

INTERNATIONAL BRIDGE, TUNNEL AND TURNPIKE ASSOCIATION



#### WEBSITE AND SOCIAL MEDIA STRATEGIES AND ANALYTICS



#### 2015 Webinar Series: Save the Dates

June 16

Toll Payment Methods

September 17

Human Resources Focus

June 23

**European Interoperability** 

November 10

Autonomous & Connected

Vehicles

\*All webinars are scheduled for 11:00am Eastern time.
Additional information will be posted at www.ibtta.org/webinars



#### **Upcoming Meetings**

Operations Workshop
May 31-June 2 | Oklahoma City, OK
www.ibtta.org/oklahomacity
Registration Open

Summit on All-Electronic Tolling,
Managed Lanes & Interoperability
July 12-14 | Miami, FL
www.ibtta.org/miami
Registration Open. Agenda to be posted
this week!

IBTTA 83rd Annual Meeting & Exhibition
August 30-September 2 | Dublin, Ireland
www.ibtta.org/dublin
Registration Opening soon.

IBTTA New Media, Communications & Human Resources Workshop
October 18-20 | Cleveland, OH
www.ibtta.org/cleveland
Call for Presentations coming soon!



#### Professional Development Hours & Logistics for Today

- Professional Development certificate: email kdavis@ibtta.org
- Submit Questions via the Q&A Pod
- Files can be downloaded from the Files Pod
- The Webinar will last one hour
- Slides and audio will be on the website in a few days, <u>www.ibtta.org/webinars</u>



#### <u>MODERATOR</u>

#### **CECILE THIRION**

Global Marketing Director, Xerox Corporation

#### **PANELISTS**

#### **MONICA BUSSOLATI**

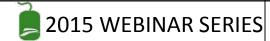
Content Strategy Director, Bussolati

#### JENISE FRYATT

Content Marketing Strategist, Smarter Shift



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#### **MONICA BUSSOLATI**

#### **IBTTA 5-20-15**

MUSINGS ABOUT WEBSITES IN THE AGE OF SOCIAL MEDIA, BIG DATA, WORDPRESS, AMAZON, GOOGLE, MARKETING AUTOMATION, AND BILL & EMMA.

# WHAT EXACTLY IS A WEBSITE?

A PLACE TO GET INFORMATION ABOUT US

## EXACTLY

WAY TO SHARE
OUR MESSAGES

OUR WEBSITE
IS THE PLACE
WHERE WE BUILD
OUR COMMUNITY

**NEBSITE?** 

A WEBSITE
ALLOWS FOR FUN
WAYS TO SHARE
IMPORTANT
INFORMATION

## YOUR WESITE IS FOR



Ask yourself this in every website decision you face:

## HOW DOES THAT HELP 'BILL'



Ask yourself this in every website decision you face:

## HOW DOES THAT HELP 'EMMA'



### WHATDOES LIKEWHENA WEBSITEIS FORME



do they need to be a speed reader to grasp your homepage?

you're site works on a phone, right?

### BE INFORMED **ENOUGH** TO SUCCESSFULLY TELL THE HIGHER UPS & COMMITTEES...

for the love of all that is good in this world...

## LOSE THE CAROUSELS

http://shouldiuseacarousel.com/

### YOUR WEBSITE IS A MARKETING

## Know thy audience

### Be useful

## Have a formal content strategy

http://bussolati.com/contentstrategy-defintion/

# Have S.M.A.R.T goals

### Measure!

### HOMEPAGE

#### HOMEPAGE PURPOSE #1

## Be useful to ME

#### HOMEPAGE PURPOSE #2

### Get a click to one other page (rather than leave)

## SPREAD WORD

### generosity

## high performing website

## content/inbound marketing

## marketing automation

## socially integrated online presence

## WHAT'S YOUR GRADE?

https://marketing.grader.com

#### Top takeways

- Your website is for ME
- All site decisions must help Bill & Emma
- Know with data-driven certainty why people come to your site
- Using carousels is bad, very, very bad
- Know thy audience
- Be useful
- Have a formal content strategy
- Have SMART goals
- Measure
- Homepage purpose: to be useful to BIII & Emma
- Homepage purpose: to get them to go to one other page on your site
- Share your site in a smart way, it's not always the home url that is best to use
- Trends in websites: generosity, high-performing sites, content/inbound marketing, marketing automation, social integration
- Grade your website: https://marketing.grader.com

#### Resources

www.info.bussolati.com/hello-ibtta



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#### JENISE FRYATT

## IBTTA'S DIGITAL MARKETING STRATEGY

#### Consistency Yields Results

- Increased our Twitter followers by 968%
- We've more than tripled our LinkedIn Company page followers
- We've increased our LinkedIn Group members by 400%
- And we've increased our Facebook page likes by 620%.



#### THE BASICS

- ENGAGE, INFORM & RETWEET
- -80/20 RULE



#### **CURATING CONTENT**

#### CRITERIA FOR CHOOSING CONTENT WE SHARE

- RELEVANT
- REFLECTS WELL ON IBTTA & TOLLING
- TIMELY
- CREDIBLE SOURCE

#### TOOLS WE USE TO FIND OUTSIDE CONTENT

- FEEDLY
- TWITTER
- FACEBOOK ACCOUNTS WE FOLLOW
- BLOOMBERG



#tollroads

#### CONTENT CREATION

- EDITORIAL CALENDAR
- CHOOSING TOPICS & WRITING
- CALLS TO ACTION
- SEO



#### **CONTENT PROMOTION**

- SCHEDULING SOCIAL MEDIA POSTS
- FACEBOOK
- TWITTER
- LINKEDIN



#### **BASIC ANALYTICS**

- SOCIAL MEDIA REACH, INTERACTIONS, CLICKS
- WEBSITE TRAFFIC & ACQUISITION VIA SOCIAL MEDIA





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