wearing a dark jacket with a yellow collar. The background is dark and out of focus.

ATTENTION



**SO WHERE DO WE STORE
CONSUMER ATTENTION?**

@JKROHRS



AUDIENCES



NFL GAMEDIX

<p>3RD 11:24 ATL 10 ▶ TB 3</p>  <p>703</p>	<p>2ND 12:10 GB 13 ▶ SEA 24</p>  <p>707</p>	<p>3RD 8:50 HOU 10 ▶ IND 36</p> 	<p>2ND 1:55 MIA 17 ▶ BUF 3</p> 
<p>▶ NE 7 SD 3 2ND 9:38</p> 	<p>PHI 0 ▶ NO 3 1ST 4:32</p> 	<p>▶ PIT 3 CAR 7 2ND 10:02</p> 	<p>WAS 3 ▶ STL 10 2ND 5:34</p> 

FRAGMENTED

MENU

▶ NYJ 7 OAK 3

2ND 15:00

710
720 IND

12:35 PM

@JKROHRS



MOBILE



MULTI-SCREEN



PARTICIPATORY



**AUDIENCES ARE
ASSETS**

30 SECONDS
\$4.0-\$4.5 MILLION



@JKROHRS

A large crowd of people in business attire is gathered around a large blue sign featuring the Twitter logo. The sign is curved and has the Twitter logo in white. The crowd is dense, and many people are looking towards the sign. The background is dark, and there are some lights visible. The overall scene suggests a high-profile event or a significant announcement.

\$20 BILLION

@JKBO

4.1k

f Share

1.6k

T Tweet

266

in Share

5

reddit

103

8+1

Stunner: Facebook To Buy WhatsApp For \$19 Billion In Cash, Stock

[+ Comment Now](#) [+ Follow Comments](#)



\$545 BILLION

@JKROHRS



**THE COST OF ATTENTION
IS ONLY GOING UP**



**AUDIENCES ARE
ASSETS**

EMAIL SUBSCRIBERS ARE A BUSINESS ASSET



@JKROHRS



SMS SUBSCRIBERS ARE A BUSINESS ASSET

@JKROHRS



**YOUTUBE SUBSCRIBERS
ARE A BUSINESS ASSET**



**FACEBOOK FANS
ARE A BUSINESS ASSET**

@JKROHRS

TWITTER FOLLOWERS ARE A BUSINESS ASSET



@NYSEcam

@JKROHRS



**INSTAGRAM FOLLOWERS
ARE A BUSINESS ASSET**

SORE?
TIRED?
OUT OF BREATH?
SWEATY?
GOOD.....
IT'S WORKING.



Red Armstrong
Hannah Collier



There's No Place Like Home
#MytaXODate #AlphaXO #Holiday
Reccsby

Sally Arrigho
See 4444



Cupcakes flowery - mmmmm
Would love to do this one one of my
baking days. :)

Michele Lutz
See 4444



Christmas Nail Art & Christmas Nail
Art

Brittany Kessell
Pin it now



Watch: Little Mix - Move - The X
Factor USA - Video

Rickey TV
3 likes



Worm Tower - Drill lots of holes in a
PVC pipe. Buy all but 5 inches or
so... Place around crops & the
worms will eat the...

**PINTEREST FOLLOWERS
ARE A BUSINESS ASSET**



Whats Your Aviation High?
by Semi Precious Weapons — 3 days ago
#AviationHigh #LittleMonsters #Gaga

Invite your friends
 Tell the world

COMMUNITIES ARE A BUSINESS ASSET

Why is this content so important to you? This is a feed of people and things you're followed, as well as other content we think you'd like. Learn how to improve this feed by taking a tour.

Make New Friends

Follow

Chat



**AUDIENCES ARE
ASSETS**

Cloud's Big
Promise
By Michael J. Sautter
100-100000

Cyber-
Sabotage
The Rise of the
New Threats
100-100000

Maximize
Marketing
The Power of
Social Media
100-100000

Eight Extreme
CEOs
The Most Powerful
Executives in
100-100000

July 2012

Chief Executive CEO OF THE YEAR

Driven!

