



CONSIDERING THE NUMBERS VS THE DIGITAL EFFORT

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Hello

This knowledge document is for clients who are governed by the following four factors;
TIME | RESOURCE | KNOWLEDGE | BUDGET.

The information gathered to compile this knowledge transfer document includes useful information gathered from our colleagues and peers online in the search industry, who we either respect or are working with.

If you are responsible for the day to day marketing of your website and governed by these 4 factors, then you will as the in-house website marketer for your business need to spend a bit of time reading about what is important towards your decision making when it comes to Digital Marketing.

As the person responsible for marketing your website you need to have an understanding and know a bit more about the underlying mechanics of why or why not a particular marketing strategy or channel might or not might be working for you.

Most of our client base are focused on one key objective - looking at how to get more traffic to the website and where maybe Social Media fits in with this. It is important therefore to understand the numbers vs from the effort you are making to improve your websites performance and help you achieve greater reach and visibility.

Here at ICTADVISOR we are always on the lookout from our peers and partners as to who is taking a fresh look at not just those businesses who are a £250m a year business using Social Media but also looking at those businesses turning over just £10k a year. What can their expectations be from doing Social Media and maybe not have any budget at all.

Once you see the numbers from opposite ends of the spectrum, it can help to put things into perspective as to where the smaller businesses might then channel its marketing energies.

A recent study provided by world renowned guru Neil Patel posed the following question ;

How Much are 100 Social Media followers really worth?

(This is simply trying to acquire **Organic Social Media Traffic**)

Here some interesting facts from his report;

This is interesting for those who have NO or very limited budgets



In general, over a 3 year period a business should at least get **100 social media followers** on each platform. That is the reality today.

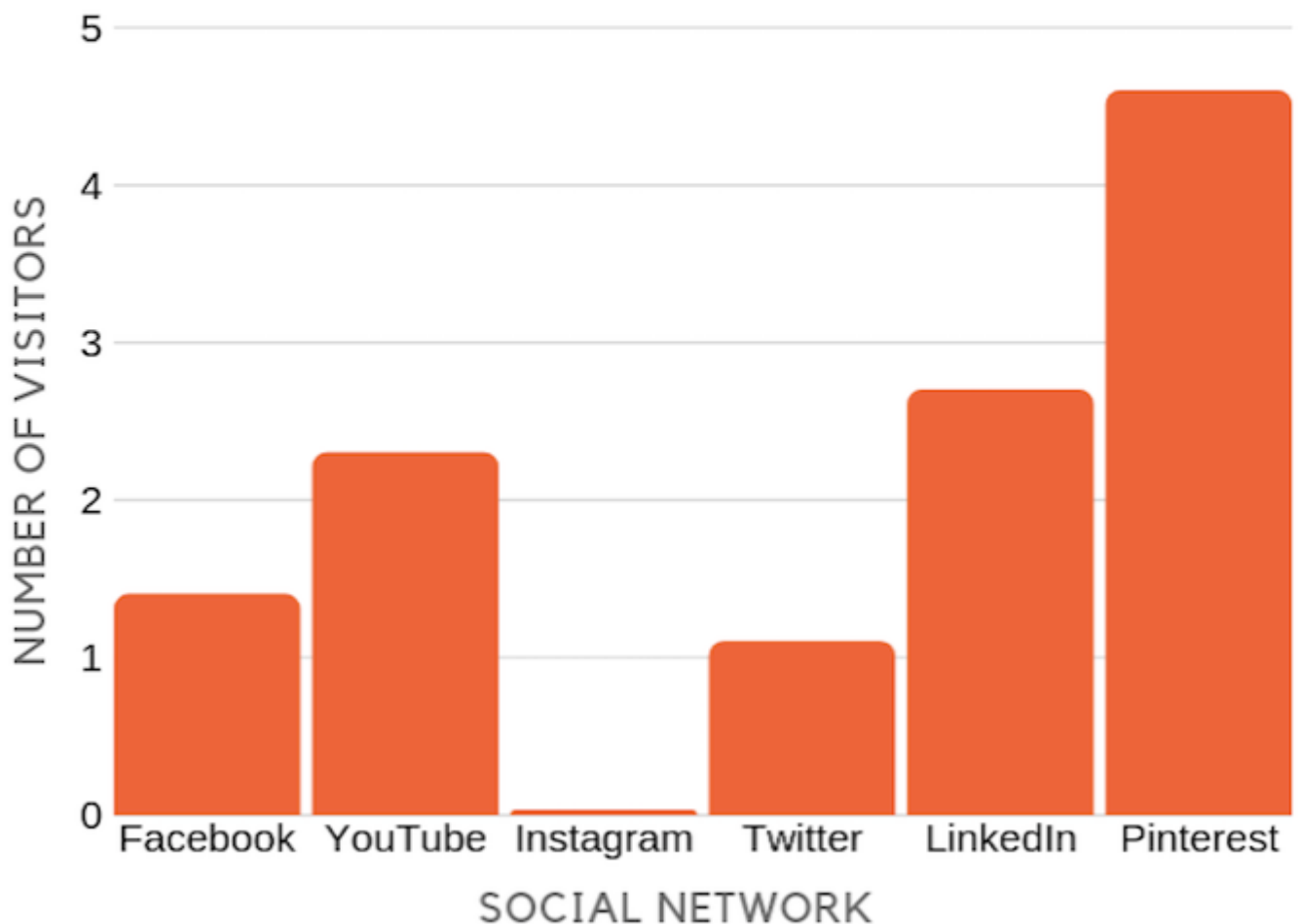
So, looking at traffic, and looking at how many visitors you can generate per 100 followers from **simply organic marketing in a social media channel** has seen the following:

