DIGITAL DOLL$RS
AND SENSE

Welcome to Spring 2020
Strategy | Marketing | Advertising

Stay Focused - Adjust - Adapt

What a welcome to Spring we are having in this new 2020 decade. It hardly needs repeating: these are unique times. What matters most right now: connecting and supporting people during this unprecedented time and remaining true to your brand's core values.

In the face of so many new challenges, it's paramount to take care of the safety of staff, clients and community. Doing this in parallel with being focused on your business activities is a task many of us are rising too. Congratulations.

This Spring, we dig deep on detail, staying focused on the basics. We review your digitalroadmap® strategy, share our top tactics for 2020 and advise on the best advertising platforms. As a valued reader, we want to make sure you're up-to-date on what's affecting your business digitally, so you can make informed choices for your organization.

Business aside, the pandemic crisis is impacting Canadians to think about how we treat our most vulnerable, how we interact with the rest of the world, and how we are more resilient when we come together to keep our communities protected from harm. Please stay safe and be in touch, anytime, with your questions and concerns.

Joe Wozny and the Concentric Team

1 NEW STYLING FOR SEARCH LISTINGS
Google expands Domain Name & Icons

2 HEADLESS COMMERCE
Choosing Between Headless & Traditional

3 PRIVATIZING THE .ORG DOMAIN
Ethos Defends Deal on Nonprofits' Websites

DIGITAL STRATEGY

digitalroadmap®

*digital*roadmap® *strategies are plans and processes for your online initiatives that create value and revenue for your business*

Digital Strategy
In the Eye of the Beholder … An Elephant Fable

Digital strategy is analogous with the popular John Godfrey Saxe fable of the 'Blind Men and the Elephant'. One of the blind men feels the elephant's body and thinks the animal is similar to a wall. The other feels it's trunk and said it was like a tree. And so forth. Each saw the elephant uniquely.

Like this analogy, in today's organization, there are many ideas of what constitutes digital strategy. A marketing executive will see a digital strategy as social media and web channels. An IT person views a digital strategy as cloud. A product manager may see a strategy as data analytics. An analyst will see it as online revenue channels. And so forth.

Internet and social media success doesn't happen accidentally – it happens through good planning and hard work. This includes articulating your goals, developing and implementing a plan, monitoring your activities, and making adjustments as needed.

If you feel your organization is woefully lagging in digital or confused in this space, take heart - there are many others who feel the same. The whole world is being digitized right before our eyes and thus, taking the time to set a strategy for the things important to your business is essential.

Bottom Line: Digital success doesn't happen accidentally – it happens through good planning and diligence. No matter what those blind men were feeling, the elephant is lofty and strong - like an effective strategy.

digitalroadmaps® 101

Plan for your successful digital future.
Consider the following during strategy creation.

#1 Business Goals

Be aware that a "digital strategy" should be a support resource for your business activities. State your business goals prior to your digital goals.

#2 Map Your Options

There's always more than one choice in the abundance of digital offerings available to you. Looking at each option from a "practical to implement and support" perspective, will help you choose the best strategic options.

#3 Galvanize Your Ideas

Team participation in your strategy creates support and "buy in". Involve your team as early as practical and definitely prior to completing a final strategy review.

#4 Generate a One Page Analogy

A one page visual picture of your strategy - a digitalroadmap® serves as a visual reminder of purpose and an easy reference guide.

#5 Measure and Adjust

Choose your success measurements before you start. Adjust as you gain experience.

JOE WOZNY

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Visit joewozny.com for more.

DIGITAL ADVERTISING

Leveraging Internet technologies to deliver promotional messages.

Choosing The Best (*for you*) Advertising Platforms for your 2020 digitalroadmap®

The 2020 decade will continue to see a proliferation of choices for digital marketers in both ad tech and advertising platforms for your business, sales and promotion activities.

These **"Top 12"** advertising strategies will deliver on your digital dollar investment in 2020.

#1 Intent remains a top consideration. Understanding intent is about connecting: connecting with your audiences' hopes, dreams, values, concerns. Consider how and what you are communicating, and why your message is important? Know your target audience - and communicate to "ice cold new people" and "people who are in your funnel" uniquely. Plan for how you will manage the next steps after ad engagement.