Where Alan Mulally
Is Steering Ford



CFO

January 2012



CFO'S
REPORT
FINDS TO INCREASE
WHEN EXPANDING
OVERSEAS

M&A
WHY IT HAS TO
IMAGINE THE MOST

OUTLOOK
SURVEY
CFO OPTIMISM
TICKS UP

Who's Out There?

CFOs CAN'T
IGNORE
SOCIAL MEDIA,
BUT WHAT'S
THE ROI?

CXOs LOVE ASSETS



**THE VALUE OF
PROPRIETARY AUDIENCES IS NOT
APPRECIATED BY MOST C-SUITES**

MARKETING AS COST-CENTER



@JKROHRS



MARKETING AS INVESTMENT

@JKROHRS

An aerial photograph of a vast field of colorful flowers, primarily in shades of blue, pink, and yellow, interspersed with green foliage. The flowers are densely packed and create a vibrant, textured pattern across the landscape.

WE FOCUS ON CAMPAIGN-BASED ROI



INSTEAD OF BIG-PICTURE VALUE

$$\begin{array}{r} 1,000,000 \\ \times \quad \underline{\$30.00} \end{array}$$

\$30,000,000.00
ASSET

Qwikster

a Netflix company

Launching soon,
so start popping the popcorn.



@JKROHRS



NETFLIX

@JKROHRS

452.68 **↑ 3.89(0.87%)** 10:42AM EST - Nasdaq Real Time Price

Enter name(s) or symbol(s)

GET CHART

COMPARE

EVENTS ▾

TECHNICAL INDICATORS ▾

CHART SETTINGS ▾

RESET

Week of Apr 6, 2009: ■ NFLX 46.95



Volume: 1,468,250

x

452.68 ↑ 3.89(0.87%) 10:42AM EST - Nasdaq Real Time Price

Enter name(s) or symbol(s)

GET CHART

COMPARE

EVENTS ▾

TECHNICAL INDICATORS ▾

CHART SETTINGS ▾

RESET

Week of Apr 6, 2009: ■ NFLX 46.95



**WHAT IF YOU REPORTED YOUR AUDIENCE
GROWTH & HEALTH TO INVESTORS?**



WALL ST
← 22-51

**IS PROPRIETARY AUDIENCE
DEVELOPMENT A KEY MARKETING
OBJECTIVE OR AN AFTERTHOUGHT?**





analytic
view
value
builds
experience
business
needs
crm
line
competitors
website
good
need
increase
use
best
part
comms
right
real
focus
just
something
focus

content
optimization
personalization
marketing

targeting
mobile
need
seo
ad
see
opportunity
across
new
key
rate
offline
users
target
client
allows
increasing
much
understand
area
technology
potential

impact
drive
return
presence
get
audience
since
using
relevant
gives
roi
moving
increased
converting
way
costs
quality
people
therefore
now
life
offer



value builds experience business bottom website good need think increase use

content

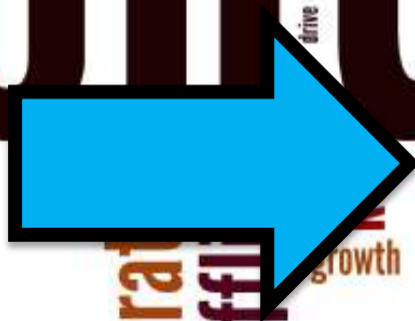
yet drive return presence get increasing allows seo ad see

impact rate offline key growth audience since new relevant users target across opportunity moving increased client allows seo ad see

roi gives moving increased client allows seo ad see

ma

value builds business website good need think
experience
bottom
drive return
get
presence
audience since
growth
using new relevant
users target
across opp
moving
gives