We all know you can still generate organic visits, but of course, **reach has died down**. And above shows just how much it has died down.

In 2015, you could generate a bit more than **3 visitors a month** from the social web for every 100 followers you had, and now it's dropped down to roughly **2 visitors per month**.

It is said that **Organic social media traffic might be dying** as each network wants you to advertise, but which networks drive the most traffic per 100 followers?

Average # of Organic Monthly Visitors Generated Per 100 Followers



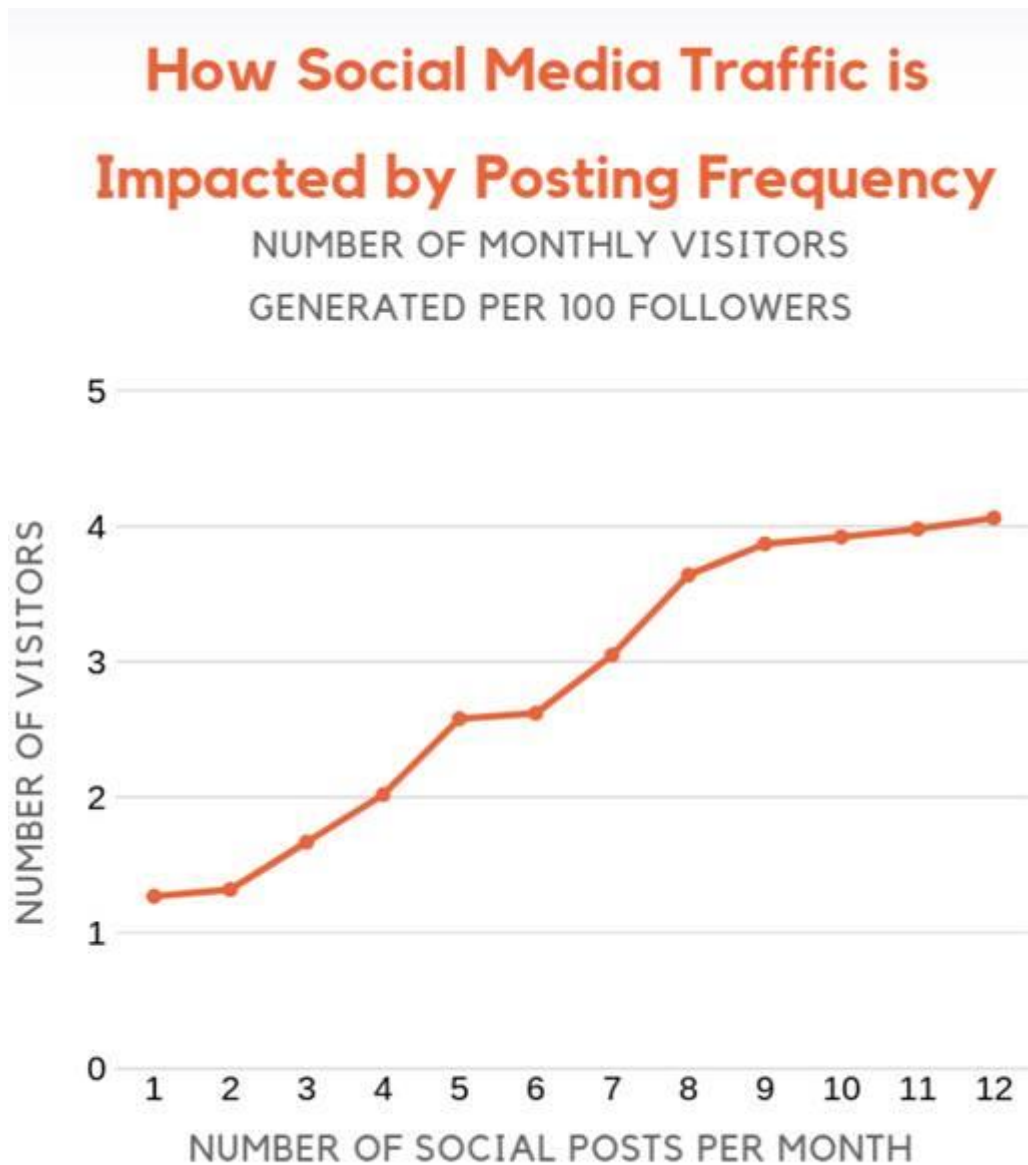
The results here are quite surprising. Leading marketers are saying that the Instagram result is not surprising as you can only drive traffic through bio links and asking people to swipe up in stories.

