The Four Horsemen of the
Web Marketing Apocalypse

Rand Fishkin | Founder & CEO
2009 - 2016
The SEO+Content Playbook

Choose High Volume Keywords for SEO

Create “Good Content”

Promote Content on Social Media

Grow Followers & Subscribers

Earn Links & Amplification w/ Outreach

Use Ad Platforms to Drive Conversions
2009 - 2016

The SEO+Content Playbook

Choose High Volume Keywords for SEO

- KWs sending less traffic

Grow Followers & Subscribers

- Fewer followers see your posts

Create “Good Content”

- “Good” content’s not enough

Earn Links & Amplification with Outreach

- Influencers... fail to influence

Promote Content on Social Media

- Links in social get little traction

Use Ad Platforms to Drive Conversions

- Ad prices rise. Ad ROI falls.
What Happened?!
#1 The Social Platforms Massively Diminished Outlinking Traffic
Facebook Killed Organic Reach

Average Facebook Organic Reach - Business Page

<table>
<thead>
<tr>
<th>Year</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>26%</td>
</tr>
<tr>
<td>2012</td>
<td>16%</td>
</tr>
<tr>
<td>2013</td>
<td>12%</td>
</tr>
<tr>
<td>2014</td>
<td>6%</td>
</tr>
<tr>
<td>2015</td>
<td>2%</td>
</tr>
<tr>
<td>2016</td>
<td>1%</td>
</tr>
<tr>
<td>2017</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

Via BusinessGrow
They Sent Outbound, Referral Traffic to Near-Zero Via Slate

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**Facebook Referrals to Slate**

![Graph showing the decline in Facebook referrals to Slate from January 2017 to May 2018. The graph indicates a significant drop in referrals from 28.33 million in January 2017 to 3.63 million in May 2018.](source: Parsely)
Declines in FB Referrals Have Hit Every Vertical

Websites See Drastic Decline in Facebook Traffic
Social media referrals as a percentage of overall traffic to sampled websites (in %)∗

<table>
<thead>
<tr>
<th>Platform</th>
<th>1H '16</th>
<th>2H '16</th>
<th>1H '17</th>
<th>2H '17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>30.9</td>
<td>30.9</td>
<td>18.2</td>
<td></td>
</tr>
<tr>
<td>Pinterest</td>
<td>4.5</td>
<td>6.1</td>
<td>6.1</td>
<td>7.5</td>
</tr>
<tr>
<td>Instagram</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>0.01</td>
<td>0.1</td>
<td>0.3</td>
<td>0.7</td>
</tr>
<tr>
<td></td>
<td>0.9</td>
<td>0.7</td>
<td>0.7</td>
<td>0.7</td>
</tr>
</tbody>
</table>

Via Statista
Even Publishers Who Focused on FB Clickbait

Facebook Engagement for Midsize Publications

Vice News | BuzzFeed News | NY Mag | Wall Street Journal
---|---|---|---
National Review | Slate | The Atlantic

Source: CrowdTangle

Via Nieman Lab
Instagram Has Always Limited Outlinking
Twitter & LinkedIn Now Bias to On-Site Content

'The Link Is In The First Comment'—Oh What A Mess LinkedIn

Being a marketer, I naturally follow a lot of marketers on Social Media. A new trend has developed on LinkedIn that borders on an insane solution to a problem they have created with their new algorithm.

Almost everyone has noticed that simply sharing your content from other platforms, and even full-length articles on LinkedIn's own publishing platform doesn’t get the reach it once achieved.
Reddit Works to Keep You on Reddit

Via Reddit

This is stupid. Clicking on a link post brings up a card, clicking on the title does nothing. Why not just hyperlink the title, at least in the card view? Nobody will read articles now.

alphex  58 points  ·  4 months ago

It's all about maximizing your eyeball time on site. If you leave the site, you stop seeing ads in the feed.

