

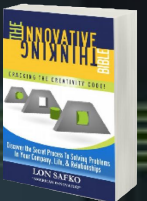
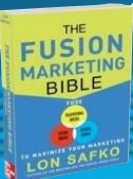
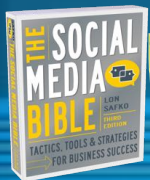
INTERNATIONAL MARKETING



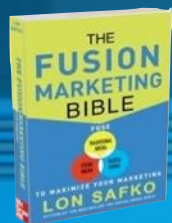
BY
LON SAFKO



WWW.LONSAFKO.COM

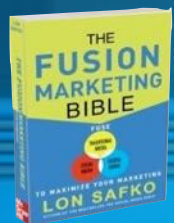


- Host of the PBS Television Special “Social Media & You... Communicating In A Digital World?.”
- Invented the “First Computer To Save A Human Life”.
- 18 Inventions & 30,000 personal records in the Smithsonian Institution, Washington, D.C.
- Spent most of my career as an entrepreneur, innovator, president and CEO.
- An innovator for more three decades founding 14 start-up companies.
- Invented the first voice recognition and the first home automation for the disabled.
- Invented the first three-dimensional virtual environment.
- Invented the first integrated computer system for the physically disabled.
- Invented the archetype for Apple Newton and Microsoft’s Bob operating systems.
- Invented “Tool-Tips”, and first software user’s guides.
- Has 14 Inventions in the Computer History Museum, Mountain View, CA
- Awarded 3 patents on three-dimensional Internet advertising and “Virtual-Electronic-Retailing”
- Awarded 125 software copyrights, trademarks, a dozen signature marks.
- Recipient of The Westinghouse Entrepreneur of the Year Award.
- Recipient of The the Arizona Software Association’s Entrepreneur of the Year Award.
- Recipient of The the Arizona Innovation Network’s Innovator of the Year Award.
- Recipient of The Public Relations Society of America’s ”Mark of Excellence” Award.
- Recipient of The A.A.P.A.’s Award of Excellence for the Western Hemisphere.
- Twice nominated Entrepreneur of the Year by Ernst & Young / Inc. Magazine.
- Recognized by the Department of Veteran’s Affairs and the Phoenix Mayor’s Council.
- Featured in Entrepreneur Magazine, Inc. Magazine, PC Novice, Popular Science, & NY Times.
- Now in its Third Edition and hit #1 on Amazon in both their Marketing & Business categories.
- Nine time published author and author of the Best Selling “The Social Media Bible”
- “Professional Blogger“ for Fast Company.
- Appointed USA Today CEO Advisory Board, the first SCORE Ambassador.
- Author of The Fusion Marketing Bible, hit #3 on Amazon & Patent Pending!



Can You Define Social Media?

(Digital Communications)

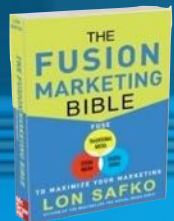


Digital Marketing Is About Communicating In A Digital World!

Traditional: One-Way Push - Monologue

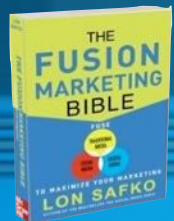
Digital: Tech Based, No Direct Communication

Social: Two-Way Communication - Dialogue



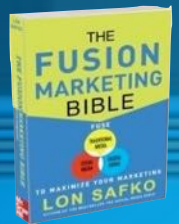
Forms Of Marketing

- **Traditional Marketing**
- **Digital Marketing**
- **Social Media Marketing**
- **Email Marketing**
- **Comment Marketing**
- **Content Marketing, or Inbound Marketing, or Permission Marketing**





MARKETING EXPERIENCES Email Marketing 	Creative & Design 	Calls & Call Centers 	Marketing Apps 	Marketing Data 	MARKETING OPERATIONS Marketing Analytics
Mobile Marketing 	Communities & Reviews 	Customer Experience/VoC 	SEO 	Channel/Local Mktg 	Dashboards
Search & Social Ads 	Social Media Marketing 	Loyalty & Gamification 	Content Marketing 	Marketing Resource Mgmt 	Web & Mobile Analytics
Display Advertising 	Events & Webinars 	Personalization 	Testing & Optimization 	Digital Asset Mgmt 	Content Intelligence
Video Ads & Marketing 	<td> Tag Management </td> <td> User Mgmt </td> <td> Cloud Connectors </td> <td> APIs </td>	Tag Management 	User Mgmt 	Cloud Connectors 	APIs