LinkedIn is a worthwhile channel if you are signed up to premium. It allows you to better target **The Buyers** within other companies out there you are trying to reach

Then of course **YouTube** – the issue with this channel of course is that most people using it don't link out to their own website within their own videos a lot of the time.

Should you therefore as a business be posting more often then?

The first chart shows that organic social traffic is slowly dying down, but how about if you increase your posting frequency?



****ONLY STATUS UPDATES AND POSTS THAT CONTAINED A LINK WERE COUNTED**

In general, posting more often does lead to more traffic. But after 8 monthly posts on each social network, the data shows you'll see diminishing returns.

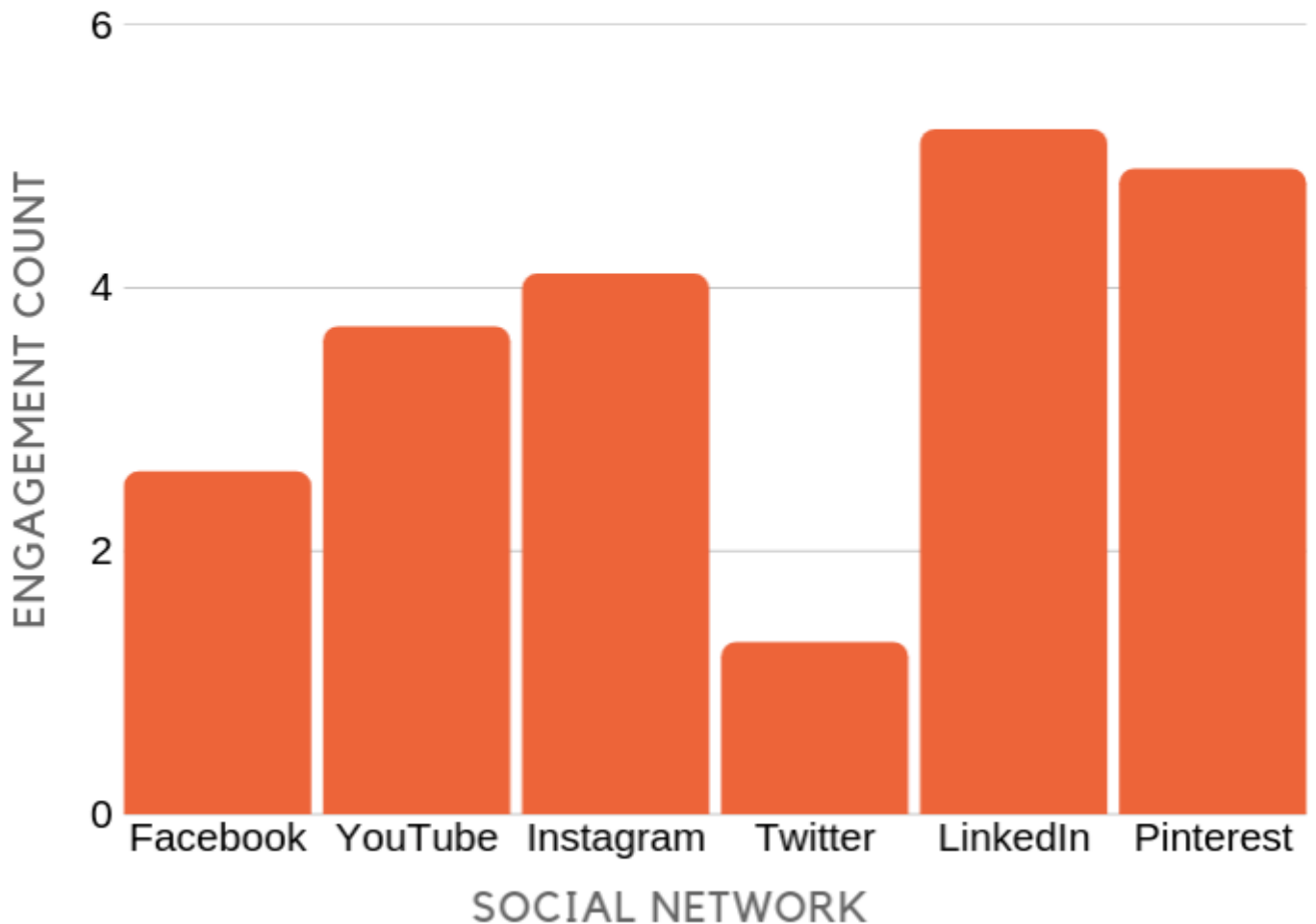
The way most social media algorithms work is that the more people engage with your content, the more of them will see your content as you post it.