#2 Pair your intent with the right platform and features. For example: a) search platforms tend to be used to find information on topics, products, services and businesses (both local and beyond) b) social platforms are where people connect with groups and topics they are interested in c) the explosion of video consumption makes video platforms repositories of eduction/how to topics, entertainment, news and … pretty well anything you can think of, often with the intent of learning more d) business platforms facilitate business connections (with colleagues, search for jobs)   e) speciality sites (home, garden, news) allow you to communicate to a specific interest group f) large shopping platforms (example Amazon) are designed to capture purchases.

#3 Use budget planning tools for assessing one time and ongoing costs. Budgets are relative to your business and differ in every industry. Resources for budget and benchmarking, like AdStage, will give you Q1, 2, 3, 4 guidelines. Tools like Keywords Everywhere, Google Ad Planner and Facebook Campaign planner will assist you with determining an average cost per click. TIP: Be conservative with click through and conversion rates during ad planning setup.

#4 Many platforms have a unique way of allowing viewers of your ads to connect with you. Examples include Messenger for Facebook, Google Forms, Followers, Clicks to Landing Pages, Click to Call. Be familiar with each of these channels and incorporate them into your strategy and ad activations.
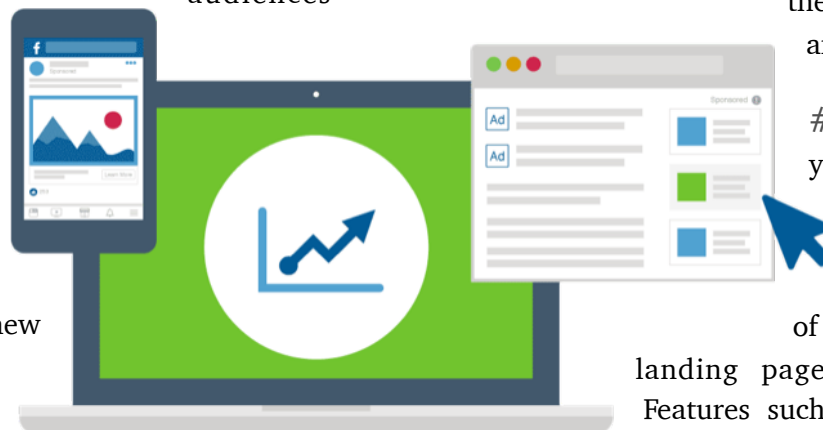
#5 At the outset of your campaigns, collect a segmented Remarketing list of all visitors to your landing pages, for future use. Features such as "Hot Audiences based on overall website traffic" and integrating Remarketing activities with your email lists, will allow you to quickly build and use your lists to target those showing previous interest.

#6 Network Regionality and GEO targeting are both worthwhile considerations. Network Regionality refers to choosing the best platform, based on its geographic reach or topic strength. GEO targeting to a set of specific users based on their location within these networks, can drive customers to you. Tip: Avoid any "GEO" platforms that are not permission based;

(continued from page 3)

particularly in this age of GDPR, CASL and other reasonable concerns on how audiences data is captured and privacy.

#7 Email remains a strong advertising channel. Unique features related to new email platforms drive both engagement and sales. Communication directly to an Inbox is still very effective.

#8 Measuring ROI may require integration of multiple vendors into an intelligent Dashboard or commercial analytics system. This integration is often done on the "front end" of your landing pages with systems such as Call Rail and on the "back end" of your measurement tools such as Google Analytics, DashThis, etc. Understand what you want to measure, architect your measurement system and add in corresponding tracking coding so that all information meshes. And auditing periodically is a valuable and necessary endeavour and may require a collaborative effort.

#9 Understanding the source of your ROI through custom tracking allows you to recognize trends and optimize non performing traffic. This is particularly effective for broad categories advertising channels where ads are trafficked based on broad match types (example Content Topics) and are reported as "not set" in your analytics tools. You want to know where your data is coming from!

#10 Optimize your GMB listing. If you use Google Search advertising, Google MyBusiness (GMB)

becomes an important component to your advertising mix. It's our experience that GMB, paired with Search ads generate complementary activity in terms of driving visits, engagement, activation and increasing ROI without additional ad spend.

#11 Imagery is still a powerful motivator. Include as many banner ad sizes as possible when creating Display campaigns. Research your target channels to understand the opportunities with placement of the different ad sizes. Ensure ads in "text format" for native placements are available. TIP: This article provides perspective on popular banner ad sizes.