MIDDLEWARE Data Management Platform/Customer Data Platforms 	Tag Management 	User Mgmt 	Cloud Connectors 	APIs
BACKEND PLATFORMS CRM 	Marketing Automation / Integrated Marketing 	Web Site / WCM / WEM 	E-commerce 	
INFRA-STRUCTURE 	Marketing Intelligence 			



Vk.com



OK.ru

Moi Mir



Facebook



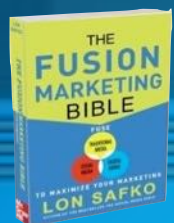
Livejournal

Twitter

Rutube



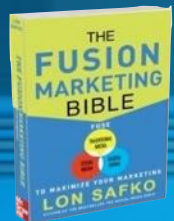
Instagram



Top Social Network In **India**

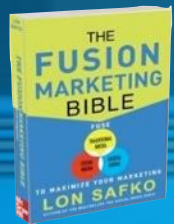
Population: 1.28 Billion

- | | |
|-----------------------|-----------------------|
| 1 Facebook | 13 Indus Ladies |
| 2 Google | 14 FriendsQ |
| 3 Twitter | 15 Bharat Matrimony |
| 4 YouTube | 16 The Hindu Forum |
| 5 LinkedIn | 17 Infeeds |
| 6 Bharat Student | 18 ConnectGalaxy |
| 7 Indian FriendFinder | 19 HobbyCue |
| 8 Link2Connect | 20 iKare Cafe |
| 9 Tagwitty | 21 Indiabook |
| 10 HeartyFriends | 22 Delhi Adult Dating |
| 11 Startupville | 23 India's Forum |
| 12 Topadsindia | 24 Voxya |