So, your goal should be to only post content people love and want to engage with. The moment you start posting mediocre content, it hurts your overall traffic numbers because that means fewer people in the future will see your new content no matter how amazing it is.

Many have been shocked by the engagement stats. Pinterest and Linked in are definitely ahead when it comes to engagement by Social Network.

Engagement Per Social Posting

NUMBER OF LIKES, COMMENTS, SHARES, RETWEETS, VIEWS, VISITS & REPINS PER 100 FOLLOWERS



Instagram shows as doing well here. The analysis suggests that most of the people who use it do so as a “personal” social network instead of leveraging it for work. That’s why the engagement is so high here on Instagram.

Something that was also observed is that posts not containing a link, such as images or videos, got the most engagement. But, the down side here that whilst these social sites are promoting content it is actually keeping people on their own social sites as opposed to driving their visitors off to where it matters – the website.

More people are producing Videos.

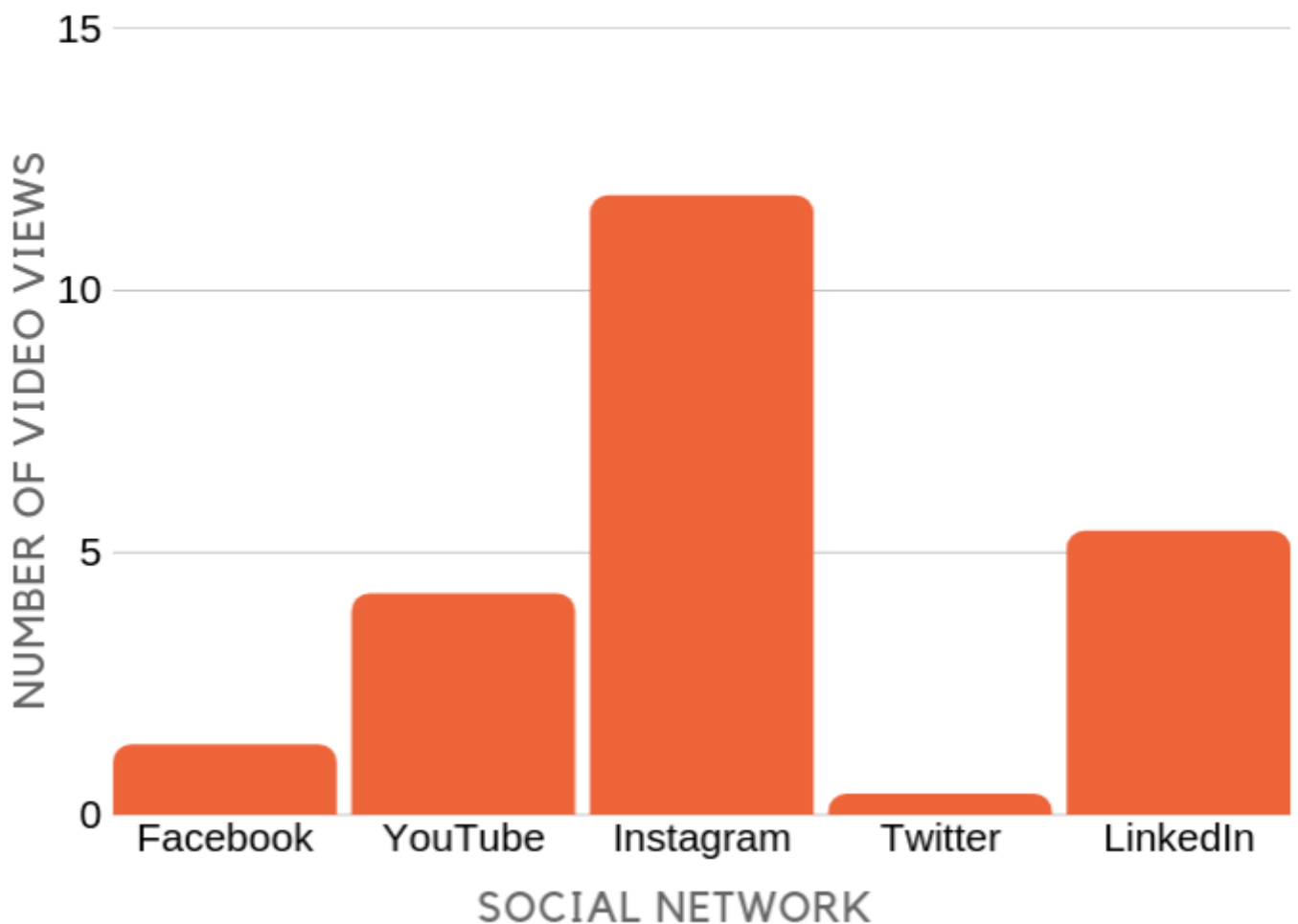
Nothing professional – literally just point and click, even though videos themselves don’t rank well on Google. But search inside YouTube and if the channel entries are optimised properly you have more of chance of you and your audience seeing that video.