#12 Key parameters to consider when configuring your online campaigns and when later optimizing your campaigns include: conversion attribution models (ex: linear, time decay, position based), campaign goals (ex: sales, leads, website traffic), bidding type (ex: maximize conversions, maximize clicks), cross platform conversion and more. Apply different tactics at different stages of your ad campaigns.

Bottom Line: It's time NOW to advertise online - with lots of platform choices and many features for promotion and measurement. Consider a blended omni channel platform approach. Leverage every appropriate channel to take advantage of how major networks hand off to each other and complement each other. Match your advertising platform to your audience and understand what features allow you to reach them in the best way possible, at the best price point.

Happy advertising!
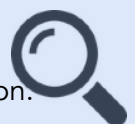
CONTENT MARKETING & ORGANIC SEARCH

Content Marketing -
Creating and freely sharing information with intent to attract prospects.
Organic Search - Enter in one or more words in a search engine and receive listings that appear because of their relevance to your search request.

No SERP - Finding the Sweet Spot - Content Marketing & Organic Search Tactics for 2020

As you steer your business through 2020, stay on top of no SERP Content Marketing for generating new customers and getting your brand known by a larger audience.

About No SERP Content Marketing? - No SERP - is a search return that contains zero organic results.

No SERP aka "zero click" search is when a person executes a Google search and they use the information already presented on the SERP as a means to answering their query. They do NOT click on any of the "organic" sites/listings further down on the results page.

Who Owns the No SERP - Zero Click "Space" - When looking at zero click results, the major search engine you are using is claiming the "top level" search return content. My Business listings and Top Page informational Snippets such as weather, sports news, definitions, airline flights, and more hold the coveted positions.

Simply put, Google has asserted all the "top level" search return content with My Business listings and Top Page informational snippets, above your organic listing.

No SERP - The Good, Bad and Ugly - Some would say No SERP is a "bad" thing. Some would point out exceptions such as large retailer searches (example Costco). For the majority of businesses, understanding that "No SERP - zero click" exists is a good thing, since it let's us focus on working within "zero click" parameters.

Effective Approaches for Zero Click Positioning
Website content must be deep and comprehensive, as major search engines like Google have been identifying to us for some time. Try these effective No SERP - zero click content marketing tactics:

#1 - Choose content topics that are credible and compelling to your business values. As a guide, look at what existing content was "sticky" to your target audience from your last/previous efforts.

#2 - Review what SERP pages (social and search) are crowded with similar results for the type of content you plan to have few results? create. What pages Consider how you can tailor your content to these search returns, without jeopardizing your content intent.

#3 - Featured snippets are great for informational queries and branding. Target Featured snippets that reside on SERPs that garner no clicks. Become an authority for this subject matter, provided it supports your business. Review your keywords for terms that may have conversion possibilities, with a particular focus on questions. Create content Snippets that fall into one of three formats: the paragraph, list, or table snippet.

#4 - Think about how your content can be personalized and how will it create activations.

#5 - Provide readers with the information they want, when and where they consume it. Ensure your content is repurposable across your chosen organic and paid channels. Plan your content structure to support different platform features.

#6 - Adapt your content for the regional needs and differences of each market while still conveying the main message. If you publish the same content on more than one site that you own, take measures to ensure you avoid "duplicate content" flagging.

#7 - Be concise with what you write while providing as much detail as possible.

Consider choosing from the diverse content types as shown in Figure 1.

Figure 1 - Diverse Content Types

Bottom Line: In the 2020 decade, 20/20 vision is more than hindsight. There will continue to be shifts in the online industry that enable marketing strategies, company investment and consumer/ business behaviour. Pay attention to Google, focus your strategy on tools and content types that can build up your business and service your existing customers. And measure those efforts with good tracking and analysis.

A Short Summary of Google's Special Content Resource Blocks (Snippets)

"Special Search Results" are known by a number of names including Rich Answers, Knowledge Graphs and Snippets.

Rich Answers - Also known as instant answers are answered by Google with content from your site. You do not get any credit for providing this content. Google claims these answers are part of the public domain.

Knowledge Graph - Content is pulled from a variety of sources and is presented in a beautiful box to the right or above organic search results, in a photo gallery. Results are usually about brands, people or organizations.

Rich Snippet - Enhances an organic search result with information marked up from a site structured scheme from schema.org. These results include starts, product available and pricing information as well as photos for reviews.