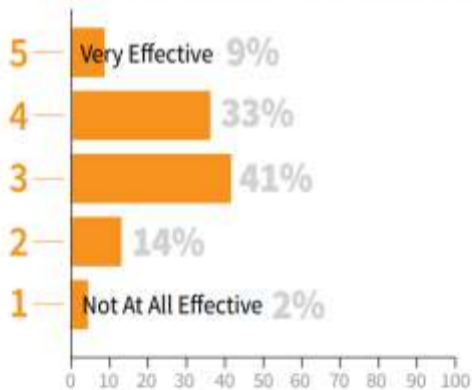


content



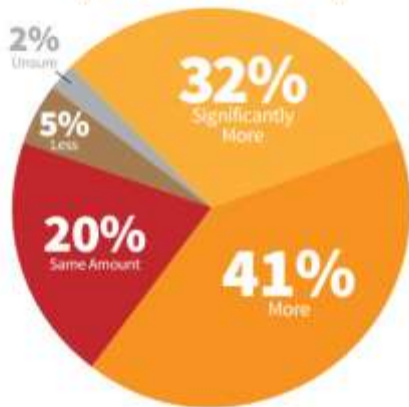
@JKROHRS

How B2B Marketers Rate the Effectiveness of Their Organization's Use of Content Marketing



2014 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Change in Amount of B2B Content Creation (Over Last 12 Months)



2014 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

A man with a beard and short hair, wearing a dark suit jacket over a light-colored striped shirt, is sitting in a modern office environment. He is looking upwards and to the right with a thoughtful expression. The background consists of a grid of light-colored panels, possibly a ceiling or wall structure. The overall lighting is warm and soft.

**“CONTENT MARKETING IS A MARKETING
TECHNIQUE OF CREATING & DISTRIBUTING
RELEVANT & VALUABLE CONTENT
TO ATTRACT, ACQUIRE &
ENGAGE A CLEARLY
DEFINED & UNDERSTOOD
TARGET AUDIENCE
WITH THE OBJECTIVE OF
DRIVING PROFITABLE
CUSTOMER ACTION.”**

@JOEPULIZZI



**CONTENT MARKETING &
PROPRIETARY AUDIENCE DEVELOPMENT
ARE DIFFERENT SIDES OF THE SAME COIN.**



**PUBLICATION
IS NOT
DISTRIBUTION**

@JKROHRS

THE AUDIENCE IMPERATIVE

USE YOUR **PAID, OWNED & EARNED MEDIA** NOT ONLY TO SELL IN THE SHORT TERM BUT ALSO TO INCREASE THE **SIZE, ENGAGEMENT & VALUE** OF YOUR **PROPRIETARY AUDIENCES** OVER THE **LONG TERM.**

THE AUDIENCE IMPERATIVE

USE YOUR PAID, OWNED & EARNED MEDIA NOT ONLY TO SELL IN THE SHORT TERM BUT ALSO TO INCREASE THE SIZE, ENGAGEMENT & VALUE OF YOUR **PROPRIETARY AUDIENCES** OVER THE LONG TERM.

The image shows the cover of the book 'The Making of American Audiences: From Stage to Television, 1750-1990' by Richard Butsch. The cover features a photograph of a woman in profile, looking through opera glasses. The background of the photograph is a warm, golden light. The book title and author's name are printed in white serif font at the bottom of the cover. A dark blue horizontal band with white text is overlaid across the middle of the image.

NO AUDIENCE IS OWNED.

@JKROHRS



**PROPRIETARY AUDIENCES
ARE EXCLUSIVE**



**THEY ARE BUILT UPON
INDIVIDUAL PERMISSION**



**PERMISSION
CAN BE REVOKED**

DON PEPPERS
and MARTHA
ROGERS, PH.D.

THE
ONE TO ONE FUTURE



SETH GODIN
PERMISSION MARKETING

SIMON & SCHUSTER

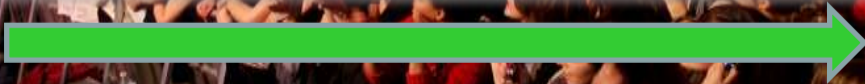
JAFFE

FLIP THE FUNNEL

How to Use Existing
Customers to Gain New Ones

THE AUDIENCE OF MANY

THE AUDIENCE OF ONE





**PROPRIETARY AUDIENCE
DEVELOPMENT IS NOW A CORE
MARKETING RESPONSIBILITY.**

SEEKERS AMPLIFIERS & JOINERS



@JKROHRS

SEEKERS

BROWSERS

LISTENERS

READERS

SEARCHERS

SHOPPERS

VISITORS

VIEWERS





information entertainment





google.com

https://www.google.com/#hl=en&

+You

Search

Images

Maps

Play

YouTube

Google

Stocks

stocks

stocks **to buy**

stocks **to buy now**

stocks **to watch**

Ads related to **stocks** ⓘ



@JKROHRS



@JKROHRS



@JKROHRS

A man and a woman are sitting at a table, looking at a laptop screen. The man is on the left, wearing a dark blue shirt, and the woman is on the right, wearing a green top. They appear to be in a meeting or collaborative work environment.