This is nothing but anti patterns to maximize advertising revenue.
YouTube Cuts Off Descriptions to Avoid Making Links Visible in the Default View
So...

Who Still **Does** Send Web Traffic?
<table>
<thead>
<tr>
<th>Top Traffic Referrers</th>
<th>Oct 2016</th>
<th>Feb 2018</th>
<th>Gained/Lost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google.com</td>
<td>59.2%</td>
<td>57.8%</td>
<td>-1.4%</td>
</tr>
<tr>
<td>Facebook.com</td>
<td>6.5%</td>
<td>5.2%</td>
<td>-1.3%</td>
</tr>
<tr>
<td>Yahoo.com</td>
<td>6.0%</td>
<td>4.3%</td>
<td>-1.7%</td>
</tr>
<tr>
<td>Reddit.com</td>
<td>5.4%</td>
<td>3.4%</td>
<td>-2.0%</td>
</tr>
<tr>
<td>YouTube.com</td>
<td>4.5%</td>
<td>4.8%</td>
<td>+0.3%</td>
</tr>
<tr>
<td>Imgur.com</td>
<td>2.2%</td>
<td>1.0%</td>
<td>-1.2%</td>
</tr>
<tr>
<td>Bing.com</td>
<td>2.2%</td>
<td>3.7%</td>
<td>+1.5%</td>
</tr>
<tr>
<td>Wikipedia.org</td>
<td>1.4%</td>
<td>1.3%</td>
<td>-0.1%</td>
</tr>
<tr>
<td>Amazon.com</td>
<td>1.3%</td>
<td>1.4%</td>
<td>+0.1%</td>
</tr>
</tbody>
</table>
#2 Google (for the first time) Sends Less Organic Traffic
Google Solves More & More Queries Without Clicks

Google creates these by scraping and aggregating the top results.

Thanks for the hard work suckers! We’ll take the traffic from here 😊
Google’s Desktop CTRs
October 2018 (EU):

- Paid: 6.4%
- Organic: 63.6%
- No Click Searches: 30%
Google’s Mobile CTRs
October 2018 (EU):

Paid: 8.8%
Google’s Mobile CTRs
October 2018 (EU):

- Paid: 8.8%
- Organic: 36.7%
- No Click Searches: 54.4%
### The Scary Part:

<table>
<thead>
<tr>
<th></th>
<th>2016 (EU+UK)</th>
<th></th>
<th>2018 (EU+UK)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Organic</td>
<td>Paid</td>
<td>No Clicks</td>
</tr>
<tr>
<td>Desktop</td>
<td>66.9%</td>
<td>4.5%</td>
<td>28.5%</td>
</tr>
<tr>
<td>Mobile</td>
<td>51.0%</td>
<td>4.0%</td>
<td>45.0%</td>
</tr>
</tbody>
</table>

30% drop in organic, 20% increase in “no click” searches, 2X paid CTR.
Germany’s CTRs are higher than the US... but falling.
Zero-click searches are up 30% in two years.
Cannibalization of Clicks is a Worldwide Phenomenon

Google Mobile Click-Through Rates (2016-2018, EU+UK vs. US)
Data Via Jumpshot’s Panel of ~100 Billion Searches

- Organic CTR
- Paid CTR
- No-Click Searches

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic CTR</td>
<td>51.0%</td>
<td>54.4%</td>
<td>56.1%</td>
<td>61.4%</td>
</tr>
<tr>
<td>Paid CTR</td>
<td>45.0%</td>
<td>36.7%</td>
<td>40.1%</td>
<td>29.7%</td>
</tr>
<tr>
<td>No-Click Searches</td>
<td>4.0%</td>
<td>8.8%</td>
<td>3.9%</td>
<td>8.9%</td>
</tr>
</tbody>
</table>

EU Countries in Jumpshot's panel includes 26 EU member countries excluding Malta | Data collected January-September, 2016-2018