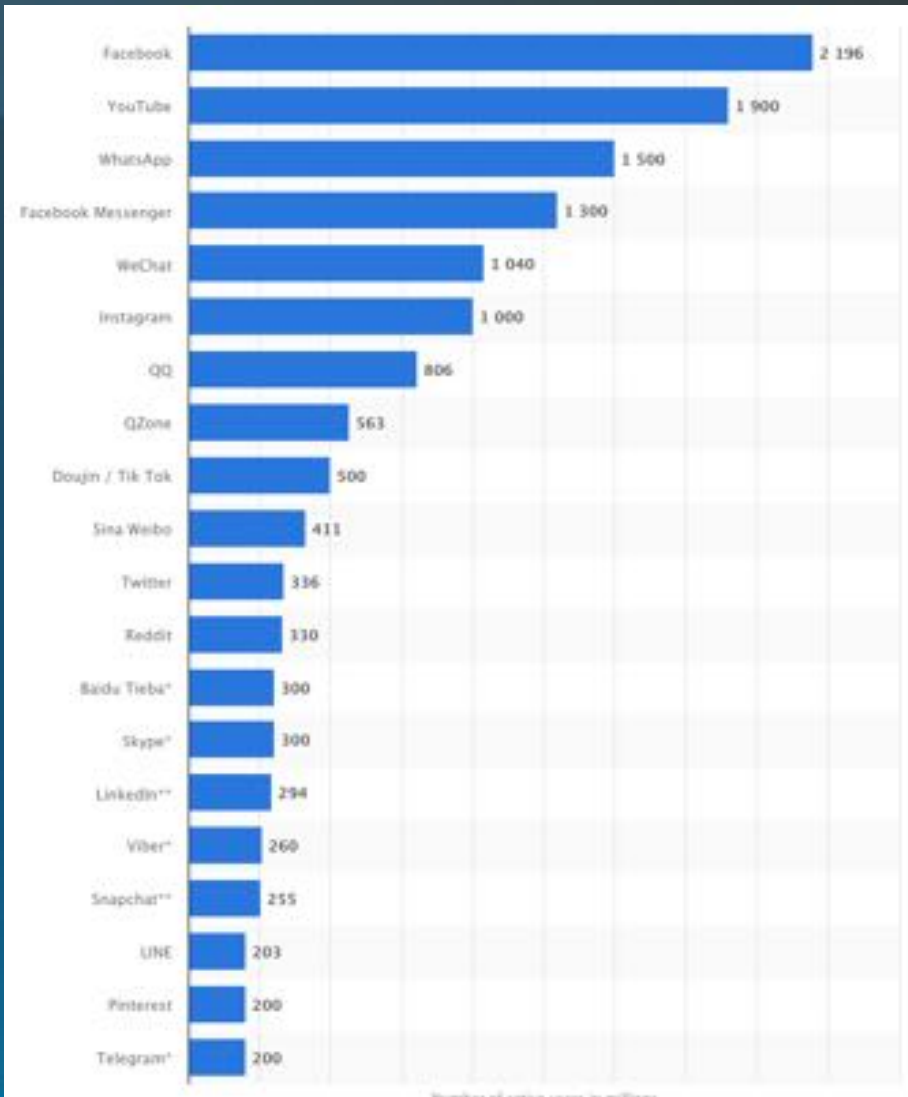


Top 5 Social Networks In China

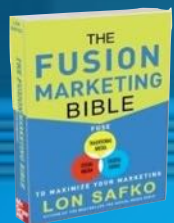
Population: 1.38 Billion



Top 24 Social Networks **Worldwide**



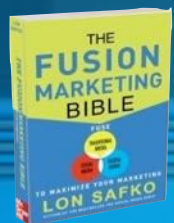
- 1 – Facebook
- 2 – WhatsApp
- 3- QQ
- 4 – WeChat
- 5 – QZone
- 6 – Tumblr
- 7 – Instagram
- 8 – Twitter
- 9 – Google+
- 10 – Baidu Tieba
- 11 – Skype
- 12 – Viber
- 13 – Sina Weibo
- 14 – LINE
- 15 – Snapchat
- 16 – YY
- 17 – VKontakte (VK)
- 18 – Pinterest
- 19- LinkedIn
- 20 – Telegram
- 21 – Reddit
- 22 – Taringa
- 23 – Foursquare
- 24 – Renren



How People Use **Social Media**

- 86% Check Updates
- 82% Send Messages / Email
- 81% Share & View Photographs
- 79% Get In Touch With Old Friends & Colleagues
- 73% Watch Videos & Listen To Music
- 73% Keep In Touch With Family
- 63% Visit Web Sites
- 58% Discuss Issues About Products & Services
- 52% Find Prospective Spouse / Love Interest
- 51% Play Games
- 46% Track Ex-Boyfriends, Girlfriends or Spouses
- 43% Research Future Employer / Employee

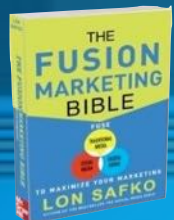
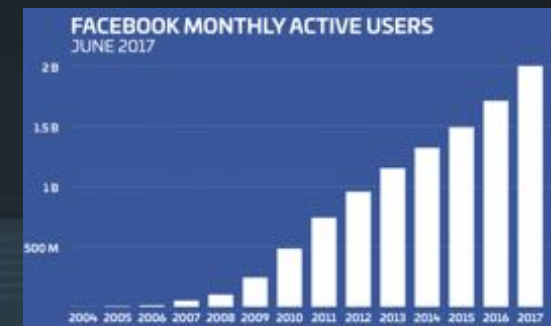
Where Do We Fit In As Marketers?



Facebook Statistics



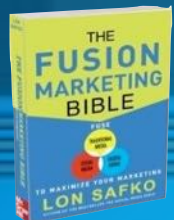
- 1. Facebook Has More Than 2 Billion Daily Active Users**
- 2. 83% of Women & 75% of Men Use Facebook**
- 3. People Aged 18-29 Are the Most Prevalent Facebook Users (65+ Is the Least)**
 - 88% of those 18-29
 - 84% of those 30-49
 - 72% for those 50-64
 - 62% for those 65+
- 4. 82% of Facebook Users Have Attended at Least Some College**
- 5. 85% of Facebook's Daily Active Users Come from Outside the US/Canada**
- 6. More Than 70 Facebook Translations Are Available**
- 7. 40% of Facebook Users Have Never Liked a Facebook Page**
- 8. People Spend an Average of 35 Minutes on Facebook Each Day**
- 9. People Access Facebook an Average 8 Times Per Day**
- 10. 400 New Users Sign up for Facebook Every Minute**



