



searchmetrics

RACE – Russian Affiliate Congress and Expo

Social Media Strategies

Matthias Bachor
Director Marketing
November 2012



Agenda

1. Business case for social media

2. Social media statistics

3. How to be successful

4. Golden social media rules

About me

Matthias Bachor

- Marketing Director Searchmetrics
- 14 Years of online experience
- Focus on performance marketing
- Affiliate since 2007



Follow me

- **Mail:** m.bachor@searchmetrics.com
- **Twitter:** twitter.com/mabadu
- **Facebook:** <http://www.facebook.com/matthias.bachor>
- **LinkedIn:** <http://www.linkedin.com/in/matthiasbachor>
- **Google+:** <https://plus.google.com/111526970413036813842>

About Searchmetrics

Leading Search- and Social analytics Software



- Experienced SEO since 2000
- Founded in 2007 by Marcus Tober and Holtzbrinck Digital
- Respected SEO – Speaker in SES / SMX New York, London, San Francisco, San Jose, München, Pubcon Las Vegas, NOAH Conference London
- Searchmetrics Suite™ -> Software as a Service (SaaS)
- Coverage: 70 countries and all relevant languages
- More than 90 employees worldwide
- Locations: Berlin, Hamburg, Munich, New York, San Francisco, London, Paris
- Largest and most comprehensive SEO and Social database with Searchmetrics owned data
- no dependency on third party vendors
- Unique historical data for SEO, Links and Social adhoc analysis
- The SEO workbench for over 350 enterprises and online agencies worldwide

Social Media Strategies

Understanding needs

- Global monitoring in 70 countries
- Dashboards and individual reports
- 200 different searchengine/country-combinations
- Google, Yahoo, Bing, Yandex, Baidu, Seznam etc.
- huge historical Data
- Individual Keywords and Visibilities
- Own Backlink Crawling and Database
- Social Media Reporting
- Competitive Analysis
- Web-Traffic Integrations
- Individual Project- and User-settings
- Intelligent Task- and Alert-Handling

Technology partner



AT INTERNET
Online Intelligence Solutions

intelliAd 
Bid-Management & Multichannel-Tracking

Social Media Strategies

References Searchmetrics



Social Media Strategies

Searchmetrics in the press



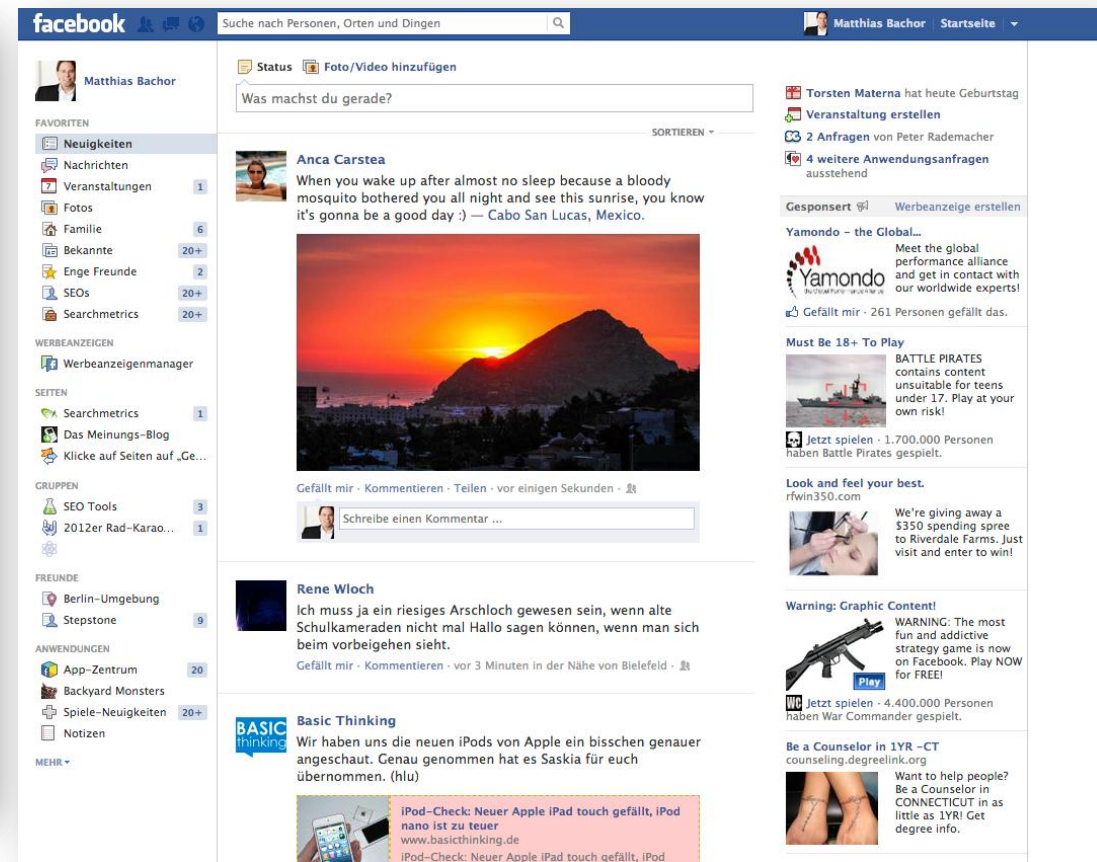
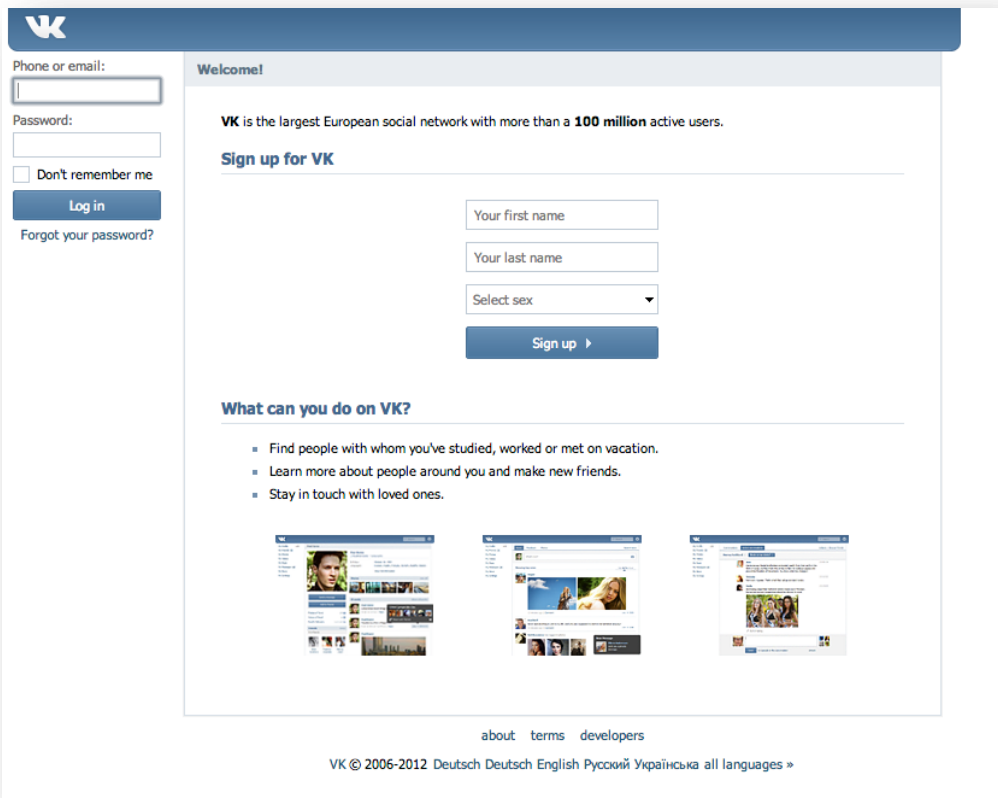
Agenda

- 1. Business case for social media**
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4. Golden social media rules

What is social media?

Social Media Strategies

Social communities



Social Media Strategies

Blogs



Official news on crawling and indexing sites for the Google index



A new tool to disavow links

Tuesday, October 16, 2012 at 1:43 PM
Webmaster level: Advanced

Today we're introducing a tool that enables you to disavow links to your site. If you've been notified of a manual spam action based on "unnatural links" pointing to your site, this tool can help you address the issue. If you haven't gotten this notification, this tool generally isn't something you need to worry about.

First, a quick refresher. Links are one of the most well-known signals we use to order search results. By looking at the links between pages, we can get a sense of which pages are reputable and important, and thus more likely to be relevant to our users. This is the basis of [PageRank](#), which is one of more than 200 signals we rely on to determine rankings. Since PageRank is so well-known, it's also a target for spammers, and we fight linkspam constantly with algorithms and by taking manual action.