People are doing two types of video

You have videos that are being uploaded into their channels, and those that are being done live. **How does each stack up against each other?**

Average # of Video Views

NUMBER OF VIDEO VIEWS GENERATED
PER 100 FOLLOWERS

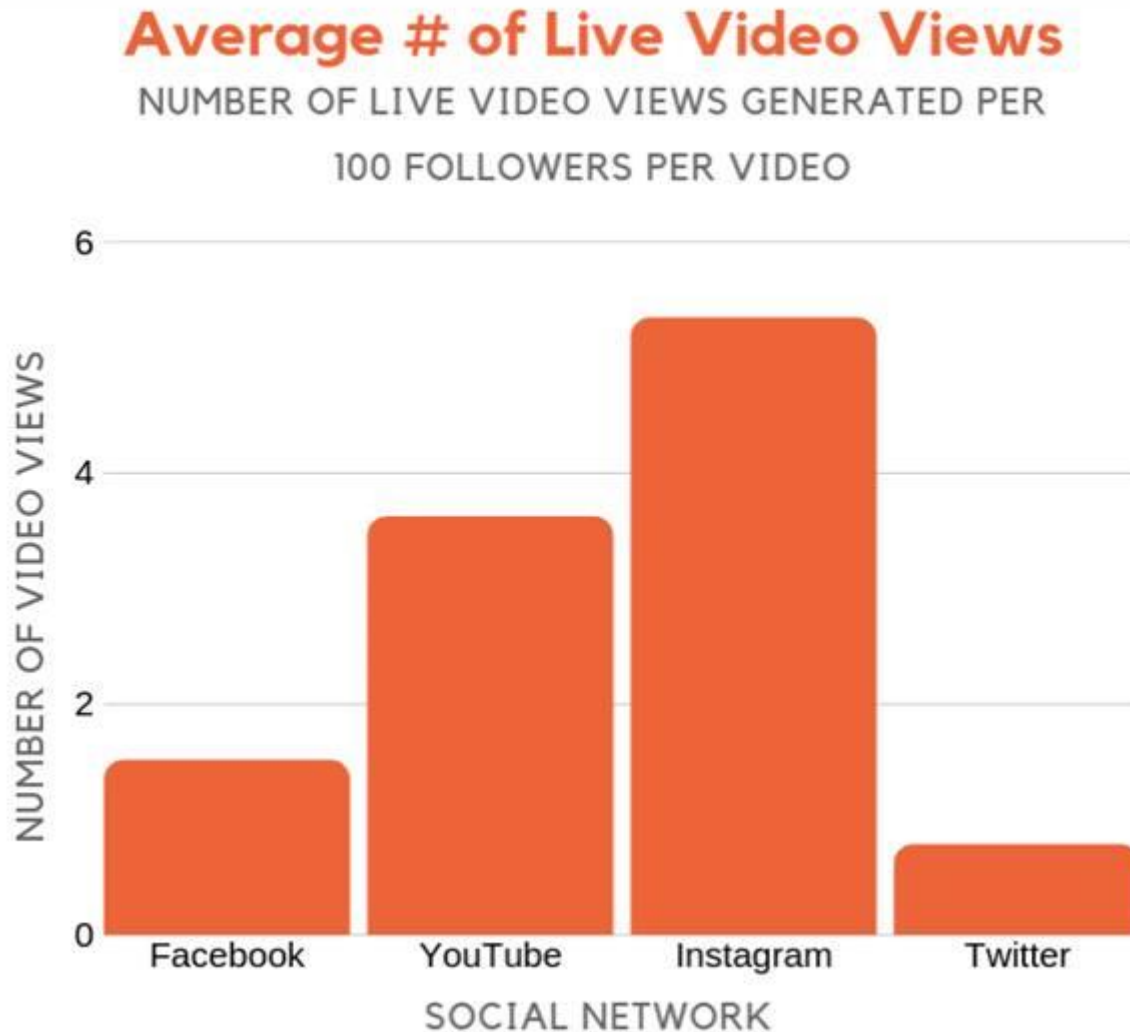


When you look at the chart above, it's easy to say that Instagram produces the best results for videos. Then come LinkedIn and YouTube. **But there is something that you have to keep in mind.....** Instagram auto-plays videos while YouTube is much pickier about what they count as a "video view."

If a business is going to create video content, it is agreed you should post it on all of the social networks you have selected to be proactive within out there,

But, I would first focus the majority of your efforts on **making your YouTube Channel important**. YouTube won't provide amazing numbers in the first 24 hours of uploading a video, but through **YouTube SEO** you can continually get views while you won't see that happen on any of the other social networks.

For live videos, the results are similar AND **YouTube leads the pack** with what is being said, despite what this graph shows.



What is interesting is that live videos don't generate as many viewers as just posting and scheduling them. The main reason wasn't that social sites don't want live content, it's that with non-live videos, businesses spend more time leveraging **keyword research** and optimizing their videos for the maximum amount of views.

While on the flip side it is a bit harder to do that with live videos.