Data courtesy of Jumpshot | Assembled & published by SparkToro
Clicks on local results go to Google... not your website
Jobs

seo jobs

About 204,000,000 results (0.52 seconds)

Jobs
Near Seattle, WA

- SEO Strategist
  Creative Circle
  Seattle, WA
  via Glassdoor
  20 hours ago  Full-Time

- SEO Analyst
  CDK
  Seattle, WA
  via Recruit.net
  6 days ago  Full-Time

- SEO Specialist
  The Creative Group
  Seattle, WA
  via CareerBuilder
  20 days ago  Full-Time

→ 100+ more jobs
This gritty, action-packed drama follows the evolution of Luke Cage (Mike Colter), a man with super strength and unbreakable skin caused by a sabotaged experiment. After a failed relationship with fellow superhero Jessica Jones, Cage tries to rebuild a quiet life in Harlem, New York —until he is pu... MORE
### Storm vs Mercury

<table>
<thead>
<tr>
<th>Storm</th>
<th>Mercury</th>
</tr>
</thead>
<tbody>
<tr>
<td>102</td>
<td>91</td>
</tr>
</tbody>
</table>

**Conference Finals - Game 1 (SEA leads 1 - 0)**

<table>
<thead>
<tr>
<th>Storm</th>
<th>Mercury</th>
</tr>
</thead>
<tbody>
<tr>
<td>91</td>
<td>87</td>
</tr>
</tbody>
</table>

**Final 8/28**

<table>
<thead>
<tr>
<th>Storm</th>
<th>Mercury</th>
</tr>
</thead>
<tbody>
<tr>
<td>91</td>
<td>84</td>
</tr>
</tbody>
</table>

**Conference Finals - Game 2 (SEA leads 2 - 0)**

<table>
<thead>
<tr>
<th>Mercury</th>
<th>Storm</th>
</tr>
</thead>
<tbody>
<tr>
<td>87</td>
<td>91</td>
</tr>
</tbody>
</table>

**Final/OT 8/28**

<table>
<thead>
<tr>
<th>Mercury</th>
<th>Storm</th>
</tr>
</thead>
<tbody>
<tr>
<td>86</td>
<td>84</td>
</tr>
</tbody>
</table>

**Conference Finals - Game 3 (SEA leads 2 - 1)**

<table>
<thead>
<tr>
<th>Storm</th>
<th>Mercury</th>
</tr>
</thead>
<tbody>
<tr>
<td>66</td>
<td>86</td>
</tr>
</tbody>
</table>

**Final 8/31**

<table>
<thead>
<tr>
<th>Storm</th>
<th>Mercury</th>
</tr>
</thead>
<tbody>
<tr>
<td>91</td>
<td>94</td>
</tr>
</tbody>
</table>

**Conference Finals - Game 4 (Series tied 2 - 2)**

<table>
<thead>
<tr>
<th>Storm</th>
<th>Mercury</th>
</tr>
</thead>
<tbody>
<tr>
<td>84</td>
<td>85</td>
</tr>
</tbody>
</table>

**Final 9/2**

<table>
<thead>
<tr>
<th>Storm</th>
<th>Mercury</th>
</tr>
</thead>
<tbody>
<tr>
<td>94</td>
<td>94</td>
</tr>
</tbody>
</table>

---

### PGA Tour Results

**Dell Technologies Championship**

- **Date:** Sep 6–10, 2018
- **Course:** Aronimink Golf Club
- **Purse:** $10,000,000

#### Leaderboard

<table>
<thead>
<tr>
<th>Pos</th>
<th>Player</th>
<th>Total</th>
<th>Playoff</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>K. Bradley</td>
<td>-20</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>J. Rose</td>
<td>-20</td>
<td></td>
</tr>
<tr>
<td>T3</td>
<td>B. Horschel</td>
<td>-19</td>
<td>5</td>
</tr>
<tr>
<td>T3</td>
<td>X. Schauffele</td>
<td>-19</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>R. McIlroy</td>
<td>-16</td>
<td></td>
</tr>
</tbody>
</table>

*All times are in Pacific Time*
Hotels

Residenza San Vito
4.5 ★★★★★ (36) - 4-star hotel

Langhe Country House Neive (CN)
4.9 ★★★★★ (27) - 4-star hotel
- Free Wi-Fi
- Free breakfast
- "We liked the honey with truffle so much we rushed to town to buy a few jars home."