Featured Snippets - a special block above organic search results that Google shows for certain queries. Items like YouTube and Two for One features snippets can serve as great positioning for you products and brand. Here are 3 types of featured snippets:

- **Paragraph Snippets** that answer "quick questions" when you search for items like How to do/get..., Who is..., Why is... or What is...

- **List Snippets** that are step by step numbered lists and present inform such as Recipes, DIY tasks, How to... How do I...

- **Table Snippets** that are comprised of a bullet list, usually with some kind of extra detail to each item. Typical tables include Item Lists, Pricing, Rates and Data. Table snippets are often used for best of, ranked, unranked and feature lists.

DIGITAL DEVELOPMENT

Create experiences that differentiate your brand.

Colour Psychology
Motivate with Hues

Color psychology is a discipline that researches how colour influences human behaviour and decision making. In this article we explore how colour impacts the way we perceive a brand and interact with promotional communications.

Technically speaking: Colour psychology is a theory that's based how our brain processes colours. The human eye has a visual response to light. Colour wavelengths create electrical impulses that go to the hypothalamus in the brain, which influences many functions in the human body including behavioural and decision patterns, appetite, and body temperature among them.

It's proven that the use of colours goes beyond a purely aesthetic impact. Colour psychology impacts your design and influences buying choices. Estimates show that 90 percent of an opinion about a product or service is based on colours alone, as colour is often the first thing people notice. Analytic research indicates that contrasting complementary colours increase conversion rates in digital ads and interaction rates on web pages, social channels, email communications and digital content.

The "101s" of Colour

1. Stimulating or Calming - Warm and cold colours (Figure 1) have an impact on how we comprehend them. Warm colours work best when they are used as accent colours, vs using them as a basic colour. Too much of a warm colour is known to make designs look irritating and annoying. Cooler colours naturally create a calming effect but research says if they are overused they call to mind feelings of sadness.

Figure 1 - Warm and Cold Colour Chart

2. Colour and Gender - There are both differences and similarities between men's and women's perceptions of colour schemes. In depth details can be found in published research from Joe Hallock. Highlights include:

- there's a clear preference in specific colours across gender and among the most noticeable is that both genders like blue and green
- men and women both share least favourite colours: brown and orange
- the second favourite colour among women is purple
- purple is the least favourite colour among men
- when it comes to shades, tints, and hues, men generally prefer bold colours, while women prefer softer colours.

3. Culture Colour Preference - Colours can mean different things in different cultures. For example, in many Western cultures, white is associated with positive things, while in many parts of Asia, white is associated with mourning. As a result, it's almost impossible to narrow one colour down to a solid meaning. One good resource to understand this further is the Colours and Materials website from WordPress.

Design with Colour

1. Complementary Colour Palette Choices - When selecting one colour ensure you understand colour complements. Color Hunt is a free and open platform for colour palette and complement inspiration. It helps you discover thousands of trendy hand-picked colour palettes and can provide insights for your next digital project.

2. Use Contrast for Conversion - The Button Colour A/B Test hypothesizes that contrast in digital content layout on pages impacts performance. The test data collected indicates that conversion and activation rates are improved with complementary contrasting colours. The best rule of thumb remains, make colour stand out and complement what is around it.

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3. Colour Balance Rule - The 60-30-10-Rule (Figure 2) is one that many marketers and designers use to create well-balanced and visually interesting layouts. The 60-30-10 rule is a guide for creating balanced colour combinations that blend colour in harmonic proportions. This formula allows the eye to travel comfortably from one focal point to another.
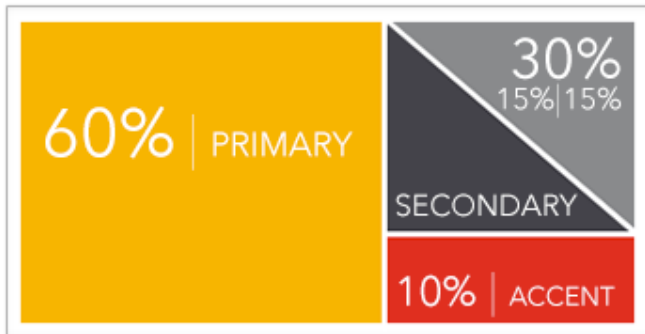

Figure 2 - Visual Example of the Colour Balance Rule

The idea is that one colour (usually, a neutral colour) makes up 60 percent of the palette - Dominant. Another complementary colour makes up 30 percent of the palette - Secondary. A third colour, which is used as an Accent, covers the remaining 10 percent. You can see many examples of this from a simple Google image search.