AMPLIFIERS

A woman with dark hair is sitting on a couch, looking thoughtful. She is wearing a dark top. The background is slightly blurred, showing other people and a room setting.

ADVOCATES
ANALYSTS
COMMENTERS
CREATORS
INFLUENCERS
REPORTERS
REVIEWERS
SHARERS



**access
influence**





AUDIENCES WITH AUDIENCES





JOINERS

SUBSCRIBERS

FANS

FOLLOWERS

CUSTOMERS

DINERS

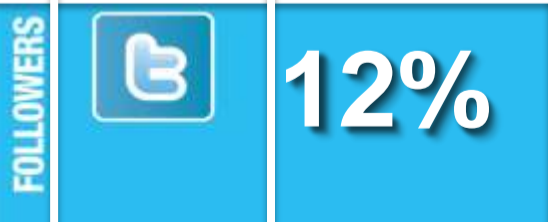
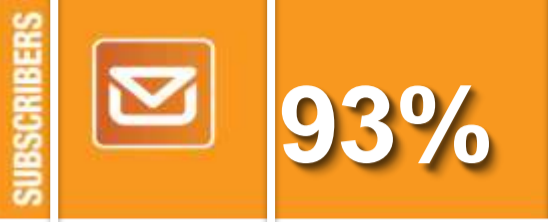
DONORS

EMPLOYEES

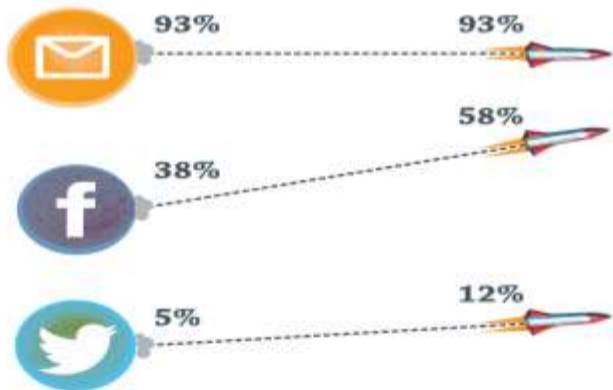
PARTNERS

The image is a composite. The top half shows a perspective view of a red plastic shopping cart in a grocery store aisle, with shelves of products on either side. The bottom half shows a close-up of a metal watch buckle. The text 'convenience utility' is overlaid in the center, with 'convenience' underlined.

convenience
utility



Online Consumer SFF Growth Since 2010

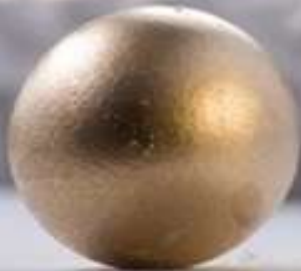


Source: ExactTarget® 2012 State of Marketing Report 2012. N=1,000 US Online Consumers, age 18 and older.
Source: ExactTarget® 2012 Marketing from Mars: Supplemental 2012 Report. N=1,000 Consumers 18 and older. Source: ExactTarget, age 18 and older.

SEEKERS AMPLIFIERS & JOINERS



**YOU MUST DIVERSIFY YOUR
AUDIENCE PORTFOLIO**



CHANNEL-DOMINANT PLAYERS WITH EVER-SHIFTING RULES



A man in a white hoodie is looking at a smartphone held in his hand. In the background, a large screen displays a Shazam advertisement. The text "ALL MARKETING IS NOW DIRECT" is overlaid in a blue banner across the middle of the image.