If you've ever been caught up in linkspam, you may have seen a message in Webmaster Tools about "unnatural links" pointing to your site. We send you this message when we see evidence of [paid links](#), link exchanges, or other [link schemes](#) that violate our [quality guidelines](#). If you get this message, we recommend that you remove from the web as many spammy or low-quality links to your site as possible. This is the best approach because it addresses the problem at the root. By removing the bad links directly, you're helping to prevent Google (and other search engines) from taking action again in the future. You're also helping to protect your site's image, since people will no longer find spammy links pointing to your site on the web and jump to conclusions about your website or business.

If you've done as much as you can to remove the problematic links, and there are still some links you just can't seem to get down, that's a good time to visit our new [Disavow links](#) page. When you arrive, you'll first select your site.

Useful links

- [Google Webmaster Central](#)
- [Webmaster Help Center](#)
- [Google Webmaster Tools](#)
- [Webmaster Central on YouTube](#)
- [Webmaster Central China Blog](#)
- [Webmaster Central Japanese Blog](#)
- [Webmaster Central German Blog](#)
- [Webmaster Central Spanish Blog](#)

Labels

- [accessibility](#) (8)
- [advanced](#) (132)

Disavow links



Deutsch | English

[Go to Searchmetrics site >](#)

Home
Authors
About us

Content Strategies For Universal Search



One of the easiest ways to enter a query space or SERP is to identify what Universal Search news, video, images, shopping and maps/Local verticals are in, or better still, have been in the search results. Identifying past instances that the query space included a Universal Search vertical but currently isn't currently including the vertical [...]

[read more >>](#) [\(Edit\)](#)

November 6th, 2012 | [Analysis](#) No comments

SEO News: Old players, Facebook and numbers you can hardly believe



Hello again and welcome to the Searchmetrics weekly round up. It was a fairly calm week last week, a lot of my colleagues being at the SEO Day in Cologne. Me? Slave to the office. So lets start in with what was of interest from the week past. Is Yahoo coming back? Marissa Mayer [...]

[read more >>](#) [\(Edit\)](#)

October 31st, 2012 | [SEO News](#) No comments

SEO news: Google disavow, local and stuff

About Searchmetrics

Searchmetrics is the global expert in search- and social-analytics software, empowering marketers to increase visibility and market share on the world's leading search engines. We create value by providing the best quality data on a global scale. Searchmetrics' robust search marketing tool, Searchmetrics Suite™, is supported by a unique server infrastructure that offers monitoring of over 164 search engines worldwide.

searchmetrics essentials™

more data, more depth, more success

Enter domain UK

Analyze now

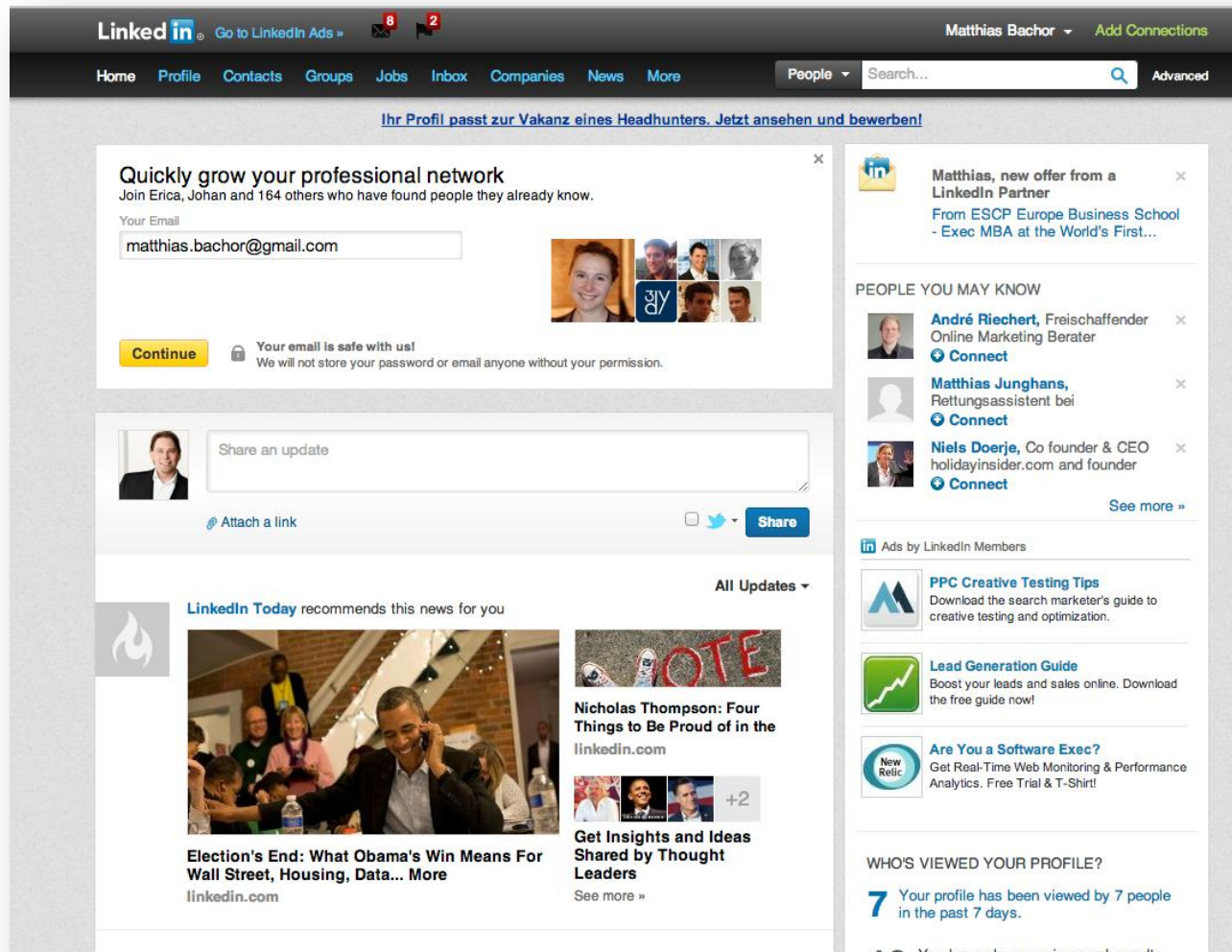
Searchmetrics auf Facebook

Gefällt mir Dir gefällt das.

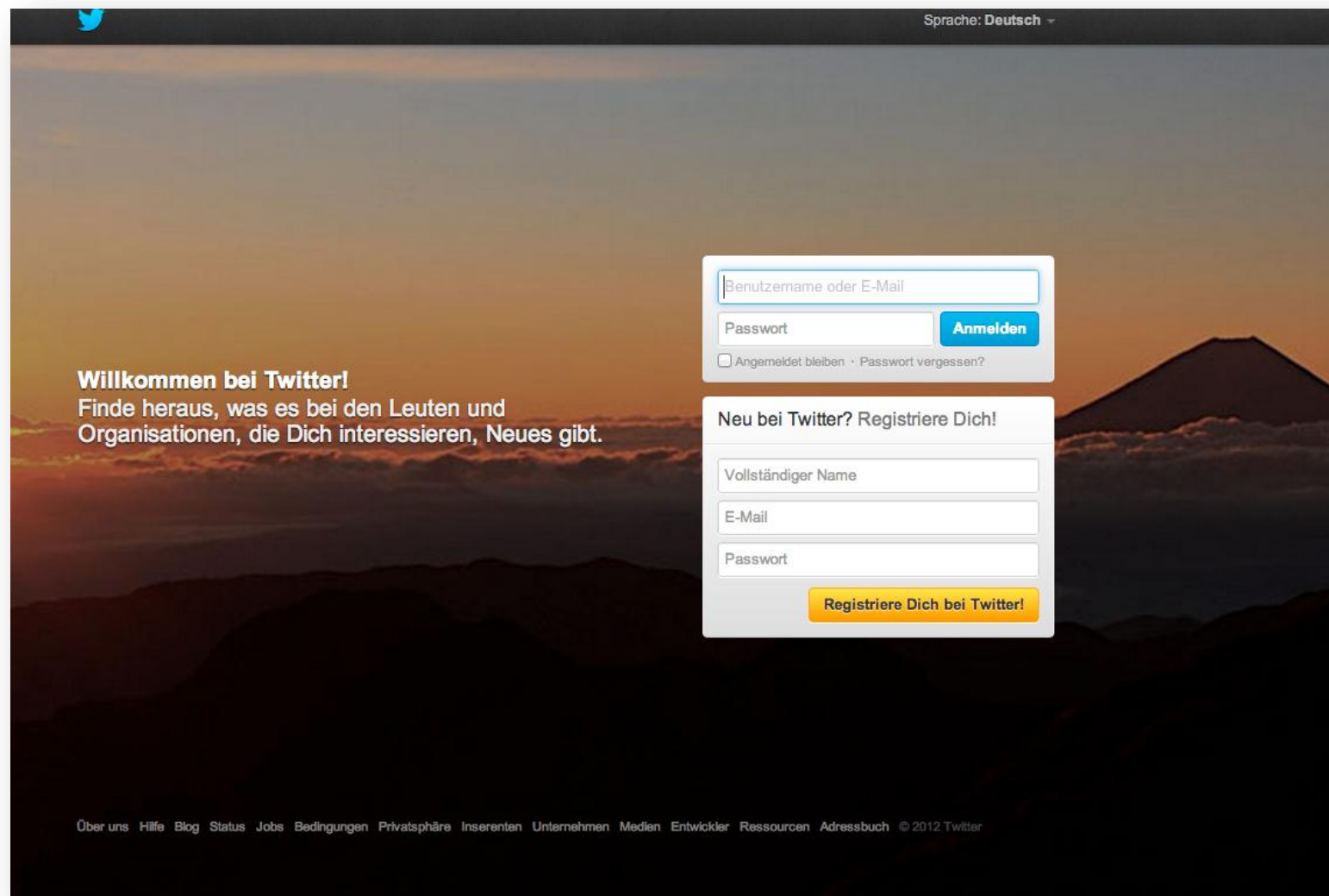
3,290 Personen gefällt Searchmetrics.