4. Brand Recognition through Colour - Using a colour palette to create a distinct style that is recognized is a proven technique for Brand recognition. (ex: Can you easily identify Coke soft drinks?) Some of the most successful Instagram accounts use a consistent brand colour palette for the photos they post. Colour associations for specific industries such as white for tech, green for eco products, and red for fast food are quite common.

A digitalroadmap® for Colour Selection

There are many approaches to consider when selecting a colour palette for your digital activities. Consider the issue of colour, harmony and relevance of different colour combinations of your digital assets with different themes, and how they sit with each other. This digitalroadmap® for Colour Selection

assists with choosing hues that makes our content, website and advertising initiatives standout and get noticed. Hand-picked colour palettes and can provide insights for your next digital project.
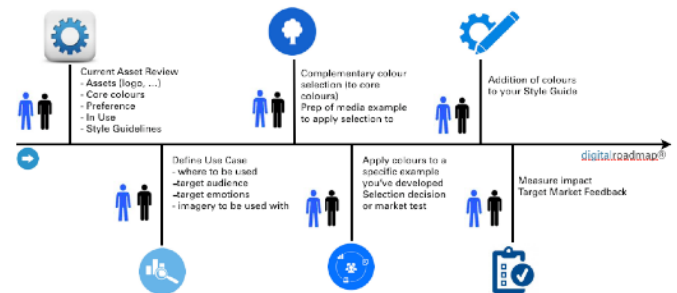

Figure 3 - Colour Selection digitalroadmap® example (see larger image @ConcentricIS.com)

A good place to start with your Brand Colour Choices is with your business logo. As you go through your process, consider creating a 'style guide' and adding/incorporating your new colour selections to your style guide, website and digital properties, advertising and promotional material and your printed collateral.

Bottom Line: Having a coordinated brand statement in colour, pattern and design (Style Guide) is an important component of your business and influences how your target market perceives and interacts with you. Choosing the right colour palette that reflects the intent/purpose of your brand, can create a world of meaning for every business. Colour applications include branding, advertising, website and social page colour palettes, the imagery you choose to use on your digital products and posts … and virtually anything else related to your business communications. The colour selection process is rewarding, particularly when you can see the results "right before your eyes".

EYE DROPPER FOR GOOGLE CHROME
Eye Dropper is open source extension. You can pick colours from web pages, colour picker & your personal colour history.

DIGITAL DICTIONARY

A glossary of digital terms for navigating 'Planet Internet'.

New Digital Diction

Colour Balance Rule – The 60-30-10 rule is a guide for creating balanced colour combinations that blend colour in harmonic proportions. This formula allows the eye to travel comfortably from one focal point to another.

Headless eCommerce - In its simplest form, headless commerce is a separation of the front end and back end of an eCommerce application. This architecture allows each to operate independently so that changes on one end do not require reciprocal changes on the other..

New Message Connections - The number of people your business added as messaging connections, attributed to your ads. The metric includes the number of times new, two-way messaging connections began in messaging apps, either when people clicked your ad in a messaging app (such as Facebook Messenger or Instagram Direct) or when they clicked a button in your ad on another Facebook-owned platform (such as in Facebook News Feed) to send a message to your business. It includes only new connections that were added within the attribution window and excludes connections with people who sent a message to your business in the past.

Zero Click Search - A zero-click search is when a user executes a Google search but instead of clicking on any of the sites on the results page, they use the information already presented on the SERP as a means to answering their query.

Can't find a term? Have one we should include? Please send them to us at Digital Dictionary Access the full electronic version of the Digital Dictionary. Visit Online. New terms are added regularly.

About CONCENTRIC

We love creating visibility for digital activities that contribute to favourable business change and positive social results.

We are a trusted partner and marketing collaborator for digital strategies, digital advertising programs, content marketing activities, anything mobile, being found in search and social, and developing new digital ideas.

Deploy our trademarked digitalroadmap® process to amplify your voice, make your next project shine and standout from the crowd. Count on us to measure your performance and elevate your success.

About Digital Dollars and Sense

DIGITAL DOLL$RS and Sense is dedicated to distinctive insights, online business integration, featuring digital strategy, marketing and advertising acumen. Published Quarterly. Copyright © Concentric 2020.

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