LinkedIn Statistics



- Total Number of LinkedIn Users: 562 million
- Total Number of LinkedIn Users from the US: 146 million
- Percentage of LinkedIn Daily Active Users: 40%
- Percentage of LinkedIn Monthly Active Users: 63 million
- Number of New LinkedIn New Members per Second: 2
- 70% of LinkedIn users are from Outside of US.
- 61 million LinkedIn users are senior level influencers and 40 million are in decision-making positions.
- 40 million students and recent college graduates on LinkedIn.
- There are 56% of male users and 44% female users on LinkedIn.
- Highest number of LinkedIn users US, India, Brazil, Great Britain and Canada.
- 87 million or 13% of Millennials (15-34 Years old) use LinkedIn in decision-making positions.
- 44% of Linked users earn more than \$75,000 U.S. (4,984,710 Russian Ruble) per year.
- There are over 39 million students and recent grads on LinkedIn.



Micro Blogging

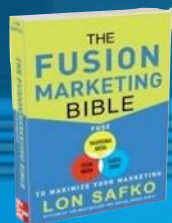
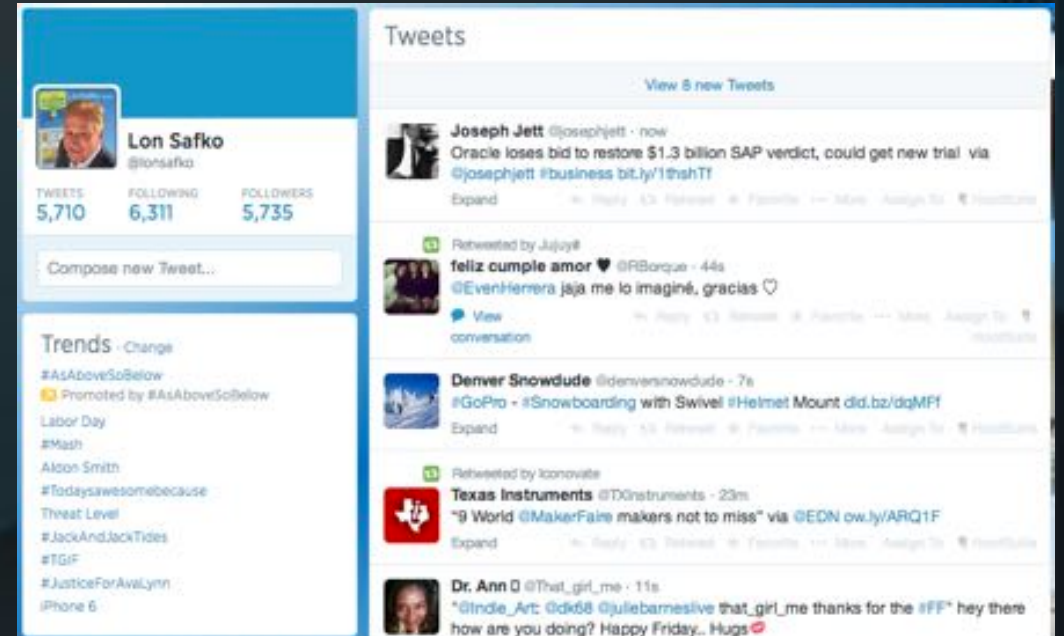
twitter

Text Message Instant Updates To Your Followers

Was scheduled to shut down January, 2016.

”Trump Bump”

Twitter averaged at 335 million monthly active users in 2018.



Google+ Statistics

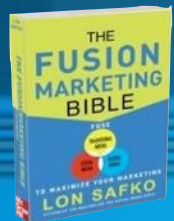


- **Slipping Fast!**
- **With 111,000,000 users. ***
- **And, 3.5 million have 50 or more posts in the last 30 days.**



?

* Difficult to separate from Gmail.



Don't forget about **WhatsApp!**

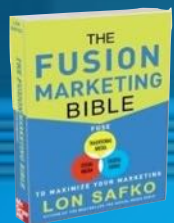


WhatsApp

1.5 Billion Users!

No Advertising... Ever.

So, it's founder says...



Video Sharing

Free



- Second Largest Search Engine On Earth.
- 1.9 Billion Unique Users visit Every Month.
- 5 Billion Videos Viewed Every Day.
- 300 Hours of Video Uploaded Every Minute.