ALL MARKETING IS NOW DIRECT

@JKBO

THE AUDIENCE IMPERATIVE

USE YOUR **PAID, OWNED & EARNED MEDIA** NOT ONLY TO SELL IN THE SHORT TERM BUT ALSO TO INCREASE THE SIZE, ENGAGEMENT & VALUE OF YOUR PROPRIETARY AUDIENCES OVER THE LONG TERM.

THIS IS THE HYBRID MARKETING ERA





PAID MEDIA



FOSSIL FUEL



OWNED MEDIA



RENEWABLE ENERGY

likes this.



EARNED MEDIA



KINETIC ENERGY



THE HYBRID MARKETING ENERGY GENERATION





MOMENTS MATTER!



October 2011

In

SEE THE
MIRACLES
OF NATURE

NATIONAL
BESTSELLER

UNDERWATER DOGS

SETH CASTEEL

Shop by
Department -Search Books

Go

Hello, Jeffrey
Your Account -Your
Prime -

Cart -

Wish
List -

Books Advanced Search New Releases Best Sellers The New York Times® Best Sellers Children's Books Textbooks Sell Your Books Best Books of the Month

Departments

Any Category

Books

- Dogs (28)
- Nature & Wildlife Photography (10)
- Cat, Dog & Animal Humor (1)
- Photography Collections & Exhibitions (4)
- Equipment, Techniques & Reference (1)
- Arts & Photography (20)
- Portrait Photography (2)
- Humor (14)
- Satire (6)
- Children's Dog Books (17)
- [See more...](#)

Amazon Prime

 Review English

New Releases

- Last 30 days (2)
- Last 90 days (7)
- Coming Soon (1)

Book Language

 English (116)

Book Format

- Paperback (101)
- Hardcover (65)
- Kindle Edition (1)

Author

Ken Foster
Lewis Blackwell
Jeff Lemire

Avg. Customer Review

★★★★★ & Up (117)
★★★★ & Up (124)

Books - "underwater dogs"

Showing 1 - 50 of 183 Results

 Detail Images

Sort by Relevance

Book Format

Paperback

Hardcover

Kindle Edition

Underwater Dogs
~~\$16.49~~ HardcoverUnderwater Dogs 2014 Wall
Calendar
~~\$12.99~~ CalendarUnderwater Dogs: Kids Edition
~~\$12.24~~ Hardcover
~~\$9.99~~ Kindle EditionUnderwater Dogs 2014
Engagement Calendar
~~\$12.49~~ Calendar2014 Underwater Dogs Mini
Calendar
~~\$7.19~~ CalendarUnderwater Dogs 2013 Wall
Calendar
~~\$11.75~~





AMERICA
MAKES
THE CALL



OFFICIAL PIZZA SPONSOR OF SUPER BOWL XLVI

Super Bowl Champion
Peyton Manning

Super Bowl Champion
Jerome "The Bus" Bettis

Founder, Chairman and CEO
Papa John Schnatter

PAPA JOHN'S SUPER BOWL XLVI COIN TOSS PIZZA GIVEAWAY

**YOU'RE READY TO CLAIM YOUR
FREE PIZZA AND PEPSI MAX!**

Thanks, you're just one step away from receiving your free large one-topping pizza and a 2-liter Pepsi MAX.

Promo code:

You must redeem this promo code at papajohns.com on or before March 4, 2012.

EMAIL CODE
TO MYSELF

PRINT CODE

ORDER NOW



@esurance

- **200K+ entries in 60s**
- **5.4M hashtag uses**
- **2.6B TW impressions**
- **+211K TW Followers**
- **12x web traffic**

#EsuranceSave30



Introducing the all-new CLA.

Starting at
\$29,900



A man is sitting at a wooden table in a cafe. He is wearing a dark jacket and a light-colored shirt. Behind him, there is a bright, stylized fire effect. The cafe has a rustic feel with stone walls, framed pictures, and a newspaper rack. The text "Coming September 2013" is overlaid on the image in a white, serif font.

Coming September 2013



Mercedes-Benz

The best or nothing.



MercedesBenzUSA

Optional features shown. Vehicle pricing may vary. See your authorized dealer for details.