Social Media Strategies

Online networks



Social news and sharing



The image shows a screenshot of the Twitter website's login and registration interface in German. The background features a sunset over a mountain range. The Twitter logo is in the top left corner, and the language is set to 'Deutsch' in the top right.

Willkommen bei Twitter!
Finde heraus, was es bei den Leuten und Organisationen, die Dich interessieren, Neues gibt.

Benutzernamen oder E-Mail

Passwort **Anmelden**

Angemeldet bleiben · [Passwort vergessen?](#)

Neu bei Twitter? Registriere Dich!

Vollständiger Name

E-Mail

Passwort

Registriere Dich bei Twitter!

Über uns Hilfe Blog Status Jobs Bedingungen Privatsphäre Inserenten Unternehmen Medien Entwickler Ressourcen Adressbuch © 2012 Twitter

Social Media Strategies

Multimedia sharing

The screenshot shows the YouTube channel page for 'searchmetrics'. The channel has 46 subscribers and 3,764 video uploads. The main content area features three video uploads:

- Searchmetrics Essentials: World's fastest SEO tool** (33 Aufrufe, 6:01 min)
- Searchmetrics Essentials: Das schnellste SEO Tool der Welt!** (114 Aufrufe, 6:01 min)
- Social Media Analytics -- Searchmetrics Essentials -- how to create viral linkbait?** (98 Aufrufe)

On the right side, there is a sidebar with the channel name 'Über Kanal von searchmetrics', a description, and social media links for searchmetrics.com, Twitter, and Facebook. Below that, it shows the channel's activity, including the last activity date (14.09.2012) and the member since date (16.09.2010).

The screenshot shows a Flickr photo gallery. The search results are filtered by 'russia'. The gallery displays a grid of photos with captions such as 'Von Byron...', 'Von Darriuss...', 'Von -yury-', 'Von Doug...', 'Von 2composers', 'Von burfedaboy', 'Von burdugan', 'Von FreedomHouse', 'Von RSBearman', 'Von Wilder Wein', 'Von lara_korlara', 'Von lara_korlara', 'Von Richardbakes', 'Von Quixotic...', 'Von Esthr', 'Von pots', 'Von the jane', 'Von pan_dit', 'Von Michael J...', 'Von jasmine8559', 'Von I.alexand', and 'Von kisto4ka'.

Who does social media?



+ Add to Market Insights

Total Facebook Users 7 148 320

Position in the list 30

Penetration of population 5.13%

Penetration of online population 11.97%

Average CPC \$1.15

Average CPM \$0.23

Facebook monitoring helps to improve your business and social media marketing strategy in every country. Currently, there are **7 148 320 Facebook users in the Russia**, which makes it **#30** in the ranking of all **Facebook statistics by Country**.

Also, feel free to try our professional social media monitoring tool **Analytics PRO** – monitor the situation on the market, track and analyze your fans' engagement on your Facebook page, identify key influencers, response rates, and much more. Easily generate the data, compare them with your competitors or with the top brands in your field.

Are you active in multiple markets? Monitor your target audience across markets based on their interests with **Market Insights!**

Who c

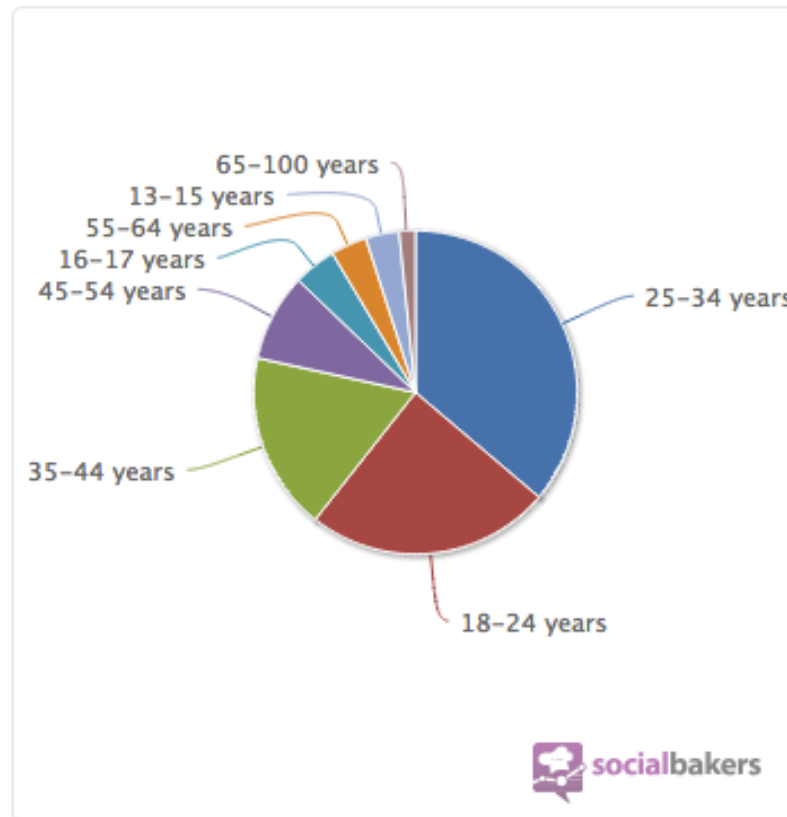
TOP 5

Pages Brands Celebrities Entertainment Media Sports Places						
#	Page	Fans	PTA	ER	RR	Score
1	ESET Nod32 Russia	256 671	2 032	0.041%	0.00%	43%
2	Audi Russia	187 514	3 523	0.281%	0.00%	69%
3	Burton Russia	101 024	1 147	N/A	100.00%	N/A
4	Cheaptrip	82 290	22 581	0.298%	N/A	56%
5	Beeline	78 861	9 596	0.244%	N/A	68%

Social Media Strategies

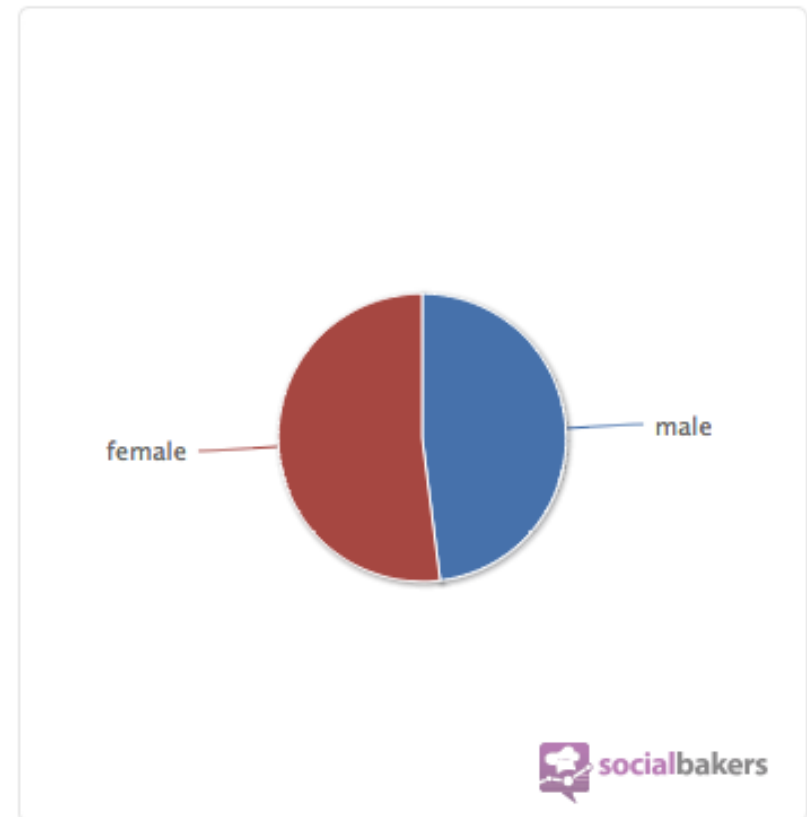
Who

User age distribution on Facebook in Russia



Russia Facebook demographics is other social media statistics we monitor. The largest age group is currently **25 - 34** with total of 2 573 395 users, followed by the users in the age of **18 - 24**.