Villa Fontana Relais & Wellness Spa
4.4 ★★★★☆ (72) - 4-star hotel
- Elegant all-suites spa hotel offering free Wi-Fi & breakfast, plus an outdoor pool, gardens & dining.
- "Beautiful place with amazing view, spotless service and super friendly staff."

Relais Villa d'Amelia
$269
- Chic rooms & suites, plus an acclaimed restaurant, an outdoor pool, a spa, gardens & free breakfast.
# Flights

Flights from Seattle, WA (SEA) to Kyoto (all airports)

<table>
<thead>
<tr>
<th>Flight</th>
<th>Duration</th>
<th>Connection</th>
<th>Price from</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple airlines</td>
<td>13h 0m+</td>
<td>Connecting</td>
<td>$980</td>
</tr>
<tr>
<td>ANA</td>
<td>13h 0m+</td>
<td>Connecting</td>
<td>$982</td>
</tr>
<tr>
<td>United</td>
<td>13h 0m+</td>
<td>Connecting</td>
<td>$1,044</td>
</tr>
<tr>
<td>American</td>
<td>21h 55m+</td>
<td>Connecting</td>
<td>$1,060</td>
</tr>
<tr>
<td>Other airlines</td>
<td>15h 55m+</td>
<td>Connecting</td>
<td>$1,533</td>
</tr>
</tbody>
</table>

Search flights

Cheap Flights from Seattle, WA to Kyoto, Japan - Find Tickets & Airfare...

Find airfare and ticket deals for cheap flights from Seattle, WA to Kyoto, Japan. Search flight deals from various travel partners with one click at Cheapflights.com.
Solves for the user though doesn't it? That'll always be Google's first customer.
Once Google owns all the traffic... there’s no more incentive for publishers to create content.
#3 “Influencers” Failing to Deliver Influence...
INFLUENCER MARKETING
GLOBAL SPEND

Ad Spend in Billions

- Higher Spend Forecast
- Lower Spend Forecast


- $500M
- $1.5B
- $2.5B
- $4.4B
- $6.3B
- $8.2B
- $10B

Via MediaKix
hespokestyle Who's excited? This guy! Landed in Zurich, picked up the car and now ready for an amazing European road trip. #BMW #7series #drivingluxury #sponsored

gentlebox_👍
cataleya_ra_ Jajajaja mola mucho
mkat5 So excited for you guys!
friedlousoph Welcome to Europe, have fun and enjoy 😊
beauhayhoe Safe travels! Very cool!
bloggers_boyfriend lovely
n.gisler Enjoy the trip! If you'd like to have a look at some of the best swiss watches drop by the Chronometrie Beyer.
justifyles @hespokestyle where did you rent the car? Driving Zurich -> Bern -> Geneva in March and would love some
The long read

Fake it till you make it: meet the wolves of Instagram

Their hero is Jordan Belfort, their social media feeds display super-rich lifestyles. But what are these self-styled traders really selling? By Symeon Brown

The original Wolf of Wall Street, Jordan Belfort, was a rogue trader convicted of fraudulently selling worthless penny stocks to naive investors. His biopic, starring Leonardo DiCaprio as the ostentatious, money-obsessed huckster, was a box-office hit in 2013. Although it may have been intended as a cautionary tale, to thousands of young millennials from humble backgrounds, Belfort’s story became a blueprint for how to escape an unremarkable life on low pay.
The view from an influencer: 'brands rarely ask for results'

John Robertson is founder of men's lifestyle blog The Everyday Man. He has recently worked with brands including House of Fraser, Lacoste, and Vauxhall.