**WE
MUST
DEMAND
MORE
FROM
OUR
PAID &
OWNED
MEDIA**

SAVE \$5 INSTANTLY

Text **'SAVE'** to **41680** to receive
your instant offer, and show the
code at the register.

As a member of our Mobile Program, you'll receive the latest
offers and where-to-go information. Text and data rates apply.

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MEN'S WEARHOUSE

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and receive exclusive
offers during your visit.**

Wynn
MOBILE



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Brooks Brothers has 607,198 followers on Google+

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Custom Audiences

Helping marketers reach not only the right **demographics**, but the **specific people**.

Custom Audiences

Helping marketers reach not only the right **demographics**, but the **specific people**.



UN-SILO MARKETING

AUDIT CONSUMER TOUCHPOINTS



THE AUDIENCE IMPERATIVE

USE YOUR PAID, OWNED & EARNED MEDIA NOT ONLY TO SELL IN THE SHORT TERM BUT ALSO TO INCREASE THE **SIZE, ENGAGEMENT & VALUE** OF YOUR PROPRIETARY AUDIENCES OVER THE LONG TERM.



**WE NEED MORE THAN CONTENT
MANAGERS**



WE NEED MORE THAN EMAIL MANAGERS



WE NEED MORE THAN COMMUNITY MANAGERS

@JKBO



WE NEED ASSET MANAGERS

@JKBO



**WE NEED DIRECTORS OF
AUDIENCE DEVELOPMENT**





**ABBA: ALWAYS BE
BUILDING AUDIENCES**

1. AUDIENCE SIZE



@JKROHRS



SIZE IS RELATIVE

What to watch



Red Bull

Subscribe

3,289,622

Channels We Like

Red Bull BMX

Subscribe

Red Bull Mountain

Subscribe

Red Bull Music

Subscribe

Red Bull Street Style

Subscribe

RECENT UPLOADS

Popular on YouTube

- Music
- Gaming
- Education
- Movie
- Tv Shows
- News
- Live
- Highlights

CHANNELS TO FOLLOW

- YouTube help
- Account info
- YouTube settings
- History
- Watch history
- Manage channels

Sign in now to see your channels and recommendations!

Sign in

Featured:



Big air freestyle in Cape Town - Red Bull King of the Air

by Red Bull TV - 11 hours ago • 5,088 views
Kevin Langrock (USA) won the main event Big Air in Cape Town or maybe 2 Features to still see.



Climbing brothers take on first trad ascent of La Tarragó

by Red Bull TV - 3 days ago • 10,211 views
CLICK 'CC' for English
See more amazing climbs at [http://redbull.com/climbing](#).



Volcom Pipe Pro through the eyes of photographers and surfers

by Red Bull TV - 2 days ago • 23,342 views
[http://redbull.com/pipepro](#)



The art of building BMX dirt jumps

by Red Bull TV - 4 days ago • 21,210 views
There is no more BMX along with Red Bull from CRUISER and RED BULL OUTDOOR.

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BEST OF YOUTUBE

- Popular on YouTube
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- Sports
- Streaming

- Home
- Search

CHANNELS FOR YOU

- YouTube Home
- GetTV Channel
- GetTV #2
- YouTube Originals
- NewsChannelTV

Browse channels

Sign in now to see your channels and recommendations!

Sign in



22,264,564



A Funny Montage

44,256,559 views · 3 months ago

Subscribe to become a fan!

I found a guy from Sweden who likes to laugh and make other people laugh. Sharing gaming moments on YouTube with my best!

Click here To Subscribe! ▶ <http://bit.ly/GamChokery>

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Funny Gaming Montage #1 - <http://www.youtube.com/watch?v=...>Funny Gaming Montage #2 - <http://www.youtube.com/watch?v=...>

Read more

Recent uploads



MAN-BEAR-PIG IS REAL! - South Park: The Stick of Truth - Part 16 (Final)

13 hours ago · 844,144 views

All South Park Episodes ▶

<http://bit.ly/SouthParkPlaylogsw>



EPIC GAME, EPIC ENDING - South Park: The



THE CHRISTMAS POOP - South Park: The Stick of Truth - Part 16

7 days ago · 2,255,525 views

Help some poor knacker with the audio getting sped. Finally a good #1 thumbnail! Thanks for being patient to



ABORTION INSIDE GAY MAN'S BUTTHOLE -

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JKBO



Nick McCullough

I am a landscape designer from the Midwest and author of Stinkingwiththeboozewind.com I can't resist a good gardening magazine and writing in the soil. Garden design is my passion and hobby

New Albany, OH - www.mccoll.com

Repins from

- Wydzierski Thom gardens...
- Gary Bisher
- Vardo e Passaggio

1,564,188 Followers

118 Following

GARDENS



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Containers / Planters



Follow

pools



Follow

outdoor kitchens / Fire pits &...