Male/Female User Ratio on Facebook in Russia



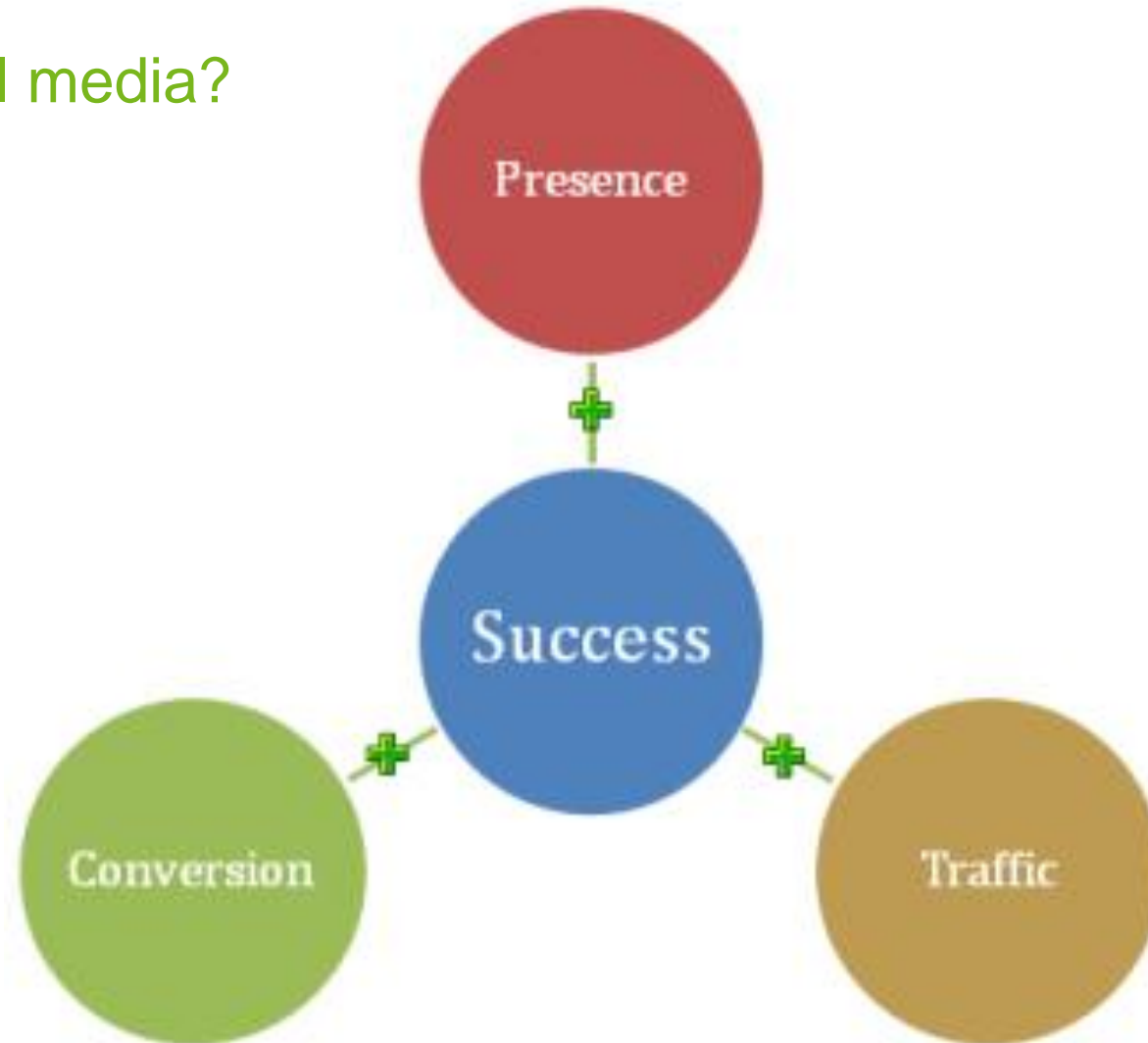
There are **48% male** users and **52% female** users in **Russia**, compared to 49% and 51% in **Netherlands** and 67% and 33% in **Nigeria**.

Quite a lot of people..

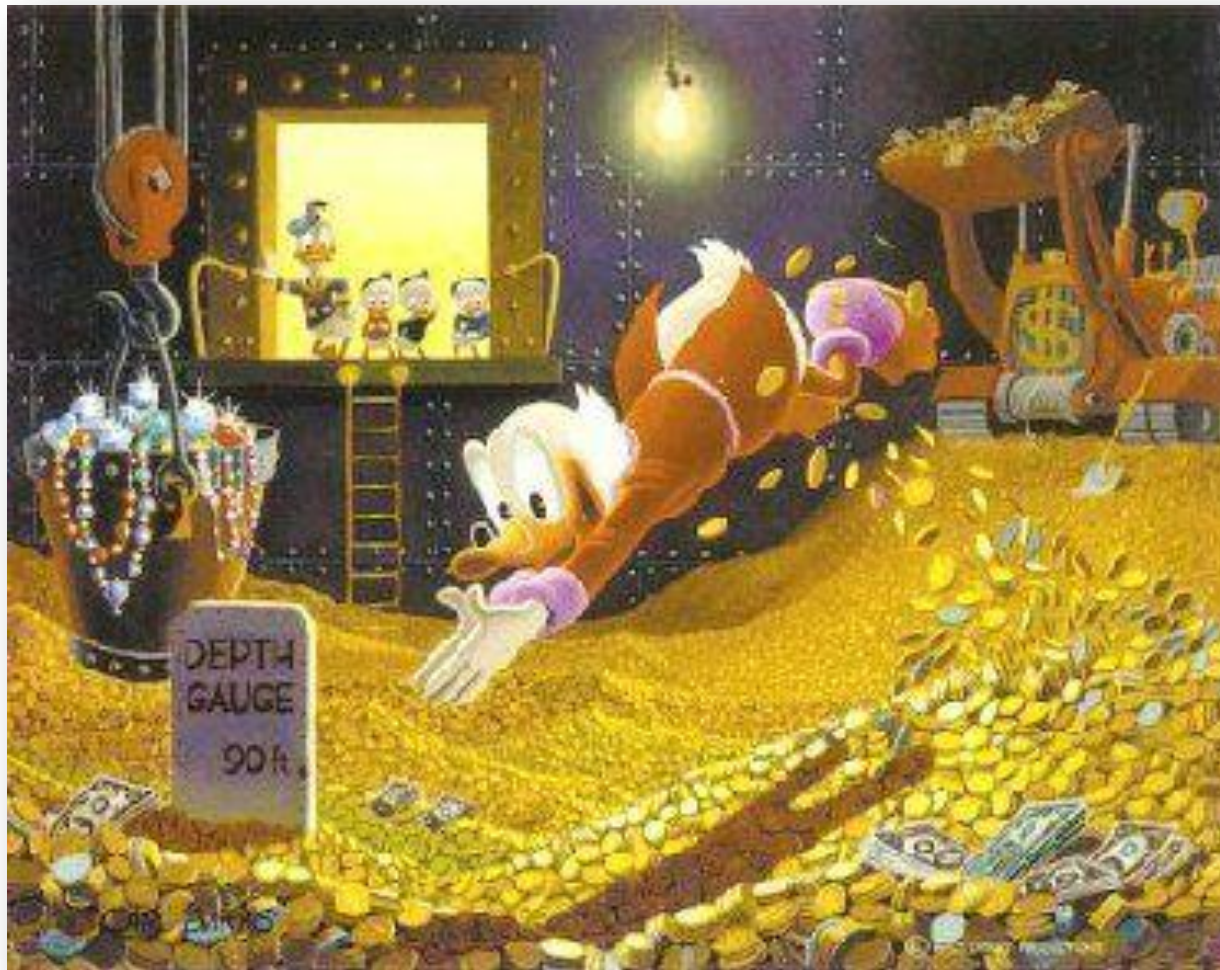


Why do social media?

Why do social media?



Why do social media?