If you want to get the most views from your videos see what keywords are popular. **Put those keywords in your title and descriptions of course**, but what you might not know is that social media sites are able to decipher the sound to see what your video is really about.

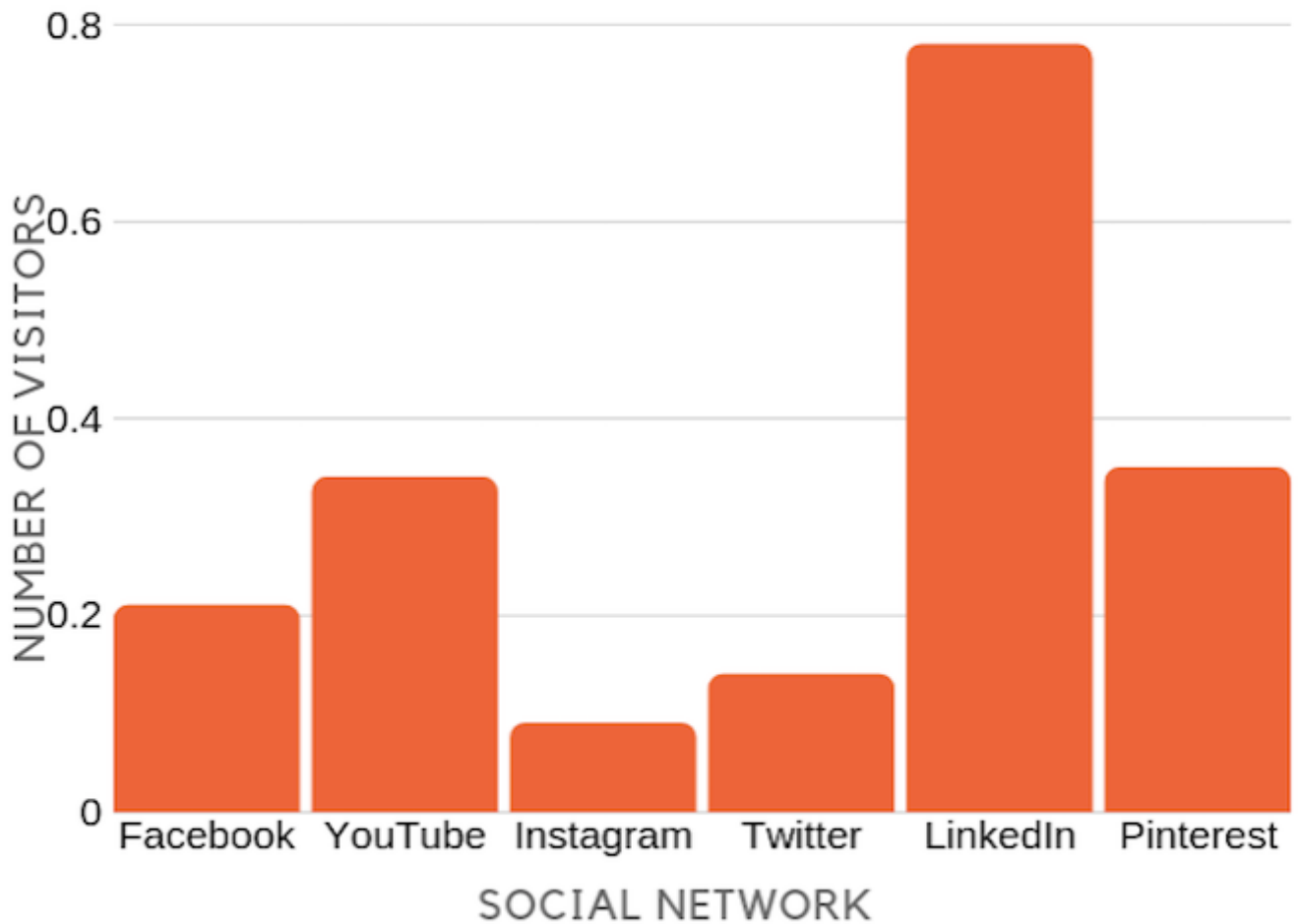
A key thing your website should do is collect email addresses.

Of course the approach to this has all changed with GDPR rules. But have the ability on the website to have visitors opt in. But simply don't do something like SIGN UP TO OUR NEWS LETTER – that does not generate great conversion. You need to offer something more as your visitors are always questioning; **WHAT'S IN IT FOR ME?**

Once you have a list you can market to them and convince them to buy your products or services.