Follow

Veggie & Herb gardening



Follow

H2O Features



Follow

outdoor showers



Follow

Outdoor Furniture



Follow

Twitter
Followers

1000 Twitter
Followers

10000 Twitter
Followers

30000 Twitter
Followers
MOST POPULAR

60000 Twitter
Followers

100000 Twitter
Followers

\$ 13

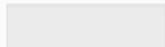
\$ 60

\$ 160

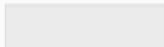
\$ 300

\$ 500

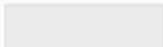
Your Twitter Profile



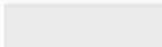
Your Twitter Profile



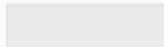
Your Twitter Profile



Your Twitter Profile



Your Twitter Profile



Buy Now

Buy Now

Buy Now

Buy Now

Buy Now





**SIZE ALSO MEANS
ACTIONABLE DATA**



2. AUDIENCE ENGAGEMENT

**ENGAGEMENT =
ATTENTION**



CHANNEL (R)EVOLUTION

Events
Direct Fax
Direct Mail
Telephone

IM
Email
Events
Direct Fax
Direct Mail
Telephone

IM
Email
Events
Direct Fax
Direct Mail
Telephone

Mobile Email
SMS
IM
Email
Events
Direct Fax
Direct Mail
Telephone

SnapChat/WeChat
Apps/Push Notifications
Group Texting
Social DM
Voice Marketing
Mobile Email
SMS + MMS
IM
Events
Email
Direct Fax
Direct Mail
Telephone
TV
Radio
Print
Display
Website
Search
Online Display
Paid Search
Landing Pages
Microsites
Online Video
Affiliate Marketing
Webinars
Blogs/ RSS
Podcasts
Contextual
Wikis
Social Networks
Mobile Web
Behavioral
Social Media & Ads
Virtual Worlds
In-Game Advertising
Widgets
Twitter
Mobile Apps
Geolocation
Pinterest
Vine

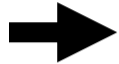
<1990

1990s

1990s

2000s

2010s



TV

TV

TV

TV

TV

Radio

Radio

Radio

Radio

Print

Print

Print

Print

Display

Display

Display

Display

y

Cable

Website

Website

Search

Search

Website

Online

Online

Search

Display

Display





PRIMING THE PUMP



SETH HERZOG



WARM UP THE AUDIENCE



ENGAGEMENT EQUALS DELIVERABILITY





**ENGAGEMENT EQUALS
VISIBILITY**





Lady Gaga 

@ladygaga

 Follow

TWITTER Q & A. ARTPOP. 30 min. TREND IT.
[#ARTPOPquestion](#)

8:53 PM - 13 Oct 2013

5,007 RETWEETS 3,664 FAVORITES



ENGAGEMENT EQUALS USAGE



@JKROHRS

Whenever I delete an app on my iPhone, the shaking icons make me feel that they're panicked over who's getting cut from the team.





3. AUDIENCE VALUE



**VALUE = VALUE TO YOU
(OR YOUR CLIENTS)**

CAN'T TRUST

Business

FOLLOW MASHABLE >

AdChoices ▾

▶ Facebook Download

▶ Facebook Friends

▶ In Facebook

▶ Facebook A

A Facebook Fan Is Worth \$174, Researcher Says

6.8k
SHARES

2449

Share

3058

Tweet

213

+Share

1003

in

116

+

0

P



WHAT'S TRENDING

Content Creation

Connections

Curator

Conversion



Recent Posts



Fresh Pressed
2/14/2014



Your Opinion of
Marlie is
Irrelevant, Her LI
Cover is Killer
Marketing



CopyPress
Newsletter and
Top Posts

The Life and Death of Content Marketing



January 23, 2014 by Jessica Stevens

In this day and age, marketers are constantly coming up with new techniques to keep up with our ever-changing media. Marketing and advertising started out with small ads in newspapers and has exploded onto billboards, television commercials, and internet banners. Many of these techniques are dying out because of how over-exposed consumers are to them and because of technological advances that allow consumers to overlook ads, such as DVRs and ad blockers.