"The Everyday Man is started as a hobby and I’ve now been doing it for six years. I’ve not felt pressure to buy fake followers, I’ve had time to grow a decent organic following. But for people who start now, it’s harder to get organic followers and if they want to be a ‘blogger’ or ‘influencer’ then buying is something they might feel like they have to do."
“I do campaigns for brands on a weekly basis and less than half ever come back for metrics; less than 50% ever want to know what’s happened. That makes me think it’s PRs playing a numbers game and once a campaign has gone no one is really interested.”
Fake Followers Audit for @Sartorialist

Scott Schuman
@Sartorialist
176,023 Followers

34.6% (60,904) Fake Followers

This tool defines "fake followers" as accounts that are unreachable and will not see the account's tweets (either because they're spam, bots, propaganda, etc. or because they're no longer active on Twitter).

Accounts with a similar sized following to @Sartorialist have a median of 32% fake followers. This account has more fake followers than most.

Follower Quality Distribution

Low Quality
Average Quality
High Quality

Via SparkToro
Spam, Bot, Propaganda, & Inactive Accounts Following Major American Politicians on Twitter

% of Fake Followers

- @RealDonaldTrump: 61.0%
- @KamalaHarris: 24.4%
- @TedCruz: 26.0%
- @SenatorCollins: 24.6%
- @VP: 41.5%
- @AOC: 41.0%
- @BetoO'Rourke: 22.7%
- @BarackObama: 40.9%
- @LeaderMcConnell: 31.3%
- @JerryBrownGov: 50.0%
- @LindseyGrahamSC: 25.3%
- @SenWarren: 33.7%
- @HillaryClinton: 43.8%

Via SparkToro
Influencer Marketing Definitions:

2012: Discover all the sources that influence your audience. Do marketing (of all kinds) in those places.

2018: Pay half naked people on Instagram $500 to snap photos with your product.
Potential Sources of Influence:

- Podcasts
- Web Searches
- Events
- Email Newsletters
- Mainstream Media
- Trade Journals
- Whitepapers
- Consumer Review Pubs
- Blogs
- Radio
- Facebook Groups
- Television
- Twitter
- Guerilla Marketing
- YouTube Channels
- Branded Publications
- Industry Reports
- Instagram
<table>
<thead>
<tr>
<th>Where “Influencer Marketing” is Done:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Podcasts</td>
</tr>
<tr>
<td>Web Searches</td>
</tr>
<tr>
<td>Events</td>
</tr>
<tr>
<td>Email Newsletters</td>
</tr>
<tr>
<td>Mainstream Media</td>
</tr>
<tr>
<td>Trade Journals</td>
</tr>
<tr>
<td>Whitepapers</td>
</tr>
<tr>
<td>Consumer Review Pubs</td>
</tr>
<tr>
<td>Blogs</td>
</tr>
<tr>
<td>Radio</td>
</tr>
<tr>
<td>Facebook Groups</td>
</tr>
<tr>
<td>Television</td>
</tr>
<tr>
<td>Twitter</td>
</tr>
<tr>
<td>Guerilla Marketing</td>
</tr>
<tr>
<td>YouTube Channels</td>
</tr>
<tr>
<td>Branded Publications</td>
</tr>
<tr>
<td>Industry Reports</td>
</tr>
<tr>
<td>Instagram</td>
</tr>
</tbody>
</table>
The Backlash is Here...

Influencer marketing damages public's perception of brands, survey finds

Nearly three quarters of the public incorrectly believe there are no rules or regulations surrounding influencer marketing and almost half think it is damaging for society, according to a new survey.

It’s time to address the elephant in the room: Influencers don’t really influence anything or anyone!

Influencer marketing fraud – how big a problem is it?