of Emails Collected Per 100 Followers

EMAIL SUBSCRIBERS GENERATED PER NETWORK



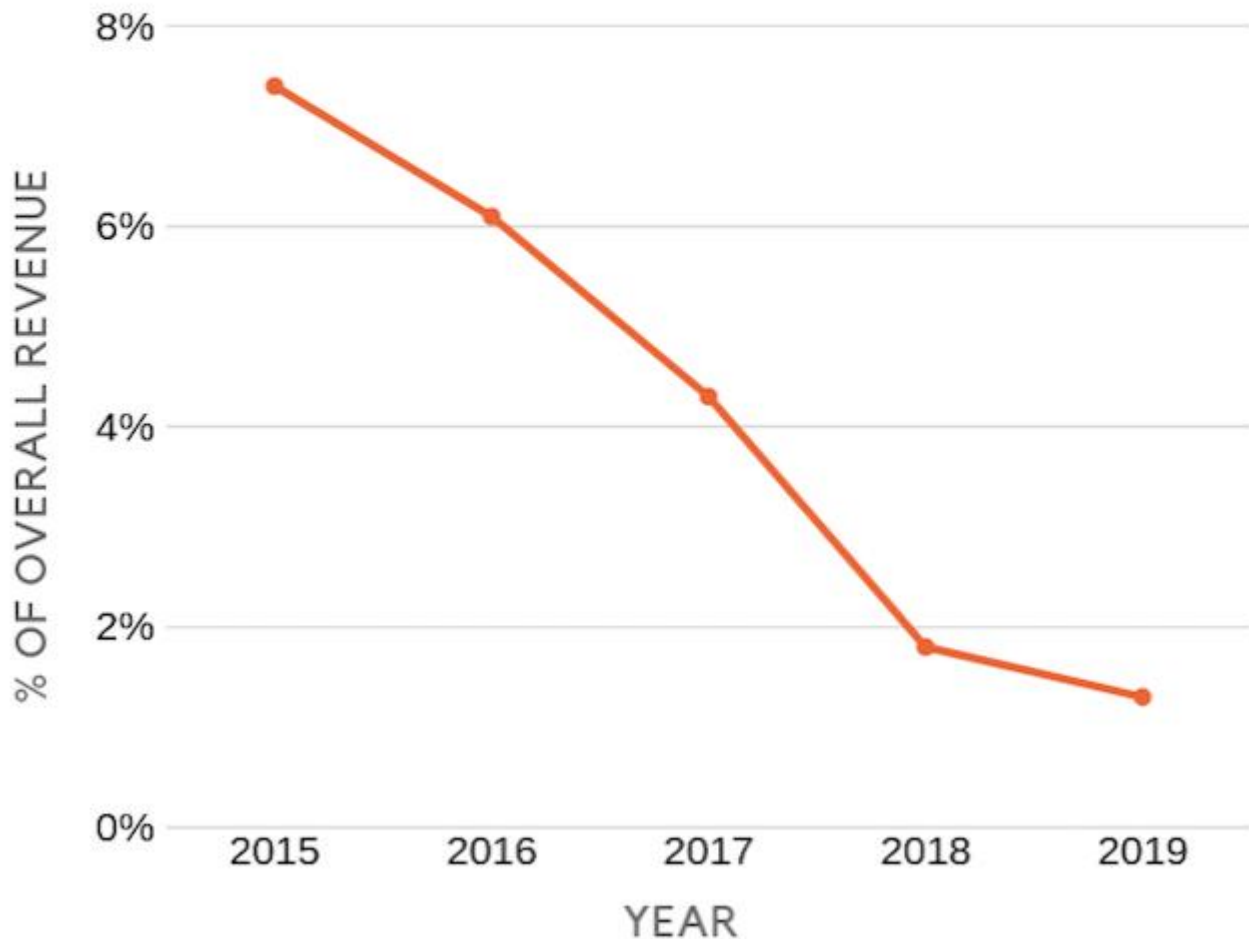
LinkedIn has the best conversion rates from a visitor to an email subscriber. Pinterest and YouTube also perform really well.

You may think that most of the people on LinkedIn only care about B2B but that is wrong. Remember everyone on LinkedIn is also a consumer. **They buy everyday products too.**

Whether you love or hate social sites, they in some way do drive revenue. And no you don't have to spend money on ads to generate revenue.

Ads do help, of course, but here is the percentage of revenue that each business generated from organic social media traffic. OK, it is and can be a slow burn here and things are changing as this next graph shows:

Percentage of Overall Revenue Generated From Organic Social Traffic



It's been declining over the years, but the numbers are starting to flatten out.

The decline isn't just related to social media algorithms becoming tougher, though. ***It's that businesses are also diversifying their marketing approach.***

They are taking a multi-channel approach which means they leverage more channels. Because of that, each one also makes up a smaller portion of their revenue.

This requires the business to get more involved to fuel this marketing pipeline. But, it does not go unnoticed that many of the micro small businesses are always governed by **TIME | RESOURCE | KNOWLEDGE | BUDGET**

Today your website is a racing car that needs to have a number of people around it working on it to make it win races. And so you might not have at your disposal all the 4 factors above. Or able to afford to buy in the professional help you may need.