One of the biggest forms of marketing that some people think is dying out is content marketing. Here you will find an explanation of what content marketing is and our take on its current state.

What is Content Marketing?

The death of content marketing is going to be explained, but first, you need to understand exactly what content marketing is. It has been defined by the Content Marketing Institute as:

Search



Like

View Like Chris Huggs and 7,200 others like this



JUST MISSED IT!

COPYPRESS BETA SIGNUP HAS ENDED...



22



Like

30



Tweet

10



Share

17



Flag

51



View Profile

believe.

pitch for
can't sign

LCV:

LIFETIME CUSTOMER VALUE



**NEV:
NET EQUIVALENCY VALUE**



GET 20% OFF

Any 1 Entree Today When You Join Our VIP Club

**Can not be used in conjunction with any other offer or coupons*



Text **treeeh** to 72727

CIV:

COMPARATIVE INCENTIVE VALUE

THE AUDIENCE IMPERATIVE

USE YOUR PAID, OWNED & EARNED MEDIA NOT ONLY TO SELL IN THE SHORT TERM BUT ALSO TO INCREASE THE SIZE, ENGAGEMENT & VALUE OF YOUR PROPRIETARY AUDIENCES OVER THE **LONG TERM.**



A photograph of a crowd of people at a sports event. In the center, a young man wearing a brown beanie and a dark jacket is holding a white sign with black text. The sign reads "REBUILDING SINCE 1964". To his right, a man in an orange baseball cap and glasses is looking down. In the background, other spectators are visible, including a man in a dark jacket and a man in a yellow safety vest. The scene is set in a stadium with orange seats.

REBUILDING
SINCE
1964

452.68 ↑ 3.89(0.87%) 10:42AM EST - Nasdaq Real Time Price

Enter name(s) or symbol(s)

GET CHART

COMPARE

EVENTS ▾

TECHNICAL INDICATORS ▾

CHART SETTINGS ▾

RESET

Week of Apr 6, 2009: ■ NFLX 46.95



Volume: 1,468,250

x



THE AUDIENCE IMPERATIVE

**USE YOUR PAID, OWNED & EARNED MEDIA
NOT ONLY TO SELL IN THE SHORT TERM BUT
ALSO TO INCREASE THE SIZE, ENGAGEMENT &
VALUE OF YOUR PROPRIETARY AUDIENCES
OVER THE LONG TERM.**





GETTING AN AUDIENCE IS HARD. SUSTAINING AN AUDIENCE IS HARD. IT DEMANDS A CONSISTENCY OF THOUGHT, OF PURPOSE, AND OF ACTION OVER A LONG PERIOD OF TIME.

-- @Springsteen



**“EFFECTIVE MARKETING
NOW STANDS ON YOUR
AUDIENCE’S SHOULDERS.”**

- @LIEBLINK & @JOWYANG

AUDIENCE

MARKETING IN THE AGE OF
SUBSCRIBERS, FANS & FOLLOWERS

JEFFREY K. ROHRS



WILEY

AUDIENCE

MARKETING IN THE AGE OF
SUBSCRIBERS, FANS & FOLLOWERS

JEFFREY K. ROHRS



AUD

MARKETING
SUBSCRIBERS,

JEFFREY

WWW.AUDIENCEPRO.COM
[@AUDIENCEPRO](https://twitter.com/AUDIENCEPRO)



JEFFREY K. ROHRS
VP, MARKETING INSIGHTS – EXACTTARGET
@JKROHRS

THE RISE OF AUDIENCE AS ASSET

salesforce

exacttarget
marketing cloud

22 MAY 2014