Start a business case

- Identify your goals
- Identify your target group
- Define marketing channels
- Optimize conversions
- → **measure results**



Agenda

1. Business case for social media
- 2. Social media statistics**
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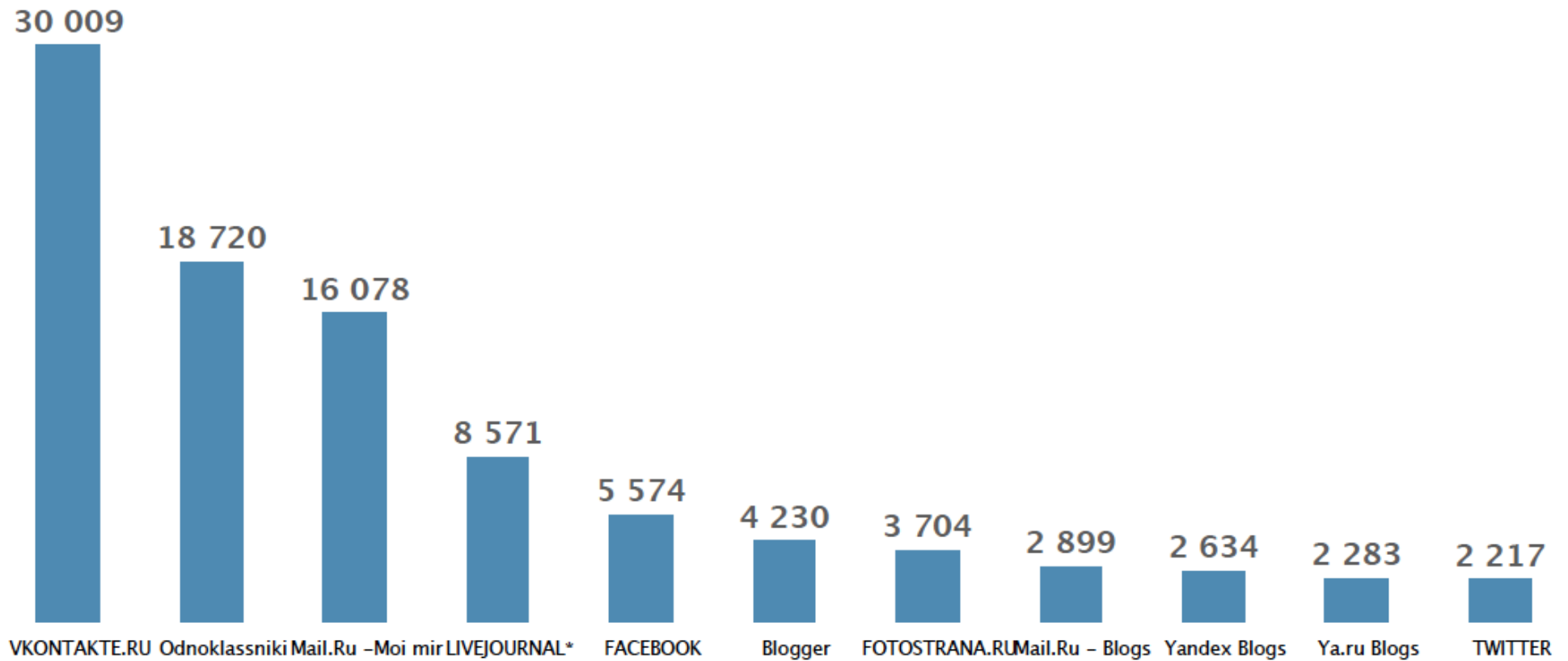
Lets look at some statistics

Statistics dont need to be boring ;)



Social Media Strategies

Unique users of major social networks in Russia



Source: comScore World Metrix, April 2010

Followed by over 350 social media with an audience over 25 thousand monthly unique users

The World Luxury Index **Russia.**

Covering:

400+ brands

150 million+ searches*

**6 Key
Segments**



Cars



Fashion



Beauty



Hospitality



Jewelry



Watches

Unbiased insights from the **top
search engine**** in Russia:

Yandex

By Luxury Segment.



CARS



FASHION



BEAUTY



HOSPITALITY



WATCHES



JEWELRY

#1



#2



#3



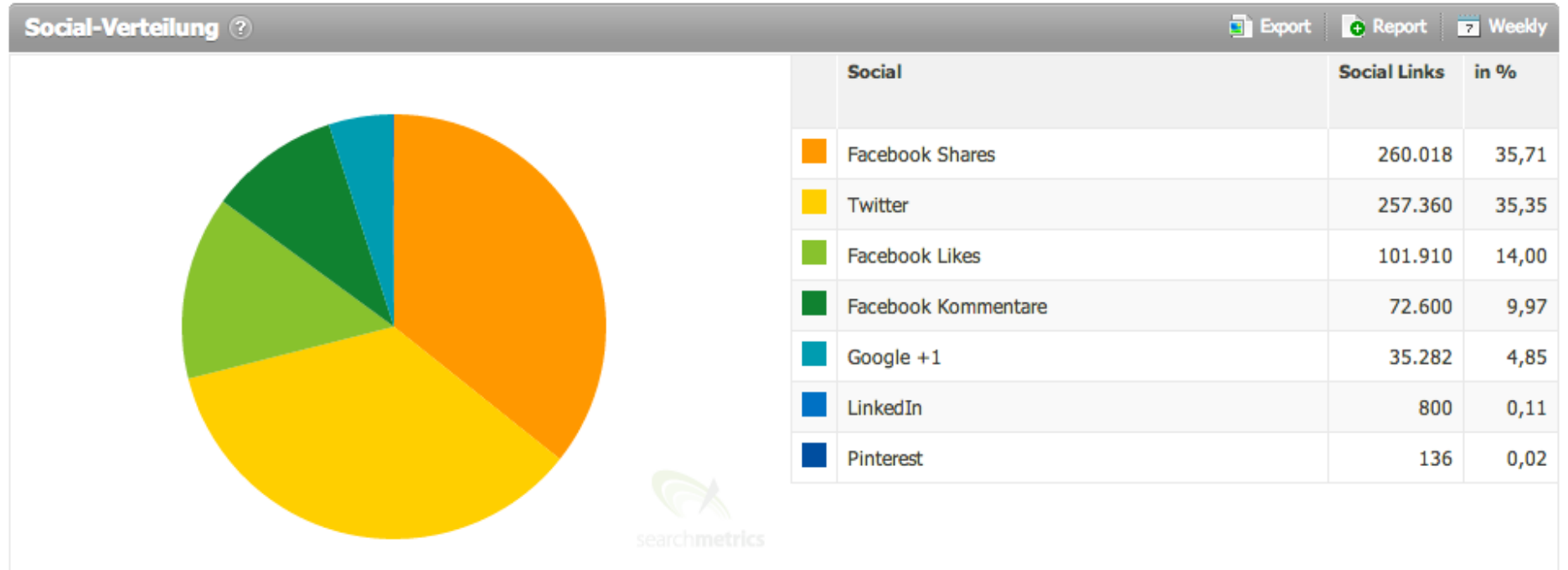
Social Visibility

Social Visibility represents how visible a selected domain is on leading social networks (Facebook, Twitter, LinkedIn, Google+1, Pinterest). Social Visibility looks at user actions, such as liking or sharing something on Facebook, (e.g. Facebook's like button) as well as the URLs from the selected domain that are shared in the social media space. The different user actions are weighted differently depending on the influence of the network.

Social Media Strategies

Mail.ru

SOCIAL SPREAD



f Facebook (5 von 8.959) ?

Weekly

URL	Facebook gesamt
http://foto.games.mail.ru/corp/photo4games/foto/581	47.706
http://Allods.mail.ru	45.223
http://allods.mail.ru/	40.223
http://content.video.mail.ru/mail/shergin1958/_myvideo/3	31.237
http://kf.mail.ru	11.645

» Details anzeigen

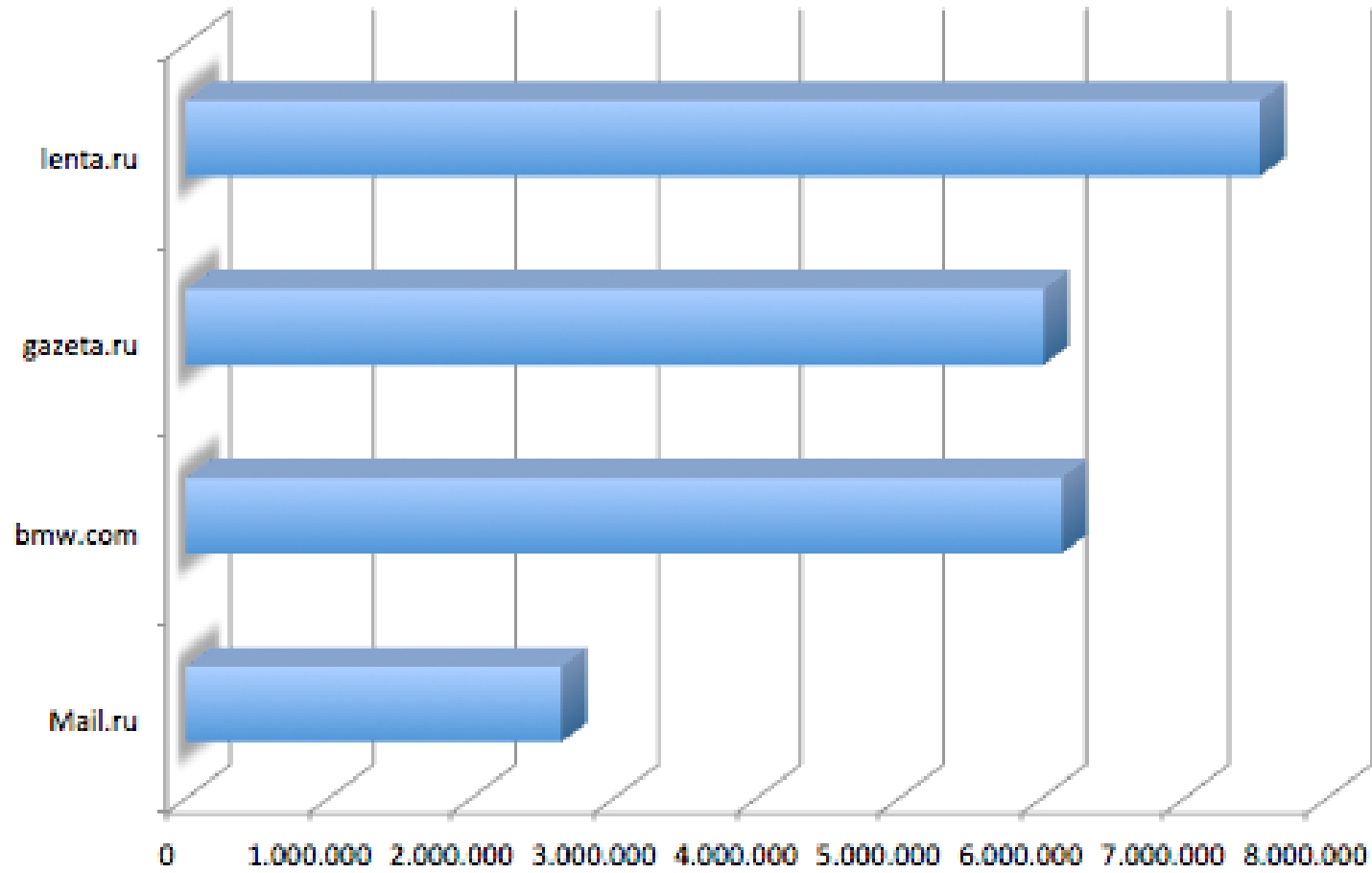
t Twitter (5 von 30.721) ?