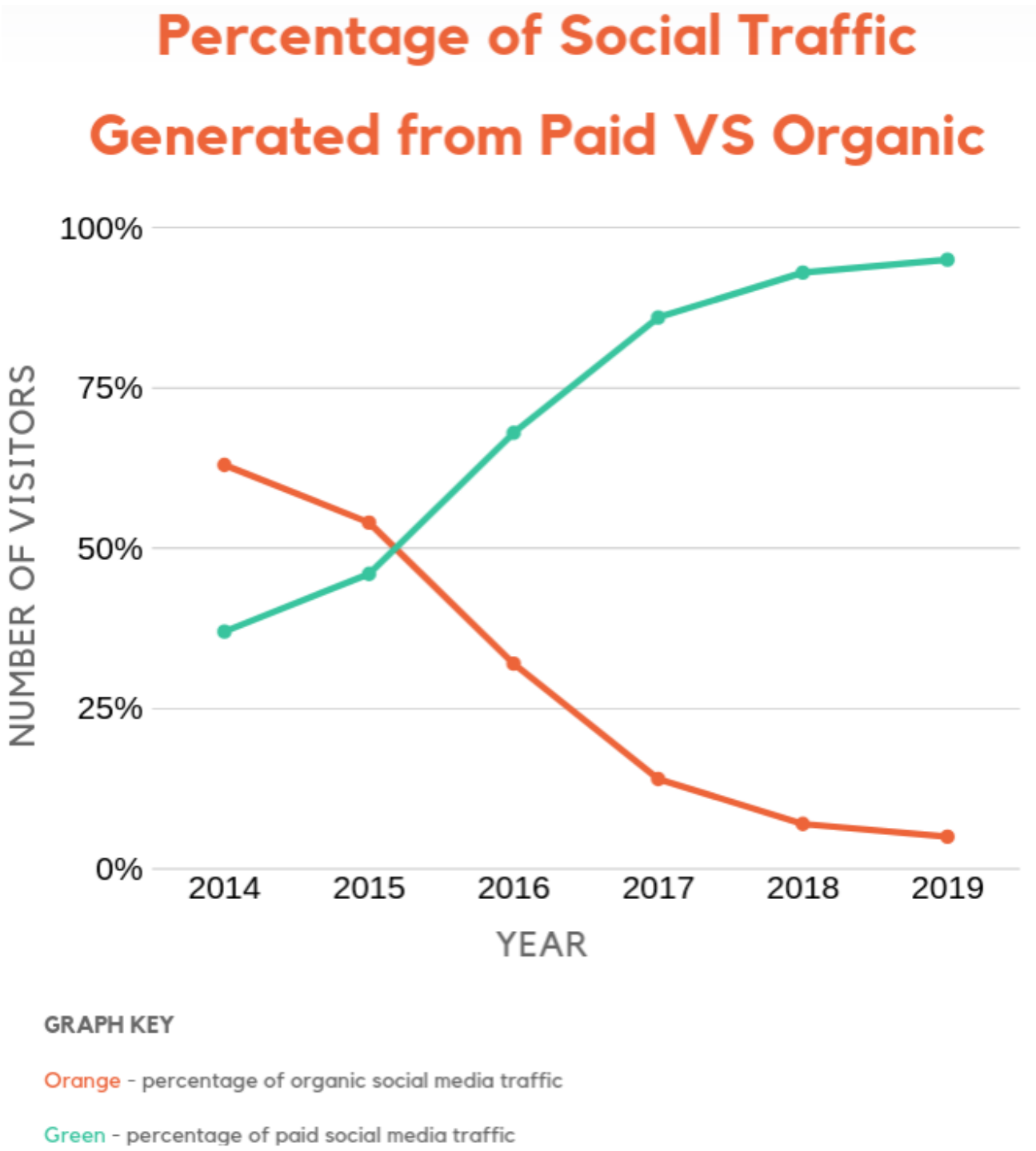
So, in summary, what is being said here is that organic Social media is not dead.

You may only be able to generate **2 visitors a month for every 100 followers** you have, but that scales as you grow your social following on every network. It will just take time depending on your own commitment to the task or have someone do it for you.

The brand effect you can get by doing things like uploading videos will also help significantly.

SOCIAL TRAFFIC vs PAID TRAFFIC

So, it is then interesting to see what percentage of social media traffic is generated from organic efforts versus paid:



The voices of our industry are indicating that there is a huge trend towards companies spending more and more money on social media, which aligns with the stock price and financials of companies like Facebook, Pinterest, and Twitter.

None-the-less, don't be discouraged by your organic social media traffic dwindling down EVEN if you are NOT spending anything on Paid Ads in Social Channels.

However, when it does come to **spending money on Paid Advertising** where you will get the most bang for your buck is still in **Google AdWords**. As here, you are exposed to where most begin their journey of **seeking their NEED**.

We hope that this helps with your **Digital Marketing Planning** over the next 6 -12 months.

As always, as some know who regularly receive support from ICTADVISOR is that we are very passionate towards seeing the micro and smaller businesses do better as we constantly see the challenges each of you face.

So if you need help with your decision making as you enter into the next 6-12 months of your marketing strategy, feel free to get in touch.

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