Not Free



- No Video Advertisements.
- Cost Effective Business Accounts @ \$17 U.S. / Month
- Unlimited HD Plays, No Bandwith Caps, Time Limits.
- Advanced Statistics.
- Content Quality

Rutube

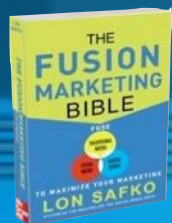


Photo Sharing

Flickr

87 Million Users



Instagram

1.0 Billion Users



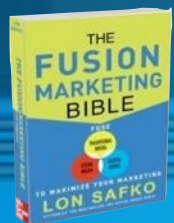
Pinterest

1.7 Billion Users

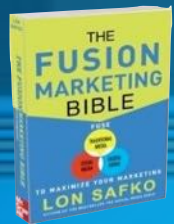


Snapchat

188 Million Users



Bog & Web Pages



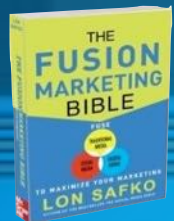
SEO Implications Of Blogging



Organic Search Engine Ranking



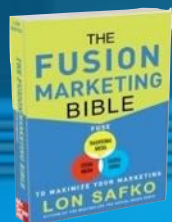
GOOGLE JUICE & LINK LOVE



Responsive!



- All Social Media Leads
- Back To Email...
- Actual ROI Tracking
- Tracking Reports
- SPAM
- Bounces
- Hard
- Soft
- Opens
- Forwards
- Conversions
- Call To Action
- Sense Of Urgency
- 17% U.S.National Average
- 35% - My High
- Subject Line
- The 1.54 Second Rule©
- The 5 second Rule©
- Segmenting
- Day-Parting
- Psychological Hot Buttons



Privacy & Spam

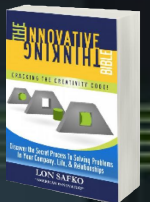


GDPR 2018 Regulation

A Definition of GDPR (General Data Protection Regulation) The General Data Protection Regulation (GDPR), agreed upon by the European Parliament and Council in April 2016, will replace the Data Protection Directive 95/46/ec in Spring 2018 as the primary law regulating how companies protect EU citizens' personal data.

2004 CAN Spam Act

The Controlling the Assault of Non-Solicited Pornography And Marketing (CAN-SPAM) Act of 2003, signed into law by President George W. Bush on December 16, 2003, established the United States' first national standards for the sending of commercial e-mail and requires the Federal Trade Commission (FTC) to enforce its provisions.

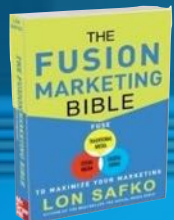
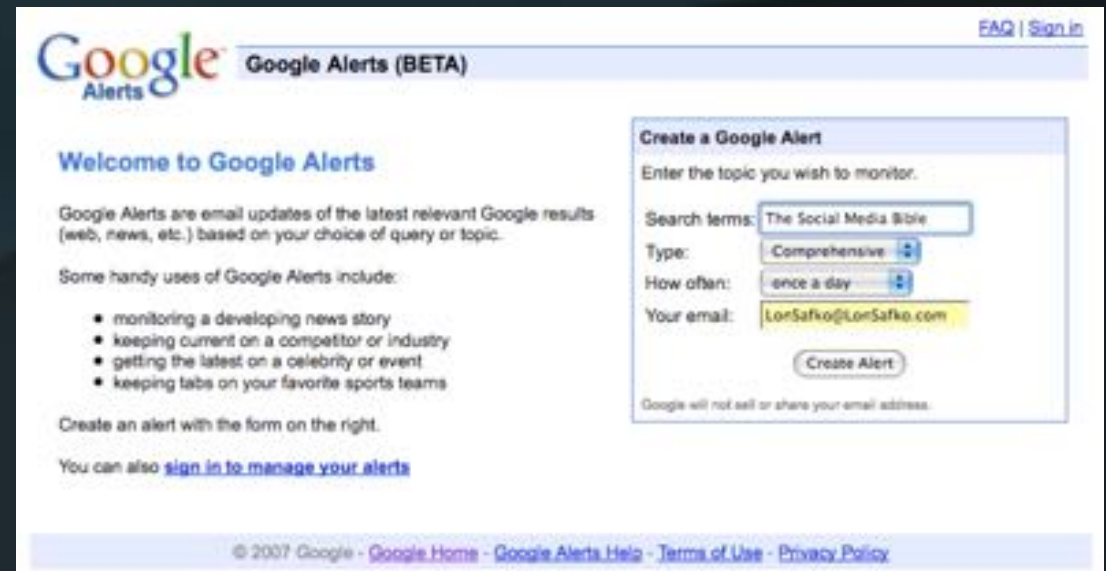


