



Maintaining the Attention Span of Gen Z

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The Facts

Multi Channel
Effect

Search &
Social

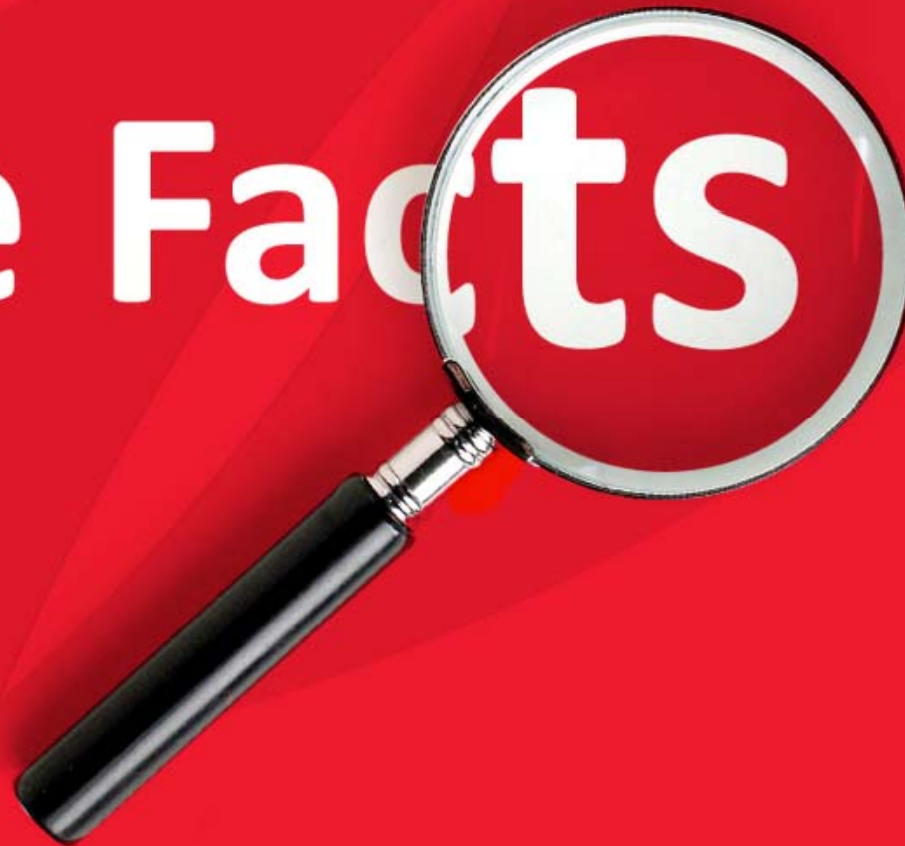
User
Experience

Outside
Factors

eMarketing
Tools

Web
Analytics

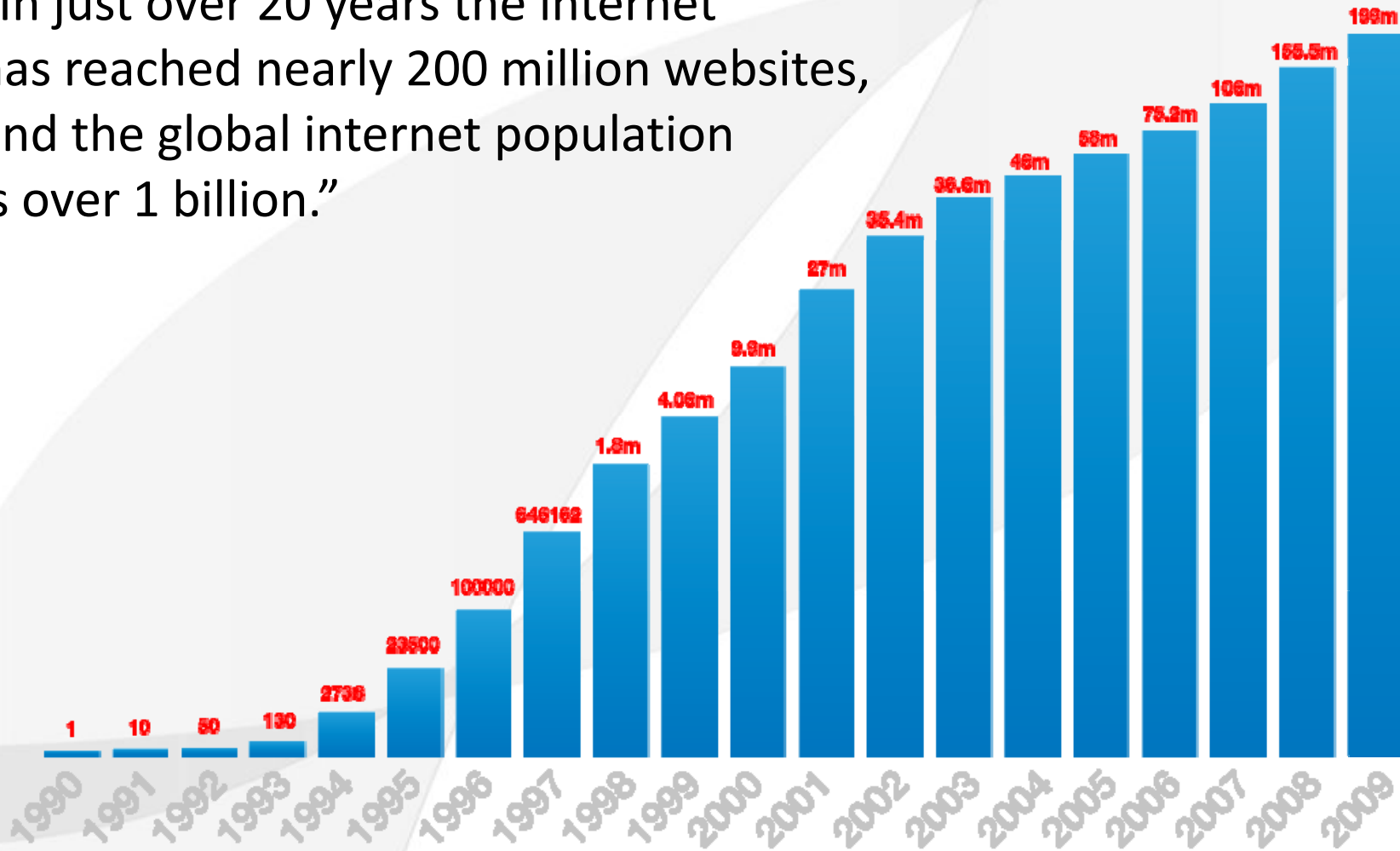
The Facts



the growing importance of the web

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“In just over 20 years the internet has reached nearly 200 million websites, and the global internet population is over 1 billion.”



the future is mobile

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“The growth of mobile is tracking eight times faster than the PC. By 2013, mobile phones will overtake PCs as the most common Web access device worldwide.”