Weekly

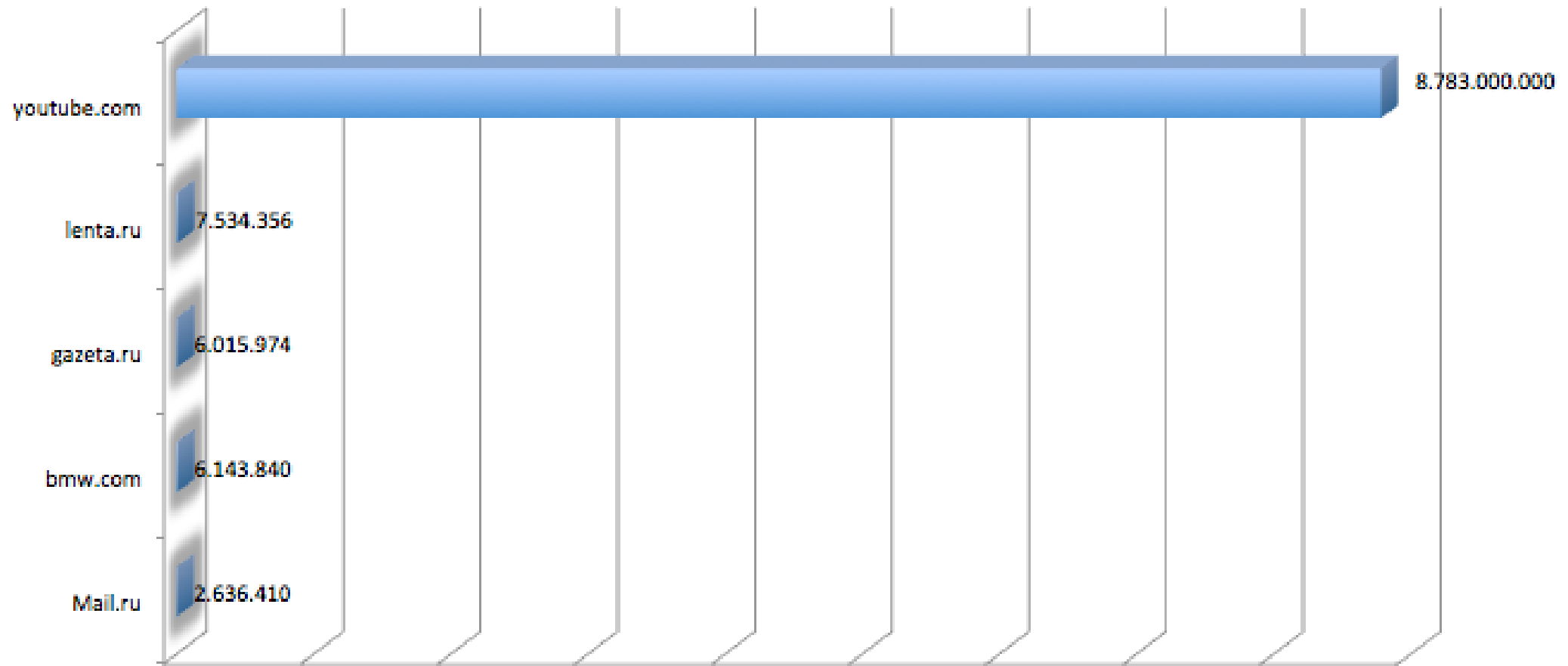
URL	Tweets gesamt
http://kf.mail.ru	9.830
http://mail.ru	4.143
http://mail.ru/	4.061
http://video.mail.ru/mail/hubernatalia/wwwtahitiannonicom	2.445
http://video.mail.ru/mail/hubernatalia/wwwtahitiannonicom	2.010

» Details anzeigen

Social Media Strategies



Social Media Strategies



Authorship

About 413,000,000 results (0.19 seconds)

[LADY GAGA | BORN THIS WAY BALL](#)

www.ladygaga.com/

American pop singer and songwriter. Includes biography, tour information, videos, ringtones, photos and a forum.

↳ [Events](#) - [News](#) - [Palau Sant Jordi](#) - [Lady Gaga Shirt Contest](#)

[Lady Gaga : News](#)

www.ladygaga.com/news/



by [Lady Gaga](#) · in 1,861,302 Google+ circles · [More by Lady Gaga](#)

20 Apr 2012 – Lady Gaga has been nominated for ten Billboard Music Awards!

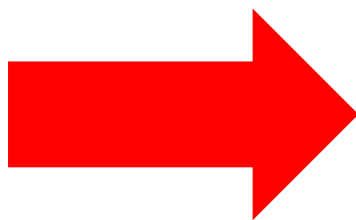
She was nominated in the following categories: Top Artist, Top Female Artist, ...

[Lady Gaga - Wikipedia, the free encyclopedia](#)

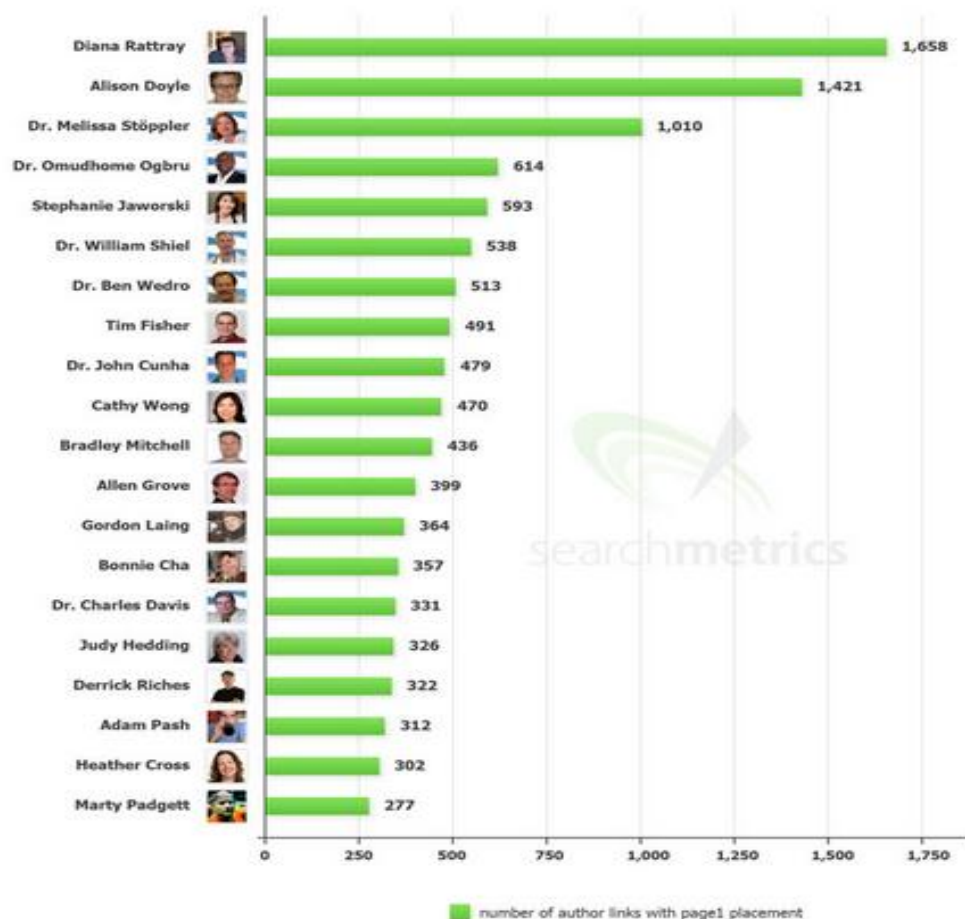
en.wikipedia.org/wiki/Lady_Gaga

Stefani Joanne Angelina Germanotta known by her stage name **Lady Gaga**, is an American singer and songwriter. Born and raised in New York City, she ...