Cyber Surveillance

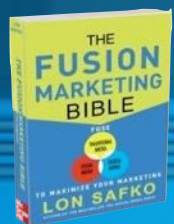
(Reputation Management)

1. Reddit Keyword Monitor Pro
2. Streamview for Instagram
3. [Missing]
4. Reputology
5. Hootsuite Insights
6. Brandwatch
7. ReviewInc
8. Synthesio
9. Crowd Analyzer
10. 76Insights
11. Keyhole
12. Digimind
13. Google Alerts
14. Talkwalker
15. Hootsuite

Google Alerts



COMPETITORS!



Analytics

(You Can't Manage What You Don't Measure)

● **Google Analytics**

● **Mixpanel**

● **Flurry**

● **Webtrends**

● **Upsight**

● **Apsalar**

● **Appsee**

● **Localytics**

● **Adobe Analytics**

● **Countly**

● **Amplitude**

● **Tune**

● **Admob**

● **AppsFlyer**

● **MediaVantage**

● **Spiral16**

● **Spredfast**

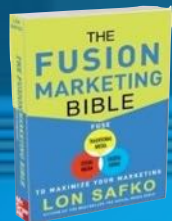
● **Cision**

● **Google Alerts**

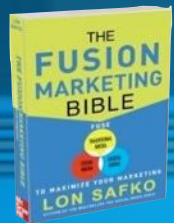
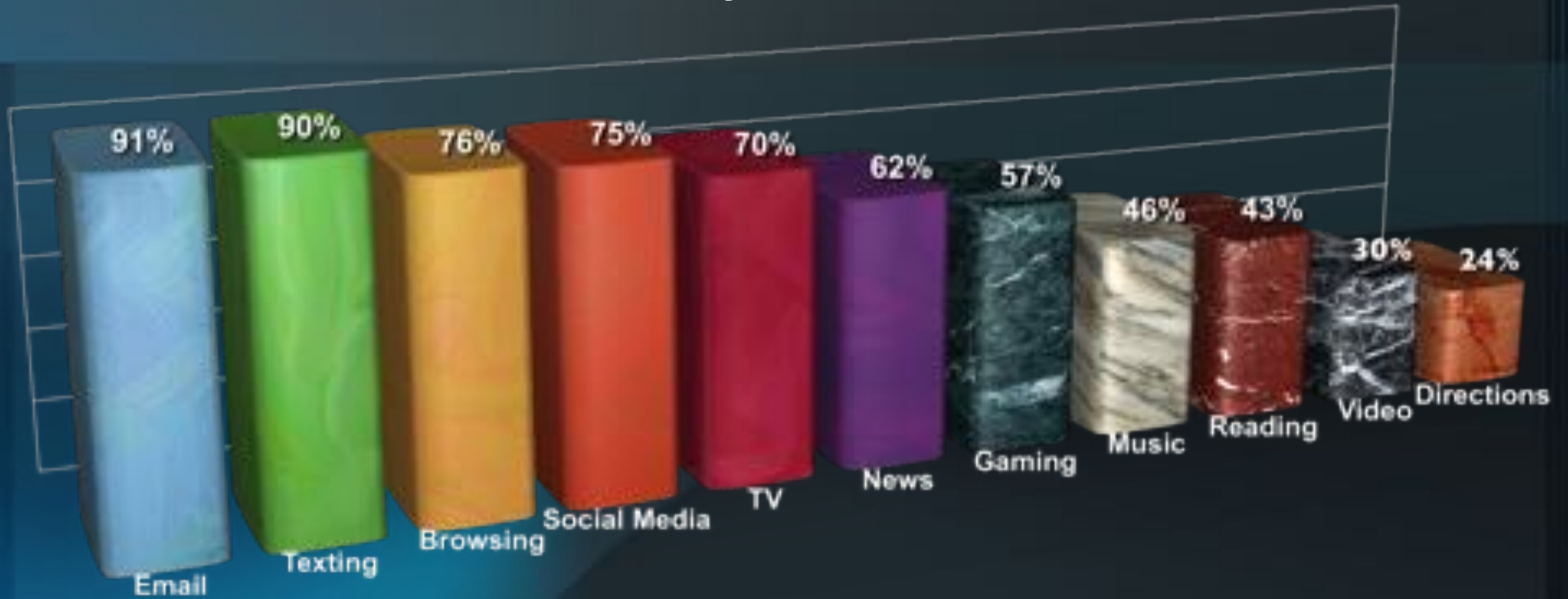
● **Networked Insights**