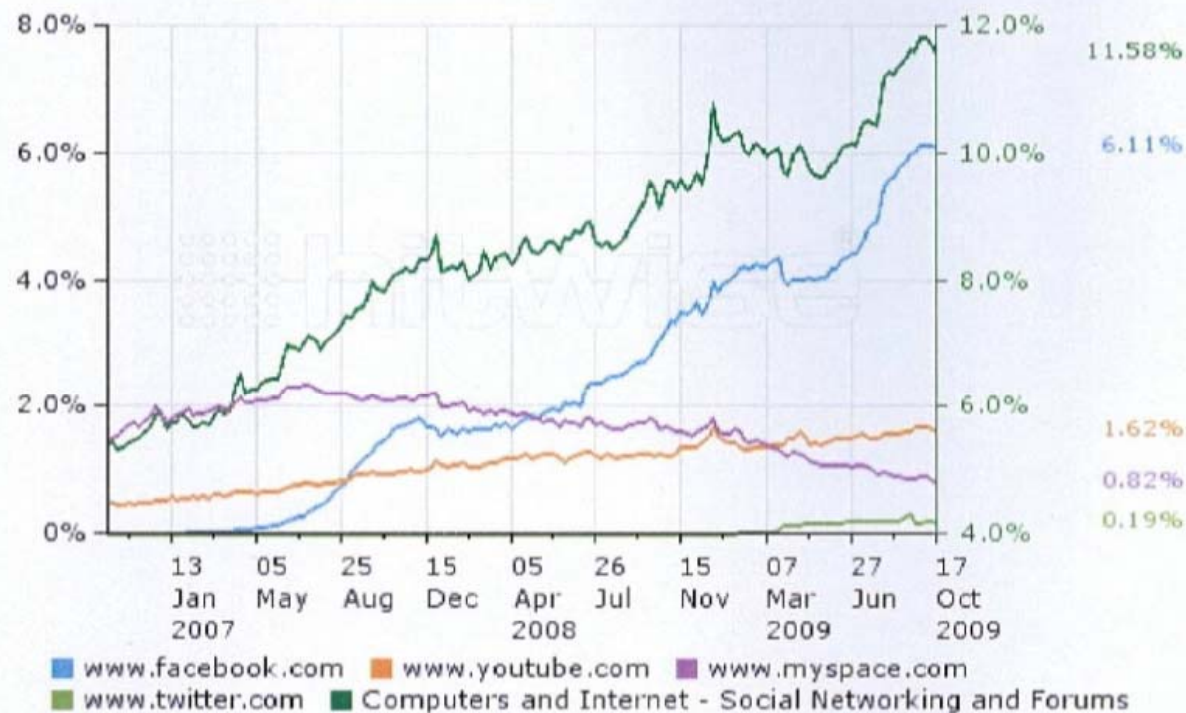


social media is here to stay

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The Social Media Revolution

Facebook driving growth of Social Networks and Forums industry

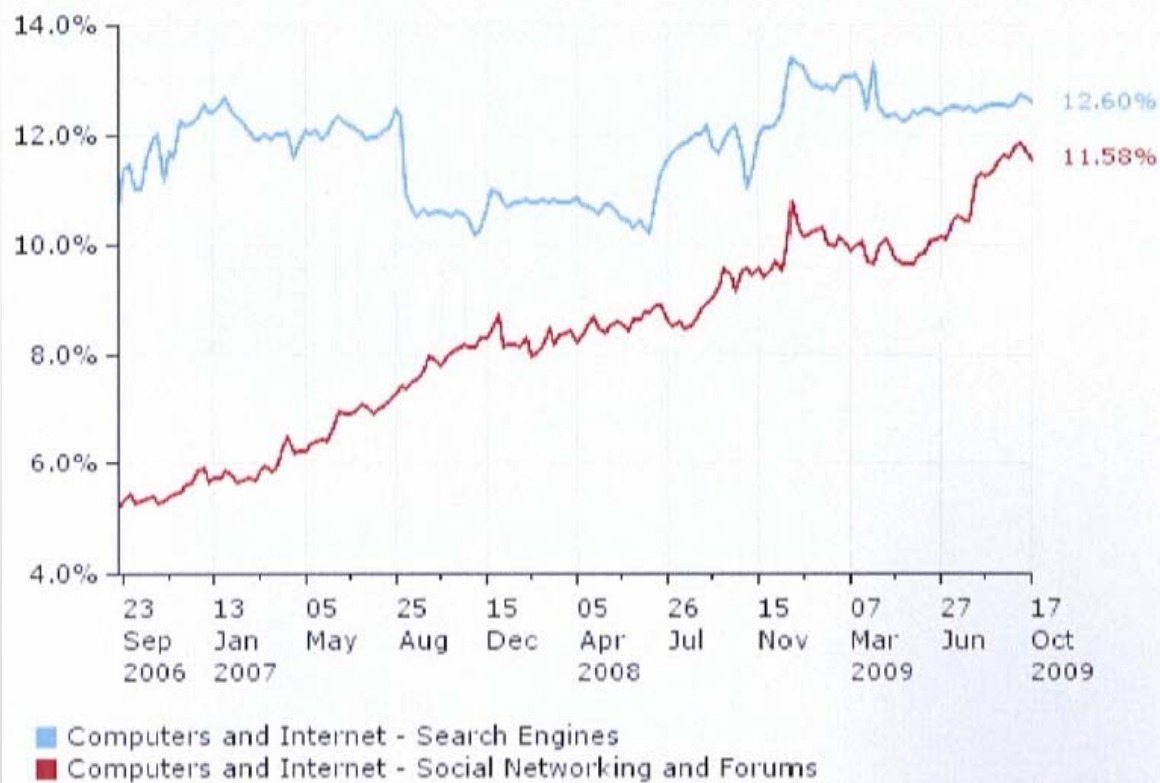


Weekly market share in 'All Categories', measured by visits with market share in 'All Categories', measured by visits on the right axis, based on Australian usage.
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the link between social and search

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Social Networks and Forums shaping up as a challenger to Search Engines



Weekly market share in 'All Categories', measured by visits,
based on Australian usage.

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- The internet is their lifeline to their communities and the world
- Using multiple mediums at any given time – partial attention to everything
- The most sophisticated consumer yet - information at their fingertips