↳ [Lady Gaga discography](#) - [Born This Way](#) - [The Fame](#) - [The Born This Way Ball](#)



Authorship markup



Authorship Markup is spreading fast, might turn into a signal in the near future.

Looking for author integrations in the SERPs for a million keywords in google.com.

For nearly 370,416 keywords, >1 author integration in the SERPs

Higher impact from mentions / links from important authors independent of link?

Make sense?

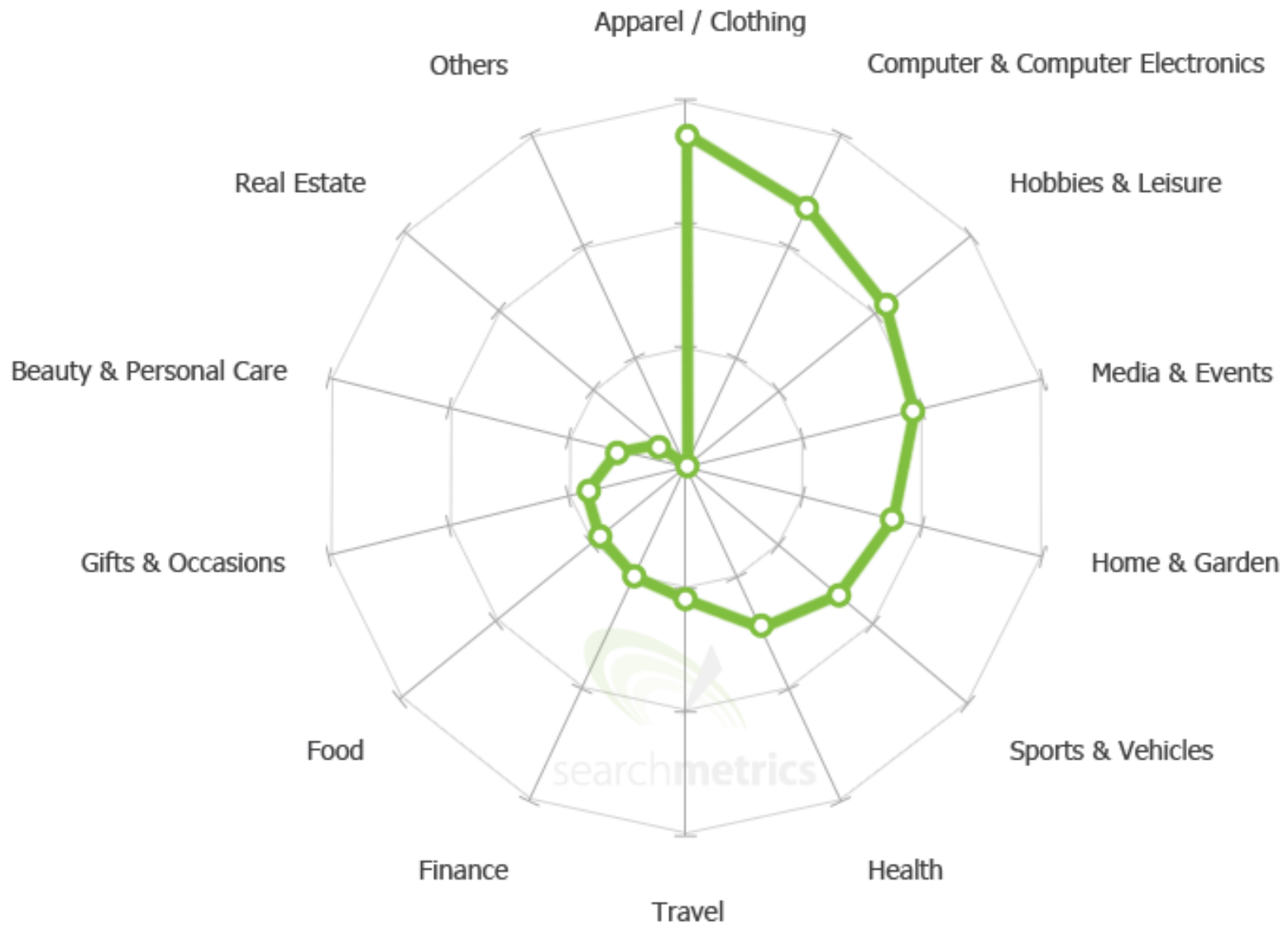
Rise of author integrations in SERPs



Number of SERPs with at least one autorhips markup

Social Media Strategies

Author Integrations by Category



Takeaway

Highest ranking won't get the most clicks

Users trust results with authorship

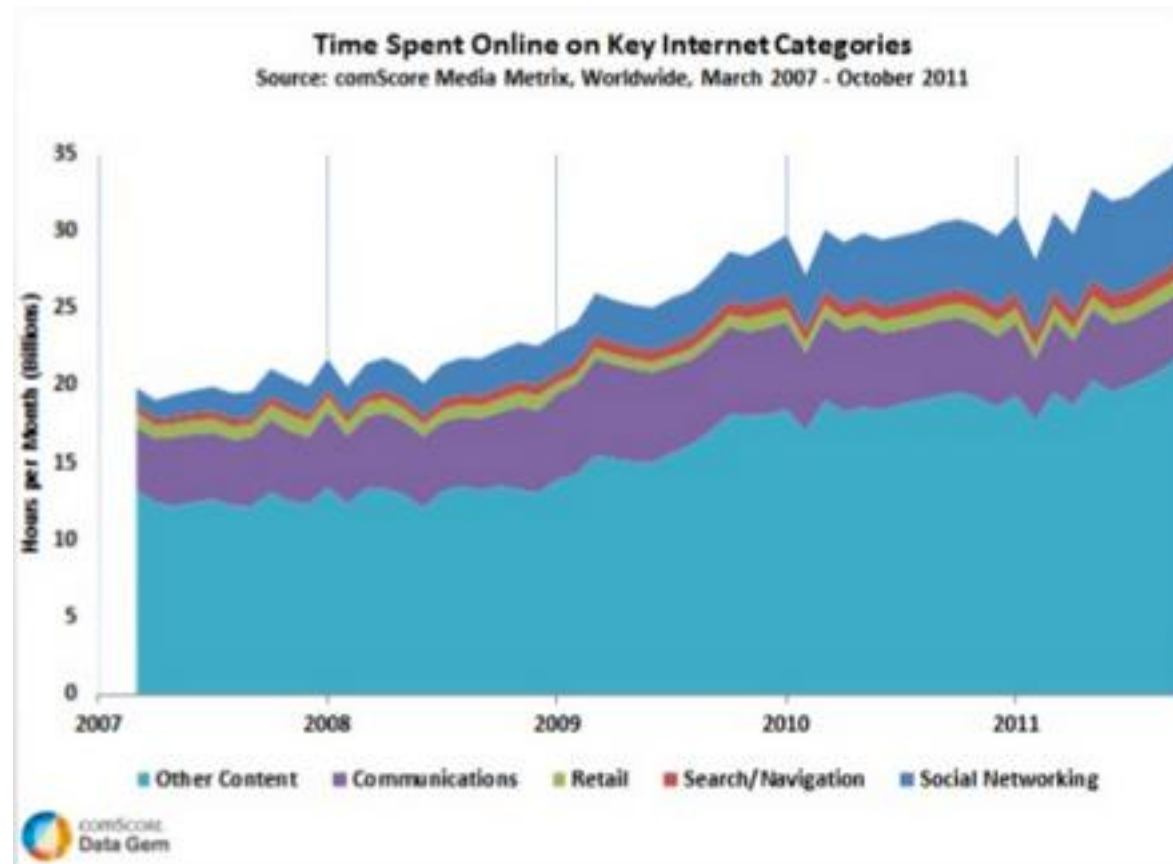
- CTR influence the ranking – up to 30% higher CTR
 - Author looks at URL
 - Author points to URL with his hand, arm, etc.

Social Media Universe

Source: Nielsen May 2011



Time spend



Social Media Strategies



Social Media Strategies



Vkontakte is big
in Eastern Europe:
55% awareness,
39% penetration.