● **Bit.ly**

● **Kissmetrics**

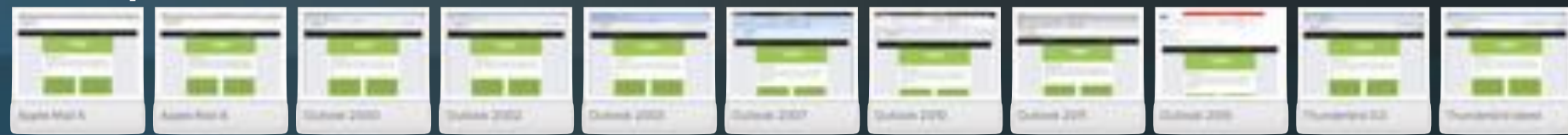


Mobile Marketing Today Daily Activities

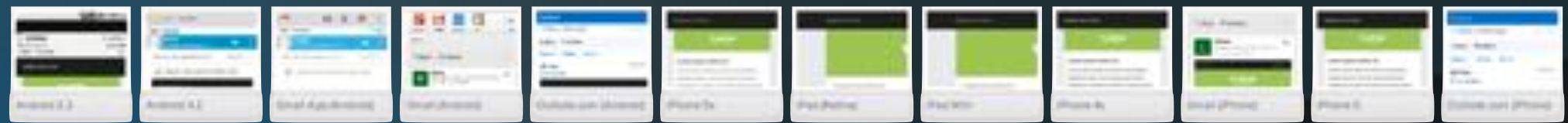


Responsive Web Page & Email Platforms

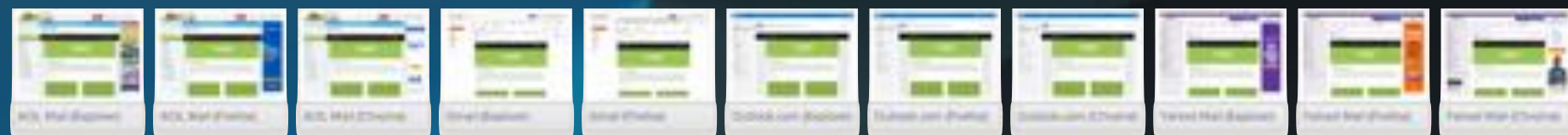
Desktop Clients



Mobile Clients



Web Based Clients

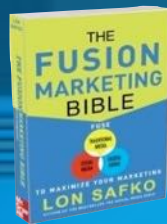


- Android 2.3 - (vertical)
- Android 2.3 - (horizontal)
- Android 4 - (vertical)
- Android 4 - (horizontal)
- Android Gmail 2.2 - (vertical)
- Android Gmail 2.2 - (horizontal)
- iPad 5.0 - (vertical)
- iPad 5.0 - (horizontal)
- iPad Gmail - (vertical)
- iPad Gmail - (horizontal)

- iPhone 4S (iOS 5) - (vertical)
- iPhone 4S (iOS 5) - (horizontal)
- iPhone 4S (iOS 6) - (vertical)
- iPhone 4S (iOS 6) - (horizontal)
- iPhone 5 (iOS 6.1) - (vertical)
- iPhone 5 (iOS 6.1) - (horizontal)
- Kindle Fire 2.3 - (vertical)
- Kindle Fire 2.3 - (horizontal)
- AOL - Chrome 18 (Win)
- AOL - Firefox 12 (Win)
- AOL - IE 8 (Win)

- AOL - IE 9 (Win)
- Gmail - Chrome 18 (Win)
- Gmail - Firefox 12 (Win)
- Gmail - Firefox 3.6 (Win)
- Gmail - IE 8 (Win)
- Gmail - IE 9 (Win)
- Gmail - Safari 5 (Win)
- Outlook.com - Chrome 18 (Win)
- Outlook.com - Firefox 12 (Win)
- Outlook.com - IE 8 (Win)