- Instant gratification has become the norm - impatient
- Products, services and innovations are increasingly developed with their collaboration
- They want to engage and “have their say”
- Credibility is critical – decisions made on recommendations
- Ads are a thing of the past
- Social responsibility is important

- A strong online presence is essential
- M-commerce/mobile channel is a medium that cant be ignored
- Social media needs to be a key strategy for 2010
- Generation Z are your next target audience – do you know who they are?

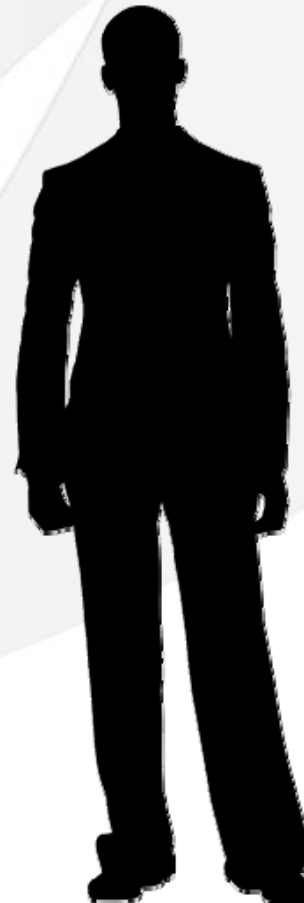
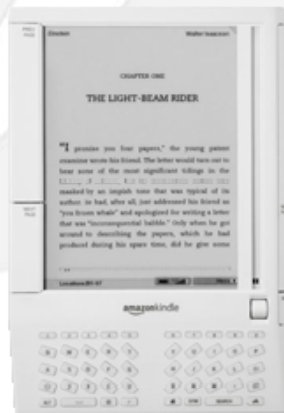
The Multiple Channel Effect of the Internet

“Do you know where your visitors
are coming from?”

access anything, from anywhere, at any time

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- Mobile (iphone)
- Games
Consoles (ps3)
- Media
Centres (ABC)
- New wireless
species (ipad; ekindle)



Search and Social Media

“How are you building a
community around your brand?”