Unilever used the global pull of Cannes Lions to draw attention to the problem of fraud in influencer marketing. The advertiser duly made headlines, leading others to reveal that not only is it on the agenda but that they have been quietly working on their own solutions. So, just how big a problem is it?
Web Advertising ROI (in many fields) is trending to Zero
Venture Dollars Flood the Ad Markets

1Q marks fourth consecutive quarter with more than $20B invested

US VC activity

- Deal Value ($B)
- Angel/Seed
- # of Deals Closed
- Early VC
- Later VC


0 500 1,000 1,500 2,000 2,500 3,000

0 $5 $10 $15 $20 $25 $30

PitchBook-NVCA Venture Monitor

Via Pitchbook
Investment Dollars Aren’t Seeking Profits…

Just Growth

Uber's Loss-Making Ride-Hailing Business
Uber's financial performance in the last three quarters of 2017

<table>
<thead>
<tr>
<th></th>
<th>Q2 2017</th>
<th>Q3 2017</th>
<th>Q4 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross bookings</td>
<td>$8.7b</td>
<td>$9.7b</td>
<td>$11.1b</td>
</tr>
<tr>
<td>Driver payouts &amp; rider discounts</td>
<td>-$7.1b</td>
<td>-$7.8b</td>
<td>-$8.9b</td>
</tr>
<tr>
<td>Net revenue</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net loss</td>
<td>-$1.1b</td>
<td>-$1.5b</td>
<td>-$1.1b</td>
</tr>
</tbody>
</table>

Via Statista
Ad Bids in Many Sectors Go Far Above What’s Profitable
Many Marketers Aren’t Accountable to Metrics

Platform that Offers the Highest Digital Ad Spending ROI According to US Senior Ad Buyers, Dec 2017

% of respondents

- **Google search**: 48%
- **Facebook**: 30%
- **Ad exchanges/networks**: 8%
- **Instagram**: 4%
- **YouTube**: 4%
- **Twitter**: 2%
- **Other**: 4%


235122 www.cMarketer.com

Via Buffer
Display, Search, & Social All Operate This Way

Age

18 - 65+

Locations

United States

Add locations

Detailed Targeting

INCLUDE people who match at least ONE of the following

Interests > Additional Interests

Public relations

Add demographics, interests or behaviors

Exclude People or Narrow Audience

Your audience size is defined. Good job!

Potential Reach: 2,700,000 people
Ad Costs Have Gone Up, While ROI Trends Down

The Cost of Facebook Ads is Increasing
Year-over-year percentage growth for Facebook CPMs and impressions

Source: AdStage, Recode, 2018
So... What Do We Do?
The Smart Marketer’s Battle Plan
2009 - 2016
The “Inbound Marketing” Playbook

Choose High Volume Keywords for SEO
KWs sending less traffic

Create “Good Content”
“Good” content’s not enough

Promote Content on Social Media
Links in social get little traction

Grow Followers & Subscribers
Fewer followers see your posts

Earn Links & Amplification with Outreach
Influencers... fail to influence

Use Ad Platforms to Drive Conversions
Ad prices rise. Ad ROI falls.
2019
What Needs to Change

Center All Marketing on Your Website & Email Lists

Create "Good" content’s not enough

Promote Content on Social Media, links in social get little traction

Grow Followers & Fewer followers see your posts

Earn Links & Amplification, Influencers... fail to influence

Use Ad Platforms, Ad prices rise, Ad ROI falls
Make Your Website (and email list) the Center of Your Digital Campaigns
Old School Cool

Two German brothers that were separated by the Berlin Wall reunite in December 1963 so they can celebrate Christmas together due to the Border Pass Agreement. Photograph taken in East Berlin.
10 New Emails > 10,000 New Followers

1. Rachel is in the market for some shoes.
2. She visits a shoe website and views a range of products.
3. But she doesn’t buy and leaves the site.

Retargeted users are 75% more likely to convert.