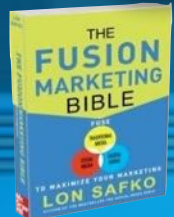
- Outlook.com - IE 9 (Win)
- Outlook.com - Safari 5 (Win)
- Yahoo! - Chrome 18 (Win)
- Yahoo! - Firefox 12 (Win)
- Yahoo! - Firefox 3.6 (Win)
- Yahoo! - IE 8 (Win)
- Yahoo! - IE 9 (Win)
- Apple Mail 4
- Apple Mail 5
- Apple Mail 6



Apps

Apps: Small utility or entertainment “Applications”

HTML5



Virtual Reality: V.R.

Second Life



Lon Sands,
CNN Reporter



Lon's Retreat &
3D Internet
Advertising Store

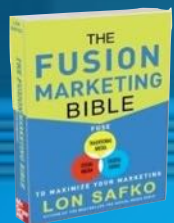
Amazon Sumerian

AWS Sumerian Bringing VR, AR Tools to the Masses

Amazon Web Services has announced a preview of Sumerian, a cloud platform that can be used by novice or expert developer to create virtual reality and augmented reality environments.



- 2011, 16,785,531 registered residents, who spent more than \$700 million USD on virtual goods and services, and participated in more than 397,000,000 hours in world.
- Today, dropped to 850,000 Users.

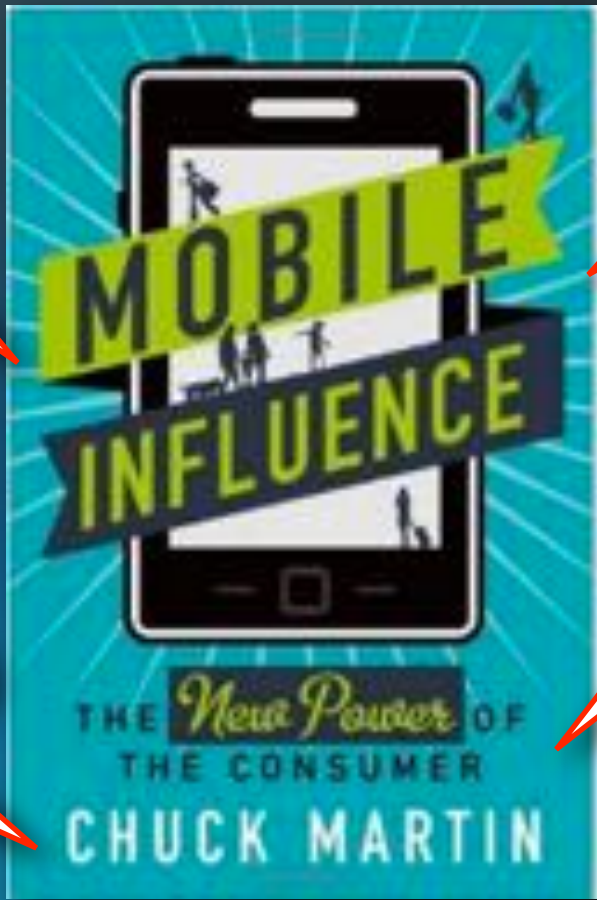


<http://slurl.com/secondlife/Pinastri/215/8/21>

Augmented Reality: A.R.

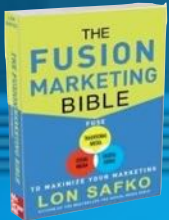
Amazon.com

Email Chuck Martin

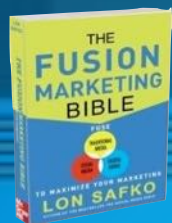


Sample Chapter

Reviews

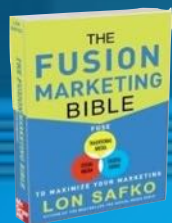


Internet of Things: I.o.T.



<http://slurl.com/secondlife/Pinastri/215/8/21>

Artificial Intelligence: A.I.



<http://slurl.com/secondlife/Pinastri/215/8/21>

Logistics

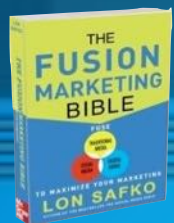
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www.LonSafko.com

Select “Get Access” On The Top Right.



Then select “Log-In” In Menu



INTERNATIONAL MARKETING



Thank you!

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