- Social media is about creating a community around your attraction and developing engaging relationships. Its not all about the sale!
 - Make it relevant and offer value – “share value” that will drive repeat visits
 - Information snacking vs. devouring content (updates vs. newsletters)
- Capitalise on the link between search and social
 - Interact regularly, use keywords and encourage ratings/reviews on networks
- Utilise niche search markets
 - Encourage ratings/reviews on Google Local Business Listings, Trip Advisor
- Integrate analytics, make use of monitoring tools and incorporate feedback into regular strategy reviews
 - Neilson Buzz Metrics, Google Alerts

- Link live feeds from your website (eg. blogs, news)
 - Edit page > Options tab > Import a blog
- Greater interaction
 - Have an opinion, ask questions – spark conversation
 - Run competitions
 - Offer ways of engaging not available elsewhere
- Advertising via social media (it's easy and effective!)
 - Demographic segmentation, geographic segmentation, likes/dislikes (groups/fan pages)
- S-commerce (eg. Payvement allows you to create an eCommerce shopfront on Facebook)

It's All About User Experience

“How are you cutting through the clutter?”



- Simplification of design - Objective based
- Translation options – language/currency/keywords
- Relevant, valuable content that will drive repeat visits
- Rich media content
- Links to official websites and tools - Eg. weather warnings (fire warnings, snow reports, trip advisor)
- Unique online experiences - Personalisation to drive online strategy (ask your visitors what they want – don't just assume!)



“Never underestimate the impact the web
will have on your business.”

- Understand your target audience
- Impact on the business (time and resources)
- Offline support
- Duty of care

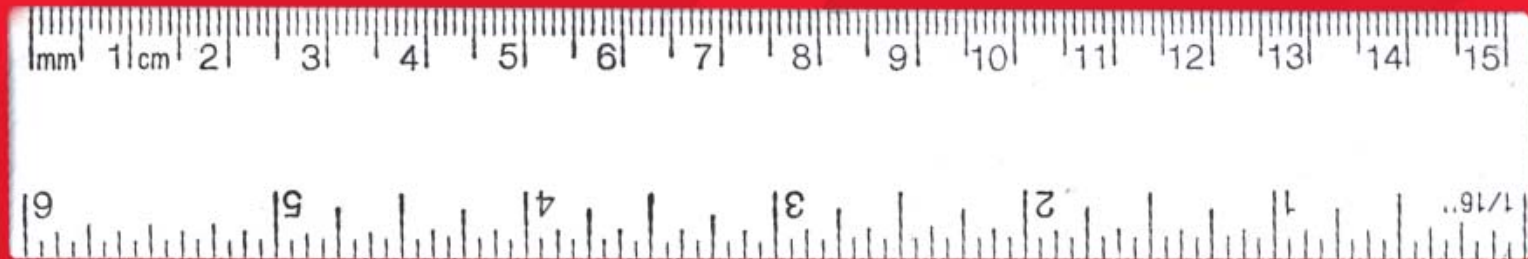
eMarketing Tools

“Build it and they will come”
is not a strategy for
online success.”



- Simplicity and ease of use is essential
- Offer the “extras” (SMT First Australian Road Trip)
- Utilise tools that enhance credibility (process, testimonials)
- Your database is gold and personalisation is key
 - Do you understand buyer behaviour?
Eg. the purchase process is just that- a process- how are you helping them along?
 - How are you collecting information?
Eg. social media, RSS, providing options to personalise (eg. The Frontier Touring Company)
 - How are you targeting each segment?
Eg. Understand requirements and recognise that they change over time
 - Are you support with marketing?
Eg. eNewsletters, Competitions via Social Media, etc.

Measure, Learn, Refine



“If you can’t measure it, you can’t manage it.”

- Web analytics (set goals and measure)
- Key statistics
 - Unique visitors
 - Page referrers
 - Search engines
 - Heat maps
 - Pathways (to and through your website)
 - Platforms
 - Engagement Measurements
 - Have you considered KPI's?