Via Creative Guerilla Marketing
100 Website Visitors > 10,000 New Followers

1. A person visits your website
2. He intends to buy but changes his mind. Cart abandonment.
3. Then he browses the web.
4. He sees ads with products from your website.
5. He goes back to your website and makes the purchase.

Via Bannersnack
100 True Fans Beats 100,000 Visits.
Aim to Increase Passion > Traffic.

SparkScore from SparkToro
Jun 29, 2018
sparktoro.com

A New, Free Tool to Determine the True Influence of a Twitter Account | SparkToro
By Rand Fishkin – Jul 11, 2018
sparktoro.com
Change Your Approach to SEO:

Click Volume > Search Volume
Let your competitors chase these. While you go after these.
38% of Google’s Query Terms Still Receive <50 Searches/Month

And these are far less likely to get cannibalized by Google’s own answers.
2019
What Needs to Change

Center All Marketing on Your Website & Email Lists

Invest in the Right Marketing Flywheel

Promote Content on Social Media
Links in social get little traction

Grow Followers & Fewer followers see your posts

Earn Links & Amplifiers...fail to influence

Use Ad Platforms to Drive Ad prices rise. Ad ROI falls.
A Great Marketing Flywheel Scales with Decreasing Friction
Marketing Flywheel

-KW Research + Industry Intuition
- Publish Content
-Push to email + RSS subscribers
-Promote via Social Channels
-Earn Links + Amplification
-Grow social, email, RSS, & WoM channels
-Grow Domain Authority
-Earn Search & Referral Traffic
-Rank for More Competitive KWs
Events + Sponsorship

Flywheel

Capture Visitor Info
Host Booths, Dinners, Parties
Sponsor + Pitch to Present
ID Events w/ Customer Targets
Reach Out w/ Direct+Indirect Emails
Cookie Site Visitors & Email Opens
Run Hyper-Personalized Ads
Improve CRO + Sales Process
Uncover Customer Connections & Affinities
Hard at first, but gets easier (& more profitable) with scale
You Want a Flywheel That Spaks Demand
Growing Branded Searches > Ranking #1 for Generic Searches

Interest over time
2019
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“Social” Isn’t Where Your Audience Is... That’s Just Saying “Our Audience is Online”
Discover Your Audience’s True Sources of Influence – Market There
Not the Most Followed X... But the Sources of Influence Most Followed by Xs

<table>
<thead>
<tr>
<th>Rank</th>
<th>Influencer</th>
<th>Followers</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Jamie Oliver</td>
<td>6.2M</td>
</tr>
<tr>
<td>2</td>
<td>Ella Mills</td>
<td>1.2M</td>
</tr>
<tr>
<td>3</td>
<td>Kevin, @MenCook</td>
<td>1.1M</td>
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22% of food bloggers follow Foodista.
It’s Hard to Get This Data, but Surveys & Interviews are a Good Start

Which of the following software tools have you used in the past for identifying channels, publications, & people that influence an audience?

1513 out of 672 people answered this question (with multiple choice)

- Buzzsumo: 26.3% (398 responses)
- Hootsuite: 24.7% (373 responses)
- Followerwonk: 14.8% (224 responses)
- Buzzstream: 11.6% (176 responses)
- Cision: 5.1% (77 responses)
- Meltwater: 3.8% (58 responses)
- Clearbit: 2.4% (37 responses)
- Klear: 2.4% (36 responses)

Via Typeform
<table>
<thead>
<tr>
<th>Your Targets Should Include <strong>ALL</strong> of These:</th>
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Your Targets Should Include **ALL** of These:

- Podcasts
- Web Searches
- Events
- Email Newsletters
- Mainstream Media
- Trade Journals
- Whitepapers
- Consumer Review Pubs
- Blogs
- Radio
- Facebook Groups
- Facebook
- YouTube Channels
- Branded Publications
- Industry Reports
- Instagram