Social Media Strategies



Agenda

1. Business case for social media
2. Social media statistics
- 3. How to be successful**
4. Golden social media rules

Social Media Strategies

Planning, planning and planning

- Detailed definition of your goal
 - What is your goal
 - How do you measure it
 - What is success
 - What are your KPIs
- Who do you want to target
 - Who are they
 - What do they like
 - Where do they have fun and where do they do business
 - Who are their friends
 - How can you get their attention



Social Media Strategies

Interaction

- Set up your social media channels
 - Facebook / VK
 - YouTube channel
 - Flickr
 - Twitter
 - ...
- Connect with potential customers
- Interact with your users
 - Listen
 - Comments
 - Respond
- Generate interesting content



Social Media Strategies

Engage users

- Get their engagement
 - Product testing
 - Games
 - Events
 - Discussions
- Trigger conversations
- Produce viral content
 - Videos
 - Games
 - Campaigns



Social Media Strategies

Build trust

- Always be yourself
 - Dont fool your users
 - Listen carefully
 - Never delete comments
 - Show transparency
-
- Dont be afraid to get into discussions



Social Media Strategies

Measure results

- Define your KPIs
- Measure on a regular basis
- Take action steps out of measurement

- Never forget about this part!

Ø SOCIAL LINKS / WEEK

 **25,140,408**

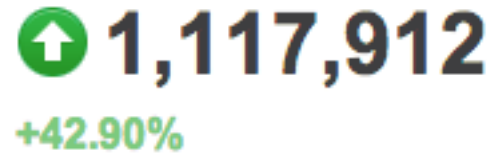
-51.21%

Social Media Strategies

Possible KPIs

- Blog Posts
- Social Visibility
- Likes
- Shares
- Comments
- Fans
- Links
- Subscribers
- Inbound Traffic
- Clickthroughs
- Downloads
- Tweets
- +1
-

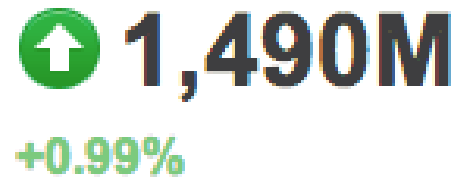
Σ URLS / WEEK



FACEBOOK SPREAD



LIKES



SHARES



Example for KPIs

The screenshot displays the Searchmetrics suite interface for the domain 'gazeta.ru'. The top navigation bar includes 'DOMAINS', 'KEYWORDS', 'LINKS', 'SOCIAL', and 'VISIBILITY CHARTS'. The 'SOCIAL' menu is active, showing sub-tabs for 'OVERVIEW', 'SOCIAL VISIBILITY', and 'SOCIAL SPREAD'. The 'SOCIAL VISIBILITY' tab is selected, displaying four key performance indicators (KPIs):

- SOCIAL VISIBILITY:** 6,015,974 (+0.23%)
- SOCIAL LINKS:** 1,661,439 (+0.15%)
- Ø SOCIAL LINKS / WEEK:** 14,172 (+54.86%)
- SOCIAL SPREAD:** A pie chart showing the distribution of social links across platforms: Facebook (orange), Twitter (yellow), Google +1 (green), and Other (dark green).

Additional interface elements include the Searchmetrics logo, a 'Select Project' dropdown, a search bar with 'gazeta.ru' and a 'GO' button, and options to 'Add domains to compare', 'Export to PDF', and 'E-mail'.

Social Media Strategies

Different Channels, different content

Facebook (5 of 21,576) ?		
URL		Total Facebook
http://lenta.ru/columns/2012/04/25/children/		10,783
http://www.lenta.ru/columns/2012/04/25/children/		10,782
http://www.lenta.ru/columns/2011/12/11/meeting/		5,539
http://lenta.ru/columns/2011/12/11/meeting/		5,539
http://www.lenta.ru/columns/2012/07/09/absolution/		5,310
» Show details		

Twitter (5 of 26,574) ?		
URL		Total Tweets
http://lenta.ru/columns/2012/07/09/absolution/		1,939
http://lenta.ru/articles/2011/12/12/durov/		1,120
http://lenta.ru/news/2012/07/11/secondstep/		1,110
http://lenta.ru/columns/2011/12/09/protest/		964
http://lenta.ru/columns/2012/04/25/children/		845
» Show details		

Google +1 (5 of 10,768) ?		
URL		Total Plusones
http://www.lenta.ru/		1,079
http://lenta.ru/		1,065
http://mail.lenta.ru/		183
http://aquarium.lenta.ru/letov.htm		182
http://www.lenta.ru/#*x49x55x46x48x53x32x49x51x58x4		167
» Show details		

LinkedIn (5 of 3,255) ?		
URL		Total Shares
http://lenta.ru/news/2011/02/08/zimynebudet/		52
http://lenta.ru/news/2012/04/17/apple/		50
http://www.lenta.ru/news/2011/03/28/hero/		50
http://lenta.ru/columns/2012/04/25/children/		38
http://lenta.ru/articles/2011/12/12/durov/		33
» Show details		

Social Media Strategies

Keep in mind what you are doing

- Set up team meetings
- Read your strategy
- Check statistics
- Validate your strategy



- **Make sure that you dont loose your focus!**

Agenda

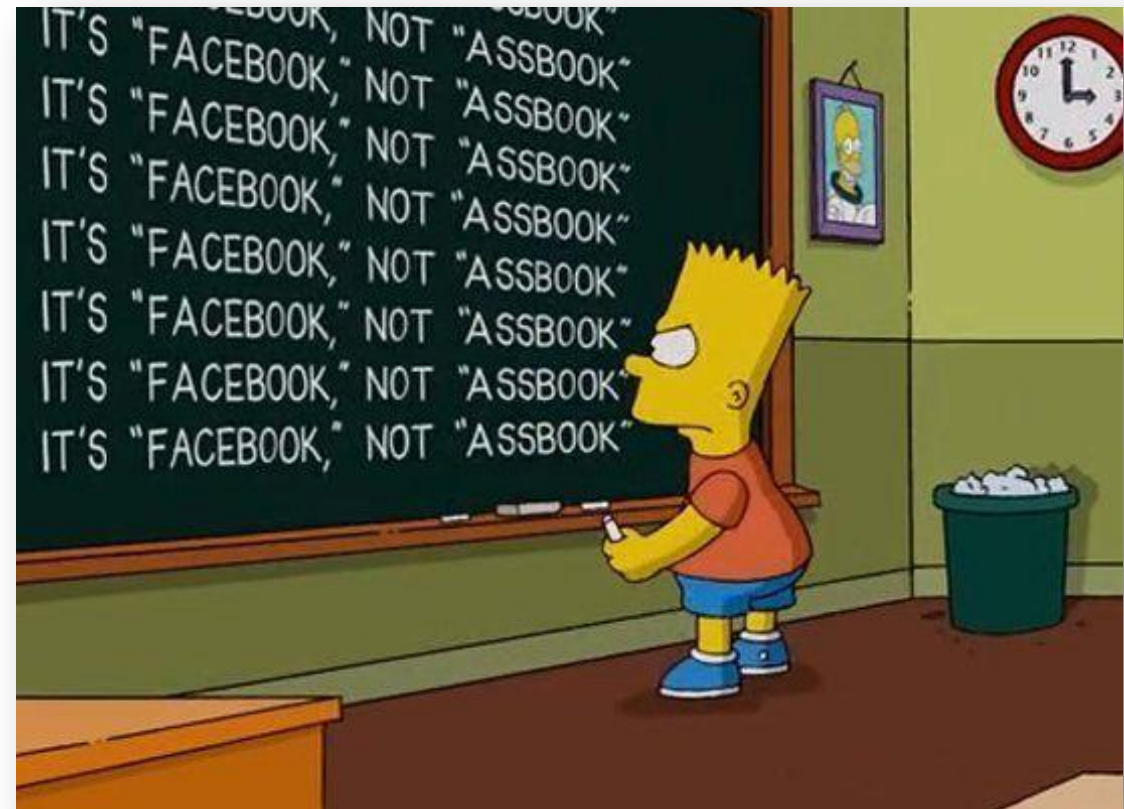
1. Business case for social media
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5 Golden Social Media Rules



Golden Social Media Rules

1. Have clear and written down goals with measurement



Golden Social Media Rules

1. Have clear and written down goals with measurement

2. **Be authentic**



Golden Social Media Rules

1. Have clear and written down goals with measurement
2. Be authentic
- 3. Listen and respond**



Social Media Strategies

Golden Social Media Rules

1. Have clear and written down goals with measurement
2. Be authentic
3. Listen and respond
- 4. Choose the right channel for the right content**



Golden Social Media Rules

1. Have clear and written down goals with measurement
2. Be authentic
3. Listen and respond
4. Choose the right channel for the right content
- 5. Measure and optimize**



One last tip:



76

Countries
worldwide

100

Million
Keywords

75

Million
Domains

Google
Yahoo
Bing
Yandex
Baidu
Naver
Seznam

50

Local
Rankings

Twitter
Facebook
Google+
LinkedIn
Delicious
Pinterest

Thank you for listening.

Get the slides: Just drop me a business card

Get in touch:

- Mail: m.bachor@searchmetrics.com
- Twitter: twitter.com/mabadu
- Facebook: <http://www.facebook.com/matthias.bachor>
- LinkedIn: <http://www.linkedin.com/in/matthiasbachor>
- Google+: <https://plus.google.com/111526970413036813842>

Exclusive offer:

Test the Searchmetrics Social module **for free** for the first month

Mail to m.bachor@searchmetrics.com with subject:
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