

# WEBSITE AND SOCIAL MEDIA STRATEGIES AND ANALYTICS

# 2015 Webinar Series: Save the Dates

**June 16**

Toll Payment Methods

**June 23**

European Interoperability

**September 17**

Human Resources Focus

**November 10**

Autonomous & Connected  
Vehicles

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

# Upcoming Meetings

**IBTTA Maintenance & Roadway  
Operations Workshop**  
May 31-June 2 | Oklahoma City, OK  
[www.ibtta.org/oklahomacity](http://www.ibtta.org/oklahomacity)

Registration Open

**Summit on All-Electronic Tolling,  
Managed Lanes & Interoperability**  
July 12-14 | Miami, FL  
[www.ibtta.org/miami](http://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](http://www.ibtta.org/dublin)  
Registration Opening soon.

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

# Professional Development Hours & Logistics for Today

- Professional Development certificate: email [kdavis@ibtta.org](mailto: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, [www.ibtta.org/webinars](http://www.ibtta.org/webinars)

MODERATOR

**CECILE THIRION**

Global Marketing Director, Xerox Corporation

PANELISTS

**MONICA BUSSOLATI**

Content Strategy Director, Bussolati

**JENISE FRYATT**

Content Marketing Strategist, Smarter Shift



# 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**

**A DIGITAL  
COLLECTION  
OF OUR  
INFORMATION**

# **WHAT EXACTLY IS A WEBSITE?**

**THE MOST DIRECT  
WAY TO SHARE  
OUR MESSAGES**

**OUR WEBSITE  
IS THE PLACE  
WHERE WE BUILD  
OUR COMMUNITY**

**A WEBSITE  
ALLOWS FOR FUN  
WAYS TO SHARE  
IMPORTANT  
INFORMATION**

**YOUR  
WEBSITE 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'**



WHAT DOES  
IT LOOK  
LIKE WHEN A  
WEBSITE IS  
FOR **ME**

eye blink test

how many clicks does  
it take to get to the  
*money?*

# #1

language... jargon.  
Are you speaking their  
language? Or yours?

# REASON?

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/>

#tollroads @ibtta @bussolati

**YOUR  
WEBSITE IS A  
MARKETING  
TOOL**

TENET #1

**Know thy  
audience**

# TENET #2

# Be useful

## TENET #3

# Have a formal content strategy

<http://bussolati.com/contentstrategy-definition/>

# TENET #4

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

# TENET #5

# Measure!

# HOMEPAGE



# HOMEPAGE PURPOSE #1

**Be useful to  
ME**

## HOMEPAGE PURPOSE #2

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

HOW'S  
YOUR BOUNCE  
RATE?

**SPREAD  
THE  
WORD**

# WEBSITE MARKETING TRENDS

# WEBSITE MARKETING TRENDS

# generosity

# WEBSITE MARKETING TRENDS

# high performing website

# WEBSITE MARKETING TRENDS

# content/inbound marketing

# WEBSITE MARKETING TRENDS

# marketing automation



# WEBSITE MARKETING TRENDS

**socially integrated  
online presence**

# WHAT'S YOUR GRADE?

<https://marketing.grader.com>

# Top takeaways

- **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 Bill & 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](http://www.info.bussolati.com/hello-ibtta)**



**JENISE FRYATT**

# IBTTA'S DIGITAL MARKETING STRATEGY

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# 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

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# 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

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# CONTENT CREATION

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

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# CONTENT PROMOTION

- SCHEDULING SOCIAL MEDIA POSTS
- FACEBOOK
- TWITTER
- LINKEDIN

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# BASIC ANALYTICS

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

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