**Pro Tip:** If your competition ignores a channel, you get higher content/ad engagement for less money 😊
2019
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Balance Social Engagement vs. Drawing Clicks
- Earn Links & Amplification...fail to influence
- Use Ad Platforms to Drive Ad prices rise. Ad ROI falls. Rates...
When I have a low engagement post, my next post has a harder time reaching a big audience.
When a post gets high engagement, FB boosts the reach of my next post (unless it starts to show poor engagement)
In this way, Facebook (& Twitter, Instagram, LinkedIn, etc) reward high engagement **streaks** and makes accounts w/ low engagement invisible.
Social Algorithms Are Designed to:

Engage → Does this content attract users, generate likes/shares, & hold their attention?

Addict → Do users who see this content stay on our platform and keep engaging?

Retain → Do users who’ve consumed this content return to our platform again & again?
To benefit from this system, use a formula like this:

These earn brand exposure & new followers

- High engagement, non-promotional post
- High engagement, non-promotional post
- Promotion w/ Link
- High engagement, non-promotional post
- High engagement, non-promotional post
To benefit from this system, use a formula like this:

These capitalize on your algorithmic reputation for high engagement, & earn direct traffic.
2019

What Needs to Change

Center All Marketing on Your Website & Email Lists → Invest in the Right Marketing Flywheel → Market Where Your Audience Already Pays Attention

Balance Social Engagement vs. Drawing Clicks → Broaden Content & Outreach Campaigns → Use Ad Platforms to Drive Ad Prices Rise, Ad ROI Falls.

SparkTororo
Successful Content Targets Topics that Resonate with **Amplifiers**, Not Just Customers

- **What Your Customers Care About**
- **What Influential Publications & People Your Customers Listen To Care About**

**Topics with high potential reach**
The More Difficult Content is to Create, the Easier it is to Stand Out

E.G. SparkToro’s strategy is to create free, interactive tools, not just blog posts.
Spray+Pray Outreach Leads to Reputational Damage (for both brand & social/email/search algos)

Hi Rand,

We have a great opportunity to help promote... See summary below, and link if you want to confirm the spot and I can send over the full details. Happy to chat through any questions as well. Thanks!

**WHOSAY Campaign Summary**

Brand: [Redacted]
Talent: Rand Fishkin
Social Ask: one (1) original self-produced unfiltered video to post on FB/TWIG and one (1) share of a [Redacted] video asset on FB/TWIG
Whitelisting: Yes + brand rights to promote content on social channels.
Usage/Term: 45 days from the date of the first post
Talent Fee: $7,500

- The content he’ll be creating should be an extension of the original TV ad (the same link they’ll be sharing) and show how he achieves his goals by using [Redacted]. See example of tv content, not final cut: [https://drive.google.com/file/](https://drive.google.com/file/)
Advanced reader copy of our book, Making Websites Win

Ben Jesson

Hi Rand,


We’d love to send you the hardcover version when it’s out. Could you let me know the best address to send it to?

In the meantime, here’s a [link to download the PDF Advanced Reader Copy](#).

If you’ve got any feedback about it—or ideas for promoting it—we’d really appreciate it.

Cheers,

Ben
2019-Beyond
The Smart Marketer’s Playbook

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Market Where Your Audience Already Pays Attention

Balance Social Engagement vs. Drawing Clicks

Broaden Outreach & Influence Campaigns

Use Ads to Reach Already-Primed Audiences
First: Organic + Brand; Then: Ads + CRO

If you’re not yet known, liked, & trusted, ad ROI sucks.
New to a market? This happens.

Known & loved? Welcome to Profitville.
How to Win at Digital Advertising

Step 1: Earn brand exposure w/ your target audience

Step 2: Get >1 organic visit (or social engagement)

Step 3: Advertise to those who already know+like you
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Balance Social Engagement vs. Drawing Clicks
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Use Ads to Reach Already-Primed Audiences
Thank You!

Rand Fishkin | Founder & CEO

SparkToro